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*The Pulse of the Motion Picture Industry*

# BOXOFFICE

JULY 1, 1939 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION

## *In This Issue*

# THE MAJORS' CASE IS READY

# LEAPING  LEO!

## CHIPPER "MR. CHIPS"!

Cincinnati joins the ranks of Dayton, Columbus and Cleveland to establish "Goodbye Mr. Chips" (*Robert Donat, Greer Garson; directed by Sam Wood*) as a sure-fire sensation everywhere! Watch the new openings nation-wide! Imagine! The 5th week at the Astor, N.Y. tops the previous week!



## "MAISIE" IS A DAISY!

This exploitation natural is a hot-weather box-office tonic! "MAISIE", the Explosive Blonde (*Robert Young, Ann Sothern; directed by Edwin L. Marin*) is delighting audiences and exhibitors everywhere.



## THAT "TARZAN" YELL!

From coast to coast showmen are doing their stuff and "TARZAN FINDS A SON" (*Johnny Weissmuller, Maureen O'Sullivan; directed by Richard Thorpe*) is topping all previous Tarzan hits.



## LUCKY 7th HARDY HIT!

Flash from Huntington Park, Cal.: "Sensational preview of 'ANDY HARDY GETS SPRING FEVER', the lucky 7th Hardy hit. Ecstatic audience almost tore the house down." (*Directed by W. S. Van Dyke, II*).



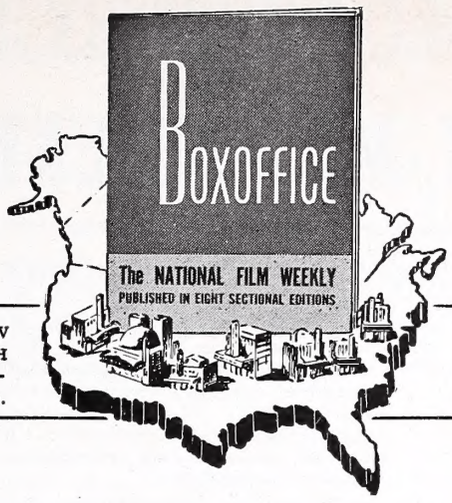

## "ON BORROWED TIME" GREAT!

"ON BORROWED TIME" (*Lionel Barrymore and big cast, directed by Harold S. Bucquet*) is the talk of the West Coast. The stage hit has become a screen triumph, one of the best produced by any studio this year!

## WATCH THAT DEPENDABLE LION!

He's in full stride and you ain't seen nothin' yet! "LADY OF THE TROPICS" (*Robert Taylor, Hedy Lamarr; directed by Jack Conway*); "THE WOMEN" (*Norma Shearer, Joan Crawford, Rosalind Russell and All-Star Cast; directed by George Cukor*); "BLACKMAIL" (*Edward G. Robinson; directed by Henry C. Potter*) and other BIG ONES for June, July, August. When your box-office needs a friend, there's always THE FRIENDLY COMPANY!

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# *IT MUST BE THE HEAT*

HOLLYWOOD, of which there is only one, hears of a new tongue, coined especially for Norma Shearer, Joan Crawford and Rosalind Russell and no doubt conceived without their advice or need. The language appears to be a direct result of that perpetually delicate and significant question, "When is a lady not a lady?" and the answers have a great deal to do with the manner in which the lady refers to both friend and acquaintance.

Any reference to the less fortunate members of the sex are to be couched in new phrases, examples running something like these: beazel, micklish, slooper, chotise, trech and kronker.

Gathering some momentum also is the word Miss Russell has compiled a list of the ten most overworked phrases used by women in America. She estimates six of every ten women use these expressions on an average of once in every five minutes. The pearly drippings: "Too, too divine; such a darling; frightly amusing; but definitely; utterly mad; terribly gay; completely charming; literally starved; terrifically smug and simply devastating."

It certainly is.

Furthermore, it appears the underprivileged populace of Beverly Hills owes a debt of thanks to Hedy Lamarr. The quiet nights which that city continues to enjoy would have been rudely disturbed by raucous croakings if it were not for Miss Lamarr and the interest she retains in the home she recently left to marry Gene Markey. The lowdown stems to the other evening when she received an offer, described as excellent, for her property. The purchaser wanted to use the swimming pool as a test breeding pool for bullfrogs—Louisiana bullfrogs and no other kind would do. But Hedy, stout fella, turned the guy down cold.

That's the kind of civic pride every exhibitor ought to practice.

This fairly private exposure of the personal doings of those prominent in the Hollywood scene has nothing at all to do with your observer's recent visit to the gold coast. Besides, he was only there four days and, while he likes to think from time to time that he gets around, he doesn't get around that fast and such glamorous company, somehow or other, always manages to elude him anyway.

No, indeedy, these are merely the arresting inventions of a studio publicity colossus, having a good time somewhere between the A and B of his super intellect. He conceives them and he mails them to the newspapers of the country in the expectation some editor who could not possibly be that thick will continue to print them for an adoring and panting public.

These samples are in the class with the silly story, almost a year old now, of the producer that required a skunk and had to get it from Wisconsin, thereby placing Hollywood and its reputation in a very embarrassing position. They are typical of the pap cooked up by many of the wonder boys and girls at the studios who will write anything for a line in print.

Publicity is an essential to any part of show business, but really it has reached the point where they—the public—must be laughing loud and long at pictures and picture people instead of with them. It is the case, as usual, of millions to develop glamour, but no sense for preserving it. It is ridiculous. It is incredible. And so very dumb.

Kann

# READY TO TRY ALL-INDUSTRY SUIT ANY TIME

# GOV'T IS READY, MAJORS' LAWYERS MAINTAIN

## Pure Conjecture, However, Is Opinion Start May Be Made This Fall

*By* BILL ORNSTEIN

NEW YORK—Admittedly near the completion of exhaustive surveys and factual checkups on complaints registered with the department of justice, distributor counsel unanimously say they will be ready for trial of the all-industry suit as soon as the government is prepared to present its case before a local federal judge.

At this time there is no telling when the trial will get under way. Purely conjecture is the opinion of local department of justice representatives that the case, in all probability, will be set for the September-October term. In the same category, is the assertion by distributor counsel that under regular procedure the anti-trust hearings could not get under way for at least two years, because of congested federal court calendars. But the expectancy is Paul Williams, in charge of the case for the government, will make a special appeal to have it moved up on the preferment list.

This would indicate there is a possibility of a June, 1940 starting date. Preliminary motions, not unexpected in a case of such nationwide importance, will further delay designation of a trial date. Regardless of the outcome of such motions, they are seen further aiding defense counsel in securing additional time to develop the backlog on issues which may lend themselves materially to the arguments that will be presented.

**See Early Griffith Trial**

In this connection reference is made to the belief the government's monopoly action against the Griffith Brothers in Oklahoma City may be tried and disposed of by the time the all-industry case is heard. Further, it is said the trade practice code will have been in operation for six to nine months, from present indications, or more.

As for the suit against the Griffiths, BOXOFFICE last week stated in reflecting major counsel opinion that this action will be aired before the "big" suit as a "feeler" for the government's plan of procedure in the local hearings. Distributors contend that if the all-industry action is not started before the middle of next year they will then have had an opportunity to experiment with the plan of self-regulation which, they say, will eliminate 90 per cent of the complaints charged in the government's petition.

Having had the opportunity to adjust serious complaints through arbitration, such as "onerous hardships, unfair clearances, coercive selling, overbuying, forcing of shorts," et al., distributors then will be prepared to oppose the introduction by

(Continued on page 10)

## *Not Content With Coast Check; Gov't May Assign New Prober*

**Los Angeles—Albert Law, who has spent about three years checking into independent exhibitor complaints against Fox West Coast and major companies, is expected to be relieved by Seymour Krieger, who is due from the east shortly to take charge of the investigation. It is reported Thurman Arnold is not happy over progress made by Law, who moved his home from the east when transferred west for the investigation.**

**Krieger has been assisting Paul Williams, in charge of the government's all-industry suit, in New York. Reports submitted by Law, it is said, show virtually nothing which the department of justice can use. Another FBI man was sent here a few weeks ago to check into the local situation, but every indication now points to Krieger being transferred to take over complete charge of the local investigation.**

**Law has had a small army of assistants aiding him in the investigation. Whether FWC's move to settle disputes by arbitration and in cooperation with the ITO of Southern California has been responsible for Law's favorable report, which is not entirely meeting government favor, is not known, but seemingly there is a desire by the department of justice to dig deeper and find out what the real picture is on the Pacific coast. There is a report Washington officials "are pretty sick of the mess" out here.**

## *Warner-FWC Split Seen Help To Majors in Federal Case*

NEW YORK—Warner's breakaway from National Theatres may have a significant bearing on the side of the majors on the government suit, according to the viewpoint expressed by attorneys for the majors. They base their assumption on the conclusion that the situation which has developed on the coast furnishes concrete proof that dealings with national circuits are of as much concern to sales managers as negotiations with smaller circuits.

This is the second time Warners decided to sell away from Spyros Skouras and his divisional operating heads. It also happened in 1932-33. Columbia, RKO and Universal several years ago also disagreed with National on prices and dealt with independent first and second runs rather than with the 20th-Fox theatre affiliate.

About four years ago Warners sold away from Loew's, granting RKO the right to buy all of its product in place of half. The first year of the RKO deal also saw the late Sam Cocalis and A. H. Schwartz of the Cocalis and Century circuits playing first run Warner product in a number of spots. This setup, as far as the independents are concerned, does not exist today.

Further and according to a provision in the trade draft distributors must continue to sell established customers if they keep their theatres up-to-date.

One attorney points out the fact that major circuits might acquire theatres usually does not alter the local picture. "The theatres had product before," it is asserted, "and must have films to stay open. There may be a change in run, but that usually follows because of additional investments to bring theatres up to modern standards."

Under the code, no major circuit may enter a situation and take the run away from the competing independent. "Where the majors have acquired large independent circuits, there has been little change in the product setups," this attorney claims.

### Little Concern Over Warner FWC Sell-Away Decision

NEW YORK—Executives at National Theatres say they are little concerned over G. L. Sears' move to sell Warner product away from the circuit, pointing out the distributor in 1932 and 1933 sold away from National and came back the following year.

Instances such as the Warner decision have also been experienced from RKO, Universal and Columbia, whose product now is playing most of the National units.

L. J. Schlaifer, western sales manager of UA, and Seymour Poe have been negotiating with Jack J. Sullivan, William T. Powers and Aubrey Schenck on a one-year deal during the past two weeks. William F. Rodgers, general sales head, and E. M. Saunders, western division manager for M-G-M, have virtually concluded a new term pact. A 20th-Fox product deal was set some weeks ago.

### Sterling Chain Signs For Warner Output

PORTLAND, ORE.—John Danz, president of the Sterling chain of Pacific Coast houses, has signed for the entire 1939-40 Warner-First National lineup.

# ARBITRATION RULES GO TO THE FIELD SOON; MAJORS ARE BUSY CLEANING UP LEGAL ANGLES

## Pact Approvals Necessary First; Reiterate Equal Representation Aim

NEW YORK—As soon as the legal angles are straightened out, distributors will send out rules and regulations governing local arbitration board setups in 32 key cities. This is expected in the next few weeks.

Firstly, a spokesman informs BOXOFFICE, approval of the trade practice pact by exhibitor organizations must come through. Various units have yet to convene with their memberships for a vote on the final draft. Some have already met and signified their intention of signing up, but are waiting for additional revisions. These include a change in the personnel of clearance and zoning board. "As soon as we can legally proceed, we shall," a spokesman says.

Distributor spokesmen aver they are working on this but until now have been handicapped because no suggestions have developed from exhibitor groups. It is pointed out by sales managers they have gone on record for equal representation on all local boards and this they intend to do.

**Talk on Details**

In the past week, Robert W. Perkins, general counsel for Warners, and Milton C. Weisman, attorney for the ITOA, have been in touch with each other, the latter giving his opinion as to how clearance and zoning boards should be set up. Weisman's views are being studied by attorneys for other companies.

William F. Rodgers, general sales manager for M-G-M and chairman of the distributors sub-committee, had planned to send out a notice to all exhibitor units thus far favoring the code to begin selections of local boards. However, the plan is being held up until all the legal angles bearing on the code are cleared up.

It is the intention of the distributors' committee to get as many exhibitors to sign up for voluntary arbitration as exhibitor organizations. This is one of the legal questions holding up board selections, the contention being arbitration must be voluntary and that, in order to make it effective, virtually every exhibitor in each area should consent to this proposed system of settling disputes.

With the RKO convention over, all major companies are now concentrating on selling new season's product. Each of the distributors has a number of important major circuits which have to be lined up. Where franchises exist, negotiations for new terms have begun. These talks take time and a case in point is the M-G-M-National Theatres deal, which has been on for several weeks and is now in the final stages. Contracts have not yet been drawn and it may be months before it is signed.

Other national deals are occupying the attention of the sales managers who now find themselves in a position where they cannot devote as much time to the code's problems as they would like. Bearing this out, Rodgers was unable to get together

(Continued on page 8)

## *Three U. S. Suits Are Brewing; 2 in New York, 1 in Miami*

WASHINGTON — Three suits alleging monopolistic tendencies and unfair trade practices are being readied by the department of justice against as many independent circuits, two in New York and the third in Miami, it is reported.

Indications are the first of the three will be instituted against the Schine brothers, Myer J. and Louis W., who operate about 130 houses in Ohio, upper New York state, Indiana and Kentucky. This circuit has a number of its theatres pooled with Warner and also has several joint operating deals with independents.

Principal complainant against Schine is understood to be Verner U. Young, who operates in Canton and Marion, Ohio. There are others, it is reported, but as is the custom with the department of justice, the names are being withheld.

In answering the distributors' bill of particulars, the government has already brought up Young's name. He operates the Palace, Gary, Ind.; Palace, Canton; Palace and Marion, Marion, Ohio. Citing the complaint by the exhibitor, the government said: "Threats to spend $60,000,000 to eliminate independent exhibitors in Indiana."

Another complainant is believed to be Michael Boumansour of the Plaza, Malone, N. Y., but the indication, according to department of justice representatives, is that this action may be forestalled by settlement.

It is believed the Schine suit will be filed in Buffalo in the next fortnight. Distributors' attorneys have been aware of the threatened suit for some time and expected it to be filed about a month ago. There had been some doubt as to where it would be filed. Buffalo being the nearest federal court district near Gloversville, where the Schines reside, it will be the scene of action.

The government's second suit, in all probability, will be filed in Miami against Wometco which runs about 14 theatres in and around Miami. Herman Weingarten, operating the Cameo and Surf in Miami Beach and Miami, has included the theatres controlled by Mitchell Wolfson and Sidney Meyers in his action against S. A. Lynch, Paramount's theatre partner, and major distributors. Preliminary hearings and motions have been held. Actual trial date has not yet been set.

Although department of justice representatives cannot at this time tell when the third suit will be instituted, it is known an investigation of the practices of Century circuit, which has about 30 theatres in Long Island and Brooklyn, N. Y., has been under way since a complaint was filed by Interboro Circuit. The complaint as drawn up, it is stated, is "a poor one," but it is added Seymour Krieger, special assistant to the attorney general, has checked up on Century as well as other independent circuits in New York during his many investigations.

Some of the Century properties are operated by Loew's. This circuit has been at odds with RKO for many years. During the NRA, the New York code board spent weeks hearing the independent's complaint against the major circuit. It was the most important case in the short life of the NRA board and was only partially decided when the supreme court ruling nullified the Blue Eagle. Later, Century filed a complaint with the department of justice. It was investigated for many weeks and then dropped.

## *Eight Defendants Are Dropped*

**New York—Cornelius N. Bliss, Edward W. Harder, DeWitt Millhauser, David Sarnoff, the late Maurice Goodman, Frederick Strauss, Merlin H. Aylesworth and Courtland Smith, former RKO directors, have been dropped from the all-industry list of individual defendants. As soon as Federal Judge William O. Bondy approves the new RKO board, substitutes will be named.**

## *No Federal Investigation In Detroit, Says Murphy*

DETROIT—Spiking persistent reports department of justice operatives were checking the local theatre situation, Attorney General Frank Murphy declared while here, "We have no investigation under way here. Rumors are running all over the country about our activities. We are reported investigating everywhere. It would be physically impossible for us to carry on so many activities."

The Pulse of the Motion Picture Industry

# BOXOFFICE

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# Notes to You from Red Kann

REPRINTED from the news columns of BOXOFFICE:

"The progressive elements [the Hollywood Anti-Nazi League and other liberal groups] fumed for a day, but finally admitted that there was nothing much they could do but deplore and resent. Attention of liberal circles was first called to the visit of the Hitler journalists when the metropolitan press announced they had arrived in Los Angeles and would, as part of their itinerary, visit a motion picture studio. A survey of the major lots brought emphatic denials that the delegation had been received—even Metro attempting to surround the affair with as much mystery as one of its 'Thin Man' detective thrillers, until it was finally and reluctantly admitted that the group had been taken on an inspection tour of the Culver City plant.

"Whether or not the German scribes had made any efforts to visit other studios and whether, if such was the case, their requests were turned down, was not ascertained."

Hollywood's liberals were shocked. But they were not alone. When the word reached New York that Metro officially had served as host to a group of Hitler henchmen, the shock was felt in these parts as well.

It ought to be remembered this Nazi delegation was no second string affair. The group included Carl Cranz, editor of the lying and hate-promoting Voelkischer Beobachter which is owned by Hitler himself; Erich Scheyder, editor of the National Zeitung, owned by Goering; Otto Mossdorf of the Deutsche Allgemeine Zeitung; Gustav Staebe, editor of the Frankfurter Volksblatt, and Rudolf Michael of the Hamburger Fremdenblatt.

All of these publications and all of these men, under Nazi regimentation, reflect National Socialist policy and drum up National Socialist propaganda.

It is to be assumed there is no current need to outline what these purposes are and what international havoc trails their execution.

It must be assumed as well, that some of the studio executives are aware of events transpiring in the world today and that they realize official courtesies extended, for whatever reason, to press and quasi-governmental representatives of a regime reared on terrorism, murder and the elimination of civil and religious liberties inevitably places their studio in a light which augurs for it, and its product, no possible good.

There is the chance, of course, that a mystery which confounds and amazes so many in Hollywood and here in New York may have a logical explanation. If this should happen to be the case, M-G-M, under all circumstances, ought to tell about it.

Between rejection a handful of days back of "It Can't Happen Here" on the paper-thin ground "times are not politically propitious for its making" and this new situation, the mighty lion stands in grave suspicion of having abandoned its roar for the most inaudible of purrs.

## *But Does She?*

A company known as Million Dollar Productions requested Kate Cameron, critic of the Daily News, to review "Gang Smashers," one of its Negro films playing the Apollo. Miss Cameron declined with this note:

"I'm sorry not to be able to oblige you by reviewing your film at the Apollo, but that is out of our territory by quite some.

"We have to limit ourselves somewhere and generally confine ourselves to the Broadway sector."

But does she? The Daily News quite regularly covers Yorkville and German films and liberally besprinkles its reviews with stars. As a matter of fact, some of the executive and advertising fraternity have been a trifle curious about what seems to be the penchant of the News' reviewers for films out of Berlin and a lack of enthusiasm for much of the product out of Hollywood.

## *Indisputable*

Michael Mok, interviewing Charles Laughton in the New York Evening Post:

"The truth is that I'm an incurable ham. I'm always acting. Even when I'm alone in a room, I prance about giving a performance for myself."

This is speaking with the voice of authority.

"MIDNIGHT"

"UNION PACIFIC"

"OUR LEADING CITIZEN"

"MAN ABOUT TOWN"

"INVITATION TO HAPPINESS"

"THE STAR MAKER"

"THE MAGNIFICENT FRAUD"

# PARAMOUNT PILES UP THOSE PROFITS!

**"Midnight"** made plenty of money, is still making plenty of money. **"Union Pacific"**. . . well, we don't need to tell you that old "U.P." is knocking over records from coast to coast . . . and now **"Invitation to Happiness"** is climbing right up in the big leagues...146% at the Newman Theatre, Kansas City, in its first week . . . 135% at the Allwyn Theatre, Hartford . . . turning in a second week at the N. Y. Paramount equal to the first smash week and in for a third . . . **Paramount Piles Up Those Profits,** boys...and if you think we've shown you anything yet...wait till you start playing **"Man About Town",** the best of the Benny pictures . . . As the preview audience at the N. Y. Paramount said, "It's terrific". . . And don't forget **"The Star maker", "The Magnificent Fraud",** and **"Our Leading Citizen"** are on the way . . . we'll tell the world **IT'S OUR YEAR . . .**



## Your Paramount Hostess!

Are you or your family planning a visit to New York? Write, wire, 'phone Miss Evelyn O'Connell, Paramount's Official Hostess, Ninth Floor, Paramount Building, Times Sq. She'll be glad to help you and your family and friends enjoy a New York vacation.

Paramount Pictures

# Kent Prefers Chance With Government

NEW YORK—As far as Sidney R. Kent is personally concerned, he would rather take his chances in finding a solution to the industry's problems with Thurman Arnold than with Abram F. Myers.

That about sums up the reaction of 20th Century-Fox's president to the news brought to him aboard the *Brazil* by trade-paper representatives that Allied had turned down the trade practice code.

"It is no surprise to me. I expected it," were his first words. "Nothing we could offer would be acceptable to Allied."

Kent said the distributors have made their final offer. "We might have to attack it from another angle," he added.

When asked what the angle would be, Kent replied, "I said 'we might'."

On theatre divorcement, one of Allied's chief objectives, Kent contends Myers is "presumptuous" if he expects the distributors to talk with Allied on that subject.

"Anyhow, no such agreement with Allied would be binding. Even if we did want to get rid of our theatres, it concerns only the government and ourselves."

Discussing the aftermath of the Allied convention, Kent said distributors either will have to negotiate or battle the thing out. "I'm in favor of the latter because we have no guarantee if we gave Allied what they want that it would do us any good in Washington."

Here Kent said he would prefer to cast his lot with Arnold.

"But Myers," he exclaimed, "you never know what he has in his mind and it certainly isn't peace."

Speaking for his company, Kent said that 20th-Fox will go right ahead and put the code into effect.

## *Arbitration Rules Go To the Field Soon*

(Continued from page 5)

with the distributors committee early in the week, as he planned, on the answer to Allied's "inaccurate report" of the trade practices at Minneapolis.

E. Thornton Kelly, executive secretary of Allied of New York, met with various of his regional units during the week on developments at Minneapolis. The units, following in the national organization's footsteps, rejected the code. Max A. Cohen, president, has set a statewide meeting of the New York regional groups for July 6 at the Syracuse Hotel, Syracuse, when joint action on the trade practices and the Schine situation on clearances will be the main business on the agenda.

Independent exhibitor units and the MPTOA will not be asked to sign the code until the final revisions on arbitration are made, distributor sources reveal. As soon as the changes are made, it is felt the seven groups will sign, as will the MPTOA.

It is expected the ITOA of New York, headed by Harry Brandt, will be the first unaffiliated exhibitor organization to signify acceptance. Brandt stated at Minneapolis he would go for it and on his return from the Allied convention reiterated his stand, further assuring the support of the six other independent exhibitor groups, based on his action. However, he is waiting for Weisman to give him the word.

Distributors continue to see in the trade practices the greatest peace offering ever attempted in an effort to bring about a better understanding between buyer and seller. And because of this gesture, it is believed harmony will come in time and despite Allied's rejection.

## *This Explains Practically All*

NEW YORK—When RKO opened the first exhibitor's lounge about two months ago to cater to the wants of out-of-towners planning visits to the World's Fair, it started something.

It prompted Warner, Paramount and Loew's to follow suit and simultaneously launched the weirdest assortment of dreams probably ever concocted by presupposing exhibitors living beyond the shadow of Gotham's city line.

Frankly, the invitations sent by the companies to take advantage of their hospitality while visiting the fair, or preparatory to a visit, do not include a round of the best supper clubs and a generous supply of front row tickets to the hit shows on Broadway on the cuff—an impression that seems to have gotten around.

The distributors are genuinely interested in making visitors feel at home, unburdening them of the task of separating the sightseeing chaff from the wheat, saving them effort and expense in getting around during the height of the tourist season. But all this is confined to services, and not much more, although free tickets to the first-run Broadway film houses are available for the asking.

Here is a fairly composite picture of what the visitor can expect: If sufficient time is allowed, an out-of-towner can book train, bus, plane and hotel accommodations through any of the four companies. Choice accommodations are usually secured for persons who are frank enough to state their cost limitations. The same applies if visitors are concerned with seeing a particular stage show, provided they pay.

Once arrived in New York, every courtesy is extended insofar as getting visitors to see what they want in the shortest time is concerned. If visitors are open to suggestions they will find company representatives well versed in excellent ideas. And in several languages, too, should the fair-bounder be from a foreign clime. All mail, telephone messages and places to meet friends can be solved by selecting the particular company the visitor favors.

Route, location and fair maps are available. Broadcasts may be seen, gratis. Reservations may be made for the better restaurants. There is always someone on hand to suggest where either men or women may take care of their shopping or personal wants, such as hairdressers, tailors, etc. Telephones are available, gratis, for local calls. There are usually souvenirs of some sort, too.

If, while an exhibitor is here, he expresses a desire to meet a company president or sales executive, this is arranged—with pleasure—but only on condition that the visitor makes the request.

At RKO, the exhibitor's lounge, a spacious room, are Frances Smith and Ruth Halprin to take care of all details. The lounge is located on the seventh floor of the RKO Building. Evelyn O'Connell is in charge of Paramount's service. She is located on the ninth floor of the Paramount building, in the large office formerly occupied by Y. Frank Freeman, whose secretary she was before Freeman shifted to the coast. Mrs. Turner is Warner's representative. She is located on the sixth floor of the Warner Building. M-G-M has a unique Information Center, located in the island of the intersection of Broadway and 7th Ave. in Times Square.

## *See Riskin Withdrawal as Goldwyn Economy Move*

NEW YORK—Resignation of Robert Riskin as Samuel Goldwyn production executive upon expiration of his contract in July as well as the departure of other eastern and western personnel from the company, are seen by some industry figures as moves by Goldwyn to cut his summer operating expenses to the bone and preliminary to his desire to leave UA.

Goldwyn has two more to deliver to UA and these are being offered on the distributor's contract for next season. Following the delivery of the duo, Goldwyn's plans are unknown. Meanwhile, his legal motions to abrogate his UA pact pend in the Wilmington courts. Hearings are expected next month.

## *Pommer Signs RKO Deal For British Activity*

NEW YORK—Erich Pommer's negotiations with Paramount have terminated in favor of RKO for whom the producer is expected to work in England.

This is understood to be the deal behind word that Charles Laughton, long sought by various producers for Hollywood, will star for RKO in the remake of "The Hunchback of Notre Dame." He was slated to start work in "The Admirable Crichton" next month in London as the last of a series for Paramount which waived the picture for the present so that Laughton could proceed immediately with "The Hunchback." The Barrie play will be made in London later. Starting with "The Beachcomber," Laughton made "Jamaica Inn," which goes into the Rivoli shortly after Labor Day, and "London After Dark," both of which are finished and awaiting Paramount release. The pictures apply to the company's quota requirements in England, as will whatever Mayflower produces for RKO.

Pommer is aboard the *Normandie* and is due in London Monday. It is probable that negotiations with RKO will be finished there. In the meantime, Laughton is expected to complete "The Hunchback" on the coast in mid-September.

# "HELL'S KITCHEN"

## IS A BLAZING SENSATION!



## Warners Made It That Way!

with The

# 'DEAD END' KIDS

MARGARET LINDSAY · RONALD REAGAN

STANLEY FIELDS · Directed by LEWIS SEILER and E. A. DUPONT

Screen Play by Crane Wilbur and Fred Niblo, Jr. • From an Original Story by Crane Wilbur

*Nice going, fellers! You're rough on the screen but plenty smooth on the ticket-sale! Thanks for more action like*

'CRIME SCHOOL'

'THEY MADE ME A CRIMINAL'

'ANGELS WITH DIRTY FACES'

# Majors Ready to Try Suit at Any Time

(Continued from page 4)

the government of consent decrees against Fox West Coast in Los Angeles and B&K in Chicago. All majors with the exception of Columbia are parties to the agreements.

The government, according to major counsel, will offer these decrees as admissions of guilt by the signatories. The Chicago decree currently is in the courts, the government charging contempt. It is known that for the past three years FBI men have been conducting a thorough investigation of west coast distributor and circuit operations, the belief being general in home office quarters that another contempt proceeding will be instituted shortly by the government.

But with the trade practice agreement in effect—and B&K and FWC being parties to it—distributor attorneys feel by the time the all-industry suit gets going every means will have been exerted to eliminate the alleged abuses.

Allied's rejection of the code as a national body was not unexpected. According to some lawyers the decision may have an important bearing on the department of justice attitude toward distributors in the future. Essentially, the government wants theatre divorcement, it is held. Harry Hopkins, secretary of the department of commerce, has made overtures to discuss and seek a solution of the industry's problems. One session has been held, others will follow. It is declared by distributors some good will come out of the meetings. There are some who say Allied's walkout on the code will give the government a different slant on the sincerity of the organization's purposes.

**No Gov't Code Silence Worry**

However, the fact that the government has not indicated approval of the trade practice formula does not vitally concern distributors, according to one attorney. He believes every effort has been made to keep within the anti-trust provisions and that by presenting the code to the government an opinion as to its legality was sought. Every draft has been sent to Thurman Arnold, head of the anti-trust division, and if the government refuses to cooperate with the industry insofar as declaring the draft legal or subject to changes certainly the department of justice cannot bring the majors to task for anything in it later, it is explained.

Although there are a few who believe Judge William O. Bondy's ruling recently denying Loew's, Paramount, Warner, 20th-Fox, Universal and RKO a number of requests in a further bill was a major setback, the reverse opinion is held by the companies affected. The most important item sought was granted, it is held. This provides that the government define "affiliated theatre." This it has done in part, adding participation and interest by major circuits in theatres "is not capable of precise determination."

Columbia and UA have been granted further bills. These limit the government as far as prosecution is concerned with the two companies, but not so with the other six majors who now know what the department of justice is driving at. Columbia and UA have filed additional bills seeking information already furnished to the other six companies. The Columbia motion was argued about a week before the UA application which came before Judge Bondy early last week.

**See Tip by Department**

Then again, it is pointed out, the department tipped its hand at the examinations before trial of various UA executives, including Harry Gold, L. Jack Schlaifer, Paul Lazarus, Charles Stern and Harry Muller. Major legal representatives attended the hearings conducted by Seymour Krieger and Harold Wright, assistants to the attorney general, and gained additional slants on the government's procedure.

Each complaint relayed by the department of justice as it received them from exhibitors has been thoroughly checked by exchange managers and salesmen in the field. Where local attorneys represent distributors they also have been active. This has been going on for more than nine months and some of the complaints have already been straightened out. H. M. Richey, for RKO, has disposed of a number of clearance and zoning disputes. Although the other companies do not have similar setups as RKO, all complaints are studied as they come in to the home offices and effort is made to bring about a happier condition.

**No Call for A. W. Smith**

A. W. Smith, former general sales manager for UA, will not be called by the government, which feels it has all the necessary information. Examinations before trial are now ended. Although UA has the right to cross examine, this will not be done because it is felt Gold, Schlaifer, Lazarus, Stern and Muller acquitted themselves to the satisfaction of the UA legal staff.

Repeated references by the government in answer to the majors' bills of particulars that time, place and whether alleged agreements were oral or in writing are not known lead distributor counsel to believe Williams is far from ready to start with the actual court trial. In the federal court building, a different opinion is held.

## *RKO Circuit Makes Its RKO Deal*

**New York—Well up among the first of the circuits to make a 1939-40 deal with RKO is the RKO circuit. This, however, is not quite as routine as it sounds, despite the fact the chain is part of the RKO structure.**

**John J. O'Connor, vice-president in charge of circuit operations, states this is the first time in his organization's history that the chain has signed with its distributing ally on the latter's initial terms.**

**Those terms, incidentally, are the highest the distributor has ever sought. They include two pictures at 40 per cent. This season, the highest bracket was 35 per cent.**

# Believe Many Plaints Will Fade Under Code

Those who have come in contact with Williams believe he is sincere when he says he does not know. Under the circumstances distributor lawyers are prepared to insist on facts, not generalities, when the case is heard.

David L. Podell, who has been acting as consultant for the government, in a letter to Col. William Donovan of Donovan, Leisure, Lumbard & Newton, attorneys for RKO, has asked to be disqualified on the grounds he acted in an advisory capacity to Adolph Zukor, chairman of the Paramount board, several years ago when stockholders filed mismanagement charges against the company's directorate. No action has been taken by distributors as yet, but because he checked into Paramount's theatre acquisitions at the time, Podell's disqualification most likely will be accepted.

**"Favors" Not Big Issue**

The question of granting favors among producer-distributor-exhibitors, such as preference in product and loaning out stars, is not expected to be a major issue of the defense.

Each company will be represented by its own attorneys with no general spokesman at the trial, it is indicated. Since the all-industry suit was instituted on July 20, 1938, Warners have not retained outside counsel. Robert W. Perkins, chief attorney for the company, has had three assistants working with him, I. H. Levinson, Stewart Aarons and Harold Berkowitz, the first and third also having assisted in the St. Louis case. Perkins will act as trial lawyer and it is believed Frederick Wood, who has been discussed as probable factorium in the legal lineup, may not be called upon. Wood appeared with Senator James A. Reed in the Mound City suit for Warners.

Major counsel declare they are prepared "to go on tomorrow" if necessary.

And in the interim, it is pointed out, the code of fair trade practices may become an industry document under which many of the allegations in the government suit most likely will be disposed of before a judge even hears about them.

## *Brenkert Is Bringing Out New Projector*

DETROIT—A new professional type 35mm motion picture projector bearing the company name and complete for theatre service is announced by the Brenkert Light Projection Co. as the firm prepares in August to celebrate its 28th anniversary in the manufacture of projection equipment.

The Brenkert company still is owned by its founders, and is managed by the same directing personnel, now occupying a large plant here where each product is engineered and manufactured for world-wide distribution.

Brenkert distributors throughout the country shortly will place the new equipment on display.

# Charge of Monopoly Denied by Majors

NEW YORK—Paramount, Loew's, Warners, RKO, Universal and 20th Century-Fox on Thursday filed blanket denials in federal court and with the department of justice to the government's charges in the all-industry suit. Columbia and UA will file separately since motions for further bills are pending in court.

Denials without qualification are made of the charges that the majors have monopolized and combined to monopolize the three branches of the industry in addition to the allegation the defendants have engaged in unfair trade practices and discriminated in their dealings with independents.

Definitions of certain trade terms by the government are stated to be incorrect with distributors pointing out "key city" is not capable of definition. The definition of block booking by the government also is stated to be incorrect and the plaintiff's analysis of affiliated and unaffiliated theatre is contradicted.

Each of the major companies filed separately. Chase National Bank, through Mudge, Stern, Williams and Tucker, admits it owns 58 per cent of National Theatres but denies National is a holding company for the theatre interests of 20th-Fox or that the bank is an associated corporation. Dismissals are asked by all companies.

The government's charge that, due to monopoly, the control of the five producer-distributor-exhibitor defendants is made through a series of contracts and agreements by which all independents have been relegated to unfair decisions and as a result of this independents must show second, third and fourth run product regardless of their ability to exhibit better features is among the denials listed.

### Deny Closed Market

That the film industry is dominated by Paramount, their affiliated interests and with other defendants is also pointed out as erroneous.

Among the other denials are that the Sherman anti-trust law has been violated, that without access to major product the possibility of successful operation of an independent's theatre is small, that a metropolitan first run cannot operate successfully unless it has major product on fair and reasonable terms, that an independent producer cannot make the better type picture unless he has access to the first run market on an assured and competitive basis, that major producers continually exclude independents from the first runs, that independent producers can only secure first runs through sufferance because of major circuit control and that, regardless of the picture, major producers always have outlets in their own theatres.

Also denied are charges that the smaller independents have to pay unconscionable and unreasonable film rentals, that majors control exhibition and production facilities, that overbuying predominates, that the five producer-distributor-exhibitors control all of the important first runs, that the country is split in areas through franchises and other agreements, that there is a monopoly of product and distribution of the more important features, that all the stars and players controlled are not loaned out to independents, that pooling of equipment and personnel violates the anti-trust laws and that benefits and favors are extended among the defendants.

That distributors have a knowledge that free competition demands access to a free market also is denied. However, it is admitted that with the increases in production costs these have been passed on to the distributor and exhibitor. It is also claimed there are other major producers than the eight named in the suit.

### Forced Into Exhibition

Distributors disaffirm any knowledge that 80 per cent of the product released each year is being produced by major defendants. It is also being charged decreases in the number of pictures annually is by agreement.

That onerous, harsh and unfair trade practices have been imposed on the independent, such as block booking, forcing of shorts, arbitrary designation of playdates, protection of affiliates, overbuying, discriminatory film rentals, prohibition of double features, score charges and music charges and minimum admission charges are likewise denied.

In its answer, KAO, through Goldwater & Flynn, denies it is a wholly-owned subsidiary of RKO. The circuit, it is said, operates 54 theatres in six states and is in competition with Loew's. KAO also contends the court has no jurisdiction over it and the petition contains no claim on which a cause of action can be based.

Universal, in its answer, says it owns no theatres. With minor exceptions, the denials are the same as the other companies'.

Paramount contends "it was imperative to acquire theatres in which its motion pictures would be exhibited in 1919" because the market for its product was seriously threatened by First National Exhibitors circuit, which bid for its players and excluded Paramount pictures.

## *Neely Taking Action Next Thursday*

**Washington—Senator Matthew Neely declares he will offer a motion to take up his block booking bill next Thursday. Expressing impatience with the delays the legislation has encountered, he told the Senate he has held his hand in order that emergency legislation might be disposed of, but now wants action.**

## *Educational Stockholders Will Hear Loan Proposal*

NEW YORK — Educational will hold a stockholders' meeting July 14 for the purpose of submitting new information on a $1,000,000 loan proposed by Felt & Co., Wall St. brokers. Two previous meetings were adjourned when insufficient proxies were on hand to vote the plan.

# Check on Schine Trust Suit Is Possible

NEW YORK—The Schine circuit has an opportunity to avoid defending the anti-trust suit which informed circles say the government is ready to file, if allegedly onerous trade practices, particularly in respect to clearance, are eliminated in upstate situations.

This is the sentiment of Max A. Cohen, president of Allied of New York, as his organization prepares to mass at the Hotel Syracuse, Syracuse, July 6 for a statewide referendum on the trade practice code and an exploration of the Schine situation. It was Allied that gathered the complaints which form the basis of the action said to be close to filing by the department of justice.

"It would certainly be a benefit to exhibitors in New York if there were no onerous trade practices such as our members face upstate and it would help considerably in bringing about a constructive progress," Cohen declared in referring to the Schine situation. "Allied has no desire to ask help from the government other than as a court of last resort," he said.

Regardless of which way the organization votes in respect to adopting the trade practice code at the upstate session, Cohen declared: "I will never stop fighting for continuance of negotiation and that is the entire keystone and structure of Allied-constructive negotiation."

### B. R. McLendon Anti-Trust Suit Settled in Texas

DALLAS—B. R. McLendon's anti-trust suit against the major companies has been settled out of court, following negotiations between the plaintiff and George Wright, attorney for the distributors.

## *28 of 46 Allied Deals On Last-Year Terms*

NEW YORK—Despite the announced intention of distributors to seek higher rentals for new season product, 28 of 46 deals negotiated by members for 1939-40 were at the same terms as 1938-39, New York Allied states.

This was revealed as part of a product survey at the local unit's meeting. Out of 60 theatres reporting, but 18 bought film for 1939-40 during June. The balance of the 46 deals showed 12 members paid more than their expiring contracts called for, and five paid less.

Max Cohen of the Paras-Court, Brooklyn, was elected regional vice-president of the local unit. Other regional officers elected were George Abramson of the New United, Brooklyn, vice-president, and Louis Goidel of the Paras-Court, chairman of the grievance committee.

### Di Angelis Dead

NEW YORK—Funeral services will be held Monday for Phil Di Angelis, billboard contractor, who died while listening to the radio account of the Louis-Galento fight Wednesday evening.

# Japanese Permit Pace Distributor Worry

NEW YORK—Slowness of the Japanese government in granting further permits under the $30,000 allotted for exports to Japan, has some of the distributors there worried, according to Mike Shathin, Warner general manager for Japan.

He states the majors have been allotted only half the amount for the importation of about 110 features. The deal is supposed to allow distributors the privilege of exporting 200 features to Japan.

In discussing the recent bill which places all phases of the industry under the control of the home ministry, Shathin confides the regulations will be drawn up by the end of August. He says the officials have promised the distributors a peek at the regulations when they are complete.

There is no telling, Shathin admits, how stringent the regulations will be.

As for Manchuokuo, Shathin discloses the mission undertaken by a committee of distributors has failed because the puppet government monopoly refused to reconsider any change in the setup.

## *Kent Is "Impressed" on Latin-American Visit*

NEW YORK—Following his trip to Rio de Janeiro and Trinidad, Sidney R. Kent recommends that all executives make at least one visit to Latin-America. "It is very impressive," he states enthusiastically.

Concerning the production of Spanish pictures by major companies, Kent believes there is a certain type which can be made for purely local consumption. That field, he asserts, should be left to local producers but it is up to Hollywood to make better pictures which also will be more appealing to the Latin-American market.



## *To the Far East—*

*E. S. Gregg, hands on desk, is now aboard the* President Coolidge *Tokyo-bound on a four-month inspection trip on behalf of Erpi of which he is general foreign manager. Pen in hand is G. L. Carrington, vice-president and general manager of Altec. Both companies are now parties to a reciprocal agreement calling for an interchange of technical information on behalf of the customer. The deal is designed to better sound and improve service.*

## *All-Continent Compromise Order Is Appealed*

ATLANTIC CITY—The government, the Chicago Title and Trust Co. and the Capital Trust Co., all holding claims of millions of dollars against William Fox, have filed appeals here against the order for a compromise in the suit for recapture of assets of the All-Continent Corp. The appeals will be reviewed by Federal Judge John Boyd Avis in Camden.



## *Either He's Modest or Camera Shy—*

—Metropolitan Photos

*Anyhow, it's Louis Schine of the circuit bearing his name. Here photographed with his children—Dorene and Louis—and the missus at the French Pavilion dinner which wound up the RKO convention.*

# Negotiations Shortly With Mexican Labor

MEXICO CITY — Unofficial negotiations between distributor groups and trade union representatives are expected to get under way shortly. The present wage contract with film workers expires in August.

Distributor representatives are frankly worried over the severity of the union's demands. If authority over the employes in the respective offices can be reasserted, the major companies will consider that a partial victory.

Complaints of Mexican producers who have about 30 national features available for release and no suitable first-runs, are cropping up to bother the majors.

Now that the novelty of national-made product is reported wearing off, exhibitors in first run situations are reluctant to book anything but top-flight American pictures. The producers, meanwhile, are squawking that the Americans have sewed up all the first runs.

### Early Pact Predicted by RKO's Mexico Manager

NEW YORK — Distributors in Mexico should experience little trouble in drawing up a new labor contract with the trade unions when negotiations are reopened in August, is the observation made by Max Gomez, RKO's general manager for that territory.

He relates Mexico City will have two new de luxe first-run houses by the end of the year and there are signs of construction activity throughout the interior.

From Cuba, via Pedro Saenz, RKO's distributor there, comes news of bad business conditions which have defeated attempts to raise admission prices. Gomez had a good word for the national, or native product which has done much in the way of creating new audiences.

The novelty of Spanish dialogue films are wearing off in the opinion of Fred S. Gulbransen, RKO manager for Panama. He contends the new sales tax there has hurt business.

Gordon New's job keeps him on the water quite a bit. As RKO's manager in Trinidad he must service some 70 theatres on the Leeward and Windward Islands and British and Dutch Guinea.

## *389 Houses in 28 States Cater to Negro Trade*

NEW YORK—There are approximately 389 theatres in 28 states catering to Negroes, according to a survey prepared by the motion picture division of the department of commerce.

New York and Florida top the list with 39 each; Texas is next with 26; Virginia has 22, and Illinois, 21. Only the four mentioned and the following states are listed as having theatres catering to the Negro: Alabama, Arkansas, California, Colorado, District of Columbia, Georgia, Indiana, Kansas, Kentucky, Louisiana, Maryland, Michigan, Mississippi, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee and West Virginia.

# Keeps to Code Path Despite Dissents

NEW YORK—Encouraged by numerous tributes paid him for trying to promote industry peace, William F. Rodgers, M-G-M general sales manager and sub-committee chairman for distributors, openly declares, "I know we are on the right path and I will not be deterred by a few, or a very few, in this business who seek to sow the seed of discontent. What they hope to gain, I don't know," he told approximately 175 men who gathered at the Astor Hotel for a testimonial luncheon given by Motion Picture Associates for Leo Abrams, new Universal short subject sales manager, and David A. Levy, his successor as local branch manager.

"But I can tell you," he continued, "that in a short time we will have an industry program so that all of us can live more happily. I, for one, do not propose to be deterred by a fraction from going forward. I am going ahead."

Following Harry Brandt, president of the ITOA, who contributed to the verbal bouquets, Rodgers prefaced his remarks, stating, "Even though, from all appearances, I have slightly been slapped not by the slightest imagination do I propose to stay down.

"In the main," he added, "all the folks engaged in the industry have kindly feelings toward each other." He then referred to Allied without mentioning the organization's name, although Brandt pulled no punch and again lashed at Allied for its conduct at Minneapolis.

Max A. Cohen, president of Allied of New York, opened his brief talk by stating, "I am known as Allied's bad boy, but I hope to receive some measure of kindness as shown to Abrams and Levy."

### Nizer Cites "War"

Attorney Louis Nizer also digressed from the general compliments bestowed on the guests of honor, he pointed out, "There is a war raging in the industry. Since the first of the year 34 anti-trust suits have been filed."

He then went on to tell the listeners what it meant in losses to the industry. Here he singled out Rodgers for the work he has been doing toward finding a peaceful solution and concluded with "I think his hand should not have been slapped."

Levy and Abrams heard words of praise from Bill Scully, Tom Connors, Jack Ellis in addition to tributes from Rodgers, Nizer, Brandt and Cohen.

Chairman Ellis summed up the afternoon's festivities by saying, "I would have made this a triple feature if I had known in time that Harry Harris would be here."

It was also disclosed at the luncheon that the Motion Picture Associates are considering the building of a home for the needy and sick of the industry. And if the organization will profit by a change of a name, it may take that course to raise the necessary funds.

On this score, the guests were told that the Motion Picture Associates had made a request to the Will Rogers Fund for a share of the moneys collected in the New York theatres since the task of collecting for the industry's needy is becoming a greater drain on the resources of the organization each year.

Seated with Levy and Abrams on the dais were Rodgers, Scully, Brandt, Nizer, Connors, Bill Sussman, W. J. Heineman, Moe Saunders, Ellis, Si Fabian, Sol Trauner, Moe Fraum and Charlie Panzer.

Spotted at random were the following: Bernie Brooks, Leon Rosenblatt, Irv Dollinger, Walter Reade jr., Leo Justin, Al Reade, Sid Danow, Dave Snapper, Frank Dennis, Joe Katch, Ed Stern, John Benos, Harold Blumenthal, Ben Knoble, Irv and Al Margolies, Irv Wormser, Nat Cohn, Jack Hattem, Morris Epstein, Sid Picker.

Also, Leo Jacoby, Harry Decker, Leo Brecker, Irv Rothenberg, Dan Ponticello, Max Fried, Ed Peskay, Bill Brown, Bob Wolff, Louis Kutinsky, Moe Streimer, Dave Berkan, Clarence Eisman, Jerry Wilson, Harry Thomas, Jack Farkas, Harry Buxbaum, Joe Lee, Abe Blumstein, Bill Schnitzer, Nat Goldberg, Harry Furst, Howard Levy, Ben Abner, Jack Bowen, Harry Hecht, Howard Goldbremer.

### Western Penn. Rejects

PITTSBURGH — The local Allied unit, the MPTO of western Pennsylvania, has rejected the code in line with the national organization's policy.

# ITOA Again Favors Adoption of Code

NEW YORK—Members of the ITOA again adopted a stand in favor of the code, following a report by Harry Brandt, president, on the Allied convention in Minneapolis. The adoption provides certain changes in the arbitration setup on clearances are to be made before the unit will sign.

### Code Confab July 6

ASBURY PARK—Allied of New Jersey, meeting here, tabled discussion and action on the code until July 6. George Gold, president, presided at the session which had a poor turnout. Hence the decision to postpone the report of the Minneapolis convention developments.

### Fabian Approves Code

NEW YORK—Admitting he has not received a copy of the code or read the full text published in the trade papers, Si Fabian, head of the Fabian circuit, tells BOXOFFICE, "From what I have read in the papers I am in favor of the code."





—Metropolitan Photos

## *Local Boys Are Moved Up—*

*At the testimonial luncheon given by Motion Picture Associates for Leo Abrams, promoted from Universal's New York branch manager to short subject sales manager, and for David A. Levy, who resigned as M-G-M exchange manager to succeed the former at "U." Left to right in the top photo are Levy, William F. Rodgers, Louis Nizer and Thomas J. Connors. Below, in the same order, Si Fabian, Harry Brandt, William Scully, Leo Abrams and Jack Ellis.*



—Metropolitan Photos

## *All the Way From Buenos Aires—*

*Guy P. Morgan, general manager for UA in the Argentine, in New York on one of his infrequent visits for home office meetings and a bit of vacation. What the cameraman caught as the* Brazil *docked; Morgan, Mrs. Morgan, daughter Betty, Walter Gould, UA's division manager for Latin-America; Gloria, the elder Morgan daughter; Clemente Lococo, managing director of the Opera theatre in Buenos Aires, and Mrs. Lococo.*

(Story on page 18)

## *Carew Reserves Decision On Disney-RCA Petition*

NEW YORK—Supreme Court Justice John Carew has reserved decision on an application by Walt Disney Enterprises, Ltd., and RCA Mfg. Co. to preclude Adriana Caselotti from giving evidence surrounding certain important points, in connection with her $200,000 action against them.

Miss Caselotti, the "voice" of "Snow White," claims RCA dubbed her voice from the film's sound track to records, millions of which were sold. She claims this is in violation of an agreement whereby her voice was to be used in the picture only.

The defendants seek to prevent testimony at the trial on three points. First, they seek to prevent her from stating they dubbed her voice from the sound track. Next they seek to prevent her from saying she was prevented from obtaining employment by RCA for that purpose and, lastly, that, under ordinary circumstances, she would have to sing in order to make the recordings.

### "Voice" to Testify

NEW YORK—The request of Disney and RCA to preclude Adriana Caselotti from giving evidence on the phonograph recording of her voice in "Snow White and the Seven Dwarfs" suit, has been denied by the state supreme court.

### Universal Files Denial To Plagiarism Charge

NEW YORK—Universal Pictures have filed a denial in the federal court to charges of plagiarism against them by Howard Y. Bary. Other defendants include Lester Cowan, W. C. Fields, Al Wagner and Ann Dempster, doing business as the Al Wagner Theatrical Agency.

Bary seeks $307,000 damages claiming plagiarism of his story "A Circus Episode" in "You Can't Cheat an Honest Man."

## *Societe Pathe Cinema, S.A. Agents Must File Suit*

NEW YORK—Supreme Court Justice William T. Collins has refused to grant Maurice Manger and Marcel Coutant, as trustees and receivers of Societe Pathe Cinema, S. A. a judgment against Harold Auten and declared the issues of the dispute must go to trial.

Manger and Coutant claim that on April 29, 1933, they appointed Auten as exclusive agent for the sale of the American film rights of seven of their pictures. Auten was to report to them each week on his progress. It is claimed he has refused to pay and a $197,000 suit has been instituted against him, asking an injunction to prevent further distribution and damages.

Auten has filed a counter action for $17,500, claiming this as his commission on having secured all the RKO product in the 1933-34 season for the plaintiffs. They paid $175,000 for it, he claims, and says he is entitled to 10 per cent. He also asserts the plaintiffs have transferred all rights to the seven films to Devon Films Corp. and thus have no legal standing in the controversy.

### Grant RKO Stay of Order For Pre-Trial Queries

NEW YORK—RKO has obtained a stay of the order for examination before trial in the action brought by H. and S. Sonn pending appeal. Sonn charges the White Plains Hamilton Corp., RKO Film Booking Corp. and RKO Service Corp. "conspired together and formed a deliberate design and purpose of improperly increasing the expenses in operation of the White Plains in order to reduce the amount of percentage rentals payable to the plaintiff."

The Sonns, as landlords, charge the defendants have refused to pay $200,000 in back rentals.

# No More Money for U. S. Film Service

WASHINGTON—Agreeing with the House as to the undesirability of the rapidly mounting costs of government motion picture operations, the senate appropriations commission recommends that no funds be provided for maintenance of the U. S. film service after June 30, when it is transferred from the national emergency council to the federal security agency as part of the office of education.

Reporting the relief appropriation resolution June 27, carrying funds for relief projects during the fiscal year beginning July 1, the committee disclosed that it had rejected a subcommittee recommendation that the film service be given $150,000 of the $335,000 it sought, and that no funds were carried in the measure for that activity.

The committee, however, did not accept the House's action in providing for discontinuance of the federal theatre project on June 30 but, while it authorized its continuance, provided that after October 31 such projects would require local sponsorship the same as all other WPA activities. The four arts projects, of which theatres was one, it was disclosed, have been the only projects on which the federal government bore the entire cost.

Latest figures on the activities of the theatre project, laid before the committee showed that during the ten months ended May 31 total expenditures were $9,949,999, and during the nine months ended April 30 boxoffice collections aggregated $679,644. Approximately 7,900 persons are now on the rolls of the project, it was said.

## *Ross Federal's Research Group Doubles Staff*

NEW YORK—Testimony to the rising sweep of the research industry as a force in the operations of advertisers and merchandising specialists is evidenced in the doubling of Ross Federal's research production staff during the last three months. For the second time in six months the company has enlarged its office space.

Primary reason for the increased awareness of market research among advertisers and merchants, according to C. B. Ross, is the intimate knowledge of the wishes and preferences of the ultimate consumer applied through research as a means of fighting competition.

## *Federal Suit Postpones Exchange's Holidays*

ALBANY—Vacations were postponed by at least one major exchange here, in order to prepare an analysis of every account, for possible use in defense of the government's suit against that and other producing-distributing companies. The home office issued instructions to make a detailed report on all theatres sold product. The analysis plan was not undertaken in some other local exchanges, which started vacations per schedule.

# Picture Pioneers Do Themselves Proud

NEW YORK—Jack Cohn has taken the art of kibitzing away from the curbstone and lifted it into the sonorous surroundings of the Barbary Room.

In other words, it cost over 50 privileged pranksters $10 each to assemble Thursday evening and swap a lot of 25-year-old stories that haven't been heard since "My Mother Was a Lady" was wowin' 'em on Broadway.

It seems that each of the assembled gents has been in the film business for at least a quarter of a century and answered the call of Cohn because he thought it was about time some sentiment re-entered the industry. Along with the sentiment the men received 18 karat gold cards informing all concerned they are now members of the Picture Pioneers.

The cards are signed by Cohn, "house manager," and Hal Hode, "ticket taker."

So the assemblage elected Jack Cohn as permanent "house manager," or president. The executive committee meets shortly to name additional officers. Personnel of the committee is Marvin Schenck, George J. Schaefer, Herman Robbins, Joe Hornstein, Harry Brandt, Harry Buckley, Cohn and Hode.

The evening was spent mostly in swapping reminiscenses. It was apparent no one was out for any good. The conviction grew when the walls resounded with the part some of the men have played in shaping the industry. When the claims began to overlap, the men were reminded they were gathered mostly for relaxation. So they had to sit and watch some archaic slides and other gems Hode ran through a magic lantern machine.

There was some entertainment on the side, but which side no one is saying. A false front of 1914 vintage, a mess of brown derbys and a pile of ageing scene stills, including a few from "The Virgin's Dilemma." carried out the theme of the affair. Anyhow, the Barbary Room is at 19 East 52nd St., the party was such a success that Cohn is going to charter out-of-town chapters, and among those present were:

Charles C. Moskowitz, S. S. Krellberg, Rube Jackter, Louis Astor, Robbins, Hode, Arthur A. Lee, C. C. Pettijohn, Leo Brecher, G. B. Odlum, Ben Blumenthal, Harry M. Buxbaum, Leo Abrams, P. S. Harrison, Max A. Cohen, Edward A. Golden, J. E. Brulatour, Ned E. Depinet, Harry H. Thomas, Schenck, W. F. Rodgers, Louis Blumenthal, William Brandt, Leopold Friedman, R. N. Phelps, Paul Gulick, George F. Dembow, George W. Weeks, Fred McConnell, B. S. Moss, Clayton E. Bond, B. K. Blake, Samuel Rubenstein, L. J. Schlaifer, A. C. Hayman. A. P. Waxman, Dan Michalove, Leon Bamberger, M. J. Weisfeldt. Jake Milstein, Saul E. Rogers, Henry Siegel, Buckley, Sam E. Morris, Joseph J. Lee, Thomas J. Connors, Moe Streimer, Samuel Rinzler, Robert S. Wolff, Joseph M. Seider, "Chick" Lewis, John C. Flinn, Abe Montague, S. H. Fabian, Hornstein, Emil C. Jensen, A. S. Aaronson and Sam Dembow.





## *RCA Makes a Couple of Promotions—*

*Above, left, is George Fred W. Wentker, now assistant manager of RCA's Photophone division. He was formerly assistant manager of the service division. Above, right, is W. L. Jones, now national service manager, but formerly in charge of service activities. Edward C. Cahill, manager of the Photophone division, made these appointments, but continues to supervise the national service division. This hairline difference in title and duty is all very official, however.*

## *National Theatres Readies M-G-M Pact by Areas*

NEW YORK—Although the term of the deal has not yet been set, National Theatres has started working out details of the M-G-M new pact by divisions.

Larry Kent, chief Fox West Coast booker, and George Hickey, coast district manager, and Clayton Lynch, Los Angeles branch manager for M-G-M, this week began talks with home office executives. Rick Ricketson, Rocky Mountain division head for the circuit, on his trip here a few weeks ago worked out most of his situations. Kent, Hickey and Lynch plan to remain about a month. They are conferring with William F. Rodgers, general sales manager, and E. M. Saunders, for M-G-M, and J. J. Sullivan, William T. Powers, Edward Zabel and Milton Hossfeld, for National.

J. J. Maloney, district manager; Frank Drew, Cleveland branch head, and Edward Booth, Cincinnati exchange manager for M-G-M, are due in after July 4 on new deals. Ralph Pielow, Albany; Ralph Maw, Buffalo, will be in town in a few days. Bob Lynch, Philadelphia district head, was here Wednesday. E. K. (Ted) O'Shea, eastern M-G-M district manager, made a tour of the South last week.

## *Bobby Vernon, Comedian, Is Buried in Hollywood*

HOLLYWOOD—Funeral services for Bobby Vernon, actor, were conducted here. He died from a heart attack at 40.

Vernon, as a slapstick protagonist of Mack Sennett and other early comedy producers, was one of the first participants in the pie-throwing episodes that characterized the early comedies.

## *Manton Ruling in Fox Case Upheld in Appeals Court*

NEW YORK—The circuit court of appeals has upheld former Judge Martin T. Manton and denied the application of the Trust Company of Georgia for a position as a priority creditor of Fox Theatres Corp.

The company entered suit Aug. 29, 1932, for $1,012,333, claiming breach of lease on a theatre site in Atlanta, guaranteed by Fox Theatres. The claim was eventually reduced to $400,000 by agreement and allowed as a general claim.

This, the Trust Company objected to, saying it was entitled to a priority, or full payment. As a general creditor, it will receive an eight per cent dividend on the claim.

## *Examination Petition in "Lincoln" Suit July 17*

NEW YORK—Robert E. Sherwood and Playwrights Producing Co. will petition the supreme court July 17 to examine 20th Century-Fox, through Darryl F. Zanuck and Charles E. McCarthy, on their suit for an injunction against "Young Mr. Lincoln." Sherwood contends the picture causes confusion in the public mind, in that it is being associated with his play, "Abe Lincoln in Illinois."

Among points on which the plaintiff will examine Zanuck and McCarthy are the lack of demand for a Lincoln film prior to the production of the Sherwood play, the reasons why 20th-Fox never produced its script, "The Young Lawyer Out of the West," and why the title of this script was changed to "Young Mr. Lincoln."

### Paramount Week Sept. 3-9

NEW YORK — Paramount Week will be observed September 3 to 9.

# BROADWAY

COL. BILL DONOVAN was among the passengers on the Pan American Clipper *Dixie*, which took off Wednesday from Port Washington for Lisbon. From there he hopped another plane for Marseilles and then proceeded to Paris. Other stopovers include Berlin, Copenhagen, Oslo and London. He will sail from London on the *Queen Mary* for New York, July 14 . . . Tyrone Power and the missus, better known as Annabella, got in Wednesday from the coast by plane and sailed Saturday on the Italian liner *Rex* for a two-month vacation. On the itinerary are the following stopovers: Italy, France, England, Belgium, the Netherlands and Germany. While in France, Tyrone will meet his wife's family for the first time . . . Si Fabian is limping, having banged his right foot recently . . . Leo Justin made a tour of the Reade shore houses during the week. Incidentally, he's living in town this summer and trying to forget Asbury Park.

*Henri Elman and Johnny Mednikow, Chicago independent distributors, were in town for the Louis-Galento fracas. Which is in keeping with the tradition of the two men. No matter where a championship fight is held you will always find them present . . . Jack D. Trop is paying his first visit to New York in two years. He lost considerable weight since he was here last, but says he's feeling fine. He has a deal on for the broadcasting rights to his story, "Three Angels," which would be known as "Mother Gales" on the radio, if and when a deal is consummated by Bill Lengel, his agent . . . N. L. Nathanson and his son, Paul, are around town, but mostly on their yacht* Thalassa, *which is docked at the World's Fair basin. They plan to return to Toronto in a few days . . . Mrs. M. A. Lightman, wife of the Malco president, visited Paramount's World's Fair lounge the other day.*

AAA note: That eight-cylinder Hudson with the BW-12 license plate in front of the Paramount Theatre, or on the side of it, in fact, is none other than Bob Weitman's . . . Milton Maier of the RKO legal department heads for Lake Champlain July 15 for a vacation . . . Bill Pine was in from the coast en route to Canada on Cecil B. DeMille's next picture . . . Ross Federal promotions: John J. Tarpey jr., recently branch auditor, is now director of budget operations, and Robert Pollard, chief accountant, is now branch auditor with Charles Taylor succeeding to the post of new chief accountant . . . Albert Sergio, Mexican musician and arranger, will handle the Latin versions of Monogram's "Girl From Rio," which E. B. Derr is producing . . . Max Herschmann of National Screen was in Wilkes Barre visiting the Comerford theatres the other day.

*Moe Streimer on Fridays has a permanent date with his daughter, Faybelle, to go fishing off the Jersey coast . . . Paul Benjamin has dropped* 25 *pounds in the last* 15 *weeks . . . J. Robert Rubin, for some reason, calls Jack Cosman the baron . . . Oscar Doob, Loew publicity and advertising head, at the dedication of the M-G-M World's Fair information booth in Times Square chirped: "Surprising how many people stay out of Loew theatres for things like this." M. A. Simons, who edits* The Distributor, *M-G-M house organ, had a pass for the festivities, but couldn't get past the police lines. Efforts of M-G-M executives would not sway the gendarmes who had their hands full with the crowds.*

Two deaths in Local B-51 ranks were noted last week. Ray Goldstein, an examiner at the 20th-Fox exchange and sister of Bessie, secretary to Moe Sanders, and Angie O'Donohue, examiner at the Warner branch, passed away . . . Patsy Kelly is due from the coast via automobile in a few days . . . Roland Young is back from the coast after making a Paramount picture . . . Mel Heyman's family is spending the summer at Long Beach, which makes Mel a commuter for the next few weeks.

*Visitors to the RKO exhibitors' lounge are increasing steadily in the last few days as evidenced by the number of signatures added to the guest book. Among those who dropped in to say hello are: John Connor jr., Savoy, Glace Bay, Nova Scotia; R. I. Payne, R. E. Griffith Theatres, Dallas; S. and H. Firestone, Firestone Theatres, Toronto; J. Smith, Kum C., Toronto; T. M. Stevenson, Chief, Oberlin, Kas.; Harry E. Welch, Glen, Glen Burnie, Md.; Mort D. Goldberg, G. C. S. circuit, Chicago; Hyman, Ben and Fan Jacobson, Dixie, Louisville; Leo T. Jones, Star, Upper Sandusky, Ohio; Joseph Haimovici, theatre owner from Bucharest; M. Shapiro, Radio, Baltimore; J. S. Cauley, Capitol, Peterboro, Ont.; Joe Goldstein of Fanchon & Marco, St. Louis; Nate Evans and Chalmer Cullins of the Savoy and Orpheum, Memphis; A. R. Cooper, Prince Edward, Charlottetown, Prince Edward, Can.; H. R. Munz, Century, Detroit, Mich.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; Carl A. Russell, Valencia, Evanston, Ill.; H. M. Loewenstein of the Griffith Amusement Co., Ardmore, Okla.; C. Martinez Davila, Martinez, Santiago, Chile, and Lane King, Adrian, Adrian, Minn.*

Herb Berg leaves July 18 on a two-week vacation. Hunting whales, or whatever is running off Montauk Point . . . Tom Waller on Friday embarks on a two-week respite, as does Homer Harman, publicity director for the Roxy, who is heading for St. Louis. In the latter city he will meet up again with his family which he hasn't seen since his last vacation . . . Joan Blondell, Dick Powell and Edward Everett Horton are slated to make appearances in straw hat shows at the Spa, Saratoga Springs, this summer. . . . Roy Haines is reported taking secret golf lessons from two professionals for a long-pending match with Walter Hoffman, Morristown general manager of the Reade Circuit, and Dick Kearny of the Feiber & Shea circuit. Haines has never been able to beat Hoffman and Kearny, but he promises to some day.

*Ann Rosenthal has changed her mind about going to the coast. Her sister has come on for the World's Fair and a general get-together . . . J. J. Sullivan and Larry Kent are having a sort of reunion in New York the last fortnight, but most-*



## *It's Ben Abner—*

*Introducing M-G-M's new acting branch manager for New Jersey and Long Island, replacing Dave Levy, recently appointed Universal branch manager. A salesman for the company for* 13 *years, Abner's appointment is in keeping with the company's policy of promotion from the ranks.*



—Photo by Cosmo-Sileo

## *"Grand Old Lady" Visits—*

*May Robson, veteran stage and film trouper, in New York on a vacation and, it so happens, as "Daughters Courageous" in which she appears plays the Strand. In two or three weeks, Miss Robson returns to Hollywood to start tests for "Four Wives," also for Warner.*

*ly on product deals . . . Dave Blum couldn't reduce his quota of cigars a day so cut them out all together . . . Benjamin Trustman, counsel for M&P, was among the first World's Fair visitors at the Paramount lounge . . . Clifford E. Giesseman, former general manager for United Detroit Theatres, is now with Altec in the middle west . . . Harold Rosson, Garson Kanin, Sam Levene, Erich Pommer and Grace Moore sailed on the* Normandie *the other day for England and Europe . . . Florence Browning is back from her vacation, spent at her summer home in the hills of Connecticut . . . Murray Silverstone is summering it at Mamaroneck . . . H. M. Richey, who has been living at Scarsdale, moved into the city for the summer months. Sort of reverse procedure.*

Herbert Wilcox, production of "Nurse Edith Cavell" behind him, arrives in London aboard the *Normandie* Monday . . . Street scene: Phil Reisman strolling down 5th Ave. . . . Manny Wolfe, former head of the editorial board of the Paramount studio, sailed for Europe Saturday after driving across the country and visiting his family at Hibbing, Minn., while in the process . . . Irving Hoffman is handling publicity for Coney Island . . . Larry Reid has been to the Fair umpty-umpty times and never seems to grow tired of the show over on the Flushing Meadows.

*Harry Moskowitz sailed Friday on the* Santa Elena *for a two-week vacation cruise to the West Indies. Back July* 18 *Joe Unger is touring the Adirondacks and is due back Wednesday . . . Claude Ezell is in town again, having come north from Atlanta . . . John Hicks left for the coast Friday, en route to Australia. Due to return middle of September . . . Max Cohen, the Brooklyn exhibitor, heads the local Allied unit and is regional vice-president. George Abramson has been named regional secretary and Louis Goidel, Cohen's partner in the Paras-Court, is head of the grievance committee . . . Jewel Hart, daughter of E. Schwartz of Trailer-Made and who has appeared in a number of Broadway plays, is engaged to Joseph Cohn, son of Columbia's vice-president . . . Jules Levy and Cresson E. Smith made a flying trip to Des Moines over the weekend . . . George Skouras has temporarily darkened the Rivoli for alterations.*

Wally Feignoux, Walt Disney representative for Continental Europe, has gone to the coast for a look-see at the studios before returning to Paris on the *Champlain* July 1 . . . George W. Weeks is off on a tour of 21 Monogram exchanges that should keep him away close to seven weeks. He will cover the middle west, southwest, coast, northwest and Canada . . . Richard Rowland is in from the coast and may turn up with a deal that will see him releasing his own productions through a major company . . . Ray Milland arrived from England on the *Normandie* Monday and planed out the same day for the Paramount studios . . . Jack Benny, Andy Devine and "Rochester" are around, having gotten in from Waukegan, Ill., and the world premiere of "Man About Town" in time for the film's opening at the Paramount . . . Among the visitors to Loew's home office were Frank Henson of Canton, Ohio; Robert Suits, Evansville; Stanley Gosnell, Toronto; Eddie Richardson, Boston, and Matt Saunders, Poli circuit publicity head.



## *Continental Manner—*

*The man behind the official gas mask is Marcel Genteel, sales manager for RKO in Paris. Prepared for things to come, he goes over the map of his territory pinning spots where "Love Affair" is playing.*

*Gangplank Notes: Up the bay to meet the* Brazil *and Sidney R. Kent. As the cutter leaves the Battery, Manhattan is an inspiring sight at sunrise. Alongside the Brazil and a friendly wave from Mr. and Mrs. Kent as the reporter goes up the not-too-secure ladder. Kent is bronzed and cheerful and anxious for a peek at a New York newspaper. The interview in his stateroom with the trade paper representatives supplying some information on the state of the industry. Following the questions, a general discussion on the National League race and much surprise by Kent on the way Brooklyn is playing and the way the Red Sox are lagging behind. Then to the dining room for breakfast. On the pier but no Irv Lincer, 20th-Fox's official greeter, who is late for the first time in years. But the* Brazil *docked much ahead of schedule. After the Kents have gone, young carrot-top Peggy Kent dashes up with a friend to find her folks are on the way home. Also late and breathless, Walter Gould dashed in to greet UA Argentinian manager, Guy Morgan, and Clemente Lococo, the "Van Schmus of Buenos Aires." Back to the office and, as the cab passes a furniture store, a longing look at a spacious bed.*

Al Margolies is commuting from Fire Island this summer . . . Bernie Mills, former Republic Albany franchise holder, has been visiting around town the past few weeks . . . W. J. Shine has been named coordinator of research activities for Ross Federal . . . W. H. Earles, Seattle branch manager for that company, has finished a three-week visit to Alaska . . . Richard Halliday, new Paramount coast story editor, reports July 5 at the studio. He formerly held the same title in the east and Russell Holman made the switch last week . . . Richard Mealand, former associate editor of *Good Housekeeping,* succeeds Halliday here and will share duties with John Byram, eastern play editor and the man who goes to all the Broadway play openings . . . George R. Canty, formerly with the government and who for the past two years has been general manager of Continental Europe for Universal, has returned to his diplomatic post in Washington. Joseph H. Seidelman hasn't named a successor.

*Bill Rodgers missed the* Film Daily *golf tournament. Worked piled up because of his absences from town the last few weeks held him back from putting the pill around . . . May Robson arrived over the weekend for a vacation and checkup on friends . . . Norman McLeod and the missus are visiting these parts . . . Mrs. Mary McCartney, widow of the late manager of the Jefferson, Punxsutawney, Pa., has been given the management of the house by Harry Kalmine, zone manager for the Warner circuit . . . Wesley Ruggles returned from abroad Monday on the* Normandie *and, after a few days in town, headed for the Columbia studios to direct "Arizona."*

Seen lunching at Jack Dempsey's: Al Herman and Nat Cohn of the Universal exchange; Thomas Patrick Mulrooney, Walter Gould and Max Seidelman, a Milwaukee attorney and the only Seidelman who is not in the film business . . . Charlie Cohen of the M-G-M publicity staff, vacationed at "South Wind" . . . Earle W. Hammons, skipper of some repute, maintained his high standing in the Echo Bay Regatta over the weekend . . . Universal's foreign chief, J. H. Seidelman, returns from England, July 16 . . . Squire Sam E. Morris reports his corn crop is doing all right despite the drought . . . Pete Cotti, Warner district manager for Central America, and Mike Shathin, manager for Japan, are here for home office talks.

*Joel Swenson of the Hays office is still looking for that summer shack, "preferably with electric lights," so the little Swensons can get a lot of leg room and sunshine . . . Harry Brandt's little Babette is slowly overcoming the effects of an ear condition that bedded her . . . Ralph Daigh of Fawcett Publications was in French Lick, Ind., where his company held a convention . . . The A-Mike Vogels celebrated nine years of married life the other Thursday . . . Harry Mishkin, one of the first operators of a film exchange in this territory, is back in the swing of things with the Ramsey, Ramsey, N. J., under his wing . . . "You don't ask how is your business these days," quoth Ed Peskay, "You ask where is it?" Ed has a cute answer, too . . . Milton Bren, new M-G-M producer, was in town, conferring with home office executives.*

Laurence Bolognino, over a cut of

(Continued on page 18-A)

# Output in Argentine May Increase by 20

NEW YORK—Production in Argentine, according to Guy P. Morgan, United Artists' general manager for that territory, should number approximately 70 pictures this year. About 50 films were produced there last year.

Morgan admits that multiple programs at subsequent spots are cutting into the market, but says there isn't much the distributors can do about it. An underlying factor is the intense competition among exhibitors who are desirous of getting the most footage for their money, he says.

In the Argentine, French films are very popular, Morgan states. He believes American companies distribute too many pictures there and is of the opinion inferior films should be weeded out.

In addition to its regular lineup, UA will distribute six Spanish dialogue pictures in Latin-America. Currently, Morgan says, national product has the right of way in the suburban centers.

Looking at the Argentine from an exhibitors' perch, there is no fear of Hollywood pictures losing out to national product. So says Clemente Lococo, prominent showman and independent producer, who is here to observe the American way of doing things.

According to Lococo, business at first runs is very good, but subsequent spots are far behind. He explains this by saying the Argentinians prefer to go to the top rank main theatres.

Lococo, whose circuit consists of 13 houses, is also head of the E. F. A. producing company. His organization made eight last year and expects to make the same number in 1939.

In discussing the proposed bill to nationalize the industry, Lococo sees little danger of the act coming to life again. He declares distributor-exhibitor relations, on the whole, are friendly.

## *Association "to Develop Creative Films" Ready*

NEW YORK—The Association of Documentary Film Producers has been formed for the purpose of "developing the artistic and technical standards of independent, creative films."

Officers of the organization are Joris Ivens, president; Paul Strand and Willard Van Dyke, vice-presidents; William Osgood Field, treasurer, and Mary Losey, secretary. Headquarters are in New York and a comprehensive program is expected to be announced shortly.

## *Set July 7 for Hearing to Drop Paramount Suit*

NEW YORK—Application by Paramount, its officers and directors, to dismiss the $25,000,000 minority stockholder action by Frank Jablow and Sam Acker will be heard in the federal court July 7.

Suit charges waste and mismanagement and, besides an accounting, asks the dismissal of officials responsible.

## *Give Metro 266 Years*

NEW YORK—Nineteen distribution staff members in the east give M-G-M a total of 266 man years, a little pencil and paper work reveals. The vets are:

*23 years*—Robert Lynch, Philadelphia manager.

*20 years*—John J. Bowen, New York manager.

*19 years*—Edward K. O'Shea, New York, district manager.

16 *years*—Phil Bobys, Washington salesman; Harry W. Miller, New York, salesman.

*15 years*—Rudolph Berger, Washington manager; Joseph F. Morrow, Philadelphia, salesman.

*14 years*—Alex W. Weissman, Buffalo, salesman.

*13 years*—Louis Allerhand, New York, salesman; Ralph W. Maw, Buffalo manager; Eugene Vogel, Albany, salesman.

*12 years*—Ralph Pielow, Albany, manager; David A. Levy, New Jersey manager; Salem E. Applegate, Philadelphia, salesman.

*11 years*—Jacob M. Goldberg, Washington, salesman; Benjamin Abner, New Jersey, salesman; Herman L. Ripps, Albany, salesman.

*10 years*—Abraham T. Harris, Buffalo, salesman; Clarence C. Pippin, Philadelphia, salesman.

## *Aids a School*

MORRISTOWN, N. J.—Goodwill between this town's school system and the Walter Reade circuit was cemented further by Walter Hoffman, general manager for the independent operator, when he turned the Community over to the Morristown High School for graduation exercises. About 1,000 jammed the theatre for the festivities.

# Peace in Australia Seen in Merger

NEW YORK—With Dan Michalove set to leave for Australia either August or September, peace is expected to reign there following the merger of the Hoyts and Greater Union Theatre circuits.

According to Sidney R. Kent, Michalove will act in a general supervisory capacity as a representative of National Theatres which has a controlling stock interest in Hoyts and probably will remain there for two years.

Approval of directors of both companies is needed before the deal can be closed. This is practically considered a certainty with the new circuit to be known as General Theatres Corp., a pooling company formed by Charles E. Munro and Norman Bede Rydge in 1937 and currently inactive.

Further changes in management personnel are slated when Michalove arrives on the scene.

## *Four Big Summer Films By UA in New York*

NEW YORK—UA is pinning its hopes for the new season on four major films and the excitement attending the mid-summer bookings given them by the Music Hall and Rivoli. The early summer release of the 1939-40 product is claimed to be unprecedented.

First of the batch, "The Man in the Iron Mask," opens at the Music Hall, July 13. This is to be followed at the same house by "Winter Carnival." "They Shall Have Music" is scheduled to premiere at the Rivoli, July 25. "Four Feathers," Alexander Korda's Technicolor film, is the last of the group.



—Metropolitan Photos

## *Quaker City Seven Go Conventioneering—*

*From Philadelphia, all smiles and waving, are left to right: Sam Lefko, J. J. McFadden, Frank McNamee, branch manager; Eli Epstein, Charles Zagrans, office manager; Harry Tyson, and M. Shulman. All RKO men at the annual sales convention.*

# BROADWAY

(Continued from page 17)

Lindy's (fresh) cherry pie, bemoans the state of the boxoffice. "But I'm in it to the end," he sighs, "because I want to see how I might react to prosperity" . . . Al Margolies, flanked by a flank of "Ghost" players at a nearby booth, says he can't concentrate on words because he's had a toothache. To prove it, he ups and heads for the dentist . . . Five years ago Leonard Picker, Columbia attorney, asked the building management to plug up an annoying hole in the ceiling above his desk. The other day a plasterer walked in and without so much as asking to be announced went ceremoniously about the task of plastering. He left a solid little pile of old plaster on Picker's desk, dropped his trowel when the clock said it was time to quit and hasn't been heard from since.

*Lynn Farnol spending the extended July 4 holiday touring New England. He returns on the mail packet from Boston Wednesday morning . . . Alec Moss took himself on a motor jaunt through part of the Adirondacks . . . Harry Cohn is back in Hollywood after a few days here . . . Street scene: Harry Gold in animated conversation with John Wright at the southwest corner of 49th St. and 6th Ave. . . . Harvey Day and Clarence Hill to Pittsburgh, but back in time for the weekend, notwithstanding.*

Sixteen years on the radio and ten years in the films was the reason for the reception in Graham McNamee's honor at the Rockefeller Center Club atop the RCA building. As Bill Scully said, speaking into a newsreel after congratulating him for his service as a newsreel commentator. "In that time you have spoken 1,500,000 words into the movie microphone. That's a record few women can boast about." Following those words by Universal's sales manager, McNamee balanced the knife carefully and sliced—a piece of cake. Lenox Lohr, NBC president, extended his best wishes on behalf of the radio industry. David Sarnoff was there and confessed to BOXOFFICE's roving correspondent "I'm only slightly interested in the film business. I have enough troubles in radio." General James G. Harbord dropped in and left early. From Universal there was Charlie Prutzman, A. Schimel, Bill Heineman, Hank Linet, Lou Pollock and Tom Petty. Brother announcers Ford Bond, Lowell Thomas and Bill Stern chimed in to say hello.

*The Barney Balabans are taking it easy aboard the* Judith R. *along Canada's inland waterways . . . Charles Ballance, Paramount's manager for India, Burma and Ceylon arrived on the* Rex *for home office conferences . . . Paul Muni returns to his first love, the stage, in the fall for Maxwell Anderson, who personally signed the Warner star to play the lead in "Key Largo" . . . "Babe" Gobel, Hortense Schorr's sidekick at Columbia, is vacationing . . . C. G. Dickinson, Paramount's general sales manager in Great Britain and Ireland, and T. C. Reddin, director of advertising and publicity for that area, have returned to London after attending the company's coast convention . . . Fred Kent, attorney for the E. J. Sparks circuit in Jacksonville, was a registrant at Evelyn O'Connell's Paramount hostess office.*

It's an even bet James Roosevelt used to chuckle over the activities of film executies before he became a film executive. But look at him now: First going through the business of getting a new long-term contract as vice-president of Samuel Goldwyn, Inc., then doing a Steve Brody from a projection room when a reel of film exploded, then acting as official spokesman on the announcement major producers would contribute from $75,000 to $100,000 a year to the motion picture relief fund which cares for oldtimers of the screen.

# • REVIEW FLASHES •

**BLACK LIMELIGHT** (Alliance)—An overmelodramatic British film with Raymond Massey in the cast. It is good as a case study of a great actor struggling through a poor performance. Otherwise it deals with homicidal murders and a homicidal maniac who goes berserk during the full moon. Walter O. Mycroft directed.

**COWBOY QUARTERBACK** (WB)—The old story of the hayseed with lots of natural ability signed by a big league football club in this case doesn't fit so well. It is short on comedy and large patches go beyond pure burlesque. Bert Wheeler delivers as well as might be expected. Marie Wilson snares acting honors. Noel Smith directed.

**LENIN IN 1918** (Amk)—Its completeness makes it too long though it embodies splendid drama, human interest and humor. Boris V. Shchukin, Nikolai Cherkassov. Mikhail Romn directed.

**MAN IN THE IRON MASK, THE** (UA)—Producer Edward Small who, five years ago, won distinction by making "Count of Monte Cristo," has lost none of his flair for bringing to the screen the sweeping and engrossing semi-historical melodrama of the immortal Alexander Dumas. Rich in spectacle, unfaltering in the rapidity of its action, touchingly romantic and possessing most of the other proven elements of the best in entertainment, here is one of the most impressive pictures shown in Hollywood this year. It should be boxoffice dynamite. The cast, from Louis Hayward and Joan Bennett at the helm to the smallest bit player, is well nigh flawless. James Whale directed.

**MOUNTAIN RHYTHM** (Rep)—Gene Autry shares the usual hero's part with a salty mess of hoboes in this better-than-average western. It's off to a slow start, but the closing reels get hot and pack the sort of climax that makes for general excitement. Reeves Eason directed.

**NEWS IS MADE AT NIGHT** (20th-Fox)—The breezy spirit of this newspaper yarn of an editor who saves an innocent man from the death house will get it by where audiences are not expected to swallow it whole. Preston Foster, Lynn Bari. Alfred Werker directed.

**NORTH OF THE YUKON** (Col)—A fair to middling western that concerns itself with the Mounties and fur raiders. Charles Starrett, Linda Winters. Sam Nelson directed.

**ON BORROWED TIME** (M-G-M)—For this and any other time, Metro has produced a hauntingly poignant film which should meet with wide acclaim. Death, as personified by Sir Cedric Hardwicke, loses its sinister character and becomes personable and human. How Lionel Barrymore and Bobs Watson literally tree him makes for unusual and effective entertainment. Splendid acting and sensitive direction by Harold S. Bucquet give Leo something to roar about.

**PARENTS ON TRIAL** (Col)—Will try audiences with its heavy-handed and obvious manner of relaying home the moral that parents should be patient and understanding. Jean Parker and Johnny Downs are the chief sufferers of their parents' selfishness. Sam Nelson directed.

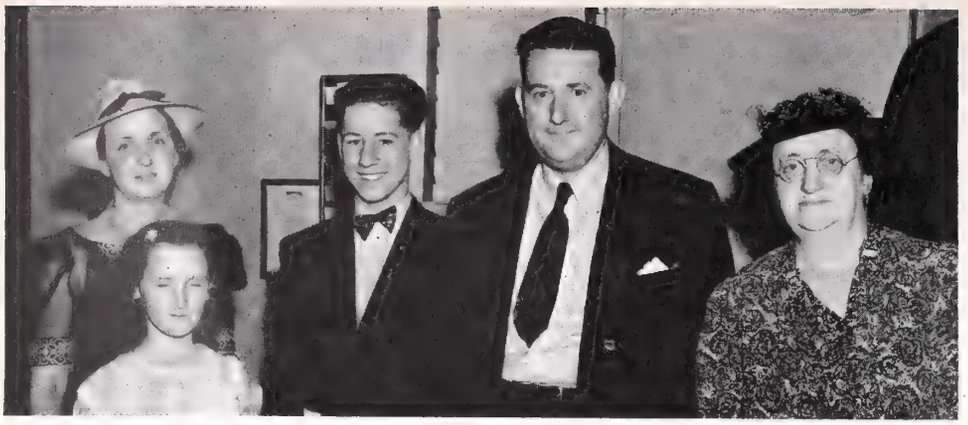
**SECOND FIDDLE** (20th-Fox)—A romantic comedy whose best assets are a sprightly, mirthful story. Platinum production mounting and music by Irving Berlin. Sonja Henie, co-starred with Tyrone Power, appears less advantageously than in her former pictures because of a role ill-fitted to her talents. The skating sequences are limited and irrelevant to motivation. Power grabs acting honors. Gene Markey produced; Sidney Lanfield directed.

**STRAIGHT TO HEAVEN** (SR)—A Negro picture that qualifies as standard entertainment for Negro audiences. A story of the law and racketeers with Harlem the locale. Nina Mae McKinney, Jack Carter. Produced and directed by Arthur Leonard.

**STUNT PILOT** (Mono)—Second in the "Tailspin Tommy" series, this struggles a bit in the takeoff but climbs to a high level as an action melodrama. Flying sequences will score a direct hit with the kids. Paul Malvern produced; George Waggner directed.

**TYPHOON TREASURE** (SR)—The only mark of distinction about this film is that United Artists distributed it in Australia. Otherwise it is amateurish stuff about a young pearler whose ship is wrecked in a typhoon with its entire treasure on board, and the experiences he encounters before recovering it. Noel Momkman directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*



## *Easterners in Burbank—*

*An exhibitor meets one of the famous "Dead End" boys. Here the camera catches Bobby Jordan greeting Showman Charles Sweet, of the Stacey Theatre, Trenton, N. J., and his friends, who dropped in on the set of Warner's "Dead End Kids at Military School" during a recent visit to Southern California.*

# ALBANY

SID DWORE added a third theatre, the Lincoln, to his Schenectady string. Al Feltman had been operating the house until its recent closing for summer. Dwore, owner of the Cameo and the Palace (the latter dark during dog days), is renovating Lincoln. Reseating is part of the job. Lincoln has a capacity of about 800. Dwore is the second independent to line up three theatres in Schenectady. Johnny Gardner is the other. Morris Silverman has been running one house, the Mount Pleasant. Fabian circuit conducts four Schenectady theatres, Proctor's, Plaza, Strand and State. Two of these are first runs.

*George Lynch's recent and rare visit to Albany was on an RKO deal. Filmrow boys deduced this from fact the chief buyer for Schine circuit stayed at the RKO exchange . . . Moe Grassgreen, 20th Century-Fox Albany manager, Sidney Sampson, Buffalo boss, and Izzy Schmertz, Cleveland chief, recently converged on Gloversville. Other exchanges heard that they closed a product deal for the entire Schine circuit . . . Mrs. Agnes Birkenhauer, contact clerk at the Warner office, followed Mrs. Mary Monfred, biller, on vacation. Gladys Powell, stenographer for Dan Houlihan, 20th Century-Fox booker, returned to her New Hampshire home town for a vacation.*

Mrs. George Merges jr., the former Pearl McGee, biller in the same office, is back from a honeymoon . . . Closing of the Warren in Hudson put the Star back on a full-time schedule. Earl Wright, manager of the Glove, a Schine house in Gloversville, is reported in line for advancement. Wright was an advertising and publicity executive for the Loew-Poli chain. Gene Curtis is another ex of that chain now employed by Schine, in publicity department. Whipple Theatre, Fleischmanns, Catskill Mountain town, is open for the summer. Kallett circuit leases it. Thousand Island Park Theatre in St. Lawrence River region is being operated this season by L. Hayes and W. Ahner, New York City men. House is on a large island.

*The Strand, Lock Sheldrake, in lower Catskills, is open for vacation season. Jack Kaplan operates this theatre in addition to the Rivoli, year-round spot in South Fallsburg. Metro's Albany exchange services them . . . New York City Police Recreation Camp at Platte Cove in the Catskills is booking up-to-the-minute pictures from local exchanges. Sunday, Wednesday and Friday are among the nights for films. A police captain does the booking. Average attendance at camp is said to be* 500 *. . . Alec Taylor, who had been playing one program weekly at Odd Fellows Hall, Castleton, has discontinued for summer.*

Johnny Ross, RKO shipper, returned from a vacation. Mrs. Gladys La Hait, stenographer to Booker Abe Van Deusen of same office, is vacationing two weeks in the metropolitan area . . . Bernard Kranze, RKO manager, who won a fine radio by making the longest straight drive at a recent field day for theatrical men in Newburgh, laughingly admitted that luck was with him . . . The Rivoli, Troy, which had been operating part time, shutered for summer.

*Following the elimination of the Palace, Saratoga Springs, through purchase by William E. Benton, admission scale at his Congress was raised, according to Filmrow reports. The Palace was leased to a chain grocery. Both the Palace and Community, in which Walter Reade is interested, will single feature during the August racing season. So it is said, and added that very strong product will be exhibited. Exchangemen, hearing that the ban on gambling at Saratoga will be enforced again this year, wonder what its effect on theatre business will be.*

Republic Distributing Corp., with principal office in Buffalo, made a name change to B. M. Film Exchanges, Inc. The change, notice of which was filed at the secretary of state's office, Albany, by Attorney Meyer H. Lavenstein, 1776 Broadway (home office of Republic), was one in a series of steps taken as the result of transfer of assets to the producing company by the upstate franchise holders, Harry Berkowitz, Buffalo, and Bernard Mills, Albany. Initials "B. M." correspond to those in the last names of Berkowitz and Mills. They had operated as Republic Distributing Corp., official name of the local concern is now Republic Pictures Co. of Albany. It is understood that Republic Pictures Co. of Buffalo is the name on new letterheads used there.

*James R. Grainger, general sales manager of Republic, was in Albany for a day checking on the new operation system, conferring with Manager Arthur J. Newman and meeting the office personnel. Grainger, well known here, has lost none of his zip down through the years, exchangemen say. Buffalo and Detroit were among other points he visited on a swing around.*

# Resort Towns Face Fair Competition

ALBANY—Theatres in Adirondack and Catskill Mountain towns face a poor summer, due to World's Fair opposition. This seems to be the general opinion on Filmrow. Salesmen and bookers say exhibitors in some of these spots already are moaning, despite the fact June is never a good month. July and August tell the story, exchangemen declare. However, resort exhibitors reply that business in June of this year was not up to last year's standard. And travel to the exposition on Flushing meadows will become heavier rather than lighter in the next two months.

The main ray of hope is that with the closing of schools, the normal exodus of New Yorkers to mountain homes, camps and hotels will take place. Theatre men believe that metropolitan residents will have seen enough of the Fair and will wish to strike out for the country.

The Catskills, where more New Yorkers vacation, should feel Fair competition less than the Adirondacks, according to observers. The outlook for the Adirondacks is not bright, they believe, unless tourists from other states visit after seeing the Fair and Canadians stop en route south. The state will spend $200,000 on a national campaign to attract Fair patrons upstate. This is expected to help.

Another and important factor in theatre resort business is the weather. Cold and rainy days, which come like manna from Heaven to city exhibitors, are poison to the resort operators. Sustained clear, hot weather is their meat. It brings patrons from the cities and prolongs their stay.

### Warner Bookers' Drive

NEW YORK—Warner will launch a national bookers' drive during August to be known as "Clean-up Month." Bookers will take on the added duties of salesmen in an effort to secure the greatest number of playdates on features and shorts.

# Grant RKO Trustee Six Months More

NEW YORK—Federal Judge William O. Bondy has granted Irving Trust, RKO trustee, an extension of six months from July 1, 1939 to Jan. 1, 1940, to affirm or disaffirm leases, contracts or agreements.

The court also set July 18 as a date for a hearing on the application of the City Bank Farmers Trust Co., successor trustee of RKO's six per cent gold notes, of which $3,440,500 are still outstanding, under the Trust Indenture dated Jan. 29, 1931, for fees.

### Bondy Approves Patterson As RKO Board Chairman

NEW YORK—Federal Judge Bondy on Friday approved the anticipated appointment of Richard C. Patterson as chairman of the RKO board of directors, succeeding Floyd B. Odlum, resigned.

## *Troy Palace and State Cut Matinee Prices*

TROY, N. Y.—The Palace and State, here, have reduced matinee prices for the summer to ten cents. Palace, which Harry Hellman, owner of Paramount and Royal, Albany, purchased from Rosenthal estate in May, is charging a dime up to 5 p. m. State, remaining Rosenthal house, is extending bargain hour to 6 p. m. The Palace was the first to advertise a cut. Purchase of a 20-cent ticket, however, is necessary matinee or evening to share in its dish and glass offers.

There is speculation as to the spread of the price cutting.

## *Summer Shut-Downs Are Less Than Last Year*

NEW YORK—As July bowed in, indications are that local summer closings are running behind the number for last year. Only five were reported the last week in June.

They are the Radio and Shubert, Brooklyn; the Kameo and Concourse, Bronx; and the Hawthorne, Hawthorne, N. J.

The St. Cloud Amusement Co., of which Frank C. Walker is president, has acquired the Roy, Blairstown, N. J.

## *New Long-Term Contract For James Roosevelt*

HOLLYWOOD—"In recognition of the work he has done in the production and distribution fields during his first six months as vice-president of Samuel Goldwyn, Inc.," the producer has signed James Roosevelt, son of the President, to a new long-term contract.

### Goldwyn Signs Sam Wood

NEW YORK—Sam Wood joins the Samuel Goldwyn organization immediately with the signing of a long-term directing pact. His initial effort under the Goldwyn banner will be "Raffles," with David Niven and Olivia de Havilland.



—Metropolitan Photos

## *On the Road to Rye—*

*RKO's conventioneers from Washington, D. C., browsing in the Penn station after the annual sales parley are left to right, Harry E. Kahn, Olmstead Knox, Al Folliard, Elbert W. Grover and Bob Folliard, branch manager.*

# WASHINGTON

THE RKO sales group, headed by Branch Manager Bob Folliard, has returned from their New York convention bubbling with enthusiasm over their lineup for the coming year, and reflecting with fond memories their two-day visit at the Fair. Salesmen Harry Kahn, Al Folliard, Ed Grover and "Steady" Knox were surprised with awards for their selling successes . . . a feature of the convention was the presence of Charles Laughton, famed English star, who joked and chatted with the group.

*Curtis Hildebrand has been assigned to booker in the Trio-Preferred combine, with William E. Jaspar joining the staff as salesman . . . Alice Hildebrand, former secretary, has rejoined the UA staff after a two-year absence . . . Rudy Berger, Metro branch manager, was the recipient of a huge birthday cake from his office force, same was featured with a marlin design, as a testimonial to his fishing ability . . . Mrs. Tillie Smith, Mt. Savage, Md., visited the Row.*

Sam Diamond, 20th-Fox salesman, was presented with a 7½-pound baby boy . . . Danny and Sylvia Rosenthal have returned from their New York sojourn . . . Glenn Morris, 20th-Fox salesman, has been appointed drive leader for the local exchange in the K7 Drive, which begins August 13 . . . Branch Manager Sam Wheeler en route to Gloversville for a conference with the Schine organization.

*J. Emmett Cashman, RKO home office auditor, is making the customary check at the local exchange . . . Bobbie Levine, State, Portsmouth, Va., visited all the branches accompanied by his father and mother, renewing their many acquaintances . . . Joe Cohan, 20th-Fox office manager, has taken a home in Bethesda.*

"Buddy" Hall, Marge Dermody and Mrs. Harriet Kenworthy of the Metro exchange motored to Spartansburg, N. C., to attend the wedding of their former associate, Betty Dempsey . . . Metro Branch Manager Ben Rosenwald, assisted by Mrs. Rosenwald, Barney Ross and Ray Ervin entertained the group in real southern style when they visited the Charlotte exchange.

*Joe Kushner, Columbia booker, has chosen Florida for his vacation . . . John Caldwell, Appomattox, Va., visited the Row and then headed for the ball game . . . Vivian Pearson, Monogram, attended the Annapolis graduation, and has gone "Navy," as they say in local circles . . Tom Rayfield, Clark Film, spent the weekend at his home in Richmond . . . Sara Young, 20th-Fox booker, is heading for Cape Cod on her vacation . . . Jay Zimmerman, Metro home office auditor, is on assignment to the local branch.*

B. Bernie Kreisler, Universal branch manager, designed a sparkling idea for a Fourth of July greeting, dispatching same to all the exhibitors in the territory . . . Newt Carskardon, Music Hall, Keyser, W. Va., celebrated his tenth wedding anniversary June 22 . . . As a feature of the celebration ground was broken for a new 500-seat house, to be known as the "Keyser" . . . A. J. Herman, Universal district manager, visited the local branch for a few days . . . Sam Tabor and Barney Frank are holding first and second places in the Universal office sales contest, the prizes being trips to the N. Y. Fair.

*Newcomers to the Metro office force include: Mrs. Clare Batchelder Mrs. Freida Cohen, Mrs. Pearl Inscoe . . . Mrs. Frances Naftal, Metro, spent the weekend with relatives in Philadelphia . . . Metro's Mrs. Catherine Murphy is on vacation, while Esther Blendman is confined to her home with a severe sunburn.*

## *Comeback by Laemmle*

HOLLYWOOD—Carl Laemmle sr. has purchased film rights to "Victoria Cross," announcing he plans to re-enter production in the near future.

### A Technicolor Dividend

NEW YORK—A regular quarterly dividend of 35 cents per share payable July 17 to stockholders of record July 7 is reported by Technicolor, Inc.

# PHILADELPHIA

INSIDERS say a storm is brewing in Local 307, IATSE operators union, and will break into the open some time in the fall. It's said to be a rank and file revolt against some of the employment distribution policies of union officers . . . The S-W Palace will stay open throughout extensive alterations . . . Dave Milgram's Affiliated chain has had protests from Catholic churchmen over the window cards advertising Preferred's "Wages of Sin." Too suggestive, they said . . . Metro's "Tarzan Finds a Son" float took a ride around town with its imitation elephant and real monkey . . . Allegheny, city's largest open theatre, is closing for the summer.

*The Earle did the unusual—revived the "Great Train Robbery," said to be the first picture ever made with a coherent story . . . Oscar Neufeld has moved from the Sylvania to the Ritz. Now he's right across the street from the Variety Club . . . Thomas Burns is sighing in relief now that the Clifton, Clifton Heights, has got air-conditioning . . . Ditto Jack Miller at the Lenox . . . Moe Verben,* Record, *isn't his usual garrulous self since the surgeon cut out his tonsils . . . Shifts in the Goldman circuit take Sam Cohen from the 56th to Pottstown and George Flicker from the Terminal to the Highway, York.*

Edwin A. Karpen, Edgemont, is back in town after a two-week honeymoon trip that took him and his bride 6,000 miles through Canada and the Midwest . . . A. M. Ellis has brought the Towers, Camden, at a reputed price of $65,000, says he will renovate it . . . The Atlantic chain is planning a new house for Woodbury, N. J. . . . The Grant is closed for the summer . . . The Susquehanna has got renovations and a new name—the Senate . . . Jack Harris, Mayfair, has got himself engaged . . . Charles Zagrans, RKO, is bragging about the confirmation ceremony for his son . . . And Patsy, daughter of Milt Young, Warner, is being publicized by her publicity-minded Dad on her fifth birthday.

*Sydney Munter, Queen, Wilmington, on vacation, with Francis Young subbing . . . Sid Samuelson, Allied, attended his son's graduation at Antioch . . . Joe Flood is the new ad sales manager at Paramount, succeeding Stanley Chase who goes to the home office, foreign department. Bill Sharpe returns to his duties on the road, covering the eastern exchanges.*

Jimmie Dormond, Warner advertising office, got married; and Bill Kanefsky, who sits at the next desk followed suit the following week. Kanefskys just back from a vacation-honeymoon in Atlantic City . . . Jack McNeil, formerly with WB, sends a card informing he is honeymooning in the Poconos . . . Jack Nydick, WB purchasing agent, is honeymooning in New York, and Winnie Mohan, J. Ellis Shipman's secretary, announces she'll walk to the altar July 22.

*Ed Rosenbaum worked up a stunt for exploiting Columbia's "Good Girls Go to Paris"—flooded exhibitors with cards inscribed "G. G. G. 2 P."*

## *Fight Film Is Four Rounds of Action*

**New York—Fat man waddles into ring. He shows his disregard of champion by wiping his forehead with a towel and then almost knocks the title off the champion's head. But four rounds later, Tony Galento leaves the ring, a battered hulk. Colorful aftermath of these splendid fight pictures are dressing room scenes following the fight. Louis is serene and unruffled. Galento, spirit still unquenched, growls through battered lips he would have been champion if he fought his own fight. Highlights of each round are shown in slow motion. It's 19 minutes of exciting entertainment and, for audiences, better than a ringside seat.—GOLDING.**

# Hicks Anticipates Big Year Abroad

NEW YORK—A quick and final resume of conditions abroad by John W. Hicks jr., before he took leave for Australia finds the Paramount foreign chief looking forward to a banner year.

Hicks will meet the Adolph Zukors in Honolulu on July 12 and continue with them to Sydney, arriving there July 29. A sales convention will be held in Sydney on August 2 after which the entire party will tour Australia and New Zealand. The return is scheduled on the *Monterey*, docking in Los Angeles, September 5.

The trip is in the nature of a homecoming for Hicks who is returning to Australia, where he spent 11 years, for the first time since 1932.

Following a telephone conversation with David Rose in London, Hicks relays the information the general feeling is, there will be no war although an acute crisis over Danzig is expected to develop.

As for Spain, Hicks thinks the situation there does not look very encouraging at the present time. He says it will take some time before the Spanish government will determine how American companies will be able to take money out of the country.

Discussing the proposed merger of the Hoyts and Greater Union Theatre circuits, Hicks believes the amalgamation will work out satisfactorily for all parties concerned and do much to improve conditions in Australia.

Italy, as far as Hicks is concerned, is still a closed issue.

## *Drive Suit Settled*

NEW YORK — The suit of Milton Spitz against Motion Pictures Greatest Year, Inc., and major film companies charging plagiarism of the "U-Spot-It" feature in the industry drive contest, has been settled out of court.

# RICHMOND

ALLEN SPARROW, manager of Loew's, and his family are now vacationing at Miami, Fla. . . . Harris Williams, poster artist, Neighborhood Theatres, took his family to Brookneal . . . Bill Attmore, RCA engineer, is back from vacationing in New Jersey and Chicago . . . Graham Barbee, eastern district manager of Lichtman Theatres, was in town . . . David Kamsky, advertising manager, Neighborhood Theatres, can be found at Virginia Beach nearly every Sunday . . . Leon Nelson, Warner checker, won the annual golf tourney at Lakeside . . . Harold Wood, secretary of Neighborhood Theatres, attended the recent 75th anniversary of the Battle of New Market at Lexington. His father is the sole survivor of that memorable conflict.

*Sam Galanty, district manager of Columbia Pictures, was a visitor from Washington . . . Lane Patton, special Altec engineer, was here from New York to visit Mervin Ullman . . . Warren Connor, Philadelphia Altec representative, was also in town . . . The Lichtman Realty Co. recently bought the building in which is located the Booker T Theatre from Wilmer & Vincent Corp. for* $54,000. *Tom Pitts, manager of the East End and Patrick Henry theatres, has changed the policy of the latter for the summer, operating on Friday and Saturday.*

All theatres in town are now charging a service fee on passes, with a few exceptions. First runs charge ten cents and subsequents, five cents . . . A. Frank O'Brien, Richmond city manager for Wilmer & Vincent, has been reelected to the Board of Directors of Theatre Guild . . . Among the film boys in town last week were: Ben Caplon, Columbia; Harry Cohen, Loew's; Robert Smeltzer, Warner division manager; Joe Kaliski, Grand National; Jerry Murphy, Fox; Rudolph Berger, Loew's Washington manager; Fred Beiersdorf, Warner Washington manager, and Mike Sega, the fight film man.

*Carter Barron, Loew's district manager, and Barrett Kiesling, M-G-M goodwill contest man, were in town . . . Walter Vincent, vice-president, and Joe Egan, general manager, Wilmer & Vincent Corp., were in town . . . Two of the boys from the Byrd received diplomas last week. Joe Fields graduated from John Marshall High School, . . . Mrs. Robert T. Barton, wife of the counsel for the MPTO of Virginia, was elected president of the Musicians Club.*

## *Warner Wins 16 of 19 "Spy" Detail Demands*

NEW YORK—Federal Judge Conger on Friday granted Warner 16 of its 19 requests for a bill of particulars in the $5,000,000 libel suit of Fritz Kuhn and the German-American Bund on "Confessions of a Nazi Spy."

### New "Spy" Suit

NEW YORK—Katharine Moog is seeking $75,000 in a suit against Warner Bros., charging the Erika Wolf character in "Confessions of a Nazi Spy" libeled her.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# Local 37 Rests Case; IA Officers to Bat

After six weeks of arduous defensive work, the international officers of the IATSE have finally been given their chance at the bat in the lengthy battle instituted by Local 37 in an effort to regain control of its affairs, now in the hands of the international after an "emergency" was declared and the local's offices seized last March 13.

Counsel for the local has rested his case after compiling lengthy testimony and exhaustively examining scores of witnesses in an effort to prove IA President George Browne and his international representatives overstepped their authority in taking over control of the local. One item of unfinished business will be 37's attempt to secure contempt citations against Browne and other IA representatives in connection with the revocation of Local 37's charter and the establishment of five new unions in its place.

**Reports Branded False**

Fighting from the sidelines, Browne took occasion to brand as false reports circulated that producers have refused to open bargaining negotiations with IA locals until the current Local 37 turmoil, and the ultimate jurisdictional fate of some 6,000 of its members, may be settled. Browne pointed out three of the newly-organized locals—the laboratory workers, sound technicians and cameramen—have already taken the first steps toward negotiating working agreements with the studios, and are merely awaiting the return of Pat Casey, Hays office labor contact, from New York before continuing. This is borne out by local representatives of the producers' association.

Negotiating committees for the Screen Actors Guild and the Artists Managers Guild scheduled a meeting at which the fate of the SAG's licensing program for agents was expected to be threshed out once and for all. The franchise project has been sidetracked time and again, although at one time it was reported satisfactorily worked out and awaiting merely the signatures of both parties. The state legislature recently adopted an amendment to the state labor code granting the SAG authority to arbitrate disputes between agents and clients, a point which theretofore had been a major stumbling block.

Awaiting producer signatures is the new closed shop agreement requested by the Screen Set Designers Guild. Contract calls for a 100 per cent closed shop, 44-hour week and a basic wage scale of $1.70 per hour. Apparently still at deadlock are the negotiations by the Screen Publicists Guild for a producer working agreement, with an acceptable wage scale the major hurdle.

The Screen Writers Guild held its regular weekly board meeting, with the status of its petition for a new national labor relations board hearing on charges against the producers as the chief topic of discussion.

## *Long Fourth Weekend Is Aim of Hollywoodians*

While only a few studios made it official, most Hollywoodians who could possibly do so were arranging their work schedules to take advantage of a long Fourth of July weekend, planning their programs for a three or four-day holiday instead of reporting to work July 3 and then checking out again for Independence Day.

None of the major studios will close on the day before the holiday. However, employes of Monogram will be officially given the extra day, as will the personnel of the Walt Disney studio. Taking advantage of the alternative offered them, Hal Roach's employes worked last Sunday and thus will be given next Monday off for the long weekend. Employes of the Leon Schlesinger studio, however, draw the most extensive holiday, as the plant was scheduled to shut down June 30 for a two-week stretch—following Schlesinger's annual vacation custom.

On those lots where July 3 is officially a day of work, only those actively engaged in production or those forced to punch time clocks were planning to check in.

## *Warner Expanding Coast Exploitation Staff*

Expansion in Warner's coast exploitation staff has shifted Irving Rubine from his duties in the publicity department, with Marty Weiser transferred from his post in the homeoffice. Rubine and Weiser are assisting Ned Holmes, chief of staff.

**Lanfield on "Swanee River"**

Twentieth Century-Fox has assigned Sidney Lanfield to direct "Swanee River." No starting date has been set.

# Studio Employment Index in a Rise

Filmdom's employment index is rising with several hundred craftsmen working overtime to meet the July 15 starting date set by Charlie Chaplin for the production of "The Dictators." At RKO, preparations for "The Hunchback of Notre Dame" and other films of comparably large budgets have forced the studio to double its art department personnel and to move into larger quarters.

Paramount has sent Walter Bradford to Miami to handle exploitation on "Gulliver's Travels," feature-length cartoon Max Fleischer is producing there. Don Asbaugh has joined Paramount's publicity department as a writer. All scripters, Lenore Coffee, Courtland Fitzsimmons, Lillie Hayward, Louis S. Kaye, Julien Josephson and Allen Rivkin, have checked out, and Lewis Foster, Irene Kuhn, Zion Meyers and Frank Partos have been added to the department.

Richard Halliday reports to Paramount, July 5, as story department head. Richard Mealan succeeds him as eastern story editor.

At Metro, Louis K. Sidney has joined the Mervyn LeRoy unit as associate producer, with his first assignment "Ziegfeld Follies."

Ben Holmes, formerly a scenarist-director at RKO, has rejoined that studio as a writer and he is now screen treating "The Saint's Double Trouble."

Henry Henigson, vice-president and general manager of the Myron Selznick agency, has resigned, effective immediately.

## *Walter Wanger's Unit Renews Studio Lease*

Walter Wanger's United Artists production unit will remain at the Samuel Goldwyn studio for another year under terms of a renewal lease just signed. The contract covers office space, stages and technical and production equipment.

**Olivier "Rebecca" Lead**

Selznick International has signed Laurence Olivier for the principal male role in "Rebecca," the Daphne du Maurier novel which Alfred Hitchcock will direct. Olivier reports here early in August.

# Filmites Responsible For FTP Respite

Hollywood radio, stage and screen organizations played a substantial part in the action which precipitated postponement by the senate appropriations committee for another 60 days of a vote to determine whether the Federal Theatres Project's death warrant shall be signed.

Determined that everything possible should be done to retain the FTP, such groups as the Screen Actors Guild, Screen Writers Guild, Screen Directors Guild, Motion Picture Relief Fund, International Alliance of Theatrical Stage Employes, American Federation of Radio Artists, Actors Equity and other similar unions have left nothing within their power undone in a concerted drive to convince the nation's lawmakers that abolishment of the FTP would be nothing short of disastrous.

Of particular import was the stand taken by MPRF executives, who pointed out in no uncertain terms that abandonment of the FTP would throw a large portion of its personnel directly upon the Fund for support. This view was concurred in by the other groups which are attempting to stave off the projects' deathknell. Another strong argument advanced was the potential effect upon the nation through the loss of moderately-priced legitimate entertainment to millions where stage productions heretofore have been unknown.

Hollywood artists broadcast their appeal on two nationwide radio programs, first over CBS and, the following night, via NBC. The latter broadcast was arranged for as part of the mass meeting sponsored by the actors, writers and directors guilds, held at the Hollywood Playhouse and attended by more than 1,000 members of the three guilds and other interested parties.

Keynote speech was delivered over the air by Lionel Barrymore. Other speakers included Chairman Louis Bromfield, Ralph Morgan, president of the SAG; Kenneth Macgowan, Frank Tuttle, Charles Brackett, president of the SWG; Al Jolson, Hugh Herbert, Ralph Bellamy, Henry Fonda, Marc Connolly, and scores of others. The CBS broadcast the preceding night found Frank Capra, Morgan, Brackett, W. S. Van Dyke, Claudette Colbert, James Cagney, Melvyn Douglas and others making spirited pleas for preservation of the FTP.

Earlier, some dozens of Hollywoodians dispatched telegrams to the California congressional delegates urging them to intercede on behalf of the project. Also stepping into the fight was the IATSE, with Steve Newman, Coast head, also wiring the California delegation to "expose and eliminate the Communists" in the FTP rather than abolish the entire program.

## *"Sky Pilot" Bretherton's*

Third of Producer Paul Malvern's "Tailspin Tommy" series for Monogram, "Sky Pilot," will be directed by Howard Bretherton. Norton S. Parker is scripting. John Trent will repeat in the title role.

## *Upsurge in Production Activity Sustained*

With 47 productions in work and another seven set for immediate starts, major studios have taken another substantial jump in production activity.

Columbia gunned "The Five Little Peppers and How They Grew" and, after a week's delay, "The Man They Couldn't Hang," but sent "Golden Boy" into the cutting room, thus totaling three in work. Metro registers ten, having finished "Miracles for Sale" and listing no new starters. Monogram has but one, "The Girl From Rio," in work.

Paramount hit a high mark of ten by launching "Seventeen" and "Our Neighbors—the Carters," while Producer-Director Frank Lloyd wound up filming on "Ruler of the Seas." RKO Radio launched "Conspiracy" and finished "Nurse Edith Cavell" to hold even with a five-picture total. Republic has two features and a serial in work.

"Drums Along the Mohawk" went into production at 20th Century-Fox, the same studio finishing "The Rains Came" to maintain a six-picture pace. Hal Roach finished "A Chump at Oxford" for United Artists, with UA reporting four films in work among its various producers. "The Eyes of Scotland Yard" hit the starting line at Universal, the plant totaling a capacity of eight films in production. Warner washed up "Kid Nightingale," dropping to seven.

Plans to produce a series of 16 action films for 1939-40 release have been announced by William G. Smith, operator of Jewel Productions, independent state-right exchange in Los Angeles. Smith will make eight railroad melodramas and eight westerns, he declares, and will seek a major release for them. At present he is searching for studio space.

Smith produced the first picture in which Rudolph Valentino was featured, "The Married Virgin," in 1919, and has made some 40 films in the past ten years.

## *Autry Leaves July 15 For Tour in England*

July 15 has been set as the date when Gene Autry, Republic cowboy star, heads for England to begin a six-week boxoffice-building personal appearance tour. He leaves for New York upon completion of his latest picture, "In Old Monterey" and, in his p. a. trek, will be accompanied by Herbert J. Yates, chairman of the company's board of directors.

Another Republic sagebrusher, Roy Rogers, has returned from a five-week p. a. stint through the east and south, and is preparing to start film work.

After a two-day tryout at the Fox California Theatre in San Bernardino, Jack LaRue pulled out for a ten-week engagement which will carry him to Chicago, Milwaukee, New York and Boston.

### Bobby Vernon Rites Held

Funeral services were conducted here for Bobby Vernon, veteran comedian, who died from a heart attack. He was 40 years old. He is survived by his widow, a daughter and his mother.

# Progressive Activity Leadership MPDC's

Currently wearing the laurels as most active of Hollywood's many progressive organizations is the Motion Picture Democratic Committee, which has two important affairs underway. Of a more frolicsome nature is an outdoor circus with merchandise prizes, screen test competitions and other entertainment, being staged under the direction of Philip Dunne, vice-chairman. Personal appearances were scheduled to be made by Norma Shearer, Miriam Hopkins, Janet Gaynor, Virginia Bruce and a number of other film notables. A percentage of the profits will be turned over to the Motion Picture Relief Fund.

Four studios have already submitted entries in the MPDC's contest to select the outstanding film contribution to the ideals of democracy during the period from June, 1938, to June, 1939. "Confessions of a Nazi Spy" and "Juarez" were entered by Warner; Walter Wanger submitted "Blockade;" Selznick International turned in "Made for Each Other;" and 20th Century-Fox has entered "Young Mr. Lincoln" and "Alexander Graham Bell." Winner of the MPDC award will be selected by a picked group of judges and announced at a special banquet to be held at the San Francisco World's Fair early this month.

A number of Hollywoodians were laying plans to attend the West Coast Conference for Peace and Security, opening in San Francisco, July 1, under the honorary chairmanship of Governor Culbert Olson —with Melvyn Douglas staggering picture schedules to make a brief appearance in company with Gloria Stuart, Miriam Hopkins, Herbert Biberman and others of the local progressive colony. Guest speaker at a meeting of the Women's Committee of the American League for Peace and Democracy was Dorothy Tree, screen player. The group convened for a special membership meeting.

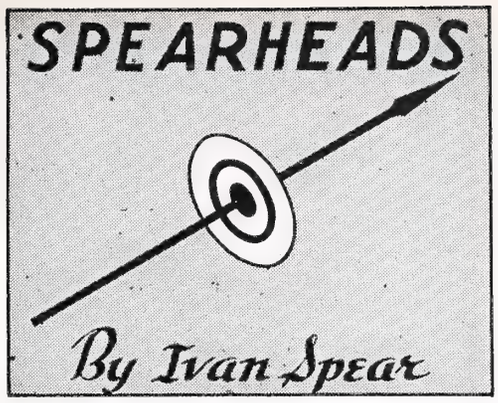
Representing the screen colony in a compendium dealing with the subject of anti-Semitism will be Arthur D. Howden Smith, currently on Universal's scripting staff. The book will bring together the findings of sociologists, anthropologists and research students in psychology, economics and other subjects. It probably will be published some time in the fall.

## *Two More "Saints"*

Two more vehicles have been added to RKO Radio's "The Saint" series. Titles are "The Saint's Double Trouble" and "The Saint on Vacation." Both are Leslie Charteris originals and will feature George Sanders. Cliff Reid produces.

## *Brahm Megs "Rio"*

Universal has assigned John Brahm to direct "Rio," with Sigrid Gurie in the starring role, replacing Danielle Darrieux. Picture rolls July 8 with Basil Rathbone and Robert Cummings in supporting roles.




THE official weekly newspaper, *Hollywood Now,* published by Hollywood Anti-Nazi League, merits the appreciation and admiration of film colony liberals for the efficient and fearless manner in which it tracked down and printed the facts concerning the recent visit to the M-G-M lot by the editors of ten important German newspapers, who paused briefly in Los Angeles as the first stop in a "goodwill" tour of America, having just landed after a comparable junket through Japan.

For some unaccountable reason, those efficient gentlemen who control—that is the exact word and it is amazingly apropos—Leo's publicity were apparently determined that the Nazi newspapermen's tour through the Culver City studio was to be kept as secret as possible. Which, in itself, is somewhat confusing to the forthright mind unschooled in the subtleties of modern motion picture public relations procedure. Right or wrong, wise or unwise, having decided to open the portals of the studio to the visiting exponents of Aryan kultur, why further aggravate the general resentment of Hollywood to the gesture by obvious attempts at equivocation?

But, despite the shroud of secrecy with which the inspection tour was cloaked, the editor of *Now,* one Dorothy Loeb, went about the business of marshaling and printing the "expose" in a manner to fill any metropolitan newspaper staff with pride. As far as a careful check can reveal, *Now* was the only publication in the community to carry the story. The local city dailies printed the fact that the German editors were here and would visit a motion picture studio as a feature of the next day's sight-seeing tour. From that point forward they were significantly silent as to which studio—if any—had enjoyed the doubtful distinction of entertaining Herr Hitler's spokesman and his contemporaries; which is perhaps a lefthanded tribute to the extreme efficacy of Metro's control of the "news" which is privileged.

In limited space, it is impossible to reprint, or even review, *Now's* story of the incident. It offers reading well worth the time of all Hollywoodians with liberal tendencies.

One paragraph, in view of subsequent developments, is particularly significant. *Now* quoted Robert Vogel, head of the studio's foreign publicity department, as having explained that the tour was arranged "at the request of the German consul, Dr. George Gyssling, who was very helpful to us in the Rossen case." Vogel, of course, had reference to Director Richard Rossen, who has just returned here from Germany, where he spent more than a month in a Nazi jail for photographing an Austrian railway station in an area not covered by his official permits. Vogel's observation becomes somewhat ludicrous in view of the fact that two days later, the *Los Angeles Times* printed a two-column interview with Rossen in which he stressed the hardships to which his wife and himself were subjected during their solitary confinement for 34 days in the German prison—typified by the following paragraph:

"We lived in terror not knowing what would become of us. We were given only coffee, mush and potato soup to eat. I lost 29 pounds."

→

*Perhaps it is pardonable to here mention that* BOXOFFICE *was the only tradepaper circulated in Hollywood to report the Metro hospitality extended the Tycoons of the Teutonic Tagenblatts.*

→

**Publicist Harry (Sleeper) Slott, who has been struggling along—sans clients most of the time—for lo! these many years, reports that, at long last, his business is colossal.**

**He has been retained to publicize one Ann Demetrio, who tips the scales at 300 pounds, minus greasepaint.**

→

Item in local trade paper:

"Robert Taylor yesterday wound up his love-making scenes with Hedy Lamarr in 'Lady of the Tropics' and gets week's rest."

Hardly seems long enough.

→

Louis B. Mayer recently received an honorary degree from the University of New Brunswick. Which sounds only slightly terrific when compared with notification to Dr. Adolph Zukor to the effect that he had been made honorary doctor of motion picture science by the Universite Libre de Academia Asiatica of India, as well as an honorary member of the Federation International des Corps de Rechereches, of the same country.

To top that, Darryl Zanuck or Jack Warner will have to receive academic accolades from the University of Mars.

→

**Ella the Extra declares that, if the present exploitation trend to premiere pictures in the communities furnishing their locale continues, South Bend, Ind., will have all the best of it—what with RKO slated to remake "The Hunchback of Notre Dame" and Warner preparing to turn the cameras on "The Spirit of Knute Rockne."**

# *No Photo Finish for Dumas*

A United Artists entry, "The Man in the Iron Mask," with Producer Edward Small up, breezed home an easy and unquestioned winner of Hollywood's weekly preview sweepstakes. It encountered little if any challenge, having been a cinematic Seabiscuit dropped into a field of platers. Even against stiffer competition, the latest celluloid version of Alexander Dumas' legendary melodrama could have been an odds-on favorite. Certainly one of the most spectacularly impressive and abundantly entertaining films to be screened in Hollywood for many a month, it was mounted most unstintingly by Small, directed with verve and sweep by James Whale and enacted by a splendid cast in which Louis Hayward, in a dual role, and Joan Bennett are the standouts. The swashbuckling pace, blended with touching romance and rich historical significance, make it a worthy successor to Small's "Count of Monte Cristo," made five years ago, and one which should slash its way up to the pinnacle as a boxoffice attraction. Meritorious mention goes to George Bruce for the excellence with which he transferred the Dumas original into screenplay form.

* * *

The remaining five pictures can all be classified as acceptable programmers, the degree of acceptability varying in direct ratio to their respective production mountings and the booking allocations for which they were made.

Two came from Republic. In "She Married a Cop" exhibitors and patrons alike will find a breezy and engaging musical comedy, the general handling of which once more indicates that the North Hollywood picture-making plant has graduated from the minor leagues. Director Sidney Salkow and Scenarist Olive Cooper were successful in implanting a generous load of laughs and Producer Sol C. Siegel saw to it that Crooner Phil Regan—whose singing is better than his emoting, by the way—was given topflight support by casting such proven players as Jean Parker, Jerome Cowan and Dorothea Kent in featured roles. Regan hits the mark with four well-spotted and tuneful new songs, deftly blended into the action.

The other Republic entry, "Mickey, the Kid," is geared for enthusiastic consumption in the neighborhood houses and, through the presence of young Tommy Ryan in the title role, should be a natural for the juvenile trade. Given careful handling, Master Ryan is slated to carve out a substantial niche for himself among the screen's adolescent Thespics. A neatly-constructed script in the cops-and-robbers vein came from Doris Malloy and Gordon Kahn, and was handled competently by Producer Herman Schlom and Director Arthur Lubin.

Still packing plenty of dramatic punch, Metro's "Stronger Than Desire"—a remake of "Evelyn Prentice"—nevertheless

(Continued on next page)

# Cinémarks

More than 360 Metro executives and employes battled their way around the Brentwood Country Club golf course in the studio's annual tourney, with Gene Ruggerio, a cutter, grabbing the cup by chalking up a 72. Howard Strickling topped the executive division with an 87, while Louis B. Mayer turned his clubs over to a proxy, after four holes, the substitute finishing with a 93 . . . Preliminary details in preparation for filming "Royal Canadian Mounted Police" took William H. Pine, Cecil B. DeMille's executive assistant, to New York, whence he journeys to Ottawa, Calgary, Regina, Banff, Lake Louise and the Mackenzie River country . . . Illness of his father, J. D. Palmer, has taken Stuart Palmer, Paramount writer, to Baraboo, Wis.

*

*Irving Reis, Paramount writer, and his wife are spending a month's holiday in the high Sierras . . . Paul Nathan, Hal Wallis' secretary at Warner, has returned from a New York vacation.*

*

Succeeding William Collier sr., William B. Davidson was elected president of the Masquers at the club's annual meeting. Other officers: Jean Hersholt, vice-president; Stanley Taylor, corresponding secretary; Lloyd Corrigan, recording secretary; Howard Hanshey, treasurer; Frank Campeau, librarian. New board of directors includes Robert Armstrong, William Dunn, Ned Sparks, David H. Thompson and Raymond Walburn.

*

*Gordon Jennings, head of Paramount's special effects department, and Lynn Buell, purchasing agent, teamed up for a two-week fishing trip to Jackson Hole, Wyoming . . . Some 370 Metro employes and executives vied for honors in the studio's annual golf tournament, played at the Brentwood country club . . . Producer Lester Cowan and his wife, Ann Ronnell, have left for New York to arrange for the production of a play on Broadway . . . Edmund Grainger has returned from a short holiday in the north . . . Paramount's office employes re-elected Carey Hall president of the group for his third term . . . Daniel T. O'Shea, assistant to David O. Selznick, and his family have gone east on a vacation . . . Mrs. Theodore Flynn, mother of Errol Flynn, and his sister Rosemary have arrived to spend the summer with the actor.*

*

Mr. and Mrs. LeRoy Prinz attended the Louis-Galento fight . . . Walter Wanger, in San Francisco, addressed the American Library Ass'n convention on "Books Become Photoplays." His speech was broadcast transcontinentally . . . Donald Crisp made a short trip to New York to attend a showing of Warner's "Daughter Courageous," in which he has an important role.

*

*Sidney Lanfield has returned to 20th Century-Fox after a short holiday in Manhattan . . . Also back at the studio is Royer, dress designer, who has been vacationing in Mexico . . . Back at M-G-M after a business trip to New York, is E. Maurice Adler, writer in the shorts department.*

*

Florence Roberts has returned from a New York holiday to prepare for her next "Jones Family" assignment at 20th Century-Fox . . . Arthur Levy, head of 20th Century-Fox's wardrobe department, is vacationing at Lake Tahoe for three weeks . . . Director Andrew Stone is back at Paramount after a month in the east.

*

*Harold Lloyd went to Atlantic City to attend the Shriners' convention, and to confer with George Schaefer, RKO Radio president, concerning several vehicles which Lloyd will produce for the company . . . May Robson went to New York to do interviews and radio broadcasts in connection with the world premiere of Warner's "Daughters Courageous," in which she has a leading role.*

*

Frank McHugh plans a vacation at Coronado when his current Warner acting assignment is completed . . . Priscilla and Rosemary Lane tossed a bowling party for a number of their friends, including Jane Wyman and Ronald Reagan, Doris Taplinger, Ann Sheridan, Cesar Romero, Claire Windsor, Beverly Roberts and Norman Krasna. Affair was followed by a cocktail party and buffet.

*

*Harry Warner played host at a studio breakfast and tour of the studio attended by Major-General Pedro Aurelio de Goes Monteiro, chief of staff of the Brazilian army, a number of his aides, and more than a dozen members of the U. S. air force stationed at March Field, Riverside.*

*

Commemorating the 30th anniversary of his entrance into motion pictures, Director Irving Cummings was guest of honor at a luncheon arranged under the auspices of the 20th Century-Fox publicity department . . . A trainload of RKO players and Director Leigh Jason pulled out for Des Moines, Ia., for the premiere of "Career." Delegation comprised Edward Ellis, Leon Errol, Alice Eden, John Archer, Anne Shirley, Roscoe Ates, Jean Hersholt, Joy Hodges, Patricia Ellis, Jean Parker and other members of the cast . . . Adolph Zukor has sailed for Honolulu as the first leg of an inspection tour of Paramount's Australian holdings. Mrs. Zukor is accompanying him.

*

*Douglas Fairbanks jr. will be Hollywood's representative at the annual convention of the National Educational Ass'n in San Francisco, and will be guest of honor and speaker before the delegates at their yearly banquet. Preceding Fairbanks' appearance, members of the organization's visual education group will be shown an educational reel prepared from footage shot by Frank Lloyd for "Ruler of the Seas" . . . Helen Gladys Percey, head of Paramount's research department and president of the Motion Picture Research Ass'n, participated in a meeting of the Special Libraries section of the American Library Ass'n in a symposium held in San Francisco . . . Anatole Litvak has reported back to Warner and is preparing for his next directorial assignment following a vacation in New York.*

*

Kenneth Thomson, executive secretary of the Screen Actors Guild, is vacationing for a week . . . Paramount's studio club has re-elected George Bagnall president for his third term. Other officers include H. E. McCroskey and Y. Frank Freeman, vice-presidents; Ralph Green, treasurer; and Mildred Brenton, secretary.

## Spearheads

(Continued from preceding page)

does not measure up in other respects with the earlier vehicle. Probably this is chiefly attributable to the inability of Walter Pidgeon and Virginia Bruce to adequately fill the shoes of William Powell and Myrna Loy, who starred in the first version. However, Producer John W. Considine and Director Leslie Fenton have wrought a substantially satisfactory item of screen fare which will be particularly enjoyable for those who missed the first filmization. David Hertz and William Ludwig drafted a creditable scenario.

RKO Radio's decision to make at least one of its "Saint" pictures in the native English locale was thoroughly vindicated in "The Saint in London," newest and by far the best in this series of thrillers based on the popular stories by Leslie Charteris. A thrill-a-second screenplay, packed with suspense and leavened with genuine humor, was directed with finesse by one John Paddy Carstairs, and William Sistrom, who produced, overlooked no bets in recruiting an impressively competent, all-British cast, of which George Sanders, in the title role, will probably be the only name familiar to American audiences. Script was written by Lynn Root and Frank Fenton.

Monogram's "Stunt Pilot," second in the "Tailspin Tommy" series, took some time to warm up but managed to hit a satisfactory rate of speed before the climax was reached. Some well-photographed flying sequences will be avidly consumed by the kids, most of whom will doubtless be generous enough to overlook the well-nigh miraculous escape from death of John Trent, crashing out of control from a height of some 4,000 feet. Surprisingly enough, he wasn't even scratched. Producer Paul Malvern stretched his budget to the utmost to give the picture a payload of thrills and action and, after a lagging start, Director George Waggner attained a steady and rapid clip. Screenplay was by Scott Darling and Joseph West.

## *Joseph Schenck Returns From New York Visit*

Ending a three-week stay in New York, Joseph M. Schenck has returned to his desk at 20th Century-Fox. On his combined business and pleasure trip, Schenck spent some time in conferences with Sidney R. Kent, president of the company, relevant to the production and business outlook for 1939-40. Herman Wobber, general sales manager, who is currently on the coast huddling with Darryl Zanuck, William Goetz, Sol Wurtzel and other studio executives, is expected to return east next week. He was accompanied here by Morton Levy, midwestern sales head and pilot of the Sidney Kent sales drive, and Roger Ferri, editor of *Dynamo*, company house organ. Making a brief stopover at the studio en route to the home-office was Del Goodman, managing director in the Orient.

James Roosevelt, vice-president of Samuel Goldwyn, Inc., is back in the film capital after spending a week at the Goldwyn office in New York and making a short stopoff in Washington, D. C.

Story properties, particularly the possible acquisition of screen rights to several current Broadway stage successes, are the subject of conferential scrutiny by Jake Wilk, eastern production executive for Warner, and Jack Warner, vice-president. Wilk is in for a stay of about a week.

Further production plans in connection with his RKO Radio release are being discussed in New York by Herbert Wilcox, sitting in with President George Schaefer. Wilcox's first film, "Nurse Edith Cavell," has been sent to the cutting room. The producer-director will return in two weeks to supervise scoring and synchronization, after which he leaves for England, accompanied by his star, Anna Neagle.

With an immediate start scheduled for his first film, Boris Moros has returned from New York, where he attended the annual RKO Radio sales convention. The Morros production unit has established headquarters at General Service studio. Initial vehicle for RKO Radio release will be "The Flying Deuces," co-starring Stan Laurel and Oliver Hardy, which Edward Sutherland will direct.

## *James Roosevelt Draws New Goldwyn Pact*

"In recognition of the work he has done in the production and distribution fields during his first six months as vice-president of Samuel Goldwyn, Inc.", the producer has signed James Roosevelt, son of the President, to a new long-term contract.

### Wood to Goldwyn

NEW YORK—Sam Wood joins the Samuel Goldwyn organization immediately with the signing of a long-term directing pact. His initial effort under the Goldwyn banner will be "Raffles," with David Niven and Olivia de Havilland.

# • REVIEW FLASHES •

BLACK LIMELIGHT (Alliance)—An overmelodramatic British film with Raymond Massey in the cast. It is good as a case study of a great actor struggling through a poor performance. Otherwise it deals with homicidal murders and a homicidal maniac who goes berserk during the full moon. Walter O. Mycroft directed.

COWBOY QUARTERBACK (WB)—The old story of the hayseed with lots of natural ability signed by a big league football club in this case doesn't fit so well. It is short on comedy and large patches go beyond pure burlesque. Bert Wheeler delivers as well as might be expected. Marie Wilson snares acting honors. Noel Smith directed.

LENIN IN 1918 (Amk)—Its completeness makes it too long though it embodies splendid drama, human interest and humor. Boris V. Shchukin, Nikolai Cherkassov. Mikhail Romn directed.

MAN IN THE IRON MASK, THE (UA)—Producer Edward Small who, five years ago, won distinction by making "Count of Monte Cristo," has lost none of his flair for bringing to the screen the sweeping and engrossing semi-historical melodrama of the immortal Alexander Dumas. Rich in spectacle, unfaltering in the rapidity of its action, touchingly romantic and possessing most of the other proven elements of the best in entertainment, here is one of the most impressive pictures shown in Hollywood this year. It should be boxoffice dynamite. The cast, from Louis Hayward and Joan Bennett at the helm to the smallest bit player, is well nigh flawless. James Whale directed.

MOUNTAIN RHYTHM (Rep)—Gene Autry shares the usual hero's part with a salty mess of hoboes in this better-than-average western. It's off to a slow start, but the closing reels get hot and pack the sort of climax that makes for general excitement. Reeves Eason directed.

NEWS IS MADE AT NIGHT (20th-Fox)—The breezy spirit of this newspaper yarn of an editor who saves an innocent man from the death house will get it by where audiences are not expected to swallow it whole. Preston Foster, Lynn Bari. Alfred Werker directed.

NORTH OF THE YUKON (Col)—A fair to middling western that concerns itself with the Mounties and fur raiders. Charles Starrett, Linda Winters. Sam Nelson directed.

ON BORROWED TIME (M-G-M)—For this and any other time, Metro has produced a hauntingly poignant film which should meet with wide acclaim. Death, as personified by Sir Cedric Hardwicke, loses its sinister character and becomes personable and human. How Lionel Barrymore and Bobs Watson literally tree him makes for unusual and effective entertainment. Splendid acting and sensitive direction by Harold S. Bucquet give Leo something to roar about.

SECOND FIDDLE (20th-Fox)—A romantic comedy whose best assets are a sprightly, mirthful story. Platinum production mounting and music by Irving Berlin. Sonja Henie, co-starred with Tyrone Power, appears less advantageously than in her former pictures because of a role ill-fitted to her talents. The skating sequences are limited and irrelevant to motivation. Power grabs acting honors. Gene Markey produced; Sidney Lanfield directed.

STRAIGHT TO HEAVEN (SR)—A Negro picture that qualifies as standard entertainment for Negro audiences. A story of the law and racketeers with Harlem the locale. Nina Mae McKinney, Jack Carter. Produced and directed by Arthur Leonard.

STUNT PILOT (Mono)—Second in the "Tailspin Tommy" series, this struggles a bit in the takeoff but climbs to a high level as an action melodrama. Flying sequences will score a direct hit with the kids. Paul Malvern produced; George Waggner directed.

TYPHOON TREASURE (SR)—The only mark of distinction about this film is that United Artists distributed it in Australia. Otherwise it is amateurish stuff about a young pearler whose ship is wrecked in a typhoon with its entire treasure on board, and the experiences he encounters before recovering it. Noel Momkman directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## *Morris in Carson Role; Third on the Subject*

Warner has assigned Wayne Morris the starring role in a biography of Kit Carson, now being scripted by Earl Snell for production before the end of the summer. Edward Small's United Artists schedule also lists a Carson story, and Columbia is currently filming a serial based on the same character.

## *Ella Herbert Advisor on Film of Father's Life*

Paramount has contracted Ella Herbert, daughter of the late Victor Herbert, to serve as technical advisor on the film based on her father's life, which is now in preparation. Russell Crouse and Robert Lively are working on the screenplay, with Allan Jones and Mary Martin already set for leading roles.

## SCRIPTERS

**—Larry Darmour**

ERIC TAYLOR to "Fugitive Island," Jack Holt starrer which Columbia will release. Lewis Collins directs.

**—Metro**

BARTLETT CORMACK to "The Days Before Lent," a Harry Rapf production.

LEON GORDON teamed with JACK McGOWAN on "Broadway Melody of 1940," which will co-star Fred Astaire and Eleanor Powell.

ERNEST PAGANO to "Ziegfeld Girl" for Producer Mervyn LeRoy.

FRED ZINNEMAN to "Bonanza," a story of Mexico's silver rush, in which Wallace Beery will be starred. Harry Rapf will produce.

**—Monogram**

NORTON S. PARKER to "Sky Pilot," next in the "Tailspin Tommy" series which Paul Malvern will produce. It starts July 21.

**—Paramount**

JESSE LASKY jr. teamed with ALAN LEMAY on "Royal Canadian Mounted Police," Cecil B. DeMille's next production.

W. R. LIPMAN to "Quick Money."

**—RKO Radio**

DON PRINDLE to "The Day the Bookies Wept," a Joe Penner comedy.

HANS KRALY to "The Man Who Lost Himself," a Walter Futter production starring Leslie Howard.

JOHN TWIST to "Father Damien," the biography by John Farrow, which Farrow will direct.

JACK LAIT jr. to "The Peace Maker," which Bert Gilroy will produce.

KAAREN DE WOLFE to "Saga of Death Valley," a Roy Rogers western. Joe Kane will produce and direct.

**—Republic**

ROBERT PRESNELL to "Narrow Path," a Robert North production.

**—20th Century-Fox**

ROWLAND BROWN to "Dance With the Devil," a co-starring vehicle for Tyrone Power and Don Ameche. Gene Markey will produce.

**—Universal**

JANE HALL to an untitled story for Deanna Durbin. Joe Pasternak will produce.

**—Victory**

JOSEPH O'DONNELL to "Fighting Renegade," a Tim McCoy western.

**—Walter Wanger**

ROBERTSON WHITE to "World Cruise," which Tay Garnett will direct.

**—Warner Bros.**

MAURICE HANLINE to "Where There's a Will."

CHARLES BELDEN to "Girls Without Names."

JERRY WALD to "Models," featuring Ann Sheridan, Jeffrey Lynn and Eddie Albert.

LIEUT. BERNARD LAY, army aircraft authority, to "Eyes of the Army," in which George Brent and Olivia de Havilland will be starred. Script will be submitted to Major-Gen. H. H. Arnold, chief of the U. S. army air corps, for his approval.

SETON I. MILLER to "20,000 Years in Sing Sing."

TED REEVES to "City of Iron Men," his own original. James Cagney will be starred.

## Spanish Version Planned For 'The Girl From Rio'

Aiming at increased revenue in the Latin-American countries, Monogram is filming "The Girl From Rio" in English and Spanish versions. The E. B. Derr production is being directed by Lambert Hillyer. Technical supervision of the dialogue, orchestrations and songs for the Spanish version is in the hands of Albert Sergio, imported from Mexico City for the chore.

## Talent Hunt a Topic

An insight into the discovery and development of new motion picture talent will be provided in "Public Relations," announced for production by 20th Century-Fox. Mary Healy, Brenda Joyce and Linda Darnell, three studio newcomers, will have the leads.

## Condor Revamp Nears By Dismissal of Suits

Another forward step in plans for reorganization of Condor Pictures, Inc., was taken when federal court dismissed suits filed against directors and executives of the company by stockholders who charged misrepresentation of facts in the filing of the company's stock registration with the securities and exchange commission. The federal ruling held that the stockholders' requests their money be returned were barred by the statute of limitations of the securities law, which limits the time for filing such action to one year. M. H. Hoffman, George Hirlima, Albert Lieberman and Frank Snell were among the defendants.

Franklyn Warner, president of Fine Arts Pictures, was expected in from New York, where he sat in on another "showdown" meeting with President E. W. Hammons of Grand National, but maintaining silence as to release plans for forthcoming FA product. While in the east he signed to produce 24 more features during the next two years in the Cosmocolor tint process, now completed. Grand National itself is at a production standstill.

With "Power," first in the series, scheduled for production within two weeks, Gontard-Ilfeld Productions has signed John Deering as narrator of a series of short subjects to be made under the general title of "The Romance of Industry." No release has been set.

Sam Katzman has started production of "Fighting Renegade," a Tim McCoy western, with Sam Newfield directing.

## Mid-July Start Seen for Chaplin's "Dictators"

One of the most potentially significant thrusts at totalitarianism in the industry's unofficial Americanization campaign, Charles Chaplin's "The Dictators" seems certain to get underway by mid-July, with the Chaplin studio now humming with preparatory activity.

Shaping up the long-deferred production, which United Artists will release, Chaplin has several hundred technicians busy constructing sets and clearing stages for actual camera work. Technical assignments handed out include Russell Spencer, art director; Ira Morgan and Rollie Totheroh, cinematography, and Jack Wilson, assistant to Alfred Reeves, general manager. Paulette Goddard will be the leading lady, with Chaplin portraying a dual role.

If negotiations now underway prove successful, the on-again-off-again filmization of Sinclair Lewis' "It Can't Happen Here" may yet hit the screen. Attaches of the Burbank plant confirm reports that the Warner studio has exhibited a willingness to buy the property from M-G-M, which only recently shelved it on the grounds that "times are not politically propitious" for its making—and with consummation of the deal apparently hinging on the arrangement of satisfactory terms. Vehicle had been poised right on the starting line at Metro, with producer, director and several members of the cast set, when executives decided to abandon the project.

## OPTIONS

**—Columbia**

CHARLES STARRETT held for another year as a western star.

STANLEY BROWN, actor, given one-year contract extension.

**—Samuel Goldwyn**

IRMGAARD VON CUBE held for another term as a staff writer.

**—Metro**

HENWAR RODAKIEWICZ joins writing staff on term ticket.

MARTIN BERKELEY signs writing contract.

**—Paramount**

MARTHA RAYE given contract extension. She is currently in "$1,000 a Touchdown."

**—RKO Radio**

ALLAN LANE, actor, held for another year.

**—Republic**

BARRY MACKAY, stage actor, given term contract and the male lead in "Mob Fury."

DUNCAN RENALDO signs term pact, joining the "Three Mesquiteers" in the spot vacated by Ray Corrigan.

**—Charles R. Rogers**

SCOTTY BECKETT, juvenile actor, signed to term contract calling for two pictures yearly.

**—20th Century-Fox**

KANE RICHMOND, actor, and HELEN ERICKSON and LILLIAN PORTER, stock players, given contract extensions.

LIONEL ATWILL held for another acting term.

HARRY JOE BROWN draws new two-year contract as associate producer.

**—Universal**

ANNE NAGEL signs acting contract, with a role in "Unexpected Father" as her first assignment.

CONSTANCE MOORE, actress, held for another term.

FRANCES ROBINSON, actress, held for another term.

**—Walter Wanger**

ROBERTSON WHITE joins writing staff to develop an original.

**—Warner Bros.**

OTIS MALCOLM, aide to Perc Westmore, make-up chief, given new contract.

HERBERT ANDERSON given term acting contract.

## Jean Hersholt Re-elected By M. P. Relief Fund

Discussion of plans for the coming year, and election of officers to guide its destinies during the new period, were the highlights of the annual membership meeting of the Motion Picture Relief Fund. James Roosevelt detailed his progress in connection with plans for the creation of a new fund to care for permanent relief cases, with approximately $100,000 yearly to be contributed by producers, according to present aims.

Re-elected to office were Jean Hersholt, president; Ralph Block, Joan Crawford and Joseph M. Schenck, vice-presidents, and George Bagnall, treasurer. Ginger Rogers was elected to the new post of fourth vice-president.

## 12 on 1939-40 Schedule Completed by Disney

Twelve of the 18 cartoon shorts scheduled by Walt Disney for RKO release on the 1939-40 schedule have already been completed, according to Hal Horne, vice-president of the cartoon plant. Donald Duck is featured in the majority of the output, with Mickey Mouse and Pluto claiming the remainder of the stellar billing.

## Florey for Neumann

Robert Florey has replaced Kurt Neumann as director of Paramount's "Death of a Champion." Film has just gotten under way as a William Wright production. Neumann will be given another assignment.

# SALT LAKE

THE Studio theatre has reopened following renovation necessitated by a recent fire which gutted the building. Chester Price is house manager of the Intermountain unit.

*Local theatres joined in with National Tire Safety Week, admitting free those persons presenting an unsafe tire. Four thousand of these were burned in a spectacular blaze as the finale to the drive.*

A five-cent boost in admissions has been effected by Joe Lawrence, operator of the State Theatre. Second run duals is the house policy.

*More than 2,500 actors, directors, playwrights and other theatre technicians have found their way back to regular jobs in the stage and entertainment world from the WPA federal theatre project during the three and one-half-year period ending April 1, 1939, it was announced by Col. F. C. Harrington, administrator.*

Helen Garrity, head of the local publicity department for the Intermountain Theatres, Inc., is vacationing on the coast.

*The new Rivoli at Springville has been opened. Emil Ostlund is the owner of the house . . . A fortune reading for every adult patron is provided by the Victory Theatre here in its lobby from 1:30 to 9:30 p. m.*

Manager Bill Seib of the local Columbia exchange reports a number of contracts signed. Robert Hill, Columbia supervisor, is expected within a few days to confer with Seib.

*E. W. Wilson, manager for Grand National, is contacting circuits in the territory . . . P. A. Neilson, booker and office manager for GN, left on a trip into southern Utah.*

Sam Gardner, Metro's manager here, is calling on exhibitors in Montana . . . Rick Ricketson, division manager for FWC, is another who is headed for Montana . . . Fred Glass, recovered from a foot infection, is back on the job at the FWC office . . . Wayne Thierot, Paramount booker, is expected back shortly from a vacation tour.

*The American Theatre at Butte has been rebuilt by Fox and is presenting second run pictures. John O'Neal is house manager.*

Orin J. Hazen, Salt Lake City Service Theatre Supply Co. executive, is vacationing . . . Herschel Stewart is back at his managerial desk at the local Fox West Coast offices after a short business trip.

*Manager Norman Sprowl of the Utah Theatre and Henry Ungerleider, statistician for Intermountain, are expected back soon from their coast vacation and visit to the San Francisco Fair . . . Monogram Manager W. W. McKendrick is expecting District Manager Lon T. Fidler in for a visit from Denver . . . James R. Keitz, manager for Mercury, is busy in the territory.*



## *Sealed!—*

*Formalizing of the Sterling Circuit deal for Warner-First National 1939-40 product. Signing the contract is John Danz, Sterling president. Seated at the left is Bill Forman, general manager of the chain. Standing are Bill Shartin, Seattle WB manager, and W. E. Calloway, Warner division manager. The lad in the picture on the wall is Mickey, Forman's son and Danz' grandson. Danz gets the product because Warner decided to sell away from Fox West Coast.*

## *Absence of ITO Directors Postpones Study of Code*

LOS ANGELES—Absence of two members of the board of directors has forced postponement of the scheduled directors' meeting by the Independent Theatre Owners of Southern California and Arizona to study the revised distributor-exhibitor trade practice code. Robert Poole, general secretary, declared the meeting might be called for later in the week or, possibly, delayed until next week.

If passed by the directorate, the code will be submitted to the vote of the general membership and, if approved, will be returned to the New York committee.

### Los Angeles Allied Unit Postpones "Pep" Meet

LOS ANGELES—Decision to hold further discussion concerning developments at the recent national Allied convention in Minneapolis has caused directors of the local Allied chapter to postpone, for another week, their scheduled "pep" meeting, through which they will launch their first determined drive for members.

James Quinn, Allied's executive secretary, plans to issue invitations to the gathering to all independent exhibitors in the territory, whether or not they may be affiliated with some other organization. Keynote address, describing events at the Allied convention, will be delivered by Quinn, who was the local chapter's delegate, and important speeches which were recorded at the national parley will be played back for attending members.

# Warner Finds Outlet In Danz' Houses

SEATTLE—One of the most important local theatre transactions in recent seasons was completed in Seattle when John Danz, president of the Sterling Chain Theatres, independent circuit, signed a contract for Warner and First National 1939-1940 product. All the feature pictures and short subjects produced by Warner will be shown first run exclusively in the Danz theatres.

In keeping with this announcement, Danz stated that his ace house, the Palomar, will be remodeled and redecorated to inaugurate the new policy that becomes effective in August.

Negotiations for the Warner deal have been in progress since the announcement by Gradwell L. Sears, sales chief, that the product would be sold away from the Fox houses. The Fox-Evergreen theatres have five first-run downtown Seattle theatres and heretofore have played all of the Warner pictures.

Ben Kalmenson, western division sales chief, here from New York, and W. E. Calloway, western division district manager along with Bill Shartin, local branch manager, worked out the final details of the deal with John Danz and his general manager, Bill Forman.

Danz also announced that he will continue the policy of stage shows at the Palomar, presenting screen and stage stars in person as headliners of stage bills. The top Warner pictures will head the Palomar programs while the balance of the product will be used in the Colonial, keeping this house a first run exclusive. The Sterling chain controls 18 theatres in Seattle, six downtown, two in the south end and ten suburban houses.

The Orpheum in Portland, Ore., one of the town's ace houses, has just been acquired by Danz, and Bill Forman owns two houses in Dalles, Ore.

### Banquet by Jack Warner For Independents

LOS ANGELES—Independent exhibitors operating in the Fox West Coast territory who have contracted for Warner product for the 1939-40 season will be guests of Jack Warner at a banquet to be held at the Warner studio in Burbank. Plans are being laid to stage the affair within 30 days.

## *"Camerateur Night" Makes Debut in Santa Barbara*

SANTA BARBARA—A new audience stimulant, known as "Camerateur Night," is being tried out in Fox West Coast's Arlington Theatre by Manager Arthur Solomon, with circuit executives keeping close check on it as a possible substitute for giveaways and cash nights throughout the chain.

Under the plan, amateur photographers submit stills and movies for screening one night a week, cash awards going to winners in the two divisions.

# SEATTLE

A LARGE week was undergone by exhibitors, and show-business in general. Many out-of-town showmen were here putting in time. Tuesday, in the evening, the world championship fight between Al Hostak, former champ, and Solly Krieger, the present title holder, was fought. Estimated gate was about $80,000. Wednesday at noon, an exhibitors' meeting in the quarters of the Northwest Film Club was called by the MPTO. This meeting dealt mostly with the future of Ascap and the policy to be taken regarding music license. The MPTO has fought Ascap for the past three years and intends to keep up the battle. On Wednesday evening all exhibitors were entertained by the members of the Film Club. Thursday was the Annual Golf Tournament winding up the day with a dinner dance. The afternoons during the week were occupied by attending the Longacres race track where the gee-gees are galloping, so in all it was a very large week.

*Al Rosenberg, Washington division manager (with the exception of Seattle) for Evergreen theatres, is one of the judges appointed by the boxing commission to be on hand at all fights . . . The Musicians Union, Local 76, has elected Henri Pelletier and W. H. Davenport as delegates to the state federation of labor convention opening in Centralia July 10. Jim Curley, secretary, reported that the national convention would be held in Indianapolis, Ind., next year, with Seattle attempting to gain the conclave for 1941.*

Vacations are in the air in this neck-of-the-woods with the Hamrick-Evergreen theatres topping with the "gone-away" list. Al Ahlskog of the auditing department is motoring to the San Francisco Fair right now. Don Geddes, manager of the Orpheum, is also headed for California. Kenny Schultz, head of the purchasing department, has left for points unknown while Eddie Rivers, of the publicity department, is spending his time with his family on an eastern Washington ranch.

*They are just waiting for Ben Fish to arrive then they are off. Ben, the western division head for United Artists, is a little late, but he will be here okay, then Pete Higgins, Morrie Saffle, Senior and Junior Mercy of the Mercy circuit, and George Blair will board a snappy boat and be gone for a weekend cruise to raid the salmon banks off Orcas Island.*

The gang in charge of the forthcoming Golden Jubilee Potlatch are doing a grand job. The committees are at present meeting with the theatres getting the lists of floats to be entered in the parades. The Potlatch Bug, the emblem of hospitality, is to be displayed in every part of the nation. The Bug will appear on every menu of all dining cars out of major railroads. The big busses of all coast lines not only will distribute folders but all bumpers will carry signs. Air and ferry lines also are cooperating. All these arrangements were worked out by Jack Carter, formerly of the Orpheum and other theatres in Seattle.

*Lawrence Wicklund, business agent for the Theatre Employes Union, announces that the largest group employed at the Longacres race track represent his local. More than 100 doormen, gatemen, ticket sellers, mutuel sellers and cashiers, are all members of the union. This is the third year the track has been completely union . . . Stepin Fetchit, of film fame, is causing a mild sensation in town this week. Appearing in person at the Palomar Theatre, the colored boy has been responsible for the biggest business in ages in this town.*

Howard McBride of the Granada Theatre in Spokane is in town but this time it is a sad mission. Mac and his wife came to bury Mrs. McBride's sister who passed away a few days ago . . . That flying exhibitor, Walter Graham of Shelton, is back safe at home after flying in from Kansas City. Walter went on a trip for three days but owing to bad weather was held over in Kaycee so the trip took five days. Upon arrival in Seattle he was met by his brother, Ray, who operates a theatre in Elma . . . Jack Conway, the noted director, writes from Hollywood asking for information on the good fishing spots in the Northwest.

*Filmrow and theatre employes extending sympathy to Tommy Thompson whose mother passed away a few days ago. Tommy has taken her body back to Boston for burial in the family lot . . . W. A. Cochrane of Snoqualmie is able to visit the Row again after being laid up with a face infection caused by a spider bite . . . Herb Royster and his wife, Clara, here attending the Lions Convention. Herb handles the theatres in Lewiston, Ida., for Mrs. Pulver and her daughter, Mildred Bishop . . . Also in from Lewiston and the same group of theatres, but not for a convention, is Herb Hahn, chief projectionist for the houses. Herb was busy with Bill Stober of Tusco Theatre Equipment Co.*

Have you noticed that Herndon Edmond is wearing the wing spread of the NAA in his coat lapel? He is now a full-fledged member of the National Aeronautic Ass'n. . . . An unexpected visitor this week was Dale Mulholland who came into town for a few hours to look over the Roxy Theatre building in Tacoma, for his company is doing the building cleaning job on the theatre.

*Al Goldstein took time out from his Monogram exchange to go horseback riding. They gave him a very husky nag, one they thought would hold him. Goldie let the horse drift along when he realized they were seven miles from the stables. Goldie turned back with visions of having to carry the horse back but the nag just made it home . . . Guy Maxie and Jim Parry are sporting a large banner across their bookers' desk in the Warner exchange, telling of a bookers personal drive. If the popularity of these boys is any criterion, then they should win the drive hands down.*

Into a local book store a few days ago and was greeted by a glad hand and a very cheery hello. It was Harold Windus, former organist of the Orpheum Theatre, who now is managing the store . . . Jack Flannery, Northwest boss for National Screen Service, is back after a business trip through the territory . . . More prizes are coming in for the annual golf tournament. Paramount is giving a set of eight matched irons; Republic, three dozen top flight balls, while the Davenport Sport Shop in Spokane has donated some very fine golfing togs. One beautiful prize is an electric roaster with all the fancy attachments, but the only way the donor wants it known is "from a friend."

*Jimmy O'Neal, Wayne Christie and many others talking over the sad ending of Eddie Healey of the vaudeville team of Healey & Cross. Eddie jumped out of a four-story window to escape burning in a hotel fire, but he was killed in the jump . . A. R. Blum of the Warner tax department in New York is spending some time here and up to his neck with books on the state tax laws.*

Eva Hayden back at her desk after the vacation . . . Leroy Gorsline is now with the forces of General Film. Leroy is a nephew of George Mitchley, Seattle manager for General . . . Grover Parsons, division sales manager for Republic in for a conference with J. T. Sheffield and Eddie Walton of the local office. Grover got his first glimpse of the new offices being built by Sheffield to handle the Republic product.

*Guy Navarre, UA head in the Northwest, to Portland to meet Ben Fish . . . Al Baker in from Bellingham where he*

## Washington Tax Law Creeps Up on Films

SEATTLE—The tax mill of the State of Washington is grinding once again in a manner that may involve theatres in the state with an additional tax. In 1935 a sales tax was passed that had many exemptions, most of them being dairy products and vegetables. In 1937 this law was amended, removing all exemptions with the exception of haircuts and other personal treatments. Orally this amendment was not to include film or in any way cause additional burden to the theatres.

During the past few months, attorneys for the state, in going over the law, have decided that the sales and compensating tax is applicable to all film that comes into the state. Distributors' attorneys, working direct with the home offices of the various film companies, have held that the distributors are eligible for the tax as they interpret the law.

The Washington state tax commission is at present awaiting word from the higher-ups, and at the same time listening to arguments put forth by Jim Hone, executive secretary of the MPTO of Washington, who is in Olympia on behalf of the theatre owners. A. R. Blum of the Warner tax department in New York also is here presenting his company's case.

*handles the Mount Baker Theatre for Evergreen . . . Hazel Segel home from a visit to Spokane. Hazel has lots of friends there for Morrie, her hubby, made his home here prior to taking over the management of the local Paramount Exchange . . . C. B. Fogel of the maintenance department of M-G-M here from New York and working with Joe Comer, office manager.*

Don Hiatt back from the Hollywood vacation and telling of his visiting the studios and Catalina Island, and hobnobbing with the stars . . . Eddie Walton getting up at five in the morning to be at depot to meet his wife and daughter coming back from their visit to Denver and way points.

*Morrie Saffle and Mac Rubenfeld spending ten days east of the mountains . . . Rad Pratch of Tacoma contemplating leaving his theatre long enough to take a cruise to the South Seas on his yacht.*

Visitors this week included Bert Williams from Cashmere; Carl Miller from Aberdeen; Mr. and Mrs. Peechia with their young son from Eatonville; H. C. Zurfluh with Mrs. Zurfluh and daughter from Centralia; Mickey DeLeo, Port Townsend; Carol Barney, Arlington; Hap Fredericks, Spokane; Mildred Bishop, Lewiston, Ida.; E. W. Groesbeck, Enumclaw; Mel Soins, Kirkland; Rex Thompson, Port Orchard; A. C. St. John and Cecil Gwinn, Centralia; Henry Davidson and Ed Hallberg, Port Angeles; Mr. and Mrs. Jay Tew, North Bend; Mrs. Tom Berry, Edmonds; Mike Berovic and Louis Perunko, Tacoma.

*Mendy Segel getting ready to leave for two weeks of ROTC duty at the Presidio in San Francisco. Mannie is a captain in rank . . . Dick Ackles of Universal is off on his vacation.*

## "Pep" Session Opens Kent Drive in Los Angeles

LOS ANGELES—A "pep" session at the local 20th Century-Fox exchange, conducted by Herman Wobber, general sales manager, launched the company's annual Sidney R. Kent sales drive in this area. Wobber, on a visit to the coast, Morton A. Levy, leader of the drive, and Roger Ferri, editor of *Dynamo*, company house organ, all made talks before the local sales staff.

Wobber, Levy and Ferri immediately headed for San Francisco to conduct a similar session, after which Levy and Ferri continue on up the coast while Wobber vacations.

## "Land of Liberty" Playing Theatre at Frisco Fair

SAN FRANCISCO—"Land of Liberty," a celluloid cavalcade of motion pictures and America, has been placed in the Federal Theatre on Treasure Island and will be shown there for an indefinite period.

### Co-Script Cagney Yarn

HOLLYWOOD — Richard Macauley and Jerry Wald will co-script "The World Moves On," next Jimmy Cagney starrer for Warner.

# Plans Three Newsreel Units in California

LOS ANGELES—Televiews Theatres Corp., presently operating the 400-seat Televiews Newsreel Theatre in Hollywood, will construct three more such houses in California in the near future, the first in the northern part of the state.

Since opening last November, the Televiews has experienced steady and gratifying grosses. Featuring shorts and newsreels, it gets in ten shows daily at a straight 25-cent admission price for adults, 10 cents for children.

The Televiews, under the operating supervision of Greg Carter, is managed by Beldon Grady.

## The Hermes, Springfield, Colo., Renamed Capitol

SPRINGFIELD, COLO.—Frank Barnes, who purchased the Hermes Theatre here recently and then spent $15,000 on a remodeling program, is now operating the house as the Capitol.

## Diamos Honeymoons

TUCSON, ARIZ.—Honeymooning in San Francisco following their recent marriage are George Diamos of the Lyric Amusement Co., and his new bride, the former Marie Kalionges.

# Forty Warner Deals Made in Northwest

LOS ANGELES—Approximately 40 product deals for 1939-40 have been closed by Warner with independent theatres in the Seattle and Portland territories, according to Ben Kalmenson, western division sales manager, and W. E. Calloway, coast district manager.

Kalmenson is headquartering here while conducting a similar selling drive in this territory, pursuing Sales Manager Gradwell Sears' edict to sell the Warner product away from Fox West Coast.

Northern deals included contracts signed with the John Danz circuit of 20 houses, covering the first-run Palomar in Seattle; the J. J. Parker circuit, including the first-run Broadway and United Artists theatres in Portland; the B. F. Shearer chain, Bremerton and Everett, Wash., and the Johnson interests, Eugene, Ore.

## Builds in Clifton

CLIFTON, ARIZ.—Frank Martin has begun construction of the Martin Theatre, 500-seat house, here. It is being furnished with Heywood-Wakefield seats by B. F. Shearer Supply Co. Martin also operates a theatre in Morenci.

### Republic Signs Mackay

HOLLYWOOD—Barry Mackay, stage actor, has drawn a term contract at Republic and the male lead in "Mob Fury."


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# DENVER

JOHN (JACK) MEDLAND, 58, died in a Denver hospital of injuries received in a fall. He was a scenic artist starting his theatrical career in Chicago as a technical director. He worked for several years in Hollywood and designed the set for John Gilbert's first picture, as well as for such pictures as "The Connecticut Yankee." In 1921 he came to Denver and for six years was with the Denham Theatre as technical director and artist. He went back to Hollywood for two years and returned to Denver associated with the Denver Fox Theatres. Medland was a radio entertainer from 1929 to 1936, his wife being on the program also. Surviving are his widow, Mrs. Helene Suher Medland, and a daughter, Gail Germaine, four and one-half years old. Funeral services followed by cremation were held in Denver, June 26.

*Harold Rice, Paramount theatre manager, tops the 421 houses in the Spyros Skouras showmanship drive . . . A small fire in the State Theatre booth did about $500 damage, necessitating shutting down the theatre for two hours. The fire was extinguished without the aid of the fire department, and only one patron knew of it until the announcement was made by Manager Buzz Briggs. Besides damaging the projectors two rolls of film were destroyed.*

Glen Gregory, manager of the Grand National exchange, has sold "Exile Express" to Fox for first run at the Paramount, Denver, and for runs in 33 other houses in the Denver territory. Gregory left later for a sales trip north . . . Bud Austin, assistant booker at the Warner Bros. exchange, is spending his vacation on a trip to California.

*Don McCormack, Universal exchange booker, and Miss Nora Smith of the Warner Bros. exchange, were married and are spending their honeymoon in New Mexico . . . Gene Gerbase, Republic-Sheffield exchange manager, on a sales trip to the western section of the state . . . Annabelle Hogue, owner of the building, has taken over the Eaton Theatre at Eaton, Colo., and will operate the house for the present.*

Donald Woods and Jane Wyatt, picture stars, will head the cast at the Elitch summer theatre. The season will run nine or ten weeks. Opening production is "The Lady Has a Heart." George Somnes will direct for the fourth consecutive year. Woods was here for two years previously . . . The Nat Wolfe vs. Ed and Bob Mapel and Bernard Newman has been tentatively set for the September term. Wolfe is suing for damages said to have resulted from an alleged assault and battery. All are film and theatre men.

*With Al Yohe resigning as manager of the Webber Theatre, Roy Notheis, former manager, is taking over again in addition to his duties as manager of the Mayan. The Fox houses are two blocks apart. In another Fox switch, Frank Culp, Isis manager, has been sent to the Tabor, replacing Ralph Lee, who goes to the Isis. These are both on Curtis St. and two blocks apart also.*

Charles Gilmour, president of the Theatre Owners and Managers Ass'n, is in St. Joseph's Hospital with a finger infection . . . Nathan Salmon and John Greer of Santa Fe expect to open their $50,000, 572-seat house there about July 1. It will be named Burro Alley . . . Graham Bros. Theatre Equipment received the contract for the booth equipment and sound for the new auditorium being built as an addition to the Colorado Museum of Natural History in Denver. They also furnished booth and house equipment for the Burro Alley at Santa Fe.

*Howard K. Allen, late with Gibralter Enterprises at Socorro, N. M., has been named manager of the Pace Theatre, Gordon, Neb., a Black Hills Amusement Co. house. He succeeds Charles Meer, resigned . . . The R. E. Griffith Theatres are planning to build two new houses in New Mexico, one at Hobbs and one at Clovis. The Hobbs house will cost around $20,000, will seat 780, while the Clovis house will be a $30,000 job, seating 900. Corgan & Moore of Dallas are the architects.*

# PORTLAND

MOST startling news of the week on Portland's film front was the announcement by John Danz, chain operator of Seattle, that he had acquired the lease on the Orpheum, one of Hamrick-Evergreen's present two first-run houses. Danz will take over September 1 with a combination stage and film policy.

*With Al Finkelstein and his family in California for the Fair, Hamrick-Evergreen heads refused to comment, but it is believed the Liberty, or possibly the Liberty and Music Box, will be made first-run. Danz has operated theatres in the northwest for 25 years. No manager for the Orpheum has been named.*

Portland's Filmrow turned out en masse for Seattle's annual golf tournament . . . B. F. Shearer has the job of renovating Medford's Rialto with new seats and a complete going over . . . Recent visitors on the Row were Mr. and Mrs. L. A. Moore of Goldendale, Wash., and Hermiston . . . Bill Ripley of Longview, Wash., was in town after returning from Minneapolis and the Allied convention. Bill attended the Hostak-Krieger fight in Seattle during the week.

*Portland visitors were Lou Seiler and his wife from Beverly Hills . . . The state of Washington was represented by Senior Mercy and his son, Edgar . . . Guy Hibbard was in from Sheridan . . . George Gould represented Dallas . . . Jack Martin's Firefly Theatre had a fire at which $60 worth of film burned . . . M. E. Cory, S. S. McFadden and G. M. Engelman attended the RKO convention.*

### "Cattle Empire" for Ritter

HOLLYWOOD—"Cattle Empire," next Tex Ritter western for Monogram, will be directed by Spencer Bennett. Picture rolls July 5 with Edward Finney producing.

### Assign Wood to "Florian"

HOLLYWOOD — Sam Wood will direct "Florian," the Winfield Sheehan production, at M-G-M. Robert Taylor will be featured.

# S' FRANCISCO

THE RITZ, Calistoga, was to open this week . . . Larry Killingsworth of the Plaza in Healdsburg was in visiting and booking . . . Ditto, Tom Bellises of the Roxie in Stockton . . . "Daughters Courageous" was previewed for the Warner staff here . . . Joe Cane, Republic booker, was laid up for two months when he strained his back while tossing around a film can . . . Paramount is featuring a display of "Gulliver's Travels" . . . Kay Kyser is breaking attendance records at the Golden Gate with his college show.

*Seen in town: Ray Hopper of Merced Falls and Mariposa; Dan Nunan of the New Turlock in Turlock; Doc Naify of Petaluma; Harold Wright of Santa Rosa; Mike Luft of the Varsity in Davis; Fred Naify of Colusa . . . Lew Marks is living here now and operating his house by remote control . . . Laurence Borg is back from New York after a vacation. He operates the Uptown in Napa and the President here . . . Barney Guernet of T&D circuit's Santa Cruz Del Mar was here buying supplies and booking.*

H. Bradley Fish, Grand National branch manager, has sold "Exile Express" to key Fox West Coast spots along the west coast . . . Bob Lippert is bringing out his new idea in calendars called "Movie-News." Lloyd Lamb will handle his Seattle office . . . General Register has installed ticket machines at the Lodi, Lodi; Parkway, Oakland; California, Santa Rosa; Royal, Bremerton, Wash., and the Granada, here.

*Fred Williams of Consolidated Amusement Co. of Honolulu, is here with the president of the company, Ezra Parker . . . Ralph Blank, from the middle west, was in town looking for a new house . . . Walter Belasco, brother of famed David, was struck and killed by a train in Oakland. Belasco, formerly an actor, was an expert in theatrical makeup.*

Fox West Coast first run theatres here were to lower prices from 55 to 40 cents due to slow business conditions. Last minute reports also had local neighborhood houses changing to 30 and 25 cents from their present scale of 35 cents . . . Ben Kalmenson, Warner western division manager, visited at the local exchange. Carl Leserman, general sales manager, is due here soon.

*Vacationing: Edna Geiger of the Warner exchange, at Catalina Island, Los Angeles, and Nell Warner of Republic, in Kansas City, visiting her mother and father . . . Western Poster's prexy, Max Morris, has returned from Los Angeles and points south. Business . . . Frank and Charlie Holtz of the Sierra and Del Paso in Sacramento were here seeing the sights and booking.*

### "College Days" on Schedule

HOLLYWOOD—Based on "Old Siwash" stories by George Fitch, Paramount announces plans to produce "College Days," with Betty Field tentatively set for one of the leads. Ted Reed will direct. Script is being prepared by Don Hartmann.

# LOS ANGELES

C. T. LYNCH, Metro branch manager, planed to New York to sit in with Geo. Hickey, western district manager, and National Theatres executives, conferring on the Metro-Fox West Coast product deal for 1939-40 . . . Benny Taylor, National Screen Service salesman, returned from a two-week vacation and was gifted with a cigar by Herman Rubin, office manager. Filmrow has its collective fingers in its collective ears waiting for Benny to smoke it—he doesn't know it's loaded . . . Morris Borgos, theatreguide manager for the *Los Angeles Times*, is in Cleveland on the first lap of his vacation . . . Charles Bragg, theatre insurance man, made himself very obvious by calling for a knife and fork to eat a malted milk.

*Mason Seiler came in from Balboa for bookings . . . Ditto Harvey Levinson, Cozy Theatre; Fred Ferguson, Casino; Simon Lazarus, Princess and Century, with his son-in-law, Ben Mohi; Jack Goldman, Pico and Park; Dave Rector, Long Beach; Bill Knott, Covina, Covina; Jack Goldberg, Garden, Belvedere; Charles Perrizo, Mission and Dreamland; Mondy Sondy, Kiva; Fred Siegel, Palomar, Oceanside; Bob Ellsworth, of the Gore Brothers chain; J. D. (Judy) Poynter, San Clemente, San Clemente; Harold Glass, Gordon; Ray Robbins, Variety; Sam Katz, Palms, Palms; Lou Metzger, Spreckels, San Diego; Charles Alden, Fox and Alden, Globe, Ariz.; Ben Bronstein, Arlen, Carmen and Lux; Joe Venable, Manny-Venable circuit; Harry Goldfarb, National City.*

The population of Filmrow and environs is about to be increased by at least one, with Eddie Cooke, office manager at Universal, an expectant father and pretty excited about the whole thing . . . M. C. Son, veteran exhibitor, has purchased a new marquee for his about-to-be-opened cosmetics shop from Jack Young, of 20th Century Neon . . . Murray Hawkins, Temple and Vermont theatres, and Harry Vinicof, Vinicof circuit, ganged up for a booking foray, with the Metro exchange their objective.

*Taking care of the inner man around lunch time were Gene O'Keefe of the Maywood, Maywood, and Harry Rackin, head man at Exhibitor Service, Inc. . . . Also breaking bread together were Ernie Silcox, manager of the Studio Theatre in North Hollywood, and Jack Y. Berman, of the Eastland circuit. Berman has just returned from a trip east.*

An inspection tour of Fox West Coast's Long Beach and San Diego districts was made by Charles Skouras, FWC president, in company with Charles Buckley, W. H. Lollier, George Bowser, Russell Rogers and Andy Krappman, circuit executives . . . The Paramount Theatre downtown has booked Kay Kyser and his orchestra for stage appearances beginning July 6 . . . The Kroehler Co., which manufactures Push-Back theatre chairs, has opened offices along the Row, with H. V. Williams in charge and Merle Hard handling installations and arrangements . . . George Bromley and Alex Mounce have decided to call their new 900-seat theatre the Campus. It opens late this summer.

*Harold Glass of the Gordon, and Al Galston, ITO president and operator of the Marcal and Center theatres, were a booking twosome . . . Esther Steiner of the Rio saved a nickel by using one of the telephones in the Universal exchange.*

Other prowlers: Bunny Lustig, Wiltern; Al Weder, Royale; Paul Dietrich and Manny Feldstein, Oxnard Theatre Corp.; Kurt Laemmle, Glassell and Franklin; Frank Johnson, Washington, Glendale; Boris Posner and Mike Rapaport, partners in the Arlington; Al Snadow, Bill Robinson; Jimmy Grath, Hub . . . Admission prices at Mac Sinift's Del Mar have been dropped from 25 to 15 cents.

*Here on a vacation from Salt Lake City are Mr. and Mrs. Ray Ackerman. Mrs. Ackerman is with the Universal exchange there . . . Sam Nathanson, head of the newly-organized Coast Pictures, is planning to make a quick jaunt through his territory shortly . . . Charles Gaertner and his wife of the El Rancho Theatre, Moore Park, are on a week's holiday at Catalina Island . . . Ivan Rowley, Ward, Pismo Beach, in for bookings . . . Ditto Bill Peck, La Moda, Atascadero . . . Charles Sweet, operator of the Stacey Theatre in Trenton, New Jersey, is a visitor in southern California. He was a guest on the Warner lot.*

Sidney Miller, Interstate Circuit's manager in Corsicana, Tex., visited the Warner lot as a feature of his vacation here . . . Booking visitors along Filmrow included Frank Fouce, operator of four Spanish-language houses; Ned Calvi, Plaza and Hawthorne theatres; Murray Hawkins, Swan circuit; Chet Black, Pico Drive-In; Louis Berkhoff, Cinema; Ivan Hansen, Cairo; Paul Swickard, Strand; John Drew, Metro, Glendale; Ben Peskay, looking over Monogram product for his new Times, which he operates in partnership with Sam Decker.

*Vacationing here is Sid Epstein, head of the Epstein circuit of Omaha, Neb. After looking in along Filmrow, he was a guest on a tour of the Warner studio in Burbank . . . Arch M. Bowles, northern California manager for Fox West Coast, came in for huddles with Charles Skouras, circuit president.*

### A Story to Warner

HOLLYWOOD — Warner has purchased screen rights to "The Case of the Dangerous Dowager," a detective story by Erle Stanley Gardner.

### "Allegheny Frontier" Leads

HOLLYWOOD—Leading roles in RKO's "Allegheny Frontier," to star John Wayne, will be taken by Bob Burns and Claire Trevor.

### Gets Crime Clubber

HOLLYWOOD — Universal has assigned Alex Gottlieb to script "They Can't Hang Me," a Crime Club mystery.


# TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

## LOS ANGELES

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**"THE CRIMSON CIRCLE"**
**starring**
**Noah Berry**

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## *Four Big Summer Bookings By UA in New York*

NEW YORK—UA is pinning its hopes for the new season on four major films and the excitement attending the mid-summer bookings given them by the Music Hall and Rivoli. The early summer release of the 1939-40 product is claimed to be unprecedented.

First of the batch, "The Man in the Iron Mask," opens at the Music Hall, July 13. This is to be followed at the same house by "Winter Carnival." "They Shall Have Music" is scheduled to premiere at the Rivoli, July 25. "Four Feathers," Alexander Korda's Technicolor film, is the last of the group.

## *FWC-Mike Naify Extend Partnership in Reno*

LOS ANGELES—President Charles Skouras of Fox West Coast and Charles A. Buckley, head of the circuit's legal department, returned from a brief trip to San Francisco, Skouras reporting he had signed a 20-year extension on FWC's partnership with Mike Naify in three theatres in Reno, Nev.

## *New General Seats Into Three Montana Houses*

BUTTE, MONT.—Western Theatre Equipment Co. here is installing new chairs manufactured by General Seating Co. in Bob's Theatre, Twin Bridges, the Sheridan, Sheridan, and in the new house M. F. Niccum is opening in Ekalaka, Mont.

# Personnel Statistics Reveal Veterans

DENVER—Distribution in the west counts a number of oldtimers in its ranks, a fact that, for Metro, is statistically presented here:

24 *Years*—Henry A. Friedel, Denver manager.

22 *Years*—George A. Hickey, Los Angeles, district manager.

17 *Years*—Clayton T. Lynch, Los Angeles manager.

16 *Years*—Chester L. Wingham, Seattle manager.

15 *Years*—Louis Amacher, Portland, Ore., manager.

13 *Years*—Mac Rubenfeld, Seattle, salesman.

12 *Years*—Maurice D. Saffle, Salt Lake City manager; Joseph T. Warren, Portland, Ore., salesman.

11 *Years*—Julian H. King, Denver, salesman.

10 *Years*—Edward C. Mix, San Francisco, salesman; William A. Callihan, Los Angeles, salesman; Sam S. Davis, Los Angeles, salesman.

## *Matin to Seattle*

SEATTLE—D. D. Matin has been transferred here from Los Angeles to replace A. M. Hoyt, Monogram salesman, who resigned.

## *389 Houses in 28 States Cater to Negro Trade*

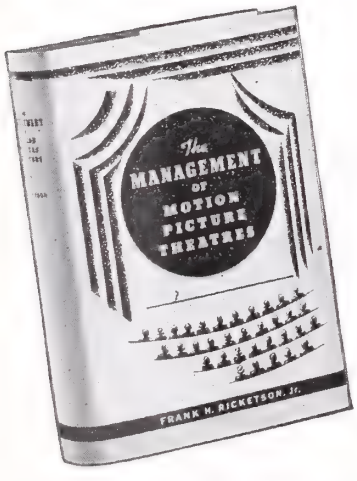
NEW YORK—There are approximately 389 theatres in 28 states catering to Negroes, according to a survey prepared by the motion picture division of the department of commerce.

New York and Florida top the list with 39 each; Texas is next with 26; Virginia has 22, and Illinois, 21. Only the four mentioned and the following states are listed as having theatres catering to the Negro: Alabama, Arkansas, California, Colorado, District of Columbia, Georgia, Indiana, Kansas, Kentucky, Louisiana, Maryland, Michigan, Mississippi, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee and West Virginia.

## *"Grinds" Pledge Jointly to Enforce Non-Smoking*

LOS ANGELES—Operators of eight all-night Main St. "grind" houses have agreed jointly to employ an inspector to enforce the city's anti-smoking laws in their theatres. Action was taken when the theatre operators were ordered to appear before the film commission in answer to charges that smoking is permitted in the houses in violation of city ordinances. The inspector will be deputized by the fire department and will be authorized to make arrests when the ordinance is violated.


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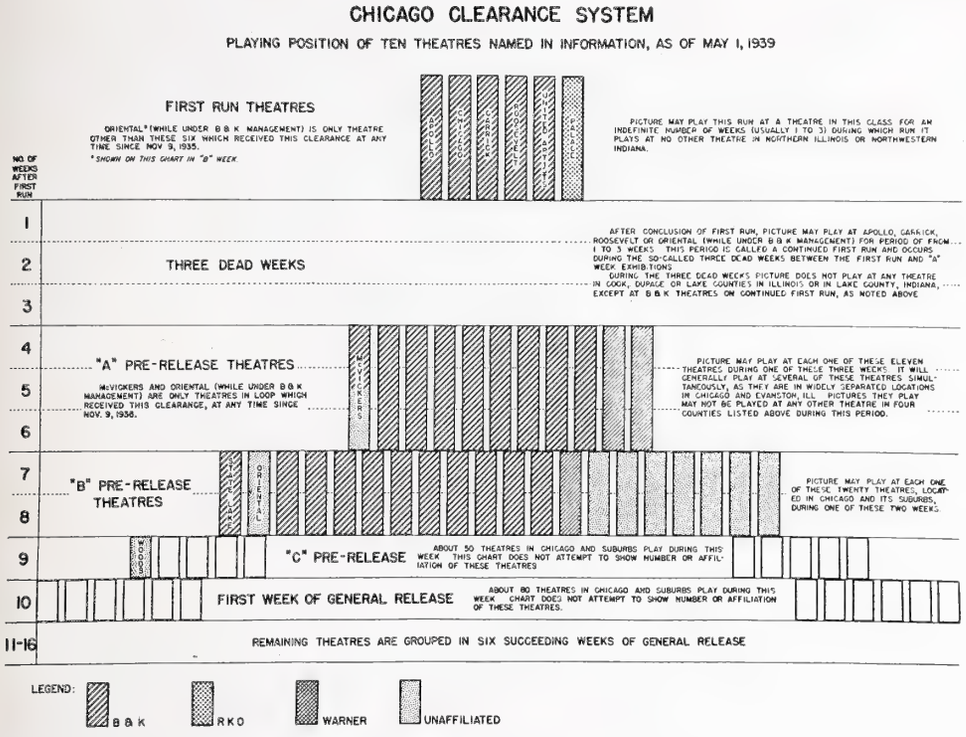
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# PASSAGE OF THE FILM LIMITATION MEASURE IN ILLINOIS LEGISLATURE STUNS EXHIBITORS




## *Clearance System Charted—*

*This is the chart introduced as evidence by the government in the Chicago criminal contempt case now being heard by Special Master Edgar Eldredge for Federal Judge Charles Woodward. The chart is self-explanatory.—(Courtesy Department of Justice).*

# *Summer May Stymie Hearings In Chicago Contempt Suit*

CHICAGO—Hearings in the criminal contempt case of the department of justice against Barney Balaban, B&K and all major distributors except Columbia, are expected to continue daily before Special Master Edgar Eldredge until the latter part of next week, with the probability adjournment will follow for one or two months during the summer.

Though Washington authorities are determined on getting testimony heard before Master Eldredge as soon as possible, it appears the special master has decided, in favor of defense attorneys, that August is too hot a month for hearings to continue. Over objections of Robert Wright, one of the U. S. attorneys working on the case, Eldredge ruled hearings will end currently about July 7 and pick up again about September 1.

During argument over setting of a date for continuing hearings after July 7, there has crept into the conversation between Wright and defense attorneys the inference "higher-ups" in Washington are anxiously desirous of bringing the case to a final conclusion. It is apparent the government considers this case important for future trials in anti-trust cases in the film industry, and, it is understood, July 27 was given to Wright and the other attorney for the government, Seymour Simon, as the date when the government, at least, should finish its testimony before the master.

Taking of testimony from branch managers and others in the industry here was to continue the latter part of this week, after opening statements last week by Wright and defense attorneys.

Tom Gilliam, Warner branch manager, described in detail how pictures that do not have a first run in the loop are set up for general release by distributors in the Chicago exchange area. He spoke of the "general custom of clearance," but this was objected to by Loew's, Inc., counsel, Frederick Burnham, and upheld by the master. Defense attorneys have consistently claimed there is no "uniform clearance system," while government attorneys contend the opposite. The latter introduced

(Continued on next page)

## Shows Confined to Two Hours, 15 Minutes; Blow at Duals

*By* B. O. TELLER

CHICAGO—Windy City exhibitors were flabbergasted over the passage of the bill in the Illinois legislature limiting film performances in theatres to two hours and 15 minutes.

The bill had originally been passed in the house providing for a 15-minute intermission after each two-hour film. The senate passed the bill eliminating the intermission and making the time limit two hours and 15 minutes.

The elimination of the intermission makes it necessary that the bill be returned to the house for concurrence in the change, which would have to be done this week before the legislature adjourns for the current year.

The bill is the only one affecting the industry that passed both legislative houses in Springfield this session. But what surprised Chicago exhibitors that no apparent sponsor of the bill came forth, except Representative Elroy Sandquist of Chicago, who introduced it in the house.

While the measure was ostensibly introduced to eliminate so-called eye-strain on theatre patrons, it is figured that the project was designed to prevent the showing of double features.

Jack Kirsch, president of Allied Theatres of Illinois, who has repeatedly said that "95 per cent of my members would go back to single features tomorrow if possible," has just as emphatically told BOXOFFICE that his organization was not sponsoring the Sandquist bill, or any other legislation in the state legislature.

Numerous exhibitors expressed the opinion that they doubted if Governor Horner would sign the limitation bill if it should pass the house again with the senate change in it.

## *Study Sales Efforts at I-I Theatres Meeting*

INDIANAPOLIS — Managers of the Indiana-Illinois Theatres, Inc., met in Michigan City this week to discuss plans to overcome the summer business slump. Jack Rose and Alex Manta, the circuit's owners, urged stronger sales efforts by the managers.

The steel mill employes are working longer shifts than a year ago, but the theatre attendance is off. The circuit will make a field survey to determine the cause.

The Roxy at Elkhart has been closed for the summer. Matinees may be discontinued in East Chicago and Whiting, according to announcement made by Mr. Rose and Mr. Manta.

# Flannery Entertains Chicago Film Men

CHICAGO—Chicago exhibitors ate, drank and merrily disported themselves out at Nippersink Country Club, leaving the cares of theatre operation and legal differences back in Chicago.

Nearly 300 friends of Tom Flannery, head of Whiteway Sign Service, frolicked during the day. Intermittent showers failed to deter the merry-making, which started early in the morning and was still going strong early the next a. m.

Tom, as always, proved a grand host. There was no schedule of events. But at the disposal of every guest was baseball, tennis, golf, swimming, hiking, plus the joy of every distributor and exhibitor "African golf." It was mostly the latter game that kept the club-house going until the wee hours of the next morning.

Refreshments of many kinds were available at various spots on the grounds. A luncheon and dinner were served in the main dining room of the Country Club.

### After the Party Was Over Notes

There were plenty of individual 19th hole parties after the foursomes came in from the golf course . . . Henri Elman and Johnny Mednikow turned out champion horse-shoe pitchers; that is, er-er-er, after they had played all afternoon. They had company in Carl Goodman of Goodman & Harrison, Bennie Eisenberg of United Artists, and Pete (The Union) Shayne.

In case you don't know, B&K owes it to Allied to return to single features now. At least such was the outcome of the three-inning softball game played between members of Allied and B&K employes, with Allied easily winning, 14 to 2. And what a pitcher this guy Nate Gumbiner turned out to be! Dizzy Dean and his ilk are pikers compared to Nate.

The boys decided that if B&K should win, duals would remain the vogue in Chicago; but if Allied should triumph, the slogan would be "Back to Single Features." Of course, we've still got doubles; maybe the B&Kers weren't playing "for keeps" . . . Anyway a good time was had by all including Umpire Percy Barr of National Screen who couldn't play because he had injured his ankle in a previous game.

By the way, an earlier game included Harry Goldman, Harry Turrell, Herb Etteson, Jack Maloney and Lou Lesserman.

The Allied team members included Ben and Al Bartlestein, Gumbiner, Sam Schoenstadt, Charlie Cooper, Tippy Harrison, Jerry Weiss, Morris Abrams, Ben Banovitz and Lou Lesserman.

The B&K softballers were Jack Sampson, Eddie Solomon, Dave Wallerstein, Tony Owens, Jack Katz, Moe Steiner, Jerry Winsberg, Mel Rainey, Aaron Feinberg and Bill Methe.

Over 100 golfers teed off in the early morning, many playing 18 holes and more before the day was over, rain or no rain. Low score, we noticed, was that of Ray Goldstein, with an 86. A few other low scorers (under 100) were: Carl Kleihege, H. Samuels, Harry Goldberg, A. Rafilson, Irv Barnett, Marvin Lowenthal, Sinuel Roberts, Ruby Oscar, Ben Lasker, Harry Lorch jr. and Sid Goltz.

Dick Sachsel, we must record, shot a mere 300.

A few of the other boys who chased the little white ball around the fairways attempting to break 100 were Irving Schlank, Benny Eisenberg, Frank Flaherty, Al and Ben Bartlestein, Harry Mintz, Harry and Dave Balaban, Irving Lipnick, Ted Turrell, Ben Cohen, Jack Rose, Clyde Eckhardt, A. M. Van Dyke, Dick Snell, Lee Gillespie, Sylvan Goldfinger, Abe Platt, Ben Bloomfield, Roy Bruder, Archie Trebow, Harry Lustgarten, Ben Feldman, Leonard Soll, Hank Markbreit, Hank Saperstein, Aaron Jones, Ben Katzman, Buck Herzog, Al Kvool, Jack Lynch, Johnny Smith, Pete Shayne, Dick Salkin, Nate Joseph, Al Simon, Felix and Teddy Mendelssohn, Tom Gilliam, Ray Carsky, Bill Pearl, Roy Topper, Jack Kirsch, Nate Goldstein, Henry and Arthur Schoenstadt, Jimmy Coston and Harry Odenhall.



—Metropolitan Photos

## *Octet From Chicago—*

*Greeting Rye, N. Y., site of the recent RKO sales convention, is Chicago's contingent. Left to right stand Joe Cozzi, Harry Walders, Sam Gorelick, Walter Branson, midwestern district manager; Jack Osserman, manager; Ray O'Brien, John Clarke, M. J. Kassel.*

# Summer May Stymie Contempt Hearings

(Continued from preceding page)

the chart reproduced above this story on the preceding page.

Wright, in his opening statements to Master Eldredge, detailed the government's charges against the defendants and explained in detail the releasing and so-called clearance system in the Chicago exchange territory. He listed terms usually applied in the industry and told of the method and manner of conducting the film business.

He explained parts of the consent decree filed in 1932 which is the basis for the current contempt suit. He charged again that there "was no competitive bidding for any . . . pictures" and produced contracts with B&K and various exchanges as the parties involved.

Wright added "the government has not brought this proceeding for the benefit of any particular exhibitor or any particular theatre . . . Its obvious and only legitimate purpose is to protect the interests of the general public in maintaining a competitive market for first-run pictures in the Chicago exchange territory."

**"Delay in Exhibition"**

In explaining how the U. S. will attempt to prove B&K dominance in the Chicago area, he said "some of the consequences of that dominion by that exhibitor which we expect to show are frequent delays in the first exhibition of pictures in Chicago until several weeks or months after their exhibition in other comparable communities, fairly rigid first-run admission prices, and forcing the public to patronize inferior theatres for the best pictures."

Wright, in mentioning Barney Balaban, said the evidence in his activities "which we propose to offer will . . . be circumstantial," inferring considerable other government testimony may also be of that nature.

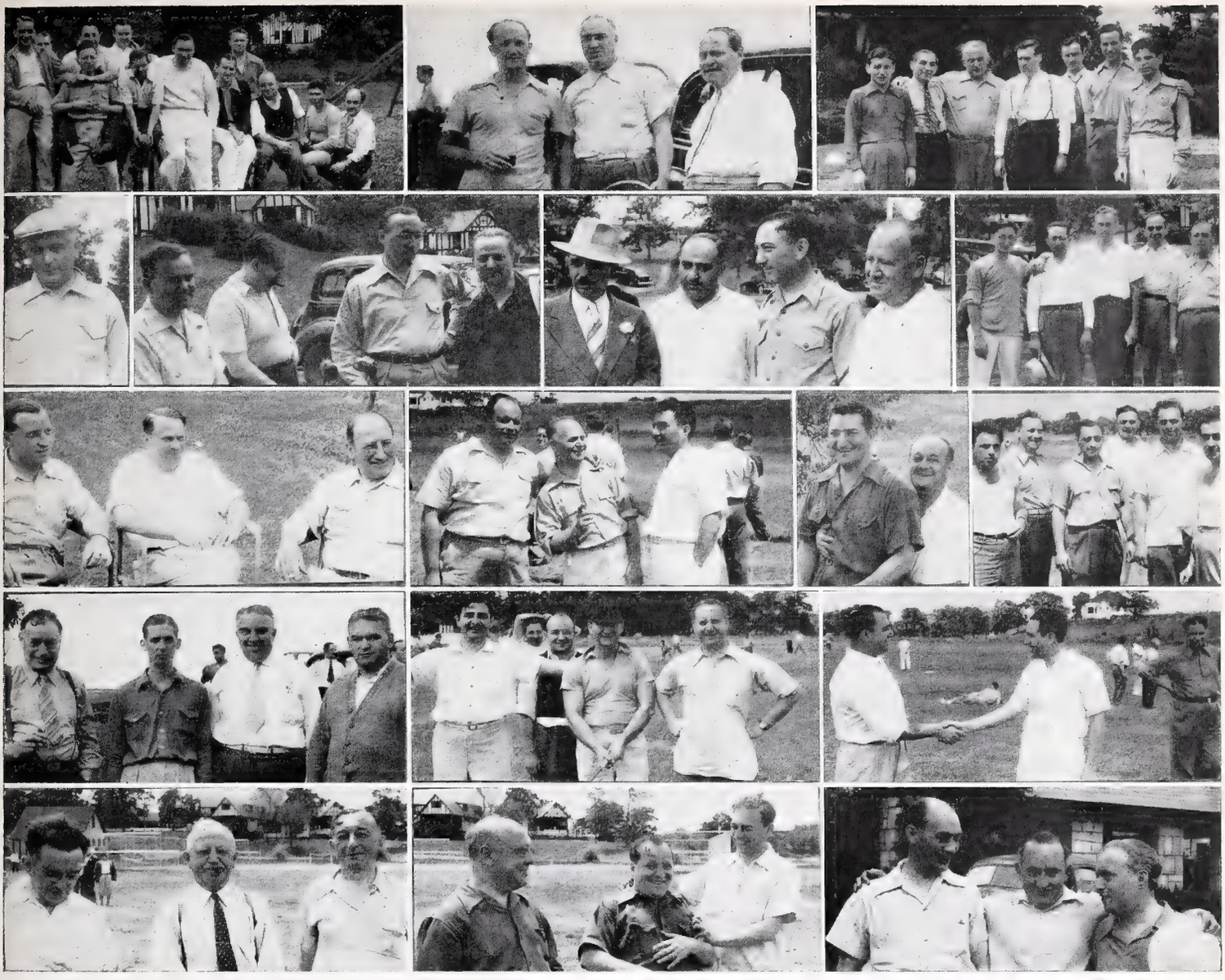
Attorneys for Balaban, B&K and Loew's, Inc.—Robert Golding and Frederick Burnham—both later seized on this statement by Wright to emphasize to the master that the government ". . . does not even claim there is a vestige of direct evidence."

Among those at the hearing were John Balaban, Elmer Upton, B&K auditor; Jim Donohue, Paramount branch manager; John Kemptgen, M-G-M office manager; Emile Stern and Eddie Silverman of Essaness; Johnny Jones, Sam Meyers, Leo Solomon, Harry Hamburg, Tom Gilliam and Bill Brumberg.

### RKO and Universal Ask Dismissal From Action

CHICAGO—Attorneys for RKO and Universal made motions for the government to dismiss its contempt proceedings against those two distributors when opening arguments were heard by Master Edgar Eldredge.

Eldredge, however, made it clear he has no authority to dismiss any suit on an opening statement.



# *When Chicago Frolicked With Flannery---*

—BOXOFFICE Staff Photos

Out to the Nippersink Country Club, where Tom Flannery, head of Whiteway Sign Service, played host to Chicago filmdom, sneaked the BOXOFFICE photographer with the above results. For the identifications:

*First Row,* and on across—From Balaban & Katz came Eddie Solomon and Eddie Seguin, publicity department; Max Milstein, Crystal; Arch Trebow; Ambrose Conroy, Southtown; Jimmy Savage, publicity; Dave Wallerstein, district manager; Jack Schiff, Central Park; Aaron Feinberg; Charlie Cottle, Marbro; Archie Herzoff, publicity, and Boris Reidel, art department. The trio, next, reveals Abe Platt, B&K; Charlie Ryan, Warner assistant zone manager; Harry MacDonald, manager of the Warner Milwaukee Theatre. Then, Tippy Harrison, Johnny Mednikow, Tom Flannery (the host), Henri Elman, Lou Price, Carl Goodman and Lou (no-statement-to-make) Abramson.

*Second Row*—Cornered at last, the host, Tom Flannery, poses alone for BOXOFFICE. Covering the automobile are Harry Mintz, Hammond, Ind.; Herb Elisburg, Essaness district manager; Herb Wheeler and Larry Stein of Warner Bros. Starting with the hat are Bill Cheruchas, Mont Clare and Elm theatres, and Bennie Eisenberg, Irving Schlanck (manager), and Frank Flaherty of United Artists. And on to Harry Lorch jr. and Harry Lorch sr., Republic Pictures; Bob Slaybach, Highland Park Theatre, and Ben Katzman and Irving Mandel of Republic.

*Third Row*—Relaxed, Alex Halperin, Warner circuit; Art Van Dyke and Clyde Eckhardt of 20th Century-Fox. Leaning on Elmer Benesch of National Screen is Harry Turrell of the Warner Circuit, while Percy Barr, also of National Screen, gets ready to turn his ankle in the ball game. And for a little horseplay, Jack Rose of Indiana-Illinois chain clowning with Benny Cohen of Warner's Frolic Theatre. So to the heavy sluggers of the Allied team, Al Bartlestein, Abe Feder, Ben Bartlestein, Meyer Gold, Max Sachs and Jack Rubin.

*Third Row*—Marvin Weil, aide-de-camp to Tom Flannery at Whiteway, poses with Warner Theatre Managers Ray Dunn, Orpheum, Hammond, Ind.; Bill O'Connell, Highland, and John Fields, Grove, both of Chicago. With arm raised, but not for protection, is Max Milstein of the Crystal Theatre, and in the upfront position are Ray Carsky, State Theatre; Charlie Cottle, Marbro; Jack Katz, Century; Harman Marks, Alexander Prevue Co. Cordializing are Mike Godshaw of National Screen and Harry Goldman of the Lasker circuit, as John Semandalis strolls into camera range.

*Bottom Row*—Ludwig Sussman, of the Adelphi Theatre, Charles Benesch and Herman Saperstein, followed by the clowning of Harry Lesserman, center, flanked left and right by George Weinberg and Max Sachs. And in the finale are Ben Lasker, center, with his right-hand man, Joe Koppel, at the right, and Charlie Vogt at the left.

### Homer Butler Builds

LOUISVILLE, ILL.—Homer Butler of Clay City, Ill., is building a new 500-seat theatre here. His son, Homer jr., an architect, designed the structure and the work is being done with local labor.

### Little Theatre Recruit

HOLLYWOOD—Frank Wilcox, recruited from the Little Theatre ranks, has been handed a term pact by Warner studio.

# Managers Will Face Deposition Demand

CHICAGO—Lewis F. Jacobson attorney for Frank Ford in his anti-trust suit against B&K, Paramount, the other majors, and Sam Meyers, tells BOXOFFICE he plans to take depositions shortly in the case from Chicago branch managers. He plans to file immediately about 1,000 interrogatories with the court.

It is not necessary to show definite injuries and damages sustained in a conspiracy, Ford contends in his reply briefs filed recently. "It is sufficient if any of them has injured the plaintiff," the brief argues. Ford asserts the various motions of the defendant company are "in keeping with the obvious strategy of defendants to hinder, burden, and exhaust the plaintiff with every conceivable obstacle, annoyance, and expense . . ."

# "Cash Night" Arrest Made in Milwaukee

MILWAUKEE—Acting upon the state supreme court's ruling holding Bank Night a lottery, police June 22 arrested Ben Van Korn, manager of Fox's Riviera Theatre here, in connection with a "Cash Night" drawing at the house, and confiscated the equipment used in the drawing.

In response to a request for a warrant against Van Korn, District Attorney Herbert J. Steffes asked for time to study the high court's decision to determine whether it covered Cash Night.

As a result of the high court's decision, Fox has discontinued Bank Night at its local houses "pending a study of the ruling." The ruling, which many believe covers all chance games, written by Justice Chester A. Fowler, follows:

"Many cases involving the scheme have been before the courts recently. In all of them it is held and counsel agreed, that a lottery involves three elements. There must be a prize, chance and a consideration. Two of these elements manifestly exist in the instant case—a prize and a chance.

**Free Tickets No**

"The defendant insists the element of consideration is absent; the state insists it is present because of the increased number of ticket sales for admission on bank nights; and that while the individual drawing the winning ticket may not buy any tickets, and thus pay no consideration for his chance for the prize, yet the theatre receives a consideration for allowing him the chance in the increased number of tickets sold to others for admission on the night of the drawing.

"It is of course manifest that the theatre receives from its sales of tickets enough to make it pay to maintain the practice, else it would not continue it. Upon the question whether the additional sales induced by the offering of the prize constitutes a consideration, the courts are divided . . .

"The reason most generally given for holding the scheme a lottery is that the great number of those who purchase tickets for the chance of participating in the drawing, thus making the scheme profitable to the theatre, furnish the consideration, although others are given chances free.

"Others based their ruling upon the fact, or at least place emphasis upon it, that furnishing of free chances is only a means taken to evade the point of necessary consideration and thus save the scheme from being held a lottery.

"We agree with the majority of the courts and hold the instant scheme constitutes a lottery. Manifestly a lottery is no less a lottery because the management of it gives away numbers entitling participation in the draw to some persons. It is only all the more objectionable because it does not limit the drawees to the persons buying tickets and thus lessens the chance of those who pay for their tickets."

**Resist in La Crosse**

District attorneys in the various counties, including Milwaukee, have warned exhibitors that they will bring action against theatres playing Bank Night, and as a result the game has been pulled in most cities. At La Crosse, however, Frank L. Koppelberger, general manager of the La Cross Theatres Co., principal in the action by Circuit Judge Robert S. Cowie, which resulted in the high court decision, declared they would continue Bank Night at their Rivoli Theatre "until a lower court decides we cannot operate it."

Ted Bolnick, manager of Welworth's Hollywood Theatre in La Crosse, also announced Bank Night would be continued until stopped by a lower court.

Independent exhibitors, for the most part, are pleased with the decision since they were unable to produce the sizeable pots offered by the chains.

## INDIANAPOLIS

NORMA Rennegarbe of the office force at RKO will spend her two-week vacation with a short trip to Chicago, a few days at Lake Ridinger, Ind., and then a trip to Denver to spend the remainder of her vacation in the mountains.

*Mr. Henry Herbel, district manager for Warner Bros. who makes his headquarters in Chicago, was a visitor to the local exchange this week.*

Mrs. Abe Kaufman. wife of the Universal salesman, has taken over the operation of the Fountain Theatre at Terre Haute, formerly owned and operated by Mrs. Christina Burnett.

*John Keller, formerly with Affiliated Theatres, Inc., and now in the advertising department at Warner Bros., is on vacation.*

Donald Cox, formerly cashier at the Universal Film Exchange, has resigned his position there to accept another as booker in the RKO branch here, replacing Sol Greenburg, who is now booker for the Olson Theatre Enterprises.

*Al Miles, auditor for Universal Pictures, has been in town at the local branch this week.*

Andra Folckener will replace Donald Cox as cashier at the local Universal exchange. Thelma Smith of the office at Universal is on vacation. She will drive to Texas.

*Seen along the Row: John Micu, State Theatre, Fort Wayne; George Mallers, Portland; Harry Kornblum, Rosedale Theatre, Evansville; Dick Vlastos, Fowler; J. N. Dixon, Flora; Perc Gladden, Bloomington; Roy Harrold, Rushville.*

Johnnie Davis, film star appearing at the Lyric, was the victim of a bandit who stole a suit of clothes from him. This seemed to be the only flaw in a truly Hoosier home-coming for the Brazil, Ind., native.

*Dudley Williston, operator of the Walker, Lido and Park theatres here and several houses in Louisville has announced the engagement of his daughter, Beth Ann, to Joseph Walker Barr, son of Mr. and Mrs. O. L. Barr of Bicknell, Ind. The wedding will take place here September 3.*

The Variety Club of Indianapolis, Tent No. 10 whose headquarters for the past several years has been at 1454 N. Delaware St., has been sold, the property and all the equipment, to a group of men who will establish a dinner-dance club to be known as the Morocco Club . . . Variety Club is seeking new headquarters in a more central location.

*Don Wright, manager at the Rivoli Theatre, played a first run this week. The Rivoli also has taken up the patriotic trend and at the opening of each show the audience sings "God Bless America." Wright reports very good audience reaction.*

The Olson Enterprises' new stage shows featuring the World's Fair Talent Revues have proved excellent boxoffice stimulants. Practically every night in the week patrons can see a stage attraction at the Vogue, Uptown, Ritz, Oriental, St. Clair or Strand theatres, all operated by Olson Enterprises.

*Morris Cantor, manager of the Emerson Theatre, says so many youngsters ride their bicycles to the theatre that he keeps an attendant there to guard them. The Emerson has had its face washed and the front painted.*

Mrs. Edith Nuding, employe in the office at the Paramount exchange, was married recently to Dr. Edwin M. Ennis.

*Indianapolis exhibitors and film fans were very interested in the arrival of Will H. Hays, head of the Motion Picture Producers and Distributors of America, who was due here for the wedding of his son Will Hays jr. to Miss Margaret Louis Chapin. Mr. Hays will act as best man for*

(Continued on page 18-C)

### Pitner to Open Soon

FAIRFIELD, ILL.—Harry Pitner expects to open his new theatre here within the next few weeks. Equipment was purchased from National Theatre Supply Co., St. Louis.

# CHICAGO

"GOODBYE, MR. CHIPS" received a rousing preview ovation at the Chicago Theatre a few days before it opened at the Apollo.

*Alfred Sack, president of Sack Amusement Co., was here conferring with Saul Goldman.*

Francis Lederer is appearing in the Civic Theatre production, "Seventh Heaven," with Margo. Lederer leaves soon to go into the Katharine Cornell show, "No Time for Comedy," replacing Laurence Olivier, who will return to Hollywood.

*Maureen O'Hara, the new Irish lassie, who is down for some film work for RKO, was interviewed here before she continued on her way to the west coast . . . Harold Lloyd came in Sunday on the Chief, bound for New York and RKO conferences.*

Jack Eckhardt at 20th Century-Fox is back from his vacation. Ditto Joe Stout of B&K's booking department. Eckhardt won first place in the 20th Century-Fox Employees' Club golf tourney at Big Oak Country Club. Carl Carlson was second and Vic Carlson was third. There were 16 entrants.

*Clyde Eckhardt has been making his annual sojourn around Chicago exchange territory, including Quincy, Peoria, Astoria and Macomb.*

Birdie Newman at Capitol-Monogram is recuperating from an injury she suffered when entering a cab one rainy night.

*Betty Sandler of Guercio & Barthel will be married July 15 to Bill Marks. They will live in Indianapolis. Betty was with G&B 11 years.*

Dorothy Lee, Chicago girl, is forsaking the films for a role in Nancy Hamilton's "One for the Money," now on the stage of the Harris Theatre . . . Myrtle Borde, hello and information girl at 20th Century-Fox, is taking a lengthy leave of absence from her post, due to illness.

*Spector Brothers' Restaurant, on Filmrow, suffered slight damage the other day when fire started in the place . . . Joe Abramson is back from San Francisco, looking fit as a fiddle and rarin' to go.*

Joe Loeffler, formerly with Metro Premium Company, has gone to Minneapolis, where he joined the staff of RKO Radio Pictures . . . Harry Turrell, Warner district manager, is away vacationing in California . . . Mary Kathryn Wright, Walter Branson's secretary at RKO, is back from her vacation.

*B&K has cleaned the front of the Roosevelt Theatre . . . Ben Cohn, Frolic Theatre; R. Dunn, Orpheum, Hammond, and Marlowe Conner, Rhodes, were the $25.00 award winners in the recent Metro "Honolulu" exploitation contest held for Warner managers.*

Van Nomikos is planning to close his Halsted, City and Stadium theatres for the summer.

## *Chicago Bookers' Club Is Hosted by Algers*

LASALLE, ILL.—About forty members and their friends of the Chicago Film Bookers' Club enjoyed the first of the regular summer outings last Saturday at the E. E. Alger Farm near here.

Most of the day was spent in sports events—baseball, tennis, swimming, motorboating, etc. Refreshments were served by the hosts, Mr. and Mrs. E. E. Alger sr. and jr.

Among those attending from Chicago were: Max Factor, Great States; Stanley Butte Schoenstadts; Jack Wohl, B&K; Jim Ondracek and Joe Fitzgerald, Paramount; Harry Mandel, Art Patzlaff and Ted Levy, Warners; Mun Delano and Les Abbott, Columbia; Al Raymer, Indiana-Illinois Theatres; Vic Bernstein, Grand National; Al Teplitz, Sam Meyers circuit; Sam Traynor, Bailey circuit, Princeton; Russell Hurd, Alger circuit; Cal Hermer, and the hosts.

## *Stewart Reese Will Start Plymouth House July 5*

PLYMOUTH, IND.—Stewart Reese, operator of the Gem Theatre here plans to start work on his new house in Plymouth July 5. The new theatre was designed by Alves O'Keefe of Plymouth and will seat 600 on one floor.

The building will be of steel, stone and Nuwood construction, and will include an air conditioning system.

Another feature will be a small "cry room." The interior will have indirect lighting. A total of $75,000 is estimated for the cost of the project.

Reese expects to open about November 1.

### Air Condition at Hillsboro, Wis.

HILLSBORO, WIS.—New air conditioning has been installed in the New Royal Theatre.

# Adler Views Verdict A Patent Victory

CHICAGO—In connection with the recent litigation between Wagner Sign Service and the Adler Sign Letter Co., the latter contends the federal court decision held the Adler patent No. 2,038,978 covering the removable letter carrying frame valid and infringed both by the removable frame type which carries only the letters and the removable frame type which carries not only the letters but also the glass. The Adler statement continues:

"The Wagner patent No. 2,048,040 relating to certain types of letters also was sustained. The Garner and Auer patent No. 2,119,430 also was sustained.

"In view of this decision, all sign constructions now being sold by the Wagner Sign Service, Inc., in which a removable frame either carries removable letters alone of any type or size or thickness or substance, or carries letters and also glass in frames (same known as 3-in-1), are infringements of the Adler patent.

"An officer of the Adler Sign Letter Co., in commenting on the commercial significance of the court's decision, said: 'We regard the upholding of the Adler patent as a great victory in that this patent relates to the most important feature of sign construction, namely, the removable letter carrying frame. Many and varied types of silhouette letters may be mounted upon such a frame, some of which would infringe the Wagner patent and some of which would not. We are very well satisfied with the decision. We will continue to furnish our complete line of equipment same as before. Of course, the final decision will come from the court of appeals probably early in 1940."

The Wagner statement appearing in this publication for June 17.

### A Writer to Metro

HOLLYWOOD—Martin Berkeley has joined the Metro writing department.


**TRADE DIRECTORY**

*A HANDY GUIDE FOR THE EXHIBITOR*

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## *"Lincoln" Eastward—*

*Raymond Massey, headed for New York after his radio performance of "Abraham Lincoln in Illinois" at Chicago. He will start work this fall on the film version of the stage hit for RKO Radio.*

## *Waukeganotes*

WAUKEGAN, ILL.—That actionful phrase, "'Buck' Benny Rides Again," appeared in nearly every yarn written by visiting newspaper folk—including radio and film critics—who were here for the premiere. Critics came from as far east as Boston.

The Genesee marquee and sign was newly repainted by Great States for the premiere.

In many of the taverns, $10 and $15 offers for premiere tickets went begging.

Benny, Mary Livingston and the others left for New York on Monday where they attended the Louis-Galento fight on Wednesday.

Drug stores and restaurants featured Jack Benny and Andy Devine specials of all kinds. One had a "Jack Benny Premiere Sundae." The taverns even listed special cocktails and fizzes for the stars.

Benny planted a cactus tree "in honor of Fred Allen" in the City Hall yard, which was filmed for Paramount News. Incidentally, Red Felbinger and W. M. Robertson of Paramount News office in Chicago, covered all phases of the premiere.

The whole troupe went over to Bon-Air Country Club Friday night to celebrate Mary Livingston's birthday. Everyone in the troupe, from Benny on down, received a really tremendous ovation.

More than 400 women were at the Bonnie Brook Country Club reception for Mary Livingston on Friday.

All day Sunday, from 9:30 a. m. on, was spent rehearsing for the evening airshow. The parade was conducted over a mile course on Genesee St. The decorations were put up a week in advance.

Jerry Hevelka, Waukegan's one-man band, got a big hand in the parade. He was good for paragraph features by all visiting newspaper folk.

Andy Devine, mayor of Van Nuys, Cal., commissioned Mayor Mancel Talcott of Waukegan a special sheriff. Talcott returned the favor.

Incidentally, Talcott was on the Sunday night radio show with Benny. Having been on two previous Benny shows, he shouldn't have had stage fright, but the mayor had shaking knees all day for fear of "blowing" his lines in front of the home town folks.

The *Chicago American* had special editions for Waukegan daily for four days in advance of the premiere, the front page being replated each time . . . The *Waukegan Sun-News* published a special Jack Benny edition on Saturday.

Cliff Lewis had a capable staff aiding him. Carl Kreuger was here for weeks in advance of the show. Other assistants were Mervyn Houser and Jack Dailey, also from the west coast. Pictures were taken by Don English.

Roy Rogan, Great States district manager, supervised the circuit's end of the details, with John Mitchell, local manager, in charge here.

Eddie Anderson and his wife were listed at the hotel as Mr. and Mrs. Rochester.

Franklyn MacCormack, Chicago radio announcer, was master of ceremonies at the premiere, introducing all the stars . . . Dorothy Lamour seemed to get as much attention from the crowds at the premiere as did Jack Benny, with Eddie (Rochester) Anderson, a close second . . . All of the stars chatted a few moments from the platform in front of the theatre before entering for their broadcast.

Leo Terry, well-known midwestern theatre organist, played the organ in the Genesee Theatre preceding both shows.

We noticed several film folk during the evening of the premiere. Included were Jules and M. M. Rubens, Morris Leonard, Dave Wallerstein, Abe and Nate Platt, Eddie Solomon, Archie Herzoff, Harry Lustgarten, Max Factor, Roy Rogan, all of the B&K-Great States organization; Jack Shumow of M-G-M, Harry Smythe, Al Raymer, Alex Halperin, H. U. Bailey and Sam Traynor of Princeton, Ill.; Russell Hurd of the Alger circuit, Jack Rose, Sam Meyers, Burt Ofstie, Larry Stein, Ted Weber, Jack R. Keegan of Warner's Milwaukee theatres, W. R. Pierce of Fox-Wisconsin theatres, Chicago film critics, and many others.

Mr. and Mrs. Jack Benny announced during the week that they would adopt another child while they are visiting New York, as a companion for their other adopted daughter, Joan, now five years old.

# Hometowners Acclaim Jack Benny's Latest

*By* GENE RICH

WAUKEGAN, ILL.—Thousands of the toughest critics in the world—the home town folks—previewed Jack Benny's latest Paramount picture, "Man About Town," on Sunday night, and definitely voted the film a hit.

There were about 3,700 persons crowded into the Great States' Genesee Theatre here for two evening performances of the picture, and they all enjoyed more "belly laughs" from the picture than we've seen for some time. And besides there were hundreds of others in the Academy and Rialto theatres, who paid to see simultaneous showings of the picture there along with the Genesee premiere audience. They, too, howled at sequence after sequence in "Man About Town."

There were a few hundred in the two audiences in the Genesee Theatre, from where also emanated Benny's last radio program of the current season, that were not from Waukegan. They were Chicago exhibitors, visiting newspaper critics and feature writers, and Chicago business men. But they, too, enjoyed the picture, with rave comments being heard in the lobby of the theatre after both shows.

The premiere was held with all the flavor and seasoning of a Hollywood opening. There were kleig lights, a master of ceremonies, a platform from which the stars offered the usual "hello-folks-I'm-glad-to-be-here," the taking of Paramount Newsreel shots, and thousands of Waukeganites standing in the roped-off streets before and after both showings of the picture at the Genesee.

Sunday ended five days of celebrating of "Waukegan Celebrity Days," in honor



## *Visiting!—*

*Mr. and Mrs. Mort D. Goldberg of Chicago signing the register in the RKO Radio visitors' lounge, set aside especially for exhibitors visiting the New York World's Fair. Goldberg represents the G. C. S. circuit of Chicago.*

of Benny's homecoming and the world premiere of the picture, put on by Paramount, aided by NBC and General Foods, sponsors of Benny's radio show.

But the entire show was practically all Paramount's, with an excellent job of promotion and exploitation being done by Cliff Lewis, studio advertising manager, and his aides.

The boys turned out special story after story, and got considerable lineage in all Chicago newspapers.

Waukegan was teeming with excitement long before the premiere took place at the Genesee on Sunday night.

The "Waukegan Celebrity Days" began on Wednesday, when Benny and his troupe of radio and screen actors came to town. Paramount and Jello took over lock, stock and barrel, and the key to the city was literally handed to Cliff Lewis and his cohorts by Mayor Mancel Talcott.

On Saturday, a clear summer day, thousands of townspeople and still other thousands from surrounding towns, crowded the sidewalks of Genesee St. to witness the "Celebrity Days" parade. Featured, of course, were Benny, riding in his old Maxwell touring car, driven by none other than Eddie (Rochester) Anderson.







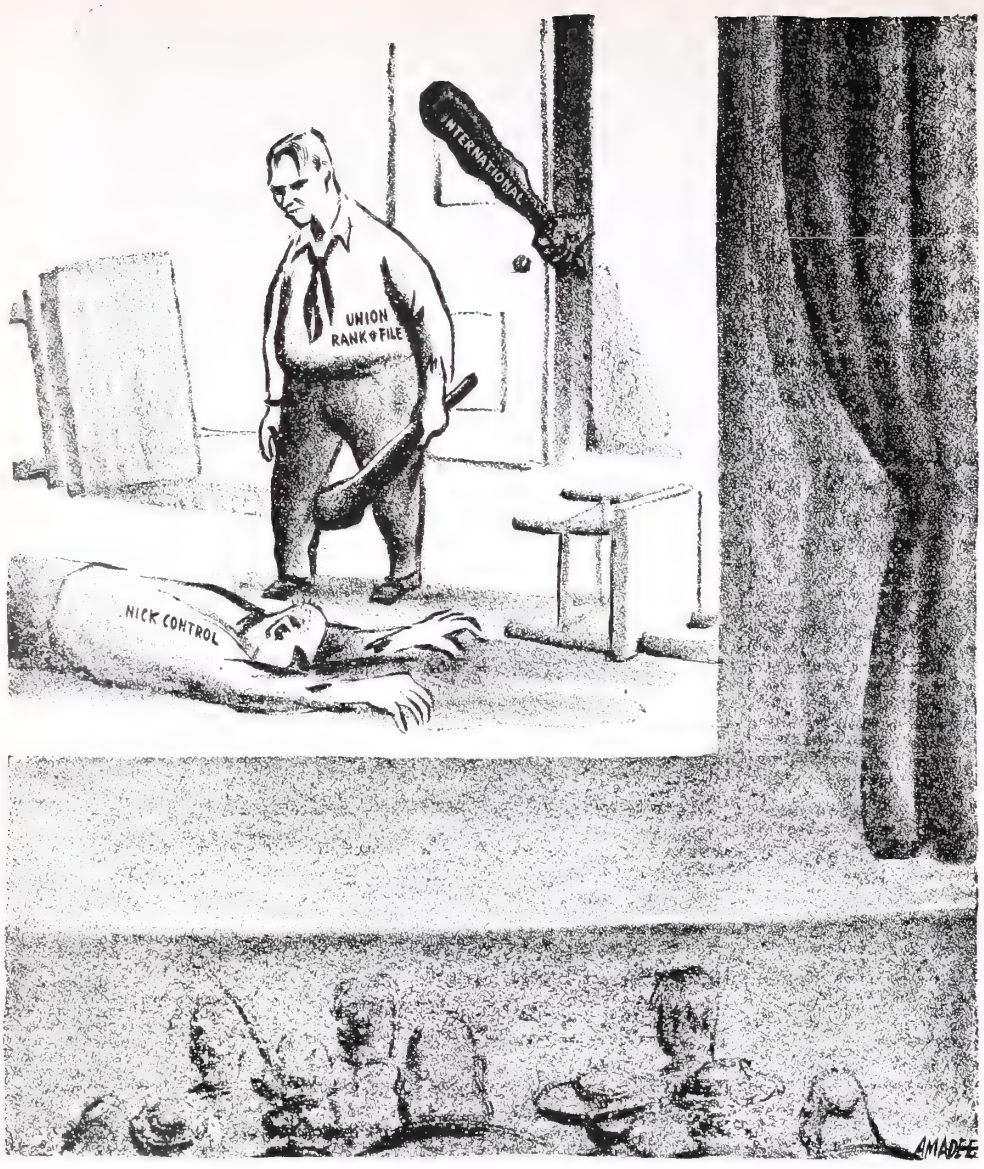







## *Hometown Boy Makes Good—*

**Or, Jack Benny takes Waukegan, Ill., proof of which achievement is presented above across two columns at the premiere of "Man About Town." Top view is a general scene of the crowds. In the second panel and to the left, Benny and Dorothy Lamour, Paramount's definition of the 1939 glamor girl, chat with an earlier screen model, Mrs. Bess Bower Dunn, probate clerk in Waukegan, who appeared in "The Lady Boxer" for Essanay Studios. The film was shot in Waukegan. At the right in the second column, Benny, directed by "Rochester" (Eddie Anderson), plants a cactus in honor of Fred Allen while Mary Livingston looks on. Immediately above, Benny rides in the honor position aboard his 1906 Maxwell, with Rochester at the wheel. Top left: Benny's father, Benny, Mayor Mancel Talcott of Waukegan, and Julius Sinykin, the comedian's boyhood pal. Lower left: Mr. and Mrs. Andy Devine.**




**THE WAR ISN'T OVER.**

—From the St. Louis Post-Dispatch

## *Labor Trouble to Close Lyric in Indianapolis*

INDIANAPOLIS—The Lyric here will close July 6, interrupting an unbroken string of consecutive stage shows, continuous for almost six years.

Officials of the theatre say they are forced to this action by an official notice from the stagehands' union, Local No. 30, IATSE, that it will withdraw its men from the house on that date.

The Lyric, built originally by Charles M. Olson in 1912, has been operated as a full-week vaudeville theatre, with few interruptions, for 27 years. During the last six years, it has operated without a break.

Officials of the stagehands' union could not be reached for a statement regarding the situation, but theatre executives said the strike order followed the theatre management's refusal to agree to union demands for an increased wage scale of $60.50 a week per man for the forthcoming season. This represents an increase of $5 a week.

### Metro Assigns Rogers

HOLLYWOOD—Howard Emmett Rogers will adapt Metro's "Cause for Alarm," which Lawrence Weingarten will produce.

## *Stagehands Picket Ozark Airdome, Webster Groves*

ST. LOUIS—Members of stagehands' union, Local No. 6, are picketing the Ozark Theatre's airdome, the only theatre in Webster Groves, a residential suburb in St. Louis county, because John Siepker, manager, decided that there was no need for a $75 per week stagehand, with no stage to work on. Siepker explained there was little enough for the stagehand to do inside of the permanent theatre, and when weather conditions permitted opening of the airdome, there was less. He said the only job the stagehand had to perform at the airdome, aside from removing a storm canvas from the screen before the show and putting it back on afterwards, was "sitting around outside."

Siepker said the work was so simple he could do it himself. Siepker contends his contract with the stagehands' union does not specify that members must be employed at all times. Two union projectionists, members of IATSE, Local No. 143, are still on the job. At the headquarters of Local No. 143, it was reported, no communication had been received from the stagehands' local pertaining to the current controversy.

# Orders Negotiations With Negro Local

ST. LOUIS—James A. McKeown and William M. Brandt, co-receivers of IATSE, Local No. 143, have been ordered by Circuit Judge Ernest F. Oakley, who ousted John P. Nick and Clyde A. Weston from control of the local several weeks ago, to negotiate with representatives of Local No. 143-A, organization of Negro projectionists, for a settlement of the dispute which resulted in the temporary closing of the Criterion Theatre, a theatre catering to Negro trade.

White operators are employed under a contract with Local No. 143 and the closing was necessitated by members of a Negro organization which maintains the operators' jobs should be handled by members of their race. Judge Oakley's orders were given as a result of the co-receivers recently asking for instructions to settle the trouble.

Judge Oakley also overruled a motion by Nick and Weston to set aside his order appointing Brandt as a co-receiver of the Local and denied a motion by Joaquin C. Wilson, former operator at the Granada Theatre, for permission to join the receivers as defendants in a suit against the St. Louis Amusement Co. for back salary.

### Local No. 143 Names Its New Officers

ST. LOUIS—New officers of the Motion Picture Operators Union, Local No. 143, are Robert Thomsen, president; William Robinson, vice-president; O. H. Myers, secretary-treasurer; E. D. James, recording secretary; Julian Anthony, sergeant-at-arms, and George Hess, L. C. Chambers and Homer Tong, trustees.

Terms of the present officers will end Dec. 31, 1940, or until the receivers, J. A. McKeown and William M. Brandt, are discharged by Circuit Judge Ernest F. Oakley, responsible for the ouster of John P. Nick and Clyde A. Weston, former officials of Local No. 143.

## *St. Louis NTS Sales*

ST. LOUIS—Recent sales completed by the local headquarters of National Theatre Supply Co., included new sound systems to the Princess Theatre, St. Louis, and the new Laclede here, which will open soon; sound system to the new Frisina house in Greenville, Ill.; a sound system to the Roxy, Springfield, Ill., another Frisina house; carpets to the Mikado and Union theatres here, both St. Louis Amusement Co. units; and new lamps to the Ambassador Theatre and the Florissant airdome here.

## *Extend Sales Tax*

JEFFERSON CITY—The state legislature has passed the bill to extend the Missouri two per cent sales tax law's expiration date to Dec. 31, 1941. As finally passed by the upper house of the legislature, the bill provides for only minor administrative changes from the present tax law, which has been returning $22,000,000 per year.

# Price Bars American Pictures in Soviet

CHICAGO—American pictures are finding more favor with Soviet film officials and "if the right prices can be quoted by your companies" more Hollywood product will be shown in Russia, in the opinion of Dmitry Vassiliev, president of Amkino Pictures Corp., who was here conferring with Irving Franklin, midwest manager for Amkino.

Vassiliev said "high prices the U. S. companies are asking is the only thing that is deterring us in Russia from showing more of your pictures." He added: Charlie Chaplin's "Modern Times" and "City Lights" were well received throughout Russia, as well as Walt Disney's shorts. However, in the last three years, the Soviet officials haven't been able to get together on price with Disney, he said.

With Vassiliev was Nicola Napoli, treasurer of Amkino, who said Russian product is getting more and more general playing time in this country, with "Professor Mamlock," an indictment of Nazi Germany, being shown over the Paramount circuit in New England and Skouras houses in the west.

The current Amkino anti-Nazi film, "The Oppenheim Family," is getting similar playing time, with the only censorship trouble, thus far, having been in Chicago. More than 100 houses play Russian product in New York and ten are regular accounts in the Windy City. Other recent product which received wide playing time were "Alexander Nevsky" and "Concentration Camp."

Vassiliev said Russia produces about 60 features annually. Moscow is the center of production, although there are about six other widely scattered production plants in the Soviet.

Two promising pictures from Russia next season will be Sergei Eisenstein's "Frunze," and Alexander Dovjenko's "Schorrs," both stories of Russian revolution heroes.

## *Co-op Ad on Anniversary An Effective Promotion*

MILWAUKEE—Harry MacDonald, manager of the Warner Theatre here, sold a full-page cooperative ad to local merchants on the eighth anniversary of the theatre's opening, with three-fourths of the space going to play up the feature attraction, "Juarez." So effective was the promotion that it was necessary to hold over the picture an added week.

In addition, the *Milwaukee Sentinel*, in which the ad was published, ran nearly a full page on the anniversary of the theatre, featuring photographs of the three Warner brothers. The paper also distributed copies of the edition with page-one imprints in red: "Warner's Anniversary Special, Paul Muni, Bette Davis in 'Juarez.'"

### Smith Opens in Francesville

FRANCESVILLE, IND.—The new Devon Theatre has been opened here by Ernest E. Smith, who is managing the house himself. The new theatre seats about 400.

# MILWAUKEE

JOSEPH ROSENFIELD, manager of Warner-Saxe's Modjeska Theatre, has been named a publicity director in connection with the Mitchell St. Advancement Ass'n's part in the Milwaukee midsummer festival.

*Two boys were taken to the detention home for stealing six rolls of advertising films from Fox's Jackson Theatre. A patrolman caught the lads burning a strip of the film in an alley.*

Harold P. Brown, publicity man for the Riverside Theatre, spoke on "The Vaudeville Stage-Past, Present and Future," at a meeting of the Civitan Club.

*Jessica Dragonette in town last week to sing at Washington Park where she attracted some 30,000 persons, indicated she is giving some thought to singing the role of Melanie in the film version of Noel Coward's "Conversation Piece."*

Fox's Venetian, north side neighborhood house, is advertising Pontiac nights Thursdays and Fridays with the winner permitted a choice of the automobile or $600 in cash.

*The Alhambra, downtown house which reopened early in April, definitely has folded.*

Fox annexes E. F. Maertz's Zenith, north side neighborhood house, July 1, when Maertz will resign as prexy of the Independent Theatres Protective Ass'n of Wisconsin, but will continue as business manager of the organization. This latest annexation leaves the independents with about 20 of the 70 odd houses in the county.

*Mayor Herman C. Runge extended his felicitations last week to Warner Bros. upon its ninth anniversary in Sheboygan.*

The Rex at Oshkosh has closed for remodeling. The installation of a new cooling system is planned.

*Robert C. Van Dyke, whose father operates the Vaudette Theatre at Kaukauna, was married last week to Miss Gertrude Micke. The groom is employed at the theatre.*

Joseph M. Hiebel, 20, an employe of the Appleton Theatre, died last week at his home in that city. He is survived by his parents, a brother, two sisters and his grandparents.

*Fox's Wisconsin, Palace and Strand theatres, first-run houses, have dropped their base admission price from 35 to 25 cents. New policy provides for 25-cent admission to 1 p. m., 35 cents to 6 p. m. and 50 cents thereafter. Previous policy provided for only the 35 and 50-cent brackets.*

## *Colvin Transferred*

CRAWFORDSVILLE, IND.—H. A. Colvin, formerly at the Von Dee Theatre in Seymour for the Vonderschmitt circuit, has been transferred here to serve as assistant manager of the Strand and Vanity. Colvin replaces David Martin, who recently resigned. Bob Owens has been assigned as manager of the Von Dee at Seymour.

# Wisconsin Trade Fells Gross Tax Proposal

MILWAUKEE—The cooperation of the industry in Wisconsin in its fight against a proposed three per cent admission tax was regarded as successful with the introduction of a new measure in the state assembly which eliminates the theatre tax.

The substitute measure reduces the administration's revenue bill from $27,500,000 to $26,000,000 and makes up the difference lost by the elimination of the features found in the original measure by theatre tax and several other sales tax highway diversion.

This plan was strongly advocated by E. F. Maertz, president of the Independent Theatres Protective Ass'n of Wisconsin, when he appeared June 21 before the legislative joint finance committee to protest the original bill.

Others appearing against the bill included William H. Cooper, Milwaukee, business agent, Building Service Employee's International Union, Local 150, AFL; Anthony Thenee, Milwaukee, representing state legit theatres; J. B. Schuyler, Milwaukee, National Theatre Supply Co., representing supply dealers; Edward Lurie, Milwaukee, Film Service, Inc.; William L. Ainsworth, Fond du Lac, exhibitor; Mrs. L. B. Porter, Milwaukee, chairman, Milwaukee Better Films council; Edward Brown, Milwaukee, State Conference of Electrical Workers, and F. J. McWilliams, Portage exhibitor.

McWilliams testified before the committee that his average profit during the past four years was 2.4 per cent, and that a 3 per cent gross tax would leave him in the "red."

## *Former Son-in-Law Files Suit on Vonderschmitts*

BLOOMINGTON, IND.—Harry Vonderschmitt, operator of motion picture theatres in Bedford, Bloomington, Crawfordsville, Greencastle, Noblesville and Seymour and his wife, Nova Vonderschmitt, are made defendants in a $50,000 slander suit filed in Monroe circuit court by Robert C. Smith, their former son-in-law.

Smith, son of Dr. Rodney Smith, of this city, married Thelma Vonderschmitt in 1934. The couple was divorced in Hamilton county some time later and Mrs. Smith received custody of their daughter, Barbara Lee Smith. Smith charges in his complaint that the Vonderschmitts have defamed his character. He says he is unable to find employment because of alleged slander and that his name and character have been defiled.

## *New Mt. Morris Ordinance Curbs Theatre Building*

MT. MORRIS, ILL.—A theatre ordinance has been passed here restricting the licensing and building of new theatres. The bill includes certain restrictions as to fireproof, etc., and requires the building cost no less than $40,000.

# ST. LOUIS

AN ELECTRIC room cooler that cost approximately $300 has been purchased by distributors and film salesmen and employes on Filmrow last week and will be presented to the Variety Club for the use of its members and others after its use has been completed for Dick Rosebaum, salesman for Paramount, who is seriously ill at his home. Chief Barker Ansell of the Variety Club, in accepting the gift, said it will be kept in the club's rooms at the Roosevelt Hotel and will be available at any time. The club will pay service charges on the machine and also for excessive electricity if the beneficiary desires.

*Start of second season of Civic Theatre, Inc., in St. Louis county was delayed 24 hours by heavy downpour that damaged scenery. Season started Wednesday, June 21, with "Call It a Day."*

Second show to be presented by the Town Square Theatre, summer organization, will be "The Merchant of Yonkers" on July 21. Theatre is located on the roof of the west end office building.

*State's Attorney Louis Zerweck of Belleville, Ill., near here, threatened raids after announcement had been made that "The Treasure Chest," a public lotto game held in Belleville would reopen. The place was darkened several months ago when complaints of gambling were made.*

Bob Taylor, Monogram manager, spent several days in the territory, including a trip to Cairo, Ill., and Paducah, Ky., and other Ohio River ports . . . Out-of-towners along the Row included John Rees, Wellsville, Mo.; Robert Cluster, Salem, Ill.; Noah Bloomer, Belleville, Ill., and Walter Light, Chester, Ill.

*The local Republic exchange is being modernized. When the painters finish their work on the walls and partitions, new flooring and desks are to be installed. Barney Rosenthal and Nat Steinberg, heads of the exchange, expect to have everything in tip-top shape in another week.*

Dick Lovein, who handles "Lone Ranger" and Dick Tracy novelties, is stopping at the Melbourne Hotel several days . . . The wedding of Charlotte S'Renco, daughter of Ruby S'Renco, head of the S'Renco Screening Room, to Joe Katz at the Congress Hotel, was one of the real events of the local film colony's social season. The ceremony was performed by Rabbi Samuel Thurman of the United Hebrew Congregation. Some 200 relatives and friends attended.

*Lester Levy, Monogram salesman, has gone to New York for a vacation. He plans to visit with a sister and will also take in the World's Fair . . . L. Melton hopes to have his new theatre in Hull, Ill., opened early in July. It will have 310 seats.*

"Man of Conquest," the Republic feature starring Richard Dix, was given a fine exploitation push when it played day and date at Noah Bloomer's Rex and Ritz theatres in Belleville, Ill. . . . C. D. Hill of Columbia was out in the territory several days.

*Russell Mortensen, Columbia salesman, is sporting a new Nash two-door sedan . . . Russell Armentrout, Barry, Ill., visited.*

## Passing of Summer Airdomes Recalled

ST. LOUIS—The continued financial success of the St. Louis Municipal Opera, which is now conducting its 21st season in the Municipal Theatre in Forest Park, serves to emphasize the passing of what was essentially a St. Louis institution—namely the summer airdome, or, as the modern phrase has it, the skydome.

As its name implies, the airdome or skydome has no covering other than the sky and is entirely open except for the enclosing fences, entrance gates and the like.

Prior to the advent of sound pictures, St. Louis in the summer time operated more airdomes than regular motion picture theatres. Except for the big downtown and Grand Blvd. first run houses, practically every theatre in St. Louis and St. Louis county had its airdome auxiliary. In most instances these were operated right alongside the regular theatre, on an adjoining lot, so that in the event of rain or unexpected cool weather the management would conduct that evening's show in the regular theatre.

In the old days these airdomes provided more seats for motion picture patrons than the regular theatres they replaced. At the peak of the airdome popularity there were about 60 to 70 of them in St. Louis and St. Louis county. But the situation is entirely changed today. At present, the only airdomes, or skydomes, in operation in this section are: The Arcade, 4050 West Pine Blvd.; Armo, 3200 Morganford Road; McNair and Pestalozzi Airdome, McNair and Pestalozzi St.; Princess Theatre airdome, 2841 Pestalozzi St.; the Fairy, 5640 Easton Ave.; Queens, Euclid Ave. and Maffitt; Pauline, Lillian and Claxton; and the Florissant Ave., all in St. Louis, and the Powhattan, 3111 Sutton Ave., Maplewood, Mo.; the Kirkwood, Kirkwood, Mo., and the Ozark Airdome, Webster Groves, Mo.

In the early days, the sound equipment was not sufficiently efficient to compete successfully with street noises. That situation, coupled with the development of air-conditioning systems, explains the drop in the number of airdomes in this section.

## *Personnel Shifts Made By Frisina Amusement*

SPRINGFIELD, ILL.—The Frisina Amusement Co. announces a series of personnel changes.

Randolph Pedrucci, manager of the Shelbyville, Ill., theatre, has been transferred to the central office in the Roxy Theatre Bldg. here to assist as company booker under William Feldstein.

Charles Bennati, theatre manager in Gillespie, Ill., moves to Shelbyville to fill the spot vacated by Pedrucci. Pio Pedrucci, assistant manager of the Ritz in St. Charles, Mo., shifts to Gillespie, and Anthony Colvi, assistant manager of the Ritz at Litchfield, Ill., is now at the Ritz, St. Charles.

# RACINE

LEN S. BROWN, manager of the Mainstreet, and Mrs. Brown are enjoying an extended motor trip through the west. They spent some time in Yellowstone and at Catalina and expect to visit studios in Hollywood before returning home. In Mr. Brown's absence, William Marshall, former exchange worker and theatre operator in Chicago, is acting as manager.

*William Exton, manager of the Kenosha Theatre, as well as of other Standard houses, has resigned and completed his Kenosha management on June 24 with a special midnight stage show. Following the show, a group of theatre men and their wives from Racine and Kenosha attended an informal party at the Exton home.*

The theatre, newspaper, and radio were represented among Racine guests at the Jack Benny premiere and broadcast in Waukegan last Sunday. Arrangements were made for a number of pictures of the stars in the film with Miss Dorothy Lawton, *Journal-Times* theatre editor, to be used in publicity promotion for the film which opened at the Venetian.

*An August date has been set for the reopening of the Rex Theatre, which has been closed for several weeks.*

Harvey Kny, former Rialto manager, has been advanced to the managership of Warner's Venetian, succeeding Don Nichols, who has gone to an eastern house. Replacing Kny at the Rialto is Stanley Lambert, former Chicago manager. As his first promotion, Kny arranged a premiere performance of "Juarez." Patrons were interviewed by a radio commentator as they entered the theatre for the evening's one showing of the film.

*Gene Austin's Star-o-Rama played on the Racine lot on Wednesday.*

## *Larger Number of Films Get "Adult" Rating*

CHICAGO—An unusually large number of adult only pictures were included in the June listing of the Better Films Council of Chicago.

They are: "Alexander Nevsky," Amkino; "Blackwell's Island," WB; "For Love or Money," Univ.; "The Gorilla," 20th-Fox; "Never Say Die," Para.; and "They Made Her a Spy," RKO.

The family pictures include: "Ballerina," French; "East Side of Heaven" and "The Mikado," Univ.; "Young Mr. Lincoln," 20th-Fox; and "Man of Conquest," Rep.

The adult and young adult group includes: "Bridal Suite," "It's a Wonderful World," and "Sergeant Madden," M-G-M; "Confessions of a Nazi Spy," WB; "Disbarred," ". . . one-third of a nation . . .," "King of China Town" and the reissue of "The Eagle and the Hawk," Para.; and "Mr. Moto on Danger Island," 20th-Fox.

### Change at Geneva

GENEVA, ILL.—Tom Valas has taken over the Fargo Theatre. Until it was closed recently, the house was operated by W. Lekanter.

## Music Hall in New York To Feature "Dr. I. Q."

CHICAGO—"Dr. I. Q." the question-and-answer program of Mars Candy Co., which has been presented from theatres ever since it was inaugurated as a Monday night network feature, leaves the Chicago Theatre here late in August, after a three-month run, to open at the Radio City Music Hall in New York on Monday night, August 28.

The program, during which the audience in the theatre has the opportunity of winning $200 by answering questions over the air, has been pulling exceptionally well on otherwise dull Monday nights ever since it began in May at the ace B&K loop house.

The feature started in Atlanta over a few stations, was enlarged to several more when it came into the Chicago Theatre and will go out over 64 stations when it opens in Radio City.

## Television Tests Being Continued in Chicago

CHICAGO—So interested is the Chicago public in watching the television tests at the Marshall Field store here, that the company is continuing them until July 3. The store has taken options on the show for purchase or for additional showings beyond that date.

The tests consist of action televising in one section of the store and reception in another, with about 7,500 persons watching them daily.

## Postpone Clyde Eckhardt Testimonial to July 24

CHICAGO—Date for the Clyde Eckhardt testimonial dinner has been set back a week to July 24. This was necessary due to the fact that the new 20th Century-Fox exchange building will not be ready when originally scheduled.

Definite arrangements for the dinner will take shape within the next few days.

## Mrs. V. F. O'Toole

MILWAUKEE—Mrs. Vee F. O'Toole, 48, widow of Jack O'Toole, former manager of Superior Pictures here, succumbed June 22 of a heart attack. Mr. O'Toole died about two months ago in the west where he had gone for his health. Mrs. O'Toole returned to Milwaukee to make her residence following her husband's death. She is survived by her mother and two brothers.

## Change at Winslow

WINSLOW, IND.—Mrs. Rose E. Eskind and her son, Irving Eskind, have taken over the Star Theatre here, from the firm of McCord and Kemp, who operated the house for the last eight years.

## Renovation Ahead

CRAWFORDSVILLE, IND.—Work should be completed shortly on the renovating of the front of the Strand Theatre here, part of the Vonderschmitt circuit. The front is being refinished with a veneer of glass.

## INDIANAPOLIS

(Continued from page 34)

*his son. Will jr. is a student at the Yale School of Law. The couple will be at home in New Haven, Conn., after September 1.*

Smith & Hart of Auburn, Ind., operators of the Court and Smart theatres there, and the Royal Theatre in Garrett, operated by Smith, Hart & Kalafat have recently changed ownership arrangements. H. E. Hart has purchased the Auburn leases of Smith and also Smith's interest in the Royal at Garrett.

*Joe Brokaw, operator of the Brokaw Theatre at Angola, Ind., has completed installation of a new air conditioning system.*

D. G. Steinkamp, son-in-law of T. N. Luckett, operator of the Dream Theatre in French Lick; Austin Theatre in Austin; Indiana Theatre at Scottsburg; and the Strand at Paoli, has taken over the English Theatre at English, Ind., from Hammond Bros. Steinkamp has been managing the Strand Theatre at Paoli. The theatre has been reseated and renovated.

*Johnnie Davis, native Hoosier orchestra leader and star of several motion pictures, found a laudatory letter from Gov. M. Clifford Townsend among the greetings which awaited him before his first appearance on the Lyric stage, Indianapolis. Davis, who was born in Brazil, is married to the daughter of Ross Garver, well-known exhibitor at Terre Haute, Ind. For several years before going to Hollywood, Davis was a member of Fred Waring's orchestra.*

Five former *Indianapolis News* carriers, now successful business men, were hosts to 14 *News* carriers at a theatre party at Loew's Theatre where the group saw "Goodbye, Mr. Chips."

*The Oriental has added the winners of the William H. Block Co. Scholarship hour radio program, a trio of vocalists, to their World Fair Talent Revue. The revues are also appearing at the St. Clair, Uptown and Ritz theatres.*

N. C. Weinberg, originator of the Jitterbug Contests being held in local theatres, is now conducting contests in other cities. Winners will compete from time to time whenever challenges are made. Harry Van Noy of the Paramount at Anderson not only is doing good business with his Jitterbugs, but is also having a barrel of fun.

### Rushes Work in Carmi

CARMI, ILL.—Frank Barnes is pushing construction of his new 770-seat theatre here. The equipment, purchased from the National Theatre Supply Co., St. Louis, includes projectors and sound, carpets and chairs.

### Louisville Opening Soon

LOUISVILLE, ILL.—Work on the new Louise Theatre is progressing rapidly and the house is expected to be opened within the next few weeks.

## Chicago White Sox Start Night Games in August

CHICAGO—That "bugaboo" Chicago exhibitors have been fearing would encroach upon the Windy City—night baseball—will become a reality in August.

J. Louis Comiskey, president of the Chicago American League baseball team, the White Sox, has announced plans for offering Chicagoans their first night baseball next month. Work has started on construction of lighting equipment at a cost of approximately $100,000.

With the coming of night baseball—the Cubs are expected to announce it for next season—exhibitors will find another summer deterrent facing them. In Cincinnati, Brooklyn and Philadelphia, where night baseball is played, huge crowds have attended thus far this season.

Besides night major league baseball, there are already night semi-pro and amateur softball games being played all over Chicago. From 2,500 to 5,000 persons gather in these softball parks four and five nights a week to watch neighborhood teams play. And there are scores of these teams in Chicago. In addition, there are innumerable twilight league softball games played weekly.

Twilight horse racing appears to be headed, too, for Chicago, as another deterrent to theatre business.

Word is that Washington Park, which opens here July 31, will probably offer the new innovation of twilight racing to turf fans here. Additionally, the track will offer its patrons handicapping contest again this year.

## Filmrow Clubs' Contest Draws Big Audience

CHICAGO—Over 200 attended the "true-and-false" contest between the picked teams of the Bookers' Club and Women's Filmrow Club at the Congress Hotel. Dick Sachsel officiated as the conductor of the contest.

Feature of the evening was the appearance of Lew Valentine, the "Dr. I. Q." of the Milky Way network radio show, which emanates every Monday night from the Chicago Theatre. He gave as prizes Milky Way candy bars.

## SPR'GFIELD

MRS. DOMINIC FRISINA, wife of the head of the Frisina organization, and daughter, Rose Marie, are spending two or three weeks on the west coast.

*The congenial booking manager of Metro at St. Louis, Jack Quinn, paid a social call to the Frisina offices . . . B. B. Rheingold, St. Louis, booking manager for 20th Century-Fox, spent the weekend in Springfield and completed 39 or 40 contracts with the Frisina chain.*

Max Tschauder, manager of the Frisina-Roxy Theatre here, had quite a tieup with local station WCBS and put on a highly successful laugh contest as a build-up for the "Kid From Kokomo."

# INFORMATION BUREAU

**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

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MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
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MT497 Sound truck P. A. systems
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MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
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MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

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MT579 Paint, screen
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MT582 Polish, metal
MT583 Polish, furniture
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MT585 Fire extinguishers
MT586 Ladders, safety
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MT588 Screen cleaning tools
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MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
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MT596 Lamps, suprex type
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MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

## SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
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MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

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MT663 Amplifiers
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MT665 Speakers
MT666 Rectifiers
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MT670 Tubes, rectifier
MT671 Exciter lamps
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MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

## STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, viterous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

## MISCELLANEOUS

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# Northwest Allied's Status a Dilemma

MINNEAPOLIS—Status of Northwest Allied States and its annual convention scheduled for July 11 are more uncertain than ever as a result of recent developments.

Although the convention date is a little more than a week away, no notices of it have gone out, apparently no efforts have been made to enlist the attendance of independents throughout the territory and nobody seemingly is going ahead with arrangements.

Moreover, Northwest Allied is without any president now. W. A. Steffes says that his term expired and he no longer considers himself as the head. Consequently, he hasn't been taking the initiative in the matter of convention preparations, etc.

There has been some doubt this week whether there'd be any convention and whether the organization would continue in existence. However, some of the more important Twin City members assert absolutely there'll be a convention and the body will not be permitted to die.

These owners of circuits and larger theatres declare it is absolutely essential that the territory's independents have an organization. Some of them are hopeful that Steffes can be induced to reconsider his determination to refuse re-election. Others believe that some other capable, aggressive leader can be found.

In the meanwhile, Sol Lebedoff, local independent who is opposing Steffes and has been threatening to form another organization, has been remaining silent. It is understood he's awaiting the outcome of the July 11 convention before formulating any definite plans.

## Product-Buying Stepped Up in Minny Territory

MINNEAPOLIS—Since the failure of Allied States to carry out its pre-national convention promises to take steps to or initiate a fight to get film prices lowered, buying of new-season product in the territory has stepped up, according to branch managers.

Some of the exhibitors had been holding off buying in the belief that wheels would be set in motion to obtain a reduction of picture costs. But the subject wasn't even mentioned at the convention, although theatre owners assert it's their most vital problem.

Now the trade generally is reconciled to the oft-stated view that film buying is each exhibitor's individual battle, is a matter for negotiation and each situation calls for different treatment, according to exchange heads.

Practically all of the exchanges claim that their business is ahead of the corresponding period a year ago. Despite current tough business conditions, there is considerable optimism among the trade because of favorable crop conditions, it's asserted.

# Code Discussional Meeting Is Called for Omaha Territory

### And Robert Taylor's Hometown, Too!

**Beatrice, Neb.—Though a town of 10,000, this is still a shut-Sunday spot. One theatre gives books away as a ticket incentive, another bills Caliente Ware above two features, and the third sells two tickets for 15 cents. It's Robert Taylor's hometown, too!**

## Beatrice, Neb., Prepares Sixth Sunday Show Try

LINCOLN—The last town of size, Beatrice, Neb. (Pop. 10,000), denying seven-day theatre operation with blue laws, will make its sixth attempt in ten years to gain open Sundays at the general election this fall.

The last vote, a special election, saw the proposal to allow Sunday amusements defeated by a 13 vote margin.

Drive has been initiated and carried on by the Foxwesco interests, who lately have caught the eye of Beatrice business men who have become aware that a great deal of weekend trade slips away from the town —other than from the theatres.

Pins for the drive are being set up by Charles Morehead, the Fox city manager in Beatrice, and will be carried on by his successor in the town after July 15.

## Goldhammer's Promotion Ups Others at RKO

MINNEAPOLIS—With the promotion of L. E. Goldhammer from local RKO branch manager to district manager, sharing Walter Branson's district, Fay Dressell, formerly city salesman here, has been installed as branch manager, being transferred from Omaha where he occupied a similar RKO post.

Russell Egner, RKO city salesman here, has been advanced to Omaha branch manager to succeed Dressell. Joseph Loeffler comes from Chicago to replace Egner. Goldhammer will continue to make his headquarters here.

## Tornado Site Competes

MINNEAPOLIS—Twin City theatres found the tornado area of Anoka, Minn., local suburb, tough opposition last Sunday. For the first time since the disastrous storm of a week ago, when nine people were killed, visitors were permitted. Newspapers estimated that 20,000 automobiles and 100,000 people were attracted.

## Carr Promoted

MINNEAPOLIS—A. Selby Carr has been promoted from ad sales manager to office manager at Paramount. No appointment of ad sales manager has been made yet.

OMAHA—A meeting of all independent exhibitors in the Omaha distribution area to discuss the proposed trade practice code has been called for July 11 and 12 at the Hotel Loyal in Omaha.

Charles E. Williams, president of the MPTO of Nebraska and Western Iowa, announced the meeting but emphasized it would be a gathering of all independents rather than a meeting of the MPTO membership. Williams probably will preside at the affair, at least long enough to get it under way.

Three pertinent questions headed the notice sent to all independents in the Omaha trade territory:

"Do you want arbitration? Do you want a greater elimination feature in your picture contracts? Do you want to be relieved from being compelled to buy shorts, newsreels, etc.?" The announcement then goes on to point out that practically all independent exhibitors in the nation are holding meetings to discuss the proposed code.

"Every independent in this territory should attend this meeting and feel entitled to express his own opinion on the code," declared Williams in an interview by BOXOFFICE. "This is certainly an important question affecting the future of the industry, especially for the small exhibitor."

**An "Individual" Proposition**

Williams said he believes the trade practice code is an "individual proposition," regardless of any action already taken or yet to be taken by exhibitor organizations. Williams declared he thought "it is up to each exhibitor to sign or reject this code, depending on his personal opinion."

"While we have no controversy with Allied, I think you'll find that many members of the Allied group will sign the code because they believe it is for the best interest of the independent exhibitor," he asserted. "And the individual exhibitor will accept or reject as he sees fit, regardless of what the Allied board says."

Features of the code will be explained and then discussed at the meeting. Williams said he believed the group would take definite action on the code at that time. Personally, he feels that it should be accepted.

"This trade practice code may not be exactly what the small independent wants, but to my mind it is certainly a step in the right direction," he told BOXOFFICE. "An arbitration board is something I've worked and fought for for years. Any kind of an arbitration or conciliation board is better than none at all."

"After an arbitration board has started functioning, there will be lots of cases that will be settled between the exhibitor and distributor, because each will know and understand his position."

Williams said a buying pool proposal might be discussed at the two-day meeting.

### Wanger Assigns White

HOLLYWOOD—Walter Wanger has signed Robertson White to script "World Cruise." Tay Garnett directs.

# MINNEAPOLIS

BOB HOPE, Paramount star, who appeared in person at the Orpheum here the past week, won innumerable friends both in and out of the theatre by his graciousness. His sensational rise to screen and radio popularity apparently hasn't turned his head in the slightest and he impressed everybody with whom he came into contact as "one swell guy." Incidentally, the Mort H. Singer house did a terrific business with him, despite generally depressed conditions and extreme heat, making Manager Bill Sears mighty happy.

*W. A. Steffes missed his first heavyweight pugilistic championship bout in years this week—the Louis-Galento fray. The fight just didn't appeal to Al and he says he wouldn't have gone to see it even though he had been in New York. In fact, business may take him to the big town within the next few days—he even may be there by the time this appears in print—but the battle couldn't arouse enough interest in Al to get him to depart the necessary few days ahead of time. None of the local film contingent took in the scrap—which is quite unusual.*

Stepin Fetchit of the films is working out of Minneapolis, playing personal appearance engagements in the territory's smaller towns. Whenever possible, he returns every night to Minneapolis, frequently driving a distance of 200 miles after his last show . . . Out-of-town exhibitors visiting Filmrow included Ben Ashe, Fergus Falls, Minn.; E. A. Malone, Hammond, Wis.; Don Buckley, Redwood Falls, Minn., and Jack Heywood, New Richmond, Wis.

*Eddie Stoller, United Artists office manager, vacationing in northern Minnesota . . . J. W. MacFarland, National Screen branch manager, spending his vacation in two places—at his office desk and at Minnesota lakes—dividing his time between them. He's one of Filmrow's champion fishermen and again this season proving his right to that title . . . Harry Sherman in town again to handle the Louis-Galento fight films . . . Ruben Aved, United Artists shipping clerk, to Hackensack, Minn., to hibernate for a fortnight . . . Nat Kalsheim of the William Morris booking office, New York, here to catch the Bob Hope show.*

Cerna Martin of the Columbia office staff still raving about that visit to Winnipeg when she saw the British king and queen . . . Newspaper teaser ads—large display ones—for "Mr. Chips" are running five weeks in advance of the film's engagement at the State here and Paramount, St. Paul, July 7. Theatres also are running its trailers. Smash business is anticipated for this one . . . "Hy" Chapman, Columbia branch manager, visiting northern Minnesota accounts.

*Banners adorning the walls greet visitors to Warner Bros. proclaiming that August is "Bookers' Month" . . . Joe Fieldman, Universal southern Minnesota salesman, has resigned. Sylvan Leff, who has been covering South Dakota, takes over Fieldman's territory. Leff's successor hasn't been appointed yet by Harold B. Johnson, exchange manager.*

Roy Schlentz, Gopher Theatre manager, visiting his mother in Fort Worth, Tex. . . . Rudy Vallee penciled into the Orpheum here the week of August 4. Paul Whiteman and his 38-piece orchestra comes into the same showhouse the week of August 21 . . . Most of the conversation of Joe Podoloff, 20th-Fox branch manager, these days concerns the forthcoming "Second Fiddle." The first evening radio program of the Magic Key this week—a full hour—was entirely devoted to it, with South America, London, New York, Hollywood and Oslo, Norway (where Sonja Henie is vacationing), being heard from.

*Paul Lundquist, head 20th-Fox booker, spending his time tearing up golf courses these days—he's on vacation. Paul is getting in trim for the Twin City Variety club golf tournament next month . . . The many friends of the likeable Fred Finnegan, formerly head booker and office manager at Universal, will be glad to learn that he's fully recovered from his long illness and is very much up and about again . . . H. C. Wilson, 20th-Fox home-office traveling auditor, a visitor . . . Florence Stoller, 20th-Fox contract clerk, became a missus this week. After her honeymoon she'll return to the job.*

This is vacation time at 20th-Fox and no kidding. Among those who are taking fortnight rests are Bill Clayson, ad sales manager, who's in Chicago, and Emily Murphy and Josephine Menke who have gone to the New York World's Fair—and who maybe won't rest so much . . . Wives of two Twin City Variety club members, Ben Friedman and Sam Maslon, participated in Trans-Mississippi golf tournament which drew best talent from entire midwest . . . Waitress at Red Feather night club here is dead ringer for Alice Faye . . . Fawcett's famous Breezy Point resort, rendezvous for many film people, open for season and will continue through Labor Day . . . Bill Grant, Warner's city salesman, recovering from a major operation.

# Product Inadequacy New Minnesota Bar

MINNEAPOLIS—Planned reopening of the 4,200-seat Minnesota Theatre in the fall by the building's owners with Gordon Greene as manager is reported to have encountered further obstacles.

Greene is said to have been unable as yet to line up sufficient film product to warrant the theatre's reopening. Furthermore, enough pictures aren't likely to be in sight, according to the trade.

Local independent exchanges have only a comparatively small number of unplayed pictures on hand—far from enough to keep the Minnesota going any length of time. Other product is unavailable and will remain so.

However, Greene continues to insist that, regardless of present difficulties, the theatre will reopen. The reopening now is set for September and the expected policy will be stage shows and pictures.

# Variety Clubs Honor Father Flanagan

OMAHA—Variety Clubs of America honored Msgr. Edward J. Flanagan of Boys Town, Neb., here by presenting to him the club's 1938 humanitarian award. The film industry was well represented at the affair, attended by more than 300 persons.

John H. Harris of Pittsburgh, national chief barker, made the presentation. The organization also presented an honorary membership to Father Flanagan.

John B. Kennedy, newsreel and radio commentator, was principal speaker at the event. Edward Shafton, Omaha Tent secretary, presided as toastmaster.

Boys Town, located 11 miles west of Omaha, was the subject of a picture filmed last year by Metro. Father Flanagan founded and operates the boys' home, which functions as a model city with its own mayor, council, police force and post-office.

Radio station WOW, Omaha, was the outlet for a national chain broadcasting the activities. Omaha business leaders and civic bigwigs attended the dinner and presentation.

Representatives of the industry included: Robert J. O'Donnell, Dallas, Variety Club national chairman; Duke Clark, Cleveland, first assistant chief barker; Jake Lutzer, Dallas, Interstate Theatres; A. H. Blank, Des Moines, president of Tri-States Theatres.

Harris P. Wolfberg, Metro division chief, headed a delegation from Kansas City: R. R. Biechele, George and A. F. Baker, Reube Finkelstein, C. E. Esterley, Jack Shriner, Sam Abend, Frank Hensler, H. P. Wolfberg, Pete Dana, Homer Blackwell, Jack Gregory, George Harttmann, Charles Gregory, Doug Desch, and Father Brooks Hale, chaplain of the Kansas City Variety Club.

Other out-of-town guests included: Joe Cooper, Lincoln, J. H. Cooper Enterprises; Lou Levy, Des Moines, Grand National exchange boss; Ben Harding and Earl Kerr, Council Bluffs, Ia.; Bob Huffman, Lincoln; M. Biemond, Ord, Neb.

Harry J. Shumow, chief barker of the Omaha Tent and M-G-M manager, and Joe Jacobs, advertising man, headed the committee on arrangements. They were assisted by Evert R. Cummings, Tri-States district chief; Jack Epstein, Epstein Theatres; Leon Dizon, Warner salesman, and John J. Gillin, WOW general manager.

## *Leeves Reports Sales*

KANSAS CITY — The Central Theatre Equipment Co. has sold Western Electric sound equipment to the Fox Isis here, which will open early this fall; to the Fox Lincoln, Springfield, Ill., and to the Fox Liberty, Sedalia, Mo., according to E. C. Leeves, head of the company.

### LiBeau Home From L. A.

KANSAS CITY—R. C. LiBeau, Paramount district manager, returned home Wednesday evening from Los Angeles, where he had been confined in a hospital for two weeks with a broken arm.

# KANSAS CITY

THE Columbia Fun Club staged the most successful and effervescent picnic in its short and eventful history at Wildwood last Saturday p. m. The affair was characterized by Louise Williams, president of the Fun Club, as follows: "We did everything there was to do on a picnic and three other things." The event was in honor of Irving Altshuler, traveling auditor, who was leaving the exchange after several weeks. However, after the picnic, Altshuler wasn't able to leave and stayed over. One reason was that Zack Beiser induced him to ride to the picnic on a horse. Mrs. Bill Bradfield had to ride the horse back to its stable. So they dubbed Altshuler "the cowboy from Brooklyn."

*Lee Sproule, after a temporary absence from the exhibition scene for a few weeks, has taken back four of the houses he formerly operated: the Rex, Newton; Rialto, Marysville; Lincoln, Clay Center, and Ritz, Winfield, Kas.*

Harry Wheeler of Paramount likes the big outdoors well enough, but he's ready to testify that sunlight refracted from water is plenty hot. He was in the Ozarks over the weekend, fishing, and took his shoes off for greater comfort. Now he can hardly get his shoes on. His sunburned dogs really swelled.

*Box Office Builders of America is the title of the company with which Bert Edwards is associated, and which last week opened offices and display rooms at* 1820 *Wyandotte. Fred Martin is general manager for the U. S. The company sells "dividend night," the machines for which are manufactured in Kansas City.*

Where were all those girls in silk britches going Saturday afternoon? wonders Jim Foland of the Independent Theatre Supply.

*Visitors: F. L. Lisbona, Maitland, Mo.; Warren Webber, Ellinwood, Kas.; Charles Fisk, Butler, Mo.; T. S. Wilson, Excelsior Springs, Mo.; Shields Wilson, Camdenton, Mo.; George Nescher, Valley Falls, Kas.; Mr. and Mrs. Edwin Andrews, Tuscumbia, Mo.; J. E. Pennington, Topeka, Kas.; E. L. Llewelyn, Rosendale, Mo.; Breezy Hill, Dexter, Mo., where he is mayor; M. B. Pressley, Savannah, Mo., and family.*

Merchants of Holt, Mo., advertised last Sunday for someone to operate a theatre atre operation with blue laws, will make

*George Hinton, sales manager of Paramount, came to work Monday morning in white trousers, white shirt, and black bow tie—a perfectly respectable outfit of clothing. But that wag from Plattsburg, Tom Wilhoit, immediately posted a sign at the foot of the steps in the exchange: "George the Barbuer. Walk Up One Flight and Save a Dime." On Hinton's desk was the legend: "Are You Hinton For a Shave?"*

Margie Moore, daughter of Morrill Moore, manager of the Warwick and Madrid, now is working at Commonwealth Amusement Corp. for O. K. Mason.

*W. W. Woody Walker, formerly in the advertising department at Metro, has moved up to the booking division. Harlan Everett becomes ad sales manager. Whitey Cox, a new man, is the new third shipper, which completes the circle.*

Cle Bratton of Council Grove, Kas., came in for the trap shooting tournament the past week—and won one of the prizes.

*Loress Morgan, secretary to Jim Long at the Fox Plaza, is leaving July 5 for California, where, at Long Beach, she will marry Ivan Baker.*

On the Row: Bill Wagner, Beldorf, Independence, Kas.; Tom Edwards, Eldon, Mo.; Roy Dunnock, Atchison, Kas.; E. Van Hyning, Parsons, Kas.; Sam Sosna, Moberly, Mo.; H. Dula, Holyrood, Kas.; H. L. Hyde, Geneseo, Kas.; Glen Newbold, Yates Center, Kas.; Frank Anderson, Kirksville, Mo.

*Tom Wilhoit, Lyric, Plattsburg, Mo., recently tried out for the softball team sponsored by one of the local churches. He met all the player qualifications, but it was found he hadn't been to church enough lately.*

Benny Benjamin, district manager of Republic, was a visitor this week . . . Frank Anderson of Kirksville, Mo., this week left for a three-week vacation, destination unknown—even to Frank.

*Jim Weakley, Republic-Midwest booker, was confined to his home a couple of days this week due to sunburn.*

Charlie Palermo, veteran cashier at 20th-Fox, has returned from a vacation. Johnny Long, assistant ad sales manager at the same company, is taking the marriage vows this weekend with Miss Helen Stephan. Employes at the exchange are giving Johnny a big blowout.

*A young woman, in desperate need of a job, has asked this publication to assist her in contacting an organization wanting an efficient secretary or stenographer. She has had several years of business experience and has good references. For further details address Employment, care of* BOXOFFICE, 4804 *East 9th St.*


**Write Us Your AIR CONDITIONING Wants**
**Peterson "Freezem" Mfg. & Sales Co.**
**316 Southwest Blvd. Kansas City, Mo.**


## TRADE DIRECTORY

### *A HANDY GUIDE FOR THE EXHIBITOR*

### KANSAS CITY TERRITORY

#### EQUIPMENT AND SUPPLIES

**Peterson "Freezem" Mfg. & Sales Co.**
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

**A. A. Electric Machinery Co.**
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

**Central Theatre Equipment Company**
Western Electric - Mirrophonic Sound
Motiograph Projectors
E. C. Leeves, General Manager
130 W. 18th St. Tel. HArrison 3345

**Stebbins Theatre Equipment Co.**
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

**Southwest Theatre Equipment Co., Indp't**
**Wichita, Kas.**
C. D. Peck, Mgr. Phone 2-2153

#### EXHIBITOR ASSOCIATIONS

**Independent Theatre Owners Association**
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

**K. M. T. A.**
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

#### AIR CONDITIONING

**National Air Conditioning and**
**Engineering Corp.**
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

#### SOUND SERVICE

**K. C. SOUND SERVICE**
Syncrofilm Sound Equipment and Service
**1818 Wyandotte St.**
W. P. Humston HA 4783

#### SOUND ENGINEER

**ENGINEER C. R. BUTLER**
Sound System Installation and Service
**Midwest Service Corporation**
**2606 Monterey St.**
**St. Joseph, Mo.**
Phones 2-4012—2-4115
"Service As Near As Your Telephone"

#### SCREEN PUBLICITY

**Alexander Film Company**
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
**Phone: HIland 2694**

# Present Trailers as Civic Reform Aid

KANSAS CITY—At a midweek meeting at Variety Club, the motion picture industry of Kansas City approved a plan to aid in the movement to re-sell Kansas City after the political upheaval of recent months by showing a series of trailers.

The plan was first outlined at a meeting of the motion picture committee of the Forward Kansas City Movement, of which E. C. Rhoden of Fox Midwest Theatres, Inc., is chairman. It provides for a series of five trailers, of which ten prints each will be made by the United Film Ad Service at cost. There were no objections to the showing of the films by exhibitors. Theme of the trailers is indicated by such phrases as "What Helps Kansas City Helps You," and "Talk Kansas City Up, Not Down."

The "Forward Kansas City" name isn't mentioned in the trailers, and there is no other signature to identify them with any particular group or organization.

### Free Trailer Offer

Several independent houses were not represented at the meeting and Rhoden asked distributors to take the responsibility of getting the exhibitors to run the trailers. Those attending indicated that they would run them. Rhoden said that they particularly want the large downtown houses represented in the showing.

United Film Ad offered to make the trailers free, but the committee turned down the offer as an imposition on the company, so United will make them at cost. Fifty trailers of the type that will be made will cost around $108.

Frank Hensler of Metro suggested that the trailers should have an interesting background; one, for instance, might show the movement of wheat into Kansas City, one of the world's great wheat marketing centers. His idea was that the trailers should be interesting as possible in view of double bills and advertising already used by suburban houses.

W. H. Hendren jr., president of United Film Ad, said the company would make any sort of trailers exhibitors desired, but that tentatively they had planned to use still photographs as backgrounds: one of the Municipal Auditorium, for instance, for the trailer on Kansas City as a convention city. The trailer will have an animated title and a musical background. A photographic background of the city's skyline may be used for some of the trailers.

### Select Cole for Board

J. W. Perry, chairman of the Forward Kansas City committee, will take up with Mayor Bryce B. Smith the matter of having a member of the motion picture industry on the board of governors of the Municipal Auditorium. However, the committee felt that in case Perry and Mayor Smith asked for a recommendation, the committee should have a name to offer. The committee selected Arthur Cole of Paramount, and the meeting okayed the selection.

The motion picture industry, which normally has a hard time getting together on a common objective, is the only business in Kansas City which has come forward with a definite plan of constructive action to aid in the Forward Kansas City movement, according to Senn Lawler of Fox Midwest, who, with Jay Means of the Oak Park, presented the industry's plan to the public relations committee of the Forward group. Other businesses and industries represented there agreed that they should do something along the same lines; that laundries, department stores, etc., should promote the same theme as in the film trailers by package inserts.

Film Delivery will handle distribution of the trailer prints.

At the suggestion of Ben Achtenberg of the Regal, the motion picture committee headed by Rhoden will meet shortly to work out the details of forming a permanent motion picture committee to deal with problems affecting the general welfare of the industry. The committee will not be one to "correct the evils of the business," but will be ready to act in such matters as the Municipal Auditorium problem. The auditorium matter, Achtenberg pointed out, should have been taken up a year ago. The motion picture committee will work out by-laws for the committee, and other details, and will report back to the industry at another meeting soon.

AIR CONDITIONING
Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

## Wanted—A Solution For Bug Problem

**Lincoln—Nebraska exhibitors have joined the farmers in wailing about the ravages of grasshoppers and crickets. Recent plague of crickets has caused an exhibitor trouble which doesn't seem to have any sure-fire solution. Bugs get into the theatres, find themselves a place in the upholstering or behind the drapes, and then croak so loudly it interferes with the sound.**



## After 50 Years—

*Charles Prokop, above, has sold the Wahoo Theatre at Wahoo, Neb., to A. R. Miller of Audubon, Ia. After* 50 *years in various branches of show business, Prokop retires. He entered the motion picture phase in* 1909, *and has operated a theatre in Wahoo since* 1913.

## Kiva Opens and Liberty Shutters at Lincoln

LINCOLN — Simultaneous opening and closing, involving two Nebraska Theatres, Inc., houses, was made last Thursday here. Kiva, a 440-seater under shutters for the past eight months, was opened for a second-run summer policy, priced at 10-15-20 cents.

With start of business, the Liberty, a 1,000-seater which had been carrying that policy, was darkened for the summer. Switch was made to reduce seating, and because the Kiva is equipped with a better air-conditioning unit.

### Free Vaude at Auto Agency

MINNEAPOLIS—Local auto agency is putting on free vaudeville show in its salesrooms as a used car sales booster. Large crowds are being attracted.




## To New Quarters—

*Celebrating his* 15*th year in the air conditioning business, G. A. Peterson (in picture above at the service entrance of his new office and storeroom), head of Peterson "Freezem" Mfg. & Sales Co., is established in new quarters at* 316 *Southwest Blvd., in Kansas City.*

## Making Tips Pay

MINNEAPOLIS—Taking a page from the theatres and niteries, even the bootblacks here are going in for cash giveaways. One colored shoeshiner with a stand next to the Orpheum Theatre has a $10 jackpot "for any person who tips the amount of the winning number" concealed under a card in front of the establishment. Numbers run from 1 to 100, representing amounts from 1c to $1.00 that you must pay if you guess wrong. Number is changed after each guess.

# DES MOINES

WAUKEGAN, OH WAUKEGAN, on the shores of Lake Misheegan (apologies to Mary Livingston): Waukeganites are probably just waking up to what happened there June 25-6. We asked a khaki-clad state patrolman stationed outside the roped-in section in front of the Genesee Theatre when things were scheduled to happen around there and he said, "I dunno. What's goin' on around here today anyhow?" (No, he wasn't kidding!)

*The filling station attendant at Madison and Sheridan says that Waukegan wants to trade Jack Benny in on one Rochester and one Andy Devine, because Benny kept himself surrounded by big shots, while the latter two fraternized with the common folks on the street. But Benny looked regular enough when he wandered around the theatre before the premiere greeting old friends and emplanting a showmanlike kiss now and then. Mary Livingston reminded us of Tri-States' Dorothy Day, and blond Phil Harris resembled Central States' gorgeous Don West.*

Our duo seemed to be the only DM representatives at the "Man About Town" premiere, but we did see Omaha's inevitable Keith Wilson. He says, "Why so serious, Rene, are you sober?" As if we're one of those poor dubs who can't sparkle without a drink. Time prevented the genial Omaha critic from paying up those two he owes us, but we'll get him in DM at "Career." And drinks cost more in Iowa, Wilson!

*Strangest thing that with a wow of a broadcast like Jack Benny's and a truly hilarious picture like "Man About Town," the Waukegan affair was a bit flat. No spontaneity on the part of the natives. They didn't even sell souvenirs and the windows were almost void of decorations. Typical Waukegan—Clayton says to waitress in Hotel Waukegan dining room: "I'd like a pack of cigarettes, please." Says the waitress: "Well, the counter's right out there in the lobby!"*

Unpaid lost and found ad: Mitzi Lee left her jumping rope somewhere on Film-row. No reward offered, but who's got it? We suggest that Lou Levy look under his desk . . . Leonard Gallagher is new at Inland . . . Mable Baldwin went to Washington to wish her folks Godspeed on their trip to California . . . We haven't had time to stop and see Hal, Mike and Hacker at Film Transportation for a long time, but trust they're managing somehow anyway . . . If Art Anderson doesn't see that we get something about him that we can use, we'll be forced to print that inside dope Don West gave us over Art's telephone . . . Mel Evidon still does an A-1 job of behaving himself and thereby staying out of our column.

*Art Catlin, here ahead of Sam Goldwyn's picture "They Shall Have Music," is a press agent de luxe, we hear. He drinks milk himself (but has the good judgment to pass out Haig and Haig), and puts his napkin on the table between him and his plate, not on his lap or under his chin as we do. He's going from here to Minneapolis, to Milwaukee and then back to Chicago where he headquarters.*

Current gossip has it that Les Knapp is somehow-or-other about the Monogram C. C. He's had a stop sign on two Saturdays straight, but we've heard, Les, that the third time's charming! . . . Drake University gave "Wuthering Heights" over the air the same week it opened here . . . Cleo Current is vacationing at Marathon where she says the chief distraction is climbing trees . . . Sounds like monkey business to us.

*Charles Levy and Lewis Alleman, the RKO representatives here from New York for "Career," certainly are direct opposites—and probably a good combination for that very reason . . . Backstage shots: Alleman sitting on a towel-covered bench hammering out the words of the latest hit tune and humming the melody as he worked . . . Levy donning glasses, doing anything but dwarfing the "Snow White" grosses, and drinking ICE WATER!*

Looks like Paramount Copeland versus RKO Levy July 2 when Dorothy Howe, one of the eight remaining "Gateway to Hollywood" contestants, does her stuff before the mike here. She has already appeared in Paramount's "Big Broadcast of 1938" . . . We aim to keep those on the Row in on the know, so listen: Watch that red-head repartee in Ashby's column . . . It's going to lead up to something of paramount interest . . . and we do mean Paramount!

*Since a couple of weeks have passed, Paul Walsh thinks we've forgotten to mention we saw him watching a leg show with intense interest at the carnival one evening . . . We just wanted to allay your fears for a while, Paul, and then pour it on. We happened to stop at the airport to watch a game of softball, and whadda you think? Iowa Film's own little team was piddling around on the diamond! First we spied Chet Naylor's turly ittle head out in left field, and then we see Chuck Plows doing a wow of a job at first . . . they even had a southpaw pitcher with a nice delivery . . . We didn't see the whole game, but we don't think they won it.*

We stop in at Service Theatre and help John Sherman watch Roy Chansky paint a small blower.

## "Career" Notes

DES MOINES—With all the headaches, the business of arranging the "Career" premiere peddled its share of laughs to the Tri-States Theatres, *The Register & Tribune*, the RKO Exchange and the Fort Des Moines Hotel. F'rinstance:

There's the story about G. Ralph Branton raising Cain because he couldn't reserve two rooms at the Hotel Fort Des Moines for July 1 and 2 because all were taken.

And why were all rooms taken? Because G. Ralph Branton had reserved all of 'em the day before.

But don't think you wouldn't have forgotten a lot more serious things than that in the same spot.

* * *

Raymond Hatton wrote a by-line story for the *Register* about his days in Des Moines. He said he used to live at 713 Seventh St. The woman who lives there now read the story and started calling plenty of places to find when Hatton might visit his old home.

Then it turned out that Hatton's old address was 1730 Seventh.

And he decided not to come to the premiere, anyway.

* * *

Not to be forgotten, is the "wire" Ken Clayton received from *R&T* newsroom jokesters after Edward Everett Horton, Claire Trevor and Hatton dropped out of the publicized list of stars expected.

Said the "wire":

"John Archer and Alice Eden refuse to appear alone so they will not be there. Am sending Raymond Hatton's stand-in.

"McCormic-RKO"

* * *

There's only a narrow barrier between humor and tragedy—and Charles Levy's sunburn was solely a matter of how you looked at it.

Printers must get the blame for saying Alice Eden was "feathered" in "Career," but we'll bet Clayton's face is red about Patricia Ellis appearing "currently at the Orpheum" when the film closed the night before.

* * *

Tri-State posters got Claire Trevor's name before the public ahead of the *R&T*, but the *R&T* had her canceled while Tri-States trailers still had her coming.

* * *

Michael IV, who is a monkey, should figure in this, but how can it be done without mentioning another monkey's name too often? There are two persons involved, so each can assume we mean the other.

* * *

And we mustn't forget the telephone call to the *R&T* suggesting the seven dwarfs pinch-hitting for the stars . . . nor Louis Alleman's filing system . . . nor Dorothy Day's heated telephone conversation while we sat on the steps and waited.

### Phil Stong and Wife Again Are Reporters

DES MOINES—Author Phil Stong and his wife, the former Virginia Swain, turned reporters once again when they covered the "Career" stars' trip from Hollywood to the Des Moines premiere.

Stong's stories appeared in the *Register* for which he once reported, and Mrs. Stong's features were used by her old paper, the *Tribune*. The Stongs left Hollywood June 22. They were sent by RKO.

Years of Experience Has Taught Us How to Serve You
Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

# LINCOLN

GEORGE O. MONROE'S Colonial has a competitor for the same class of trade now that Chick Boyes No. 1 tent rep company opened, June 29, for the summer . . . Alvin Hendricks wants denial published that his birthday was June 19. Doesn't mean anything to most northerners, but below the Mason-Dixon stripe it's "Juneteenth," or Emancipation Day, when the darktowners strut, and no "white chile" admits birth on that day . . . Note to Frank Hollingsworth, Beatrice: There are two celebration days for you in July, the 4th, of course, and the 15th—that's the day when your opposition, Charlie Morehead takes off to a new post in Denver with Rick Ricketson, and the Rocky Mountain end of the Fox string.

*Ed Vaughan is single again—the blonde went back to California . . . Elmer Rhoden and H. A. McClure, the Foxey guys, were in Beatrice last week arguing with the Fox landlord, who has different ideas of a proper rent than they . . . Howard Federer really took care of Bob Livingston on Father's Day. Bribed every little kid who came by unattached, that, if he'd walk up to Livingston in front of the Capitol Theatre and say his mother sent him down to wish him "father's day greetings," he'd let 'em in free at his Varsity. Livingston was greeted by 14, of assorted colors.*

Frank Roberts hasn't heard whether it's New York or Siberia, but isn't worrying . . . Bob Huffman has lost 19 pounds by dieting and golf. He hooked the two together, and found his game was so bad he couldn't eat . . . Vincent DiFiore is the village Romeo, having already forgotten the names of the first 15 girls he's dated since arriving a couple of months ago . . . Joe Scott was in town selling pictures between hits at the ballpark . . . Wally Johnson hasn't been seen under any of the Turnpike Casino tables lately.

*Guess it's not too much for Ed Vaughan to make this column twice in one issue, but the word is going around that since "Mikado" and other things, his nickname is "Nanki-Poo" . . . Mrs. Bob Livingston went to the Omaha races and only had one run for her money—in her stocking . . . Speaking of races, Mrs. George Monroe has her winnings up to $40 as of this writing.*

RKO Radio promised the National A.A.U. here they'd send Ralph Bowman, the Lincoln "Gateway to Hollywood" winner, to Lincoln after his Des Moines appearance for "Career" . . . J. H. Cooper, a couple of the Paramount boys, and Jean Kinder, the landlord of the Stuart Theatre, have been roundtabling on rent in Chicago . . . They do say that M. E. McClain is some busy guy, what with a couple of states spread of theatres to keep track of . . . Walter Biele, former newspaperman who mushroomed the "cinema business" of South Africa from a shooting gallery (500 seats) into the Amalgamated African Amusement Co., made a fortune, scattered theatrical real estate over the whole of South Africa, then sold out and lost the money, is retired and living here now.

*Freddy Fisher, the owner of the Schnickelfritz band which made appearance in "Golddiggers in Paris" with Rudy Vallee, said this week he had no future picture plans . . . Personal nomination for one of the funniest situations in Nebraska show business—Beatrice. Ace house gives away books with tickets, B house features dishes, and the other house lets 'em in 2 for 15 cents . . . Average of wheat crop, very spotted, is predicted to run around eight bushels to the acre, but the corn chances are better. Which means, the circuses may dodge Nebraska this year.*

Press box flattery item: Orville Rennie jr. doesn't want to follow his dad's footsteps in the show business. He wants to be a newspaperman.

## A Coincidence in Adverse Review and Ad Omission

MINNEAPOLIS—Coincident with Merle Potter's extremely adverse review of "Life Dances On," French film playing Time Theatre, loop sure-seater, large display ads for the showhouse, running in *Tribune and Star,* failed to appear in the *Journal,* Potter's sheet.

Irving Gillman, Time owner, said that decision to "cut down" on *Journal* advertising had been reached before he had any knowledge of the "Life Dances On" review.

Gillman had been known as dissatisfied with Potter's treatment of other Time pictures. However, he refuses to affirm that this influenced his decision regarding advertising in the *Journal* which is considered the town's leading sheet.

"We have not discontinued advertising in the *Journal* entirely, although currently we have cut down its lineage compared with other newspapers," said Gillman. "We will run ads in it from time to time and have not definitely decided what our permanent policy will be in regard to this matter."

## Lysinger Takes Over Grand at Ravenna

OMAHA—Dick Lysinger, who operates the Paramount at Ansley, Neb., has taken over the Grand at Ravenna, Neb., formerly operated by Darrell Worley.

The Palm at Adams, Neb., formerly operated by J. E. Leach, has been taken over by Adams merchants and is being operated as a "free" theatre, according to reports here.

Harry Merriam and Jack Logan of Lincoln have taken over the Muse at Osceola, Neb., from F. E. Klein.

## Ballantyne Jobs

OMAHA—R. S. Ballantyne of Scott-Ballantyne Co. reports the following installations: Magic Weather cooling, Liberty, Oakland, Ia.; Harlan, Harlan, Ia.; Grant, Georgetown, Ohio; Woodbine, Woodbine, Ia.; Carrier cooling, Rialto, Beatrice, Neb.; Duo Soundmaster, State, Lenox, Ia.; Rialto, Beatrice, Neb.; New, Waynoka, Okla.; Pastime, Sandersville, Ga.

### Visitors at RKO Lounge

NEW YORK—Among the visitors to the RKO exhibitors' lounge at the World's Fair were T. M. Stevenson, Chief, Oberlin, Kas., and Lane King, Adrian, Adrian, Minn.

# OMAHA

JOE H. FELDHANS, exhibitor at Schaller, Ia., was in town and said business was exceptionally good in his territory, northwestern Iowa. Joe reports the crop situation in great shape in his district and prospects are bright. Joe had his usual supply of good stories!

*Sam Burris, Isis Theatre, Crete, Neb., celebrated his 13th wedding anniversary this week . . . Other important events included: Tom Kenyon, Paramount cashier, 12th wedding anniversary . . . Frank Hannon, Warner peddler, 13th wedding anniversary . . . Joe Scott, 20th-Fox boss, baby one year old.*

Mayor Roy Bott of Hooper, Neb., active exhibitor, was on the Row . . . Also Carl Ernst, Harris Theatre, Avoca, Ia.; Martinas Biemond, Ord, Neb.; Carl Johnson, Grand, Red Oak, Ia.; A. S. Ames, Anita, Ia., circuit operator.

*Lee Mischnick, Dundee Theatre manager, looks as prosperous as ever . . . Eddie Forester, Omaha manager, and his family are vacationing in Old and New Mexico . . . Good luck to Fay Dressell, who goes to Minneapolis as RKO manager.*

Mrs. Chet Washburn, bride of the Omaha doorman, has worked for 20th-Fox and Ross Federal. We had been incorrectly informed Mrs. Washburn was not connected with the industry . . . Bob Ballantyne broke down and started wearing a sports shirt.

*Joyce Ballantyne is home for a few weeks from Chicago where she is taking art work . . . W. W. Troxell says he'll close his theatre at DeWitt, Neb., during July and August . . . Full name of the Glenwood, Ia., exhibitor is Harrison Verle Mullins.*

Ted Mendenhall has a new glass ashtray about half the size of a wastebasket. But no gags, says the Paramount boss, 'cause the missus gave it to him . . . The theatre at Stella, Neb., operated by business men, has been closed, according to reports.

*Harold Schoonover, Mazda Theatre, Aurora, Neb., reports a free show in his town that has been giving him plenty of trouble. Any other exhibitors having the same kind of difficulties?*

Mickey Cosgrove, Paramount inspectress, is vacationing . . . B. R. Hassler of Frazer & Co., San Francisco, was here to see Bob Ballantyne. The Frazer firm handles Bob's export business . . . Eddie Youtz, Republic cashier, has gone to Peoria to enter the insurance business as a claim investigator.

*Betty O'Brien is the new cashier at Republic, making two Irishmen and two Dutchmen in the place, an even balance says Office Manager John McBride.*

### Fetherhuff on Vacation

LAKE MILLS, IA.—Floyd Fetherhuff of the Mills Theatre here is vacationing in the Dakotas. His wife is managing the theatre in his absence.

# Pittsburgh Unit Nod To Code Rejection

PITTSBURGH—Action of national Allied in rejecting the industry code was unanimously upheld by the membership of the MPTO of W. Pa., Inc., at a special meeting last week. Non-members were barred from the meeting and confidential matters were discussed. Officers of the local Allied organization stated that the session was of great importance and that the attendance was large.

For the summer, it was indicated, membership meetings only will be held, unless there is special need for a general exhibitor meeting.

Directors will not suspend monthly meetings this summer. Members are welcome to attend any or all director meetings at the MPTO headquarters.

M. A. Rosenberg, president of the local exhibitor association, who served on the exhibitor negotiating committee which met with distributor representatives in the formulation of the industry code, now rejected by Allied, addressed last week's meeting here, as did Fred J. Herrington, secretary. Both reported the actions of the national Allied convention at Minneapolis.

Pittsburgh's delegates to the convention, including William R. Wheat jr., E. T. Beedle, William J. Walker, Harry Walker, Frank Panoplos and others were active during the business sessions there, the MPTO officers reported.

## *UA's Earliest Selling Year in Cleveland*

CLEVELAND—This is the earliest selling year of any in local film industry, according to A. M. Goodman, local United Artists branch manager.

"Our office sold more contracts by the middle of June than we sold last year by the end of August," Goodman states.

# *Three New Houses for Lansing Are Planned by Butterfield*

DETROIT—Plans for construction of three new theatres in Lansing, Mich., are disclosed by the Butterfield circuit—making the largest number of houses to be built in one city in this state by one circuit within memory.

The new house to be erected on the north side will start at once. This will be in the suburb of North Lansing. Elmer Kiehler of the Howard Crane office, architect, is completing plans for the second and third houses, to be erected immediately, on the east and west sides. Both will be large neighborhood houses.

A fourth new unit was also disclosed for the circuit at Reed City, with work to start at once on a 500-seater. It will be downtown, on a site now owned by Butterfield. Roger Allen of Grand Rapids is architect, and Martin Osterink, also of Grand Rapids, contractor. Allen and Osterink also did the work on the new theatres just completed at Cadillac and Allegan.

At Lansing, the Gladmer also is being practically rebuilt as a new theatre, and is expected to open on August 27. The other three theatres are slated for late fall opening. Opening of the rebuilt Garden at Flint is slated for September 1.

## *Mark Goldman Drive by Pitt Monogrammers*

PITTSBURGH—Members of the Monogram staff are conducting a playdate and collection drive for July and August in honor of Mark Goldman, who is completing his first year as branch manager. The Monogram family responsible for this tribute includes Saul I. Perilman, Jack Cohen, William Liebler, Dora L. Steinberg, Thelma Wurdock, Robert Nesbitt, Cecilia Guehl, Margaret Moran and Vi Marwood.

## *A Near Theatre Riot*

AKRON—A near riot among patrons of the Palace Theatre here resulted from an explosion resulting when an air compressor "let go" in a nearby garage. No one was injured. Force of the explosion broke a water main, causing a miniature flood. Water rushed into the theatre arcade through a tunnel which connects the theatre and garage under a street.

### Large Suburban House Planned for Detroit

DETROIT—A large new suburban theatre will be erected at Six Mile Road and Meyers Road, Charles N. Agree, Detroit architect and member of Variety Club, disclosed. The new structure will be the central unit of a half million dollar development, covering ten acres of property, making the largest single neighborhood shopping center in the city of Detroit.

Exact details of ownership of the house have not been disclosed, but the name tentatively announced is the Bigtown, although this is considered merely a proposed construction name.

### 1,500-Seater Reported Due for Auto City

DETROIT—A new theatre to seat 1,500, the name and owner of which are not being divulged at this time, is reported from the office of a leading architect here. Six shops with offices on the second floor are a part of the plans. Bids will be taken in about a week.

### Max Allen Completes Remodeling Program

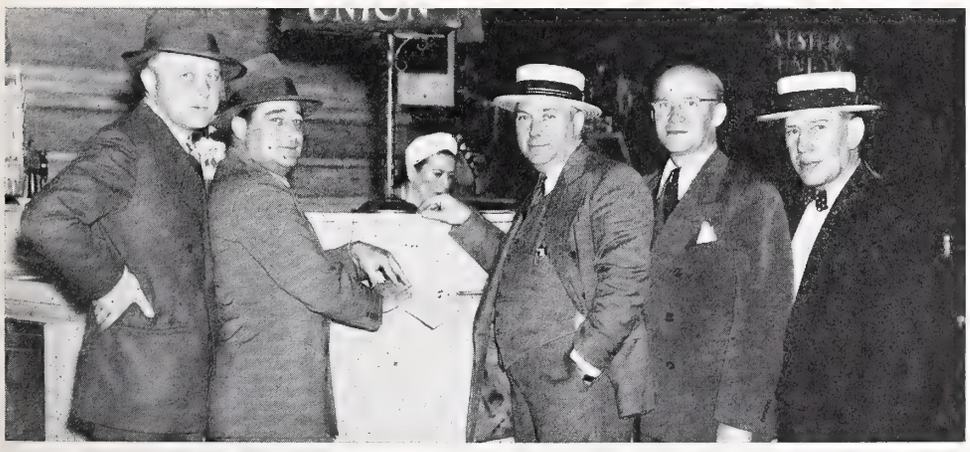
DETROIT—New porcelain enamel front, together with new marquee and Neon sign, has been completed at Max Allen's Lincoln Park Theatre. This with the enlarging of the lobby completed a few weeks ago, completes the remodeling program at this house, and "we are now ready to take bids for the new house," said Allen. Allen's son, Lawrence, who is a student at the University of Michigan, has been appointed assistant manager of Allen's Capitol Theatre at Leamington, Ont., this summer.

### First New Theatre Since Civil War

NEW PHILADELPHIA, OHIO—New Philadelphia, for the first time since the Civil War, will have a brand new theatre when the Shea house, now under construction, is completed in the fall.

The Union Theatre, which Shea now occupies, was originally called the Union Opera House and dates back to the days of '63.

The third generation of Bowers still figure in the local picture interests, the grandson of the original builder being in the employ of the Shea circuit in Bradford, Pa.



—Metropolitan Photos

## *At the Penn Station—*

*Pittsburghers headed for the RKO sales convention held in Rye, N. Y., pause in the station lobby. Left to right are Richard H. Lange, Herb Greenblatt, manager; John S. Graham, Edward Lebby and Joe Lefko.*

## *Bank Night Insurance Plan Is Frustrated*

PITTSBURGH—Three men were held for court this week by Magistrate Anthony Lucas on charges of selling Bank Night insurance. Emanuel Roman, named by police as the originator of the plan, didn't appear at the hearing but he notified Lucas that he was posting bond for court in the district attorney's office. Lucas released two druggists on their own recognizance pending trial on lottery charges.

The plan of the three was the sale of dishes by Roman and his agents, and with each dish was issued the theatre Bank Night insurance which "protected" the registered patron in event that person's name was called while the patron was absent from the theatre. Assistant District Attorney Russell Adams said there was no question of a violation in the "insurance" stunt. He is also investigating the fraud angle. Attorney O. Hicks Friedman, representing Roman, maintained "theatre owners of East Liberty started this prosecution."

## *"Polygamy" Is Banned by Censor Board in Ohio*

CLEVELAND—The Ohio Censor Board has turned thumbs down on "Polygamy," on the ground that it is "harmful."

The picture was returned this week to George Kendis and John Himmelein, after it was held up almost three months.

Kendis and Himmelein, taking advantage of the Ohio law, are sending the picture back to the Censor Board for a rehearing.

## *A Cut in Operators' Scale Denied Cleveland Trade*

CLEVELAND—Efforts on the part of local exhibitors to get a cut in the operators' scale for the summer months have, so far, been unsuccessful.

Last summer the IATSE here took a ten per cent cut for an eight-week period in houses of all classifications. Negotiations are reported pending for the same cooperation this summer, without result.

## *Another 100 Per Center*

PITTSBURGH—A. I. Weiner, UA branch manager, was advised this week that Bill Scott's record entitled him to membership in the 100 per cent club, thus joining Jimmy Nash and Harry Rees, who entered the circle at the UA sales convention a month ago in Los Angeles. With the honor goes a gold pin and $250 in cash. With Bill Scott in the fold, the local exchange becomes one of two 100 per cent branches in the country.

## *Yodice Promoted*

CLEVELAND—Col. Harry E. Long, Loew division manager, has promoted Robert Yodice from chief of service at the State Theatre to be assistant manager under Jack Lykes at the Stillman, replacing Howard Michaelson.

## *Fox Shutdown May Be Averted*

**Detroit—Negotiations now under way with some crafts may save the Fox Theatre here from being shut down, at least temporarily. The shutdown was implied by the notices Manager David M. Idzal gave the union.**

# Television, Not Duals, Troubles in England

DETROIT—Double bills and many problems of the American exhibitor are almost unknown in England, but the English exhibitor has other worries, according to the Great Levant, leading English magician, who was in this country for the convention of the International Brotherhood of Magicians this week. In an interview with BOXOFFICE, he said that English exhibitors are worried more over television, with dozens of houses in London now equipped to show events on 15x12-foot television screens—far in advance of film newsreels.

Theatre expansion in the provinces, suburbs, and smaller towns, is still under way, he said, with one particular organization busy erecting new houses "almost out in the fields." Typical method is to make these local community enterprises, by having the architect and contractor each take shares, and then the local business men, till fifty per cent is subscribed by such local interests—and the banks then are willing to finance the rest, leaving the promoter's investment very light.

Vaudeville is far more common, with 200 houses in the provinces playing "variety," Levant said.

## *Exhibitors in Ohio Are Urged to Display Flag*

CLEVELAND—P. J. Wood, secretary of the Independent Theatre Owners of Ohio, in a recent bulletin, suggests that exhibitors display the American flag on the following dates:

February 12, Abraham Lincoln's Birthday; February 22, George Washington's Birthday; April 6, Army Day; May 30, Memorial Day; June 14, Flag Day; July 4, Independence Day; September 4, Labor Day; October 12, Columbus Day; October 27, Navy Day; November 11, Armistice Day.

The importance of displaying the flag on these dates is emphasized because a small town exhibitor in Ohio met with some unpleasantness for failing to display the flag on Memorial Day.

## *Job for Horwitz*

CLEVELAND—Hilbert Horwitz has been appointed local sales representative for the Rochester Theatre Game Co., which deals in Bingo and Bango games. M. B. Horwitz, general manager of the Washington circuit, has installed these games in all of his houses except in Cleveland Heights, where all giveaways are out.

## *Award Building Contracts At Bryan and Massilon*

CLEVELAND—Contracts have been awarded to the Johnson Construction Co. of Steubenville for the erection of new theatres in Bryan and Massilon and work will start about July 1. Both of these houses are being built by W. N. Skirball and associates, Keith Bldg., Cleveland. Skirball operates theatres in Akron, Massilon, Toledo, Madison and Pittsburgh.

John Eberson of New York is the architect for both houses. The Bryan theatre will have approximately 800 seats and will cost in the neighborhood of $100,000. The Massilon house will have 1,000 seats and will cost no less then $125,000. Present plans call for completion about November 1.

## *An Allied Unit's Support Awaits 'Equitable' Code*

PITTSBURGH — Following announcement that the MPTO of W. Pa., Inc., had gone on record as unanimously approving the action of the national Allied directors in rejecting the code submitted by distributors, Fred J. Herrington, local Allied secretary stated that "it was the consensus of opinion of the MPTO membership that when—and if—the producers present a code that will be both equitable and acceptable to Allied, the western Pennsylvania exhibitors will go along with the national board."

## *Jam Handy Moving Office In Detroit on July 1*

DETROIT—Jam Handy, maker of animated cartoons, is moving into larger quarters at 2792-8 East Grand Blvd. on July 1.

### Joseph Kleckner Joins Handy as Executive

DETROIT—Joseph B. Kleckner has joined the executive staff of Jam Handy, according to an announcement by Jamison Handy, president. Until recently, Kleckner was president of Motiograph, Inc., Chicago.

## *Film for Delco*

DETROIT—Work commenced this week on a new film for Delco Batteries by Industrial Pictures, Detroit commercial film producers.

Lee Childs, who was the Chicago winner of the Lasky "Gateway to Hollywood" contest, is the leading lady. Another role is taken by Bernard Burke, who has been seen on the Chicago stage.

## *Enlarge at McKeesport*

MCKEESPORT, PA.—William Pearson Construction Co. has been awarded the general contracting for the remodeling of the Liberty Theatre. When completed the seating capacity will be increased and there will be larger standing room.

# CLEVELAND

MILT HARRIS, who dishes out publicity for Loew's Theatres, and Mrs. Harris have returned from a South American cruise including a trip through the Panama Canal.

*John Huebner, the big exhibitor from the little town of Marion, was in town doing enough booking to look after his houses while he takes his daughter to the New York Fair. It's part of her high school graduation present.*

Col. Harry E. Long, Loew division manager, and Mrs. Long have left for a trip down the St. Lawrence and other points of interest in Canada.

*John Goshorn of Irwin Seating was one of the* 15,000 *members who attended the International Rotary convention here last week.*

Comings and Goings: Art Young, Universal booker, leaves early in July to spend a couple of weeks with relatives at Coneshus Lake, New York . . . Miss Sylvia Amster, secretary to RKO Branch Manager George Lefko, is full of enthusiasm over the New York Fair which took most of her time last week . . . Gladys Collins of the Columbia workshop, is vacationing with folks in Iowa . . . Jane Meisel, secretary to Sid Dannenberg, Warner publicity head, has returned from a Bermuda vacation cruise.

*Harry Goldstein, Paramount district manager, is very grand with his newly decorated office . . . Housecleaning has struck the local United Artists exchange. The whole office is being repainted and redecorated.*

Roxy Theatre, Cleveland's one and only burlesque house which closed with the onslaught of warm weather, announces July 28 as the opening date.

*A six and a half pound boy was delivered last week to the home of Fred P. Dzik, manager of the Jennings Theatre. The young man will go through life with the name of Frederick Neil Dzik.*

Joe Leavitt, owner of the Independent Screen Room, will have a busy summer. On July 30 his older son, Morton, an architect, will be married to Miss Dorothy Gubbins of Muncie, Ind. And on August 20, his second son, "Sandy," will marry Miss Selma Horwitz, daughter of Mr. and Mrs. M. B. Horwitz of this city.

*For better or for worse—and mostly for worse—Harry Henderson, Stuart Cagney, Ralph Redmond, Charles Gottlob and Ben Fain, all of the Associated Theatres circuit, are devoting Tuesday of each week to boating and fishing. Report of the last outing is that Stu Cagney and Ralph Redmond were the only ones who did not feed the fishes they were trying to lure.*

It was only the board meeting of the Cleveland Motion Picture Exhibitors Ass'n, but G. W. Erdmann, secretary, came out of it looking as if he had been Joe Louis' sparing partner. Or was it just the heavy wind that touseled his hair?

*John Papulias, owner of the Olympic Theatre in Steubenville, and one of his sons are operating a steel mill in Greece. They took skilled men and machinery over from the good old U. S. A. and are reported to be operating on a very large scale. Another son operates the Steubenville Theatre which is being fixed up with new equipment and a complete interior decorating job. L. H. Walters, of National Theatre Supply Co., sold him the idea and the contract.*

Herbert Griffin, vice-president of International Projector Co., was a visitor to the city and a guest of National Theatre Supply Co. last week.

*Everett Steinbuck, manager of Loew's State Theatre, entertained all of the Australian representatives to the national Rotary convention here at the theatre to see "Captain Fury," whose locale is in the kangaroo country. There were about a dozen present.*

Sam Shia of the Old Trail Theatre, St. Clairsville, is air conditioning his house with Rork equipment . . . Ted Scheinberg, 20th-Fox salesman, is wearing his ribs all done up in fancy tape. Maybe the result of too much temperamental piano interpretation.

*Visitors of the week included E. L. Staub of the Capitol, Delphos; H. L. Tracey of the Temple Theatre, Willard; Harry Reinhart of Canton, and Ray Wallace of Alliance.*



## *Going Ahead—*

*Sam Haber, Big Feature Rights representative out of Cincinnati, is mighty proud of his daughter, Jane, and with good reason. This lovely young lady is engaged with Fleischer Studios, at the Miami studios in the forthcoming production, "Gulliver's Travels."*

### Transfer at Monogah, W. Va.

MONONGAH, W. VA. — Strand Theatre here has been transferred from Danny Davis to H. G. Currey of this community.

### Gets New Termer

HOLLYWOOD—A new term acting contract has been handed to Constance Moore at Universal.

# CINCINNATI

SURPRISE of the week was the June wedding announcement of Andy Niedenthal, owner of the Evanston and Belvedere theatres, to petite Rosemary Roche, of the Big Feature Rights personnel. The surprise being that the wedding is one year old, the much congratulated couple having been married June 4, 1938.

*Warner's Irene and Deddy Hecker left for a two weeks' vacation at the New York Fair. Their George Daymeyer and Mrs. Marcella Wherle are also vacationing.*

UA's Harris Dudelson announces the resignation of Wade Windsor, W. Va., and Ky. representative, who is being succeeded by Joe N. Nussbaum.

*J. Woodrow Thomas, Mt. Hope and Oak Hill, visited the Row. Other callers included Mr. and Mrs. A. N. Niles, Eminence, Ky.; M. Mandros, Logan, Ohio; J. Isaacs, Cumberland and Whiteberg, Ky.; Mrs. Laura Dell Dugel, Lyric, Manchester; Joe Lee, Covington, Ohio; Miss Bertha Wolf; and Messrs. Laws & Blair, Mt. Hope Theatre, Lebanon.*

Arch Clemens, Powelton circuit, Powelton, W. Va., has purchased a new airplane, and is becoming seriously air minded.

*Max Margolis, manager of Republic Pictures, left for Johns Hopkins Hospital for rest and observation.*

Jay Goldberg, son of Lee Goldberg, Big Feature Rights' prexy, received "The Brown Jug" for outstanding activity in student affairs, at the University of Wisconsin. Young Goldberg was also awarded first honors in the short story and feature article contests.

*E. V. Dinerman, head of RKO theatres' publicity department, went to Waukegan, accompanied by local dramatic critics, E. B. Radcliffe, Francis Raine, Stan Kohn and Paul Kennedy, to attend the world premiere of the Jack Benny opus, "Man About Town."*

Lou Wiethe, Queen City exhibitor, is opening his new Kentucky Theatre at Latonia, June 30. The house is reputed to be one of the finest in northern Kentucky . . . Mrs. E. D. Jenkins opened her new 750-seat theatre, the Meigs, at Pomeroy.

*Lester Rosenthal, exhibitor of Dunbar and Kanawha City, and Charley Alley of the Rialto, Charleston, have opened the Double Feature, an idyllic camp on Coal*

(Continued on page 53)

3-REEL FEATURETTES
Just the thing to Balance Your Program
"Trailing the Jaguar"
Mountain Lions Snared by Bow and Arrow
"Fish From Hell"
A Thrilling Battle of Sharks
Also Cartoons and Novelty Shorts and Comedies Are Available Thru
Big Feature Rights Exchanges, Inc.

# PITTSBURGH

PETE PROFILI flew to New York to take in the Louis-Galento affair . . . Abe Chapman, with Columbia here up to six years ago, paid his respects to Filmrow, Tuesday, en route back to his UA office manager's post at Milwaukee after an eastern vacation . . . R. J. Jeffries, who has sold more than his quota of Burch popcorn machines, is on a well-earned fishing trip . . . Bernard Buchheit, Manos theatres district manager, says work is progressing on the new theatre at Jeannette, and that remodeling of the Ritz and Indiana, Indiana, Pa., would be under way at once.

*Two "Tarzan" stories: Operator at the Rialto, Lewistown, flew a print of "Tarzan" from there to the Stultz airport, Tyrone, for a special showing Sunday evening at the Kiawana Boys Health Farm, Altoona. The Weissmuller film is now on view at the Altoona State . . . The second "Tarzan" story has to do with the report that Jim Totman of Warner Bros., was bitten by the monkey "Tarzan" . . . Ira H. Cohn's local 20th-Fox branch is leading the country for the third consecutive year.*

"Dad" Peacock, St. Marys theatre manager, is vacationing in Europe . . . Adjutant C. C. Kellenberg of the Variety Club American Legion Post No. 589 has selected Edward McCammon of Westinghouse High School and Robert Barnett of Schenley High School as the two boys to attend the Keystone Boys Camp at Indiantown Gap, Pa., July 16-26 inclusive. They will be guests of the Post. Variety Post will send four boys to a Citizen's Military Training Camp . . . There will be no July 3 dinner at the Variety Club . . . The Paramount exchange was topsy-turvy this week under extensive remodeling and this condition will prevail for about six weeks, but with business progressing as usual . . . Local exhibitors are signing a special scroll in honor of George Lefko, former RKO manager.

*Arthur Treacher, who appeared in the final stage attraction of the season at the Stanley, was an interested guest at the Variety Club . . . The Sam Neamans will vacation at the New York World's Fair the week of July 10 . . . We were indeed happy to welcome Speer Marousis, New Castle exhibitor, who has been laid up for several months with his left leg in a cast due to torn ligaments suffered when struck by an automobile. Speer drove into Filmrow with his brother, Bill . . . Thanks to M. N. Shapiro for his post card extending regards to all the boys. He's taking things easy at North East, Pa.*

Johnny Harris celebrates a birthday anniversary July 9 and Bob Clark does likewise the next day . . . Charles Kurtzman, Loew's Penn manager, has a new assistant in the person of Walter Kessler of Boston. Kessler succeeds Edward Richardson, who has been transferred to the former's home city . . . Art Levy has able assistance for the Variety Club's annual golf tournament, set for July 14 at Wildwood Country Club, in Burtus Bishop jr., who is in charge of tickets; Steve Cox and Bob Bassett, prizes; Harry Kramer, dinner; Joe Hiller, entertainment; Art Rooney, handicap, and Mrs. Larry Katz who is in charge of ladies' activities. Fee for couple is $7.50, this including dinner for golfer and lady, also green and caddy fees and swimming. Single fee for golf and dinner is $6. Single dinner is $3. Dinner-dance for couple is $5. There will be many prizes and Jerry Mayhall's Variety Club orchestra will swing the music.

*Orson Welles "pulled a fast one" one afternoon last week when he devoted his curtain patter to an impassioned plea for a continuance of WPA dramatic and musical activities, the defense of the stage project being entirely unsanctioned by the Stanley management. Explaining that he knew the management's policy of silence on controversial subjects would not have permitted his speech, he confessed afterwards that he substituted his usual "talk with his audience" without an okay from Warner Bros.*

Meade Steiner, until recently operator of the Koppel Theatre, has returned to the insurance business and is booking the Koppel for the new operator, Earl Flesher . . . A number of exhibitors have filed and returned application forms and fees under the state chain store and theatre tax, a law now declared unconstitutional by the high court of the state. Filing such application is not required. It is likely that fees paid will be refunded; consult the department of revenue.

*Ann Cohen, secretary at the UA office, was confined to the Presbyterian Hospital this week as the result of a fractured leg suffered when struck by an auto while on her way to work one day last week.*

Joe (TGG) Gins spent the weekend in Washington, D. C. . . . Dave Leff is vacationing in the east . . . Alice Downey, experienced theatre cashier, has joined the staff at the Metropolitan . . . Mort and Art England have installed an air-cooling unit at their new office headquarters in the Van building . . . Lew Lefton underwent observations at the Allegheny General Hospital the other day and will submit to an operation.

*Anna McGee, film inspector for a number of years, died last Thursday as the result of cancer. Last employed at the Columbia exchange where she was head of the inspection department, Miss McGee had been ill and unable to work for a long period. Funeral was conducted Monday.*

Harry (Patsy) Levin, city projectionist, is touring the west . . . A. E. (Addie) Klein, formerly RCA sales manager here, visited for several days from Chicago . . . George Ball of the 20th-Fox booking staff is vacationing at the N. Y. World's Fair . . . Nate Landy, also of 20th-Fox, is vacationing . . . Harry Kalmine and Harry Feinstein were in New York last week on business at the Warner home office . . . Al Glazer has purchased the property adjoining the Parkway Theatre, McKees Rocks, which he recently remodeled.

*Charlie Blatt was in from "The Roof Garden of Pennsylvania," which is Somerset county, and reported that he is now booking brother Jake Blatt's theatres in addition to his own district houses. Jake's busy with building and remodeling.*

Elmer Hasley jr., son of the owners of the new Terrace Theatre, East Pittsburgh, graduated this week from Taylor Allerdice High School . . . Young Al Weiland is growing a mustache to avoid further confusion with his twin brother. Few in the trade have been able to distinguish one from the other up to now. Both assist their dad at the Weiland Theatre on Center Ave. . . . Harry Brown, Nixon manager, who is getting steamed up about the new legit season, is local corresponding secretary for the Actors Fund of America.


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Also Available: Lou Nova vs. Max Baer


## 10 Years Ago
IN PITTSBURGH

LEONE MATTHEWS succeeded Audrey Littell as secretary of the film board, the latter having been transferred to Chicago . . . Sol Hyman won his Sunday show fight at Huntington, W. Va., when the citizen's board vetoed a local ordinance prohibiting Sunday exhibitions . . . O. Hindy, Delbarton exhibitor, was granted an injunction restraining officers from interfering with Sunday operation of his theatre on the grounds that he is a Mohammedan, observing his Sunday on Friday when his theatre is closed.

Harry Warner, who started his industry career here, was a visitor with Spyros Skouras, director of the Stanley-Warner theatres . . . Dolores Del Rio and Vilma Banky filled personal appearance engagements here . . . Jerry Castelli purchased the Liberty, East Canonsburg . . . Mort England took over the Ohio territory for Mellaphone, with A. E. Klein in charge at the Cleveland office.

### On "Chips" Campaign

CHARLESTON, W. VA.—A. Midelburg of the Capitol here was assisted in the "Goodbye, Mr. Chips" campaign by Metro exploiteer, J. E. Watson.

### Assigned in "Safari"

HOLLYWOOD—Paramount has signed Whitney Bourne to a term acting pact, with her first assignment in "Safari," in support of Madeleine Carroll and Joel McCrea.

## *Equipment Sales Strong In Area, Reports NTS*

PITTSBURGH — Gable Theatre, Sharon, and the Orpheum, Clarion, are being recarpeted by National Theatre Supply Co. Hilltop Theatre, city, has purchased new lamps, heads and generator. National has sold machines, generator, lamps and new sound for the Grand Theatre, Patton.

Projectors and sound equipment has been purchased for the new Parker Theatre, Parkersburg, which is nearing completion for early opening. New ventilating system is being installed at the Manos Theatre, Blairsville. B. I. Gonder, Oakland Friendsville, Md., exhibitor, has purchased new sound for his Grand, Friendsville.

## *Variety Club Sponsoring Benefit Softball Game*

PITTSBURGH—Variety Club is sponsoring a softball game, a double-header between girls' teams, as a benefit for the charity fund of Tent No. 1. The event is scheduled for Sunday, July 2, at Duquesne Garden.

Team captains for the sale of tickets include C. J. Latta, James G. Balmer, C. C. Kellenberg, Al Weiblinger, Mike Gallagher, I. Elmer Ecker, Harry Kramer and Archie Fineman.

The Variety Club will purchase incubators for use of the poor, according to Ira H. Cohn, chief barker.

# W .Va. ITO Planning Initial Convention

CLARKSBURG, W. VA.—The ITO of W. Va., which voted to affiliate with national Allied at a meeting held in Morgantown, June 5, is planning its first annual convention, which will be staged in September, likely at Clarksburg.

President R. J. Hiehle has appointed Danny Davis as general chairman for the event, and he in turn has named members of the convention committee as follows: Mrs. C. P. Church, Mannington; Richard Marks, Clarksburg; George Sallows, Morgantown, and Garland West, Buckhannon. This committee will meet soon to "devise plans for the grandest convention ever held in West Virginia," according to Davis.

"We are to be congratulated on joining Allied," an ITO bulletin stated this week. The action is "a great step forward" for the exhibitor group which was organized only last fall.

ITO has passed a resolution which makes eligible for membership any theatre manager. Fee for such associate membership is $3 per year. Theatre managers thus have full rights at all meetings and may suggest methods and advise plans but they cannot vote. Voting privilege is the sole right of the theatre owner member of ITO.

Danny Davis, secretary, has been empowered to begin extensive promotions designed to raise money for the next legislative campaign. He has approved two deals by which ITO receives an income, first, through Mr. Royster of WMMN, trips to the N. Y. World's Fair, a merchant campaign which costs nothing to the theatre; second, a tieup with "Movie-Cash," another merchant setup whereby theatres benefit without cost.

## *Manos at Ellwood City Is Extensively Remodeled*

ELLWOOD CITY, PA.—Manos Theatre has been extensively remodeled and modernized under plans designed by Bernard Buchheit, district manager for the Manos circuit. Auditorium and lobby have been improved, new carpets have been installed as well as new seats. Storm doors and ticket booth have been moved up to the sidewalk front. Feature of the exterior modernization is a new marquee with a three-line board, Neon ceiling with border lamps. New front is of modern glass construction. Improvements cost more than $20,000.

## *Jackson Remodels Lee*

BLUEFIELD, VA.—E. G. Jackson, owner-manager of the Lee Theatre here, has renovated the property at a cost of $12,000. The program included new sound and seats, with 60 feet added to the depth of the theatre.


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# DETROIT

MAX ALLEN, owner of the suburban Lincoln Park Theatre, is getting ready to move to his summer home near Leamington, Ont.

*L. R. Bennett of Bennett & Straight, Detroit architects, is on a business trip to New York, returning in about a week. Meantime his new home in the Dearborn Golf section is being readied for occupancy.*

Contract for the marquee on the new Shafer Theatre, west side house, has been let to the Long Sign Co.

*Fred MacMurray, film star, was officially "adopted" by the town of Kaleva, Mich., following the role he played in "Car 39," based on a robbery which actually occurred in Kaleva . . . Richard Watson, manager of Butterfield's Regent Theatre at Battle Creek, is on a vacation upstate.*

Jack Berkowitz, local franchise holder for Republic, bows out of the picture because of other business interests in the current Republic reorganization, and Sam Seplowin remains as branch manager here.

*Emil Beck says there wasn't any conspiracy; just somebody got a phone call mixed and called him in Ray Moon's office instead—shows how friendly the opposition can be these days . . . Pearl M. Sprott, Allied office manager, was off to Grand Rapids for the regional meeting.*

Lou Wisper is going out to watch them pour the floor at his new Harper, to open about October 15 . . . Louis B. Goodman, manager of W&W's Piccadilly and Fenkell, is off on vacation, for parts unknown.

*John W. Todd, manager of the Sun Booking Office, is back from a trip to Springfield, Ohio . . . Butterfield circuit and the Carley Amusement Co. were hosts to friends in the trade for the opening of the remodeled Regent at Allegan.*

Earl Hoffman, booker at the Butterfield office, is vacationing in Minnesota. Ethel Hale, secretary to J. Ollie Brooks, and Beryl (Obie) O'Bryan, Butterfield's girl with the miracle memory for voices, go to northern Michigan for theirs, on July 1.

*Sol Krim has a lobby display of William B. Chatman's Movie Coin Club at the Lasky, may start it in the fall; Eddie Pascoe of Campau is expected to do likewise . . . Bill Schuttenhelm of the Globe and Anthony Dubiel of the Graystone have had new drapes installed by Robert J. Mork's company.*

Ashman Bros. at Caro are going ahead with plans for construction on their new theatre, the structure of which was practically destroyed by fire a couple of months ago.

*Mrs. Custer Carland is putting new stage drapes in the Garden at Frankfort, while Butterfield circuit is doing the same in the Capitol at Lansing . . . H. D. Van Sweringen of the Harry S. Nichols office, reports several bids now in for acoustical jobs in Detroit and Lansing.*

Joseph F. Bruzy, manager of the Times Square, doubles as a certified public accountant, running his office business days and his show at nights . . . Plans are all completed for the new theatre which Max Allen of the Lincoln Park will build in the same block with his present house, Manager William Richmond informs.

*Equipment of the Chandler Theatre, east side house, has been transferred from the Chandler Theatre Corp. to the Mellon Theatre Co.; Joseph Mellon is the circuit operator . . . John Tabor, manager of the Chandler, is looking forward to new competition when the big Harper opens, a block away, this fall.*

Agnes McDermont of Coulter Premiums, is away on a long vacation . . . Clark C. Coulter expects to introduce a new premium deal in the early fall.

*Saul Sloan, builder of the Alpine and other theatres, has formed the United Motion Theatres Co. Headquarters are listed at 18025 Wildemere Avenue . . . E. V. Smith has been appointed sales representative for RCA Photophone in the Michigan area.*

Herb Brown, M-G-M booker, became the father of an eight pound baby girl on June 22 . . . Sixth floor of the Film Building is being remodeled. It might be for the new changes at Sam Seplowin's Republic Pictures, but an official statement is not available . . . Jack Ross is closing the Garden Theatre at Lansing for complete remodeling.

*Pete Simon hasn't won a radio for the past month. What's wrong? . . . Joseph Ellul, busy changing the cast at his Empress, is installing air conditioning and premiums at the Regal.*

Mike Victor, popular owner of the Astor, is a staunch advocate of the great open spaces. Fred Johnson and Sam Mitchell are convalescing, the former from an operation . . . Theatrical Post, American Legion, will hold no more meetings till September, Commander Max Kolin says.

*The Jack Douglas Agency is rapidly being organized. Bill Carlson is tying up his poster line with Douglas . . . Fred J. Ireland, who used to produce shows at Charles Munz's Grand Riviera, and is father-in-law of Booking Agent Lionel Kaye, died June 22.*

Chuck Stubbs, Detroit youngster who was "Bob" in "Boys Town," is back here for a visit with his mother . . . Eddie Jacobson, manager of the Rainbow, had his big Belle Isle party Monday for 300 boys, with Mayor Reading greeting them at the City Hall.

*Leslie G. Larkin, theatrical architect, is preparing plans for a new 1,000-seat house in Lincoln Park for Max Allen, to be started in the fall. Allen has just signed a new 15-year lease on the Lincoln Park, in the same block.*

Variety clubrooms were the central gathering place of local fight fans Wednesday night for broadcasts of the Louis-Galento event . . . Bob Fisher should have some new fight films now.

*Ed Kirchner leaves off his vest in hot weather—and leaves all his notes at home as the result . . . Irving Belinsky is recovering from pleurisy.*

Bernard Brooks has booked "Softball"—Pete Simon's own production for his President. Picture was screened at nearby Mack Ball Park, and the sponsor, Briggs Bodies, is passing out handbills and devoting special advertising to the run.

*Nat Levy, James Sharkey and Milton Cohen of the RKO office, were among the New York conventioneers . . . Herb Griffin, president of International Projector Corp., has been visiting with W. J. Turnbull, National Theatre Supply manager . . . Max Blumenthal, after riding a bicycle, disappeared for two days to convalesce.*

Fishing season opened Sunday, and, among those going up to the Au Sable, were Frank Wetsman, W. J. Turnbull, Clarence Williamson, and Hal Burriss . . . Jacob Boodman of Film Cleaning Service, is back after four weeks' illness with sinus in Dearborn Veterans' Hospital . . . Bill Flemion is back, after a business trip to Saginaw and Bay City.

*Lloyd Hammond has returned to "the old days," producing a short a week now . . . Walter Goryl, RKO booker, denies those reports that he is contemplating matrimony . . . Ben Zimmer is new assistant booker at United Artists, coming from a house manager's post with Associated Theatres . . . Harlan Starr, Jack Susami and Sam Merson took in the Tigers' night game at Cleveland.*

Max Bluegrind of Film Drugs, sprained his left wrist in a fall from a horse . . . Al Champaign, 20th-Fox booker, is trout fishing up north . . . Art Knapp was reported quite ill with a cold.

*Film Exchange ball team won two games two days in a row over Burroughs Adding Machines, 8-3, and over Bengal Athletic Club, 8-1. Syd Bowman, UA booker, was umpire for the second. Dave Kaplan pitched both games. Earl England of M-G-M was star, playing third . . . An Old Timers' Team is being organized to play the youngsters sometime next month.*

Ambrose Fitzgerald, supervisor of checkers for M-G-M, has returned from two weeks' fishing upstate, and is off upstate on business again.

## *Variety Sponsors 17 Teams*

**Cleveland — The Variety Post of Cleveland is doing its bit to make life happier for the boys of Cleveland by sponsoring 17 sandlot baseball teams. The Post furnishes each team with playing equipment, as well as with sweaters and caps. Commander Howard Roth is kept busy commuting from one game to the other.**

# LOUISVILLE

THE Falls City Theatre Equipment Co. installed projection-room equipment and seats for the new Gray Theatre at Grayson, Ky., owned by the Gray Theatre Corp., which is headed by W. R. Schaefer and William J. Sample . . . Sound equipment has been overhauled at A. R. Breeder's Midway Theatre at Midway, Ky. The Lyric at Beattyville, Ky., is sporting new carpeting. The manager there is M. C. Hughes.

*The Palace Theatre at Sebree, Ky., formerly owned by Ras Bivins, who operated that house and one at Calhoun, Ky., has been reopened by C. B. Seale. Bivins found it a bit too difficult to commute . . . The local Palace, one of three Louisville Negro theatres owned by the Williston interests, has been ordered to come down. It is situated in an area marked for a government slum-clearance project.*

"Double-A" Daugherty, film critic for the *Louisville Times,* displayed a picture of his first-born, two months old, to an associate who remarked that the infant had the keen eye of a critic and that no picture's reputation would be safe in her hands when she grew up. "Nixie," replied Daddy Daugherty. "I've had her inoculated with ground-up films. She'll never go to see one as long as she lives."

*It's a boy at the F. Shirley Wilcoxes—born June 25. Wilcox is manager of the Grand and Indiana theatres at New Albany, Louisville's Hoosier neighbor across the Ohio. It's their second child, and second son . . . The Switows' Riviera at Anderson, Ind., is getting a new air-conditioning system . . . The boxoffice depression is still with the Row in Louisville, although there has been some pickup over the situation as it stood two weeks ago.*

Beginning July 3, the Row will have to compete with summer opera. Six shows are billed for Louisville's new outdoor showhouse, Iroquois Amphitheatre, the last one going on August 12 . . . A new air-washing system has been installed at the Alhambra Theatre at Rockport, Ind., managed by H. L. Hargis. The Towers Theatre, Louisville, of the Fourth Avenue Amusement Co. chain, has some new lobby flooring.

*After the town's famous "tower tree," a real tree growing out of a steeple, Walt Easley, owner of a theatre building at Greensburg, Ind., plans to name the place the Tree Theatre. Paul Lindley, operator of the Orleans Theatre at Orleans, Ind., is going in for improvements—a new marquee, new front and renovation inside . . . A new 700-seat theatre is scheduled for erection at Huntingburg, Ind., at an estimated cost of $30,000.*

### Outfits Fair Exhibits

ALLENTOWN, PA. — Forty-eight units, comprising steel curtain tracks and automatic curtain machines, were installed at exhibits at the New York World's Fair by Automatic Devices Co.

## *Dannenberg's Condition Is Reported as 'Fair'*

CLEVELAND — The condition of Sidney Dannenberg, in charge of Warner publicity in this zone, who is at Glenville Hospital where he was taken after being found at his home with self-inflicted slashes on both wrists, on Monday morning was reported as "fair."

Dannenberg has been in poor health since last fall when he suffered a nervous breakdown.

## *New Fight Films*

PITTSBURGH—An unusual fight picture attraction is expected in the title meeting of Joe Louis and Tony Galento, which will be distributed in the local territory by Irving Dietz and George B. Josack. The former was in New York to witness the event and was expected to return here before the end of the week. Dietz and Josack have handled all fight pictures here for a number of years.

### Improvements at Palace

LANCASTER, OHIO—The Palace here has installed new equipment at a cost of $2,500. Among improvements were mechanical additions to the cooling system.

### "Bookies" for Prindle

HOLLYWOOD—"The Day the Bookies Wept," next Joe Penner comedy for RKO, will be whipped into screen form by Don Prindle.

## *CINCINNATI*

(Continued from page 49)

*River. According to Columbia's Charles Palmer, all exhibitors and film folk are invited to drop in for a weekend.*

Col. Arthur Frudenfeld, general manager RKO Theatres, is vacationing in California.

*Following their recent business meeting, Queen City Variety Club announced an attractive calendar of entertainments for members and friends. The annual club picnic has been set for July with Harris Dudelson, UA manager, chairman. RKO Theatres' Joe Goetz is chairman of the annual golf tournament, tentatively set for August 15, and Harry Hartman, chairman for the wrestling and boxing exhibition for the benefit of St. Mary's Milk Fund, in September. Explicit dates will be forthcoming in* BOXOFFICE.

Mrs. Nina Sisson resigned from M-G-M personnel to marry M-G-M's H. J. Sheeran, city salesman and former office manager, culminating an office romance. Mrs. Sisson, who was secretary to W. J. Devaney, is being replaced by Estelle Schilferth.

*J. E. Watson, M-G-M exploiteer, left for a 1,150 mile trek in the wilds of Canada, on a fishing expedition near Kenora.*

Foster Lane was here from Williamsburg, Ky. Also Rupert McNeely, Baltimore, Ohio; H. Cannon, Hurricane, W. Va., and Paul Russel, Somerset . . . E. C. "Si" Stewart announces excellent sales on Grand National's new product.

# COLUMBUS

IN THIS day of double features it is interesting to note that the Ohio's opening day with latest "Tarzan" picture played to largest matinee crowd in over a year. And the week was better than anything since September. The Ohio is only a single bill house in Columbus.

*That was a generous move on part of RKO in doubling up so as to take care of the closed Majestic's employes . . . Martin G. Smith, Toledo, president of the Ohio ITO, was in town for P. J. Wood jr.'s marriage.*

The Olentangy, the Piccadilly under Bill Chesbrough management, has been closed for extensive alterations, and will reopen late in the month. The house is the latest addition to the Virgil Jackson-John Murphy chain of neighborhoods. With the opening of the new house three promotions are in order for managers: Leonard Ellis of the Uptown staff goes to the Goodale; Rollie Flemen, Goodale manager, moves to the Wilmar, and Arch McCleese, Wilmar manager, takes over the Olentangy.

*Bert Stern, UA division manager, and Harris Dudelson, manager of Cincinnati exchange, were business visitors last week. Jim Hendle, formerly UA salesman out of Toledo, is now in this territory. He replaces George Jefferies, now with Universal in Albany, N. Y. . . . Congratulations to John and Marian Frye (he's the RKO treasurer) who are celebrating four years of married life . . . C. Harry Schreiber, local RKO chief, was a visitor on Cincinnati's Filmrow the first of the week.*

Al Sugarman, RKO Radio salesman in the territory, has just returned from the New York convention . . . Tom Emerson's Mountaineers of motion picture fame played July 1-2 at Knickerbocker . . . The local RKO ball team travels to Cleveland, Sunday, for an encounter with the lake city RKO nine, and we will give you odds on the lakeside boys! . . . Ralph McCombbs, formerly of *The Citizen* dramatic staff, will join the Philadelphia orchestra as p. a. on August 15 . . . Mrs. E. Caplane, mother of the Palace's assistant manager, spent the week in town—her first trip to the Capitol City. Quote us: "She's O. K.!"

*John Hardgrove, Loew's Ohio assistant manager, will swing through Loew's, Inc., western division (Pittsburgh to Kansas City) for ten weeks this summer as relief manager in the scattered situations. He is now at Loew's Broad here while Clinton George Wander, manager, honeymoons in New York and environs.*

### "Will" to Hanline

HOLLYWOOD—"Where There's a Will" will be scripted for Warner by Maurice Hanline.

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## No Foothold Here

PITTSBURGH—A picket carrying a sign "This Picture Is Unfair to Hitler" paraded in front of a neighborhood theatre playing "Confessions of a Nazi Spy." It was a gag prepared by the exhibitor, but it "backfired" when an angry mob threatened to take the picket for a ride.

Although the stunt attracted a crowd in front of the theatre, the exhibitor found it necessary to confess that it was a gag and to take the picket off the sidewalk. In addition to the mob, which threatened the picket, there were several later kickbacks. City and county detectives arrived too late to take a hand. Meanwhile an American service organization had phoned leaders of the county to meet that evening in front of the theatre "where a Nazi was picketing." When revealed that it was a gag, the meeting was called off.

## Pitt Variety Golf Meet At Wildwood July 14

PITTSBURGH—Variety Club's annual golf tournament has been arranged for Wildwood Country Club, Friday afternoon, July 14, Arthur H. Levy, general chairman, announces. A record crowd is expected to tee-off in the 18-hole tourney.

For those not engaging in the golf game, there will be other sports, including swimming. In the evening there will be a dinner-dance.

Assisting Levy will be Burtus Bishop jr., in charge of tickets; Joe Hiller, entertainment; Steve Cox and Bob Bassett, prizes; Harry Kramer, dinner, and Art Rooney, handicap. Mrs. L. J. Katz is in charge of ladies' activities.

## Auditorium for United

PITTSBURGH — Plum Creek Valley Women's Club has completed plans for the erection of a $20,000 auditorium at Center Road, Unity, Pa. There will be a stage and 450 seats. Mrs. F. L. Anderson is chairman of the building committee.

### Pettit Remodeling Best

KANAWAHA CITY, W. VA.—The Best Theatre is being remodeled throughout. A new air-conditioning unit and 380 new upholstered seats are being installed. The house is managed by George Pettit.

### Lift Shirley's Face

COVINGTON, KY.—A new front of marble and terra cotta is being installed at the Shirley Theatre here by Nick Shafer. A new V-type marquee, Neon-lighted, is among other additions.

### Stag Party in Akron

AKRON — Independent Theatre Owners of Akron held their annual stag party last Monday at the Elks Club.

### Hayes Remodels at Linesville

LINESVILLE, PA.—Regent Theatre is being remodeled for Holis L. Hayes.

# Studio Employment Index in a Rise

HOLLYWOOD—Filmdom's labor index is rising with hundreds of craftsmen working overtime to meet the July 15 starting date set by Charlie Chaplin for the production of "The Dictators." At RKO, preparations for "The Hunchback of Notre Dame" and other films of comparably large budgets have forced the studio to double its art department personnel and to move into larger quarters.

Paramount has sent Walter Bradford to Miami to handle exploitation on "Gulliver's Travels," feature-length cartoon Max Fleischer is producing there. Don Asbaugh has joined Paramount's publicity department as a writer. All scripters, Lenore Coffee, Courtland Fitzsimmons, Lillie Hayward, Louis S. Kaye, Julien Josephson and Allen Rivkin, have checked out, and Lewis Foster, Irene Kuhn, Zion Meyers and Frank Partos have been added to the department.

Richard Halliday reports to Paramount, July 5, as story department head. Richard Mealan succeeds him as eastern story editor.

At Metro, Louis K. Sidney has joined the Mervyn LeRoy unit as associate producer, with his first assignment "Ziegfeld Follies."

Ben Holmes, formerly a scenarist-director at RKO, has rejoined that studio as a writer and he is now screen treating "The Saint's Double Trouble."

Henry Henigson, vice-president and general manager of the Myron Selznick agency, has resigned, effective immediately.

## Upsurge in Production Activity Sustained

HOLLYWOOD—With 47 in work and another seven set for immediate starts, major studios have taken another substantial jump in production activity.

Columbia gunned "The Five Little Peppers and How They Grew" and, after a week's delay, "The Man They Couldn't Hang," but sent "Golden Boy" into the cutting room, thus totaling three in work. Metro registers ten, having finished "Miracles for Sale" and listing no new starters. Monogram has but one, "The Girl From Rio," in work.

Paramount hit a high mark of ten by launching "Seventeen" and "Our Neighbors—the Carters," while Producer-Director Frank Lloyd wound up filming on "Ruler of the Seas." RKO Radio launched "Conspiracy" and finished "Nurse Edith Cavell" to hold even with a five-picture total. Republic has two features and a serial in work.

"Drums Along the Mohawk" went into production at 20th Century-Fox, the same studio finishing "The Rains Came" to maintain a six-picture pace. Hal Roach finished "A Chump at Oxford" for United Artists, with UA reporting four films in work among its various producers. "The Eyes of Scotland Yard" hit the starting line at Universal, the plant totaling a capacity of eight films in production.

## Surprise Wedding

PITTSBURGH — You cannot tell about these bachelors.

M. S. England, who was considered a confirmed bachelor, took the vows Sunday evening at a quiet marriage ceremony, joining Miriam Kean of Philadelphia in the holy rites. Plans for the wedding, including publication of application for license, were kept quiet.

Mort introduced Mrs. England at his office on Filmrow Monday afternoon.

We join the many friends of the groom in extending best wishes to the couple.

## Englands Move

PITTSBURGH—Mort and Art England, local exhibitors and distributors of Bank Night, theatre premiums and special film subjects, are removing their headquarters from the Morrone-Monogram building to the Van building, 425 Van Braam street, at the Blvd. of the Allies. The new larger offices of the England brothers were formerly occupied by the MPTO.

## Change at Clearfield

CLEARFIELD, PA.—The new Roxy Theatre, opened last year by Tony Colose, has been taken under the wing of the Vernon F. Scott-Ideal Amusement Co. Service contracts are being signed by George Gartland, a Scott associate at Johnstown. Colose had found it difficult to negotiate for sufficient product, and his exit from theatre management had been anticipated.

## Reopen at New Castle

NEW CASTLE, PA.—The Victor Theatre was reopened after a two-week shutdown during which time the house was renovated and remodeled. Auditorium was newly decorated and new lighting system installed. Front was decorated and new frames placed. David Victor planned the modernization for his theatre.

### Opening in Latonia

LATONIA, KY.—The New Kentucky Theatre, built here by Louis Wiethe at a cost of $100,000, is to open July 1. Wiethe also operates the Latonia here and the Bond Hill in Cincinnati.

### "Golden Gloves" Story

HOLLYWOOD—Colony Pictures, an independent unit, has purchased screen rights to "Golden Gloves," a story by Don O'Mullally and Brandon Wood dealing with the organization of amateur pugilism.

### Neaman Buys Natrona House

PITTSBURGH — Sam Neaman, who has operated the Roxy Theatre, Natrona, for six years, has purchased the building.

### Extends Martha Raye

HOLLYWOOD — Paramount has extended Martha Raye. She is currently in "$1,000 a Touchdown."

# Festive Opening for Avon at Stamford

STAMFORD, CONN.—Long to be remembered for the beauty and impressiveness of the theatre and the festivity of the occasion, the 730-seat Avon had its official opening last week to a full and admiring house. Approach to the theatre was heralded by large street banners hung by the Bedford Ass'n of Merchants, welcoming the new theatre to the neighborhood, and other signs of cooperative contests, etc., which expressed the goodwill of the entire sector.

Sam Weiss was assisted by Herald Eskin and other hosts and hostesses in greeting patrons and guests from the trade. After viewing the theatre, visitors were invited to adjourn to the Women's Club nearby for refreshments and dancing.

Among the 1,000 or more guests at the party were Stamford's Mayor Ward and other city notables; many film men from New York and Connecticut, including Al Herman, Universal district manager, and Mrs. Herman; I. J. Hoffman, Warner Theatre New Haven zone head, and Mrs. Hoffman; B. E. and Maxwell Hoffman, Warner Theatre executives; Al Gottesman and William Yoost, New York; Sam Weinberg, Port Chester; I. Hohauser, the Avon architect of New York; Martin Kornbluth, American Seating; William Hutchins, National Theatre Supply, New Haven branch, who supervised the installation of booth equipment; Mary Vuono, well-known figure in Stamford theatre operation; Si O'Toole, Warner theatre department, and Mrs. O'Toole; Larry Germaine, Warner; Lester Tobias, Tobias Premiums, New York; M. J. Schwartzman, Quality Premiums, Philadelphia; Ed Side, Lobby Display Co., New York; Chick Rosen, New York; A. M. Schuman, Black Rock, Bridgeport; George Comden, Fine Arts, Westport, and Mrs. Comden; Ben Simon, 20th-Fox manager; Thomas Donaldson, Metro manager; John Pavone, Warner manager; Morris Joseph, Universal manager; Lou Wechsler, United Artists manager; T. O'Toole, Columbia manager; I. Levine, Grand National manager; Sam Rosen, Rosen Film Delivery; George Weber, Metro checking supervisor; Sam Germaine, 20th-Fox booking manager; Sid Swirsky, Columbia booker; Lew Ginsburg, UA salesman; Charles Lazarus and Phil Gravitz, Metro bookers; Alexander Hamilton, manager Empress, South Norwalk; Sam Hadelman, Capitol, Bridgeport; Jeanette Berliner, Grand National booker; Milton Hyams and Morton Katz, Metro salesmen; William Vuono, manager Palace, Stamford; William Michaelson, manager Plaza, Stamford; Frank Mullen, Metro office manager; Angelo Lombardi, Warner booker.

Weiss Amusement, which operates the new first run, also runs the Stamford, a downtown first run. The house will be a single feature "class" theatre, with admission at 40 cents, and one-third the seats reserved at 65 cents.

### Writers to Metro

HOLLYWOOD—Robert Duscoe and Owen Atkinson have joined the Metro writing department on term deals.



## *RKO's Crew From the Hub—*

*Bostonians assembled at the Penn station, en route to Rye, N. Y., and the RKO sales convention held there, include Harry F. Goldstein, Jack Schmitzer, home office representatives; Carma L. DeVizia, Joseph P. Smith, Melville M. Ames, Ross Cropper, branch manager; J. H. MacIntyre, northeastern district manager; Mr. Downing, William H. Gardiner, Cyril F. McGerigle.*

## *Connecticut House Passes Police Protection Bill*

HARTFORD, CONN.—Following the usual last-minute rush of action during the closing days of the state legislature, exhibitors discovered belatedly that a bill had passed both houses authorizing the chief of police to determine and furnish all necessary police protection at public places of amusement or exhibitions or contests of any kind, at the cost of the operator. The bill, H. B. 1624, awaits the signature of the governor to become law. No public hearing was held on the bill, it being merely reported through Alcorn of Suffield, chairman of the judiciary committee, that the bill ought to pass. The act reads:

"When police protection shall be necessary or required at any boxing bout or wrestling match, place of public amusement, sport contest, or hockey, baseball or basketball game or any other exhibition, or contest, which is being held or is to be held in any municipality having an organized or paid police department the amount of such protection necessary shall be determined and shall be furnished by the chief or superintendent of such police department and such protection shall be paid for by the person or persons operating, conducting or promoting such game, exhibition or contest. Nothing in this act shall affect the jurisdiction of the department of state police."

## *Improvement Program at Colonial in Rochester*

ROCHESTER, N. H.—Extensive alterations have been started at the Colonial here, operated by the Interstate organization. The company recently completed $50,000 worth of improvements on the Scenic here.

At the Colonial, according to Manager William J. Stanton, a new ventilating system and motor generator are being installed and the front is being remodeled.

There will be no interruption in programs as a side entrance is being used by patrons until the new front is completed.

# Move Against High Rentals in Offing

NEW HAVEN—A significant announcement concerning an active campaign against allegedly high rentals is expected shortly as a result of one of the largest independent exhibitor rallies in many years, that was held here earlier in the week. The MPTO and Allied units were represented.

The meeting, the first to be held in several months in this territory, was called by a committee of six leading showmen to discuss business conditions and film rentals.

## *All-Industry Outing Is Planned for August 15*

BOSTON—One of the biggest film trade outings ever staged in New England is now being planned by a committee representing the Cinema Club, Salesmen's Club, Friars Club, Lieut. A. Vernon Macauley Post (American Legion), and the operators', stage hands', film employes' and front house theatrical employes' unions.

August 15 is the date set for the event, although the place has not been determined as yet. Last year a similar outing drew around 500 film folk.

Major Pat Healey of the Massachusetts department of public safety heads the committee, which includes: Bill Cuddy (RKO exchange), Steve Broidy (Monogram Pictures), Jim Burke (operators' union), and Jack Granara of Keith Theatres and Harry Browning of M&P (both handling publicity).

## *Pineland Ventilating*

CENTRE OSSIPEE, N. H.—Pineland Hall, local theatre operated by Ansel B. Sanborn, speaker of the house in the legislature, has installed a ventilating system.

# NEW HAVEN

THE long-discussed testimonial to George Wilkinson, operator of the Wilkinson Theatre, Wallingford, has been tentatively scheduled for July 11 at Racebrook Country Club. A luncheon party will be followed by some friendly competition on the golf course. At an arrangements meeting, Barney Pitkin, manager of RKO, was appointed chairman, assisted by Thomas J. Donaldson, Metro manager; Ben Simon, 20th-Fox; John Pavone, Warner; Edward Ruff, Paramount; Lou Wechsler, United Artists; Morris Joseph, Universal; T. O'Toole, Columbia; Philip Sherman, Monogram; George Rabinowitz, Republic; I. Levine, Grand National; Irving C. Jacocks jr. of the Branford Theatre; and Sam Rosen, Rosen Film Delivery and Lakeville and Winsted theatres. Save the day!

*Oscar Hausner of New York was a Meadow St. shopper this week for the Broadbrook Theatre, which he reports he will reopen June 30. The house is owned and was formerly operated by Lamperts of the "borscht" circuit . . . Nathan Lampert made his first visit to the film district in many a month . . . The suburban operator is still on crutches as a result of an auto accident about eight months ago . . . Joe Markov, who keeps a watchful eye on the Lampert Colchester, East Hampton and Moodus houses, is an expectant father . . . The plans are set for a 500-seat Windsor house in the center of the town, in addition to the Lampert theatre on the outskirts, the picture complicated by a Hartford exhib who also planned to build in the town.*

Newest and most elaborate non-theatrical in the state is Connecticut College Palmer Memorial Auditorium in New London, with 1,375 seats, equipped with new projectors and sound.

*Evelyn Gerstein, personal studio representative of Samuel Goldwyn, made a visit to the Loew-Poli division office on "They Shall Have Music," coming UA release. Bob Russell arranged a WELI broadcast, and Miss Gerstein interviewed members of the press and educators. Miss Gerstein gave a New York University extension course in film appreciation here last year.*

Bill Canelli was one of the four salesmen to receive cash prizes and gold buttons at the RKO convention for having sold 100 per cent of their sales possibilities during 1938-39.

*Griswold High School, which has temporarily housed Finn's Theatre, Jewett City, since the hurricane, will itself be closed now by Harry Barnett. The hurricane blew off the auditorium's ventilating system, which has not been replaced. Meantime the new 700-seat Jewett City theatre, in the process of construction, will be ready for operation on Labor Day.*

The steel work of the new 700-seater in Thomaston is already complete, and Robert Schwartz also has a tentative Labor Day opening date . . . Ditto for Michael Cascioli's new Forest Theatre, in the Allingtown sector of West Haven.

*Features of the new Avon, Stamford, which contribute to the unusual impression made on all comers: Elegant simplicity of its brick and white-columned, no marquee, exterior . . . hand-painted panels of colonial scenes in lobby and interior, faultless acoustics, brightness of interior, faithfulness to colonial detail, down to carpets, mats and white lace boxoffice and lobby curtains . . . comfortable colorful seats. The openings on June 15 and 22 were both sellouts.*

Tom Farrell, Metro booker down from Boston with Mrs. Farrell and Tommy jr., visited with Charlie Lazarus, New Haven Metro booker . . . Michael Simon of San Francisco paid his brother, Ben Simon, 20th-Fox manager, a short visit in New Haven.

*Harold Eskin, who with Mrs. Eskin, helped receive guests at the Avon opening, reports the Cameo and American, Newark, in which he is interested, are being renovated, and new interest in the Strand, Easton, and College, Bethlehem, Pa.*

Speculation on the street as to whether Warner's will renew their lease of the second-run Capitol, Danbury, expiring August 1. House has been open this summer, though darkened last.

*I. Hohauser, architect of the Avon, has done the Community, Hudson, houses in Brewster, Yonkers, South Brooklyn, and New York City, but this is his first in Connecticut.*

Sportsmen: Bill Pine, of the Darien Theatre, has a badminton court in his back yard . . . Oscar Shanken, of the Dixwell Playhouse, is entered in the New Haven tennis competitions this year again, after beating many of the oldtimers when he arrived in New Haven last year and reaching the semi-finals . . . Shanken played on the New York University team . . . The entire Fishman Theatres offices has taken to the golf course . . . George Rabinowitz of Republic calls it sport to write words and music for plays . . . Bob Russell says they're biting at Faulkner's Island.

*Certificate of incorporation has been filed for The Greenwich Civic Theatre, Inc., with Walter Tupper Jones of Greenwich, Louis T. Marsh of Bedford Village, N. Y., and Winifred C. Dewey of Scarsdale, New York, as incorporators . . . The Airport Amusement Corp. of Bristol is a new one, with J. Gordon Warner, Lester A. Metz and S. Russell Mink, all of Bristol as incorporators.*

Fishman Theatres have addressed a congratulatory letter to Warner Bros. following the announcement that the latter will produce "The Bishop Who Walked With God" and a story depicting secret opponents of Nazis in modern Germany. The letter calls such pictures as "Confessions of a Nazi Spy" a strong force in the preservation of democracy here.

*Charles Kullman, Yale '24, was a concert artist and celebrant during reunion week at Yale . . . Johnnie, the Philip Morris boy, was here in person and paraded with the alumni . . . Ed Wynn was expected back as honorary member of the class of '24, but failed to show up.*

Warner Theatre manager vacationers will all be back early in August, ahead of last year's deadline, all vacations being concentrated in about six weeks . . . This week's leaves include Paul Binstock, Lyric, Hartford; Jack Melinkoff, Warner, Lawrence; Bill Kelly, Modern, Lawrence; Richard Beckman, Waldorf, Lynn; J. Tobin, Premiere, Newburyport; Joe Liss, Strand, Clinton; Max Silverwatch, Strand, Waverly; Alec Davis, Capitol, Everett; Hugh Campbell, Central, Hartford; Dave Sugarman, Regal, Hartford; Jack Sanson, State, Manchester; Dennis Rich, Cameo, Bristol; Randolph Maller, Strand, New Britain;

(Continued on page 58)

# NEW HAMPSHIRE

THERE will be no more legislation affecting theatres in this state for at least two years, since the 126th session of the general court has adjourned. Next biennial session falls in 1941.

*Manager William J. Stanton at the Scenic in Rochester reports patrons are highly pleased with the recent $50,000 renovation there, and that business is holding its own in the face of the usual summer slump.*

John Trela, second assistant projectionist at the Strand in Dover, and Dennis Fogarty, sign man at the same house, have been enjoying vacations.

*A "Festival Ware" dish giveaway feature has been an attraction for the ladies at the Arcadia in Portsmouth. At the Colonial, also in the Port City, the fair sex has been lured by a cooking school.*

Paul Florenz, New York and Hollywood producer, is presenting the popular Frolics, a girl show, in its third season at Salisbury Beach.

*William T. Soule, composer and member of one of the early Gilbert & Sullivan companies, has established a home in the Concord Heights section.*

Lionel Irwin, manager of the Palace in the Penacook section of Concord, has been putting in some strenuous golfing since the robins arrived. Arthur Dame, his assistant, pinch-hits at the theatre during Lionel's moments in pursuit of the cherished hole-in-one.

*Lorenzo Gilbert is a new usher at the Star in Concord, taking the place of Johnny Nyhan . . . J. Edward Charbonne, manager of the Concord Theatre, was a Boston visitor.*

Painting and decorating jobs appropriate to the season have been completed at the Capitol in Concord, one of the Granite State's finest theatres.

*At the Colonial in Laconia, Carl Wallace has been at the helm, while Manager Ralph Morris has been vacationing.*

## New England Pointed Out As Rich Film Material

MANCHESTER, N. H.—Since the historic adventures of various sections of the country are being filmed, the *Manchester Union* asks why New England is being overlooked.

In an editorial, "New England Epic," the *Union* said:

"Hollywood, which is poring over history books to good advantage these days, is politely urged to remember that parts of the country other than the West and Southwest are rich in adventure, too. There is plot material aplenty, as only one case in point, in the exploits of Rogers and his famous Rangers.

"For some strange reason, the so-called great open spaces have had lion's share of attention from the film makers. Here in New England, there were great wooded places. The story of their clearing and of the founding first of homes, and then villages, is certainly as stirring as the portraying of life in the West.

"The Pioneering Fathers here in New England were brave men, every bit as brave as those of their descendants who were to people the West. No section of the country is more deserving of having its story written for the screen, there to be a stirring 20th century reminder of life when the nation was in the making."

## Massachusetts Legislature Will Recess Ten Days

BOSTON—Massachusetts legislature adjourns July 4 for ten days, which means that several important taxation and labor bills of particular interest to exhibitors will be deferred until after the recess. Indications are now that the lawmakers will be debating these and other measures well into the summer. It also means that a number of key men in the film industry here cannot make plans for their own vacations until the legislators close shop.

## Springfield Deluxer Will Close Till Labor Day

SPRINGFIELD — Western Massachusetts Theatres, Inc., operators of the Paramount, the city's largest, newest and only air-conditioned house, will close the house at least until Labor Day, it is announced. Lack of product is given as the reason. Some redecoration is contemplated during the dark period. Recent negotiations with unions with the idea of running one feature and seven acts of vaudeville collapsed when operating costs were found too high.

## Eames Buys Property

LITTLETON, N. H.—John B. Eames, operator of theatres in Littleton, Colebrook, Bethlehem and Bretton Woods in the White Mountains section, has purchased the site of the James C. MacLeod department store, which was destroyed by fire last December. He plans to erect a large commercial block.

# BOSTON

JACK GRANARA, publicity chief for RKO Theatres here, leaving July 2 for a week's vacation at Forest Lake in Maplewood, N. H. Red King, stage manager at the Keith Boston, is assisting Granara during the summer months until stage shows return to that house.

*Judy Canova, Ann and Zeke threw a press party at Dinty Moore's . . . Marjorie Adams film critic of the Boston Globe heads for Hollywood for a three-week vacation July 6. Among her friends on her visiting list is Charles W. Koerner, former divisional manager for RKO Theatres in New England.*

Bachelor dinner for Phil DePetro, manager of the Jamaica Plain Theatre in Jamaica Plain, Mass., at the Hotel Kenmore, Boston, June 28.

*M&P Theatre employes had their annual outing at Mayflower Hotel in Plymouth, with about 100 participating in outdoor and indoor sports. Ed Cuddy was honorary chairman of the committee, with Ed Cantor, chairman. Phil Seletsky headed the athletic committee, Harry Browning, publicity, and Henri Schwartzberg, transportation.*

Bayside Theatre in Hull, Mass., opened by M&P Theatres for the summer season.

*Harry Browning, publicity director for M&P Theatres, has put his sailboat in the water and will race it in the annual regatta of the Medford Boat Club, July 4.*

Two German machine guns in the office of Specialty Pictures remind visitors that this company is distributing "Four Aces," starring Private Slack, only private in the AEF to win the Congressional Medal.

*Winnie Coyle, treasurer of the Keith Memorial, is turning in some good scores on the local golf links, and she's sporting a gorgeous tan.*

Benny Goodman played a free show at the Parkman Bandstand in Boston Common, June 23, swinging out for a whole hour. Staid Boston had never seen anythink like the outdoor jitter jamboree that resulted.

*Offices at headquarters of M&P Theatres at 60 Scollay Square are being renovated.*

John Hickey, well-known stage director in these parts, recently visited town, spending time with Red King, stage manager of the Keith-Boston and Howard Burkhardt the new manager of Loew's Orpheum.

*Barry Mirkin, formerly assistant stage manager and featured vocalist at the Metropolitan Theatre now emcee and band leader for the Major Bowes World's Fair Revue, now on tour. Mirkin, a Boston lad, was associated with Harry Gourfain for several years as assistant producer of unit stage shows and later was company-stage manager for the Ted Lewis and Horace Heidt orchestras.*

Barrett Kiesling, good-will ambassador

(Continued on page 59)




DO YOU HAVE "CHAIRITIS"?★

★(A condition whose symptoms include squirming patrons, etc. Not even good pictures are a cure for this uncomfortable malady. Extraction of ailing chairs recommended.)

IDEAL ARE GOOD




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CAPITOL THEATRE SUPPLY COMPANY

*A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS*

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# BRIDGEPORT

HARRY ROSE, Globe manager, back from a visit in Atlantic City, the home town.

*Michael Carroll guested a group of* Post-Telegram *carrier boys at his American Theatre.*

Loew's Poli, Waterbury, is holding a state-wide jitterbug contest on the stage.

*Al Schulman has returned from a motor trip to Alabama.*

The Empire, New London, is offering five cartoons plus the regular show on Saturday afternoons.

*Arthur "Otto" Esposito only casualty of the season's first softball game between the Loew-Poli and Globe theatres.*

Even the neighborhood theatres are beginning to feel the general slump in theatre business here.

*Strand, Stamford, put on a county-wide campaign for "Race Suicide" and limited the admission to adults.*

Manager Morris Rosenthal of the Majestic observes a birthday this month.

### "Bonanza" to Rapf

HOLLYWOOD—"Bonanza," a story of Mexico's silver rush, will be produced for Metro by Harry Rapf, with Wallace Beery in the starring role. Fred Zinneman is set to script.

## *Warns Film Producers of Latest Western Efforts*

NEW HAVEN—"This Way No Progress Lies," Allardyce Nicoll, chairman of the Yale department of drama, warns producers of the latest westerns in an article in *Theatre News*, New Haven County weekly film and entertainment guide.

"We may admire Griffith as a pioneer and recognize the worth of the early westerns without desiring that the latest efforts would imitatively copy early technique, should forget or cast aside a whole series of interesting, exciting and significant experiments in other directions," Professor Nicoll concludes. He points out that two or three years ago experiments were being made in the "delineation of subjective states of mind; montage of an imaginative sort was being freely exploited, and there were signs that the producers, even when clearly intent upon purely commercial success, were becoming aware of the possibilities of visual symbolism."

The renunciation of these experiments of late he attributes in a measure to the renaissance of the current elaborated western, and the "democratic" film with its insistence upon larger external and objectively presented ideas. "Wuthering Heights," he states, stands almost alone in daring to dally with symbolic effects, and "even it was not bold enough to go very far."

### Columbia Extends Brown

HOLLYWOOD—Stanley Brown, actor, has been extended for a year by Columbia.

# NEW HAVEN

(Continued from page 56)

B. B. Gordon, Commodore Hull, Derby; Bob Elliano, Palace, Torrington; Bill Hatkoff, Rialto, South Norwalk; Ted Smalley, Garde, New London; Bob Hamilton, Palace, Norwich; Jack Harvey, Palace, Danbury.

*Alexander Hamilton, illustriously-named manager of M&P's Empress, South Norwalk, leaves July 14 for a few weeks at Naples, Me. . . . Bob Carney, assistant at the College, New Haven, will drive off for Virginia Beach July 1 . . . H. H. Maloney, alias "Monk," now at the Poli, Worcester, will be leaving for the World's Fair, and then Maine, as you read this . . . Maurice Drucker, assistant at the Maloney house, spent a busman's holiday making the circuit with Harry Shaw . . . Harry Rose, of the Globe, Bridgeport, is bound for Atlantic City, with Morris Rosenthal looking after the house . . . Joe DiPesa, Boston Loew's, Inc., publicity director, is expected back at his desk this week after a lengthy illness, which should bring Lou Brown back to New Haven, and return Matt Saunders to the Poli, Bridgeport . . . Vic Cusanelli and Marian Salwitz of the Warner exchange office, are on a Nassau cruise.*

T. O'Toole and Ben Lourie arranged an evening screening of "Good Girls Go to Paris" at the 20th-Fox Little Theatre, with approval of a goodly attendance of exhibitors and their wives . . . E. M. Loew's, Hartford, plays the feature July 30.

*With the anti-picketing injunction removed Hartford union operators are again picketing E. M. Loew's in a squabble between Knights of Labor and AFL.*

Nick Mascoli of the Carroll and Plaza, Waterbury, is teaching the booking game to his family of three . . . Harry Shaw is thinking of selling his color films of his recent West Indies cruise to the circuit as a travelogue with plenty of shots of the Shaw cigar . . . Lewis Ginsberg is having a hard time evading the "shotguns" . . . Danbury is minus two of its theatre managers this week, what with George Harvey of the Empress heading for a Washington vacation, and Irving Hillman of the Capitol, on a Canadian visit. Merrick Lyons, Empress assistant, is subbing for Hillman, and E. J. Harvey, superintending both the Palace and Empress.

*Theatre-in-the-Dale is a new incorporation in New Milford, with Clifford Edge of Washington, Louis T. Toussoint, Roxbury, and Laura E. Edge, of Washington, Conn., as incorporators.*

Pappy Howard's New England Hillbillies, a three-a-week on WBRY, are the stars of the Loew-Poli Hillbilly show, one of the weekly summer novelties at this house . . . Rose Marie was a big attraction at the outdoor vaudeville shows inaugurated last Friday by Billy Madigan of Bridgeport, at the Theatre-in-the-Woods, Norwalk.

*N. C. Wrisley chalks up the Lawrence, New Haven; Rialto, Stamford; Capitol, Waterbury, and several Massachusetts houses on his list of ovenware deals . . . The Middletown theatres are using Dick Cohen's offset printing program and cards.*

# PROVIDENCE

PROVIDENCE and Pawtucket theatres found tough opposition in the Shrine Circus held recently at Narragansett Race Track. Show played to better than 200,000 persons during the week.

*Personnel notes from Loew's State: Don Farnham, chief usher, recently in St. Joseph's Hospital, reported on the mend at this writing . . . Leslie Jefferies, student assistant manager, out several days with illness last week . . . Vaughn O'Neill left June 26 for a fortnight vacation . . . Marion Cooper, attractive boxoffice miss, down New York way this week looking over the Fair on her vacation.*

State has a lobby novelty coming in for a week, June 30, in the person of Maud Mosher, handwriting expert, who will give patrons free consultations.

*Manager Edward Reed of the Strand is giving the customers a bit of highbrow entertainment on his current bill. To film orchestral music of "Tannhauser" a color accompaniment is provided by the color invention of Prof. G. A. Snook, Ph.D., worked from behind the screen. Novelty drew a good hand.*

Anthony Romano of Associated Theatres says cooling systems recently installed in the chain's Palace and Park theatres have proved so satisfactory that contracts have been signed for similar installation in the company's Bijou, third-run downtown house.

*Fays Theatre followed its usual custom of closing for the summer on June 15 with reopening announced for late in August. Despite shutdown of that house and the RKO-Albee, remaining first runs have experienced no appreciable upturn in grosses.*

Theatre-by-the-Sea, legit summer playhouse at Matunuck, R. I., opens for the season this week with Leon Janney guest starring in "What a Life." Other film folk scheduled to visit this season are Glenda Farrell, Elissa Landi, Edward Everett Horton, Alison Skipworth, Blanche Yurka and Madge Evans.

*Rhode Island theatremen joined with numerous friends in mourning the death of Eddie Healy, one-time vaudeville star and more recently proprietor of Healy's Restaurant here. Eddie died June 19 as a result of burns suffered in the fire which destroyed the Roger Williams Manor apartment house here the previous day. His eating place was a popular rendezvous for the film fraternity.*

Manager McGhee of E. M. Loew's Drive-In is using bumper cards as an advertising medium. Ushers circulate through ramps during evening performance, getting permission from car owners to affix the cards to their machines. Few turn down the requests, with result that hundreds of cars are driving around town advertising the Drive-In.

## *Indian Juvenile Appears On Bridgeport Stage*

BRIDGEPORT, CONN.—Through the cooperation of Police Sergeant John Moran, a member of the supreme board of directors of the Police Anchor Clubs of America, the Loew-Poli Theatre was able to bring Martin Good Rider to this city for the opening of "Susannah of the Mounties." Martin, a full-blooded Blackfeet Indian lad who plays opposite Miss Temple in the film, made the trip from the west coast with the Rev. Bernard Cullen, director general of the Marquette League of Catholic Indian Missions and did a half hour of songs and dances, aided by another Indian boy, Archie Big Wind, on the stage.

City officials and members of the Police Anchor club attended the performances and later were guests of Manager Matt L. Saunders at a reception and dinner at Hotel Stratfield.

## *Barrett Kiesling Tours Loew-Poli Circuit*

NEW HAVEN—Barrett Kiesling, Metro's "ambassador of goodwill," has started his annual tour of the Loew-Poli circuit, meeting with managers and members of the press on exploitation and advertising ideas and advance news of the new product. Harry F. Shaw, Loew-Poli division manager, and Thomas Donaldson, Metro exchange manager here, arranged a first meeting and informal party at the Hotel Taft. Bert MacKenzie, New England exploitation man from Boston, also attended and spoke.

Meriden was included in the New Haven meet. Subsequent meetings were arranged in Bridgeport, to include Waterbury, Hartford, Springfield and Worcester.

## *BOSTON*

(Continued from page 57)

for M-G-M, was in town on a tour of New England key cities, accompanied by Lou Brown of the Boston Loew's Theatres publicity office.

*Alice Dervin, niece of Eddie Mannix, general manager of M-G-M studios, back in town after two years in Culver City. Alice hopes to crash radio here.*

Joe DiPesa, publicity chief for Loew's Theatres here, back at his desk after an extended leave of absence, will be assisted by Joe Longo for a few weeks. Longo, incidentally, is going after Bill Cunningham, columnist on the *Boston Post*, to write a special commentary on "Winter Carnival," now being produced by Walter Wanger. Background of the film is Dartmouth College of which both Wanger and Cunningham are alumni.

*Harry Asher, veteran of the local film district, is booking "Uncivilized" through the New England territory.*

Novelty Distributing Co. is booking the Galento-Louis fight pictures in this area, with Four-Star Program Co. producing the heralds and programs.

*Colonial Theatre, Manchester Depot, Vt., played the northeastern New England premiere of "Captain Fury," June 27, and for the first time this house went to a reserved seat policy.*

Film exchanges in Boston will have only skeleton crews on duty July 3 and 4.

*Trans-Lux, Boston, has changed policy from first runs to revivals. "Mutiny on the Bounty" and "Cavalcade," played single feature, were the lead-off programs, accompanied by shorts and newsreel digest. New prices are 15 cents matinees and 25 cents evenings.*

Jack Markle, manager of the Coolidge Corner, Brookline, Mass., promoted "Old Timers" Night in his town, featuring a ball game starring veterans of the diamond.

*Sanford Hall Theatre in Medway, Mass., has been reseated. Henry J. Chapman is manager.*

Arts Cinema in Bar Harbor, Me., opens July 2 with "Juarez." Paul Anglim is manager. Opening night scale will be 50 cents and $1. Summer house will play Warner "A" pictures and foreign films.


# MONOGRAM

## NEWS OF THE WEEK



We spent 15 minutes with Ben Domingo, number-one man at RKO Keith Memorial and Boston Theatres, and his telephone rang 12 times. First, there were requests for ducats; then there came a call from one of the acts at RKO Boston, complaining about their spotting. So Ben had to leave and cross the street to settle the difficulties. He joined Keith's Memorial 12 years ago when the house was first opened. Working his way up in the true Horatio Alger manner, Ben became city manager for RKO two years ago. He books pictures into the Boston Theatre which is, by the way, the only big chain house booked locally instead of from New York. If anyone thinks that the job of managing a big house is a cinch, then he should stick around Ben Domingo. Although Ben has already made remarkable progress through his ability and hard work, we feel that he is bound to go even higher.

* * *

Our next exhibitor is as much of a landmark in Worcester, Mass., as that city's City Hall tower clock. Robert R. Portle is his name. Bob manages Loew's Plaza, keeping his weather eye open for exploitation pictures. During the last few years, he has been booking four pictures a week. Naturally, this means that Bob had to visit Boston three and four times a week and sometimes every day to pick up special ads, mats, stills and posters for these films. This chap pioneered the amusement business in Worcester and has remained there ever since.



* * *

The third picture in the popular Mr. Wong series starring Boris Karloff will be released in two weeks. "Mr. Wong in Chinatown" is the sort of action thriller you need to help bolster summer business. For a well-produced and well-acted mystery, book this film and take advantage of Mr. Wong's popularity as created in Collier's magazine, and Boris Karloff's popularity built up by his previous work in this series for Monogram.

*Steve Broidy*

# MONOGRAM PICTURES, INC.

39 CHURCH STREET • BOSTON

# PORTLAND

A PUBLIC hearing on the showing of Sunday motion pictures here after July 20, when a state local option law goes into effect, will be held in city hall July 3. An order authorizing Sunday shows was tabled by the city council until that time. Since the passing of the new law there has been no evidence of opposition on the part of religious organizations, or others, to its being put into effect between July 20 and December, when the next municipal election is scheduled. Hotel managers and resort operators, especially, are unanimously in favor of Sunday shows.

*Maine's light-harness racing season opens July 1 with the the first act staged at Narragansett Park, Gorham. The six-day meet, opening next Saturday, will be followed by a three-week engagement at the Old Orchard Beach kite track under Grand circuit sponsorship. With* $70,000 *in purses and* 110 *dashes of racing, the Old Orchard meet will be the biggest light harness meet in Maine's history since the introduction of pari-mutuel betting. The season will extend into November.*

Another headache for local exhibitors is the increasing number of dine and dance places which spring up like mushrooms over night throughout the state, especially along the coast. Add to that the special excursions down Casco Bay which opened this week and will hold daily throughout the summer, plus the periodic appearances of circuses and carnivals, the first of which (Ringling Bros., Barnum & Bailey Circus), comes to town July 8. The only compensation the summer seems to bring is the influx of tourists, which, this year is unduly slow because of cold weather.

*Fay Wray, Edward Everett Horton, Helen Claire, Ethel Barrymore and Walter Hampden are the film and stage bigwigs who will make personal appearances in Maine soon.*

Work on the Strand Theatre's new air conditioning system is progressing at a rapid rate and is expected to be completed and ready for use by July 1. The Strand is also to have a new marquee soon.

*Harry Botwick, manager of the State Theatre, is spending a two-week vacation in New Haven . . . Sam Botwick, Harry's brother, started his temporary bachelor quarters from Monday to Friday. Rumor has it that Sam trounced the State Theatre manager unmercifully at the latter's favorite sport—golf, during his visit here . . . Tom Feloney, Fox salesman, was a Filmrow visitor this week. Ditto Earnest Warren, formerly with WB.*

Returning vacationeers: Eleanor Morahan, State Theatre candy girl; Merrill Gear, doorman at the same theatre . . . Bernard Toothaker, usher at the State, was to have left June 26 for a two-week's vacation on Peaks Island.

## Extended Run

BOSTON — A prominent local exhibitor and the branch manager of a major exchange haven't yet been able to get together on terms for a contract renewal. The excuse given by the distributor representative for his steadfastness is that his immediate superior won't stand for any lower price scale.

"I'll show that district manager I don't need your product," the Greater Boston theatre man eventually said. "I don't even want to talk with you for 30 days."

Last week the exhib telephoned the branch manager.

"The 30 days is up," said the exhibitor.

"Yeah?" the manager asked expectantly.

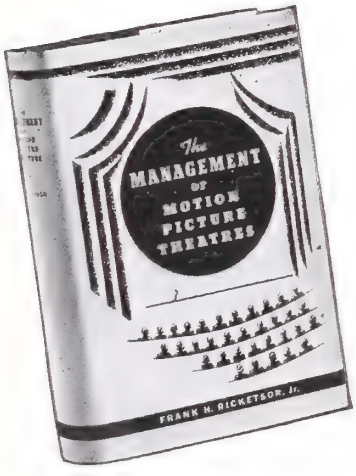
"Well, you're back in the dog house for another 30 days!"

## Special "Chips" Showing At Donat Farm, Bethany

BETHANY, CONN.—Due to the illness of the star's father, a special screening of "Goodbye, Mr. Chips," starring Robert Donat, was held at the Donat Farm here, with newspapermen from Hartford, Bridgeport, Waterbury, Springfield, New Haven, Meriden and Worcester in attendance.

Harry Shaw, Loew-Poli division manager, arranged the screening, which was good for considerable newspaper space.


# How to operate motion picture theatres *profitably*




Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

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# In The Making

| STARTING | WELL ALONG | COMPLETED | |
|---|---|---|---|
| **THE MAN THEY COULD NOT HANG**—Boris Karloff, Roger Pryor, Robert Wilcox, Ann Doran, Lorna Gray. Producer: Wallace MacDonald. Director: Nick Grinde. | **MR. SMITH GOES TO WASHINGTON** — James Stewart, Jean Arthur, Edward Arnold, Astrid Allwyn, Thomas Mitchell, Claude Rains, Eugene Pallette, Guy Kibbee. Director: Frank Capra. Screenplay: Sidney Buchman. | **GOLDEN BOY**—William Holden, Barbara Stanwyck, Adolphe Menjou, Sam Levene, Joseph Calleia, Edward Brophy. Producer: William Perlberg. Director: Rouben Mamoulian. Original: Clifford Odets. Screenplay: Lewis Meltzer, Daniel Taradash. | COL. |
| | | | GN |
| **BALALAIKA** — Nelson Eddy, Illona Massey, Charles Ruggles, Lionel Atwill, Joyce Compton, Abner Biberman. Producer: Lawrence Weingarten. Director: Reinhold Schunzel. | **NINOTCHKA**—Greta Garbo, Melvyn Douglas, Ina Claire, Gregory Gaye, Sig Rumann, Alexander Grenatch, Rolf Sedan. Producer: Sidney Franklin. Director: Ernst Lubitsch.<br>**THESE GLAMOUR GIRLS** — Lew Ayres, Lana Turner, Tom Brown, Richard Carlson, Frank Reicher, Ernest Truex, Ann Rutherford, Marsha Hunt. Producer: Sam Zimbalist. Director: S. Sylvan Simon. | **MIRACLES FOR SALE**—Henry Hull, Lee Bowman, Florence Rice, Robert Young. Producer-Director: Tod Browning. | M-G-M |
| | **THE GIRL FROM RIO**—Warren Hull, Movita, Alan Baldwin, Kay Linaker. Producer: E. B. Derr. Director: Lambert Hillyer. Screenplay: Tay Waters. | **THE MAN FROM TEXAS** — Tex Ritter, Ruth Rogers, Roy Barcroft, Tom London. Producer: Edward Finney. Director: Al Herman. | MONO. |
| **OUR NEIGHBORS—THE CARTERS**—Fay Bainter, Edmund Lowe, Frank Craven, Gloria Carter, Scotty Beckett. Producer: Charles R. Rogers. Director: Ralph Murphy. Original: Renaud Hoffman. Screenplay: S. K. Lauren.<br>**SEVENTEEN**—Jackie Cooper, Betty Field, William Frawley, Otto Kruger, Buddy Pepper, Donald Haines. Producer: Stuart Walker. Director: Louis King. Original: Booth Tarkington. | **THE LIGHT THAT FAILED** — Ronald Colman, Muriel Angelus, Dudley Digges, Ida Lupino, Walter Huston, Colin Tapley, Clyde Cook. Producer: William Wellman. Director: William Wellman. Original: Rudyard Kipling.<br>**DR. CYCLOPS**—Albert Dekker, Tom Coley, Janice Logan, Victor Kilian, Charles Halton. Producer: Dale Van Every. Director: Ernest Schoedsack. Screenplay: Ernest Schoedsack. | | PARA. |
| | **THE DAY THE BOOKIES WEPT**—Joe Penner, June Lang, Betty Grable, Thurston Hall, Jack Arnold, Tom Kennedy. Producer: Robert Sisk. Director: Les Goodwins. Original: Daniel Fuchs.<br>**CONSPIRACY**—Allan Lane, Linda Hayes, Robert Barrat, Dwight Frye, William Von Brinken. Producer: Cliff Reid. Director: Lew Landers. Original: John McCarthy, Faith Thomas. Screenplay: Jerome Chodorov. | | RKO |
| **MOB FURY**—Rochelle Hudson, George Barbier, Cliff Edwards, John Wray. Producer: John H. Auer. Director: John H. Auer.<br>**RAIDERS OF THE WASTELANDS**—Ray Corrigan, Robert Livingston, Raymond Hatton. Producer: William Berke. Director: George Sherman. Original Screenplay: Betty Burbridge, Luci Ward. | **IN OLD MONTEREY**—Gene Autry, Smiley Burnette, June Storey, George Hayes, Geraldine Peck, Robert Warwick, Jonathan Hale. Producer: Harry Grey. Director: Joe Kane. Screenplay: Gerald Geraghty. | | REP. |
| | **DRUMS ALONG THE MOHAWK**—Claudette Colbert, Henry Fonda, Jessie Ralph, Eddie Collins, Clara Blandick, Kay Linaker. Producer: Raymond Griffith. Director: John Ford. Original: Walter D. Edmonds.<br>**TIN HATS** — Jane Withers, the Ritz Brothers, Stanley Fields. Producer: Sol Wurtzel. Director: H. Bruce Humberstone. Original Screenplay: Lou Breslow, Owen Francis. | | 20TH-FOX |
| | **ETERNALLY YOURS** — Loretta Young, David Niven, Hugh Herbert, Billie Burke, C. Aubrey Smith, Raymond Walburn, Zasu Pitts. Producer: Walter Wanger. Director: Tay Garnett. Screenplay: Gene Towne, Graham Baker. | **A CHUMP AT OXFORD** — Stan Laurel, Oliver Hardy. Producer: Hal Roach. Director: Alf Goulding. Screenplay: Harry Langdon, Charles Rogers, Felix Adler. | UA |
| | **HAWAIIAN NIGHTS**—Johnny Downs, Mary Carlisle, Constance Worth, Eddie Quillan, Frances Robinson, Sam Hinds, Etienne Girardot. Producer: Max Golden. Director: Al Rogell. Screenplay: A. Dorian Otvos.<br>**FIRST LOVE** — Deanna Durbin, Lewis Howard, Robert Stack, Helen Parrish. Producer: Joe Pasternak. Director: Henry Koster. Screenplay: Stephen Morehouse Avery, Frank Partos. | **FURY OF THE TROPICS**—Richard Arlen, Andy Devine, Beverly Roberts, Samuel Hinds, Milburn Stone. Producer: Ben Pivar. Director: Christy Cabanne. | UNIV. |
| **QUEER MONEY**—Ronald Reagan, Margot Stephenson, Eddie Foy jr. Producer: Bryan Foy. Director: Terry Morse. Screenplay: Brewster Morse, Fritz Falkenstein.<br>**THE FIGHTING 69TH**—Pat O'Brien, John Payne, Jane Bryan, Ronald Reagan. Producer: Bryan Foy. Screenplay: Fred Niblo jr. Original: Father Duffy. | **DEAD END KIDS AT MILITARY SCHOOL**—Dead End Kids, Henry O'Neil, John Litel. Producer: Bryan Foy. Director: Noel Smith. Screenplay: Charles Belden, Tom Reed.<br>**ON YOUR TOES** — Zorina, Eddie Albert, Alan Hale, Gloria Dickson, Frank McHugh, Erik Rhodes, Queenie Smith, Paul Hurst. Producer: Robert Lord. Director: Ray Enright. | **KID NIGHTINGALE**—John Payne, Jane Wyman, Walter Catlett, Edward Brophy. Producer: Bryan Foy. Director: George Amy. | WB-FN |

"I wouldn't be without your many fine services."

*—A. G. Swett*
EMPIRE THEATRE
SALEM, MASS.

The Pulse of the Motion Picture Industry
BOXOFFICE
THE INDUSTRY'S **MOST COMPLETE** TRADE PAPER

# OKLAHOMA MPTO CONDEMNS NEELY BILL AT CONVENTION; GROUP FORMED TO STUDY CODE

## Kuykendall Attacks Allied In Main Address; Other Prominent Speakers

OKLAHOMA CITY—Closing one of the most interesting and best attended film conventions here in years, members of the Theatre Owners of Oklahoma, Inc., voted a resolution condemning the Neely Bill and appointed a special committee to study the trade practice code and report to the board of directors within 30 days as to whether the body should endorse the code.

More than 100 delegates attended the Tuesday afternoon session at which the MPTOA president, Ed Kuykendall, reported on national trade trends and attacked Allied as well as "other units within the industry" which "tear down and never seek to build or keep the progress we have made."

R. J. "Bob" O'Donnell, general manager of Interstate of Texas, had previously discussed relationships between showmen in which he outlined the work of the Variety clubs, while Earl C. Hull, chief engineer of WKY, Oklahoma City, surveyed television and its probable immediate effect on the theatre industry.

### Officers Are Elected

Morris Loewenstein was named president of the organization for another year. Max Brock was elected vice-president, and Leonard White, secretary-treasurer. New members of the board of directors include John Giffin, Vance Terry, Bill Slepka, Carl Burton and Ralph Talbot, with J. C. Hunter as alternate. Talbot was named chairman of the board.

The Monday morning session was opened by President Morris Loewenstein. "The best way to handle legislative matters is the tried and proven 'man-to-man' method," he pointed out, adding: "The most dangerous thing that can happen is for the motion picture industry to get itself swallowed up in government regulation."

Telegrams were then read from Charles E. Kessnich and William F. Rodgers.

David Milsten of Tulsa, representing Ascap in Oklahoma and Kansas, opened the afternoon session, discussing the copyright laws and Ascap.

Following his discussion, Milsten answered questions concerning score charges. He pointed out Ascap has never received any part of the score charge fees.

Milsten stated Representative Duffy was formulating a bill to do away with the $250 copyright infringement fee and to substitute a fine for a violation to be determined by a judge or jury.

Dr. Henry G. Bennett, president of the Oklahoma Agricultural and Mineral College at Stillwater, told those assembled: "Today's generation would recognize anything anywhere in the world because of what motion pictures have done in the field of education."

Dr. Bennett paid special tribute to "Juarez" as "the finest lesson in Democracy I've ever seen anywhere—people who see it will come out with a new concept of what it means to have a government of the people."

Ralph Talbot, head of Talbot Theatres, Tulsa, speaking on the return of "flesh" to the theatre, expressed the belief that "only big units can make money in big centers today, and are worthwhile as an investment."

C. B. (Brownie) Akers said "Screen advertising is and should be a sideline," adding that "intelligent screen advertising has never kept anyone away from a theatre."

### Advertising Will Grow

He warned against dealing with fly-by-night companies and predicted that the $1,000,000 now spent by companies in theatre advertising would grow to $20,000,000 within the next five years.

George Sumner, corresponding secretary of Allied Theatre Owners of Oklahoma, was then introduced. He declined Loewenstein's bid to address the meeting.

Tuesday morning's session was devoted to a presentation of product lineups by several company representatives, with Bill Zoellner, M-G-M; Jack Curry, Paramount; Sol Davis, Republic; Carr Scott, Monogram; Dewey Gibbs, Columbia; Ralph Williams, RKO, and Hugh Owen, United Artists, presenting brief discussions, in that order.

Bill King of King Scenic Co., Dallas, gave a demonstration of decorative painting effects with the use of black light, following which the convention adjourned for a buffet luncheon.

E. W. Smartt, chairman of the Oklahoma board of affairs, opened the Tuesday afternoon session by hitting extravagance in government. "Always bear in mind the more taxes your patron pays, the less he has to spend at your boxoffice."

He asked the theatre men to help public officials who are sincere in seeking to reduce the cost of government.

Earl C. Hull, chief engineer of radio station WKY here, termed television "a problem child of radio as much as of motion pictures."

"The limitations of television are very real ones," he stated. "Transmission is affected by such things as sun spots, interference, and the high-cost methods of transportation."

"Television can manufacture the goods, but it can't deliver them. Coaxial cables cost far too much to be of use . . . films are not suitable because of the lighting problems involved and because of the problem of jump in so small a picture. To date, relay stations are the only prac-

## *Convention Sidelights*

E. B. COLEMAN, M-G-M's demon publicity man, stole the show with a hotel lobby display featuring huge banners and telegrams from everyone to everyone. Meetings were decorated with seven different types of M-G-M promotional pieces and Coleman had a willing hand ready on any occasion to help with convention details.

The Allied Theatre Owners of Oklahoma delegation attended the sessions from time to time. Their corresponding secretary, George Sumner, was invited to talk to the delegates the first day, but declined. It was whispered about the boys were set to do some heckling and question-asking.

L. C. Griffith showed up with a sun tan matched only by that of Leonard White and Paul Short.

Bill Zoellner made his maiden speech during the product presentation period, and when co-worker Coleman was called on for comment, he declined as he had failed to bring his interpreter along and knew nothing of what Bill had said.

D. I. Johnson, who has his hands full as Griffith attorney these days, was on hand swapping handshakes and choice stories. Brownie Akers matched Johnson with one yarn, however.

The convention photographer got in some neat quips, but was no match for the boys who sat for pictures.

Biggest hand after an introduction went to Wallace Walthall when he stood up and was recognized by the chair.

We don't know how it happened, but after the second day noon-hour visiting period was over and all and sundry assembled for the afternoon session, Bill Stricker was distributing M-G-M promotional pieces right and left.

A knock-out was Besa Short's displays on short subjects.

Bill Zoellner, Bill Stricker and your BOXOFFICE correspondent were among those paying tribute to the Biltmore spaghetti with second helpings at the buffet dinners.

tical method developed, but they, too, are beyond reasonable cost."

"My belief is that the motion picture industry will furnish short subjects to stations outside the metropolitan areas some day in the future," he stated. "But I doubt whether it will ever furnish features for many mechanical reasons.

"Television, as we know it today, will never be projected on our theatre screens," Hull observed, "because blown up images are not fit to look at . . . But, of course, it will come some day in the future—my guess is sometime within the next 10 or 20 years.

"And I see no hope for television pictures replacing the motion picture theatre in the future—that is, the immediate future. There's a lot of difference between seeing a play for 25 cents under perfect conditions and for $600 under very distressing conditions.

"Just sit back and let her come," he concluded. "Nothing but benefit for your cause is in store in the development of television."

Mrs. Besa Short, head of the short subject department of Interstate of Texas, gave this advice:

(a) Around no-name features, build your strongest shorts.

(b) An occasional all-shorts program.

(c) The Perfect Program—A fairly good feature and top-notch shorts.

(d) A shorts program made up of a series of subjects of different name bands.

(e) Sending penny postcards to hobbyists and sportsmen whenever shorts dealing with their sport or hobby are available.

Mrs. Short observed the greatest shorts lineup ever planned by the industry is forthcoming in 1939-40.

### Hear From Architects

Bill Moore of Corgan & Moore, Dallas theatre architects, discussed the "Theatre of Tomorrow," explaining how architects must be showmen to keep up with trends.

"All your selling will be of no avail, if you do not have the right type of theatre," he told the convention. "Give your patrons something of which they can be proud."

A complete account of Moore's address will appear in a future issue of The Modern Theatre section of BOXOFFICE.

R. J. (Bob) O'Donnell, Interstate vice-president and general sales manager, was introduced by Paul Short of National Screen Service.

He reported that the Variety Clubs have decided to pick out an outstanding humanitarian each year for an award and that the 1938 award had been presented to Father Flanagan for his Boys Town, near Omaha, Neb.

"The showman has a responsibility to his fellowman," O'Donnell said. "The tolerance that should be a part of our business should be demonstrated by everyone in the business. In the motion picture industry, we should have a new slogan: 'Live and Help Live'—look on every exhibitor as a brother in the same business; someone we can help; see if we can't find some solution to these problems that are always creeping into the courts.

"Faith and tolerance for each other; right or wrong on either side, there should be a way of adjusting these things. There should be no knives for one another's backs."

He urged every showman to do something for his community that would help uplift that community. He concluded by urging Oklahoma theatre men to formulate a tent of Variety.

In the final address, Ed Kuykendall, MPTOA president, outlined the setup of the MPTOA. "It is made up of circuits and independents alike," he pointed out. "We could not get along separately. There are 26 independent theatre owners on our board of directors—that is the answer to our critics who have accused us of being owned by the circuits. Because we invite all elements to work with us, we must always face this charge. We are proud of whom we have in our ranks which embrace 75 per cent of the really independent theatre men of the country.



## *Morris Loewenstein—*

*Named president of the Theatre Owners of Oklahoma, Inc., for the second year.*

"The policies of others in inviting outside interests to attack our industry because of personal jealousies, is making our ranks all the weaker. We exhibitors owe the industry itself our complete loyalty; we cannot permit the pitiful heckling minority to tear down all we have done in the past years."

The department of justice suits, Kuykendall stated, cannot be of productive good to any part of the industry, for they seek to tear down the success of many years of work.

"You will never be able to enact legislation that will help men who have no business ability to stay in business," Kuykendall stated. "Those who are getting along have more sense than to invite outsiders in to tear apart what we have left worth fighting for."

Unfairness is in the business to a bad degree, Kuykendall observed. "It crept in slowly. People's investments have been taken away. Some who have gone into court have really been damaged. Many others have merely been bad business men. The whole industry must now, of necessity, eliminate unfair practices.

"I wonder if the distributors haven't waited too long to recognize the necessity of fair trade practices? . . . I hope not . . . I do know they are sincerely trying to formulate them now."

Speaking on radio, he expressed interest in action being taken by producers to keep stars off the air and hoped it would continue.

"Ascap, left as it is today, is a serious menace," he continued. "They can do almost anything to you today they please. We haven't tried to destroy Ascap; we have tried to limit the assessments they can place upon us."

He bitterly condemned the Neely Bill and drew a round of applause on his conclusions.

"Divorcement will not mean a thing" was his next observation. "That theatre across the street will still be there no matter who owns it. It will merely put the chains in local hands."

Non-theatricals he described as a great menace.

He dwelt at length on the trade practice code, explaining, in detail, various portions and repeating statements made at previous conventions and in the columns of BOXOFFICE from time to time.

Kuykendall flayed Allied for promising an open forum at Minneapolis and then "steam-rollering through a cut-and-dried program that was not even permitted discussion on the convention floor as promised in all the pre-convention statements issued by Allied officials."

"The independents must be protected in this industry," Kuykendall concluded. "They must be taken care of by those who have more strength because they are important to our industry. If the independents are not protected, then all exhibitors will go down together."

Following Kuykendall's address, J. C. Hunter presented a motion that the convention go on record as opposing the Neely Bill and to so notify national representatives and senators. It was seconded by T. B. Noble jr. and passed.

Homer Jones proposed a committee of five be named to study the trade practice code carefully and make recommendations for action to the board of directors, which was seconded by L. C. Griffith and passed. Named by President Loewenstein to this committee were L. C. Griffith, Jones, Fred Pickerel, Noble and Louis Croves.

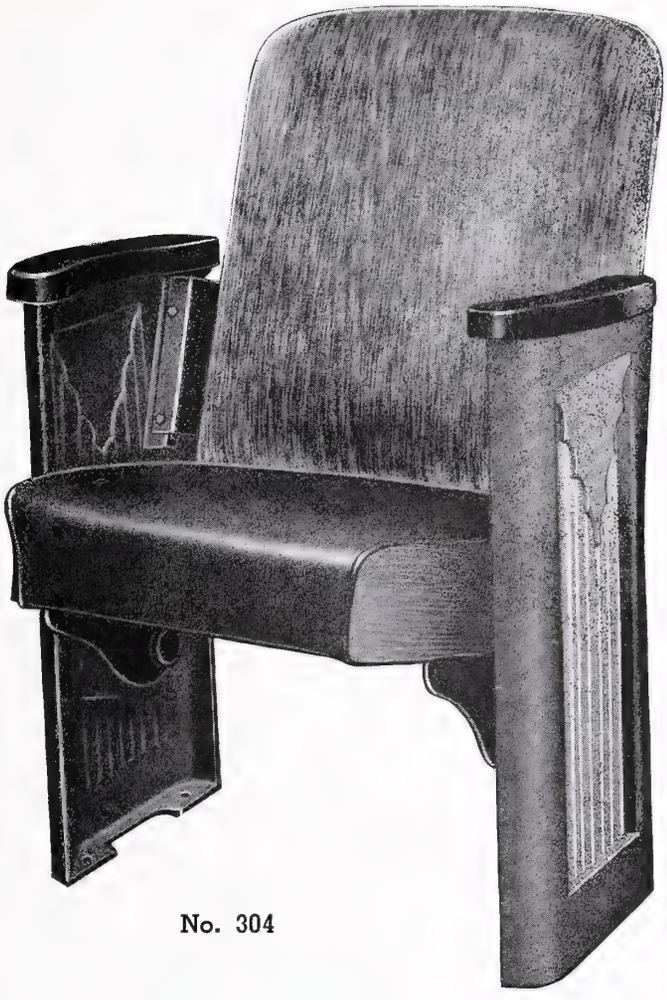
## *"Researchers" at Work In Exchange*

**Dallas—A new department of 14 employes is at work in specially arranged quarters in the M-G-M exchange, but not in connection with the routine of film business. The group is collecting data in connection with various suits now pending against distributors, mostly federal, and particularly the government suits against Griffith and the industry in general. Nine men are here from New York and five local women are working on these assignments. The New Yorkers are all M-G-M employes. The "research" also is understood to be in connection with a dozen or more definite complaints made by the Department of Justice recently.**

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We have sold hundreds of thousands of theatre chairs to the Theatre owners of the Southwest.

We can save you a great deal of money on any seating job you may need.



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*We offer:*

La France fabrics.
Chase "Redo" imitation leathers.

Sponge rubber cushions.

Premier spring constructions.

Ball bearing hinges.

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*We invite you to write for a representative with samples of our chairs. He will demonstrate to you a wonderful line of seating and quote you prices for a complete job ready for use.*

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New Orleans, Louisiana—226 South Liberty—W. A. Prewitt
Kansas City, Missouri—Film Center Bldg.—F. H. Bowen

# *Pre-Trial Settlement Reached By McLendon and Majors*

DALLAS—Suit of B. R. McLendon against eight major distributors asking an injunction restraining them from holding up pictures for his Atlanta, Tex., theatres until 30 days after runs in the Paramount-Richards theatres in Texarkana, was dismissed without prejudice in federal court here Tuesday.

McLendon's complaint was settled out of court through negotiations between George Wright, attorney for the distributors, Pat Russell, attorney for the plaintiff, and the plaintiff himself, McLendon also being a licensed attorney.

The dismissal without prejudice means that McLendon may refile his suit at any time if he elects to do so. The settlement provided that there will be no protection of Texarkana over Atlanta on the part of any of the distributors named in the suit. It also provided that pictures will be available to the Atlanta theatres promptly.

It is understood McLendon is going ahead with a trial of the new agreement.

## OKLAHOMA CITY

IN JUST about two weeks, we understand, a party of state theatremen are going to cast gross worries behind them and hie off to Lake of the Woods in Canada for a two-week fishing trip. Just so you'll know of whom to be envious, here's the party: L. C. Griffith, general manager Griffith Amusement Co.; Claude O. Fulgum, district manager Griffith Amusement Co.; Alvin Powell, Guthrie; W. L. Berryman, Bartlesville; Adam Hornbeck, Shawnee; W. T. Spears, Altus; Jack Wilbern, Duncan; Arlie Crites, Lubbock; Carl Benefiel, Pampa; Frank Norton, Okemah; Frank Fonville, Oklahoma City; Foster McSwain, Ada; Tom Reed, Oklahoma City, and Paul Shipley, Oklahoma City.

*Death came last week to Malcom Cook, 33, Griffith partner at Okmulgee, who had many friends all over the state. He died following an operation. He went to Okmulgee in* 1934 *following operation of his own open-air theatre in Capitol Hill of Oklahoma City.*

Consolidated Theatres, Inc., through its subsidiary, Lindsey Theatres, has purchased the Broadway and Lyric theatres from Andy Maulden and the Cactus Theatre, all in Lubbock, Texas, giving the firm six houses there. Already set were the Lindsey, Palace and Texan.

*Consolidated Theatres, Inc., is building a new house in Sapulpa, Okla., to seat* 522 *persons. Jimmy Zartuludes is a partner in the enterprise.*

Hurricane Faris is rebuilding Lewis Barton's Cozy Theatre at Stroud, Okla., and is contemplating producing a color newsreel of Disney, Okla.

*Sam Caporal has gone from double to single bills at his Mayflower Theatre here. Will spot more short subjects on the single bill programs also.*

"Souvenir Scenes" from "The Big Pictures of 1939's Midsummer Season," booklet distributed by Standard Theatres, proved to be the best giveaway in a long spell, according to Pat Patchen, advertising manager, who based his opinion on fact none were found strewn on local streets after having been given out in theatre lobbies.

*Jack Tunstell, assistant manager of the Criterion Theatre, is back from a two weeks' vacation trip.*

Pauline Johnson, private secretary to Walter Shuttee, Standard general manager, off to the New York World Fair for her vacation trip.

*A. L. Smith, treasurer of Standard Theatres, surprised all and sundry by getting himself tied up in the marital knot. His former suave indifference has been replaced by a look in his eye indicating wonder where the next joke about it is coming from. The young lady who now shares Smith's worries was Miss Margaret Searing of New York City.*

A bit of price cutting in our midst—when the Liberty, first-run double bills came down to 15 cents for its first matinee, the rival State Theatre, same status, across the street, pushed its price to same figure until 6 p. m. giving price-conscious customers four hours more than the Liberty.

*It was Tarzan week here starting last Friday—Midwest put on "Tarzan Finds a Son" new Metro picture with Johnny Weissmuller, while the State, on a double bill, offered Herman Brix in "Tarzan and the Green Goddess" while just around the corner Morris Loewenstein's Majestic was offering "Tarzan's Revenge" with Glenn Morris.*

Cecil Davis' new Coronado Theatre at Putnam City opened June 28. It features a lighted 300-car parking lot.

*The State Theatre received a good publicity break last week. A local photographer demonstrating some new tricks in the photo art decided to take a shot of the business block wherein the State stands out like a sore-thumb. His picture was so good the* Oklahoma City Times *ran it four columns wide, ten inches deep—with the State leaping out of the picture because of its topnotch sign.*

Earl Barrett jr., who was operating the Ritz at Madill, and who was accidentally shot while handling a gun, has been succeeded at the Ritz by Levine Moore.


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OKLAHOMA CITY


## *New Santone Censor*

SAN ANTONIO—Mrs. Dove Vincius was named as the new city motion picture censor at a monthly salary of $80. Mrs. Vincius will take the position formerly held by Mrs. Hugh B. Rice.

### "Winkle" to Passer

HOLLYWOOD — Monogram has assigned Rolf Passer to script "Rip Van Winkle," to be produced on a high-budget scale.


Years of Experience Has Taught Us How to Serve You
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# MEMPHIS

MRS. MARK ATTWOOD, who has operated the Amusu Theatre at Fordyce, Ark. for a number of years, visited here last week and advised, effective July 15, the K. Lee Williams circuit out of Oklahoma City, would assume the full management of her theatre. Mrs. Attwood says she can't make up her mind whether to take the vacation to California her husband offered her if she would sell out, or stay home and see how it would be not to have to worry about whether her film had arrived for that night's show.

*Exhibitors seen along the Row this week: W. A. Rush, Houston; Charles Collier, Shaw; C. H. Collier, Drew; B. F. Jackson, Ruleville; J. W. Crabtree, Clarendon; J. F. Norman, Best, England, Ark.; Mrs. H. Bruster, Dickson; Miss Louise Mask, Bolivar; Steve Stein, Met, Jackson, Tenn.; Bob Smallwood, Ritz, Oxford; J. R. Adams, Bruce, Miss.; Odis Taylor, Dresden; Orris Collins, Paragould; Clyde Westbrook, together with his right hand man, B. R. Carpenter, Cleveland.*

Nathan Flexer and B. Haberfeld, who operate theatres in New Albany, Amory and Sardis, Miss., were in town this week and advised that plans had been completed for the construction of a new 600-seat theatre in Winona, Miss. This theatre will be completed around September 1 and will be known as the "New."

*Charles E. Kessnich, southern district manager for M-G-M, spent several days in Memphis this week and was guest speaker at the Variety Club luncheon, Monday. Miss Emma Cox of the Gem at Osceola, Ark., was also a speaker at the luncheon.*

Brooks McDougald, exhibitor at Monticello, Ark., is very happy these days and says "it's big doings" down Monticello way with the bumper crop of tomatoes this year and the tomato festival in full swing.

*Lew Andrews, office manager for Malco Theatres, was called to Cape Girardeau, Mo., this week due to the illness and death of his brother.*

Cliff Wallace, branch manager for Ross Federal, is playing nursemaid these days, while his wife is vacationing in Florida and Havana. He says after a week of looking after them, he is convinced that Mrs. Wallace really needed a vacation.

*C. H. McCroskey, who operates theatres in Dermott, Eduora and Lake Village, Ark., spent Monday and Tuesday in town completing his summer bookings.*

G. Sterling, who has operated the Wright Theatre, at Gurdon, Ark., has been seriously ill for the past several weeks, however, the latest report is that he is somewhat improved and will soon be well again.

*Mary Alice Sperry returned to her old post as secretary to "Pop" Stockard at Warner this week after an absence of something like two years.*

W. M. Snelson, branch manager for Republic, is visiting his father, who has been ill for sometime in Toccoa, Ga. He is to return the latter part of the week.

*"Bill" Bryant is the new cashier and office manager at National Screen, replacing George Joeckel, resigned. Bill comes here from Atlanta where he was booker for Vitagraph. However, it is like coming home to him as he is well known in this territory, having also been booker in the local Vitagraph office for some time.*

Floyd Shaffer, representative of the

(Continued on page 70-C)

# ATLANTA

BILL TAYLOR is representing Bernie Shapiro's Southern Poster Printing in Charlotte, covering North Carolina and South Carolina . . . Mrs. Berma Jones, manager of the New Ideal Theatre at Ashburn, Ga. and Mrs. Estelle Swearengin, manager of the Rochelle, at Rochelle, Ga., are vacationing at Jacksonville Beach, Fla. . . . Maurice Simmons, GN booker, has returned from vacation in north Georgia . . . Guy Brown is visiting relatives in New Orleans . . . Hap Barnes of United Artists is the proud father of a seven-pound baby girl.

*Trippers: Mrs. Abe Brown, wife of the genial host of the K&B Soda Co., returned from New York . . . Jimmy Crockett, from New Orleans, was in town . . . John Ezell is back from a Nashville trip . . . Lane Howard, booker for Affiliated Producers, and Mrs. Howard, vacationing in New York.*

Along the Row: Mrs. Bessie Lawless, Fort Gaines, Ga.; Burnham of Jonesboro; Brannon of Dahlonega; Hugh Maning, Etowah, Tenn. . . . Harry Graham, Universal district manager, back from a trip through the district . . . Arthur C. Bromberg of Republic, is spending ten days in New Orleans . . . Roy Rogers, Republic cowboy, who Louella Parsons calls the "Gary Cooper of Westerns" is due at the Fairfax Theatre as part of his tour of the Wilby circuit . . . Rene Moore and Walter Brandenburg are roadshowing "Wages of Sin" in Kentucky . . . Claire Hilgers is in Florida.

*Howard Wallace, Sack Amusement, is in West Virginia on his first trip with the new product since taking over Million Dollar Productions . . . Better Films Committee, headed by Mrs. O. D. Bartlett, has adjourned for the summer . . . Tommy Read, manager of the Fox Theatre, held a "Happiness Contest" in connection with showing "Invitation to Happiness" . . . Atlanta police recently viewed the G-Man films of J. Edgar Hoover.*

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a bold slogan to live up to but we do it.

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Phone 8620

*"Everything for the Theatre Except Film"*

# Arbitration Setup in Trade Code Attacked

OKLAHOMA CITY—A bulletin to all members of Allied Theatre Owners of Oklahoma was issued by Secretary George W. Sumner, prior to the convention of the Theatre Owners of Oklahoma, Inc., rival organization.

It attacked the arbitration setup of the past and as proposed in the new trade practice code and advised members against signing arbitration agreements under any conditions in connection wih buying of film for the coming year.

"The MPTO convention will be held at the Biltmore Hotel Monday and Tuesday, June 26-27," it stated further. "We would advise every independent in the state to attend that convention and place yourselves in a position to judge the merits of the theatre organization that is controlled by the Hays office producers-distributors, when compared with the Allied organization now being formed in Oklahoma, and which is a unit of National Allied.

"The Allied convention will be held in Oklahoma City early in September. We believe every independent theatre owner in this state should make his plans to attend.

"By attending both conventions, you will be in a better position to judge which organization is better qualified to represent you, an independent theatre owner, and to protect your interests."

Five members of Allied attended the Theatre Owners of Oklahoma, Inc., convention but took no part in proceedings.

## *Expect a Hearing Soon on Houston Suit Over Film*

DALLAS—The case of Brig. General Andrew Jackson Houston who is asking damages from Republic Pictures of Texas, W. G. Underwood, Interstate circuit, Karl Hoblitzelle, R. J. O'Donnell, because, he claims, the picture "Man of Conquest" reflected on the character of his parents, General Sam Houston and Mrs. Sam Houston, was expected to be heard in a Houston district court before the week ended.

Will Horwitz, prominent Houston exhibitor, was not named in the suit, as was first indicated. W. G. Underwood has been in the Bayou City for the trial and to confer with defendant attorneys, Baker, Botts, Wharton & Andrews. The plaintiff lives at La Porte, Tex.

## *Threet Reports Plans for New Pt. Arthur House*

DALLAS—On the Row this week, L. M. Threet of Lufkin, who does much traveling these days in the interest of new theatre ventures he is contemplating, says Dallas theatre architects are now working up plans for a 1,000-seat house he proposes in Pt. Arthur on a site owned by his company, L. M. Threet Theatres. His new Jackson Theatre, now well under way at Jacksonville, will open in August.

### New House in Athens

ATHENS, ALA.—A new 340-seat theatre has been opened here by the Sudekum circuit.

# DALLAS

THE newest group of Barkers to get by the Variety Club's membership committee are H. C. Miller of Tyler; Fred Hoenscheidt, R. E. Griffith Theatres; Jack M. Corgan, Corgan & Moore, architects; Hiram Parks, Warner; the last three residing in Dallas. Incidentally, the club's Monday luncheon was held at Hope Cottage where Variety funds on several occasions have been donated for the care of underprivileged babies.

*Audrey Cox, the Lamesa exhibitor, was catching up on booking for three theatres following a vacation trip to the New York World's Fair.*

And just as likely as not Mrs. C. W. Matson of Rockdale may be another tourist at the New York Fair this summer, she told us on the Row this week. She says she has New York yet to see and will go if present plans work out. Her daughter, Miss Gladys Matson, who is attending Texas University for six weeks this summer, probably will accompany her. Last summer the Matsons motored to Mexico City.

*T. C. Kirksey of the Gem, Rosebud, was one of the regulars in town this week, visiting the various booking departments.*

Clever little advance display ads ran in Dallas newspapers telling about the opening of "Young Mr. Lincoln" Saturday at the Majestic. The punch was a testimonial from Elm St. managers carried in a box at the top of the space. One day Louis Charninsky, of the Capitol and Rialto, said "it was the best." In following issues other managers told of the pictures' fine entertainment merits, and even the opinions of the publicity men were quoted. The Lincoln film is playing the Griffith and R&R circuits as a "Money-Back Picture," that is, patrons are offered a refund of their admission if they ask for it.

*C. H. Cox of Gilmer paid the Row an overdue visit and did booking for his Crystal and Strand.*

P. G. Cameron is off to California true to what he told this column a few weeks ago. While away, the Rita Theatre is under direction of his son Guy Cameron. Guy loosened up the other day and bought a Packard. About that time a business friend asked him if he had sold the theatre while the boss was out of town.

*Henry Sorenson has a little washed air unit set up in his office to keep him cool the rest of the summer and in an adjoining room Col. Cole was doing a little engineering on his cooling plant so that the thermometer on his desk would behave to his liking.*

Speaking of cooling, the Columbia exchange is a good place to be these days with its constant temperature of 78 evenly


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over the entire office because of a recently installed refrigeration plant.

*The M-G-M branch is another among the cooler film centers, although that company has gone on a five-day week basis the rest of the summer. Exhibitors had best think ahead during the week as only emergency matters are handled by M-G-M on Saturday for the next two months.*

Stanley Swift of Cameron made an appearance this week. He doesn't show up often since making his deal with R&R. While in town he conferred mostly with Don Douglas of the R&R office, but did take time to chat with a few old friends.

*Rubin Frels put in several days full time around exchanges booking for his south Texas circuit. As is well-known, his headquarters are in Victoria.*

Gidney Talley of Pleasanton and operator of several small situations in southwest Texas, was in town for a brief stay. He is one of those few exhibitors who has been doing much travel in his own plane and on one trip cracked up breaking an arm. However, he has long since recovered from that injury.

*Ted Lewis of Texarkana was hobnobbing about the Row Tuesday on routine business.*

H. A. Wortham, accountant for the Adams Film Exchange, leaves that company July 1 for the same capacity in Dallas for Sack Amusement Enterprises. Joe Adams, the son of Jack Adams, will succeed him.

## *Mauldin Sells House at Tulia to Hollis Boren*

DALLAS—Hollis Boren, owner of theatres in Memphis, has purchased the Grand at Tulia from W. A. (Andy) Mauldin. The house, Boren told friends while in town straightening out bookings, was purchased for his son-in-law, Chas. Weisendurt, who will be the resident manager. This sale apparently winds up, temporarily at least, Mauldin's activity in theatre business. His Lubbock houses were sold to the Lindsey-Griffith interests and Johnny Blocker, it is understood, is again operating the Texas at Abilene, which house was under Mauldin management until recently.

## *Ted Jones Is Appointed New Mexico Supervisor*

OKLAHOMA CITY—Managerial changes and appointment of a district manager by R. E. Griffith Theatres, Inc., are announced here.

Ted Jones, district manager, with headquarters in Roswell, N. M., will, in the future, devote his time to supervising circuit theatres in the New Mexico district.

Wayne Patterson, ex-manager of the Reel and Rig theatres, Hobbs, N. M., has been promoted to manager of the Yucca and Pecos theatres, Roswell.

Jack Baldock, formerly in Roswell, is now managing the Yam and Kiva theatres, Portales, N. M.

# ARKANSAS

THE new Howard Theatre, Nashville, owned by the K. Lee Williams Theatres, Inc., held its formal opening Thursday evening. State Senator George R. Steele gave an address of welcome and a number of prominent citizens made short talks. Louis Littlefair, formerly with the R. E. Griffith Theatres, will manage the house. The new Howard, which was formerly the Gem, has been completely remodeled and enlarged.

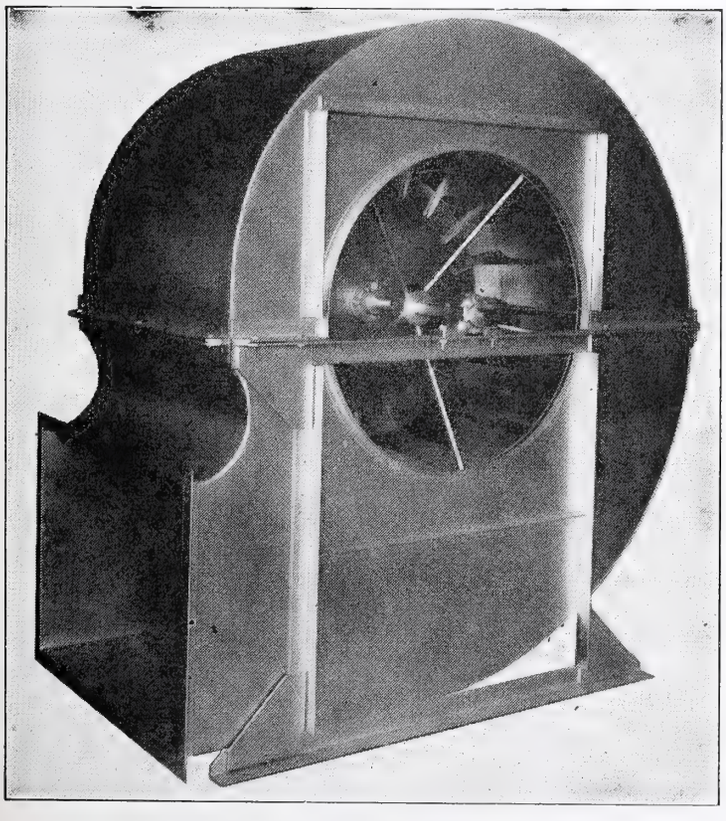
*The New Theatre, Caraway, has opened after being closed for several weeks for remodeling and reconditioning.*

Installation of a new cooling system has just been completed at the Camden Theatre, Camden . . . Remodeling of the Pastime, Danville, will begin soon. The house is being painted this week.

*The Concord Theatre, Springdale, is being remodeled and a new boxoffice and ticket machinery are being installed . . . The Rex, Carlisle, recently installed a cooling system . . . The Judd Theatre, Judsonia, which has been operated by O. C. Waller, has been leased to Ralph Van Meter.*

Admittance prices to matinees at the Imperial, Brinkley, have been raised from 10 to 15 cents.

*Work started recently on remodeling of the Strand Theatre's air conditioning system . . . A new cooling system has been installed at the Co-Ed, Arkadelphia.*

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## A "Variety Hour" Tested By Pierce at Midwest

OKLAHOMA CITY — An innovation has been introduced here to theatre audiences by Spence Pierce, manager of the Midwest. It is "Variety Hour," and if it meets with public approval, will be made a regular feature.

The "Hour" is a diversified 60 minutes of specially edited shorts, assembled by Pierce. Included are Benchleys, newsreels, sport reels, cartoons, fashion forecasts and musical shorts.

### Gem, Abbeville, Opens

ABBEVILLE, LA.—M. Guidry has opened the Gem here. The house seats 500.



NEW ORLEANS

## At RKO Meet—

*The conventioneers who attended their company's conclave in Rye, N. Y. Top: Left to right, Thornton C. Cox, Page M. Baker, manager; Roy E. Pfeiffer. At top right: Left to right, H. M. Lyons, southeastern district manager; R. Cameron Price, Joe B. Brecheen, manager; Paul Harrison, Frank W. Salley, Ira Parnell Stone, Horace H. Wright. Center: N. J. Colquhoun, manager; Roger S. Mitchell, Rovy F. Branon, Frank W. Gebhardt. Bottom right: Front row—Albert M. Avery, Memphis manager; Ralph B. Williams, Oklahoma City manager; Robert E. Helms, Dallas; William V. Adwell, Adams; Clarence W. Allen, Dallas manager; Jack E. Huey, Dallas; Chester A. Balkcley, Oklahoma City. Second row—Paul D. Fielding, Oklahoma City; Scott E. Chesnutt, Oklahoma City; Sol M. Sachs, district manager; Reginald V. Reagin, Memphis; Vernon H. Adams, Dallas; Clarence J. Wheeler, Dallas, and William Grover Wray, Memphis.*

## Falgout to Build

RACELAND, LA.—Leonard Falgout, who formerly operated a theatre in Raceland, announces he will start building at once on a new house here.

## Remodel at Clarksville

CLARKSVILLE, TEX.—Remodeling of the front of the State Theatre, owned by Wolfe and Englebrecht in affiliation with the Griffith circuit, is about completed. A rustic motif was employed by Corgan & Moore, Dallas theatre architects, who are handling the job. The interior remains untouched, as it was but recently modernized.

## New Cooling Unit

GAINESVILLE, TEX.—A new cooling unit, to be used in conjunction with the system already in use, has been installed in the State Theatre.

## The Queen in Bryan, Tex., Is Equipped by National

DALLAS—All equipment for the newly rebuilt Queen Theatre at Bryan, Tex., is being furnished by the local branch of National Theatre Supply Co.

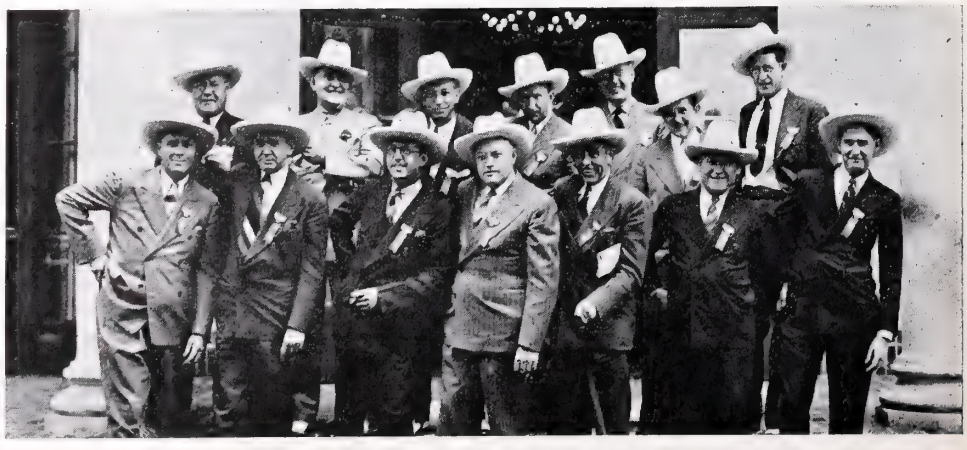
Other recent NTS sales: Carpet, Hall Industries Theatres, Beeville; chairs, Republic exchange, Dallas; sound system, A. W. Willy's Rialto, Greenville; carpet, Palace, Jacksonville; screen, Dorbandt, Jacksonville; screen, Rita, Nacogdoches; lamps, transverter, booth table, film cabinet, fluorescent desk lamp, deflector, furniture, Gidney Talley's Plestex, Pleasanton.



ATLANTA



CHARLOTTE



DALLAS—OKLAHOMA CITY—MEMPHIS —Metropolitan Photos

## E. M. and Ira Loew Will Inspect Circuit Links

MIAMI—Meeting his brother, E. M., in New Orleans mid-July, Ira Loew, director of the local E. M. Loew interests, will spend several days inspecting the new Drive-In being built there, which will have space for 1,500 cars.

The E. M. Loew circuit now includes five Drive-Ins and 60 regular theatres.

From New Orleans, the brothers will visit in Baltimore and Virginia.

### Harp Opens Harlem

DONALDSONVILLE, LA.—The Harlem (colored) Theatre, seating 267, has been opened here by Sydney Harp.

# TENNESSEE

IT IS now "Colonel" Tony Sudekum, high mogul of the Crescent Amusement Co., Nashville, owners and operators of 50 middle Tennessee theatres. Tennessee's Gov. Prentice Cooper has named Sudekum an honorary member of his staff.

*Chas. H. Amos, manager of the Paramount, Nashville, severely injured by a fall early in the year and at home convalescing for the past two months, is about ready to desert a wheel chair and crutches. He is expected back at the Paramount for active duty around July* 15.

Newport is having a "straw ballot" and a bitter fight by local opposition while the city council has up an ordinance to permit Sunday shows. The ordinance passed first reading and a majority of the councilmen are said to favor it.

*First prize in an increased attendance contest for the month of May among Crescent Amusement Co. houses went to William Greer, New Court Theatre, Huntingdon.*

A patron's fall on the balcony steps of the Tivoli, Chattanooga, last October cost the management $3,500 in a circuit court damage suit. The theatre hasn't decided whether the decision will be appealed.

*Mat B. Bates, manager of the Gem, Etowah, was recently married to Miss Floyd Love Schoolfield.*

Robert Hampton, of Kingsport, recently succeeded Ralph Bachus as manager of the Capitol, Brownsville.

*W. A. (Sandy) McPherson, manager of the Elite, Second Ave. South, Nashville, since its opening, is rated as one of the best managers in the city. His twelve years' experience with the advertising department of Ringling Bros. and Barnum Bailey Circus was good training for selling seats in a theatre.*

Sam Hershfield, promotional director of Independent Theatres, Inc., Chattanooga, has an idea that is clicking. He visits Erlanger Hospital and gives free passes to patients in the hospital to be used when they have recovered. His gifts include anxious fathers awaiting the arrival of the stork.

# MIAMI

BREAKING all standing boxoffice records for a juvenile matinee, the Strand's model airplane show climaxed a series of 15 weekly buildups in which the Flying G-Men model airplane contest was run in cooperation with the *Miami Daily News*. The contest coincided with the showing of the serial "Flying G-Men." The 85 entries, on display in Floyd Stubblefield's theatre lobby for the past several weeks, have ranged from miniature reproductions of every type of flying craft from giant boomers to pick-a-backs.

*Herman Berlin jr., assistant manager at the Strand, has been beaming for weeks in anticipation of his vacation to the old home town, Montgomery. Bud Watson, an usher at this same house, is just back from his vacation during which he almost caught up with his favorite sport, fishing.*

Charlie and Martha Whitacre are plenty excited, too, these days. They're packing their Lars and Penates (radio and back copies of BOXOFFICE to you, Joe) in readiness for the trek to the new home they've built up on 49th street. Following the return this weekend of Rollin K. Stonebrook, Paramount manager, where Charlie has been on relief duty, he will go over to the main offices to Eddie Atkinson's desk while the Paramount booker is away on his vacation.

*An interesting example of the strategy used in selecting staff members for the Miami Drive-In theatre is seen in the person of Flora Soar, this huge open air house's cashier. Miss Soar, herself well known throughout the community in which the Drive-In is located, is the daughter of a Miami pioneer, F. M. Soar.*

The new employes' cafeteria at the Fleischer studios has been put into service. The cartoonists' dining room has a capacity of 250. Its manager formerly directed the University of Miami cafeteria.

*Jack Woehrle, assistant to George Hoover at the Cinema, is entitled to a close runnerup position (to Charlie Whiteacre) as the Paramount jumping jack, his present being his third post since the holidays.*

Good business is being reported in the rather unusual booking being given the current revival of "San Francisco" at local Paramount houses. It is being shown only as a weekend feature, for a three-day (Thursday, Friday and Saturday) run. For its first two weeks it played the two beach houses, last week came over to the Olympia and this weekend will be seen at the adjacent Flagler street house, the Rex.

*The Hialeah and the Flagler theatres are running only on a weekend schedule for the balance of the summer.*

When Manager J. Hal Luter advertised free admissions to "Lucky Night" in exchange for the presentation of a four-leaf clover at the boxoffice of his theatre, the Rex, he secured extra publicity from a minimum giveaway—for clovers are virtually as scarce as dark days down here. He didn't specify what kind of clover, though, so three ladies qualified for Annie Oakleys by presenting pressed specimens, brought with them from the north.

*Gordon Spradley, manager of the Biltmore, continues to hold a rank in the upper bracket of competitors in the annual Metropolitan Miami medal play at the Flagler Country Club.*



# NEW ORLEANS

PAGE M. BAKER, manager, Roy E. Pfeiffer, and T. C. Cox, sales representatives, are RKO's contribution to the convention in New York City at the Westchester Country Club from New Orleans . . . A 20th Century-Fox crew of cameramen is now on their way back to Hollywood from here after having shot the water front and scenes from New Orleans to Hammond, La., to be used in future films to be produced by that company.

*Harry Gold is calling on the circuits in the territory telling them of the excellence of the UA product.*

Ray McNamara, a former organist at the Strand Theatre when it was operated by the Saengers has written a new song, "Tables for Two" which has been accepted by the Mills Music Co. of New York . . . Free films are being shown at both Audubon and City Parks each Sunday and Wednesdays . . . The major exchanges in New Orleans have refused to rent films to parks which do not charge an admission. At the offices of the Atlantic Films Co., an independent exchange, the management says the lid's off—come and get 'em.

*It will be remembered that some time ago when the independents joined together and appointed a buying agent the majors refused to see the independents as a body, despite the fact that the Saengers and others buy in a bunch the available product for use in their United Chain and out of town affiliated houses. Many of the independents suggest that their money for film rentals are as good as that of a combination or circuit.*

The state of Louisiana at its last session passed what is commonly known as an amusement tax on admissions to theatres as well as a levy on film exchanges, ostensibly for the welfare department of the state to care for the aged and to provide commodity tickets (food) for those in need. That fund is practically dissipated, as welfare headquarters in New Orleans admit that there is no money in the treasury to care for new cases that have arisen. Tickets for food are also withheld by the local offices to new cases.

*J. E. Adams, 38-year-old owner of a chain of houses in Hodge, Jonesboro and Cotton Valley, La., was killed near Hodge June 16 when his automobile overturned. The body was taken to Purvis, Miss., for burial . . . Rodney Toups, resident manager of Loew's State was the only manager in New Orleans who publicly remembered dad on Father's Day. Heading the state's display ad were the words, "Treat Dad on Father's Day by taking him to Loew's."*

Mr. and Mrs. Ira Weingrun celebrated their 37th wedding anniversary June 16 . . . Vic Meyers of the Orpheum, for the run of "The Mikado," scheduled and advertised the time of the feature to the minute.

*Despite the fact that Congress has recommended that the Federal Theatre Project will go by the boards June 30, still it will be with New Orleans although in an abbreviated form. The present cast includes 132 persons. Arrangements now are being made to cut the cast materially and go commonwealth, financial assistance being promised by a group of wealthy women, lovers of the drama.*

In a survey just completed by the association of commerce, it is shown eight per cent of the money spent in New Orleans by tourists in 1938 went to the theatres . . . Albert H. Crook, floor manager at Louisiana Motion Picture Equipment Co. is now one with Miss Myrtle Heiler . . . Guy Brown, transferred from here to Atlanta by RKO, was a visitor.

*Isador Lazarus, offspring of Mr. and Mrs. Henry Lazarus, operators of the Center and Coliseum theatres is vacationing in the wild and woolly west of Montana and Wyoming, a portion of Canada and thence to Mexico before he returns to the city . . . State Senator James Anoe has purchased Station WBNO from the Coliseum Place Baptist church and will use the outlet to support his campaign for governor of Louisiana.*



## *World Fair Visitors—*

*H. Waters and family of the Waters Theatres Co., Birmingham, Ala., at the RKO exhibitor World Fair lounge during a visit to New York.*

## *Lauds Theatre Plans*

LUBBOCK, TEX. — Announcement that Lindsey Theatres, Inc., will build a new $150,000 theatre here has been greeted editorially, by one of the local newspapers.

### Nacogdoches Reopening Soon

NACOGDOCHES, TEX.—Donn Abshier, district manager for East Texas Theatres, announces the Rita here will be reopened in the near future.

### Merchants Sponsor Theatre

AMITY, ARK. — Local merchants are sponsoring a motion picture theatre for the town and have had sound and cooling equipment installed in the building.

### Teamed on "Maryland"

HOLLYWOOD—"Maryland," a Gene Markey production to be made in Technicolor for 20th-Fox, will be scripted by Walter Bullock and Ethel Hill.

## *Critic Woolford Lists Top Film Hits for Half Year*

SAN ANTONIO—The six outstanding pictures of the first half of the year as listed by Samuel Ward Woolford, *San Antonio Light* critic, are:

"Stagecoach" (UA); "Juarez" (WB); "Pygmalion" (M-G-M); "Alexander Graham Bell" (20th-Fox); "The Beachcomber" (Para), and "Dodge City" (WB). Woolford has selected "Stagecoach" as the best picture of all time.

## *Standard Tightens Still More on Film Passes*

OKLAHOMA CITY—Officials of Standard Theatres here, after cutting passes given out to the "bone," and requiring managers to account for each pass released, have called in all press passes issued early in the year by Dinty Moore, former general manager.

## *Lions Chairmen*

CHARLOTTE — Gordon Lupo, succeeding F. H. Beddingfield as president of the local Lions Club, has announced among his standing committee chairmen for the year, the following film folks: F. H. Beddingfield, membership; Heck Everett, finance; Lester Sipe, safety. John Vickers was reappointed as chairman of the blind workshop committee.

## *Olney Front Revamped*

OLNEY, TEX.—Remodeling on the front of the Olney Theatre has been completed by Frank Love, theatre carpenter. The theatre recently was redecorated inside with new cooling and sound installed. An oblong marquee with attraction board was part of the improvements. B. J. Edwards is the manager.

### Columbia Holds Starrett

HOLLYWOOD—Charles Starrett, western star, has been held by Columbia.

# MEMPHIS

(Continued from page 67)

American Desk Mfg. Co., has just returned from a week's trip to Chicago.

*W. F. Sonneman, together with his son, who operate theatres in Fayetteville, Springdale and Bentonville, were in town this week advancing their bookings.*

M. H. Brandon, president of the Film Transit, Inc., and who headquarters in Charlotte, is in Memphis this week, relieving George Simpson, traffic manager, who is vacationing in New York City.

*Ernest A. MacKenna, general manager of the Credit Promotion Division of Ross Federal, has left Memphis for New Orleans to marry Miss Doris M. Williams. After an extended honeymoon, MacKenna will be back on the job.*

Bailey Prichard of Peerless Poster Exchange is back in Memphis after a business trip to Greenville, Miss.

*There is an unconfirmed rumor that Tony Sudekum of the Cresent Amusement Co. at Nashville, has taken over the Roxy Theatre in Union City, which was recently built by J. Dee Henry, and has been operated by Joe Wiley.*

Ollie Williamson, Warner branch manager, is driving a new LaSalle . . . Jack Arnold, Bank Night representative, was in Memphis this week . . . Pitt Hollis Holmes, booker at M-G-M, is back at his desk after two weeks' vacation in Texas.

*Joe Jones, Monogram salesman, is in town after an extended trip into the territory. Joe says after three weeks in the territory, Memphis certainly looked good to him . . . Jimmy Prichard, Universal's branch manager, returned from a trip to the district office in Atlanta.*

**VARIETY CLUB NOTES:**

Plans for the establishment of the South's first public Mothers Milk Station, with facilities for freezing and preserving human milk for use by premature and ailing babies, have been completed by the Memphis Variety Club. The station, similar to several now operating successfully in Chicago and New York will be located at the John Gaston Hospital and will be operated jointly by the hospital, a committee from the Variety Club and committee named by the Memphis Obstetrical and Gynecological Society.

*Money for the support of the station will be raised by the club, according to M. A. Lightman, chief barker, with nearly* $800 *pledged by club members toward the expense of* $1,000 *expected in connection with the campaign. Jimmy Rogers of Columbia and Ed Sapinsley of Malco were named chairmen of rival fund-raising groups, with Jimmy Prichard of Universal selected to head the out-of-town division.*

On Jimmy Rogers team are Bob Bostick, Herbert Kohn, Frank Willingham, Ollie Williamson, T. W. Young, B. W. Hirsch and Jack Calhoun, and on Ed Sapinsley's team are Al Avery, Early Maxwell, Fred Ford, Bill Bugie and Milton Linder.

*The station is to be in operation by October 1, and a graduate nurse will be in charge. This surplus milk will be frozen into cake form at a temperature of 15 degrees below zero, and thus preserved, it can be kept for several years. It is understood this station will serve the entire mid-south.*

## Howard, Nashville, Ark., Is Opened by Williams

OKLAHOMA CITY — The new Howard Theatre at Nashville, Ark., has been opened by K. Lee Williams Theatres. Louis Littlefair, formerly with R. E. Griffith in Winters and Ballinger, Tex., has been named manager of both the Howard and Liberty theatres in Nashville. Daniel Cornish is assistant manager.

The new Howard is the result of a complete remodeling of the old Gem at an approximate cost of $10,000.

The *Nashville News* put out a special section for the opening, paying tribute to Williams in a special article captioned, "Re-United After 25 Years in the Show Business" and telling of the origin and growth of "the new theatre firm organized by two men who started in the picture business together more than 25 years ago." The reference was to the partnership of R. E. Griffith and K. Lee Williams.

This is the first public expression that Griffith interests are connected with the Williams organization, which now has 12 theatres in eastern Oklahoma and western Arkansas. Previously, parties concerned denied rumors Williams and Griffith interests are interlinked in the new organization.

## Booking Service Grows

DALLAS — In-Dex Booking Service, operated by Forrest White for the past three years, has done a bit of expanding recently with the taking on of new accounts. The newest on White's list is Jack Bear's Dorothy Theatre at Henrietta. The newest account now lists 14 independent houses for which White is now booking.

## Beebe Firm Incorporates

LITTLE ROCK—Articles of incorporation have been filed by the Beebe Amusement Co. The firm lists an authorized capital stock of 50 shares of $10 par value each, all of which has been paid in. Incorporators are T. E. Abington, agent; Alpha Brown and C. E. Abington, all of Beebe.

## Build in Franklin

FRANKLIN, LA. — Franklin Amusement Co. is building a new 874-seater here to be known as the Royal. Officers of the firm include T. Joseph, general manager; E. A. Boudreaux, president; E. A. Darnell, vice-president, and Charles A. Ibert, treasurer. A September opening is planned for the Royal.

### Readies Howard Starrer

HOLLYWOOD—Hans Kraly is readying the script for "The Man Who Lost Himself," a Walter Futter production starring Leslie Howard. RKO releases.

## Maybe They're Selling

DALLAS — Deputy U. S. Marshal E. R. Goss, who knows many film men because of previous federal cases, told Dallas reporters he had a man-sized assignment in his attempt to serve notices on film managers in the coming suit of the United States vs. Griffiths filed at Oklahoma City.

Goss playfully concluded a film manager's life was one of continuously being out of the office either on business, out to lunch, playing golf, just plain out, or any number of other excuses when subpoenas are concerned.

The officer put in two weeks carrying out orders from the attorney general's office to serve certain notices mainly to four Dallas executives of major distributing companies. His specific comment was: "They don't get down until about 10 a. m. —at about 11:30 they start going out to lunch and are out until about 2 p. m. About 3 o'clock they start thinking about golf or going home to supper." He served his final paper the other day.

## Youngest Screen Player

MIAMI—Because of the hunch of Tracy Barham, Paramount's eastern district representative, a former Miami child, Carolyn Lee, is now the youngest contract player in Hollywood. Her parents are Mr. and Mrs. Warren Copp. Carolyn is now in the midst of "Are Husbands Necessary," and is planning her route home after the picture, so she can come through Miami, her mother reports.

## A New Construction

BRACKETTVILLE, TEX.—Construction of a new building to replace the old Star Theatre, is well under way. Details about ownership and proposed operation were not mentioned in this local report. However, the theatre will have a concrete foundation, and the material will be hollow tile and brick.

## Chaffee Films Forms

MORGANTON, N. C.—A charter has been granted to Chaffee Films, Inc., here to deal in motion picture films. Authorized capital is $40,000. A. C. Chaffee, J. H. Gaston and Mrs. A. C. Chaffee are incorporators.

## Hamm Hosts Scouts

VERNON, TEX.—Scoutmaster of the local Boy Scout troop as well as an independent theatre owner here, C. C. Hamm recently loaded his entire troop into cars and drove to Camp Boulder in Oklahoma for a week of sports and fun.

## Transfer Joe Mills

BENAVIDES, TEX.—Van Chamberlain has transferred Joe Mills from Freer to be manager of the Rita, replacing Al Lavender who is no longer connected with the Chamberlain theatres.

# SANTONE

RECENT VISITORS: Manager Eddie Bremer, Kirby Theatre, Houston, Tex., and Carlos Rojas, Mexican film star, Mexico City, D. F.

*Manager Johnny T. Floore of the Texas Theatre, hit the local society pages again here when he recently gave the bride away at the John William Fielder-Mary Hampton Bassett wedding. Joe Morin of KTSA played the nuptial march on the organ and Monette Shaw, WOAI vocalist, sang "Because." Groom is well known in Texas radio and theatrical circles as a stageband leader, and the bride is featured songstress with his orchestra.*

Speaking of the blissful bounds of matrimony, Claude "Cookie" Cunard, assistant engineer on the State Theatre staff, and Miss Lela Kraut, nonpro, are now united for life. The happy couple are now spending their honeymoon-vacation in Monterey, Mexico. BOXOFFICE wishes them health, luck and continued happiness.

*Add vacationists: Mrs. Doris Wise Sideman, personal secretary to Bill O'Donnell, Interstate city manager here, and her hubby, Jules, are having a wonderful time down in romantic old Mexico City.*

"Big" Whitehouse, singing master of ceremonies, has been doubling between the Joy Theatre and the Nite Spot Cabaret during the past week.

*The forthcoming marriage of E. Adkins Lenoir jr., manager of the Plaza Theatre, San Marcos, to Miss Sara Irene Rowe of this city, has been announced locally. The wedding is to take place the early part of July.*

Southland Industries Notes: Miss Jean McGraw, a distant relative of the late John J. McGraw of baseball fame, is the latest addition to the office staff.

*The grand opening of Interstate's new Broadway Theatre in Alamo Heights was aired over KABC (Alamo Broadcasting Co.) with Jerry Fisher at the mike.*

More vacations: Tom Caraway, manager of Valley Film Service in New York and Pennsylvania; Skipper Ralph Labutis of Texas Film Service, to Dallas then Chicago; W. S. Rogers, driver for the same film service, visiting Des Moines, Ia., and Searcy A. Lacey, office man, back from Vernon where he went to see his first sweetheart, his mother.

*Adding another milestone June 23 was Mrs. Lola Harris, chief inspectress at the Paramount exchange here, who celebrated with a house party the following Sunday.*

The *Edinburg Morning Valley Review* is running the complete daily programs of McAllen, Mission, Donna, Pharr, San Juan, Mercedes, and Weslaco theatres on its first page, six columns wide. This is something unusual for any newspaper to do, especially in south Texas, and the lower Rio Grande Valley, as well as Edinburg programs.

*Larry J. Pico, the former theatre organist, asked us what were the four greatest words in the English language. We looked non-plussed but agreed when he piped "enclosed please find check."*

## 10 Years Ago

IN SANTONE

THE new Majestic Theatre, Interstate deluxer, opened in June, 1929 . . . Your correspondent was spending his vacation in Hollywood . . . Clarence Moss was press-agenting for the Empire, then an independent house . . . C. H. Stewart was managing the old Rialto Theatre on Houston St. for Paramount-Publix.

The Universal Exchange at 610 Soledad St. was ramrodded by Theo Roudtt . . . The Paramount exchange skipper was a Mr. Blackburn . . . The late Gaston Phillippe, one of San Antonio's pioneer film exchange managers, had the Independent Film Supply Co. on Third St. here.

Sackamuse Enterprises were domiciled in the Newton Bldg. on Main Ave. . . . Beverly Spillman, theatre architect, was working on the new Coca-Cola plant on LaFitte St. . . . Lawrence J. Pico, organist, was doing solos at the Palace console.

## Texas Theatre Notes

BORGER—Tom Davidson, local Griffith manager, has opened the State and closed the Circle.

DENISON—New projection and sound equipment has been installed in the Rialto. The theatre also was treated acoustically.

DEVINE—The Majestic front has been redecorated, neon lighting being installed.

GILMER—Cranfill Cox jr., associated with his father in the Crystal and Strand, has been elected secretary of the chamber of commerce. Twenty years ago several of the same directors elected C. H. Cox sr. to that position from which he stepped into show business.

GLADEWATER—Edwin M. Moorman is now manager of the Cozy here after his transfer by East Texas Theatres from Gladewater.

THREE RIVERS, TEX.—T. R. McGee is now manager of the Rialto Theatre here, succeeding Sam Schewitz. McGee comes from the Rialto at Sinton and Schewitz has been transferred by the Hall circuit back to Beeville.

## $76,000 Will Rogers Gift To Okla. University

OKLAHOMA CITY—A check for $76,000 has been delivered to the board of regents of the University of Oklahoma by Jesse H. Jones, as a living memorial to Will Rogers, Oklahoma's celebrated humorist-screen actor.

Jones was accompanied to Norman by Mrs. Betty Rogers, widow of the humorist. The fund is to be used to help worthy students with their education and will make a total of $125,000 for Oklahoma from memorial funds raised to honor Will Rogers.

The fund includes $25,000, which goes to Bacone Indian School at Muskogee, Okla., and the funds already spent on the Will Rogers memorial building at Claremore.

## Flanagan's New Arlyne Opened at Longview

LONGVIEW, TEX.—The new Arlyne, heralded as Longview's ace theatre, formally opened recently. It was built by Tracy Flanagan, a Texas exhibitor for 25 years, who became a partner locally with Jefferson Amusement Co. when the East Texas oil field came in. Besides his theatre interests, Flanagan made a fortune in his oil holdings.

The Arlyne, derived from Mrs. Flanagan's first name, represents a large investment with building and all new modern equipment. Special ceremonies at the opening carried out the Hollywood idea.

## Okla. Showman Plans Sherman, Tex., House

SHERMAN, TEX. — Max Burger, who formerly operated theatres in Ardmore and Enid, will start remodeling a building in June, on which he has a reported long-time lease. Opening is planned late in the month. The location is two doors north of the Ritz.

## Bryan Circuit Will Build Theatre Following Suit

BRYAN, TEX.—Settlement of a suit by College Hills Estate Co. vs. Bryan Amusement Co., charging the concern breached its contract by failure to build a theatre at College Station on a lot purchased from the real estate company, has been settled.

## Remodeling Progress

ALBANY, TEX.—Remodeling and thorough modernization of the Aztec Theatre is almost completed. New equipment is being installed. The house is owned by H. S. Leon of Haskell, who owns and operates several other west Texas towns.

### Installs New Cooling System

EMORY, TEX.—Theo Miller has installed a new cooling system in the Rains Theatre, first motion picture house ever to be opened in this community.

# Tax Structure Flaws Assailed by Press

TORONTO—Under the heading, "Incident Illustrates Need of Tax Structure Readjustment," the *Toronto Telegram* has published the following comment:

"Spurred on by the increased municipal tax on moving picture theatres in the City of Quebec, *Le Jour* of Montreal has renewed its attack on the futility of government attempting to lift itself by its own boot-straps. It points out that when you overtax in any one part of the world, not only do you ruin business in your own section but you bonus business elsewhere which is in competition with your own taxpayers. Though this trend is most visible in the case of municipalities which are located next door to each other, it shows quite clearly even in the case of neighboring countries. And it operates with equal relentlessness internationally, though perhaps less obviously at first.

"When trading or buying habits are forcibly disrupted by taxation and diverted into new channels, it is very hard to bring them back again. It takes far longer to build a clientele for a business than to lose that clientele once the business begins to slip. And getting it back again once it has left you is a serious problem.

"*Le Jour* admits that it is the responsibility of government to provide for the destitute where private charity fails, but asks who benefits if, in serving the unemployed with excessive prodigality, the public authorities succeed only in creating more unemployed and in drying up the sources of both private charity and public assistance. It adds:

"The municipality of Quebec raised the tax on theatres by 10 per cent to help it finance direct relief and relief works. In an attempt to squeeze another drop out of the theatre owners, it accomplishes just this: (1) It dried up the whole 100 per cent from which various governments had already been drawing 40 per cent in 25 different taxes. (2) It forced approximately 135 more people out of work for the city to take care of with less revenue coming in than ever before. (3) It started Quebec theatregoers looking elsewhere for their amusement and may permanently alter the spending habits of some of them. (4) It may give other businesses, now operating on an excessively narrow margin of profit, the idea of closing their doors instead of expending their time and energies making money for unwise governments to squander buying the votes of the unemployed or the shiftless.

"There must be agreement with the view of *Le Jour* that there is a lesson in this incident which Ottawa, the nine provinces and Canada's 4,346 municipalities—not to mention thousands of school boards—ought to meditate upon seriously. Too long, in this Dominion, has taxation been imposed haphazard, with no real understanding of how it affects the economic function of the nation's business."

### "They Shall Have Music"

HOLLYWOOD — Samuel Goldwyn has changed the title of "Music School" to "They Shall Have Music."

# *See Quebec Protest Shut-Down Nearing Amicable Solution*

## Might Lack Product For City's Houses

QUEBEC—It may be impossible for major film distributors of Canada to provide screen product because of existing franchises and contracts if the City of Quebec proceeds with its plan for the establishment of two municipal theatres to replace the commercially-operated cinemas which have been closed in that city because of inability to meet the high cost of taxation through the doubling of the local amusement ticket levy. This was the intimation forthcoming in film circles following receipt of news of the latest developments here.

The reported decision of the Quebec administration followed a refusal of the Quebec theatre operators to reopen on the promise that the additional tax might be repealed at the end of a year if found excessive.

The civic officials cannot expect to get French films to replace American and British pictures for the proposed municipal theatres because, it is pointed out, two of the 11 closed theatres in Quebec are operated by France Film Co. which imports the French-language product from France, the argument being advanced that the company would not release pictures to the city while its own houses were closed because of a tax burden imposed by the municipality.

From the head office of Famous Players Canadian Corp. comes the information that the total direct taxation imposed upon theatres in the City of Quebec is in excess of 40 per cent of gross revenue. The amusement tax actually represented 24 per cent; there is an annual seat tax of 85 cents per chair and other charges on business turnover, marquee, sign and other local fees all bring the local impost to more than two-fifths of the total take.

A film official suggested that the Quebec situation was the turning point in the struggle revolving around the subject of taxation and that the issue in that city was the beginning of a movement for a demand for tax reform throughout the whole Dominion, the view being taken that the point had been reached where the numerous governments could not be permitted to extract greater taxation in an arbitrary manner at will without recognition of the right for existence on the part of commercial enterprises and individuals.

The warning has gone out to all branches of the motion picture business in every section of Canada to be prepared to jump into a showdown fight against unjust and unwise taxes.

### "Three Sons" to Twist

HOLLYWOOD—"Three Sons," a Robert Sisk production for RKO to feature Edward Ellis, will be adapted by John Twist.

MONTREAL—Although Quebec's 11 motion picture theatres are still closed after a month of darkness, signs are not lacking that the theatre operators and the city authorities are getting closer together. Presentation of a petition bearing 28,000 signatures of Quebec citizens protesting against the new 10 per cent tax, and arguments by local business firms that the tourist influx had been diminished by the adverse publicity the city has received, led the civic administrative committee to pass a resolution calling for repeal of the tax "within a year," providing it was shown that general business had suffered.

Premier Maurice Duplessis and Mayor Lucien Borne of Quebec are scheduled to confer on the situation within a few days. The Premier has expressed the opinion that the onus of continuing or deciding not to collect the tax lies with the city, but Mayor Borne and some of the aldermen take the view that the act empowering them to collect it is obligatory and says that the city "will" (meaning "must") collect the tax. Quebec city already collects a tax of 12½ per cent for the local hospitals.

The closing of the theatres has, in the opinion of storekeepers and hotelkeepers, had a serious effect on tourist traffic, a situation which seems likely to become worse as the season advances, if settlement of the dispute is not quickly arranged.

#### Suggest Suspension to Sept. 15

A proposal made by the theatre operators that the tax be suspended until September 15 for the benefit of tourists is to be considered by the City Council, Mayor Borne said. If the proposal is adopted an attempt will be made to reach a compromise in the interval.

While the Mayor sticks to his opinion that the month's trial given the tax by the theatres was not sufficient to enable them to judge of its effects, particularly as the Royal visit took place during May, the theatre operators are convinced that they cannot operate profitably under a total impost of 40 per cent. Their views were re-affirmed by Paul Vallier, manager of the Capitol Theatre who declared "We cannot open up until the new taxation is lifted."

Industrialists, hotelkeepers and store-

### *Proceed With Civic Theatre Plans*

**Quebec—Mayor Lucien Borne has instructed the committee in charge of the Palais Montcalm, Quebec's civic amusement center, to go ahead with plans to operate two civic motion picture theatres, one uptown and one downtown. A member of the committee has been named to proceed to Montreal to find out what films are obtainable.**

keepers joined the theatre operators in a delegation which met the Mayor and aldermen and pointed out the hardships inflicted not only on business but on the 133 theatre employes who are out of work as a result of the closing. They asked the city not to insist on collecting the tax, and the first break in the adamant stand taken by the council came when it intimated it would "consider" the suggestion.

The proposed setup, as given by Louis St. Laurent, K. C., acting for the theatre interests, is this:

"That the city agree on not enforcing the 10 per cent amusement tax, and hence not take action against any of the theatres for failing to pay it. The theatre heads would then appear before the provincial government and seek a similar 'laissez-faire' there. Mr. St. Laurent said the theatres would be willing to 'take a chance' on there not being objection taken by any individual until the tax item be dealt with at the next session of the legislature.

As previously reported, the clause in the Quebec Bill, adopted by the legislature, provided that the city 'will' collect 10 per cent on all amusement attendance, thus explaining the previous stand of the City Fathers.

Prior to opening of the discussion Mr. St. Laurent had placed a sheaf of signatures—of an estimated 28,000—on the table before the Mayor. The signatures are protests against the 10 per cent tax and its alleged results, and were gathered as a means of 'indicating public opinion.'

Although there were brief verbal clashes at the meeting the general tone of the deliberations was more modified than at any previous encounter between the two bodies.

**Prominent Citizens Testify**

Concern was felt on both sides at the reported losses the city was suffering as a result of the theatres closing.

A score or more prominent Quebecers —several of whom offered brief remarks —made up the delegation.

Gerald Martineau, past district governor of Kiwanis Club for eastern Canada, speaking as an "average citizen" said: "I consider it a matter of civic pride to get this thing settled. It is steering trade from Quebec and cutting us out of capital circulation. Our tourist industry shows a falling off since the theatres closed."

Said Omer Fleury, of the Council of Trades and Labor, speaking for the 133 who had lost their jobs: "Desist from collecting the tax until at least September 15, by use of the plan already suggested, and then decide on a more definite move. Let these people go back to work."

A local hotel head added: "The first thing visitors ask is where they can attend a good show. Many have left immediately or cut short their visit when told of the situation here."

Protest against loss of trade came also from a local druggist.

The interview ended with Mayor Borne's statement: "This is not a fight between the theatres and city. We deplore the present situation as much as you do, and are especially sympathetic towards those who lost their jobs. It is unfortunate that theatre representatives did not appear to debate the clause when the Bill was presented. According to the actual law of the Bill itself there is nothing we can do, but your proposal is welcome, and we will give it close consideration."

Concern over the closing of the Quebec theatres extends to Montreal where theatre managers fear that if the City of Quebec is successful in collecting the tax, a similar tax may be levied by Montreal City Council.



## *Presented!—*

*The only Canadian theatre manager believed actually presented to Their Majesties King George and Queen Elizabeth during the Royal Tour is Leo Coyle of the Granada Theatre, St. Catharines, Ont., shown with Mrs. Coyle, both of whom met the British Monarchs. Mr. Coyle is chairman of the Separate School Board of St. Catharines.*

# Ontario's Exclusion Dents Tax Return

TORONTO — While theatre patrons of eight of the nine provinces of the Dominion are contributing more towards the amusement tax, the total revenue from the ticket levy for the whole country is less for the fiscal year of 1938 than for any of the preceding three years because of the abolition of the impost in the Province of Ontario.

Compilation of official returns from all provincial governments for the last fiscal 12 months shows that $1,761,401 was collected from amusement patrons, as compared with $1,861,892 for 1937 and $3,196,136 for 1936. The total for the 1936 period included the last full year's collection by the Ontario government of $1,918,597 which was considerably more than the $1,277,539 collected by all other provinces for the same 12 months. Included in the 1937 total is the final collection of $227,669 in the Ontario tax immediately prior to its abolition. Ontario does not figure in the list at all for 1938 because there was no levy in this province other than fees for theatre and exchange licenses and for censorship.

Amusement tax receipts for the Province of Quebec went over the million mark for the latest fiscal year, the total being $1,018,331, as compared with $929,537 for 1937 and $695,566 for 1936. The net proceeds of this levy was turned back to the hospitals and charity institutions of the respective municipalities in ratio to local collections.

Second highest in Provincial totals for 1938 was British Columbia with $220,174, which was up from $209,174 for the previous year and $195,231 in 1936. The tax revenue in Manitoba for 1938 was $177,316, compared with $174,316 and $156,440 for the two preceding years. Alberta collected $158,227, which was a substantial increase from $142,156 and $136,830 in 1937 and 1936. The total for New Brunswick was $96,098, compared with previous total of $88,098 and $81,833 while collections in Nova Scotia have hovered around $80,000. The tiny Province of Prince Edward Island derived $11,255 from the tax in 1938, against $10,942 in 1937 and $11,639 in 1936. The fiscal years in the various Provinces do not exactly coincide but the periods correspond sufficiently to justify totals and comparisons under the annual headings.

The high water mark for amusement tax revenue was recorded in 1935 when the impost in Ontario reached $2,007,000, at which time every admission bracket from one cent up came under the tax without exemption. Concessions came later when juvenile admissions were removed from the scope of the levy and the tax on lower-priced tickets was reduced. Over a period of years the Ontario tax total was considerably in excess of all comparable revenue from all other provinces put together.

## *Nova Scotia Booking Knot Tangles J. M. Franklin*

TORONTO—J. M. Franklin of Halifax, N. S., head of the Franklin-Herschorn group of theatres in the Maritime Provinces, made a flying visit to Toronto to confer with film executives regarding the film booking situation in Nova Scotia. Mr. Franklin has arranged to open a new theatre, his seventh, in Yarmouth but discovered that new film contracts could not be effected pending the straightening away of the problem created by the passing of the Film Exchange Act by the Nova Scotia Legislature providing for penalties for alleged "undue discrimination" by distributors.

Subsequent to the adoption of this act, the creation of a conciliation board was agreed upon with N. W. Mason, a New Glasgow independent as chairman. Mr. Franklin was advised that new contracts could not be signed until the whole situation has been reviewed and a general plan accepted by all interests involved.

**Next Leisen Chore**

HOLLYWOOD—Next assignment for Director Mitchell Leisen at Paramount will be "Remember the Night," co-starring Fred MacMurray and Barbara Stanwyck.

# At Least the Kids Had a Real Time

MONTREAL—Although the Quebec government authorized the admission of children to a showing of "Snow White and the Seven Dwarfs" at the Palace here in February, 1938, it did not authorize their admission to other theatres showing the film. Theatres assuming that right found they were mistaken when prosecutions were launched against them last week and they were fined $10 and costs on each of several counts by Recorder-in-Chief J. Amedee Thouin, as he disposed of a total of 12 of the more than 125 such cases pending before recorder's court for some weeks. Further cases will be heard.

**Seven Accusations Hurled**

The first hearing was a series of seven accusations against operators of the Laval Theatre. City constables submitted evidence as to infractions of the provincial bylaw, prohibiting the admission of children under 16 years of age to motion picture performances. No defense was offered.

In a special plea to the recorder-in-chief, defense counsel recalled statements had been widely published in the press that, because of the special character of this particular Walt Disney film, provincial authorities would overlook the law in the case of "Snow White," and one such statement was attributed to Premier Maurice Duplessis in his capacity of attorney-general.

On the strength of these statements, he said, his clients had contracted for the picture at a substantial increase in rates, believing latitude would be allowed them for this one particular film. Meanwhile, city police had proceeded to make a series of accusations. He held these circumstances merited special consideration by the court.

Recorder-in-Chief Thouin, in imposing the fines, said he was taking into consideration—in not regarding the series of complaints as second and subsequent offenses—that accused had not acted in bad faith, in view of the published statements regarding tolerance of violation for the "Snow White" showings.

He was also taking into consideration, he said, that the series of offenses had been charged against the operators without them having had the opportunity of explaining their position before the court.

**The Law Stands**

At the same time, he declared the publication in the press did not nullify the law nor relieve theatre owners of the obligation to obey the law and they had been caught in a series of charges made by police. He further remarked it was reasonable to suppose there must be some limit to the tolerance in admitting children to theatres. For these reasons, he had imposed the minimum fine on the subsequent offenses.

Identical fines were imposed in the case of the operator of the Fairyland, against whom two charges were made.

Remaining three cases heard were those against operators of the Perron Hall, the same fines being imposed.

# *MPDC Asks Written Proposal On Clearance Reorganization*

TORONTO—The Anti-Protection League of Canada was asked Thursday to submit a written proposal to the Motion Picture Distributors Association of Canada and to appoint representatives for a joint conference to negotiate clearance reorganization.

The league is asked to outline its desired bases of conciliation and the scope proposed for the conciliation boards, also whether these boards are wanted in every province.

J. O. Scott of the league has been invited to join the Toronto film board of trade as the fourth member of the conciliation committee and the representative of the independent exhibitors.

Chairman, L. M. Devaney, general manager RKO Distributing Corp. of Canada, Ltd.; N. A. Taylor, vice-president, Harry Firestone, president and Hyman Freedman, past president, representing the Independent Theatres Ass'n; Sam Fine of B&F Theatres, Ltd., affiliate of Famous Players Canadian Corp.; Herbert Allen, Theatre Holding Corp.; R. Main, Associated Theatres, Ltd.; Ben Geldsaeler, Famous Players Canadian Corp.; Louis Rosenfeld, Columbia Pictures of Canada, Ltd., and Wolfe Cohen, representing Warner Bros. The independents have been given a representation of four; the various theatre circuits have four and the film exchanges, three.

The way is open for the application of the Anti-Protection League, sponsored by the Independent Theatres Ass'n, for immediate consideration of revision of clearance on subsequent runs which has admittedly grown to proportions, over a period of years, that has brought about delay in release schedules which are greater than any in effect throughout the United States. It has been declared that first-run protection in Buffalo, N. Y., is only 21 days, as compared with 28 days in Toronto, with second runs only seven days later in Buffalo against much longer periods in the Toronto situation, where 14, 21 and even 42 and even 56 days must elapse for various subsequent engagements. It is argued this is a matter, however, that can be corrected with deliberation of specific suggestions following acceptance of a broad principle.

## SASKATCHEWAN

THOUGH Regina is 150 miles from Swift Current, the enterprising management of the Lyric and Eagle theatres of the latter city are buying plenty of Regina radio time these days to advertise their attractions and the value of Swift Current as a stop-over point on western holiday tours. Both theatres are also planning to take a prominent part in the International Days celebration on July 1 which is expected to attract 25,000 people to the western city.

*C. Marshall, operator of the Empress at North Battleford, is considering installation of a new cooling plant . . . It's the weather. Saskatchewan is having the wettest spring in 15 years. The "dust bowl" province is no more. Roads are impassable and, while theatre men are naturally disappointed, this means crowds cannot reach their show houses from country points they are, nevertheless, happy because it spells the end of the hard times that have made money an almost forgotten quantity.*

Typical of many places, the Coliseum at Davidson was advertising last month it would have to close unless better support were coming from the townspeople and farmers. Announcements were taken in the weekly newspaper to tell of new product in the offing for patrons. It has been raining in the Davidson area since June 1.

*Frank Kershaw, western supervisor, has been transferred to eastern Canada in a new shuffle of Famous Players Canadian Corp. executives. He will be succeeded by E. A. Zoren, district manager at Calgary, who will not be replaced because it is planned to amalgamate the Calgary and Winnipeg district offices into one at Winnipeg. Zoren's territory will be from Fort William in Ontario through Manitoba, Saskatchewan and Alberta to the British Columbia border.*

Work on redecorating the Orpheum Theatre, of which he is the proprietor, is nearly completed, according to Harry Marrs of Moose Jaw. The work was started at Christmas with a complete reseating of the house. Business in Moose Jaw is not the best at present but, philosophizes Marrs, "If you don't give them nice surroundings, they figure they can stay home and mope in the gloom there just as well."

*Early June has been a tough month on motion picture house budgets. Any other year in the past ten the heat could be turned off after May 24, but the continued —and unexpected-but-hoped-for rainy season—has kept temperatures down and patrons demanding real comfort. That has meant coal purchases for an additional month.*

## *Displays a Relic*

TILBURY, ONT.—Eli St. John exhibited on the stage of the Plaza here, a 44-calibre muzzle loading revolver used over 45 years ago in fighting the Jesse James gang at Corpus Christi, Tex. With St. John, was Percy Deloge, an intimate of Frank James. Harland Rankin is manager of the Plaza.

# MONTREAL

WITH Quebec theatres closed, competition in the rural districts between the film distributors has been keyed up. As an illustration of its intensity it is mentioned around Filmrow that William Elman, district manager of Columbia; M. Isman, of Warner-Vitagraph, and Tom Dowbiggin, all had the same idea and started off separately to look for business. All three made for the same spot, the Border Theatre at Rock Island, Que.

*Ralph J. Berzan of the Rivoli, Coaticook, has become a benedict. His bride was the former Miss Ethel Bernice Sperber. Married in Montreal they headed south to the World's Fair. Mr. Berzan is a brother of Dave Berzan of the Centre Theatre, Montreal.*

L. C. Pearson, sales manager of Dominion Sound Equipments, Ltd., has been on a business trip to Toronto . . . T. Trow of the Imperial, Three Rivers, is again in town . . . Harold Brock of the Princess, Cowansville, was another visitor on Filmrow.

*Archie Cohen, salesman for Columbia, has returned from a trip to Quebec's northern gold-mining territory. He found things quiet in the goldfields, with many unemployed, but a hopeful feeling prevailing.*

William Elman, district manager for Columbia, is on a long trip to Chicoutimi, bustling little city on Quebec's northeastern confines. During his absence, his secretary, Miss Druxerman, is having her tonsils removed.

*Unsettled weather has had a detrimental effect on the enthusiasm of those young lions of Filmrow who had formed a baseball team. The organizers complain that they cannot get the players out to practice, but expect enthusiasm to return with arrival of normal July weather.*

Fire which devastated St. Pierre, town of 8,000, capital of the French colony of St. Pierre et Miquelon, near Newfoundland, had its origin in the basement of a theatre. Several thousand dollars damage was done by fire to the Royal Theatre, Gaspe, Que. Walter Kruse, local alderman, is proprietor.

*Arthur Hirsch and "Bill" Lester spent a few days in Toronto conferring over the Quebec situation with N. L. Nathanson. Later Mr. Lester left for Quebec City where he took part in the negotiations with the city for removal of the ten per cent admission tax . . . Jack Chisholm, of the Toronto office of Associated Screen News, was in town for a couple of days.*

"I Was a Captive of Nazi Germany" has been passed by the Province of Quebec board of censors, and John Levitt, of Regent Films, has arranged for it to have its initial showing at the Orpheum commencing June 30. An extended run is contemplated.

*Up from Riviere du Loup is one of Quebec's leading women exhibitors, Mrs. Bertrand, of the Princess Theatre in that busy little railroad center . . . Oscar Thuot of the Imperial, St. John's, paid another visit to Filmrow.*

Recorder-in-Chief Thouin is greatly concerned over the hardship to mothers who have to bring their children to court to testify against theatre managers who are charged with infringing the ban on admission of juveniles. He declared he would not postpone another case, as he did not want mothers and children to be forced to return repeatedly to the court.

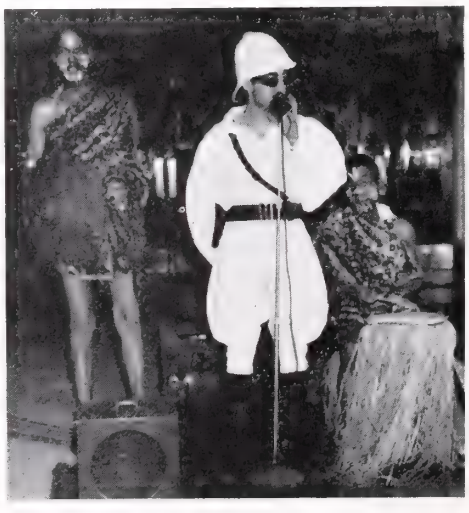
*"Here and There in Habitant Land" and "Making of Canadian Homespun" are two films taken and shown throughout Quebec by Duncan MacD. Little.*

Palace Theatre, Montreal, and the Capitol, Ottawa, are having the honor of giving the first showing of "Royal Banners Over Ottawa," color film of the Royal visit made by Associated Screen News and distributed by Empire-Universal. The Palace added this, the first Canadian 35mm color film, to its feature picture, "Young Mr. Lincoln."

*More and more commercial firms are turning to the film to do their sales work and to educate their employes. Motion pictures depicting the new rubber tractor tire and its uses on the farm were shown to agents of the Firestone Tire and Rubber Co. at Quebec.*

B. E. Norrish, managing director of Associated Screen News, Montreal, is one of the judges chosen in the color photo contest for amateur photographers visiting the Canadian Rockies this summer. Cash prizes total $1,000, with first prize $250. They are offered by the Canadian Pacific Railway, through H. F. Mathews, general manager of hotels.

*Color motion pictures of scenes in the Rockies were exhibited to Their Majesties on the homeward voyage in the* Empress of Britain *by George Steward, press liaison officer, who took them himself. The King has approved of an exhibition of photographs taken during the Royal tour which will be held in London. The King himself took many hundreds of feet of film in the Rockies.*



## Canada, Not Congo—

*Eddie Newman's Lyceum Theatre lobby in Winnipeg looked like this when Universal's "Dark Rapture" played at the house.*

Russell Louden, head bell boy at Jasper Lodge, Jasper Park, who is an amateur expert in motion pictures, showed King George some films he had taken and afterwards gave the King a number of tips on technical matters, which His Majesty recognized on departure by presenting Louden with a pair of silver cuff links bearing the royal crown and monogram.

*Canadian milk producers and distributors will cooperate in production of a film to show the milk industry "from grass to doorstep," which will be ready this fall.*

Armand Dupuis, general president of Montreal Catholic School Commission, protested at a recent meeting against the absence of French-Canadian scenes and the French language in newsreels of the Royal visit to Canada. "Any reference to French-Canadians appears to have been carefully deleted from these motion picture reviews," he declared, adding "No French is spoken in any scene, and there is no indication that French-Canadians exist in Quebec province."

*Walter O'Hearn, managing editor of* Montreal Herald, *comments that "as an old opponent of double bills" he has been confounded several times of late by the discovery that secondary attractions at local theatres were a good deal more entertaining than the feature picture.*

The Marquess of Donegall, *London Sunday Dispatch* correspondent on the Royal Tour, deplored the fact that there was a bit cut out of a newsreel showing the Queen nudging the King to salute the veterans when the King was looking another way. "It seems to me to be sheer stupidity to cut that out and spoil a good human story and a lovely shot," he remarked.

London Daily Mail *announces that Clark Gable and Carole Lombard, the screen's newlyweds, will spend their delayed honeymoon in England and Scotland in August. Neither has ever been abroad.*

Motion picture theatres in England are aiding the police in crime detection. Recently Scotland Yard persuaded theatres to broadcast on the screen an appeal to householders in Pontypool district to search their gardens for a missing blood-stained weapon needed as a clue in the murder of a property-owner.

*Hundreds of girls working overtime in Mayfair (London) dress shops making dresses for aristocratic women to wear at Ascot races are looking forward to seeing their creations on the screen. As one of the girls remarked: "It's a thrill to see pictures of the things you have helped to make. You get a sort of feeling that you are famous."*

Cary Grant, who is British-born, is

(Continued on page 77)

## *Saskatchewan Decides on Buses to Carry Film*

REGINA, SASK.—After talking about it for a couple of years and meeting with railway express company representatives, executives of the Saskatchewan Motion Picture Exhibitors Ass'n, have decided to organize a bus express route.

The pet peeve of theatremen for years has been the high rates charged by the railways, especially for deliveries into the province from Calgary and Winnipeg exchanges. A request for some revision downward has brought no response.

At Friday's meeting in the Capitol Theatre here, authorization was given to commence negotiations with bus and trucking companies operating into and out of the province and connecting the main centers with a view to having them carry the films at a better rate.

P. W. Mahon, Prince Albert, president of the association, presided at the meeting, which also saw a decision made to present a brief to the public hearing of the Saskatchewan minimum wage board in Regina. The board set a blanket minimum wage for all employes in the industry at 30 cents an hour. Theatremen agree with this in all but the apprentice usher class, contending they should receive no more than 25 cents an hour, the rate set by the board for all unskilled labor in any other industry.

The 16mm film competition apparently is no longer a thorn in the side of the theatremen, with the improved crop prospects and the demand of the public for newer and better pictures. It was on the agenda but was not even discussed.

Discussion centered around the possibility of eliminating giveaways in theatres, but it was considered the time is not yet advisable to do this from the smaller theatres point of view.

## *Canada's First Film Golf Tourney on August 14*

TORONTO—Canada is to have its first motion picture golf tournament. Arrangements have been undertaken for the staging of the initial competition at the Oakdale Golf Club, Toronto, on Monday, August 14, entries for which are to be sent to the office of Col. John A. Cooper, president of the Motion Picture Distributors of Canada, Metropolitan Bldg., Toronto. Any person actively identified with the moving picture business in the Dominion, distribution, exhibition or production, is eligible for the tourney which is to be made an annual feature.

Keen interest is assured in the presentation of a magnificent trophy for the low gross champion by Mr. N. L. Nathanson, president of Famous Players Canadian Corp., which is offered for annual competition, and a long list of prizes is expected before the day of the big test. The tourney is not restricted to residents of Toronto and a large representation from outside centers is expected. A dinner will follow the competition at which the trophy and other awards will be presented with appropriate ceremony.

# WINNIPEG

TONY WALLIS, one time of the staff of Paramount, has resigned from Empire-Universal to join Grand National as booker.

*Dave Griesdorf, UA manager, has returned from a hurried trip to Edmonton, taken when his son fell ill. Mr. Griesdorf's son now is fully recovered.*

"War Victory," owned by Sam and Charley Krupp of Grand National and Fox, won easily at Polo Park, netting a number of film men some fine returns and bringing his owners a nice purse.

*Considerable interest is being shown in "Cossacks in Exile," Ukrainian operatic film made in the United States but financed in Winnipeg. The picture has been heavily booked in the territory in view of its music and English titles.*

The Oak Theatre reports unusual business, returns being far ahead of last year. The heavy tourist trade has been an added factor that has made for good summer business here.

*Mr. and Mrs. Peebles of Dauphin, Man., are in the city to meet their son, Frank, who returns from Kingston, Ont., where he has been attending the Royal Military College.*

So great was the interest in "Damaged Goods" at Bowsman that the civic authorities have requested a return engagement. During its first run heavy rain restricted attendance but authorities consider the film so important that they want a return engagement . . . In Regina, Harry Bercovich, independent exhibitor, reports house records made with the film.

*A report is current in the city that there will be a new downtown house for Portage Ave.*

"Mayerling," outstanding French film, established new house records for the Valour and Tower theatres here.

*Mescho Triller of Associated Theatres was the winner in the "golf session" . . . Sim Rost, champion golfer of the industry here, has added new laurels at the game.*

Jack Whitehouse, formerly of the Tivoli in Winnipeg, has joined the staff of 20th Century in Toronto . . . Miss Claire Litsky of UA is off to California on her holidays . . . G. F. Cummings, Wadena, is a visitor to the city.

*Mr. and Mrs. Henry A. Morton have returned from Minneapolis . . . Jack Zaitzow, Meliville, Sask., is in the city arranging plans for the opening of several new houses . . . Harold Bishop of the Capitol has gone to California on a holiday . . . Ken Leach of the Strand, Calgary, is in the city, romping home several winners at Polo Park.*

Cyril Wynant is opening a new theatre at Winnipeg Beach on July 1 . . . Work on the Paris Theatre, St. Boniface, is coming along at a good pace with opening scheduled for Labor Day . . . Nate Rothstein is making a tour of his circuit.

*Visitors to the city include: Leon Asper, Minnedosa; Meyer Chechik, Vancouver; Harry Springman and family, Selkirk, Man.*

# VICTORIA

A PICTURESQUELY lighted lobby display in the Dominion Theatre lobby is receiving many favorable comments from patrons. It takes the form of a lake which is situated in heavily timbered country.

*"Pygmalion" established a record at the Atlas Theatre for being the first picture that the management has played for more than a week's run. Newspaper advertising was used to draw the crowds which increased every night of the showing.*

For the showing of "The Story of Vernon and Irene Castle" the management of the Capitol Theatre arranged a tieup with a local dance hall which staged a "Ginger Rogers-Fred Astaire" dancing competition, the winners of which were presented with a cup donated by the Capitol Theatre. They also had a tieup with a local dancing school.

*Bert W. Holloway, assistant publicity director of Paramount Pictures, and his wife spent a few days in Victoria recently.*

Johnny Garrard of the Atlas published a special edition of the Atlas Screen Program on the combined occasion of the Royal Visit and the third anniversary of the Atlas Theatre. Martin Cave also published a special edition of the Capitol Theatre Program for the Royal Visit.

*Marc Prieswerck, manager of the Atlas Theatre, and Johnny Garrard, assistant-manager, made use of the 16mm movie camera to secure news snaps of the Royal Visit for their theatre. Each covered different phases of the ceremonies. The pictures were shown to the Atlas patrons three days after the Royal Couple had left Victoria.*

Theatre parties by "Young People's Societies" are recent innovations in Victoria that are growing in popularity.

*Moving pictures in color of the visit of the King and Queen to Victoria were shown at the Victoria Club for hard-of-hearing recently by F. Spencer, who is a prominent local business man who makes a hobby of taking moving pictures.*

# TORONTO

COL. JOHN A. COOPER, president of the Motion Picture Distributors of Canada, spent several days in Montreal for the purpose of carrying on negotiations with respect to the situation in Quebec City where all theatres have been closed in a tax strike.

*Jack Arthur, manager of the Uptown Theatre, FP ace house, was only a spectator at the International Folk Festival at Exhibition Park which he directed one year ago when he contributed his services in organizing the initial program of foreign dances and songs. Apparently he gave the festival an excellent start.*

During his brief Toronto stay, Joe Franklin, Halifax exhibitor and former resident of the Ontario Capital, declared that his daughter had returned to Canada for the Royal Tour from New York City where her husband, Michael Foster, is with the Columbia Broadcasting System. Mr. Foster was one of those selected to accompany the British Monarchs.

*Harry Cash has bought the Duchess Theatre, Dundas Street West, Toronto, from L. Winick, this neighborhood house having a capacity of* 600.

C. T. Ross, proprietor of the Royal Theatre, Bowmanville, Ont., and former president of Allied Exhibitors of Ontario, has been forced to forego his customary trips to Toronto film exchanges because of a physical ailment from which he is gradually recovering.

*A trade visitor from the Far North was Tom Allevato, owner of the Allevato Theatre in Rouyn, in the heart of the rich mining district of northern Quebec where, it is said, there is winter ten months of the year and poor sleighing the other two months. The Allevato, seating* 400 *persons, operates seven days each week.*

The Bonita ball team, sponsored by Harry Lester of the Bonita Theatre, is proudly perched in first place in the Withrow League. Harry is reaping plenty of nice publicity on the sport pages.

*Dave Korman is busy with preparations for the reopening of the Broadway Theatre at Haileybury, a northern Ontario mining town. Closed for months, the Broadway will open late in August.*

Harry Price, general manager of Superior Films, Ltd., Toronto, is proceeding shortly to New York City to line up a number of features for the new season.

*The Queen's Theatre at Hespeler, Ont., is boosting patronage on the two off nights of the week, Monday and Friday, with the distribution of candy among the customers as an added treat.*

Manager Tom Daley of the big Imperial Theatre in downtown Toronto has added to his current duties the supervision of an extensive redecorating job which included the refinishing of the huge Neon sign which rated as the costliest display of its kind in Canada when erected.

*Harold Pfaff, popular Toronto film exchange veteran, is back from a much-enjoyed trip to California.*

The Canadian Broadcasting Corp. is reproducing the Canadian historical play, "Some Must Watch," which was authored by Miss Mary Turner and Charles Carruthers. The latter is the theatre critic of the *London Free Press* and veteran radio commentator.

*The Film Exchange Building at* 277 *Victoria Street, has received its final coat of paint at last and the languid exhibitors are no longer being compelled to send their suits to the cleaners.*

Out-of-town theatre proprietors have been somewhat scarce along Filmrow which means, according to Jim Davidson, widely-known salesman, that they are too busy back home. Abe Rappaport of the Hollywood, Campbellford, rushed into town and did not take the time to tell how the fish were biting. L. W. Payne, owner of the Capitol at Listowell, paid a repeat visit to check on further bookings while Les Gregory of Hamilton completed details for his new theatre in Leamington which is to open September 1.

*Nicholas Trebish made the rounds for pictures for his Capitol Theatre at Meaford where summer business has started to boom, following an inflow of summer-resorters. Miss A. E. Elliott filled up the dates for the Fred Guest theatres in Hamilton.*

J. O. Scott, chairman of the Anti-Protection League and owner of the Weston Theatre, has been touching various points in the Province to round up support for the organization in its drive for clearance reform.

*J. R. Vogel of New York City spent a few days here to confer with Manager Jules Bernstein of Loew's Theatre on plans and policy for the new season.*

Glowing with enthusiasm, General Manager Leo Devaney of Canadian RKO, Frank Meyer, Harry Decker and Murray Devaney are back from the RKO convention all primed to earn further laurels in sales promotion.

*The Oriole Theatre, Toronto, unit of the* 20*th Century Theatres group, is offering a bargain admission price of* 20 *cents to* 7:30 *o'clock each evening, after which it goes to the even two-bits. Manager W. M. Armstrong of the Hudson is collecting* 15 *cents to* 8:00 *p. m. and* 20 *cents after that hour, in a move to combat daylight saving.*

The Centre Theatre opened the engagement of "The Sun Never Sets" with a special announcement that: "Ottawa is Honored! The Centre Theatre proudly presents the film that was chosen to be shown before Their Majesties the King and Queen as a climax to their Canadian visit," the reference being to the screening of the picture for the British Monarchs on their homeward voyage. The local first-run got under way with a midnight preview at regular prices after a splash newspaper campaign.

*I. Singerman, manager of the Imperial Theatre, has revived the policy which proved successful last year of presenting previous hits on a double bill, a typical program comprising "Next Time We Love" and "You're a Sweetheart."*

Manager Henry Marshall showed good results with an all-French program at the Rideau Theatre, Ottawa, the two features being the comedy, "Les Rois du Sport" and "La Plus Belle Fille du Monde." French pictures were temporarily dropped for the Royal Visit but they have been resumed for regular weekly engagements throughout the summer.

*The combination old-and-new screen policy of the Elgin Theatre is working out nicely, according to Manager L. C. Mills. A recent successful program had a revival showing of "Roberta" as the first feature of the double bill and "I Stand Accused," which was having its first local run, as the second feature.*

Ottawa theatres have continued to play up the news pictures of the Royal Tour as special attractions and exhibitors are looking forward anxiously to the quick release of newsreels showing the arrival of Their Majesties in Southampton and London to complete the series.

## A Mayor Is Made

OTTAWA—A good old-fashioned election fight for the mayoralty of Aylmer, an Ottawa suburban town, witnessed the defeat of Ambrose Nolan, proprietor of the Pix Theatre in that town, by the former holder of the office, Wilfrid J. Lavigne, by a narrow margin.

The excitement really started when the result of the close balloting became known. A general riot broke out when partisans to an estimated number of 1,000 came into contact and there were dozens of cracked heads, black eyes and bloody noses. According to time-honored local custom, an effigy of Mr. Nolan was burned by supporters of the rival candidate and this was accepted in good part. But the disorder became serious when a portion of the mob raided Mr. Nolan's theatre during the evening performance. Three of the rioters gained entry to the projection room and despite the efforts of Ernest Proulx, projectionist, smashed one projection machine. Cleo Gendron, a theatre employe, chased the raiders with a hammer and the audience became panicky, a few of the 300 patrons making a hasty exit.

Police and municipal officials arrived on the scene and broke up several individual fights but made no arrests because they believed that the battle was not premeditated and that the boys were only out for a bit of fun. Later in the evening, Mr. Nolan appeared at a noisy rally for the successful candidate in a hall, made his way to the platform and shook hands with his election opponent, announcing, at the same time, that he would run for the office in the next campaign despite the demonstration. Mayor Lavigne expressed regret for the property damage and the party was over.

# MONTREAL

(Continued from page 74)

going to England to meet Phyllis Brooks, former toothpaste advertisement model, now a film "starlet," whom he hopes to marry.

*Fines of ten dollars and costs for admitting juveniles to see motion pictures, contrary to the Quebec law, may not seem heavy, but the prosecutions against the Laval Theatre for a number of infractions cost the owner a total of* $174.30, *which means the admission charges on probably* 1,740 *children.*

Mrs. Cora Scovil, Chicago artist who modeled film stars as mannequins for department store windows, is trying to sell the idea to British shopkeepers. She says: "All women dramatize themselves. So, as they gaze into shop windows they see themselves in the gowns on display."

*Canada's famous "Mounties," often portrayed by Hollywood actors, are likely to be shown "in person" in a new film to be produced by Cecil B. DeMille in which the action takes place in the Northwest Territories. Mr. Milliag, de Mille's Canadian agent, has asked the Commissioner, Colonel Wood, whether the "Mounties" can be used in the film, and is said to have received a reply in the affirmative, provided that certain regulations are observed.*

Films showing hazards encountered on the streets by cyclists and how to avoid them will be shown to a mass gathering of Canadian wheelmen in Montreal by the Province of Quebec Safety League.

*"Confessions of a Nazi Spy," banned in the Argentine, has been passed by the British board of film censors—Two Parisian films, of a religious nature, "La Rose Effeuillee" and "Le Secret de la Confession," were shown to convent girls by Montreal Kiwanis.*

Interest is being expressed in the return of John Grierson, British documentary film expert, expected to arrive in July. It was Mr. Grierson who designed the plan for Canada's new film board which is still without a head.

*Eric Mayell, British cameraman for Fox Movietone newsreel, who was arrested and imprisoned by the Japanese for taking pictures near blockaded concessions, and whose release was refused at first because of his allegedly "truculent" attitude, has been liberated. Mayell, a native of London, England, worked for some years in Canada, particularly in British Columbia.*

### Scripts Next DeMille

HOLLYWOOD—Alan Lemay has been set to script "Royal Canadian Mounted Police," next Cecil B. DeMille production for Paramount.

### "Iron Men" to Reeves

HOLLYWOOD—"City of Iron Men," in which James Cagney will star, will be adapted by Ted Reeves from his own original for Warner.

### *Television Attracts Scophony, Ltd.*

**Montreal — Increasing attention to television in the United Kingdom is noted in the capital increase of Scophony, Ltd., from £300,000 to £500,000. Commenting on the capital hike, Sir Maurice Bonham Carter, the chairman, said:**

**"The company has reached the stage of transition from purely laboratory developments into the commercial and revenue earning field, and we have every reason to believe that Scophony will establish itself firmly in the television market. Our present personnel and space facilities are, however, totally inadequate for manufacturing activities, and in order to be able to fulfill the orders for cinema equipment and in order to be able to enter on the manufacture and marketing of home receivers, more finance is required."**

## Public Domain Policy Delays Television

MONTREAL — Montreal is ready for its first television program, but it will not materialize for an indefinite period.

CKAC has been experimenting with television for the past eight years and it is now ready to install a transmitter.

Television receiving sets are being manufactured and are available on the Montreal market but cannot be used.

The reason why Montreal is ready for television but cannot have it, is to be found in a ruling of the Canadian Broadcasting Corp., enunciated at a meeting of the board held in Montreal.

"With respect to the control and development of television and facsimile broadcasting, the board reiterates the policies explained to the Parliamentary Committee, viz.: That no part of the public domain with respect to those developments will be alienated to private interests."

Investigation of this policy by CKAC which is ready, willing and able to broadcast television in the Montreal area indicates the phrase regarding alienation of interests means that no private station can operate television on any account. The Canadian Broadcasting Corp. maintains it will grant no licenses but proposes to keep for itself a complete monopoly of this field, as well as that of facsimile broadcasting.

Whether CBC itself has advanced plans for television in Canada is not disclosed. Non-CBC radio stations, however, point out that if CBC itself were to attempt to inaugurate television in Canada, it would be brought face to face with a serious regional problem.

In explanation of this, they point out as it is developed now, the workable range of television is about 100 miles. Thus, they say, if CBC were to establish a television transmitter in Montreal to the exclusion of Toronto, for example, there would be much natural complaint from the latter city.

Private stations would have no such difficulties to face, for even though any television transmitter they might choose to install would serve only a small part of the area over which their regular broadcasts are heard, there could be no legitimate grounds for complaints. In support of their argument, they cite the New York installation which serves only the immediate district.

"Montreal is ready for television and television is ready for Montreal, but the powers-that-be are not ready for either," is the way a radio man expresses the position.

# MARITIMES

A R. COOPER, manager of the Prince Edward Theatre, Charlottetown, P. E. I., was recently elected president of the Rotary Club of Charlottetown and represented the club at the International Rotary convention at Cleveland, Ohio. During his absence Gordon Spencer of Saint John has been managing the theatre.

*Joe Franklin of the Franklin-Herschorn theatres of Halifax and Saint John recently made a trip to Toronto to confer with executives of Famous Players Canadian Corp. with which his theatres are affiliated.*

Jay Lieberman of the Rialto Theatre, Edmonton, Alta., has been visiting his brother, Joe Lieberman, of the Maritime Film Co. of Saint John and planned to go to the New York World's Fair before returning home.

*W. H. Golding, manager of the Capitol Theatre, and F. G. Spencer of the Spencer circuit, are well known and respected citizens of Saint John. Their sons, Jack Golding and Gordon Spencer, when soliciting subscriptions for the Kinsmen Club, put something over on the office of a man it is sometimes difficult to see without an appointment, when they had themselves announced as Mr. Golding and Mr. Spencer and were immediately ushered in to the inner office. They caused a surprise but got the subscription.*

The London Repertory Co., returning from a season in the West Indies, had made arrangements to present six plays at an auditorium in Saint John, being unable, due to picture commitments, to engage a theatre.

*Bill Metz, advertising manager of the F. G. Spencer Co., Ltd., and amateur photographer, has been doing quite a profitable business on the side lately by selling pictures he took during the Royal visit to Saint John.*

J. A. Cashman, manager of the Algonquin Hotel, St. Andrews, N. B., was a visitor to Filmrow recently when he came in to arrange his program of pictures to be shown at the hotel during the summer months.

*T. J. O'Rourke of the Gaiety, Minto, N. B., and Colin Danson of the Strand, Sussex, N. B., were recent visitors to Filmrow.*

## General Theatre Supply Of Toronto Reports Sales

TORONTO—Recent installations are announced by General Theatre Supply Co., Ltd., for this territory as follows:

Projectors—Dreamland, Rialto, Edmonton, Alta.; Bellard, Fort Erie, Ont.; Canyon Recreation Club, Fraserdale, Ont.; Grand, Galt, Ont.; Capitol, Lethbridge, Alta.; Strand, Port Colborne, Ont.; Rex, Regina, Sask.; Metro, Toronto, Ont.; Capitol, Vancouver, B. C.; Capitol, Windsor, Ont.

Lamps—Capitol, Galt, Ont.; Wonderland, Magog, Que.; Strand, Port Colborne, Ont.; Lincoln, St. Catherines, Ont.; Alhambra, Metro, Paradise, Toronto, Ont.; Capitol, Windsor, Ont.

Generators — Strand, Port Colborne, Ont.; Lincoln, St. Catherines, Ont.; Metro, Toronto, Ont.

Screens—Capitol, Chatham, Ont.; Canyon Recreation Club, Fraserdale, Ont.; Capitol, Grand, Galt, Ont.; Uptown, Kirkland Lake, Ont.; Strand, Port Colborne, Ont.; Lincoln, St. Catherines, Ont.; Capitol, St. Thomas, Ont.; Esquire, Southampton, Ont.; Alhambra, Beach, Metro, Oakwood, Toronto; Capitol, Wallaceburg, Ont.; Capitol, Windsor, Ont.

## Premier Hepburn Heads Fishing, Filming Trek

TORONTO—Premier Mitchell F. Hepburn of Ontario headed a combined motion picture and fishing expedition to northern Ontario when a wide range of films were shot by Frank O'Byrne of Associated Screen News, Ltd., Toronto. They stopped over at Callander where they spent an hour with the Dionne Quintuplets who were facing the cameras for a forthcoming screen short. Other members of the party included Hon. Harry C. Nixon, provincial secretary, and James Taylor, deputy minister of game and fisheries.

Although Premier Hepburn is one of the official guardians of the Quints, no moving pictures of the famous babies were privately taken because of the exclusive film rights held by 20th Century-Fox and Pathe.

## Disney Visit to His Former Ontario Home Awaited

TORONTO—Walt Disney, creator of animated films, has arranged to visit his old home near Bluevale, Huron county, in western Ontario, for a period in July, bringing with him his father, Elias Disney, from California for a visit with relatives in and around Goderich and a tour of places associated with the childhood of the film celebrity.

The old Disney farm, the address of which is Concession No. 1, Morris Township, Bluevale, is largely in its original state and is operated by a farmer, Sandy McEwen. One of the Disney relatives is Peter Cantelon, a cousin of Elias Disney, who resides in Goderich and who is to be host for the visit. Mr. Cantelon spent the past winter with the Disneys in California.

# CALGARY

EDDIE ZORN, manager for the Famous Players houses in Alberta, has been promoted to western divisional manager with headquarters at Winnipeg. Territory under Zorn's management is largest on the continent extending from the Great Lakes in the east to the Rockies. This includes western Ontario and the large provinces of Manitoba, Saskatchewan and Alberta.

*Changes taking place at the Capitol here bring promotion for the present staff. Ralph Mitcheltree, assistant manager, takes over managerial duties next week and Fred Tickell, publicity man, becomes assistant manager. Both boys received their education and theatre training in Calgary.*

On July 1, the Crescent Theatre changes hands. Les Fitch of this city will be the manager for the new owners. This suburban house on the North Hill will close for alterations and reopen on August 5.

# St. Joseph d'Alma Is Hit by Depression

*By* ROY CARMICHAEL

MONTREAL—Driving 400 miles to Montreal from the beautiful Lake St. John district northeast of Quebec, U. H. Pelletier, managing director of the Alma Theatre Co., Ltd., of St. Joseph d'Alma, which operates the Alma Theatre in that town of 4,000 population, made a quick round of calls along Filmrow, then painted for this BOXOFFICE correspondent a rather depressing picture of economic conditions in his town where 80 per cent of the population, he estimated, are unemployed.

The only industry in the neighborhood is Price Bros.' newsprint mill at River Bend, two miles away, which gives work to about 400. Adverse conditions in the newsprint industry have been reflected in the attendance at the theatre.

Pelletier was driving a new Buick, which the correspondent remarked did not appear to indicate a depression. The explanation: "Happily we don't have to depend on the theatre business for all our income." He pointed out he was also engaged in the newsprint industry.

The Alma Theatre seats 300, and the attendance runs all the way from six to 150, Pelletier said. It is open evenings only, including Sundays, and shows one French and two American programs weekly. It never plays British films. Pelletier explained the local French population has difficulty in understanding the accent of English players, while he thought that most British pictures did not show enough action, although he had seen one or two which he, personally, considered good. He admitted the same objections could be applied to French films, as the Parisian accent is sometimes hard for French-Canadians of that northern district to follow and there is more talk than action. "But, after all, it's their language," he remarked, explaining their preference.

Despite his French name, Pelletier is more at home in the English tongue than in French. He was born in the United States, and his French ancestry is some generations back. He explained this in reply to compliments on his very terse, racy and colloquial English.

The Alma was started as a community project in 1932. Before that, there had been a silent film theatre, the Canadian, but that was in the days when construction of the power plant at Maligne gave employment to 2,000 men. "These were the good old days," he reminisced, adding that when the construction camp was abandoned the theatre slowly faded out.

## American Films Popular In British Moose Jaw

MOOSE JAW, SASK.—One thing Moose Jaw has long boasted about is its predominately British-born population in a province where two-thirds of the residents come from non-English-speaking countries.

But that doesn't mean a thing where British-made motion pictures are concerned, according to Harry Marrs, owner-manager of the Orpheum. Marrs just isn't buying any more British-made pictures, whether Korda, Universal, United Artists or what-have-you. "They just won't spend a dime in this town to see a British picture any more. There have been too many poor ones, not only in scenario and casting, but technically. They want the Hollywood product now," he told BOXOFFICE.

"English pictures won't sell to the crowd. For one thing, they don't know the stars in most cases because the English producers simply don't advertise them, while Hollywood booms theirs by radio, newspaper, magazine and everything else. British picture companies don't spend a dime on advertising and the people reply by refusing to spend anything for admission. If they would only build up their name players!" he emphasized.

Marrs explained he has not booked a British picture in months because he found it simply a losing proposition "and no one can doubt my loyalty. I'd snap up any British picture if they would only give it the build up necessary in this country. I guess we're too close to the United States to think eastward 7,000 miles."

## License Supension Order In Orillia Rescinded

TORONTO—The Orillia, Ont., situation has been cleaned up by the rescinding of the Ontario government order for the suspension of the license for the municipally-owned Orillia Theatre which had been operated to June 30 by Associated Theatres, Ltd., Toronto. The theatre has been leased for five years at an annual rental of $4,200 to L. H. Vicary, independent exhibitor who also operates the Princess Theatre in Orillia, which has a seating capacity of 311. Much controversy developed over the cancellation of the theatre license, with the Orillia council leading in the protests.

RKO (——) 78 Minutes Rel. July 7, '39

Jesse L. Lasky has chosen a homespun yarn dealing with the lives of two families in a small Iowa town for his introduction of John Archer and Alice Eden, winners of the "Gateway to Hollywood" contest. It is the story of Edward Ellis, who lost out to Samuel B. Hinds in his first love affair, and whose son encounters a similar experience. When Hinds' band is forced to close due to poor management, Ellis is accused of satisfying a grudge, but his integrity is upheld and he even helps to set Hinds right again. Ellis is capital as the storekeeper and most criticized citizen and Leon Errol and Raymond Hatton provide the lighter moments as perennial sots. Anne Shirley contributes a fine performance and the newcomers show promise. Robert F. Sisk produced. Leigh Jason directed.

**Anne Shirley, Edward Ellis, Samuel B. Hinds, Leon Errol, Raymond Hatton, Janet Beecher, John Archer, Alice Eden.**

## *Career* F Melodrama

Republic (——) 65 Minutes Rel. ——

Sprightly musical comedy, this is well spotted with laughs, flows along at a steady clip and measures up to major league proportions in every respect. Crooner Phil Regan is given ample opportunity to display his singing talents, and his deficiencies in the acting department are more than compensated by the work of a splendid supporting cast in which Jean Parker takes the honors. The formula story is enlivened by fresh treatment and the film should be able to make its own way in most situations. Regan portrays a singing cop who is tricked by Miss Parker, an animated cartoon producer, in to becoming the "voice" of a pig character. Innocent of the frameup, he falls in love with and marries his boss, but walks out when he discovers the fraud at a "sneak" preview. The inevitable reconciliation follows. Sidney Salkow directed.

**Phil Regan, Jean Parker, Jerome Cowan, Dorothea Kent, Barnett Parker, Benny Baker, Horace MacMahon.**

## *She Married a Cop* F Musical Comedy

Republic (——) 66 Minutes Rel. ——

A competent cast, surprisingly impressive when the budgetary classification is considered, and plenty of heart tugs combine to make this cops-and-robbers melodrama command consideration as meritorious program material, with the nabe houses and kid matinees its natural hunting grounds. Thespic honors go to Moppet Tommy Ryan, who is, of course, featured, and who gives promise of developing into an adolescent to be reckoned with. Tommy is the son of Bruce Cabot, a gangster. The latter, fleeing the G-Men after a bank robbery, leaves the boy with his grandmother in a small town. Returning, he finds Tommy completely at home in his more wholesome environment. His efforts to wean him away fail when Cabot is killed and the boy becomes a hero by saving a bus load of children marooned in a blizzard. Arthur Lubin directed.

**Bruce Cabot, Tommy Ryan, Zasu Pitts, Jessie Ralph, Ralph Byrd, June Story, J. Farrell MacDonald.**

## *Mickey, the Kid* F Melodrama

RKO (——) 81 Minutes Rel. Aug. 4, '39

Here is as delectable a summer dish of light romantic comedy as you'll probably find anywhere. Not screwball, not hokum, but perfectly attuned to the facets of Ginger Rogers' sly comedy talents and arranged to invest David Niven with a fresh and delightfully new personality, this ultra-modern "rags-to-richess" idea, beautifully handled by Director Garson Kanin is something that should go a long way to help you forget the summer blues. It possesses reams of originality, literally stumbles over its laughs, bulges with affectionate twists and accommodates a grand supporting cast. Miss Rogers unwittingly finds herself the "mother" of an abandoned child on the day she gets fired as a sales girl. The situation is brought to the attention of Niven, son of the owner. He, in turn, is jockeyed into a spot where he is the "father." They eventually are drawn to each other.

**Ginger Rogers, David Niven, Charles Coburn, Frank Albertson, E. E. Clive, Ferike Boros.**

## *Bachelor Mother* F Romantic Comedy

Metro (941) 77 Minutes Rel. June 30, '39

Remake of "Evelyn Prentice," in which Leo starred William Powell and Myrna Loy, this version retains much of the dramatic story impact of the original but otherwise suffers by comparison; this being particularly true when the performances of Virginia Bruce and Walter Pidgeon in the toplines are considered. In fact, the entire cast fails to make the most of the material with which the proven vehicle provides them. The picture will, nevertheless, serve as a satisfactory programmer, especially among those patrons who did not see the first filmization. Miss Bruce is the wife of Pidgeon, a brilliant criminal lawyer. He is called to defend a woman accused of murdering her husband, a blackmailer. The lawyer's wife believes she killed him, but her husband uses her confession to trick the other woman, who is guilty. Leslie Fenton directed.

**Virginia Bruce, Walter Pidgeon, Lee Bowman, Ann Dvorak, Ilka Chase, Rita Johnston, Ann Todd.**

## *Stronger Than Desire* F Drama

Warner Bros. (325) 59 Minutes Rel. July 15, '39

This story on the lives of hardboiled longshoremen and stevedores makes fairly good melodrama for the neighborhood houses. Should please the action fans with its scraps between Dennis Morgan and Ward Bond over the presidency of the Waterfront Club. Bond, the harbor district bully, is the defeated candidate who can't take it when Morgan is elected the club's head for the third time. Morgan resigns from the presidency after his girl, Gloria Dickson, pleads with him to give up fighting, so that he can keep out of jail and settle down. They marry and plan to become farmers. Just as they are about to go away, Bond starts a fight and accidently kills Morgan's younger brother. Morgan revenges his brother as Bond falls from a window to his death while trying to escape. Directed by Terry Morse.

**Gloria Dickson, Dennis Morgan, Marie Wilson, Larry Williams, Sheila Bromley, Aldrich Bowker, Ward Bond.**

## *Waterfront* F Melodrama

RKO (——) 70 Minutes Rel.——

Produced in England, this tops previous entries in the "Saint" series, carrying a heavy load of thrills, suspense and humor, and with unflagging action that should peg it a money-maker on both sides of the Atlantic. Based upon one of the popular Leslie Charteris thrillers, authentic in locale and excellently enacted, it will be a worthwhile adjunct to any program. Acting honors are taken by George Sanders in the title role, who will be the only one known to American audiences. The Saint, a combination Robin Hood and Raffles, picks up a wounded man on a country road, who leads him into an amazing web of intrigue and super-crime, with death dogging his heels all the way, before he comes out the winner. John Paddy Carstairs directed.

**George Sanders, Sally Gray, David Burns, Gordon McLeod, Henry Oscar, Carl Jaffe, John Abbott.**

## *The Saint in London* F Mystery

Paramount (——) 78 Minutes Rel. July 21, '39

Imbedded in this tale of Latin American intrigue is an idea that unfortunately is not exploited to its fullest potentialities. As such, the film stacks up as lightweight dramatic entertainment. It has Akim Tamiroff, formerly a great French actor and now a fugitive in a South American republic, impersonating the president whose death is kept secret. The idea of a couple of conspirators is to have Tamiroff masquerade long enough to float a loan and then gain control of the government. Linked up with the story is a romance between Lloyd Nolan as Tamiroff's friend and Patricia Morison. Tamiroff carries on the fraud and gives his life for a democratic government by exposing the conspirators. The dual role is handled competently by Tamiroff. Miss Morison's personality is graphically etched on the screen. Robert Florey directed.

**Akim Tamiroff, Lloyd Nolan, Mary Boland, Patricia Morison, Ralph Forbes, Steffi Duna, Ernest Cossart.**

## *The Magnificent Fraud* F Action Drama

Columbia (9207) 56 Minutes Rel. May 8, '39

Shorn of the usual fury that makes westerns successful, this film goes it the verbal rather than the knuckle way which keeps action at a minimum. Story of the cattlemen-nester brawling, when a ranch valley is opened to homesteading, it puts Charles Starrett, the sheriff, in the middle trying to keep each faction from gunning the other. Outlaws see a smooth in, rustling the ranch stock, laying blame on the steaders. But it's mostly talk, the sheriff warning the nesters to be good and ditto to the cattlemen. It's Bennett R. Cohen's screenplay, directed by Sam Nelson, both gents failing to goad a bit of speed into it. Sons of the Pioneers wring out a couple of fair tunes. Audience familiarity with every move is no help.

**Charles Starrett, Iris Meredith, Dick Curtis, Russell Simpson, Hal Taliaferro, Hank Bell, Bob Nolan, Ed Cobb.**

## *Western Caravans* F Western

**SELLING ANGLES:** **"Mickey, the Kid"**

Build up young Tommy Ryan as the latest of the screen's juvenile acting sensations. The rehabilitation motif, in which the boy is won away from a gangster father, might serve to interest welfare workers, juvenile-court judges and others at a special showing. Start a "Tommy Ryan Fan Club" for the kids. The sequence depicting the school bus, marooned in the blizzard, is based on an actual occurrence. Try to obtain newspaper stories, of several months ago, for a splash lobby display.

**CATCHLINES:**

Torn Between Two Emotions . . . Loyalty to a Gangster Father . . . and the Determination to Be an Honest Citizen . . . That Was the Problem of Mickey the Kid.

Born Into a Life of Crime . . . Mickey the Kid Fought His Way Out . . . Though It Meant the Death of His Own Father.

**SELLING ANGLES:** **"Waterfront"**

An atmospheric front can be created for the proper "Waterfront" appearance with a ship's bell to toll atop the marquee with running lights on each side. Display plenty of action stills and give them importance with special copy. Build up Dennis Morgan as a "discovery" in his first film role. Gloria Dickson and Marie Wilson are not to be overlooked as marquee names. Get the cooperation of local merchants in a model ship building contest for boys. Sponsor a contest for the most complete compilation of sea terminology.

**CATCHLINES:**

Violence Is King . . . Terror Is Law on the Waterfront.

A Rough and Brawling Tale of the Lives, the Loves and Hates of the Brawny Men Who Load and Unload the Ships.

**SELLING ANGLES:** **"Western Caravans"**

Having two fair musical numbers, the Sons of the Pioneers angle can be sold via music counter tieups. Being a run-of-mill western, it, nevertheless, can be tagged into b.o. possibilities for weekend trade with a covered wagon bally down mainstreet, by giving 100 or so autographed photos of Charles Starrett to the first 100 kids lining up at the ticket window, or, now that 4th of July is here, giving away small boxes of cap pistol ammunition to every tenth kid in the gate.

**CATCHLINES:**

Live and Let Live, They Said . . . Yet Range War Was Declared on Innocent Children.

Nesters Seeking Friendship With Rangers Become the Catspaw of Outlaws.

**SELLING ANGLES:** **"She Married a Cop"**

Marquee credits should be awarded Phil Regan and Jean Parker. Make tieups with radio stations and music stores on the recordings Regan has made. Arrange a stunt with the police force to hold an amateur singing contest for aspiring crooners among the policemen, awarding the winner with a "Phil Regan" trophy. Present a special performance for policemen's wives, using the title as a tieup for the stunt. Prepare throwaways as imitations of the "Police Gazette."

**CATCHLINES:**

He Was in Love With the Girl Who Made a Fool of Him . . . So He Turned the Tables by Marrying Her.

A Singing Policeman, But a Ham Actor, He Called a Halt to His Screen Career When He Found He Was Doubling for a Pig.

**SELLING ANGLES:** **"Stronger Than Desire"**

Virginia Bruce and Walter Pidgeon should be a fairly potent team for the marquee. Advertise the picture to lawyers through a direct-mail campaign. Hold a special showing for students of law in local or near-by universities. Present a feature series in a local newspaper based on famous courtroom tricks. Select names of various citizens and inform them they have been chosen as a "jury" to see the picture, using their "verdict" in advertising and lobby display. Prepare throwaways to resemble a summons.

**CATCHLINES:**

This Criminal Lawyer Knew Every Trick in the Trade . . . And He Had to Use Them All to Save His Wife From a Murder Charge.

He Neglected His Wife for His Career . . . And Then Nearly Lost Them Both.

**SELLING ANGLES:** **"The Magnificent Fraud"**

The theme to emphasize in advertising this picture is Latin American intrigue and vivid romance. A large cut-out of Miss Morison placed near the entrance will do much to illustrate the latter. Considerable attention should be focused on Tamiroff's dual role. For the lobby, have a display of stills showing him in both characters. Miss Morison's brunette beauty should be exploited through a number of tieups with women's stores. On this score, try and plant a stunt in the local papers such as: "Are blondes losing their attraction for men?" Miss Morison should be cited as the reason.

**CATCHLINES:**

Death Brought Down the Curtain on His Greatest Role.

He Had One Life to Give for a Noble Cause.

**SELLING ANGLES:** **"Career"**

With all the publicity in newspapers, fan magazines and on the radio, this is a natural for tieups. Play up this angle. It is the first picture for John Archer and Alice Eden. Additionally there are Edward Ellis, who did a noteworthy job in "A Man to Remember," Leon Errol and Raymond Hatton, plus Anne Shirley. Spot radio announcements to see the newcomers. The title is additional fodder to capitalize. Play up the career in the movies; audiences ought to eat it up. Have a young couple get about town, either walking or in an open vehicle, bound for "Career" at your theatre.

**CATCHLINES:**

His Career Came Before Love . . . Like Father, Like Son . . . "A Man to Remember" Is Back Again . . . His Actions Were Mistaken for a Grudge Satisfaction . . . The First Film With "Gateway to Hollywood" Winners.

**SELLING ANGLES:** **"Bachelor Mother"**

Start with the names and go right down the line with streamlined campaigning. Don't fail to capitalize on Miss Rogers' dancing successes, but in doing so emphasize the thought that she is a new, vibrant commedienne here. You should be able to have gobs of fun, not without valuable publicity, with the title. You might even be able to "form" a club of bachelor mothers—i.e., girls who are forever taking care of their neighbors' children while the neighbors are at the movies, seashore, etc. The classified ad columns should prove a rich field for a teaser campaign.

**CATCHLINES:**

Ginger As the Glamorous Shopgirl Mother of a Doorstep Child.

The Gayest Romance That Ever Stayed One Jump Ahead of Your Leaping Heart.

**SELLING ANGLES:** **"The Saint in London"**

There is already a pre-sold audience in the thousands of detective-story fans who read Leslie Charteris' "Saint" stories. Tie in with bookstores and libraries on displays of them, studded with stills from the picture. Marquee load will have to be carried by George Sanders. Prepare a lobby display in which the "Saint" is the centerpiece, surrounded by other fictional adventurers—Bulldog Drummond, Raffles, etc. Prepare throw-sheets as "warnings" from the "Saint" ordering patrons to appear at the theatre.

**CATCHLINES:**

Fiction's Famous Phantom . . . Who Laughed at the Law But Did No Man an Injustice . . . Tackles the Most Dangerous Adventure of His Career.

Death Spun the Wheel As the Saint Staked His Life Against One Million Pounds And Won.

# THREE DIVERSIFIED FILMS SHARE TOP SPOT

## BOSTON

Fenway—**Prison Without Bars** (UA); **Some Like It Hot** (Para) ..... 65
Memorial—**Mikado** (Univ); **Sorority House** (RKO) .....100
Metropolitan—**Invitation to Happiness** (Para); **Undercover Doctor** (Para) ..... 95
Orpheum—**It's a Wonderful World** (M-G-M); **Missing Daughters** (Col) ..... 70
Paramount—Same as Fenway ..... 70
State—Same as Orpheum ..... 65

## CHARLOTTE

Broadway—**Unmarried** (Para), 1st half..... 90
Broadway—**Zenobia** (UA), 2nd half ..... 80
Carolina—**Juarez** (WB), 1st half ..... 90
Carolina—**Susannah of the Mounties** (20th-Fox), 2nd half ..... 90
Imperial—**Let Freedom Ring** (M-G-M), 1st half 90
Imperial—**The Kid From Kokomo** (FN), 2nd half .....100
State—**Submarine Patrol** (20th-Fox), 1st half..100
State—**The Utah Trail** (GN), 2nd half.....100

## CHICAGO

Apollo—**Young Mr. Lincoln** (20th-Fox); 2nd wk. .....100
Chicago—**Only Angels Have Wings** (Col), plus stage show, picture moved to Roosevelt for 2nd loop wk. .....100
Garrick—**Juarez** (WB), 3rd loop wk. ..... 90
Oriental—**Sudden Money** (Para); **The Kid From Texas** (M-G-M), plus stage show..... 85
Palace—**Ex-Champ** (RKO), plus stage show .. 80
Roosevelt—**Captain Fury** (UA) ..... 75
State-Lake—**Blind Alley** (Col), plus stage show ..... 85
World-Playhouse—**The Mikado** (Univ), held 4th loop wk. ..... 95

## CINCINNATI

Albee—**Young Mr. Lincoln** (20th-Fox), held over .....120
Capitol—**Juarez** (WB), 2nd wk., held over.....120
Grand—**Only Angels Have Wings** (Col), 3rd wk. .....110
Keith's—**Clouds Over Europe** (Col) .....110
Lyric—**Ex-Champ** (Univ) .....110
Palace—**Goodbye, Mr. Chips** (M-G-M), held over .....150

## CLEVELAND

Allen—**Only Angels Have Wings** (Col), 2nd wk. .....125
Hippodrome—**Young Mr. Lincoln** (20th-Fox).. 90
Palace—**The Kid From Kokomo** (FN) ..... 95
State—**Invitation to Happiness** (Para) ..... 80
Stillman—**Goodbye, Mr. Chips** (M-G-M), 2nd wk. .....140

## DALLAS

Capitol—**Tell Your Children** (SR) .....125
Majestic—**Only Angels Have Wings** (Col).....125
Melba—**Prison Without Bars** (UA) .....100
Palace—**Invitation to Happiness** (Para).....110
Tower—**Juarez** (WB), 2nd wk. .....110

## DENVER

Aladdin—**Only Angels Have Wings** (Col), after wk. at Denver .....125
Denham—**Invitation to Happiness** (Para).....120
Denver—**Juarez** (WB) .....120
Orpheum—**Five Came Back** (RKO); **Girl From Mexico** (RKO) ..... 80
Paramount—**The Gorilla** (20th-Fox); **Blind Alley** (Col) .....115
Rialto—**Rose of Washington Square** (20th-Fox), after wk. each at the Denver and Aladdin; **Trapped in the Sky** (Col) .....140

## DETROIT

Adams—**The Sun Never Sets** (Univ), after wk. at Fox; **Sorority House** (RKO), after wk. at Fox ..... 75
Fox—**Mikado** (Univ); **Blind Alley** (Col) ..... 80
Michigan—**Invitation to Happiness** (Para); **Maisie** (M-G-M) ..... 80
Palms State—**Mutiny on the Bounty** (M-G-M), reissue; **6,000 Enemies** (M-G-M) ..... 70

## INDIANAPOLIS

Alamo—**The Night Riders** (Rep); **Street of Missing Men** (Rep), 1st half ..... 80
Alamo—**Lone Star Pioneers** (Col); **Four Girls in White** (M-G-M), 2nd half ..... 80
Apollo—**Young Mr. Lincoln** (20th-Fox); **The Gorilla** (20th-Fox), 2nd wk..... 65
Circle—**Invitation to Happiness** (Para); **Some Like It Hot** (Para) .....100

**AVERAGE IS 100%**

### *Top Hits of the Week*

GOODBYE, MR. CHIPS—Cincinnati..150

INVITATION TO HAPPINESS—Kansas City and New Haven.....150

THE MIKADO—New Orleans.....150

GOODBYE, MR. CHIPS—Cleveland....140

THE MIKADO (dual)—Omaha.....140

ROSE OF WASHINGTON SQUARE (3rd wk)—Denver .....140

TARZAN FINDS A SON (dual)—Portland, Ore. .....140

JUAREZ—Philadelphia .....130

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 6th wk., New York City.

**Juarez,** 3rd wk., Chicago and New York.

**Invitation to Happiness,** 3rd wk., New York.

**The Mikado,** 3rd wk., Portland, Ore.

**Young Mr. Lincoln,** 3rd wk., New York.

Loew's—**It's a Wonderful World** (M-G-M); **Blind Alley** (Col) .....100
Lyric—**The Man Who Dared** (FN), plus Henry Busse Band .....110

## KANSAS CITY

Esquire—**The Sun Never Sets** (Univ).....110
Midland—**Captain Fury** (UA); **Bridal Suite** (M-G-M) .....105
Newman—**Invitation to Happiness** (Para).....150
Uptown—Same as Esquire ..... 90

## LOS ANGELES

Chinese—**Calling Dr. Kildare** (M-G-M); **Maisie** (M-G-M) .....125
Downtown—**Juarez** (WB) .....125
Four Star—**Goodbye, Mr. Chips** (M-G-M), 6th wk. .....125
Hillstreet—**Five Came Back** (RKO); **Fixer Dugan** (RKO) .....100
Hollywood—Same as Downtown .....125
Pantages—**Five Came Back** (RKO); **Girl From Mexico** (RKO) ..... 90
Paramount—**Invitation to Happiness** (Para), 2nd wk., plus stage show ..... 85
State—Same as Chinese .....115

## MINNEAPOLIS

Aster—**Boy Friend** (20th-Fox); **Sweepstakes Winner** (FN) ..... 90
Century—**Sun Never Sets** (Univ) ..... 90
Gopher—**Bridal Suite** (M-G-M) ..... 85
Orpheum—**Young Mr. Lincoln** (20th-Fox)..... 85
State—**East Side of Heaven** (Univ).....100

## NEW HAVEN

College—**Streets of New York** (Mono); **Trapped in the Sky** (Col) ..... 65
Loew-Poli—**Tarzan Finds a Son** (M-G-M); **Bridal Suite** (M-G-M). Moved to Loew's College for 2nd wk. ..... 75
Paramount—**Invitation to Happiness** (Para); **Woman Doctor** (Rep), held for 2nd wk.....150
Roger Sherman—**Captain Fury** (UA); **Nancy Drew, Trouble Shooter** (WB) ..... 85

## NEW ORLEANS

Center—**King of Chinatown** (Para) ..... 90
Globe—**Little Princess** (20th-Fox) ..... 80
Liberty—**Society Lawyer** (M-G-M) ..... 95
Orpheum—**The Mikado** (Univ) .....150
Saenger—**Rose of Washington Square** (20th-Fox) .....100
State—**Tarzan Finds a Son** (M-G-M) .....125
Tudor—**Made for Each Other** (UA) ..... 95

## NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 5th wk., held .....120
Capitol—**Tarzan Finds a Son** (M-G-M) ..... 80
Globe—**Mr. Moto Takes a Vacation** (20th-Fox).100
Paramount—**Invitation to Happiness** (Para), 2nd wk., plus stage show, held.....110
Radio City Music Hall—**Clouds Over Europe** (Col), plus stage show ..... 90
Rivoli—**Stolen Life** (Para) ..... 85
Roxy—**Young Mr. Lincoln** (20th-Fox), 3rd wk., plus stage show ..... 90
Strand—**Juarez** (WB), 3rd wk., plus stage show ..... 95

## OKLAHOMA CITY

Criterion—**Captain Fury** (UA) ..... 80
Liberty—**The Gorilla** (20th-Fox); **Chasing Danger** (20th-Fox), 4 days .....100
Liberty—**Sweepstakes Winner** (FN); **Charlie Chan in Reno,** 3 days ..... 80
Midwest—**Young Mr. Lincoln** (20th-Fox) .....100
Plaza—**Lucky Night** (M-G-M), moveover from Midwest .....100
State—**Zenobia** (UA); **My Son Is a Criminal** (Col) ..... 90
Tower—**Dark Victory** (FN), moveover from Criterion ..... 90

## OMAHA

Brandeis—**The Mikado** (Univ); **Missing Daughters** (Col) .....140
Omaha—**Tarzan Finds a Son** (M-G-M); **Winner Take All** (20th-Fox) .....120
Orpheum—**Young Mr. Lincoln** (20th-Fox); **King of Chinatown** (Para) .....120

## PHILADELPHIA

Boyd—**Invitation to Happiness** (Para).....100
Earle—**Maisie** (M-G-M) .....100
Fox—**Tarzan Finds a Son** (M-G-M), plus stage show headed by Blue Barron's orchestra 90
Karlton—**Young Mr. Lincoln** (20th-Fox), 2nd run .....115
Stanley—**Only Angels Have Wings** (Col), 2nd wk. ..... 75
Stanton—**Juarez** (WB), 2nd run, 9 days.....130

## PITTSBURGH

Alvin—**Young Mr. Lincoln** (20th-Fox)..... 85
Fulton—**The Mikado** (Univ) .....115
Penn—**Juarez** (WB) .....115
Stanley—**The Kid From Kokomo** (WB); Marion Talley stage show ..... 55
Warner—**You Can't Get Away With Murder** (FN); **I'm From Missouri** (Para) ..... 75

## PORTLAND, ORE.

Broadway—**Tarzan Finds a Son** (M-G-M); **Code of the Secret Service** (FN).....140
Mayfair—**The Mikado** (Univ), 3rd wk.....100
Orpheum—**Young Mr. Lincoln** (20th-Fox); **Jones Family in Hollywood** (20th-Fox), 2nd wk. ..... 90
Paramount—**Invitation to Happiness** (Para); **Blind Alley** (Col) .....125
United Artists—**The Sun Never Sets** (Univ); **Ex-Champ** (Univ) .....105

## SALT LAKE CITY

Centre—**Tarzan Finds a Son** (M-G-M) .....115
Studio—**Juarez** (WB), 2nd wk. .....120
Utah—**Bridal Suite** (M-G-M); **Confessions of a Nazi Spy** (FN) .....125
Victory—**Fisherman's Wharf** (RKO); **Secrets of a Nurse** (Univ) .....100

## SEATTLE

Blue Mouse—**Young Mr. Lincoln** (20th-Fox); **Sorority House** (RKO), 2nd wk. .....100
Fifth Ave.—**Invitation to Happiness** (Para); **Never Say Die** (Para) ..... 90
Liberty—**Clouds Over Europe** (Col); **Lady and the Mob** (Col) ..... 90
Music Box—**Ballerina** (SR) ..... 80
Orpheum—**Tarzan Finds a Son** (M-G-M); **The Lady's From Kentucky** (Para) .....110
Palomar—**Nancy Drew, Reporter** (FN); **First Offenders** (Col), plus **Stepin Fetchit** stage show .....150
Paramount—**Maisie** (M-G-M); **6,000 Enemies** (M-G-M) ..... 90

# Short Subject Reviews

## Paramount Pictorial

*Paramount* (P8-11) 10 *Mins.*

Three unrelated items, each concerning water as it bears on history, industry and play make up this interesting reel. The first sequence deals with the source and course of the Thames, England's famous river. At it winds its way through the country the camera picks out many charming scenes that point up the river's historical background, as well as shots of some of the best-known colleges. Next is the manner in which water serves as a workshop for cultivating fish in the Philippines. Final bit is the work done by Miami Beach lifesavers.

## Jamaica

*Paramount* (Color Cruise) 10 *Mins.*

All the tropical loveliness for which the West Indies is famous is caught here to the distinct advantage of the armchair traveler. Done in Cinecolor, the reel portrays an endless array of charming scenes and pastimes for the stay-at-homes. Most of the footage is taken around Kingston. The reel dips into some of the farming and industrial background of the island, as well as the gorgeous interior. Many beautiful buildings and beach scenes are contrasted with the native customs which still dominate portions of the island.

## Nick's Coffee Pot

*20th-Fox* (Terry-Toons) 7 *Mins.*

This animated tale of the denizens of Bugville rates as average cartoon fare. All are having fun at the opening of Nick's coffee pot when the spider appears on the scene to disrupt the proceedings. He kidnaps the waitress whose sweetheart is the kitchen-boy. With that, the emergency squads swing into action and bombard the spider's craft. The kitchen-boy comes to the rescue of his sweetheart and they ride away on a dragon-fly as the ship with the spider sinks.

## A Bully Romance

*20th-Fox* (Terry-Toons) 7 *Mins.*

Gandy the Goose relates his adventures in Mexico when he wooed a charming Senorita. The humor content of the cartoon is just fair. Gandy is forced to accept the challenge of the Senorita's father and fight a gigantic bull. He triumphs over the bull after a furious struggle.

## Lucky Pigs

*Columbia* (Color Rhapsody) 7 *Mins.*

Average cartoon fare presented in Technicolor. It's about Mama and Papa Pig who win the sweepstakes. They receive universal acclaim and go on a buying spree. In their excitement they overlook the income tax collector. When they get through with him, all they have left is memories of their moment of glory.

## SHORT OF THE WEEK

### Death Valley Thrills

(Grantland Rice Sportlight)

Paramount 10 Mins.

**This corking reel is just about as different and amusing as might be expected if you saw a couple of men skiing in sand. And that's just what they're doing. And they're doing it in a manner sure to tickle the funny bones of a lot of people. The background for their adventures is a decided attribute to the subject, the action taking place in Death Valley, where the mountainous sand dunes provide a most fascinating setting. The means for their adventures is a specially rigged, broken-down "jalopy," formerly an automobile. With this they go in for some of the strangest aquaplaning yet conceived. There's also some skiing on dry salt lakes and other snowless maneuvers usually associated with winter sports. To top it all off, the car takes a spill over a cliff that looks to be a few hundred feet high. At the bottom it looks like a more complete wreck than it did a few moments earlier. But the two men hop into the "crate" and off it goes for more fun. A beautiful police dog adds to the general amusement of the reel.**




## Ave Maria

*French Film Exchange* 10 *Mins.*

A film showing the grandeur of the Cathedral of Notre Dame de Chartes, one of the most magnificient edifices in France. It is an awe-inspiring sight as the camera explores the cathedral with its splendid sculpture and statuary. Unfortunately, the photography is only a little better than mediocre.

## Trip to the Sky

*French Film Exchange* 11 *Mins.*

A hypothetical excursion into celestial space based on recent scientific research that should prove both interesting and instructing to audiences. An idea of what constitutes the universe is vividly presented.

## Help Wanted

*M-G-M* (Crime Does Not Pay) 21 *Mins.*

Heavy-hitting and entertaining drama that also renders a community service by exposing an employment agency racket. The way the unscrupulous operators work is by bribing a foreman of a plant to lay off a percentage of the help each month. The operators supply the help but first collect half the wages in advance. Tom Neal, as the lad who is the victim of one of these racketeers, is very effective. Edward Pawley is good as the gangster. Jo Ann Sayers is Neal's wife with Clem Bevans as the old man who kills himself when he loses his job. The directorial effort by Fred Zinnemann is both competent and assured.

## Sand Hogs

(Adventures of a Newsreel Cameraman)

*20th-Fox* 10 *Mins.*

A tribute to the men who build tunnels under rivers. Two projects, the Lincoln Tunnel and the San Jacinto mountain aqueduct, are the locales. Most of the footage is confined to sand hogs at work under the Hudson River. It is always an interesting account of the perils attached to the job. The big moment is the meeting under the Hudson River of the two groups of workers who have been working in opposite directions. Lew Lehr handles the narration straight, but is not as effective as when he is speaking in comedy dialect.

## Tempest Over Tunis

*20th-Fox* (Magic Carpet) 11 *Mins.*

Tunis, the danger spot of the Mediterranean, comes in for some effective treatment by the Magic Carpet cameraman. Lowell Thomas handles the narrative in his usual competent style. Glimpses of the native population and a Hebraic tribe which have occupied the site of an island for centuries form a picturesque background for the more serious emphasis on Tunis. In keeping with the theme, there is an impressive sight of the French military machine prepared to defend the colony against all costs.

## Hollywood Hobbies

*M-G-M* (Miniature) 10 *Mins.*

If your patrons generally favor the sort of subject that makes capital of flocks of Hollywood personalities without benefit of makeup, this one will fit the bill. The usual business of catching the stars during more informal moments of their "private" pursuits is the approach here. Joyce Compton and Sally Payne start off on an auto tour of the film factories and manage to get glimpses of some of their "favorites." The best shot is at the end, during a baseball game between the leading men and comedians.

## Poetry of Nature

*M-G-M* (Pete Smith Specialty) 8 *Mins.*

Pete Smith flings a few jibes at the commentators who are always gushing at the beauties of nature. His poetic allusions to nature make this the short to end all nature shorts. It is corking entertainment and the camera work by Mervyn Freeman is deserving of extra plaudits. Smith introduces the audience to a couple of friends of the California forest that do not react in the manner expected. The villain of the piece is a black crow which goes about robbing nests for eggs. But the crow gets his just deserts in the end with a curt farewell from Bosco, the Bear.

## Rural Hungary

*M-G-M* (FitzPatrick Traveltalk) 9 *Mins.*

Few reels of this series have captured the charm and native quality that this does. As the title implies, it deals entirely with the agricultural areas of Hungary. The natural colors of the natives' costumes and their quaint customs are blended beautifully. The dances on Sunday afternoons, the solemn rituals that take place when the crop is gathered, the fascinating Hungarian cowboys tending herds and the simplicity that abounds in their everyday pursuits of happiness make this a most interesting subject.

## Picturesque Udaipur

*M-G-M* (FitzPatrick Traveltalk) 8 *Mins.*

Udaipur is a province of India where the Hindu religion with its caste system dominates. It's the type of subject that offers the best material for FitzPatrick's ever-roving camera. He makes the most of it; in addition, splendid color photography vividly captures the characteristic features of Udaipur. An insight into how the caste system functions is offered. The reel ends with a view of the maharajah's castle and some of his noblemen.

## The Greener Hills

*M-G-M* (Miniature) 11 *Mins.*

A dramatic bit about an incurable optimist and played for comedy. Henry Miller is a symbol of the man who tries his hand at everything. One day he purchases a peanut farm but is disconsolate when he discovers no peanuts at harvest time. He turns to bees but fails at that. When he returns, Miller finds his family comfortably fixed. It seems no one realized that peanuts grew underground, like potatoes.

## The Bear That Couldn't Sleep

*M-G-M* (Cartoon) 9 *Mins.*

Amusing are the antics of the bear that had trouble getting to bed for his winter hibernation. The animators have made the bruin an amiable cuss and he will certainly appeal to the kids. The bear encounters all sorts of difficulties. The roof leaks, the windows slam and he is locked out in the cold. When he finally turns in, it seems spring has arrived again.

# NEWSREELS

**Tuesday, June 20**

**Movietone News, No. 81:** King and Queen say goodbye: Atlantic Clipper starts passenger flight; U. S. cruisers on good-will voyage; crown Cotton King and Queen; Arizona drum and bugle corps; fashions; Lew Lehr; names in the news: Minister Hjalmar Procope, Henry Ford and family, Prince Teh and King Gustav; the Ascot stakes; women's golf tourney; National Collegiate and Princeton track meets; New York golf; and Governor Stark on crime.

**News of the Day, No. 279:** King and Queen sail in triumph; London "troops" the color; Atlantic passenger flights begin; Finland pays again; France honors Joffre; Italy's troops return from Spain; Wooderson beaten; and California wins regatta.

**Paramount News, No. 92:** England prepares to welcome royalty; World's Fair; London garden party; buys first Clipper ticket; auto consumes coal gas; California wins regatta; and Wooderson beaten.

**RKO Pathe News, No. 96:** Majesties end tour; Finland pays debt; Kennedy receives Cambridge degree; Italy's troops return from Spain; California wins regatta; London military pageant; National Collegiate and Princeton track meets; and fans honor Pepper Martin.

**Universal Newsreel, No. 781:** King and Queen sail; Clipper off for Europe; London military pageant; Wooderson beaten; California wins regatta; World's Fair; France honors Joffre; liquid coal propels auto; Italy's troops return from Spain; Russian envoy; Finland pays debt; and old folks hold convention.

**Thursday, June 22**

**Movietone News, No. 82:** U. S. navy cruisers in gale off Cape Horn; Pan-American leaders exchange courtesies; Norwegian training ship docks; freak tornado; Harvard class day; Eagles convene; Clipper takes off; Lou Gehrig ends career; trotting in Australia; and Louis and Galento wind up training.

**News of the Day, No. 280:** Far East crisis; freak tornado; Norwegian square rigger; Harvard confetti battle; swimming pool for East Side kids; mass calisthenics in London; Gehrig ends career; Louis and Galento wind up training.

**Paramount News, No. 93:** Harvard commencement exercises; Squalus inquiry; freak tornado; Brazilian chief of army staff; Norwegian square rigger; Chinatown tenement fire; Gehrig's career ended; National Collegiate meet; and Louis and Galento wind up training.

**RKO Pathe News, No. 97:** U. S. welcomes Brazil's army chief; freak tornado; English health and beauty legion; Squalus inquiry; seek sunken treasure; launch new dance; and Norwegian square rigger.

**Universal Newsreel, No. 782:** Freak tornado; sex predicter disappointed; Gehrig's career ended; square rigger arrives; Brazil's army chief visits here; Sandy gets clipped; London military pageant; midget races; water skiers; model liner amazes experts; and 50 felled in 4-alarm fire.

## How to Eat

*M-G-M* (Robert Benchley) 10 *Mins.*

Robert Benchley illustrates how the various emotions play havoc with one's digestive system. It may not be Benchley's funniest effort, but it contains enough humor to make it substantial program fare. The situations depict: a man who hears the news he might lose his job; a man in love; eating at a picnic; a man waiting to be called on at a banquet; eating in bed; and the unpleasant stranger who sits himself down on the other side of a table in a railroad dining car.

## Hobo Gadget Band

*Vitaphone* (Merrie Melody) 7 *Mins.*

An amusing cartoon bit that rates above average as program material. It opens with a group of hoboes at camp preparing breakfast. When they hear a train whistle, they all depart. After being thrown off, they come to a town where they enter an amateur radio contest and prove a hit. But as they sign a contract, a train whistle sounds and they are off again for the road.

## Tempo of Tomorrow

*Paramount* (Headliner) 10 *Mins.*

The very smooth rhythms of Richard Himber's orchestra feature this band number. Stuart Allen and Patricia Gilmore are vocalists. Orchestrations, which are novel with this band, and the vocals are above par. Four songs are played, of which three are popular and one original.

## The Technique of Tennis

*Columbia* (Sports Issue) 10 *Mins.*

A swell short that will appeal to tennis fans. With the season under way, it also could use some exploitation by enterprising exhibitors. Lloyd Budge, brother of Don and foremost tennis instructor in his own right, demonstrates the fundamentals of sound tennis.

## Sports Immortals

*20th-Fox* (Sports Review) 11 *Mins.*

Ed Thorgersen has hit upon a happy idea. One that sports lovers will appreciate the country over. He has taken a number of famous personalities of the sports world and included them in his album of immortals. All at one time dominated their field, starting with Red Grange, Helen Wills and Susanne Lenglen, Barney Oldfield, Grover Alexander, Babe Ruth, Knute Rockne, Man O' War, Gertrude Ederle, Paavo Nurmi, Jack Dempsey, Bobby Jones and Sonja Henie. There are brief characteristic clips of each and audiences will yearn for more when it's over.

## The Scared Crows

*Paramount* (Betty Boop) 7 *Mins.*

There's a lot of fun in this reel, although it isn't particularly original. It seems a flock of crows are making things miserable for Betty Boop, who finds her seeds disappearing the moment after she plants them. However, a scarecrow does the trick and everything looks serene. But somehow, one of the birds gets into the house. He opens a screen and the rest of the flock come in and promptly invade the icebox and pantry. Betty and her dog, Pudgy, then declare war on the pests until they are dispersed.

## Rembrandt

*French Film Exchange* 10 *Mins.*

Here is an unusual reel that should come in for considerable praise from educational groups. It is a brief history of the life of Rembrandt, illustrating some of his famous paintings. It also briefly traces the history of the art. There is Rembrandt's first picture, "The Money Changer," and others such as "The Philosopher with the Open Book," and "The Philosopher in Meditation" and the stirring "Saint Paul the Apostle."

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.*

## A

### ADVENTURES OF HUCKLEBERRY FINN (M-G-M)

Pix average at B. O. Inferior to "Tom Sawyer" as produced by Selznick and it looks as if we may have too much Rooney crowded into too short a time if we aren't careful. Too much of anything lowers its value, even gold. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

### ADVENTURES OF HUCKLEBERRY FINN (M-G-M)

A real natural at the boxoffice for me. Exceeded even "Boys Town," which was a top grosser for me. Full house during the entire run. Sun., Mon., Tues. Weather Warm. Admission 25-10. Rural and suburban patronage. Population 2,000. Capacity 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

### ARIZONA LEGION (RKO)

One of the best George O'Briens I have played, with a good title which helped to "pull 'em in." Fri., Sat. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

### ARIZONA WILDCAT (20th-Fox)

This one topped all Jane Withers' pictures for me. Played to capacity houses during the run and a tremendous reaction. As a rule, Withers does not do biz like this. The title sold it. Wed., Thurs. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

## B

### BLONDIE (Col)

Good picture. Believe this series is going to be 100 per cent. The baby and dog deserve a great deal of credit. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town and rural patronage. Population: 200. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

### BLONDIE MEETS THE BOSS (Col)

Once you get a patron to see a "Blondie" picture you will have a regular customer for all future issues of that funny, wholesome and highly entertaining series. They will get their money's worth out of this one. Fri. Weather: Rain. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

### BROADWAY SERENADE (M-G-M)

Not up to usual standard for Jeanette MacDonald, either at B. O. or in audience acceptance. Why do producers insist on splitting a team whose very success is built on the imaginary romance which exists in the minds of patrons between them? Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## C

### CAFE SOCIETY (Para)

About average at boxoffice and in audience response. Do these actors have to spend ALL their time lighting cigarettes for each other in pictures? Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

### CAPTAIN FURY (UA)

Here is something really nice—a dashing, thrilling adventure story that will give 100 per cent satisfaction in anybody's flicker foundry. It is the tonic that we need for the industry. Don't book it too short or you can't take advantage of the swell word-of-mouth advertising it will surely receive. Business robust. Saturday. Weather: Rain, warm. Admission: 40-30. General patronage. Population: 3,000. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

### CHARLIE CHAN IN HONOLULU (20th-Fox)

A fine Chan picture, but the audience did not go for it from a boxoffice standpoint. Fri., Sat. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

### CHARLIE CHAN IN RENO (20th-Fox)

Another Chan picture. Score and price remain the same. The story always changes. Good dualer or Bank Night pic. Friday. Weather: Rain. Admission: 35-25-15. Small town patronage. Population: 16,000. Capacity: 1,000.—Tom Bochert, Palace Theatre, Lancaster, Ohio.

### CODE OF THE SECRET SERVICE (WB)

Fair entertainment. Good for double bill only. Friday. Weather: Warm. Admission: 35-25-15. Small town patronage. Population: 16,000. Capacity: 1,000.—Tom Bochert, Palace Theatre, Lancaster, Ohio.

### CONFESSIONS OF A NAZI SPY (FN)

A fine picture and very timely, but throw the budget in the waste basket and sell it. You have to tell them about it. Sat., Sun. Weather: Rainy. Admission: 25-10. Rural and mining patronage. Population: 5,300. Capacity: 544 and 546.—Don Ballard, Lyric and Sherman Theatres, Sullivan, Ind.

### COWBOY AND THE LADY (UA)

A very pleasing picture that failed to do us business. Mon., Tues. Weather: Fair. Admission: 30-15. Rural patronage. Population: 2,000. Capacity: 500.—H. Rankin, Plaza Theatre, Tilbury, Ont.

## D

### DARK VICTORY (FN)

A strong drama portrayed on the screen and Bette Davis' performance can be compared with—Bernhardt or Duse. The younger women flock to see it. Sunday. Weather: Cloudy. Admission: 25-20-10. General patronage. Population: 147,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

## E

### EAST SIDE OF HEAVEN (Univ)

You'll thank Universal for this as it is stimulating boxoffice value—one of Crosby's best. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 280.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark.

## F

### FISHERMAN'S WHARF (RKO)

Good picture, enjoyed by majority. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town and rural patronage. Population: 200. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

### FISHERMAN'S WHARF (RKO)

One of Bobby Breen's best and did very good business the two days played on single bill. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

### FOUR DAUGHTERS (WB)

One of the ten best alright, but a headache at the boxoffice. Those who saw it liked it very much. Mon., Tues., Weather: Fine. Admission: 30-15. Rural patronage. Population: 2,000. Capacity: 500.—H. Rankin, Plaza Theatre, Tilbury, Ont.

### FOUR GIRLS IN WHITE (M-G-M)

Double billed this with "Arizona Legion" and got good results as this really appealed to the ladies. Business well above average on this one. Fri., Sat. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

## G

### GANGSTER'S BOY (Mono)

Pretty good picture. Jackie Cooper gives a good performance and the average member of the audience enjoyed it. Played Saturday to about average business. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

### GORILLA, THE (20th-Fox)

Good kid programmer. Fair all-around entertainer. Good tieup for midnight spook show. Sunday. Weather: Warm. Admission: 35-25-15. Small town patronage. Population: 16,000. Capacity: 1,000.—Tom Bochert, Palace Theatre, Lancaster, Ohio.

### GREAT MAN VOTES, THE (RKO)

A very subtle comedy-drama that pleased those who came, but not too many came. Peter Holden is a find if handled right in the future. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

### GUNGA DIN (RKO)

Less than what we thought we had a right to expect at our boxoffice. People failed to go out enthusiastic, but there were no walkouts. Believe pix was accepted as about average entertainment rather than outstanding by our audience. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre,Wickenburg, Ariz.

## H

### HARDYS RIDE HIGH, THE (M-G-M)

Good. Picture not up to standard of the other pictures, but will draw fair business. Thursday. Weather: Clear. Admission: 25-20-10. General patronage. Population: 147,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

### HARDYS RIDE HIGH, THE (M-G-M)

Not quite, but nearly up to standard of predecessors. Looks to me like the old adage of too many cooks spoil the broth applies

here. Kay Van Riper did alright before. Why don't they let her alone? Played Sunday and Monday to average business. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

**HOTEL IMPERIAL (Para)**
Presenting a carbon copy of Dietrich in a picture just as weak as those given Marlene. As entertainment it suffers from unconsciousness at recurring intervals. The audience waited patiently through these thanks to the cooling system. Quite a few walkouts left in a huff and a hurry. Spy yarns and their ilk have small appeal here. Wednesday. Weather: Hot. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## I

**IDIOT'S DELIGHT (M-G-M)**
I have my doubts whether this one would even satisfy an idiot. Made myself scarce when patrons came out. Sun., Mon., Tues. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

**IN EARLY ARIZONA (Col)**
This is our first western from Columbia, with the exception of Starrett's, that didn't please. They want music with their westerns. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town and rural patronage. Population: 200. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

**IT'S A WONDERFUL WORLD (M-G-M)**
With this, Claudette atones completely for her boxoffice sins committed in "Zaza." She and Jimmy Stewart form a bang-up team for laugh purposes—which are about the best purposes the movies can have during these hot months. Audiences were in constant uproar and business went over the top for this laugh-packed funfest. Mon., Tues. Weather: Clear, hot. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## K

**KENTUCKY (20th-Fox)**
Walter Brennan's crowning achievement as a character actor. The stars really become supporting players to his performance in this one. Good audience pix, above average at B. O., and the horseflesh portrayed in color is magnificient. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**KID FROM TEXAS (M-G-M)**
Looks like Dennis O'Keefe is a comer and that Florence Rice is right up there with him. Pretty good entertainment with enough action and comedy to please audience. With a little more pains this could have been a top-notcher. Played Sunday and Monday to average business. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-way Theatre, Wickenburg, Ariz.

## L

**LET FREEDOM RING (M-G-M)**
Pretty good action picture with good acting by principals. The audience missed Jeanette MacDonald though, and didn't hesitate to say so. Played Thursday and Friday, our best playing time, to average business. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**LOVE AFFAIR (RKO)**
An attempt to combine the outstanding qualities of "Magnificient Obsession" and "The Awful Truth," which curdled. It's hard to understand why producers should spend so much time looking over their shoulders instead of keeping their noses into the wind. Sun., Mon. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**LOVE AFFAIR (RKO)**
A very time picture but would hate to depend on this kind to get B. O. results as there is no appeal except to the ladies. Played to good biz and all ladies. Wed., Thurs. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

**LUCKY NIGHT (M-G-M)**
Why do they do it? Many people left the theatre with a much poorer opinion of both Taylor and Loy. Don't ask me why. They just don't register together. Sat., Sun., Mon. Tues. Weather: Fair. Admission: 25-10. Rural and mining patronage. Population: 5,300. Capacity: 544 and 546.—Don Ballard, Lyric and Sherman theatres, Sullivan, Ind.

## M

**MAN TO REMEMBER, A (RKO)**
A show to remember—and those who saw it will, but no boxoffice draw. Fine acting. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town and rural patronage. Population: 200. Capacity: 300. — Mrs. Carl Beard, State Theatre, Lewellen, Neb.

## N

**NEVER SAY DIE (Para)**
You can have it. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## O

**ON TRIAL (WB)**
Poor. Good for second feature on gift night. Not enough action. Saturday. Weather: Clear. Admission: 25-20-10. General patronage. Population: 147,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

## P

**PACIFIC LINER (RKO)**
Expected to go to town, but just didn't do it. Fri., Sat. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

**PRISON WITHOUT BARS (UA)**
Picture O. K. More or less based on the Dead End Kids. Weak for a single bill. A good filler. Tuesday. Weather: Clear. Admission: 25-20-10. General patronage. Population: 147,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

## R

**REFORMATORY (Col)**
Less than average at B. O. Fairly good entertainment for kids and those who like Jack Holt. Admission: 40-10. Cosmopolitan patronage. Population: 600. Capacity: 275.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**ROSE OF WASHINGTON SQUARE (20th-Fox)**
Nice entertainment—minus Jolson, who should have played a minor part and sang only one number. Should do biz if stepped on. Sunday. Weather: Warm. Admission: 35-25-15. Small town patronage. Population: 16,000. Capacity: 1,000.—Tom Bochert, Palace Theatre, Lancaster, Ohio.

## S

**SAINT STRIKES BACK, THE (RKO)**
An interesting picture and one patrons won't squawk about, if you can get them in to see it. It obviously was made as a program picture and it fills that bill capably. Friday. Weather: Fair. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**SORORITY HOUSE (RKO)**
At last somebody made a college film without exaggerating campus life to the breaking point. This is a good "little" picture, but it is too bad it doesn't have an ending. If it could have gone on to a logical conclusion, instead of stopping with an impromptu kiss, it would have been top flight entertainment. Friday. Weather: Cool. clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**SPIRIT OF CULVER (Univ)**
A moving, well-knit little story that failed to do average business due chiefly to the sloppy, maudlin trailer. A top programmer, but the trailer gave the impression that it was a poorly made picture. Thursday. Weather: Fair-cool. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## T

**TAIL SPIN (20th-Fox)**
A picture with plenty of thrills and star appeal. Audience was very pleased. Sun., Mon., Tues. Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

**TELL NO TALES (M-G-M)**
An absorbing little mystery thriller. Melvyn Douglas is perfect in such roles, and his newest war on crime makes good screen entertainment. The supporting cast is very adequate and the production moves along well with no rough edges. Business up to normal. Friday. Weather: Rain, cool. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**THREE MUSKETEERS (20th-Fox)**
I expected this one to do things on Saturday, but it failed to click. Played it on a double bill with "Pacific Liner." Weather: Warm. Admission: 25-10. Rural and suburban patronage. Population: 2,000. Capacity: 250.—A. N. Beezley, New Grand Theatre, Littleton, Colo.

## W

**WATER RUSTLERS (GN)**
Different than the regular run, particularly in scenery, and with Dorothy Page singing makes it an entertaining western, suitable in any situation. You make no mistake in playing this one. Thurs., Fri. Weather: Fair. Admission: 15-10. Neighborhood patronage. Population: 2,000. Capacity: 282.—John S. Erickson, Rex Theatre, Kingsford, Mich.

**WUTHERING HEIGHTS (UA)**
Very favorable for class trade. Play single feature with no dishes. Wednesday. Weather: Hot. Admission: 35 cents. Class patronage. Population: 6,000. Capacity: 700.—George Comden, Fine Arts Theatre, Westport, Conn.

## Y

**YES, MY DARLING DAUGHTER (WB)**
Overrated, will get some business if well advertised. Thurs., Fri. Weather: Fair. Small town patronage. Population: 2,500. Capacity: 300.—H. S. Johnson, Pal Theatre, Millen, Ga.

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## "Maisie" Campaign Misses No Bets

HARRISBURG, PA.—"Who is Maisie?" was the question on everybody's lips as a result of the Harrisburg, Pa., and Providence, R. I., campaigns put over by Loew Manager Sam Gilman in the former spot and Manager Edward H. McBride in the latter. They were assisted by Metro Exploiteers James Ashcraft and Bert MacKenzie, respectively.

Starting two weeks in advance of playdate, the columnists of all daily newspapers, receiving such "gifts" as candy, armbands and flowers from "Maisie," gave the mysterious benefactor a big play in their columns, all in good-natured, joshing fashion.

For three days, personals were inserted in the papers, seeking information as to "Maisie's" whereabouts, referring to her as an "explosive blonde" and asking readers to telephone "Slim," at the theatre number. Then, as a follow-up, just before the opening, "Maisie" replied in personals that she had seen Slim's ad and would meet him at the theatre the day of the opening.

The local paper ran a contest asking readers to study the ads and write their opinions for cash awards, stating that the producers were anxious to learn if they were the kind that made readers want to see the pictures.

In another interesting stunt, the newsstands were furnished with sun helmets, bright red wooden chairs with backs, and paper weights the size of bricks, all carrying copy.

A real traffic-blocker was arranged with the cooperation of one of the leading furniture stores. One of their windows was furnished as a bedroom. Apparently asleep was a blonde girl; on the table beside her, a clock, with a placard bearing the legend: "This is 'Maisie.' When will she awaken? Step inside and make your guesses." Passes were given as prizes to the fifty guessing nearest the exact time.

A bench placed in front of the theatre two days before the opening also attracted a great deal of attention. Several boys were hired to sit on the bench, on back of which was a sign reading: "We are waiting to see 'Maisie.'"

Stickers, bumper strips on automobiles, badges, window cards, trick folders, candy kisses, radio broadcasts, and the cooperation of Western Union, whose messengers carried 30x40 hand-lettered posters reading: "Deliver to Loew's Theatre," rounded out the highly successful campaign.

### Wide Publicity for "Women"

NEW YORK — Leading magazines will carry a half million dollars of advertising by the American Gas Ass'n, tying in on the kitchen scenes appearing in the M-G-M production, "The Women."

## *"It's a Wonderful World" Has Varied Campaign*

DETROIT—Continuing a series of exploitation tieups for "It's a Wonderful World," Warren Slee, M-G-M exploiteer, wound up a well-rounded campaign that George W. Trendle, president of United Detroit Theatres, pronounced one of the best in years.

"Theme song" tieups with major downtown stores, besides those with two big department stores, drew a full window at Grand River and Woodward avenues, one of the city's most prominent corners. The title as the theme of announcement was used for the new store being opened by S. S. Kresge Co.

A super-de luxe streamlined Greyhound bus was equipped with posters, using the title, suggesting "It's a Wonderful World" to go to the Fairs and elsewhere via bus. This, by permission of the Detroit Board of Education, was taken around to every public school in Detroit, where some 200,000 youngsters had an opportunity to see the bus and the unique tieup.

## *Contests and Giveaways Liked in Bronx House*

NEW YORK — A result-producing drive for business, inaugurated by Al Simon, new manager of the Brandt Ritz, in the Bronx here, is taking the form of various prize nights and contest attractions.

On Friday and Monday, library patrons are given coupons good for a book of their own choice. Saturday matinees are slanted for the juvenile trade, Simon offering a kiddie show and conducting a contest, funny races, with 50 prizes available.

Saturday and Sunday nights a wheel game is operated with merchandise as prizes. Merchandise giveaways are also offered on Thursday nights, with the prizes, consisting of foodstuff, radios and varied articles, provided by the neighborhood merchants in return for screen credits.

## *"Captain Fury Regatta" Boosts Film in Boston*

BOSTON—Joe Longo, special exploiteer for United Artists, gave "Captain Fury" a good start-off in his advance campaign here for the Loew's State and Orpheum theatres. Highlight was a "Captain Fury Regatta" on Charles River with 28 sailboats competing in three races from the Massachusetts Institute of Technology boathouse. Winner was awarded a trophy, credited to Brian Aherne, star of the film.

Supplementary stunts included a radio interview with the local British consul on the colonization of Australia; a serial in the *Boston Globe* and planting of 200 special cards with scare heads: "WANTED—Reward yourself by seeing 'Captain Fury,' etc."

## NUGGETS

THE Capitol, New York, which gave "Tarzan Finds a Son" a big metropolitan campaign used a machine in a lobby that was a sure attention-getter. Patrons were asked to record their versions of the noted Tarzan yell with the machine playing back the yell immediately.

●

*RKO Pathe has completed a sales promotion book on its short subject series "Reelisms" which is being mailed to exhibitors throughout the United States and Canada.*

●

A 20-plane salute was accorded "Only Angels Have Wings" when it bowed in at Loew's Rochester through a tieup arranged by Manager Lester Pollock and the Municipal Airport. Planes flew over the theatre in formation. Later the pilots marched to the theatre where they were guests of the management.

●

*A unique contest to exploit "Three Smart Girls Grow Up" was used by Manager Richard Barry of the Warner Capitol, Chicago. Women patrons were asked to bring photos as they were when they were babies and as they are now. These photos were posted on a lobby cut-out underneath the caption "Smart Girls Grow Up." Ballots were provided for patrons to cast their votes and the person who received the most votes received a* $10 *prize.*

●

Opening "Invitation to Happiness" in Lincoln, Neb., M. E. Lofgren gave birth to the idea of having Fred MacMurray and Irene Dunne wire offer to pay $1 each on the first marriage license issued on opening day of the film. Three couples ran races to the courthouse door to take advantage of screen star sponsorship.

## *Tarzan a "Softie"*

ATLANTA—"Tarzan couldn't take it."

That's the story, in a sentence, of the adventures of Paul Quinton, husky young Atlantan, who went down to the jungles of nearby Black Rock Lake for publicity on "Tarzan Finds a Son."

After three days and nights of jungle life, Tarzan quit as a modern caveman and came back to the joys of civilization—hungry, sunburned, and bitten by mosquitoes.

Paul, at the behest of Eddie Pentecost, manager of Loew's, went out on the Tarzan limb taking only a knife, some fish hooks, a box of matches, and wearing only bathing trunks.

He hoped to play Tarzan for a week. But the diet of fish, rabbit, frog legs, berries and apples proved insufficient for his 190 pounds.

Quinton, an unemployed mill worker, got his picture in the newspapers and a story about his life in the raw.

# Alphabetical Index TO THE Booking Chart

## A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**


A

Across the Plains (Mono) June 3 .....3855
Adventures of Huckleberry Finn (M-G-M) Feb. 18..... 923
Adventures of Jane Arden (WB) Feb. 18 ..... 321
Almost a Gentleman (RKO) Mar. 11 ..... 920
Ambush (Para) Jan. 21.....3820
Andy Hardy Gets Spring Fever (M-G-M) .....
Arizona Legion (RKO) Jan. 14.. 982
Arizona Wildcat (20th-Fox) Nov. 12 ..... 929
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

B

Bachelor Mother (RKO) .....
Back Door to Heaven (Para) Apr. 15 .....3833
Beachcomber, The (Para) Dec. 3.3863
Beauty for the Asking (RKO) Jan. 28 ..... 915
Behind Prison Gates (Col).....
Big Town Czar (Univ) Apr. 22 3018
Blackwell's Island (FN) Mar. 4
Blind Alley (Col) Apr. 29.....9016
Blondie Meets the Boss (Col) Mar. 4 .....
Blondie Takes a Vacation (Col).
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boy Slaves (RKO) Jan. 21..... 911
Boy Trouble (Para) Feb. 4.....3824
Boys Reformatory (Mono) May 6 3820
Bridal Suite (M-G-M) May 27.. 937
Broadway Serenade (M-G-M) Apr. 8 ..... 931
Bulldog Drummond's Bride (Para) June 24 .....3844
Bulldog Drummond's Secret Police (Para) Apr. 8.....3831
Burn 'Em Up O'Connor (M-G-M) Jan. 14 ..... 919

C

Cafe Society (Para) Feb. 11....3826
Calling Dr. Kildare (M-G-M) Apr. 29 ..... 932
Captain Fury (UA) May 13.....
Career (RKO) .....
Charlie Chan in Honolulu (20th-Fox) Dec. 24..... 928
Charlie Chan in Reno (20th-Fox) June 3..... 948
Chasing Danger (20th-Fox) Jan. 7 ..... 941
Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
Coast Guard (Col) .....
Code of the Secret Service (FN) May 13 ..... 374
Code of the Streets (Univ) Jan. 28 .....3019
Colorado Sunset (Rep)..... 846
Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Convict's Code (Mono) Feb. 18.3822
Cowboy Quarterback (FN).....366
Crashing Through (GN)..... 327

D

Dark Victory (FN) Mar. 11... 354
Daughters Courageous (FN) June 24 ..... 360
Dodge City (WB) Apr. 8..... 304
Down the Wyoming Trail (Mono) June 17 .....3864
Drifting Westward (Mono) Mar. 25 .....3854

E

East Side of Heaven (Univ) Apr. 15 .....3006
Everybody's Baby (20th-Fox) Dec. 3 ..... 935
Everything Is Rhythm (Astor).
Ex-Champ (Univ) May 20.....3010
Exile Express (GN) Feb. 18..... 301

F

Fast and Loose (M-G-M) Feb. 18. 924
Family Next Door (Univ) Apr. 15 .....3020
First Offenders (Col) Mar. 11..9030
Fisherman's Wharf (RKO) Feb. 4 ..... 844
Five Came Back (RKO) June 10 927
Fixer Dugan (RKO) Apr. 29... 922
Flying Irishman (RKO) Mar. 11 919
For Love or Money (Univ).....3030
May 13 .....
Forged Passport (Rep) Feb. 11.. 823
Forgotten Woman (Univ)
Four Feathers (UA).....June 24
Four Girls in White (M-G-M) Jan. 21 ..... 921
Frontier Marshal (20th-Fox)... 951
Frontier Pony Express (Rep) Apr. 15 ..... 854
Frontiers of '49 (Col) Mar. 11...9212

G

Gambling Ship (Univ) Dec. 24..3023
Gay Nineties (Astor) .....
Girl and the Gambler (RKO) June 10 ..... 926
Girl From Mexico (RKO) May 20 928
Good Girls Go to Paris (Col) June 24 .....9005
Goodbye, Mr. Chips (M-G-M) May 20
Gorilla, The (20th-Fox) May 27. 944
Gracie Allen Murder Case (Para) May 13 .....3839
Grand Jury Secrets (Para) May 20 .....3842
Great Man Votes (RKO) Jan. 14 913
Gunga Din (RKO) Jan. 28..... 912

H

Hardys Ride High (M-G-M) Apr. 22 ..... 934
Hell's Kitchen (WB) June 24... 312
Heritage of the Desert (Para) Mar. 25 .....3843
Home on the Prairie (Rep) Feb. 18 ..... 842
Honolulu (M-G-M) Feb. 4..... 922
Honor of the West (Univ).....3055
Hotel Imperial (Para) Apr. 22..3836
Hound of the Baskervilles (20th-Fox) Apr. 1..... 936
House of Fear (Univ) May 20..3038

I

I Stole a Million (Univ).....
I Was a Convict (Rep) Feb. 25. 824
I'm From Missouri (Para) Mar. 25 .....3830
Ice Follies of 1939 (M-G-M) Mar. 11 ..... 925
Idiot's Delight (M-G-M) Feb. 4. 920
In Old Caliente (Rep) ..... 856
Inside Information (Univ) June 10 .....3040
Inside Story (20th-Fox) Oct. 22..934
Inspector Hornleigh (RKO) Apr. 22 ..... 945
Invitation to Happiness (Para) May 20 .....3841
Island of Lost Men (Para).....
It Could Happen to You (20th-Fox) June 3 ..... 950
It's a Wonderful World (M-G-M) May 13 ..... 936

J

Jesse James (20th-Fox) Jan. 21.. 921
Jones Family in Hollywood (20th-Fox) May 27..... 946
Juarez (WB) Apr. 29..... 301

K

Kid From Kokomo (FN) May 27. 363
Kid From Texas (M-G-M) Apr. 8 929
King of Chinatown (Para) Mar. 11 .....3827
King of the Turf (UA) Feb. 18
King of the Underworld (WB) Jan. 14 ..... 317

L

Lady and the Mob (Col) Mar. 11.9013
Lady's From Kentucky, The (Para) Apr. 15 .....3834
Law Comes to Texas (Col) May 27 .....9214
Let Freedom Ring (M-G-M) Feb. 25 ..... 926
Let Us Live (Col) Feb. 18.....9007
Little Pal (Mono).....3828
Little Princess (20th-Fox) Feb. 25 ..... 932
Lone Star Pioneers (Col) Apr. 15 .....9213
Lone Wolf Spy Hunt (Col) Jan. 28 .....9014
Lost Horizon (Col) reissue.....1071
Lost Patrol (RKO) .....
Lost Squadron (RKO) reissue.. 994
Love Affair (RKO) Mar. 18....916
Lucky Night (M-G-M) May 6... 933

M

Made for Each Other (UA) Feb. 11 .....
Magnificent Fraud (Para).....
Maisie (M-G-M) June 17..... 940
Man About Town (Para) June 17
Man From Sundown (Col).....9208
Man From Texas (Mono).....3865
Man of Conquest (Rep) Apr. 15.. 801
Man Who Dared (FN) Apr. 8... 375
Mexicali Rose (Rep) Apr. 1..... 843
Mickey the Kid (Rep).....
Midnight (Para) Mar. 11.....3828
Million Dollar Legs (Para)....
Miracles for Sale (M-G-M).....
Missing Daughters (Col) Apr. 29.9027
Modern Cinderella (Univ).....
Mountain Rhythm (Rep)..... 845
Mr. Moto on Danger Island (20th-Fox) Mar. 18 ..... 937
Mr. Moto Takes a Vacation (20th-Fox) Nov. 19..... 952
Mr. Moto's Last Warning (20th-Fox) July 30 .....926
My Man Godfrey (Univ).....Reissue
My Son Is a Criminal (Col) Mar. 18 .....9029
My Wife's Relatives (Rep) Mar. 11 ..... 810
Mysterious Miss X (Rep) Jan. 21 809
Mystery of Mr. Wong (Mono) Mar. 18 .....3806
Mystery of the White Room (Univ) Apr. 1 .....3037
Mystery Plane (Mono) Mar. 4....3809

N

Nancy Drew, Reporter (FN) Jan. 28 ..... 372
Nancy Drew, Trouble Shooter (WB) ..... 324
Naughty But Nice (WB) June 10 311
Navy Secrets (Mono) Feb. 18...3805
Never Say Die (Para) Mar. 11..3832
News Is Made at Night (20th-Fox) ..... 953
Night Riders (Rep) Apr. 8..... 865
North of Shanghai (Col) Mar. 11.9038
North of Yukon (Col).....9205

O

Off the Record (WB) Jan. 28... 314
Of Human Bondage (RKO) reissue ..... 993
Oklahoma Kid (WB) Mar. 18...308
Oklahoma Terror (Mono).....3856
On Borrowed Time (M-G-M).....
On Trial (WB) Mar. 25..... 323
One Third of a Nation (Para) Feb. 11 .....3825
Only Angels Have Wings (Col) May 20 .....9001
Out of Singapore (Astor).....
Outside These Walls (Col) June 3 .....9031

P

Panama Lady (RKO) May 13... 925
Panama Patrol (GN) Feb. 25.... 314
Pardon Our Nerve (20th-Fox) Nov. 19 ..... 931
Parents on Trial (Col) .....
Paris Honeymoon (Para) Dec. 24 3821
Persons in Hiding (Para) Jan. 28.3823
Phantom Stage (Univ).....3056
Pirates of the Skies (Univ).....3033
Pride of the Navy (Rep) Jan. 28. 822
Prison Without Bars (UA) Feb. 25
Pygmalion (M-G-M) Dec. 11.... 980

R

Racketeers of the Range (RKO) May 20 ..... 984
Return of the Cisco Kid (20th-Fox) Apr. 29..... 940
Ride 'Em Cowgirl (GN) Jan. 28.WI-2
Risky Business (Univ) Mar. 11..3029
Romance of the Redwoods (Col) Apr. 29 .....
Rolling Westward (Mono) Apr. 1.3863
Rookie Cop (RKO) Apr. 29..... 923
Rose of Washington Square (20th-Fox) May 13 ..... 942
Rough Riders Roundup (Rep) Mar. 25 ..... 853

S

Saint in London (RKO)..... 929
St. Louis Blues (Para) Jan. 28..3822
Saint Strikes Back (RKO) Feb. 18 ..... 918
Second Fiddle (20th-Fox).....
Secret Service of the Air (WB) Feb. 11 ..... 320
Sergeant Madden (M-G-M) Mar. 25 ..... 927
She Married a Cop (Rep).....
Should a Girl Marry? (Mono)..3823
Should Husbands Work? (Rep)..
Silver on the Sage (Para) Feb. 18 3858
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
6,000 Enemies (M-G-M) June 3.. 938
Smiling Along (20th-Fox) Dec. 17 933
Society Lawyer (M-G-M) Apr. 1 930
Society Smugglers (Univ) Mar. 11 .....3024
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) .....931
Spirit of Culver (Univ) Mar. 4..3014
Spoilers of the Range (Col) June 10 .....9206
Stagecoach (UA) Feb. 11.....
Star of Midnight (RKO) reissue
Star Reporter (Mono) Feb. 25..3822
Stolen Life (Para) Apr. 29.....3864
Story of Alexander Graham Bell (20th-Fox) Apr. 8 ..... 938
Story of Vernon and Irene Castle (RKO) ..... 838
Street of Missing Men (Rep) Apr. 29 .....
Streets of New York (Mono) Apr. 15 .....3802
Stronger Than Desire (M-G-M) 941
Stunt Pilot (Mono) .....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sudden Money (Para) Mar. 25
Sun Never Sets, The (Univ) June 10 .....
Sundown on the Prairie (Mono) Apr. 1 .....3862
Sunset Trail (Para) Oct. 29.....3857
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Sweepstakes Winner (FN) Apr. 22 ..... 373

T

Tail Spin (20th-Fox) Feb. 4.... 925
Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Tell No Tales (M-G-M) May 20. 935
Texas Stampede (Col) June 10..9204
They All Come Out (M-G-M)..
They Asked for It (Univ).....3040
They Made Her a Spy (RKO) Mar. 25 ..... 920
They Made Me a Criminal (WB) Jan. 7 ..... 307
They Shall Have Music (UA)...
Three Musketeers (20th-Fox) Feb. 11 ..... 927
Three Smart Girls Grow Up (Univ) Mar. 25 .....3001
Three Texas Steers(Rep)June 24 866
Thundering West (Col) Apr. 15..9203
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Topper Takes a Trip (UA) Jan. 7
Torchy in Chinatown (FN)..... 371
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Trapped in the Sky(Col)Feb. 18.9024
Trigger Pals (GN) Jan. 21....WI-13
Trigger Smith (Mono) May 13...3854
Trouble in Sundown (RKO) Mar. 11 ..... 983
Tumbleweeds (Astor).....
12 Crowded Hours (RKO) Feb. 18 917

U

U-67 (Astor) .....
Undercover Agent (Mono) .....3824
Undercover Doctor (Para) May 27 .....3840
Unexpected Father (Univ)
Union Pacific (Para) May 6...3835
Unmarried (Para) May 27.....3838

W

Wanted by Scotland Yard (Mono) Apr. 29 .....3829
Ware Case, The (20th-Fox).....8014
Waterfront (WB) .....325
Way Down South (RKO).....
Western Caravans (Col).....9207
Whispering Enemies (Col) Jan. 7
Wife, Husband and Friend (20th-Fox) Feb. 18 ..... 930
Wings of the Navy (WB) Jan. 21 309
Winner Take All (20th-Fox) Feb. 25 ..... 939
Winter Carnival (UA) .....
Within the Law (M-G-M) Mar. 18 ..... 928
Wolf Call (Mono) May 27.....3813
Woman Doctor (Rep) Feb. 4....808
Woman Is the Judge, A (Col)..
Women in the Wind (WB) Feb. 4 ..... 316
Wuthering Heights (UA) Apr. 1
Wyoming Outlaw (Rep) .....867

Y

Yes, My Darling Daughter (FN) Feb. 11 ..... 357
You Can't Cheat an Honest Man (Univ) Feb. 25 .....3005
You Can't Get Away With Murder (FN) Jan. 28 ..... 364
Young Mr. Lincoln (20th-Fox) June 10.....947

Z

Zaza (Para) Jan. 7.....3819
Zenobia (UA) Mar. 18.....
Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date Is National Release, 1938, Unless Otherwise Specified.

Indicates short of the week.

Indicates color.

# SHORTS

## Columbia

### ALL-STAR COMEDIES

**A Star Is Shorn (17)....Apr. 21, '39**

**Boom Goes the Groom (17½).....Mar. 24, '39**

**Mutiny on the Body (17).....Feb. 10, '39**

**Not Guilty Enough (18).....Sept. 30**

**Now It Can Be Sold (17)..June 2, '39**

**Pest From the West (..)....June 16**

**Rattling Romeo (17).....July 14**

**Swing You Swingers (18).....Jan. 20, '39**
With Andy Clyde.

**The Chump Takes a Bump (18).....May 5, '39**

**The Nightshirt Bandit (18)...Oct. 28**

**The Sap Takes a Sap (15½).....Mar. 10, '39**

**Trouble Finds Andy Clyde (18).....July 28**

### COLOR RHAPSODIES

**Happy Tots (7).....Mar. 31**

**Hollywood Graduation (7)...Aug. 26**

**Little Moth's Big Flame (7)..Nov. 3**

**Lucky Pigs (..).....May 26**

**Nell's Yells (..).....June 30**

**Peaceful Neighbors (8)..Jan. 26, '39**

**The Gorilla Hunt (..)...Feb. 24, '39**

**The House That Jack Built (7).....Apr. 14, '39**

### COLUMBIA TOUR

**Big Town Commuters (9)..Feb. 3, '39**

**Man Made Island (Frisco Fair) (..).....May 26**

**Province of Quebec (10).....Dec. 15**

### COMMUNITY SING

**No. 7 Parade of Hits (9)..Mar. 24, '39**

**No. 8 Strauss Waltzes (..).....Apr. 21, '39**

**No. 9 Songs of the West (..).....May 19, '39**

**No. 10 Songs of Romance (..) June 16**

### Third Series

**No. 1 College Songs (10).....Oct. 1**

**No. 2 South Seas (10).....Oct. 4**

**No. 4 Sweetheart Melodies (11)Dec. 30**

**No. 5 Friendship Songs (10).....Jan. 27, '39**

**No. 6 Moon Songs (10)....Feb. 24, '39**

### KRAZY KAT

**Golf Chumps (..).....Apr. 6, '39**

**Krazy's Bear Tale (7)....Jan. 27,'39**

**Krazy's Shoe Shop (..)..May 12, '39**

### MUSIC HALL VANITIES (New series)

**A Night in a Music Hall (10½).....Jan. 20, '39**

**A Night at the Troc (10)..Mar. 2,'39**

**Yankee Doodle Home (..).....May 19, '39**

### PICTUREGRAPH

**No. 1 (..).....Jan. 15, '39**

### SCRAPPY CARTOONS

**A Worm's Eye View (7)..Apr. 28, '39**

**Scrappy's Added Attraction (6).....Feb. 3, '39**

**Scrappy's Rodeo (..).....June 2**

**Scrappy's Sideshow (7)....Mar. 3,'39**

### SCREEN SNAPSHOTS (Series 17)

**No. 5 (10).....Jan. 6, '39**

**No. 6 (10½).....Feb. 17, '39**

**No. 7 (10).....Mar. 17, '39**

**No. 8 (9½).....Apr. 8, '39**

**No. 9 (..).....May 12, '39**

**No. 10 (..).....May 26**

**No. 11 (..).....June 15**

### SPORT REELS

**Diving Rhythm (..).....May 5, '39**

**Get Ready Navy (10).....Jan. 6, '39**

**Jockeys Up (..).....June 2**

**Navy Champions (10).....Mar. 17**

**Odd Sports (10).....Feb. 10**

**Technique of Tennis (..)....June 30**

### THREE STOOGES COMEDIES

**A Ducking They Did Go (16½).....Apr. 7, '39**

**Mutts to You (18).....Oct. 14**

**Saved From the Belle (17)..June 30**

**Three Little Sew and Sews (16).....Jan. 6, '39**

**We Want Our Mummy (17).....Feb. 24, '39**

**Yes, We Have No Bonzana (7).....May 19, '39**

### WASHINGTON PARADE

**No. 2 Inside the White House (11).....Jan. 6, '39**

**No. 3 Inside the Capitol (..).....Apr. 28, '39**

## Grand National

### CAVALCADE OF STUFF

**No. 1 (10).....Jan. 6**
Col. Stoopnagle.

**No. 2 (10).....Jan. 20**

## M-G-M

### CRIME DOESN'T PAY

**Help Wanted (21).....June 10**

**Money to Loan (21).....Mar. 11, '39**

**While America Sleeps (21).....Apr. 15, '39**

### CAPTAIN AND THE KIDS CARTOONS

**Honduras Hurricane (9).....Oct. 15**

**Petunia National Park (9)...Jan. 14**

### FITZPATRICK TRAVELTALKS In Technicolor

**Ancient Egypt (9).....Jan. 21, '39**

**Colorful Curacao (9).....May 27**

**Glimpses of Australia (9)...Apr. 15**

**Imperial Delhi (8).....Feb. 18**

**Java Journey (10).....Mar. 18**

**Picturesque Udaipur (8)..May 13, '39**

**Rural Hungary (9).....Apr.29, '39**

**Singapore and Jahore (9)....Dec. 31**

### MINIATURES

**Great Heart (11).....Dec. 31**

**Hollywood Hobbies (10)..May 13, '39**

**Ice Antics (9).....Feb. 11**

**Love on a Tap (11).....Mar. 18, '39**

**Prophet Without Honor (..).....May 20, '39**

**The Greener Hills (11)...May 27, '39**

### MUSICAL COMEDIES

**Happily Buried (20).....Apr. 15, '39**

**Men of Steel (21).....Dec. 17**
Kenneth Stevens and Doris Weston in a musical saga of washing machines.

**Once Over Lightly (19).....Dec. 31**
The story of two barber colleges becomes a musical comedy plot by a close shave. Johnny Downs and Dixie Dunbar.

**Somewhat Secret (21)...Mar. 25, '39**

### M-G-M CARTOONS (New Series)

**Art Gallery (9) Technicolor...May 13**

**Jitterbug Follies (9).....Feb. 25, '39**

**Little Gold Fish (8)...Apr. 15, '39**

**Mama's New Hat (9).....Feb. 11**

**Seal Skinners (9).....Jan. 8, '39**

**The Bear That Couldn't Sleep (9) Technicolor.....June 10**

**Wanted No Master (8)...Mar. 18, '39**

### M-G-M NEWS OF THE DAY
Released twice weekly.

### OUR GANG COMEDIES

**Alfalfa's Aunt (11).....Jan. 7**

**Clown Princess (10).....Apr. 15, '39**

**Cousin Wilbur (10).....Apr. 29, '39**

**Duel Personalities (10)..Mar. 11, '39**

**Giant of Norway (..) Sepia..June 24**

**Practical Jokers (9).....Dec. 17**

**Tiny Troubles (10).....Feb. 18**

### PASSING PARADE (New Series)

**Angel of Mercy (10).....May 20, '39**

**Giant of Norway (..) Sepia..June 24**

**New Roadways (10).....Jan. 28**

**Story of Alfred Noble (11)..Feb. 18**

**The Story of Dr. Jenner (10).Mar. 18**

**Yankee Doodle Goes to Town (11) Sepia.....June 17**

### PETE SMITH SPECIALTIES

**Culinary Carving (..).....July 1**

**Double Diving (10).....Jan. 14**

**Heroes at Leisure (10).....Feb. 11**

**Marine Circus (9).....Mar. 11, '39**

**Penny's Picnic (10).....Dec. 17**

**Poetry of Nature (8) Sepia..June 17**

**Radio Hams (10).....May 20, '39**

**Weather Wizards (9).....Apr. 8, '39**

### ROBERT BENCHLEY

**An Hour for Lunch (9)..Mar. 18, '39**

**Dark Magic (10).....May 13**

**Home Early (9).....May 27**

**How to Eat (10).....June 10**

**How to Sublet (8).....Jan. 28, '39**

**Mental Poise (8).....Dec. 10**

## Paramount

### BETTY BOOP CARTOONS

**Musical Mountaineers (7).May 12, '39**

**My Friend the Monkey (7).....Jan. 20, '39**

**On With the New (7).....Dec. 2**

**Pudgy in Thrills and Chills (7).....Dec. 23**

**So Does an Automobile (7)..Mar. 31**

**The Scared Crows (7)....June 9, '39**

### COLOR CLASSICS

**Always Kickin' (7).....Jan. 27, '39**

**Small Fry (7).....Apr. 21, '39**

**The Playful Polar Bears (7).Oct. 28**

### COLOR CRUISES (New Series in Cinecolor)

**Costa Rica (10).....Dec. 2**

**Jamaica (10).....May 26**

**Land of Inca Memories (10)..Jan. 27**

**Republic of Panama (9)....Mar. 24**

### HEADLINER

**A Song Is Born (10).....Jan. 6, '39**

**The Champagne Music of the Lawrence Walk (10).....Mar. 3**
Lawrence Walk and his Orchestra.

**Hal Kemp and His Orchestra (10).....Dec. 2**

**Music Through the Years (11).....Feb. 3, '39**
Jan Garber and Orchestra.

**Paramount Presents Hoagy Carmichael (10).....May 5, '39**
With Jack Teagarden and his orchestra.

**Tempo of Tomorrow (10)..June 2, '39**
Richard Himber and his orchestra.

**Three Kings and a Queen (11).....Apr. 7, '39**
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS
Released twice weekly.

### PARAGRAPHICS

**Circus Co-Ed (10).....Mar. 10**

**Farewell Vienna (10).....June 23**

**Fisherman's Pluck (10)..Apr. 14, '39**

**Oh Say, Can You Ski? (10)..Dec. 16**

**Swans (10).....May 19, '39**

**That's Africa (10).....Feb. 10**

**Unfinished Symphony (10)...Jan. 13**

### PARAMOUNT PICTORIAL

**No. 4 (10).....Nov. 4**
Prospecting for oil, mountain climbing and a visit to southeastern United States.

**No. 5 (9).....Dec. 9**
17 year locusts, outdoor scenes and the hit parade of yesterday.

**No. 6 (10).....Jan. 6, '39**
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.

**No. 7 (10).....Feb. 3, '39**
The Mexican Charro at play, plumed birds and all about accordions.

**No. 8 (10).....Mar. 3**

**No. 9 (10).....Apr. 7,'39**
Sea police, animals after dark, fashions.

**No. 10 (11).....May 5, '39**
Gentlemen at work, Oriental craftsmanship and song of the year.

**No. 11 (10).....June 2, '39**
Three stories about water.

### POPEYE CARTOONS

**Aladdin and His Wonderful Lamp (22).....Apr. 7, '39**

**Cops Is Always Right (7)...Dec. 30**

**Customers Wanted (7).....Jan. 27**

**Ghosks Is the Bunk (7)..June 16, '39**

**Leave Well Enough Alone (7).....Apr. 28**

**Wotta Nitemare (7).....May 19, '39**

### POPULAR SCIENCE (In Cinecolor)

**No. 2 (11).....Nov. 4**

**No. 3 (10).....Jan. 6, '39**

**No. 4 (10).....Mar. 10**

**No. 5 (11).....May 12, '39**

### GRANTLAND RICE SPORTLIGHTS

**Death Valley Thrills (10)..June 9, '39**

**Diamond Dust (10).....May 12, '39**

**Frolicking Frogs (10).....Dec. 23**
Hijinks with trained frogs including a jumping contest.

**Good Skates (10).....Apr. 14, '39**
Ice skating with champions.

**Hold Your Breath (10).....Feb. 17**
Depicting a novel underwater track meet.

**Super-Athletes (10).....Nov. 25**
An analysis of the progress made in track and field sports.

**The Sporting Irish (10).....Mar. 17**
Sports in Ireland.

**Two Boys and a Dog (10).Jan. 20, '39**
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.

### UNUSUAL OCCUPATIONS (In Color)

**No. 3 (10).....Dec. 2**

**No. 4 (10).....Feb. 3, '39**

**No. 5 (10).....Apr. 14, '39**

**No. 6 (Cinecolor) (10)....June 16, '39**

## RKO Radio

### DISNEY CARTOONS

**Beach Picnic (8).....June 9, '39**

**Donald's Cousin Gus (7)..May 19, '39**

**Donald's Lucky Day (8)..Jan. 13, '39**

**Ferdinand the Bull (8).....Nov. 25**

**Goofy and Wilbur (8).....Mar. 17**

**Merbabies (9).....Dec. 9**

**Mother Goose Goes Hollywood (8).....Dec. 23**

**Practical Pig (..).....Feb. 24, '39**

**Society Dog Show (8).....Feb. 3, '39**
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.

**The Hockey Champ (7)..Apr. 7, '39**

**The Ugly Duckling (9).....Apr. 7**

### EDGAR KENNEDY COMEDIES

**A Clean Sweep (17).....Dec. 2**

**Baby Daze (15).....May 19, '39**

**Clock Wise (16).....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.

**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Romancing Along (21).....Dec. 30**
Phil Harris and his Orchestra.
**Swing Vacation (19).....Feb. 24, '39**

**LEON ERROL COMEDIES**

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20).....Mar. 10, '39**
**Major Difficulties (19).....Nov. 18**
**Moving Vanities (17).....May 5, '39**
**Ring Madness (19).....June 30, '39**

**MARCH OF TIME**

**No. 4 (19) .....Nov. 25**
Uncle Sam—The Good Neighbor.
**No. 5 (18) .....Dec. 23**
The Refugee—Today and Tomorrow.
**No. 6 (18) .....Jan. 20, '39**
The State of the Nation.
**No. 7 (19) .....Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18) .....Mar. 17, '39**
**No. 9 (19) .....Apr. 14, '39**
Japan: Master of the Orient.
**No. 10 (20) .....May 12**
Dixie—The nation's number one problem.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11) ....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Cafe Rendezvous (10).....Dec. 23**
Oshins & Lessy, Jack Arthur, Armida and The Kidoodlers.
**Hello Mama (11) .....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sullvan.
**Readin, Ritin and Rhythm (10) .....Feb. 17, '39**
**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.
**Venetian Moonlight (11)....Nov. 25**

**PATHE NEWS**
Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16) .....Apr. 21, '39**
**Hectic Honeymoon (17).....Nov. 4**
**Plumb Crazy (16).....Feb. 3**
Pat O. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9) .....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bird Dogs (10).....Nov. 4**
**Blue Grass (10).....Dec. 2**
**Bow Strings (9) .....Jan. 27, '39**
Archery.
**Devil Drivers (9) .....June 16, '39**
**On the Wing (10).....Dec. 30**
The hunting of wild geese.
**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)....May 19, '39**
The golfers show how it's done.
**Snow Falls (9) .....Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Prairie Poppas (18).....Dec. 16**
**Sagebrush Serenade (19).June 16, '39**
**Ranch House Romeo (17)....Apr. 7**

**REELISMS (New Series)**

**Air Waves (10).....Mar. 10**
**Gold (9) .....Feb. 10**
**Newsreel (10) .....Dec. 9**
**Pilot Boat (9) .....Feb. 3, '39**
**Soldiers of the Sea (9)...Apr. 7, '39**
**Swinguet (8) .....May 26, '39**
**Television (9) .....May 5, '39**

# 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Daily Diet of Danger (10).Jan. 6, '39**
**Sands Hogs (10) .....**

**ED THORGERSEN-SPORTS**

**Athletic Oddities (9).....Nov. 11**
**Hunting Dogs (11).....Mar. 3, '39**
**Inside Baseball (..).....Apr. 14, '39**
**Shooting for Par (10).....Jan. 6**
**Sports Immortals (11) .....**

**FASHIONS**

**Fashion Forecasts, No. 3 (11) .....Mar. 31, '39**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS KINDER-GARTEN**

**What Every Girl Should Know (10) .....Nov. 25**
**What Every Inventor Should Know (10) .....Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (11) .....**
**Isle of Pleasure (11).....Feb. 3, '39**
**Mystic Siam (10).....Mar. 17, '39**
**Tempest Over Tunis (11) .....**
**Viking Trail (10).....Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (7) .....**
**Frozen Feet (7).....Feb. 24**
**Gandy Goose in Doomsday (6) .....Dec. 16**
**Gandy Goose in G-Man Jitters (7) .....Mar. 10**
**Gandy Goose in the Frame Up (7) .....Dec. 30**
**Housewife Herman (7).....Nov. 18**
**Nick's Coffee Pot (7) .....**
**Nutty Network (7) .....Mar. 24**
**One Gun Gary in the Nick of Time (7) .....Jan. 27**
**The Owl and the Pussycat (7) .....Jan. 13, '39**
**The Stranger Rides Again (7) .....Nov. 4**
**The Three Bears (6).....Feb. 10**
**Village Blacksmith (6).....Dec. 2**

# Universal

**CARTUNE**

**One Armed Bandit (7).....Mar. 27**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 56 ( 9) .....Nov. 14**
**No. 57 ( 9) .....Nov. 28**
**No. 59 (9) .....Jan. 30, '39**
**No. 60 (10) .....Feb. 20, '39**
**No. 61 (9) .....Mar. 13**
**No. 62 (9) .....Apr. 10, '39**
**No. 63 (9) .....May 15, '39**
**No. 64 (9) .....June 26, '39**
**No. 65 (9) .....July 17**

**MENTONE PRODUCTIONS**

**Bank Notes (19) .....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17) .....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Music and Models (19).....Dec. 14**
Jack Arthur, Carolyn Marsh, Six Debonairs, Irene Vermillion & Co.
**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Revel, Judy Starr, Stump and Stumpy, The Khezzis.
**Patio Serenade (17).....Nov. 16**
Tito Coral, Laura Suarez, Armida, Gloria Belmonte and others.
**Pharmacy Follies (18)....May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.

**OSWALD CARTOONS**

**Sailor Mouse (7).....Nov. 7**
**The Big Cat and the Little Mousie (7) .....Aug. 15**

**WALTER LANTZ CARTUNES**

**Baby Kittens (7).....Dec. 19**
**Bird on Nellie's Hat.....June 19**
**Bola Mola Land (7) ....May 29, '39**
**Charlie Cuckoo (7).....Apr. 30, '39**
**Crack Pot Cruise (7)....Apr. 10, '39**
**Disobedient Mouse (8).....Nov. 28**
**Little Blue Blackbird (7)...Dec. 26**
**Magic Beans (..) .....Feb. 13**
**Nellie of the Circus (7)...May 8, '39**
**The Birth of a Toothpick (7) .....Feb. 27**

**STRANGER THAN FICTION**

**No. 55 (9½) .....Oct. 10**
**No. 56 (9) .....Nov. 21**
**No. 57 (9) .....Dec. 5**
**No. 58 (9) .....Jan. 2**
**No. 59 (9) .....Feb. 6**
**No. 60 (9) .....Mar. 6**
**No. 61 (9) .....Apr. 3**
**No. 62 (9) .....May 1, '39**
**No. 63 (9) .....June 5, '39**
**No. 64 (10) .....**

**TWO REEL SPECIAL**

**March of Freedom (21).....June 7**

**UNIVERSAL NEWS**
Released twice weekly.

# Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..) .....Mar. 25**
**Boarder Trouble (20).....Dec. 17**
**Broadway Buckaroo (20) June 3, '39**
**Cleaning Up (..).....Nov. 12**
**Hats and Dogs (20).....Dec. 31**
**Home Cheap Home (..) .....Mar. 18**
**Projection Room (..) .....Mar. 4**
**Rollin' in Rhythm (..).....Apr. 15**
**Seeing Spots (20) .....Apr. 29, '39**
**Sophomore Swing (20).....Jan. 21**
**Small Town Idol (20).....Feb. 11**
**Stardust (22) .....Dec. 10**
**Sundae Serenade (20).....Feb. 25**
**The Knight Is Young (20)....Oct. 29**
**You're Next to Closing (20) .....May 13, '39**

**THE COLOR PARADE (New Series)**

**China Today (10).....Oct. 1**
**For Your Convenience (10) .....May 20, '39**
**Mechanix Illustrated No. 2 (10) .....Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10) .....Feb. 25**
**Mechanix Illustrated (10)....Nov. 5**
**Mechanix Illustrated No. 4.Apr. 22,'39**
**Nature's Mimic (10).....Dec. 3**
**Points on Pointers (9).....Jan. 28**
**The Roving Camera (10).Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7).....Apr. 1**
**Daffy Doc (7).....Nov. 26**
**It's an Ill Wind (7).....Jan. 28**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky in Egypt (7).....Nov. 5**
**Porky the Gob (7).....Nov. 26**
**Porky's Movie Mystery (7)..Mar. 11**
**Porky's Naughty Nephew (7).Oct. 15**
**Porky's Tire Trouble (7).....Feb. 18**
**The Lone Stranger and Porky (7) .....Jan. 7, '39**
**Christopher Columbus jr. (7) .....May 13, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10) .....Apr. 29, '39**
**Blue Barron & Orch. (10).Jan. 21, '39**
**Clyde Lucas & Orch. (10)..Jan. 7, '39**
**Clyde McCoy & Orchestra (10) .....Mar. 18**
**Dave Apollon and His Orchestra (11) .....Dec. 24**
**Dave Apollon and Orchestra (..) .....Apr. 8**
**Happy Felton & Orch. (..)..Dec. 3**
**Jerry Livingston & Orchestra (10) .....Feb. 4**
**Jimmy Dorsey and His Orchestra (10) .....Oct. 22**
**Larry Clinton & Orchestra (10) .....May 20, '39**
**Merle Kendrick and His Orchestra (10) .....Nov. 12**
**Russ Morgan & Orchestra (11) .....Feb. 25**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7).....Mar. 11**
**Bars and Stripes Forever (7).Apr. 8**
**Count Me Out (7).....Dec. 17**
**Daffy Duck and the Dinosaur (7) .....Apr. 22, '39**
**Daffy Duck in Hollywood (..).Dec. 3**
**Dog Gone Modern (7)....Jan. 14, '39**
**Goldrush Daze (7) .....Feb. 25**
**Ham-Ateur Night (7)....Jan. 28, '39**
**Naughty But Mice (7) ..May 20, '39**
**Prest-O Change-O (7).....Mar. 25**
**Robinhood Makes Good (7)...Feb. 11**
**The Mice Will Play (7).....Dec. 31**
**The Night Watchman (7)...Nov. 19**
**Thugs With Dirty Mugs (7).May 6, 39**
**You're An Education (7)....Nov. 5**

**TECHNICOLOR**

**Declaration of Independence (18) .....Nov. 26**
**Lincoln in the White House (21) .....Feb. 11, '39**
**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20).....May 20, '39**
**Swingtime in the Movies (20) .....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**Immortal Brush (9).....Nov. 19**
**The Master's Touch (10)....Feb. 18**

**VITAPHONE VARIETIES**

**A Vaudeville Interlude (..)..Nov. 19**
**Crawfords at Home (..)..Apr. 15, '39**
**Dean of the Pasteboards (10) .....May 27**
**Gadgeteers (10) .....Feb. 18**
**Tax Trouble (10).....Mar. 18, '39**
**Robbin' Good (10).....Dec. 16**
**Ski Girl (10).....Jan. 14, '39**

**TRUE ADVENTURES**

**(By Floyd Gibbons)**

**A Minute From Death (11)...Mar. 4**
**Chained (..) .....Apr. 1**
**Defying Death (12).....Oct. 15**
**High Peril (12) .....Feb. 18**
**The Human Bomb (12)...Jan. 7, '39**
**Toils of the Law (12).....Nov. 12**
**Treacherous Waters (12)....Dec. 10**
**Voodoo Fires (11) .....May 6**

# SERIALS

**COLUMBIA**

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.

**Mandrake the Magician...May 6, '39**
12 chapters.

**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle 12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ❂ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊙ indicates color photography.

| | JANUARY 14 | JANUARY 21 | JANUARY 28 | FEBRUARY 4 | FEBRUARY 11 | FEBRUARY 18 |
|---|---|---|---|---|---|---|
| COLUMBIA | 12 Western 9203<br>**Thundering West** (57)<br>Chas. Starrett<br>Iris Meredith<br>R—Apr. 15 | 19 Western 9212<br>**Frontiers of '49** (54)<br>B. Elliot-L. DeAlcaniz<br>R—Mar. 11 | 27 Melodrama 9014<br>**Lone Wolf Spy Hunt** (67)<br>(For. Lone Wolf's Daughter)<br>Warren William<br>Ida Lupino<br>R—Jan. 28 | | 9 Western 9204<br>**Texas Stampede** (57)<br>C. Starrett-I. Meredith<br>R—June 10<br>10 Action Drama 9038<br>**North of Shanghai** (59)<br>B. Furness-J. Craig<br>R—Mar. 11 | |
| GRAND NAT'L | 14 Western WI-13<br>**Trigger Pals** (55)<br>Art Jarrett<br>Lee Powell<br>Al St. John<br>R—Jan. 21 | 20 Western WI-2<br>**Ride 'Em Cowgirl** (52)<br>Dorothy Page<br>R—Jan. 28 | | | | |
| MGM | 13 Action Drama 919<br>**Burn 'Em Up O'Connor** (67)<br>Dennis O'Keefe<br>R—Jan. 14 | | 27 Drama 921<br>**Four Girls in White** (70)<br>F. Rice-A. Marshal<br>A. Rutherford R—Jan. 28<br>27 Comedy Drama 920<br>**Idiot's Delight** (107)<br>Norma Shearer<br>Clark Gable R—Feb. 4 | 3 Com. with Music 922<br>**Honolulu** (85)<br>Eleanor Powell-Burns & Allen-Robert Young<br>R—Feb. 4 | 10 Comedy Drama 923<br>**Huckleberry Finn** (91)<br>M. Rooney-W. Connolly<br>R—Feb. 18 | 17 Comedy 9<br>**Fast and Loose** (79)<br>Robert Montgomery<br>Rosalind Russell<br>R—Feb. 18 |
| MONOGRAM | | 18 Melodrama 3822<br>**Convict's Code** (63)<br>Ann Nagel<br>Robert Kent<br>R—Feb. 18 | 25 Western 3854<br>**Drifting Westward** (49)<br>Jack Randall<br>R—Mar. 25 | 1 Action Drama 3805<br>**Navy Secrets** (60)<br>Fay Wray-G. Withers<br>R—Feb. 18<br>3 Drama **Reissue** 3828<br>**Little Pal** (66)<br>(For. The Healer)<br>M. Rooney-R. Bellamy | 8 Western 3862<br>**Sundown on the Prairie** (53)<br>Tex Ritter<br>R—April 1 | |
| PARAMOUNT | 13 Drama 3819<br>**Zaza** (86)<br>Claudette Colbert<br>Herbert Marshall<br>R—Jan. 7 | 20 Melodrama 3820<br>**Ambush** (62)<br>Gladys Swarthout<br>Lloyd Nolan<br>R—Jan. 21 | 27 Musical 3821<br>**Paris Honeymoon** (85)<br>B. Crosby-F. Gaal<br>R—Dec. 24 | 3 Mus. Romance 3822<br>**St. Louis Blues** (87)<br>Lloyd Nolan<br>Dorothy Lamour<br>R—Jan. 28 | 10 Action Drama 3823<br>**Persons in Hiding** (69)<br>Lynne Overman<br>J. Carrol Naish<br>R—Jan. 28 | 17 Comedy 38<br>**Boy Trouble** (74)<br>(For. Two Weeks Wi Pay) C. Ruggl<br>R—Feb. 4 |
| REPUBLIC | 10 Mystery-Comedy 809<br>**Mysterious Miss X** (62)<br>Mary Hart<br>Michael Whalen<br>R—Jan. 21 | | 26 Action Drama 822<br>**Pride of the Navy** (63)<br>James Dunn<br>Rochelle Hudson<br>R—Jan. 28 | | 10 Drama 808<br>**Woman Doctor** (65)<br>F. Inescort R—Feb 4<br>10 Western 842<br>**Home on the Prairie** (58)<br>G. Autry-S. Burnette<br>R—Feb. 18 | 15 Melodrama 8<br>**Forged Passport** (64)<br>Paul Kelly-June Lang<br>R—Feb. 11 |
| RKO RADIO | 13 Comedy 913<br>**Great Man Votes** (70)<br>John Barrymore<br>Peter Holden<br>R—Jan. 14 | 20 Western 982<br>**Arizona Legion** (58)<br>Geo. O'Brien<br>R—Jan. 14 | | 3 Comedy Drama 844<br>**Fisherman's Wharf** (71)<br>Bobby Breen<br>Leo Carrillo<br>R—Feb. 4 | 10 Melodrama 911<br>**Boy Slaves** (71)<br>(For. Pure in Mind)<br>Anne Shirley<br>Roger Daniel<br>R—Jan. 21 | 17 Action Drama 9<br>❂**Gunga Din** (117)<br>Fairbanks jr.-C. Gran<br>R—Feb. 4<br>17 Drama Reissu<br>**Lost Patrol** (73)<br>Victor McLaglen |
| 20TH-FOX | 13 Action Drama 928<br>**Charlie Chan in Honolulu** (65) R—Dec. 24<br>S. Toler-P. Brooks | 20 Musical 933<br>**Smiling Along** (85)<br>G. Fields-M. Maguire<br>R—Dec. 17 | 27 Outdoor Drama 921<br>⊙**Jesse James** (105)<br>T. Power-N. Kelly<br>H. Fonda R—Jan. 21<br>20 Melodrama 926<br>**Mr. Moto's Last Warning** (71) R—July 30<br>P. Lorre-R. Cortez | 3 Comedy 929<br>**Arizona Wildcat** (69)<br>Jane Withers<br>Leo Carrillo R—Nov. 12 | 10 Action Drama 925<br>**Tail Spin** (83)<br>Alice Faye-C. Bennett-Nancy Kelly<br>R—Feb. 4 | 17 Rom. Com. Drama 9<br>**The Three Musketeers** (72)<br>Ritz Bros.-Don Amech<br>Binnie Barnes<br>R—Feb. 11 |
| UNITED ARTS. | 12 Comedy<br>**Topper Takes a Trip** (78)<br>Connie Bennett<br>Roland Young<br>R—Jan. 7 | | | | 10 Comedy Drama<br>**Made for Each Other** (85)<br>Carole Lombard<br>Jimmy Stewart<br>R—Feb. 11 | 17 Action Drama<br>**King of the Turf** (87)<br>Adolphe Menjou<br>Dolores Costello<br>R—Feb. 18 |
| UNIVERSAL | 13 Horror Drama 3004<br>**Son of Frankenstein** (94)<br>Basil Rathbone<br>Boris Karloff<br>Bela Lugosi R—Jan. 21<br>13 Western 3055<br>**Honor of the West** (58)<br>B. Booker-M. Bell | 20 Action Drama 3023<br>**Gambling Ship** (60)<br>Robert Wilcox<br>Helen Mack<br>R—Dec. 24 | | 3 Action Drama 3033<br>**Pirates of the Skies** (61)<br>Rochelle Hudson<br>Kent Taylor | 10 Western 3056<br>**Phantom Stage** (57)<br>Bob Baker<br>Marjorie Reynolds | 17 Comedy 30<br>**You Can't Cheat an Honest Man** (76)<br>W. C. Fields<br>Bergen and McCarthy<br>R—Feb. 25 |
| WARNER-F.N. | 13 Com. Drama WB307<br>**They Made Me a Criminal** (89)<br>John Garfield<br>R—Jan. 7 | 21 Com. Drama WB314<br>**Off the Record** (68)<br>(For. Unfit to Print)<br>Pat O'Brien<br>Joan Blondell<br>R—Jan. 28 | 28 Melodrama WB317<br>**King of the Underworld** (69)<br>Kay Francis<br>Humphrey Bogart<br>R—Jan. 14 | 4 Action Drama FN371<br>**Torchy in Chinatown** (58)<br>Glenda Farrell<br>Barton MacLane | 11 Action Drama WB309<br>**Wings of the Navy** (89)<br>Geo. Brent<br>Olivia de Havilland<br>R—Jan. 21 | 18 Com. Drama FN3<br>**Nancy Drew, Reporter** (67)<br>B. Granville-J. Litel<br>R—Jan. 28 |
| MISCELLANEOUS | | 15 Western Metropolitan<br>**Smoky Trails** (..)<br>Bob Steele | | | | |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

| FEBRUARY 25 | MARCH 4 | MARCH 11 | MARCH 18 | MARCH 25 | APRIL 1 |
|---|---|---|---|---|---|
| 22 Action Drama 9029<br>**dy Son Is a Criminal** (59)<br>Alan Baxter<br>Jacqueline Wells<br>R—Mar. 18 | 28 Drama 9007<br>**Let Us Live** (69)<br>H. Fonda-M. O'Sullivan<br>R—Feb. 18 | 8 Comedy 9009<br>**Blondie Meets the Boss** (70)<br>(For. Blondie Steps Out)<br>Penny Singleton<br>Arthur Lake<br>R—Mar. 4 | 16 Western 9213<br>**Lone Star Pioneers** (56)<br>Bill Elliot<br>Dorothy Gulliver<br>R—Apr. 15 | 24 Action Drama 9023<br>**Whispering Enemies** (63)<br>J. Holt-D. Costello<br>R—Jan. 7<br>30 Outdoor Drama<br>**Romance of Redwoods**(67)<br>C. Bickford-J. Parker<br>R—Apr. 29 | 30 Action Drama 9205<br>**North of Yukon** (64)<br>Chas. Starrett<br>Linda Winters |
| | | | | | |
| 24 Drama With Music 926<br>**.et Freedom Ring** (85)<br>Nelson Eddy<br>Virginia Bruce<br>R—Feb. 25 | 3 Comedy 980<br>**Pygmalion** (87)<br>Leslie Howard<br>Wendy Hiller<br>R—Dec. 10 | 10 925<br>**Ice Follies of 1939** (82)<br>Joan Crawford<br>Jimmy Stewart<br>Lew Ayres<br>R—Mar. 11 | 17 Melodrama 928<br>**Within the Law** (65)<br>Ruth Hussey-Paul Kelly<br>R—Mar. 18 | 24 Action Drama 927<br>**Sergeant Madden** (80)<br>Wallace Beery<br>Alan Curtis<br>R—Mar. 25 | 31 Drama 930<br>**Society Lawyer** (78)<br>V. Bruce-Walter Pidgeon<br>R—Apr. 1 |
| 22 Action Drama 3822<br>**Star Reporter** (62)<br>V. Hull-Marsha Hunt<br>R—Feb. 25 | 1 Western 3863<br>**Rolling Westward** (57)<br>Tex Ritter<br>R—Apr. 1 | 8 Action Drama 3809<br>**Mystery Plane** (60)<br>(Form. Sky Pirate)<br>John Trent R—Mar. 4<br>8 Melodrama 3806<br>**Mystery of Mr. Wong** (67) R—Mar. 18<br>Boris Karloff-D. Tree | | 22 Western 3854<br>**Trigger Smith** (59)<br>Jack Randall<br>R—May 13 | |
| 4 Western 3857<br>**unset Trail** (68)<br>V. Boyd R—Oct. 29<br>4 Drama 3825<br>**. . one third of a nation** (75)<br>. Sidney-L. Erikson<br>R—Feb. 11 | 3 Drama 3826<br>**Cafe Society** (83)<br>Madeleine Carroll<br>Fred MacMurray<br>R—Feb. 11 | 10 Comedy 3863<br>**Beachcomber, The** (89)<br>Charles Laughton<br>Elsa Lanchester<br>R—Dec. 3 | 17 Melodrama 3827<br>**King of Chinatown** (57)<br>Akim Tamiroff<br>Anna May Wong<br>R—Mar. 11 | 24 Comedy Drama 3828<br>**Midnight** (93)<br>Claudette Colbert<br>Don Ameche<br>R—Mar. 11 | 31 Comedy 3829<br>**Sudden Money** (62)<br>C. Ruggles-M. Rambeau<br>R—Mar. 25<br>31 Western 3858<br>**Silver on the Sage** (68)<br>Wm. Boyd (Hopalong)<br>R—Feb. 18 |
| | | 6 Melodrama 824<br>**I Was a Convict** (62)<br>Barton MacLane<br>Beverly Roberts<br>R—Feb. 25 | 13 Western 853<br>**Rough Riders Roundup** (58)<br>R. Rogers-M. Hart<br>R—Mar. 25 | 20 Comedy 810<br>**My Wife's Relatives** (65)<br>Higgins Family<br>R—Mar. 11 | 27 Western 843<br>**Mexicali Rose** (58)<br>Gene Autry<br>Smiley Burnette<br>R—Apr. 1 |
| 4 Comedy 915<br>**eauty for the Asking**(64)<br>. Ball-D. Wood<br>—Jan. 28<br>7 Drama **Reissue**<br>**tar of Midnight** (90)<br>. Rogers-Wm. Powell | 3 Action Drama 917<br>**12 Crowded Hours** (64)<br>Richard Dix<br>Lucille Ball<br>R—Feb. 18 | 10 Melodrama 918<br>**The Saint Strikes Back** (64)<br>Geo. Sanders-W. Barrie<br>R—Feb. 18 | | 24 Western 983<br>**Trouble in Sundown** (57)<br>Geo. O'Brien<br>R—Mar. 11 | 31 Drama 920<br>**Almost a Gentleman** (65)<br>J. Ellison-H. Wood<br>R—Mar. 11 |
| 4 Action Drama 931<br>**ardon Our Nerve** (68)<br>ynn Bari-G. Williams<br>—Nov. 19 | 3 Comedy 930<br>**Wife, Husband and Friend** (75)<br>Loretta Young<br>Warner Baxter<br>R—Feb. 18 | 10 Action Drama 934<br>**Inside Story** (61)<br>Michael Whalen<br>Jean Rogers<br>R—Oct. 22 | 17 Com. with Music 932<br>**Little Princess** (93)<br>Shirley Temple<br>Richard Greene<br>R—Feb. 25 | 24 Comedy Drama 935<br>**Everybody's Baby** (62)<br>Jones Family<br>R—Dec. 3 | 31 Melodrama 936<br>**Hound of the Baskervilles** (80)<br>R. Greene-W. Barrie<br>B. Rathbone<br>R—Apr. 1 |
| | 3 Outdoor Drama<br>**Stagecoach** (92)<br>Claire Trevor<br>John Wayne<br>R—Feb. 11 | | 15 Drama<br>**Prison Without Bars** (79)<br>Edna Best<br>Corinne Luchaire<br>R—Feb. 25 | | |
| 4 Drama 3024<br>**ociety Smugglers** (70)<br>(For. Key Woman)<br>reston Foster<br>ene Hervey<br>—Mar. 11 | 3 Melodrama 3029<br>**Risky Business** (78)<br>Geo. Murphy<br>Dorothea Kent<br>R—Mar. 11 | 10 Drama 3014<br>**Spirit of Culver** (90)<br>Jackie Cooper<br>Freddie Bartholomew<br>R—Mar. 4 | 17 Melodrama 3037<br>**Mystery of the White Room** (58)<br>B. Cabot-H. Mack<br>R—Apr. 1 | 24 Com. with Music 3001<br>**Three Smart Girls Grow Up** (87)<br>Deanna Durbin<br>Nan Grey<br>R—Mar. 25 | 31 Comedy 3020<br>**Family Next Door** (63)<br>Hugh Herbert<br>Joy Hodges<br>R—Apr. 15 |
| 5 Comedy FN357<br>**es, My Darling Daughter** (85)<br>riscilla Lane<br>offrey Lynn<br>—Feb. 11 | 4 Action Drama WB320<br>**Secret Service of the Air** (61)<br>Ronald Reagan<br>John Litel<br>R—Feb. 11 | 11 Outd'r Drama WB308<br>**Oklahoma Kid** (80)<br>James Cagney<br>Rosemary Lane<br>Humphrey Bogart<br>R—Mar. 18 | 18 Action Drama WB321<br>**Adventures of Jane Arden** (58)<br>R. Towne R—Feb. 18 | 25 Action Drama FN361<br>**Blackwell's Island** (71)<br>J. Garfield-R. Lane<br>R—Mar. 4 | 1 Melodrama WB323<br>**On Trial** (62)<br>John Litel<br>Margaret Lindsay<br>R—Mar. 25 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | APRIL 8 | APRIL 15 | APRIL 22 | APRIL 29 | MAY 6 | MAY 13 |
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| COLUMBIA | 3 Comedy **9013**<br>**Lady and the Mob** (65)<br>Fay Bainter-Ida Lupino-Lee Bowman<br>R—Mar. 11 | 12 Drama **9030**<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western **9214**<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | 27 Western **9206**<br>**Spoilers of the Range**(58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | 4 Drama **9031**<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | 11 Action Drama **90**<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 |
| GRAND NAT'L | | | | | | 13 Drama<br>**Exile Express** (70)<br>Anna Sten-Alan **Marsh**<br>R—Feb. 18<br>13 Western **WI-**<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barcl<br>R—Feb. 18 |
| MGM | 7 Drama with Music **931**<br>**Broadway Serenade** (113)<br>J. MacDonald-L. Ayres<br>R—Apr. 8 | 14 Rom. Comedy **929**<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy **934**<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | 28 Drama **932**<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | 5 Comedy **933**<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | 12 Action Drama **9**<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 |
| MONOGRAM | 5 Melodrama **3824**<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane | 12 Drama **3802**<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama **3829**<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | | 1 Action Drama **3820**<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | |
| PARAMOUNT | 7 Comedy **3830**<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 | 14 Comedy - Music **3832**<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>14 Melodrama **3831**<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama **3833**<br>**Back Door to Heaven** (85)<br>Wallace Ford-Aline McMahon-Patricia Ellis<br>R—Apr. 15 | 28 Comedy Drama **3834**<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | 5 Outdoor Drama **3835**<br>**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | 12 Drama **3**<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 |
| REPUBLIC | | 12 Western **865**<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western **854**<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | 25 Action Drama **811**<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | 5 Western **844**<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | 15 Western **8**<br>**Three Texas Steers** (5<br>The Three Mesquiteer<br>R—June 24 |
| RKO RADIO | 7 Comedy Drama **916**<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>7 Biog. Drama **919**<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 | 14 Action Drama **920**<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama **922**<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | 28 Melodrama **923**<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical **838**<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | 5 Comedy Drama **924**<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | 12 Melodrama **5**<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 |
| 20TH - FOX | 7 Melodrama **937**<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 | 14 Drama **938**<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama **939**<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama **945**<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 28 Outdoor Drama **940**<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical **8012**<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | 5 Action Drama **941**<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 12 Musical **2**<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 |
| UNITED ARTS. | 7 Drama<br>**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 | | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | | | |
| UNIVERSAL | 7 Comedy-Music **3006**<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 | 14 Action Drama **3019**<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama **3018**<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | 28 Comedy Drama **3030**<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | |
| WARNER - F. N. | 8 Outd'r Drama **WB304**<br>**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 | 15 Melodrama **WB316**<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama **FN354**<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | 29 Comedy **FN373**<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | 6 Action Drama **FN353**<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | 13 Action Drama **WI 22**<br>**Torchy Runs for M**<br>(60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 |
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| | 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith | 20 Action Drama **9012**<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 |
| ] Action Drama **314**<br>**anama Patrol** (69)<br>:on Ames<br>iarlotte Wynters<br>—Feb. 25 | | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | | |
| ] Comedy **936**<br>**'s a Wonderful World** (86)<br>Colbert-J. Stewart<br>—May 13 | 26 Comedy **937**<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 |
| ] Western **3864**<br>**own the Wyoming Trail** (62)<br>:x Ritter<br>—June 17 | 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull | | |
| ] Musical **3837**<br>**me Like It Hot** (65)<br>ob Hope-Shirley Ross<br>ne Krupa<br>—May 13 | 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | 16 Drama **3841**<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 |
| ] Outdoor Spectacle **801**<br>**an of Conquest** (97)<br>Dix-G. Patrick<br>—Apr. 15<br>] Western **855**<br>**uthward Ho!** (58)<br>Rogers-M. Hart<br>—June 17 | 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette | | 23 Western **856**<br>**In Old Caliente** (61)<br>Roy Rogers-Mary Hart<br>21 Western **867**<br>**Wyoming Outlaw** (..)<br>Three Mesquiteers |
| | 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **926**<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 |
| ] Comedy **943**<br>**y Friend** (70)<br>Withers-A. Whelan<br>—May 13 | 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **948**<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 |
| | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | | |
| ] Action Drama **3010**<br>**r-Champ** (72)<br>ctor McLaglen<br>an Grey-Tom Brown<br>—May 20 | 26 Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | | |
| Action Drama **FN364**<br>**u Can't Get Away With Murder** (78)<br>Bogart-Gale Page<br>—Jan. 28 | 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB324**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel | 24 Action Drama **FN363**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 |
| | | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), reissue<br>Wm. S. Hart | 16 Musical **Astor**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale |

COLUMBIA · GRAND NAT'L · MGM · MONOGRAM · PARAMOUNT · REPUBLIC · RKO RADIO · 20TH-FOX · UNITED ARTS. · UNIVERSAL · WARNER-F.N. · MISCELLANEOUS

# Booking Chart

A GUIDE TO CURRENT RELEASES

| APRIL, 1940 | | | | | | |
|---|---|---|---|---|---|---|
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| MAY, 1940 | | | | | | |
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| JUNE, 1940 | | | | | | |
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| | JULY 1 | JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUGUST 5 |
|---|---|---|---|---|---|---|
| COLUMBIA | 29 Drama<br>**Parents on Trial** (..)<br>J. Parker-J. Downs<br>30 Comedy **9005**<br>**Good Girls Go to Paris** (73)<br>J. Blondell-M. Douglas<br>R—June 24 | | 15 Western **9208**<br>**Man From Sundown** (..)<br>Charles Starrett<br>Iris Meredith<br>10 Drama<br>**A Woman Is the Judge**<br>Rochelle Hudson<br>Otto Kruger-F. Inescort | 20 Comedy<br>**Blondie Takes a Vacation** (..)<br>Penny Singleton<br>Arthur Lake | 27 Action Drama<br>**Behind Prison Gates** (..)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells | 31 Action Drama<br>**Coast Guard** (..)<br>Randolph Scott<br>Frances Dee |
| GRAND NAT'L | | | | | | |
| MGM | 30 Drama **941**<br>**Stronger Than Desire** (..)<br>Virginia Bruce<br>Walter Pidgeon | 7 Drama<br>**On Borrowed Time** (..)<br>Lionel Barrymore<br>Bobs Watson | 14 Drama<br>**They All Come Out** (..)<br>Rita Johnson<br>Tom Neal | 21 Comedy<br>**Andy Hardy Gets Spring Fever** (..)<br>Mickey Rooney<br>Lewis Stone | 28 Drama<br>**Miracles for Sale** (..)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>28 Drama<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat | |
| MONOGRAM | 1 Action Drama **3814**<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds | | | 21 Western **3865**<br>**Man From Texas** (..)<br>Tex Ritter | | 3 Western<br>**Oklahoma Terror** (..<br>Jack Randall |
| PARAMOUNT | 30 Melodrama **3844**<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical **3845**<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music<br>**Million Dollar Legs** (..)<br>Betty Grable<br>Jackie Coogan | 21 Action Drama<br>**Magnificent Fraud** (..)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison | 28 Drama<br>**Island of Lost Men** (..)<br>Anna May Wong | |
| REPUBLIC | | 3 Drama<br>**Mickey, the Kid** (..)<br>Bruce Cabot-Tommy Ryan | 15 Musical Comedy<br>**She Married a Cop** (..)<br>Phil Regan-Jean Parker | | 28 Western **846**<br>**Colorado Sunset** (..)<br>Gene Autry-S. Burnette | 4 Comedy<br>**Should Husbands Wo** (..)<br>Gleason Family<br>Marie Wilson |
| RKO RADIO | 30 Mystery Drama **929**<br>**Saint in London** (..)<br>Geo. Sanders<br>Sally Grey<br>30 Western **985**<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama **930**<br>**Career** (..)<br>Anne Shirley<br>Edw. Ellis | 14 Drama **993**<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama **994**<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical **947**<br>**Way Down South** (..)<br>Bob Breen-Alan Mowbray | 28 Melodrama **931**<br>**Spellbinder** (..)<br>Lee Tracy-Barbara Read | 4 Comedy<br>**Bachelor Mother** (81<br>Ginger Rogers<br>David Niven |
| 20TH-FOX | 30 Comedy Drama **950**<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama **952**<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical **949**<br>**Second Fiddle** (..)<br>Sonja Henie<br>Tyrone Power | 21 Action Drama **953**<br>**News Is Made at Night** (..)<br>Preston Foster<br>Lynn Bari<br>21 Mystery Drama **8014**<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter | 28 Outdoor Drama **951**<br>**Frontier Marshal** (..)<br>Randolph Scott<br>Binnie Barnes | |
| UNITED ARTS. | | | 15 Drama<br>**They Shall Have Music** (..)<br>Andrea Leeds-J. McCrea<br>Jascha Heifetz | | 28 Comedy<br>**Winter Carnival** (..)<br>Ann Sheridan<br>Richard Carlson | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 |
| UNIVERSAL | 30 Melodrama **3038**<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Comedy<br>**Unexpected Father** (..)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>7 Drama<br>**Forgotten Woman** (..)<br>Sigrid Gurie-Don. Briggs | 14 Drama<br>**I Stole a Million** (..)<br>George Raft<br>Claire Trevor | | | 4 Drama<br>**Modern Cinderella** (<br>Charles Boyer<br>Irene Dunne |
| WARNER-F.N. | 1 Com.-Music **WB311**<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama **WB312**<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama **WB325**<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson | 22 Drama **FN360**<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy **FN366**<br>**Cowboy Quarterback** (..)<br>Bert Wheeler<br>Gloria Dickson | |
| MISCELLANEOUS | | 2 Drama **Astor**<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | | | |

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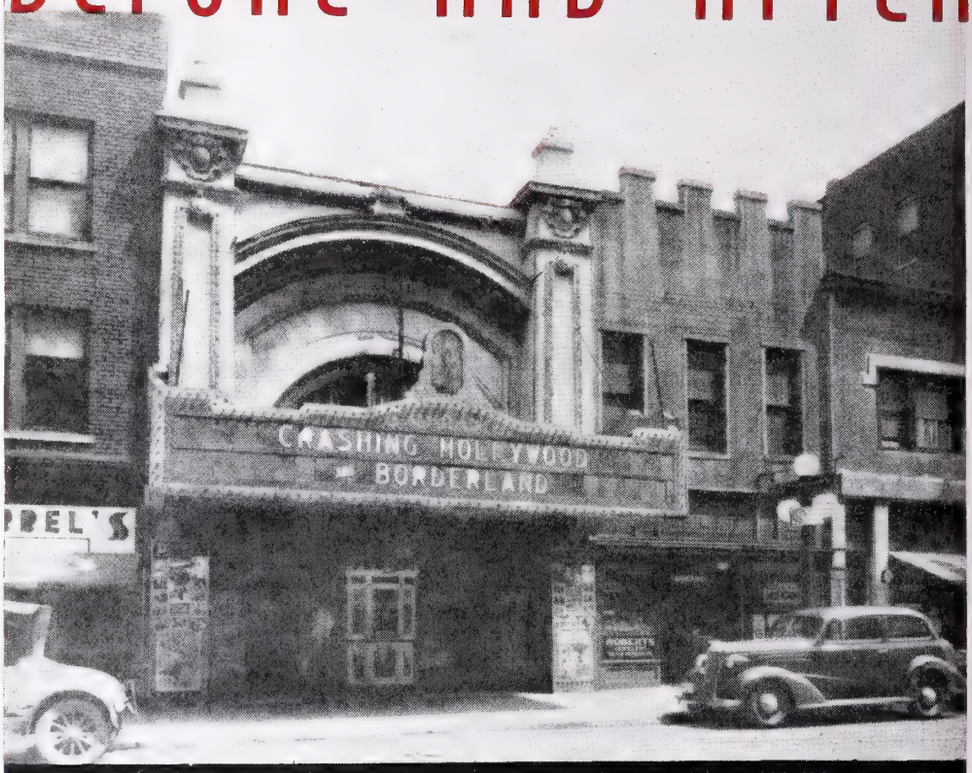
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## *July 22: Fall Remodeling*

*issue of*

## The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

*The Pulse of the Motion Picture Industry*

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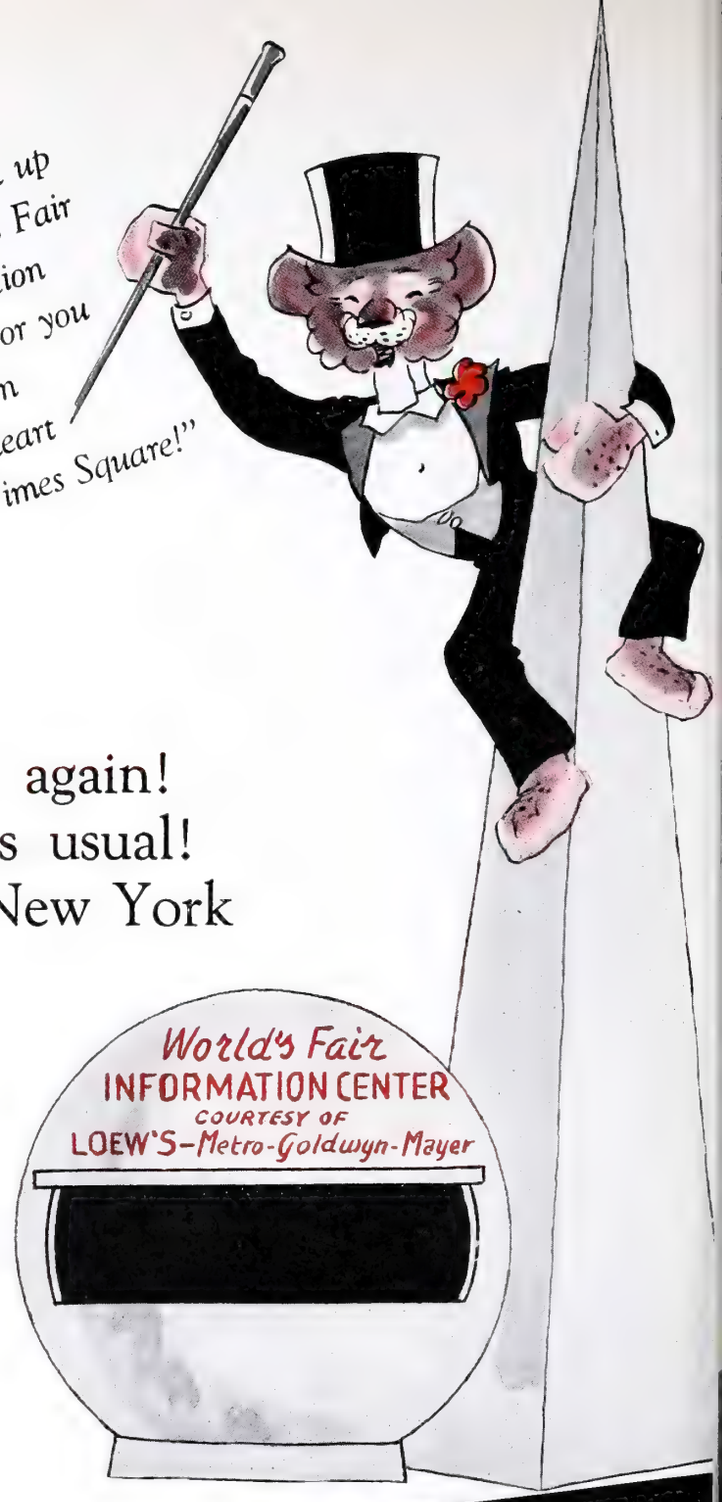



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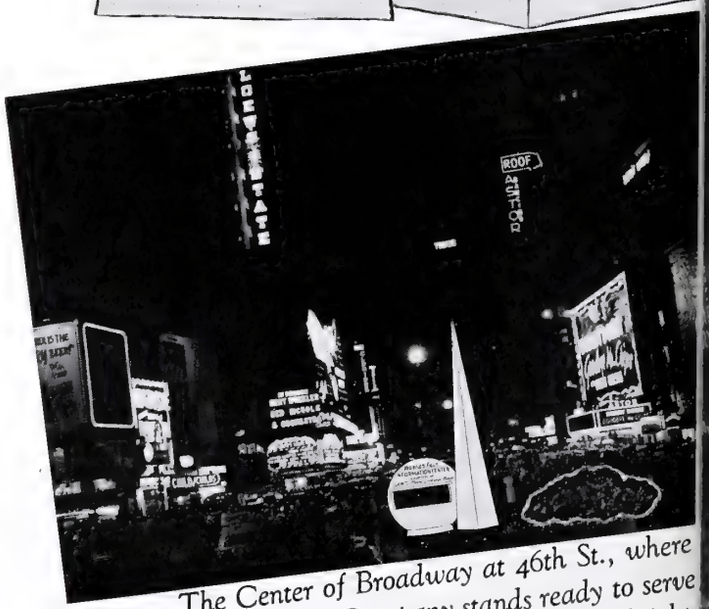
## "THE END CAME SUDDENLY"

*As page 3 tells*

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# *THE END CAME SUDDENLY*

ALWAYS the kind of a business which speaks before it acts, it must be a matter of some embarrassment if not considerable regret for the industry to find itself now striking such an emphatically soft pedal on the subject of Americanism.

Everyone will remember the situation a few months ago. Hitler, Mussolini, Munich and those two boys—Chamberlain and Daladier—were making the world very conscious of the consequences of treating international banditry with soft words and sweet music. It was deplorable. It was unfortunate. It was, as a matter of fact, a whole mess of things and about it something had to be done to impress the masses here that America was rich among nations and that it couldn't happen here. The blessings of life in these United States had to be stressed, pointed up, talked and yelled about and that called for a formula. Well, George M. Cohan had one with "Yankee Doodle" and it always seemed to work.

And so it came about, as everyone must remember, that Hollywood got the word to let itself go. Now when Hollywood lets itself go, nothing short of hell and high water can bring a halt. It got so finally that there came a day when someone, statistically bent, rummaged around and discovered forty-two, and not one less, features either were in work or planned in which democracy was to be driven into the consciousness of the public even if the message ultimately sprouted out of both ears.

On a bulk program as sweeping as all this, naturally a lot of things began to happen. Characters stepped out of character, pointed fingers at the audience and spouted Thomas Jefferson and Patrick Henry; then they remembered the script called for something or other and the dramatic thread, torn rudely apart and with little warrant by this time, picked up with results which might well be imagined.

Came the time, and with remarkable speed at that, when the public which can read all it wants about American statesmen in the library or at home, began to yawn. Between patriotism thrown at them in strokes as broad as the side of a barn, hot weather and a general line of merchandise that has done everything but completely collapse, no wonder ought to be voiced over the current low estate of the boxoffice.

Before any charges of sedition are filed, it should be said this column and its conductor are not ones to poop at the American flag, what it stands for or the values of the democratic existence. This space has made itself very clear indeed on the job it feels motion pictures can do in keeping the tenets of democracy alive and vibrant. It has done so to a degree where accusation falsely insists all of this is a desire to convert a system of entertainment into a mouthpiece for propaganda. Those critics are talking through their collective hats and their opinion causes nary a ripple in the general area of this typewriter.

The point having to do with all of this unburdening concerns method, as well as purpose. No one can successfully argue that the screen should not do everything in its very considerable power to maintain and to perpetuate the good things in the American scene. It is an obligation which this industry must forever more meet, but it is not an obligation that can be met by heavy-handed techniques which, in their final analysis, will defeat the issues they set out to help.

The way to perform is to proceed in honesty, in subtlety, in good taste, with discretion and with intelligence.

Let the strokes be made gently, but firmly.

See to it that their application is adroit and smart.

Give the public its codliver oil without making it aware of what is happening.

Then see how well an essential and necessary task can be accomplished.

Kann

# PONDER OVER WHAT CODE CLAUSES WILL GO INTO STANDARD FORMS OF FILM CONTRACTS

## None of Concessions to Those Who Don't Sign Arbitration Pact

NEW YORK—Distributors are now deliberating what code concessions will go into next season's contracts. Where important national deals are being made and individual contracts written differently from the printed forms, provisions of the trade practice code are being incorporated, it is learned. These include cancellations and arbitration.

It is pointed out none of the code concessions, such as the 20 per cent cancellation, which is regarded as the most important, will go to exhibitors who do not sign for voluntary arbitration. Settling clearance and zoning grievances by arbitration is an important point granted under the code, it is held.

With only a handful of independent exhibitor contracts signed for the new season, distributors are promising to make the code retroactive, if and when, the majority of theatremen adopt the trade practices. What will happen in the event the code fails to get the necessary exhibitor support to make it applicable no one will predict, but as one sales manager expressed it, "we won't let our customers down."

### No Starting Date Set

There is no set date when machinery to set up boards will get under way. Firstly, the code and the method of selecting arbitrators must be approved by the exhibitor units which participated in the negotiations. Secondly, distributors are planning to rewrite their forms of contracts to include some of the provisions of the trade practices when they are offered with new season's output. Special riders for those clauses which will not be inserted in regular contracts may be used.

William F. Rodgers, general sales manager for M-G-M and distributor sub-committee chairman, in the next few days will meet with his committee and probably a group of major company attorneys in an effort to work out a different arbitration setup for clearance and zoning disputes. No meeting has been held since the fourth draft was sent out to the exhibitor negotiating groups, primarily because of national circuit deals in work, such as the M-G-M arrangement with National Theatres and the recently concluded contract between the same circuit and UA.

Generally, distributors are optimistic over the code and believe it will be accepted by the majority of independent exhibitors, despite Allied's rejection in Minneapolis. Bearing this out are numerous letters which have been sent by Allied members to Rodgers praising him for his work on behalf of the code and the stand he took at Minneapolis. On letter, in particular, from an Allied member in good standing disagrees with the "railroading" tactics charged to Allied in its report at the annual convention. There are others, heartening to distributors, and along the same lines, lending weight to the belief that many in the exhibitor organization will accept the advantages being offered.

There will be no further meetings or deliberations with Allied insofar as Rodgers is concerned and the general impression is that none of the members of the distributors' committee will discuss the code with the Allied group.

Before Rodgers went to Minneapolis, he had been assured by a number of dyed-in-the-wool Allied leaders he would be given a fair deal. The results at the exhibitor convention were far from that, it is claimed, with "Allied closing its doors to further negotiations" by its report. However, on the other side, Allied men claim Rodgers slammed the door by walking out with his committee.

In a "dignified statement" issued by Rodgers, he states, "It was quite apparent to distributors from the very outset of the negotiations last October that some of the Allied representatives participating in the negotiations did not want a code in any form." It is known that a "bombastic" reply to Allied had been contemplated, but distributors decided to treat the exhibitor group in a "dignified" manner after the heat of the Minneapolis excitement died down.

"Contrary to the statements contained in the Allied report," Rodgers' statement continues, "the code covers, not substantially, but wholly, every single item discussed and agreed upon with the Allied committee. In addition, the code also contains many other provisions favorable to exhibitors that were not even requested of the distributors."

Rodgers then goes on to outline the various meetings with Allied and its counsel, Abram F. Myers, after February 7, although Allied stated no contact had been had since the January 16 meeting with the exhibitors' committee and receipt of

(Continued on page 14)

## *But Myers Was There Anyway*

## *Struggle Over Phraseology Of Pact Under Way Again*

BOXOFFICE :: March 18, 1939

NEW YORK—First of a series of meetings between Abram F. Myers, general counsel for Allied, and major company lawyers for re-phrasing of the language of the trade practice draft got under way late this week.

Myers came on from Washington at the suggestion of Robert W. Perkins, general counsel for Warner, who made the appointment for distributor attorneys. Col Harry A. Cole, Allied president, who was still in town at the time, did not attend

Also from Warner and sitting in on the initial session with Myers was I Howard Levinson, whose activities have centered mostly on the arbitration provisions of the draft Austin C. Keough, general counsel for Paramount, and Tyree Dillard jr of the M-G-M legal staff were among the distributor battery.

Distributors first approves and individual units are in accord on the final draft

Warner division, district and branch managers, in addition to other home office executives attending the three-day convention at the Waldorf here during the week, heard Gradwell L Sears, general sales manager, outline various phases of the proposed draft. Selling for the new season will be conducted with these ideas in mind

Sears also holds that, regardless of Allied's action, distributors will [illegible] cessions outlined [illegible] hibitors

Wi[illegible] for

*"In order to appreciate the significance of these changes, most of which appeared for the first time in the March 30 draft, it should be remembered that your committee had no contact with Mr. Rodgers' group after January 16 . . ."—Excerpt from the code rejection report of Allied's negotiating committee.*

*Reproduced above is a story carried in* BOXOFFICE, *March 18. It proves that while Allied may have a technical out in that its committee may not have met with the distributors' committee, Abram F. Myers, at least, was in touch with the situation and presumably working actively with major company lawyers on behalf of his own constituents along the lines of code language revision.*

# ESTIMATED 35% DROP IN GROSS SEEN INDUCING HOT WEATHER SHUTDOWNS BEYOND NORMAL

## Key Center First-Runs Also Place Blame on Product Shortage

NEW YORK — Acceleration of summer closings past the normal seasonal rate is indicated as reports from the field reveal considerable pessimism over business coupled with the unusually hot weather that characterized this spring.

In key centers where first-runs are shuttering for the first time in their history, the blame is placed on shortage of product as well as a general slump in business which some distributors estimate is as high as 35 per cent.

Customary darkenings are current in many of the subsequent spots all over the country. None of the affiliated circuits reports anything but seasonal closings.

Loew's out-of-town houses rarely go beyond the closing of the Lyric, Bridgeport, Conn. Such is the case this year. With virtually but one unit in a town, the circuit setup is such that summer closings are few and far between, a spokesman declares. All theatres in the metropolitan area with the exception of the Hollywood, Manhattan, remain open during the summer, he adds.

A corresponding situation exists at National Theatres. Units which lack cooling systems, and unimportant runs, are shuttered. The usual practice is to close from 10 to 15 houses, none of which figures prominently in this circuit's operations.

**More Independents Close**

Closings among Paramount theatres are strictly a local problem and decided by respective operators, an executive states. At present, trend information on affiliated theatres is meagre. The Strand in downtown Brooklyn, operated by Si Fabian in a three-way pool with Paramount and Warner, recently closed for the first time in its history.

The Warner circuit, reports one spokesman, will have no closings for the summer.

RKO has closed eight, two in the Greater New York area, which is average for this circuit. The houses are the Alden, Jamaica; Central, Yonkers; Strand, Syracuse; Trent, Trenton; Albee, Providence; Majestic, Columbus; Orpheum, Kansas City, and the Orpheum, Champagne, Ill.

Local padlocking by the independents shows a slight increase over last year. Over 35 have been shut down for the season. This was slightly unusual for late June.

Closing of W. A. Steffes' highly successful World in downtown Minneapolis may usher in a succession of such closings, according to present indications. Lack of suitable product is given as the reason.

The Minnesota Amusement Co. may be forced to close two of its loop houses shortly unless a better run of product becomes available. Another likely to go dark in Minneapolis is the Palace, a de luxe subsequent run seating 1,900. It discontinued week-end vaudeville two weeks ago.

In the northwest as a whole there have been more summer closings than at any corresponding time in recent years. Exhibitors complain business now is the worst in more than five years.

The Tower, Kansas City, has closed after five years of operation. It is a Fox Midwest unit. Fanchon and Marco is planning to close one or more of its St. Louis houses.

The Great Lakes circuit of Chicago has darkened four downstate houses, the Fox, Aurora; Rex, Chicago Heights; Rialto, Waukegan, and Palace, Peoria. The Schoenstadt circuit of Chicago is closing four and the Panorama, Chicago, already is off the exchanges' books.

In upstate New York, Myer and Louis Schine closed the Palace, Watertown; Pontiac, Ogdensburg; Regent, Amsterdam. The Palace only operated weekends. The Strand, Watertown; Hippodrome, Little Falls; Lansing, North Troy and Adirondack, Speculator, are the other upstate houses to close.

The Cataract, Niagara Falls, has closed for six weeks. It is operated by Charles Hayman under a first run policy. Sidney Dwore has curtained the Palace, Schenectady, for the summer.

On the brighter side, are undiminishing reports of theatre construction in a number of territories. The south has been particularly active as are a number of other sectors. Remodeling continues unabated and with a great deal of vigor.

Also the influx of tourists to the lake regions of Wisconsin and the coast resorts of New England as far up as Portland, Me., has been the signal for the reopening of theatres catering to summer visitors. Also the shore and mountain resorts, which usually enjoy from ten weeks to three months vacation patronage.

## *Six List 16 Reissues For Summer Season*

NEW YORK—Six major companies have designated a total of 16 features for summer reissues. Paramount and Warner have not listed any as yet.

M-G-M has "San Francisco," "Mutiny on the Bounty," "The Champ" and "Rose Marie." RKO lists "Of Human Bondage," "The Lost Squadron," "Lost Patrol" and "Star at Midnight."

United Artists is reissuing "The Hurricane," "Elephant Boy" and "A Star Is Born." Columbia has "The Awful Truth" and "Lost Horizon." For the late summer, Universal has scheduled "My Man Godfrey" and "The Old Dark House."

Twentieth Century-Fox is re-selling "Cavalcade" in selected situations.

## Theatre Building Seems Unaffected; South Is Seen Setting Pace

## *Who They Are, What They'll Do at RKO for Next Season*

NEW YORK—*What the RKO Radio players are down for on the* 1939-40 *production schedule as currently announced is shown in the following breakdown*:

*John Archer*—"Distant Fields."

*Lucille Ball*—"Cross Country Romance."

*Bobby Breen*—Star in two untitled.

*Bob Burns*—"Allegheny Frontier."

*Joseph Calleia*—Featured in "Full Confession."

*Richard Dix*—Star in "Marines in the Air" and "Reno."

*Sally Eilers*—Featured in "Full Confession."

*Edward Ellis*—Star in "Three Sons" and "Village Scandal."

*James Ellison*—"Cross Country Romance."

*Cary Grant*—Star in "Passport to Life."

*Sir Cedric Hardwicke*—"Allegheny Frontier."

*Jean Hersholt*—Star in series of three, first being "Meet Dr. Christian."

*Tim Holt*—Star in "Sunset."

*Leslie Howard*—Star in "The Man Who Lost Himself."

*Guy Kibbee*—Star in series of three based on C. Budington Kelland's "Scattergood Baines."

*Charles Laughton*—Star in "Hunchback of Notre Dame."

*Laurel and Hardy*—Star in "The Flying Deuces."

*Carole Lombard*—Star in "Vigil in the Night."

*Victor McLaglen*—Star in "Full Confession."

*Raymond Massey*—Star in "Abe Lincoln in Illinois."

*Anna Neagle*—Star in "Nurse Edith Cavell."

(Continued on page 14)

# SING OUT THE NEW



The New York Times. LATE CITY EDITION

"With Ginger Rogers setting a devastating pace, a troupe of expert comedians has come prancing into the Music Hall with a merry jape that deserves something better than farce classification . . . it is comedy, simple if not always pure, and we must call it one of the season's gayest shows."

—Frank S. Nugent

New York Post — Blue Streak 7th Race—Baseball

"Not this year and not last has an audience laughed as it does at 'Bachelor Mother.' It hits on all sixteen cylinders, becoming a powerhouse of amusement. Ten to one it will prove itself to have been the best screen comedy of 1939. If another picture comes along to prove this department a liar, it will be a pleasure to die laughing."

Archer Winsten

New York World-Telegram — 7TH SPORTS

"Witty dialogue, speed, slick direction and capital performances make it one of the most amusing screen frolics of the year . . . Situations which frequently skip dangerously over thin ice are not only hilariously funny but also always in unimpeachable good taste. A film that has sparkle, liveliness and fun."

—William Boehnel

NEW YORK Herald Tribune LATE CITY EDITION

"As inspired a production as you will often witness . . . I recommend it as a vastly satisfying entertainment . . . Whether Ginger is dancing in a jitterbug contest or being a Cinderella who marries her rich employer's son, she is an utter delight."

—Howard Barnes

HOME EDITION The Sun HOME EDITION

"Just the proper nonsense . . . neat . . . completely frivolous, and just the thing to take your mind off Fourth of July excitements . . . Will keep you highly amused."

—Eileen Creelman

**FIRST DAYS BEAT RECORD-BREAKING "GUNGA DIN"! . . . RADIO CITY MUSIC HALL'S BIGGEST OPENING IN ALMOST SIX MONTHS!**

# S, BOYS... It's great!

2¢ DAILY MIRROR 2¢

"Applying the simple charm which distinguished his 'A Man To Remember' and 'The Great Man Votes,' Director Kanin makes 'Bachelor Mother' a delightful farce . . . As suitable for the family trade as for the smart set . . . Filled with sly humor and genuine charm. Adds further luster to one of Hollywood's newer directorial names."

—Bland Johaneson

DAILY NEWS FINAL

"Gay comedy of errors . . . aimed directly at the risibilities by the cast and Director Garson Kanin . . . Ginger is at her best in the title role and she is splendidly supported by David Niven, Charles Coburn, Frank Albertson and E. E. Clive."

—Kate Cameron

7 RACE RESULTS BASEBALL SPORTS COMPLETE Journal American

"A thoroughly entertaining comedy . . . takes its place as one of the high spots of the movies' Summer season . . . A smooth succession of hilarious incidents . . . Its players are exactly suited to the roles, and its writing is genuinely humorous. You will enjoy it."

—Rose Pelswick

# GINGER ROGERS
# DAVID NIVEN in
# Bachelor Mother

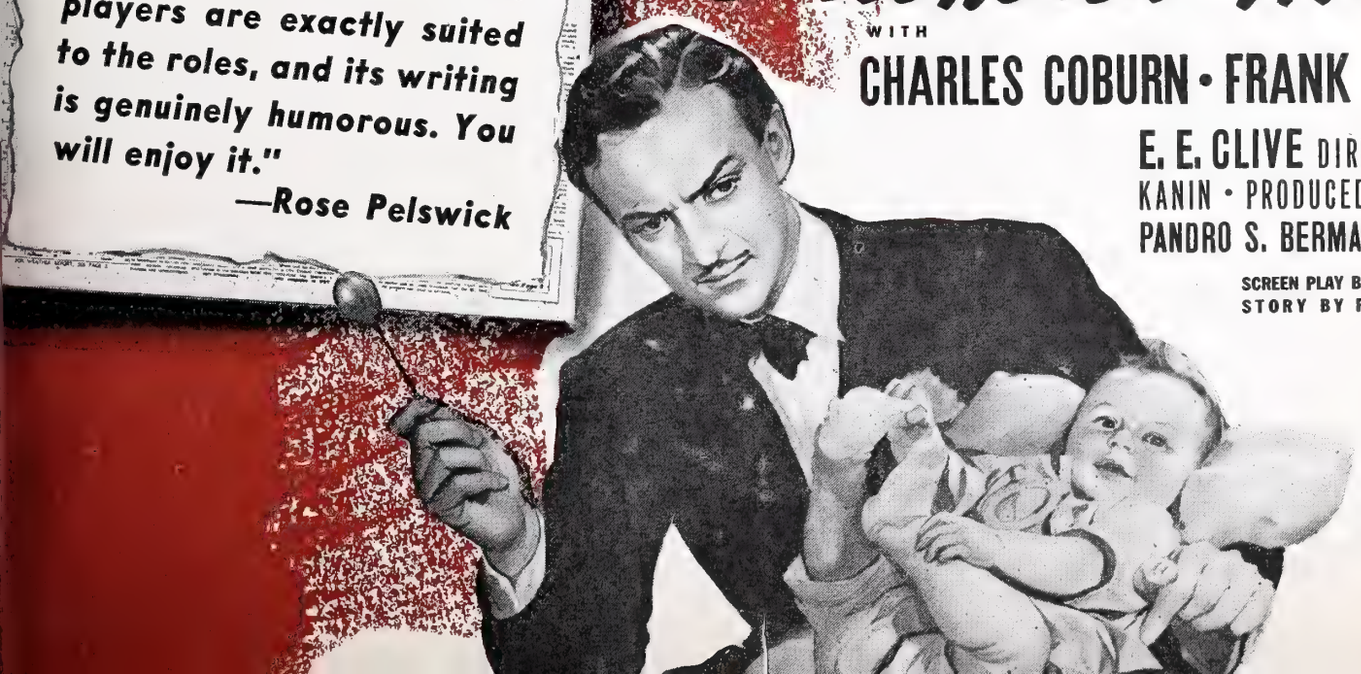
WITH

## CHARLES COBURN • FRANK ALBERTSON

E. E. CLIVE DIRECTED BY GARSON KANIN • PRODUCED BY B. G. DeSYLVA

PANDRO S. BERMAN IN CHARGE OF PRODUCTION

SCREEN PLAY BY NORMAN KRASNA
STORY BY FELIX JACKSON



RKO RADIO PICTURES

The Pulse of the Motion Picture Industry

# BOXOFFICE

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# Notes to You from Red Kann

THE MAJORS' peeve at Allied on code rejection is no passing matter, if anyone happens to have ideas to the contrary. The lengthy, and very official, statement fine-combed by lawyers prior to its release on behalf of the distributors' negotiating committee rather thoroughly dissipates such speculation. There is an air of finality about the matter, insofar as Allied, the organization, is concerned as any reading of the text will quickly convey.

Allied, the organization, is, moreover, exactly the way to put it. The majors, and BOXOFFICE has been reporting it faithfully and regularly, have no argument with individual theatremen. In fact, they want all of the approval of the code they can get. Thus, their final paragraph:

> "Every exhibitor in the United States, independent, affiliated, whether a member of an organization or not, is extended a cordial invitation to accept the code. We hope that all will participate, irrespective of their affiliations."

## Armor Dents

Registering their burn-up, it is interesting to note that much is made of Allied's negotiating committee and its report of rejection prepared the day before the much-ballyhooed open forum had a chance to get under way. This salient break in whatever Allied armor is around was pointed out editorially in BOXOFFICE recently, but, to add to the gayety of politics, the distributors' comment is worth reporting. Say they:

> "The distributors were heard on Wednesday, June 14, and the following day learned to their amazement that the Allied board had previously accepted their negotiating committee's recommendation to reject the code and the rejection was accordingly decided the day before the distributors had an opportunity to be heard.
>
> "It was quite apparent to the distributors from the very outset of the negotiations in October last that some of the Allied representatives participating in the negotiations did not want a code in any form."

On the charge that new clauses or new language not hitherto discussed had crept into the June 10, or fourth, draft the majors throw down this gauntlet:

> "Frequent references are made in the report to the effect that this or that clause appears for the first time in the March 30 draft, but not one word is said about the fact that Allied's general counsel was invited on January 16 to prepare a draft in language more suitable to Allied; that Allied's general counsel submitted such a draft on February 7; that Allied's general counsel (after the Allied negotiation committee ceased functioning) came to New York and conferred with distributors' attorneys regarding the draft of Allied's general counsel and that the draft of June 10 contains much of the language and suggestions of Allied. Yet the statement is made that Allied had no contact with distributors between the January 16 meeting and the receipt of the March 30 draft."

Minneapolis, further, saw an undercurrent of fuss and bother about the preamble to the June 10 draft. Allied men, or some of them, viewed it as a relinquishment of the theatremen's rights on future law-making activities. The majors say the February 7 draft, prepared by Allied's counsel, carried a preamble "which provided that the distributors were to sign the code and thus become bound to observe the principles, policies and practices there set forth, but did not provide for the signing of such code by exhibitors or exhibitor groups, and their being bound, too." They argue, and it would appear to be with some justice, this was one-sided and unfair and thereafter prepared a preamble in new form "which provided that the exhibitors and organized groups of exhibitors as well as the distributors should sign the code and be bound thereby."

## And Hereafter

At any rate, the formula by which clearance tangles can be adjudicated is now well under adjustment. The majors feel they can begin to move quickly on the extended job of setting up boards. Their whole attitude, reflecting their intent, is to go ahead as quickly as it is possible and forget Allied ever played a part in code formulation.

Those majors get very determined from time to time.

# Paramount's New York Hostess Speaking



"You are planning a trip to New York this summer? You want hotel reservations made for you. You want to know the easiest way to get to the World's Fair, the highlights of the Fair. You want to know how to get to Jones Beach, to Coney Island, to West Point, to the Empire State Building. You want to know the restaurants with the best food at the most reasonable price.

"All right... I'm here in a fine, big, comfortable hostess suite on the Ninth Floor of the Paramount Building on Times Square, ready to help you, your family, or your friends enjoy and get the most out of their trip to New York this summer.

"And if it's 'business as usual' for you while in town, I'll be glad to assist you with stenographic or secretarial service. In short, I'm here to give you the same neighborly, friendly service which for 25 years has characterized every dealing of this great Paramount organization."



**Miss Evelyn O'Connell**

Paramount's New York Hostess. Write, wire, 'phone her for any and all information, etc. Make her office your New York headquarters when visiting New York this summer.

Paramount

# N. Y. IND'P'TS RESENTFUL OVER DRIVE FOR HIGHER PRICES; MAY FIGHT BY GOING SINGLE

## Plan Already Gets Test In Scattered Spots; Vodvil Included

NEW YORK—Independent exhibitors in this territory are resentful over the drive of major distributors to increase rentals for the new season and say they are going to retaliate. There is a plan afoot to toss out second features, either replacing them with flesh attractions, or making a go of it with one film and shorts.

The plan is now in the whispering stage. Tete-a-tetes over luncheon tables, casual conversations in exchange corridors and pointed remarks during otherwise normal business calls are pointing the way. The film-vaudeville approach is already getting experimental treatment in isolated spots. Operators who have tried it are reporting to others the exact cost of the venture. In one instance, this report is supposed to have divulged that five acts, including one fairly well-known "name," as well as five musicians and a licensed stage hand cost the theatre as little as $65 for a one-night stand and $115 for two nights.

Along with the report went the hint the musicians and stagehands unions are more than anxious to "play ball" to get some of their men back to work, if for no other reason than to "take a poke" at major circuits for spurning all attempts at conciliating the unions' demands for relieving unemployment.

**Boost Tops 200%**

Although this particular operator admitted the cost of the vaudeville, music and stagehand totaled more than that of an "ordinary" second feature, boxoffice returns were more than 200 per cent above the usual two-picture program take. He attributes the increase directly to the stage venture.

The attitude of the musicians and stagehands unions in offering "fullest cooperation," according to this exhibitor, even embraced the offer of three musicians instead of the customary five and one stagehand instead of the usual two-man minimum.

There appears to be no fear over any dire results should independents resort to wholesale cancelling of second features. In order to foster a single picture policy, which would naturally call for top attractions only, operators know they would have no cause to ask for an adjustment of the payoff on the lone attraction. In other words, if an exhibitor books a 35 per cent picture to head his dual show, and couples it with a second feature, usually flat, this procedure, as a matter of course, it is pointed out, invariably brings the cost of the top film below the 35 per cent allocation.

In order to pursue a single film policy, the exhibitor knows he is going to have to pay the full 35 per cent. But, the argument runs, the exhibitor is going to be more than willing to pay the full percentage if he gets product commensurate with percentage allocations. The independent exhibitor says he is willing to pay any reasonable figure if the picture earns its rental.

And he sees himself getting a more selective choice, if, by halving the number of pictures necessary on a single bill policy, he can eliminate two or three companies entirely. The view of an independent operator who has been experimenting with singles and who declares he will need but four companies' product rather than six, is that 90 per cent of pictures now released are suitable for no other than secondary positions anyway and that with switching going on indiscriminately he is actually being charged for first class attractions while getting the reverse.

"Cost of film alone runs between 40 and 50 per cent," another independent exhibitor complains. "With other normal expenses the cost to operate my house today is about 60 per cent. And now distributors are telling us they are being forced to ask higher prices for next season due to increased budgets. They must be silly to think we will stand for it."

His view continues: "If all independents joined in adopting a single feature policy one thing would surely happen to distributors to bring them around. They would be faced with a terrific oversupply of pictures. Perhaps, then, they would adopt a more liberal attitude."

But, as in past years when independent operators have found themselves in the same boat, they again appear to be without a pilot to navigate them around the shoals. There seems to be substantial individual resentment toward sales policies, yet nothing like a mass movement to break them down is in sight.

Acting individually, however, independent operators say they still have a weapon and, although it may not resolve itself to larger bank accounts, it may prove costly to some distributors. The theory here is that by buying fewer contracts the company that finally runs up the least sales may capitulate and forget about asking increases.

Here is the gist of the point as presented by an independent exhibitor: "I've watched the announcements of those companies that have held sales conventions and each has hoisted the cost of film. M-G-M is selling 10 at 35 per cent and 10 at 30 per cent, whereas there were only eight in each of these brackets this season. Herman Wobber made no bones

(Continued on page 15)

## *UA Lines Up Nine Attractions In Its Top 1939-40 Division*

NEW YORK—UA is offering a minimum of nine in its top bracket for the new season. Among them are "They Shall Have Music" and "The Real Glory" from Samuel Goldwyn; "Intermezzo," "Rebecca" and one untitled from David O. Selznick; "The Californian" from Douglas Fairbanks sr., and one each from Walter Wanger, Edward Small and Hal Roach.

The two Goldwyns, originally on the current season schedule, already have been sold in approximately 8,000 accounts.

Deals for percentages and flat rentals vary with the circuits, independent operators and other situations involved, it is pointed out, with flexibility of policy favored as negotiations are carried on. In some situations, it is understood exhibitors are asking that the Goldwyns and Selznicks only be listed in the top bracket and the Fairbanks, Wanger, Small and Roach specials in the next highest bracket.

In all, the distributor is offering a total of 36, with each producer's output for the new season being made available along with pictures promised for the current season and not either produced or released.

The breakdown of each producer and the pictures to be made available are as follows:

*Charles Chaplin*—"The Dictators."

*David O. Selznick*—"Rebecca," "Intermezzo" and a third unnamed film.

*Alexander Korda*—"Sinner" and "Jungle Boy," which are new, and "Over the Moon," "Thief of Bagdad" and "Four Feathers," which appeared on the current schedule.

*Samuel Goldwyn*—"They Shall Have Music" and "The Real Glory," scheduled for this season.

*Walter Wanger*—"The House Across the Bay," "My Personal Life," "Whose Wife" and "Send Another Coffin," new productions, and "Winter Carnival," on the current program.

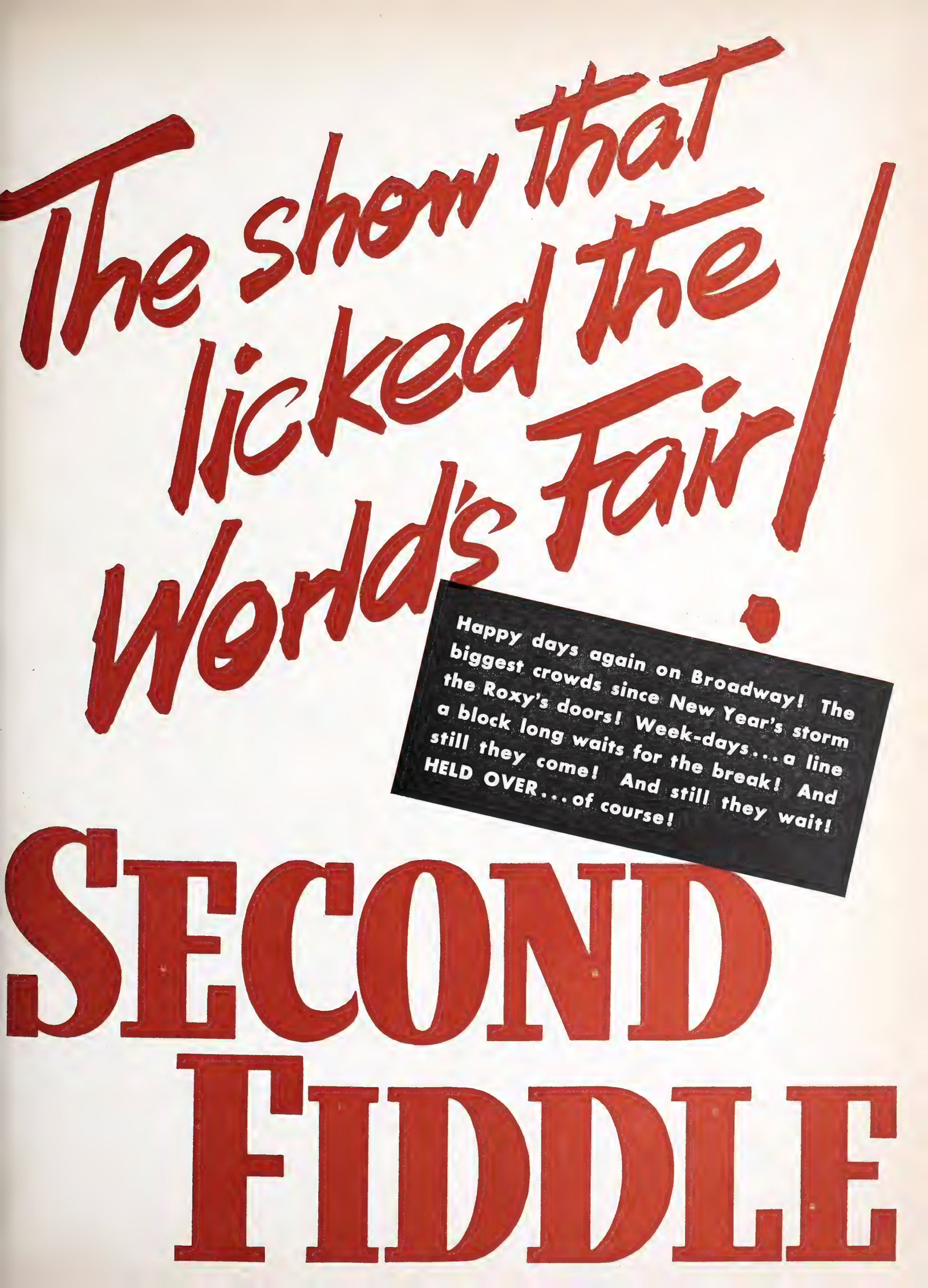
*Edward Small*—"My Son, My Son," "Two Years Before the Mast," "Quantrill, the Raider," "Valentino," and "Food for the Gods," new films, and "Kit Carson, Avenger," "South of Pago Pago" and "Man in the Iron Mask" on this season's schedule.

*Hal Roach*—"The Housekeeper's Daughter," "Of Mice and Men," "Turnabout," "Captain Caution" and "1,000,000 B. C.," new productions, and four Laurel and Hardy four-reelers, the first of which will be "A Chump at Oxford," sold on the current program.

*Douglas Fairbanks sr.*—"Californian."

*Sol Lesser*—"Our Town."

*Ernst Lubitsch*—An unnamed picture.


The show that licked the World's Fair!
Happy days again on Broadway! The biggest crowds since New Year's storm the Roxy's doors! Week-days...a line a block long waits for the break! And still they come! And still they wait! HELD OVER...of course!
SECOND FIDDLE

# Features Up to 524, And May Reach 600

NEW YORK — Ten distributors declare themselves to a total of 524 features and 592 shorts for the new season. This represents an increase of 17 features over commitments by the same companies for the season now about to close.

With scattered independents to be heard from, indications are that the total output available to the domestic exhibitor may possibly aggregate 600. GB appears to be out of the running and Grand National is endeavoring to work out its production and release plans. GB put itself down for 24 at the advent of this season and GN, 52. Nothing like the promise was delivered.

Within the past few years, the independent market, with the exception of Republic and Monogram, has shown a decided slack with state rights exchanges making all efforts to encourage production, but without noticeable results. Ben Judell recently declared he would produce 36, starting in December, with Sig Neufeld in charge of production. The net results from independent producers without national outlets for the current season is estimated at less than 50, according to some state right operators, but if Judell and a few others who have big production plans in view come through, the number from this source will swell considerably next season.

**Includes Foreigns**

The less than 600 features includes the number to be brought from the other side by both majors and independents. From 312 to 416 are necessary for exhibitors with twin bills making three and four changes a week. This supply is met, provided the eight majors and two independents come through with announced or anticipated schedules which now aggregate 524, including 90 shoot-'em-ups.

However, in the thickly competitive areas, such as New York, the total figure will bring on demands for reissues, such has been the case in a number of local situations. Films as old as seven years and more have been dusted off and find a temporary haven on 42nd St. and in several other spots. Alphabetically, the following companies have listed these features and shorts:

Columbia will have 56 features of which 16 will be westerns and 130 shorts. Four serials, the same as the current season, are listed.

M-G-M will range from 44 to 52 features, while shorts next season will total 79, as compared with 92 this season.

Monogram is down for 54, including 24 western. Its regular consignment of features is being increased from 26 to 30.

Paramount stays at 58 again, but its shorts will drop from 98 to 85.

Republic shrinks from 55 to 50 features of which 24 will be westerns. This company also lists four serials.

RKO increases from 54 to 60 which includes six westerns and two specials. Its shorts remain constant at 94.

Twentieth Century-Fox reduces from 56 to 52 with shorts continuing unchanged at 52.

United Artists promises a maximum of 36, including a series of four Laurel and Hardy comedies each in four reels.

Universal increases from 52 to 58, including 14 westerns. There will be 66 shorts, or an increase of one, a special called "March of Freedom" in three reels, over this year. Serials total four, as in the current year.

Warners will shave its total by four to a final court of 48. Shorts run to 86 as compared with 134 this season.

The newsreel situation, of course, remains unchanged with 104 issues for the year scheduled each from M-G-M, Paramount, 20th-Fox, RKO and Universal.

## *Bang-Bangs Jump To 90 for '39-40*

**New York—Six companies promise 90 westerns for 1939-40. This is the lowdown:**

| | |
|---|---|
| **Columbia** | **16** |
| **Monogram** | **24** |
| **Paramount** | **6** |
| **Republic** | **24** |
| **RKO** | **6** |
| **Universal** | **14** |
| **Total** | **90** |

**The same lineup of companies in the season now closing was committed to deliver 80. Columbia, Paramount, Republic, and RKO continue without change next season while Monogram jumps from 16 to 24 because of eight John Wayne reissues as Universal increases from 12 to 14.**

## *See Early Solution of Nova Scotia Tangle*

TORONTO—Distributors here are of the opinion the Nova Scotia situation, threatening an act by the legislature providing penalties for alleged unjust discrimination, is due to be cleared up.

Two important meetings on the matter were held in Halifax, following which a spokesman said they had produced "some understanding between the exhibitors and exchanges which would enable them to reach a working basis." The sessions were said to concern booking and clearance.

# First Runs in L. A. May Undergo Shift

LOS ANGELES—A local upset in long-standing booking arrangements with possible overtones reaching beyond the specific situations impends in a move whereby Paramount may split its first runs here and in Hollywood between the Paramount and Warner's Hollywood. In back of the discussion is the desire on Paramount's part to obtain for itself a show window in Hollywood for the moral effect on the studio.

The plan provides for the Paramount downtown to play Warner and Paramount product day and date with the Warner in Hollywood. The downtown Warner house, now running its namesake's output simultaneously with the theatre in Hollywood would become the "sluff" house for both lines of pictures, plus a stage show.

This is the second of two schemes Paramount officials have been considering, although both of them tie in directly with the desire to show first run in Hollywood and thus close to the studio. The original idea was to split first run between the downtown Paramount and the Pantages, Hollywood with the RKO Hillstreet downtown converting into the "B" house.

Universal now operates with RKO on exactly such an arrangement. The effect on the former's outlets here in the event the Paramount arrangement had gone through is not known. George J. Schaefer, RKO President, is understood to have put the kibosh on the Paramount suggestion.

## *WB Retires Over Half Of Its Debentures*

NEW YORK—Either by calling for payment or through purchase in the open market, Warner has retired $10,000,000 of six per cent convertible debentures due Sept. 1, 1939, since August, 1938. Of this amount about $6,000,000 was redeemed for cash as of June 29.

About $19,400,000 of new six per cent debentures are outstanding, maturing 1948.

## *They Say So Themselves*

**New York—Ten distributors, their conventions and their programs for 1939-40 behind them, say they will deliver 524 features for the new season. This compares with a total of 507 promised for this rapidly expiring season, as the following compilation is designed to demonstrate:**

| Company | 1938-39 | 1939-40 |
|---|---|---|
| Columbia | 56 | 56 |
| M-G-M | 52* | 52* |
| Monogram | 42 | 54§ |
| Paramount | 58 | 58 |
| Republic | 55 | 50 |
| RKO | 54 | 60 |
| 20th-Fox | 56 | 52 |
| United Artists | 30 | 36** |
| Universal | 52 | 58 |
| Warners | 52 | 48 |
| Totals | 507 | 524 |

*Minimum, 44; expected maximum, 52.
§Includes eight John Wayne reissues.
**Includes four Laurel and Hardy four-reelers.



# COLUMBIA'S NEW SURE-FIRE SERIAL "OVERLAND WITH KIT CARSON"

**RELEASED JULY 22**
when the kids are rarin' to go to a rip-roarin' action serial show!

# OVERLAND WITH KIT CARSON

STARRING

# BILL ELLIOTT

OF "WILD BILL HICKOK" FAME!

with

IRIS MEREDITH · RICHARD FISKE
BOBBY CLACK (WORLD'S CHAMPION JUNIOR COWBOY)

SCREEN PLAY BY
JOSEPH F. POLAND · MORGAN B. COX · NED DANDY
DIRECTED BY SAM NELSON · NORMAN DEMING

A COLUMBIA CHAPTER PLAY

**EXPLOITATION SCOOP!**
12-year-old BOBBY CLACK, nation's ace juvenile rodeo star, holder of the World's Junior Trick Riding and Trick Roping Championships, has a big featured role!

COLUMBIA PICTURES

*Watch for "THE SHADOW"... First of Columbia's Sensational 1939-1940 Serial Program!*

# "Jack Rabbit" Shows Again Plaguing the Middle West

*By* B. O. TELLER

CHICAGO—Numerous complaints are being received at local exchanges from independents throughout the state on usual summer "jack-rabbit" competition.

And, according to several reports received by BOXOFFICE, the traffic in so-called "non-theatrical" 16mm feature prints one, two, or more years old, is cutting more and more into revenue of legitimate exhibitors, not only in Illinois, but throughout the middle west.

An example of how the "free movies" cut into the revenue of a theatre is illustrated in the situation of Clayton Jones, who operates the Sheldon Theatre in Sheldon, Ill.

Various "jackrabbits" operate in small towns having no theatres within a radius of 30 or so miles from Sheldon. One night farmers in the vicinity may go to Iroquois, four miles north of Sheldon; another night, to Donovan, seven miles north; still another to a large rural tavern, 14 miles away. There are also free shows at Papineau and Martindon, Ill., and Brook, Earl Park and Boswell, Ind. All of these towns are potential markets for Jones' theatre.

"It doesn't matter to the farmers and their friends if a picture is a year or more old," says Jones. "And besides, those operating the free movies, in most instances, are smart enough to advertise only popular star names. It is getting so farmers follow the circuit of free shows and brag they can see a free show every night in the week. They have to drive to town anyway, they say, and they might as well drive a few miles farther and not have to pay for their entertainment. As many as 1,000 persons are present each night at those free shows."

"There is one way these shows can be stopped," says another exhibitor, who remarked about similar circumstances in the central part of Illinois. "Producers should see to it no 'bootleg' 35mm prints fall into wrong hands. Then no 16mm prints can be developed. And besides, producers should not permit a few dollars dangled before them by 16mm companies to influence them into selling 16mm rights for pictures, however old."

It is estimated more than 300 "jackrabbit" operators are in the midwest.

## Mae West to "U"

HOLLYWOOD—Mae West goes to Universal on a three-picture deal, first of which will co-star her with W. C. Fields in a story of the old west.


"Baba SANDY diddum ga goon goo SANDY glub google goo!"



(Translation) "Baby Sandy rocketted to fame on first appearance." said the N.Y. News. Sez Sandy: "That rocket was fixed up with a super-charger in my new picture." *

* UNIVERSAL presents Baby SANDY in "UNEXPECTED FATHER" with Shirley ROSS Dennis O'KEEFE Mischa AUER
For Release July 7th


# 21 UA Features for National Theatres

NEW YORK—National Theatres has closed with UA for 21 pictures next season. These will be four from David O. Selznick, five from Edward Small and as many from Hal Roach, two from Lubitsch-Lesser, four from Alexander Korda and one from Douglas Fairbanks sr., "The Californian," which he will produce.

No mention is made of the Charles Chaplin production. Neither is anything said of the group to come from Samuel Goldwyn, these having been bought on the 1938-39 contract. The Laurel & Hardy four-reelers, four of them, are not included in the deal.

Prices are to be based on drawing power. The circuit does not buy in brackets, having discarded this plan three years ago in favor of the present policy which gives the distributor a percentage of the earnings on each individual film.

L. Jack Schlaifer, western sales manager for UA, closed the deal after weeks of negotiating with J. J. Sullivan, William T. Powers and Aubrey Schenck.

## Who Will Make What for RKO Radio in 1939-40

(Continued from page 5)

*George O'Brien*—Star in six westerns.
*Edna May Oliver*—"Nurse Edith Cavell."
*Joe Penner*—Star in "The Day the Bookies Wept."
*ZaSu Pitts*—"Nurse Edith Cavell."
*Barbara Read*—Featured in "Village Scandal; also in "Distant Fields."
*May Robson*—"Nurse Edith Cavell."
*Ginger Rogers*—Star in two untitled.
*George Sanders*—Star in "The Saint's Vacation" and "The Saint Overboard;" also in "Nurse Edith Cavell."
*Anne Shirley*—Star in "Child of Divorce" and "Anne of Windy Poplars."
*Sophie Stewart*—"Nurse Edith Cavell."
*Claire Trevor*—"Allegheny Frontier."
*H. B. Warner*—"Nurse Edith Cavell."
*John Wayne*—"Allegheny Frontier."

## Ponder Over Code Clauses To Go in Film Pacts

(Continued from page 4)

the March 30 draft. In conclusion, the statement says, "We are not alone in this belief, as already the majority of organized theatre owners, independent as well as affiliated, have indicated their desire to operate under such a code and are anxious that its application be put into effect at the earliest possible moment."

## WB Summer Tests

NEW YORK—Warner branch managers are securing detailed reports on boxoffice and audience reaction to eight July-August releases to determine the practicability of the company's plan for releasing its important productions during summer months. The idea originates with Gradwell L. Sears.

# Higher Prices Drives Irk Independents

(Continued from page 10)

about informing the trade that 20th Century-Fox will have to get more money because of increased budgets. RKO didn't sell a single picture from its regular lineup for 1938-39 over 35 per cent. Yet it has two down at 40 per cent for next season and has increased its 35 per cent bracket from four to six.

"The companies are certainly determined to make it tough for us," he continues. "I don't understand their reasoning. There is a ceiling for the amount of rental that comes out of any given situation. The distributors don't gain a penny by increasing percentages. I can afford so much, and no more for pictures. A 'C' picture has never been a substitute for an 'A' but a snappy stage show, properly ballyhooed, has been known to outgross even an 'A' in certain localities.

"Well, in my case I'm facing an increase of about $100,000 in rent on my theatres," he continued. "The unions are taking about $5,000 more from me than last year. Each year salary increases cost me an additional $1,000. Now, if someone will guarantee that the pictures I'm going to get, even though they cost more, will get me the business commensurate with their cost and return me a fair profit, I'll be satisfied. But it never works out that way. So I'm just going to buy fewer products. I've been burnt too many times. And lots of other exhibitors I know feel the same way about it."

## *Official Allied "Voice" Is Readied in Boston*

BOSTON—Final details are being readied by Independent Exhibitors, Inc. here for the fall debut of *The Allied Exhibitor*, official publication of National Allied. Size and format are still undecided, but the paper will contain advertising.

Editorial policy will be controlled by the national president and chairman of the board. The local Allied unit, of which Nate Yamins is president, will be responsible for editorial content.

## *RKO British Film Goes On 1939-40 Contracts*

NEW YORK—RKO is selling "Queen of Destiny," formerly known as "Sixty Glorious Years," produced by Herbert Wilcox in England, on 1939-40 contracts. A number of accounts were sold this season before it was decided to stop selling and put the film on the new program. This is one of three specials being offered. The other two are "Pinocchio" and "The Ramparts We Watch."

## *Plans Long Tour*

NEW YORK — Sam E. Morris, Warner vice-president in charge of foreign sales, leaves July 28 for a three-month tour of Central and South America. Sales conventions in Rio de Janeiro and Buenos Aires are planned.

# *Urges Mayer to Make Lewis Novel as Aid to Democracy*

NEW YORK—Urging Louis B. Mayer to re-open production of "It Can't Happen Here," Professor Henry Pratt Fairchild, president of Film Audiences for Democracy, states in an open letter released to the press "the complete abandonment of this picture would be a severe blow to the rising forces of democracy."

"In the event, if for one reason or another, you do not feel justified in so doing," Fairchild requests, "we urge you to sell the rights to other people who we know are eager to produce the story intact."

Stressing the fact the M-G-M studio was the only one that entertained visiting Nazi editors, Fairchild writes, "One is almost forced to believe the comments in the industry that you are more interested in appeasing Nazism than protecting the welfare of your own country."

Fairchild charges the company's statement that the public is not interested in "propaganda" films is not based on the facts. He calls attention to the boxoffice figures on "Confessions of a Nazi Spy" and "Juarez."

He also expresses his surprise that Mayer, as a Jew, decided to abandon the film. "It is sufficiently proven by now," Fairchild points out, "that people of your race are the first to feel the wrath of Fascism, whether it be delayed six months or a year, depending on the income bracket, it strikes nevertheless."

### No Mayer Statement; Warner Still "Willing"

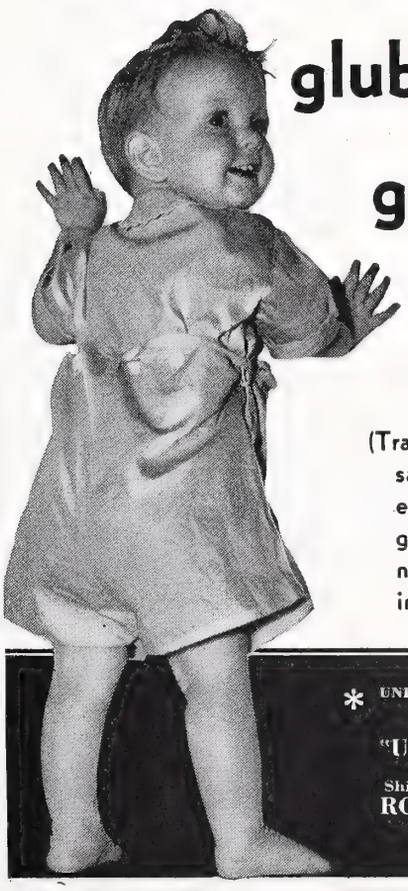
HOLLYWOOD—Louis B. Mayer refused to issue a statement answering the blast by Henry Pratt Fairchild of Film Audiences for Democracy against the decision by Metro to withhold production of "It Can't Happen Here."

In the meantime, the publicity department unofficially declares that Metro, upon learning that Warner was interested in the purchase of the film rights to the Sinclair Lewis novel, sent agents to the Burbank studio offering to sell, only to find that Warner was "not interested." Warner spokesmen, however, reiterate their willingness to acquire the story "at a fair price" and to produce the film.

### Cancels British Trip

TORONTO—N. L. Nathanson, head of Famous Players Canadian Corp., has cancelled his trip to England because of the illness of J. J. Fitzgibbons, vice-president.


"Goo-goo diddl google, glub SANDY— grhhh da-da glubbl!"



(Translation)"The Herald Tribune said "Sandy steals virtually every scene." I was just a beginner then. I'm camera-wise now, and I just bowl 'em over in my new picture.' "

* UNIVERSAL presents Baby SANDY in "UNEXPECTED FATHER" with Shirley ROSS Dennis O'KEEFE Mischa AUER

For Release July 7th

# "MR. CHIPS" IS WEEK'S ACER AT 175 PER CENT

AVERAGE IS 100%

## Top Hits of the Week

GOODBYE, MR. CHIPS (dual)—Indianapolis .....175

MAN ABOUT TOWN (dual)—Omaha .....160

EAST SIDE OF HEAVEN—Denver.....155

GOODBYE, MR. CHIPS—New Orleans, Seattle .....150

JUAREZ—Denver (2nd wk.) .....150

DAUGHTERS COURAGEOUS—New York City .....130

GOODBYE, MR. CHIPS—New York City (6th wk.) .....130

KID FROM KOKOMO—Denver, Portland .....130

MAN ABOUT TOWN (dual) Seattle..130

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 7th wk., New York City.

**The Mikado,** 4th wk., Chicago.

**Invitation to Happiness,** 3rd wk., New York City.

### BOSTON

Fenway—**Kid From Kokomo** (FN); **Streets of New York** (Mono) ..... 75
Memorial—**The Mikado** (Univ), 2nd wk.; **For Love of Money** (Univ), 1st wk..... 75
Metropolitan—**Susannah of the Mounties** (20th-Fox); **Charlie Chan in Reno** (20th-Fox).... 70
Orpheum—**Captain Fury** (UA); **6,000 Enemies** (M-G-M) .....105
Paramount—Same as Fenway ..... 80
State—Same as Orpheum .....110

### CHARLOTTE

Broadway—**Undercover Doctor** (Para), 1st half 85
Broadway—**Burn 'Em Up O'Connor** (M-G-M), 2nd half .....100
Carolina—**Invitation to Happiness** (Para)....110
Imperial—**Maisie** (M-G-M), 1st half.....110
Imperial—**The Gorilla** (20th-Fox), 2nd half.... 95
State—**Whispering Enemies** (Col), 1st half.... 80
State—**In Old Caliente** (Rep), 2nd half.....100

### CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), held 2nd wk. .....125
Chicago—**Invitation to Happiness** (Para), plus stage show; picture moved to Garrick for 2nd wk. .....100
Garrick—**Juarez** (WB), 4th loop wk..... 90
Oriental—**Hound of the Baskervilles** (20th-Fox); **Three Smart Girls Grow Up** (Univ), continued loop runs; stage show.....100
Palace—**The Sun Never Sets** (Univ), plus stage show (closed for summer) ..... 90
Roosevelt—**Only Angels Have Wings** (Col), 2nd loop wk. ..... 85
State-Lake—**Winner Take All** (20th-Fox), plus stage show. ..... 90
World-Playhouse—**The Mikado** (Univ), 4th loop wk. ..... 90

### CINCINNATI

Albee—**Kid From Kokomo** (FN) .....115
Capitol—**Juarez** (WB) .....110
Grand—**Young Mr. Lincoln** (20th-Fox), 2nd wk. .....110
Keith's—**Naughty But Nice** (WB), held.....120
Lyric—**Sun Never Sets** (Univ) .....110
Palace—**Goodbye, Mr. Chips** (M-G-M), 2nd wk., held .....110

### CLEVELAND

Allen—**Missing Daughters** (Col) .....100
Hippodrome—**Susannah of the Mounties** (20th Fox) ..... 80
Palace—**The Mikado** (Univ) ..... 75
State—**Captain Fury** (UA) ..... 85
Stillman—**Goodbye, Mr. Chips** (M-G-M), 3rd wk. ..... 80

### DENVER

Aladdin—**Juarez** (WB), after a wk. at the Denver .....150
Denham—**Invitation to Happiness** (Para)..... 70
Denver—**East Side of Heaven** (Univ), plus stage show .....155
Orpheum—**Tarzan Finds a Son** (M-G-M); **Almost a Gentleman** (RKO) ..... 75
Paramount—**The Kid From Kokomo** (FN); **You Can't Get Away With Murder** (FN)....130
Rialto—**Only Angels Have Wings** (Col), after a wk. each at the Denver and Aladdin; **It Could Happen to You** (20th-Fox).....115

### DETROIT

Adams—**Mikado** (Univ), after a wk. at Fox; **Blind Alley** (Col), after wk. at Fox..... 80
Fox—**Hound of the Baskervilles** (20th-Fox); **Susannah of the Mounties** (20th-Fox)..... 75
Michigan—**Captain Fury** (UA); **The Kid From Kokomo** (FN) ..... 75
Palms State—**Invitation to Happiness** (Para); **Heritage of the Desert** (Para) ..... 70

### INDIANAPOLIS

Alamo—**Mountain Rhythm** (Rep); **Boys Reformatory** (Mono), 1st half ..... 85
Alamo—**In Old Montana** (Spectrum); **Fast and Loose** (M-G-M), 2nd half ..... 50
Apollo—**Star at Midnight** (RKO); **The Lost Patrol** (RKO) ..... 80
Circle—**Susannah of the Mounties** (20th-Fox); **Gracie Allen Murder Case** (Para)..... 80
Lyric—**Nancy Drew, Trouble Shooter** (WB), plus Johnnie Davis orchestra on stage.....100
Loew's—**Goodbye, Mr. Chips** (M-G-M); **Tell No Tales** (M-G-M) .....175

### KANSAS CITY

Esquire—**Only Angels Have Wings** (Col), at Midland 3 wks. ago .....120
Midland—**Tarzan Finds a Son** (M-G-M); **Missing Daughters** (Col) ..... 95
Newman—**Invitation to Happiness** (Para), holdover ..... 75
Uptown—**Charlie Chan in Reno** (20th-Fox); **Boy Friend** (20th-Fox) ..... 55

### LOS ANGELES

Chinese—**Tarzan Finds a Son** (M-G-M); **Winner Take All** (20th-Fox).....100
Downtown—**Juarez** (WB), 2nd wk. ..... 90
Four Star—**Goodbye, Mr. Chips** (M-G-M), 7th wk. .....125
Hillstreet—**The Mikado** (Univ); **Blind Alley** (Col) ..... 95
Hollywood—Same as Downtown..... 90
Pantages—Same as Hillstreet ..... 95
Paramount—**The Old Dark House** (Univ), reissue; **My Man Godfrey** (Univ) reissue, stage show ..... 75
State—Same as Chinese .....100

### MILWAUKEE

Palace—**Invitation to Happiness** (Para); **Undercover Doctor** (Para), 2nd wk..... 85
Riverside—**Street of Missing Men** (Rep), plus stage show .....120
Strand—**Susannah of the Mounties** (20th-Fox); **Only Angels Have Wings** (Col)..... 80
Warner—**The Sun Never Sets** (Univ); **Kid From Kokomo** (FN) .....100
Wisconsin—**Mutiny on the Bounty** (M-G-M); **Rose Marie** (M-G-M), reissues ..... 85

### MINNEAPOLIS

Aster—**Hotel Imperial** (Para); **Jones Family in Hollywood** (20th-Fox) ..... 90
Century—**Maisie** (M-G-M) ..... 90
Gopher—**Gracie Allen Murder Case** (Para).... 80
Orpheum—**Kid From Kokomo** (FN), plus stage show .....100
State—**Juarez** (WB) .....100

### NEW HAVEN

College—**Tarzan Finds a Son** (M-G-M); **Bridal Suite** (M-G-M), 2nd wk. ..... 80
Loew-Poli—**Young Mr. Lincoln** (20th-Fox); **Susannah of the Mounties** (20th-Fox)..... 90
Paramount—**Invitation to Happiness** (Para); **Woman Doctor** (Rep), 2nd wk., (6 days)... 60
Roger Sherman—**Of Human Bondage** (RKO), reissue; **Kid From Kokomo** (FN) ..... 75

### NEW ORLEANS

Center—**Ex-Champ** (Univ) ..... 75
Globe—**Dodge City** (WB) ..... 90
Liberty—**Ballerina** (SR) .....100
Lyceum—**Pygmalion** (M-G-M) ..... 90
Orpheum—**Kid From Kokomo** (FN)..... 90
Saenger—**Young Mr. Lincoln** (20th-Fox)..... 90
State—**Goodbye, Mr. Chips** (M-G-M) .....150
Tudor—**Wife, Husband, Friend** (20th-Fox).... 90

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 6th wk. held. .....130
Capitol—**Maisie** (M-G-M). ..... 50
Criterion—**S. O. S. Tidal Wave** (Rep)..... 75
Globe—**Black Limelight** (Alliance) ..... 85
Paramount—**Invitation to Happiness** (Para), 3rd wk. plus stage show.....100
Radio City Music Hall—**Good Girls Go to Paris** (Col), plus stage show .....110
Rivoli—**Stolen Life** (Para), 2nd wk, held..... 50
Roxy—**Susannah of the Mounties** (20th-Fox), plus stage show ..... 90
Strand—**Daughters Courageous** (FN), plus stage show. .....130

### OKLAHOMA CITY

Criterion—**It's a Wonderful World** (M-G-M)..100
Liberty—**Some Like It Hot** (Para); **The Mystery of the White Room** (Univ), 4 days .....115
Liberty—**Adventures of Jane Arden** (WB); **The Jones Family in Hollywood** (20th-Fox), 3 days ..... 80
Midwest—**Tarzan Finds a Son** (M-G-M) ..... 80
Plaza—**Captain Fury** (UA), moveover from Criterion ..... 70
State—**Tarzan and the Green Goddess** (SR); **Mexicali Rose** (Rep) .....100
Tower—**Young Mr. Lincoln** (20th-Fox)..... 80

### OMAHA

Brandeis—**Good Girls Go to Paris** (Col); **Parents on Trial** (Col), plus Louis-Galento fight pictures .....125
Omaha—**Man About Town** (Para); **Adventures of Jane Arden** (WB) .....160
Orpheum—**Never Say Die** (Para), plus stage show with Ella Logan and all-girl show....110

### PHILADELPHIA

Boyd—**Invitation to Happiness** (Para), 2nd wk. 100
Earle—**The Kid From Kokomo** (FN)..... 90
Fox—**Susannah of the Mounties** (20th-Fox), plus stage show headed by Tommy Riggs... 90
Karlton—**Tarzan Finds a Son** (M-G-M), 2nd run ..... 75
Palace—**Rose of Washington Square** (20th-Fox), 3rd run .....100
Stanley—**Captain Fury** (UA) ..... 90
Stanton—**Juarez** (WB), 2nd run, 2nd wk....110

### PITTSBURGH

Alvin—**The Sun Never Sets** (Univ), 5 days.... 85
Penn—**Invitation to Happiness** (Para) ..... 90
Stanley—**Captain Fury** (UA); Orson Welles and his radio group stage show with the Coon Creek Girls ..... 70
Warner—**Juarez** (WB), 2nd d.t. wk. .....110

### PORTLAND, ORE.

Broadway—**The Kid From Kokomo** (FN); **The Old Dark House** (Univ) .....130
Mayfair—**Tarzan Finds a Son** (M-G-M); **Code of the Secret Service** (FN) .....100
Orpheum—**Susannah of the Mounties** (20th-Fox); **Winner Take All** (20th-Fox) ..... 90
Paramount—**Man About Town** (Para); **Bulldog Drummond's Secret Police** (Para).....120
United Artists—**Maisie** (M-G-M); **6,000 Enemies** (M-G-M) .....110

### SALT LAKE CITY

Centre—**Man About Town** (Para).....100
Studio—**Juarez** (WB), held over .....115
Utah—**Calling Dr. Kildare** (M-G-M); **6,000 Enemies** (M-G-M) .....100
Victory—**Charlie Chan in Reno** (20th-Fox); **The Man Next Door** (Univ) ..... 95

### SEATTLE

Blue Mouse—**Maisie** (M-G-M); **6,000 Enemies** (M-G-M), moved over from Paramount..... 90
Fifth Ave.—**Invitation to Happiness** (Para); **Never Say Die** (Para) ..... 90
Liberty—**Good Girls Go to Paris** (Col); **Outside These Walls** (Col) .....100
Music Box—**Goodbye, Mr. Chips** (M-G-M)....150
Orpheum—**Susannah of the Mounties** (20th-Fox); **They Made Her a Spy** (20th-Fox)....100
Palomar—**Streets of New York** (Mono), plus stage show ..... 90
Paramount—**Man About Town** (Para); **You Can't Get Away With Murder** (FN).....130

# *On your mark...get set...GOO!*

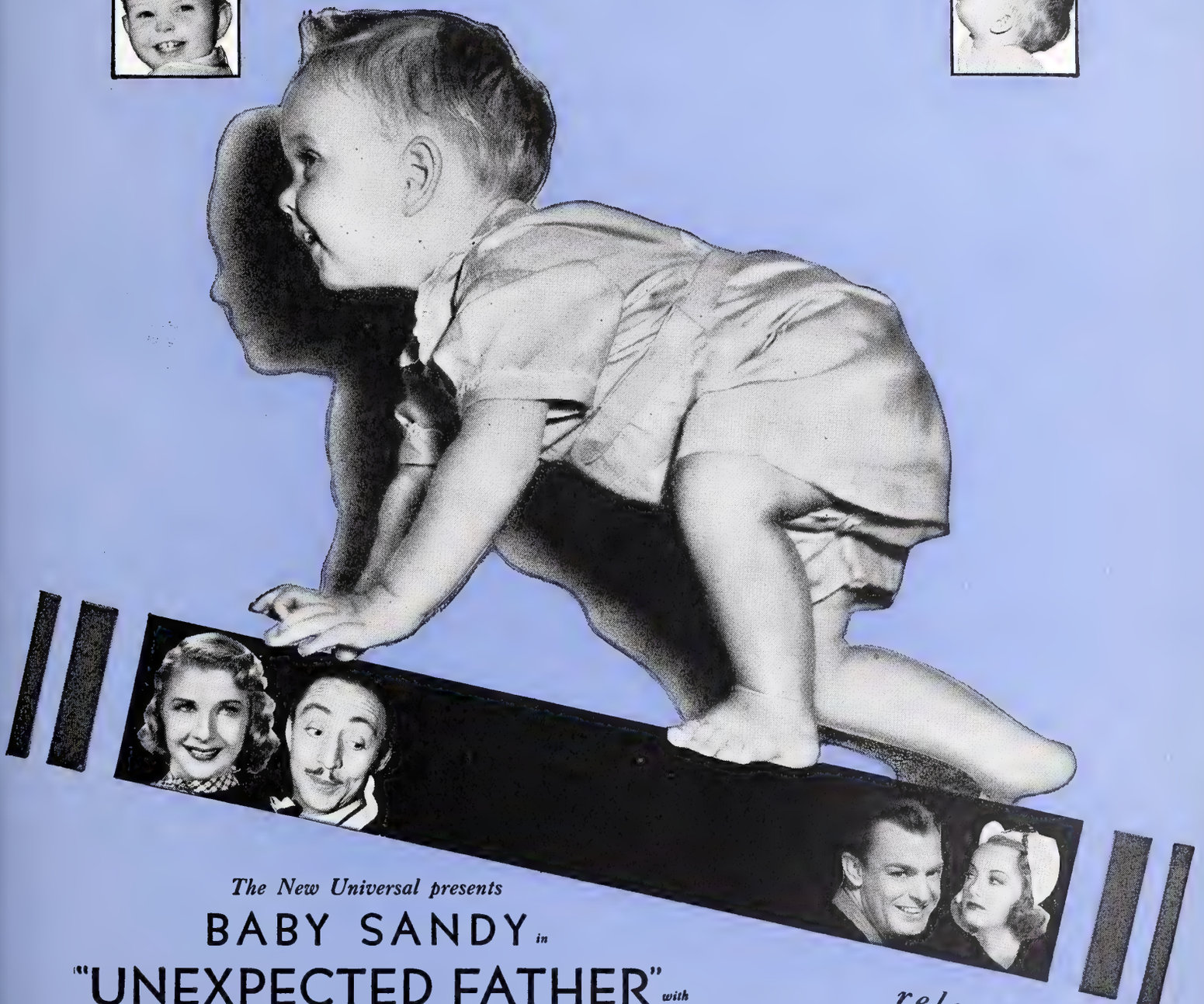




And did Baby Sandy go! In "East Side of Heaven" with Bing Crosby he won every critic in the country! He's next to the heart of everyone! More arms ache to hold him, more people want to see him, than any other new star in the business. And it's *your* "Business" in "Unexpected Father!"







*The New Universal presents*

BABY SANDY *in*

"UNEXPECTED FATHER" *with*

SHIRLEY ROSS • DENNIS O'KEEFE • MISCHA AUER

JOY HODGES · DONALD BRIGGS · ANNE NAGEL · DOROTHY ARNOLD

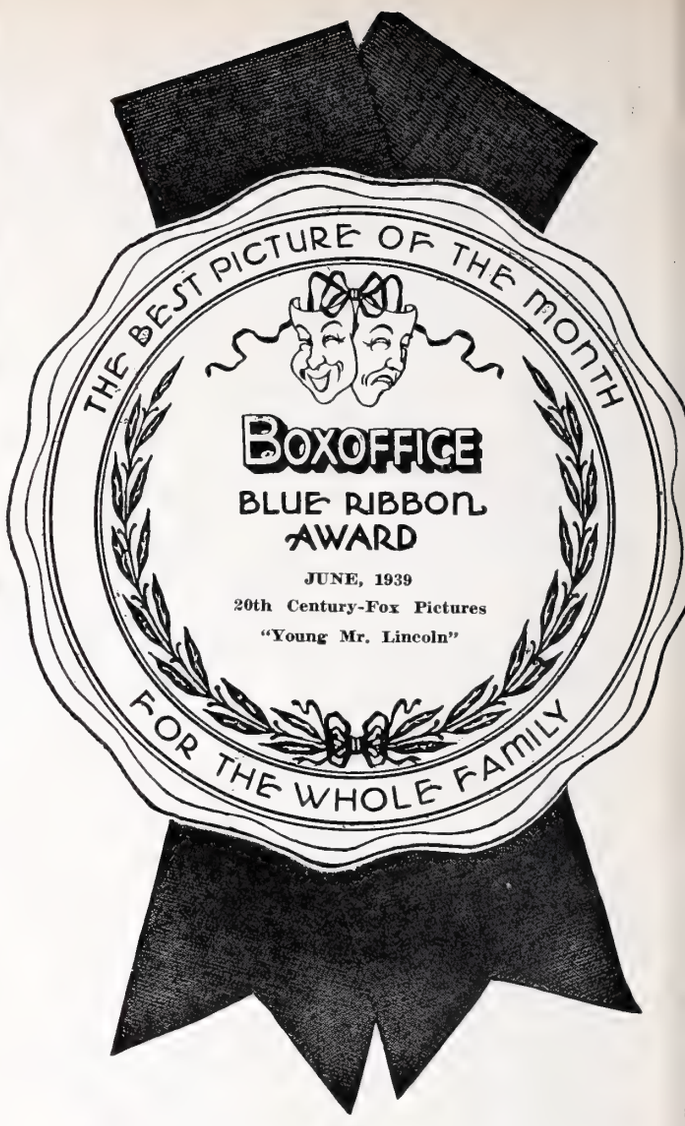
Screenplay by CHARLES GRAYSON & LEONARD SPIGELGASS ◆ Original story by Leonard Spigelgass

Directed by CHARLES LAMONT ◆ Associate Producer: KEN GOLDSMITH

*released now!*

UNIVERSAL PICTURES






# "Young Mr. Lincoln" Blue Ribbon Award Winner for Month of June

"Young Mr. Lincoln," a Cosmopolitan production released through 20th Century-Fox, and which brings to the public eye for the first time the human side of the youthful Abraham Lincoln, has been selected by the National Screen Council as winner of the BOXOFFICE Blue Ribbon Award for June.

John Ford, twice Academy Award winner, is responsible for the directorial achievement. Henry Fonda, Alice Brady, Marjorie Weaver and Arleen Whelan head the large cast of players.

"Young Mr. Lincoln" presents the background of Lincoln's formative years, and depicts the fundamental qualities that went to make up his future as America's man of destiny. Lincoln's human characteristics are revealed in scenes showing him splitting rails, passing quips and judging a pie contest. Highlighted are his training for the bar, his romance with Ann Rutledge, which was cut short by her death, his friendship with Mary Todd that led to eventual marriage, and his beginning in politics. Also portrayed is the famous "moonlight murder" trial, wherein Lincoln saves the Cass boys from the gallows, and in which performance is seen a glimpse of the Lincoln to be.

Second runner-up in the ballot count was "Juarez."

## Cast of Characters

*Abraham Lincoln*.....HENRY FONDA
*Abagail Clay*.....ALICE BRADY
*Mary Todd*.....MARJORIE WEAVER
*Hannah Clay*.....ARLEEN WHELAN
*Efe*.....EDDIE COLLINS
*Ann Rutledge*.....PAULINE MOORE
*Matt Clay*.....RICHARD CROMWELL
*John Felder*.....DONALD MEEK
*Carrie Sue*.....DORRIS BOWDON
*Adam Clay*.....EDDIE QUILLAN
*Judge Herbert A. Bell*
.....SPENCER CHARTERS
*Palmer Cass*.....WARD BOND
*Stephen A. Douglas*
.....MILBURN STONE
*Sheriff Billings*.....CLIFF CLARK
*Juror*.....ROBERT LOWERY
*Ninian Edwards*....CHARLES TANNEN
*Frank Ford*.....FRANCIS FORD
*"Scrub" White*....FRED KOHLER, JR.
*Mrs. Edwards*.....KAY LINAKER
*Wooldridge*.....RUSSELL SIMPSON
*Dr. Mason*
.....CLARENCE HUMMEL WILSON
*John T. Stuart*.....EDWIN MAXWELL
*Hawthorne*.....CHARLES HALTON
*Mr. Clay*.....ROBERT HOMANS
*Matt Clay (as a boy)*....JACK KELLY
*Adam Clay (as a boy)*
.....DICKIE JONES
*Barber*.....HARRY TYLER

## Production Staff

*Executive Producer*
.....DARRYL F. ZANUCK
*Associate Producer*
.....KENNETH MACGOWAN
*Director*.....JOHN FORD
*Original Screenplay*..LAMAR TROTTI
*Music by* .....ALFRED NEWMAN
*Photography*....BERT GLENNON, ASC
*Art Directors*.....RICHARD DAY, MARK-LEE KIRK
*Set Decorations*.....THOMAS LITTLE
*Film Editor*.....WALTER THOMPSON
*Costumes* .....ROYER
*Sound*.....EUGENE GROSSMAN, ROGER HEMAN

***This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion pieture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.***

# CLEARANCE SQUAWKS MOUNT AT RATE OF ONE EACH DAY; DISTRIBUTORS BLAME GOV'T SUIT

## *Call Session to Air "Pathetic" Protection Situation Upstate*

NEW YORK—A meeting has been tentatively set for July 11 in the office of H. M. Richey, RKO's "trouble shooter," to discuss possible alleviation of what is described as a "pathetic" clearance situation in Albany, Schenectady and Troy. Scheduled to attend are Si Fabian, Moe Silver, Warner Albany zone manager; E. Thornton Kelly, Allied of New York's executive secretary, and Richey.

The session, which has been once adjourned, is the outcome of complaints sent to Allied by Abe Stone, Eagle, Albany; Charles F. Wilson, Bijou, Troy; John Gardner, American, Schenectady, and A. Dwore, Cameo and Palace, Schenectady. The grievances all center about excessive clearance, coupled with allegations that product is costing more as the complainants' runs are set back.

Specifically, for instance, Stone avers he followed first runs by 30 days in 1930. In 1932, when Fabian took over operation of RKO houses in that territory, these units were given second run standing, and Stone was relegated to a subsequent run, he claims. With this, he continues, his availability was set back from 30 days to more than 60 days. It is his contention that all independent neighborhood houses be restored to a 30-day clearance.

In other instances, it is claimed complainants are forced to follow affiliated houses although they are four miles away, charge lower admissions, conduct more frequent giveaways, enjoy selective buying power and operate, in some instances, less attractive theatres.

### *Expect Decisions on UA And Columbia Petitions*

NEW YORK—Decisions are expected the latter part of this week from Federal Judges John W. Clancy and Edward A. Conger on the applications by Columbia and United Artists for additional bills of particulars from the federal government.

It is rumored in court circles that few, if any, additional particulars will be allowed.

### *Dismisses Patent Suit*

NEW YORK—Federal Judge Mortimer Byers on Friday tossed out the suit of Virgil C. Crites against Albert Radke, Warner Bros. and the United Research Corp. charging plagiarism of patents dealing with methods and means for optically reproducing sound.

### *3 ITOA Men Head For Washington*

**New York—Although he has not decided who he will take with him, Harry Brandt, president of the ITOA, may invite Sol Strassberg and another large independent circuit operator and two exhibitors, each operating one house, to accompany him to Washington for the informal talk with Harry Hopkins, secretary of the department of commerce, on July 18. The idea, according to Brandt, would give the government a picture of the large and small independent operator in New York.**

## An Anti-Trust Trial Date Unavailable

NEW YORK—Paul Williams, special assistant to the attorney general prosecuting the government anti-trust action against the major companies, is back in Washington without being able to secure a trial date for the action.

Williams discovered after his arrival that procedure requires he wait until 20 days after the filing of an answer, which will automatically place the case on the bottom of the trial calendar.

Since the answers were filed June 29, Williams plans a return in two weeks at which time he will see Judge John C. Knox. It is understood there may be difficulty in securing start of the action in October. It also is rumored Judge Knox has informed the government he cannot grant a preference before 1940. This would necessitate a wait until then, which the government is unwilling to do, or an application for a statutory court.

The statutory court consists of three judges, who would refer the entire proceeding to a special master. They, in turn, would rule on the master's findings. However, Williams is not willing to have the matter referred to a master, as it would close proceedings to the public. Since it is claimed this is a public matter, all the light that can be thrown on the case is desired by the government.

#### New Para. Suit Delay

NEW YORK—Hearing on the application to dismiss the Paramount minority stockholders' suit has been put over to July 18.

### Competitive Situations Get Serious Study by Major Exchanges

NEW YORK—Clearance protests by independent exhibitors are pouring in at the rate of at least one a day, according to local exchange managers, who state this is unusual and "is a result of the government's suit."

Exhibitors who have had grievances on protection, according to branch managers, are establishing their rights before the new selling season gets into full swing, seeking elimination of certain clearances and modifications where it is felt an injustice is being practiced against numerous houses.

While some of the exhibitors involved may or may not have complained to the department of justice, there is a feeling on Filmrow that, unless branch managers lend an ear to the balks, the men protesting will eventually file their objections in Washington.

Where exchange heads feel there is a basis for a change, efforts are being made to call in competitive situations for a thorough airing of the grievance. It is pointed out no alterations in established clearances can be made by distributors without the consent of the competitive situations.

#### Study Fields' Complaint

"After all," one exchange executive stated, "the clearances have been established over a period of years and, although there may be sufficient reason for us to believe they should be changed, we can do nothing unless the second or third parties agree to suggested revisions."

The complaint of Jack Fields of the Cameo, Jersey City, is being studied by distributor attorneys and H. M. Richey, RKO field contact.

Fields' attorney has met with counsel for a number of major distributors and it is planned to confer with George Skouras of the Skouras circuit for action.

None of the written complaints coming into local exchanges is being ignored. Distributors hold they want to help whenever they can as the new season gets under way. There is no desire to invite further suits on clearance, local sales executives explain, but it is not entirely up to the distributor. Cooperation must be had from competitive houses. But now, more than ever, distributors are inviting the competing operators to sit down and talk matters over.

### *Plan Building Start*

SUFFOLK, VA.—Harry Roth and Roy Richardson of the Pitts-Roth Theatres Corp. plan to start work in two weeks on a new 1,000-seat house on North Main St. Opening is slated for Labor Day.

# "A School That's Never Out," Hays' Kudo to Pictures

SAN FRANCISCO—Characterizing films as an important contribution in insuring "our tradition of liberty in business, as well as personal relationships," Will Hays declared the industry is expanding its program of cooperation with American education before the annual convention of the National Educational Ass'n.

He emphasized that in making available 590 non-current short subjects for classroom use the business rights of exhibitors have been fully safeguarded. The committees and educational groups with which the project has been developed have assured the industry that all of the subjects placed at their disposal will be used exclusively for bona fide classroom purposes during school hours and that no admission charge will be made, Hays said.

Declaring success depended on mutual understanding and cooperative endeavors, he added:

"Never was there at any time, anywhere before, a mirror which so completely and faithfully reflects the progress and failures, the culture or lack of it, the economic, political and social stress and strains of the whole human family as the photoplay. It is a school which is 'never out.'"

As another part of the industry's cooperative program, a series of pictures on human relations have been made available. Taken from existing non-current features, these studies indicate that American youth passing from childhood through adolescence to adult development have to adapt themselves to some 175 difficult human relations situations. A committee has prepared 75 of such subjects, which will be converted to 16mm.

A third phase of the program deals with photoplay appreciation studies in schools. Of this, Hays said: "It is the belief of our educational advisors that this part of the program should be broadly extended. It is more than a hope with us that you will find theatres everywhere ready to assist you."

He added film versions have removed "the stigma of drudgery from the study of the classics of literature into which they have breathed a new spirit of adventure," and declared "motion picture appreciation may best be taught in its natural setting, the motion picture theatre, in America a suitable and safe laboratory for your use."

## Old Pic Books 'Chips' At $50 a Week

**London—Robert Donat goes to work in the fall at the famous Old Pic Theatre here at the highly significant salary of $50 a week.**

**Invitation to appear at the venerable London Repertory Playhouse is a high honor, and the pay doesn't matter. Despite his film successes, Donat has steadfastly refused to abandon the theatre and, under the terms of his M-G-M contract, has the privilege of six months on the stage, following each two pictures.**

## Defense Enters Denials In Suit Over "Revels"

NEW YORK—RKO Radio Pictures, Matt Brooks, Eddie Davis, Anthony Veiller and Mortimer Offner have filed general denials in the federal court to the suit of Jesse Solomon against them.

Action charges the plagiarism of the plaintiff's book, "It Goes Through Here," in "Radio City Revels."



—Metropolitan Photos

## Assemble for Ginger's Premiere—

*Guests of W. G. Van Schmus and the Music Hall as "Bachelor Mother," starring Ginger Rogers, opened there. Charles Coburn, on the left, plays one of the leads. The others are Anna Neagle, soon to be seen in "Nurse Edith Cavell;" the managing director of the theatre, Eugenie Leontovich and Sam Jaffee.*

# 20th-Fox Business Abroad at Peak

BROOKLYN—Current foreign business of 20th Century-Fox is the biggest in the company's history, reports Walter J. Hutchinson, vice-president in charge of foreign distribution, on his arrival on the *Northern Prince* from South America.

Hutchinson, who has been gone for three months, during which time he attended sales conventions in London, Paris, Rio de Janeiro and Trinidad, was impressed with the results of the South American visit.

He says there is much of the cultural background of Latin American which can be woven into stories for better pictures. According to Hutchinson, the big pictures which are successful here are bound to please the Latin Americans.

Business in South America has kept a level pace, Hutchinson adds, with Argentine showing an approximate increase of eight per cent and Brazil nine per cent.

Twentieth Century-Fox will release from 38 to 40 pictures in the Latin American market in addition to two Spanish pictures. Those are "Miracle of Main Street" produced by Jack Skirball and "Children Command" produced by Ramos Cobian.

Turning to Europe, Hutchinson said there is nothing new on Italy and that 20th-Fox has moved its main offices in Spain from Barcelona to Madrid. But he did not know when the company would be allowed to take money out of the country.

Hutchinson had nothing to say on the Australian situation. On his return, he went into conferences with Clarence V. Hake, Australian manager, who has postponed his departure to July 19 in order to be on hand for discussions with Hutchinson.

### 20th-Fox Production Ahead, Despite World Conditions

NEW YORK—Irrespective of world conditions, 20th Century-Fox is going ahead with the greatest production outlay in its history, Herman Wobber, general sales manager, states on his arrival from the coast.

"We are going to have more top bracket pictures than ever before," he says in describing the current schedule.

Wobber estimates from present indications that the budget will be increased at least 10 per cent over the original outlay.

He adds the company's business is up 15 per cent and that currently in work are product deals with RKO and the Publix circuits.

## Local B-51 Still Seeking Back Pay for Strikers

NEW YORK—Negotiations are being continued by Local B-51 for two weeks' pay for members called out on strike when Local 306 threatened to pull its members out of major circuit houses because of a wage dispute. Exchange employes, members of Local B-51, lost two weeks' salary and were given $15 for the two weeks by the union, of which Local 306 gave $10.

# See Film Industry In an Off Year

NEW YORK—"This year looks like an off season for the movies, although compared with profits of general business, the amusement companies seem to be getting their share of the consumer dollars," says the *Wall Street Journal.*

However, the article declares "profits of the industry this year have been running at about the levels of a year ago. It observes showings of companies "vary considerably," singling out Loew's as "about even." 20th Century-Fox "down" and Warner and Paramount "well ahead." Improvement shown by the latter two companies "is in comparison with the poor showing made a year ago and represents a recovery to more normal operating conditions," the article continues.

Earnings of 20th Century-Fox in the second quarter are estimated "to be approximately 50 cents a share, or about the same level as in the first period. This would make total net for the first half about $1 a share, which is considerably below the $1.54 reported for the first six months of 1938."

The drop is due in part, the article states, to higher amortization charges as a result of increased cost of production arising out of higher labor costs. An attendance drop of "about 10 per cent" in Fox West Coast theatres, in which the company has a controlling interest, is a contributing factor, a further explanation goes.

Warner's earnings for the third quarter "will bring results to about $2,600,000, or 65 cents for the common," the article adds. "Income from the final quarter is not likely to add to this very much." For the 26 weeks ending Feb. 26, 1939, Warner reported $1,665,889 net profit, equal to 39 cents a share on the common.

"Paramount has been going through a long struggle to get its studios on a proper operating basis, which means ability to turn out good pictures at reasonable cost," it states. "Considerable progress has been made and, at the moment, the production end of the business is in black ink again. Paramount has a chain of theatres capable of netting $5,000,000 to $6,000,000 a year under favorable conditions. Lack of enough good pictures to show has held back profits," is the observation.

"Financially, Paramount is in first rate shape, with around $10,000,000 cash on hand and its debentures now practically all on a three and a quarter per cent basis. Studio operations are probably on the most economical basis in the history of the company."

The publication predicts "the likelihood of a final net for the August 31 fiscal year for Loew's of $5.50 a share." The company reported $3.68 a share for its first half against $3.76 a share a year ago.

"The amusement industry's problem at the moment," the article concludes, "along with coping with government investigations and higher labor costs, is the recurrent one of finding a new formula to amuse the public. Successful films cannot be turned out to order any more than hit Broadway plays. Films based on stage hits or well known novels are generally profitable, but competition for good ones among the producing companies is very keen."



## *As McNamee Observed His Tenth—*

*Universal and NBC executives give the Universal Newsreel commentator a birthday shindig at the Terrace Room atop the RCA Building. For instance, these men turned out, reading from left to right: Hank Linet, Adolph Shimmel, Lester Cowan, Anthony Petty, Tom Mead, Charles Prutzman, McNamee, naturally, William J. Heineman, John O'Brien, William A. Scully and Lou Pollock.*

# *Theatre Project Abandonment Encounters Bitter Criticism*

WASHINGTON—Criticising bitterly the "discrimination" shown by Congress in prohibiting the further use of WPA funds for the federal theatre project, President Roosevelt has signed the relief appropriation measure and thereby wrote "finis" to the government's efforts to subsidize the stage.

His action marked the end of acrid controversy in Congress, where a determined House forced the Senate to bow to its demands that the theatre project be abandoned forthwith.

The only solace to Senate friends of the project was the House acceptance of a provision that, instead of being kicked off the payroll immediately, non-relief administrative and supervisory employes of the project would be continued on salary through July and the relief actors and actresses could continue to draw pay to October 1.

A provision in the measure as it passed the House, that none of the funds appropriated could be used for the theatre project, precipitated a fight in the Senate, where friends of the federal stage succeeded in securing an amendment permitting the use of about $11,000,000 for the new fiscal year, only to see the House flatly refuse to accept such a compromise.

Spurred by leaders in all branches of thespianism, members in both House and Senate fought vigorously but unavailingly to have the project continued, backed by promises that the communistic element, whose activities developed the criticism which finally killed the project, would be eradicated.

The government's experiment in theatrical production cost something like $40,000,000 in a period of four years, about the amount, it was pointed out by Representative William Sirovich of New York, that the treasury collected in admission taxes in the same period.

## *He'll Start at Top Anytime*

**New York—There are many actors who studied for degrees in law, medicine and engineering that will probably die as actors.**

**One of these is Stuart Erwin. Except that he really has a longing ambition to become editor and publisher of a newspaper.**

**"When I'm through with films, or films have finished with me," he observed, "it is my intention to buy a newspaper in some small town and start at the top as an editor. The idea has fascinated me for a long time."**

**Starting at the top isn't a new fascination.**

## *Contends Equity Gobble Basis of AFA Charges*

NEW YORK—In challenging the fitness of the international board of the Associated Actors and Artistes of America to sit in judgment on the American Federation of Actors, Abraham J. Halprin, AFA attorney, declares "the desire of Actors' Equity to gobble up the AFA is the one real reason for the charges."

Halprin claims the deal has been made which provides for the assignment of jurisdiction over television to the Screen Actors' Guild in return for granting Equity control over the bulk of AFA's members.

# Move to Banish Games In Manhattan Ahead

NEW YORK—With a score of houses on Manhattan's mid-town east and west side winding up the first experimental week to abolish chance games throughout the city, an effort is being made to bring theatres below 14th Street into line.

Loew's, RKO, Harry Brandt's circuit and units of the Laurence Bolognino chain on July 3 dropped games in houses between 34th and 72nd Streets, west of Eighth Avenue, and between 34th and 60th Streets, on the east side. The move was instigated by Brandt and gained impetus through the $500 fine imposed by Judge Bayes in Brooklyn special sessions on the management of the Atlantic for violating the lottery laws.

Although independent houses below 14th Street claim to be willing to get on the bandwagon, RKO is said not to be disposed to follow suit in that area unless Loew's drops the practice on the lower east side, where the circuit has substantial representation.

The Atlantic case will be appealed, with arguments expected to be heard in September. Attorneys for the theatre will cite the People vs. Miller case, which set a precedent when the court of appeals ruled games were not in violation of the lottery laws as long as a consideration separate from the admission ticket is not demanded.

## *Capitol Makes Straight Picture Policy Pay*

NEW YORK—Despite the varying grosses at the theatre, the Capitol continues to show a profit at the end of the year on a straight picture policy. Although there is some wonderment in the trade why vaudeville or stage bands are not added, the Loew circuit will continue to shy clear of additional expenses which would tend to add to the competitive situation now existing between the Paramount and Strand for band names and the Music Hall and Roxy for stage presentation personalities.

It is also held addition of vaudeville or name bands to the Capitol may reflect on the State, Loew's second run Broadway show-window which last week played Eddie Cantor and his Camel Caravan with "It's a Wonderful World" to a record breaking business. The State is said to be one of the most profitable theatres on the Main Stem. Joe Vogel states much of the business at the State was due to the influx of visitors to the World's Fair over the holidays.

## *Hal Wallis Due Monday From European Visit*

NEW YORK—Hal Wallis, Warner production executive, arrives from Europe aboard the *Normandie* on Monday. Mort Blumenstock arrives in Hollywood the same day to confer with S. Charles Einfeld. Also due in Hollywood Monday are Bryan Foy, Warner producer, and Joseph Bernhard, WB circuit head.

## *RKO Hearing Before Judge Bondy Now Set for July 20*

NEW YORK—The RKO hearing before Federal Judge William Bondy scheduled for last week, was postponed to July 20 as there was no business to transact.

Col. Hamilton C. Rickaby, attorney for the Atlas Corp., proponents of RKO's plan of reorganization, stated at the close of the hearing that, should the circuit court of appeals decide favorably on the appeals during the next two weeks, he would move for consummation of the plan. Rickaby indicated he would apply for consummation even if further appeals to the supreme court were taken, but he was dubious that an underwriting agreement would be submitted in that event.

From date of approval by the circuit court to the final settlement of underwriting, if no further hitches develop, one month should pass, Rickaby said.

### Loew Dividend on Preferred

NEW YORK—Loew's has declared a quarterly dividend on the preferred of $1.62½, payable August 15 to stockholders of record, July 28.

## • REVIEW FLASHES •

**MILLION DOLLAR LEGS (Para)—A child of one of Paramount's weaker production moments, this collegiate comedy is distinguished for its utter lack of humor and acceptable campus atmosphere. Which shortcomings, coupled with the fact that the cast boasts no established marquee names, presage tough rowing which, incidentally, is the sport on which the film hangs its meager story. Betty Grable and John Hartley are featured. William C. Thomas produced; Nick Grinde directed.**

**THEY SHALL HAVE MUSIC (UA)—The inspired violin of Jascha Heifetz and the noteworthy talents of the California Junior Symphony Orchestra combine to make this Samuel Goldwyn production a rare treat for music lovers. For those who relish their entertainment with less artistic proportions, there is a human story and an impressive cast headed by Joel McCrea, Andrea Leeds and Walter Brennan—albeit there is little for them to do. Archie Mayo directed.**

**WYOMING OUTLAW (Rep)—Inspired by recent newspaper headlines, this western has loads of action and more story substance than is usual. The Three Mesquiteers, with John Wayne leading, help smash a political racket. Acting honors, however, go to Donald Barry who turns in an impressive performance as the young lad forced to become an outlaw because he doesn't subscribe to the theory that people should go hungry in the midst of plenty. George Sherman directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# Trendle Quits Helm Of Detroit Chain

DETROIT — With the resignation of George W. Trendle as president of the United Detroit Theatres, Paramount affiliate, the entire current management is said to be withdrawing because of failure to renew the Paramount partnership under which the chain of local theatres has been operated.

Trendle, it is understood, will continue in charge until a successor is named. In this connection, the name of Nate Platte, Balaban & Katz executive in Chicago, is mentioned freely.

Official reason for the withdrawal of Trendle is given as "responsibilities in the broadcasting field, to which full time devotion is necessary." Trendle owns station WXYZ, Detroit, and has a substantial interest in an extended state network. He has been active in the field since 1930.

It is understood that Trendle attempted to negotiate a new management contract that would include purchase of an interest in the UDT circuit, but that Paramount turned the idea down.

## *A Film Furthering Peace Shown at World's Fair*

NEW YORK — Furthering its aim to "bring about a peace-consciousness in the minds of individuals through the revaluation of the character qualities of man," the Biosophical Institute is exhibiting a documentary film, "World Leaders on Peace and Democracy," in the Science and Education Bldg. at the World's Fair. It runs 22 minutes.

Produced by Edmund Lawrence Dorfman, president of the American Institute of Motion Pictures, the film presents ten prominent figures, each giving their views on how civilization may be saved. Those who appear are Dr. Frederick Kettner, founder-president of the Biosophical Institute, Cordell Hull, Albert Einstein, Thomas Mann, Harold Ickes, Robert A. Taft, Harold C. Urey, Dr. Arthur H. Compton, Dr. Eduard Benes and Nicholas Murray Butler.

## *Paramount Debentures To Be Requisitioned*

NEW YORK—Federal Judge Alfred C. Coxe has authorized Paramount Pictures to have the New York Trust Co. requisition and hold for redemption by Paramount, all of the company's 20-year six per cent sinking fund debentures due January 1, 1955, and all of the outstanding scrip certificates, as yet unclaimed.

When Paramount was reorganized in 1935 it had a total of $51,157,743 in claims which had been allowed. It disposed of these through issuing scrip and debentures. About $16,437 in debentures and scrip remain unclaimed since 1935. The company desired to redeem this paper and the petition to the court followed.




—Photo by Cosmo-Sileo

## The Rex to Europe—

*This is Tyrone Power disembarking from the coast plane with Annabella, en route to a continental holiday aboard the de luxe Italian liner. Before leaving Hollywood, Power had completed work in "Second Fiddle" and "The Rains Came."*

# BROADWAY

HERMAN WOBBER on Thursday celebrated his first year as general sales manager of 20th-Fox . . . That big silver-blue Buick with the AW-48 license plate belongs to Albert Warner . . . Constance Bennett, who arrived in New York to appear on the Rudy Vallee hour, sailed on the *Normandie* for Cannes to visit Elsa Maxwell . . . C. C. Moskowitz spent July 4 at Lake George . . . Jack Shea of Feiber & Shea, now a benedict after all these years, is on a honeymoon to the Canadian Rockies, a visit to the coast and then a return via the Grand Canyon . . . I. J. Hoffman, New England zone manager for Warner theatres, in town the middle of the week, met Bill Rodgers and asked "How are the boys coming along on the bargaining?" Which undoubtedly meant the code.

*Jack Milstein spent the long holiday aboard Arthur Gottlieb's yacht . . . John Riley, chief engineer for Western Electric in London, has returned to his home post . . . Ed Thorgersen, Movietone newsreel commentator, has signed to report football games over the Mutual web for a cigar sponsor . . . Leonard Picker, Columbia attorney, was on the losing end of a rainy day auto smackeroo . . . S. D. Sacks has formed the Saxon Offset Litho Corp., having taken over the Acme and Reid plant . . . Wilfred Lawson has gone to the coast for RKO, having arrived from England over the weekend . . . Uncle Louis Weinberg swallowed a sandwich whole, "sampled" a piece of a nearby reporter's desert and gulped a cup of coffee, almost in one motion, and sped his family up to Lake George for the holidays . . . Marc J. Wolf and A. R. Hocher of Indianapolis; G. Murdock and V. A. Voebel of Houston; M. Connor, Chicago, and Mrs. Anita Diamos of Tucson among the visitors to the RKO exhibitor's lounge.*

GEORGE A. HICKEY, west coast divisional manager for M-G-M and more generally known as "The Sheriff" has been visiting the town . . . The Schroon Lake season is under way, counting Herman Robbins among those present . . . Marvin Schenck entertaining his dad at Dinty Moore's . . . Jules Levy insists he'll be in New York for as much as a full week without interruptions . . . Bruce Cabot was here from the coast . . . Ben Brodie, who operates the Progress, Stadium, Municipal and Miami, says he's one of the few local exhibitors who can smile these days. For, in addition to his theatres, he has the luncheonette-ice cream parlor terminal at 50th St. . . . Jerry Thorpe, eight-year-old son of Dick Thorpe, the director, got a first-hand view of the Fair while the family was here.

*Billy Brandt avers that in all his 32 film years business has never been so bad. He adds attractions apparently don't mean a thing and blames it all on the show over on the Flushing Meadows . . . Dr. Abram Feinberg, rabbi of Temple Emanuel in Denver, has been visiting his brother-in-law, Joseph Katsch. At lunch at the Astor the other noon, Artie Rapf made it a threesome. General reminiscing was the idea . . . Charles Einfeld will be back in the fall when several of the anticipated big ones over at Warner will be ready to crack the Main Stem . . . Al Wilkie gets a hankering to return to Hollywood every year or so. He usually does, stays a few days and returns to New York and contentment . . . Creta Pollock has presented to her husband, Louis, a seven-and-a-half pound boy. Sydenham Hospital reports all is well.*

H. M. Richey, who commuted by plane to and from his summer place near Chatham, Ont., in less time than it took a lot of people to get into Loew's State . . . May Weisberg, Strand secretary, who, on the first leg of a vacation, spent eight hours on the highway to Saybrook, Conn., a normal three-hour jaunt . . . Stella Seidel, Bill Sussman's secretary, who soaked up so much of Fire Island's sun that her eyes have swelled to double their ogling proportions . . . Sam Marx, Columbia's story editor, is here from the coast, en route to New England and other eastern states in search of play material and talent among the summer stock colonies.

*That long, four-day weekend will be remembered by: Dave Palfreyman of the Hays office, who, on his first trip out, hit three 94's and a 98 on the Racebrook Country Club course near New Haven way . . . Sammy Cohen of UA foreign publicity, who celebrated his 39th—"I'm only kidding"—birthday with a pair of up front seats for "Streets of Paris" . . . Frances Smith, J. J. O'Connor's secretary, who bailed out a trunkful of wearables after her* Corinthia *cruising de luxe stateroom sprang a leak—pipe, not sea variety . . . Leonard Satz of Century circuit, who churned up the waters off Bay Shore and netted a single yellow fin after hooking a few dozen the day before.*



—Photo by Cosmo-Sileo

## London to Hollywood—

*Ellen Drew, who went to London for the lead in "French Without Tears" is now back on the coast for a co-starring role with Lloyd Nolan in "The Broken Heart Cafe." All for Paramount.*

BOB GILLHAM is in from Hollywood, as was Cliff Lewis . . . Bill Hebert, who succeeded Vic Shapiro as publicity generalissimo at Selznick International, is in New York for a short stay . . . Howard Dietz back from a short coast visit . . . Gregory Dickson, already here a couple of weeks, may stay the summer and then again he may return to the coast . . . Jack Levin and Joe Stein, those two copyright boys, combined for a weekend at Cape May last week . . . Neil Agnew in light coat, dark trousers and startlingly white shoes, without chapeaux . . . Joe Schenck glimpsed at "21" during the luncheon hour . . . Joe Pincus astrolling down 7th Avenue, hard by the Warwick where he lives.

*Bill Chambliss of the 20th-Fox publicity staff is spending his vacation doing active duty with squadron number three, whose base is at Floyd Bennett field, in his capacity as naval air reserve lieutenant . . . Russell Muth, European manager for Movietone News, has sent his family here because he fears a war is imminent . . . Herbert J. Yates, Republic prexy, sails for Europe with Gene Autry, July 25 on the* Manhattan. *Autry's horse, Champion, leaves ten days earlier, air-conditioned trailer and all . . . Al Adams and his Republic publicity staff have finally moved up from the third to the 14th floor.*

Karl McDonald has returned from a Paris vacation . . . E. Lapimiere, Loew's director of continental publicity, docks on the *Normandie*, Monday . . . Dave Lewis, Loew's manager for the Argentine, is expected here shortly . . . Reggie Armour, RKO's European manager, sails for home Wednesday on the *Normandie*. Bert Reisman, RKO's Peru manager, left over the weekend, and Max Gomez, manager for

(Continued on next page)

# BROADWAY

(Continued from preceding page)

Mexico, sailed on the *Siboney*, Thursday . . . Walter J. Hutchinson, 20th-Fox's vice-president in charge of foreign sales, finally visited Brooklyn when the *Northern Prince* which brought him from South America docked off 45th Street. Surmounting all handicaps, Irving Maas, Les Whelan and Clarence V. Hake were there on time to greet the boss . . . Roy E. Harrold, exhibitor from Rushville, Ind., is in town visiting.

*Paul Williams on Independence Day hit the pill around the Westchester Country Club with Spyros and George Skouras . . . Al Simon of WHN and Herman Starr of the Skouras circuit, not to be confused with the Warner executive, are hard to tell apart, they look so much alike . . . And, by the way, the Warner Starr is now living in Scarsdale and every once in a while drives to Playland at Rye to give the kiddies a thrill . . . H. M. Warner will give his Mt. Vernon home to a reputable charitable organization, if one comes along to take it off his hands and relieve him of the* $8,000 *in annual taxes, now that he's living on the coast . . . Ditto for Eddie Cantor, whose Great Neck mansion has been offered for the same purpose. While on the subject of Cantor, he and his radio mob garnered better than* $50,000 *at the State last week . . . Bill Scully is on the road again.*

Sylvia Pourtnoy, secretary to Mike Simons at M-G-M, is on a honeymoon tour of Canada as Mrs. Milton Ginsberg, following which she returns to her former post . . . John Harrington, manager of Monogram's print department, is on the limpy side, having wrenched a knee while attempting some fancy soft ball maneuvers . . . Bruno Cheli, RKO's general manager for Brazil, has returned to his headquarters in Rio de Janeiro after attending the company's sales convention here. Ditto Ralph Hanbury, managing director for the United Kingdom, back to London; Fred S. Gulbransen, Latin American representative, back to Panama, and Leon Britton, general manager for the Far East, who sailed for his territory from Vancouver, Saturday . . . Movita sailed on the *Queen Mary*, Wednesday, for England, where she will join her husband, Jack Doyle.

*Mickey Hyams, London exhibitor, is due shortly . . . Morgan Padelford of Technicolor sailed recently for England on the* Ile de France *. . . Bill Rodgers may move back to New Rochelle where Bob Christenberry now resides and which is a stone's throw from Max A. Cohen's mansion at Scarsdale . . . Ralph Pielow, Albany M-G-M manager, was in town the other day discussing a deal with Sid Denno and Harry Black of the Fabian circuit . . . Joe Bernhard, Clayton Bond, Bill Rodgers and Tom Connors huddled together the other noon at Lady Astor's Hunting Room on an M-G-M-Warner circuit deal, or was it the after effects of the Picture Pioneers jamboree which still has the trade talking? . . . C. H. and Mrs. Stewart of Waco, Tex., were visitors to the Paramount Fair lounge while vacationing here. From Times Square the couple went to Niagara Falls . . . Tom Murray, Universal executive, was accosted by a friend at the Film Center who took objection to the newly acquired girth, to which Murray chirped: "You don't think I'm going to take it off for nothing when it cost so much to put it on?"*

Sidney Samuelson around the Film Center the first time in weeks and looking much like a stranger . . . A. A. Schubart of RKO was in Chicago last week. Ditto Louis Phillips, Paramount counsel, but on the government contempt hearings . . . Bob Lynch, Quaker City M-G-M district manager, in town the other day for a quick trip . . . Jack D. Trop's father-in-law was seriously injured Wednesday night in an auto accident, which kept Jack up all night . . . Eddie Gribbon is in town . . . Mike Poller and Bill McShea taking their after lunch walk on Broadway and giving the Rialto the once over, the Arthur Mayer house playing "Five Came Back," which is an RKO picture . . . Bernard R. Goodman, sales manager of the Warner accessories sales department, is father of a baby girl.

# BALTIMORE

MRS. SAM DIAMOND and her blessed event are doing very well at Sinai Hospital. The same goes for the new papa, who is a 20th Century-Fox salesman . . . I. M. Rappaport, Hippodrome chief, is taking in the cool breezes of Atlantic City . . . Bob Ashcroft, manager of the Apollo, is spending his vacation in the south. Ashcroft is a native of Texas. Lee Goldsmith is filling in.

*Enjoying leisure hours at his summer home on the Severn, is Edward Kimpel, a Rome Theatres executive . . . Eddie Wyatt of the Preston is recuperating from an operation at the General Hospital, South Baltimore . . . Evelyn Buckner, cashier at the Little Theatre who was married not too long ago, is honeymooning with the other half in Canada.*

The Schanze, a link in the Rome chain managed by Ed Matthews, is on an abbreviated schedule for the summer, operating on Saturday, Sunday and Monday only . . . Robert Marhenke, manager of the Broadway, is now a full-fledged justice of the peace. He was appointed by Governor O'Connor . . . Mrs. Leonard, secretary at the Hippodrome, is vacationing at Ocean City.

*Softball scores: Boulevard* 4, *Hippodrome* 0; *Met* 11, *Apollo* 2; *Broadway* 7, *Century* 2 . . . *Charlie Oakes has been transferred from Harold Grott's Met to the Capitol . . . Ted Routson, Hippodrome ballyhoo ace, is lining up a local show for the "Stardust Review" . . . Leon Bach, an executive for Rome Theatres, spent the Fourth with a minimum of activity, recuperating from a slight illness.*

### Opens Summer Situation

RAVENA, N. Y.—Mitchell Conery is now operating his Hensonville Theatre, with vacationists pouring into the Catskill Mountains. It is the only summer situation in the Conery chain.

# RICHMOND

SAM BENDHEIM jr., general manager, and Harold Wood, secretary, Neighborhood Theatres, went up to Front Royal last Saturday for the opening of the new Skyline Drive Terrace restaurant, which was designed by A. O. Budina, Neighborhood Theatre architect . . . Al Nowitsky, manager of the National, announced that the stage show policy would be discontinued for the summer months, but he had already received bookings for the fall season . . . While vacationing in the midwest, A. O. Budina attended the 25th anniversary of his class at the University of Chicago.

*A. Frank O'Brien, city manager for Wilmer and Vincent, spent several days in New York visiting his home office and getting a glimpse of the Fair . . . Frank Straus, assistant to David Kamsky, advertising manager, Neighborhood Theatres, has returned from two weeks' training at Fort George Meade Training Camp, Maryland. Frank is a lieutenant in the O. R. C. . . . Dave Peterson, Altec engineer, was in town relieving Mervin Ullman . . . Charlie Hulbert, manager of the Lee, and his wife are vacationing in Bermuda . . . William Murphy, veteran doorman at Loew's, will celebrate his 66th birthday on July 25 . . . Tom Baldridge, Winchester manager, recently elected president of the State Junior Chamber of Commerce, has signed a contract as general manager of the Skyline Caverns . . . Floyd Stawls, manager of the Carillon, and Mr. and Mrs. Charlie Yerby visited Norfolk.*

Dan Weinberg, owner of theatres in Lynchburg, Buena Vista and Bedford, is building bowling alleys in Lexington . . . Edward Auger, New York RCA official, was a Richmond visitor . . . N. A. Willis, RCA engineer, is relieving Jim McLemore in Roanoke . . . Filmrow is saddened by the death of the mother-in-law of William Rippard, Farmville exhibitor . . . William F. Crockett, Virginia Beach theatre owner, and president of the MPTO of Virginia, is vacationing with his family in New York.

*The town council of Alta Vista has passed a measure taxing carnivals at the rate of* $200 *a day or* $1,000 *a week. The action was prompted by a delegation of theatre and business men . . . Linwood Flowers, manager of the Rex in Berkley, is also managing the Redmen's ball team . . . Shirley Wessels, cashier, Warwick, New Port News, was married to David Hendricks . . . William S. Wilder, Norfolk circuit owner, who has been in a Connecticut hospital for several weeks, has returned home.*

Lester Isaacs, head of Loew's projection department, New York, was a recent visitor . . . Sam Bendheim III celebrated his fourth birthday on June 15 with a big party . . . J. C. Caldwell, manager, Lee, Appomattox, has been reelected to the town council for another term . . . Morton G. Thalhimer, president of Neighborhood Theatres, vacationed with his family at Virginia Beach . . . Grace Ward, cashier of the Westhampton, was married to William Hause on Saturday, June 24.

# PHILADELPHIA

SAM ROSEN, Monogram, is beaming because the new censors finally passed "Assassin of Youth," after a year-long fight. The previous censor board rejected the film . . . Philip Hirsh, Hirsh Amusement Co., and Mae Quittle were married a month ago, but they've just got around to admitting it . . . Nate Rubin is new manager at Goldman's Terminal. Abe Frank's at the 56th . . . Al Zimbalist, Warner advertising man, is back from his vacation minus his spectacular mustache.

*John Irvin is in his third week of picketing outside the office of Local* 307 *IATSE operators union. He says he has a union card with Local* 418, *across the river in Camden . . . "Nooky" Beckett is limping after getting an overdose of sunburn in the wrong place . . . Dave Barrist, Quality Premiums, is off for a month's vacation in Argentina . . . The Warner advertising staff were guests of Kurt H. Volk, Inc., typographers, on a fishing trip . . . Eddie Kope is taking a lot of kidding in the Warner advertising office for being the lone remaining bachelor.*

Insiders say a newly organized "theatre front" union—taking in cashiers, assistant managers, ushers—will soon obtain an inclusive contract with the Warner chain. Negotiations are supposed to be going on in New York . . . Bea Weinstein, secretary to Bill Gabriel, Metro, is off on vacation . . . Ditto Jimmy Dowling, Metro shipper. He's taking it easy in Virginia. C. C. Pippin, Metro salesman, is roughing it in the mountains somewhere. And Bernice "Butch" Waldman is telling her friends she's going to cool off in air-conditioned Maine.

*Kay Milner, Oscar Neufeld's pretty little secretary, is sporting a tan obtained in the Delaware near historic Washington's Crossing . . . Irv and Morris Phillips, formerly of the Upsal, are now doing promising business at the Astor and Park, Allentown . . . All local exchanges except RKO and Universal have instituted Saturday holidays during the summer, with only a skeleton force at work . . . The Folcroft Fire Co. softball team, the only one to defeat the Horlacher stars this season, repeated the stunt last week at the home of Tom Lark, Horlacher cashier. He's a member of the fire company himself, but played with the film carriers.*

Major-Chaplain B. W. Huntington has taken over film bookings for the national guard camp at Bethany Beach . . . United Artists' Harry Bodkin surveyed Vine Street in company of an architect, laying plans for the new building . . . Bill Heenan, Peerless, now has the selling franchise for Alexander Preview Trailer Co.

*The Ritz-Karlton is becoming a hangout for film men. Oscar Neufeld, Horlacher, in taking an apartment there, joined Joe Leon, Universal; Al Goodwin, Quality Premiums, and Stanley Goldberg, National Screen . . . Talk around town of forming a branch of the "25 Year Club," being organized in New York by Jack Cohn, vice-president, Columbia. Among the localites who would be eligible, by reason of a quarter of a century in the business, are "Pop" Corson, Ben Amsterdam, Al Boyd, Abe Sablosky, Lou Sablosky, Frank Buhler, Edgar Moss, Earle Sweigert, Michael Lessy.*

A. H. Goldsmith, Cross Keys, had what looked like the statue of a golden calf in his lobby. It was an exploitation stunt for "Ferdinand the Bull" . . . Bill Morgan, Vineland, put on a special amateur show with the help of local boy scouts . . . The boys at the Strand are still boasting about winning the trophy in the Warner York bowling contest over teams from three other theatres. The champion bowlers were Raymond Chevaux, Paul Harvey, William Reever jr., and Jack Reichley. The other teams were from the Capitol, Rialto and Ritz.

## N. Y. Unit Ahead on Code Despite Allied Stand

NEW YORK—New York Allied does not see eye to eye with the national Allied body on the trade code, and at the Syracuse meeting appointed a committee of five to continue negotiations with distributors "in event a satisfactory document can be evolved which would embody with definite clarity the intent of the proposed code reached at Chicago." This tends to substantiate originally maintained declarations by Max Cohen, president of the unit, of his desire to effect regulation from within the trade.

The committee:

Cohen, Rapp Merriam and S. Grossman, Syracuse; Mitchell Conery, Ravena, and Ray Pashley, Cattaraugus. H. Laurence of Interlaken is alternate.

The state unit is closing its membership books after September 1, after which independents joining must pay $50 per theatre initiation fee.

## RKO Property Assessment Will Be Aired in Court

NEW YORK — William Stanley Miller, president of the board of taxes and assessments, and Dominic A. Trotter, William Mills and Joseph Lully, commissioners and members of the board, have been ordered by Supreme Court Justice Ernest Hammer to appear September 18, to defend their stand in assessing RKO property at 154 East 58th St.

RKO Proctor Corp. is the complainant, charging an overassessment of $387,000. The board found the property to be worth $755,000 unimproved, $1,325,000 improved.

## Projectionist Day at the New York World's Fair

NEW YORK—Active participation of all projectionist locals in the United States and Canada in a Projectionist Day at the New York World's Fair will be sought by Joseph Basson, president of Local 306, who has appointed an arrangements committee. Date of the event will be announced shortly.

Chairmanned by P. A. McGuire, the arrangements committee includes G. Edwards, C. Eichhorn and O. Kafka.

# WASHINGTON

SAM MELLITS, Denton-Ridgely-Greensboro, visited the Row and announced his entrance in another field of activity, namely, as a call fireman in his community. Claims he has the red shirt and insignia, and will attend the Atlantic City convention with the firehouse gang. Chief Cooper Smith wants him to be an auctioneer, but Sam doesn't talk enough . . . Moe Barney, Petersburg, made his yearly visit to the Row . . . The christening of Sam Diamond's heir was held at Mt. Sinai Hospital, Baltimore, July 3. 20th-Fox's Sam Wheeler and Mrs. Wheeler attended . . . Thelma Crites, UA, is spending her vacation in Maryville, Mo. . . . B. F. Southern, Clarksville, Va., visited the exchanges . . . RKO's Edith Hislop is suntanning at Colonial Beach.

*Bill Ewing, Warner theatres, has returned from his vacation . . . Mrs. Alice Anderson has returned to her duties after a recent illness . . . Mary Davis and Louis Ripnitski, Warner theatres, spent the weekend in the country, with Miss M. Swenarton visiting at Annapolis . . . Russell Ricker of Paramount has returned from his recent sojourn . . . George Helms, UA, spent a week in Atlanta, Ga. . . . Edgar Moss, 20th-Fox district manager, is planning a visit to the local exchange . . . Ann Schneider, Columbia, visited New York over the weekend . . . Variety's softball team copped a doubleheader last week . . . Ridley Green, Chase City, Md., renewed acquaintances along the Row.*

Earl Taylor, Monogram booker, got himself into a nice kettle of fish, paddled down the river from his summer cottage and filled the boat with an assorted catch . . . Filmrowites took the feasting honors . . . Dick Harrity and Mark Silver, UA salesmen, chose New York for the weekend . . . Elmer McKinley, UA office manager, is heading for Virginia Beach on his vacation . . . Hilda Yaeger, 20th-Fox, is vacationing in Florida . . . Frank Ponton, Martinsburg, W. Va., seen along the Row . . . RKO's Al Folliard is looking for a weekend golfing partner.

*Universal's Bernie Kreisler motored to Virginia Beach for the holiday weekend, boarded the yacht* The McCoy *under the usual salute and served as guest commodore during an all-day cruise. He displayed his piscatorial ability with his usual line and entertained with a rendition of "Three Little Fishes" . . . R. B. Skinner, Kenbridge-Victoria, Va., checked on the latest releases . . . Bob Smeltzer, Warner division manager, and Fred Biersdorf, Warner branch manager, visited the Baltimore accounts and then headed for Norfolk and Portsmouth, Va. . . . John J. Payette, Warner theatre zone manager, weekended at South River, Md.*

Barney Frank, Universal salesman, sure is a proud pappy. His son totes the pigskin for Columbia, while his daughter is a model for the well-known Powers agency, and can be seen in the recent Buick motor ad . . . Gladys Sweeney, RKO, who claims Arkansas as her home state, will assume the role of the "Arkansas Traveler" when she boards ship for that Boston cruise . . . Rose Harris, 20th-Fox, is spending her vacation in the mountains.

# ALBANY

NEWELL KURSON of Graphic circuit, Boston, and manager of Paramount, Schroon Lake, during the summer, visited Filmrow. Ditto Bob Yates of Lake, Lake George. Yates, old time vaudevillian, has been entertaining at the World's Fair.

*Arlington, East Arlington, Vt., which J. W. Bird closed sometime ago, has been re-opened by him . . . Carl Nilman, who recently leased the Valatie, Valatie, from Mrs. Antoinette McNamara, opened the Playhouse in Manchester, Vt., for the summer.*

Madge Rider resigned as secretary to Max Friedman, Warner Theatre zone booker, to accept a post with the state health department . . . Helen Wisper, poised and pleasant secretary to Moe Grassgreen, 20th Century-Fox branch boss, is driving a new car.

*A salesman employing a chauffeur. That's the scheme adopted by Warner's George Goldberg, to keep on the rounds while recovering from infected feet which made driving impossible.*

Walter Reade jr. helloed on Filmrow. Headed north for Saratoga Springs, where his father operates the Community, and then south to Kingston. Reported that St. Mary's Hall in Haines Falls may not operate regularly this summer. George Thornton operates the Orpheum in Tannersville, close by, and Louis Klein the Hunter in Hunter, also neighboring . . . Harry Rabinowitz of Theatre Displays Co., with offices on Film Alley, saw marvels of the World's Fair on a vacation in New York.

*Harry La Mont, who leases Odd Fellows Hall, Berlin, for pictures—at present showing one night a week—has taken over the New Vanderbilt in Greenville. It was a summer situation but La Mont plans to operate year around. Improvements include new seats and sound . . . Cal King closed the Walden, Williamstown, Mass., for six weeks, and went to Boston on vacation. This is said to be the first summer closedown, although Williamstown is primarily a college town.*

Walter Wertime sr., owner of the Chestertown Theatre, attended a bar association meeting at Saranac Lake. Wertime is a Cohoes attorney with large realty holdings in that city and in Chestertown, Adirondack Mountain spot . . . United Artist's new salesman in Albany territory, Mr. Steele, is a cosmopolitan, having served in the foreign department and sold films in South America . . . Stanley Goldberg, Columbia booker, spent a weekend in Vermont. Ditto Paul Richrath, Grand National manager, at his Larchmont home.

*Harry Gross is managing Amenia, Amenia, while Lou Bucken and his wife are visiting World's Fair and Golden Gate Exposition, on an ocean journey. Gross is Bucken's brother-in-law.*

Victory Theatre and Amusement Corp. has been formed to conduct a motion picture and theatrical business in Lackawanna. Capital: $40,000, $100 par value. Incorporators: Oscar Williams, Fada Williams, Harry N. Williams, 30 Ridge Road, Lackawanna. Attorneys: S. Richard Buscaglia, White Bldg., Buffalo.

*Jack Bellman, eastern district sales manager for Republic, stopped here after visiting the Buffalo office and its new manager, Nat Markus . . . Arthur J. Newman, local branch boss, has been spending many hours in the field to line up deals for 1939-40 product. Frank Duffy is riding the circuit for Republic Films, as he did for Bernard H. Mills, former franchise holder.*

Paramount's "Union Pacific," which played the Palace following a visit of exploitation train and featured performers to Albany, was voted the most popular picture by the senior class of Christian Brothers Academy.

*William A. Scully, general sales manager of Universal, and Dave Miller, eastern district manager, visited the local exchange en route to Gloversville to close a deal for the entire Schine circuit. Branch Manager Joe Engel accompanied them . . . Mrs. Bernard Mantha, secretary to Al Marchetti, Universal booker, is on vacation, following the return of William Hanley, advertising clerk.*

William C. (Bill) With, assistant manager-treasurer of Fabian's Palace, married Florence A. Bornhorst, Albany, at Our Lady Help of Christians Church. Couple honeymooned in the west . . . Alex Sayles, Palace manager, was to follow With on a vacation. Sayles, whom Filmrow boys rate a smart advertising and exploitation man, battled a bad cold. He is a former Albany reporter. Went into theatrical managing when Chris Buckley became an operator.

*Eddie Cantor's draw at the Palace was doubly notable, in the opinion of theatremen, because Ringling Bros. circus played Albany the day before and hung up a reported $30,000 gross. This took a lot of money out of town, but Cantor still was able to pull them in for 50 miles around. Fabian management could not book him on any other date. The William Morris office sent two men to Albany on the advance.*

## *Eastern Pa., N. J., Allied Expresses Solidarity*

PHILADELPHIA—A general meeting of Allied of eastern Pennsylvania, New Jersey and Delaware ratified the decisions of the national convention at Minneapolis, including the stand on the trade pact.

At the same time the group passed a resolution of support for the Neely Bill.

Leaders announced plans for a series of visits by a Philadelphia exhibitor delegation to cities throughout eastern Pennsylvania, where meetings will be held for Allied members and other independents to discuss industry problems.

## *Hoyts Executive Setup to Stay Intact, Says Munro*

NEW YORK—There will be no changes in the executive setup of Hoyts Theatres, Ltd., declares Charles E. Munro, chairman and managing director.

Here for conferences with 20th Century-Fox, Munro says, "I am greatly surprised at the unauthorized and incorrect statements concerning the management of Hoyts which had appeared in certain trade papers recently."

Hoyts is an Australian company with thousands of Australian shareholders, Munro points out, with a board of directors entirely Australian, elected by the various shareholding groups.

"The management and policy of the company are under the control of the board which is entirely satisfied with the existing executive setup," Munro states. "And the question of any changes thereto has not ever been considered, nor is it likely to be."

Munro plans to leave Los Angeles, August 9, on the *Mariposa*. Maurice Sloman, executive secretary of Hoyts, sails with him. Dan Michalove, who will represent National Theatres, which has a stock-controlling interest in Hoyts, may leave with the Australian theatre pair.

## *Two RKO Branch Setups Are Changed in Shift*

NEW YORK—Realignment of RKO's Detroit and Indianapolis branches under supervision of Walter Branson to become part of the western and southern division, under Cresson E. Smith, has been completed. The company has also created a new Prairie district, under L. E. Goldhammer, former Minneapolis branch manager.

Eastern Central District Manager Nat Levy has transferred his headquarters from Detroit to Philadelphia, with supervision over Philadelphia, Cincinnati, Cleveland, Pittsburgh and Washington now under eastern and Canadian Sales Manager E. L. McEvoy.

Buffalo has been added to J. H. MacIntyre's northeastern district, which now consists of Albany, Boston, Buffalo and New Haven. The Prairie district embraces Des Moines, Minneapolis, Omaha and Sioux Falls, and continues as part of Smith's division.

## *National Radio Forum on "Intermezzo" as Title*

NEW YORK—A nation-wide radio forum on the use of "Intermezzo" as the title of the season's first production from David O. Selznick will bring into play one of the more effective tieup promotions between a producer and broadcasting chain. George Fisher, who broadcasts twice a week over 150 stations of the Mutual network, will take "Intermezzo" as the "new word for an 'affair'," asking listeners for their opinions of the word as the title of the new film, with prizes to be awarded for the most interesting ideas.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# Fear Labor Disorder With FTP Fadeout

Apparently abandoning their efforts to convince Congress that the Federal Theatre Project should be continued, local lobbyists nevertheless are leaving no stones unturned in desperate efforts to bring some order out of the chaos which will, it is feared, result when the FTP folds in less than 60 days hence.

The determined drive by Hollywood screen, stage and radio organizations to persuade Congress of the advisability of keeping the FTP alive went up in smoke when a senate committee recommended that the house of representatives' relief bill, eliminating the theatre division, be passed. Virtually a death warrant, this senate action forestalls any further campaigns to extend the 60-day moratorium and has left local FTP adherents confronted with the chore of keeping as many of the 1,250 local FTP employes in jobs as possible.

Now being contemplated is the establishment of a joint committee of all guilds, sponsored by the actors, directors and writers, to study the feasibility of continuing the FTP here under local auspices. One such proposal already has come from Arthur J. Beckhard, who is mapping plans for a theatre foundation under a sponsorship and subscription plan. Beckhard scheduled a mass meeting at the Vine Street Theatre and invited members of the SAG and Actors Equity to attend. Set to speak in behalf of the proposed foundation were Edward Arnold, Beulah Bondi, Gene Lockhart, Beckhard, Joseph Schildkraut, G. P. Huntley and others.

Meantime, under private sponsorship, the FTP's production of "Mikado in Swing" with an all-Negro cast will open at the El Capitan Theatre, July 10, and a privately-financed production of "Two-a-Day," a successful FTP venture, is playing at the Orpheum Theatre, downtown, as an adjunct to the theatre's screen entertainment. Combined casts and technical crews of the two productions represent nearly 200, all formerly with the FTP.

# *Hollywood Set for Hays' Visit; Hope for Labor Settlement*

Desk-dusting and file-straightening are being mingled with more routine chores at the local offices of the producers association in expectation of the arrival of Will Hays, president of the MPPDA, who checks in for the summer after delivering an address before delegates to the annual convention of the National Educational Ass'n in San Francisco.

Hays' arrival is expected to spur the work of Pat Casey and Victor Clarke, producer-labor contacts, in their efforts to clarify to some extent the tangled studio labor picture, the complexities of which, so far, have prevented any definite action toward setting a date for the long-overdue producer-labor conferences concerning revisions in the basic studio working agreements. Casey has held several meetings with studio managers and with officials of the various unions involved, including the IATSE, which is now waging a battle for jurisdictional control of Local 37 in superior court.

Meantime another phase of the studio employment setup is being analyzed by Fred W. Beetson, secretary of the local Hays office, with the appointment of a committee to delve into the jurisdictional status over screen juveniles less than 18 years old. These minor players, who are now under the thumb of the board of education, may be given over to the control of the state labor commission, which is taking steps to assume jurisdiction. The Hays office committee, comprising Fred S. Meyer of 20th Century-Fox; Dave Garber, Universal, and Ted Butcher, M-G-M, has scheduled conferences with studio casting directors and company attorneys, and will draft a survey either recommending or condemning the Labor Commission's request.

**"Pictures in Education"**

Choosing "The Motion Picture in Education" as his topic, Hays' address to the National Education Ass'n stressed the progress made by the film industry since the formation of the producers association 17 years ago and its present status as a "distinctive and mature art." He assured the convention delegates that the industry is sparing no effort to develop the educational, as well as the entertainment, value of motion pictures, along two already-charted courses: Instructional films and "programs looking toward the exploration of pedagogic value of films made for the theatre"—which, Hays declared, must "supplement and not supplant" pictures made with the sole objective of subject matter instruction. He commended educational courses in motion picture appreciation, and touched briefly upon the work of the commission on human relations of the Progressive Education Ass'n in creating a series of films based on that subject, using excerpts from existing, non-current films as their basis.



## *Vacation in Cairo—*

*The William Keighleys as they vacationed recently in Cairo, Egypt. Left to right, Mrs. E. De Leon, wife of the Warner branch manager in Cairo; Mrs. Keighley (Genevieve Tobin), Keighley, and De Leon. Keighley is a director for Warner Bros.*

# *Celluloid Fate of Lewis Novel Absorbs Hollywood Liberals*

The film future, if any, of Sinclair Lewis' "It Can't Happen Here" and the rumors which followed in the wake of the now historic visit of ten Nazi newspaper editors to the M-G-M studio occupied the major portion of the attention of the film capital's liberal element.

Conjectures as to the celluloid fate of Lewis' thrust against dictatorship were precipitated when, in New York, Henry Pratt Fairchild, president of the Film Audiences for Democracy, prepared and issued an open letter to Louis B. Mayer of Metro, scoring him and his company for shelving the property and urging them either to reconsider the move or to sell the film rights to "other people who we know are eager to produce the story intact."

Through studio spokesmen, Mayer declined to issue a statement in answer to Fairchild's blast, which went on to indict Metro and its production head for delivering "a severe blow to the rising forces of democracy" and to declare that the FAD and many similar organizations are forced to "think very poorly of you as a man and a producer if you let such an important opportunity to strengthen our democracy slip through your fingers." The same attitude was displayed by M-G-M toward a report by a film radio commentator that Lewis himself had issued an ultimatum to the studio, informing the company that if it did not make his novel into a picture, he himself would.

**Studio Denies Ultimatum**

Studio attaches declared no such ultimatum had been received. Furthermore, a check reveals that Lewis is apparently not in a position at present to carry out his manifesto, if it was made, since his production liaison with Lester Cowan, announced several months ago, seems to have fallen by the wayside. Plans at that time were to bring several of Lewis' plays and novels to the screen—not including, however, "It Can't Happen Here," which had already been sold to M-G-M.

Efforts on the part of BOXOFFICE to secure a statement from Mayer in answer to Fairchild's scolding did, however, uncover conflicting declarations as to the current and possible future status of the Lewis story as screen material. In an obvious effort to minimize Fairchild's broadside, Metro studio spokesmen unofficially stated that the company, upon learning that Warner Bros. was interested in purchasing the film rights to "It Can't Happen Here," sent no less than five agents to the Burbank studio offering to sell the property; and that their perfect willingness to sell met with a bland "not interested" from top executives of the Warner plant. Spokesmen for the latter studio, however, reiterated to BOXOFFICE the company's desire to acquire the story "at a fair price" and its eagerness to transplant the anti-dictator vehicle to the screen. Whether or not any definite offer was made to M-G-M could not officially be ascertained; and likewise unanswered was the question of whether the "fair price" would fulfill Metro's desire to wash up the deal without incurring any monetary loss.

Another possible angle in the inextricably-tangled controversy regarding Metro's decision to shelve the picture was revealed in widely-circulated, but unconfirmable, rumors in liberal quarters to the effect that "It Can't Happen Here" was abandoned as part of a "trade" deal between M-G-M and the German government. The reports held that the transaction provided for the shelving of the story, and the extension of studio courtesies to the ten German editors who came to Hollywood on the first leg of a projected "goodwill" tour of the country, in return for the release of Director Richard Rossen, who was captured and imprisoned for more than a month by Nazi officials in Austria on charges he had overstepped his passport boundaries in filming background material for a forthcoming Metro picture.

Of a less significant character were other activities of Hollywood's progressives. Ascertaining that at least three films with military content are in preparation or production, the Associated Film Audiences took the occasion to caution producers against "glorifying militarism" in a "jingoistic way that is inconsistent with American traditions." Spokesman David Cummons for the AFA referred to Warner's "The Fighting 69th" and "Eyes of the Army," and Samuel Goldwyn's "Seventh Cavalry."

Film folk played an important part in the coast-to-coast broadcast, emanating from San Francisco under the auspices of the Council Against Intolerance in America, as an Independence Day highlight. Helen Gahagan and Melvyn Douglas, of the acting colony, and Scenarists Guy Endore and Leane Zugsmith appeared before the microphone with Governor Culbert Olson.

Reporting the affair highly successful, the Motion Picture Democratic Committee terminated its first annual fair, at which many screen notables appeared as entertainers and auctioneers.

## *New Mercury Vapor Tube For Paramount Sound*

A newly-developed mercury vapor tube, producing monochromatic, single-wave length ultra-violet light, has been installed in 16 Paramount sound channels by Loren L. Ryder, studio sound director. Costing more than $12,000, the device is much more variable than the previously-used white light, Ryder declared.

**Schaefer on "Wagons Westward"**

"Wagons Westward," John Wayne starrer at Republic, has been handed to Armand Schaefer for production.

**To Remake "Divorcement"**

RKO Radio has announced plans to remake "A Bill of Divorcement" as a Robert Sisk production, with Anne Shirley.

# Film Comeback by Senior Laemmle

Return to film-making of Carl Laemmle sr., often rumored but never before confirmed, looms as a strong probability through the announcement that he has acquired motion picture rights to "Victoria Cross," a story by Herbert Peters, and will bring it to the screen. Spokesmen for the veteran industry figure, once head of Universal, could not expand on the announcement, however, and more detailed plans are not yet available.

The entire executive and production staff of Producers Pictures Corp., of which Ben Judell is president and treasurer, has been transferred to 1436 North Beachwood Drive, where the entire building has been taken on lease. Judell is completing negotiations for stories and stars for his 1939-40 production program, comprising general features and westerns, which will be distributed by his recently-organized Producers Distributing Corp.

Still non-commital as to the future status of his affiliation with Grand National, Franklyn Warner, president of Fine Arts, has returned from New York, where he conferred for more than a week with President E. W. Hammons of GN. Next FA picture will be "Act Your Age," a comedy, to be produced in Cosmocolor. Warner is currently supervising final editing of "Isle of Destiny," also produced in the tint process.

GN itself is still idle, with no prospects of rolling cameras in the immediate offing.

**Katzman in Windup**

The 1938-39 state-right schedule of Sam Katzman's Victory Pictures has been wound up with the completion of "Fighting Renegades," a Tim McCoy western. Katzman turns next to a series of action melodramas, starring James Dunn, to be produced for the new season.

Carrying a print of their first picture, "Bad Boy" for which a release will be set in the east, Richard C. Kahn and Herbert Meyer, heads of Gateway Productions, have pulled out for New York. They recently announced plans to produce from six to ten features with all-Negro casts for independent release.

Stephens-Lang Productions, Inc., has taken shooting and office space at General Service Studios. First in its series of "Dr. Christian" features, for RKO Radio release, is scheduled to go into production August 2 with Jean Hersholt in the starring role.

## *Three-Picture Deal With "U" Signed by Mae West*

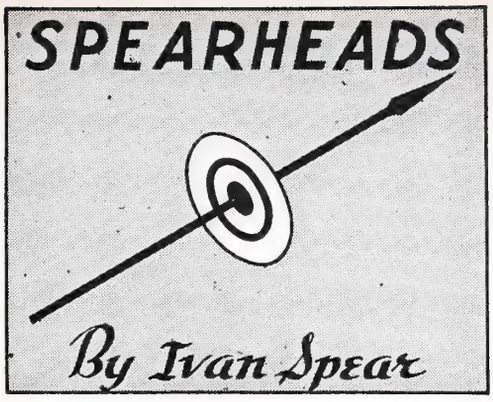
Mae West has been signed to a three-picture acting deal by Universal, first of the films to co-star her with W. C. Fields.

A story of the old west, it is being written by Grover Jones and will be directed by Eddie Cline, cameras to roll about September 1.

Lester Cowan will produce the trio.

WARNER executives confirm reports that the Burbank studio would welcome an opportunity to produce "It Can't Happen Here" provided the film rights to Sinclair Lewis' forceful indictment of dictator-ruled European nations can be purchased from Metro-Goldwyn-Mayer "at a fair price." Metro recently again shelved the story, which it has owned for a long time and which has experienced a very definite on-again-off-again history at the Culver City studio. Reason for the latest of the off-again gestures was a decision by Leo's brain trusters that "times are not politically propitious" for production of films of this ilk. Simultaneously, Jack Warner in a highly commendable and industry-wise statement reiterated his company's intentions of continuing its policy of making "Americanization" features cast in the general mold of "Confessions of a Nazi Spy." Being prepared for early shooting are "The Bishop Who Walked With God," "Boycott," and "Underground."

The legions—within and outside of the industry—which sincerely believe motion pictures must play an important part in the necessary stressing of the countless advantages enjoyed by citizens of democratic nations as compared to the totalitarian states of the old world, that such emphasis of true American doctrines can be reduced to celluloid without sacrificing the first essential of films—entertainment—want to see the Lewis novel included in the above lineup.




*On attaining his 21st birthday, Hal Roach jr., "was made a producer" by his father.*

*Which isn't exactly the hard way.*

→

**There's Hollywoodian irony aplenty in the announcement that Truman Bradley has been assigned the lead in a Carey Wilson short, "The Story of a Failure." Bradley, popular and personable Chicago radio announcer, was brought to the film capital nearly two years ago by Metro, where he was placed under contract. His importation was accompanied by the usual fanfare and extravagant publicity predictions as to his starring potentialities. During the time he has been under contract to Leo—and at a substantial weekly stipend—he has had but a few unimportant parts, the last being an infinitesimal bit in "Stronger Than Desire."**

**The players' contract system as operated by the larger studios might easily furnish the plot of "The Story of a Failure."**

→

Hollywood, which usually goes head over heels for any and all new dietary fads (witness Jack Oakie), apparently isn't going to give the new Richard Rossen weight-reducing system a tumble. The Rossen method, which is guaranteed to whisk off a minimum of 29 pounds almost as quickly as one can say "gestapo" consists of three simple steps:

1. Buy (or borrow) a camera.
2. Go to Austria.
3. Find a railway station.

→

*Dogs used in scenes of Paramount's "Death of a Champion"—and there were plenty of them—were paid a higher daily wage, $10, than human atmosphere extras. And, besides, they didn't have to laugh at the director's jokes. Whaddaya mean, a dog's life?*

→

**Jack Warner will give a banquet to independent exhibitors who have purchased Warner product for 1939-40.**

**Poor, hungry Charles Skouras!**

→

Director Alan Dwan, awestruck by the dexterity with which Henry Clive manipulates cards, signed him for the role of a cardshark in "Frontier Marshal."

A generally improved game among 20th Century-Fox klabiash players is predicted.

# *Passing in Preview*

A riotous comedy hit from RKO Radio, "Bachelor Mother," was the delectable piece de resistance of an eight-course table d'hote celluloid dinner served to Hollywood reviewers. Farce comedy at its very best, and approaching as close to the risque as code limitations permit, it has brilliantly-mirthful dialogue which suffers no whit in the expert hands of Ginger Rogers and David Niven, with a comparably competent supporting cast to press them closely for thespic honors. Deftly diverting as Norman Krasna's sparkling screenplay, taken from an original story by Felix Jackson, and Garson Kanin's adroit direction proves again that this young man is about to take his place with the screen's best megaphonists—if, indeed, he has not already done so. A superior framework in every respect was provided by Producer B. G. DeSylva.

Occupying exactly that spot as compared to the RKO Radio laughfest, but next in importance in the octet, was 20th Century-Fox's "Second Fiddle." While the indubitable talents of Sonja Henie, who is co-starred with Tyrone Power, are not paraded so brilliantly as in her former pictures, her newest vehicle is sure to engender a substantially enthusiastic audience reaction because of the sprightly story motivation, Irving Berlin's toe-tapping music and a solid gold production mounting for which credit goes to Gene Markey. Held back by a role to which she is not suited, Miss Henie relinquished the thespic honors to Power, and flashed only briefly in some limited and entirely irrelevant skating sequences. Sidney Lanfield directed with typical verve from a buoyant script by Harry Tugend, who based his scenario on an original story by George Bradshaw. Berlin's musical contributions are of top quality.

* * *

Three other pictures in the week's preview rations bear the better-than-average trademark. Novelty, and delicate treatment of an unusual theme, place Metro's "On Borrowed Time" at the top of the list in this classification. The personification of death as a shadowy, but strangely human, character, and the manner in which he is forestalled by two who want to live, makes for effective entertainment which doubtlessly will be acclaimed by intelligent theatregoers. However, its appeal may be limited by the bewilderment of those whose imaginations are not sufficiently vivid to grasp the allegory. Sensitive handling is evident throughout—in Sidney Franklin's capable production; in the remarkably well-coordinated direction of Harold S. Bucquet; and in the script by Alice D. G. Miller, Frank O'Neill and Claudine West, adapted from the original stage play.

RKO Radio came to bat again with "Career," a homespun, down-to-earth attraction that should be avidly consumed by small-town audiences. It presents, additionally, an exploitation asset in that two of its players are winners of the "Gateway to Hollywood" radio program created and produced by Jesse L. Lasky. Fine performances are chalked up by a competent cast in which the two newcomers, John Archer and Alice Eden, display considerable promise. Dalton Trumbo and Bert Granet packed plenty of heart-throbs into the script which they wrote from the novel by Phil Stong. Leigh Jason directed and Robert Sisk produced, both handling their assignments capably.

Made in England, Columbia's "Clouds Over Europe" is both timely and entertaining in its expose of espionage activities in the British aircraft industry. As such, it should be a valuable adjunct to most programs, although the only powerful marquee magnet will be Laurence Olivier, currently climbing to heights of popularity.

* * *

The balance of the week's output fared not so successfully. Illuminating and educational as a photographic essay of modern Federal prison methods, Metro's "They All Come Out" would have been more acceptable had its makers stuck to their original plan of limiting its length to four reels instead of stretching it out into the feature category. In the expanding process the thin story thread was wellnigh destroyed and the resultant grim atmosphere sidetracks it as genuine entertainment. It is the first feature-length

(Continued on next page)

# Cinémarks

William Boyd, star of Harry Sherman's "Hopalong Cassidy" westerns, returned from Des Moines, Ia., where he appeared in the annual circus and parade for newsboys. Ed Mills of Paramount's publicity staff, accompanied him . . . Blake McVeigh, Warner studio publicist, headed for New York for a two-week vacation . . . Howard Benedict has returned to his RKO publicity desk after a trip to New York and Baltimore.

*

*Terminating an extended European vacation, Wesley Ruggles has reported to Columbia to begin work on his production-direction commitment . . . A New York vacation is over for David Buttolph, 20th Century-Fox's musical director, who is back on the job at the studio . . . Wedding bells are in the offing for George Sherman, Republic director, who has gone to New York to marry Collette Lyons . . . Resting comfortably after an emergency appendectomy was Gene Towne. He was operated on at the Cedars of Lebanon Hospital.*

*

James Roosevelt delivered a Fourth of July address at the San Francisco convention of the National Educators Ass'n. Accompanied by John Miles of the Samuel Goldwyn publicity staff, he also screened the latest Goldwyn production, "They Shall Have Music," for the delegates . . . Another speaker at the convention was Douglas Fairbanks jr., who was accompanied by his wife . . . Mr. and Mrs. Lloyd Nolan spent the Independence Day holiday by viewing the Golden Gate Exposition.

*

*Gathering data and obtaining approval of the Edison family for the filming of the life of Thomas Edison which he will produce, Metro's John W. Considine jr. pulled out for Chicago. He was accompanied by Hugo Butler, Dore Schary and Milton Miller . . . Vacationing for three weeks at Mowitza Lodge in Montana is Jack Wertheimer, assistant to Billy Grady, Metro talent scout.*

*

Honeymooning at Yosemite are Byron F. Ryan and his bride, the former Joan Vivian Murray, both members of the Warner sound department . . . Six national officers of the Gold Star mothers were entertained at luncheon and taken on a tour of the Warner lot by Priscilla Lane, who has been selected to head the group's National Daughters' Day celebration July 23.

*

*Vivien Leigh has headed for New York, her Selznick International assignment completed . . . Armand Schaefer, Republic producer, is vacationing in Chicago for a few days.*

*

Harold Shumate is playing hermit at Lake Tahoe while working on a screen play for Columbia . . . With Daughter Deanna scheduled to sing this fall at a command performance at London Hospital for a charity sponsored by Queen Mary, Mr. and Mrs. James Durbin, the Universal star's parents, have pulled out for England to make the arrangements . . . Director Bernard Vorhaus left for New York to talk over a picture deal.

*

*Ellen Drew, Paramount starlet, is back at the studio after a short vacation in Paris, which she took after completing an assignment in the company's English studios . . . Bearing background shots for forthcoming productions, Al Alleborn, Warner unit manager, and Ed DuPar, cameraman, trained in from New York . . . Casey Robinson, Warner scripter, is expected in July 17 from an European vacation.*

*

Upon completion of his current Warner assignment, Errol Flynn plans a trek to Catalina Island to produce another short subject in association with Howard Hill. Boar hunting will be the theme.

*

*Movita, Monogram player, has sailed for London to join her husband, Jack Doyle . . . Ray Milland checked in at Paramount from England to make tests for his next picture . . . Funeral services were held at Forest Lawn for Bobby Vernon, silent-screen comedian and for six years a Paramount writer, who died of a heart attack at 42. Vernon is survived by his mother, his widow, daughter, sister-in-law and mother-in-law.*

*

New president of the Motion Picture Research Ass'n is Helen Gladys Percey, of Paramount. George Macon, Metro, was elected vice-president, and Lucy Monroe, of RKO, secretary-treasurer . . . Robert Sisk has deserted his RKO Radio production desk for a three-week vacation . . . Harold Hurley, Paramount production executive, plans a two-month holiday about mid-July.

*

*Pallbearers at the funeral of Bobby Vernon, veteran comedian and screen writer, included Al Hall, Edward Sutherland, Paul Sloane, William Henry, Preston Foster, Ralph Morgan, Raymond Griffith, Monte Blue, George Templeton, Theodore Reed, William Beaudine and Gil Pratt . . . Warner will play host to the motion picture committee of the National Educational Ass'n for luncheon and a tour of the lot July 10.*



## Across the Border—

*The Number One man in South American film exhibition chats with the pride and joy of Universal. He is Pablo Caballo, operator of the southern continent's largest theatre chain. On a recent visit to Hollywood, Senor Caballo dropped in at the studio to meet Deanna Durbin, who has just started work in "First Love."*



## Shop Talk—

*Joe Pasternak, producer of the Deanna Durbin series for Universal, in a luncheon chat with Charles Boyer, who will co-star with Durbin in the young star's next vehicle. Boyer currently is making "A Modern Cinderella" at Universal with Irene Dunne.*

## SPEARHEADS

(Continued from preceding page)

chore for both Producer Jack Chertok and Director Jacques Tourneur, both of whom doubtlessly could do better with other material. John C. Higgins wrote the original story and screenplay.

Harrowing and uninspired, Universal's "The Forgotten Woman" moves at a laggardly pace and probably will evoke no comment, either pro or con, from most audiences. Sigrid Gurie heads an acceptable, but undistinguished, cast. Producer Edmund Grainger mounted it to standard and Harold Young gave it spiritless direction from an equally colorless script by Lionel Houser and Harold Buchman.

Paramount's unquenchable daredevil, Bulldog Drummond, eased through another melodramatic adventure in "Bulldog Drummond's Bride." Directed by James Hogan and produced by Stuart Walker, it writes finis to the series as produced in Hollywood, with further episodes in Drummond's hectic career henceforth to be the responsibility of the company's English production unit. Perhaps the transfer will provide the shot in the arm, of which the pictures are beginning to stand in need.

### "Blue Bird" Before "Lady Jane"

Its timeliness as a Christmas release has caused 20th Century-Fox to substitute "The Bluebird" for "Lady Jane" as Shirley Temple's next starrer. Picture rolls about mid-July.

# "Kickback" Charge Hearing July 10

Considered significant in that it is the first time Section 221 of the California Labor Code, involving an alleged "kickback" of wages to an employer, has ever been tested, the State Labor Commission has set a July 10 hearing date on charges filed by Robert Jahns, member of the Society of Motion Picture Film Editors, against Harry Webb, head of Metropolitan Pictures Corp., an independent producing organization.

Jahns' complaint declares that, in accordance with the SMPFE's studio bargaining agreement, he was paid $274 by Webb for editing a six-reel feature; but that he was forced to agree to return $100 to Webb in violation of the minimum-wage clause of the society's contract. Jahns' case is being handled by Leonard Janofsky, counsel for the Screen Writers Guild and the SMPFE. However, the film editors' organization did not, itself, sign the complaint.

Several attempts have been made by other unions, in recent months, to secure a test decision on the labor code provision, chiefly by the Screen Actors Guild, but none ever reached the stage where a hearing was scheduled.

**Proposals by Local 165**

Projectionists Local 165, one of the five new unions created when the IATSE revoked the charter of Local 37, has submitted a draft of its proposals for a wage scale and working conditions to the producers. The producers' association has indicated, however, it will take no action on this, or bargaining requests made by any of the four other new IA unions, until the court battle for control of Local 37 has been settled one way or the other.

Details of the recently-signed five-year closed shop pact between producers and the American Society of Cinematographers reveal the minimum wage scales, as provided for under the old contract, will remain unchanged, and that second cameramen may be boosted to first position—now termed "director of photography"—upon the written request of the producer.

The International Brotherhood of Electrical Workers, Local 40, re-elected Al Speede its business representative and recording secretary, and chose Frank McDonald as president for the new term. Still in the dickering stages are negotiating committees for the Screen Publicists Guild and the producers.

Currently in its seventh week, the superior court battle between the ousted local officers and the IA international representatives for control of Local 37 continues to drag on. The IA currently is endeavoring to show that George E. Browne, IA president, complied with all constitutional requirements when he declared an "extreme emergency" last March 13 and took over operation of the local.

### Kanin Will Direct Grant

"Passport to Life," starring Cary Grant, will be Garson Kanin's next directorial assignment at RKO Radio.



## *As Cummings Reached His 30th—*

As stars and other notables of yesterday mingled with today's great to help Irving Cummings celebrate his 30th year in the motion picture industry at a dinner in honor of the director at 20th Century-Fox where he now is under contract. From the upper left: Francis Powers, Cummings (partially obscured), Don Ameche, Alice Faye, Buster Keaton, Rosemary Thebe, Stuart Holmes and Chester Conklin. In the right foreground are Director Mal St. Clair and Ben Turpin.



IRVING CUMMINGS

A stock player in 1909, Cummings entered films as an actor for $30 a week, stayed in front of the camera until 1922 and then embarked upon his successful career as a director. He is currently piloting "Hollywood Cavalcade," which retraces the growth of the motion picture from its earliest days.

### Korda Borrows Menzies

William Cameron Menzies, production designer and director, has been borrowed from David O. Sleznick by Alexander Korda to direct "The Thief of Bagdad," and has checked out for London to begin the assignment.

## *M-G-M Delays Filming of Two Anti-Nazi Stories*

While Sinclair Lewis' "It Can't Happen Here"—filmization of which had been hailed as an important contribution to the industry's Americanization campaign—is definitely on the shelf at M-G-M, the studio thus far has failed to name starting dates for two other properties in the anti-dictator vein—"The Mortal Storm," a novel by Phyllis Bottome, and "I Had a Comrade," a factual account of Nazi concentration camps by Viscount Casselrosse. Company attaches contend, however, that both vehicles are being whipped into shape for production on the 1939-40 schedules.

W. P. Lipscomb has completed a screen treatment of "I Had a Comrade" for production by Joseph Mankiewicz, studio spokesmen point out, and Claudine West has finished the script of "The Mortal Storm" for Producer Sidney Franklin. In liberal circles, however, Metro's action in abandoning "It Can't Happen Here" has created the general belief that the two other properties—both as avowedly anti-fascist as the Lewis novel—may suffer the same fate, possibly on the same grounds that "times are not politically propitious" with which Metro explained its decision to sidetrack "It Can't Happen Here."

Expected to get underway next week is Charles Chaplin's "The Dictators," as most of the sets needed in its production at the Chaplin studio are nearly completed. Chaplin will direct and play a dual role, with Paulette Goddard the only other member of the cast signed as yet.

Another in the glorification-of-America cycle went into production at RKO Radio with the start of camera work on "Allegheny Frontier," co-starring John Wayne and Claire Trevor.

## *Torres and Warner Deal On Plagiarism Action*

Negotiations are currently underway for an out-of-court settlement of the $1,000,000 plagiarism suit filed against Warner by Miguel C. Torres in connection with Warner's "Juarez," which Torres avers pirated portions of his independently-produced "Maximilian and Carlotta." Handling the peace overtures for Torres is Attorney John Oliver, who has been conferring with Jack L. Warner and other studio executives for more than a week.

Federal court has not yet set a date for the trial, in which Torres originally intended to seek an injunction and an accounting of the profits on Warner's "Juarez." Oliver is endeavoring to make a settlement on the basis of Warner accepting "Maximilian and Carlotta" for release after the filming of several additional sequences, and is also seeking to arrange a one-picture production deal for Torres with the studio.

Torres filed his damage action in March, 1938.

## SCRIPTERS

**—Columbia**
HAROLD SHUMATE to "Konga," for Producer Irving Briskin.

**—Metro**
ERNEST PAGANO to "Ziegfeld Girl." Mervyn LeRoy produces.

**—Paramount**
GARNETT WESTON to "Emergency Squad." Kurt Neumann will direct with Louise Campbell in the lead.

**—Republic**
DAVID BOEHM to an untitled action story as a Charles Bickford starrer. Herman Schlom will produce.
ROBERT LEE JOHNSON to "Kansas Terrors," a Three Mesquiteers western, which will be produced by Harry Grey.
FRANKLYN ADREON, REX TAYLOR, RON DAVIDSON, MARY SHIPMAN, SOL SCHORR and MORGAN COX all to "Zorro's Fighting Legions," next chapter-play, going before the cameras in September.
ALICE ALTSCHULER to "Sabotage."

**—RKO Radio**
A. C. EDINGTON to "Village Scandal," an original by George Allen England, which Robert Sisk will produce.

**—Universal**
WILLIAM HURLBUT polishing "The Modern Cinderella," now in production as a co-starring vehicle for Irene Dunee and Charles Boyer.

**—Warner**
CHARLES PERRY to "The Bridge of Sighs," which Lew Seiler will direct for Producer Bryan Foy. Humphrey Bogart and Gale Page will be featured.
WARREN DUFF to "Two Sons," an original by John Fante and Ross Wills, in which James Cagney and Pat O'Brien will be featured. Michael Curtiz will direct.
OWEN CRUMP to "The Army, the Navy and the Girl."
JERRY WALD to "Escort Girl," in which Ann Sheridan will be featured; MILTON KRIMS and JACQUES BOGAR to "We Shall Meet Again," co-starring Bette Davis and John Garfield. Edmund Goulding will direct.
CRANE WILBUR to "Girls Without Names."

## June a Banner Month for Extras; 32,000 Called

Still on the upgrade is the employment index for virtually every phase of film labor, with most of the major studios maintaining a record production pace.

Extras enjoyed a banner month in June, with work calls rising above the 32,000 mark to far surpass any previous June since 1934. Business managers of various crafts, including carpenters, film editors, utility employes, painters and machinists reported heavy calls had kept their roster of idle men at low ebbs. In several cases it was reported the demand exceeded the supply.

Grant Withers has been signed by Monogram as a production supervisor, bringing his acting career to a close. He has been studying production methods at the studio for the past two months. First assignment for him is "Irish Luck," a Frankie Darro starrer.

Barney Gerard, writer in Metro's short subjects division, has wound up his contract and left the lot. He wrote several scripts for the Pete Smith Specialty series.

Production and technical setup for Republic's "Three Mesquiteers" series during the 1939-40 season has been revised considerably. Harry Grey has taken over production from William Berke, and John Wayne and Ray Corrigan have bowed out of the leads, to be supplanted by Bob Livingstone and Duncan Renaldo. Raymond Hatton fills out the third spot.

Sol Lesser has added Ed Thomas to his publicity staff, headed by Al Vaughan.

## Siegels of Republic East On Budget Conferences

Last-minute discussions of budgets and production plans for the new season called M. J. Siegel, Republic production head, and Sol Siegel, associate producer, to New York prior to the departure of Herbert J. Yates, head man, for England. Sol Siegel will also begin a hunt for musical talent for his next production. Simultaneously, Producer Armand Schaefer checked out for Chicago to sign talent for a forthcoming film effort. "The National Barn Dance," based on the transcontinental radio show of that name.

Carl Leserman, assistant to Gradwell Sears, Warner sales manager, is expected to arrive July 14 to supervise the company's new season selling campaign in this territory. He will work with Ben Kalmenson, western divisional manager, who is headquartering here temporarily, and will huddle also with W. E. Calloway, coast district manager. En route to their respective headquarters, Ralph Clark sr., Warner sales manager in Australia, and Michael Shathin, manager in Japan, stopped off at the Burbank studio. They had been in New York conferring with homeoffice executives.

Concluding a series of huddles here on advertising and publicity campaigns for several forthcoming pictures, Howard Dietz, Metro's advertising-publicity chief, returned to New York. He huddled with Howard Strickling, head of studio publicity, and Frank Whitbeck, advertising director at the Culver City plant.

To scout story properties at summer theatres in the east, Sam Marx, scenario editor at Columbia, has headed for New York for a month's stay. Murphy McHenry, publicity director for Edward Small, is also in the eastern metropolis, preparing to handle the opening of Small's "Man in the Iron Mask" at the Music Hall, July 13.

Richard Halliday, Paramount's new studio story editor, has arrived to take over his new duties, and Francis Langton has begun his new task as head of the studio writing staff.

Del Goodman, 20th Century-Fox's Far East manager, has gone on to the New York office for huddles with Walter J. Hutchinson, eastern sales executive. Goodman spent a few days at the studio talking things over with Darryl Zanuck, William Goetz and other executives of the Westwood film plant.

## Vidor to Idaho

Director King Vidor and cast-toppers Robert Young, Spencer Tracy and Walter Brennan, pulled out for Idaho to begin location work on Metro's "Northwest Passage," heading a company of 200 actors and technicians. Present plans call for a three-week stay.

## To Meg "Hopalong"

"Medicine Man," next in Producer Harry Sherman's "Hopalong Cassidy" westerns for Paramount, will be directed by Lesley Selander. Script was written by Harrison Jacobs.

## OPTIONS

**—Samuel Goldwyn**
JAMES ROOSEVELT, vice-president of the company, given new long term contract.
SAM WOOD given term contract as director. His first assignment will be "Raffles," starring David Niven.

**—Metro**
ALICE EYLAND, professional model, given acting termer.
BARBARA WORTH joins writing staff.
BERNARD STRAUB given term scripting contract.
EDWARD BUZZELL given new term directorial contract.

**—Paramount**
JOSEPH ALLEN JR., actor, held for another year.
JUDITH BARRETT, featured player, given contract extension.
W. P. LIPSCOMB joins writing staff.
HAROLD HURLEY, executive producer, given new one-year contract.
STEVE FISHER signs term writing deal.
RICHARD DENNING, juvenile player, draws contract extension.

**—Principal**
WELDON MELICK signs writing ticket.

**—Republic**
GEORGE BECK added to writing staff. He is collaborating with LEONARD FIELDS on an untitled musical.
PHYLLIS ISLEY handed term acting contract.

**—RKO Radio**
LUCILLE BALL given contract extension.
ANNE SHIRLEY held for another term.

**—20th Century-Fox**
KENNETH EARLE and FIDEL LA BARBA to "Winter Murder," from an original by the late S. S. Van Dine, which is being developed as a starrer for Sonja Henie. Raymond Griffith will produce.
ROBERT SHAW, stock player, draws contract extension.
SHIRLEY TEMPLE given one-year contract extension. Next picture for the child star will be "The Bluebird."
SOL HALPRIN, head of the process department, given new three-year contract; ROBERT SHAW, featured player, held for another term.

**—Universal**
PHIL ROSEN signs one-picture directorial deal to pilot "Million Dollar Racket."

**—Warner**
DE WOLF HOPPER given new term acting contract.
LYA LYS, actress, held for another term.
VERA LEWIS given new term acting contract.

## Autry to Tour England With Herbert J. Yates

Gene Autry, Republic cowboy star, pulled out for New York to meet Herbert J. Yates, head man of the company, who will accompany the sagebrusher on a personal appearance tour through England. They sail July 15. Autry's latest, "In Old Monterey," is in the cutting rooms.

Another Republic cowpoke, Roy Rogers, returned to the studio after a month of p.a.'s in the midwest and south.

Jack La Rue has been booked into the Fox Denver for a week's engagement, after which he hits other Rocky Mountain and midwest cities on a ten-week trip.

A one-night stand is scheduled for Ken Murray, radio-screen comedian, at the Golden Gate, San Francisco, July 11.

Appearances at the Casa Manana in Fort Worth, Tex., are set for Martha Raye, Paramount star, and husband, David Rose, in August. Docking in New York from London July 17, Columbia's Three Stooges hit the road on a 12-week tour, working their way back to Hollywood to resume film work.

### Rathbone in "Hunchback"

Basil Rathbone has signed for one of the featured roles in RKO Radio's "The Hunchback of Notre Dame," starring Charles Laughton.

## A Government Film Crew Takes Production Space

To pick up interiors and background shots, as well as to dub, score and edit the completed film, the federal government's picture-making unit has invaded the production center for the first time by leasing shooting and office space at General Service studios for a stay of several weeks.

Under the guidance of Pare Lorentz, who has made two previous films—"The River" and "The Plow That Broke the Plains"—under the banner of the United States Film Service, the unit is currently working on "Fight for Life," revealing the progress being made in governmental and medical circles to retard the heavy maternity death rate.

Most of the film, according to Thomas Atkins, production manager, was photographed in Chicago. When completed, it will be six reels in length. Actors for a few remaining dramatic scenes will be recruited locally, with Lorentz planning to get into action within a few days. The two previous government-made films were produced in the east, Lorentz operating out of headquarters in New York.

## H. R. Brown in Charge of Republic Serial Output

H. R. Brown jr. has been named executive in charge of Republic's serial output, supervising the activities of Robert Beche, who remains in active charge of chapterplay production. Brown, formerly the studio's purchasing agent, was succeeded in that post recently by Dick Altschuler.

## Add Conrad Yarn

"Victory," one of Joseph Conrad's stories of the sea, has been added to Paramount's production schedule and Marc Connelly has been signed to do the screen treatment.

## Shots for "Rajah"

Authentic background shots for a forthcoming Errol Flynn starrer, "The White Rajah," will be picked up in Borneo by a camera crew which Warner will send to the near east within a few weeks.

### "Fugitive Island" Holt's Next

Next Larry Darmour production, starring Jack Holt for Columbia release, will be "Fugitive Island," an original story by Eric Taylor, which Taylor will script. Film has a gambling ship locale.

### A Tolstoy Is Signed

Metro has signed Count Andre Tolstoy, grandnephew of Count Leo Tolstoy, the Russian novelist, as technical advisor on "Balalaika," the Nelson Eddy-Ilona Massey co-starrer.

### Initialer for North

Initial production assignment for Robert North at Republic is "Abraham Lincoln Boggs," starring Edward Ellis. Joseph Krumgold is doing the script.

## STORY BUYS

**—Columbia**

"Is This Freedom?" by Harold Shumate.

"Male Escorts," by Paul Wing and Green Peyton. It is built around the "date bureau" created by Ted Peckham.

"The March of Crime," "Cop From Hell's Kitchen," "Street of Missing Women" and "Dead End Girls," all by Martin Mooney, for production by Irving Briskin. Mooney has signed to Collaborate with Alex Gottlieb on the script of "Dead End Girls."

**—Hal Roach**

"Captain Caution," by Kenneth Roberts, who secured the novel on a ten-year lease.

**—Metro**

"The Days Before Lent," by Hamilton Basso, as a vehicle for James Stewart.

"Twenty-Mule Team," by Robert C. DuSoe and Owen Atkinson. A story of the California borax mines, it will be produced by J. Walter Ruben with Wallace Beery slated to star.

**—RKO Radio**

"Legion of the Lawless," by Berne Giler, as a George O'Brien western. Doris Schroeder is scripting.

**—20th Century-Fox**

"Burton of Arabia," a biography by Lord Castleross. It will be filmed on a big budget, going on the 1939-40 production schedule.

"Children of God," a novel by Vardis Fisher.

**—United Artists**

"The Merry and Confident City," by Jacinto Benaventa, and "No, I Am Not a Gigolo," by Juan Desclaux, to Atalya Films. They will be produced as Spanish-language pictures for United Artists release.

**—Universal**

"Our World," by John Hennrick, as a John M. Stahl production.

**—Victor**

"Newspaper Handicapper," by James Greene, Dorothy Hoffman and Michael Raymond. It will serve as a starring vehicle for James Dunn, with Sam Katzman producing.

**—Warner Bros.**

"The Case of the Dangerous Dowager," a detective story by Erle Stanley Gardner.

"City of Iron Men," by Theodore Reeves.

"Lost Beauty," by John Van Druten, as a starring vehicle for Geraldine Fitzgerald. Edmund Goulding will direct. George Brent, Jeffrey Lynn and Claude Rains will have supporting roles.

### Schlom Replaces Siegel

Herman Schlom has replaced Sol Siegel as producer of Republic's "Higgins Family" series. "Covered Trailer," now in script form, will be the next.

# REVIEW FLASHES

**MILLION DOLLAR LEGS (Para)—A child of one of Paramount's weaker production moments, this collegiate comedy is distinguished for its utter lack of humor and acceptable campus atmosphere. Which shortcomings, coupled with the fact that the cast boasts no established marquee names, presage tough rowing which, incidentally, is the sport on which the film hangs its meager story. Betty Grable and John Hartley are featured. William C. Thomas produced; Nick Grinde directed.**

*COMPLETE REVIEW on the above picture will appear in an early issue of BOXOFFICE.*

## Steady Production Tempo; 47 in Work, 12 Poised

Production remains pegged at the same fast clip, with 47 shooting and another 12 scheduled to get underway.

Columbia has four in work, including a new start, "The Five Little Peppers and How They Grew." Metro launched "Henry Goes to Arizona" and, on location in Idaho, "Northwest Passage," to total ten. Monogram broke even by starting "Riders of the Rancho Grande" and finishing "The Girl From Rio."

Likewise holding even was Paramount. Getting the starting nod were "Untamed" and "Paroles for Sale," while "Argentina" and "$1,000 a Touchdown" went into the cutting rooms. Twentieth Century-Fox jumped its total to eight by launching "City in Darkness" and an untitled "Jones Family" feature. RKO dropped to four by winding up filming on "My Fifth Avenue Girl."

The long-delayed "Flight at Midnight" went into work at Republic, coincident with the completion of "Raiders of the Wasteland." Two pictures are in production on the lot. Universal gunned "Rio" and sent "I Stole a Million" into the cutting room to maintain a six-picture total. United Artists' producers listed no new starts. An aggregate of four pictures are in work for UA release.

"Torchy's Invitation to a Murder" and the Paul Muni starrer, "We Are Not Alone" hit the cameras at Warner, while "The Return of Dr. X" crossed the finish line. Studio has a total of seven in production.

## A New "Windy"

Harry Sherman has signed Britt Wood, ex-vaudevillian, to a five-year contract as a replacement for George Hayes as "Windy" in Sherman's "Hopalong Cassidy" westerns. Britt will appear in six of the "Cassidys" and two Zane Grey westerns annually. Hayes recently left the setup to sign a termer at Republic.

## "Mohawk" Cast to Utah

Headed by Director John Ford, the entire troupe of 20th Century-Fox's "Drums Along the Mohawk" has headed for Utah for several weeks of location work. Cast is headed by Claudette Colbert and Henry Fonda.

### "Abe Lincoln" to Cromwell

RKO Radio has signed John Cromwell to direct "Abe Lincoln in Illinois," to be produced by Max Gordon and Harry Goetz. Raymond Massey will star.

### Morros Borrows Langdon

Boris Morros has borrowed Harry Langdon from Hal Roach to script "Deuces Wild," the Laurel-Hardy comedy which Morros will produce for RKO Radio.

### Directs "Willow Walk"

Metro has assigned William Thiele to direct "Willow Walk," a story by Sinclair Lewis, which Joseph Mankiewicz will produce.

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **FIVE LITTLE PEPPERS AND HOW THEY GREW** — Edith Fellowes, Dorothy Ann Seece, Clarence Kolb, Dorothy Peterson. Producer: Jack Fier. Director: Charles Barton. Original: Margaret Lothrop. | **THE MAN THEY COULDN'T HANG**—Boris Karloff, Roger Pryor, Robert Wilcox, Ann Doran, Lorna Gray. Producer: Wallace MacDonald. Director: Nick Grinde. | |
| GN | | | |
| M-G-M | **HENRY GOES TO ARIZONA** — Frank Morgan, Dennis O'Keefe, Virginia Weidler, Ann Morriss, Henry Hull, Guy Kibbee. Producer: Harry Rapf. Director: Edwin L. Marin. Original: W. C. Tuttle.<br>**NORTHWEST PASSAGE**—Spencer Tracy, Walter Brennan, Robert Young, Larraine Day, Regis Toomey, Isabel Jewel. Producer: Hunt Stromberg. Director: King Vidor. Original: Kenneth Roberts. Screenplay: Laurence Stallings. | **NINOTCHKA**—Greta Garbo, Melvyn Douglas, Ina Claire, Sig Rumann, Bela Lugosi, Lawrence Grant. Producer: Sidney Franklin. Director: Ernst Lubitsch. | |
| MONO. | **RIDERS OF THE RANCHO GRANDE**—Tex Ritter. Producer: Edward Finney. Director: Spencer Gordon Bennett. | | **THE GIRL FROM RIO**—Warren Hull, Movita, Alan Baldwin, Kay Linaker. Producer: E. B. Derr. Director: Lambert Hillyer. Screenplay: Tay Waters. |
| PARA. | **UNTAMED**—Ray Milland, Patricia Morison, Akim Tamiroff, Eily Malyon. Producer: Paul Jones. Director: George Archainbaud. | **OUR NEIGHBORS—THE CARTERS**—Fay Bainter, Edmund Lowe, Frank Craven, Gloria Carter, Scotty Beckett. Producer: Charles R. Rogers. Director: Ralph Murphy. Original: Renaud Hoffman. Screenplay: S. K. Lauren.<br>**SEVENTEEN**—Jackie Cooper, Betty Field, William Frawley, Otto Kruger, Buddy Pepper, Donald Haines. Producer: Stuart Walker. Director: Louis King. Original: Booth Tarkington. | **ARGENTINA**—William Boyd, Steffi Duna, Russell Hayden, Sidney Toler. Producer: Harry Sherman. Director: Nate Watt. Screenplay: Harrison Jacobs.<br>**$1,000 A TOUCHDOWN**—Joe E. Brown, Martha Raye. Producer: William Thomas. Director: James Hogan. Screenplay: Delmar Daves. |
| RKO | | **EVERYTHING'S ON ICE** — Irene Dare, Eric Linden, Lynn Roberts, Roscoe Karns, Maxine Stewart, Edgar Kennedy. Producer: Sol Lesser. Director: Bernard Vorhaus. Screenplay: Adrian Landis, Sherman Lowe. | **MY FIFTH AVENUE GIRL**—Ginger Rogers, Tim Holt, James Ellison, Walter Connolly, Louis Calhern. Producer: Gregory La Cava. Director: Gregory La Cava. Original: Frank Adams. Screenplay: Morrie Ryskind. |
| REP. | **FLIGHT AT MIDNIGHT** — Roscoe Turner, Phil Regan, Jean Parker, Robert Armstrong. Producer: Armand Schaeffer. Director: Sidney Salkow. | **MOB FURY**—Rochelle Hudson, George Barbier, Cliff Edwards, John Wray. Producer: John H. Auer. Director: John H. Auer. | **RAIDERS OF THE WASTELANDS**—Ray Corrigan, Robert Livingston, Raymond Hatton. Producer: William Berke. Director: George Sherman. Original Screenplay: Betty Burbridge, Luci Ward. |
| 20TH-FOX | **CITY OF DARKNESS**—Sidney Toler. Producer: Sol Wurtzel. Director: Herbert I. Leeds. | **ADVENTURES OF SHERLOCK HOLMES**—Basil Rathbone, Nigel Bruce, Ida Lupino, Alan Marshal, George Zucco, E E. Clive. Producer: Gene Markey Director: Alfred Werker Original: Arthur Conan Doyle. | **HEAVEN WITH A BARBED WIRE FENCE**—Glenn Ford, Jean Rogers, Raymond Walburn, Nick Conti. Producer: Sol Wurtzel. Director: Ricardo Cortez. Orginal: Dalton Trumbo. |
| UA | | **THE REAL GLORY**—Gary Cooper, Andrea Leeds, Kay Johnson, David Niven, Walter Brennan, Reginald Owen, Broderick Crawford. Producer: Samuel Goldwyn. Director: Henry Hathaway. | |
| UNIV. | **RIO**—Sigrid Gurie, Robert Cummings, Basil Rathbone, Leo Carrillo, Victor McLaglen. Director: John Brahm. Screenplay: Roland Leigh, Charles Grayson. | **FIRST LOVE** — Deanna Durbin, Lewis Howard, Robert Stack, Helen Parrish. Producer: Joe Pasternak. Director: Henry Koster. Screenplay: Stephen Morehouse Avery, Frank Partos.<br>**UNDERPUP**—Gloria Jean, Ann Gillis, Nan Grey, Robert Cummings, Doris Lloyd, Ernest Truex, Melva Doney. Producer: Joe Pasternak. Director: Richard Wallace. Screenplay: Grover Jones. Original: I. A. R. Wylie. | **I STOLE A MILLION**—George Raft, Claire Trevor, Dick Foran, Victor Jory. Producer: Burt Kelly. Director: Frank Tuttle. |
| WB-FN | **WE ARE NOT ALONE**—Paul Muni, Dolly Haas, Una O'Connor. Producer: Henry Blanke. Director: Edmund Goulding. Original: James Hilton. | **QUEER MONEY**—Ronald Reagan, Margot Stephenson, Eddie Foy jr. Producer: Bryan Foy. Director: Terry Morse. Screenplay: Brewster Morse, Fritz Falkenstein. | **THE RETURN OF DR. X**—Wayne Morris, Lya Lys, Humphrey Bogart, John Litel, Olin Howland. Producer: Bryan Foy. Director: Vincent Sherman. |

# Northwest Film Club Golf Tourney a Hit

SEATTLE—Close competition marked the annual golf tournament of the Northwest Film Club, played at the Glendale Golf Club. The turnout was the largest in the history of the club, the total entries being 135 while 160 guests were served at the dinner dance that followed the play.

Mickey De Leo of Port Townsend and Frank Newman sr., president of Fox-Evergreen Theatres, carried off top honors with low grosses of 84 sharing $50 first prize money. De Leo won permanent possession of the club's cup with his third successive win, and Newman won the cup offered by John Garfield, film star.

Ned Edris of Tacoma took $50 prize money with a low net of 67. Neal Walton of Columbia and Wally Rucker of M-G-M tied for second low net. Paul Aust, Jack Rosenberg and Morrie Segel had the low grosses. Bill May of Spokane won the first low guest gross, 79. Guests low net were Bob White of Portland and "Dutch" Trammel. Other winning low grosses were Jack Kloepper of Portland, Manny Segal, Si Young and John Hamick.

Guy Navarre, Morrie Saffle, Martin Brown of Yakima, B. C. Fritz and Gene Groesbeck of Enumclaw, tied for third low net. "Dutch" Trammel won the special prize for closest to pin fifth hole, with a distance of four inches. Jack Kloepper won a similar prize on the second hole. The prize for the longest drive by a club member was won by Jack Rosenberg while William May won the longest drive by a guest, smacking the ball for 325 yards. Putting winners were Ed Miller, Bill Hamrick and Bill Condon.

Winners in the women's division were: low grosses, Mrs. B. F. Shearer, Mrs. Guy Navarre, Mrs. L. L. Goble, Mrs. Ethel Dow, Mrs. Morrie Segel and Mrs. William Shartin. Mrs. William Forman, wife of Sterling Theatres general manager, won the prize for highest gross score. Guest low grosses in the winning class were made by Mrs. William May of Spokane, Miss Georgia Trudeau and Mrs. Robin Welts of Mount Vernon. Al Forman of the Dallas, Oregon, won a special prize for an eagle while Bill Parker won the prize for the drive closest to the tee. George Blair, Jimmy O'Neal and Mac Rubenfeld as a comedy threesome provided the main laughs of the day attired in comedy outfits.

William Shartin of Warner Bros. was general chairman of the affair. John Danz and Bill Forman of Sterling chain were given a vote of thanks for providing the vaudeville acts. The door prize, an electric washing machine, was won by L. C. "Tommy" Tomlinson. Art Gollofon won the Calcutta money of $130 by his holding of the winning player's name.

### Frisco Is Band Conscious

SAN FRANCISCO—This city is becoming band conscious. After mobbing the Golden Gate to see Kay Kyser, they packed the exposition to see Benny Goodman. Now Artie Shaw is pulling them in at the gate again. That makes three of America's leading bands in three weeks.



## *Seattle Filmites on the Links—*

*Seattle filmites are shown at play during the annual golf tournament of the Northwest Film Club held June 29. TOP—First scene (left to right) are Morrie Saffle, Metro manager; Morrie Segel. Paramount manager; Buck Seale, manager, Liberty Theatre, Spokane; Dwight Spracher, Paramount salesman; Keith Beckwith, Columbia salesman; Glenn Havilland, Paramount salesman; Al Forman, exhibitor, The Dalles, Ore. The youngster in front is Master Beckwith, who came out to caddy for his dad. Second scene, Bill Parker, Metro exploiteer; Bill Shartin, Warner manager and general chairman of the tournament; Bob White, exhibitor from Portland, Ore.; Bert Williams, exhibitor, Cashmere, Wash. Third scene, J. T. Sheffield, president Republic Pictures of the Northwest; John Danz, president of Sterling Theatres; Grover Parsons, west coast division sales manager for Republic from San Francisco; Eddie Walton, sales manager for Republic.*

*BOTTOM—The pair, John Hamrick of the Hamrick-Evergreen Theatres; Frank Newman sr., president of Fox Evergreen in the Northwest. The second scene shows the women's foursome of Mrs. "Dutch" Trammel, Mrs. L. J. McGinley; Mrs. B. F. Shearer, and Mrs. Guy Navarre. The third scene of laughgetters of the day, George "Kiltie" Blair, Mac Rubenfeld of Metro and Jimmy O'Neal. Wearing the dark-colored glasses in the last scene is B. F. "Ben" Shearer of the equipment firm bearing his name. Walking on is Frank Newman sr.*

# SEATTLE

BIGGEST scare of the week was caused by the announcement of Prosecutor B. Gray Warner that he was going to enforce the 1909 blue law to the letter. This would have meant a ban on Sunday theatres, Sunday baseball and Sunday horse racing. The whole trouble started when the Rev. Dr. J. Warren Hastings made a statement that he, and a committee of spirited citizens, had gathered evidence of organized vice and gambling conditions in Seattle. This evidence, Hastings said was going to be turned over the Governor for action, claiming that the local prosecutor was lax. This stung Mister Warner, so that he announced he was going to enforce every law on Seattle's books. For four days the situation was serious as far as the theatres were concerned, but public opinion was so strong that the prosecutor backed down. The city council now has demanded that Doctor Hastings turn over all his evidence to them for action.

*Vic Meyers, Washington's lieutenant-governor, is resting easily after an operation for a throat ailment at a local hospital. Vic recently opened a new dance pavilion in Yakima where his famous band is appearing.*

The scenic and man-made wonders of Washington state will soon be shown in the nation's picture houses. Jack Kuhne, chief cameraman for the shorts division of Fox Movietone News, is nearly finished with a scenic short. He and his staff recently took pictures of summer skiing, flowers poking through snow, and overhanging glaciers in Rainier National Park. Aerial views of Seattle, Spokane, Tacoma, Olympia and Coulee dam also will be shown.

*Glenn Hughes and his wife, Babette, head of the University drama department, have just received word that Marc Connelly, the Broadway playwright and producer, will produce "Sweet Dreams," a play written by Mr. and Mrs. Hughes . . . The Rialto on First Avenue has again opened its doors and is featuring burlesque and two feature pictures.*

Howard Hughes, the famous sportsman flyer and producer, is in town in the interest of taking one of the Boeing-built Stratoliners for a series of experimental test flights. It is believed possible Hughes might make a transatlantic flight with the land plane.

*Jim Hone is spending a few days at Lake Quinalt along with his family. Jim jr. and his brother Melvyn are here from Los Angeles and have gone along with their dad to do a lot of camping and fishing . . . Stanley Gordon visiting from Boise, Ida., and spending all his time here*

(Continued on page 26-D)

# DENVER

THE annual convention of the Gibralter Enterprises, Inc., has been set for Denver on August 4 to 7. Chas. R. Gilmour is president of the company, and the members include Ed Schulte of Casper, Wyo.; Wm. Ostenberg, Scottsbluff, Neb.; Everett Cole, Alamosa, Colo.; Thos. Murphy, Raton, N. M.; Nathan Salmon and John Greer, Santa Fe, N. M., and E. W. Ward of Silver City, N. M. Of this group two of them are mayors of their home towns—Cole and Ward. And in a recent senatorial campaign friends of Schulte tried to get him to run, but he preferred to stay solely in the theatre business. The group now has 34 theatres, located in four states—Colorado, New Mexico, Wyoming and Nebraska. Gilmour, who was in the hospital for several days as the result of a finger infection, is improved and has been down to the office.

*Harry Lauch has taken over the Eaton Theatre at Eaton, Colo., from J. R. Wills . . . With the Rocky Mountain Screen club rooms redecorated and air-conditioned it really is a fine spot to spend a few hours or an evening—or just to drop in for a drink or two. Manager E. E. Edwards keeps the service at tops. All exhibitors and film men are urged to keep the middle of August free until the date is set for the annual Screen Club picnic and golf tournament. The date will be set soon.*

The Elitch summer theatre got away to a fine start the opening week, with two film stars, Donald Woods and Jane Wyatt, in the leads. With four sellouts out of ten shows the gross was close to the best last year. The season runs ten weeks . . . Linton Collins, in the government service, brother of Earl Collins, United Artists exchange manager, spent two days here on his way to Juneau, Alaska, on a governmental mission . . . Lon Fidler, Monogram district manager, is on one of his periodic Salt Lake trips.

*With spectators sitting on the floor and standing in all available spots the screening room was a warm place during the showing of the Louis-Galento fight pictures. George Kerer, Denver distributor, had to stick his head in at the door for a look. The film opened at the Orpheum, and has been acclaimed as one of the best fight pictures to show here. It is being held over at the Orpheum, with the rest of the bill changing. Bookings are exceptionally heavy in this area.*

Ralph Hamilton has been moved from the Gem at Golden to the managership of the Santa Fe, Denver. He is succeeded at the Gem by Alvin Quint, lately assistant city manager at Salida. All are Atlas Theatre Co. houses, and the changes were announced by Dave Davis, circuit manager. Several weeks ago Frank Milton resigned as manager at the Santa Fe and the post was left vacant until now.

*Fox is shutting down the Empress at Laramie, Wyo., and tearing out everything, including the floor, to the walls. They plan to spend around $50,000 on an 840-seat house in a modern architecture. The big stage will be retained for the stage shows, according to Ray Davis, district manager. Sterling Way is city manager. Fox will also reopen the Strand at Cheyenne, after touching it up a bit, about July 25.*

In spite of bucking a holiday and weekend combination "Young Mr. Lincoln" turned in a strong week at the Denver and as a result will be moved to the Aladdin to continue the run . . . Harry Huffman, city manager for Fox theatres, returned from a New York vacation and is enthusiastic for the world's fair as a place to spend a vacation. Says he enjoyed every minute of it, rating it as almost as good as a trip around the world, and a lot less expensive.

## *Holiday Causes ITO Meet Postponement Again*

LOS ANGELES—Too much Fourth of July apparently caused a second postponement of a scheduled board of directors' meeting by the Independent Theatre Owners of So. Calif. and Ariz., which was canceled when several members of the directorate informed Robert Poole, general secretary, that they would be unable to appear until a later date.

A new time for the meeting has not been set by Poole as yet. Purpose of the gathering is to scrutinize the revised exhibitor-distributor trade-practice code, particularly the re-written arbitration clauses. If okayed by the directors, the code will be submitted to a vote by the general membership.

## *Sonnenshine Distributes Louis-Galento Films*

LOS ANGELES—Distribution rights to the Galento-Louis fight films have been acquired for the western territory by Henry Sonnenshine of Atlas Films, Inc. Sonnenshine is supervising bookings in southern California, where the three-reeler is currently being shown at the Hillstreet in downtown Los Angeles, day-date with the Pantages in Hollywood.

Sonnenshine has arranged with All-Star exchange to handle distribution in northern California; Premium Film Exchange for Salt Lake and Denver; and Jimmy O'Neill Attractions, Seattle. Atlas, concentrating on independent houses, is not selling the reel to Fox West Coast.

## *Theatre Employes Union Nominating Officers*

SEATTLE—Nominations for officers will be held this week at the Labor Temple by the Theatre Employes union, local B-22, according to Lawrence Wicklund, business agent and secretary. Present officers include Earl Stanley, president; Frances Atchinson, vice-president; George Hood, treasurer, and Lionel Carrier, sergeant-at-arms.

Nominations for the executive board also will be held, Wicklund said. Following is the present board, Mildred Tully, Don Warren, Helen Harper and Frank Gibson. The board also includes the four officers.

# S' FRANCISCO

THE word is that plans for a new theatre on Geary St., near 26th Ave., are rapidly being formed by an operator of one of the downtown subsequent run houses here . . . Edna Schafer of the Warner exchange is back on the job, after a brief illness . . . Eleanor Pedranzoni and Agnes Cannan of Warner's are vacationing at Feather River, while Ann Samuel of the same company is sopping up sunshine at the Russian River.

*R. C. McDonnell, Paramount ad sales manager here, is joining the long list of Filmrow newlyweds. He and the bride will honeymoon in Wisconsin . . . First runs operated here by Fox West Coast, the United Artists and the Orpheum, as well as local neighborhood houses, have lowered admission prices. First runs lowered to 40 cents and the subsequents to 30 and 20 cents. Golden State, San Francisco Theatres, Inc., and Nasser Bros. followed suit.*

E. Bruce Johnson, local National Register head man, is in Los Angeles on business . . . Gerald Karski of the Motion Picture Service Co., was at Clear Lake on a short vacation . . . Metro's Phyllis Burke is vacationing . . . C. V. Paden is resting at Santa Barbara with his family.

*The Davies Theatre here had a slight fire in the projection room . . . M. Alger of the Marius Theatre, Lake View, Ore., was along the Row booking . . . W. C. Preddy is back from his vacation to New York and Canada . . . Ditto, Laurence Borg, theatre operator . . . The YMCA Theatre in the Presidio here will be closed pending the opening of the New Presidio to be operated by the War Department.*

# SALT LAKE

THE first-run Studio Theatre, completely remodeled after a fire which destroyed its interior, is being operated again by Intermountain Theatres . . . H. C. Fuller, local RKO manager, accompanied by Giff Davison, Alfred Mabey and Art Baron, all salesmen, attended the company's national convention in New York . . . A preview of "Goodbye, Mr. Chips" was held here at the Centre Theatre.

*Vacation notes: Dorothy Hansen, local RKO biller, is spending her's along the Pacific coast. She plans to take in the Frisco Fair . . . Helen Garrity, Intermountain publicity head here, is due back after traveling points along the same coast . . . C. W. Peck jr., Universal cashier, leaves shortly for the Frisco Fair . . . Joe Madsen, UA office manager, starts his leave-taking shortly, destination unannounced.*

Bill McFarlane, operating the Manti Theatre in the Utah town of that name, drew plenty of attention along the Row garbed in a highly colored cowboy outfit. He was selling the Sanpitch Pow-wow (honoring an old Indian chieftain) held July 6-8 at Manti . . . FWC has opened the Town Theatre, Great Falls, Ia. . . . O. J. Hazen was expected to wind up his vacation this week.

# LOS ANGELES

HARRY STERN, former exchange manager for GB, dropped down to greet Filmrow acquaintances . . . Robert Sproul was pointing out southern California's wonders to his brother, Norman, visiting from Salt Lake City . . . Guy Gunderson tossed a party for selected Filmrow friends at his Santa Ana canyon cabin . . . Art Bailey, Warner city salesman, greeted on all sides with cries of "farmer!" as he trod down the Row carrying a sack of green corn.

*Judge LeRoy Pawley of the Desert Theatre, Indio, felt right at home when he came in for bookings. It was* 89 *in the shade . . . Other booking visitors included Joe Venable, Manny-Venable circuit; Al Minor, in from Burbank; John Menard jr., Showshop, Glendale; Dick LeMucchi, Granada, Bakersfield, who is in the midst of building a new house in Oildale; Mrs. Foster Jackson, Elsinore, Elsinore.*

George Bowser, supervisor of Fox West Coast's District Three, headed for Santa Barbara to spend a few days on business in connection with the FWC houses there . . . Leslie Taylor has replaced Merrill Shapiro as manager of Mac Sinift's Del Mar Theatre. Taylor is the son of Harry Taylor, western district manager for National Screen Supply . . . Fred Hershon of the Trojan, Harry Hollander, booker for Lou Bard, and Bernard Leavitt formed a conversational threesome during a visit to Filmrow.

*Undeterred by warm weather, Charlie Olds came in from Arroyo Grande to get some bookings for his Grande Theatre. Other bookers included Harold Glass, Gordon; Bill Zimmerman, Ernie Silcox, Studio, Studio City; Les Funk, Bellflower; Hugh Bruen and Al Cooper, Whittier; Vic Walker, Santa Ana.*

Guest of Charles Einfeld at Warner was M. A. Lightman, head of the Malco circuit of Memphis, who planed in from Tennessee for a vacation in the film capital. Lightman was formerly president of the Motion Picture Theatre Owners of America.

*W. H. Lollier, Fox West Coast executive, planed to Arizona to talk over business matters with Harry Nace, operator of the Nace circuit, and a partner of FWC in some exhibition situations . . . Rae Winnick, of Metro's office staff, has gone to San Francisco to aid home office auditors in checking through the exchange there. They just completed a survey of the local office.*

Manny Hoffman, who runs the Avalon Theatre, came in for bookings, accompanied, as usual, by his minute black Pomeranian . . . Others in on booking expeditions included Fred Eull, operator of the Ramona Theatre in Ramona; Grover Smith, Cosmo & Roxy, Glendale; Leo Fenton of the Metro; Mickey McManus, in from Long Beach; Jimmy Grant of the Hub; R. B. Gates, Buttonwillow Theatre, Buttonwillow; J. W. Bace, Roxy, Ford City; Guy VanDerbergh, Forum, Ontario; Dave Bershon, Orange Theatre, Orange.

*Passing by: Jake Cone, man-about-the-Row, putting on the feedbag . . . Leo Schwartz, of Trailer-Made, and Charles Gore, partner in the Gore Bros. circuit, chatting about this and that . . . Tommy, the shoeshine boy, doing a landoffice business keeping a bumper crop of white shoes clean . . . Mac Sinift, Del Mar Theatre, and Gene O'Keefe, in from Maywood, a twosome at the marble game . . . Charles Feldman, Universal office manager, lunching with A. J. O'Keefe, western district manager . . . Rudy Ressler, Filmrow veteran, is folding up his service station business after pumping gas and checking oil for years and years.*

Morris Safier, western district manager for Grand National, came in from San Francisco on a short business trip . . . Returning from a northern junket was Ben Fish, western sales manager for United Artists . . . Isabel McCormick, former owner of the Film Cafe, is back in town after a two-month vacation trip to Alaska . . . Al Pavlow, former owner of the Allena Theatre, is now selling automobiles for one of the big downtown agencies . . . Ted Gruwell, formerly connected with the Gruwell-Wilcox Seating Co., dropped in to greet his friends.

*Roscoe Thomas came in to acquire pictures for his Palace Theatre, Las Vegas . . . Ditto Buddy Lustig, of the Wiltern; Jack Berman, Eastland Theatres; Jack Goldberg, Garden, Belvedere Gardens; H. J. Seiler and son Mason, in from Newport; Sam Decker and Ben Peskay, Times and Palms; Joe Sloat, Maynard; Jack Chasen, Rosebud; George Landers, Washington.*

## Asks Official Denial Of Krieger Report

LOS ANGELES—A request that Washington, D. C., officially deny reports that Seymour Krieger will replace Albert Law as special investigator for the department of justice, probing independent exhibitor complaints against Fox West Coast and the major distributors, was made by Johnston Avery, administrator for the department's anti-trust division, currently here for conferences with Law.

Both Law and Avery branded the reports as absolutely unfounded. Law pointed out that his quizzing assignment has been completed and in the hands of his superiors for more than two months. He declared that, as far as he knows, the material he obtained here has been satisfactory to the government and that his work is done until further orders are received. Meantime he remains on duty, headquartering in the Federal building.

## *Alexander Names Stanford As Frisco Unit Head*

SAN FRANCISCO—The newly installed Alexander Film Co. has named as its manager Al Stanford, who formerly headed the Oakland office.

M. Samuels will act as salesman for the surrounding territory and the company will branch out into the preview field in addition to the former services rendered.


# TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

## LOS ANGELES

### EQUIPMENT AND SUPPLIES

**Breck Photoplay Supply Company**
A Complete Line of Theatre Supplies and Equipment
**1969 So. Vermont** **RE. 3151**

**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
**Wagner Silhouette Letters**
**Motiograph Projectors**
1968 So. Vermont RO. 1145

### THEATRE DECORATORS

**Specialists in Theatre Decoration**
**NAT SMYTHE & SONS**
**Decorators**
1914 So. Vermont RE. 3578

### AIR CONDITIONING

**Carabin Engineering Company**
"Air Conditioning Engineers"
**1914 So. Vermont** **Los Angeles**
— Over 30 Theatres in 1937 —

### EXPLOITATION PICTURES

Now Booking
CHARLES DICKENS'
"THE OLD CURIOSITY SHOP"

"THE FORBIDDEN TERRITORY"
starring
Gregory Ratoff
Binnie Barnes

"THE SECRET OF STAMBOUL"
starring
Valerie Hobson

Edgar Wallace's
"THE CRIMSON CIRCLE"
starring
Noah Berry

**Wm. G. Smith's Jewel Productions**
1912 So. Vermont RO. 2205

# SEATTLE

(Continued from page 26-A)

*on the Row. Stan has now gone on to Los Angeles to visit his sister for a few days before returning home.*

Ethel Dow, for the past five years with Warner as secretary to the branch manager, has resigned to devote her entire time to keeping house. Aldean Hawk has moved up into Ethel's spot and Frieda Deitch has been added to the office staff. Frieda is well known to many on the Row, for she worked here some ten years ago.

*Rose Bloom, who has been in the hospital for many weeks, is finally back home again . . . Erik Brattstrom has written a song, "Sunset in Seattle," and has received word that the Saunders Publications in Hollywood have published it. Erik was also notified that the number might be used in the forthcoming picture based on early-day Seattle.*

The town of Renton, in keeping with a celebration, has ordered all men to grow whiskers. Exhibitor Fey was standing in front of his theatre with an excuse for a chin-piece when the sheriff drove up with the black maria and took Fey before the judge. Result was a ten dollar fine for not trying to cultivate a better beard.

*Don Beckman is having his Western Poster company quarters completely remodeled. Jim Hone will move his offices of the MPTO of Washington to the upstairs part of the building and the front window will now be used for displays.*

The Mercy circuit in the Yakima Valley has installed Burch popcorn machines in its theatres . . . J. T. Sheffield, president of Republic Pictures of the Northwest, announces that Art Huot has joined the sales staff of the Seattle office. Art will cover the territory east of the mountains.

*Junior Mercy and his wife Dorothy have taken the youngsters to Pacific Beach over the holidays . . . The theatre in Dishman, just outside of Spokane, will reopen again in a couple of weeks. New owner is from Montana . . . Mrs. Emil Johnson, mother of Dorothy Cooper, here from San Francisco to bury her husband who passed away suddenly.*

Bill Englen, booker for Grand National, was rushed to the hospital where he is under observation . . . Harold Sheffield, manager of the Portland branch of Republic, is in town for a conference with his boss, J. T. Sheffield, who by the way is Harold's uncle . . . Norman Clyde and his family in from Langley . . . Buck Seale starting his vacation by entering the golf tournament, then leaving for the lakes to camp for two weeks. Buck manages the Liberty in Spokane.

*Joe Kendall from Ellensburg, and his brother Sam, from Yakima, in for the golf match, likewise Paul Mercy from Yakima . . . George Blair, Mac Rubenfeld and Jimmy O'Neal played the course with a club between them. They started with three balls but lost two of them at the second hole so they continued with the one ball.*

Bill Shartin being presented with a radio by the Film Club board of trustees for his swell job of handling the tournament . . . Bob Laing, artist for Hamrick-Evergreen, off for his vacation with Mrs. Laing. The couple will spend their time in California . . . Leah Hanson back from the vacation trip to Chicago . . . Chuck and Mrs. Charles back from the Alaska trip . . . E. W. Pollock, gradually recovering from his recent serious illness, was down from Mount Vernon with his son, Eldon.

*Kathryn Brobeck, called to eastern Washington by the illness of her brother, is now in Walla Walla visiting her family . . . Bob Estill off the sick list and back at his booking desk at Paramount . . . Friends of Mr. and Mrs. Al Clapp surprised the couple with a party to celebrate their 25th wedding anniversary.*

Alys Johnson, Gladness Gollofon, and Ethel Daigler to the Olympic Hot Springs for a week . . . Eddie Lamb, Jack Burk and Louie Goldsmith back from the RKO convention in New York . . . Cecil Gwinn contributing a dash of pictorial charm to Filmrow when he arrived from Centralia—there was Mrs. Gwinn whose hair is black; the Gwinn's pretty daughter, Elaine, whose hair is brown; the Gwinn's nieces, Janet Talkington, blonde of the Joan Bennett type, and Joan Talkington red-head and equally attractive. The Talkington sisters are the daughters of Wayne Talkington who operates a circuit in Harrington and other eastern Washington towns. Cecil Gwinn handles theatres in Centralia and Chehalis.

*Ira Genet, director of Vitaphone shorts, and Jerry Marfleet, cameraman, planed into Seattle from New York to take passage for Alaska where they will make a number of short subjects for Warner . . . Among the prizes for the best golfers was a $25 order for golf shoes, donated by David O. Selznick.*

## "Mr. Chips" Extended After 9 Weeks

**Los Angeles—After a nine-week run in which grosses are expected to climb to approximately $45,000—a record for the house—Metro's "Goodbye, Mr. Chips" will move out of the Four-Star Theatre and into the Carthay Circle, July 17, for an extended run. The British production wound up its seventh week at the Four-Star with a gross of $5,018, within $10 of the opening stanza. Another Metro picture, "On Borrowed Time," will replace "Goodbye, Mr. Chips" at the Four-Star.**

## Into Receivership

SAN FRANCISCO—Oakland's Roosevelt Theatre has gone into the hands of the receivers, due to shortage of funds to pay help and taxation. A complete loss for all creditors is reported.

# PORTLAND

WILLIAM FOREMAN, general manager of John Danz's Sterling theatres in Seattle, was a Portland visitor during the closure of a long-term lease on the Orpheum Theatre. Foreman said the Orpheum's stage and interior will be remodeled prior to the opening of the house under the Danz banner in September. No manager has yet been selected. Rumor has it Danz will purchase the building at the culmination of the lease.

*Portland's Filmrow was shocked at the sudden death of Henry J. Updegraff, one of Portland's earliest suburban operators, who suffered a heart attack July 2. He owned the Roseway and State theatres and was president of the Mount Tabor Theatre Co. Updegraff came here in 1924 after spending 16 years managing a chain of Dakota houses. Previous to that, he opened a string of theatres in Minnesota.*

Up Washington way Morrie Nimmer, Wenatchee theatre operator, ran afoul of the law by shooting firecrackers in the streets of Cashmere as a send-off to a pair of newlyweds . . . Ted Gamble calling J. J. Parker about a change in programs at the United Artists and Broadway . . . Walt Finney claiming some kind of a record with three changes in bills at his downtown Mayfair in one week.

## Arlington Theatre Delays "Camerateur Night"

SANTA BARBARA, CAL.—Management of the Arlington Theatre, Fox West Coast house, has postponed the projected "test" booking of "Camerateur Night," a new box-office stimulant, indefinitely. Along with several other new stimulators, it will be submitted to further scrutiny before a definite decision is made as to whether to use it, or some other audience game, in the house.

## Coy Seeks Writ Against Union at White Center

SEATTLE—W. T. Coy jr., operator of the Center Theatre at White Center, testified at a hearing in which he seeks an anti-picketing order against the motion picture operators union, Local 154, that an intoxicated picket struck Coy outside the theatre.

Harry Lampman, president of the union, testified that Coy failed to live up to three agreements to employ a union man part-time.

## "Ecstasy" to Majestic

LOS ANGELES—Majestic Pictures, owned by Hi Peskay, has acquired reissue rights for this territory to "Ecstasy," foreign-made film starring Hedy Lamarr.

## Theatre for Carlsbad

CARLSBAD, CAL. — Vincent Araiza has leased a store building and is remodeling it into the Carlsbad Theatre for opening between August 1 and 10.

# ALLIED'S APPROVAL OF RUNNING TIME CONTROL NOT UNANIMOUSLY SHARED BY MEMBERSHIP

## B&K, Great States Deem Illinois Legislation Unconstitutional

*By* GENE RICH

CHICAGO—It was B&K and Great States against Allied Theatres of Illinois as both groups argued the pros and cons of the bill banning duals, passed under camouflage by the Illinois state legislature.

But what surprised this writer in talking with various exhibitors along the Row was that John Balaban's comment on the unconstitutionality of the bill was shared by numerous independent exhibitors—many of them members of Allied—all of whom preferred to remain anonymous.

The law—which actually prohibits showing of complete motion picture programs longer than two hours and 15 minutes—but which thus would ban double features, crowded everything else off the scene as the second-guessers got to work.

Balaban and Jules Rubin of Great States both indicated that hundreds of theatre owners would petition Governor Henry Horner to veto the measure.

Meanwhile, Balaban termed the legislation "ridiculous," adding "the next thing we know they'll legislate that we can't sell two pairs of pants for the price of one!

**Would "Ruin" Films**

"Many single pictures, the good ones," added the B&K head, "cannot be shown in two hours and 15 minutes. If they make them shorter, it will ruin the pictures. And more than half the country has gone over to double features already. They find them profitable and in demand. With them the American public can see more for their money and cut their amusement budget in two . . . and why not?"

The direct opposite was the opinion of Eddie Silverman of Essaness Theatres, who has been one of the prime movers in Chicago for return to single features. "It wouldn't hurt any of the pictures—and probably improve most of them—to trim all pictures down to two hours."

The *Chicago Herald & Examiner* quoted Silverman for Allied Theatres of Illinois, "speaking," he declared, "for 95 per cent of Chicago picture theatre owners," thusly:

"This legislation affecting picture theatres is the most beneficial I've ever known passed for any industry. It does not prohibit double features, if they cut (and they can often be beneficially cut) to proper length. On the other hand, it offers those owners who believe their patrons favor one feature picture and a number of shorts and informative and educational features, a chance to give them what they want."

Silverman stressed that long shows are harmful to health. "Physicians say long pictures are harmful to eyesight," he said, "they say they shatter nerves."

The Essaness head added that the bill would mean better pictures for the public, and that it will aid the industry. "In Hollywood, quality producers are against duals because they stimulate the production of inferior pictures," he added.

Rubin, on the other hand, commented that "downstate we think such a law is unnecessary, unconstitutional, unfair. In at least 60 theatres throughout Illinois and Indiana, people have shown that they want double features. This bill is dictatorship. We don't need a law. We can run our own business."

Jack Kirsch, president of Allied, could not be reached by BOXOFFICE for a statement, as he had gone out of the city for the holiday. However, he has consistently favored dropping of duals and some sort of action to resume the running of singles in the Windy City. His thoughts have consistently been the same as those of Silverman.

But, on the other hand, Mr. Independent Exhibitor was represented in numerous comments to BOXOFFICE, "off the record." Most of those independent exhibitors, feel that "it is definitely wrong to let anything like this be legislated by law." One remarked that "it is unconstitutional and definitely class legislation that won't stand up in court."

Said another: "The public has become bargain conscious now, and what are we going to do to get them in the habit of one feature again?"

### *This Is the Text*

Springfield—This is the relevant text of House Bill No. 643, now before the governor for signature or veto, which prohibits double features in the state of Illinois:

A BILL

It shall be unlawful for any exhibitor to present or cause to be presented a performance consisting of the exhibition of one or more single motion picture films for a longer period than two hours and 15 minutes.

Any exhibitor who violates the provisions of this Act shall be guilty of a misdemeanor, and upon conviction thereof fined not less than one hundred dollars ($100) or more than five hundred dollars ($500), or be imprisoned in the county jail for not more than six months, or both, in the discretion of the court.

### One Theatre Prepares For Dual Bill Ban

CHICAGO—While Chicago exhibitors were discussing pro-and-con the program-limitation bill passed by the legislature, the Jones - Linick - and - Schaefer operated Oriental Theatre was evidently preparing for its ultimate passage this week.

The house was running "Society Lawyer," on a single-bill program, together with a vaudeville revue; while next week "The Hardys Ride High," is to be run as a single feature. The plan also calls for several more weeks of single features together with vaudeville presentations.

Incidentally, the policy, in its initial few days has been a successful one.

In the outlying houses, however, advertising still emphasizes the length of the program presentations. To compete with the houses that actually run three features, other houses have been featuring in their ads such copy as "five big hits," "three big hits," "outstanding seven-unit show," "giant five-unit show," and similar copy. Closer scrutiny usually unveils two features, with the rest of the "hits" or the "units" turning out to be shorts and featurettes.

Topping them all, still, is the Rosewood Theatre's "big 10-unit program," which includes three and sometimes four features, together with six or seven shorts, newsreels, etc.

### Five Bills Affecting the Industry Fail to Pass

SPRINGFIELD, ILL.—Of more than half a dozen bills introduced pertaining to the showing of motion pictures in Illinois, the only one to slip through the 61st Illinois general assembly was House Bill No. 643, an act intended to abolish double features.

Bills which were given consideration but failed to pass are herewith summarized:

Senate Bill 397 was one which would prohibit children from entering the theatres after the hour of 9 p. m., and would not allow them to remain in the theatres after 10 p. m.

Senate Bill 398 would have set up a board of censors and would have exacted a fee for passing upon pictures submitted to it for action.

Senate Bill 399 was one which would have prohibited the operation of moving picture houses by companies connected in any way with the production of moving pictures.

Senate Bill 340 would have prohibited or controlled block selling and block booking of pictures. House Bill 166 was the same as Senate Bill 340.

House Bill 445 would have prevented the showing of pictures in which there are actors or actresses who had been divorced two or more times.

# GOVERNMENT PROPOSES COMPLETING INITIAL CHARGES IN B&K SUIT BEFORE WEEK ENDS

## *Sam Meyers Lists First-Class Product From 1935 to 1938*

CHICAGO—*Sam Meyers, during his testimony in the criminal contempt case here as a government witness, read from prepared lists his opinion as to the first-class pictures released during the seasons from* 1935-36 *to* 1937-38, *inclusive, by each of the companies, as follows:*

| | 20th-Fox | M-G-M | Univ | UA | Para | Col | Warner | RKO | Indep's |
|---|---|---|---|---|---|---|---|---|---|
| *1935-36* | 12 | 24 | 2 | 9 | 22 | 6 | 14 | 7 | 1 *or* 2 |
| *1936-37* | 17 | 21 | 6 | 8 | 13 | 6 | 10 | | 2 |
| *1937-38* | 16 | 28 | 6 | 9 | 12 | 8 | 16 | 6 | 2 *or* 3 |

Meyers, listing his opinion of theatre suitability in the loop for first-run possibilities, listed the ten houses in this order:

"Chicago, Oriental, State-Lake, McVickers, United Artists, Palace, Roosevelt, Woods, Garrick and Apollo."

Meyers became tangled in testimony when, after saying "Tovarich," as a film with a foreign background was unsuccessful, agreed with Robert Golding, B&K attorney, in cross-examination that "Mutiny on the Bounty," also with a foreign background was a good picture that did good business. To which Golding added:

"Then the real truth of the matter is, isn't it . . . that every man has to use his own judgment (on boxoffice values of films), and sometimes is going to be wrong, isn't that right?" Meyers' answer was, "Yes." Golding began questioning Meyers on production values, when Meyers interrupted with "I am not testifying as an expert on production, only on exhibition."

Golding concluded the day's session with a question: "After you have shown the picture and counted up the receipts in the boxoffice, then you can tell whether your experting was any good?"

Meyers' answer of "Yes; that's when I am at my best," wowed the courtroom.

### Monthly Release Sheets Admitted as Evidence

CHICAGO—Controversy arose in the hearings in the criminal contempt case here over whether to allow the introduction as evidence of the monthly release sheets made up for the Chicago territory by Edward J. Mager, booker for Allied Theatres. This came up during Mager's testimony as a government witness.

Government attorneys introduced the sheets, as prepared by Mager, and again as printed by John Smetana of A.B.C. Printers, to try to prove a uniform clearance system and so-called discriminatory tactics of the distributors.

The defense attorneys argued that Mager's and Smetana's testimony was incompetent, but Master Edgar Eldredge finally ruled to admit the matter subject to the objections.

Fred Pride, attorney for 20th Century-Fox, from New York, directly asked Mager whether the release schedules were made up "at the instigation and solicitation of any of the distributors themselves," to which the Allied booker answered: "No, they were not." Smetana's answer to the same question by Pride, was similar to that of Mager's.

Among those in court during the last two weeks, either as witnesses or spectators, were all branch managers (except Columbia's Phil Dunas), John and Dave Balaban, Edwin Silverman, Emil Stern, Joe Kaufman, B&K booker; Lewis Jacobson, attorney for Frank Ford in the latter's anti-trust suit; Joseph and Ben Rosenberg, and Aaron Stein, Allied attorneys; Sam Meyers, and several other exchange men.

## *Indiana ATO Funfest Held At Lake Wawasee, Ind.*

LAKE WAWASEE, IND.—The second annual convention and funfest of Associated Theatre Owners of Indiana was held at the Spink-Wawasee Hotel here July 5-7.

There were several business sessions, with the committee in charge consisting of Marc J. Wolf, chairman; Ernest L. Miller, I. R. Holycross and Don R. Rossiter. On the lighter side was a program of outdoor activities which took up the greater part of the three days.

Theatre owners from practically every city in the state turned out.

## *RKO Plans to Construct Exchange Buildings*

CHICAGO—A. A. Shubert, head of exchange operations for RKO, was due here this week to confer with Walter Branson, district manager, on plans for new exchange buildings for Chicago and Milwaukee.

The Chicago structure is expected to be in the 1300 block on South Wabash, in the midst of the now compact Filmrow.

## Adjournment to Sept. 5 Follows; Silverman, Meyers, Testify

*By* GENE RICH

CHICAGO—The government hoped to conclude its initial presentation in the criminal contempt charges against Barney Balaban, B&K and the majors (except Columbia) this week, when the case was to be adjourned by Special Master Edgar Eldredge until September 5.

Defense attorneys were of the opinion that the government attorneys, Robert Wright and Seymour Simon, would not introduce any outstanding data or testimony in the hearings, resuming Wednesday after the holiday weekend. However, upon direct questioning by BOXOFFICE, Simon said: "We'll introduce everything we have this week and have the case completed as far as we are concerned, except for some statistical data."

Meanwhile, Filmrow was still buzzing over the testimony of Edwin Silverman of Essaness Theatres, and Sam Meyers, operator of theatres in Chicago's north suburbs, who were introduced as acknowledged "theatre operation experts," by the government's attorneys. Defense attorneys continually harangued the witnesses and the questioning government attorneys with objections, most of which were overruled by Master Eldredge.

Silverman's testimony related to his negotiations for the leasing of the Oriental Theatre last fall (which were reported at that time first by BOXOFFICE) and his acquisition of United Artists' product first-run for the loop. He also discussed his ideas of motion picture exhibition, and gave his definition of "first-class" product. Highlighted here is a considerable portion of Silverman's testimony, taken from the court record:

Simon, in questioning Silverman to establish his ability as an expert witness, reviewed the Essaness head's career to show his knowledge of the industry. Asked by Simon to define first-class pictures, Silverman answered:

"A first-class picture, in my opinion, would be a quality picture which had an adequate sum spent on it to insure a good production, it should be written by good writers, the cast should include well-known people who are good actors or actresses; it should be well-publicized . . . an intelligent and appealing picture should be created so as to induce people to patronize the theatre."

Silverman then told of his negotiations to obtain United Artists product, beginning with conferences with George J. Schaefer, then general manager of UA, in New York, at which also was present James Coston, zone manager of Warner Theatres in Chicago. Silverman explained they were in Schaefer's office, who "happened to be

general manager of an industry drive which took place last year to improve conditions in the business."

That last statement was permitted to remain in the record, over defense objections.

Schaefer explained to Silverman that "if we (Essaness) had the Oriental Theatre, he would be glad to make a transaction with us for United Artists pictures." Told that Essaness was negotiating for the Woods instead, Schaefer said he was not interested in the Woods Theatre for UA run.

After some months of preliminary discussions, during which Silverman ascertained that B&K would not reopen the house, actual negotiations began last September 29 in New York, with Silverman, Emil Stern, Schaefer and Murray Silverstone present. At that meeting, Silverman said, "We agreed on terms," and told that Schaefer said "he would turn over his memorandum to his attorneys who would prepare a franchise which, as soon as completed, would be sent out to Chicago for the perusal of our attorneys and ourselves, and it was either to be signed here, or our attorneys and ourselves were to go to New York to execute the document in New York."

#### Conversation With Schaefer

Silverman then discussed his later conversation with Schaefer over the latter's going to RKO on October 8 of last fall, but was reassured that Jack Schlaifer, western sales manager, would carry on with details. Discussing conversation with Schlaifer in Chicago, Silverman said:

"He (Schlaifer) said he would like to have a downtown theatre (meaning one such as the Oriental or Woods) of their own, so they could have their pictures played as fast as they became available, and that would help their selling and their releasing, but he said that he was dubious of selling away from B&K on account of B&K's outlying buying power."

Silverman also related that Schlaifer turned down a $5,000 offer from Essaness on "Drums," quoting Schlaifer as saying: "He said that it is a good deal, and it is undoubtedly more than we will get on our other first run, but 'I cannot take it.'" This referred to a run of "Drums," at the Woods Theatre.

The Essaness executive then was questioned about his opinion of various houses in the Chicago loop. Over defense objections, he testified that the Oriental "is a quality, first-run theatre, and a proper theatre to play quality first-run pictures." Then, he defined a quality picture as "a picture that arouses public interest to the extent that sufficient people will desire to see the picture so that the picture would be operated or exhibited at a profit."

Permitted by the master to give his opinions on comparative suitability of the ten loop houses for first-run possibilities, Silverman stated that the Oriental and Woods theatres were better suited than the Garrick, Apollo or Roosevelt theatres (all B&K operated) and that the Apollo is better than the State-Lake.

Cross-examined by L. B. Levinson, United Artists' attorney, Silverman told of a "very successful season" of the Woods Theatre, under first-run operation in 1928. When he added "I will give you the title of the picture and the grosses, if you wish," Levinson answered with: "Oh, I haven't any doubt that you can give me lots of things, but I suggest you do not volunteer, Mr. Silverman. Your anxiety to testify is already quite apparent . . ."

Silverman testified that Jones, Linick & Schaefer operation of the Woods Theatre, before Essaness took it over, was successful, showing "inferior pictures."

A laugh came from the courtroom when Silverman saying that B&K at times got 85 cents admission for the Oriental remarked, "on occasions when they thought they could get it. That is the way the Loop operates."

#### Opinion on Star Values

Cross-examination by Robert Golding, attorney for B&K and Paramount, of Silverman, brought out many interesting comments on star value and picture value. Among them, taken from the record as quoted by the Essaness head, were:

"There were 25 to 40 well-known directors in Hollywood between 1935 and 1938; it takes two weeks to two years to produce a first-class quality picture; at a cost of from $200,000 to $2,000,000. Production costs assigned to film include studio overhead, original story, plus the time writers may devote to it, the salary of the cast and directors.

"Examples of well-known stars are William Powell, Ronald Colman, Gary Cooper, Joan Crawford, Norma Shearer, Greta Garbo, Miriam Hopkins, Edward G. Robinson, Paul Muni, Bette Davis, Jeanette MacDonald, Nelson Eddy, Claudette Colbert, Sonja Henie, Tyrone Power."

Asked about Marion Davies, Charles Boyer and Greta Garbo, Silverman's comments were: "Marion Davies is passe," and "Charles Boyer is O. K. in France," and "Garbo has not been anything for years, over here. She is needed to take care of the foreign market, which is a big part of the production and distribution expense."

Explaining why "Tovarich" and other similar pictures failed to click at the boxoffice here, Silverman commented: "Motion pictures have had a great educational influence in this country, and one thing that it has taught us is that this is the most nationalistic country in the world, that desires no entertainment that smacks of Europe, or has a foreign background."

Golding asked Silverman: "Could you, as an expert in the motion picture field, tell us how long you think the public will be attracted to skating pictures?" to which, he answered: "I think they are pretty close to the end now."

Levinson, cross-examining Silverman, asked him whether United Artists wants and gets percentage in all cases in the loop. Silverman's answer was that UA wants percentage but that "I do not think the records indicate they get it . . ."

Emil Stern of Essaness, who followed Silverman on the stand, confirmed his partner's testimony and was dismissed without lengthy questioning.



## *Visitors From Illinois—*

*Steve Farrar, head of the Egyptian Theatre circuit of Harrisburgh, Ill., and his family, are hosted by Jeffrey Lynn, Warner player, on their visit to Hollywood and the studios. Guests and host are on the set of "Career Man," Lynn's current starrer.*

### Farrell, Costello, Jones Wait for Questioning

CHICAGO—R. O. Farrell, representative of the bondholders of the Oriental Theatre building; Harold Costello, manager of the building; Aaron Jones and Aaron Jones jr., and John Jones, were among those to be questioned late this week by the government before closing its presentation.

### Humorous Situations Not Totally Lacking

CHICAGO—Despite the fact that testimony in the government's case here becomes dry and uninteresting at times, it occasionally affords laughs.

One of these came when Jim Donohue, Paramount branch manager, referred to a Paramount film as having a "very successful run" in the Roosevelt Theatre and being moved to the Garrick for a continued first-run. Robert Wright, government attorney, retorted: "I object to the witness injecting 'opinions' in the testimony." He was sustained in his objection.

Another came when a defense attorney objected to an apparent conference in court between Wright and Joseph Rosenberg, Allied attorney, in the latter's suit against the same defendants. Wright answered with: "Yes, I'm asking Mr. Rosenberg and everybody else in Chicago for information on the film business."

### May Postpone Anti-Trust Suit Until Fall Term

CHICAGO—There is a good possibility the anti-trust suit of the independent exhibitors against B&K and the majors, commonly termed the Adelphi case, may be put over until fall.

# *Free Shows, Legislation and Hot Weather Plague Trade*

*By* B. O. TELLER

MILWAUKEE—Facing the dog days, Wisconsin exhibitors find themselves literally and figuratively on the hot seat, what with competition from a variety of sources and legislation inimical to the industry confronting them.

The competitive situation is more acute than it has been in years, with free weekly films being sponsored by merchants in dozens of the smaller cities throughout the state. In addition, in some of the larger spots, such as Green Bay and Stevens Point, the merchants are sponsoring Col. Edward F. Mumm's free show of variety acts in local parks. Opening week's show in each of these towns attracted more than 1,000 people.

Community film shows are making the rounds in other towns under the sponsorship of churches and organizations in cooperation with the merchants and shown in local halls along with a full-length feature, comedy and a newsreel. Admission is a dime with merchants' tickets.

Even roadside dairy stands advertise free outdoor talking pictures to attract customers. Hughes Dairy Stand in Beloit recently advertised the showing of "Street Scene," with Sylvia Sidney. In Milwaukee, sound pictures were shown as part of *The Journal's* free golf school at a local practice range. These films, featuring the country's greatest pros and amateurs, complemented instruction given by members of the Wisconsin PGA, which cooperated in making the classes possible.

### Bingo Bug Continues

Two shorts, 20th Century-Fox's "The Golfing Turnesa Brothers" and RKO's "Shooting for Par," were shown as part of the program, which drew some 3,000 persons. Add to this, free films at amusement beaches, silent flickers in taverns, and weekly band concerts and you see what the exhibitor is up against.

On top of it all, the Bingo bug continues to bite many, particularly on the city's south side, as strong as ever. In fact, games can be found in full blast any night in the week here and merchants complain that their business has dropped off because of it.

Desperate in the face of this sort of competition, exhibitors are resorting to every possible means to retain business. Their request here for a 25 per cent cut from the projectionists' union corresponds to the 10 per cent relief asked last summer and granted by the union, so badly has business slumped, exhibitors maintain.

Some are closing their doors, others operating part time. Nickel reductions in admission prices have become effective for the summer months in various cities, while more local houses are playing dime nights than perhaps ever before.

Penny matinees for kids, and even free shows for the youngsters, have been resorted to in connection with the first episode of a serial to get them sufficiently interested to keep coming. Fox's Venetian, local neighborhood house, has announced new low Bank Night prices of two bits with ten baskets of groceries and a $50 jackpot plus cash and gift awards as extra attractions in addition to a $600 Bank Night pot.




## *Free Show Bait—*

*How non-theatrical accounts throughout Wisconsin are luring theatre patrons and potential fans with newspaper advertising. Note that most of the shows are free.*

Tying in with merchants, some theatres are admitting kids free on presentation of guest tickets from the cooperating stores. Grand Theatre at Green Bay recently advertised: "Free Show Tomorrow afternoon. Just roll an old auto tire to Walter Dettman's Tire and Battery Store on Main St. and he will give you a ticket free, plus five cash prizes. Best tires, largest tires. Get your ticket early."

The Delux Ice Cream Shop, Stevens Point, recently advertised free tickets to the Fox Theatre with every purchase. Copy warned, "Only 2,000 tickets available—get yours early."

Various exhibitors contend that unless a stop is put to the free theatre ticket craze, they might "just as well close shop since people will come to the conclusion that no picture is worth paying money to see if its entertainment value is regarded so lightly."

At Fond du Lac, the Bechaud Brewing Co., makers of Empire beer, invites the public to attend free films at the Fond du Lac Theatre every Saturday morning at 10. Four red and yellow tops from the brewery's beer bottles will admit one adult or child to any one of the Saturday morning shows.

The Strand at Manitowoc, in a tieup recently with the Clover Farm Stores, admitted Clover Farm customers free to a 9:30 Saturday morning showing of "Rose of Washington Square" on presenting the empty container of either a five-pound bag of Clover Farm flour, a one-pound Green Cup coffee bag or six boxes of Clover Farm jelly to the doorman at the theatre.

# 'Good Ol' Summertime' Inflates Trade Woes

CHICAGO—Summer business deterrents continue to pile up on the already sagging shoulders of Mr. Exhibitor in Chicago.

Latest is the resumption of concerts nightly at Grant Park for the fourth successive season. For some time it appeared the free musical entertainment would not be held this year, inasmuch as the state legislature hemmed and hawed about supplying the necessary funds.

The concerts, featuring outstanding names in the music world, for the past three years have been sponsored by the park commissioners and James Petrillo, local musicians' union head. When Rubinoff and his violin came here two years ago to appear as guest artist at one performance, he cluttered up Grant Park with 225,000 music lovers and fresh air fiends.

In addition to the Grant Park concerts, regular Sunday night concerts have resumed at other city parks. These are on a much smaller scale than those at Grant Park, featuring mediocre bands, but they're free and as such manage to draw several thousand at a whack.

So with the resumption of the concert season, the coming of night baseball in August, and the likelihood of twilight nag sessions at Washington Park, together with scores of twilight and night softball games absorbing every and any part of the Windy City, exhibitors here have plenty to think about besides product, clearance and federal lawsuits.

## *Publicize Television Through Store Ads*

CHICAGO—Frequent and good-sized ads were used by Marshal Field & Co. in letting the public know of the television demonstrations given at their store. All local dailies were used in plugging television as a commercial venture in this area.

The copy explained the television sets were not for sale, but announced "when practical broadcasting (television) begins in the Chicago area, this store will be ready with the very best in television equipment and service." Remainder of the copy reviewed the conception of television, its advancements and probable future.

### LeKander Arcade Manager

ST. CHARLES, ILL.—Clarence LeKander, who has operated the Fargo, Geneva, now is operating the Arcada here, with Harry Simon as manager and Don Bishop his assistant.

### Termer to Beckett

HOLLYWOOD—Scotty Beckett, juvenile actor, has signed a new term pact with Charles R. Rogers, calling for two films yearly.

# CHICAGO



## Guest of RKO—

*Joe Goldstein, Mikado Theatre, St. Louis, a visitor at the RKO Radio exhibitor World Fair lounge during a visit to New York.*

## Indianapolis Union Wage Demands Are Defended

INDIANAPOLIS—Decision of Local No. 30 (stagehands' union) to withdraw union workers from the Lyric Theatre here July 6 over a wage increase dispute, is defended by D. R. Barneclo, business agent.

Inasmuch as union members work on a seven-day schedule, Barneclo contends the $5 weekly increase per man demanded to the present scale of $55.50 is not unfair. Furthermore, he maintains, Charles M. Olson, operator of the Lyric, "has neglected to state that the $60.50 figure would have been arrived at during the third year of a three-year contract, and not during the first year."

He concludes the union has gone as far as it will go in negotiations with Olson.

## Jack Dailey to Follow Up Douglas on Tour

CHICAGO—Jack Dailey of Paramount's west coast publicity office, who aided in the "Man About Town" campaign in Waukegan, is remaining in the midwest for a few weeks. He will work behind Lloyd Douglas, author of "Disputed Passage," on a speaking tour. Paramount releases "Passage" in the fall.

## New RCA Jobs

CHICAGO—Installations of RCA sound equipment made recently, according to Eddie Klein, Chicago sales manager, include: The Great States' Genesee, Waukegan, Ill.; the Lex, formerly the Lexington, recently taken over by Indiana-Illinois Theatres; Garden Theatre, Mike Scribano, both in Chicago; Prairie, Eskin circuit, Sun Prairie, Wis.; Garrick, Fox-Wisconsin Circuit, Fond du Lac, Wis.; and New Southside Theatre, A. E. Kuehn, Oshkosh, Wis.

FIGHT films of the Louis-Galento go-round got off to a good start at the Chicago, Tivoli, Uptown, Marbro and Regal theatres. Henri Elman is the distributor. The pictures also opened at Loew's State, Indianapolis, and throughout the Great States' circuit . . . Capitol-Monogram expects to move into new quarters at 13th and Wabash, next door to the new 20th Century-Fox Bldg., within the next week or so, while 20th Century-Fox will move into its new home July 24, the day of the Clyde Eckhardt testimonial dinner.

*Walter Branson attended the world premiere of RKO's "Career" in Des Moines last Sunday night, with Tony Caputo and Ralph Saunders, of Pathe News, going along to record the action on sound film. . . . Premiums and giveaways are becoming more and more unusual. For instance, those miniature portable radios which Max Sachs of the Lexington Theatre has. They are only 4x6x8 inches and can be thrown over one's shoulder and carried by a strap.*

Dick Sachsel's new offering, "Kwizz Time," is building weekly at the Roseland. It is similar to the current trend of question-and-answer games on the radio, but has the added advantage of permitting everyone in the audience to participate . . . The *Chicago Evening American* ran a life story of Eddie Anderson, Jack Benny's radio and film valet, "Rochester Van Jones." It was written by Nate Gross, who was among the many newspaper folk at the premiere of "Man About Town" in Waukegan.

*No word yet on when the Palace Theatre will reopen. There is talk, too, that RKO may relinquish its lease to the Mort Singer circuit when the house does reopen.*

Abe Fisher is back from Detroit, and now is general manager of the Chicago office of Ben Judell's newest venture, Producers' Pictures Corp.

*The B&K offices were closed on Monday all day, and many of the exchanges permitted employes to leave early in the afternoon to enjoy the mid-week holiday.*

Ben Beri, the juggler who was on the Chicago Theatre program with Bob Hope, is none other than Ben Hogan, who just 2½ years ago was an usher at the Palace Theatre. He practiced juggling eight hours a day for years, and soon was getting night club dates in Chicago. Since then he's been to Europe, Australia and other distant spots.

*John Fuller, exhibitor from Sydney, Australia, and his daughter, Phyllis, were through Chicago en route east. While here they were guided about town by M-G-M's Jack Shumow.*

Red Foley of NBC's Avalon Time air program, has been signed by Republic for a series of westerns. He'll co-star with another radio singer, Louisiana Lou.

*B&K has sent approximately $300,000 in dividends to common and preferred stockholders of the company.*

It's getting to be sort of a matrimonial bureau around Photoplay Advertising Co., with Ray Jones having been married recently, Ellen Young due to go to the altar Saturday, and Kathryn Cary, next Saturday, July 15. And by the way, there has been a succession of new additions there, too. Jack Katz is the proud papa of a boy; Bert Butte, a girl, and Frank Andres, also a girl.

*Urbine J. (Sport) Herrmann, wealthy sportsman, and former manager and co-owner of the old Cort Theatre, was killed when his automobile collided with another in an accident near Sturgeon Bay, Wis.*

First Lieut. Ben Feldman is giving the boys orders at the 331st Field Artillery encampment at Camp McCoy, Wis., these days. The other 50 weeks a year, Benny's manager of the B&K United Artists Theatre, due to open within the next couple weeks.

*Elissa Landi on a tour of speaking engagements at colleges, included the Northwestern University School of Speech among her stopovers. She spoke on "The Education of an Actor," with her next stop scheduled to be Iowa State College, Ames, Iowa.*

Marlowe Connors, manager of the Rhodes Theatre, is conducting a "baby bathing beauty" contest for three successive Thursdays, beginning July 13, on the stage of the theatre. Children from 2 to 5 years are eligible.

*Madge Evans of the films and Sidney Kingsley were Santa Fe Super-Chief passengers from the coast the other day, en route to New York.*

Here's a stickler passed on to us from Jim Booth at Essaness through Press-agent Bob Montgomery: An exhibitor has a 100-seat theatre, filled to capacity with 100 persons, and has $100 in the boxoffice. If he charges ten cents admission for

(Continued on page 45)

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CHICAGO

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# INDIANAPOLIS

"SHORTY" Phillips, salesman for National Screen Service, is on vacation . .W. H. Trunick, salesman for RCA, has returned from a two-week vacation, spent touring the southern states and fishing in Florida.

*Eleanor Borkes, in the office at Warner Bros. will spend her vacation in New York, visiting the World's Fair.*

Sam Abrams considers himself lucky these days. Local police nabbed four suspects on charges of attempted robbery and a shooting fray, and discovered loot in their possession from more than a score of robberies. Abrams' personal effects and the four double-reels of the print "Tell Your Children" were intact.

*Seen along the Row: Nick Paikos, Tipton; Dick Vlastos, Fowler; Ernest Smith, Francesville; J. N. Dixon, Flora, and Harry Van Noy, Anderson.*

Loew's Theatre here is seeking an Indiana Tarzan. The Hoosier counterpart of the ape-man hero, played by Johnny Weissmuller in "Tarzan Finds a Son," a coming attraction, will be selected in an aquatic competition at Broad Ripple Park pool.

*"Whitey" Wagner of the local M-G-M exchange and Claude McKean of Warner Bros. were among the judges of the first "Miss Indianapolis" beauty contest elimination trials at the Fountain Square Theatre here.*

Eddie Sipe, for many years a salesman for Republic in the Indianapolis territory and more recently with Capitol-Monogram, is now with the Watkins Co. Eddie is sporting a new Buick.

*Mr. and Mrs. Earl W. Penrod (he's the Bank Nite man) are planning an extended vacation through the southwest, then to California, where they will visit the San Francisco Fair. On the return trip, they will spend some time at Yellowstone Park. The Penrods expect to be gone about three weeks.*

The Rivoli here held a special show for inmates of the Masonic Home of Franklin, Ind. Buses brought approximately 70 to the theatre and an appropriate show was arranged. The theatre party was sponsored by eleventh district matrons of the Order of the Eastern Star.

## *B. N. Judell Exchange Is Closed in Indianapolis*

INDIANAPOLIS—The B. N. Judell exchange here has closed. All contracts outstanding will be handled by Big Feature Rights. Mrs. Schrand, manager of the exchange for the past few years, has not announced a new connection, as yet.

## *House to Hughes*

ASTORIA, ILL.—W. M. Hughes has purchased the Colonial Theatre from Earl Weber. It is indicated there will be no new house erected by Hughes, as formerly announced.

# Refuse to Withdraw "Shekels" Game

MILWAUKEE — While theatres in most Wisconsin spots, in response to the recent decision by the state supreme court holding Bank Night a lottery, have discontinued the plan as well as other theatre games, the Wisconsin Theatre Enterprises, a partnership of T. M. Ellis jr. and G. A. Turner, operating the Majestic, State and Rex theatres in Beloit, has refused to discontinue "shekels," which it claims is not covered by the decision.

As a result, Dist. Atty. John H. Matheson has filed a complaint against the theatre firm, which the law requires the co-partners to answer by July 17. Dist. Atty. Matheson also seeks a temporary injunction to restrain the defendants from operating the game at the three theatres.

Exhibitors in Janesville, Fond du Lac, Sheboygan, Madison, Stevens Point, Marshfield, Oshkosh, Wausau, Milwaukee and Green Bay, have all agreed to discontinue Bank Night following a request to do so by the various district attorneys. In Milwaukee, Warner-Saxe also has agreed to drop Hollywood, while in Green Bay "Lucky Strike" also is being discontinued at the Strand.

Milwaukee police officials June 29 sought warrants from Dist. Attorney Herbert J. Steffes against Warner-Saxe's Parkway and Savoy theatres which the evening before staged guessing contests on the outcome and length of the Louis-Galento fight with merchandise prizes going to those most nearly correct. Both houses featured broadcasts of the battle.

The district attorney refused the police department's plea on the ground that the elements of a lottery were not present in these cases. Steffes ruled that the managements of the theatre merely gave prizes to those who could most closely guess the outcome of a fight, which was broadcast nationally.

## *'Chips,' 'Juarez,' 'Lincoln' Lead Tribune's List*

CHICAGO—Listed as the best films of June by Doris Arden, *Times'* critic, and Mae Tinee, *Tribune* critic, were:

"Goodbye Mr. Chips," M-G-M; "Juarez," Warners; "Young Mr. Lincoln," 20th Century-Fox; "The Mikado," Universal; "Man of Conquest," Republic; "Invitation to Happiness," Paramount.

Additionally, *The Times* listed Columbia's "Only Angels Have Wings," while the Tribune listed, "Captain Fury," UA, and "Blind Alley," Columbia.

## *Mrs. Abe Kaufman Joins Ranks of Exhibitresses*

TERRE HAUTE, IND.—Mrs. Abe Kaufman, the newest lady exhibitor in Indiana, has moved her family here from Indianapolis.

She will operate the Fountain Theatre here. Her husband, Abe, is salesman for Universal.

# MILWAUKEE

FOX'S SHERMAN and State theatres advertised Ford nights for July 6, 7 and 8 with a new Ford as the prize, while the circuit's Venetian has been plugging Pontiac nights on Thursdays and Fridays.

*E. J. Weisfeldt plugged his "Big Crazy Show" at the Riverside Theatre last week with trick mirrors in the lobby as well as a pseudo mechanical man. Business was fairly brisk for the affair.*

"Mishakwut," a film of primitive Indian life, produced by the Wauwatosa board of education, the WPA and the Milwaukee Public Museum, which had its premiere at the Tosca Theatre here in 1936, will be shown before the World Congress of Education in Rio de Janeiro, Brazil, in August.

*In compliance with a protest lodged by the Mayor's Theatre Committee of Madison, Edward Benjii, manager of the Capitol Theatre in that city, removed from the lobby some of the posters plugging Earl Taylor's Revue Glorified, the committee found objectionable.*

Fire last week did damage to the projection room of the Gerold Opera House at Weyauwega, according to Ken Peterson, manager of the theatre.

*William Exton has resigned as manager of Standard's Kenosha Theatre in Kenosha. He is succeeded by Foster Norton, who becomes joint manager of the circuit's Kenosha and Vogue theatres.*

Mr. and Mrs. Frank Eckardt, operators of theatres in Wisconsin Rapids, have signed a contract with the motion picture projectionists' union which provides an upward adjustment of weekly wage scale, two men in a booth and a closed shop. The agreement runs until Sept. 1, 1940.

*The Campus Theatre at Ripon was robbed last week of about $115 in currency. Ben Marcus is manager of the house.*

New Altec sound has been installed in the People's Theatre at Superior.

*General Theatre Co. has taken over the Rex Theatre at Oshkosh and, following improvements to the house, has reopened it as the Time. Charles Low, formerly of Minneapolis, is the new manager of the theatre. The new theatre company is an affiliate of Marcus-Virnoff Co., which operates houses in Reedsburg, Tomah and Ripon.*

A candy machine at the Strand Theatre in Madison was looted last week.

## *The Lincoln, Robinson, Is Leased by Frisina*

ROBINSON, ILL. — T. J. Price and Joe Hewitt have leased the Lincoln Theatre here to the Frisina circuit. John W. Bowman of Albion, Ill., has taken over the Home Theatre in Oblong, Ill., also formerly operated by Price and Hewitt.

### Gail Has New Sound

NECEDALI, WIS.—A. A. Suszycki has installed new sound at his Gail Theatre here.

## "Snow White" Is Lauded In Waukegan Editorial

WAUKEGAN, ILL.—Praise for the higher quality of motion pictures, as exemplified by Walt Disney's "Snow White and the Seven Dwarfs," is expressed in an editorial in the *Waukegan Sun*, entitled "Cinema Success."

The editorial:

"More money than any other moving picture ever earned had been taken in by 'Snow White and the Seven Dwarfs' when it was withdrawn the other day from American circulation. In 15 months it had grossed around $6,740,000, and it still circulates in foreign countries, where it is expected to earn another $2,000,000 for its producers.

"It is idle at this late date to go into an analysis of the many-sided appeal of Snow White and her little friends. Obviously the picture succeeded as it did because it had every element that makes for popularity. Its story was a familiar and well-loved tale. It was not above the intelligence of the child nor beneath that of the adult filmgoer. The forces of evil are thwarted and virtue triumphs, as told in symbols universally understood. Without being banal, its tunes were easily remembered by the smallest listener. The animals and that other child of nature, Dopey, were, for many, the film's chief charm.

"That it was entirely decent goes without saying, for no great money-maker in films was ever otherwise. Never before have so many factors conspired to make a commercial, and in this case an artistic, success of a film property."

## Ascap Attorney and Wife Injured in Car Mishap

INDIANAPOLIS—Edward O. Snethen, of the law firm of Snethen and Summers, attorneys for Ascap in Indiana, and Mrs. Snethen are in the Methodist Hospital here recovering from injuries sustained when their automobile collided with another on Road 31, east of Carmel, Ind.

Attendants at the hospital said Mr. and Mrs. Snethen were not hurt seriously.

## No "I.Q." Program Slated For the Music Hall

NEW YORK—"Never heard of it," is the reaction of Gus Eyssell, secretary of Radio City Music Hall, to the story emanating from Chicago to the effect the de luxe house has booked "Dr. I. Q.," question-and-answer program of a candy company for August 28.

## Bakers Install Cooling

NEW LISBON, WIS.—Mr. and Mrs. H. G. Baker, operators of the Home Theatre, have installed new air conditioning in the house. The canopy and exterior have also been redecorated for the summer season.

### New Owner to Remodel

GENEVA, IND.—Harold Schlagenhauf has taken over the Star here and plans to renovate the house soon.

# This Week We Meet

## TOM GILLIAM



CHICAGO—Tom Gilliam, branch manager of the Warner Chicago exchange, who recently won top honors in the Grad Sears Annual Drive, has been identified with the film industry for more than 26 years.

Tom, as he is known to every exhibitor in the Chicago territory, may be a veteran in the industry but still considers himself a youngster.

His first introduction to the film business was back in 1901 when "Papa" Gilliam took the entire family to the little "red school house" in Kosciusko county, Indiana, to see the picture show there. It was a train rushing at top speed.

Later, Gilliam played the piano at the Royal Theatre, Warsaw, Ind., or was stuck behind the screen creating effects of horse-hoof beats with cocoanut shells, or thunder and lightning, at the opera house when the stock companies came to town.

By 1913, Tom had come to Chicago to become poster clerk, errand boy and general handy man about the Majestic Film Service Exchange at 312 Fifth Ave (now Wells St.). He wasn't at that job long, becoming shipping clerk at the H&H Film Exchange, then salesman of the old Mutual Film Co.

When Triangle Film Co. was organized, Tom went to St. Louis as salesman, and then migrated back to Warsaw, Ind., to manage the Centennial Theatre there for two years. Later he came back again to the Windy City, this time as Paramount salesman.

In 1919, Tom became a salesman with Central Film Co., Chicago, which later developed into First National Exhibitors Circuit, where Tom sold First National franchises to many exhibitors in the midwest. He was promoted to country sales manager under Clayton E. Bond, branch manager, and then became assistant branch manager under Grad Sears, branch manager, now Warner general sales head. Later he became assistant branch manager when First National was consolidated with Vitagraph, Inc., under Carl Leserman, branch manager. On June 1, 1936, Tom was appointed Chicago branch manager, by Sears.

Under the leadership of Gilliam, the local branch has made considerable progress, which culminated in the winning of the Grad Sears Drive.

He is married and has three sons, Tom jr., Billy and Jimmy. He spends most of his spare time with Mrs. Gilliam and the boys. His hobbies are golf and the piano.

## CHICAGO

(Continued from page 43)

children, $2.00 for women, and $5.00 for men, how many of each are among the 100 in the theatre? We'll give you the answer next week, at least the one Montgomery gave us. And by the way, don't the boys wish they could get those kind of prices and capacity houses!

*Equipment of the Essanay studios was auctioned off recently . . . The Essaness Vic Theatre is conducting a bathing beauty contest this Saturday. Carl Levine is manager of the house.*

James D. Summers of the New York office is the new Chicago-Milwaukee zone personnel manager for Warner Theatres, succeeding the late Elmer Fleming.

*Hail the new champion of Filmrow, Anne Weiner of the Stanley Theatre Supply, who won the "true-or-false" contest of the Film Bookers and Women's Filmrow Club at the Congress the other night.*

### Adapts "Narrow Path"

HOLLYWOOD — "Narrow Path," Robert North production for Republic, will be adapted by Robert Presnell.

## Special Shows for Women Held at Fox Wisconsin

MILWAUKEE—FOX'S Wisconsin Theatre here featured American Womanhood Week June 30 to July 6 with Miss Jean Laacky, Delavan, Wis., co-ed just returned from a two-year trip around the world, appearing thrice daily on the stage to relate her experiences.

In addition, week days were given over to demonstrations on "The Right and Wrong Way to Dress," "Make-up to Suit Your Personality," "The Right and Wrong in Home Furnishings" and information and demonstration on the care of the baby.

These attractions were offered in addition to a twin bill of reissues—"Algiers" and "The Great Waltz."

## Sixth Anniversary

CHICAGO—Joe Vicedomini celebrates the sixth anniversary of the opening of World Playhouse this Saturday. The anniversary presentation is Charles Boyer's latest French film, "Orage" (Tempest).

### Tripping to California

LAGRANGE, IND.—Mrs. Florence Wigton, operator of the Wigton Theatre here, leaves July 9 on a trip to California.

# INFORMATION BUREAU

**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

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MT531 Brass railings
MT532 Rope railings
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MT535 Luminous colors
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MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
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MT543 Fountains, ornamental
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MT582 Polish, metal
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MT586 Ladders, safety
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MT588 Screen cleaning tools
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MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
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MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
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MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
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MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

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MT642 Cleaners, vacuum
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# SEE FATE OF NORTHWEST ALLIED IN THE BALANCE AS DEFERRED CONVENTION NEARS

## Disbandment or Modified Control by Steffes Are Polar Alternatives

MINNEAPOLIS—As Northwest Allied prepares for its delayed annual convention here Tuesday, there's more uncertainty regarding its future than at any time in the association's history.

As a matter of fact, the territory's independent exhibitors are faced with the prospect of having no organization whatsoever.

Among the possible developments during the ensuing week are the body's disbandment through inability to obtain a satisfactory president or internal friction arising over disagreement regarding policy, abandonment by W. A. Steffes of his determination not to accept re-election and an agreement by him to take the helm again under an altered setup, and formation of a rival organization of independent exhibitors without Allied States affiliation and with Sol Lebedoff and others as the prime movers.

Under any circumstances, a red-hot session seems certain. Advance indications are that Steffes will have plenty to get off his chest and, in his usual fashion, will hit out from the shoulder, excoriating certain of the membership with charges of cowardice, lack of loyalty and cooperation and an inclination to accept all the benefits of organization without assuming any of its obligations or contributing to its support.

Steffes is known to be plenty disgusted because he feels he has been a "fall guy," doing most of the work and taking most of the heat and grief without proper appreciation in many quarters that he believes have benefited from his efforts. He has pointed out that he not only has received no monetary compensation, but even has dug into his own pocket to meet some of the expenses and, in return, has had to take abuse.

On the other hand, some of his critics threaten to tell the veteran independent leader "a thing or two." They complain of alleged administrative extravagance necessitating unduly high dues and assessments.

These dissatisfied members are prepared to accuse Steffes of not giving them "their money's worth." They feel they haven't received "anything really worth-while, or of tangible benefit" in return for the large dues which they have been paying.

Steffes, however, is ready to stand or fall by his policy of cooperating with the parent body, Allied States, in federal and state legislative fights, particularly theatre divorcement, and in the solution of national problems. In defense of this policy, he will pull no punches.

His adversaries want the organization to "forget" these national and state fights, involving large expenses in counsel fees and for lobbying, etc., and to devote itself entirely to such local issues as film prices, selling policies, percentage pictures and protection.

### Would Reorient Purpose

If they have their way, the principal concern of organized independent exhibitors will be lower film prices.

They have been irked by Steffes' attitude that an organization cannot dictate to distributors how or at what prices they shall sell their film or how much the individual exhibitor should pay for his product.

There has been no effort to stir up interest in the convention or to attract a large attendance. The organization has been without a president since June, Steffes stating that he no longer considered himself as the head, his term having expired. Until a week ago no notices of the convention had gone out. Then, however, the notices finally were issued from Steffes' office.

Because of the fact that Steffes always has been a strong national Allied States man—one of its leaders, in fact—it is deemed unlikely by most of those "in the know" that he willingly would permit control of any Northwest independent exhibitors' group to get out of his hands and away from Allied States, even though he refused to occupy the presidency himself. Once before there was a break, but the rival body had a comparatively short life and later merged with Northwest Allied.

There is believed to be little prospect that Steffes and Lebedoff will face each other at the convention and thresh out their differences before the members, as Ben Friedman, one of the most prominent of the territory's independent circuit operators, suggested at the meeting held during the Allied States convention here.

That meeting was supposed to be the Northwest Allied convention, but because of small attendance the convention was set forward to July 11. Friedman, who is reported to have been offered and to have declined an offer of $10,000 a year to take the presidency of an independent exhibitors' group, said "maybe we should kick out both Steffes and Lebedoff as troublemakers." But Lebedoff is being sued for non-payment of dues and is no longer considered a member of Northwest Allied, so it isn't expected that he'll be present at the convention.

## *Intent to Resist Film Rental Hike Endeavor Manifest*

MINNEAPOLIS — Twin City independent exhibitors will resist expected efforts by distributors to raise their film costs to offset the exchanges' losses in revenues from downtown first-runs. The independent suburban theatre owners claim that the vast majority have been operating without any profit for a considerable period and that many actually are in the red. They insist they can't even pay present rentals, but must have cuts, let alone paying more.

In the other key situations throughout the country, distributors have been suffering the same declines in the downtown first-run situations, their percentage share showing substantial drops. They claim this isn't entirely due to the recession, but is accountable in large part to the fact that much of the patronage that formerly went to the loop first-runs has been diverted to the more modern uptown theatres that offer free parking and other services not available in the loop and at lower admission. Accordingly, they are arguing they must obtain a higher proportion of their income from the suburban spots.

That sales policies will be shaped to meet this current development in all large key spots throughout the country already has been intimated by the distributors. In consequence, local independent neighborhood exhibitors are plenty worried. They are emphatic in their assertions that the situation calls for reductions in their cases. Their books show a steady decline in income as compared with just as steady a rise in operating costs, including higher film rentals, they claim.

The fact that the distributors are giving the Twin City independents pretty much the absent treatment for the most part isn't conducive to exhibitor peace of mind. While actual selling of Twin City independent neighborhood accounts seldom takes place until fall or early winter, distributors usually at least start discussions or sound out exhibitors at this time. Now, however, in most instances, they seemingly are averse to talking business at all.

Inasmuch as no Twin City neighborhood theatres are for sale at anywhere a reasonable figure, as far as can be learned, and inasmuch as numerous individuals are anxious to build new Twin City neighborhood show houses, the picture can't be as dark as it's being painted, the exchange heads here say.

Strongly organized opposition by the independents and the Minnesota Amusement Co. to further suburban theatre construction is preventing the issuance of numerous new theatre permits, particularly in Minneapolis.

# Williams Champion Of Buying Pool

OMAHA—Buying pools, properly handled, would solve many problems now facing the independent exhibitor, in the opinion of Charles E. Williams, president of the MPTO of Nebraska and western Iowa.

Williams told BOXOFFICE the pooling proposal probably will be discussed when exhibitors meet here July 11 and 12 to take action on the trade practice code.

"To operate properly, a buying pool would have to be equitable to both exhibitor and distributor," said the veteran exhibitor, who has operated the small Park Theatre here for two decades. "The idea is not to crucify the distributor, but to give the exhibitor the power of organization."

"If independent exhibitors had been operating buying pools the last 15 years, the present situation in the film industry certainly would not exist. The small-town exhibitor would have more to say about things that are going on."

Williams said he has been trying "for many years" to get buying pools started in the Nebraska-Iowa territory. He declared independent exhibitors should try to "harmonize" rather than harm their own business through "jealousy and fear of competition from other independents."

Williams proposes a pool of about 40 theatres for the Nebraska-Iowa territory. He believes 20 to 25 theatres "would be enough" to get a buying pool started and about 50 houses in one pool would be the maximum size.

Exhibitors participating would save enough through the pool organization to pay the expenses of maintaining a full-time representative and a small office on Filmrow, he said. Distributors would also participate in the savings, since salesmen would call on this representative or booker rather than make several calls on exhibitors spread over the two states.

"Another advantage of the buying pool," Williams said, "would be the power of small-town exhibitors to keep out unwarranted new theatres in already overcrowded situations. Distributors would have to show cause why a new house would be entitled to product."

One of the main objections to the buying pool proposal has been the suggestion that it might not be constitutional for a representative or booker to buy pictures for theatres in which he had no financial interest. Williams asserted this objection could be overcome by having participating exhibitors incorporate and sell one share of stock to the representative.

"We almost had a pool started in the Omaha distribution district some years ago, but it fizzled at the last minute," Williams told BOXOFFICE.

The MPTO prexy reiterated his invitation to all independent exhibitors in the Nebraska-Iowa territory to attend the meeting at Hotel Loyal, Tuesday and Wednesday. He wants the affair to be a true expression of exhibitors on the proposed code.

## *Goldhammer's Promotion Shuffles Exchange Staff*

MINNEAPOLIS — Following the advancement of L. E. Goldhammer, RKO branch manager, to district manager, several changes have been made in the exchange's office staff. Iva Griffith was promoted from branch manager to district manager's secretary, Helen Storler from office manager to branch manager's secretary, Minnie Hanson from booker's stenographer to office manager's secretary and Berdell Neuzil from biller to availability clerk.

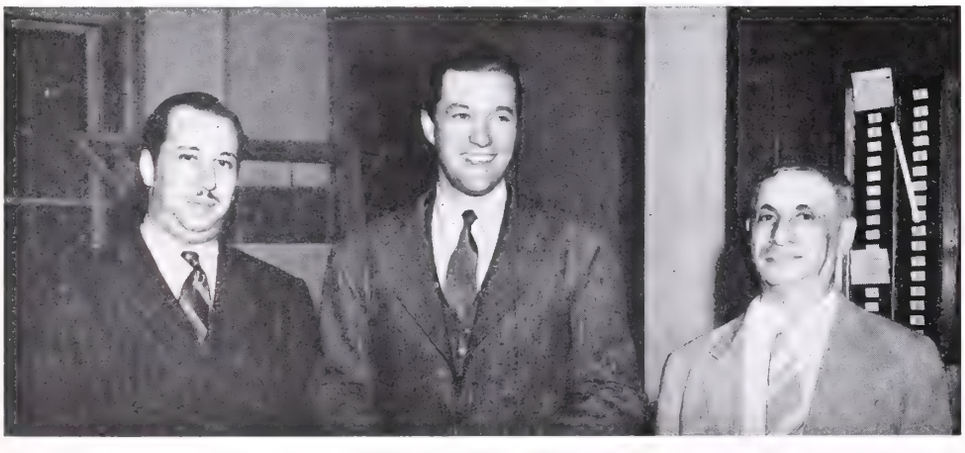
Because her husband has been transferred to Rice Lake, Minn., Alta Long has resigned as availability clerk. Margaret Cooper and Gladys Moore are the new booker's stenographer and booker clerk, respectively.

## *Muse to Logan*

LINCOLN—J. B. Logan has bought the Muse in Osceola, Neb., from Frank Klein. It has been operated by Klein for about ten years. They made no announcement of future plans.

### Lipscomb to Paramount

HOLLYWOOD—W. P. Lipscomb has joined the Paramount writing department.



## *Have Look at Production—*

*Sidney Epstein, left, operator of 15 houses in the Omaha territory, and Louis Epstein, right, pose with Dennis Morgan, Warner player, on the "Return of Dr. X" set at the Burbank studio.*

# Missouri Solons Do Trade No Damage

JEFFERSON CITY, MO.—After the longest session in the history of the state, the Missouri legislature adjourned without having passed any bills affecting the motion picture industry except the extension of the two per cent sales tax from December 31, this year, to the same date in 1941. Attempts to make the sales tax permanent, and to increase the percentage, failed.

Death in committee or on calendar was the fate of most of the bills directly relating to the theatre and film business. So was lost the divorcement bill, the Hayden measure establishing a state board of censors and heavy censorship fees, three bills that had the clipping of Ascap's wings as their objective, the chain store tax, two bills providing for the licensing of walkathons and similar events and several bills dealing with labor—establishing minimum wages and maximum hours and setting up a state labor relations board.

### New Bracket System in Kansas Starts July 6

TOPEKA, KAS.—On July 6 the bracket system of collecting the Kansas two per cent sales tax will go into effect: no tax up to 15 cents, a penny from 15 to 65, two pennies from 66 to $1.24, three pennies from $1.25 to $1.74, four from $1.75 to $2.24 and 5 from $2.25 to $2.74. Except for ten-cent houses, theatres in Kansas will benefit from the bracket system, since top admission is 35 cents, and most are around 20.

## *Report Owners to Reopen Minnesota August 4*

MINNEAPOLIS—Latest reports are that the 4,200-seat Minnesota Theatre here, formerly operated by the Minnesota Amusement Co., will reopen August 4. Owners of the property will operate it with Gordon Greene, lately manager of the Palace, as manager.

Greene is said to be angling for Ted Lewis for his opening stage attraction. The theatre's policy will be first-run independent pictures plus stage shows. Admission scale is expected to be 25 cents.

## *Shift George Monroe jr. To Greeley, Colo., Job*

LINCOLN—George Monroe jr., manager of the Liberty here since it opened in January, has been transferred to Greeley, Colo., as city manager for two Westland-L. L. Dent theatres, the Chief and the Kiva. He was originally scheduled to manage the Kiva here when the Liberty was shuttered, but before he could take office he was ordered to Colorado by Dent.

### Anderson Opening Another

TRACY, MINN.—James Anderson is opening a theatre here. He has houses in Winthrop, Pine Island and Stewartville, Minn.

# "Career" Premiere Pulls Luminaries

DES MOINES—The promotion and local enthusiasm was probably responsible for the unusual amount of attention RKO studio and executives heaped upon the "Career" premiere here last Saturday and Sunday.

This fact is evidenced by a guest list rivaling those boasted at premieres of far more super-colossal productions. The little Phil Stong story proved a magnet that drew not only the accepted list of Hollywood celebrities, but an imposing array from the New York front office and a substantial representation from midwestern newspapers.

The roster from the Hollywood acting guild included Bobby Breen, Jean Hersholt, Roscoe Ates, Leon Errol, Anne Shirley, Patricia Ellis, Edward Ellis, Dorothy Lovett, Peggy Carroll, Marjorie Reynolds, Barbara Read, Joy Hodges, Mr. and Mrs. Jimmy Ellison, John Archer and Alice Eden.

Crowning event of the first day's activities was the Moonlight Movie Ball, at which 20,000 Iowans saw the personalities while they danced to the music of Glen Gray's band on the 40,000-square-foot dance floor in Drake Stadium.

Highlights of the Movie Ball were Bobby Breen's singing and Roscoe Ates' comedy turn.

Another prelude to the "Career" premiere was the final broadcast in the second "Gateway to Hollywood" talent quest. More than 4,000 saw Dorothy Howe and Kirby Grant win the screen names of Virginia Vale and Robert Stanton in the Lasky-produced program at the Shrine Auditorium. The two winners will be featured in the RKO film "Three Sons."

Sunday evening an estimated 4,000 gaped at the celebrities outside the Orpheum Theatre prior to the first public showing of "Career." More than 3,000 packed both the Orpheum and Paramount theatres to see the double-barreled unfolding of the story of life in Pittsville, Iowa.

On hand from RKO's New York offices were: Ralph Rolan of the executive staff; S. Barret McCormick, director of advertising and publicity; Cresson E. Smith, western and southern sales manager; Arthur Willi, talent scout; Charles Levy, Louis Alleman and T. R. Thompson.

From Hollywood were: Producer Robert Sisk; Director Leigh Jason; Casting Director Robert Palmer; Hair Stylist Lowell Thompson; Frank Healey and Lynn Unkefer.

Midwestern RKO men present were: Walter C. Branson of Chicago, midwestern sales manager; C. J. Dressell and L. E. Goldhammer of Minneapolis; Russell Egener of Omaha, Sherman Fitch of Sioux Falls, and Lou Elman of Des Moines.

Visiting newsmen included: Bill Crouch, Dorothy Deere and Yank Taylor of Chicago; H. C. (Buck) Herzog, Larry Lawrence and Manuel Meyers of Milwaukee; William Arndt, Dubuque; Ted Hammer, Burlington; George Hillyer, Topeka; David Kaufman, Mason City; W. T. Mershon, Fort Madison; Homer Mosley, Wichita; John O'Donnel, Davenport; Barney Oldfield, Lincoln; Merle Potter, Minneapolis; W. C. Shanklin, Wichita; Walter Simmons, Sioux Falls; John Cameron Swayze, Kansas City, and Keith Wilson, Omaha.

Exhibitors attending were: Mr. and Mrs. Roy Hill, State Center; Mr. and Mrs. Lee Henry, Stuart; Mr. and Mrs. Robert Malek, Gladbrook; Mr. and Mrs. Floyd Featherhuff, Lake Mills; Mr. and Mrs. William Eddy, Indianola; Mr. and Mrs. Dick Gaston, Fort Madison; Mr. and Mrs. Joseph Newbold, Keosauqua, and W. P. Grossman, Nevada.

Howard Federer, Lincoln, Neb., exhibitor, saw the premiere and immediately booked "Career" with John Archer and Alice Eden going along for a personal appearance.









—Pictorial Press Service

## "Career"-ists—

*A pause in Kansas City while en route to Des Moines and the premiere of RKO's "Career," provided a chance for these pictures. The amiable chatters in the upper lefthand corner are Edward Ellis, Anne Shirley and Jean Hersholt. Directly below, with bottles for a backdrop a* BOXOFFICE *reporter records what Peter Lorre said. In the upper right, representing the genesis of it all, is "Career's" author, Phil Stong and Mrs. Stong, and in lower right busy snapping Starlets Peggy Carroll and Marjorie Reynolds, is Starlet Dorothy Lovett.*

## *Notes of "Career" Debut*

*By* RENE McCLUSKEY

RKO OFFICIALS really sold themselves to all DM folks who had any contact with them . . . S. Barret McCormick, publicity head from New York, was tops for good company. He entertained us Saturday with tales of his Denver newspaper days and yarns about the *Denver Post's* Tammen. He told how Wrigley man, Webster Lamoured him by calling his wide belt a sarong. He let us try on the large, curiously-set ring he wears and finally fulfilled one of our long-time ambitions by giving us one of the Oak Room's red table cloths for a souvenir.

Maybe we've talked a lot about Clayton in the past, but what'll it be like now? With beautiful starlets swarming all over the place saying Hollywood's Connie Krebs told them to look up Clayton, no less than five reporters tried to pass themselves off as the Great Ken (luckily they couldn't fool us—we knew which was the real McCoy) . . . When everybody started to relax at the cocktail lounge after the premiere Sunday, we'd say the top shot was of Charlie Levy trying to fix a trick stud without confessing his lack of undershirt . . . Then there was Roscoe Ates serving McCormick, Levy, Snell, the six Claytons, BOXOFFICE (one), Gene Hersholt, the Jim-

(Continued on page 53)

# OMAHA

L. R. BALLARD, Rio Theatre, Wall Lake, Ia., has had a bad cold but is recovering nicely . . . Sid McArdle, United Artists shipper, had his tonsils yanked. He's okay, now . . . Randall Wilton McIlvaine, Brandeis assistant manager, is back from a vacation in New York.

*Congrats to R. P. "Dick" DeVries, Ritz Theatre, Correctionville, Ia., on his marriage recently. How about bringing the bride to Filmrow and introducing her around, Dick? . . . Faye M. Honey, Tecumseh, Neb., exhibitor, and his son and operator, Lloyd, were in town. Faye raises mushrooms for a hobby.*

Fred Kroll, singing usher at the Omaha Theatre, has joined the army . . . Julia Anderson, Grand National office manager, celebrated the Fourth in Des Moines . . . Glenn Rogers of Film Transport has purchased a new truck . . . George Monroe, Colonial Theatre, Lincoln, was spotted on Davenport St.

*This week's anniversary department: Ted Emerson, Tri-States press agent, a birthday . . . John Winn, GN booker, tenth wedding anniversary . . . Sophie Volkert, American Distributing, birthday . . . Dorothy Laird, Warner, birthday.*

C. E. Werden, Star Theatre at Sioux Rapids, Ia., and Capitol Theatre, Hartley, Ia., reported things quiet in his district but expects a good business this fall and winter . . . Leo Doty, UA office manager, is vacationing.

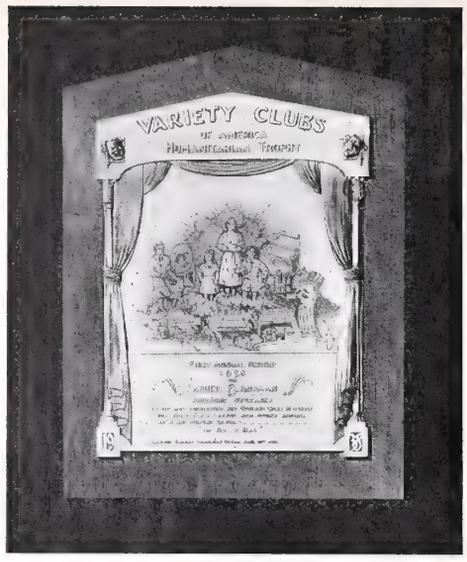
*The Bowman brothers, Iowa exhibitors, were in town. They operate a radio and electrical shop at McClelland, Ia., and exhibit pictures at McClelland, Shelby and Silver City, Ia. . . . Fritz Bierman, RKO shipper, is vacationing which means that DeWitt Green is getting a workout . . . C. A. Fraser, Joyo Theatre, Havelock, Neb., was in town.*

Don McLucas, UA boss, took BOXOFFICE to lunch one noon so's your scribe wouldn't print anything about the fancy sports shirt Don was wearing . . . Herman Fields, exhibitor at Clarinda, Ia., and Harry Lefholtz, Republic salesman, were talking very earnestly about something or other.

*Bob Booth, southeastern Nebraska exhibitor, was spotted at a booker's desk . . . Russell Egner, new RKO chief, went to Des Moines for the "Career" premiere. The RKO film peddlers had planned on going but didn't . . . Joe Jenny, portable circuit operator from Malmo, Neb., was here to see Sol Francis.*

Frances Krakowski, RKO inspectress, was a June bride. She married Kyle Taylor, formerly in the Universal accessories department.

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## *For His Humanity—*

*The plaque presented in Omaha to Father Flanagan of Boys Town, Neb., by the Variety Clubs of America "for the most outstanding and Godlike work in caring for boys of all creeds and color and for his heart-pulsing dictum: 'No Boy Is Bad.'" The citation, approved at the annual Variety Club convention, is the first in an annual award program.*

# Minny Bank Night Users Reassured

MINNEAPOLIS — Inasmuch as the state supreme court has ruled that Bank Night, properly conducted, does not violate the state anti-lottery law and is entirely legal, exhibitors need feel no concern over the conviction of the Paramount Theatre, Minnesota Amusement Co. house, at Austin, Minn., on a lottery charge in connection with its cash gift nights, according to J. L. Stern, Bank Night distributor.

The Austin conviction, it is stated, resulted from failure to follow the Bank Night rules implicitly. State witnesses were drawn from a list of those who had registered with the theatre. Most of them testified that on Bank Nights they bought extra tickets so that they could sign names of other members of their families and increase their chances for winning. Sentence has been stayed and an appeal probably will be taken. Maximum penalty for the offense is a $1,000 fine.

In Wisconsin, however, cash gift nights are out as a result of a state supreme court decision holding that they are a lottery in violation of the state law. Although the supreme court refused to issue a temporary injunction restraining three La Crosse, Wis., theatres from holding the cash gift nights while their cases are pending in the La Crosse county circuit court, the showhouses in question have discontinued the nights, thus ending a long fight.

### Assigned to "Sabotage"

HOLLYWOOD — Scripting assignment on Republic's "Sabotage" has been given to Alice Altschuler.

# LINCOLN

CHARLIE MOREHEAD, up from Beatrice saying goodbyes, said he was throwing a farewell party for himself, to which all the district managers of Foxwesco under H. A. McClure, in Kaycee, would be invited. Will be on his farm in Missouri, where there is plenty of cool spring water, which nobody uses for drinking . . . L. L. Dent dropped in for 12 hours, found he had made a mistake because it was Sunday and the pool halls were closed, so trained right out again for Dallas . . . J. H. Cooper also took the town on the fly, aftermathing the confab in Chi with Jean Kinder, on cutting the Stuart rent. Was accompanied by Paramount's realtor, E. Paul Phillips. Dealing reported to be still at the stage described as an "impasse."

*Nevins Lynn never did explain what happened to him the night of the skating party. Houdini never did a faster, or more complete, disappearance . . . Don Monroe is going fishing, having become well acquainted with suckers during the recent Omaha racing season . . . Frank Roberts' wife is vacationing a bit in Colorado, the land of slot machines, chain letters, petered out silver mines and cool breezes . . . Joe Scott and his Mrs. dropped in. Gashed a couple of well done steaks with Joe Cooper and wound up with all but six pictures dated.*

Howard Federer had fond hopes of seeing Bobby Breen in Des Moines, just to tell him how well his pictures didn't go . . . Chick Boyes' tent dramatics kicked off for the summer and into October last Thursday night. Had billing up on it on each side of George Monroe sr.'s Colonial, which is the house it'll probably hurt most . . . Bill Youngclaus, called the stormy petrel of the amusement business in Nebraska for many years, hasn't let out a peep for a long time. We might say he's "cleared off" . . . Alvin Hendricks, for several years assistant to Howard Federer, general manager of the Nebraska Theatres, Inc., has resigned, effective July 12. He will vacation for a short while in Texas, he says.

*No word here whether the Griffith Amusement Co. got both Oscar Johnson's Falls City houses, after getting a finger in the Booth Bros. pie in Nebraska City and Auburn . . . Faye Honey is said to be working on a metallic golf ball, which will respond to a magnet placed in the cup . . . Midget auto races are becoming a b. o. menace on Friday nights, so much so the opening days may be changed at some of the houses . . . Joe Jacobs can come around and brag now. He's really got a nice picture to sell in "Good Girls Go to Paris" . . . Suggested theme music for that now historic third round, Louis vs. Galento: "Beer Barrel Polka." Right on Louis' Kisser.*

Vincent Difiore doesn't know whether he's an auditor, treasurer or a barber. There more talk of shaving this and that, than doing anything else . . . When Ed Vaughan talks of future prospects, it might be about his hopes of getting ahead, and then it might be his address book . . . M. E. Lofgren went to one of those pliersguys and had a tooth yanked. Made him plenty miserable.

# KAYCEE

DAPPER BILL BRADFIELD of Columbia, always the earliest in fashion—and the latest down to breakfast—is right up in the front row this week with one of those shirts you wear outside your britches. It isn't cricket anymore, but we'll bet some one of Bill's friends sing him that old curbstone canzonet: Goody, goody gout, your shirt tail's out."

*In town: Sam Sosna, Manhattan, Kas.; Frank Weary and Paul Taylor, Richmond, Mo.; Nick Kotsis, Holden, Mo.; D. Wilson, Kincaid, Kas.; Louis Griefe, Windsor, Mo., with his young son, Fred; Mr. and Mrs. Roy Jones, Marceline, Mo.*

Billy Wright, manager of the Southtown underwent an emergency appendectomy Sunday at the East Side Hospital.

*A new theatre is scheduled for Topeka, Kas. E. W. Bowers has started a new building in the northeast suburbs to house a neighborhood theatre . . . The Avalon at Glasco, Kas., has been closed by J. E. Huston . . . Tom Wilhoit of Plattsburg, Mo., says he has made the town softball team.*

R. W. McEwan, back from an auto trip through Kansas, reports that he sold a Magic Eye deal to Gus Diamond for his Howard Theatre at Arkansas City, Kas. Mac also reported some other news—not as happy. He happened along the highway between Elmdale and Clements, Kas., where he witnessed an auto smashup which killed two men at a railroad crossing. Mac still is holding his stomach.

*Charley Potter has moved the Potter Premium Co. a door west on Filmrow from the space he has been occupying, and it is still* 118 *West* 18*th Street. The company is occupying about twice the space of the former location.*

Charley Swiercinsky of Washington, Kas., braved the heat Wednesday to make Filmrow.

*Olin Bennett has sold the Auburn at Auburn, Neb., to Griffith interests. Griffith recently took over the Booth at Auburn.*

Raymond McKittrick, manager of the Perkins Theatre at Harrisonville, Mo., appeared on Filmrow last week (June 30) looking a little like Parsifal, with his heavy young beard. He handed out cards explaining that "I can't shave until we show 'Union Pacific' July 4-6. Help me win the price of a shave by seeing this great show."

*Sam Blair's Blair Theatre at Belleville, Kas., has closed for repairs. It will reopen about July* 10.

Norris B. Cresswell has returned from a two-week trip with Mrs. Cresswell to the World's Fair in New York and to Atlantic City.

*Tom Edwards of the Ozark, Eldon, Mo., and Mrs. Edwards left with Joan and Tom jr. for West Yellowstone July* 5, *to be gone four weeks.*

J. B. Williams of Utica, Kas., writes to Bill Parsons of the Aladdin Theatre to tell the Row "hello." In his own vernacular he says that he is doing fine, but going broker every day. "Once a showman, always a showman," he states. "It's not a business; it's a disease."

*Al Finestone, formerly of the* BOXOFFICE *staff, is vacationing here with his family. Al is now affiliated with the* Motion Picture Daily *in New York.*

## Men's Beauty Contest

KANSAS CITY—A capacity crowd witnessed a men's bathing beauty contest at the Plaza last Wednesday night. The crown of victory was placed on the winner's head by the winner of a similar contest for girls at the theatre last week.

## Klein Closes Sun

SHELBY, NEB.—F. E. Klein has closed the Sun here for the summer. Klein recently sold the Muse Theatre at Osceola, Neb., to Harry Merriam and Jack Logan of Lincoln.

## Booths Open Remodeled Theatre in Rich Hill

KANSAS CITY—One of the finest houses in outstate Missouri, has been opened by the Booths, Mrs. Booth and her son, S. W., at Rich Hill. The theatre, equipped with new seats, sound, screen, curtains, rugs and marquee, was completely redecorated and modernized.

Attending the opening from Filmrow were Finton Jones of the Travelers; Homer Blackwell of Independent Poster; Douglas Desch of Monogram, and Mrs. Desch, and Walter Shreve of National Theatre Supply and Mrs. Shreve.

Mrs. Booth is a veteran exhibitor, having operated in Rich Hill 30 years.

Al Hauetter handled the theatre modernization job.

## Closes Circuit Deal

MINNEAPOLIS—Charles Weiner of Monogram has closed with the Minnesota Amusement Co., for a three-reeler, "This Is China," which he is distributing. Picture shows China as it is today.


# TRADE DIRECTORY

## A HANDY GUIDE FOR THE EXHIBITOR

### KANSAS CITY TERRITORY

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# MINNEAPOLIS

TWIN CITY VARIETY CLUB members are doing all right for themselves on the Oak Ridge country club golf course. Irving Gilman, Time Theatre owner, won the class A sweepstakes last Saturday with an 82 gross and 68 net score. Charles Rubenstein, who runs the Hollywood Theatre, also came through with an 82 gross, but has two less handicap than Gilman. Ben Friedman covered the course in 85 and Bill Elson, a class B player, in 99. Abe Kaplan and Joe Numero are among the other club members who consistently shoot well.

*Out-of-town exhibitors visiting Filmrow included Al Ashenbrenner, Staples, Minn. (he's busy helping to arrange festivities for his town's golden anniversary); Don Buckley, Redwood Falls, Minn.; Bert and Freeman Parsons, Springfield and Sauk Center, Minn.; Don Anderson, Pine Island, Minn.; Leo Ross, Sauk Rapids, Minn.; C. J. Connought, Olivia, Minn.; Tom Novak, Glencoe, Minn., and R. Hutnaker, Watertown, Minn.*

Paramount here is plugging "Aloma of the South Seas," "Cat and the Canary," "What a Life," "Seventeen" and "French Without Tears" as "great plays from which Paramount will make great pictures in 1939-40" and from radio "a great theme, 'I Wanted a Divorce.'" Large decorative boards in the exchange proclaim "It's our greatest year" . . . Mel Evidon and Joe Jacobs, formerly Columbia salesmen here and now the Des Moines, Ia., and Omaha, Neb., branch managers, respectively, spending the Fourth of July holiday with relatives and friends in Minneapolis.

*Joe Behan, Warner head booker, reports that dates are coming in nicely for the August bookers' month and he thanks exhibitors for their cooperation. The bookers have a number of bets among themselves on the winner of the drive . . . Jerry Bahner, transferred here from Des Moines, is the new Paramount ad sales department head. He succeeds A. Selby Carr who was promoted to office manager . . . Bill Grant, Warner city salesman, didn't undergo that operation after all. He's still under his doctor's observation, but seems to be recovering from the illness which had him down . . . The Louis-Galento fight pictures went into the Minneapolis and St. Paul Orpheums. Harry Sherman is the distributor.*

C. K. Olson, Warner branch manager, visited northern Minnesota accounts . . . Morrie Abrams, M-G-M exploiteer, mighty lonely these days and nights. He's a bachelor while his wife and daughter are visiting the New York World's Fair . . . Genevieve Donovan, Columbia cashier, vacationing in the South Dakota Black Hills . . . Joe Behan spending a fortnight at Little Birch Lake, Minn. . . . Hannah Pederson, M-G-M's smiling information girl, taking in the New York World's Fair.

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*"Hy" Chapman, Columbia branch manager, visited western Wisconsin accounts . . . Charlie Weiner, the Monogram man, who is very proud of his fishing prowess, happy because one of Canada's principal fishing resorts is using a picture of him with a big catch on the front page of its illustrative advertising folder . . . Eddie Stoller, United Artists office manager, spending his vacation in town close to the office where he usually shows up every other day, at least.*

Bob Hope did a terrific business at the Orpheum last week and everybody who came in contact with the Paramount star is still raving over what a swell guy he is . . . Fred Finnegan, for 17 years with Universal and office manager of that company until a severe illness knocked him out, now engaged in special work at M-G-M. A very likeable and conscientious fellow is Fred who's now fully recovered, and here's wishing him the best of luck.

*Phil Dunas, Columbia district manager, expected this week . . . Frank Jefferson of National Screen's New York home office, a visitor . . . There's still plenty of money, apparently, to spend on entertainment and they'll spend it when they get what they want. Witness the gross of nearly* $20,000 *chalked up by the Orpheum with Bob Hope, the* $4,500 *takings for the Nagurski-Raines wrestling match at the Auditorium, the crowds of* 4,000 *to* 6,000 *attracted by the Minneapolis Symphony orchestra's "Nights in Vienna" summer concert series and the* 9,700 *paid admissions at the Minneapolis-Kansas City baseball game last Sunday.*

"Bruzz" Rubel, the Ricardo Cortez of the Twin City Variety Club, summering at his Christmas Lake estate . . . Syd Volk, independent circuit operator, off to northern Minnesota for a brief vacation . . . Harold B. Johnson, Universal branch manager, finally has bought that dog and calls him "Don" . . . Ted Bolnick of the Eddie Ruben staff attended the Jack Benny doings in Waukegan, Ill., as Jack's guest . . . Helen Pauly and Gertrude Guimont of the Warner office staff have changed their vacation plans and will go to Lake Louise instead of to Los Angeles.

*Dave Gillman, independent neighborhood exhibitor, spent the Fourth with the governor . . . Donald Guttman, Universal salesman, entertaining his sister-in-law from California . . . "Kelly" Evidon, Warner ad sales manager, planning a trip to Canada where he fought during the war . . . Nate Fisher, prominent independent neighborhood exhibitor, celebrated his 25th wedding anniversary . . . John Fritscher, Paramount booking manager, devoting his vacation to fishing in Minnesota waters . . . Moe Levy, 20th-Fox district manager and S. R. Kent drive leader, here on tour of exchanges for first Kent campaign meeting . . . Paul Mans' New Lake Theatre here being remodeled and improved.*

### Extends Judith Barrett

HOLLYWOOD—Paramount has extended the acting contract of Judith Barrett, featured player.

## *Leola Schuler's Interest In Humboldt to Hanson*

HUMBOLDT, NEB.—Mrs. Leola Schuler, operator of the Humboldt here, has sold half her interests to Oscar Hanson, former RKO salesman out of the Omaha exchange. Hanson at one time managed the Majestic Theatre at Hebron, Neb., for A. H. Reckords.

Mrs. Schuler and Hanson then purchased the Plaza at Humboldt from D. L. Franks and have closed the house indefinitely. Franks has not announced future plans.

Mrs. Schuler's husband, Fred Schuler, is a stock-raiser and assists her in the operation of the Humboldt.

## *Basement Fire Drives Out Patrons at the Gateway*

MINNEAPOLIS—Forty patrons of the Gateway Theatre, Paul Mans' lower loop grind house, were driven out into the street by smoke from a fire that started in the basement. Firemen believe a patron dropped either a lighted match or cigarette through a hole in the lobby floor. Nobody was injured and the damage was slight.

## *Olson Joins Universal's Branch in Des Moines*

OMAHA — Ralph Olson, RKO salesman, has resigned to join the Universal sales staff in Des Moines. Olson was formerly with Universal as a salesman out of the Omaha exchange until a few months ago.

## *Rule, Though Defeated*

KANSAS CITY — They're still voting "no" on double bills. Over in Kansas City, Kas. the other day the *Kansan's* "Inquiring Reporter" approached five persons on the subject, and the score was 4 to 1 against the doubles. The one who thinks "they're swell" is 11 years old, which is significant. Said the youngster, "Instead of staying in the show and seeing the same picture twice, I get to see two different ones in the same length of time."

Jack Truitt, manager of the Electric, voted definitely "no" on the subject.

"I've found out that two pictures wear out the people and you can't arrange a well balanced show when you have a double bill. Then, too, it has a tendency to keep many people away from the theatre whereas they'd come if there was one good picture. As long as other theatres are double billing, though, we almost have to, also, or we'd lose a certain amount of business. Still, I've found that we do as much business on a good single bill as on two good pictures in a double bill. I don't believe theatres will be afflicted with double billing much longer," Truitt predicted.

The others interviewed objected to the length of a double bill show; to sitting through a "B" film to get to the "A," etc. One commented that "I haven't seen a comedy in ages."

## Kaycee Carnival Lease Dents Competition

KANSAS CITY—Midget racing and carnivals, two of the current forms of outside competition that make hot weather harder to bear for the industry, received a setback here last week when the city council turned down several applications for licenses to operate carnivals after neighborhood showmen and residents had complained. The city council also passed a resolution closing the midget racing track at Olympic Field, on the east side of town. However, operators of the track sought and obtained an injunction, which was returnable late this week before Circuit Judge Brown Harris.

In the territory, softball continues to be the most harmful boxoffice competitor exhibitors have. Growth of the game has been enormous during the past three or four years, and in many spots it has taken on the character of a community promotion, with merchants contributing to the expense of lights for night play, and, in some cases, the city or town has helped out with free lights.

In Kansas City, carnivals have been and continue to be plentiful, though the action of the Kansas City, Mo., council indicates that at last protests by residents and exhibitors are carrying some weight with the city authorities. Carnival operators secure the backing of the neighborhood community groups, such as the boy scouts, or political clubs, to give them a better chance with their licenses.

## Mrs. Sarah Dubinsky, 73, Dies in Kansas City

KANSAS CITY—Mrs. Sarah Dubinsky, 73, died June 30 at Menorah Hospital. The widow of Simon Dubinsky, she had been ill since his death last January.

Mrs. Dubinsky was the mother of Edward D. Durwood, Kansas City, who heads the Dubinsky Brothers circuit, and of the three other Dubinsky brothers associated with that theatre chain: Barney and William of St. Joseph, Mo., and Irving Dubinsky, Leavenworth, Kas.

A daughter, Mrs. Maurice Schweitzer, is the wife of the branch manager for Paramount at St. Louis.

Funeral services were held Sunday at Keneseth Israel-Beth Sholom Synagogue.

### "Raffles" to Wood

HOLLYWOOD—Sam Wood will direct the remake of "Raffles" for Sam Goldwyn. David Niven draws the starring role.

## Grasshoppers Price For Admission

**Omaha—An exhibitor at Alliance, Neb., put on a special show for the townsfolk and farmers in the trade district and the price of admission was one quart of grasshoppers.**

**Grasshoppers are the No. 1 pest in the western Nebraska area during the crop season.**

## "Career" Notes

(Continued from page 49)

my Ellisons, and a few other stars with ham and eggs at 4 a. m. Snell impressed us by directing traffic in evening clothes, and sweating like any ordinary cop at the Moonlight Ball, which was a huge success (20,000 Iowans can't be wrong!) In fact we've never met such a swell bunch of eggs which were neither bad nor fresh.

We collected our 70 cents from Keith Wilson and met his wife who looked dear in a red polkadot number . . . We met Barney Oldfield and his pink shirt for the first time. Barney's gum bill must have been terrific while he was here, for we never saw him without a cud . . . Funniest thing that happened was Alleman spending so much time both premiere days trying to kick a guy named Unkefer out of different places only to finally tumble that same was RKO unit man with the Hollywood train.

*R&T* photographers say they took 80 more shots of the "Career" stars than of Roosevelt and Landon during the drought conference here but no wonder, the conference was dry and the premiere was—well, not dry . . . At the banquet, we met Iles, McKinney and Wolf with their very lovely wives (one apiece) . . . We saw Lou Elman eat two shrimp cocktails (and he saw us swipe somebody's coffee) . . . For the first time, we discovered G. Ralph Branton has a marvelous gift of anecdote. The way he sized up the Wrigley sizeman setup was a two dollar laugh in any crowd. Mrs. G. Ralph is further proof that the film trade women here are lookers in addition to being intelligent . . . Clayton must be immune. He didn't know until the premiere was half over that Anne Shirley was the girl on his right (BOXOFFICE was on his left) . . . Why did Chick Friedman make such a hasty departure? Ray Blank was curious about Ken's cigarettes . . . Harry Holdsberg sits up on his lind hegs and holds his lont fregs up in the cocktail lounge and then expects us not to notice for BOXOFFICE.

From an *R&T* window, we watched Don Allen stroll past the deserted Orpheum after the show while two darky wenches stood on the curb and stared . . . Dave Dewey looked handsomely serious every time we ran into him . . . Dorothy Day was working like a team of horses all the time . . . Those two teeny weenys, Stan Mayer and Harry Gottlieb (20th-Fox), seemed to be everywhere all the time.

Be sure and ask the Don Wests about their premiere baby dressed in whitesilk and carried under Don's left arm . . . Art Stolte watched the Gateway to Hollywood broadcast through dark-colored glasses . . . Frank Rubel and Harry Warren had better banquet seats than the press, but the press was more interested in eating than looking, anyhow . . . "Effie" Judd was startled senseless as he started onto the platform at the Moonlight Ball . . . A tearful old lady pressed an enormous seashell into his hand urging him to get it autographed for her.

We got a kick out of the parade crowd's mistaking colorful Barney Oldfield and *R&T's* handsome Russ Schock for Hollywood stars . . . McCormick was impressed with the theatre arrangements at the Paramount (take a bow, Holdsberg) . . . S. Barret really made a colored maid at the Fort happy because she made him happy by asking for his autograph. He tipped her royally after furnishing the requested signature . . . Although McCormick is the RKO publicity head, he is very unassuming and gracious. He was really thrilled that someone should want his signature. We were truly sorry to see him board the Rocket for home.

Jesse Lasky proposes to return to Iowa soon and select a boy and girl to star in an RKO picture . . . A. H. Blank seemed to be having more fun at the railroad station bidding the stars adieu than at any previous time . . . Monogram screened the latest Tailspin Tommy pic for Marjorie Reynolds, who appeared here and is Betty Lou in the series.

## Bob Gillham Is a Kaycee Visitor En Route East

KANSAS CITY—Bob Gillham, director of publicity for Paramount, New York, and Mrs. Gillham were here Monday visiting at the local exchange. Bob was on his way back to New York from the coast; Mrs. Gillham is headed for a vacation in Wisconsin. Mrs. Gillham last week was presented the Newberry award for the best children's book of the year, "Thimble Summer." The award, which has been presented for some years, is the outstanding one in the field of children's literature.

## Griffith-Dickinson Firm Reopens in Hiawatha

KANSAS CITY — The Griffith-Dickinson Theatres, Inc., reopened the Chief, Hiawatha, Kas., June 30, with a new cooling system, redecoration, recarpeting, new marquee, new drapes, and a modernized front. The company spent approximately $5,000 on the remodeling.

Griffith-Dickinson now is installing a new cooling system in the Dickinson at Junction City, Kas., and in the G-D house at Fayette, Mo. A contest is being conducted to rename the house at Fayette.

### Premiere in Des Moines Draws Kansas Citians

KANSAS CITY—Tommy Thompson, branch manager for RKO, and Senn Lawler of Fox Midwest Theatres, went to Des Moines Saturday, July 1, for the premiere of "Career," the picture featuring the winners in the first "Gateway to Hollywood" contest conducted by RKO.

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# Comeback by Laemmle Seen in Story Buy

HOLLYWOOD—Return to films of Carl Laemmle sr., often rumored but never confirmed, looms as a strong probability through the announcement that he has acquired motion picture rights to "Victoria Cross," a story by Herbert Peters, and will bring it to the screen. Spokesmen for the veteran industry figure, once head of Universal, could not expand on the announcement, however, and more detailed plans are not yet available.

The entire executive and production staff of Producers Pictures Corp., of which Ben Judell is president and treasurer, has been transferred to 1436 North Beachwood Drive, where the entire building has been taken on lease. Judell is completing negotiations for stories and stars for his 1939-40 production program, comprising general features and westerns, which will be distributed by his recently-organized Producers Distributing Corp.

Still non-commital as to the future status of his affiliation with Grand National, Franklyn Warner, president of Fine Arts, has returned from New York, where he conferred for more than a week with President E. W. Hammons of GN. Next FA picture will be "Act Your Age," a comedy, to be produced in Cosmocolor. Warner is currently supervising final editing of "Isle of Destiny," also produced in the tint process. GN itself is still idle, with no prospects of rolling cameras in the immediate offing.

The 1938-39 state-right schedule of Sam Katzman's Victory Pictures has been wound up with the completion of "Fighting Renegades," a Tim McCoy western. Katzman turns next to a series of action melodramas, starring James Dunn, to be produced for the new season.

Carrying a print of their first picture, "Bad Boy" for which a release will be set in the east, Richard C. Kahn and Herbert Meyer, heads of Gateway Productions, have pulled out for New York. They recently announced plans to produce from six to ten features with all-Negro casts for independent release.

Stephens-Lang Productions, Inc., has taken shooting and office space at General Service Studios. First in its series of "Dr. Christian" features, for RKO Radio release, is scheduled to go into production August 2 with Jean Hersholt in the starring role.

## *The Arts Meet*

DES MOINES — There's a new picture among the "mugs" in the police criminal identification bureau here. It bears no number and how it got there was a mystery until a fortnight ago.

The picture is that of Mary Pickford, former motion picture star, encased in an expensive frame and autographed to "my very good friend William Hammond."

Hammond, fingerprint expert, is known as the poet laureate of the police department. He never has seen Mary Pickford, but he did write an ode to her.

"I guess she must have liked it," Hammond said.

# Two Branch Divisions Realigned by RKO

NEW YORK—Realignment of RKO's Detroit and Indianapolis branches under supervision of Walter Branson to become part of the western and southern division, under Cresson E. Smith, has been completed. The company has also created a new Prairie district, under L. E. Goldhammer, former Minneapolis branch manager.

Eastern Central District Manager Nat Levy has transferred his headquarters from Detroit to Philadelphia, with supervision over Philadelphia, Cincinnati, Cleveland, Pittsburgh and Washington now under eastern and Canadian Sales Manager E. L. McEvoy.

Buffalo has been added to J. H. MacIntyre's northeastern district, which now consists of Albany, Boston, Buffalo and New Haven. The Prairie district embraces Des Moines, Minneapolis, Omaha and Sioux Falls, and continues as part of Smith's division.

## *Two Sproule Deals*

NEWTON, KAS.—Lee Sproule has sold the Star, Clay Center, Kas., to Ed Henderson and has leased the Rialto, Marysville, to Leonard Smith.

### Year Pact to Shaw

HOLLYWOOD — Robert Shaw, featured player, has been held for another year by 20th Century-Fox.


# How to operate motion picture theatres *profitably*




Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

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# Record Opposition to 16MM Exhibitors

PITTSBURGH—Non-theatrical and 16mm film exhibitions, matters of discussions at recent exhibitor meetings here, again have been condemned by the MPTO of W. Pa., Inc.

At a recent membership session the local Allied organization went on record as unanimously opposing further permission granted by the major distributors in the reproduction of 35mm film on to 16mm film as being dangerous and detrimental to legitimately established and consistently operated theatres.

### Social Activities Will Be Considered at Meeting

PITTSBURGH—Directors of the MPTO of W. Pa., Inc., were scheduled to meet in regular session July 7 at which time a number of important subjects were to be discussed. Social activities, including the annual corn roast, also were expected to be considered.

## *Huss Elected to Helm of Cincinnati Exhibitors*

CINCINNATI—Wess Huss jr., president of Associated Theatres, was elected president of the Greater Cincinnati Independent Theatres, Inc., at an annual election, at the Hotel Gibson.

Huss succeeds Harold Bernstein. Other officers elected were A. J. Holt, Idle Hour Theatre, Carthage, vice-president; Herman Bley, Valley Theatre, treasurer, and Harold Bernstein, secretary.

It was decided the organization would meet the first Tuesday of each month, with the exception of the month of July, when no meeting will be held.

## *Bid for Shoppers' Trade With Early Opening*

DETROIT—Making a bid for early morning patronage, particularly of women shoppers, the Adams Theatre is shifting its opening ahead to 9:00 a. m. Significantly, the house will open an hour and a half later on Sundays and holidays, when the shoppers are not downtown. Initial response is reported good. This is the earliest opening for a first-run house in this city in years.

## *Heads Merchant Group*

AKRON — Harry Brown jr., manager of the Highland Theatre here, heads the newly formed Highland Square Merchants Ass'n composed of members of the West Akron board of control. Brown also is vice-president and a trustee of the trade board group.

### Twig Leaves RKO

PITTSBURGH — Bill Twig has resigned from his post as assistant booker at the RKO exchange. A former Cleveland film man, he has returned to that city.



## *Contestant—*

*Kalamazoo's entry in the M-G-M Lions Club international lion hunt and parade in Pittsburgh on July 18-21, "Cubby jr.," owned by Mayor Arthur L. Blakeslee of Kalamazoo. Shepherding Cubby are York Duffy, president of the Kalamazoo Lions Club; Warren A. Slee, Metro exploiteer, and Robert A. Frabowsky, state secretary and treasurer of the Michigan Lions Clubs.*

## *Efforts Toward Business Unity Bring Reward*

NEW LONDON, OHIO—J. O. Guthrie, owner of the Karolyn Theatre, saw his efforts to bring the merchants of his town into closer business harmony by making speeches before the Rotary, Kiwanis clubs and the chamber of commerce, bear fruit when all of New London, or 200 cars full of them at least, turned out for the first community picnic ever staged in the town. Representatives of all types of business forgot competition in a day of entertainment at Chippewa Lake. Guthrie in his speeches has been advocating that merchants of communities work for each other instead of against each other, toward a resumption of normal business.

## *Product Contract Breach Suit Over in Detroit*

DETROIT — Suit over film contract for the Europa Theatre, Detroit's only German picture house, has been settled "amicably." Suit was entered by Casino Film Exchange, N. Y., distributors, against Andrew Klein and Frank Scheuer, who formerly operated the Europa, which has since been taken over by Otto Marx. Both claimed breach of a product contract.

### Campaigning for "Chips"

PITTSBURGH—Charles Baron, M-G-M exploiteer, has opened his localized campaign for "Goodbye, Mr. Chips" in the territory. The film was held over at Loew's Penn for a second week.

# Political Capital of Sales Tax Suits

COLUMBUS—The two taxpayer's suits involving non-payment of sales tax on film rentals are on the verge of developing into political footballs, with the industry playing the goat. That such is the case became very apparent last week when a faux pas on the part of the Republican administration was revealed.

For several weeks it had been rumored that the MPPDA retained counsel to protect the interests of their distributors. On July 1 the suits were to have been answered in the Franklin county court of appeals. But Aubrey Wendt, assistant attorney general of Ohio, again was granted extensions of time, this being the third continuance. Investigation disclosed that Robert Barton, of the law firm Bricker, Power and Barton, was instrumental in securing the extensions to July 15.

It is interesting to note that Gov. John W. Bricker is an inactive member of the firm, and his secretary, Don Powers, is also a member. Barton admitted that he and Powers had been retained by Ed Hess of the Will Hays office. Jack Flanagan of the governor's staff said that he could see nothing wrong in a state employe accepting a position as legal representative in a case involving a state department.

In the previous administration, which was Democratic, one of the bitterest Republican attacks was directed toward the state chairman of the opposition party who was serving as attorney in cases against the state.

At present it is difficult to ascertain the reasons for the defense in obtaining delays. Every day sees additional tax monies added to the original estimate of $1,250,000. Wendt asserted Saturday that he was prepared to go on with the suits. However Barton said that he was not satisfied with the setup, and was in doubt as to whether he would be ready in two weeks. Consequently, it may be assumed that actual defense is being prepared by the law firm, and not by the attorney general's staff.

## *Ben Cohen of Pittsburgh Buys Duo in Cleveland*

CLEVELAND—Meyer Kaplan has sold the Savoy and Superior theatres here to Ben Cohen of Pittsburgh. The sale became effective as of July 1.

Kaplan will continue to buy and book product for these houses and retains ownership of the Crown Theatre.

## *Reopen at Pine Grove*

PITTSBURGH—Closed for a number of years, the theatre at Pine Grove, W. Va., is ready for opening after extensive remodeling and the installation of equipments and fixtures. New exits have been constructed and the auditorium has been newly decorated. When opened next week the theatre will be known as the Grove. James Works, a hardware dealer at Pine Grove, is the owner and operator.

# PITTSBURGH

LEW LEFTON, who checked out of a local hospital the other day and went out on a business trip to West Virginia, reported back at the hospital this week for an operation . . . Mike Cullen has returned to duties at Loew's Penn, the Loew district manager taking charge at his old spot as a relief manager while Charlie Kurtzman vacations and takes in the World's Fair . . . Johnny Harris, now at his summer home in Longport, N. J., is all wrapped up in his new 19-foot speed boat . . . It's a little early for such discussions, but the boys are talking about the annual corn roast at Dr. Herman's, which looms bigger and better than ever . . . There's a Mrs. Chuck Shanon now. Chuck is the Homewood manager for WB at the Belmar.

*The Enright is offering triple features with serials, shorts, stage attractions and radio features for their Saturday matinee Kiddie shows. "Nazi Spy" is one of today's (July 8) three features at the Enright . . . Art Levy asks "How about taking a minute off and writing a check for* $7.50 *and sending your reservation for the Variety Club's golf tournament, scheduled for Friday, July* 14 *at Wildwood Country Club?"*

Mrs. J. B. Christy of the Tidioute, Pa., theatre, has returned to duties after an illness which confined her to a hospital. She used to work at the Fox exchange here . . . William R. Wheat jr., spent the weekend at Annapolis visiting his daughter . . . William Serrao, Arnold exhibitor, dropped us a card from his honeymoon which took him and the wife to Buffalo, Toronto, Montreal, Quebec and the New England states. In New York he was the house guest of Christy Wilbert, 20th-Fox exploiteer who at one time was a publicity representative for WB theatres here. Serrao previewed "Second Fiddle" at the 20th-Fox home office and he reports that it is very good. The Serraos took in the World's Fair, too.

*John Finnegan, assistant to Bob Lieber at the Paramount, Braddock, has been promoted to the position of manager at the Grand, Hazelwood, another M. N. Shapiro-Archie Fineman house . . . Herbert Schaefer and Herbert Staminger, who closed the Blair Station theatre for the summer, are located in East Keansburg, N. J., and are operating park shows in that area . . . Harry Walker is out to take off forty pounds. Among others reducing or attempting to rid themselves of excess weight, are Andy Battiston, Pete Alderman, Don Mungello, Gus Vaveris and Irving Dietz.*

Members of the local trade are loud in their praise for Harry Kalmine's decision to retain Mrs. Mary McCartney as manager of the Jefferson Theatre, Punxsutawney, as a sucessor to her deceased husband, W. P. (Penn) McCartney. Mrs. McCartney was associated with her husband in the management of this house before he sold it to Warner Bros. and became the Warner manager.

*H. Windt, who holds interest in the Beacon Theatre, is vacationing in Germany . . . Harry R. Cromwell, Bedford exhibitor, is vacationing . . . Frank Fairgraves of Erie was at the Shriners' convention at Baltimore . . . Monarch exchange screening room is being dolled up with new upholstered chairs, and other improvements are being made. The independent product is coming through okay too, says Duddy Lefton, booker.*

Jack Judd and the Mrs. are vacationing . . . A Filmrow visitor the other day was John Lang, former McKees Rock exhibitor, who has worked for a wholesale grocery firm at Monessen for the past four years . . . Mrs. H. J. Thompson, wife of the Clearfield theatre owner, is recovering from an operation performed at the Clearfield Hospital . . . Ted Perrine of Sandy Lake, who returned from a New York vacation which included taking in the Fair, was here on booking duties . . . An honor student graduate of Taylor Alderdice High School last week was Reva Ruth Rosenberg, daughter of the M. A. Rosenbergs.

*Billy ZeVan, with National Theatrical Valance Co., reports recently decorating of the Victor, New Castle, Pa.; Penn-Lake, Sandy Lake, Pa.; Strand, Seibring, Ohio; Alpine, Kingwood, W. Va., and the Alpine, Salem, W. Va.*

Charles Mergen, Harry Passarell and Phoebe Homer of the Paramount exchange were vacationing this week. Other Filmrow folks vacationing included Roy Davis, UA; Alice Jahns, Sophie Pincus, 20th-Fox; Marlene Leff, Columbia; Milt Frankel and Grace O'Neill, Vitagraph; John Zomnir, Joe Stack, Allan Douglas, Hilda Alvin and Bess Fehl, M-G-M . . . Bess Fehl Noah is now Bess Fehl, you will notice . . . L. Beresin, vice-president of Berlo Vending Co., was here on business this week with Nat Lazier, district manager.



## Studioing!—

*Abe Finkel, left, of the Finkel circuit of Pittsburgh, meets Alan Hale on the set of Warner's "On Your Toes." Finkel paid a recent visit to the film capital.*

*James McHugh has been transferred from the WB Regal, Wilkinsburg, to the Plaza, Bloomfield, succeeding Ernest Lieberman, who has been assigned by the circuit to the post as manager of the Squirrel Hill Theatre. Jules Green resigned from duties at the latter house last week and he is traveling to California to try his luck. The WB boys gave him a sendoff party last Saturday night. McHugh, who has moved to the Plaza, is succeeded at the Regal by Edward Salamon, formerly assistant manager at the Arsenal.*

Ira H. Cohn, 20th-Fox branch manager, was visited by four home office executives the other day; Edgar Moss, district manager; Clarence Hill, assistant to William Sussman, division manager; Harvey Day, Terry Toon sales manager, and William Clark, short subject sales manager . . . John Hargrave is filling in at Loew's Penn . . . The Currey Bros., who have acquired the Strand, Monongah, operate an automobile agency at Fairmont, W. Va.

*Father Edward J. Flanagan of Boys Town will attend the* 11*th annual banquet of the Variety Club at the William Penn Hotel, Sunday, October* 29.

Firemen were called to the Palace Theatre, Diamond street, Sunday evening when a blaze started in a ventilating fan motor atop the three-story building. The fire was extinguished without the theatre patrons being aware of the blaze . . . Edna Hinch has returned to duties at the Vitagraph exchange after an absence of three years. Her sister, Helen Hageter, also recently returned to work at this office . . . Mel Barrett of the Paramount exchange, Cleveland, was here over the weekend . . . Ann Cohen was back on the job this week as secretary to A. I. Weiner, UA manager, after suffering injuries when struck by an auto two weeks ago . . . Charles Lynch, who recently roadshowed a picture through West Virginia, will handle a new theatre game.

*Irene Fisher of the Republic exchange has returned from a three-week vacation in Hollywood.*

## Readies Cairo House

PENNSBORO, W. VA.—Bill Heaton, local exhibitor, is busy with construction details in connection with the remodeling of a garage building at Cairo, which is being converted into a theatre. Seating capacity will be in excess of 300. The Cairo construction is under way.

### Another for F. & S.

ASHTABULA, O.—Feiber & Shea, circuit operators, with houses in several Ohio cities have acquired the Beulah Theatre here, giving the circuit control of the four theatres in the city.

# CINCINNATI

THE Cincinnati Booker's Club, founded by Joe Goetz of RKO theatres, will hold an election at the Saratoga Club, East McMillan St., July 14, according to the announcement of the present incumbent, Joe Goetz. The election is to be followed by a social hour, for which this organization and its genial president are famous.

*Warner's Norma Brown is vacationing . . . Universal's Florence Schomaker spent the weekend at Cliftie Falls.*

Friends of Levitt Bugie, 20th-Fox well-known representative, will be sorry to learn his wife is seriously ill and blood transfusions are being resorted to, to save her life. Twin baby girls, born to Mrs. Bugie, passed away at birth. The sincere hope is everywhere expressed for the speedy recovery of Mrs. Bugie.

*Louis Wiethe's opening of his new Kentucky Theatre, Latonia, Ky., was the social highlight of the week. Eight hundred attended the invitational preview Friday, June 30. Judge Joseph Goodenough, Covington, Ky., made the dedicatory address. The new house was erected at a cost of $95,000. Wiethe's other holdings include the Derby and Latonia theatres, at Latonia and the Bond, Cincinnati. The new theatre opened to the public, July 1, at popular prices of 10-20 cents plus tax.*

Selma Herlands has joined M-G-M's personnel as billing clerk. Miss Herlands hails from New Haven, Conn., where she was with 20th-Fox. The family is moving to Cincinnati.

*Dr. Cornn and W. H. Gaddie of Purcell, Ky., visited the Row this week. C. F. Drebert, Smithers, W. Va.; Will Pancake, Columbus, and Tom Larken, New Bremen, were in also.*

Metro's M. Yeoman is ill, stricken with a streptococci infection . . . Paramount's Mary McGee is confined to the hospital for an operation on her throat.

*Joe Oulahan, Paramount's branch manager, reports contracts closed on new product are exceeding last year's sales.*

Over 150 exhibitors and filmites attended the Dayton Variety Club's annual outing, June 29.

## *Wins Lottery Suit*

TROY, O.—A jury in a local court returned a verdict for C. F. Pfister, head of the Troy Amusement Co., defendant in suit filed by A. J. Attenweiler, who asked judgement for $28 covering admissions to Bank Night at the Mayflower Theatre here over a two-year period, plus $100 damages under the Ohio lottery law. Plaintiff is expected to appeal to Common Pleas Court.

### Organ to City

DOVER, O.—The pipe organ in the Bexley Theatre here has been offered the Dover board of education for the city's new school building.

# LOUISVILLE

LETTERS nearly ten feet high, reaching from the curb to the marquee, told Louisville that "Maisie" had come to town, at Loew's.

*John Gillooly, manager of Switow's LeRose Theatre at Jeffersonville, Ind., another of Louisville's neighbors, is back on the job after a brief illness. John has been in the business there for some 20 years.*

Robert L. Harnes, formerly affiliated with the Grand at New Albany, Ind., and now the manager of three small Indiana theatres—the State at Milltown, Empire at Sellersburg and Elnora at Elnora—was in town the other day chatting with acquaintances at the Falls City Theatre Equipment Co.

*Sam Switow was in New York on a business trip. ...Mr. and Mrs. Dudley Williston of Indianapolis were down a few days visiting their son-in-law and daughter, Mr. and Mrs. A. Edward Campbell, Silver Hills, New Albany. The Williston interests include three Negro houses in Louisville.*

Wedding bells will be ringing in the Williston family next month. Their other daughter, Beth Ann, is to wed Joseph Barr of Sullivan, Ind. The couple will spend a year in England where the groom will study on a scholarship.

*It was Quinn's turn to use the Carrell-Quinn (Falls City Theatre Equipment Co.) river runabout on the Fourth. Carrell gets it during the week; Quinn on Sundays and holidays.*


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# CLEVELAND

MAKE a note of this: The Variety Club annual golf tournament, originally announced to take place July 21 at the Beechmont Country Club, has been postponed to July 28 . . . Four-weeks-old Ted Teschner jr., is doing fine, thank you, but his dad, Ted sr., assistant manager at Loew's State Theatre, can't say the same for himself. His son's 4 a. m. waking hours don't jibe so well with theatre hours.

*Lou Walters, manager of National Theatre Supply Co., closed a deal with Bob Menches of Akron to install* 300 *new chairs in the Liberty Theatre. Menches is increasing his seating capacity by that number of chairs by reseating his loges and rearranging his lower floor plan . . . George Stevens, manager of the Drive-In Theatre, spends his spare time making carved brooches out of cocoanut shells, which he sells.*

Mrs. Esther Long Clark, who runs the Community Theatre at Cadiz, entertained the film men of the territory at a garden party at her new country estate located just outside Cadiz . . . Al Gregg, in charge of Republic publicity, is getting out a manual of exploitation, with easy lessons on how to put over specific pictures. Types of businesses are classified and the manual fits exploitation campaigns to each type of business. The manual will reach all Republic customers once a month.

*What they're doing around the territory: Paul Ellis, general manager of the Robins theatres in Warren, kibitzing with Stanley Hart, managing editor of the* Chronicle Tribune, *on how to get back to sleep after the baby wakes up, Ellis being new in the role of pater; Tony Skarg, theatre decorator and Mrs. Skarg, buying five dozen fresh eggs at a roadside market, not because they like eggs but because of the price . . . Howard Feighley of the Rivoli Theatre, Toledo, vacationing with his family at his summer home in Michigan . . . John Gordon, director of publicity for the Chakeres circuit in Springfield, rushing through his advertising copy in time to put on his act as master of ceremony for Bank Night.*

Sam Gorrel and Jack Lefton, both of Republic Pictures tied in an endurance test to see which of them could stay up the latest and get up the earliest the following morning . . . Bud Sommers of the Palace Theatre, Akron, is busy these days breaking in a new set of golf clubs . . .


NOW AVAILABLE
The Greatest of All Mascot Serials
New Prints—New Paper
"DEVIL HORSE"
With HARRY CAREY, NOAH BEERY and FRANKIE DARRO.
We Guarantee You Can Repeat "Devil Horse" to Big Biz.
**Big Feature Rights Exchanges, Inc.**


C. A. Reeves has resigned as one of the two assistant managers at Warner's Hippodrome, Cleveland. Paul Kaufman, former chief of service has been promoted to succeed Reeves. Frank Wahl, doorman, steps into Kaufman's former shoes.

*John LaDue, manager of Warner's Strand Theatre, Akron, and the very new Mrs. LaDue have returned from a two weeks' honeymoon trip . . . Bill Harwell of Warner's Ohio Theatre, Canton, dug up an authentic covered wagon* 108 *years old to exploit "Man of Conquest," which netted the picture a page one news story . . . Marvin Samuelson, manager of Warner's Colony Theatre, entertained a group of orphans as his contribution to Father's Day.*

By popular request, the Warner Club has resumed its policy of serving lunches to all interested in partaking of the town's best two-bit meal . . . Lilian Zwick, former secretary to Meyer Kaplan, has joined the Paramount family as secretary to Ad Sales Manager Melvin Barrett, where she succeeds Mary Zagar who has gone in for matrimony as a vocation . . . Recent visitors on Filmrow included Mrs. Abe Cohen of East Palestine and her son; Park Belden of the Thornton Theatre, Akron, and the W. B. Stewarts of the Star Theatre, Deshler.

*Victor Hayes is operating the New Roxy Theatre, De Graf, on Friday, Saturday and Sunday during the rest of the summer . . . Lester Zucker, Columbia branch manager, is spending his time out on the roads while the carpenters have taken over his office for complete remodeling . . . I. J. Schmertz,* 20*th-Fox branch manager, is also out of the city oftener than in the city these days . . . Fred Holzworth, manager of the Hilliard Square Theatre, has joined the army of home owners. He just bought a place on Arthur Ave. in Lakewood.*

Local Warner theatre department is being swamped with telephone calls in response to calling cards placed around in strategic points bearing the name "Joan B" with the message "For the Gayest, Sauciest Entertainment Treat You've Ever Had Call Joan B at PRospect 3740" (the Warner telephone number) . . . A wedding of local interest last week was that of Betty Fickensher, only daughter of Henry Fickensher of the Scoville, Essick and Reif circuit. She married a young man from Indianapolis named John Alcorn.

*It's an eyebrow-raising item that Ruth Bergdorff, secretary to the boys of the Scoville Essick and Reif circuit and Cliff Pegg, manager of the Parma Theatre, one of the circuit houses, took their vacations at one and the same time . . . The Joe Louis-Tony Galento fight pictures are the best fight pictures ever made in the opinion of W. Ward Marsh, film editor of the* Plain Dealer . . . *Manny Manishore and Harry Lande at* 308 *Film Bldg. are distributors.*

Associated Theatres Circuit is closing its office in the Film Bldg. on Saturdays during July and August . . . Miss Rickey Labowitz, G. E. Erdmann's secretary at the Cleveland Motion Picture Exhibitors Ass'n, took the week off for a vacation in Buffalo . . . Miss Sarah Shapiro of the Monogram exchange is one of the New York World's Fair best boosters.

*George W. Weeks, Monogram general sales manager, was here for a day on a goodwill tour of the territory . . . Jerry Friedlander, attorney who handles legal work for several of the local circuits, announces that William F. Marsteller has joined the firm which now is named Nenesch, Marsteller, Friedlander and Morris, with offices in the Citizens Bldg. . . . Joe Loeffler, who has been district manager for Metro Premiums, has gone back to selling film. He has been appointed to the RKO sales force in Minneapolis . . . Ralph O. Flemm, for no particular reason known as "Jack," last week bought the Tivoli Theatre, Akron, from H. E. Bickel.*

## Lag in Grosses Not Shuttering Many

CLEVELAND—Although it is generally conceded that business at both first run and subsequent run houses locally is considerably under average for the summer, only the usual number of theatre closings have been reported.

Warner closed the Majestic Theatre, Mansfield, for an extended period during which alterations will be made.

In Youngstown the Park, a Warner-Shea operated house, closed June 29, while the Strand, belonging to the Harris circuit, signed off on July 5.

In Toledo, Miss Margaret Rihacek closed her Tivoli Theatre for a month and in Montpelier, Glen Kaufman has boarded up the Paramount Theatre until the beginning of September.

Paul Gusdanovic of Cleveland, however, has reversed the procedure by opening his Corlett Theatre which he closed a month ago. The house is open two days a week except when he plays foreign pictures which will stand up for extended runs.

## *G. A. R. Protests Scene In "Gone With Wind"*

COLUMBUS—A resolution was presented in the final session of the 73rd annual encampment of the Ohio G. A. R., held here last week, protesting the use of a "questionable scene" in "Gone With the Wind." The scene is one in which the heroine, Scarlett O'Hara, shoots a Union soldier who invades her home.

Formal action on the resolution was postponed until the national encampment in Pittsburgh. It is the intention of the G. A. R. to present the protest to the Hays organization. National Commander Robert M. Rownd, Ripley, N. Y., is quoted as saying that the protest is based on the fact that "a soldier in the uniform of his country is depicted as a thief, libertine and marauder."

### Republic Adds Writer

HOLLYWOOD—George Beck has been added to the writing department at Republic.

# DETROIT

WILLIAM RICHMOND, manager of Max Allen's Lincoln Park, is a convert to the idea of human interest in BOXOFFICE . . . Joan Brodel, young Hollywood star, back to her home in Detroit, appeared at the Roth and Berdun recital Friday evening. She is one of Charlie Roth's outstanding protegees.

*Sol and Mac Krim have added a free parking lot as a new feature of their Lasky, headquarters house.*

Cincinnati Variety Club, which we visited over the weekend, has some clubrooms to be proud of . . . Col. Arthur Frudenfeld, the chief barker, who used to manage RKO Downtown here, is off on an annual tour to California . . . Harry Donau, club steward, has a girl friend right in Detroit.

*Warren Slee reports a lively entry for M-G-M's Lion Hunt, from Kalamazoo—name is Cubby jr. . . . Mac Krim still is lonesome for that pet bear he turned over to the Zoo recently.*

Chevrolet's "Knights of the Highway," commercial film produced here, has been awarded the C. I. T. Award as the outstanding safety film . . . Ben Wachnansky is visiting his neighbors, George Schiller of the National and Milton Jacobson of the Monroe, when business slacks off these hot afternoons, and is working up a deal for closing of Monroe Avenue houses for the summer . . . Dave King may close the National by the time this appears.

*Harry Clamage, returned to the Avenue after 20 years' absence, is assisting his father, Arthur Clamage, in running the house. Clamage sr., is host to a regular party for visiting and local performers at the Back Stage Bar, next door, every Monday night.*

Lee Elman, formerly with the Del-Ray Attractions, has joined the Jules Klein booking office . . . Tony Nader was vacationing briefly at his brother's cottage at Lake Orion, where Frank Stewart of Midwest Theatres is a sort of commodore. Jim Smith of the Lions is another Orion showman for the summer.

*Joe Conti, late of the Monte Carlo Studios, which have frequently put on shows for Variety Club, is the newest Detroiter to receive a film contract . . . Oscar Doob, Loew publicity chief, who has many friends in the Detroit area, lost his father at New York City.*

Moe Teitel is planning some remodeling for his Warfield, the city's de luxe colored house . . . Shooting in the local commercial studios—Jam Handy, Industrial Pictures, and Wilding Productions, reached a new high for the summer, with several more men called back to work, Ed King, business agent of the stagehands, reports.

*Morton Maius, manager of Associated Theatres' Loop, has taken over a partnership in the Ten-Eleven Bar, downtown theatrical night spot . . . Maius says the new air conditioning at the Loop is helping to bring in customers on hot days.*

Edgar Kirchner is leaving on his vacation for the Upper Peninsula . . . His last official act was to issue the new house rules for Variety Club . . . Wallace Cross of Cross Machine Shop, is putting his carbon saver into 30 Butterfield houses, and rushing to fill orders for southern theatres.

*W. W. Willman, M-G-M-ite from Indianapolis, was in town on a business trip . . . J. O. Brooks, Butterfield chief booker, is taking a shortened two-week vacation fishing in the northern woods of Canada, with Monogram's Jack Saxe. Brooks' secretary, Ethel Hale, and Beryl (Obie) O'Bryan, are off together in northern Michigan, while Booker Earl Hoffman has just returned from his.*

Ernest H. Forbes' Oliver Theatre Supply is thoroughly redecorated to celebrate the grand opening of the new Brenkert Lamp and RCA Sound Agency here—in the home town of Brenkert. Eddie Murphy, formerly field representative for Mutual Theatres, has joined Oliver as salesman. Entertainment for the opening was lavish, with numerous distinguished filmite guests, including exhibitors Andrew Bzovi, Ecorse; Bill MacGlish, Kalamazoo; P. C. Schram, Kalamazoo; Al Slendek, St. Clair, and Jeff Williams, Roseville, and plenty from Detroit, including William Schulte, Joseph Ellul, and Joseph B. Krul.

*William B. Chatman reports Movie Coin Club still building business in its ninth week at the Rivola and Rialto . . . Walter Shafer is installing new sound in his Shafer at Garden City . . . Excellent Pictures is distributing the Louis-Galento Fight Films, with Bob Fischer handling rights for the territory. Day and date booking for Friday morning opening at both the Fox and the Adams, less than 40 hours after the fight, set a new speed record for this town.*

Charles C. Perry, manager of the Adams, has returned from St. Louis, bringing back his wife who was vacationing . . . Roberta Ann is the name decided upon for M-G-M-ite Herb Brown's new baby. Film Exchange ball team didn't play this week.

*John Tatu and Victor Petriks are remodeling their front at the Cino, Ed Long reports . . . Long himself has just returned from a week's vacation in Connecticut and Massachusetts . . . Fred Schader is still another victim of a bad summer cold.*

Harold Schuckert is reported taking over the Strand Theatre at Reed City, Mich., formerly operated by Roy Partee . . . Joseph Miskinis, circuit owner, is planning an auto trip to Calgary, Alberta, to visit relatives.

*William A. Cassidy reports grosses at his Midland theatres badly hit by the Dow Chemical Field Day, which drew 35,000 people to the event, in this little town. Cassidy has remodeled the Strand at Alma . . . Joe Conti, who used to appear for Eddie Jacobson, now of the Rainbo, in amateur shows at the Majestic and Ferndale, is Hollywood-bound with a contract.*

Jacob Schreiber, who sold out his circuit here a year ago, has returned from Miami, and is busy showing his friends motion pictures taken on his long vacation . . . Art Knapp is reported convalescing nicely after a bad case of pneumonia.

*W. C. Gehring, 20th-Fox central division manager, was in for a few days . . . Frank Wagner and wife spent the "big weekend" of the Fourth in Chicago.*

Cass R. Beechler, upstate circuit operator, is building a companion house to his Eaton at Charlotte, to open about August 15. A store building is being remodeled. W. J. Turnbull reports the equipment sales for National Theatre Supply.

*Don Atkinson, who waits on the customers at National, has left on his vacation, going fishing up in the Copper Country . . . E. J. Pennell and Bruce Godshaw, exhibitors from Albion, were in Friday. Godshaw discloses he is building a new house at South Bend, Ind., going into the interstate business.*

Ben Wachnansky now claims he needs two secretaries, not one. From the crowds at his Bijou lately, he may be right . . . Jacob Boodman is a cover-to-cover BOXOFFICE reader—doesn't miss a comma.

*Censor Charlie Snyder is setting a good ticket record with those ducats for Policemen's Field Day . . . Irving Belinsky has opened a second store, next door to the Loop Theatre, and is there most of the time, with Mrs. Belinsky running the one in the Film Building for him—says she prefers it to housework any way.*

Bill Flemion and Charlie Perry are making it a habit to lunch together lately . . . John Tatu's daughter, all grown up now, was a Filmrow visitor, Thursday.

## *New Fight Film Best in Years*

**Cleveland—The Joe Louis-Tony Galento pictures are the best fight pictures released since those of the Firpo-Dempsey bout, according to local exhibitors, movie critics and fans.**

**Now showing at the RKO Palace and Keith's East 105th St. Theatre, the audience reaction is enthusiastic.**

**Regal Films, 308 Film Bldg., Cleveland, is handling distribution throughout Ohio and Kentucky.—LOEB.**

## *Drive-In Is Host*

DETROIT—Detroit's Drive-In Theatre is inaugurating a regular weekly free night for shut-ins. The special construction of the theatre enables those who are unable to get into an ordinary indoor theatre to be brought in cars, or even in an ambulance, to see and hear the show.

## Advertising Distributors Turn to AFL Connection

PITTSBURGH — Advertising Distributor Workers' Union has voted to withdraw from the CIO and affiliate with the International Alliance of Bill Posters, Billers and Distributors AFL Union, Thomas Dougherty, business agent of the former local, announces. Leo Abernathy, of Pittsburgh, international president of the bill posters' union, issued an AFL charter to the unit which will be known henceforth as Circular Distributors' Union BB-16.

## Two Show Fight

PITTSBURGH — The Tony Galento-Joe Louis fight pictures opened Saturday at the Palace and Family Theatres with Republic's "S. O. S. Tidal Wave." Fight pictures are distributed by Irving Dietz and George "B" Josack at 1701 Blvd. of the Allies.

## Has New Reflector

CLEVELAND—L. H. Walters, manager of the Cleveland office of National Theatre Supply Co., announces the exclusive distribution of a new metal H&S reflector available for Peerless Magnarc lamps. Price of the new reflector is practically identical with that of the standard glass reflector.

## Injured by Baseball

SCIOTOVILLE, OHIO—J. Richard, manager of the Stanley Theatre here, is all bandaged up from some broken ribs after being struck on the chest by a baseball. Meanwhile, he's waiting the arrival of a new member to the family soon.

## WB Summer Closing

MANSFIELD, O.—The Majestic, one of the three houses operated here by Warner, has been closed for the summer, District Manager Frank Harpster has announced. Wayne Williams, manager, has been assigned to the Ohio and Madison, during vacations of the managers.

### Shutter at Youngstown

YOUNGSTOWN, O. — The Park Theatre here which has been pursuing a policy of dual films had been shuttered for the summer months. House is the only one here with facilities for road shows.

### Summer Shutdown at Slickville

SLICKVILLE, PA.—Slickville Theatre has closed for the summer. It is possible that it will be reopened in the fall by Abie Beter.

### Choice Chore to Cromwell

HOLLYWOOD — RKO has signed John Cromwell to direct "Abe Lincoln in Illinois," to be produced by Max Gordon and Harry Goetz, with Raymond Massey in the title role.

# COLUMBUS

THE Daughters of Isabella, Catholic women's organization, have urged that the Ohio senators vote for the Neely Bill. Announcement came from state regent's office. Group has some 5,000 members.

*Lloyd Henricks, formerly chief accountant here at old Paramount exchange, is reported transferred from Chicago to Dallas . . . Bob Seniff, former Loew's manager, is now managing the Pier Ballroom at Buckeye Lake.*

In a surprise move Loew's Ohio joined the double feature movement on Friday. All indications were that business had been holding up satisfactorily, and the house would continue with single bills. Local dramatic critics are unanimous in their condemnation of the policy. They said it "couldn't happen here," but every house in city is using duos.

*Congratulations to Mr. and Mrs. Ralph Callendine, operator of the VonDell in Stockport, and to Mr. and Mrs. Nelson Creswell, operator of the Cozy in Cedarville. The Callendines are the proud parents of a baby girl, the Creswells of a baby boy.*

Freddie Oestreicher, Loew's press agent, is on the west coast . . . And speaking of those purveyors of superlatives, the guy that told us Johnny Barcroft was a rank amateur on the tennis courts certainly was in error.

*On Saturday night Tent Two of the Variety Club celebrated the second anniversary of the occupancy of club rooms in the Grand Theatre building. Quite a shindig, with Bingo holding the spotlight. Barkers like the game so well that the Saturday night parties will be continued.*

The Rader Brothers have been fixing up their Arcade, Newark; Lomex, Wilmington, and the Twins, Waynesville. Ken Rader has been vacationing at Port Clinton on Lake Erie.

*Twenty-five film salesmen and branch managers from Cleveland were guests last week of Mrs. Esther Clark, owner of the Community Theatre, Cadiz. Golfing or swimming was the vogue in afternoon, with a dinner "fit for a king" (to quote Bernie Gardner of Paramount) in the evening, followed by a poker session.*

During the past week RKO removed all of its equipment and furnishings from the closed Majestic, thus confirming statement in this column several weeks ago that house will not be reopened under the chain's banner. However, there is a chance that a local independent operator will take the house for a second-run.

### Sells Park Interest

AKRON, O.—Allen T. Simmons, for years owner and operator of the Allen Theatre here, and owner of radio station WADC, has disposed of his quarter interest in Summit Beach park, one of the largest amusement parks in the middle west.

## Nathan Rosen Will Make His Home in Florida

PITTSBURGH—Nathan Rosen, city exhibitor for many years, has sold his home and furnishings and has moved his family to Coral Gables, Fla., for permanent residence. In poor health for some time, Rosen has been in Florida for about four months. He has retained his interest with Harry Hendel in the New Granada Theatre, Center Ave.

## John S. Cooper

PITTSBURGH—Word is received here of the death of John S. Cooper, St. Michaels, Pa., exhibitor. Recently he had disposed of his interest in the Strand Theatre, St. Michaels, to his partner, Mike Younridge. Cooper had been ill for some weeks at Mercy Hospital, Altoona, where he died last week.

## Oaks Floyd Dead

PITTSBURGH — Oaks Floyd, Follansbee, W. Va., exhibitor, died here of a heart attack, local friends were informed. Deceased was a brother of Glenn Floyd, better known to the trade, who is a partner with Joe Huszar in the operation of several Follansbee theatres and the Roxy, Monaca, Pa.

## Levin in 100% Club

CLEVELAND—Norman Levin of the local United Artists sales force, has been notified that he has been made a member of the UA 100% club. Lou Geiger, another of the local UA salesmen also is a member.

## Vacations in South

CANTON, O.—Bill Harwell, manager of Warner's Ohio, is vacationing for two weeks in his home town, Atlanta, Ga. He had been in charge of the local house for the past several months.

## 10 Years Ago
### IN PITTSBURGH

CHUCK KIEFER took over American Poster Supply Co. ten years ago this week . . . Dixie, Uniontown, was destroyed by fire . . . Pittsburgh city council received and filed Mayor Charles H. Kline's request for Sunday movies at the parks . . . Meyer E. Goldstein, after 16 years in the industry, resigned his post at Educational to engage in the credit jewelry business . . . Frank Panoplos, Louis Frankos, P. L. Gorris and Gus Xides sold the Lyric, McKeesport, to John Sowko . . . Larry Jacobs, Dick Leibert, Charley Melson and Dave Broudy were regular 6:30 a. m. golfers . . . Harry D. Harris assumed management of the Cameraphone, East Liberty . . . The 4 Marx Bros. in their initial screen appearance, "The Cocoanuts," playing at the Grand, was the big hit of the week.

# New Outdoor Theatre Idea Is Pondered

BOSTON—A new idea in outdoor theatres still remains to be proved, as the Shrewsbury Drive-In has got under way without incorporation of a secondary structure that would do as a winter house. Hurricane damage last fall, when the Shrewsbury Drive-In was in process of construction, was instrumental in the abandonment of the experiment.

The innovation, forwarded by P. Edward Comi, who has done the engineering and has furnished the equipment at the ozoners in which the Drive-In Theatres Corp. has an interest, centers about the screen house. This is the structure commonly used to elevate the gigantic screens used in automobile theatres.

Screens, in the duplex theatre idea, would be of the translux type. On the reverse they would provide a reflecting service.

The screen house would be so extended that it would virtually become a regular theatre building accommodating some 800 seats.

In summer, they would contain necessary office and patron accommodations. In winter, it would be the outdoor section that would become secondary, the ramps being utilized as parking spaces.

The double unit idea, on paper at least, combines such advantages that its sponsors believe it might easily become the thing as far as automobile theatres are concerned.

Incoming patrons, using the winter quarters, would transfer their automobiles to ushers and would receive parking checks. After viewing performances, the patron would give his check number to an attendant and the latter would produce the respective vehicle.

## *Walter Young Celebrating 30th Year as Exhibitor*

FARMINGTON, N. H.—Walter Young, owner of the Strand here, is celebrating his 30th year as an exhibitor.

Starting at the old Cosey Theatre, which stood where the post office is now situated in Rochester, he took over the local house in 1910.

He recalls that in the old days he got his film and song slides from Frank Howard, who once peddled balloons at Rochester Fair in Rochester, near here, and later became a film distributor with offices at 564 Washington St., in Boston.

## *Wins With Film Topic*

NEW HAVEN — Writing a thesis to set forth the relationship of a particular law to a particular industry, Irvin E. Bernstein, New Haven Yale Law School graduate this year, discussed "The Motion Picture Distributor and the Copyright Law" and won the Nathan Burkan Memorial prize of $100 for his thesis.

## *"Continued Run" for M&R Suit*

**Boston—Hitting into plenty of warm weather and the half-year mark, the Morse and Rothenberg anti-trust case has resumed after a prolonged holiday weekend. Conjecture is rife as to how the ax will fall, whether on the necks of the plaintiffs or the defendant majors, but there is no end in sight of the trial and the following opinion of Philip Hendrick, master, to the U. S. district court on legal merits.**

**Not the least important factor in the litigation has been the wholesale entering of exhibits, the majority procured by plaintiff's attorney George S. Ryan.**

# Pass Partial Bingo Bill in Connecticut

HARTFORD—Governor Raymond E. Baldwin of Connecticut signed the Bingo bill last week (J.30), making operation of the "old corn game" legal for charitable, fraternal, civic and veteran groups, under local option and police regulation. The bill, which exhibitors resent as unfair and discriminatory, was a celebrated issue in the recent session of the legislature, amended many times, and finally passed in its present form by a close margin in the house and unanimously in the senate.

The film men in the territory expressed a "Bingo for all or none" view of the matter at the first public hearing before the judiciary committee, and the bill was subsequently changed to include all operators, only to be changed back for the benefit of organizations exclusively.

The governor is said to have studied the bill in exhaustive detail for several days, and to believe it contains proper safeguards to keep out promoters and racketeers. The bill provides that before Bingo can be played in any town or city, petition by at least five per cent of the voters must be made to the selectmen prior to September 1. Approval must be renewed annually. Not more than $250 in prizes can be given in any one day and no cash prizes or exchange of merchandise for cash are permitted.

Theatre operators, whose grosses already are low, are recalling previous competition from church and organization Bingo with pessimism.

## *Several Alexander Shifts In New England Zone*

BOSTON—Harry Snyder, New England divisional manager of the Alexander Film Co., has made a number of personnel changes in this territory.

Richard Vaughn, whom Snyder recently broke in, has been transferred from Maine and is now cooperating with Ralph Thomas in covering Rhode Island. Nick Gordon now has exclusive reign in the former Pine Tree state.

Charles Seeley, who formerly handled Middlesex county in Massachusetts, has been given Suffolk, Norfolk, Plymouth, and Barnstable counties in this state.

# Surprise Testimonial For Ralph Ripley

BOSTON—When Ralph Ripley, managing director of the Codman Square Theatre (M&P) in Dorchester, Mass., was guest of honor at a surprise testimonial luncheon in Cohasset, Mass., the occasion had a two-fold significance. It marked his 40th wedding anniversary and his 40th year in show business. Hosts to Veteran Ripley were home office employes of M&P Theatres and a delegation of managers from District B (supervised by Harry Wasserman) of the M&P circuit.

Ripley, who celebrates his 65th birthday this month, started as an usher at the old Lyceum Theatre, Boston, 40 years ago. When this house was demolished he was made manager of the Gayety. In 1915 he became manager of the Scollay Square Olympia; and in 1920 joined the George Giles circuit as general manager, a position he held for nine years. From here he went to the M&P circuit to manage the Codman Square, and has held that position since that time.

From the M&P home office, the following were present at the testimonial: Martin Mullin, Sam Pinanski, Edward Cuddy, Marion Coles, Edward Canter, Tom Fermoyle, Hubert Glidden, Charles Bassin, Leo Levenson, Phil Seletsky, Henri Schwartzberg, Harry Browning, John Loftus, Cliff Tinkham, Al Bevan and Jacob Lourie.

Managers from the district of which the Codman Square house is a unit were: Harold Friary, Field's Corner Theatre; Frank Solomont, Franklin Theatre; Bernard Phillips, Liberty Theatre; Harry Goldstein, Morton Theatre; Joseph Lourie, Strand Theatre; George Moffitt, State Theatre; East Milton; John Concannon, Bayside Theatre, Hull; Marvin Huban, Fairmount Theatre, Hyde Park; Nicholas Feenan, Norfolk Downs; and James McDermott, Wollaston Theatre, Wollaston.

District Manager Wasserman was toastmaster, and Al Lourie, manager of the Oriental Theatre, Mattapan, was general chairman of the testimonial.

## *Now Reserved*

BOSTON — The mezzanine of the Fine Arts Theatre has been reseated and reserved. The approximately 85 seats are now sold by George Kraska at 25 cents above normal admission, going for 99c in the evening and 75 cents afternoons. Joe Cifre did the renovation job.

# NEW HAVEN

ABEL JACOCKS, for the past seven years associated with William Hoyt as partner in the operation of the 748-seat Capitol Theatre, East Haven, has terminated his connection with the theatre. Herbert Herr of East Haven, former third selectman and active in politics, but with no previous film experience, is Hoyt's new partner. The house was operated from 1927 to 1932 by Adolph G. Johnson, now of the Strand, Hamden.

*Among the 200 guests at the George Wilkinson testimonial luncheon at Race Brook Country Club, July 11, are Barney Pitkin, chairman; Harry F. Shaw, toastmaster; Thomas J. Donaldson, Ben Simon, Edward Ruff, John Pavone, Morris Joseph, Lou Wechsler, Tim O'Toole, Nat Furst, George Rabinowitz, Philip Sherman, I. Levine, Irving C. Jacocks jr., Sam Rosen, Martin Keleher, J. B. Fishman, Abe Fishman, Harry Fishman, Selig Fishman, Earl Wright, Milton Hyams, Morton Katz, J. DeFazio, Henry Germaine, Ben Lourie, Sam Germaine, Sidney Swirsky, A. Titus, Richard Carroll, Bill Canelli, Angelo Lombardi, Hugh Maguire, George Weber, Sam Weber, Lou Philips, Arthur Smith, Lewis Ginsberg, Harry Schantz, Morris Jacobson, Charles Lazarus, Frank Mullen, William Brown, Harry Lavietes, Adolph Johnson, A. Mattes, Morris Nunes, Michael Sirica, Michael Tomasino.*

Although the weather was adverse and the general admission $1, with 75 cents extra for reserved seats, the Barnum & Bailey-Ringling Circus was more crowded than ever before.

*Salvatore Adorno has discontinued construction of his airdrome theatre, the Modern, in Middletown, whose opening was promised for July 1, on complaint of the corporation counsel. The temporary injunction was issued on the basis of a city ordinance which declares a public building must have frontage on a city street. Meantime opposing attorneys have submitted briefs and the decision is expected shortly.*

Almost 50 independents attended the recent exhibitor rally, the largest and most successful meeting in many years in this territory. Exhibs declare they will fight increased film rentals with a united front.

*When the annual film district outing arrives on August 3, the exhibitors will be ready with a soft ball team to beat the distributors all hollow, it's whispered. Bob Schwartz is reported to be coaching a crack team on the q. t.*

Jack Schwartz's 700-seat West End, Bridgeport, reopens this week after an extensive beauty treatment. Muirhead's did the decoration; Modern Theatre Equipment supplied the projectors; National Theatre Supply, the blower system, and Philip Furst, the seat recovering.

*The Louis-Galento fight pictures distributed by Connecticut Films, are being played exclusive by Loew's in the Poli towns (except Springfield and Meriden) and Warner's in the Warner towns. In New Haven and Worcester, Loew's played the films for a week at the A houses, another at the B, and four days at the subsequent run.*

Loew's have booked personal appearances of Tex Fletcher, Grand National star, in conjunction with the playing of "Six Gun Rhythm" at the Poli, Waterbury; Plaza, Worcester; Palace, Meriden; Bijou, New Haven and Globe, Bridgeport. Tex will do his act at all performances.

*Adolph Johnson of the Strand, Hamden, saw his son Bob off on the S. S.* Hamburg *for a sixweek tour of England, Finland, Germany and Sweden with the Ohio State Collegiate Band, for which he plays the piano. Bob is also captain of the Ohio State swimming team . . . A. J. Tomasino, son of Michael, will receive gratis training at Daykarhanova School of Acting in exchange for services at the Westchester Playhouse this summer . . . Sidney Lax, Columbia shipper, is recuperating from a throat infection after a short stay at the hospital . . . Frank McDermott went to the 'Frisco fair when he doffed his film building elevator operator's uniform for a vacation.*

The Dr. J. B. Fishmans celebrated their 15th wedding anniversary in New York . . . Barney Pitkin says the much-talked-of cuisine at the French Pavilion at the World's Fair doesn't hold a candle to his wife's . . . The RKO conventioneers were guests of the company at the Fair and at "Abe Lincoln in Illinois" . . . Charlie Lazarus was seen of the golf links daily during his recent vacation.

*Hartford-Connecticut Trust Co., co-executive of the estate of the late theatre magnate, Sylvester Z. Poli, has applied in the probate court for adjustment of a claim of $75,611 of the Poli estate against the New England Iron Works.*

Ben Lourie of Columbia came in second with low gross in the Meadowbrook Country Club tournament last Saturday. Prizes will be awarded at the end of the season.

*Ruth Goldberg of the RKO office leaves next week for a vacation at Camp Kopek . . . Other RKO vacationers are Mary O'Daynik, June 25 to July 1, and July 16 to 22; Harry Schantz, July 23 to 29 and August 27 to September 2; Hugh Maguire, July 30 to August 5 and August 13 to 19; Maybelle Dwyer, August 20 to 26; Homer Downey, August 6 to 19; Gertrude Sullivan, July 2 to 8; Katherine Higgins, July 23 to August 5; Betty Gannon, August 20 to September 2.*

# No More Film Quiz Stuff for Yankees

BOSTON — Whatever reaction is being evoked in New England by reports of possible revival of the Motion Pictures' Greatest Year idea is preponderantly negative, a survey conducted by this publication shows. Out of more than three score informally interviewed, not a single film man came forth with 50 per cent, or more, kind words in the sum total. It does not necessarily follow that a campaign along the previous lines is not without its Yankee adherents, but BOXOFFICE in its brief, though comprehensive, poll discovered none.

"Everybody knows that the Motion Picture 'Quiz' was a flop," commented one of the territory's leading theatremen who, because of affiliations, preferred to remain unidentified. "Everyone knows that the motion picture companies are making features that are just as floppy. What the exhibitor wants and the public wants is not another contest but some honest-to-god product. To hell with quizzes. Let's have pictures."

"The last campaign didn't mean a thing," said an executive in one of the larger affiliated circuits, one that tied in extensively with the exploitation up to and including hookings with the broadcast of winners' names. "Unless someone can come out with a brand new idea, the best thing would be to lay off."

Frank Perry, Foxboro exhibitor, said, "I took out 1,000 quiz books and only got rid of half of them. I haven't heard anyone say anything favorable about the last contest and certainly not about any future one."

"The last one didn't mean a damn," retorted William H. McLaughlin, Stoneham operator. "I wouldn't go for another one."

"Until such time as exhibitors and distributors can get together and work out a practical admission-pulling contest," expressed Arthur K. Howard of Allied, "the industry had better do without. The producers would do well to remember, on the other hand, that there is no boxoffice depression at present that good pictures won't cure."

"I have nothing to say, and if everyone has the same antidote, it would be grand for the business," quipped Frank Lydon, Allied eastern regional vice-president. "Seriously, the biggest handicap in any future contest would be the bad reputation of the first."

"They booed my trailers on the previous Greatest Year," noted the manager of a local affiliated first-run. "That, in itself, seems all the answer necessary."

"I gave that last racket more newspaper and billboard publicity than I've given any one thing within recent years," said the advertising manager of another affiliated chain. "I got less results. As a matter of fact, I stood in the lobby of the ..... Theatre a couple of days and heard kids making birds at some Greatest Year displays I had outside."

A number of showmen who were the strongest supporters of the recent exploitation when it was going were contacted in an effort to give a second slant to this report. All the slants were the same, varying only a degree.

"Nuts," one of the latter exclaimed when asked his opinion. His only addition was "Don't quote me."

# Boston Building Code Proposal Drastic

BOSTON — A proposed Boston building code, several sections of which directly affect the motion picture industry, is being studied by a special legislative committee. If passed, the regulations will supplant outmoded theatre and exchange building laws enacted in 1907.

The bill is the outgrowth of the formation ten years ago of a committee of architects, engineers, and building contractors. A report was issued in 1932, and the first proposed building code was submitted to the Massachusetts legislature four years ago. It has annually failed to pass.

Motion picture theatres, under the regulations, would have to be built of incombustible materials in all construction parts. Exterior walls and frames would be of four-way fire resistive construction, while floors and roofs would be of three-way fire resistive construction, and would furnish protection of three-way fire resistive substances against the spread of fire.

If any theatre were renovated to the extent of 50 per cent of its fiscal value, the entire building would then have to conform with provisions of the code. All new buildings would come under the regulations.

## NEW HAMPSHIRE

A GROUP of full-blooded Hopi Indians, including a tiny papoose, appeared as a stage attraction at the State in Manchester, June 24. They were accompanied by Miss Edythe Sterling, interpreter and government custodian. The theatre omitted its feature picture to allow the Redskins to present their various dances in full tribal regalia.

*Governor's Councillor Albert J. Precourt of Manchester recently accompanied his old friend, Charles A. Vallee of Westbrook, Me., on a visit in New York with the latter's son, a young fellow named Rudy.*

Another Manchester man, much out of the limelight in recent years—Zo Eliott—addressed a recent meeting of the Unitarian Men's Club in the Queen City. Once upon a time, he wrote a ditty called "There's a Long, Long Trail."

*A new air-conditioning system has been installed at the Strand in Farmington.*

The boys at the Scenic in Rochester are wishing Ray Allard of Plymouth, Mass., foreman in charge of recent alterations there, was back again. While he was around, they fondly recall, galloping dominoes could be indulged in with the abandon of a Volstead cocktail, but now the coppers seem different.

*The Broadway in Dover reports installation of a new air-conditioning system.*

New seats for 250 have been added at the Garden Theatre in Laconia, sister house of the Colonial. Miss Evelyn Poirier has charge of the Garden.

## BOSTON

HARRY BROWNING, publicity chief for M&P Theatres, escorted a group of feature writers from Boston newspapers to the premiere of "Man About Town" in Waukegan, Ill. Joe Dinneen, *Globe;* Jim McEneny, *American;* Carl Warton, *Herald;* and George Beal, *Post,* made the trip by plane.

*Lou Brown, pinch-hitting in the Loew Theatres publicity office for Joe DiPesa, has returned to New Haven, with DiPesa again in the driver's seat after a leave of absence.*

Keith Memorial showing the Louis-Galento fight pictures. First time this house has shown fight films in several years. Harry Asher, handling the bookings under the name of "Sports Films" has placed them in the M&P circuit, Warner theatres, Snider circuit, Lockwood & Gordon chain, and the Interstate Theatres.

*Harry Segal of Imperial Pictures back from New York after lining up next season's product.*

Stuart Theatre in downtown Boston has been air-conditioned.

*Jack Saef, publicity director of the Paramount Theatre, has moved to Hull, Mass. for the summer months.*

Little Theatre in Salisbury Beach, N. H., operated by John Carroll, is running 16 mm films, with special children's shows in the morning.

*The Playhouse at Scituate Harbor, Mass. (a Lockwood & Gordon house) is now running kid morning shows Wednesdays.*

William St. Lawrence, foreman of the Four-Star Program Co., became a father to a six-pound boy June 30. It's his first, and has been named William jr.

*Lou Kenny, assistant manager of the Paramount here, on vacation for two weeks.*

Marcel Mekelburg, Grand National branch manager and finance officer of the Theatrical Post of the American Legion, has announced his intention of taking out a hunting license. When asked if he didn't mean a fishing license, Mekelburg explained that what he really hoped to bag were, what he describes "as an extremely shy specimen of memberitis delinquents." They may be easily identified, said Mekelburg, because they do not carry a 1939 Theatrical Post membership card, signifying paid dues. Mekelburg is using a double-barrel Waterman.

*The Warner Club, made up of employes of the Warner film exchange here, will stage its annual all-day outing at the Mayflower Hotel in Plymouth, July 12. A number of exhibitors from this area will be their guests.*

Sayde Gotz, for years executive secretary with Warner Theatres locally, has been doing relief work with M-G-M.

*Harry Browning, advertising manager for the M&P Theatres Corp., is an expert on maximum coverage for minimum expenditure. Browning recently needed a radio for his automobile, another for what he pleases to call his yacht, and an extra one for his home. He exited from the dilemma with a single portable battery set.*

Roy E. Heffner, Bank Night distributor, was in New York City to meet his mother and sister, east from Tulsa, Okla.

*Douglass Montgomery was with "Night Must Fall" at the Bass Rocks Theatre in Gloucester. Fay Wray and Hume Cronyn in "Kiss the Boys Goodbye" at Skowhegan, Me. Ethel Barrymore and "Whiteoaks" at the Deertrees Theatre in Harrison, also in the Pine Tree state.*




# THIS WEEK WE MEET

## GEORGE H. WILKINSON

In the storm and stress of the modern business world, it is difficult to find a man who emerges successful, and with the respect and good will of all. That distinction belongs to George H. Wilkinson, operator of the Wilkinson Theatre, Wallingford, "Connecticut's pioneer exhibitor." To express the sincere high regard in which Meadow St. and the entire New Haven exhibition territory holds Mr. Wilkinson, a testimonial luncheon has been planned at Race Brook Country Club on July 11, which approximately 200 representatives of the business and allied fields will attend. If our history is correct, this is the first Connecticut event of this magnitude to honor an independent exhibitor. A testimonial scroll and other visible tokens have been prepared to commemorate it. A real American type success story, in which hard work, merit, and honorable dealings obtain their just reward, has led up to it.

**To America at Two**

George Wilkinson was born in Birmingham, England, almost 81 years ago. He came to this country when he was two years old, and followed the arrow pointing to Wallingford when he was 18. Here he worked on a farm for some time, and later served in the National Guard, retiring with the rank of sergeant. Ambitious to get started in the business world, he entered the bottling business on a small scale, selling soda and beer at retail. He also tried his hand at the bill-posting business, which he later sold out to the United Advertising Corp. of New Haven.

His shrewdest hunch, however, came when he saw the possibilities of making amusement pay, at the old Wallingford Opera House in 1890. One can only conclude that it took plenty of showmanship to make a go of the venture when one realizes that the auditorium was three flights up. The new operator played all the leading legitimate shows of those days in one-night stands, booked all the big traveling minstrels, and gave his customers the utmost in gay nineties thrills. Once he even succeeded in getting two real horses up to his third floor stage for a "Still Alarm" act which required a mad dash of horseflesh to save the heroine. How he did it is an unsolved mystery.

**Into Films in 1910**

Before long, Wilkinson had sold himself completely on the business, not to mention selling Wallingford on the Wilkinsons. By 1910 he had gone into pictures, once-a-week policy, with films furnished by William DeVry, for it wasn't until a few years later that the New Haven film center had its inception. In a short time, the Opera House had daily films, with admission on the grand scale of five and ten cents. When the amusement tax went into effect, prices rose sharply to seven and twelve cents.

From the beginning, Mrs. Wilkinson and George jr. have given their capable assistance, and to them belongs a good share of this success story.

By December, 1921 the Wilkinsons had outgrown the old Opera House and decided to erect a modern theatre of their own nearby. Construction of the new 1408-seat Wilkinson Theatre was started in May, 1922 and completed in September, 1923. The house is equipped for operation of stage shows and movies both, and was recently completely renovated with new marquee, chairs, black glass front and other modern additions. The Wilkinsons were among the first to put in sound equipment, and have always held to the policy of buying the best for their theatre.

The operator has always bought from all exchanges, and exchange men state he has bought without trouble and booked and run his pictures in order. The 350-seat Strand is the only other theatre ever to operate in the town of Wallingford, although operation was spasmodic and never successful. A few years ago, the Wilkinsons acquired the small house, and now keep it dark.

Meadow St. has many stories of Wilkinson's considerate character. One concerns the lady piano player at the Opera House, who was always called for and sent home in a hack, hired by the exhibitor, on rainy days. Stories of such courtesies are multiplied in number and extent by present and former employes, by townspeople, by those he has contacted in the trade.

They've been saying it for a long time now along Filmrow "George Wilkinson is a grand man." The testimonial party is intended to give tangible evidence of how they really feel about it.

## *New England Exhibitors To Hear Transcriptions*

BOSTON—New England exhibitors will hear, by electrical transcription, the actual speeches of trade leaders who spoke at the Allied States convention, June 13-15, when they hold a special meeting here this month. Independent Exhibitors, Inc. is arranging the post-convention meeting as soon as the transcriptions are available.

It will be the first time in the history of the New England exhibitors organization that speeches will be transmitted by this remote-control method from the main convention city to the divisional headquarters. Speeches will run about an hour and a half, it is estimated, and most of these will be the various talks on the code and it rejection by the convention.

## *Three Are Transferred*

NEW HAVEN—Edward Lynch of the Warner, Bridgeport, has been transferred to the managership of the Warner, Worcester, while Howard Pettingill of the Worcester house, takes over the Bridgeport. Samuel Cooperstein, of the contact office in New Haven, has been appointed assistant manager at the Warner, Worcester.

# New England Hopes On Tourist Trade

BOSTON—New England theatre men hope to cash in on the six million visitors that are expected here this summer. Boston normally entertains two million people during the summer, but it is expected that triple this number, attracted from the World's Fair, will be on hand July and August.

A publicity committee has been seeking to heighten the influx by spot radio announcements throughout the country, by newspaper advertising from Boston to Minneapolis, and by Retail Board and Boston Chamber of Commerce cooperation.

No less than 26,000 people have already written to the former organization about coming here, while the Chamber of Commerce estimates that Boston will draw 87,000 visitors within the next few weeks. Theatre men are cooperating extensively in the exploitation.

# PORTLAND

THE Paramount shipping exchange here has closed. Donald Sweeney, manager of the film depot, and his assistant, Walter Dyer, were transferred to the Boston office. William Erbb, New England division manager, supervised the closing.

*The Sunday movie question was brought to the fore again when a public hearing was held at City Hall in conjunction with the weekly city council meeting. Harry Botwick, State Theatre manager, who was vacationing at New Haven, made a special trip to Portland so he would be present.*

The light-harness opening at Narragansett Park, Gorham, July 1, attracted some 1,200 persons. Pari-mutuel betting reached $12,414.

*Barbara Casey, secretary to A. J. Moreau, district M&P manager, is spending the weekend with her sister in Hartford . . . Herbert Sanborn, formerly connected with the State Theatre and now with Paramount in New York City, is vacationing in Maine . . . Esther Jordan, State cashier, has chosen camp life on Peaks Island as her method of gaining relaxation and a healthy coat of tan, beginning July 3.*

Arthur Allaire, relief manager for M&P, who is in Portland subbing for Harry Botwick, State Theatre manager, leaves July 10 for Dover, N. H., to replace Mel Morrison of the Strand. From there Allaire expects to return to Maine to give Fred Eugley of the Star at Westbrook, a chance to do a little fishing, etcetera, between July 24 and August 5.

*Bill Benjamin, NS salesman, and Mrs. Benjamin hit Portland this week for the first time since their vacation, spent in Manchester, N. H., and New York. Alas! the rest period apparently hasn't improved Bill's golf.*

# Texas Allied Heads Will Meet July 11

DALLAS—Board of directors of the Allied Theatre Owners of Texas will meet in the Dallas headquarters on Tuesday, July 11, according to a call issued Wednesday by Col. H. A. Cole, president, who remains president of the state organization in addition to heading the national body.

Among other things the state directors will take up recommendations made recently by the national board in reference to the code, Cole said.

The Texas directors are: Cole, Rubin Frels, of Victoria; Henry Hall, Beeville; L. M. Threet, Lufkin; Mrs. Marthe McSpadden, Electra; R. N. Smith, Mission; A. W. Lilly, Greenville; W. A. Mauldin, Lubbock; Lonnie Legg, Denison; Homer Mulkey, Clarendon; Roy Howell, Coleman; Ray Jennings, Hondo; Otto Schmidt, Mason; W. J. Chesher, Littlefield; T. W. Lewis, Texarkana; Will Dorbrandt, Athens; L. C. Tidball, Ft. Worth; C. M. Cooper, Mart; Henry Sparks, Cooper; Mrs. T. Donnell, Stephenville; and P. V. Williams, Munday.

### O'Donnell Not Denied Floor At Convention, Says Cole

DALLAS—Commenting on certain criticisms that R. J. O'Donnell, general manager of Interstate circuit, was denied the privilege of addressing the Allied convention in Minneapolis, Col. H. A. Cole, Allied national president and chairman of the convention, said:

"Mr. O'Donnell never asked for the floor nor was there any intimation he wanted to speak. Had anyone advised me at any time he desired to talk he would have been given that opportunity. Or had Mr. O'Donnell risen to his feet for recognition he would have been recognized and certainly allowed to speak. It was an open forum meeting and anyone had the right to talk if they so desired."

## *Two Dallas Houses Switch Policies; Change Prices*

DALLAS—Two Elm Street theatres switched policies Friday, according to local announcement, and with a new price scheduled for each house. The Rialto, formerly a second-run, is shifted to first run and the Melba from first to second showings.

The Rialto prices are to be changed to 15 cents till 1:00 p. m.; 25 cents from 1:00 to 6:00, and 25-35 cents to closing. The Melba goes to all seats 15 cents to 1:00 p. m.; and 15 and 25 till closing.

Both houses will open at 9:45 a. m. every week day and at 12:45 on Sundays.

## *Open Fox, Sherman*

SHERMAN, TEX.—Max Burger has opened the Fox here. His personnel includes Mrs. Burger in the ticket booth, with Lon Davis and Cecil Miller of Ardmore, the projectionists.

## *Hearing for Writ Against "Conquest" Is Denied*

HOUSTON—Hearing in the case of Andrew Jackson Houston asking an injunction against Republic Pictures of Texas prohibiting further exhibition of the film, "Man of Conquest," was denied here last week in district court. Houston's damage suit, however, against Republic, Interstate, Hoblitzelle and O'Donnell will be tried at a later date. Houston asks $100,000, claiming the picture reflected on the characters of his parents, General and Mrs. Sam Houston.

## *Berrymans Plan a New Bartlesville House*

BARTLESVILLE, OKLA.—Plans for a new theatre here to be erected by the Berryman Bros. and the Griffith Amusement Co., were revealed by W. L. Berryman, following expiration of his lease on the Odeon Theatre and resultant conversion of the Liberty, also operated by the Berrymans, into the "A" product outlet.

It is reported that Mrs. Blanche Cutler, owner of the Odeon building, will return here from Dallas and operate a theatre.

### M. D. Cook Re-equips

STRAWN, TEX.—M. D. Cook, who recently took over the Rex here, is re-equipping the theatre.

# Double Bills Invade Wichita Falls, Tex.

WICHITA FALLS—Although double bills have never before been run in this city, the practice will start with a bang this week with Texas Consolidated Theatres (Interstate) starting them in the State, Strand and Gem. Programs will be changed three times a week with the circuit using an average of about 22 films every seven days in this town. The Majestic, "A" house, will continue with single features, according to City Manager George Watson.

V. E. Hamm, independent operator, will start double bills in his Texan and Ritz theatres this week and will open the Roxy on the weekend for that purpose, he said, and figures he will use 16 films a week. Hamm said he has never before shown doubles in Wichita but has shown them in all other theatres he has operated.

Hamm said he closed a lease last week for the State Theatre which now is being operated by Texas Consolidated. He says he has given the circuit an additional 30 days for use of the house but will close it down August 1 for complete remodeling and installation of modern equipment. There will be 1,000 seats including balcony. The house will be operated as a family type theatre and with its big stage equipped to handle any attraction that might be on the road, Hamm said.





## *Enjoy RKO World Fair Hospitality—*

*Above, Nat L. Williams of Interstate Enterprises in Thomasville, Ga., operating the Rose Theatre, and his wife and son are pictured in the RKO Radio lounge room maintained for exhibitors visiting the New York World's Fair. Below are Mr. and Mrs. H. M. Lowenstein and family of the Griffith Amusement circuit Ardmore, Okla., interests.*

# Dallas Variety Picnic Is Eagerly Awaited

DALLAS — Appetites are being whetted and film athletes are improving their skill all in anticipation of the Variety Club's big picnic for theatre and exchange employes starting at 1 p. m., Saturday, July 15, in Vickery Park, about eight miles north of town.

Exclusive arrangements were made for the park by Harry Sachs, Interstate booker, and general picnic chairman, working with members of the location committee which included Charley Dees and T. P. Tidwell.

Activities will start off with a soft ball game between expert players of exchanges on one side and circuits on the other.

On undraped backs of plow mules, exchange managers and Variety members will form one team and film salesmen the other. Horseshoe pitching, three legged races, a potato race and Bingo will be events straight down the line.

Something between $300 and $400 in prizes will be offered to contest winners with the funds donated by Interstate, Robb & Rowley, East Texas and Jefferson, and Griffith. There will be plenty to eat and drink.

Employes of film exchanges and theatres only will be guests up to 7 p. m. After seven "the whole family" is invited, according to General Chairman Sachs.

Other committee members for the picnic are Charles Meeker, Roy Litsey, A. V. Philbin, Roy Sachs, Robert Helms, Lowell Russell, A. M. Whicher, W. J. Cammer, and R. Payne.

### Republic Title Change

HOLLYWOOD—Republic's "Raiders of the Wasteland," now in the cutting room, has been retitled "The New Frontier."



***Exhibition Gets Production Look—***

*Howard Waugh, Warner theatre zone manager in the Memphis territory, (second from left) and a group of friends chat with Frank McHugh (right) on the set of "On Your Toes" at the Warner studio in Burbank. Waugh was a recent visitor to the film colony.*

## MEMPHIS

M A. LIGHTMAN, president of Malco Theatres, who is at present vacationing in Los Angeles and Hollywood, has just been advised by wire that he was elected president of the Alumni of Vanderbilt University.

*Exhibitors seen along the Row this week: Ned Greene of the Legion, Mayfield; Orris Collins, Paragould; W. T. Ellis, Ellis and Regent, Cleveland, Miss.; Jack Wilbanks, Walnut, Miss.; W. W. Davis, Grove, Holly Grove, Ark.; Burris Smith, Imperial Pocahontas, Ark.; W. H. Kaver jr., Von at Booneville, Miss.; Norman Fair, Somerville; Tom Ford, Rector, Ark., and Charles Canfield, McCrory, Ark.*

Monday was Ladies' Day at the Variety Club Luncheon. RKO supplied the entertainment and Al Avery was "King for the Day."

*W. F. Ruffin, who operates a number of theatres in West Tenn. and Ky., is at present in the Baptist Hospital in Memphis, after having undergone an operation several days ago. Miss Frances McBride, his secretary, who is taking care of things during his illness, advised this week that the "no visitors allowed" sign would be removed the latter part of the week and that he would be glad to see his many friends.*

Mrs. H. G. Brewer, who operates the colored house in Tunica and Clarksdale, was in this week and advised that she was "pinch hitting" for her husband, who was off playing baseball this summer.

*Chalmers Cullins, together with Mrs. Cullins of the Orpheum and Savoy, Memphis, are off for a three-week vacation. Their itinerary was rather incomplete at the time of their departure, other than that they would spend several days in Denver, where their daughter, Ruby Mai, is singing with an orchestra there. They also anticipate seeing the Los Angeles fair, as well as finding out what makes the wheels go round in the studios, as they were well armed with permits to visit a number of the studios.*

M. S. McCord, vice-president of Malco Theatres, who makes his headquarters in N. Little Rock, was in Memphis this week conferring with M. A. Lightman prior to his departure for the west coast.

*This week finds many faces absent from their desks due to vacations, among whom are: Paul Glisson, cashier at Fox; Mary Eleanor Williams, cashier at Monogram; Juanita Scruggs, biller at Warner's; Ed Interbitzen, shipper at Republic; Mack Jackson, shipper at National Screen . . . Hazel Schaible is the new secretary at the local R&R office.*

R. B. Gooch, who operates the theatre in Selmer, Tenn., has been a patient of the Baptist Hospital in Memphis for the past week. However, the latest report is

(Continued on page 70)

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# ATLANTA

HARRY BALLANCE, popular 20th-Fox southern district head, is recuperating at home from a recent operation . . . Genial Riley Davis is back on the job after undergoing a tonsillotomy.

*Guy Brown has returned from a New Orleans trip . . . Paul Bryan has opened his air-tent theatre, a traveling unit . . . Mrs. Louise Sumlin, formerly of the GN office, has assumed new duties on the staff of Republic.*

Jimmy Campbell, Paramount salesman, is on a south Georgia trip . . . Harry Silverman, of Oklahoma City, has obtained southeastern rights for "Tell Your Children."

*Mr. and Mrs. John Carter, of the Brookhaven Theatre, are vacationing in Florida . . . James W. Blackwell, manager of the Cherokee Theatre, Augusta, announces the house indefinitely closed.*

Mrs. Margaret Lyons, GN cashier, has returned from vacation . . . Pete Adams, Martin Theatres general manager, was in town for a day.

*Happy (Pappy) Barnes, UA Alabama salesman, was in Atlanta over the weekend . . . R. B. Wilby and W. K. Jenkins will be hosts to Variety Club members at a dinner in Atlanta July* 15.

Frank P. Bryan, manager of the Clay Theatre, Green Cove Springs, Fla., was on the Row booking last week. Frank has just finished renovating the front of his house. He says it shines like a 10-karat diamond.

*John Jenkins is back in town after a trip through the territory . . . W. H. Kimberly has returned from Chattanooga . . . Fred Jack, Warner southern district manager at Dallas, was in town for a couple of days last week.*

M. J. Barranco, manager of the Roxy, was given a grand sendoff to New York, where he will direct a show at the World's Fair. The Roxy is closed until September 1, when it will reopen with stage shows and feature pictures.

*Arthur C. Bromberg, Republic president, reports a successful trip to New Orleans.*

Lee Fuhrman, Atlanta BOXOFFICE representative, and his lovely bride, the former Miss Nell Maxwell, have returned from a honeymoon trip to Piedmont Park.

*J. S. Carscallen is around town, from New Orleans. Pete Cox, RKO booker in Atlanta, has been transferred to New Orleans, succeeding Carscallen . . . Claire Hilgers is back from Florida.*

Charlie Touschon, UA auditor, and Jack de Waal, RKO auditor, were in town last week . . . Louise Winn has joined the Republic office staff . . . Herman Wink of Dalton, Ga., is on a vacation trip.

*Bill Bryan, Warner booker, resigned last week to go with National Screen Service at Memphis. He and his wife, Dorothy, who was connected with NSS in Atlanta, left the first part of the week to assume Bill's new duties.*

Along the Row: Adolph Gortatowsky, Albany, Ga.; Mr. Gay, of West Point, Ga.; P. K. Jones, of Dadeville, Ala.; Roth Evelyn Hook, of Aliceville, Ala.; Paul Gaston, of Griffin, Ga.; his brother, Otis Gaston, of Forsyth, Ga.; Harold Laird, Oscar Lam, Jack Frost and Hugh Manning.


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## *Progress on Airdome on The San Antonio River*

SAN ANTONIO—The open-air theatre on the San Antonio river has reached the concrete stage.

A unit in the beautification project of the quaint old river, it is drawing crowds of spectators daily.

The project will cost $400,000, with the WPA furnishing $325,000 and bond funds voted by downtown taxpayers for the remainder.

The city already has one outdoor theatre, the Sunken Garden, located in Brackenridge Park.

### Col. Tom Campbell

NEW ORLEANS—Word is received here of the death of Col. Tom Campbell in New Bedford, Mass. He was manager of the Tulane and Crescent theatres here over a score of years.

# CHARLOTTE

REPUBLIC FILM EXCHANGE will move on July 8 from 300 West Third St. to its new headquarters at 227 West 4th St.

*E. G. Stellings has joined the sales force of the Carolina Poster Exchange. Stellings was formerly with the Wilmington Theatres.*

Miss Kathleen Ritchie, secretary in the Republic office, was married to C. N. Stevens on June 4. They will make their home in Huntersville, N. C.

*Anne Marlin of the Carolina Poster Exchange is back from Florida, where she spent her vacation.*

H. P. Rhodes, Janie Bayne, Elma Watson and Verda Griffin of the Republic office will be away for the week-end, including the Fourth. Rhodes will go to Atlanta, Bayne to Myrtle Beach, Watson to Virginia and Griffin to Greenville.

*Don Nichols, former manager of the Broadway Theatre here, who has been engaged in theatre management in Racine, Wis., has been transferred to the Washington, D. C., zone of Warner Bros. He came down to visit friends before assuming his new position.*

### Theatre for Roscoe, Tex.

ROSCOE, TEX.—R. O. Goss has leased a building here in which he will operate a theatre.


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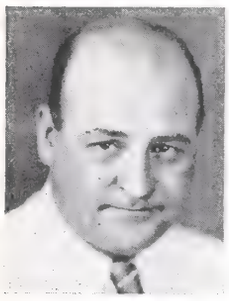
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*"Everything for the Theatre Except Film"*

# Showman F. Benson After Contest Prize

DALLAS—Frank Benson, operator of the Majestic in Bowie, Tex., and one of the livest wired showmen in the Southwest, has tossed his hat into the ring hoping to win first prize of $1,000 in Columbia's nationwide campaign contest on "Only Angels Have Wings."



FRANK BENSON

In record breaking time Benson booked the production, put it on in circus fashion and made around 75 photos of his activities, including the use of an airplane, and forwarded his campaign to the contest committee in New York.

Briefly, some of the stunts accomplished by Benson in this instance are as follows: An illuminated title of the film was arranged under the Majestic screen in big letters and stayed there during runs of several previous pictures.

Participants in a "corn on the cob eating contest" on the Majestic stage, carried signs on their backs, one for each word of the title.

A ballyhooer went up and down the sidewalk sprouting large wings, telling of the coming date. All trash cans and car bumpers also had their signs. Heralds were distributed from an airplane, the plane showing the "Angels" title.

Five column ads and four column publicity photos were used in the *Bowie News, Alvord News,* and *Bellview News.* Stories were also run in these papers announcing patrons' names who were given passes.

During the showing, Benson stood out front with his pockets full of quarters offering refunds to anyone who didn't like the picture.

Photo enlargements, 8x10, were sent to the committee, covering the front and numerous display boards around the territory including 24-sheet stands.

Commenting on this campaign, the Bellview editor said "Benson either has to build a bigger theatre in Bowie or quit advertising in the *Bellview News.*"

And here's what the Alvord editor put on the front page of the *Alvord News* during the week Benson was exploiting for the contest.

"Mr. Frank Benson, the enterprising, live wire manager of the Bowie Theatres, was in our city yesterday advertising the attractions at the Ritz and Majestic Theatres of Bowie and called to place ads in the *News.* Mr. Benson is a firm believer in advertising, and the fact that his theatres at Bowie are doing such a big business and drawing such a large patronage from Alvord and all the surrounding country is proof that he is presenting his patrons with many of the very best attractions that are exhibited in the largest cities of the state. When you want to see a good show, go to Bowie."

In a nutshell, the story about Benson is that he was a good sign painter who turned into a better showman.

# ARKANSAS

WORK has started on remodeling of the Pastime, Danville. The front will be of black and white glass. A new neon marquee will be installed; also new rugs, cushion seats, and a new lobby . . . Manager J. J. Kane of the Conway Theatre, Conway, has placed an order for the latest type of upholstered chairs.

*Manager Gwaltney of the Lyric and "Lil" at Mena announces the "Lil" will be closed during the summer . . . Clint Dunn, owner of the Greenwood, Greenwood, has remodeled the house and some new equipment has been installed. The screen was raised to afford better vision and* 125 *new seats were added.*

Jack Pitts and James Baker announce they plan to open a film house in the Burrow-Musgrove Bldg. at Ozark . . . Claude C. Mundo is now owner and manager of the Rex, Little Rock. He entered the theatre field as an usher at the old Majestic in Little Rock before films were shown there. He became house manager, resigning eight years later.

## *New House in Alice*

ALICE, TEX.—A. L. Clary announces he will open a new independent theatre here soon. Clary operated a theatre in Franklin before coming here where he has been in the employ of an automobile company.

# DALLAS

BEN C. RAY, of Petersburg; Earl R. Beard, Ritz, Hale Center and Jack Hurst, Rita, Abernathy, drove in over 400 miles from the Panhandle to do first hand business on this market. Beard and Hurst renewed for BOXOFFICE through 1939-40. Ray still had a half year or so to go.

*Karl Tate, we hear, has gone modern with the Ritz at Valley Mills, making a number of attractive improvements throughout the house. Cooling replacements have been made and the whole washer system overhauled.*

There was much sentiment connected with a $5 gold piece watch charm, owned by Hollis Boren, of Memphis, because he spent over $10 in long distance phone calls to recover it. Boren was in Dallas to transfer films to the Grand at Tulia which he recently purchased. Walter Penn, Columbia salesman, took him home to dinner. When Boren reached Memphis he missed the charm. He called the Dallas office and after some subsequent calls Walter was located at a distant theatre. Search of Penn's car was made and the charm found under the front seat.

*Paul Short of National Screen, and Mrs. Short of Interstate, leave July* 15 *to spend part of the vacation at Aransas Pass, fishing with Henry Hall and his general manager, Fatts Nance. They will tour gulf waters in the Hall launch.*

Wallace Walthall is spending two weeks vacation in Birmingham, Ala., visiting his sister, Mrs. W. J. Ashton. On returning to Dallas he will visit the R. E. Griffith-Variety camp for boys near Belton with that itinerary calling for a night appearance at the Variety picnic in Dallas July 15.

*R. Z. Glass, former Dallas exhibitor now living in Houston, but who was here on business on the weekend, said he is about ready to start building a new neighborhood theatre in Houston and indicated it was a matter of only days before construction would start. He would give no details as to location or type of theatre.*

C. C. Hamm, manager of the Majestic in Vernon, has a hobby of trooping with the Boy Scouts. Last week he took his troop on an outing to a distant camp to be gone several days, Dallas friends learned. His brother, V. E. Hamm, who owns theatres in Wichita Falls and the Vernon house, was in Dallas Wednesday buying pictures.

*Hal Norfleet, Republic's ace publicity and exploitation man, who can make a fine speech, left by plane for New York where he has been given a special assignment by the home office.*

After settlement of his clearance case against distributors, B. R. McLendon was on the Row personally checking up on bookings for Atlanta and other towns in his circuit . . . W. W. Rucker was along the Row buying film.


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# A Brilliant Debut By the Broadway

ALAMO HEIGHTS, TEX. — The Broadway, Interstate's newest suburban theatre, had a brilliant opening in this San Antonio suburb last week.

It is estimated over 2,500 turned out for the ceremonies held out in the street in front of this modern community playhouse. A microphone, set up on the sidewalk, was handled by Walton "Wally" Blanton and Gerald "Jerry" Fisher of KABC.

Prominent officials attending were: Bill Underwood, Claude Ezell, Republic Pictures, Dallas; James Cherry, Dallas Interstate city manager; Ned Depinet, RKO, New York; Al R. Lever, Houston Interstate city manager; Lloyd Rust, Republic sales manager, Dallas; L. W. McClintock, Paramount exchange, Dallas; G. S. Dembow, National Screen Service, Dallas; Jack A. Pickens, Rialto and Rex theatres, New Braunfels; "Windy" Daniels, Palace and Texas theatres, Seguin, and Robert O'Donnell, Interstate general manager from Dallas.

Some of the local speakers included Henry Bergman, manager of the new house; Eph Charninsky, neighborhood theatre supervisor; Miss Mary Louise Walliser, film critic of the *San Antonio Evening News;* Jack Chalman, local publicity director for Interstate Theatres; William O'Donnell, city manager for the Interstate circuit, and Mrs. Alex Adams, of the San Antonio Motion Picture Council.

Raymond B. Willie, former city manager in San Antonio for Interstate and now a district manager, and Frank Starz, district publicity manager, also made short talks.

Entertainment was furnished by the Thomas Jefferson Lasso Girls, Sons of the Legion Drum and Bugle Corps, Junior Yanks, and the Chinese Gold Brigade.

Feature picture was a return engagement of "Gunga Din."—L. K.

## *Along the Sidelines*

*At the Broadway*

SOME really enthusiastic film fans came as early as 6 p. m. and sat on the curbstone awaiting the opening of Alamo Heights' up-to-date-flicker emporium.

One of the Republic speakers from Dallas got in a nice plug, telling the crowd that Gene Autry's films will be shown at the Broadway.

The theatre opening helped other businesses. Some stayed open later to accommodate the hungry and thirsty Texans.

### Plans New Negro House

GALVESTON, TEX.—Plans for a new building to house a theatre for Negroes have been announced by Anita Martini, present owner and operator of the Dixie No. 3.

# NEW ORLEANS

THE United Chain will not renew the lease on a piece of property opposite its Folly Theatre here. BOXOFFICE learns a man from Weswego and another from Mobile are seeking the lease, and if they close the deal, will build an opposition theatre . . . S. J. Azae, operator of the Lincoln (colored) Theatre in Greenville, Miss., was in town booking.

*Saturday midnight shows are proving patron magnets at the Saenger and Orpheum, local downtowners . . . Henry Lewis, who has theatre interests in Baton Rouge, is shaping plans for a theatre in Patterson, La. . . . A new theatre will be erected by the Wagner interests at Jay, Fla., population* 400 *. . . Patsy Kelly was in town en route to New York, for the first time in* 22 *years, she said . . . Mary Healy, "Miss New Orleans of* 1934," *is due here July* 15 *for the opening of "Second Fiddle," in which she has a part . . . "Goodbye, Mr. Chips" is keeping the "how many" girl at the State Theatre here plenty busy.*

Ralph Reed, after a weekend on the Gulf Coast, is back on the job at Rex Poster Exchange as brown as a beery . . . Jack Price, local Paramount manager, was out in the territory on business . . . Bob Kelly, severing his association with Louisiana Motion Picture Equipment Co., is now with Monogram here . . . Roger Bienvenu has opened a new house at Catanoula, La., seating 300.


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# SANTONE

WE WONDER what the customers thought at the Rialto Theatre, New Braunfels, the other night when the lights kept going on and off during a bathing beauty revue staged by Manager Jack Pickens. After a short intermission in darkness, the house electrician got the glimmers to stay lit.

*Joseph McGarrigle, the English actor and stage director for the last San Antonio Civic Opera production, "The Bartered Bride," has been cast as a dope addict in a forthcoming marijuana picture to be made here by National Films, Inc.*

J. J. Jimenez of Azteca Films office here states his business has slackened about 30 per cent due largely to the drought in this section of the country. Senor Jimenez serves Mexican-made pictures to 60 theatres in this territory.

*The Aztec showed the Louis-Galento fight films to satisfactory business . . . National Theatre, west side Mexican playhouse, will be closed July* 15 *for a complete modernization. Two hundred new seats will be added, giving the house a seating capacity of* 1,000 *when it reopens September* 1.

Peronalities: Beulah "Miss Blue" Greene, State Theatre cashier, is due back from Dallas . . . Ed Hale, Texas Theatre assistant manager and secretary-treasurer, spent his vacation fishing at Lake Medina . . . Charles Nelson, KMAC emcee-announcer, turning columnist with his "Music Your Way" in the United Community Newspapers here . . . Incidentally, Alfredo Rodriguez, the freelance scribe, starts his Latin-American chit-chat column in *Social Revista,* with the August issue.

*From Amarillo comes news that a former local theatreman, George Tucker, is a proud father. Mother and child are doing nicely. Tucker was at one time manager of the Empire here. He is Interstate city manager in Amarillo.*

## Lease Five Lots

EL PASO, TEX. — Texas Consolidated Theatres has leased five lots on Pershing Drive, across the street from the circuit's Five Points Theatre.


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## Five New Orleans Houses Cater to Colored Trade

NEW ORLEANS—Five local theatres, with a total seating capacity of 2,250, cater to the Negro trade, while five others provide separate balconies for colored customers.

Exclusive Negro houses, with respective capacities, are: The Palace, 1,000; Ace, 350; Jolly, 300; Lincoln, 800, and the Ritz, 800. Providing balconies for Negroes are the Famous, Folly, Granada, Isis and Lafayette. The new Circle, to be completed by fall, will provide a balcony for colored patrons.

# MEMPHIS

(Continued from page 66)

that he is now much improved and will return to this home the end of the week.

*Ray Morrow of the Liberty, Malvern, paid Filmrow one of his rare visits this week. He advised he was en route home after attending the Rotary convention in Baltimore, and doing his part toward winning the* 1940 *convention for Memphis. He also advised that he was able to get in a lot of good fishing while spending a few days in Cleveland, Ohio.*

Mrs. John Shannon, who operates the Maxon at Portageville, Mo., was in Memphis this week, arranging her bookings for her second theatre, which she advised would be formally opened on Sunday, July 9.

*Clyde Westbrook was in town this week and advised that effective June* 25 *he sold his Shelby Theatre at Shelby, Miss., to Albert Cohn of Somerville, Tenn. He said he had completed negotiations for the sale of the Rosedale at Rosedale, Miss., to Tony Sudekum of the Crescent Amusement Co., Nashville. No date was given as to when this transfer was to become effective. Clyde advised he would continue to operate his newest house, the Wesco at Cleveland.*

J. W. Eaton of the Peabody, Memphis, was back in town this week after four months spent in California due to the ill health of Mrs. Eaton. He advised they were here only for a few days and then would return to California where they would stay until October 1, as that climate was much more agreeable to Mrs. Eaton.

## Dorbandt to Reopen

JACKSONVILLE, TEX. — The Dorbandt Theatre is being readied for early reopening by Jefferson Amusement Co., according to Al Johnson, city manager, making the third house for the circuit here, the other two being the Palace and the Rialto. In August, L. M. Threet will open his new Jackson here, an ultra-modern independent house.


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# MIAMI

WORD from vacationing Miamians in the north includes the report the S. A. Lynches have their yacht, the *Cora J.,* in New York and will use it as a base for their summer entertaining. They are at the Sherry-Netherland . . . Word, also from W. R. Lynch, general manager of Paramount Enterprises, Inc., about vacations for his staff. The 250 employed at the Sheridan, Cinema Casino, Colony, Community, Olympia, Paramount, Rex, Roxy, Gables, Tivoli, Flagler, Hialeah and Regent will have their summer respite during July and August, those with the organization over a year receiving two weeks with pay. Those employed six months or more get one week with pay. Vacationing managers at present include James Barnett of the Flagler and Charles Walder of the Tivoli. Both are in the north.

*Miamians are getting wise to the fact that it pays them to know who's in what at the Colony Theatre. They get Annie Oakleys if they do. The Colony Quiz man is popping up all over Greater Miami, asking folks what the Colony's next attraction is and who's playing in it. Larry Mansfield, announcer for WKAT, as the quizzer wears a big badge identifying him. He's been surprised at the number of times he's had to dip into his pocket for passes. And Austin Moon smiles with satisfaction from the portals of his Lincoln road house as the quiz man reports. "There's always some excitement on the beach all summer long, and Miamians know it," he points out.*

The rank of film fan No. 1 in Homestead has been awarded to C. H. "Dad" Welch by J. W. English of the Seminole Theatre. Along with his title, Dad received six passes in time to see Jeanette MacDonald in "Broadway Serenade." He's such an ardent MacDonald fan that he drove to practically every theatre in this section to see "Naughty Marietta" everywhere it was shown. And, although it would seem hardly possible that enthusiasm could go further, the No. 1 fan says he'd drive to Jacksonville, if necessary, to see a Deanna Durbin picture.

## Change in Tulia

TULIA, TEX.—C. W. Weisenberg is now managing the Grand here, replacing R. C. Matheny, who moves to Lubbock to be associated with his father in a theatre. The Grand was recently purchased by Hollis Boren of Memphis.

### A New Pryor Is Born

AUSTIN—R. S. (Skinny) Pryor and Mrs. Pryor recently announced the arrival of a ten-pound girl. The name is Harriet. "Skinny" operates the Cactus Theatre.

### "Willow Walk" to Thiele

HOLLYWOOD—William Thiele will direct "Willow Walk," a Sinclair Lewis story, for Metro. Joseph Mankiewicz will produce.

# OKLA. CITY

T. B. NOBLE jr. has closed the Pix Theatre here and transferred most of the staff to the State during vacation periods. Maxine Gallagher is taking a trick as cashier and Robert Gallman is serving as manager while Bob Pfotenhauer is on his two-week vacation. Daryl Ray takes over the assistant's job to Gallman . . . The town, in general, is getting back to normal after the Theatre Owners of Oklahoma, Inc., convention.

*Morris Loewenstein has some new* 16mm *color films that are worth a request showing . . . Charles Zears of Hunter, Okla., is in Rochester, Minn., for a health checkup. Charlie is assistant secretary of the Theatre Owners of Oklahoma, Inc.*

With the closing of the Pix, the downtown area now has three dark houses, the Folly and Empress of the Standard group being the other two . . . George Sumner, corresponding secretary of Allied Theatre Owners of Oklahoma, is getting set for the fall convention of that organization.

*E. A. Watkins of National Theatre Supply, has finished revamping the store and office setup for not only appearance, but efficiency as well.*

Johnny Buckles is back from an extended vacation . . . C. C. Lyles is reported dealing for another suburban house here. He formerly operated the Gem on California St. and had other houses in Enid.

*Tom Dyer, former head of Dyer Theatre Supply, is reported dickering for a theatre . . . Dee Fuller pulled a big party for the kids of Capitol Hill where his Circle Theatre is located when he introduced the new Buck Rogers serial. There were* 1,000 *popsicles, a hundred prizes and so many kids present, traffic was blocked.*

There'll be action in the department of justice suits before the month is over, we understand, with the filing of the defendants' answers to the government's bill of particulars.

## *Chicago Store Advertises Free Television Shows*

CHICAGO—Frequent and good-sized ads were used by Marshal Field & Co. in letting the public know of the television demonstrations given at their store. All local dailies were used in plugging television as a commercial venture in this area.

The copy explained the television sets were not for sale, but announced "when practical broadcasting (television) begins in the Chicago area, this store will be ready with the very best in television equipment and service." Remainder of the copy reviewed the conception of television, its advancements and probable future.

### Add Story of the Sea

HOLLYWOOD—"Victory," one of Joseph Conrad's stories of the sea, has been added to Paramount's production schedule, with Marc Connelly set to script.

## *Newspapers List "Best" Films During June*

CHICAGO—Listed as the best films of June by Doris Arden, *Times'* critic, and Mae Tinee, *Tribune* critic, were:

"Goodbye, Mr. Chips," M-G-M; "Juarez," Warners; "Young Mr. Lincoln," 20th Century-Fox; "The Mikado," Universal; "Man of Conquest," Republic; "Invitation to Happiness," Paramount.

Additionally, *The Times* listed Columbia's "Only Angels Have Wings," while the *Tribune* listed, "Captain Fury," UA, and "Blind Alley," Columbia.

## *Leon's Aztec at Albany Reopened Revamped*

ALBANY, TEX.—The Aztec was formally reopened after complete revamping along Spanish lines. Owner H. S. Leon of Haskell was here for final inspection of the work and to attend the first showing. He owns theatres in Haskell, Baird and Crowell and is now sole owner of the Aztec, including the building, in which theatre he acquired only an interest in 1932.

## *Remodeling Progresses*

DALHART, TEX.—Remodeling of the Mission, owned by J. C. Parker, is well under way. The entire front is done in cream and in red. A towering fluorescent sign, in red, white and light green, may be seen ten blocks away.

### Cooling System for Castle

NEW CASTLE, TEX.—R. H. Helm has installed a new cooling system in the Castle Theatre which he recently reopened.

# TENNESSEE

THE Legion Theatre, Dover, is being renovated and a new air conditioning system is being installed. Hank Farris is manager . . . L. C. Potts, manager of the Princess, Morristown, is vacationing with his two sons in Florence, Ala. W. R. Willis of Nashville, is relieving him.

*The Mason, a new theatre at Lafayette, opened July* 4. *Gene McIlwain is manager . . . Burglars entered the New Court Theatre, Huntington, and made away with* $35 *in change.*

Guy E. Merritt, projectionist at the Paramount, Humboldt, and business manager of the operators' union, is dead, after a month's illness.

*After theatres had operated one Sunday in Springfield, a new city commission came into office and passed an ordinance repealing the measure legalizing Sunday shows. Local theatres are owned and operated by Crescent Amusement Co. of Nashville.*

## *Griffith and Dickinson Reopen Kansas House*

KANSAS CITY — The Griffith-Dickinson Theatres, Inc., reopened the Chief, Hiawatha, Kas., June 30, with a new cooling system, redecoration, recarpeting, new marquee, new drapes and a modernized front. The company spent approximately $5,000 on the remodeling.

Griffith-Dickinson now is installing a new cooling system in the Dickinson at Junction City, Kas., and in the G-D house in Fayette, Mo. A contest is being conducted to rename the house at Fayette.




## *Illinois Dual Ban Bill Text*

Springfield—This is the relevant text of House Bill No. 643, now before the governor for signature or veto, which prohibits double features in the state of Illinois:

A BILL

It shall be unlawful for any exhibitor to present or cause to be presented a performance consisting of the exhibition of one or more single motion picture films for a longer period than two hours and 15 minutes.

Any exhibitor who violates the provision of this Act shall be guilty of a misdemeanor, and upon conviction thereof fined not less than one hundred dollars ($100) or more than five hundred dollars ($500), or be imprisoned in the county jail for not more than six months, or both, in the discretion of the court.

# *Non-Theatricals, Hot Weather And Legislation Plague Trade*

*By* B. O. TELLER

MILWAUKEE—Facing the dog days, Wisconsin exhibitors find themselves literally and figuratively on the hot seat, what with competition from a variety of sources and legislation inimical to the industry confronting them.

The competitive situation is more acute than it has been in years, with free weekly films being sponsored by merchants in dozens of the smaller cities throughout the state. In addition, in some of the larger spots, such as Green Bay and Stevens Point, the merchants are sponsoring Col. Edward F. Mumm's free show of variety acts in local parks. Opening week's show in each of these towns attracted more than 1,000 people.

Community film shows are making the rounds in other towns under the sponsorship of churches and organizations in cooperation with the merchants and shown in local halls along with a full-length feature, comedy and a newsreel. Admission is a dime with merchants' tickets.

Even roadside dairy stands advertise free outdoor talking pictures to attract customers. Hughes Dairy Stand in Beloit recently advertised the showing of "Street Scene," with Sylvia Sidney. In Milwaukee, sound pictures were shown as part of *The Journal's* free golf school at a local practice range. These films, featuring the country's greatest pros and amateurs, complemented instruction given by members of the Wisconsin PGA, which cooperated in making the classes possible.

### Bingo Bug Continues

Two shorts, 20th Century-Fox's "The Golfing Turnesa Brothers" and RKO's "Shooting for Par," were shown as part of the program, which drew some 3,000 persons. Add to this, free films at amusement beaches, silent flickers in taverns, and weekly band concerts and you see what the exhibitor is up against.

On top of it all, the Bingo bug continues to bite many, particularly on the city's south side, as strong as ever. In fact, games can be found in full blast any night in the week here and merchants complain that their business has dropped off because of it.

Desperate in the face of this sort of competition, exhibitors are resorting to every possible means to retain business. Their request here for a 25 per cent cut from the projectionists' union corresponds to the 10 per cent relief asked last summer and granted by the union, so badly has business slumped, exhibitors maintain.

Some are closing their doors, others operating part time. Nickel reductions in admission prices have become effective for the summer months in various cities, while more local houses are playing dime nights than perhaps ever before.

Penny matinees for kids, and even free shows for the youngsters, have been resorted to in connection with the first episode of a serial to get them sufficiently interested to keep coming. Fox's Venetian, local neighborhood house, has announced new low Bank Night prices of two bits with ten baskets of groceries and a $50 jackpot plus cash and gift awards as extra attractions in addition to a $600 Bank Night pot.

### Play for Youngsters

Tying in with merchants, some theatres are admitting kids free on presentation of guest tickets from the cooperating stores. Grand Theatre at Green Bay recently advertised: "Free Show Tomorrow afternoon. Just roll an old auto tire to Walter Dettman's Tire and Battery Store on Main St. and he will give you a ticket free, plus five cash prizes. Best tires, largest tires. Get your ticket early."

The Delux Ice Cream Shop, Stevens Point, recently advertised free tickets to the Fox Theatre with every purchase. Copy warned, "Only 2,000 tickets available—get yours early."

Various exhibitors contend that unless a stop is put to the free theatre ticket craze, they might "just as well close shop since people will come to the conclusion that no picture is worth paying money to see if its entertainment value is regarded so lightly."

At Fond du Lac, the Bechaud Brewing Co., makers of Empire beer, invites the public to attend free films at the Fond du Lac Theatre every Saturday morning at 10. Four red and yellow tops from the brewery's beer bottles will admit one adult or child to any one of the Saturday morning shows.

The Strand at Manitowoc, in a tieup recently with the Clover Farm Stores, admitted Clover Farm customers free to a 9:30 Saturday morning showing of "Rose of Washington Square" on presenting the empty container of either a five-pound bag of Clover Farm flour, a one-pound Green Cup coffee bag or six boxes of Clover Farm jelly to the doorman at the theatre.

# One House Prepared For Dual Bill Ban

CHICAGO—While Chicago exhibitors were discussing pro-and-con the program-limitation bill passed by the legislature, the Jones - Linick - and - Schaefer operated Oriental Theatre was evidently preparing for its ultimate passage this week.

The house was running "Society Lawyer," on a single-bill program, together with a vaudeville revue; while next week "The Hardys Ride High" is to be run as a single feature. The plan also calls for several more weeks of single features together with vaudeville presentations.

Incidentally, the policy, in its initial few days has been a successful one.

In the outlying houses, however, advertising still emphasizes the length of the program presentations. To compete with the houses that actually run three features, other houses have been featuring in their ads such copy as "five big hits," "three big hits," "outstanding seven-unit show," "giant five-unit show," and similar copy. Closer scrutiny usually unveils two features, with the rest of the "hits" or the "units" turning out to be shorts and featurettes.

Topping them all, still, is the Rosewood Theatre's "big 10-unit program," which includes three and sometimes four features, together with six or seven shorts, newsreels, etc.

## *'Good Ol' Summertime' Inflates Trade Woes*

CHICAGO—Summer business deterrents continue to pile up on the already sagging shoulders of Mr. Exhibitor in Chicago.

Latest is the resumption of concerts nightly at Grant Park for the fourth successive season. For some time it appeared the free musical entertainment would not be held this year, inasmuch as the state legislature hemmed and hawed about supplying the necessary funds.

The concerts, featuring outstanding names in the music world, for the past three years have been sponsored by the park commissioners and James Petrillo, local musicians' union head. When Rubinoff and his violin came here two years ago to appear as guest artist at one performance, he cluttered up Grant Park with 225,000 music lovers and fresh air fiends.

In addition to the Grant Park concerts, regular Sunday night concerts have resumed at other city parks. These are on a much smaller scale than those at Grant Park, featuring mediocre bands, but they're free and as such manage to draw several thousand at a whack.

So with the resumption of the concert season, the coming of night baseball in August, and the likelihood of twilight nag sessions at Washington Park, together with scores of twilight and night softball games absorbing every and any part of the Windy City, exhibitors here have plenty to think about besides product, clearance and federal lawsuits.

# Recorder Dismisses 5 Juvenile Cases

MONTREAL — Holding that complaints should have been issued against the manager or operator of the theatre and not against a limited company, Recorder Leone Plante dismissed five actions pending before the courts since November and December of 1937.

The cases were among the more than 130 complaints made against theatre owners and operators who allegedly admitted children under 16 years of age to motion picture performances. Some of the complaints have been heard with fines exacted.

The writs in these particular cases were issued against Midway Photoplay, Ltd. Defense counsel, P. J. Usher, argued the writs should have been issued against the manager of the theatre at the time of the offense. He further claimed a limited company could not be jailed and, consequently, the court could not exact the clause providing a jail term in default of payment of fine.

Armand Page, city attorney, representing the Crown, admitted the writs had been erroneously drafted. Recorder Plante dismissed the cases, with costs.

## *Vaudeville Shows Signs Of Return to Ontario*

TORONTO — Evidence of a return to vaudeville is noted among theatres of Ontario and the somewhat sudden demand for stage bookings has brought the importation of units from border cities of the United States to meet requirements.

The LaSalle Theatre, recently opened at Kirkland Lake in northern Ontario, is presenting a stage show with its film program while the Cartier at Timmins, also a thriving mining town, has adopted a combination policy for the summer at least.

The Tivoli Theatre, Hamilton, a Famous Players' house managed by Leonard Bishop, has presented a vaudeville road unit which later played the Casino Theatre, Toronto, which is owned by the Allens. The Capitol at Ottawa has been playing occasional road attractions on its stage. Various theatres throughout the Province also are using their stages for amateur and radio audition offerings.

## *Compile Royal Films*

OTTAWA—Dr. Gustave Lanctot, archivist of the Canadian government, is compiling a complete set of films taken by newsreel cameramen and amateurs of ceremonies and incidents of the Royal Tour in Canada for preservation in the Canadian Archives, Ottawa.

### Renews Harry Joe Brown

HOLLYWOOD—Associate Producer Harry Joe Brown has been renewed for two years by 20th Century-Fox.

# *Stalemate in Quebec as Mayor Hangs Doggedly to Tax Dig*

MONTREAL—Quebec theatres are still "on strike." Closed since June 2 after losing money for a month trying out the City of Quebec's new ten per cent tax, they are likely to remain dark for some time if the dogged refusal of Mayor Lucien Borne and his council to compromise continues to be the official attitude.

The theatre operators suggested suspension of the tax until after the tourist season, in order to aid general business. The city rejected the proposal and, in turn, suggested that the theatres give the tax a year's trial. The city also decided to open two municipal theatres and sent a man to Montreal to secure films. It is understood he was unsuccessful.

Theatre heads have rejected the proposal made by the administrative committee of Quebec as a means of alleviating the present situation brought about the closing of the 11 theatres in protest against Quebec's latest tax gouge.

"The resolution in no way fulfills the expectations of the theatre owners," J. Arthur Paquet, director of Auditorium, Ltd., and spokesman for the theatres, declared.

The offer made by the administrative committee was this:

Let the theatres of Quebec open immediately and pay the ten per cent amusement tax until the next session of the Quebec legislature. If it is found that they levy is harmful to business, then the city will ask the Provincial Government to repeal it.

Despite a statement to the contrary by Premier Maurice Duplessis, Mayor Borne retained the belief the city was obliged, by law, to collect the tax.

"The theatres," Paquet said, "were paying 28 per cent of net receipts to the province and city before the ten per cent addition was made which bring the total up to 38 per cent.

"The Mayor and Aldermen realized the fact that the theatres could not stand the additional surtax. The moving picture houses tried it out for a month and results forced them to close their doors. Results have been disastrous for local trade, for industry and for the tourist business as well as for Quebec's reputation elsewhere.

"Instead of suspending an inapplicable tax, the administrative committee wants to keep it in force until the next session of the legislature.

"It is noteworthy that the committee—after promising to ask repeal of the tax if it is detrimental to trade—adds, 'If satisfactory proof is given to the city council, there may be grounds for seeking rescinding of the tax.'

"And further, in the face of a promise of this kind, the committee makes the express condition that 'the theatres open without delay.'

"We leave it to Quebec's public to take the matter into consideration."

He went on "But to indicate their faith and goodwill, the theatre owners are ready to study the possibility of a reasonable counter-proposal which would allow them to open their establishments for their faithful clientele and for the benefit of American tourists who are deserting Quebec almost as soon as they get here because there are no theatres to go to."

One theatre manager was reported as having said, "No moving picture establishment can expect to survive if it pays the ten per cent tax."

Another declared, "According to this resolution, the tax will be left in force if commerce does not lodge any complaint. How can you expect that trade is going to protest if the theatres still have to bear the tax? It does not affect commerce. Commerce is affected if the theatres remain closed. In other words, this resolution seems to lack any sense at all."

The resolution, adopted unanimously, follows:

"Considering that the Statute which amended the Charter of the City of Quebec, at the last session of the Legislature, obliges all persons attending a presentation in a place of amusement to pay an additional tax of 10 per cent; and that the said Statute reads as follows:

"All persons attending an amuse-

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## *Equipping Municipal Theatres*

**Montreal—Mayor Lucien Borne, of Quebec, a central figure in a municipal amusement tax dispute which has left the city without moving pictures for nearly a month, announces purchase by the city of Quebec of two film projectors.**

**The mayor told members of the Quebec civic administrative committee that one of the projectors would be set up in the city-owned Palais Montcalm, a big uptown auditorium which would be leased to private interests. The mayor said there was also a possibility that open-air silent pictures would be shown here during the summer months.**

**Alderman Francis J. Dinan, dean of the council, said he opposed the city's purchase of the two projectors—worth $3,500—because the city was "creating a monopoly and attempting municipalization of the movie industry, to the restraint of trade."**

**He said that the Palais Montcalm was not paying taxes and when told by Mayor Borne that the city intended to lease out the hall for motion pictures to private interests said that the lessee would not pay taxes and would thus be able to charge a lower admission price than owners of regular theatres.**

# *Early Solution of Situation In Nova Scotia Intimated*

TORONTO—A clearing up of the situation in Nova Scotia is believed near by executies of major distributors here, with the holding of two important sessions in Halifax during the past week. One important official intimated "an understanding between exhibitors and exchanges is close which would enable us to reach a working basis."

The meetings were called to deal with differences in connection with booking contracts and clearance schedules and were largely the outcome of the action of the Nova Scotia legislature in passing an act providing penalties for allegedly unjust discrimination by distributors. This act has not come into force.

The Allied Exhibitors of Nova Scotia, of which A. J. Mason of Springhill is president, met at Halifax, while the new conciliation board of N. S., of which Mason is chairman, met the following day to consider the representations of the independents. The Reconciliation board is made up of four independents, two exchange managers and a representative each from Famous Players Canadian Corp. and the F. G. Spencer Co., Ltd., which operates a chain in the Maritime Provinces.

### Says Independents Have Equal Representation

TORONTO—Exception is taken to the statement attributed to Chairman J. O. Scott of the Anti-Protection League of Canada with reference to the conciliation committee of the Toronto Board of Trade Film Section to the effect that "we understand that we are allowed one representative on this committee," a correction of this impression being made by Col. J. A. Cooper, president of the Motion Picture Distributors of Canada.

"Independent exhibitors have one half of the membership of the conciliation committee," declared Colonel Cooper. "Some time ago the independents had three representatives on this committee, but the number was increased to four. The theatre chains also have four representatives."

The film distributors are represented on the Ontario board by two officials as members, these being Louis Rosenfeld of Columbia and Wolfe Cohen of Warner Bros., with L. M. Devaney of RKO as chairman.

## *Neon Control Change*

MONTREAL—A substantial block of shares has been transferred to Neon Products of Western Canada, Ltd., from eastern Canada, resulting in the west-controlled corporation being practically 100 per cent owned in the west. The 12,336 shares held in one block in eastern Canada were recently bought by Pemberton & Son, Ltd., Vancouver, and the entire block has since been distributed to individual investors at $7.50 a share.

# Fewer Cuts Made in Foreign Product

TORONTO—Regarding the international situation and the marked increases in the number of foreign films offered to theatres in Canada, the *Hamilton Spectator* offers the following editorial comment under the heading of "Motion Picture Censorship:"

"The annual report of the Motion Picture Censorship and Theatre Inspection Branch of the Ontario Treasury Department contains many items of exceptional interest. It is, on the whole, a gratifying statement.

"Owing to the disturbed international situation, particular care has to be taken in passing foreign films, many of which are charged with anti-Democratic propaganda. Reference is made to the 'isms' of Europe which continually seek to use the motion picture as a means of spreading their doctrines. There are quite a number of foreign-language films imported, not merely from Europe but Asia. The policy of the board is to insist on a certified transcript of the dialogues and competent translators are also set to the task of investigating their character. Russia sends the largest number of this class of film, which is gaining steadily in popular favor, no fewer than 102 being in Canada last year, as compared with only 39 the year before. The quality is said to have been good and care is taken that no harm shall result.

"An interesting table reveals the progress made in the last few years. In 1931-32, for instance, the number of films submitted was 2,188, of which 698 (or 31.9 per cent) were altered. In 1938-39, the number submitted was 2,681, only 380 (14.17 per cent) of which required alteration."

## *New Theatre Construction Started at Point Grey*

VANCOUVER—The snorts of a busy steam shovel announced the start of construction of a new theatre in Point Grey, which is to be called the Varsity, is underway. The house, seating 700, was designed by Harold S. Kaplan of Toronto and is being constructed by the Dominion Construction Co. for A. Wasel of Winnipeg.

Just before the work started, the erection of another theatre, just one block distant, was announced. It was to be for the West Coast Theatres, Ltd., but nothing has yet been done to indicate their intention of proceeding with actual work.

### On "Bridge of Sighs"

HOLLYWOOD — Charles Perry will script "The Bridge of Sighs" for Warner Bros. Humphrey Bogart and Gale Page are co-featured, with Lew Seiler set to direct.

# OTTAWA

LIFE has been full of excitement for Ambrose J. Nolan, proprietor of the Pic in Aylmer, and son of P. J. Nolan, ex-Mayor of Ottawa and theatre owner. Ambrose was defeated in a contest for the Aylmer mayoralty by a slim margin, supporters of the rival candidate raided the Pic Theatre and wrecked the projection room, burned an effigy of Ambrose with traditional ceremony and a riot ensued, with eyes blackened and blood spilled. On top of all this, the wife of the youthful theatre owner gave birth to a baby boy and all is well. In view of the happy event, Ambrose issued a personal amnesty by declining to lay criminal charges against those who had wrecked the projection equipment. "It's all over now and why not be a good loser?" declared the proud father.

*Haskell Masters, Canadian general manager of United Artists, was a visitor in Ottawa from Toronto to deal with local contracts for next season.*

"Royal Banners Over Ottawa," color film of the ceremonials in the Capital for Their Majesties, was a hit at the Capitol for a week, along with "Invitation to Happiness."

*R. S. Lambert, a governor of the British Film Institute, London, England, and known as a screen and radio writer, called on a number of Canadian government officials here.*

A petition was presented to the Council of Smiths Falls, Ont., protesting against the adoption of daylight saving for the months of July and August, but the municipal fathers ignored the document. Opponents have appealed to the Ontario Municipal Board.

*Manager L. C. Mills introduced French dialogue films at the Elgin Theatre for the sake of variety while another program was billed as "All Spook Show," the features being "The Mysterious Miss X" and "Night Must Fall."*

The Regent Theatre swung into action with a program labeled "The Happiness Show of the Year," which had "Bridal Suite" and "The Gracie Allen Murder Case."

*Then the Imperial, with I. Singerman at the helm, presented the summer's best revival show with two reissues, "The Eagle and the Hawk" and "Stolen Life."*

Manager H. Marshall came to bat the Rideau with the "All-Star French Show," which featured "La Route Imperiale" and "Haut comme 3 Pommes." Local managers are going right after business.

*Don Stapleton of the Centre Theatre made a trip out-of-town, the route including Toronto.*

### Subs for Bishop

WINNIPEG—At the Capitol, Nestor Novak carries on for Harold Bishop, who is away on vacation.

# TORONTO

GENUINE regret is expressed by members of the film industry here in the passing of G. B. Garbarino, owner of the Odeon Theatre for 25 years. In recent years he had spent some time on a holiday in Italy and his two sons had been active in the management of the neighborhood house. For years it was the happy custom of the late Mr. Garbarino to make a personal Christmas gift of a bottle of rare Italian wine to many of his friends in the Toronto film offices. He was 62 years old.

*Two prominent independent exhibitors of Toronto have joined the Board of Trade Film Section: Harry Alexander, veteran manager of the Lansdowne Theatre, and Harold Kay, manager of the Fox.*

Clair Hague, Canadian representative of Universal and dean of the local film colony, went to New York for the film trade pioneers. Hague made his start in Toronto 32 years ago and has been associated with Universal for 29 years. He was accompanied to New York by O. R. Hanson.

*Miss Florence Lezack, cashier of Superior Films, Ltd., here, is making an extended vacation at her former home in Winnipeg, Man.*

The Garden Theatre, in downtown Toronto and one of the first theatres to be operated by N. L. Nathanson, has been closed for the summer. During the past season, it specialized with foreign-language films.

*The Duchess Theatre, Toronto, acquired by Harry Cash, is being remodeled throughout, the modernization program covering every part of the building, except the four walls.*

Louis Rousson and Ted Soucie, representing the LaSalle, Kirkland Lake, and the Cartier in Timmins, in the northern Ontario gold belt, spent several days here.

*A real traveler is Jack E. Butler, proprietor of the Imperial, Moncton, N. B., who made the long trip from his home town to confer with Toronto exchange executives.*

Thomas H. Moorehead, owner of the Capitol at Brampton and recently elected president of the Peel County Conservative Ass'n, took time from election preparations to visit the Toronto Filmrow.

*A delegation of Buffalo, N. Y., film men passed through here on their way to Campbellford for a fishing holiday at the summer resort of Abe Rappaport, owner of the Hollywood there. The party comprised Bert Stern, district manager; Mat Sullivan and A. Leman of the Buffalo office of United Artists Corp. Jules Bernstein, manager of Loew's Theatre, Toronto, joined the expedition.*

Dan Krendel, manager of the Tivoli Theatre, large Famous Players house in downtown Toronto, is enjoying a 4,000-mile holiday automobile tour with his family during which he is visiting New York, Chicago and Winnipeg, Man.

*Harry Rathner of New York, representing B. N. Judell of Progressive Pictures, has been a visitor in Toronto to confer with B. W. Silver, general manager of Colonial Pictures, Toronto, regarding Canadian distribution of Judell productions commencing in the fall.*

With holiday time here and various Famous Players' managers hitting for the summer spots, W. Graydon, manager of the Hippodrome Theatre, Toronto, closed for the hot weather, is serving as relief manager in different situations.

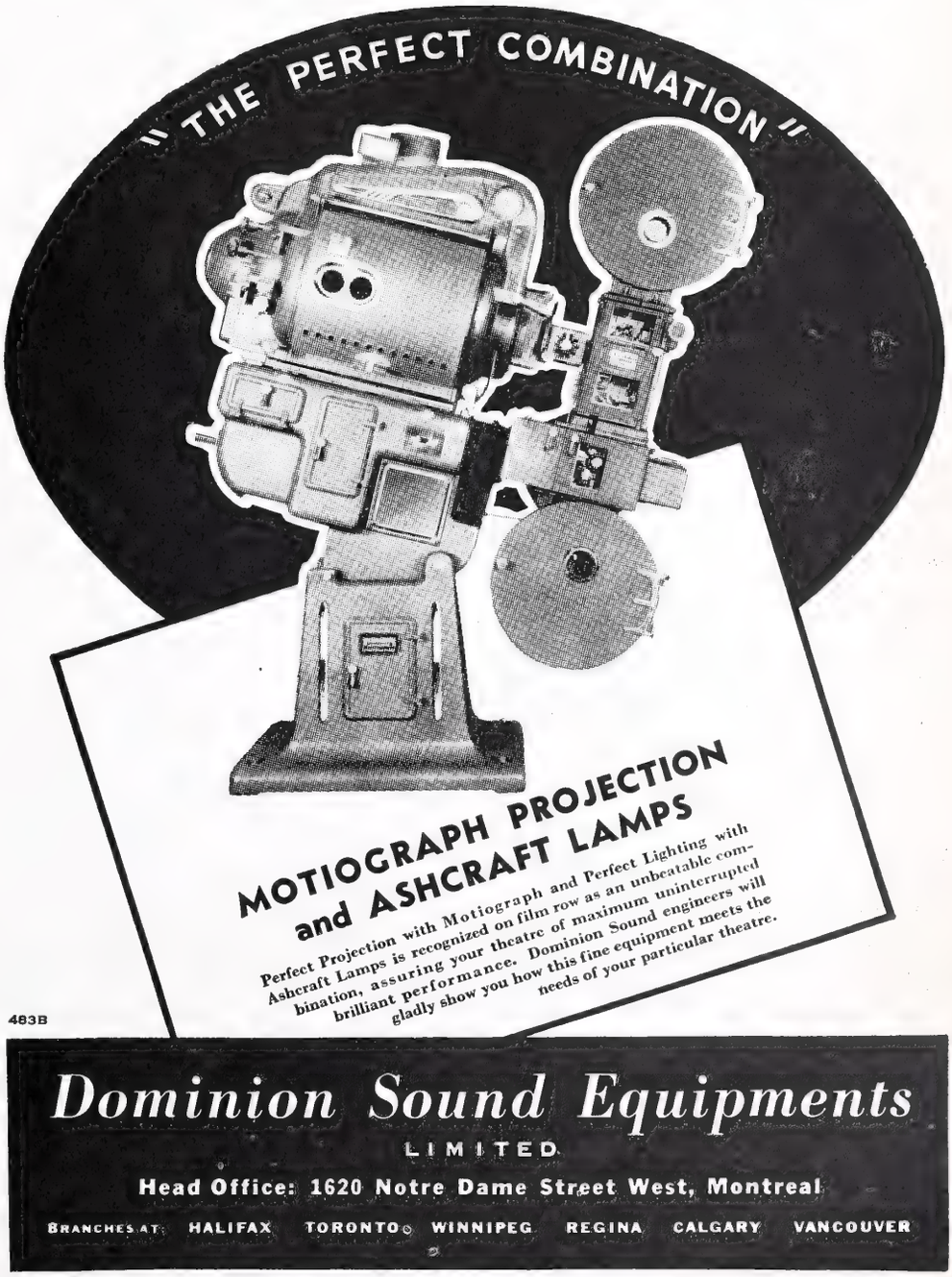
*Despite the heat, Mike Wilkes, exploitation specialist for United Artists, is busy organizing a Canadian campaign for "The Man in the Iron Mask."*

Jack Arthur of the Uptown, Toronto, and Ben Cronk of Famous Players head office, did not go to Baltimore for the annual Shrine convention, this being one of the few occasions on which they have missed the big event.

*Ernest Rawley, former publicity director, has been appointed manager of the Royal Alexandra Theatre, Toronto, in succession to William Breen who has been in charge for many years. Rawley recently made a trip to New York City.*

Jack Whitehouse, recently with the Roxy Theatre, Saskatoon, Sask., has been made manager of the Centre Theatre, independent house of London, Ont., in succession to K. P. Hunter, who went from

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# MONTREAL

DOG DAYS are here and the lure of the great outdoors is having its usual adverse effect on theatre audiences. Filmrow, too, is noticing a falling off in visitors, the exhibitors in rural areas apparently taking time off to go fishing.

*This is the season when air-conditioned theatres are cashing in. Montreal has several, including the Snowdon and the York, of the United Amusement Corp., the Savoy at Verdun, a Confederation Amusement house, and the Capitol of Consolidated Theatres. Now William E. O'Loughlin, manager of the Palace, also of Consolidated Theatres, announces completion of a new air-conditioned system, and John Reidy, of the Princess, which belongs to the same aggregation of first-run theatres, is rushing along a similar cooling equipment.*

ASN's color film, "Royal Banners Over Ottawa," which has been received with acclaim by patrons of the Palace, is being shown in London, England, where it has been visited by Queen Mary. The British Government has withdrawn a tax of 12 cents a foot on newsreels portraying the Royal Visit, thus saving the companies from the necessity of destroying thousands of feet of film, and assuring the British public of a realistic picture of the welcome given by Canada and the United States to Their Majesties.

*Universal Pictures Corp's proposal to introduce the element of applause into motion picture theatres is deprecated by S. Morgan-Powell, Montreal drama and film critic, as likely to cause a temporary stoppage of the smooth movement of the film in order to repeat a given section, slowing up the action and increasing the running time. It might be justified in the case of musical films in the opinion of enthusiasts.*

Mary Pickford announced in London that she is returning to the films in order to produce pictures with "spiritual themes." Greer Garson, whose acting in "Goodbye, Mr. Chips," made her a star overnight, is an Irish girl and a Bachelor of Arts of London University. She complained of drawing her salary in Hollywood for a year without doing a stroke of work. Idleness made her nervous and she jumped at the chance to return to England and act with Robert Donat.

*Jean Sablon, whose frequent appearances in Montreal has resulted in French-Canadians considering him one of themselves, is starring in "The Streets of Paris" at the Broadhurst Theatre, New York, along with Yvonne Bouvier.*

National Film Society of Canada has received a grant of $19,000 from the Rockefeller Foundation to be used over a period of two years in the purchase of films, and establishment of an evaluation committee for the appraisal of educational agencies and publications. The society had already received $8,000 from the Imperial Relations Trust of London to be used in the purchase of British and Empire films of which 30 have been procured from London and forwarded to Vancouver to be distributed over a three-month period.

*Palace Theatre was first to show the Louis-Galento fight picture which was flown to Montreal immediately after the film was developed . . . "The Mikado," British musical film in Technicolor, made its first appearance in Montreal since the first run at Loew's, when it was shown at the Imperial over Dominion Day.*

Dionne Quintuplets two films grossed $1,052,000, it was revealed when 20th-Fox protested against a $12,500 United States income tax arising out of $250,000 paid to the guardians of the Quints . . . Booth Canadian Films have received an order from His Majesty's private secretary for a print of the 16mm color-sound film of the receptions to the King and Queen in Toronto and Hamilton.

*Open air attractions are helping to diminish audiences in the motion picture theatres. A crowd of 3,000 attended the YMCA's "Bonfire" concert, and Opera on Mount Royal also drew big audiences. The Open Air Players have completed dress rehearsals for their annual outdoor production at Lachine.*

Major Gustave Lanctot, the Dominion archivist, who accompanied the Royal party across Canada, is creating a film library of the tour. He has thousands of feet of film, and thousands of stills, as well as records of Their Majesties' broadcasts. Lanctot will write an official history of the tour.

*Leicester Square Theatre, London, which announced a sell-out of the cheaper seats thereby inducing a patron to purchase a six-shilling seat to see "Three Smart Girls Grow Up," was ordered by the entertainment committee of London county council to close its doors for the weekend July 1 and 2, which caused the theatre an approximate loss of $5,000.*

# VICTORIA

AS A RESULT of objections from Victoria theatre managers and other local organizations, the city council has passed a ruling prohibiting the use of city parks by circuses and carnivals. The W. C. Huggins Show was here five weeks ago, renting space at Central Park.

*It is reported Famous Players may reopen the Strand at Nanaimo for weekend showings. For the past few months, business in Nanaimo has been on the upgrade.*

For "Only Angels Have Wings" at the Capitol, a tieup was arranged with a local chain store which had a full window display of model airplanes, cutouts and a number of stills.

*Mel Gow of the Capitol at Nanaimo; J. M. Robertson of the Capitol at Victoria; Cliff Denham of the Dominion at Victoria, and Marc Prieswerck of the Atlas at Victoria will attend the F-P convention at Niagara Falls. Dave Borderland, from Prince Rupert, will represent the north.*

# A Vigorous Catholic Censorship Drive

TORONTO—A vigorous campaign for further censorship is being pressed in Canada by Catholic organizations.

At the Ontario Provincial convention of the Holy Name Society, a resolution was adopted calling upon the civil powers to inaugurate a form of controlled restriction upon all types of posters, handbills, circulars, display advertising, window displays and publications which did not meet a defined moral standard, similar to the censoring of moving picture films. The recommendation included a demand for the creation of a government censor board with wide scope and powers.

The Catholic Women's League of Canada adopted a pledge to boycott filthy pictures and questionable literature, Mrs. F. J. Conroy of Edmonton, Alta., declaring the facts of life should be learned under proper auspices.

The WCTU of Middlesex county appointed a committee "to take action to secure a better class of moving pictures for children," the first duty of the body to gather all possible information about films "clean or objectionable." The Union also asked for enforcement of the law prohibiting the admission of children to evening shows at theatres without proper escort and scored gambling, Sweepstakes, Keno, Bingo, Bank Night, Sunday labor and Sunday amusements.

## *Recognize Screen as an Instructional Medium*

TORONTO—The Ontario department of education has finally made official recognition of the screen as an instructional medium, Dr. Duncan McArthur, deputy minister of education, announcing that a special course on the use of motion pictures in schools will be held here during August for school teachers of Ontario. The director of the course will be J. J. Cons of the University of London, England. Demonstrations of projection equipment will be a feature of the training.

# VANCOUVER

BILL JONES, RKO, is back from that convention in New York; while there he spent some time at the Fair.

*The regional meeting of the International Ass'n of Law Enforcement Officials here introduced a new idea in having motion pictures of Mexico where the next meeting is scheduled for later this year.*

Dave Fairleigh, eldest son of M. E. Fairleigh, Hollywood Theatres, is due to return from a California honeymoon on which he planned to visit some of the studios in Hollywood.

*J. P. O'Loghlin, Canadian district manager for Fox, is due here on one of his visits to the local office.*

# Stalemate in Quebec Over Tax Gouge

(Continued from page 73)

ment in any place of amusement, as defined in Chapter 125 of the Revised Statutes of the Province of Quebec, 1925, and its amendments, will pay an additional levy equal to 10 per cent of the admission fee.

"All fractions will be counted as a whole. For the application of the present law, the city will have all the powers defined in the said Chapter 125 of the Revised Statutes of the Province of Quebec, 1925."

"Considering that in virtue of the law the City of Quebec passed a law to collect this tax and that it established a portion of its Budget on the revenues from this tax;

"Considering that the Statute is imperative and that the city cannot withdraw it;

"Considering that if the experience of this additional tax for the months to come up to the end of the fiscal tax of 10 per cent is detrimental to commerce, and that if proof to that effect is given to the satisfaction of the city council, there might be grounds to ask the rescinding of the said law;

"That it be hereby resolved to recommend to the City Council, at an opportune time, on the condition that the cinemas reopen in Quebec without delay, that it request the Legislature at its forthcoming session, to rescind the above-mentioned law, if it is shown in the course of the coming months, before the expiration of the present fiscal year, that the said additional tax of 10 per cent is detrimental to commerce."

The theatre owners, through legal representatives, presented their official reply to the city's proposal in a letter sent to City Clerk F. X. Chouinard. It is signed by Bernard Devlin, K. C., and says:

"The committee which represents theatre owners in the city of Quebec instructs us to acknowledge receipt of a copy of the resolution adopted by the administrative committee on the 22nd instant. This resolution asks that the theatre owners reopen their establishments without delay and collect the tax until the end of the fiscal year, adding that if it is proven to the satisfaction of the city council that the additional 10 per cent tax is detrimental to trade, there might be grounds for asking repeal of the law adopted at the last session of the Legislature.

"It is evidently impossible for our clients to accede to such a request. The experiment has already been made and showed in a conclusive manner that our clients cannot operate their theatres and collect the said tax.

"By acceding to the demands of the resolution, the theatre owners would, of necessity, experience considerable losses, and all the administrative committee offers in return is uncertain half-promise of the repeal of the tax, under conditions over which control is impossible.

"Under these circumstances, the theatre owners have instructed us to advise the administrative committee that, for reasons which have already been given and which it would be useless to repeat, they cannot reopen their theatres if the city persists in the desire to collect the additional tax."

### Theatre Owners Will Tell Citizens of Taxes

Explanation of various forms of taxation and their extent will be offered to Quebec's public by theatre owners there within the next few days, an official communique reveals.

The communique says that according to audited reports taxation which the Capital Theatre paid last year amounted to $36,875.30, or "more than $100 a day for each day of the year."

Of this amount, it says $24,563.54 was paid to the City of Quebec and $12,311.76 to the government.

"In addition to having to pay all this taxation," it concludes, "Auditorium, Ltd., experienced losses of $26,305.56, during the year which ended Oct. 29, 1938."

International union members at their monthly meeting of the Quebec Levis Trades and Labor Council, adopted a resolution opposing the motion recently submitted to the civic administrative committee by the Catholic Unions suggesting setting up of a municipally operated theatre in Quebec City.

The international unionists declared themselves opposed to the idea of a municipal theatre. Privately owned playhouses, they aver have been showing clean pictures, films approved by the bureau of censors.

The situation is admitted to have reached a point where some action will have to be taken one way or the other.

## *Deanna Durbin Initiates "Coogan" Earnings Law*

HOLLYWOOD — First contract for a minor player to be drafted under the provisions of the state's recently-enacted "Jackie Coogan" law to protect earnings of juveniles in the film industry—a new five-year ticket for Deanna Durbin with Universal—is in the hands of Superior Judge Emmett Wilson for an expected okay.

The "Coogan" ruling, now a part of the civil code, requires that 50 per cent of a minors' earnings, after allowances for taxes, maintenance, training and education, be converted into a trust fund, operation and growth of which shall be supervised by the court. James Durbin, the actress' father, and Miss Durbin herself both conferred with the jurist regarding budgets and expenditures.

Her new contract calls for a total remuneration of $975,000, and provides for three pictures yearly.

### Co-Star Autry and Withers

HOLLYWOOD—Twentieth Century-Fox has borrowed Gene Autry, Republic cowboy star, to co-star with Jane Withers in "Jubilo," a story by Ben Ames Williams. Production is set for early fall.

# Memorable Scenes in Year's Films Cited

WINNIPEG — "While this department's memory is still quickened by the survey of outstanding films so far this year," says Frank Morris, film critic of the *Winnipeg Free Press*, "it might be a good idea to remember a few of the memorable moments —some of them fleeting, some of them lasting—that have cropped up through the months.

"What, for instance, do you consider the finest scene in films this year? Many people, we are sure, would say the tea party from 'Pygmalion.' "The rains in Spain stay mainly in the plains." Can't you still hear Wendy Hiller, the embodiment of prunes and prisms, as she astounded the smug gathering? And don't you remember the good Anglo-Saxon oath that climaxed the scene?

"But, strangely enough, it was not that scene that sprang to mind when we started to recall the scenes that would stay in our memory. If you saw "Love Affair" you will remember Maria Ouspenskaya, who played Charles Boyer's mother. We can still see as she sat at the old-fashioned piano, playing an accompaniment to an old French song for Irene Dunne. The gnarled old fingers as they lovingly picked out the melody, the air of gentle concentration . . . it all added up to genius.

"And then there was 'La Maternelle.' We can't recall the name of the actress who played the servant at the grim school for children, but we can remember vividly, the scene in which, plump arms draped across the half-door, she regarded with lusty amusement, the flutterings of the principal as she rehearsed a speech for an important visitor. And we can recall, too, the scene in which the unsmiling face of the street child opened like a flower under the gaze of the understanding woman who first showed her kindness.

"And what of the two English travelers in "The Lady Vanishes"—the ones who worried about cricket in the face of death and other disasters. It was a priceless bit of satire on English calm when danger threatens—or was it a lack of sense of humor?

"Bette Davis made 'Dark Victory' outstanding all the way, but her silent terror when confronted with printed proof she had not long to live was sickeningly poignant. And do your member Robert Donat's quizzical air of amusement when Rosalind Russell came, with her sore throat, to his doctor's study, in 'The Citadel?' And what of Blackie's cry of stark terror in the death chamber in 'Angels With Dirty Faces?' and 'Beethoven' as interpreted by Harry Baur, when those clanging noises that spelled deafness began to close in on him.

"And finally, the hauntingly beautiful way that Ginger Rogers and Fred Astaire danced the Missouri waltz in 'The Story of Vernon and Irene Castle.'

"These are just a few of the scenes that made films memorable the first six months of this year."

In view of the customary critical knocking of Hollywood's efforts, Morris seems to find considerable praiseworthy.

# Heading Western Zone For Famous Players

TORONTO—Frank Kershaw has been named by Famous Players Canadian Corp. as vice-president and general manager of Western Theatres, Ltd., a subsidiary which operates 25 theatres in the Province of Manitoba. Kershaw formerly was western supervisor at Winnipeg.

In his new role, Kershaw, who was a recent visitor in Toronto, will direct a number of the most important theatres in the Winnipeg zone, including the Uptown, 1,750 seats; Starland, 1,500 seats; Roxy, 1,000; Winnipeg, 1,800; Lyceum, 1,210; College, 980; Palace, 823; Osborne, 805; Plaza, 800; Tivoli, 803; Rose, 700; Gaiety, 740; and other neighborhood houses, the Arlington, Crescent, Fox, Mac's, Regent, and Wonderland, all in the City of Winnipeg. The Playhouse at Portage la Prairie is also a unit of this group.

Kershaw is practically a native son of Winnipeg. He was born at Norwich, England, in 1904, but arrived in the Manitoba Capital at the age of six months and eventually secured his grounding in the theatre business by working in his father's Wonderland, a 612-seater and one of the early cinemas of the city. He became manager of the Osborne in 1925 and later took over the Tivoli. When the Kershaw group was taken over by Western Theatres in 1936, Kershaw was transferred to Vancouver by Famous Players Canadian Corp., but returned to Winnipeg as district manager in 1937. He has been succeeded in this position by E. A. Zoren of Calgary.

He will return to the east to attend the annual sales convention of Famous Players Canadian Corp. at Niagara Falls, Ont., for four days, starting July 24.

## TORONTO

(Continued from page 75)

Kitchener to London several months ago.

*Percy Taylor, veteran film man, is back in Toronto after a lengthy stay in California . . . The Louis-Galento fight pictures, distributed in Canada by Harry J. Allen of Grand National, were rushed into the program at the Casino Theatre and attracted more attention than other recent ring films.*

Manager Tom McKnight of the Patricia Theatre, London, registered the only holdover of the past week with a program headed by "East Side of Heaven" and the color film of the Royal Visit, "Royal Banners Over Ottawa."

*Jack Allen, proprietor of the Tivoli Theatre, Thorold, paid his second visit in as many months to Toronto film exchanges.*

Arnold Hague, son of Clair Hague, Toronto, has returned to the Vancouver branch office of Associated Screen News to which he is attached as a cameraman, after touring the Dominion with the British Monarchs.

*Jewelry and other valuables were taken by burglars from the apartment of George Lester above his King Theatre, College and Manning Ave., Toronto, of which he has long been the proprietor.*

### A Tug-of-War Contest At F-P Convention

TORONTO—The traditional rivalry between eastern and western Canada is to be emphasized in a friendly competitive form at the annual convention of Famous Players Canadian Corp. at Niagara Falls during the course of a picnic program in which one of the highlights is to be an east vs. west tug-of-war tournament. J. A. Troyer of the head office is chairman of the sports.

The all-eastern team has already been selected by Sid Scott of the Capitol, Sudbury, and advance notices indicate such smashing stalwarts as Jack Arthur, Ernie Smithies, Tim McCoy and Al Sedgwick, each tipping the bar at 90 pounds right out of the water on the hoof undressed, will provide a ripping tussle for the western crew.

The easterners comprise: Al Ritchie, Alhambra, Toronto; W. J. Fawcett, Capitol, Sarnia; Jack Arthur, Uptown, Toronto; Jack Nelson, Capitol, North Bay; Ernie Smithies, Capitol, Kingston; Tim McCoy, Grand, Kingston; Al Sedgewick, Belsize, Toronto; J. Preston, Palace, London; J. V. Ward, Capitol, Niagara Falls, and J. J. LeFave, Tivoli, Windsor.

### F-P Managerial Shifts Effected in Ontario

TORONTO—Important managerial changes in several Ontario points are announced by Famous Players Canadian Corp., with five theatres affected.

Jack Purves, manager of the Village in Forest Hill, has been appointed manager of the swanky new Eglinton Theatre in the North End of Toronto, succeeding Robert Eves who has been placed in charge of the Oakwood Theatre here, a suburban house which has been in operation for more than 20 years. Purves has managed a number of theatres in Ontario over the years, including the Tivoli at St. Thomas, Capitol at Sudbury and the Tivoli at Hamilton. Manager A. Easson of the Oakwood has been transferred to the Village Theatre, Forest Hill.

W. J. Burke, manager of the Imperial Theatre, Sarnia, has been made manager of the Brant at Brantford where Joe Bolinsky has been in charge for some years, Bolinsky going to the Sarnia Imperial. Before going to Sarnia two years ago, Burke was manager of the Palace at London and was previously assistant manager of the London Capitol.

### Nathanson Foregoing Trip to England

TORONTO—President N. L. Nathanson of Famous Players Canadian Corp. has decided to forego his annual summer trip to England for several reasons, chief of which is the fact that J. J. Fitzgibbons, vice-president and managing director of the Canadian chain, has not fully recovered from his serious operation at the Mayo Hospital in Rochester, Minn.

The 21st general sales meeting of the company's theatre managers is scheduled one month earlier than in former years.

# Family Films Listed By Welfare Council

OTTAWA—The current approval list of "Motion Pictures the Entire Family Will Like," issued by the Canadian Welfare Council in cooperation with the Federation of Women's Clubs, the International Federation of Catholic Alumnae and other bodies for the guidance of parents and educationists, comprises the following recommendations:

*"Boy Friend"*—A fairly entertaining comedy, starring Jane Withers, who provokes laughter with her puppy love affair. Strictly for the juvenile trade.

*"Code of the Secret Service"*—An action melodrama with an appeal mostly for young people.

*"Juarez"*—A magnificent production. Paul Muni is excellent as Juarez; Bette Davis is good as Carlotta, but the opportunity for the finest acting is given to Brian Aherne, as Maximilian. The family.

*"Young Mr. Lincoln"*—Very good entertainment. Henry Fonda captures the spirit of the part and gives perhaps his best performance to date. The family.

*"The Sun Never Sets"*—A swift-moving and dramatic story of today. It plays up the heroic sense of duty that carries men above their personal tragedies in devotion to their country. The family.

*"Invitation to Happiness"* — A romantic drama with prizefighting as the background. The family.

*"It's a Wonderful World"*—Combining comedy with romance and murder mystery melodrama, this picture offers entertainment that has general appeal. Adolescents and adults.

*"Captain Fury"*—A rousing, colorful action drama of the 1840's in Australia, when England's political prisoners revolted against the exploitation of land barons. Too exciting for young children; otherwise for the family.

*"Union Pacific"*—An outstanding epic of the development of the West. The family.

*"Full Speed Ahead"*—A documentary drama, made with the cooperation of the British Admiralty. The family.

*"Goodbye, Mr. Chips"*—The charming sentimental drama of an English schoolmaster. For all ages.

*"Jamaica Inn"*—A costume melodrama. Adapted from the novel by Daphne Du Maurier, it tells a lurid story of wreckers and murderers on the Cornish Coast. Charles Laughton plays the role of a dominating, supercilious ruffian. Older adolescents and adults.

*"Tarzan Finds a Son!"*—After a considerable lapse of time another in the series of the exploits of Tarzan, ruler of beasts in his jungle kingdom, comes to you. Forest backgrounds are beautifully photographed and hairbreadth escapes offer moments of rare tenseness and beauty. The family.

*"The Gracie Allen Murder Case"*—A very good comedy-mystery drama. The story is interesting and Gracie is at her best. Scenes are riotously funny. Older adolescents and adults.

**United Artists (——) 110 Minutes Rel. June 11, '39**

Producer Edward Small, who five years ago won distinction by making "The Count of Monte Cristo," has lost none of his flare for bringing to the screen the sweeping and engrossing semi-historical melodrama of the immortal Alexander Dumas. Rich in spectacle, unfaltering in the rapidity of its action, touchingly romantic and possessing most of the other proven elements of the best in entertainment, here is one of the most impressive pictures shown in Hollywood this year. It should prove boxoffice dynamite. The cast, headed by Louis Hayward, who is splendid in the dual role of Louis XIV and Phillippe of Gascony, and Joan Bennett, equally fine as Maria Theresa, is large, wisely selected and flawless throughout. George Bruce's screenplay has tempo and verve, with direction by James Whale geared accordingly.

**Louis Hayward, Joan Bennett, Warren William, Joseph Schildkraut, Alan Hale, Walter Kingsford.**

## *The Man in the Iron Mask* F — Legendary Melodrama

**Universal (3040) 61 Minutes Rel. May 23, '39**

This one has a plot which keeps the public guessing whether there is a real murder or if the scare heads intended to throw life into a small town newspaper are designed to keep interest in the love affair between William Lundigan and Joy Hodges. As it happens, the victim was really murdered but it takes a lot of explaining and ingenuity on the part of the two characters mentioned to convince not only the jury but the audience watching the picture. It has comedy moments which pleased a Broadway audience. Neighborhood patrons should enjoy the on and off again finnegan murder plot. The cast tries hard to make it all convincing but there just isn't enough zip to carry the general theme through to take it seriously. Frank McDonald directed.

**William Lundigan, Joy Hodges, Michael Whalen, Isabel Jewel, Lyle Talbot, Thomas Beck, Spencer Charters.**

## *They Asked for It* F — Mystery Melodrama

**M-G-M (——) 70 Minutes Rel. July 14, '39**

As an illuminating and educational insight into modern corrective methods in our Federal prisons, this is a splendid piece of work. But as entertainment, particularly where feminine patronage is concerned, its grimness steers it wide of the mark. Handled in "March of Time" fashion, it has only the barest skeleton of a story, added when its producers decided to stretch it from the originally-planned four reels to feature-length. Presented on the screen for the first time are scenes actually photographed within the walls of several Federal penitentiaries, and the completed job is the first authentic picturization of the government's system of rehabilitation, classification of prisoners, steps in an outlaw's capture, incarceration and final imprisonment. Of especial interest are scenes taken in the court-yard, cell-block and workhouses at Alcatraz. Jacques Tourneur directed.

**Rita Johnson, Tom Neal, Bernard Nedell, Edward Gargan, Paul Fix, John Gallaudet, Addison Richards.**

## *They All Come Out* F — Documentary Drama

**M-G-M (——) 99 Minutes Rel. July 7, '39**

For this and any other time, M-G-M has produced a hauntingly poignant film which should meet with wide acclaim. Death, as personified by Sir Cedric Hardwicke, loses its sinister character in the story and becomes personable and human. But Gramps—Lionel Barrymore—is afraid to go with him lest his grandson, Bobs Watson, fall into the hands of a mean aunt. Gramps traps Death in an apple tree and nothing can die until he is freed. When his grandson is crippled, Gramps realizes the place Death has in the scheme of things and releases him. The tale is embroidered with a gentle humor that does much to minimize the theme. It is effective and unusual dramatic entertainment with splendid performances by Barrymore and the child player, Watson, and a sensitive direction by Harold S. Bucquet.

**Lionel Barrymore, Bobs Watson, Sir Cedric Hardwicke, Beulah Bondi, Una Merkel, Eily Malyon, Henry Travers.**

## *On Borrowed Time* F — Drama

**Paramount (——) 106 Minutes Rel. Oct. 13, '39**

Charles Laughton in a typical Charles Laughton performance and, by that approach, a lusty, bravura job of acting in the large and expansive manner. The story takes place in Cornwall and deals with as revolting an aggregation of bloodthirsty smugglers and murderers as the screen has seen in some time. The plot unfoldment discloses Laughton, respected country squire and local justice of the peace, as the power behind the evil Leslie Banks and how law and order bring the former to his just deserts as the bloodcurdling crew of bandits is led to the gallows. It's all very theatrical and the dialogue, very British, is not always easily decipherable. If entertainment in the raw-boned manner is wanted, "Jamaica Inn" is the ticket.

**Charles Laughton, Maureen O'Hara, Elsa Lanchester, Leslie Banks, Emlyn Williams, Robert Newton.**

## *Jamaica Inn* A — Costume Melodrama

**FN (366) 56 Minutes Rel. July 29, '39**

Warner has dusted off the old story of the hayseed with lots of natural ability who is signed by a big league ball club and dressed it up in football attire. This time it is Bert Wheeler, a Montana cowboy, who is grabbed up by a professional football team and sets the league on fire until he gets mixed up with a couple of city slickers. It must be reported the new costume doesn't fit so well. There are large patches that go beyond pure burlesque, and spots where it is short on comedy. Wheeler, who delivers as well as might be expected, seems miscast, Marie Wilson, as the sweetheart, snares the acting honors, closely followed by William Demarest as the talkative football scout. Noel Smith directed.

**Bert Wheeler, Marie Wilson, William Demarest, William Gould, Charles Wilson, Eddie Foy jr., DeWolfe Hopper.**

## *Cowboy Quarterback* F — Comedy

**20th Century-Fox (——) 85 Minutes Rel. ——**

Romantic comedy whose best assets are a sprightly, mirthful story, platinum production mounting and music by Irving Berlin; its success, as to patronage, should be insured through the marquee strength of Sonja Henie, Tyrone Power and Rudy Vallee. The nimble-footed Miss Henie appears less advantageously than in her former pictures because of a role ill-fitted to her talents. The skating sequences are limited and entirely irrelevant to the motivation, which has a Hollywood locale. Power, who grabs the acting honors, is a personable and persistent press agent, who ballyhoos Miss Henie, a Minnesota schoolteacher, as a film star when she wins a screen test contest. Promoting a publicity romance between her and Rudy Vallee, a fading idol, Power falls in love with her himself. Sidney Lanfield directed.

**Sonja Henie, Tyrone Power, Rudy Vallee, Edna May Oliver, Mary Healy, Lyle Talbot, Alan Dinehart.**

## *Second Fiddle* F — Musical Comedy

**Columbia (——) 60 Minutes Rel. July 10, '39**

A courtroom drama that attains a certain degree of credibility due to the fine performance by Frieda Inescort. It will appeal to women because it is essentially the story of a mother's sacrifice. Nick Grinde gives the film a workmanlike direction salvaging an effective climax from an ordinary script. Miss Inescort is a woman judge who discovers the girl being tried for murder of a racketeer is her daughter who disappeared with her husband 17 years ago. The girl has a criminal record but refuses the gangster's request to blackmail her own mother. She makes no defense until the judge learns the truth and resigns her post to defend her daughter. Miss Inescort is superb in her jury plea. Rochelle Hudson is good as the daughter with skilled support from Mayo Methot.

**Frieda Inescort, Otto Kruger, Rochelle Hudson, Mayo Methot, Gordon Oliver, Arthur Loft, Beryl Mercer.**

## *A Woman Is the Judge* F — Drama

**20th Century-Fox (953) 71 Minutes Rel. July 21, '39**

Of popular program proportions, this newspaper yarn will get by where audiences are not expected to swallow it whole. In other words, the sort of gymnastics performed by a newspaper editor to save an innocent man from the death house, which often enter the preposterous. And your local newspaper reviewers will be the first to mention it, and probably not in complimentary style. Nevertheless, there's a breezy spirit about the way it is handled. Its chief components consist of the feigned indifference of Editor Preston Foster to fresh Cub Reporter Lynn Bari. Scattered in spots where they do the most good are some moments of action and suspense and bits of swell comedy by Eddie Collins, as Foster's valet. When all the rumpus settles, Foster and Miss Bari unmask the unsuspected "friend" who is responsible for a wave of murders designed to cover up his own criminal record. Alfred Werker directed.

**Preston Foster, Lynn Bari, Russell Gleason, George Barbier, Eddie Collins, Minor Watson.**

## *News Is Made at Night* F — Action Drama

**SELLING ANGLES: "They All Come Out"**

Sell this as a stirring and authentic picture of conditions within our penitentiaries. Obtain statements from prominent local officials concerning their views on the rehabilitation of convicts and the employment problem for discharged prisoners. Prepare throwaways as summonses, requesting the recipients to "report at once." Prepare spot announcements on the radio in the style of police broadcasts. Fill lobby frames with photographs of several notorious public enemies, now in prison, with the caption: "What If Criminals Such as These Were Paroled?"

**CATCHLINES:**

Those Thousands of Lost Men Behind Grey Walls Must All Come Out . . . Into a World They Distrust and Despise.

For the First Time the Screen Brings You a True Picture of Conditions in Our Federal Penitentiaries.

**SELLING ANGLES: "Cowboy Quarterback"**

As first of the season's football films, there is plenty of material from last season's games to refresh the memory of football fans. For a lobby display, have a large montage with the standings of the National Professional League and pictures of the leading pro stars. The film is good for tieups with sports editors. Sell them the idea of writing a feature story about the college football stars who came from small western colleges and starred in professional football.

**CATCHLINES:**

Lochinvar of the West Who Set the Eastern Gridirons Aflame With His Speed.

Hold That Line . . . Against an Avalanche of Laughs in "Cowboy Quarterback."

**SELLING ANGLES: "News Is Made at Night"**

An excellent peg to hang this on would be wide exploitation of the recent discovery in New York of four brothers who were arrested in the McKesson-Robbins scandal and who were the original Musica brothers, parading under new names and business affiliations after beating a 10-year-old "rap." Every large newspaper covered its front page with this story and these should be dug up and played up in the lobby and in trick heralds. Set up something resembling a rogue's gallery layout and invite patrons to guess which photos are those of criminals.

**CATCHLINES:**

Love Thy Neighbor . . . But Make Sure He Isn't a Murderer in Disguise.

He Was a Respectable Business Man Until He Was Trapped as a Killer.

**SELLING ANGLES: "They Asked for It"**

Since the general plot deals with a small town newspaper, it would be a good idea to print stories and other newsy items from the press book in a facsimile of your local journal. Distribute these to patrons prior to the opening and also send to all on your regular mailing lists. These can also be distributed by local stores. Tieups with local newspapers on stories should be a cinch. Have a sandwich man parading the streets with a sign, along these lines, "They Asked For It . . . They Got It . . . At the ..... Theatre."

**CATCHLINES:**

Lovers Make the News . . . They Gave the Town Something to Talk About.

Romance and Murder on a Small Town Paper . . . They Couldn't Believe Their Own Story.

**SELLING ANGLES: "Jamaica Inn"**

Be sure to tie in any campaign on behalf of "Jamaica Inn" with Laughton's immediate predecessor film, "The Beachcomber." It ought to help. His latest has a definite odor of the sea about it and this furnishes a key to lobby display. Pieces o' eight, pirate angles, skull and crossbones atmosphere and plenty of two-fisted copy suggest themselves as essential and practical approaches to the handling. Of course, Laughton's performance, highly theatrical as it is, should be stressed heavily. He is definitely the star and ought to be played up. Mystery notes can be built around the title.

**CATCHLINES:**

Laughton in a New Kind of Role . . . Menacing, Swaggering and Lusty.

Murderers, Cut-throats, Bandits of the Sea . . . "Jamaica Inn" Has Them All.

**SELLING ANGLES: "A Woman Is the Judge"**

This film should be aimed primarily at the women. If there are any women lawyers in the community invite them to attend as guests of the management. Their reaction should be good for a feature yarn. Miss Inescort screens beautifully and her photos should be used for tieups with women's stores. Along this line, have a beauty shop feature a Frieda Inescort coiffure. The film lends itself well for a radio dramatization which can be used to drum up interest. Try and stir up a controversy over the question: "Is a Woman's Place in the Home?" citing the picture as an example.

**CATCHLINES:**

She Judged a Murderer . . . Who Was Her Daughter.

She Killed to Save Her Mother's Secret . . . And Was Content to Die to Protect It.

**SELLING ANGLES: "The Man in the Iron Mask"**

Give marquee credits to Louis Howard, Joan Bennett and Warren William. Dress attendants as Musketeers. Construct a large papier-mache facsimile of the "iron mask" over the boxoffice, with flashing lights for the eyes. Give away smaller "masks" to children, liberally sprinkled with picture and theatre billing. Based on the dual identity angle in the story, admit all male twins at the price of one ticket. Tie up with libraries and book stores on Alexander Dumas' famous novels, particularly stressing "The Man in the Iron Mask."

**CATCHLINES:**

The Three Musketeers and the Immortal D'Artagnan Return in the Most Amazing Adventure in All History.

Excitement . . . Adventure . . . Romance . . . As Only Dumas Can Tell It . . . In the Thrill-Special of the Year.

**SELLING ANGLES: "On Borrowed Time"**

Class houses should use a dignified approach in exploitation with attention called to the fact the film is based on a successful Broadway stage play, the unusual theme and caliber of the cast. Regardless of the situation, the title is one that can be dramatized with effective results. The title can be used in a campaign on safety, citing mistakes made by careless motorists and pedestrians. During the making of the picture, Barrymore's 61st birthday was celebrated. Along this line, run a contest to find who are the most beloved local "Gramps" and invite them to see the picture as guests of the management.

**CATCHLINES:**

The Great Broadway Stage Hit Reaches the Screen.

A Great Star at the Peak of His Career! A Great Kid at the Start of His!

**SELLING ANGLES: "Second Fiddle"**

Sell the names of Sonja Henie, Tyrone Power and Rudy Vallee and plug the music of Irving Berlin. Music stores, radio stations and night clubs should be contacted in exploiting the new Berlin songs. Spot local announcements with the radio station carrying Vallee's weekly broadcast. Exploit Miss Henie's skating prowess by tying up with ice companies for ballyhoo cards on their trucks. Promote a "Second Fiddle" ice-skating derby in cooperation with a local rink. Conduct a contest to choose the most beautiful schoolteacher in town.

**CATCHLINES:**

An Epochal New Screen Experience That's Too Big to Even Imagine . . . With Sparkling Sonja Henie Back to Thrill You Again.

The Brightest Stars in All Hollywood . . . And the Scintillating Music of the Incomparable Irving Berlin . . . All in One Wonder Picture.

**Columbia (9205)** **64 Minutes** **Rel. March 30, '39**

Reduced to plain terms, this film about the Northwest Mounties and fur raiders is just a fair-to-middling western that can be used to round out a weekday program. The action is on the moderate side as Charles Starrett, a sergeant in the Mounties, and his commanding officer hit upon a bold ruse when their efforts to locate the fur raiders are fruitless. Starrett apparently breaks with the police and is fired from the service. He wins the friendship of a suspect, Paul Sutton, and finally rounds up the band with the help of Linda Winters who brings Starrett aid when he needs it most. The best performance is turned in by Sutton as a realistic villain. The Sons of the Pioneers, a singing quintet, contribute the vocal numbers. Sam Nelson directed.

**Charles Starrett, Linda Winters, Bob Nolan, Paul Sutton, Robert Fiske, Vernon Steele, Sons of the Pioneers.**

## *North of the Yukon*

F — **Action Melodrama**

**Monogram (3814)** **61 Minutes** **Rel. July 1, '39**

Second in the "Tailspin Tommy" series, this struggles a little in its takeoff but manages to climb to a high level as an action melodrama after a couple of draggy reels. The flying sequences, in which excellent process work and spectacular aerial photography are provided, will score a direct hit with the kids who list the daredevil air hero of the comic strips as one of their favorites. The budget was stretched to the utmost by Producer Paul Malvern to frame a staple programmer. Tommy, portrayed by John Trent, is a stunt pilot employed by a motion picture company making a war film. He is involved in a murder mystery when real bullets are substituted for blanks in his machine gun and he innocently kills another pilot. A combination of brain work and fist-slinging finally absolves him. George Waggner directed.

**John Trent, Marjorie Reynolds, Milburn Stone, Jason Robards, Pat O'Malley, George Meeker, Johnny Day.**

## *Stunt Pilot*

F — **Melodrama**

**Alliance (SR)** **63 Minutes** **Rel. ————**

An over-melodramatic British film that deserves attention only because of the presence of Raymond Massey. Unfortunately, Massey is not at his best due to the calibre of the production but it will prove interesting to the followers of the theatre as a case study of a fine actor struggling through a poor performance. Despite the clumsy maneuvering of the plot, a certain amount of suspense is created as Massey's wife helps clear him from a murder charge. Massey's mistress is found murdered in their love nest, but his wife continues to have faith in him anyway. She helps trap the family lawyer who is obsessed with a homicidal mania that breaks out during a full moon. Joan Marion is fairly convincing as the wife. Walter C. Mycroft directed.

**Raymond Massey, Joan Marion, Walter Hudd, Elliot Mason, Dan Tobin.**

## *Black Limelight*

F — **Melodrama**

**Universal (3031)** **63 Minutes** **Rel. July 7, '39**

An uninspired melodrama, relating the harrowing tale of an innocent girl unjustly sent to prison, this moves along at a slow pace and probably will prove no more than acceptable as program material for average audiences. A satisfactory but undistinguished cast is headed by Sigrid Gurie, with some welcome comedy relief contributed by her wise-cracking pal, Eve Arden. Misfortune upon misfortune piles upon Miss Gurie as the script unfolds. She is innocently involved in a holdup and killing when two gangsters she and her husband pick up en route to Florida pull off a job. A crusading district attorney has her sent to the penitentiary, where her baby is born, only to be placed in an orphanage. Not until one of the gangsters, on his death-bed, confesses, does everything straighten out. Harold Young directed.

**Sigrid Gurie, William Lundigan, Eve Arden, Donald Briggs, Elizabeth Risdon, Paul Harvey, Norman Willis.**

## *The Forgotten Woman*

F — **Melodrama**

**Republic (845)** **56 Minutes** **Rel. June 9, '39**

Gene Autry shares the usual hero's spot with a salty mess of hoboes in this better-than-average western. While it gets off to a slow start and halts its pace to make room for group vocalizing where the kids would rather see action, the closing reels get hot and pack the sort of climax that makes for general excitement. In the absence of the glowering menace, the scripters have substituted a modern group of land grabbers, with a smart dude ranch background, to supply the motivation. Gene enlists with the owners whose land is threatened, but gets several bad setbacks. Just when things look blackest, two hoboes Gene befriended earlier call upon their buddies to trap the guilty plotters. This particular sequence is alive with amusing incident and proves that one good fresh twist, properly executed, can do the trick. B. Reeves Eason directed.

**Gene Autry, Smiley Burnette, June Storey, Maude Eburne, Ferris Taylor, Walter Fenner.**

## *Mountain Rhythm*

F — **Western**

**SR (—)** **68 Minutes** **Rel. ————**

Only mark of distinction about this film is that United Artists is supposed to have distributed it in Australia. That is not saying much for the Anzac's taste in screen fare. It is pretty amateurish stuff with none of the cast known to American audiences. The film is weak in all production departments. It is about a pearler whose schooner is wrecked in a typhoon. A couple of crooks attempt to steal the treasure. The hero in order to get there in time must trek through a jungle filled with all sorts of perils. But the hero with his Scots friend and native aide come through all right and are able to thwart the villains. Joe Valli, as the Scotsman, does the only commendable bit of acting. Noel Monkman directed.

**Campbell Copelin, Gwen Munro, Joe Valli, Douglas Herald, Kenneth Brampton, Norman French, Utan.**

## *Typhoon Treasure*

F — **Outdoor Adventure**

**Columbia (9032)** **57 Minutes** **Rel. June 29, '39**

This will probably try audiences by its heavy-handed and obvious manner in presenting the theme that parents should be patient and understanding. It's a nice idea that gets maltreated by a hackneyed script. Consequently, the film is pretty much on the feeble side as dramatic entertainment. Jean Parker and Johnny Downs are the chief sufferers, particularly Miss Parker, who as a 17-year-old miss, has one of the meanest oops to grace the screen in some time. The selfish father annuls the marriage of the two youngsters and forces them into a predicament that has Downs escaping a reform school in order to be near his wife. Downs finally gets a break as Miss Parker returns to finish her last year at school. Sam Nelson directed.

**Jean Parker, Johnny Downs, Noah Beery jr., Nana Bryant, Henry Kolker, Linda Terry, Virginia Brissac.**

## *Parents on Trial*

F — **Drama**

**Amkino (SR)** **130 Minutes** **Rel. ————**

With unerring fidelity to the Cause, this expansive and impressive Russian film, with English titles, makes the most of a significant historical chapter, the while embodying splendid drama, human interest and humor. Yet it is designed wholly for that segment of Soviet sympathizers who are not emotionally stirred by anything less than the espousing of socialism in its deepest red. The story is too long for comfortable consumption, due to the completeness with which it is told. Along the route are a few exceptional performances, striking mass scenes and a most sympathetic portrayal of the character of Lenin. His struggle to keep the party in power and his attempts to destroy plots and counter plots within the party, ultimately leading to his near assassination, are vividly dramatized. Production is on a high scale. Directed by Mikhail Romn.

**Boris V. Shchukin, M. G. Gelovani, Nikolai Bogolyubov, Nikolai Cherkassov, V. M. Markov.**

## *Lenin in 1918*

F — **Historical Drama**

**Warwick Pictures (SR)** **55 Minutes** **Rel. ————**

Only the feeblest things can be said for this murder mystery effort. Produced in Canada as a quota picture for Columbia, and subsequently sold, it shows all the earmarks of inferior handling. From its ludicrous script, to stilted direction, to unending dribble by a sleuthing columnist it falls far short of attaining even the formula ingredients for mildly exciting action drama. The cast either wasn't interested or failed to get the intent of the piece, for which it can hardly be held accountable. John Gallaudet is the columnist who predicts the divorce of a wealthy businessman, at the same time involving his wife with John Hamilton. In due course, the husband is found murdered by Gallaudet. A lot of hash about stock manipulations, secret movements of the principals and detective's deductions are injected to complicate things till the murderer is revealed. Leon Barsha directed.

**John Gallaudet, Iris Meredith, George McKay, John Hamilton, Frank C. Wilson, William McIntyre.**

## *Murder Is News*

F — **Action Drama**

**SELLING ANGLES:** **"Black Limelight"**

Top billing should go to Raymond Massey who has made stage history with his performance as Abraham Lincoln in the Pulitzer Prize stage play, "Abe Lincoln in Illinois." For a lobby display reproduce some of the articles describing Massey's role in the play including stills of Massey as dressed up as Lincoln. The idea of having a murderer with an unusual homicidal mania can be exploited by having a series of articles written by a police physician on similar cases.

**CATCHLINES:**

The Star of "Abe Lincoln in Illinois" in a Spine-Tingling Mystery Murder in the Moonlight.

**SELLING ANGLES:** **"Typhoon Treasure"**

The best manner to handle this film is by giving it sensational treatment at the lowest possible cost. Perhaps the fact that the film comes from Australia may attract attention. Otherwise the film should be exploited for its sea and jungle adventures. Also the fact that the struggle is for sunken treasure. Poster sheets should be displayed in the lobby with picture cards of the action scenes at both sides of the entrance. Don't overlook distribution of heralds with some sock copy.

**CATCHLINES:**

A Thrilling Race Across a Treacherous Jungle for a Fortune in Pearls.

Sunken Treasure Guarded by Terrifying Dangers.

**SELLING ANGLES:** **"Murder Is News"**

Sensationalism, murder, mystery, secret passages and deserted homes are the pegs to hang this on. Any front page newspaper stories anent these factors should be assembled on a large display board in your lobby. Photos that contain suspense should be part of the display. You might make much of the manner in which columnists have figured in tipping off incidents that make headline news. Your local police department might loan you items that have provided clues in tracking down suspected murderers. Try a classified ad, for a stunt, offering a reward for a missing corpse, directing the finders to your theatre. You may be able to induce a reporter to make a personal appearance and relate one of his more exciting crime experiences.

**CATCHLINES:**

It Has Screamed From the Front Pages—Now You'll See It on the Screen!

**SELLING ANGLES:** **"Stunt Pilot"**

Take advantage of the exploitation power of the "Tailspin Tommy" cartoon, by Hal Forrest, which is behind this series. Check with your Monogram exchange on tie-ups already worked out in this regard. Organize a corps of "Tailspin Tommy Flying Cadets" for juvenile aviation enthusiasts and stage a model airplane meet as ballyhoo. Tie in with your newspaper if it carries the "Tailspin Tommy" strip. Promote a lobby display of aviation equipment through cooperation of the airport.

**CATCHLINES:**

Ride the Skies With Tailspin Tommy in Another Thrilling Screen Adventure, as He Defies Death for His Pal.

Adventure Above the Clouds . . . Where Death Struck Without Warning and Tailspin Tommy Went to the Rescue.

**SELLING ANGLES:** **"Mountain Rhythm"**

In addition to the proven formulas that attract Autry fans, there are a few other angles worth trying here. More than a little fun might be had by rounding up a small gang of kids and dressing them as hoboes. From that point on they could either vie for top honors for the worst looking outfit, for prizes, or deliver a "Hobo News" herald to points where ticket traffic is heaviest. The dude ranch as a new type of vacation spot suggests a tieup with an energetic travel agency to distribute circulars and use scene stills. Get a sporting goods store to play up tandem bicycles and motor scooters, which get quite a buildup in a funny cattle roundup.

**CATCHLINES:**

Gene Autry, Your Favorite, Croons and Blazes His Way to Victory.

Bad Men Bite the Dust as Gene Autry Sweeps Through the Range.

**SELLING ANGLES:** **"Lenin in 1918"**

The limited theatres that may book this film probably have already developed successful merchandising methods. In this case it remains but to point up the historical significance of the film to attract even wider attention. In situations where this type of film is not usually shown and a booking is made, it would be necessary, if there is not a regularly constituted communist party chapter existent, to secure the aid of radical groups. To this end it may be necessary to sponsor a benefit show. There may be some value in distributing a herald, balanced between reproductions of newspaper headlines of the 1918 incident and scene stills.

**CATCHLINES:**

A Story of Events Connected With the Attempt on Lenin's Life in 1918.

The True Story of a Man and an Era That Have Made History.

**SELLING ANGLES:** **"North of the Yukon"**

The Northwest Mounted Police angle should be singled out. Have the barker or doorman wear a Mounties' outfit. The ushers can wear bands before the playdate reading, "Get Your Man—See 'North of the Yukon'." Eye-catching teasers can be made up with the same copy and distributed to women only. The picture should be good for a sporting goods store window display devoted to camping equipment. There should also be a plug for the Sons of the Pioneers, who are known to radio fans.

**CATCHLINES:**

Thrill-Filled Saga of the Northwest Heroes Who "Always Get Their Man."

Song-Studded Tale of a Patrol That Never Pauses.

**SELLING ANGLES:** **"The Forgotten Woman"**

Give Sigrid Gurie an exploitation buildup as one of the screen's newest "glamour girls." The title can be merchandised in a number of ways. Make a tieup with a cosmetics shop on displays of perfumes, lipstick and face powder, captioned "Don't be a 'Forgotten Woman.' Stay beautiful." A similar tiein can be worked out with florists, appealing to men not to make their wives "Forgotten Women." Print advertisements resembling "Advice to the Lovelorn" columns, signed "The Forgotten Woman."

**CATCHLINES:**

Evil Fate Crashes Into the Life of a Happy Young Wife and Smashes It Almost Beyond Repair.

A Pawn in a Strange Game Played by Fate, She Is Condemned to Prison for a Crime She Did Not Commit.

**SELLING ANGLES:** **"Parents on Trial"**

Here is the type of picture in which groups such as parent-teacher organizations would be interested. A special screening should be held for the leaders of the women's clubs and have them endorse the film. The theme dealing with the necessity of parents being wise, patient and understanding is a good one for discussions and essay contests. An attempt should be made to sell the idea to your feature editor of having prominent women in the community write a series of articles dealing with the raising of children. Perhaps you can interest the women to hold a forum following the showing at the theatre.

**CATCHLINES:**

Are Parents Always Right?

All They Wanted Was a Chance to Love Each Other.

# Short Subject Reviews

## NEWSREELS

**Tuesday, June 27**

**Movietone News, No. 83:** New Mauretania arrives; Daladier inspects air raid precautions; Franco celebrates; refugee ship finally finds haven; French airliner leaves N. Y.; Monteiro visits White House; Paul V. McNutt; fashions; Harvard oarsmen sweep Thames; baseball in Tokyo; water skiing, and Lew Lehr.

**News of the Day, No. 281:** Refugee ship finds haven; Snite returns; bike family sets pace awheel; Paul V. McNutt; "Melbourne Madonna" in U. S.; Viking recipe for streamlined Venus; Harvard sweeps Thames, and baseball in Tokyo.

**Paramount News, No. 94:** New Mauretania arrives; Monteiro guest at aviation display; Paul V. McNutt; refugee ship finds haven; first air passengers back from Europe; War Admiral retires; women's skeet tournament, and Harvard sweeps Thames.

**RKO Pathe, No. 98:** Louisiana political setup shaken; refugee ship finds haven; Jesse Jones outlines duties; new Mauretania arrives; Monteiro tours army posts; water skiing; Harvard sweeps Thames, and Derby Day for mules.

**Universal Newsreel, No. 783:** Fog delays clipper crossing; submarine victims mourned; Monteiro sees air display; new Mauretania arrives; Paul V. McNutt; bless banners for warships; fog-bound freighter beached; silly cycles; gala floral festival; water skiing; glider aces; War Admiral retires, and Harvard sweeps Thames.

**Thursday, June 29**

**Movietone News, No. 84:** Roosevelt meets governors; Navy bombers hop to Honolulu; endurance fliers remain aloft; Treasure Island; Shriners convention; Richard W. Leche; Earl Long; Admiral Yarnell and Cameraman Mayell; Crown Prince Olaf; fashions; Swedish gymnasts; Chicago lifeguards; Australian dog racing, and Lew Lehr.

**News of the Day, No. 282:** Navy bombers hop to Honolulu; airliner leaves Port Washington; West Point host to governors; Army has a new commander; Father Flanagan honored; Earl K. Long; kindergarten commencement; Joe Louis and Galento weighing in, and stunt stars in Hollywood.

**Paramount News, No. 95:** Brides follow Omaha's sailing; Hollywood golf tournament; diving star gets ready; Roosevelt host to governors; auto acrobats; Navy bombers hop to Honolulu; Louis and Galento weighing in, and Waukegan greets Benny.

**RKO Pathe News, No. 99:** Roosevelt host to governors; Father Flanagan honored; rodeo stars' vacation; Prince Olaf honors American way; auto acrobats; bombers hop to Honolulu, and outboard speed kings.

**Universal Newsreel, No. 784:** Airliner leaves Port Washington; new submarine launched; bombers hop to Honolulu; "thrill-circus" grips crowd; street sweepers go ritz; Shrine parade gala spectacle; kindergarten commencement; 60 foot statue carried in fete; zoo denizens okay fur styles; 233 lifeguards in mass drill, and Louis meets Galento socially.

## Bird on Nellie's Hat

*Universal* (Walter Lantz Cartune) 7 *Mins.*

So-so cartooning, punctuated with the fairly worn mellerdramer touch. The villain is having his own way with Nellie, the village blacksmith's gal, when the bird on N—'s hat flies off and warns the V. B., whose name is Dan. Dan arrives in the nick of time—as the train slithers by.

## Screen Snapshots

*Columbia* (No. 10) 10 *Mins.*

This should be a field day for Hollywood fans because practically every well-known screen star parades before the camera. The place is Mrs. Basil Rathbone's Bel Air estate and the occasion a charity ball. Hedy LaMarr arranges the floral decorations, Rosalind Russell gets mixed up counting chairs, Dolores Del Rio and Claire Trevor sort glassware as Mrs. Rathbone and a committee of helpers arrange things. When the affair gets under way, there is a glimpse of all the "names" either dancing or sitting at the tables.

## Jockeys Up

*Columbia* (Sports Issue) 9½ *Mins.*

What it takes to be a jockey is shown here with prominent riders and trainers featured. The camera follows the jockeys in the morning workout, in the conditioning room and game room where the boys relax between races. Earl Sande, George Conway, and Mary Hirsch, America's only woman trainer, are introduced. Some of the jockeys who appear before the camera are Don Meade, Jimmy Stout, Ira Hanford, Irving Anderson and Bobbie Merritt.

## Going Places

*Universal* (No. 64) 9 *Mins.*

A quaint, legendary town of Mexico, which apparently hasn't changed in almost 200 years, is the lead sequence in this reel. It's called Taxco de Alarcon and it abounds in picturesque scenes of another world. There's also an interesting bit on the evolution of a modern clock, showing minute details of construction. Also a magnificent collection of glass flowers, made by the Nlaschkas, which is now housed in the Harvard Botanical Museum.

## To the Windwards

*Universal* (Going Places No. 65) 9 *Mins.*

This lovely spot in the Caribbean is almost certain to capture the imagination of all persons with adventure in their souls. It is a langorous life that is pictured here, amid tropical splendor and the age-old dignity of British and French rule. The native customs are most fascinating, the crude approach to industry amusing and the scenic setting beautiful.

## SHORT OF THE WEEK

### Wotta Nitemare

Paramount (Popeye) 7 Mins.

**Put this down as a "must" for your cartoon fans. Popeye's animators haven't contributed a funnier brand of high-jinks in months. And the most amusing part of the whole business is that it is going to strike a cordant note with anyone who has either been unfortunate enough to experience nightmares, as well as with those who have heard fantastic stories about them. In this case, Popeye goes through the darndest contortions and mouthings as he imagines himself on the short end of a picnic episode in heaven; his "friend" Bluto getting the best of Olive Oyl's affections, as usual. The tide turns, of course, but not without an unusual twist to the customary appearance of the can of spinach. Even after Popeye discovers the whole thing is a dream, he is so sore about the "beating" he took, that he goes out in the middle of the night and whacks the senses out of the innocent Bluto.**




## Stranger Than Fiction

*Universal* (No. 65) 9½ *Mins.*

Six unusual items make up this interesting short. There's a collection of archaic penny banks, an ant-town similar in construction to a gold-fish bowl, a real cemetery for dogs, a couple jitterbugging on stilts, a fighter who turned artist and a splendid display of hand-carved miniature locomotives.

## Publicizes Each Feature Separately on Dual

DETROIT—Faced with the difficult problem of appealing to two different classes of audiences, Manager David M. Idzal of the Fox decided to publicize the attraction of each feature separately.

Newspaper advertising was based on the theme, "Our programs are arranged so that you can see just the short subjects and the feature you like. Call Cherry 7700 for starting times."

Difficulty was caused by the combination of appeal to a detective story audience and to Shirley Temple fans, with "Susannah of the Mounties" and "The Hound of the Baskervilles." The Fox so far has not built up a regular double feature audience, as this policy has been in effect only three weeks.

## RKO May Drop Majestic Theatre in Columbus

NEW YORK—Having leased the Central, Yonkers, to the Harry Brandt circuit, RKO now is considering dropping the Majestic, Columbus, Ohio. About a year ago the same circuit disposed of the Broadway, Yonkers. Plans for building a new house in the Metropolitan area have been abandoned.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY,* **Boxoffice, 4804** *E. 9th St., Kansas City, Mo.*

## A

**ARIZONA LEGION (RKO)**

These were sold to me as musical westerns. Where is the music and where is Ray Whitley? It was a better than average western, but they want music and more comedy. Chill Wills is good. To below average business. Fri., Sat. Weather: Good. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 230.—W. O. Woody, Stockton Theatre, Stockton, Mo.

## B

**BLONDIE MEETS THE BOSS (Col)**

For some reason I can't put this series over. Business just average, yet I pushed this one more than usual. It pleased most of those who came, but doesn't draw anything like the Hardy Family. Tuesday. Weather: Fair. Admission: 25-10. Small town rural patronage. Population: 500. Capacity: 280.—J. Foster Bailey, New Theatre, Coffeeville, Miss.

**BLUE MONTANA SKIES (Rep)**

Not nearly so good as the previous Autrys, although he still outdraws any other western star. Saturday. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**BLUE MONTANA SKIES (Rep)**

Good picture, good business. Fri., Sat. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**BOY SLAVES (RKO)**

Seeing this picture will make one think. Competent acting by all. Too maudlin for our Saturday crowd. Fri., Sat. Weather: Fair. Admission: 25-15-10. General patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**BURN 'EM UP O'CONNOR (M-G-M)**

Good picture. One of the few good pictures from Metro this season. Mon., Tues. Weather: Warm. Admission: 25-10. Rural patronage. Population: 600. Capacity: 220.—Mrs. M. H. Robertson, Joyo Theatre, Coleridge, Neb.

## C

**CAFE SOCIETY (Para)**

Did better on this one than I expected to. Above average draw and held the attention of the audience far bettter than the usual picture which has no action and is all dialogue. Thurs., Fri. Weather: Fair. Admission: 25-10. Small town rural patronage. Population: 500. Capacity: 280.—J. Foster Bailey, New Theatre, Coffeeville, Miss.

**CALLING DR. KILDARE (M-G-M)**

We played the first Kildare picture on a cash night to a full house and it was so well liked that this one had success. It is very good and the series will go places. Sun., Mon. Weather: Fair. Admission: 35-25-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Comique Theatre, Camden, Me.

**CONFESSIONS OF A NAZI SPY (FN)**

This one stood them out in front so long they didn't come in. At that, the picture carries loads of truth. Sun., Mon., Tues. Weather: Clear. Admission: 25-10. Rural patronage. Population: 600. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**CONFESSIONS OF A NAZI SPY (FN)**

A well made picture that drew better than expected as it has had much publicity. Not liked at all by the younger folks and kids, but some of the oldtimers enjoyed it. Many walkouts. Sat., Sun., Mon. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

## D

**DARK VICTORY (FN)**

Truly great is the word for this show. Bette Davis as usual held the audience speechless. More tears flowed down the aisles these two days than in years gone by. Even the best clouded up a bit. Geraldine Fitzgerald played a great part and should be headed for success. Brought in much repeat business. Wed., Thurs. Weather: Fair. Admission: 35-25-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Camden Theatre, Camden, Me.

## E

**EAST SIDE OF HEAVEN (Univ)**

The best picture Bing was ever in to my knowledge. Summer resort patronage. Population: 1,100. Capacity: 300.—E. C. Arehart, Strand Theatre, Milford, Ia.

## F

**FOUR GIRLS IN WHITE (M-G-M)**

Played this on Saturday and Sunday date in a pinch, but am glad I did. This picture pleased my audience more than many of the so-called special pictures. If you haven't already played it, don't pass it up. This picture drew about usual Sat.-Sun. attendance. Weather: Fair. Admission: 25-10. Small town patronage. Population: 800. Capacity: 160.—Walter J. Buchholt, New Haven Theatre, New Haven, Mo.

## G

**GRACIE ALLEN MURDER CASE (Para)**

A little too much Gracie. Average business on it, however. Summer resort patronage. Population: 1,100. Capacity: 300.—E. C. Arehart, Strand Theatre, Milford, Ia.

## H

**HARDY RIDE HIGH, THE (M-G-M)**

Not as hilarious as some of the other pictures in this series, but still satisfactory entertainment. In my estimation, this feature could have been improved considerably by less talk concerning drinking and smoking. Attendance up to average for this series, but feel this picture does not deserve top allocation. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 800. Capacity: 160.—Walter J. Buchholt, New Haven Theatre, New Haven, Mo.

## I

**ICE FOLLIES OF 1939 (M-G-M)**

Had to compete against a church revival with this one, and the revival won. Even at that though, I was disappointed in the comments I heard later, so it might not have done much better with no competition. Thurs., Fri. Weather: Fair. Admission: 25-10. Small town rural patronage. Population: 500. Capacity: 280.—J. Foster Bailey, New Theatre, Coffeeville, Miss.

**I'M FROM MISSOURI (Para)**

Even I liked this show with Burns in it. Sun., Mon. Weather: Fair. Admission: 35-25-15-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Comique Theatre, Camden, Me.

**I'M FROM MISSOURI (Para)**

Bob Burns is a good draw here. This is his best effort to date. Your patrons will like the story. Sun., Mon., Tues. Weather: Hot. Admission: 25-10. Rural patronage. Population: 600. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**IT'S A WONDERFUL WORLD (M-G-M)**

Thought it missed badly in plot. However, drew several good comments but little business. Wed., Thurs. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 280.—Burrus and Henley Smith, Imperial Theatre, Pocahontas, Ark.

## K

**KING OF THE TURF (UA)**

This is not a bad picture, but we could not sell it here. Worst Saturday in six months. Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 600. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

## L

**LADY AND THE MOB, THE (Col)**

Regardless of what you read elsewhere, I say the same as another exhibitor, "SKIP IT." It won't draw and will please very few. Thurs., Fri. Weather: Fair. Admission: 25-10. Small town rural patronage. Population: 500. Capacity: 280.—J. Foster Bailey, New Theatre, Coffeeville, Miss.

**LET FREEDOM RING (M-G-M)**

Good picture, which did poor business, as small town folks don't care for Nelson Eddy and his operatic shows. However, this is not an opera. Instead, it is a big Gene Autry with Eddy singing popular songs. There is also plenty of action, with Eddy in a big slugging match with Victor McLaglen. Cast is all-star and includes Lionel Barrymore, Edward Arnold, Guy Kibbee, Charley Butterworth and Virginia Bruce. Sun. Weather: Rainy. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**LIFE BEGINS AT 40 (20th-Fox), Reissue**

Will Rogers reissues well liked here. Best midweek business in some time. Wed., Thurs. Weather: Good. Admission: 35-15. General and farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**LITTLE PRINCESS (20th-Fox)**

Good enough picture, but not the draw that other Shirley Temple pictures have been. Sun., Mon., Tues. Weather: OK. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**LOVE AFFAIR (RKO)**

Play this by all means, for it will pack the ladies in. They more than go for Boyer and this will get them a little more. A tearjerker, but nice tears with whip cream at B. O. Wed., Thurs. Weather: Fair. Admission: 35-25-15-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Comique Theatre, Camden, Me.

## M

**MAN OF CONQUEST (Rep)**

Best picture Republic ever made. Com-

pares favorably with "Union Pacific," "Dodge City" and others of that type. Good cast and good acting. Business not so good, as it rained both nights. Wed., Thurs. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**MEXICALI ROSE (Rep)**

Autry only a fair draw here. Smiley Burnette even brings the laughs in the pre-vue. Thanks for the photo, Smiley. Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 600. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**MIDNIGHT (Para)**

One helluva swell picture. Weather only stopped exceptional business. Everybody who came liked it. Small town patronage. Population: 300. Capacity: 200.—J. J. Hurst, Star Theatre, Abernathy, Tex.

**MOUNTAIN RHYTHM (Rep)**

Autry and Burnette still set the pace for other westerns. Good popular stuff. Keep in your hillbilly bands. Summer resort patronage. Population: 1,100. Capacity: 300.—E. C. Arehart, Strand Theatre, Milford, Ia.

## N

**NEVER SAY DIE (Para)**

Very good comedy. Haven't heard so many laughs for months. Wed., Thurs. Weather: Good. Admission: 25-15-10. General patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

## O

**OKLAHOMA KID (WB)**

Cagney at his best and in his element. Very good picture. Sepia print was well liked. Give this your best dates. Played against "Ice Follies." Sun., Mon., Tues. Weather: Partly rain. Admission: 25-15-10. General patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**ONLY ANGELS HAVE WINGS (Col)**

Played this show for the first time in New England. Gave it plenty on the publicity and it built up a little each. It was not as good as I told the public and they took it for another airplane picture. The suspense and acting was great. Barthelmess did a great job in making the picture better than average. Sun., Mon., Tues. Weather: OK. Admission: 35-25-15-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Comique Theatre, Camden, Me.

**ONLY ANGELS HAVE WINGS (Col)**

Excellent picture that has everything—love, action and thrills. The entire cast never better and the picture drew good midweek business. Should have been played on Sunday opening. Wed., Thurs. Weather: Hot. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**ORPHANS OF THE STREETS (Rep)**

A very good picture. Pleased, but did no extra business. Played Fri., Sat. Weather: Rain. Admission: 20-10. Small town patronage. Population: 700. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**OUTSIDE THESE WALLS (Col)**

Just an ordinary program picture good enough for bargain or gift night. Tuesday. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

## P

**PERSONS IN HIDING (Para)**

Another action programmer played on Saturday in place of my usual western to satisfied patrons and a satisfactory boxoffice. J. Edgar Hoover's name no doubt helped a lot. Sat. Weather: Fair. Admission: 25-10. Small town rural patronage. Population: 500. Capacity: 280.—J. Foster Bailey, New Theatre, Coffeeville, Miss.

## R

**ROSE OF WASHINGTON SQUARE (20th-Fox)**

Good picture, but business not so good as anticipated. Wed., Thurs. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**ROSE OF WASHINGTON SQUARE (20th-Fox)**

I'd like to see more like this one after absorbing "Swing," Jolson's "Mammy" and Alice Faye's sincere efforts are appreciated. P.S.: The customers liked it too. Sat., Sun., Mon., Tues. Weather: Rainy. Admission: 25-10. Rural and mining patronage. Population: 5,300. Capacity: 554 and 546.—Don Ballard, Lyric and Sherman Theatres, Sullivan, Ind.

## S

**ST. LOUIS BLUES (Para)**

Not a top allocation picture, but did from 50 to 100 per cent more business than I did on several Paramounts that were in top allocation. It will please nearly 100 per cent. Monday. Weather: Fair. Admission: 25-10. Small town rural patronage. Population: 500. Capacity: 280.—J. Foster Bailey, New Theatre, Coffeeville, Miss.

**ST. LOUIS BLUES (Para)**

A damn good picture and the only thing that kept us from cleaning up was rain. Pleased all who saw it. Small town patronage. Population: 350. Capacity: 200.—Ben Ray, Petersburg Theatre, Petersburg, Tex.

**SERGEANT MADDEN (M-G-M)**

Good program fare—nothing more. But that was all it was supposed to be. Beery still one of our favorites. Alan Curtis perfect in his "Tough Boy" role. Thurday. Weather: Fair. Small town patronage. Population: 930. Capacity: 300.—Sammie Jackson, Jackson Theatre, Flomaton, Ala.

**6,000 ENEMIES (M-G-M)**

If all companies are to be content with films like this in meeting their contract requirements, then the future looks dark. It wasn't too bad and it wasn't good—one of those in-between films that curse the industry so abundantly these days. Thurs. Weather: Warm, clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**STORY OF ALEXANDER GRAHAM BELL (20th-Fox)**

One of the best of the season, but the title must have kept them away. If you can force 'em in, your patrons will thank you after they see it. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 280.—Burrus and Henley Smith, Imperial Theatre, Pocahontas, Ark.

**SUDDEN MONEY (Para)**

Very mediocre picture with no draw. Tuesday. Weather: OK. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

## Y

**YES, MY DARLING DAUGHTER (FN)**

Somehow those stage plays never turn out OK as a motion picture. Drew good due to the publicity about it. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo Theatre, Coleridge, Neb.

**YOUNG MR. LINCOLN (20th-Fox)**

A very enjoyable show and not at all top-heavy or stiff as expected. Fortunately, it isn't an epic, merely an interesting phase of a great man's life. Patrons liked it 100 per cent and seemed well satisfied, even with free softball games around the corner. Business almost average. Mon., Tues. Weather: Hot, dry. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.




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# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Atmospheric Front in Toledo for Tarzan

TOLEDO, O.—Special attention to the lobby front in addition to other executed exploitation stunts marked Manager Wally Caldwell's campaign on "Tarzan Finds a Son!" at the Loew's Valentine.

Caldwell had a special atmospheric compo display covering the entire front with cutout animals mounted throughout. In addition there were some 18-inch die cut wind cards under the soffit, plus a 50-foot silk valance and electric sign atop marquee with picture title in 30-inch cutout lamped letters operated on a flasher.

Street stunts consisted of three and six sheets mounted on a new Chevrolet chassis which toured all sections of the city. Several hundred gas inflated imprinted balloons on long strings were distributed on important corners and tied to radiator caps. Five thousand bookmarks were distributed to various circulating libraries in the city.

There were window displays of Tarzan books and games, men's fashions as exemplified by Johnny Weissmuller and the same for women's styles with Maureen O'Sullivan as the center of attraction.

A Tarzan yell record was aired at intervals several times daily three days in advance with special announcement on the picture following.

### "Tarzan" Float Follows Up Royal Tour Parade

NEW YORK—Utilizing the audience of thousands that gathered to witness the English King and Queen pass along the West Side Express Highway, M-G-M had a large float, decorated to represent a scene from "Tarzan Finds a Son!" follow the royal procession along the street adjoining the highway, catching the spectators as they left the scene of the parade.

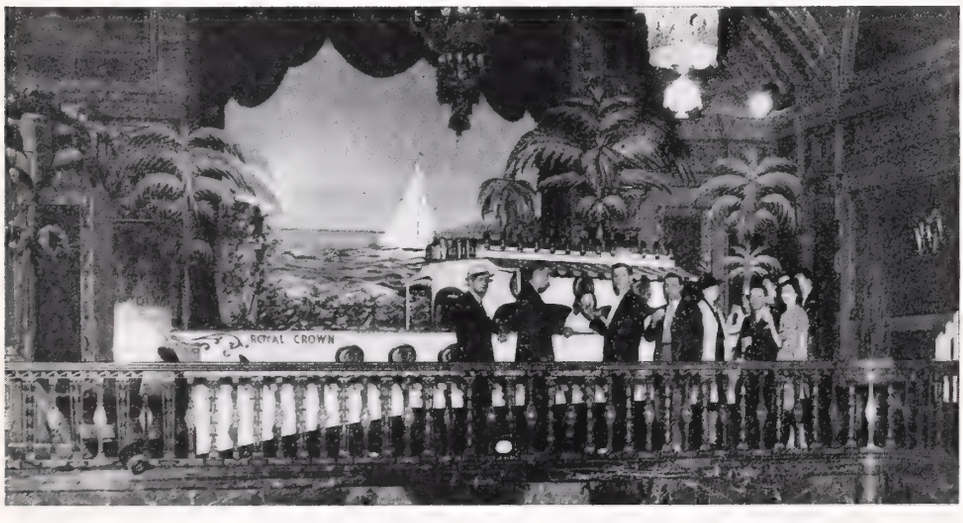
Following the New York engagement, the float will visit other eastern and midwestern cities.

### "Tarzan" Tied With Lions Meeting in Long Beach

LONG BEACH, CAL.—Tying in with the Pacific Coast regional convention of the Lions Club, Metro's "Tarzan Finds a Son!" was booked into the United Artists Theatre by Manager Rupert Moore. He decorated the lobby with stuffed lions and ballyhooed the picture with caged live lions on the street.

### *Try Novelties As Hypo*

**New York—As an added hypo for business, RKO metropolitan theatres have introduced a number of novelty attractions for the summer. Proctor's, Manhattan, has a bathing beauty contest Friday nights. "True and False" contests are featured at Keith's, Flushing, Tuesday and Wednesday. Stage shows are scheduled at the White Plains, New Rochelle and Tilyou on Tuesdays, the Royal and Dyker on Wednesday and at the Fordham, Madison and Republic Friday nights. Colored amateurs perform at the Regent Friday evenings. Live entertainment is on tap at the Greenpoint every Tuesday, Friday and Saturday nights.**




### *Good Summer Tieup—*

*A view of the Royal Crown Cola Boat bar on the mezzanine of the Loew's Rochester, Rochester, N. Y. The idea is a good one for summer tieups between exhibitors and manufacturers of soft drinks. At no cost to the theatre, the company which puts out Royal Crown Cola set up the bar and patrons were served free drinks in four ounce Dixie paper cups. The Cola is cooled in icers right on deck. Manager Lester Pollock arranged the deal for the bar to remain for the duration of the summer.*

## "Happiness" Serum Poured on Kaycee

KANSAS CITY—An extensive campaign on "Invitation to Happiness," started five weeks in advance of the picture's opening, was successfully conducted by the Newman Theatre here. Jerry Zigmond, manager, was assisted by William Knight and John Eifert.

The campaign broke with a special screening for some 300 Kansas City women, whose carded comments were used for lobby display boards, trailers and newspaper ads. Special cartoon teaser ads were used in local papers in advance of the film's opening.

Local merchants were contacted to use "Invitation to Happiness" catchlines in their newspaper advertising. Six thousand Life Saver samples, wrapped in a band plugging the picture, were distributed throughout the downtown district. Also, several thousand invitations mimeographed on telegram blanks were distributed free by Western Union. Couples married within three weeks prior to the film's opening were sent a special invitation which admitted them to see the picture.

A special feature of the campaign was a sundae tieup with S. S. Kresge store, featuring Happiness Sundaes. Badges and signs were used throughout the store.

## NUGGETS

A GALA parade of mounted cowboys followed by covered wagons and other means of transportation used in pioneer days highlighted Manager Jimmy Matlock's campaign on "Dodge City" at the Rivoli, Portland, Ore.

●

*Paramount's foreign department and the export division of Lionel Electric Toy Train Co. have completed arrangements for a world-wide tieup on "Union Pacific." Lionel is giving exhibitors in key cities through the world a toy train modeled after the Union Pacific's Streamliner to be used as contest prizes.*

●

A cell with a cot, blanket and a radio on a stand was set up in the lobby of the Stratford, Chicago, by Manager Steve Fitzgerald, for his campaign on "Blackwell's Island." A racing sheet and other items designed to give the cell a luxurious appearance were scattered about.

●

*For the promotion of "Made for Each Other" Manager Jack Fretwell of the State Theatre in Harrisonburg, Va., obtained three large storks for a furniture store window display after a city-wide search. The baby angle was plugged in the tieup plus newspaper ads in the form of a personal letter to his patrons.*

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**


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She Married a Cop (Rep) July 1 815
Should a Girl Marry? (Mono)..3823
Should Husbands Work? (Rep)..
Silver on the Sage (Para) Feb. 18 3858
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
6,000 Enemies (M-G-M) June 3.. 938
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Society Smugglers (Univ) Mar. 11 .....3024
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
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Story of Vernon and Irene Castle (RKO) ..... 838
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Streets of New York (Mono) Apr. 15 .....3802
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
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Sudden Money (Para) Mar. 25
Sun Never Sets, The (Univ) June 10 .....3009
Sundown on the Prairie (Mono) Apr. 1 .....3862
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Susannah of the Mounties (20th-Fox) June 17 ..... 954
Sweepstakes Winner (FN) Apr. 22 ..... 373

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Tail Spin (20th-Fox) Feb. 4.... 925
Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Tell No Tales (M-G-M) May 20. 935
Texas Stampede (Col) June 10..9204
These Glamour Girls (M-G-M)..
They All Come Out (M-G-M)..
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They Made Her a Spy (RKO) Mar. 25 ..... 920
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Three Musketeers (20th-Fox) Feb. 11 ..... 927
Three Smart Girls Grow Up (Univ) Mar. 25 .....3001
Three Texas Steers(Rep)June 24 866
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
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Trouble in Sundown (RKO) Mar. 11 ..... 983
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12 Crowded Hours (RKO) Feb. 18 917

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Undercover Agent (Mono) .....3824
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Wife, Husband and Friend (20th-Fox) Feb. 18 ..... 930
Wings of the Navy (WB) Jan. 21 309
Winner Take All (20th-Fox) Feb. 25 ..... 939
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Within the Law (M-G-M) Mar. 18 ..... 928
Wolf Call (Mono) May 27.....3813
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Wuthering Heights (UA) Apr. 1
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You Can't Get Away With Murder (FN) Jan. 28 ..... 361
Young Mr. Lincoln (20th-Fox) June 10.....947

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# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1938, Unless Otherwise Specified.**

**(C)Indicates short of the week.**

**(C)Indicates color.**

# SHORTS

## Columbia

### ALL-STAR COMEDIES

**A Star Is Shorn (17)....Apr. 21, '39**

**Boom Goes the Groom (17½).....Mar. 24, '39**

**Mutiny on the Body (17).....Feb. 10, '39**

**Not Guilty Enough (18).....Sept. 30**

**Now It Can Be Sold (17) .June 2, '39**

**Pest From the West (..)....June 16**

**Rattling Romeo (17).....July 14**

**Swing You Swingers (18).....Jan. 20, '39**
With Andy Clyde.

**The Chump Takes a Bump (18).....May 5, '39**

**The Nightshirt Bandit (18)...Oct. 28**

**The Sap Takes a Sap (15½).....Mar. 10, '39**

**Trouble Finds Andy Clyde (18).....July 28**

### COLOR RHAPSODIES

**Happy Tots (7).....Mar. 31**

**Hollywood Graduation (7)...Aug. 26**

**Little Moth's Big Flame (7)..Nov. 3**

**Lucky Pigs (..).....May 26**

**Nell's Yells (..).....June 30**

**Peaceful Neighbors (8)..Jan. 26, '39**

**The Gorilla Hunt (..)...Feb. 24, '39**

**The House That Jack Built (7).....Apr. 14, '39**

### COLUMBIA TOUR

**Big Town Commuters (9) .Feb. 3, '39**

**Man Made Island (Frisco Fair) (..).....May 26**

**Province of Quebec (10).....Dec. 15**

### COMMUNITY SING

**No. 7 Parade of Hits (9) .Mar. 24, '39**

**No. 8 Strauss Waltzes (..).....Apr. 21, '39**

**No. 9 Songs of the West (..).....May 19, '39**

**No. 10 Songs of Romance (..) June 16**

**Third Series**

**No. 1 College Songs (10).....Oct. 1**

**No. 2 South Seas (10).....Oct. 4**

**No. 4 Sweetheart Melodies (11)Dec. 30**

**No. 5 Friendship Songs (10).....Jan. 27, '39**

**No. 6 Moon Songs (10)....Feb. 24, '39**

### KRAZY KAT

**Golf Chumps (..).....Apr. 6, '39**

**Krazy's Bear Tale (7)....Jan. 27,'39**

**Krazy's Shoe Shop (..)..May 12, '39**

### MUSIC HALL VANITIES
(New series)

**A Night in a Music Hall (10½).....Jan. 20, '39**

**A Night at the Troc (10)..Mar. 2,'39**

**Yankee Doodle Home (..).....May 19, '39**

### PICTUREGRAPH

**No. 1 (..).....Jan. 15, '39**

### SCRAPPY CARTOONS

**A Worm's Eye View (7)..Apr. 28, '39**

**Scrappy's Added Attraction (6).....Feb. 3, '39**

**Scrappy's Rodeo (..).....June 2**

**Scrappy's Sideshow (7)....Mar. 3,'39**

### SCREEN SNAPSHOTS (Series 17)

**No. 5 (10).....Jan. 6, '39**

**No. 6 (10½).....Feb. 17, '39**

**No. 7 (10).....Mar. 17, '39**

**No. 8 (9½).....Apr. 8, '39**

**No. 9 (..).....May 12, '39**

**No. 10 (..).....May 26**

**No. 11 (..).....June 15**

### SPORT REELS

**Diving Rhythm (..).....May 5, '39**

**Get Ready Navy (10).....Jan. 6, '39**

**Jockeys Up (..).....June 2**

**Navy Champions (10).....Mar. 17**

**Odd Sports (10).....Feb. 10**

**Technique of Tennis (..)....June 30**

### THREE STOOGES COMEDIES

**A Ducking They Did Go (16½).....Apr. 7, '39**

**Mutts to You (18).....Oct. 14**

**Saved From the Belle (17)..June 30**

**Three Little Sew and Sews (16).....Jan. 6, '39**

**We Want Our Mummy (17).....Feb. 24, '39**

**Yes, We Have No Bonzana (7).....May 19, '39**

### WASHINGTON PARADE

**No. 2 Inside the White House (11).....Jan. 6, '39**

**No. 3 Inside the Capitol (..).....Apr. 28, '39**

## Grand National

### CAVALCADE OF STUFF

**No. 1 (10).....Jan. 6**
Col. Stoopnagle.

**No. 2 (10).....Jan. 20**

## M-G-M

### CRIME DOESN'T PAY

**Help Wanted (21).....June 10**

**Money to Loan (21).....Mar. 11, '39**

**While America Sleeps (21).....Apr. 15, '39**

### CAPTAIN AND THE KIDS CARTOONS

**Honduras Hurricane (9).....Oct. 15**

**Petunia National Park (9)...Jan. 14**

### FITZPATRICK TRAVELTALKS
In Technicolor

**Ancient Egypt (9).....Jan. 21, '39**

**Colorful Curacao (9).....May 27**

**Glimpses of Australia (9)...Apr. 15**

**Imperial Delhi (8).....Feb. 18**

**Java Journey (10).....Mar. 18**

**Picturesque Udaipur (8)..May 13, '39**

**Rural Hungary (9).....Apr.29, '39**

**Singapore and Jahore (9)....Dec. 31**

### MINIATURES

**Great Heart (11).....Dec. 31**

**Hollywood Hobbies (10)..May 13, '39**

**Ice Antics (9).....Feb. 11**

**Love on a Tap (11).....Mar. 18, '39**

**Prophet Without Honor (..).....May 20, '39**

**The Greener Hills (11)...May 27, '39**

### MUSICAL COMEDIES

**Happily Buried (20).....Apr. 15, '39**

**Men of Steel (21).....Dec. 17**
Kenneth Stevens and Doris Weston in a musical saga of washing machines.

**Once Over Lightly (19).....Dec. 31**
The story of two barber colleges becomes a musical comedy plot by a close shave. Johnny Downs and Dixie Dunbar.

**Somewhat Secret (21)...Mar. 25, '39**

### M-G-M CARTOONS
(New Series)

**Art Gallery (9) Technicolor...May 13**

**Jitterbug Follies (9).....Feb. 25, '39**

**(C)Little Gold Fish (8)...Apr. 15, '39**

**Mama's New Hat (9).....Feb. 11**

**Seal Skinners (9).....Jan. 8, '39**

**The Bear That Couldn't Sleep (9) Technicolor .....June 10**

**Wanted No Master (8)...Mar. 18, '39**

### M-G-M NEWS OF THE DAY
Released twice weekly.

### OUR GANG COMEDIES

**Alfalfa's Aunt (11).....Jan. 7**

**Clown Princess (10).....Apr. 15, '39**

**Cousin Wilbur (10).....Apr. 29, '39**

**Duel Personalities (10)..Mar. 11, '39**

**Giant of Norway (..) Sepia..June 24**

**Practical Jokers (9).....Dec. 17**

**Tiny Troubles (10).....Feb. 18**

### PASSING PARADE (New Series)

**Angel of Mercy (10).....May 20, '39**

**Giant of Norway (..) Sepia..June 24**

**New Roadways (10).....Jan. 28**

**Story of Alfred Noble (11)..Feb. 18**

**The Story of Dr. Jenner (10).Mar. 18**

**Yankee Doodle Goes to Town (11) Sepia .....June 17**

### PETE SMITH SPECIALTIES

**Culinary Carving (..).....July 1**

**Double Diving (10).....Jan. 14**

**(C)Heroes at Leisure (10).....Feb. 11**

**Marine Circus (9).....Mar. 11, '39**

**(C)Penny's Picnic (10).....Dec. 17**

**Poetry of Nature (8) Sepia..June 17**

**Radio Hams (10).....May 20, '39**

**Weather Wizards (9).....Apr. 8, '39**

### ROBERT BENCHLEY

**An Hour for Lunch (9)..Mar. 18, '39**

**Dark Magic (10) .....May 13**

**Home Early (9) .....May 27**

**How to Eat (10).....June 10**

**How to Sublet (8).....Jan. 28, '39**

**Mental Poise (8) .....Dec. 10**

## Paramount

### BETTY BOOP CARTOONS

**Musical Mountaineers (7) .May 12, '39**

**My Friend the Monkey (7).....Jan. 20, '39**

**On With the New (7).....Dec. 2**

**Pudgy in Thrills and Chills (7).....Dec. 23**

**So Does an Automobile (7)..Mar. 31**

**The Scared Crows (7)....June 9, '39**

### COLOR CLASSICS

**Always Kickin' (7).....Jan. 27, '39**

**Small Fry (7).....Apr. 21, '39**

**The Playful Polar Bears (7) .Oct. 28**

### COLOR CRUISES
(New Series in Cinecolor)

**Costa Rica (10) .....Dec. 2**

**Jamaica (10) .....May 26**

**Land of Inca Memories (10)..Jan. 27**

**Republic of Panama (9)....Mar. 24**

### HEADLINER

**A Song Is Born (10).....Jan. 6, '39**

**The Champagne Music of the Lawrence Walk (10) .....Mar. 3**
Lawrence Walk and his Orchestra.

**Hal Kemp and His Orchestra (10) .....Dec. 2**

**Music Through the Years (11) .....Feb. 3, '39**
Jan Garber and Orchestra.

**Paramount Presents Hoagy Carmichael (10) .....May 5, '39**
With Jack Teagarden and his orchestra.

**Tempo of Tomorrow (10)..June 2, '39**
Richard Himber and his orchestra.

**Three Kings and a Queen (11) .....Apr. 7, '39**
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS
Released twice weekly.

### PARAGRAPHICS

**Circus Co-Ed (10).....Mar. 10**

**Farewell Vienna (10).....June 23**

**Fisherman's Pluck (10)..Apr. 14, '39**

**Oh Say, Can You Ski? (10)..Dec. 16**

**Swans (10) .....May 19, '39**

**That's Africa (10).....Feb. 10**

**Unfinished Symphony (10)...Jan. 13**

### PARAMOUNT PICTORIAL

**No. 4 (10) .....Nov. 4**
Prospecting for oil, mountain climbing and a visit to southeastern United States.

**No. 5 (9) .....Dec. 9**
17 year locusts, outdoor scenes and the hit parade of yesterday.

**No. 6 (10) .....Jan. 6, '39**
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.

**No. 7 (10) .....Feb. 3, '39**
The Mexican Charro at play, plumed birds and all about accordions.

**No. 8 (10) .....Mar. 3**

**No. 9 (10) .....Apr. 7,'39**
Sea police, animals after dark, fashions.

**No. 10 (11) .....May 5, '39**
Gentlemen at work, Oriental craftsmanship and song of the year.

**No. 11 (10) .....June 2, '39**
Three stories about water.

### POPEYE CARTOONS

**(C)Aladdin and His Wonderful Lamp (22) .....Apr. 7, '39**

**Cops Is Always Right (7)...Dec. 30**

**Customers Wanted (7).....Jan. 27**

**Ghosks Is the Bunk (7)..June 16, '39**

**Leave Well Enough Alone (7) .....Apr. 28**

**Wotta Nitemare (7).....May 19, '39**

### POPULAR SCIENCE
(In Cinecolor)

**No. 2 (11) .....Nov. 4**

**No. 3 (10) .....Jan. 6, '39**

**No. 4 (10) .....Mar. 10**

**No. 5 (11) .....May 12, '39**

### GRANTLAND RICE SPORTLIGHTS

**Death Valley Thrills (10)..June 9, '39**

**Diamond Dust (10).....May 12, '39**

**Frolicking Frogs (10).....Dec. 23**
Hijinks with trained frogs including a jumping contest.

**Good Skates (10).....Apr. 14, '39**
Ice skating with champions.

**Hold Your Breath (10).....Feb. 17**
Depicting a novel underwater track meet.

**Super-Athletes (10) .....Nov. 25**
An analysis of the progress made in track and field sports.

**The Sporting Irish (10).....Mar. 17**
Sports in Ireland.

**Two Boys and a Dog (10) .Jan. 20, '39**
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.

### UNUSUAL OCCUPATIONS
(In Color)

**No. 3 (10) .....Dec. 2**

**No. 4 (10) .....Feb. 3, '39**

**No. 5 (10) .....Apr. 14, '39**

**No. 6 (Cinecolor) (10)....June 16, '39**

## RKO Radio

### DISNEY CARTOONS

**Beach Picnic (8).....June 9, '39**

**Donald's Cousin Gus (7)..May 19, '39**

**Donald's Lucky Day (8)..Jan. 13, '39**

**Ferdinand the Bull (8).....Nov. 25**

**Goofy and Wilbur (8).....Mar. 17**

**Merbabies (9) .....Dec. 9**

**Mother Goose Goes Hollywood (8) .....Dec. 23**

**Practical Pig (..).....Feb. 24, '39**

**Sea Scouts (8) .....June 30**

**Society Dog Show (8).....Feb. 3, '39**
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.

**(C)The Hockey Champ (7)..Apr. 7, '39**

**The Ugly Duckling (9).....Apr. 7**

### EDGAR KENNEDY COMEDIES

**A Clean Sweep (17).....Dec. 2**

**Baby Daze (15).....May 19, '39**

**Clock Wise (16) .....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.

**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Romancing Along (21).....Dec. 30**
Phil Harris and his Orchestra.
**Swing Vacation (19).....Feb. 24, '39**

**LEON ERROL COMEDIES**

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20).....Mar. 10, '39**
**Major Difficulties (19).....Nov. 18**
**Moving Vanities (17).....May 5, '39**
**Ring Madness (19).....June 30, '39**

**MARCH OF TIME**

**No. 4 (19) .....Nov. 25**
Uncle Sam—The Good Neighbor.
**No. 5 (18) .....Dec. 23**
The Refugee—Today and Tomorrow.
**No. 6 (18) .....Jan. 20, '39**
The State of the Nation.
**No. 7 (19) .....Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18) .....Mar. 17, '39**
**No. 9 (19) .....Apr. 14, '39**
Japan: Master of the Orient.
**No. 10 (20) .....May 12**
Dixie—The nation's number one problem.
**No. 11 (19) .....June 9**

**NU-ATLAS MUSICALS**

**Arcade Varieties (11) ....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Cafe Rendezvous (10).....Dec. 23**
Oshins & Lessy, Jack Arthur, Armida and The Kidoodlers.
**Hello Mama (11) .....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sulivan.
**Readin, Ritin and Rhythm (10) .....Feb. 17, '39**
**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.
**Venetian Moonlight (11)....Nov. 25**

**PATHE NEWS**
Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16) .....Apr. 21, '39**
**Hectic Honeymoon (17).....Nov. 4**
**Plumb Crazy (16).....Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9) .....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bird Dogs (10).....Nov. 4**
**Blue Grass (10).....Dec. 2**
**Bow Strings (9) .....Jan. 27, '39**
Archery.
**Devil Drivers (9) .....June 16, '39**
**On the Wing (10).....Dec. 30**
The hunting of wild geese.
**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)....May 19, '39**
The golfers show how it's done.
**Snow Falls (9) .....Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Prairie Poppas (18).....Dec. 16**
**Sagebrush Serenade (19).June 16, '39**
**Ranch House Romeo (17)....Apr. 7**

**REELISMS (New Series)**

**Air Waves (10).....Mar. 10**
**Gold (9) .....Feb. 10**
**Newsreel (10) .....Dec. 9**
**Pilot Boat (9) .....Feb. 3, '39**
**Soldiers of the Sea (9)...Apr. 7, '39**
**Swinguet (8) .....May 26, '39**
**Television (9) .....May 5, '39**

# 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Daily Diet of Danger (10).Jan. 6, '39**
**Sands Hogs (10) .....**

**ED THORGERSEN-SPORTS**

**Athletic Oddities (9).....Nov. 11**
**Hunting Dogs (11).....Mar. 3, '39**
**Inside Baseball (..).....Apr. 14, '39**
**Shooting for Par (10).....Jan. 6**
**Sports Immortals (11) .....**

**FASHIONS**

**Fashion Forecasts, No. 3 (11) .....Mar. 31, '39**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS KINDERGARTEN**

**What Every Girl Should Know (10) .....Nov. 25**
**What Every Inventor Should Know (10) .....Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (11) .....**
**Isle of Pleasure (11).....Feb. 3, '39**
**Mystic Siam (10).....Mar. 17, '39**
**Tempest Over Tunis (11) .....**
**Viking Trail (10).....Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (7) .....**
**Frozen Feet (7).....Feb. 24**
**Gandy Goose in Doomsday (6) .....Dec. 16**
**Gandy Goose in G-Man Jitters (7) .....Mar. 10**
**Gandy Goose in the Frame Up (7) .....Dec. 30**
**Housewife Herman (7).....Nov. 18**
**Nick's Coffee Pot (7) .....**
**Nutty Network (7) .....Mar. 24**
**One Gun Gary in the Nick of Time (7) .....Jan. 27**
**The Owl and the Pussycat (7) .....Jan. 13, '39**
**The Stranger Rides Again (7) .....Nov. 4**
**The Three Bears (6).....Feb. 10**
**Village Blacksmith (6).....Dec. 2**

# Universal

**CARTUNE**

**One Armed Bandit (7).....Mar. 27**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 56 ( 9) .....Nov. 14**
**No. 57 ( 9) .....Nov. 28**
**No. 59 (9) .....Jan. 30, '39**
**No. 60 (10) .....Feb. 20, '39**
**No. 61 (9) .....Mar. 13**
**No. 62 (9) .....Apr. 10, '39**
**No. 63 (9) .....May 15, '39**
**No. 64 (9) .....June 26, '39**
**No. 65 (9) .....July 17**

**MENTONE PRODUCTIONS**

**Bank Notes (19) .....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17) .....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Music and Models (19).....Dec. 14**
Jack Arthur, Carolyn Marsh, Six Debonairs, Irene Vermillion & Co.
**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Patio Serenade (17).....Nov. 16**
Tito Coral, Laura Suarez, Armida, Gloria Belmonte and others.
**Pharmacy Follies (18)....May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.

**OSWALD CARTOONS**

**Sailor Mouse (7).....Nov. 7**
**The Big Cat and the Little Mousie (7) .....Aug. 15**

**WALTER LANTZ CARTUNES**

**Baby Kittens (7).....Dec. 19**
**Bird on Nellie's Hat.....June 19**
**Bola Mola Land (7) ....May 29, '39**
**Charlie Cuckoo (7).....Apr. 30, '39**
**Crack Pot Cruise (7)....Apr. 10, '39**
**Disobedient Mouse (8).....Nov. 28**
**Little Blue Blackbird (7)...Dec. 26**
**Magic Beans (..) .....Feb. 13**
**Nellie of the Circus (7)...May 8, '39**
**The Birth of a Toothpick (7) .....Feb. 27**

**STRANGER THAN FICTION**

**No. 55 (9½) .....Oct. 10**
**No. 56 (9) .....Nov. 21**
**No. 57 (9) .....Dec. 5**
**No. 58 (9) .....Jan. 2**
**No. 59 (9) .....Feb. 6**
**No. 60 (9) .....Mar. 6**
**No. 61 (9) .....Apr. 3**
**No. 62 (9) .....May 1, '39**
**No. 63 (9) .....June 5, '39**
**No. 64 (10) .....**

**TWO REEL SPECIAL**

**March of Freedom (21).....June 7**

**UNIVERSAL NEWS**
Released twice weekly.

# Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..) .....Mar. 25**
**Boarder Trouble (20).....Dec. 17**
**Broadway Buckaroo (20) June 3, '39**
**Cleaning Up (..).....Nov. 12**
**Hats and Dogs (20).....Dec. 31**
**Home Cheap Home (..) .....Mar. 18**
**Projection Room (..) .....Mar. 4**
**Rollin' in Rhythm (..).....Apr. 15**
**Seeing Spots (20) .....Apr. 29, '39**
**Sophomore Swing (20).....Jan. 21**
**Small Town Idol (20).....Feb. 11**
**Stardust (22) .....Dec. 10**
**Sundae Serenade (20).....Feb. 25**
**The Knight Is Young (20)....Oct. 29**
**You're Next to Closing (20) .....May 13, '39**

**THE COLOR PARADE (New Series)**

**China Today (10).....Oct. 1**
**For Your Convenience (10) .....May 20, '39**
**Mechanix Illustrated No. 2 (10) .....Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10) .....Feb. 25**
**Mechanix Illustrated (10)....Nov. 5**
**Mechanix Illustrated No. 4.Apr. 22,'39**
**Nature's Mimic (10).....Dec. 3**
**Points on Pointers (9).....Jan. 28**
**The Roving Camera (10).Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7).....Apr. 1**
**Daffy Doc (7).....Nov. 26**
**It's an Ill Wind (7).....Jan. 28**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky in Egypt (7).....Nov. 5**
**Porky the Gob (7).....Nov. 26**
**Porky's Movie Mystery (7)..Mar. 11**
**Porky's Naughty Nephew (7).Oct. 15**
**Porky's Tire Trouble (7).....Feb. 18**
**The Lone Stranger and Porky (7) .....Jan. 7, '39**
**Christopher Columbus jr. (7) .....May 13, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10) .....Apr. 29, '39**
**Blue Barron & Orch. (10).Jan. 21, '39**
**Clyde Lucas & Orch. (10)..Jan. 7, '39**
**Clyde McCoy & Orchestra (10) .....Mar. 18**
**Dave Apollon and His Orchestra (11) .....Dec. 24**
**Dave Apollon and Orchestra (..) .....Apr. 8**
**Happy Felton & Orch. (..)..Dec. 3**
**Jerry Livingston & Orchestra (10) .....Feb. 4**
**Jimmy Dorsey and His Orchestra (10) .....Oct. 22**
**Larry Clinton & Orchestra (10) .....May 20, '39**
**Merle Kendrick and His Orchestra (10) .....Nov. 12**
**Russ Morgan & Orchestra (11) .....Feb. 25**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7).....Mar. 11**
**Bars and Stripes Forever (7).Apr. 8**
**Count Me Out (7).....Dec. 17**
**Daffy Duck and the Dinosaur (7) .....Apr. 22, '39**
**Daffy Duck in Hollywood (..).Dec. 3**
**Dog Gone Modern (7)....Jan. 14, '39**
**Goldrush Daze (7) .....Feb. 25**
**Ham-Ateur Night (7)....Jan. 28, '39**
**Naughty But Mice (7) ..May 20, '39**
**Prest-O Change-O (7).....Mar. 25**
**Robinhood Makes Good (7)...Feb. 11**
**The Mice Will Play (7).....Dec. 31**
**The Night Watchman (7)...Nov. 19**
**Thugs With Dirty Mugs (7).May 6, 39**
**You're An Education (7)....Nov. 5**

**TECHNICOLOR**

**Declaration of Independence (18) .....Nov. 26**
**Lincoln in the White House (21) .....Feb. 11, '39**
**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20).....May 20, '39**
**Swingtime in the Movies (20) .....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**Immortal Brush (9).....Nov. 19**
**The Master's Touch (10)....Feb. 18**

**VITAPHONE VARIETIES**

**A Vaudeville Interlude (..)..Nov. 19**
**Crawfords at Home (..)..Apr. 15, '39**
**Dean of the Pasteboards (10) .....May 27**
**Gadgeteers (10) .....Feb. 18**
**Tax Trouble (10).....Mar. 18, '39**
**Robbin' Good (10).....Dec. 10**
**Ski Girl (10).....Jan. 14, '39**

**TRUE ADVENTURES**

**(By Floyd Gibbons)**

**A Minute From Death (11)...Mar. 4**
**Chained (..) .....Apr. 1**
**Defying Death (12).....Oct. 15**
**High Peril (12) .....Feb. 18**
**The Human Bomb (12)...Jan. 7, '39**
**Toils of the Law (12).....Nov. 12**
**Treacherous Waters (12)....Dec. 10**
**Voodoo Fires (11) .....May 6**

# SERIALS

**COLUMBIA**

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.
**Mandrake the Magician...May 6, '39**
12 chapters.
**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle 12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ❍ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊛ indicates color photography.

| | JANUARY 21 | JANUARY 28 | FEBRUARY 4 | FEBRUARY 11 | FEBRUARY 18 | FEBRUARY 25 |
|---|---|---|---|---|---|---|
| COLUMBIA | [19] Western **9212**<br>**Frontiers of '49** (54)<br>B. Elliot-L. DeAlcaniz<br>R—Mar. 11 | [27] Melodrama **9014**<br>**Lone Wolf Spy Hunt** (67)<br>(For. Lone Wolf's Daughter)<br>Warren William<br>Ida Lupino<br>R—Jan. 28 | | [9] Western **9204**<br>**Texas Stampede** (57)<br>C. Starrett-I. Meredith<br>R—June 10<br>[10] Action Drama **9038**<br>**North of Shanghai** (59)<br>B. Furness-J. Craig<br>R—Mar. 11 | | [22] Action Drama **902**<br>**My Son Is a Criminal** (59)<br>Alan Baxter<br>Jacqueline Wells<br>R—Mar. 18 |
| GRAND NAT'L | [20] Western **WI-2**<br>**Ride 'Em Cowgirl** (52)<br>Dorothy Page<br>R—Jan. 28 | | | | | |
| M-G-M | | [27] Drama **921**<br>**Four Girls in White** (70)<br>F. Rice-A. Marshal<br>A. Rutherford R—Jan. 28<br>[27] Comedy Drama **920**<br>**Idiot's Delight** (107)<br>Norma Shearer<br>Clark Gable R—Feb. 4 | [3] Com. with Music **922**<br>**Honolulu** (85)<br>Eleanor Powell-Burns & Allen-Robert Young<br>R—Feb. 4 | [10] Comedy Drama **923**<br>**Huckleberry Finn** (91)<br>M. Rooney-W. Connolly<br>R—Feb. 18 | [17] Comedy **924**<br>**Fast and Loose** (79)<br>Robert Montgomery<br>Rosalind Russell<br>R—Feb. 18 | [24] Drama With Music **926**<br>**Let Freedom Ring** (85)<br>Nelson Eddy<br>Virginia Bruce<br>R—Feb. 25 |
| MONOGRAM | [18] Melodrama **3822**<br>**Convict's Code** (63)<br>Ann Nagel<br>Robert Kent<br>R—Feb. 18 | [25] Western **3854**<br>**Drifting Westward** (49)<br>Jack Randall<br>R—Mar. 25 | [1] Action Drama **3805**<br>**Navy Secrets** (60)<br>Fay Wray-G. Withers<br>R—Feb. 18<br>[3] Drama **Reissue 3828**<br>**Little Pal** (66)<br>(For. The Healer)<br>M. Rooney-R. Bellamy | [8] Western **3862**<br>**Sundown on the Prairie** (53)<br>Tex Ritter<br>R—April 1 | | [22] Action Drama **3822**<br>**Star Reporter** (62)<br>W. Hull-Marsha Hunt<br>R—Feb. 25 |
| PARAMOUNT | [20] Melodrama **3820**<br>**Ambush** (62)<br>Gladys Swarthout<br>Lloyd Nolan<br>R—Jan. 21 | [27] Musical **3821**<br>**Paris Honeymoon** (85)<br>B. Crosby-F. Gaal<br>R—Dec. 24 | [3] Mus. Romance **3822**<br>**St. Louis Blues** (87)<br>Lloyd Nolan<br>Dorothy Lamour<br>R—Jan. 28 | [10] Action Drama **3823**<br>**Persons in Hiding** (69)<br>Lynne Overman<br>J. Carrol Naish<br>R—Jan. 28 | [17] Comedy **3824**<br>**Boy Trouble** (74)<br>(For. Two Weeks With Pay) C. Ruggles<br>R—Feb. 4 | [24] Western **3857**<br>**Sunset Trail** (68)<br>W. Boyd R—Oct. 22<br>[24] Drama **3825**<br>**. . . one third of a nation** (75)<br>S. Sidney-L. Erikson<br>R—Feb. 11 |
| REPUBLIC | | [26] Action Drama **822**<br>**Pride of the Navy** (63)<br>James Dunn<br>Rochelle Hudson<br>R—Jan. 28 | | [10] Drama **808**<br>**Woman Doctor** (65)<br>F. Inescort R—Feb. 4<br>[10] Western **842**<br>**Home on the Prairie** (58)<br>G. Autry-S. Burnette<br>R—Feb. 18 | [15] Melodrama **823**<br>**Forged Passport** (64)<br>Paul Kelly-June Lang<br>R—Feb. 11 | |
| RKO RADIO | [20] Western **982**<br>**Arizona Legion** (58)<br>Geo. O'Brien<br>R—Jan. 14 | | [3] Comedy Drama **844**<br>**Fisherman's Wharf** (71)<br>Bobby Breen<br>Leo Carrillo<br>R—Feb. 4 | [10] Melodrama **911**<br>**Boy Slaves** (71)<br>(For. Pure in Mind)<br>Anne Shirley<br>Roger Daniel<br>R—Jan. 21 | [17] Action Drama **913**<br>❍**Gunga Din** (117)<br>Fairbanks jr.-C. Grant<br>R—Feb. 4<br>[17] Drama **Reissue**<br>**Lost Patrol** (73)<br>Victor McLaglen | [24] Comedy **915**<br>**Beauty for the Asking** (64)<br>L. Ball-D. Wood<br>R—Jan. 28<br>[17] Drama **Reissue**<br>**Star of Midnight** (90)<br>G. Rogers-Wm. Powell |
| 20TH-FOX | [20] Musical **933**<br>**Smiling Along** (85)<br>G. Fields-M. Maguire<br>R—Dec. 17 | [27] Outdoor Drama **921**<br>❍**Jesse James** (105)<br>T. Power-N. Kelly<br>H. Fonda R—Jan. 21<br>[20] Melodrama **926**<br>**Mr. Moto's Last Warning** (71) R—July 30<br>P. Lorre-R. Cortez | [3] Comedy **929**<br>**Arizona Wildcat** (69)<br>Jane Withers<br>Leo Carrillo R—Nov. 12 | [10] Action Drama **925**<br>**Tail Spin** (83)<br>Alice Faye-C. Bennett-Nancy Kelly<br>R—Feb. 4 | [17] Rom. Com. Drama **927**<br>**The Three Musketeers** (72)<br>Ritz Bros.-Don Ameche-Binnie Barnes<br>R—Feb. 11 | [24] Action Drama **931**<br>**Pardon Our Nerve** (68)<br>Lynn Bari-G. Williams<br>R—Nov. 19 |
| UNITED ARTS. | | | | [10] Comedy Drama<br>**Made for Each Other** (85)<br>Carole Lombard<br>Jimmy Stewart<br>R—Feb. 11 | [17] Action Drama<br>**King of the Turf** (87)<br>Adolphe Menjou<br>Dolores Costello<br>R—Feb. 18 | |
| UNIVERSAL | [20] Action Drama **3023**<br>**Gambling Ship** (60)<br>Robert Wilcox<br>Helen Mack<br>R—Dec. 24 | | [3] Action Drama **3033**<br>**Pirates of the Skies** (61)<br>Rochelle Hudson<br>Kent Taylor | [10] Western **3056**<br>**Phantom Stage** (57)<br>Bob Baker<br>Marjorie Reynolds | [17] Comedy **3005**<br>**You Can't Cheat an Honest Man** (76)<br>W. C. Fields<br>Bergen and McCarthy<br>R—Feb. 25 | [24] Drama **3024**<br>**Society Smugglers** (70)<br>(For. Key Woman)<br>Preston Foster<br>Irene Hervey<br>R—Mar. 11 |
| WARNER-F.N. | [21] Com. Drama **WB314**<br>**Off the Record** (68)<br>(For. Unfit to Print)<br>Pat O'Brien<br>Joan Blondell<br>R—Jan. 28 | [28] Melodrama **WB317**<br>**King of the Underworld** (69)<br>Kay Francis<br>Humphrey Bogart<br>R—Jan. 14 | [4] Action Drama **FN371**<br>**Torchy in Chinatown** (58)<br>Glenda Farrell<br>Barton MacLane | [11] Action Drama **WB309**<br>**Wings of the Navy** (89)<br>Geo. Brent<br>Olivia de Havilland<br>R—Jan. 21 | [18] Com. Drama **FN372**<br>**Nancy Drew, Reporter** (67)<br>B. Granville-J. Litel<br>R—Jan. 28 | [25] Comedy **FN357**<br>**Yes, My Darling Daughter** (85)<br>Priscilla Lane<br>Jeffrey Lynn<br>R—Feb. 11 |
| MISCELLANEOUS | [15] Western **Metropolitan**<br>**Smoky Trails (..)**<br>Bob Steele | | | | | |

| AUGUST, 1939 | | | | | | |
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| SEPTEMBER, 1939 | | | | | | |
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| OCTOBER, 1939 | | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| MARCH 4 | MARCH 11 | MARCH 18 | MARCH 25 | APRIL 1 | APRIL 8 |
|---|---|---|---|---|---|
| **COLUMBIA** | | | | | |
| 28 Drama 9007<br>**Let Us Live** (69)<br>H. Fonda-M. O'Sullivan<br>R—Feb. 18 | 8 Comedy 9009<br>**Blondie Meets the Boss** (70)<br>(For. Blondie Steps Out)<br>Penny Singleton<br>Arthur Lake<br>R—Mar. 4 | 16 Western 9213<br>**Lone Star Pioneers** (56)<br>Bill Elliot<br>Dorothy Gulliver<br>R—Apr. 15 | 24 Action Drama 9023<br>**Whispering Enemies** (63)<br>J. Holt-D. Costello<br>R—Jan. 7<br>30 Outdoor Drama<br>**Romance of Redwoods**(67)<br>C. Bickford-J. Parker<br>R—Apr. 29 | 30 Action Drama 9205<br>**North of Yukon** (64)<br>Chas. Starrett<br>Linda Winters<br>R—July 8 | 3 Comedy 9013<br>**Lady and the Mob** (65)<br>Fay Bainter-Ida Lupino-Lee Bowman<br>R—Mar. 11 |
| **GRAND NAT'L** | | | | | |
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| **MGM** | | | | | |
| 3 Comedy 980<br>**Pygmalion** (87)<br>Leslie Howard<br>Wendy Hiller<br>R—Dec. 10 | 10 925<br>**Ice Follies of 1939** (82)<br>Joan Crawford<br>Jimmy Stewart<br>Lew Ayres<br>R—Mar. 11 | 17 Melodrama 928<br>**Within the Law** (65)<br>Ruth Hussey-Paul Kelly<br>R—Mar. 18 | 24 Action Drama 927<br>**Sergeant Madden** (80)<br>Wallace Beery<br>Alan Curtis<br>R—Mar. 25 | 31 Drama 930<br>**Society Lawyer** (78)<br>V. Bruce-Walter Pidgeon<br>R—Apr. 1 | 7 Drama with Music 931<br>**Broadway Serenade** (113)<br>J. MacDonald-L. Ayres<br>R—Apr. 8 |
| **MONOGRAM** | | | | | |
| 1 Western 3863<br>**Rolling Westward** (57)<br>Tex Ritter<br>R—Apr. 1 | 8 Action Drama 3809<br>**Mystery Plane** (60)<br>(Form. Sky Pirate)<br>John Trent R—Mar. 4<br>8 Melodrama 3806<br>**Mystery of Mr. Wong** (67) R—Mar. 18<br>Boris Karloff-D. Tree | | 22 Western 3854<br>**Trigger Smith** (59)<br>Jack Randall<br>R—May 13 | | 5 Melodrama 3824<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane |
| **PARAMOUNT** | | | | | |
| 3 Drama 3826<br>**Cafe Society** (83)<br>Madeleine Carroll<br>Fred MacMurray<br>R—Feb. 11 | 10 Comedy 3863<br>**Beachcomber, The** (89)<br>Charles Laughton<br>Elsa Lanchester<br>R—Dec. 3 | 17 Melodrama 3827<br>**King of Chinatown** (57)<br>Akim Tamiroff<br>Anna May Wong<br>R—Mar. 11 | 24 Comedy Drama 3828<br>**Midnight** (93)<br>Claudette Colbert<br>Don Ameche<br>R—Mar. 11 | 31 Comedy 3829<br>**Sudden Money** (62)<br>C. Ruggles-M. Rambeau<br>R—Mar. 25<br>31 Western 3858<br>**Silver on the Sage** (68)<br>Wm. Boyd (Hopalong)<br>R—Feb. 18 | 7 Comedy 3830<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 |
| **REPUBLIC** | | | | | |
| | 6 Melodrama 824<br>**I Was a Convict** (62)<br>Barton MacLane<br>Beverly Roberts<br>R—Feb. 25 | 13 Western 853<br>**Rough Riders Roundup** (58)<br>R. Rogers-M. Hart<br>R—Mar. 25 | 20 Comedy 810<br>**My Wife's Relatives** (65)<br>Higgins Family<br>R—Mar. 11 | 27 Western 843<br>**Mexicali Rose** (58)<br>Gene Autry<br>Smiley Burnette<br>R—Apr. 1 | |
| **RKO RADIO** | | | | | |
| 3 Action Drama 917<br>**12 Crowded Hours** (64)<br>Richard Dix<br>Lucille Ball<br>R—Feb. 18 | 10 Melodrama 918<br>**The Saint Strikes Back** (64)<br>Geo. Sanders-W. Barrie<br>R—Feb. 18 | | 24 Western 983<br>**Trouble in Sundown** (57)<br>Geo. O'Brien<br>R—Mar. 11 | 31 Drama 920<br>**Almost a Gentleman** (65)<br>J. Ellison-H. Wood<br>R—Mar. 11 | 7 Comedy Drama 916<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>7 Biog. Drama 919<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 |
| **20TH-FOX** | | | | | |
| 3 Comedy 930<br>**Wife, Husband and Friend** (75)<br>Loretta Young<br>Warner Baxter<br>R—Feb. 18 | 10 Action Drama 934<br>**Inside Story** (61)<br>Michael Whalen<br>Jean Rogers<br>R—Oct. 22 | 17 Com. with Music 932<br>**Little Princess** (93)<br>Shirley Temple<br>Richard Greene<br>R—Feb. 25 | 24 Comedy Drama 935<br>**Everybody's Baby** (62)<br>Jones Family<br>R—Dec. 3 | 31 Melodrama 936<br>**Hound of the Baskervilles** (80)<br>R. Greene-W. Barrie<br>B. Rathbone<br>R—Apr. 1 | 7 Melodrama 937<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 |
| **UNITED ARTS.** | | | | | |
| 3 Outdoor Drama<br>**Stagecoach** (92)<br>Claire Trevor<br>John Wayne<br>R—Feb. 11 | | 15 Drama<br>**Prison Without Bars** (79)<br>Edna Best<br>Corinne Luchaire<br>R—Feb. 25 | | | 7 Drama<br>**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 |
| **UNIVERSAL** | | | | | |
| 3 Melodrama 3029<br>**Risky Business** (78)<br>Geo. Murphy<br>Dorothea Kent<br>R—Mar. 11 | 10 Drama 3014<br>**Spirit of Culver** (90)<br>Jackie Cooper<br>Freddie Bartholomew<br>R—Mar. 4 | 17 Melodrama 3037<br>**Mystery of the White Room** (58)<br>B. Cabot-H. Mack<br>R—Apr. 1 | 24 Com. with Music 3001<br>**Three Smart Girls Grow Up** (87)<br>Deanna Durbin<br>Nan Grey<br>R—Mar. 25 | 31 Comedy 3020<br>**Family Next Door** (63)<br>Hugh Herbert<br>Joy Hodges<br>R—Apr. 15 | 7 Comedy-Music 3006<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 |
| **WARNER-F.N.** | | | | | |
| 4 Action Drama WB320<br>**Secret Service of the Air** (61)<br>Ronald Reagan<br>John Litel<br>R—Feb. 11 | 11 Outd'r Drama WB308<br>**Oklahoma Kid** (80)<br>James Cagney<br>Rosemary Lane<br>Humphrey Bogart<br>R—Mar. 18 | 18 Action Drama WB321<br>**Adventures of Jane Arden** (58)<br>R. Towne R—Feb. 18 | 25 Action Drama FN361<br>**Blackwell's Island** (71)<br>J. Garfield-R. Lane<br>R—Mar. 4 | 1 Melodrama WB323<br>**On Trial** (62)<br>John Litel<br>Margaret Lindsay<br>R—Mar. 25 | 8 Outd'r Drama WB304<br>**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 |
| **MISCELLANEOUS** | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| NOVEMBER, 1939 | | | | | | |
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| DECEMBER, 1939 | | | | | | |
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| JANUARY, 1940 | | | | | | |
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| | APRIL 15 | APRIL 22 | APRIL 29 | MAY 6 | MAY 13 | MAY 20 |
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| COLUMBIA | 12 Drama 9030<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western 9214<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | 27 Western 9206<br>**Spoilers of the Range**(58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | 4 Drama 9031<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | 11 Action Drama 9016<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | |
| GRAND NAT'L | | | | | 13 Drama 301<br>**Exile Express** (70)<br>Anna Sten-Alan Marshal<br>R—Feb. 18<br>13 Western WI-19<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | 20 Action Drama 314<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 |
| MGM | 14 Rom. Comedy 929<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy 934<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | 28 Drama 932<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | 5 Comedy 933<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | 12 Action Drama 935<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | 19 Comedy 936<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 |
| MONOGRAM | 12 Drama 3802<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama 3829<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | | 1 Action Drama 3820<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | | 18 Western 3864<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 |
| PARAMOUNT | 14 Comedy - Music 3832<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>14 Melodrama 3831<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama 3833<br>**Back Door to Heaven** (85)<br>Wallace Ford-Aline Mc-Mahon-Patricia Ellis<br>R—Apr. 15 | 28 Comedy Drama 3834<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | 5 Outdoor Drama 3835<br>**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | 12 Drama 3836<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | 19 Musical 3837<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 |
| REPUBLIC | 12 Western 865<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western 854<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | 25 Action Drama 811<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | 5 Western 844<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | 15 Western 866<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | 15 Outdoor Spectacle 801<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western 855<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 |
| RKO RADIO | 14 Action Drama 920<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama 922<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | 28 Melodrama 923<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical 838<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | 5 Comedy Drama 924<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | 12 Melodrama 925<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | |
| 20TH-FOX | 14 Drama 938<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama 939<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama 945<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 28 Outdoor Drama 940<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical 8012<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | 5 Action Drama 941<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 12 Musical 942<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | 19 Comedy 943<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 |
| UNITED ARTS | | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | | | | |
| UNIVERSAL | 14 Action Drama 3019<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama 3018<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | 28 Comedy Drama 3030<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | | 19 Action Drama 3010<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 |
| WARNER-F.N. | 15 Melodrama WB316<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama FN354<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | 29 Comedy FN373<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | 6 Action Drama FN353<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | 13 Action Drama WB322<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | 20 Action Drama FN364<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 | JULY 1 |
|---|---|---|---|---|---|
| **COLUMBIA** | | | | | |
| 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama **9012**<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 | 29 Drama **9032**<br>**Parents on Trial** (57)<br>J. Parker-J. Downs<br>30 Comedy **9005**<br>**Good Girls Go to Paris** (73)<br>J. Blondell-M. Douglas<br>R—June 24 |
| **GRAND NAT'L** | | | | | |
| | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | | | |
| **MGM** | | | | | |
| 26 Comedy **937**<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama **941**<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 |
| **MONOGRAM** | | | | | |
| 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull | | | 1 Action Drama **3814**<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 |
| **PARAMOUNT** | | | | | |
| 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | 16 Drama **3841**<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama **3844**<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 |
| **REPUBLIC** | | | | | |
| 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette | | 23 Western **856**<br>**In Old Caliente** (61)<br>Roy Rogers-Mary Hart<br>21 Western **867**<br>**Wyoming Outlaw** (..)<br>Three Mesquiteers | |
| **RKO RADIO** | | | | | |
| 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **926**<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama **929**<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western **985**<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 |
| **20TH-FOX** | | | | | |
| 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **948**<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama **950**<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 |
| **UNITED ARTS.** | | | | | |
| 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | | | |
| **UNIVERSAL** | | | | | |
| 26 Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | | | 30 Melodrama **3038**<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 |
| **WARNER-F.N.** | | | | | |
| 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB324**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel | 24 Action Drama **FN363**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music **WB311**<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 |
| **MISCELLANEOUS** | | | | | |
| | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), **reissue**<br>Wm. S. Hart | 16 Musical **Astor**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale | |

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUGUST 5 | AUGUST 12 |
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| COLUMBIA | | 15 Western 9208<br>**Man From Sundown** (..)<br>Charles Starrett<br>Iris Meredith<br>10 Drama<br>**A Woman Is the Judge**<br>Rochelle Hudson<br>Otto Kruger-F. Inescort | 20 Comedy<br>**Blondie Takes a Vacation** (..)<br>Penny Singleton<br>Arthur Lake | 27 Action Drama<br>**Behind Prison Gates** (..)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells | 31 Action Drama<br>**Coast Guard** (..)<br>Randolph Scott<br>Frances Dee | |
| GRAND NAT'L | | | | | | |
| M-G-M | 7 Drama<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama<br>**They All Come Out** (..)<br>Rita Johnson<br>Tom Neal | 21 Comedy<br>**Andy Hardy Gets Spring Fever** (..)<br>Mickey Rooney<br>Lewis Stone | 28 Drama<br>**Miracles for Sale** (..)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>28 Drama<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat | 4 Drama<br>**Lady of the Tropics** (..)<br>Hedy LaMarr<br>Robt. Taylor | 11 Comedy Drama<br>**These Glamour Girls** (..)<br>Lew Ayres-Lana Turner<br>Anita Louise |
| MONOGRAM | | | 21 Western 3865<br>**Man From Texas** (..)<br>Tex Ritter | | 3 Western 3856<br>**Oklahoma Terror** (..)<br>Jack Randall | 7 Mystery<br>**Mr. Wong in Chinatown** (..)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds |
| PARAMOUNT | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music<br>**Million Dollar Legs** (..)<br>Betty Grable<br>Jackie Coogan | 21 Action Drama<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama<br>**Island of Lost Men** (..)<br>Anna May Wong | | |
| REPUBLIC | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | | 28 Western 846<br>**Colorado Sunset** (..)<br>Gene Autry-S. Burnette | 4 Comedy<br>**Should Husbands Work?** (..)<br>Gleason Family<br>Marie Wilson | |
| RKO RADIO | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (..)<br>Bob Breen-Alan Mowbray | 28 Melodrama 931<br>**Spellbinder** (..)<br>Lee Tracy-Barbara Read | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western 933<br>**Bad Lands** (..)<br>Robert Barrat<br>Noah Beery jr. |
| 20TH-FOX | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night**(71)<br>Preston Foster<br>Lynn Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter | 28 Outdoor Drama 951<br>**Frontier Marshal** (..)<br>Randolph Scott<br>Binnie Barnes | | |
| UNITED ARTS. | | 15 Drama<br>**They Shall Have Music** (..)<br>Andrea Leeds-J. McCrea<br>Jascha Heifetz | | 23 Comedy<br>**Winter Carnival** (..)<br>Ann Sheridan<br>Richard Carlson | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | |
| UNIVERSAL | 7 Comedy<br>**Unexpected Father** (..)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>7 Drama 3031<br>**Forgotten Woman** (63)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 | 14 Drama<br>**I Stole a Million** (..)<br>George Raft<br>Claire Trevor | | | 4 Drama<br>**Modern Cinderella** (..)<br>Charles Boyer<br>Irene Dunne | 18 Comedy with Music<br>**After Schooldays** (..)<br>Deanna Durbin |
| WARNER-F.N. | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | | |
| MISCELLANEOUS | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | | | | |

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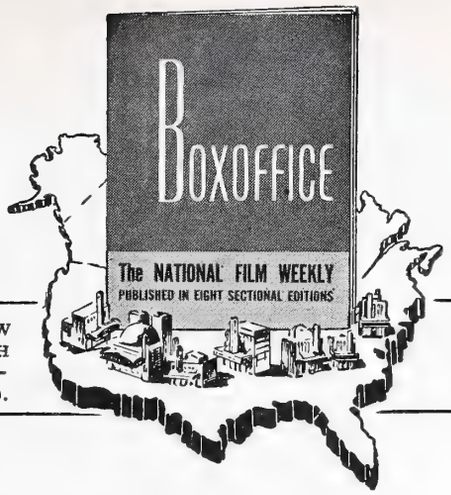
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## PRODUCTION INDEX


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weather has no threat for M-G-M showmen who will play ROBERT TAYLOR, HEDY LAMARR in "LADY OF THE TROPICS"! M-G-M again to the rescue this summer as always!
Screen Play by Ben Hecht. Directed by Jack Conway. Produced by Sam Zimbalist

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# *HE TAKES HIS HAIR DOWN*

"THE more expensive the negative, the less the gross. Mind you, I don't mean in every instance, of course. But take a look at the performances of a number of big ones which weren't actually that except from a cost point of view, and figure out what has happened. You'll be compelled to draw some conclusions which are very apt to be frightening.

"The competitive situation on talent and the ever upward curve in labor costs have pushed, and are still pushing, production outlay closer to a dubious kind of heaven. Add to this the understandable, if not always wise, ambition of each major to outstrip his rival and you have a picture that ought to give a lot of people in this industry much to think about.

"It makes me wonder about a great many things, but I ought to make it known pretty definitely that I am not a pessimist and, certainly, I am not selling my own industry short. It's one thing to look under the rug for the rainbow and the pot of gold, but it's a much wiser step to try and dope out what ought to be done if somebody, or some thing, has walked off with the rainbow, as well as the pot.

"By that I mean merely this: I sometimes speculate if we—and that goes for all of us—are not perpetually wound up to those far-off days of '29 when the adding machines bulged and everyone was slap-happy with money. It may strike you as funny to imagine there is still anyone around who figures that screwball period is ever to return in our lifetime, at least. Yet, I suspect there are some and that because this is so there prevails an automatic assumption, or a hope, the profit line in all branches of the business ought to follow what it once luckily was.

"When you examine that prospect and match it with current events, you get a vastly different picture. Everyone, or almost everyone, seems to know that. Everyone, or nearly everyone, deplores it and talks about destruction around the corner. That's mere stuff and nonsense. There is no destruction around the corner, as I see it. But there may be very significant adjustments. For instance, we should ask ourselves if the level of the net averagely enjoyed by the industry as a whole today does not represent normal expectancy and whether or not the very boom years represented the abnormal.

"I don't want to personalize any of this, but, for instance again, you hear a great deal about theatre losses. Are they actual, or paper, losses and isn't it a fact that in many cases the squawks are based on less return this year than last and nothing else? It is easy to get accustomed to things and, understand please, that I am fully aware of that. Yet there is just the chance that the average theatre, whether first run or otherwise, today—this minute, right now—may be earning all that it is fairly and reasonably entitled to earn and that all before was part of a gravy train ride that may be drawing to a close. This goes for theatres, individually and in chains. It goes for specific pictures and it goes for companies as well.

"In other words, what I am laboring to get over is this: It may well be that the shakedown cruise is over; that the days of $17,000,000 in profits for any one company are gone to return some day, perhaps and maybe, but best forgotten until some distant gold rush period again makes them possible. It may be that all of us will have to go back to work again, to stop assuming millions in profits are a sort of inalienable right and to learn to be satisfied with less. That less, however, shouldn't be hard to take because by it I mean comfortable earnings sufficiently handsome to buy steak whenever the stomach puts in the order.

"I appreciate that these soundings probably will be misunderstood. There will be some, no doubt, who will see in this a plea for chiseling in production quality, for salary slashes, for firing people. Not at all. There must be no curtailment in quality. There is no need to cut wages or to cut people loose from their jobs.

"What can be done is to depend less upon the golden stream to ride the industry over all of the bumps and more on the brain. It is the hard way, but these are hard times."

This ends the quotation marks and the comment of a leading industry executive. It's all there, except for the man's name which is withheld at his specific request. Interesting, intelligent and provocative, here is a slant which definitely has something to say. Differences of opinion will prevail, but there can be no question about sincerity of purpose or approach. For the time being only, we end it here.

Kann

# PERCENTAGERS FOR NEW SEASON STRIKE NEW HIGH; MAJORS ARE SEEKING 38 TO 40 MORE

## Universal Program Shows Largest Increase; Cut By Independents

NEW YORK—Major distributors now selling next season's output are collectively asking for 38 to 40 more pictures on percentage as compared with the current season now drawing to a close. In contrast, the two independent companies which have held their conventions, Republic and Monogram combined, show a reduction of two. Monogram is asking for an increase of three pictures on percentage, while Republic has reduced the total of 31 sought last summer to 26 for the new season.

Universal's new program shows the largest increase in the number being sold percentage-wise. For the 1938-39 season, salesmen asked for eight at 30 and a like number at 25 per cent, or a total of 16. The selling force now is after 31 percentagers for 1939-40 to be broken down as follows:

Three Harry Edington specials at 35 per cent and sold under separate contract.

"The Mikado" is being sold separately on a roadshow basis of from 40 to 60 per cent of the take.

On the regular contract there are seven at 35 per cent, seven at 30 per cent, seven at 25 per cent, six at 20 per cent and 12 at flat rentals.

**RKO Is Second**

The next company in point of increase is RKO. For the current season 16 were sold on percentage. For 1939-40 there will be 25, or an increase of nine. "The Story of Vernon and Irene Castle" has gone to exhibitors under 1937-38 contracts. For 1938-39, percentages were broken down into three groups. There was one group of five, which was the top allocation, a second group of four, and a third group of seven.

"Pinocchio" is being offered at 50 per cent, the same as "Snow White and the Seven Dwarfs," the first Walt Disney feature animated subject. Also on the new season's list will be two at 40 per cent, one of which will be "The Hunchback of Notre Dame." Then there will be six at 35 per cent, six at 30 per cent and 10 at 25 per cent to a split. "Pinocchio" is being sold separately. The March of Time "Ramparts We Watch" is not being discussed as yet but will be sold separately.

Although the sales force emphasizes the policy is flexible, 20th Century-Fox is asking for eight to ten more percentage films in addition to a 10 per cent increase for the balance of the program. In some instances, salesmen are asking for only two more pictures at 35 per cent, depending on the situation.

Warner, Columbia and Paramount are each asking for two pictures more on percentage.

At its annual convention, Warner announced 36 "A" films and 12 to be listed as "B's." The top bracket of eight at 35 per cent represents the increased two. Two other brackets are unchanged. They are 12 at 30 per cent and 16 at 25 per cent.

Columbia's increase of two also is in the top bracket which calls for six at 25 to 40 per cent instead of four for this season. The second group continues at eight from 30 to 35 per cent. The first group is called "AA" and the second "A's." The third group will consist of 12 "BB" films and the fourth will have a dozen "B's." There is a fifth grouping of 16 westerns. In addition there will be a 40 per cent picture from Frank Capra, sold separately to be released as "Mr. Smith Goes to Washington." On the current season, and in the same category, from Capra was "You Can't Take It With You." Osa Johnson's special exploitation picture is to be sold separately on terms to be decided upon with exhibitors as contracts are negotiated.

UA's policy is virtually the same. Having just concluded another one-year deal with National Theatres, the distributor's gross will be based on the drawing power of the pictures at the boxoffice with various figures and percentages set up by L.

### *What a Western Really Is*

**New York—Exhibitors who have been playing the "ride-'em-cowboy" and "shoot-'em-up" features all these years may be interested in learning the explanation of a western given by the government and admitted to be correct by distributors.**

**"A western," distributors admit in their answers in the all-industry suit, "is a particular kind of a feature motion picture which generally deals with the life in the western portion of the United States and generally depicts the dangers and adventures in the lives of cowboys, Indians or miners or other inhabitants of that area, which picture is not of the usual character and type of, and is inexpensively produced as compared with, the regular features of a distributor."**

## *Paramount Reply Cites 297 Films in 5 Years*

NEW YORK—Paramount released 297 features, plus seven reissues, in the five selling seasons from 1932, according to official figures cited in the company's general denial to the government's charges in the all-industry suit.

For the season 1932-33 there were 59 releases, for 1933-34, it was 57; for 1934-35, the total was 52 and two reissues; for 1935-36, the schedule was 70 and one reissue; for 1936-37, a total of 59 and four reissues.

## Sliding Scale System Popular With Major And Other Chains

Jack Schlaifer, UA western sales manager, and J. J. Sullivan, William T. Powers and Aubrey Schenck, for the circuit. Large independent circuits in the east are being offered nine in the top brackets, while the smaller accounts are being asked to take 12 on percentage, the same as for 1938-39. Where the Samuel Goldwyn, Laurel and Hardy four-reelers and Edward Small pictures were sold this season and are not delivered, there are no efforts to resell. This is true in the National Theatres deal and other negotiations. Clayton Bond has a Warner theatre deal in work for one year with Harry Gold and Schlaifer which provides for all product on percentage in numerous of the 431 houses and flat rental for the entire group in other situations.

Paramount's policy this season was "Men With Wings" at 40 per cent, five at 35 to a split, 12 at 30, 10 at 25 and the balance at 20 per cent or flat rental. Next season, "Gulliver's Travels" will be the 40 per cent attraction, then five at 35 per cent to a split, 12 at 30 and 12 at 25, with the balance of 22 at 20 per cent or on flat rental. The difference in lineups is two more 25 per centers next season. For the smaller independent the percentage groups are reduced, based on current deals.

**The Metro Formula**

The M-G-M formula for next season, as compared with this year, shows a shift in the 35, 30 and 25 per cent brackets. The 40 per cent group of four remains unchanged. Offering 10 next season at 35 represents an increase of two. This also applies to the 30 per cent bracket. But the new season's 25 per cent bracket is reduced from 16 to 12 with the fifth classification remaining at 16 at 20 per cent or flat. This company also has a sliding scale arrangement for such circuits as National Theatres and other large groups. Negotiations on the National deal have been completed.

Smaller circuits are understood being offered a deal of four at 35 and 40 per cent, 10 "A" pictures listed at 35 or 30 per cent, 16 "B" pictures at 25 or 20 per cent and the balance flat rental.

In the independent distributor division, Monogram is seeking six of 26 features on percentages ranging from 30 to 35 with major circuits and from 25 to 30 per cent with independent circuits. "Murder in the Big House" is the third percentage picture on the current lineup and will be available shortly. The half dozen top bracket films, to be called W. Ray Johnston Specials, are "Rip Van Winkle," "Queen of the Yukon," "Son of the Navy," "His Father's Son," "Oliver Twist" and

(Continued on page 13)

# The Hottest Thing on Ice!



## Ann Sheridan

. . . the year's standout star discovery . . . in the screen's gayest romance of youth hitting the high spots with the brakes off!

*Released July 28th...*

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WALTER WANGER *presents*

*Ann Sheridan*

*in The Season's Gayest Picture*

# WINTER CARNIVAL

*Actually photographed during the world-famous Dartmouth Winter Carnival*

with **RICHARD CARLSON**

**HELEN PARRISH • ROBERT ARMSTRONG • VIRGINIA GILMORE**

**Directed by CHARLES RIESNER • Released thru UNITED ARTISTS**












# CLEARANCE BOARDS MADE UP OF THEATREMEN IN TOTO IS LATEST PLAN OF DISTRIBUTORS

## *Deny Clearance Is Contentious Point*

NEW YORK—That protection, or clearance, has come to be, and is, a contentious practice in the industry is categorically denied by all distributors responding to the government's charges in the all-industry suit.

According to Paramount's answer, clearance and zoning, and how they came about, get this explanation:

"That the introduction of feature pictures brought about important changes in the marketing of films; that, therefore, films were generally sold for a daily program; that some theatres in the same city might show the same picture on the first day of its release, or day-and-date as this practice has come to be called; that with the appearance of feature pictures many theatres were willing and able to pay higher rentals for the right of exclusive exhibition before the pictures were made available to others on subsequent runs; that, as a result, first runs acquired by contract protection over second and subsequent runs; that this protection is sometimes called 'clearance,' denoting the period of time which it is agreed shall elapse between a prior and subsequent showing of a picture; that a 'zone' indicates a determined geographical area within which the agreed contractual period of clearance is operative; that clearance has come to be, and is, one of the most important terms in the licensing of motion pictures between the exhibitor and distributor and has come to be recognized by exhibitor and distributor alike as essential to protect the interests of both of them in the licensing of motion pictures for exhibition."

Loew's states that "the period between a prior and subsequent showing of a picture in a given area or zone is termed clearance, and that a zone is a specified geographical area within which a particular clearance is operative."

## *"Grapes of Wrath" Theme To Stick, Says Wobber*

NEW YORK—Darryl F. Zanuck, 20th Century-Fox production chief, will make "Grapes of Wrath" with all the strength and realism contained in John Steinbeck's epic novel.

Authority for this statement is none other than Herman Wobber, general sales manager, who has recently returned from studio conferences with Zanuck over the forthcoming product lineup.

He reports Zanuck is enthusiastic over the book as screen material. Despite protests, Wobber says, Zanuck will not compromise with the theme of the novel.

"It should be one of the outstanding

(Continued on page 13)

## To Forego Representation If Decisions Do Not Affect Revenue

NEW YORK—Distributors are understood working on a new arbitration plan for clearance cases which would give them no voice at the hearings unless decisions handed down by the new type of boards adversely affects the revenue of the companies involved.

The proposal follows protests from all independent exhibitor groups to the special board setup in the fourth trade draft. However, no objection is made to the arbitration boards hearing complaints by independent theatre owners against the same class of exhibitor. In the plan under advisement, it is stated distributors will not be represented on the boards which will be made up of independent exhibitor and affiliated circuit representatives.

However, it is added, in the event an adverse ruling is handed down, distributors will have the right to file a claim and present their side of the case. All hearings will be open, as prevailed during the days of the Film Boards and NRA.

Both complainant and respondent will have the right to select an arbitrator from the panels to be set up in each key territory. Efforts will be made to settle disputes before they reach the arbitration chambers, however.

No exhibitor will be asked to waive rights under the code, William F. Rodgers, general sales manager for M-G-M and sub-committee chairman, insists. Selling heads of all companies have agreed to this, he adds, and any salesman who violates this understanding, when complaint is brought to the attention of the distributor, will meet with serious consequences.

Distribution heads and a committee of legal aides met a few days ago with Rodgers for the first time since the fourth draft was sent out. The session was devoted to a full discussion of the arbitration changes and further thought is being given the proposals before made public.

"There will be a fair trade practice code in this industry," Rodgers emphasizes, "but no one at this time can tell how soon."

Most of the allegations in the government suit will be disposed of when the code becomes effective, distributors continue to believe.

Redrafting of exhibition contracts to include certain provisions of the code now is occupying the attention of home office lawyers who have been assisting sales heads on the legal limitations of the drafts. Exhibitors may be asked to sign special code pledges in addition to regular product contracts, the pledges to contain provisions which cannot be inserted in license agreements because of anti-trust angles which might develop.

## *Routine, Red Tape Schine Suit Snag*

BUFFALO—Routine and red tape are reliably reported holding up the government's anticipated monopoly suit against the Schine circuit in the federal district court here.

It is learned that complaints against the independent circuit operators have come in from every territory in which they operate, including Kentucky and Indiana. Among the more prominent exhibitors who filed complaints with the department of justice are William Smalley of Cooperstown, a Schine rival of many years; Michael Boumansour of the Plaza, Malone, and V. U. Young, who operates in Indiana and Ohio.

Young's name has already been made public by the government. Boumansour has had his complaint in the hands of Harry G. Kosch, Allied of New York attorney, and attempts to straighten the trouble out with Schine and distributors apparently have got nowhere. Smalley was among the first to go to Washington with his grievance. All exhibitors mentioned have been contacted by FBI men.

While in Syracuse recently, Max A. Cohen, head of New York Allied, stated Schine could do much to weaken the government's action if he would invite a conference to talk all the things over. Cohen regards the Schines as "an independent trust," but is willing to sit down with Meyer J. or Louis W. any time they are willing to chat around the table. If this were done, according to Cohen, Allied of New York would bend every effort to prevent pursuit of the suit which now looks imminent.

## *West Coast Probers Hold Washington Confabs*

WASHINGTON—Albert Law and Harold Collins, who have been on the coast for the past three years checking into FWC and major distributor records, are here conferring with department of justice officials on the data gathered in Los Angeles. The investigation is in connection with an alleged breach of a consent decree handed down in 1932.

Seymour Krieger, who has been handling the eastern investigation of independent exhibitor complaints in connection with the government suit, may not be asked to go to the coast after all, it is indicated. Paul Williams, in charge of the government's suit, may go instead. Williams returned Thursday from New York where he is reported to have conferred with Spyros and George Skouras on complaints against National Theatres' units throughout the

(Continued on page 13)

The Pulse of the Motion Picture Industry

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TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

COMMENTING on our comment about the lack of speaking opportunity extended to Bob O'Donnell at the Allied convention, aside from perfunctory remarks made at the closing dinner, H. A. Cole says:

> "Mr. O'Donnell never asked for the floor, nor was there any intimation he wanted to speak. Had anyone advised me at any time he desired to talk he would have been given that opportunity. Or had Mr. O'Donnell risen to his feet for recognition he would have been recognized and certainly allowed to speak. It was an open forum meeting and anyone had the right to talk if they so desired."

All technically true as the very technical Allied outfit goes these days. However, one question might be answered:

Is it, or is it not, true that on a slip of paper which reminded Cole of the order of scheduled speakers O'Donnell was listed to follow Ed Kuykendall? If this is correct, why wasn't he called upon? Kuykendall was and so were others who had no need to petition the chairman for recognition.

Colonel Cole may be interested in learning that one of his associates, at least, in Allied was burnt well nigh to a frazzle because of the failure to call upon O'Donnell who went to Minneapolis not to see how Allied wages a convention, but to answer the long-standing charges by Cole that Interstate had forced approximately twenty-three Texas independents out of business either through shutdowns or sale to producer-affiliated circuits. The reaction of the disturbed Allied leader would indicate Cole had full knowledge of the reason for O'Donnell's appearance at the Nicollet Hotel.

## *Among Its Best*

"The March of Time" earns distinction for "The Movies March On" on two counts. One, because this new release ranks well up among the finest of this producer's crop, and because it renders a signal service for the industry institutionally while it entertains. Significantly and in keeping with the aggressive and progressive type of newspaper and pictorial journalism practiced by the various "Time" enterprises is the stress directed toward films that recognize their obligation to the times in which they make their way.

Virtually all the heads of the major companies are shown, but only one producer gets voice via the sound track. He is Walter Wanger, who speaks these lines:

> " . . . and we have facts to face, wars abroad, social and economic distress at home. Threats to democracy everywhere. It is time for us to assume our responsibility and deal truthfully and freely with the problems which face us today."

It is not by accident, as well, that prominent display goes to mention of these films, all of them emanating from the Warner camp over the years: "I Am a Fugitive From a Chain Gang," "Louis Pasteur," "Black Legion," "The Life of Emile Zola," "Juarez" and "Confessions of a Nazi Spy."

## *Archive Stuff*

"That tired executive—the one who has been doing a knockout job—is sneaking up on his deadline rapidly now. Not only is he tired, but he wants a new, and better, deal. No new and better deal? Then he takes a stroll for himself. Forecast? He'll get what he wants."—From "Notes to You," March 11.

"Turning point now. That major personnel upset does, or does not, happen almost any minute now."—Same department, April 22.

"That important executive who may have strolled from his current post is ninety-five per cent against any such ideas now. The determining five is a cinch."—Ditto from "Notes," May 13.

"It is understood here [New York] that William F. Rodgers has signed a new five-year contract as general sales manager of Loew's Inc. His old contract expired about two weeks ago."—From the news columns of BOXOFFICE, June 17.

**Paramount's**
**"MAN ABOUT TOWN"**
**first week records:**

| | |
|---|---|
| New York | 150% |
| Memphis | 147% |
| Omaha | 141% |
| Detroit | 136% |
| Buffalo | 136% |
| Rochester | 130% |
| Salt Lake City | 129% |
| Springfield | 129% |
| Wilkes Barre | 125% |

# WE TOLD YOU SO!

**Paramount's**
**"MAN ABOUT TOWN"**

**SAN FRANCISCO** beats record-making "Union Pacific"!

**OAKLAND** beats "Union Pacific"!

**SEATTLE** way out in front of "Sing You Sinners" and "If I Were King"!

**PORTLAND,** Oregon beats "Union Pacific" record!

**SAN DIEGO** ahead of "Union Pacific" record!

**INDIANAPOLIS** ahead of "If I Were King"!

**LOUISVILLE** ahead of "Union Pacific"!

**TULSA** ahead of "Union Pacific"!

**MIAMI** smashing way out ahead of "Union Pacific"!

**LITTLE ROCK** better business than "Union Pacific"!

# IT'S PERCENTAGE THAT COUNTS!

**"MAN ABOUT TOWN"** record openings in Kansas City, Charlotte, New Haven, Hartford, Phoenix

(Watch your trade papers for first week percentages)

**AND**

**"The Magnificent Fraud", "Our Leading Citizen", "The Star Maker"** are on the way

# INDUSTRY ADMINISTRATOR TO EXECUTE CODE IS UNDER CONTEMPLATION BY DISTRIBUTORS

## Study Setup Similar to NRA Code Days; Seen As a Clearing House

NEW YORK—A code administrator ultimately may be named to handle operations of the trade practice pact along lines which prevailed during the NRA when John C. Flinn, now with *Variety*, was executive secretary and Tyree Dillard jr., now a member of Loew's legal staff, legal advisor of the Campi, or Code Authority of the Motion Picture Industry.

Such an organizer would remove from the shoulders of William F. Rodgers and other members of the distributors' negotiating committee on the code all detail and permit these men, long anxious to do so, to return to their normal function as sales heads of their respective companies. Such an organizer would establish a code office which would serve as a clearing house for any issues which may arise, despite the fact that industry code formulation does not provide for a general appeals board as prevailed during the NRA.

The plan is nebulous thus far, but has been discussed. Obviously, no steps in this direction can be taken until the code is approved and put into operation.

### "Full Cooperation Necessary"

Full cooperation of local exhibitor units will be necessary on the code to assure its success, Rodgers states. Particularly is this true in the setting up of the machinery for arbitration, such as the selection of impartial men in the territory to sit and decide cases in the event of an even vote.

Distributors met several times this week, the first meeting on Monday adjourning until Wednesday because several sales managers had to keep business appointments. The sessions pivoted around selection of personnel for clearance and zoning boards. Several ideas were propounded, but an agreement of all companies is necessary before a plan can be adopted and then sent to the independent exhibitor committees and the MPTOA group which participated in the negotiations.

As soon as the arbitration provisions are completed they are to be rushed to those units which have signified intentions of approving the code. It will then be up to exhibitor bodies and individual theatre owners to sign and put the code into effect.

Distributors are anxious to get the trade practice plan moving as soon as possible. The provisions have been negotiated for about a year and it is now felt the quicker they are made an industry procedure the better it will be for a number of varied interests.

Rodgers may make a tour of a number of key cities to explain the operations of the code, following its adoption. Other sales managers are expected to do likewise, covering points not included in Rodgers' itinerary.

Allied of New York's decision to keep open the door for further negotiations brought no comment from Rodgers early in the week. Max A. Cohen, head of the local Allied unit, did not send a copy of the resolution adopted in Syracuse the week before to Rodgers, whose only knowledge of the Allied stand is what he read in the trade papers. The M-G-M sales manager also would not comment on the resolution passed by the Independent Theatre Owners of Connecticut condemning high film rentals.

Meetings between distributors on the code continue to be held away from the Hays office. Initial sessions were held in the Harvard and Columbia Clubs, followed by get-togethers at the Astor. There is no intention of making the code a Hays matter, but rather independent in thought and operation, according to distributors.

Rodgers also declined to comment on how soon the code would go into effect other than adhere to the general thought that, as soon as the arbitration provisions are cleared up, the future will rest with exhibitors.

## *Reached Agreement in Chicago, N. Y. Allied's Stand Indicates*

### *There's a Fifth Coming Up*

**New York—Drafting a code of fair trade practices is not all pie and honey, according to distributors who hope the fifth plan, now being worked out to incorporate final arbitration changes, will be the last. To those who have criticized the drafts so far, distributors point to the radio industry which on Tuesday was asked to accept a third draft of the National Association of Broadcasters at its 17th annual convention in Atlantic City.**

NEW YORK—Indicating in the eyes of Allied of New York that an agreement, or an understanding at least, was reached between national Allied and the distributors' committee on the code formulation in Chicago, Max A. Cohen, head of Allied of New York, will continue his efforts at regulation from within on the basis of the Windy City meeting which national Allied executives have persistently disavowed.

In this connection, Cohen contends distributors did not include in the code all the provisions of the understanding or agreement reached in Chicago and clarification is necessary. He states certain agreements were reached and that despite William F. Rodgers' recent statement these have been included in the fourth draft they are not in evidence, hence the demand for clarification.

A committee comprising Cohen as chairman, Rapp Merriman and S. Grossman of Syracuse, Mitchell Conery of Ravena, Ray Pashley of Interlacken and H. Lorence of Cattarraugus had been named to confer with Rodgers.

### Clearance Issue Vital

Among the important issues which require clarification, according to Cohen, is the matter of clearance. The Allied head of New York states clearances in New York are based on zones, in Chicago on admission scales and on the west coast on zones and admissions, and altogether different from the two cities mentioned. He believes clearance issues for each zone should be set up for arbitration and each of them incorporated in the code. There are several other clauses which he is not inclined to discuss at this time.

Although the impression prevails the stand of Allied of New York for continuing code negotiations with distributors is at variance with the national organization's policy, ratified by the directors at Minneapolis, Cohen holds his unit has always been for leaving the door open for further talks. This stand, he points out, was adopted by resolution at the board meeting during the New York convention which Col. H. A. Cole, president, attended.

Cohen has not, and does not, believe in government supervision until the last effort to secure regulation from within fails. "Now is the time to strive for self-regulation," he insists. "When the government starts regulating the industry it will be too late."

Allied of New York is the first Allied unit to come out in the open for further continuing discussions with distributors on

(Continued on page 13)

## *Steffes Re-elected, This Time With a Salary*

MINNEAPOLIS—Reconsidering his determination not to continue at the helm of Northwest Allied, W. A. Steffes was re-elected president at the annual convention of that body here at an unannounced salary. It is reported, however, he was guaranteed $10,000 per year. He has served previously without salary.

The meeting rejected the trade practice code "in its present form."




# HARD GUY!



He had a swell start. Born in the gutter, graduated to be a city savage! Life wore thin the way he lived it... his arms that reached for love embraced sudden death instead! **HE HAD TO BE HARD!**



THE NEW UNIVERSAL PRESENTS

# "I STOLE A MILLION"

starring

## GEORGE RAFT • CLAIRE TREVOR

*with* DICK FORAN • HENRY ARMETTA • VICTOR JORY

*Directed by* FRANK TUTTLE • *Associate Producer* BURT KELLY

SCREEN PLAY BY NATHANAEL WEST... Original Story by Lester Cole



UNIVERSAL PICTURES

*Released July 21st*

# Nate Platt May Take Over UDT Operation

NEW YORK—Nate Platt holds the inside track as successor to George W. Trendle, recently resigned president and general manager of United Detroit Theatres. If he gets the appointment, it will return him to Detroit where he once operated Paramount's holdings as the direct representative of B&K when the Chicago circuit ran those theatres in 1931-32.

Trendle split with Paramount, voluntarily resigning because of the refusal of the company to give him a new contract. His old pact having expired, Trendle sought a renewal, was informed he could continue on an indefinite basis but without a signatured agreement and preferred to step out.

If Platt is named, the probability is that final responsibility for the Detroit operation will stem directly to Paramount headquarters here, as against the onetime arrangement under which B&K were completely in charge.

### B&K Detroit Operating Talk Is Stronger

DETROIT—The probability that Balaban & Katz of Chicago will be given management of the United Detroit Theatres by Paramount appears stronger as time lengthens from the resignation of George W. Trendle as president and general manager.

Should this happen, B&K would not be new on the local automotive scene, for in 1931 and 1932 the Chicago company operated the local houses under the old Publix setup. Several of the managers of United Detroit Theatres today were formerly with B&K in Chicago.

In announcing his resignation, Trendle said that the growth of his radio interests, including station WXYZ, the Lone Ranger, Inc., and the Michigan Radio Network, of which he is president, the nearness of television to actual commercial use, and his increased responsibilities in the broadcasting field have compelled him to retire from all his theatre connections to devote his entire time to the King-Trendle Broadcasting Corp., the Michigan Radio Network, and associated companies.

Among the radio activities which have greatly increased Trendle's responsibilities are the Lone Ranger programs, now grown to one of the biggest of the national broadcasts, and the increasing popularity of the Green Hornet air serial.

While all of these activities have taken his time considerably, it is understood that Trendle was reluctant to give up his actual connections in the film industry, in which he was one of the pioneers.

His management contract with Paramount is understood to have been up for renewal about a month or six weeks ago. At that time, he negotiated not only for a renewal but also for a purchase of an interest in the local United Detroit circuit. Trendle and Paramount executives, including Barney Balaban, Y. Frank Freeman and others, could not get together, and so the Detroit Paramount executive tendered his resignation.

## *Three-Year Metro Deals With Two Major Chains*

NEW YORK—M-G-M has set three-year franchises with National and Warner circuits, the details of which are now being worked out. On the National deal, E. C. Rhoden and Lon Cox, Fox Midwest division head and chief film buyer and booker, are here as well as Harris P. Wolfberg, M-G-M midwest district manager. Clayton Lynch, M-G-M Los Angeles manager, has returned to his coast headquarters after finishing up with J. J. Sullivan and William T. Powers, while George Hickey, western district manager, remains here for a few more days.

Moe Silver, Albany zone manager, and Max Friedman, upstate film buyer for the Warner circuit, were in town last week on the M-G-M arrangement and I. J. Hoffman, New England zone head, will work on his theatres in a few days. Nat Wolf, Cleveland zone manager, and J. J. Maloney, M-G-M district manager, and Frank Drew, Cleveland branch manager, were in town a week ago on their division.

Jerome Safron, coast district manager for Columbia, is in town on a possible two-year franchise with National. Larry Kent, chief booker for FWC, continues to negotiate with Sullivan and Powers on pending deals, planning to return to Los Angeles in a fortnight or so.

Spyros Skouras next month will make a swing of each division in the National circuit, addressing the various district and house managers. Details of new product deals will be explained. Zabel, Powers Milt Hossfeld and Aubrey Schenck are expected to accompany Skouras.

### Warner Circuit Signs For New UA Lineup

NEW YORK — Second important deal closed by UA for its new product is the signing of a two-year deal with the Warner circuit by Harry Gold, eastern sales head, and Clayton Bond, chief film buyers for the circuit, and his assistant Edward Hinchey. Approximately 400 situations are covered. The initial outstanding deal for the season was the closing with National Theatres' buyers, J. J. Sullivan, William T. Powers and Aubrey Schenck, for one year.

UA directors were informed of the Warner deal at a board meeting Tuesday which was attended by Murray Silverstone, Mary Pickford, Charles Schwartz, Dennis F. O'Brien, James Roosevelt and Emanuel Silverstone.

### Grainger Starts National Circuit-Republic Deal

NEW YORK — James R. Grainger, back from Boston and now swinging actively into circuit deals on Republic's new lineup, this week expects to start negotiations with National Theatres. It will take several weeks to consummate.

Grainger's first circuit contract for next year was closed a few days ago with the Durkee string in Baltimore. Republic's president handled it himself.

### Yates Sailing

NEW YORK—Herbert J. Yates and Gene Autry sail for London July 26. Autry will make a number of personal appearances.

# No Warner Theatre Expansion Plans

HOLLYWOOD — "We deny emphatically that we have any intentions of expanding."

This, from Joseph Bernhard, is in answer to reports that the Warner circuit, which he manages, may be contemplating building in opposition to Fox West Coast, which Warner is selling away from in favor of independents.

Asked if the parent company had settled its dispute with the Skouras chain, Bernhard replied: "This has been taken care of; it has been settled entirely." He declined to amplify this as it might bear on getting together again with Fox West Coast.

With Bernhard were Mort Blumenstock, who will remain here for studio conferences with S. Charles Einfeld on new season advertising and publicity budgets and plans, Bryan Foy and Mrs. Foy. Bernhard expected to return to New York over the weekend. He attended the wedding of Betty Warner, daughter of H. M., to Milton Sperling, writer with 20th Century-Fox.

### Assured Warner Product, An Independent Builds

NEW YORK—Warner states the first independent exhibitor to build a theatre since the split with National Theatres is P. W. Dickson, who plans a 1,000 seat house at Jacksonville, Ill. He has bought the Warner lineup for 1939-40.

J. Pennington is remodeling two houses at Topeka, Kas., on the strength of his Warner buy, the distributor also states, and adds several new theatres are planned in the Los Angeles territory. No detail has been divulged.

Fifteen more deals away from National Theatres have been closed, including the Ritz and Rex at Booneville, Ill.; the Acme, Hays, Kas., and Princess, Lyons, also in Kansas.

### Sell Away in Manitowoc, Wis.

MANITOWOC, WIS.—The Capitol, operated by R. S. Guiterman, and the Mikadow, operated by F. M. Kadow, have bought Warner for next year away from Fox's Strand. "A" product will run single at the Capitol and the residue at the Mikadow. The two theatres will divide the shorts.

## *F&M Renewal Deal for L. A. Paramount Is Nearly Set*

LOS ANGELES—F&M are about set with Paramount on a long-term renewal of the deal for operation of the downtown Paramount which the former has been managing for the last seven years. The new deal, which Harry Arthur calls "satisfactory in every way," calls for extensive remodeling and refurnishing.

### Signatures a Formality

NEW YORK—Final papers in the Paramount-F&M deal have not been signed, but details are all set with signatures regarded largely as a formality.

# A Golden Jubilee by Industry in October

NEW YORK—Taking official cognizance of the birth of motion pictures 50 years ago when Thomas A. Edison invented the kinetoscope, October 6, 1889, the industry will sponsor a Golden Jubilee the first week in October with a nation-wide publicity campaign that will encompass all exhibitors and exhibitors' groups.

Intimated by George J. Schaefer last August during the Motion Pictures' Greatest Year campaign, the celebration will throw the spotlight on the saga of film history.

Participation by exhibitors will be entirely voluntary. Kenneth Clark, chairman of the committee, stressed the fact that no funds will be solicited and all local celebrations will depend on the initiative of theatre owners in each community.

Serving on the committee with Clark are Harry Goldberg, director of advertising and publicity for the Warner circuit; Bill Ferguson, exploitation director for M-G-M; Ben Grimm, RKO advertising manager under S. Barret McCormick; Lou Pollock, eastern advertising and publicity director for Universal, and Joel Swenson of the Hays office publicity department.

Initial step will be the distribution of an exploitation manual to all exhibitors early in August. The book will contain suggestions for exhibitors on how to observe Golden Jubilee Week. It is now being prepared under the supervision of Swenson.

Sometime during the latter part of August, Will Hays will send the campaign off to an official start with a general announcement on plans and purposes.

A coast meeting of the Hays office is expected to be held shortly for the coordination of the national campaign. The committee is considering plans for a one-day celebration at Menlo Park, N. J., birthplace of the kinetoscope, at which important industry figures will participate.

Aid of educational groups will be solicited for the sponsorship of essay contests. There will be a tieup with National Book Week early in November in which those books which have served as motion picture material will be singled out during the celebration.

According to Clark, all exchanges will be instructed by distributors to cooperate with exhibitors to the fullest possible extent in putting over the 50th anniversary.

## *Williams May Go West Instead of Krieger*

(Continued from page 7)

country and the Skouras circuit in Greater New York.

From another source it is revealed the contemplated action for alleged violation of the coast consent decree will get under way later in August, but may be delayed until October because of the Chicago contempt hearings against B&K and major distributors and the various preliminary moves in connection with the all-industry suit pending in the New York federal courts.

## *Percentagers Reach New High Level*

(Continued from page 4)

"Under Northern Lights." This represents an increase of three top bracket productions over 1938-39.

Republic for the 1938-39 season announced four top bracket films, 12 in the second group and 15 in the third classification. For the new season, the minimum of four continues and will be known as De Luxe Productions. They are "The Hit Parade of 1940," "Seven Million Dollars," "The Dark Command" and "Lady From New Orleans." In the next top bracket group will be six, known as Anniversary Specials, and include "Wagons Westward," "The Crooked Road," "Storm Over India," "Doctors Don't Tell," "National Barn Dance" and "Tillie the Toiler." The third group consists of 16 Jubilee Productions, "Jeepers Creepers," "In Old Missouri," "Guilty of Treason," "Headline News," "Gangs of Chicago," "Forgotten Girls," "Flight at Midnight," "Wolf of New York," "Calling All Marines," "Probation Nurse," "Girl From God's Country," "The Covered Trailer," "Money to Burn," "Everybody's Happy" and "Should Wives Work?"

While deals vary with the individual situations, the aim of franchise holders and Republic salesmen is to get 26 pictures on percentage, but deals are being made on terms of four, 10 and 12, four, eight and 10, according to the particular theatre or circuit involved.

## *No Dilution for "Grapes Of Wrath"—Wobber*

(Continued from page 7)

pictures on the new season schedule," he feels.

"Zanuck is just as excited over Steinbeck's book as he was when he produced 'I Am a Fugitive From a Chain Gang,'" Wobber relates. "He has made a survey of conditions in California after reading the book and found it just as it was described by Steinbeck."

According to Wobber, "the film will not carry any 'message' or 'ism' but will be a powerful and straightforward story of deplorable conditions as they exist today."

Steinbeck's novel is a story of migratory workers who have lost their farms in the southwest and have come to California in the hopes of making new homes. But due to the working conditions on the farms, they are forced to live in poverty and squalor. In California, considerable disapproval in certain circles manifested itself over the news that 20th-Fox had purchased the screen rights to the novel.

## *Skirball Quits GN*

NEW YORK—Jack Skirball has resigned as vice-president in charge of production for Grand National. He plans to enter independent production activity.

# Did Reach Accord in Chicago, Indication

(Continued from page 10)

the code. It is felt by the executives and membership that some good will come out of the meetings, but to close the doors would virtually mean now is the time for government regulation. This is not desired by the local Allied membership unless every attempt to straighten out the problems is unavailing.

Up to now distributors have been and are willing to sit down and iron out local and national issues brought to their attention. This is reflected in the settlement of a number of complaints which have been forwarded to the department of justice and to major company home offices.

"If the time comes when we feel litigation and legislation is necessary for our existence we will fight for this the same as we are now making every effort to get an equitable code," Cohen states. "We will not lose sight of that. I feel the code, if properly clarified, can be an asset. But we will stand on all fours for a bill of rights to which every exhibitor is entitled if he is to continue in this business."

The appearance of J. Myer Schine at the Syracuse meeting caused some consternation. Numerous Allied members have complained to the department of justice, charging monopoly and unfair trade practices by the large independent circuit. Schine was accompanied by Fred Meyers of the RKO circuit which is a partner of the independent in Rochester.

Schine also appeared with his brother, Louis W., George Lynch, chief booker, and Willard McKay at the Allied convention banquet at the Hotel Astor. At the time, one complaint was brought to the attention of Myer and he agreed to sit down and talk it over. So far the meeting has not developed. Schine did not speak at the Syracuse gathering, his presence being unofficial. Cohen has insisted he and his members would welcome the opportunity of getting together with the Schines in an effort to settle the various disputes lodged against the circuit.

From department of justice sources, it is learned the long contemplated action against Schine will be filed sometime in August in the Buffalo federal courts.

## *Report Move by Yamins to Keep Grip on Fall River*

BOSTON—Eddie Ansin and E. Harold Stoneman have bought into Nathan Yamins' first run situations in Fall River and with the latter will take over the operation of the new house now being built in the latter city, according to well-authenticated reports here.

This will block out any threat to Yamins' dominance of the first run situation there and will give the combination the new house, which will seat about 1,800, as well as the Durfee and Capitol, current top houses operated by the president of Allied.

Ansin and Stoneman operate as Interstate Theatre Corp. with headquarters here and approximately 40 houses in Connecticut, Massachusetts, New Hampshire and Vermont.

# TWO OF THE BIG

# WEEKS ON REC

# CITY



Ginger
ROGERS
David
NIVEN
"BACHELOR

RKO RADIO PICTURES

# GEST SUMMER
# ORD FOR RADIO
# MUSIC HALL!

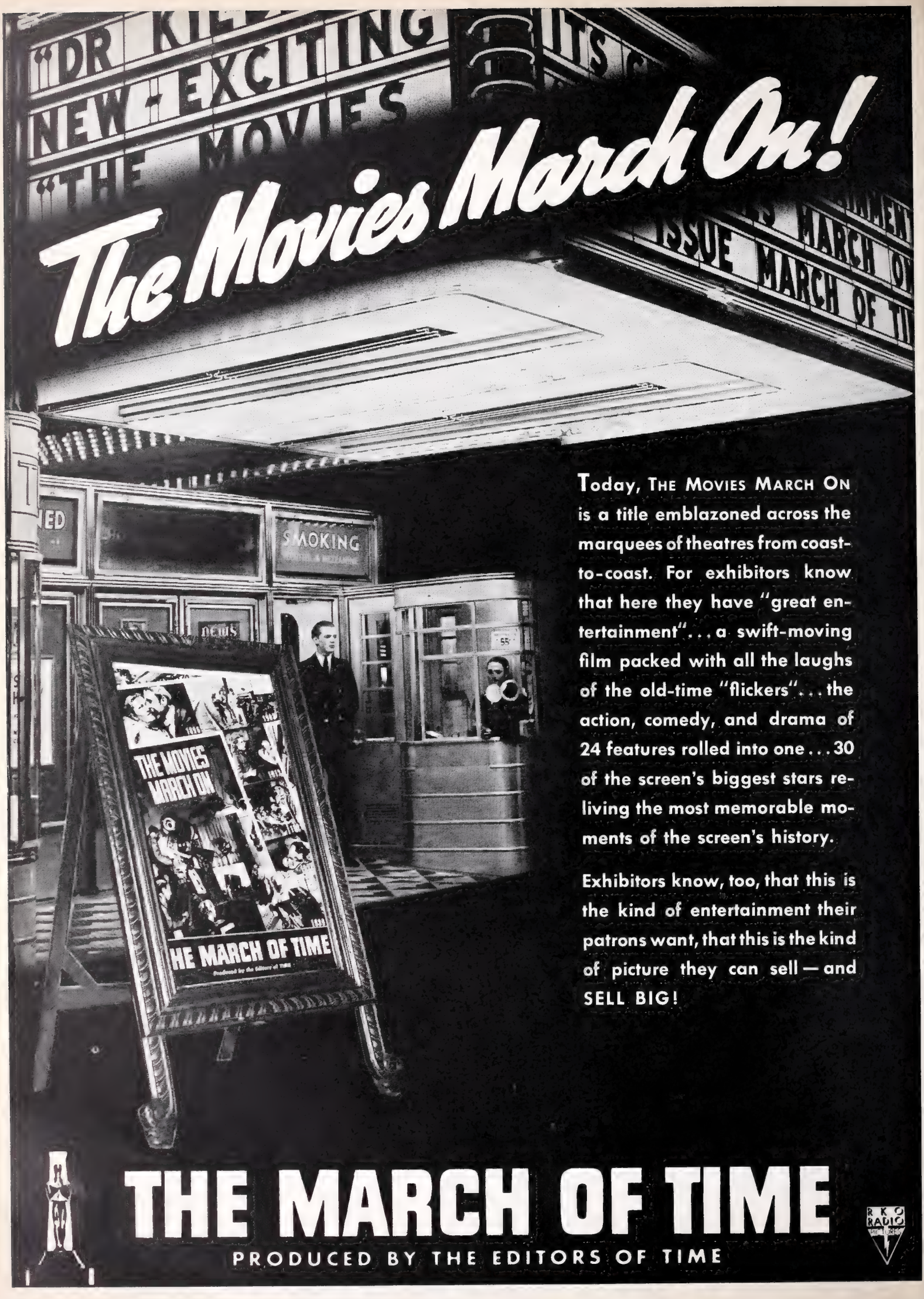
***First seven days skyrockets the year's hit comedy way up into the $100,000-a-week class—and this is JULY!...Second week holds close to that same astonishing figure...as RKO RADIO'S sensational grosser readies to sweep pre-release showings in other important key runs coast to coast!***

## "MOTHER"

**BOY, IT'S GREAT TO HAVE A SHOW LIKE THIS IN THE GOOD OLD SUMMER TIME!**

*with*

CHARLES COBURN • FRANK ALBERTSON
E. E. CLIVE • DIRECTED BY GARSON KANIN
PRODUCED BY B. G. DeSYLVA • PANDRO S. BERMAN
IN CHARGE OF PRODUCTION
Screen play by NORMAN KRASNA Story by FELIX JACKSON




Today, THE MOVIES MARCH ON is a title emblazoned across the marquees of theatres from coast-to-coast. For exhibitors know that here they have "great entertainment"... a swift-moving film packed with all the laughs of the old-time "flickers"... the action, comedy, and drama of 24 features rolled into one... 30 of the screen's biggest stars reliving the most memorable moments of the screen's history.

Exhibitors know, too, that this is the kind of entertainment their patrons want, that this is the kind of picture they can sell — and SELL BIG!

# THE MARCH OF TIME

PRODUCED BY THE EDITORS OF TIME

RKO RADIO

# Spot News Service Available Sept. 1

NEW YORK—A spot news service to theatres, with reports running from one to two minutes, which can be projected on screens from a separate device, will become available, starting September 1. Theatre Communications is the sponsor, while reports will be serviced through Transradio Press by short-wave to centrally located cities and then sent over teletypewriters to theatres in respective surrounding territories.

Scope of the new service will be international. There will be two reports in the afternoon and two each evening. Local newspapers may be associated in sponsoring the bulletins and, should this arrangement be concluded, the flashes will add a tag line to "consult your local newspaper," mentioning the name where a cooperative deal exists between publisher and theatre.

According to Paul J. Davis, organizer of Theatre Communications, his service for the first time will compete with radio in bringing news flashes to mass audiences. He is of the opinion theatres have been far behind in providing screen bulletins on important events almost as they happen. Davis also believes the bulletins will quicken the pace of newsreels.

The flashes will be timed for reception and projection just prior to the feature, the projection of which can be interrupted whenever the news warrants. The new, separate projecting device for the bulletins, furnished by the sponsor, will have a new type of film to be manufactured by DuPont.

Tests are to be conducted immediately in nine midwestern states.

## *RKO Planning a Series of New Exchange Buildings*

NEW YORK—With about 12 leases expiring on existing exchange headquarters, RKO is planning a series of new buildings throughout the country.

Pereira and Pereira, Chicago architects, have been engaged. They are said to be designing buildings of a radical nature, each with a "booth of tomorrow."

A. A. Schubart, head of exchange operations, has been on a swing of midwest cities and is expected here Monday with a number of deals closed for the first of the new buildings.

## *Kuhn Files an Appeal in Fight for Injunction*

NEW YORK—Fritz J. Kuhn and the German American Bund have filed appeals in federal court from the order of Judge Vincent L. Leibell denying them an injunction against "Confessions of a Nazi Spy". Kuhn is suing Warners for $5,000,000 for alleged libel to himself and the Bund.

## *Knox Leaves Erpi*

NEW YORK—Harry Gard Knox, for the past nine years vice-president in charge of engineering for Erpi, has tendered his resignation to take effect July 15. His action is on the advice of his doctor. Knox plans a year's rest, but will be retained by Erpi in a consulting capacity.

## *"Encore, Encore!"*

*By* LEONARD WEISBERG

NEW YORK—A few seasons back the tunesmiths were asking, "Have You Ever Seen a Dream Walking?"

As of July 12, 1939, the answer is "Yes."

If you're one of those doubting Thomases, you should have been at the Palace, Wednesday, and seen for yourself. There was "The Mikado," as Gilbert and Sullivan might either have thanked or blamed Universal for filming. Albeit, no more universally popular music exists in many lands.

The picture was eight minutes old when Kenny Baker appeared and rendered "A Wandering Minstrel, I." An enthusiastic audience applauded his effort. Suddenly a large title with simply the word "Encore" flashed on the screen and Baker again was singing "A Wandering Minstrel, I," just where he had begun it a few moments earlier.

Altogether, it was a sort of historic performance. "It may mark a new development in screen entertainment," said the announcement that preceded the film. "Applaud the numbers you like," it added. "It may bring an encore."

A number of patrons took the announcement seriously. They applauded after most of the vocal renditions. Little did they know the cards were stacked against them. Lou Pollock, who cooked up the idea, and John J. O'Connor, who permitted the Palace to become a guinea pig for the occasion, saw to it that the encores would be limited to four. Yet a more than mild amusement was apparent among the audience when the encores came on.

From reliable sources it appears the encores were predetermined at those junctures in the film where a dearth of action tends to slow its pace. And, logically, instead of becoming tedious they seemed to heighten the brighter moments. None of the repeat sequences exceeded five minutes.

The mechanics of the stunt require (a) three projectors, (b) a duplicate print, and (c) an intelligent booth staff.

The duplicate reels are shorn of all preceding footage up to those bits which

(Continued on page 19)

## *Loew's Net Earnings for 40 Weeks Top 8 Millions*

NEW YORK—Loew's, Inc., shows net earnings of $8,173,060 for the 40 weeks ending June 8, as compared with $8,352,675 for the same period in 1938. These figures make allowance for depreciation and taxes and a reserve of $1,620,000 for contingencies. While the profits dipped slightly, it is pointed out the contingency reserve was raised from $1,120,000 in 1938 to the current figure of $1,620,000.

The net is equivalent to earnings of $4.62 per share of outstanding common as against $4.80 per share in the identical period of the previous year.

Total gross earnings for the first 40 weeks of this year were $14,271,675, including the company's share of profits from affiliated companies and after deductions for preferred dividends. In the comparable period last year, earnings were $14,027,877.

# Marquee Electrics On Six Must Go

NEW YORK—Under edict of the city's building department, six Broadway theatres in the Longacre Square zone will be shorn of all electric signs over marquees on and after July 19. Houses involved are the Strand, Loew's State, Palace, Globe, Paramount and Rialto.

The action has its inception with the transfer of licensing one-year marquee signs from the city clerk's office to the building department. The latter sent a squad of investigators into the Broadway area and discovered alleged violations at the six houses in that channel letter signs and angle irons exceeded the nine-foot limit.

After a conference at City Hall, it was determined there is no manner in which a variation to law governing nine-foot signs could be legally established for the theatres. This was after the building department began an action in magistrate's court against the Paramount as a test case, but which was dropped after the management admitted it had no defense.

Some of the signs on the marquees in Longacre Square have run as high as 25 feet. The Strand and Rialto removed theirs early this week, while the other houses will do so at the expiration of current shows, but not later than July 19.

Meanwhile, a committee of theatre executives has succeeded in moderating the proposed new zoning resolution of the city planning commission, which provided many drastic changes in future electric signs throughout the entire metropolitan area. The amended resolution prevents the demolition of all upright signs, roof signs over 20 square feet and angle irons.

## *Upstate Clearance Peace Meeting Is Delayed*

NEW YORK—A meeting scheduled for Tuesday at the office of H. M. Richey, RKO's "trouble shooter," to discuss an upstate clearance situation involving members of Allied of New York has been postponed indefinitely.

The session was to have brought together Si Fabian, Moe Silver, Warner Albany zone manager, E. Thornton Kelly, Allied's executive secretary, and Richey.

Meanwhile, the complaints of Abe Stone, Eagle, Albany; Charles F. Wilson, Bijou, Troy; John Gardner, American, Schenectady, and A. Dwore, Cameo and Palace, Schenectady, are said to have been given consideration and may come up for ratification at such time when all interested parties can agree on a date for a meeting.

It is the contention of complainants that they are forced to wait more than 60 days for pictures. They have asked for 30-day clearance.

### Rivoli Reopens July 26

NEW YORK—The Rivoli, which closed temporarily because of a product shortage, reopens July 26 with the world premiere of "They Shall Have Music," starring Jascha Heifetz.



—Metropolitan Photos

## *Because Moe's a Grandad Now—*

*The United Artists family, en masse, gathers at The Tavern to observe a notable event in the life of Moe Streimer, New York district manager. Starting on the left and staying that way are Clarence Eiseman, Monroe Greenthal, Harry D. Buckley, Tom Walker, James Mulvey, who has replaced James Roosevelt on the company's board; Arthur W. Kelly, Murray Silverstone, the guest of honor, Harry Gold, Emanuel Silverstone, Lynn Farnol, Harry Kosiner, Morris Helprin, Charles Stern and Al Margolies.*

# Commerce Dept. Gets Allied View July 19

WASHINGTON—Department of commerce officials will wind up their preliminary exploration of exhibitors' views on conditions in the industry July 19 at a meeting with representatives of Allied States.

The Allied group will follow Harry Brandt of the ITOA, scheduled to meet with department heads July 18. The third faction in the exhibition branch, the MPTOA, had its day with the department last month.

The exhibitor conferees, it was learned, are being asked to lay before the department their views on various trade practices and such evidence as they may be able to gather to show the effect of those practices on the theatre owners.

Among other things, it was explained, the Department is trying to develop whether block booking is necessary to insure a steady flow of films to the exhibitors, whether cancellation privileges are adequate or are being abused by either distributors or exhibitors, whether small exhibitors are being forced to the wall and whether there is such misrepresentation of pictures as to injuriously mislead exhibitors.

Following the roundup of exhibitor views and the submission by the distributors of the factual material which was requested of them when they met here last month, it is expected further conferences will be scheduled with the producer-distributor group at which the problems of the industry will be analyzed.

### SI Selects Ad Counsel

NEW YORK—Selznick International has selected Donahue & Coe as advertising counsel on pictures produced for distribution by UA during 1939-40.

# Industry Short Wave Program Approved

NEW YORK—The advertising advisory council of the Hays office has approved the program submitted by Charles E. McCarthy, advertising director of 20th Century-Fox, for a series of shortwave programs over NBC and CBS in behalf of the industry.

Foreign publicity departments will supply the Hays office with all material which will be whipped into shape by Kenneth Clark of the Hays staff before going to the networks.

Broadcasts will be in English, French, Spanish, German and Italian and 15-minute programs in each language will take place once a week.

The first program will commence at CBS Monday. Broadcasts will originate early in the afternoon so that Europe and South America can be reached during the evening. NBC has been including its Hollywood material into a regular short-wave program for some time and will continue to do so.

Working with McCarthy on the subcommittee were Dave Blum and Al Deane of the foreign departments of M-G-M and Paramount, respectively, Lester Thompson of the Hays office and Clark.

The scripts will be so arranged that the coordination of news from the studios will coincide with the release of pictures in foreign markets.

## *FN Quits N. Y.*

ALBANY—First National Pictures, Inc., Maryland, has surrendered authority to do business in New York state. The corporation has not been functioning since 1934 and the move was made to eliminate payment of annual taxes.

# Fox Trustee Ouster Hearing July 21

NEW YORK—Federal Judge John C. Knox has signed an order setting July 21 as a date for a hearing on application of stockholders and creditors of Fox theatres, to vacate an order of former Judge Martin T. Manton, and remove Milton C. Weisman and Kenneth Steinreich as trustees of the company.

On that day, various other questions relative to the same matter will be discussed, including who is to pay the expense of a hearing before a referee on Weisman's final accounting as receiver of Fox Theatres and who will pay the expenses of a receiver, should a new one be appointed to succeed Weisman and Steinreich as is requested. The last question to be solved will be whether or not this should be issued, pending a determination by a referee of the final report preventing either of the present trustees from disposing of Fox theatres property.

Both forms of creditors have protested the final report of Weisman and questioned his handling of the affairs of the company during the five-year receivership period. The company's last financial statement showed it to be over $30,000,000 in the red. On Jan. 30, 1939, Judge Manton ordered Weisman to give up the situation as a bad job and to dissolve the company, distributing its remaining assets. Fox Theatres has paid an 8 per cent dividend on all allowed claims.

## *Richard Gledhill Dies; With 20th-Fox 10 Years*

NEW YORK—A pall of gloom settled over the local 20th-Fox exchange, Thursday, when it was learned Richard Gledhill, upstate salesman, succumbed from a cerebral hemorrhage at the Dobbs Ferry Hospital. Gledhill was en route to Tarrytown at the time. William Sussman, eastern division manager, and Joe Lee, sales manager at the exchange, in addition to Mrs. Gledhill were at the bedside when the salesman expired.

Gledhill, 55, started in the business as a booker for Paramount, advancing as salesman and later becoming Brooklyn branch manager. He had been with 20th-Fox for more than ten years. In addition to his widow, Gledhill's mother survives.

### John J. Caverly

WHITE PLAINS—John J. Caverly, 54, former stage manager of the Keith Albee and carpenter for D. W. Griffith when the latter produced "The Birth of a Nation" and "Way Down East," died at White Plains Hospital. He is survived by his widow, Mary Preston; four sons, John, Harold, Joseph and Clifford, and two daughters, Mrs. Sarah Roberts and Mrs. Isabel Coppolla, all of this city.

## *Skouras Results Due*

NEW YORK—Within the next week or so results of the 13-week Spyros Skouras Showmanship Campaign, which ended July 8, will be made known. More than 1,000 employes participated.

# Para. Pre-Release Stunts Lined Up

NEW YORK—The success of two recent elaborate pre-release exploitation premieres prompts Paramount, through Robert M. Gillham, director of advertising and publicity, to launch similar stunts in connection with new season product.

Initial effort will be for "Beau Geste," which will be shown to the press at the Carthay Circle, Los Angeles, July 18, followed immediately with 30 screenings throughout the country, and at the three-day meeting of Famous Players Canadian theatre managers when they gather at Niagara Falls, Ont., July 24-27. Susan Hayward, feminine lead, will appear in person at a number of the screenings.

"Our Leading Citizen" is scheduled to go before the governors of 48 states to be followed by a special nationwide broadcast from Van Buren, Ark., the home of Bob Burns, the star. A lecture tour by Irvin Cobb, author of the story, is on the schedule.

A coast-to-coast search for the most talented orphans will be the lever to send "The Star Maker" into the publicity channels. It ties in with the fact that Linda Ware, 13-year-old in the film, is a graduate of an orphan asylum. A "Cinderella" trip to Hollywood is the bait. Additionally, there will be another elaborate air program honoring Gus Edwards, whose life forms the basis of the film, which will be staged by some of his proteges, including Eddie Cantor, George Jessel and Walter Winchell.

Other stunts are well plotted for "Geronimo," with a world premiere set for Geronimo, Ariz., early in September, with upwards of 250 newspaper correspondents the guests of Paramount, while water and land will carry reproductions of the boats that are featured in "Ruler of the Seas" with the world premiere set aboard the *Queen Mary*. This ties in with a trans-Atlantic short wave broadcast through Hollywood, New York and London.

## *Columbia Ties Delaware And California Firms*

ALBANY—Columbia Pictures Corp. of California, Ltd. and Columbia Pictures Corp. of Delaware have been merged as Columbia Pictures Distributing Company. Schwartz & Frohlich, attorneys for Columbia, filed the papers here.

### Consolidate Columbia Divisions

NEW YORK — Columbia's producing and distributing companies have been consolidated into Columbia Pictures Corp., the parent company, according to home office executives. This has been done for tax purposes, as other companies have done in the past year and a half.

## *New Brooklyn House*

NEW YORK—Nat Steinberg is building a new 600-seat theatre at Ave. H and Coney Island Ave., Brooklyn. It should be ready about Labor Day.

## *James Mulvey UA Director; Is Roosevelt's Successor*

NEW YORK—James Mulvey again has been named to the UA directorate, replacing James Roosevelt, a post he relinquished to the latter when the President's son became vice-president for Samuel Goldwyn. Mulvey is also a vice-president. Roosevelt's resignation is said to have been actuated by his desire to concentrate more fully on production.

Fred Storm, United Press correspondent in Washington, has been named head of publicity for Goldwyn on the coast, a post held recently by Gregory Dickson. Storm proceeds west next week. Roosevelt returned there after a board meeting Tuesday.

## *"Encore, Encore!"*

(Continued from page 17)

are to be shown as encores. But all action following the encores remain in each respective reel. This is done so that when the original reel is cut off to allow the switch to the duplicate, the latter continues until it expires, without the necessity of going back to the original. The projector in which the original reel had been unwinding is then free to take on the next encore reel. The middle projector always is free for the normal follow up reel.

Whether or not the idea is practical as an entertainment spicing remains to be seen among diversified audiences. The Palace patrons got a kick out of it. One definite factor in its favor, however, looms in its application to important premieres of musical films. It seems that the "encore" stunt could be utilized to make an indelible impression of catchy song sequences, something that patrons could take away with them, much as they do after taking in a legitimate musical stage offering.

# Bank Credit Contract Completed by Warner

NEW YORK—The bank credit agreement entered into between Warner with the Guaranty Trust Co. of New York, the New York Trust Co., and Continental Illinois Bank & Trust Co. of Chicago has been completed with the borrowing of $4,750,000 from these banks, a Warner report to the SEC reveals.

This gives the company the full amount of credit of $6,000,000 under the agreement, all of which is outstanding. All security behind the loans, including the first mortgage in the principal amount of $3,000,000 on the Burbank studios, has been delivered to the banks.

Under terms of the agreement, Warner could borrow up to $6,000,000 on a series of five per cent loans maturing semi-annually, from April 1, 1940, to April 1, 1944, if the full amount was borrowed.

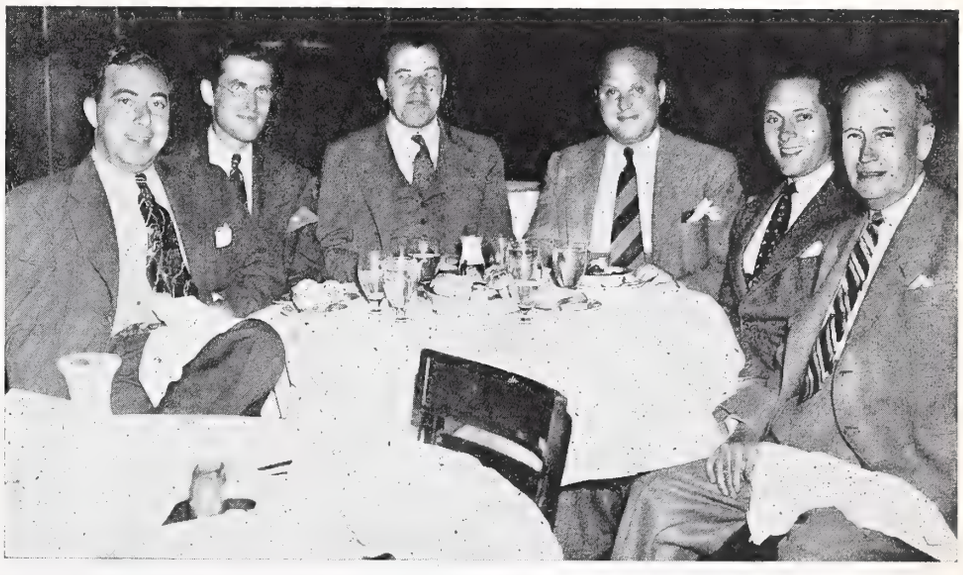
The company also reported that on May 26 a totally owned foreign corporation was organized, but would not reveal the name of the subsidiary because it deemed this would be detrimental to the interest of the security holders.

## *Major Lawyers Work on Griffith Suit Answers*

NEW YORK—Attorneys for major distributors are working on motions to be filed July 20 in Oklahoma City in connection with the government's monopoly suit against the Griffith circuits and film companies. Hearing is down for July 27.

### Mandel Goes Touring

HOLLYWOOD—Harry Mandel, publicity director of the RKO circuit, is here from New York on a national swing of his company's holdings.



—Metropolitan Photos

## *Discuss Their Deal Over Lunch—*

*National Theatre buyers and Columbia men adjourn to The Tavern to further air their '39-40 deal. In the usual arrangement, or left to right, are Aubrey Schenck, National; Vincent Borrelli, assistant manager of Columbia's branch operations; Louis Astor, assistant to Abe Montague of Columbia; Jerome Safron, the distributor's coast division manager; Irving Barry, short subject buyer for National, and Jack J. Sullivan, buyer for Fox West Coast.*

# Sees New Revisions Of World Copyright

NEW YORK—Further revisions in the copyright law now before Congress will probably be made before the United States participates in the international conference in Brussels in the spring of 1940 to amend the Berne convention, Edwin P. Kilroe declared before sailing on the *Normandie*.

Kilroe, who is representing the copyright committee of the MPPDA, will be abroad for about six weeks on a survey in regard to amending the Berne convention at which certain basic copyright principles were stipulated three years ago.

He also will appear in London before the privy council of the House of Lords Tuesday in his capacity as copyright adviser for 20th Century-Fox to appeal the decision in the "Man Who Broke the Bank at Monte Carlo" case, involving the use of titles in Canada.

If the council upholds the decision, Kilroe thinks, it may mean producers will have to use two sets of titles, one for the United States and one for Canada. According to Kilroe, the most important phase of the copyright revision will be dealing with the provision which took out of public domain more than 5,000,000 literary and musical works.

Also of importance to the industry, Kilroe said, is the moral rights clause without which right producers would not be able to adapt, re-arrange or change the stories or music to comply with production requirements.

Another change which Kilroe is seeking is the establishment of the principle which would make the producer of a film the author instead of accrediting authorship to those participating in its production.

### American Bar Association For Copyright Revisions

NEW YORK—Approval of far-reaching changes of an international, as well as domestic nature in the field of copyright law is given by the section of patent, trademark and copyright law of the American Bar Ass'n meeting in San Francisco which endorsed the unanimous report of its committee on copyright.

The following resolutions offered in behalf of the committee on copyrights by its chairman, Edward A. Sargoy, were adopted:

1—Disapproved adherence to the International Copyright Convention as recommended by the Senate foreign relations committee to the present Congress, unless there is prior domestic enabling legislation by Congress as a whole to prepare for such adherence.

2—Approved the Lanhan bill (H. R. 5319) providing a specified period of 60 days after publication within which to deposit copies and register the claim to copyright in the copyright office.

3—Approved the principle copyrightability for acoustically recorded works, although disapproving the Daly and McGranery bills (H. R. 4871 and H. R. 6160) introduced for such purpose.

# *27% Wage Hike Demanded By Mexican Film Union*

MEXICO CITY—Wage increases averaging 27 per cent are part of the demands included in the petitions presented to major companies by the film workers' union for modifications of the respective labor contracts.

Salary increases demanded do not include white collar workers, since contracts covering that classification do not expire until the end of the year.

Some optimism has been engendered among the distributors' committee since the film union presented the petitions in a favorable manner as there is no time limit for the settlement strike in case of non-acceptance.

The present contracts expire August 23, but under the law, the union can file petitions within 60 days before expiration of the contract.

# Self-Rule Liberty Guarantee–Hays

HOLLYWOOD—"The freedom of the screen which must be retained is not only the proper liberty of the creators but freedom to the universal public which they serve. The underlying philosophy of the self-regulation in the motion picture industry always has been and is based on developing the greatest measure of liberty for the public to choose its entertainment from the variety of themes posed by life or created by literature."

And "this is the liberty," declared Will H. Hays, speaking over the radio to the convention of the National Association of Broadcasters assembled in Atlantic City, "which self-regulation has brought to the screen and this is the right which we propose to protect."

The industry, he declared, undertook its job of self-government by methods thoroughly American in character.

"The standards required were human standards, the relationships involved were with millions of men and women, and children, as well as the multitude of internal relations within this, the most highly competitive business in the world. The product to be subjected to self-regulation was not a product of factory, field or mine. Motion pictures are unique in the family of industries. There was and is no analogy to the usual processes of manufacture, distribution and sale. Artistry, literature, talent, color and sound cannot be poured into a vat to produce cakes of entertainment."

**Like Speech and Press**

He observed: "If the motion picture had existed when the Constitution was written, it would have been surrounded by the same safeguards which were devised for the press and speech."

Freedom of the screen, Hays commented, "means opportunity to attend a theatre with the knowledge that the entertainment to be presented will not negative the influence of the school, the church and the home; the certainty that pictures bearing the seal of self-regulation will not violate the canons of common decency; the freedom from any but the creative artist's best efforts, that banality shall not masquerade as art or entertainment.

"It is indeed vastly important, if we are surely to preserve the liberties of the Republic, that the freedom of these instrumentalities be maintained. The immeasurable importance of this eventuality determines exactly the necessity of care on the part of those who happen to be the administrators of the use of the rights, upon their constant realization that liberty is not license. The custodians of this freedom of the screen, the press and the radio are responsible to these media and to the great public they serve so to use the media that their freedom will be maintained.

"The American business man today is entitled, on the basis of his proved intelligence and recognition of community interests, to reasonable freedom at the hands of government, freedom to work out the problems that are equally germane to the legitimate successful operation of business and to the welfare and prosperity of every working man and his family."



—Metropolitan Photos

## *In Which Five Greet One—*

*Delegation which met Herbert Wilcox on his arrival in New York from a quick trip to London. Left to right Stewart Robinson, Anna Neagle's brother; Mrs. S. Barret McCormick, Miss Neagle, Wilcox, McCormick and Bill Boehnel, film critic on the* New York World-Telegram.

# PRICELESS QUALITIES

NEW film emulsions are indispensable to motion picture progress, but only proved reliability and uniformity make them practicable. Eastman *Plus-X*, *Super-XX*, and *Background-X* have those priceless qualities—hence the everyday use they are enjoying throughout the industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

## EASTMAN

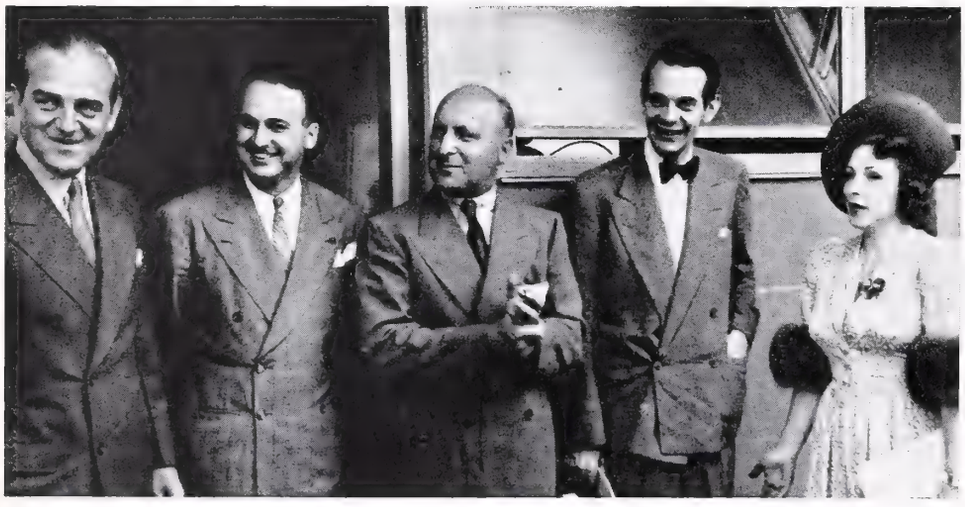
**PLUS-X**
***for general studio use***

**SUPER-XX**
***for all difficult shots***

**BACKGROUND-X**
***for backgrounds and general exterior work***



—Photo by Cosmo-Sileo





—Photo Courtesy Canadian Pacific

## *Well-Known Faces in the News—*

*Above, Gradwell L. Sears, caught on the Henry Hudson Highway disguised behind dark glasses, appears without them at Grand Central to say goodbye to Hollywood-bound Mort Blumenstock, in the middle, and Joseph Bernhard, on the end. Below, Ned E. Depinet, John Wood, Barney Balaban, Raymond Massey and Mrs. Balaban on the balcony of the Museum of Modern Art. Finally, John W. Hicks of Paramount sailing on the* Niagara *for Australia. Mrs. Hicks and their son, John, go along.*

# BROADWAY

NICHOLAS M. SCHENCK, who left for the coast July 8 on his periodical visit, is due to return Monday . . . Joe Cooper, Paramount theatre affiliate in Nebraska, was in town during the week and left for Yellowstone Park and Yosemite . . . Ralph Maw, Buffalo M-G-M manager, who has been here on product deals, and Ralph Pielow, Albany branch head, left Tuesday after talks on the Warner deal . . . Maurice Bergman, Columbia publicity and advertising head, has returned from a two-week studio visit on new product . . . Louis Silvers, 20th-Fox musical director, sailed on the *Normandie* for a London and Paris vacation . . . Walter Hampden, who has been signed by RKO for a role in "The Hunchback of Notre Dame," is now on the coast ready to start work in the picture . . . James Ellison, RKO player, is spending a few days at Corey Ford's estate at Freedom, N. H.

*Edward Peskay and Moe Rosenberg are almost set on the deal whereby the former will acquire the latter's three Bronx houses . . . Milt Kusell was in Buffalo for a few days . . . Budd Rogers was on jury duty during the week . . . Myron Sattler, local Paramount manager, says "This Man Is News," produced by Dave Rose in England, opens at the Criterion, July* 20, *for a Broadway first run . . . Harry H. Buxbaum jr. is operating the Casino, Shelter Island, the theatre being an open air affair with a* 60*-foot screen on the water . . . Jesse L. Lasky has gone back to the coast . . . Edward G. Robinson sails the end of the month for a vacation abroad . . . Claude Ezell is around town again on Contestnite and other boxoffice stimulants.*

E. C. Rhoden, his wife and two children are on a week's Bermuda vacation . . . Rick Ricketson, Fox Intermountain zone head, is here for home office product conferences . . . Murray Silverstone is still planning to make that Atlantic crossing, although no date is definitely set . . . Monroe Greenthal, at the Tavern the other day, giving Charles Stern a few pointers on bridge, with Morris Helprin seconding Greenthal's advice . . . Bill Scully was in Boston during the week on the M&P-Universal deal . . . Charles Kurtzman's wife was fishing in Buffalo waters while the Pittsburgh Loew district manager was in town for a few days conferring with home office men.

*Louis Chatain, director of M-G-M in France and one of that country's outstanding advertising men, was the first European to purchase or use a ticket on the Pan American* Yankee Clipper. *Chatain arrived here July* 10 *and is known as one of the "old birds," being a member of an organization by that name composed of aviators prior to* 1914. *He also flew for France in the World War until he became invalided . . . Rice D. Tully, formerly national supervisor, is now branch manager for Ross Federal in Portland, replacing F. B. Gamble, resigned due to ill health . . . R. L. Riggs, formerly with the Portland Ross Federal office, is in Seattle as research salesman . . . Charles Moskowitz's golf is being neglected these days due to*

*the numerous meetings which keep him on the go until late each night.*

Harry Dembow, Philadelphia exhibitor and brother of Sam and George, was in town the other day and says business is good, believe it or not . . . And by the way, George, taking personal inventory, opines he was born with little hair on his head and that's the way it is now, but his chest has shown considerable improvement over the years . . . Harry Gold has gotten together with C. C. Moskowitz, Joe Vogel and Gene Picker on a continuation of the Loew circuit two-year deal signed last summer . . . Charles Stern has closed with John Benas on a one-year UA deal for the Skouras circuit. There are 25 pictures involved . . . Harry C. Arthur jr., will be in from St. Louis, Thursday or Friday . . . Irving Dreeban, local UA exchange ad sales head, returns Monday from a fortnight's vacation around New York and Flushing Meadows.

*Foreign notes: Nat Liebeskind, RKO's manager for Argentine, is out of the Fifth Avenue Hospital and anxious to make up for lost time . . . Universal's foreign chief, Joseph H. Seidelman, who was due in on the* Queen Mary, *has postponed his return from England. In the meantime, his office is being redecorated . . . Arthur Doyle, 20th-Fox's manager for Japan, is back in town after visiting relatives in Buffalo. He returns to Tokyo in August . . . Guy Morgan, UA's Argentine manager, and Clemente Lecoco, Argentianian exhibitor, are taking in the Hollywood sights . . . Henry Gordon, Paramount's manager for Central America, is visiting here for conferences with George Weltner, assistant to John W. Hicks jr. . . . Walter Gould, UA's Latin America supervisor, is packing his bags for another trip south . . . Bill Zimmerman of Loew's foreign title department, is taking bows for his share of the success of "Pygmalion" in the Spanish speaking countries. A smooth transcription of difficult dialogue for Spanish subtitles is his contribution.*

Gangplank notes: Quite a coterie of UA officials to meet Mary Pickford and Buddy Rogers arriving on the *Normandie*. Murray Silverstone, Lynn Farnol, Arthur W. Kelly and Harry Buckley who vanished very quickly with the celebrated couple . . . For a moment Herbert Wilcox thought the trade press would be the only group to meet him but a few minutes late, Anna Neagle, a refreshing vision in pink, came dashing down the pier accompanied by Barret and Mrs. McCormick, all very breathless. There was an affectionate hello for Mrs. McCormick and a big smile from Wilcox when he learned his favorite dish, lemon meringue pie, was waiting at the McCormick household . . . Over to "L," where Elsa Lanchester, wife of Charles Laughton, was having her luggage inspected. Her big worry was to get a train which would get her to Los Angeles at a time when hubby Charles could meet her. "After traveling all these miles, I want to be met," she says smiling coyly. Budd Rogers and Abe Waxman were there to help the English player clear her belongings . . . Perspiring freely, Arthur Hornblow waited resignedly as custom officials figured the duty on the clothes purchased by his wife, Myrna Loy. His rather

(Continued on next page)









—Metropolitan Photos

## *More on the Social Side—*

*Above, left, H. M. Richey officially welcomes Elsie and Mrs. C. A. Goebel of the Columbia and Cameo theatres, Bristol, Va. to RKO's World's Fair lounge. Ditto with Michal J. Moodabe of Amalgamated Theatres, New Zealand, on the right. Below, J. B. Reisman, manager of the Warner, York, Pa., and Bert Reisman, RKO's manager for Peru, pose with Raymond Massey. These two Reismans have another brother whose name is Phil. Finally, Erich Pommer, producer; John Wright, exhibitor, and Charles Laughton, star, hold a chinfest prior to the latter's departure for Hollywood. Wright, who runs the Rivoli, plays "Jamaica Inn," latest Laughton, in the fall.*

(Continued from preceding page)

haughty composure kept a group of autograph fiends at bay. She must have been surprised when the trade press just interviewed her husband . . . Hal B. Wallis, comfortably attired in a polo shirt, didn't bother staying over. He left a few hours later for the coast . . . Then to the main dining room and the usual superb lunch provided for the newspapermen.

*Max Goldberg, head of Gallic Films, is taking it easy at Green Mansions in the Adirondacks . . . H. M. Richey is spending spare moments with his dentist . . . Edna Goldwater is the new third floor receptionist at M-G-M. She's subbing for Betty Lamb, who is subbing for Nathalie Hammerstein, normally Tom Gerety's secretary, but now battling it out with the sun and fresh air up in the Shwagunk Mountains . . . Bob Hope goes into the Paramount for a personal appearance July* 19, *assisted by Jerry Colonna . . . Alec Moss, advertising manager for Paramount who recently visited Hollywood during convention time, is back there, this time for about three weeks . . . Grad Sears wears dark sun glasses all the way from Pelham to his office and via the Henry Hudson Highway . . . Joe Stein spent the weekend in Vermont and the upper part of New York state.*

Grace Rosenfield, local talent and publicity head for Hal Roach, returns Monday from a week's vacation spent driving through mountain towns . . . Moe Streimer is a grandad for the first time. His son, Al, became the daddy of a six-pound 13-ounce girl, Shelly Paula, at the Madison Park Hospital, Brooklyn and the UA sales executive got the boys together Wednesday at The Tavern to display his pride . . . E. M. Loew, Boston and Miami exhibitor, was in town the other day on film deals . . . Ben Kalmenson, western sales manager for Warners, returned to his desk after a five-week tour of exchanges under his supervision . . . Norma David, J. J. O'Connor's secretary, is back from a cruise. Ditto for May Reis, Milt Kusell's "Girl Friday" who now highlights her noonday conversation with roamings in the Guatemala interior . . . Jerry Safron, Columbia's coast district sales head, is sporting a few new styles to keep up his fashion plate reputation.

*Vacation stuff: Blanche Livingstone of RKO's theatre department is back from Hollywood, with a capsule criticism that runs: "They've got something there" . . . Eve Miller and Bernice Fields of Metro publicity have another week to go . . . Myrna Loy is back on the coast after three weeks of Europe . . . Jimmy Boyle of Rutgers Neilson's staff is at a farm in Lexington, N. Y. . . . Lilian Grossman, Austin Keough's secretary, is at South Londonderry, Vt. . . . Bert Lahr is around from Hollywood . . . Jack Lewis, feature writer for RKO here, is visiting his mother in Los Angeles.*

Harry Gold, rushing through a blazing Broadway sun within pleated shirt, starched collar and straw, justifying the gait with: "I want to get through it fast" . . . Irving Shiffrin, fan magazine contact at RKO, is frightening Brooklyn pedestrians in a Merry Old Oldsmobile . . . Stella Burns, Barret McCormick's secretary, is shuttling between her desk and St. Claire's Hospital, where her husband is recuperating from an appendectomy . . . Max and George Schwartz of M-G-M publicity are mourning the loss of their mother . . . I. E. Lopert has gone to the coast with a print of the French film, "The End of a Day" . . . Barney Balaban, Austin Keough and Leon Netter a Hunting Room luncheon trio . . . RKO is seeking among its employes a "suitable boxoffice title" for "The Kind Men Marry," and is offering $100 for the final selection.

*Billy Downs, last of the Loew district managers to vacation, is back from a trip to the coast where he looked over the M-G-M lot . . . Artie Rapf, reminiscing with I. J. Hoffman, Warner zone head in New England, discovered he has spent* 24 *years in the business while Hoffman has* 27 *years behind him . . . Homer Harman, Roxy publicity head, is back from St. Louis where he spent his vacation visiting his family. He also made a stopover at Columbus, Ohio . . . Y. Frank Freeman jr., son of the vice-president in charge of Paramount's studio operations, stopped off for a short visit at the home office after making a trip to Atlanta recently . . . Vincent McFaul, Harry Nace and Jerome Weinberg, the latter manager of the Lakeside, Chicago, were among the lounge visitors at Paramount's fair headquarters . . . Andy Devine has gone back to the coast after a brief visit here and in Chicago.*

Herbert Stothart, musical director for M-G-M, was in town for a few days for home office conferences last week . . . J. J. Maloney, Cleveland district manager for M-G-M; Frank Drew, Cleveland branch manager, and Rudy Berger, Washington exchange head, have been here on the Warner product deal . . . Lillian Jeffrey, secretary to Joe Vogel, had the root of one of her tonsils extracted the other day and is now back on the job again, smiling and as glib as ever . . . Sylvia Sewards, C. C. Moskowitz's secretary, is dieting again . . . Erick Van Dyck, manager of Loew's 83rd St. theatre, is back from a cruise to South America and a visit to Canada . . . Billy Watson, 66, and for more than 23 years electrician in various Loew houses, passed away after a brief illness . . . Manny Reiner, Monogram's chief press book and exploitation think-'em-ups, has returned from a fortnight's vacation in the Canadian Dominions.

*George Scharf of Loew's publicity department has taken a bar exam and is keeping his thumbs crossed until August when the results will become public . . . Milton Weiss is planning a coast visit in August when he'll get his fill of Howard Strickling's artichokes, home grown in the Westwood section of California . . . Maxie Cohen spent the weekend on Don Alexander's* Two Smiles *cruiser, which was a welcome relief after the Syracuse Allied meeting . . . William Cameron Menzies sailed on the* Normandie *for London where he will direct the trick sequences for Alexander Korda's "Thief of Bagdad" . . . David Bernstein and Lep Friedman are constant luncheon companions these days with the Astor Hunting Room and Dinty Moore's as their repast grounds . . . John W. Considine, M-G-M producer, has been*



—Metropolitan Photos

## *Proving It's a Deal—*

*After UA and the Warner circuit finished up a two-year contract, Harry L. Gold, UA vice-president, poses for the record with Ed Hinchy who is Clayton Bond's sidekick on film buys over on West 44th Street.*

(Story on page 12)



—Metropolitan Photos

## *Finds a Squeeze Play—*

*French films are forcing Hollywood's "B" product out of the European market, Arthur Hornblow, associate producer at Paramount, stated upon his return from a European vacation. The umbrella woman is Myrna Loy. She's Mrs. H.*

*visiting these parts with Philip Rapf, Hugo Butler and Dore Schary.*

Earle W. Hammons put his business cares away over the weekend for the annual Larchmont Yacht Race Week. His *Four Winds* is entered in the International class and the competition there is equivalent to the major leagues in baseball . . . Frank Donovan, RKO Pathe production manager, is back from Sun Valley which provided a setting for a Sportscope on trout fishing. Meanwhile, Fred Ullman, Pathe News vice-president, headed west to line up three short subjects for next season . . . After a vacation in Hollywood, Radie Harris has returned to New York to vacation again and view the shows along the strawhat circuit . . . Jimmy Stewart is in New York for a short stay . . . Nomination for the coziest looking office among the home offices: Charlie Prutzman's at Universal which was redecorated under the supervision of Mrs. J. Cheever Cowdin.

*Joseph M. Schenck plans to leave for the coast any day now . . . Martin Moskowitz returns from his vacation Monday and his conferes at the 20th-Fox will be sorely disappointed if his bald pate is not sunburnt . . . Jack Sullivan had a slight stomach ailment Thursday, which temporarily held up negotiations on the National Theatres-Columbia deal . . . H. J. Fitzgerald is due from Milwaukee in a few days . . . Bill Sussman will head for New England and Buffalo this week . . . Robert Riskin is due to sail for a European vacation in a few days . . . Harold Lloyd is around town again . . . Oscar S. Oldknow has returned to the coast.*

David Bernstein has gone to Maine for a vacation. He had planned to go to Europe again but because of unsettled conditions changed his itinerary . . . Charles Sonin, M-G-M purchasing agent, is due to leave Polyclinic Hospital in a day or so after an operation removing a growth on his neck . . . Norton V. Ritchey jr., back from South America, complains about the heat and rainy season encountered on his trip . . . Paul Williams is expected from Washington, Monday or Tuesday.

*Harry Koplar, former St. Louis exhibitor, is around town. On Thursday, he spent a few hours in front of the Astor Hotel where Leto Hill, David Chatkin and E. C. Grainger stopped off to say "hello" . . . Eddie Golden's daughter, Ruth, is engaged to Larry Witten, business manager for Milton Berle. An intimate party was held early in the week at Golden's home in the Barbizon Plaza with friends of the couple and family on hand.*

The ITOA has set back its annual boat ride-outing from July 25 to the 27th. Someone discovered a Jewish holiday on the 25th that sounds like Tishabuv . . . About 40 members of the Warner home office publicity department were hosts to Bernie Goodman, sales accessories head, who just became a poppa. Bernie received a gift certificate for little Linda Barbara, among other items, not the least of which was a wire from Edward G. Robinson.

*To Howard Dietz of Metro goes the distinction of being the first film executive to leave these shores for Europe via the transatlantic Clipper route. Dietz boarded the* Dixie Clipper *at 1 p. m., Wednesday and was in Marseilles, 48 hours later, en route to London to visit his wife and daughter, who have been there for the past few weeks. Singular thing about Dietz's departure is that it was accompanied without a single advance publicity buildup. He's due back in about a week.*



—Photo by Cosmo-Sileo

## *It Was Hot, So—*

*Hal B. Wallis, executive producer for Warner, went to sport shirt and open neck aboard the* Normandie *which brought him and Louise Fazenda, who is Mrs. Wallis from their European vacation. The same day, the Wallises left for Hollywood.*

## *Technicians Guild Denies Any CIO Connection*

HOLLYWOOD—The Studio Technicians' Guild, currently the most formidable challenger of the AFL studio labor jurisdiction, denies any affiliation or acceptance of financial support from the CIO. The STG claims to be an independent union rating control over 12,000 workers as set forth in its recent petition to the NLRB.

## *GN Board Ratifies Financing Plan*

**New York—The Grand National board Friday ratified acceptance of the Felt & Co. financing plan for $950,000 and an RFC loan of approximately $500,000 due in ten days.**

**Of the new money, about $50,000 goes on account to old GN creditors; about $210,000 toward the studio mortgage, and the balance largely toward production and rebuilding the sales personnel. E. W. Hammons and Irving Felt go to the coast in a few days on production plans and acquisition of independent product.**

# "Spy" British Gross Cheers Warnerite

NEW YORK—Expressing satisfaction over the reception accorded "Confessions of a Nazi Spy" in London and Paris, Hal B. Wallis, Warner executive producer, declared, "We wouldn't be afraid to make another one."

Wallis, who returned on the *Normandie* from a nine-week European vacation trip, said he had recently heard that his studio was interested in purchasing the rights to "It Can't Happen Here" from M-G-M.

"I certainly would like to do it," he stated in a reply to a direct question.

Discussing Warner's British organization, Wallis said there has been a consolidation of the two distributing units, Warner and First National. Robert Schless, formerly European general manager, is slated to be top man. Max Milder, British sales manager, is due in on the *Queen Mary* Monday for talks with Sam E. Morris, foreign sales chief.

Warner's British production venture, Wallis stated, should account for 26 pictures of which he classified two as "A" pictures utilizing talent from the coast. One will deal with the Reuter news service and the other will be a history of the Cunard line, he said.

The French liner had more than its usual list of celebrities returning from abroad. There were Mary Pickford and her husband, Buddy Rogers; Herbert Wilcox, Arthur Hornblow and his wife, Myrna Loy, and Elsa Lanchester, wife of Charles Laughton.

Miss Pickford, asked if she would accept the presidency of United Artists if it was offered to her, said she would decline. Her plans call for a return to England at the end of the year with the possibility of producing a picture at Denham. It might be "The Bat," she said, since she owns the rights. She also said she would like to remake "Dorothy Vernon of Hadden Hall" in Technicolor and could visualize Jeanette MacDonald and Nelson Eddy in the leads.

Spending only two days in England, Wilcox rushed back to complete the musical score of "Nurse Edith Cavell" which he said will probably open at the Music Hall the second week of August. He also completed plans for the first of his Imperator productions which RKO will release. It is called "Rebellion" and will be produced in Scotland at an approximate cost of $750,000. Anna Neagle will play the lead.

### British Consolidation Is Formally Denied

NEW YORK—Earlier mystified over the statement made by Hal B. Wallis, executive producer, on his return from London that the Warner and First National distributing organizations, separately maintained in England, are to be consolidated, Warner now officially denies there is any truth to it. It was indicated Robert Schless, former European general manager, was slated for top spot.

Max Milder, managing director for Warner in England, arrives Monday on the *Queen Mary*.

# ALBANY

WILLIAM C. SMALLEY, head of the Smalley circuit, was in Albany with Steve Tarbell on a booking trip. Smalley, who comes here three times a year for such purpose, planned to remain three days.

*Ralph Pielow, Albany manager for Metro, was in New York on a Warner deal, Moe Silver, upstate Warner theatre boss, participating in the conferences. Ditto, the Buffalo manager.*

Raymond Powers, office manager and chief booker in Warner-Vitagraph branch, is vacationing with his family in Canada. Mrs. Lillian Marchetti, cashier in the same exchange, also is on a vacation. To be followed by Alice Smith, pleasant young woman at the switchboard. Miss Smith picked York Beach, Me., as the big outdoor spot. Mary Mlinarik, Columbia, selected Lake George . . . Mrs. Mildred Windelspecht, RKO assistant booker, another with a respite from office work.

*Columbia branch's annual party took the form of a welcome to Manager Joe Miller, who recently returned to the city in which he opened an office for the company some years ago. At that time he directed both the Albany and Buffalo territories. Personal friends among exhibitors and the local staff attended the get-together. Stanley Goldberg, office manager and booker, headed committee on arrangements.*

Al Feltman, former operator of the Lincoln, Schenectady, is on a motor trip to the west coast . . . Louis Benson, former RKO salesman, is peddling Louis-Galento fight films in this territory for Harry Thomas, New York independent distributor . . . Bill Barney of the Grand, Watervliet, headed for Lake Champlain and cool breezes in his motor boat, as the heat wave hit this section . . . Speaking of torrid temperatures, air conditioning salesmen were plying their wares on Filmrow, but without results. Distributing companies lease exchanges, which explains the absence of cooling systems. Row boys and girls did envy employes of Fabian's Palace, with its air-conditioning offices as well as the auditorium . . . Jack Bellman, Republic eastern district sales manager, again at the local office. Accompanied Manager Arthur J. Newman to Utica area . . . Winifred Allen, 20th Century-Fox cashier, starts her vacation July 17 . . . Moe Silver, upstate zone manager of Warner Theatres, has a summer home at Schroon Lake.

*Sam Milberg is renovating the Ritz, Scotia, for reopening, September 1. Milberg, who lives in Schenectady, took over the suburban theatre after Roy Gagnon stepped out. Said that Gagnon will give full time to his roofing business. Milberg, a Republic salesman during Bernard Mills' tenure as Albany franchise holder, has held a piece of the Family, Watervliet, for some time . . . Herbert Kline was in Albany for a pre-showing of "The Crisis," Czech documentary film. It played Warner's Strand as added attraction to "Daughters Courageous." Reviewed separately in local evening paper, which gave a strong notice and followed with comment in a column on editorial page. Morris Cohn, Columbia salesman, bubbles with good nature.*

Filmrow visitors included: J. Ward Bird, Arlington, East Arlington; George Thoronton, Orpheum, Saugerties, and Orpheum, Tannersville; Neal Hellman, Hellman circuit, Albany; Sid Dwore, Schenectady multiple house exhibitor; Henry Freider and Henry Grossman, Community, Star and Warren (later closed), Hudson . . . Lillian Carroll, inspectress, was the first to go on vacation from the Metro exchange.

### Becker Handling Motiograph

BUFFALO—Becker Theatre Equipment, Inc., has been appointed authorized distributor of Motiograph products in the Buffalo territory.

## REVIEW FLASHES

**I STOLE A MILLION (Univ)—George Raft reasserts himself as the toughest of the tough guys by embarking upon a career of supercrime. However, excessive and tedious footage nullifies what might have been a compelling document, dragging picture down to average program calibre. Burt Kelly produced; Frank Tuttle directed.**

**MR. WONG IN CHINATOWN (Mono)—Hugh Wiley's fictional Chinese super-sleuth hits his stride in this, the third of the Wong series, which in action and sustained suspense is far above its two predecessors. Boris Karloff is again splendid in title role. William T. Lackey produced; William Nigh directed.**

**SHOULD HUSBANDS WORK? (Rep)—Liveliest of the Higgins Family series to date, this delivers a full measure of wholesome comedy and down-to-earth situations. Speedy pace and plenty of slapstick antics by the Gleasons should assure it a warm welcome in neighborhood houses. Sol Siegel produced; Gus Meins directed.**

**UNEXPECTED FATHER (Univ)—Baby Sandy, phenomenal infant discovery, tightens the hold on the hearts of picture patrons which the baby's debuting picture established; in which undertaking scant help is forthcoming from the merits of the production, the story, or the supporting cast, with the possible exception of Mischa Auer, who necessarily struggles for the laughs which his material affords. Ken Goldsmith, produced; Charles Lamont directed.**

**CORRECTION—Pat O'Brien, not George O'Brien, is starred in Warner's "Indianapolis Speedway," which is reviewed in this week's issue of BOXOFFICE.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# PHILADELPHIA

JOE MURDOCK celebrated his sixth anniversary at the Stanley, Camden, with a "party" attended by 5,000. It was an open-air showing of "Only Angels Have Wings" on City Hall plaza—with the city supplying the electricity. In addition there were two veterans' bands and a swing singing contest. The newspapers gave it a big play . . . Helen Mahoney, secretary-hostess of the Warner Club, is off on vacation . . . Charlie Fayko, head Warner artist, is champion billiard player at Warner Club lunch hour tournaments . . . Mike Lehrman, Warner exchangeman, entertains the boys on the piano.

*Stanley Given, son of Herb Given, Grand National, is new ad sales clerk at Paramount . . . Irene Cawley, Paramount contract department, is spending a week at Ocean City . . . And Matty Judge, of the booking department, is off to Harvey's Lake, Pa. . . . Exchange Boss Earle Sweigert proudly announces a special screening this week of "Beau Geste," first of Paramount's new season's releases . . . The Borowskys announce the opening of the New Jewel is postponed till September . . . A new 1,000-seat house is going up in Woodbury, N. J. . . . RKO is considering building a new exchange in town.*

Local Warner executives are in New York negotiating the season's contract with Metro . . . Cal Core, political holdover on the censor board, has finally resigned —by request . . . The Horlacher boys and girls held their annual picnic Sunday at Kugler's Mohican Club on the Delaware . . . Variety Club's Kathryn Case is the cool-looking damsel on the Kool cigarette ads . . . Nat Levy and William McShea, of the RKO home office, are in town visiting Exchange Manager Frank McNamee . . . Max Milder, who used to be with the old Selznick exchange here and now represents Warner in England, is returning to the United States for a short stay.

*Charley Crowley, Grand, Vineland, is attracting customers with a three-hour show, one hour of which is devoted to comedies of one popular comedian . . . Joe Bergen, Stanley, Chester, sent letters around to all school teachers boosting "Juarez," just before school closed. Even though he doesn't get the picture until a couple of weeks, he wanted the kids reminded about it in advance . . . Bill Morgan, Globe, Vineland, got a letter of appreciation from local boy scouts for helping them in their annual budget drive . . . Maurice Gable, Boyd, is on vacation; Harry Tarrante filling in.*

Harold Brason, assistant manager Earle, and Joe Mazer, assistant manager Princess, off to the seashore . . . Milt Young demands that BOXOFFICE correct the announcement his daughter Patty is five years old. She's only three, and he doesn't want film men calling her up for a date . . . Bob Nydick, Warner purchasing agent, back from his honeymoon . . . Leo Weiss, Warner artist, visiting the World's Fair.

*The Waverly, Drexel Hill, cashed in on the resentment against the new parking meters in Upper Darby by arranging to open a 1,000-car parking lot next door, free for customers . . . Warnerites will gather for a zone meeting August 15 at*

*the Bellevue-Stratford . . . Silvert Setron, Logan, is holding a "Bette Davis Double" contest to advertise "Juarez." The film patron who looks most like Bette will be given a silver loving cup autographed by the star . . . Jack Lexey, Broadway, is promoting a Jean Arthur Fan Club. Plans are to hold monthly meetings at the theatre to boost the lovely actress.*

Sid Poppay, Rialto, York, startled passersby by pasting a row of colored figures of the picture's stars on the pavement . . . Paul Harvey, Strand, York, tied up the showing of "Daughters Courageous" with department store advertising by offering free tickets to the salesgirls making the most sales in the different store departments . . . Charley Moyer, Strand, Hanover, makes a point of placing his programs in every room of the local hotels . . . Ray O'Connell, Capitol, Lancaster, gets his shows boosted regularly on the radio with playings of transcriptions.

*Jack Greenberg, Northampton, is improving after an emergency appendectomy . . . Joe Conway had a "baby" in a carriage handing out announcements of a Hardy Family picture. "Baby" was a midget . . . Leo Hanan, Warner booker, off to Maine . . . Eva Davis, RKO, off on a honeymoon-vacation . . . Lou Marks, theatre equipment man, has opened an office in the Preferred Bldg. . . . Oscar Neufeld, Horlacher, back from a New York visit . . . Lee Kline, Orpheum, pulled a good stunt with "Wuthering Heights." He got several dozen copies of the book, lent it out to customers for a week gratis.*

Institute, Comerford house, has closed down for the hot season . . . Insiders say a new house is being planned in Pennsgrove . . . Jack Harris, Mayfair, advertised "Wife, Husband and Friend" by sending around a 20-year-old ramshackle auto with appropriate signs . . . Jerry Wollaston, Harrisburg, scooped up lots of publicity with his kiddies' tire-rolling contest in connection with a boy's week celebration. All contestants got free ducats . . . Monogram exchange announces the first showing of the at-long-last-approved "Assassin of Youth," will be at the Grand, South Philadelphia.

*Bert Leighton, Grand, Lancaster, clips the pressbook to make posters for store windows . . . Max Miller, News, brags he changes the pictures on the theatre front several times a day as new reels come in —"just like a newspaper" . . . The Dallas, Dallastown, now owned by Max Rubinsky.*

## *Trade Attends Ettelson Services in Passaic*

NEW YORK—Many local film exchange heads and exhibitors attended funeral services Wednesday at Passaic, N. J., for Rickard (Dick) Ettelson, brother-in-law of Si Fabian and operator of a number of theatres across the Hudson. It is likely Fabian will take over the management of the seven houses involved.

Ettelson, 47, died after a long illness. He is survived by a son, Adrian; two daughters, Harriet and Doris, a sister, Mrs. Simon Fabian, and a brother, Samuel. He was a director of Temple Emanuel, Passaic, and was well liked in the industry.

# WASHINGTON

HARDIE MEAKIN, Keith's launched an extensive campaign prior to the showing of RKO's "Career." Following the world premiere in Des Moines, Ia., July 2, an invitational showing was held at Keith's with Iowa's senators and congressmen from Capitol Hill and members of the Iowa state society in attendance . . . "Buck" Wilder, Norfolk, celebrated his 25th wedding anniversary, July 6 . . . Lou Pollock, Universal's eastern publicity director, was presented with a son, July 2 . . . Harold Depkin, son of Salem's Bernie Depkin, announced his recent marriage, and is honeymooning by motor . . . Stanley Summers, 20th-Fox, is carrying a cane these days, having suffered a broken toe from a rambling case of film.

*Herb Blumenthal, Universal head shipper, lost his independence on the Fourth. He was presented a 7½-pound girl by his wife at Garfield Hospital . . . Joe Walderman, Baltimore, held a formal opening for his New Munroe Theatre, July 6 . . . Bill Schneider, Christianburg, Va., is confined to his home ill . . . Walter Sheetz, who resigned as manager of Hable's Palace, Winchester, has been replaced by A. C. Rudd . . . Elmore Heins, Roanoke, has returned to his desk following a recent illness . . . John Redmond, NSS, is vacationing in Georgia . . . Charlie Mendelsohn, 20th-Fox cashier, also vacationing.*

Sam Wheeler, 20th-Fox branch manager, is quite the golf enthusiast and can be found at the Woodmont Country Club every weekend . . . Paul LaRoche, Ross Federal branch manager, visited exchanges and announced the added feature of advertising research that is to be coupled with their checking service . . . May Feldman, secretary to 20th-Fox's Sam Wheeler, is heading for the mountains on her vacation . . . RKO's Steady Knox was feted by a group of his friends with a birthday dinner party at the Shoreham Hotel. Filmrow was represented by Mr. and Mrs. Harry Bachman, "Duchess Hall," and your correspondent.

*Virginia Beach was the rendezvous for the following Filmrow celebrities over the Fourth weekend: Mr. and Mrs. Rudy Berger, Mr. and Mrs. Carlton Duffus and Mr. and Mrs. Joe Morgan . . . "Buddy" Hanson, formerly of Monogram's home office staff, has been assigned to the local branch . . . Monogram's branch manager, Harry Bachman, and R. Wilson, home office representative, en route to Norfolk and surrounding situations . . . Charles and Sam Roth, Harrisonburg, Va., seen along the Row . . . Helen Pender, M-G-M biller, is vacationing in Wild Wood, N. J. . . . Catherine Murphy, Metro, and her daughter, "Miss M-G-M," have returned from their vacation . . . Margaret Stant, formerly of the UA staff, has joined her husband in Maryland . . . "Chick" Wingfield, Columbia salesman, is pioneering in the Shenandoah Valley . . . Bob Grace, Paramount booker, and Mrs. Grace have sailed for Bermuda . . . Leon Back, Rome executive, is convalescing from an appendectomy.*

Rudy Berger, Metro branch manager, has forsaken his hobby of playing golf and is spending all his spare time casting for marlins . . . Fred Rippingale, Metro office manager, will spend August vacationing.

## *Five Unions in Hollywood In a Move Against CIO*

HOLLYWOOD—Five major AFL unions have drafted a resolution for submission to George E. Browne, IATSE president, signifying their intention of forming a united front against a jurisdictional threat by the CIO and urging that the IA return to a system of basic studio agreements.

Signed by representatives of musicians, utility workers, carpenters, electricians and soundmen, the document also calls for an immediate campaign to obtain a "closed shop" for the unions involved.


*Defeat the Box-office slump!*

**BUILD** PROFITS PATRONAGE GOOD-WILL

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See our complete selection of choice Dinnerware, Dresserware, Silverware, Glassware and Cutleryware on display at our showroom.

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Write, wire or telephone REpublic 0639 and a representative will gladly visit you.

SERVING THE NATION'S EXHIBITORS FROM THE NATION'S CAPITOL

# RICHMOND

A FRANK O'BRIEN, city manager for Wilmer & Vincent, and his wife, left for an extended vacation trip through the west and northwest, stopping at Banff, Lake Louise, for fishing, then going down to Hollywood to renew acquaintances with a number of the film boys and girls whom they knew when Frank was in the Keith office in New York . . . Keith Caudle, recently promoted to relief manager for all Wilmer & Vincent theatres, has received his diploma from the John Marshall High School. He is probably the youngest manager in the organization. He celebrated his 19th birthday last week.

*Charlie Hulbert, manager of the Lee, is still talking about that trip he and his wife made to Bermuda . . . Edward Cummings, member of service staff of the State, and captain of Company D, John Marshall Cadets, was presented with a sword by his company . . . Herman Nowitsky, chief of maintenance for Wilmer & Vincent, was a visitor . . . Thomas Pitts, manager of the East End and Patrick Henry theatres, will vacation at Virginia Beach. He will be relieved by T. I. Martin . . . Bernard McCann has been transferred from the National to the Colonial to replace Keith Caudle, who was promoted to relief manager. Buck Johnson is now doorman at the National . . . Pete Lichtman of the Lichtman circuit has returned from his vacation at Atlantic City and New York.*

A certificate of authority has been issued by the Corporation Commission to Goebel Theatres of Tennessee, giving them permission to do business in Virginia . . . Elizabeth Copeland, film editor of the *News Leader*, leaves July 22 by plane for Hollywood. While she is away, John Lehard will edit the film page . . . Captain Seymour's "Floating Theatre" is furnishing opposition to theatres along the Rappahannock River . . . Elmer Wilschke, Altec official from Philadelphia, passed through here on his way to Norfolk and the Eastern Shore.

*H. R. (Buck) Johnson, doorman at the National, has invited employes of the theatre to attend a celebration of his first wedding anniversary at Westwood Supper Club, July 18 . . . John Caldwell, owner of the Lee, Appomattox, was in town buying new equipment for his ball team . . . Langhorne Weiford, manager of the Wells, Norfolk, was in New York . . . Frank Falls of Lynchburg visited the Gotham Fair.*

## Katzes Launch Premiums On a National Scale

WASHINGTON—Headquarters have been established here for Paramount Premium Co. at 210 H St., N. W., with Ike Katz as general sales manager. The firm is set up for national distribution of boxoffice stimulators. Plans include establishment of branch offices throughout the country.

Associated with Katz, is his father, M. S., and brothers, David and Harry. The men have been engaged for a number of years in exhibition, and recently were in the theatre premium business in the south.

Included in the lines are chinaware potteries, glassware, silverware, dresserware, cutlery and special premiums for children.

## ITOA Board Finds Yacht Not Inducive to Meet

NEW YORK—The ITOA board was all set for a serious meeting. So much so it picked a spot where it was physically impossible to be interrupted.

And so, after seven hours of it, the group broke up—without holding a meeting.

It seems that Adolph Haas, assistant to J. Don Alexander, was good enough to make J. Don's 82-foot yacht, 2 *Smiles*, available to the group. Maybe it looked like rain the morning the boys were to put out into Long Island Sound. In any event, there are two versions why there was no meeting.

One is that Dave Weinstock, board chairman, thought it looked like rain, and failed to show up, and the other is there was no quorum. Anyhow, there was no meeting, but seven hours of sailing in a cloudless sky, and the following were there: Stanley Lawton, Otto Lederer, Sam and Ray Rhonheimer, Abraham Shank, Jack Hattem, Leon Rosenblatt, Bernie Brooks, John Manheimer and John Goldreyer.

## Expect Further Appeal in 'Birth of a Baby' Case

ALBANY—An appeal is expected to be carried to the court of appeals from the 3 to 2 decision of the appellate division, third department, confirming the determination of the board of regents that a license for general showings of "The Birth of a Baby" should not be issued. Education Commissioner Frank P. Graves in December, 1937, upheld Censor Irwin Esmond in refusing such a permit. Tremendous pressure by leading obstetricians, health officials and social and welfare organizations brought the regents into the reviewing picture. A sub-committee was created and the film was twice checked. The regents stood by Esmond, although they did offer to grant a special license for showings before small groups. This offer never has been accepted, it is said.

## Four Are Affected in Metro Albany Shift

ALBANY—Herman L. Ripps, one of Filmrow's top salesmen, has been transferred by M-G-M to the New Jersey district and William C. (Bill) Williams has been advanced from office manager to Ripps' post in the Albany area. Sid Stockton, from the home exchange in New York, took over Williams' job inside. Ripps, employed by Metro 11 years, five of them in Albany, receives a salary increase and is in line for promotion, it is said.

## Metro Unbeaten in Second Half in Baseball League

NEW YORK—Second half standings in the Motion Picture League find M-G-M leading with a perfect record.

The standings:

| | Won | Lost |
|---|---|---|
| M-G-M | 3 | 0 |
| Consolidated Film | 1 | 0 |
| Rockefeller Center | 3 | 1 |
| Paramount | 1 | 1 |
| RKO | 1 | 2 |
| NBC | 0 | 1 |
| Columbia | 0 | 2 |
| Skouras | 0 | 2 |

# BALTIMORE

LEON BACK, Rome theatre executive, was taken to Union Memorial Hospital with appendix trouble . . . This Friday, the Variety Club, Tent No. 9, held its first annual stag outing, for members only, on the Magothy River. There was to be a special baseball game between the Variety members of Baltimore and the exchange men of Washington.

*C. R. McLaughlan, Altec engineer, now on his vacation, plans to stop at the New York World's Fair . . . The new Monroe Theatre has opened. Joe Walderman is doing the booking . . . Harry and Al Vogelstein of the Baltimore Poster Co. were participants in the Jewish War Veterans' Americanism Parade at Dundalk.*

The Leader Theatre closed for three days for improvements . . . Walter Silverberg of the Park Theatre is back at Sinai Hospital and would like his friends to visit him . . . Al Zalis, Globe Poster's roving salesman, is back in town . . . Miss Ruth C. Clopper, Rome office secretary, is just back from a Jersey resort with a real coat of tan.

*Met Gus Lowenberg in front of Moe Cohen's Lexway. Says he is now handling "Cloistered" . . . Jimmy Rydzenski, Aldine Theatre, has just been discharged from the hospital and is doing very nicely . . . Baltimore Variety Club at the Belvedere has just been air-conditioned . . . Unique method of advertising the Louis-Galento fight by Joe Fields' Rivoli was by mounting a rare hurdy-gurdy on a truck and touring business and residential sections with tunes as old as the hurdy-gurdy itself. It was handled by Lew Segall, formerly of the Dixie Theatre.*

I. M. Rappaport, Hippodrome Theatre executive, just back from Atlantic City, is off to New York again . . . Baltimore's six most beloved teachers were selected in a contest conducted by Loew's Century in connection with "Goodbye, Mr. Chips," and were feted at a banquet at the Lord Baltimore Hotel by William K. Saxton of Loew's Theatres . . . Theatre Softball League's Sunday scores were: Boulevard 16, Apollo 6, Met 12, Century 11, Broadway 16, Hippodrome 1 . . . M. Dixon, Century doorman, is away to the hospital to have his tonsils removed.

## Republic, Fox West Coast Talking Product Deal

NEW YORK—Negotiations between Republic and Fox West Coast on a product deal for next season get under way Monday when Grover C. Parsons, coast district manager for the distributor, and J. T. Sheffield, northwest franchise holder with headquarters in Seattle, arrive to sit in with James R. Grainger, president, and Jack J. Sullivan, Larry Kent and William T. Powers, for the circuit.

Grainger was in Boston the latter part of the week and is due back at his office Monday after a series of meetings with New England circuit buyers.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# *Proud Record Established by MPRF Since Reorganization*

The annual report on the activities of the Motion Picture Relief Fund, made to the membership at its recent yearly meeting, strikingly demonstrates the progress that has been made by the group since its reorganization 18 months ago—a vast improvement that has, moreover, been achieved in the face of the greatest charity problem ever to confront Hollywood in a similar period, during which employment slipped to drastically low levels and the relief load carried by the MPRF has constantly increased.

The Fund's success since the Screen Actors, Screen Writers and Screen Directors Guilds combined to assume its management in February, 1938, offers a salient example of the proverb that "he helps himself who helps others." For, no longer depending on the hit-or-miss system under which the Fund had previously been operated, and in which they had had little or no voice, those who form the backbone of the film colony—the workers themselves—stepped in at that time and, with subsequent marked success, undertook the task of lending a helping hand to their own less fortunate members.

When the destinies of the MPRF were removed from the hands of the producers —although there had never been a direct affiliation with the producers association —the three Guilds immediately instituted sweeping changes in operational procedure, their goal the establishment of a program under which immediate help is extended all in need who have been connected with the industry in any capacity for three years or more. How near this goal the Fund's present pilots have approached is revealed in the annual report made by President Jean Hersholt, in which it was disclosed the number of temporary and permanent cases has nearly doubled and expenditures have increased almost 60 per cent, with the relief rolls for June, 1939, standing at 552—a new high mark in the Fund's history.

This is in vivid comparison with the haphazard managerial system of previous years, under which relief could not be supplied to extra players, office workers or backlot laborers—always hardest hit in times of depression—as the eligibility was confined to writers, upper-bracket actors, soundmen, directors and cameramen; under which an average of only 260 cases per month were handled during 1937; and under which the governing body, the board of trustees, met only infrequently, and for months at a time not at all.

The Fund's operating deficit of $11,000 for 1938 can be considered something of an achievement in itself, when the staggering case load, involving the expenditure of more than $245,000 for the year, is taken into account. Furthermore, this debit is more than $9,000 under the deficit recorded in 1937, under the old management, when the relief outgo totaled only $150,000.

### Finance Plan Progressing

The Fund's most constant and pressing problem—that of obtaining sufficient revenue to carry out its program—seems on the road to being solved. Whereas in the past the MPRF's sole income came from voluntary financing, in which industry figures were asked to sign pledge cards, the new deal got off to a substantial start when the Screen Actors Guild voted that all actor members earning more than $100 weekly must contribute one-half of one per cent of their earnings to the Fund's coffers. With this as a precedent, Fund leaders hope soon to be on the receiving end of similarly compulsory contributions from the writers and directors and, ultimately, from all studio workers. Furthermore, a plan is being worked out whereby the producers, both locally and in the major studios' homeoffices, will contribute from $75,000 to $100,000 yearly to take care of the Fund's permanent relief cases, which now total nearly one-fifth of the entire load. Favorable action on the project, as worked out by James Roosevelt in conference with New York production executives, is expected within two months.

Another years-old dream, whose rapid approach to reality is creditable entirely to the untiring efforts of the Fund's new managers, now seems certain to come true within two years. This is the establishment of a home to care for aged and unemployable film workers who are on the verge of destitution. Of the $500,000 deemed necessary for its construction and maintenance—considered unattainable in the past—approximately $298,000 has been collected in the year-and-a-half period since the MPRF was rejuvenated. The bulk of this has come from the SAG-MPRF radio show, which nets the Fund $10,000 weekly and the option on which, Fund leaders anticipate, will shortly be lifted for another year. Handled as a separate entity, this income goes directly into government bonds as a trust fund.

# Academy Revamping Waits for "Peace"

Intent on keeping its skirts clean of the industry's political, economic and inter-union warfare, the Academy of Motion Picture Arts and Sciences will take no steps to resume consideration of a plan for reorganization until the time has come when "there's some measure of peace in Hollywood," according to one of the Academy's spokesmen.

Still simmering, however, are plans to convert the organization into a "cultural clearing house" for the motion picture industry; a goal which it had apparently almost reached more than a year ago, only to watch it go up in smoke when executives of the actors, writers and directors guild issued an ultimatum that they would not align themselves until the producers in control of the Academy's destinies stepped out. In the face of this looming schism, at one stage of which President Frank Capra threatened to resign, all reorganizational plans were dropped. A major stumbling block, still, is the position of the Screen Writers Guild, whose battle to be recognized as sole bargaining agent for film scriveners has not yet come to an end.

### Replaced by Unions

The Academy stepped out of Hollywood's economic picture when the guilds and unions rose to power by relinquishing its "codes," under which actors, writers, directors and other craftsmen negotiated wage scales and working conditions with the producers. These have all, long since, been scrapped. From that time on, the Academy has endeavored to remain a non-political body, confining its activity to technical and cultural research; an important cog in which is the Research Council. Major chore at present is the piloting of the Film Society, which presents weekly programs of foreign films and pictures not in general release for the edification of those holding subscriptions. Screenings are held in the Academy's review room under the guidance of Keith Gledhill, Academy secretary, and will continue throughout the summer.

# *USTG Files Petition With NLRB For Bargaining Agent Pact*

Emphatically denying any affiliation with, or acceptance of financial support from the Committee on Industrial Organization, the United Studio Technicians Guild of North America has filed a petition with the national labor relations board requesting certification as bargaining agent for cameramen, technicians, electricians, prop workers and laboratory workers. Petition came as a reiteration of the USTG's new challenge to American Federation of Labor control over some 12,000 studio workers. Blanket refutation of hints that the USTG may be used as a wedge by the CIO to gain entrance into the film labor picture came from Charles Katz, attorney for the Guild.

**Report CIO Support**

An authoritative source, however, said that the CIO had offered financial support to the USTG in its recognitional fight. This informant told BOXOFFICE that, moreover, the CIO informed USTG leaders that if they accepted such support and won their battle, they then would be permitted the choice of either affiliating with the CIO or of preserving their independence; in which latter case the funds advanced by the CIO would be returned. Katz, however, was vehement in denying that the CIO had entered the picture in any shape or form.

Autonomy of the Guild, which was incorporated some three months ago, was reaffirmed at a mass meeting attended by more than 500 members. Expansion of its membership drive and establishment of local headquarters were discussed. The NLRB has taken no action on the USTG's petition in the absence of Dr. Towne Nylander, regional director, who is in Washington, D.C. Katz declared names of the USTG's officers would be withheld until the NLRB hearing is scheduled.

Bulk of the USTG's membership, Katz claims, was drawn from Technicians Local 37, IATSE, whose charter was revoked by the IA international and control of which is being fought for by the IA and the local ousted officers in superior court.

**Five Locals Seek Pacts**

Undeterred by the USTG's action, however, the five new IATSE locals formed with the collapse of Local 37 are pressing for negotiation of bargaining agreements with the producers. Sound technicians, laboratory workers and photographers have already submitted demands to the producers' association.

Most inextricably entangled in the picture are the studio cameramen, whose jurisdiction is claimed by three unions—the USTG, the IATSE and the American Society of Cinematographers. The ASC has just secured a new five-year working agreement with the producers, which would have to be set aside in the event either the USTG or the IATSE successfully pushed their claims.

Urging that he order the studio to accept terms of the contract, the Screen Directors Guild has wired Herbert Yates, currently in New York, following rejection by Republic executives of the SDG contract. The closed shop agreement was turned down by F. H. Goldstein and Al Wilson, production manager, on grounds that the wage increases called for would tilt production costs too high. Republic is the first plant, so far, to reject the proposed working agreement.

Meantime an early decision in the eight-week-old Local 37-IATSE trial was expected to be handed down by Judge Henry M. Willis as the IA neared completion of its portion of the battle, defending the legality of its seizure of the local last March 13 on grounds an "extreme emergency" existed.

The state labor commission has taken under submission the charges filed by Robert Jahns, member of the Society of Motion Picture Film Editors, alleging Harry Webb, independent producer, forced him to "kick back" a portion of his wages for a three-week cutting assignment. Leonard Janofsky, SMPFE attorney, is handling the case for Jahns, although the Society itself has taken no action in connection with the complaint.

Still far apart on their respective demands for wage scales and working conditions, negotiating committees for the Screen Publicists Guild and the producers were scheduled to make another effort to get together.

**Await Dr. Nylander's Return**

Absence of Dr. Nylander has forced the NLRB to postpone a membership certification hearing on the Screen Cartoon Guild until July 27. The executive committee of the Artists Managers Guild is preparing a new draft of changes to be requested in the Screen Actors Guild's proposed agent-licensing program for submission to the SAG. The SAG directorate, approving the verdict of the Guild's trial board, has indefinitely suspended Eddie Aquilina, a Class B player, for withholding the name of a casting director whom Aquilina asserted had told him he would receive no more calls because the SAG endeavored to collect a full-time check for him when a "weather-permitting" call was cancelled. Kenneth Thomson, SAG executive secretary, has gone to New York to attend a hearing on charges preferred against the American Federation of Actors by the Associated Actors and Artistes of America, of which he is a vice-president.

Arrival here of Allen Wilson as special attorney for the national labor relations board, replacing Bernard Alpert, apparently will not change the status of the Screen Writers Guild's NLRB complaint against the producers, although Wilson reported that he will "look into" the writers' situation as a part of his still unassigned duties. The NLRB has not yet set a date for reopening the SWG-producer hearing, which was scheduled when producer-writer negotiations toward peaceful settlement of their dispute reached an impasse. The SWG charges producers are guilty of coercion, intimidation and refusal to bargain.

Screen Readers Guild and the producers have reportedly reached a tentative agreement on the SRG's bargaining demands. Chief problem has been the establishment of wage scales and working conditions amicable to both parties.

## *No Closed Shop For Metro*

**Probably reflecting the decision of all major studios, M-G-M has declared openly it will not sign any closed shop agreement with labor unions. The attitude is thought to be the result of a circuit court decision holding employes cannot be forced to join or withdraw from any union in the event a studio signs a closed shop pact with another union.**

**Studio publicists and producers still are deadlocked following conferences on the publicists' bargaining demands. Studio managers, however, have scheduled another immediately, with spokesmen declaring an agreement soon will be reached. It is reported the pact will be signed on a $100 scale, with hours to depend on wage minimums.**

# Capra and Riskin in Production Venture

Confirming long-standing reports that such a move was in the offing, formation of an independent production unit headed by Frank Capra and Robert Riskin has been announced, the company to swing into action when Riskin has returned from a European vacation in September. No release channels for their product have been set. Capra will leave Columbia, after 13 years with the studio, when he has completed editing "Mr. Smith Goes to Washington," his final production-direction chore for the company.

The Capra-Riskin director-writer team at Columbia was split about a year ago when Riskin joined Samuel Goldwyn as a production executive. However, he terminated the Goldwyn association recently after a year with the United Artists producer.

Sam Katzman's 1938-39 series of westerns starring Tim McCoy has been wound up with completion of "Fighting Renegades." The Victory producer shortly will launch "Kid Racketeers," first in a series of melodramas starring James Dunn, for the new season.

## *"U" Assigns Schuster*

Universal has signed Harold Schuster to direct "Before Your Eyes," a George Yohalem production, scheduled to roll in August.

# PRICELESS QUALITIES

NEW film emulsions are indispensable to motion picture progress, but only proved reliability and uniformity make them practicable. Eastman *Plus-X*, *Super-XX*, and *Background-X* have those priceless qualities—hence the everyday use they are enjoying throughout the industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

## EASTMAN

**PLUS-X**
***for general studio use***

**SUPER-XX**
***for all difficult shots***

**BACKGROUND-X**
***for backgrounds and general exterior work***

# GN Financial Crisis Absorbs Employes

Whether or not the death-warrant for Grand National as a producing-distributing organization is soon to be signed, or whether additional financing may be secured through some channel to give the ailing company a new lease on its corporate existence, is furnishing the chief topic of conversation and conjecture for former GN studio employes who were removed from the payroll last week.

The question of GN's destiny is expected to be answered at a scheduled stockholders' meeting in New York, in which E. W. Hammons, GN president, and Franklyn Warner, head of Fine Arts Pictures, will participate. Warner, who has been here about ten days after several weeks of conferences with Hammons in the east, plans to return to New York for the meeting.

Meanwhile Ted Richmond, GN studio publicity director, and his assistant, Harry Mills; Maxine Welch; Leon Kaplan, studio attorney, and a number of other employes have been dropped from the payroll. Miss Welch has been transferred to Arcadia Productions, a subsidiary GN unit which produced three films for GN.

In a production capacity, GN has been idle for several months. Last picture to be made was "Isle of Destiny," a Fine Arts effort for which no release has been set. Fate of a projected series of westerns starring Max Baer for GN release is expected to be determined during the course of the eastern parleys.

Meanwhile, another step toward the reorganization of a former GN operating affiliate, Condor Pictures, was taken when the Condor Corp., liquidating agent for the bankrupt company, was granted permission by the Securities and Exchange Commission to issue 120,000 shares of Class A stock, 45,000 shares of Class B and 26,000 shares of common. This is in accordance with the provisos of the reorganization plan devised by Attorneys Felix M. Cunningham and Lloyd Taraday, worked out in cooperation with a committee of unsecured creditors.

Expected back from New York to begin assembling a production staff was Richard A. Rowland, veteran producer, who went east to negotiate a deal for re-entering film-making activity with a United Artists release. Rowland's last position was an executive manager of Edward Small Productions. Previous to that he was a producer at Paramount.



## Lured to Films—

*Walter Hampden (left), "grand old veteran" of the legitimate stage, who will make his film debut in RKO Radio's "The Hunchback of Notre Dame," has a final discussion with Arthur Willi, eastern talent scout for RKO, before departing for Hollywood.*



## At Preview of "Music"—

*The camera catches three of the many film colony socialites who attended the Hollywood preview of Samuel Goldwyn's "They Shall Have Music" at the Beverly Hills Theatre. This group comprises Mrs. Gary Cooper, left; Cooper, and Mrs. Henry Fonda.*

## Miguel Torres Has Mexican Government Aid for Film

As an aftermath of the out-of-court settlement of Miguel C. Torres' $1,000,000 federal court suit against Warner, in which he charged Warner had pirated portions of his "Maximilian and Carlotta" for use in "Juarez," announcement has been made that Torres will next produce "Cortez and Montezuma" in both English and Spanish, the latter version to be financed by the National Bank of Mexico.

Mexican government support for the venture, portions of which will be filmed in Technicolor, was secured by Torres in a parley with President Lazaro Cardenas in Tijuana, at which the Mexican political leader granted Torres permission to bring his production equipment below the border, and use of the Mexican army, Mexican Youth Athletic Ass'n and the National Museum. Torres will launch production in September after completing construction of a replica of the ancient palace of Montezuma, to be built near Tijuana. Sitting in on the Torres-Cardenas huddles were Buen Rostro, secretary of commerce, and Augustin Arroyo Ch., head of Mexico's public relations division. No release has been set.

Settlement of the Warner-Torres battle, negotiations toward which had been underway for some time, calls for Warner to take over Torres' "Maximilian and Carlotta" for world distribution, giving it publicity and exploitation handling on a footing with any of its own productions. Warner will release the Spanish version in Mexico in September. No schedule has been set for other countries as yet.

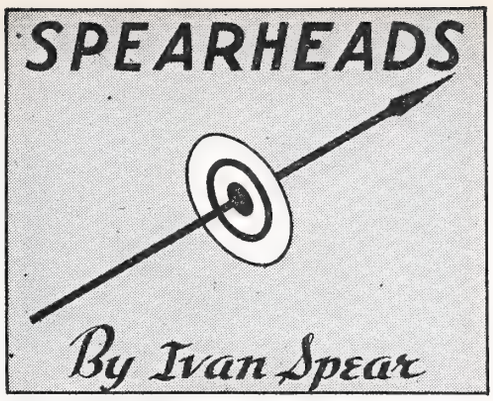
## Major Production at Even Keel for Third Week

For the third successive week, production in the major film plants remains steady, with 47 shooting and 11 more being readied for immediate starts.

Columbia boosted its total to three, by launching "Konga." Metro gunned "Dancing Coed" and "The Return of the Thin Man" but finished "These Glamour Girls" and "The Women" to hold to a ten-picture total. Monogram rolled "Irish Luck" to register two in work.

Harry Sherman placed "Medicine Show" in production for Paramount, giving the studio an aggregate of eight. A trio went before RKO Radio cameras—"The Hunchback of Notre Dame," "Allegheny Frontier" and "The Fighting Gringo." At the same time, "Conspiracy" went into the cutting rooms. Six are in production on the lot. Republic continued filming two, with no new starts scheduled.

20th Century-Fox resumed production of the postponed "Here I Am a Stranger" and completed "Frontier Marshal" to emerge with six in production. Universal launched "Outlawed Marshal" but sent "Underpup," "Hawaiian Nights" and "Unexpected Father" into the cutting rooms, thus listing four in work. United Artists producers scheduled no new starts, with UA's production aggregate standing at four. Warner shoved off "20,000 Years in Sing Sing" to boost its total to eight.




POLITICS, always credited with making strange bedfellows, doesn't overlook production and distribution deals in its assortment of apparently inexplicable associations. Witness the recently consummated agreement between Warner Bros. and Miguel C. Torres, producer of "The Mad Empress," nee "Maximilian and Carlotta."

For many months Torres has struggled to bring to the screen his film version of the ill-fated Mexican monarchy. After countless delays, attributable largely to lack of sufficient financing, the picture was completed. It was shown to Hollywood critics whose consensus of opinion could hardly be called laudatory. Unsuccessfully, the Mexican producer undertook to establish distribution for his film.

At the same time Warner Bros. completed its high-budgeted and lavishly-produced "Juarez," based generally on the same subject. The splendor, high-powered ballyhoo and unstinting advertising campaign which accompanied the premiere and general release of the Paul Muni-Bette Davis epic is now history. Torres, with an overlong feature on his hands and no release, had previously filed a $1,000,000 plagiarism suit against the Freres Warner with indications that he and his associates would die of old age or starvation before the merits of his claim could be tested in the courts.

Then, out of a clear sky, came the announcement of an out-of-court settlement of the Torres-Warner suit, the terms of which provided that in return for the withdrawal of the plagiarism charges, the Burbank studio will assume certain of Torres' obligations, as well as "The Mad Empress." It was further provided—and this is most important—that Warner must distribute, release and exploit the feature as carefully and thoroughly as one of its own productions.

The foregoing details have been widely publicized. Little, if anything, however, has been printed regarding the reliably-sourced reports that the Warner decision to amicably negotiate with Torres was largely attributable to pressure from Lazaro Cardenas, president of Mexico and sponsor of the producer from below the border; which influence was reportedly accompanied by intimation that Mexico—a sizeable slice of what remains of foreign markets—might frown upon an American production company which it considered guilty of unfair treatment of a favored, popular and strongly-connected son.

So politics perfects another singular liaison—and apparently everybody wins. Warner rids itself of the nuisance of a plagiarism suit, attains a film to distribute and retains the goodwill of the neighboring republic. Torres gets out from under, sees financial daylight and establishes himself in Hollywood as a fellow with whom to be reckoned when Mexican production and distribution matters are approached.

But wait. Maybe there are losers in this little game of international celluloid poker. There are the showmen and theatre patrons who will respectively exhibit and attend a feature the need for which—in view of "Juarez" may be questioned.

→

*Man-Bites-Dog-Department:*

*Twentieth Century-Fox broadcasts the news that the company has decided to pick up option on Shirley Temple for another year.*

→

**With Al Rosen still in the east trying to raise funds for the production of his long-projected and comparably long-delayed "Mad Dog of Europe," an announcement from Ben Judell's new company informs that "Producers Pictures takes the bit into its hands and plunges into the international scene with 'Hitler—The Beast of Berlin'" Independent contribution to Hollywood's on-again-off-again Americanization program is assuming a slightly zoological aspect. Incidentally, the bit-into-hands mixed metaphor is a typical Jerry Olenickian origin.**

→

Metro has just completed a tieup with the National Live Stock and Meat Board in connection with the Pete Smith Specialty, "Culinary Carving." Max O. Cullen, carving expert of NLSMB, is featured in the subject.

No matter how thin you slice it . . .

→

*Hal Roach's "The Housekeeper's Daughter" and Paramount's "The Farmer's Daughter" appear on current production lineups.*

*Signalizing a revival of the time-honored "Traveling Salesmen" stories?*

# *Hardys, Heifetz and Hackneyed*

The Hardy Clan, royal family of series pictures, has done it again, the latest celluloid chapter of their adventures—this one dealing with an attack of spring fever encountered by adolescent Andy—being generally acclaimed the best of a four-picture preview schedule to which the reviewers were subjected. With but one important change in the production setup, W. S. Van Dyke replacing George Seitz at the megaphone, the latest chapter in the Hardys' affairs carries with it all of the entertainment assets that have made the pictures favorites with nearly every theatre-goer. In point of general excellence, it probably ranks second only to the immensely popular "Love Finds Andy Hardy." Van Dyke's direction is typically crisp and to the point and, per custom, Mickey Rooney wraps up the acting accolades in a splendidly tailored role. Kay Van Riper's screenplay packs a full load of the same warm, human elements for which previous entries in the series were distinguished and, all in all, "Andy Hardy Gets Spring Fever" can be counted another definite hit from Leo and from Producer Lou Ostrow.

Debuting with more splendor and probably more important from a budgetary viewpoint was Samuel Goldwyn's "They Shall Have Music." Lovers of fine music will doubtless acclaim it a rare treat, what with the presence of Jascha Heifetz, world-famed violinist, and the talented California Junior Symphony Orchestra in the cast; while a thoroughly human story and a top-flight roster of acting talent should insure its successful reception by the rank-and-file of fans who would doubtless be able to get along very well without so much musical artistry. However, Joel McCrea, Andrea Leeds and Walter Brennan find themselves with very little to do, as the major Thespic burden falls upon Moppet Gene Reynolds. Heifetz himself is no actor, a shortcoming which was wisely provided for in the ingenious script by Irmgard Von Cube and John Howard Lawson. Production embellishments are well in line with the Goldwyn standards, the associate producer responsibilities being handled by Robert Riskin, and Archie Mayo's direction makes the most of the opportunities presented him.

In the second division came 20th Century-Fox's "News Is Made at Night," a racy newspaper melodrama featuring the reliable Preston Foster. Although constantly hanging over the border-line of credibility, it was breezily handled by Director Al Werker under the production supervision of Edward Kaufman and should be able to pass muster as solid program material. John Francis Larkin scripted.

* * *

Despite the high-priced gams to be found in its title—which, incidentally, were in no way related to the story—Paramount's "Million Dollar Legs" limped in trailing far behind the limited field. The humorless script by Richard English and Lewis R. Foster is based on the campus capers of a group of youngsters prepared to die for dear old Middleton—and, after the first reel, most audiences will wish they had. The cast is lustreless and the desired collegiate atmosphere failed to materialize in either the scenario or in Nick Grinde's direction. William C. Thomas was the producer.

# Cinémarks

William H. Pine, Cecil B. DeMille's associate producer, has returned from Regina, Saskatchewan, where he obtained promises of cooperation for the filming of DeMille's next feature, based on the activities of the Royal Canadian Mounted Police . . . Raymond Massey will report to RKO Radio August 1 to start work in "Abe Lincoln in Illinois." He was to leave the cast of the stage play in New York July 15 and fly to Del Monte for a two-week vacation before coming here.

*

*Edward Sutherland has returned from a trip to Seattle, where he looked over the ground for possible location sights for his directorial assignment for Boris Morros . . . William Keighley and his wife, Genevieve Tobin, are back from an extended vacation abroad.*

*

Director Bernard Vorhaus returned from a short business trip to New York . . . Orry-Kelly, Warner's head designer, is en route to Australia for a vacation . . . Back from a New York business junket is Major Nathan Levinson, head of the Warner sound department . . . Louis B. Mayer played host at M-G-M to Gov. Herbert R. O'Conor of Maryland, paying a whirlwind visit to the coast accompanied by his wife and official party.

*

*Bryan Foy has returned from two weeks in New York, where the Warner producer caught the new Broadway shows . . . Granted leave from his current film chore, Bing Crosby and his wife, Dixie Lee, trained for Boston to watch his horse, Ligaroti, run in the Massachusetts Handicap at Suffolk Downs. The Crosbys return July 18 . . . To discuss production deals for films to be made in the east, Charles Glett, of Eastern Service Studios, is a film colony visitor.*

Winding up an extended eastern vacation, Mark Sandrich has checked in at Paramount to begin work under his new producer-director contract . . . Luncheon and a tour of the studio was the welcome extended George Fitzpatrick, publisher of an Australian motion picture trade paper, when he visited Paramount.

*

*Mr. and Mrs. Edward G. Robinson are planning to sail from New York for a European vacation July 28, returning a month later, when Robinson's next Warner acting assignment is scheduled to begin . . . Vacationing for a week at Yosemite National Park is William Berke, Republic associate producer.*

*

Carl Esmond, having completed a Metro acting assignment, is doing an Izaak Walton off the coast of Mexico . . . Donald Crisp has pulled out for a European vacation. He plans to visit England, Denmark and France and will be gone 14 weeks . . . Music in motion pictures was discussed before 2,000 members of the National Educational Ass'n by Max Steiner, Warner composer, in a meeting at Warner's Hollywood Theatre. Talk was illustrated with scenes from several Warner films . . . Crane Wilbur, Warner director-writer, addressed a meeting of the B'nai B'rith at the Ebell Theatre. Three of the studio's historical featurettes were screened.

*

*Mrs. Ernst Lubitsch was tendered a farewell party by her director-husband on the eve of her departure for a vacation in England and France. She will take the new Lubitsch baby with her. Her husband plans to join her abroad if picture commitments will allow it.*

## New Goldwyn Publicity Head; Other Changes

Effective immediately, Fred Storm has been appointed publicity and advertising director for Samuel Goldwyn Productions, stepping into the spot vacated recently by Gregory Dickson. The announcement came from James Roosevelt, Goldwyn's vice-president, in New York. Storm has been Washington correspondent for the United Press for a number of years. John Miles, who has been acting head of Goldwyn's publicity department, remains on the staff.

Mack Gordon and Harry Revel, song-writing duo, will leave 20th Century-Fox next week when their contract expires. Gordon has a Metro commitment while Revel has announced no future plans.

Director Lew Landers has wound up his contract and left RKO Radio after three years on the lot. His last chore, just completed, was "Conspiracy."

Max Golden has terminated his affiliation with Universal as an associate producer. Formerly with 20th Century-Fox, he made eight pictures for Universal during his year on the lot, with his last, "Hawaiian Nights," now in the cutting room. Golden will take an extended vacation before announcing future plans.

Cliff Reid jr., son of the RKO Radio producer, has been added to Republic's production staff, working under Al Wilson, production manager.

Seton I. Miller has departed from the Warner payroll after four years as a contract writer, and is en route to Honolulu and the Orient for a tour of several months. His last chore was "The Sea Hawk."

## Darcy, Purcell in "Luck"

Leading roles in Monogram's Frankie Darro starrer, "Irish Luck," will be portrayed by Sheila Darcy and Dick Purcell. Film will mark the production debut of Grant Withers, with Howard Bretherton directing from a script by Mary McCarthy.

### Frank Ross to "Of Mice"

Associate producer on Hal Roach's "Of Mice and Men" will be Frank Ross, former story editor for the United Artists producer. Film goes before the cameras August 7 with Lewis Milestone directing.

## SMPE Hears Television Authority at Meet

In its first dinner meeting in several years, the Society of Motion Picture Engineers convened to hear an address by Harry R. Lubcke, television director for the Mutual-Don Lee network, on the topic "The Present Status of Television in the United States." Affair was handled by Loren L. Ryder, chairman of the SMPE's Pacific Coast section.

Lubcke has just returned from an extensive tour of eastern television centers and is the inventor of many basic sight-and-sound patents.

## Assign Harry Brown

Twentieth Century-Fox has assigned Harry Joe Brown to produce "Shadows in the Valley," a story by the late S. S. Van Dine which was written as a Sonja Henie vehicle. It will follow "Everything Happens at Night" on Miss Henie's schedule.

## Paramount Planning Gala "Geste" Press Premiere

Paramount is working out elaborate plans for the press premiere of the William A. Wellman production, "Beau Geste," scheduled for July 18. The Carthay Circle Theatre has been taken over for the occasion. Stars and executives of Paramount and other studios, Wellman and principal players in "Beau Geste" and other notables will mingle with the press. A public address system will be installed and plans for a network broadcast are being made.

## Last "Tailspin" Set

Fourth and last in the "Tailspin Tommy" series for Monogram's 1938-39 schedule will be "Air Scouts," now being scripted for Producer Paul Malvern by Leonard Fields. It goes into production August 15 with John Trent, Marjorie Reynolds and Milburn Stone repeating in the leads.

## Federal Order Binds FTP's Foldup

**Finis to the Federal Theatre Project in Southern California has been written with receipt here of an order from Washington, D. C., removing more than 1,100 workers from the payroll and leaving only those persons absolutely necessary to close the project completely by July 31. Liquidation of the FTP here is under the direction of Alexander Leftwich, southern California supervisor.**

# Hays Says Self-Rule Liberty Guarantee

"The freedom of the screen which must be retained is not only the proper liberty of the creators but freedom to the universal public which they serve. The underlying philosophy of the self-regulation in the motion picture industry always has been and is based on developing the greatest measure of liberty for the public to choose its entertainment from the variety of themes posed by life or created by literature."

And "this is the liberty," declared Will H. Hays, speaking over the radio to the convention of the National Association of Broadcasters assembled in Atlantic City, "which self-regulation has brought to the screen and this is the right which we propose to protect."

The industry, he declared, undertook its job of self-government by methods thoroughly American in character.

"The standards required were human standards, the relationships involved were with millions of men and women, and children, as well as the multitude of internal relations within this, the most highly competitive business in the world. The product to be subjected to self-regulation was not a product of factory, field or mine. Motion pictures are unique in the family of industries. There was and is no analogy to the usual processes of manufacture, distribution and sale. Artistry, literature, talent, color and sound cannot be poured into a vat to produce cakes of entertainment."

### Parallel With Press

He observed: "If the motion picture had existed when the Constitution was written, it would have been surrounded by the same safeguards which were devised for the press and speech."

Freedom of the screen, Hays commented, "means opportunity to attend a theatre with the knowledge that the entertainment to be presented will not negative the influence of the school, the church and the home; the certainty that pictures bearing the seal of self-regulation will not violate the canons of common decency; the freedom from any but the creative artist's best efforts, that banality shall not masquerade as art or entertainment.

"It is indeed vastly important, if we are surely to preserve the liberties of the Republic, that the freedom of these instrumentalities be maintained. The immeasurable importance of this eventuality determines exactly the necessity of care on the part of those who happen to be the administrators of the use of the rights, upon their constant realization that liberty is not license. The custodians of this freedom of the screen, the press and the radio are responsible to these media and to the great public they serve so to use the media that their freedom will be maintained.

"The American business man today is entitled, on the basis of his proved intelligence and recognition of community interests, to reasonable freedom at the hands of government, freedom to work out the problems that are equally germane to the legitimate successful operation of business and to the welfare and prosperity of every working man and every working man's family. I urge that the method employed shall be such as to cause the result to coincide with the intent. I ask for reasonable freedom for American business to keep abreast of changing conditions and to erect a more stable edifice of prosperity."

## *Ben Judell's First Five on Schedule Announced*

First five pictures on the independent production schedule of Producers Pictures Corp., headed by Ben Judell, have been announced, the initialer to go into work July 24 with the remainder following in rapid succession. Hitting the starting line on that date will be "Texas Renegades," starring Tim McCoy in the first of a series of eight westerns. Next will be "The Man From Oklahoma," featuring George Houston, scheduled as the initialer in a group of eight to be filmed under the title "Tales of Billy the Kid."

August lineup includes "Wanted for Murder," a detective melodrama, and "The Island of Fear," based on "A Thousand Deaths," a melodrama by Jack London. Casts for these have not been set.

Next will be a high-budgeter, "Hitler—the Beast of Berlin," which Judell declares will be an expose of Nazi barbarism. The corporation is headquartering at N. Beachwood Drive, having leased an entire building.

The output for 1939-40 will be distributed by Judell's Producers Distributing Corp.

## • REVIEW FLASHES •

**SHOULD HUSBANDS WORK? (Rep)—Liveliest of the Higgins Family series to date, this delivers a full measure of wholesome comedy and down-to-earth situations. Speedy pace and plenty of slapstick antics by the Gleasons should assure it a warm welcome in neighborhood houses. Sol Siegel produced; Gus Meins directed.**

**UNEXPECTED FATHER (Univ)—Baby Sandy, phenomenal infant discovery, tightens the hold on the hearts of picture patrons which the baby's debuting picture established; in which undertaking scant help is forthcoming from the merits of the production, the story, or the supporting cast, with the possible exception of Mischa Auer, who necessarily struggles for the laughs which his material affords. Ken Goldsmith produced; Charles Lamont directed.**

**CORRECTION—Pat O'Brien, not George O'Brien, is starred in Warner's "Indianapolis Speedway," which is reviewed in this week's issue of BOXOFFICE.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## OPTIONS

**—Maury Cohen**

GLORIA DEHAVEN, 14-year-old actress, signs seven-year acting agreement, subject to Superior Court approval.

**—Metro**

RITA JOHNSON, actress, given one-year extension of contract.

ILONA MASSEY given new long-term contract as actress-singer.

**—Paramount**

LIND HAYES given five-year acting contract and a role in "Seventeen."

TED REED, director, held for another term.

LEWIS R. FOSTER joins writing staff in the Harold Hurley unit.

JOSEPH ALLEN and JUDITH BARRETT, "Golden Circle" players, given one-year contract extensions.

MAX TERR signs as vocal director on "Victor Herbert."

HANS DREIER signs new long-term contract as art director. He has been with the studio for 16 years.

WILLIAM FRAWLEY given extension on acting contract.

JOYCE MATHEWS and AUDREY MAYNARD, featured players, held for extended terms.

**—Republic**

GUS MEINS signs term directorial ticket with "Covered Trailer," a "Higgins Family" vehicle, as his first assignment.

**—Edward Small**

EDMUND NORTH signs one-picture writing ticket.

**—20th Century-Fox**

M. CLAY ADAMS transfers to writing staff on a one-picture deal. Previously a story assistant to Producer Sol Wurtzel, he has been replaced in that spot by Manning O'Connor.

LILLIAN PORTER, stock player, held for another year.

HENRY KING, director, held for another year.

WILSON COLLISON signs one-picture writing deal.

LIONEL ATWILL held for another term.

GEORGE NICHOLLS jr. signs one-picture directorial deal and will wield the megaphone on "High School," a forthcoming Jane Withers vehicle.

**—Universal**

CHARLES LAMONT signed to long-term directorial contract. He has just completed "Unexpected Father."

**—Warner Bros.**

JAMES CAGNEY given new long term contract. Next assignment, tentatively, is "John Paul Jones."

LEO GORCEY, one of the "Dead End" kids, draws new term pact.

JANE GILBERT, sister of Margaret Lindsay, signs term acting contract.

HERBERT ANDERSON and GEORGE WILCOX, stage actors, given term contracts.

ROBERT KENT and GEORGE BOOTHBY join writing staff.

## *Staub to Direct Two-Reel Musical for Universal*

Ralph Staub has signed to direct the first of a series of 13 two-reel musicals to be produced here by Universal for the 1939-40 program. Titled "Pickled Pinky," it features Joy Hodges and Pinky Tomlin and his orchestra, and rolls next week. The shorts, until this year, were produced in the east. Production is under the supervision of Milton Schwarzwald.

## *Farrow on "Reno"*

RKO Radio has assigned John Farrow to direct "Reno," forthcoming Richard Dix starrer. Robert Sisk will produce from a script by John Twist. Ellis St. Joseph wrote the original.

### Young on "Happy Ending" Music

Victor Young will write the musical score and conduct the recording orchestra for Paramount's "Happy Ending" under terms of an assignment handed out by Louis Lipstone, studio music director.

# MPTO of Northwest to Fight Ascap Claims

SEATTLE—A special meeting has just been concluded by the Motion Picture Theatre Owners of the Northwest for plans to contest the forthcoming claims of Ascap.

At the present time Ascap is preparing a test case in Tacoma in an endeavor to obtain an injunction to stop state officials from interfering with their collecting fees from theatres. The fees they demand date back from August, 1928, at which time the state legislature ruled against the society.

## *Radio Station-Telephone Quiz for Cash Prizes*

SEATTLE—With the Oregon state courts banning Bank Night and other similar games as a lottery, interest is rife in Washington, among exhibitors, as to the future fate of such games here, although so far no complaint has been registered.

In the meantime, Radio Station KOL has started a program running half an hour once a week, offering cash prizes for answering a phone call and answering a question. The procedure is: A telephone number is mentioned over the air with the request that the listener call the radio station within five minutes. When the call is made, a question is asked. If the person calling in answers the question correctly, he is mailed a check for a given amount of money. If the answer is incorrect, the money is then applied on to the following week's program, thereby swelling the amount of prize money.

Many exhibitors maintain that the pyramiding of the prize money is similar to a Bank Night, and it is expected that similar ideas will be offered in the theatres, worked from phone book or city directory.

## *Edwards Chain Opens New House in Five Points*

FIVE POINTS, CAL.—The Tumbleweed Theatre, new 800-seat house in the Jimmy Edwards circuit, is open for operation. Opening bill comprised Universal's "East Side of Heaven" and RKO Radio's "The Saint Strikes Back." The theatre operates on a 25-cent admission policy.

## *Grieme's Omak Opens*

SEATTLE—Charlie Grieme of Wenatchee announces the opening of his new Omak Theatre in Omak, Wash., on July 12. Window cards calling attention to the grand opening were on display in all the local film exchanges. Grieme also owns the Vitaphone and Mission in Wenatchee.

### Spellman on Vacation

SEATTLE—Martin Spellman, the young picture star last featured in Monogram's "Streets of New York," is spending his vacation here.

## *Court Permits Owner to Operate His Projectors*

SEATTLE—In the case of the White Centre Theatre versus the Motion Picture Theatre Operators' Union in the superior court, the judge handed down an important and far-reaching decision. The judge maintained that an owner can work in his own booth providing he does not exceed the maximum hours of work, as called for by the union. In the case of the White Centre Theatre, which is a suburban house, the maximum hours are 44 per week, which the two partners had been splitting 22 hours each, and paying a relief union operator for any hours over that period.

The case was brought to court when the union insisted on picketing the theatre as unfair as to the amount of hours that should be worked by a union operator. Prior to this decision, theatre owners have been working only the amount of hours that the union allowed them.

### Phil Haberl Reelected Head of Exchange Union Local B21

SEATTLE—At the annual election for officers of the Exchange Employes Union, Local B21, Phil Haberl was reelected president. Stanley Jackson of Paramount was selected for vice-president. Bob Stansberry of Columbia was kept in the office of business agent. Bob Kresge of Western Poster and Pat Madigan of Metro were elected on the executive board at large. Morton Endert was reelected sergeant-at-arms.

Stanley Jackson was selected as delegate to the Central Labor Council.



## *Exhibitor Visitor—*

*Guests on the set of Warner's "Career Man," S. R. Gordon and his family were greeted by Brenda Marshall, second from right, who has a featured part in the picture. Gordon operates the Weaver and Rialto theatres in Boise, Idaho.*

# Poole Vacations; ITO Board Meet to Wait

LOS ANGELES—Plans for a meeting of the board of directors of the Independent Theatre Owners of Southern California and Arizona, already once postponed, have been set back for another two weeks, as Robert Poole, executive secretary of the organization, has embarked on a vacation for that length of time.

Consequently the directorate's scrutiny of the revised exhibitor-distributor trade practice agreement and its probable ratification must be delayed. Particular attention will be given to the rewritten arbitration clauses, original phrasing of which brought forth a rejection of the pact by the ITO some months ago. If approved by the directors, the code will be submitted to the membership's vote.

## *Paramount-F&M Sign New Lease on L. A. Deluxer*

LOS ANGELES—A new long-term lease on the Paramount Theatre has been signed with Paramount-Publix by Fanchon and Marco and Harry Arthur, operating partners in the house. The new deal, which Arthur termed "satisfactory in every way," calls for extensive remodeling and refurnishing in the de luxe downtown showcase, which is the first-run outlet for Paramount product in this territory.

Arthur and F-M operated the theatre for the past seven years. Harry Wallen is the manager.

## *Intermountain Takes Over Two Theatres in Logan*

LOGAN, UTAH — Intermountain Theatres has taken 10-year leases on the Roxy and Grand, formerly operated by the Thatcher interests, making four houses operated here by the circuit which headquarters in Salt Lake City. The chain's other houses here are the Capitol and Lyric, to be reopened early in the fall.

Interests of Intermountain here will continue under the management of Earl Baughman. Employes of the former Thatcher houses will be retained.

## *Loot Northwest Film Club Second Time; Get $200*

SEATTLE—The quarters of the Northwest Film Club were entered through the skylight recently, the robbers getting about $200. This is the second time that the club has been robbed, with entrance made in the same manner. Most of the money was taken from coin machines.

## *Gets WB Lineup*

BELL, CAL.—The Bell Theatre, operated by Mrs. Frank Valuskis, has contracted for Warner's 1939-40 product for first-run in the territory.

# PORTLAND

THE Oregon Motion Picture golf tournament, first in three years, will be held at the Portland Golf Club August 22 and 23. Open to exhibitors, distributors and theatre equipment men and women from the entire Northwest, the tournament is expected by members of the committee in charge to top any previous Northwest tournament.

*There will be a tournament for ladies, too, with special entertainment for ladies and men who don't play golf as well as for those who do. Top social event of the two days will be the sport dinner-dance the evening of the 23rd. Trophies are expected to total 75 for the men and women golf events. The committee in charge includes Mark Corey, Ted Gamble, Al Finkelstein, W. A. Graper, Tom Shearer, R. O. "Slats" Wilson and Jack Kloepper.*

Les Abbott, vice-president and general manager of Motiograph, Inc., Chicago, visited Portland and the office of B. F. Shearer here . . . Al Finkelstein has a bad case of hay fever . . . Herb Sobottka is away on his vacation—at the Hood Canal . . . Frank Newman jr., celebrated his birthday with his father, family and Al Finkelstein at Seaside . . . Hal Vaughn, formerly of the Oregon State Theatre at Corvallis, is now in the insurance business—all types—in Albany and Corvallis.

*Art Adamson has moved his family to Corvallis to assume active management of his Oregon State there and the Venetian and Granada in Albany . . . Don Geddes of Hamrick-Evergreen's Orpheum in Seattle passed through here on his vacation and on his way back to the Puget Sound city from San Francisco . . . Bill Parker of M-G-M flew in from Seattle to start campaign for "Mr. Chips" . . . Universal's Al O'Keefe is expected by plane during the week.*

After spending four weeks at 20th-Fox here, Richard Hildreth, home office auditor, left for Seattle. He hails from New York . . . "Slats" Wilson is in Bend . . . Foster Blake and Jim Hommel are both out on their territories . . . Lee Ryan was in from Ashland on one of his six trips a year . . . Universal's cashier, Nel Hageman, is spending her vacation visiting her folks in the northeastern part of Washington.

*Vera Burke, inspectress, well known on Portland's Filmrow, is now with 20th-Fox . . . On vacations from 20th-Fox are Wilmer Patterson, Bessie Pancake and Audry Heelan . . . Hamrick-Evergreen is packing 'em in at the Hollywood with "Who Has It?" and "Have You Got It?" at the Oriental in Portland and the Castle in Vancouver.*

During the week we saw on the Row: Al Foreman of The Dalles, Harry Percy of White Salmon, Mrs. Zelma Bush of Vernonia, Mr. and Mrs. Wilford Racine of Burns, Jack Williams of Ilwaco, Claude Smith of Tillamook, and Eddie Callahan of Seaside.





## Winners, the Ladies—

*Above is shown the three winners at the Annual Northwest Film Club Golf tournament near Seattle. Right, Mickey De Leo, Port Townsend exhibitor, first place winner who keeps the cup for doing the job three times. At the left is Frank Newman sr., president of Fox-Evergreen Theatres, second winner; in the middle is Ned Edris of the Hamrick-Edris theatres at Tacoma, third winner.*
*Below are the ladies of the boys engaged in the tournament. Seated: Mrs. Bill Forman, Miss Georgia Trudeau, Mrs. Dwight Spracher, Miss Dorothy Wilkinson, Mrs. Morrie Segel, Mrs. Roy Peacock. Standing: Mrs. C. M. Schuler, Mrs. Mac Rubenfeld, Mrs. Bill May, Mrs. Bill Parker, Mrs. L. L. Goble, Miss Ruth Holden, Miss Charlotte Tabor, Miss Mildred De Foi, Mrs. Bjarne Moe.*

# SALT LAKE

FILM STARS passing through: Spencer Tracy and Robert Young headed a troupe of bewhiskered giants en route to Payette Lake, Ida., for the filming of "Northwest Passage." Also aboard the train were Walter Brennan, character actor, and Robert Colden, assistant film director . . . Another actor, Herbert Marshall, with Charles MacArthur, author, paused briefly at the Salt Lake municipal airport en route to Santa Barbara, Cal., where they will begin production of MacArthur's new play, "Ladies and Gentlemen" . . . Nancy Carroll, stage and screen actress, was here en route to Hollywood from New York, where she has just concluded five months' work in the Broadway play, "I Must Love Someone," written by her former husband, Jack Kirkland, author of "Tobacco Road" . . . Lola Lane, film actress, made an overnight stop at the Hotel Utah with her mother.

*Fire did an estimated damage of $1,000 to two projectors and several hundred feet of film in the booth of the Gem Theatre. Since the fire was confined to the booth there was no fear among the 50 patrons present. New equipment is being installed by National Theatre Supply. W. E. Shipley, owner of the theatre, was in California where he resides.*

Vacationists: Gordon Thornberg, owner of the Service Theatre Supply Co., has left for the Pacific Coast . . . Herschel Stewart, in charge of local Fox West Coast operations, is back from a trip to Yellowstone National Park . . . John Taylor, Fox Pocatello chief, is on a two-week fishing trip on the Missouri River . . . Miss Helen Garrity of the Intermountain Theatres publicity department is back from the Frisco Fair . . . Office Manager Lee Scott of the National Theatre Supply Co. and Claire Burdette of the local Paramount exchange, accompanied by their wives, are driving to San Francisco and Los Angeles . . . A. B. Seal, Sheffield-Republic shipper, is away fishing . . . Mrs. J. T. Sheffield and two daughters are vacationing en route to Honolulu. Mr. Sheffield is expected here within a week, arriving from Seattle.

*Dick Dickson, representing Fox West Coast in Montana, spent one day in Salt Lake en route from Los Angeles to Butte. Rick Ricketson, division manager, is due here during his regular jaunt to check theatre operations in Idaho and Montana . . . The Capitol Theatre at Pocatello, Ida., has closed after a brief try at staying open . . . Bill Steege of Fox West Coast is showing his friends pictures taken at Glacier Park and says fishing was never better.*

## Drive-In Theatre Effects Borden Milk Co. Tieup

LOS ANGELES—A novel type of "coming attractions" program has been devised by Chester Black, operator of the Pico Drive-In Theatre, in a tieup with the Borden Milk Co. Throwaways, scores of thousands of which are printed weekly, are attached to milk and cream bottles supplied by Borden's to the western section of the city. They contain plugs for coming pictures, the theatre itself and the Borden products.

## Gayten to Coppel

DENVER—The film business of Gayten Amusement Co. of Pueblo has been transferred to Coppel Amusement Co. here, giving the last-named firm a line of 24 features designed primarily for the Spanish trade in the Utah-Colorado territory.

### Bronstein Leases Continental

LOS ANGELES—Ben Bronstein has leased the Continental Theatre and will reopen it August 1 as the Union. Bronstein also operates the Arvin and Lux.

# SEATTLE

THE NORTHWEST FILM CLUB has closed its doors for four weeks. The front rooms still will be available for bridge and other card games while the back end will be repainted and get a belated spring cleaning. Plans are to reopen early in August . . . Despite the hot weather, Phil Harris, making a personal appearance here with his band, drew record crowds for his one-day appearance in Seattle and two nights in Tacoma. In Seattle the popular leader and his aggregation appeared at the Trianon Ballroom and played for over 3,000 patrons and fans. While here Phil spent the most of his spare time with Murray Peck, former master of ceremonies and song writer, who is now managing the Colonial Theatre. Peck's first song ever published was used by Harris as his first recording number some years ago. At that time both the boys had bands of their own. Peck also journeyed to Tacoma to spend extra hours with his friend.

*The* Saturday Evening Post *article concerning John Boettiger, publisher of the* Seattle Post Intelligencer, *caused a lot of comment in these parts. Most eye-opening was the part mentioning Boettiger as a prospect for governor of this state. Boettiger could not be reached at his office for statement on the article or his political ambitions, if any, so we'll just have to wait to see what comes sliding down the rainbow next summer . . . Theatre Employes Union, Local B-22 will hold its election of officers on August 7, voting on a slate which has just been nominated, according to Lawrence Wickland, business representative. Nominated are: Earl Stanley, president; Frances Atchison, Ed Windsor, and Ray Bothell, vice-presidents; George Hood, Kent Thompson, treasurers; Lawrence Wicklund, secretary-business agent; Earl Anderson, Erik Kohmann, sergeants-at-arms. For executive board the following were nominated: Edna Pierce, usherettes; Helen Harper Ludwig, cashiers; Fred Hartman, doormen, and Frank Gibson, Clarke Bowen, and William Pearne.*

Local boy makes good. The head man here for the National Life Insurance Co. announces that Ron Baggott has been appointed general agent for the company in the state of Washington. Ron is of the former team of Ron and Don, for many years the duo organists at the Paramount Theatre here. Don is also with the same company . . . Frances Farmer, the stage and screen actress, visiting here with her family, took time out to visit Paradise Lodge at Mount Rainier Park to say hello to her former employer, Harry Poppajohn, jovial chef of Paradise Inn and Paradise Lodge. Frances was a waitress at the Lodge seven years ago . . . Mrs. W. A. Cochrane, wife of the exhibitor of Snoqualmie Falls, was presented with a beautiful plaque with a picture of the Falls on it, by the Kiwanis Club, in appreciation for her services. Mrs. Cochrane is the musician for the club . . . Mr. Durham announces that he will reopen the Mission Theatre in Mount Vernon within two weeks. The house was formerly managed by L. K. Brin, who was killed in an auto accident . . . W. B. McDonald of the Avalon Theatre in Olympia, has signed a contract for the exclusive first-run showing of Warner pictures in his town. Fox Evergreen formerly showed this product.

*Mike Berovic once again has lost a court decision. Recently, the supreme court ruled that Pete Constanti was a partner in the Berovic theatres. Mike appealed the case, but to no avail . . . Lieut. Gov. Victor A. Meyers is recovering very slowly from his operation on the throat a couple of weeks ago. It was feared that a second operation would be necessary, but the doctors say that now none is contemplated. Vic recently opened a new dance pavilion in Yakima, where his band is featured . . . Thomas Joyce, vice-president of RCA Mfg. Co., is in town visiting with local distributors of RCA products. Joyce claims that the sales for phonograph records this year will break the all-time record made in* 1921 *when* 150,000,000 *were sold. "Radio programs and sound motion pictures are factors in the increasing demand for records," he declared. "Folks hear a song or some instrumental music that they like and if they want to hear it again bad enough they buy a recording of it."*

One of the biggest surprises in Northwest show business happened last week. H. C. "Bud" Benson of the Empire Theatre, Anacortes, hied himself to Reno and married Mrs. Ida Adams. Congratulations, Bud . . . Another surprise wedding is that of Evelyn Taylor of the Universal exchange to Ted Gordon, young barrister of Vancouver, B. C. The wedding took place over a month ago, but has remained a secret until now . . . Al Goldstein of Monogram piloting Martin Spellman and his mother, Mrs. Marion Spellman, around town. Martin is a Monogram player . . . Nick Allen jr. of the Capitol Theatre in Tacoma boasting of a new daughter, while Johnny Briggs of the local Erpi office announces a son. Step up, gang, for the

(Continued on page 36)



## *Visitors to RKO—*

*Mrs. Anita N. Diamos and Miss Constance Diamos, wife and daughter of the owner of the Lyric Amusement Co., Tuscon, Ariz., as they visited the RKO Radio Exhibitors World Fair lounge in New York recently.*

## *Ludwig Opens Offices for Exploitation Feature*

LOS ANGELES—Offices have been opened here by John Ludwig, exhibitor from Milwaukee, who has acquired distribution rights for Oregon, Washington, California and Arizona to "When Germany Surrendered," an exploitation feature. Ludwig will headquarter here permanently. He is the operator of the Roosevelt Theatre in Milwaukee.

## *Steele Leases May*

LOS ANGELES—The May Theatre, long dark, has been leased by Hamilton Steele and is being redecorated for a July 20 reopening. A 450-seat house, it will be operated on a 15-cent admission policy.

# DENVER

MORE than 250 are expected to attend the annual picnic of the Rocky Mountain Screen Club to be held August 16 at Eddie Ott's spot in Evergreen, Colo., about 40 miles out of Denver, in the mountains. Manager E. E. Edwards says the activities will be varied and numerous with plenty to satisfy everyone. The golf tournament will be held on the Evergreen golf course, a Denver municipal layout, and one of the sportiest courses in the region. Appropriate and numerous prizes will be offered. Bridge will be played, horseshoes will be thrown, and other picnic sports indulged in. The banquet will be followed by dancing. Clubrooms of the Screen Club are to remain open all summer and, having just been air-conditioned and redecorated, make an ideal spot for film and theatremen to pass a few hours.

*Dave Davis, manager of the Atlas circuit, has hired Richard Dekker, manager of the Oriental of the Civic group, to manage the Santa Fe Theatre, where he succeeds Ralph Hamilton, now artist for the Gothic and Santa Fe. C. W. Anderson has been moved from the Federal, also a Civic house, to the Oriental managership, and Joe Dekker, one of the Civic partners, will manage the Federal, which is the ace house of the Civic group.*

Elitch Theatre stock, with two film stars, Donald Woods and Jane Wyatt, in the leads, is running considerable ahead of last year's grosses. When Woods was here a few years ago he was signed to a Hollywood contract for the first time, and his popularity is much stronger this year. Gross for the Fourth of July week this year was close to 20 per cent ahead of last year.

*"Man About Town" and "Goodbye, Mr. Chips" grosses were big and with standouts every night both films are being held over a full week at least, the former at the Denham and the latter at the Orpheum. Other first runs were about average.*

Commercial Film Exchange has taken the agency for the color game, pictured in BOXOFFICE of June 17, for the Denver area . . . Fox has closed the Rialto at Durango and the Rialto at Walsenburg, Colo.

# LOS ANGELES

C T. LYNCH, Metro exchange manager, trained in from his New York business trip. Reports the air was too bumpy on the way east, so he deserted the sky for the iron horse on the way back . . . Maurice Fisher and Bud Meyer, of Coast Pictures, dropped in to see Chester Black, manager of the Pico Drive-In Theatre . . . Jack Tingle, one of the owners of the San-Val and Pico Drive-Ins, checked in from a three-week stay in New York . . . Wifely devotion: Mrs. Doris Carmichael applauding Hubby Ralph for his skill at the marble game in the Film Cafe. He's Metro's office manager, she is Charles Feldman's secretary at Universal . . . Jerome Safron, western district manager for Columbia, has pulled out for New York to discuss the new product season with homeoffice executives. He expects to be away about two weeks.

*Film and radio business brought Louis Long in from Safford, Ariz. Head of the Louis Long circuit, he also operates radio station KGLU. Frank Plumley, his booker, accompanied him . . . Other bookers: Monty Friend, Montrose Theatre, Montrose; Mrs. Foster Jackson, in from Elsimore; Charlie Gore, Gore Bros. circuit.*

Here and there along the Row: Harry Rackin, of Exhibitors Service, looking positively nude since he shaved off his moustache. He claims it's for the summer only . . . William Steinberg, owner of the Congress Theatre, and Manager Claude Spaeth lunching together . . . Harry Stern, former branch manager for GB, and Ollie Wog, who used to peddle film for Universal, saying "hello" to their Filmrow friends.

*Bookers: Boris Posner, Arlington; Jack Mingus, Green Meadows and Florence Mills theatres; Johnny Hawkins, Elite, Beverly Hills; Harvey Levinson, Cozy; Vic Walker, State, Santa Ana; Claude Davis, Seville, Inglewood; Lou Bard, with Earl Johnson, manager of Bard's Adams, and Harry Hollander, booker, tagging along; Saul Moyler, Vinicof circuit; Ben Mohi, Princess and Century; John Drew, Metro, Glendale; Hal Moore, Dixie; Sid Feder, Stanley, Long Beach.*

The newly-formed Coast Pictures, distributors of foreign films, has had its name painted on the door at 1910 S. Vermont, next door to Grand National . . . Rube Harris, Metro salesman, is off on a trip through his territory . . . Seth Perkins of the San-Val Drive-In is wearing a special shoe to aid him in getting about while his broken leg heals.

*Booking: Harry Hollander, booker for Lou Bard's theatre string; Mrs. Foster Jackson, Elsinore Theatre, Elsinore; John Menard sr., Downey, and John Menard jr., who runs the Showshop in Glendale; Jimmy Edwards, Edwards circuit; Harvey Levinson of the Cozy; Claude Davis, Seville, Inglewood; George Gottlieb of the Granada.*

Art Kallen, head booker for Universal in Seattle, is in on a vacation. He formerly was an assistant booker in the local exchange . . . A visitor after a long absence was Al Bowman, formerly operator of the Glassell Theatre, who is now building a new showcase . . . George Bromley of the Campus was showing the sights of Filmrow to an unidentified young lady.

*Bookings on the Tony Galento-Joe Louis fight films are being handled for Henry Sonnenshine, the distributor, by Sam Blowitz of Western States Booking Service . . . W. H. Lollier, Fox West Coast tax manager, has trekked to Arizona on circuit business . . . Mrs. Gladys Hastings is back on the job at National Theatre Supply after her regular summer vacation.*

President Charles Skouras, Attorney C. A. Buckley and W. H. Lollier of Fox West Coast returned from a brief inspection of the circuit's properties around San Francisco . . . Spyros Cardos, manager of Grauman's Chinese Theatre, is vacationing in Vancouver . . . Pemco, trade name of the Projection Equipment and Maintenance Co., has enlarged its offices and shop. Chuck Fowler and Louis Wutke are the operators.

*Braving the heat for bookings: Charlie Olds, Arroyo Theatre, Arroyo Grande; Jack Goldman, Pico and Park; W. W. Windquist, Rialto, Long Beach; Bob Carruthers, Coronado; Stan Goodman, Times; Dan Irvine, Gem, Southgate; Kelly Seligman, Dorkel; A. O. Sanborn, El Monte, El Monte; Tom Smith, Jade; Jimmy Graff, Hub; Russell Hoss and George Bourke, Nuart and Tivoli, Sawtelle.*

The Warner lot entertained a pair of touring exhibitors. Guests at the studio included W. S. McLaren of the W. S. Butterfield circuit, Jackson, Mich., and Albert McCormick, of the El Cortez Theatre, Hot Springs, N. M.

*Bill Callahan, Metro salesman, is back at the office after a selling trip through his territory . . . Morris Borgos, theatre guide manager for the* Los Angeles Times, *is hard at work again after a vacation trip to Indianapolis, his home town . . . Young Anthony Edward Cooke, weighing in at 7 pounds, 13 ounces, is a new addition to the family of Eddie Cooke, Universal office manager. He was born to Mrs. Cooke at the Good Samaritan Hospital.*

En route back to Chicago after attending the Herman Wobber-Leo Spitz joint birthday celebration at Wobber's ranch near Sacramento, Morrie Leonard, executive of the Balaban and Katz circuit, dropped in along Filmrow. He visited the Paramount exchange and also went out to look over the Paramount studio in Hollywood . . . Ray Morrow, Paramount shipping clerk in Seattle, is vacationing here. He used to be a star member of the University of Southern California hockey team.

*Booking visitors: J. E. (Judy) Poynter, San Clemente Theatre, San Clemente; Ronald Vincent, Laguna Beach; L. W. Allen, Southgate, Southgate; Sid Feder, Stanley, Long Beach; Harry Goldfarb, National, National City; Fred Siegel, Palomar, Oceanside; Max Laemmle, Franklin and Glassell.*


## TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

### LOS ANGELES

#### EQUIPMENT AND SUPPLIES

**Breck Photoplay Supply Company**
A Complete Line of Theatre Supplies and Equipment
**1969 So. Vermont** **RE. 3151**

**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
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**Motiograph Projectors**
1968 So. Vermont RO. 1145

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**Specialists in Theatre Decoration**
**NAT SMYTHE & SONS**
**Decorators**
1914 So. Vermont RE. 3578

#### AIR CONDITIONING

**Carabin Engineering Company**
"Air Conditioning Engineers"
**1914 So. Vermont** **Los Angeles**
— Over 30 Theatres in 1937 —

#### EXPLOITATION PICTURES

**Now Booking**
**CHARLES DICKENS'**
**"THE OLD CURIOSITY SHOP"**

**"THE FORBIDDEN TERRITORY"**
**starring**
**Gregory Ratoff**
**Binnie Barnes**

**"THE SECRET OF STAMBOUL"**
**starring**
**Valerie Hobson**

**Edgar Wallace's**
**"THE CRIMSON CIRCLE"**
**starring**
**Noah Berry**

**Wm. G. Smith's Jewel Productions**
1912 So. Vermont RO. 2205

# S' FRANCISCO

CHARLES PETERSEN will vacation in New York soon . . . C. V. Taylor, T&D executive, just returned from Jackson Hole, Wyo., where he vacationed much to the consternation of fish and stuff.

*There seems to be a deal on the fire between the Nasser Brothers and an out-of-town theatreman with J. Leslie Jacobs acting as in-between. This adds to the belief that the Nassers intend to reach out into the country towns for new houses.*

J. B. Lima of Roseville is vacationing in the South with his family . . . John Strechan, Warfield Theatre treasurer, is a proud papa . . . Jack Watt, former Vogue, Alameda, service man joined the navy and due to his discipline taught by the theatrical gender he has received his first promotion.

*In keeping with its policy the Golden Gate will feature Martha Raye and Tony Martin as their stage show next week. The Gate has held to 55 cents steadily. During the stay of Kay Kyser and Artie Shaw prices were raised to 65 cents in direct contrast to the drop made by most other local houses. They expect to stay at 55 cents straight through the summer. Ken Murray and a Honolulu stage show are headlining this week.*

Sam Levin returned from his honeymoon in Reno with his bride . . . Harold Phillips of the Western Poster Co. is vacationing and seeing the Fair . . . In place of the vacationing and honeymooning R. C. MacDonnell, Paramount ad sales manager, Frank Nolge is holding down his job until he returns. Barney Levy of All-Star is back from Yosemite National Park.

*National Theatre Supply's Wilma McNutt is vacationing in Seattle . . . Ben Shearer of the Shearer Supply Co., in town . . . The Sweepstakes that C. Gabriel is using at the President is copyrighted in Rene "Volcano" La Marre's name . . . After being operated on, Louis Grange of the Golden State staff is recuperating nicely . . . Gerald Hardy of Fresno was in town booking and seeing sights.*

Two managers have been switched by Aaron Goldberg. They are Steve Chammes of the Regal to the Circle and Les Horton of the Circle to the Regal. Frank Avia of the Goldberg chain is now a song writer. The song he wrote, in collaboration with another local lad, was featured at the Fairmont Hotel by Henry King and his orchestra . . . Charlie Koerner, RKO chief, is here again looking over his well-oiled machine, the Golden Gate . . . Kenneth Beldin, writer and explorer, presented his film, "A Vagabond in Mexico," at the Pacific House on Treasure Island. The program was free.

### Wm. Peters Acquires Escalon

SAN FRANCISCO—The Escalon Theatre in Escalon, Cal., changed hands recently when William Peters of the Manteca Theatre purchased the house from Bill Howell.

# Allied Unit's "Pep" Meeting July 24

LOS ANGELES—July 24 has been set definitely as the date for the local Allied States chapter's oft-postponed "pep" meeting, signalizing the opening of its drive for exhibitor-members in this territory. James C. Quinn, executive secretary, who is in charge of the affair, will issue invitations to all independent showmen in the area, regardless of whether they may be affiliated with some other organization.

Meeting will be held at Allied headquarters, with President Seth Perkins in charge. Quinn will deliver the keynote address, describing events at the recent national Allied convention, and explaining the organization's stand against the exhibitor-distributor trade practice agreement. Present plans are to play back recordings of important speeches made at the national parley. Refreshments will be served.

## *Ellis Levy to Steer New Telenews at Frisco*

SAN FRANCISCO—Ellis Levy, former operator of the old Princess and originator and manager of the Shalimar Bowl, is manager of the new Telenews Theatre, which will open on Market St. within the next month. Levy is in New York where he will take a three-week training course on managing the new type house. He is well known around town for his former publicity and theatre work locally.

## *Stars and Public Wedding For La Marre Opening*

OAKLAND—What is expected to be the brightest opening of any local theatre will shine when Rene "Volcano" La Marre opens the Goldsmith house, the New Hopkins. Alan Hale, Errol Flynn, Olivia de Havilland, Buddha (Dean Maddox), and a public wedding will share the spotlight with possibilities of a premiere style broadcast. Many other exploitation novelties will be innovated at the opening.

## *FWC Houses in Oakland Cut Admission Prices*

OAKLAND—All Fox West Coast houses here, plus most of the first and subsequent runs dropped their admission prices to 40, 30 and 20 cents. The Vogue, Alameda, did not cut.

## *At Missouri Party*

SAN FRANCISCO — Many Missouri-born film stars including Joan Crawford and Wallace Beery, were to have been among the guests at the Palace Hotel banquet honoring Governor Lloyd Stark of Missouri given by the Missouri Society here.

### Wasco to Frank Pinero

WASCO, CAL.—Sam C. Levin sold the Wasco Theatre here to Frank Pinero of the Star and Delano theatres in Delano and the Shaffner theatres.

# SEATTLE

(Continued from page 34)

cigars . . . Bill Englen of Grand National still is in the hospital where the doctors have finally pronounced it a slight heart attack.

*Lloyd Lamb, franchise owner for Contestnite in the Northwest, announces that the Fox Evergreen theatres in Portland have taken his Song Title contest for first run in that town. The audience game starts in the Oriental and Hollywood theatres day and date on the first week in August . . . Art Kallen, booker for Universal, has left with Mrs. Kallen and their two sons, Jim and Chuck, for a motor trip to California where they will visit relatives in Los Angeles . . . Mr. and Mrs. Paul Hornig, exhibitors from Baltimore, are here making a stop-over with Herndon Edmond, branch manager for 20th Century-Fox . . . John Ash, auditor for Metro, in from the New York office to spend some time in the Northwest.*

Back from vacations are Eddie Rivers, Kenny Schultz, and Al Ahlskog, all of the Hamrick-Evergreen offices . . . Mike Berovic making a hurried trip to San Francisco with his daughter, Beverly . . . Mrs. Charles McClure and Billy Payton of Peru, Ind., are guests of Mrs. McClure's brother, J. von Herberg and Mrs. von Herberg . . . Morrie and Hazel Segel spending a weekend with the Mercy's at their mountain cabin . . . Hal McDonald is visiting his brother W. B. McDonald of Olympia . . . George Blair is sporting a new car . . . Alys Johnson and Ethel Daigler are back from a week's vacation in the Olympics . . . Art Gollofon and his two sons off to the Olympics to join Mrs. Gollofon over the holidays, then all returning together.

*John and Mrs. Hamrick to Astoria to spend a weekend with Mrs. Hamrick's sister . . . After fishing in the rain off Camano, Al Goldstein says he prefers lakes and streams . . . Madge Spear and Lorraine Armstrong spent a few days at Beaver Lake . . . Ethel Walton off for a visit to San Francisco and the Fair . . . Senior and Mrs. Mercy arrived from Yakima . . . Popcorn Smith was in town for a few hours then out again. Says next time in he will stay for a couple of weeks . . . Holiday vacationists returning include Mr. and Mrs. Bill Shartin, Mr. and Mrs. Mac Rubenfeld; Junior and Dorothy Mercy, the Jack Flannerys; Jack Sampson from the ocean, Harry Barton from Hood Canal . . . John Danz and Bill Forman to Portland.*

## *Scholes Named Alexander Pacific Coast Manager*

SAN FRANCISCO—H. Bruce Scholes has been named Pacific coast district manager for the new Alexander Film Co. branch. The local office handles the entire Pacific slope for the Alexander Film Co. and the Alexander Preview Co. Each company will be operated by the same staffs, but will be under separate management. The company has 16 salesmen in the field.

# St. Louis Area Not In Hurry to Buy

ST. LOUIS—Exhibitors in this area, adopting a "watchful waiting" attitude of mind, aren't hurrying along 1939-40 product buying for several reasons.

Many, opposed to block-booking, are hopeful the government will remedy this situation soon. Other factors are the uncertainty surrounding the trade practice code now being formulated and how it would affect early film contracts; spotty business, and the apparent hesitancy of distributors to get their sales campaigns under way.

Fred Wehrenberg, operating a string of neighborhood houses here and in St. Louis county, said he told film salesmen calling on him that he is going to take his time before committing himself on next season's product. Wehrenberg, who is president of the MPTO of St. Louis, eastern Missouri and southern Illinois, expressed the opinion that many members of his organizations share his ideas on buying for 1939-40. It is no secret that many of them are opposed to buying in block, and that they're watching closely what happens to the Neely Bill or other moves slanted in that general direction.

Making the rounds of Filmrow is a report that independent operators are planning collective action in an effort to outbid the St. Louis Amusement Co. for major product. However, the chance that distributors will go for the suggestion, if it is ever made, is regarded as slight.

### Report of Sell-Away in St. Louis Discounted

NEW YORK—Possibility of distributors selling away from St. Louis Amusement Co., even in the event independents there band together and offer a higher price for 1939-40 product, is viewed as extremely remote here.

### Warner Sells Away From Fox in Manitowoc, Wis.

MANITOWOC, WIS. — Warner Bros. has sold its next season's product here away from Fox's Strand to the Capitol and Mikadow, independent houses operated by R. S. Guiterman and F. M. Kadow, respectively.

The contract calls for 48 features and 104 Vitaphone shorts. All of the class "A" features purchased will be shown on single feature bills at the Capitol, while the balance will be exhibited at the Mikadow. The shorts will be divided between the two houses, it was said.

## *Warner Chicago Theatres Solicit Patron Advice*

CHICAGO—Practically all local Warner houses have suggestion boxes placed at prominent spots in the theatre, whereby patrons may offer suggestions toward improvement of programs or service.

A trailer is run on the screen inviting patrons to offer their suggestions.

# *Fight for Duals in Chicago, As Bill Awaits Approval*

### *Anti-Dual Bill Awaits Horner Approval*

**Chicago—Governor Horner had not signed the Illinois anti-dual bill, as BOXOFFICE went to press.**

CHICAGO — Two separate campaigns against the bill banning double features in Illinois were being conducted as time neared for Gov. Henry Horner to either sign or veto the legislation.

Eddie Zorn, Pontiac, Ill., exhibitor, and chairman of the United Theatre Owners of Illinois, has sent telegrams to independent exhibitors asking them to wire Governor Horner to veto the bill. After preliminary data on the bill and its number, the telegram read in part:

"This (the bill) is a serious infringement of your constitutional right, which will wreak havoc on your business. Your cooperation is necessary to prevent this vicious bill from becoming a law . . ."

This is the first active work of the UTO in Illinois affairs since its initial organization meeting some weeks ago. The group apparently stopped functioning after that meeting, which was attended by numerous downstate exhibitors and Great States' officials.

B&K and Great States also have sent formal protests to Springfield.

Meanwhile, on the other side of the fence, are the scores of Chicago independent exhibitors who want single features returned to the Windy City scene. Many have wired Horner of the desirability of the bill and the benefits the law would give to the general film-going public. A greater number of independent exhibitors feel, however, "that a return to singles is our only out for a return to better business conditions."

BOXOFFICE learned that should the bill become a law, independent exhibitors might start a campaign for a return of money giveaways. From one source, it is said, a drive for giveaways already is under way and awaits only the anti-dual bill becoming law. It is held exhibitors feel giveaways and duals are too much, but that giveaways with single features would draw the crowds in again.

# Car Giveaways by Fox Milwaukee Theatres

MILWAUKEE — Although theatre games were reported discontinued here as a result of the recent state supreme court decision holding Bank Night a lottery, Fox, in a tieup with community merchants, advertised the giving away of three Ford cars at its State, Sherman, Paradise, Riviera, Plaza, Layton Park, Shorewood and Downer theatres here, July 4 through 8.

Dist. Atty. Herbert J. Steffes announced he would not issue lottery warrants for managers of the Burleigh, Uptown, Modjeska, Milwaukee and Riviera theatres, where prize drawings were held after the high court ruling.

He said, however, evidence which police seized at the theatres would be held by the police for use later if violations occur. Police had asked for warrants for the houses, the first four for playing "Hollywood" and the last for conducting "Cash Night." The Burleigh is an independent house; the Uptown, Modjeska and Milwaukee are operated by Warner-Saxe, and the Riviera by Fox.

**"No Need for Action"**

Steffes said all theatres in the Milwaukee area had agreed to discontinue prize drawings, in view of the supreme court ruling and that consequently there was no need for further action. He said Police Chief Joseph T. Kluchesky concurred with his decision.

Plans to give away an automobile at Fox's Bay Theatre in Green Bay were abandoned after police refused permission for the drawing and Dist. Atty. Cletus G. Chadek has announced he would back the police.

The *Milwaukee Journal*, in an editorial, commended Dist. Atty. Fulton H. Leberman of Sheboygan county for his militant stand in refusing to permit Bank Night and games of chance and at the same time criticized District Attorney Steffes for his "passing the buck" in connection with the game situation in Milwaukee county.

Seventy-five residents of Sheboygan, in a communication to the local newspaper, requested that the $1,200 left in the Bank Night fund at the Sheboygan Theatre be donated to worthy charitable organizations.

In Beloit, T. M. Ellis jr. and G. A. Turner, operators of the Majestic, Rex and State theatres, who are contesting the right of the supreme court's decision to cover "Shekels," a money game played at their houses, have secured a change of venue and the case has been transferred from Beloit to Janesville.

Dist. Atty. John E. Matheson is seeking an injunction to restrain the theatres from playing the game, which, he contends, is a variation of Bank Night and which should be prohibited as a lottery under terms of a recent supreme court decision.

Although no local theatre is offering Bank Night, the city council at Elkhorn has passed an ordinance which prohibits gambling, lotteries and games of chance and specifically mentions Bank Night. Violators would be subject to a fine of from $10 to $50 or from three to 30 days in jail.

In the state legislature, the Lytie joint resolution No. 66-A, which would have permitted the state at a referendum to determine whether it desired legalized lotteries to create funds for old age pensions, was defeated by a 65 to 18 vote.

# Ernest Miller Takes ATO Golfing Crown

LAKE WAWASEE, IND.—Highlighting the second annual mid-summer convention of the Associated Theatre Owners held here at the Spink-Wawasee Hotel, was the exhibitors' golf tournament. There were 26 entrants and the winner was Ernest L. Miller, operator of the Cinema, Indianapolis, who carded a low 72. Incidentally, Miller's prize (by his own selection) was a motion picture camera and projector.

Mrs. Jack Walters, wife of the manager of the Arc Theatre at Lafayette and daughter of Chuck Krieghbaum, well-known exhibitor at Lafayette, was the low gross winner of the ladies' tournament.

Mrs. Nova Vonderschmitt, operator of the Wilds and Diana theatres in Noblesville, captured first prize in the women's auction bridge game. Mrs. W. R. McCormack, wife of the manager of the Gregory theatre interests in Frankfort, won first in the ladies' contract bridge game.

Herb Sullivan, manager for the Gregory interests in Logansport, and his wife walked away with five of 26 Bingo prizes. Dale Loomis, manager of Gregory theatres in Peru, was another three-time winner.

Carl Niesse, genial general manager of Olson Enterprises in Indianapolis, was very gracious (as usual) in providing entertainment for the ladies in the form of speedboat rides around the lake, much to the envy of Sol Greenburg, booker for Olson. Carl piloted the boats with the finesse of a veteran.

Highlighting the business sessions was an address by Sen. Jacob Weiss, ATO counsel, who stressed cooperation among members.

At the business session, Harry Vonderschmitt of Bloomington, was presented a token of admiration for smashing a golf ball to pieces as he drove off the first tee. This was Harry's first venture in the game of golf.

The resolutions committee prepared a report expressing regrets on the absence of the ATO prexy, Maurice Rubin, who was confined to his home in Michigan City with a fractured ankle.

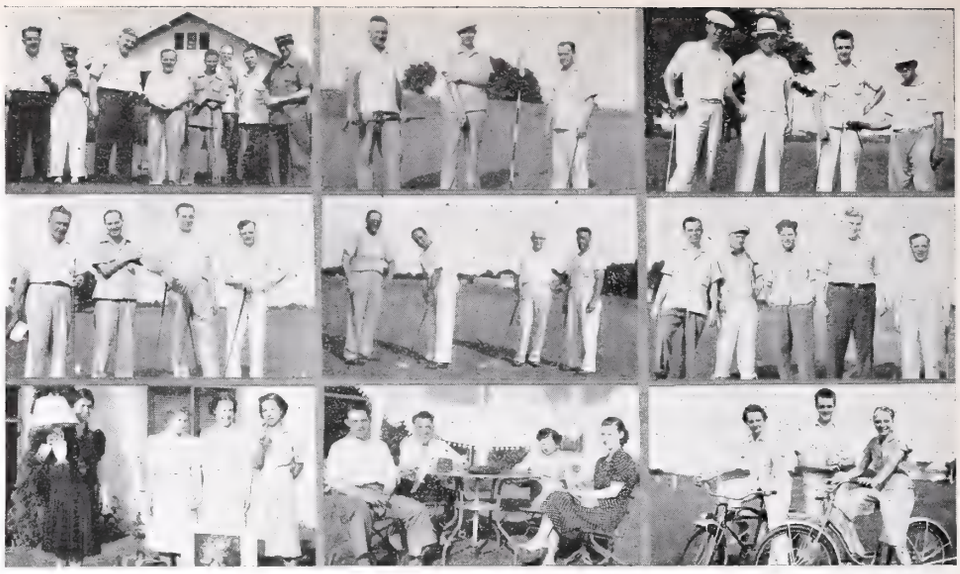
Climax of the convention was a banquet at which a comic skit was presented portraying a board of directors' meeting in burlesque. Also, a prize in recognition of his good work was given to Harold Marshall, publicity director for the local

(Continued on next page)

## *Students! Here's The Answer*

**Chicago—Students! In case you didn't figure out how many women, children and men were in that 100-seat house that had $100 in the till last week, here is Bob Mong's answer, according to Bob Montgomery of Essaness:**

**There were 70 children at 10 cents, totaling $7.00; 19 women at $2.00, totaling $38.00; and 11 men at $5.00, totaling $55.**



## *At the Lake Wawasee Convention—*

TOP ROW: *First group*—Dale Loomis, Gregory circuit, Peru; Ike Holycross, ATOI vice-president; Marc Wolf, general manager of Theatrical Managers, Inc., Gary; Harry Markun, Belmont and Talbot theatres, Indianapolis; Harold Marshall, M-G-M, Indianapolis; Ferd Nessel, State Theatre, Anderson; Art Clark, general manager of the Vonderschmitt Circuit, Bloomington; Harry P. Vonderschmitt, Bloomington. *Second group*—Howard Morin, Morin Theatre, Brookville; Ernest L. Miller, Cinema Theatre, Indianapolis (winner of the golf tournament with a score of 79), and Fidelis Gutzweiler, Tivoli and Astra theatres, Jasper. *Third group*—J. N. Dixon, Flora Theatre, Flora; Karl Gast, Madrid, Akron; Jack Walters (winner of third place in the golf tournament), Arc Theatre, Lafayette, and V. U. Young, president of Theatrical Managers, Inc., Gary.

MIDDLE ROW: *First group*—Harry Van Noy, Paramount, Anderson; Harry Rubin, Tivoli, Lake and Uptown theatres, Michigan City; W. R. McCormack (winner of second golf prize), Gregory circuit, Frankfort, and John Doerr, booker for the Gregory circuit Chicago. *Second group*—Senator Jacob Weiss, ATOI legal counsel, Indianapolis; Oscar Fine, Premier Theatres, Evansville; Sam Neall, Gregory circuit, Kokomo, and William Studebaker, Logan, Logansport. *Third group*—Art Clark, Ike Holycross, Don Rossiter (ATOI executive secretary), Marc Wolf and Harry Markun.

BOTTOM ROW: *First group*—Mesdames Harry Vonderschmitt, W. R. McCormack, Ferd Nessel and Ernest L. Miller, all winners in the ladies bridge tournament. *Second group*—H. C. Sullivan, Gregory circuit, Logansport; Dale Loomis, Gregory circuit, Peru; Mrs. Sam Neall and Mrs. H. C. Sullivan. *Third group*—Mrs. Jack Walters (right), her husband, and Mrs. Wayne Garman, wife of the manager of the Ritz and Marshal theatres at North Manchester.

# *ATOI Convention Notes*

*By* DON R. ROSSITER

LAKE WAWASEE, IND.—Ike Holycross, vice-president, acted as official photographer of the golf tournament, catching the high spots in Technicolor. Don R. Rossiter, ATOI executive secretary, was the official press cameraman.

Mr. Frank Walters and M. N. Scheidler, operators of the theatres in Hartford City and Dunkirk, Ind., with their wives were among those present at the luncheon meeting the second day. We see these gentlemen so seldom, it was quite a treat.

Won't somebody please tell Trueman Rembusch you have to put gasoline in speed boats?

Bill Connors, manager of theatres in Marion, enjoyed his first swim in six years.

Percy Dickson and family of Wabash put in an appearance at the banquet. His daughter was initiated into the exhibitor ranks by a practical joke when she was served a ball of cotton disguised as a hard roll.

Joe Fineran of Elwood spent his spare time at the airport. Joe is a flying enthusiast.

Oscar Fine of Evansville is an all right guy. After being kept up all night by pranksters, he was bright and cheery the next morning just the same.

Ask Art Clark why they call him the double-threat guy.

Leo Wolf, father of Marc Wolf, was an interested spectator at all activities.

Harry Markun has, at last, found a tee that will hold a golf ball. He was observed driving off of Marc Wolf's "German goiter." Some fun.

Ferd Nessel of Anderson, after follow-

ing some of the foresomes around the course, was heard to remark: "If I had known they were this lousy, I could have played." Boy! Was he unhappy when the golf prizes were presented. He couldn't have missed. There were prizes for everybody.

Fidelis Gutzweiler of Jasper has no excuse for not offering refreshments to his friends now. He walked away with a cocktail set. His sister, Mrs. Annette Kuebler, the peppy lady exhibitor from Jasper, stocked up on a dozen golf balls.

Johnnie Doerr of the Gregory circuit found the art of concentration sometimes bears fruit. From the moment he arrived, he had his eye on a fishing rod and reel and then was awarded the same as a golf prize.

Harry Markun now will be able to skipper his automobile with precision. After losing several hours trying to find Syracuse, Ind., with a party of friends for a midnight snack of "Wimpyburgers," he made a most intelligent and practical selection—an auto compass—for his participation in the golf tournament.

Vern Young, president of Theatrical Managers, flew in from Gary for the convention.

When Howard Morin of Brookville had to leave before the presentation of golf prizes, Tom (Deacon) Baker, acting as his proxy, picked an electric razor. We hope he likes it.

We found out who is the boss at the Sam Neall and William Studebaker domiciles. Just before walking up to select their prizes, their wives told them what to pick, and, of course, as they say, that was just what they wanted anyway.

Mrs. Van Noy had her eye set on the electric coffee urn from the start. So when Harry started to select his prize, he knew exactly what to bring back.

The Jack Walters of Lafayette really came through as the prize winners of the convention. Mr. Walters won the National Screen Service golf trophy, a prize for the least putts, and Mrs. Walters won at golf and Bingo.

## *Cooperative Ad Sells "Man About Town"*

KENOSHA, WIS.—Foster Norton, manager of Standard's Kenosha Theatre, promoted a full page cooperative newspaper advertisement to plug "Man About Town" with 150 guest tickets given to those whose names, picked at random from the city directory, appeared in the ad.

Upper portion of the advertisement carried pictures of Benny and Rochester along with the explanation on how to secure the free ducats.

### Meehan on Wanger Film

HOLLYWOOD—John Meehan will script "The House Across the Bay," Walter Wanger production starring Joan Bennett. Archie Mayo will direct.

# Prizes for All at ATO Golf Meet

(Continued from preceding page)

M-G-M exchange, at the concluding dinner.

The banquet wound up with the presentation of about 75 awards for various contests and activities. Special awards went to W. R. McCormack of Frankfort and "Sammy" Neall of Kokomo, for their unusual exploitation of the "March of Time."

Exhibitors of ATO are now looking forward to their 13th annual state convention which will be held in Indianapolis in October.

### Second District of ATOI Holds Bi-Monthly Meet

LAKE WAWASEE—The second district of the Associated Theatre Owners of Indiana held its regular bi-monthly meeting at the Spink-Wawasee Hotel here in conjunction with the mid-summer convention of the ATOI.

Those in attendance were Harry Van Noy, Anderson; Jack Walters, Lafayette; Dale Loomis, Peru; John Dixon, Flora; I. R. Holycross, Anderson; Roy and I. A. Kalver, Decatur; W. R. McCormack, Frankfort; Sam Neall, Kokomo; Ferd Nessel, Anderson; William Studebaker, Logansport; Herb Sullivan, Logansport; Billy Connors, Marion; Perc Dickson, Wabash; Joe Finneran, Elwood; Wayne Garman, North Manchester; Matt H. Scheidler and Frank Walters, Hartford City.

Leonard Sowar, vice-president, Muncie, arranged the meeting.

## *"Gag" Wires*

LAKE WAWASEE, IND.—With the opening of the second annual mid-summer convention of Associated Theatre Owners of Indiana, a number of showmen, as a "gag," wired their old friends, Olsen and Johnson, now appearing in "Hellzapoppin" in New York, from the Spink-Wawasee Hotel here. Those credited with the idea were Marc Wolf, general manager of Theatrical Managers, Inc., and Carl Niesse, general manager of Olson Theatre Enterprises in Indianapolis.

It seems that Niesse and Olson keep the wires hot with telegrams they send to each other collect. It will be remembered that when Niesse opened the Vogue in Indianapolis, Olsen and Johnson picketed the theatre, carrying signs reading "Niesse unfair to Olsen and Johnson." Later the same evening, the pair acted as cashier and ticket-taker, much to the amusement of the patrons.

Just to prove that Ole Olsen has not forgotten his Indiana boyhood, he feted two Wabash, Ind., high school boys, Eugene Myers and Rex Anderson. Olsen who attended Wabash (Ind.) High School had requested from the principal the privilege of entertaining his two most deserving pupils.

The boys, on arriving in New York, caught the "Hellzapoppin" show and the following day were taken on a tour of Wall Street. Olsen stated he planned to show them every sight in town, including the World's Fair.

### Rubin Fractures Ankle; Misses ATO Convention

MICHIGAN CITY, IND.—Maurice Rubin, operator of the Tivoli, Ritz, Uptown and Lake theatres here, and president of the Associated Theatre Owners of Indiana, Inc., fractured his left ankle in two places while playing softball.

Rubin was hurt when he slid into second base while playing for the Sinai team against the Phi Delta Kappa fraternity.

The accident caused his absence from the ATOI mid-summer convention at Lake Wawasee.

## *Lyric in Indianapolis Is Dark After Wage Dispute*

INDIANAPOLIS—The Lyric Theatre here, which has presented stage shows 52 weeks a year since August, 1934, is dark because of a wage disagreement with the local stagehands' union. The union asked that the weekly pay of each of the eight stagehands employed by the house be raised to $60.50, a hike of $5.

Ted Nicholas, house manager, said the management could not meet this demand and that the theatre would not reopen until the stagehands agree to work on their old scale.

D. R. Barneclo, union business agent, said his organization will not consent to resume negotiations until the Lyric is reopened.

The Lyric, known among show people as one of the last strongholds of vaudeville, has operated since 1912. It is locally owned. The house employed 52 persons and has a seating capacity of about 2,000.

## *Churchman Hits Pictures For Price in Churches*

INDIANAPOLIS—Complaints by theatremen in this area against churches exhibiting motion pictures and stage attraction for an admission, which have mounted the past few months, were augmented this week by a churchman who criticized certain churches for "going into business."

The Rev. Bert L. Wilson of the Disciples of Christ, addressing the mid-summer session of Butler University's Institute of Religion," told the assembly it was time for church bodies to get back to their original purposes and lashed out at business men who attempt to run the church "along the lines of a financial corporation."

## *Screen "The City"*

CHICAGO—Oscar Serlin, producer of "The City," held a private screening of the four-reel subject for local newspaper critics. The picture was made possible through a financial grant by the Carnegie Corp. of New York.

### Long-Termer to Lamont

HOLLYWOOD—Universal has signed Chas. Lamont to a long-term directorial contract. He has just completed "Unexpected Father," starring "Sandy" Henville.

# *Summertime Legal Vacation Is Promised in Chicago*

*By* GENE RICH

CHICAGO—Unless something unforeseen arises on the legal scene, Chicago exhibitors are to be free of courtroom encounters for the rest of the summer.

Now that the government has set the example and agreed to an adjournment over the months of July and August in the criminal contempt case, like procedure is probable in the Adelphi-independents' anti-trust suit against B&K and the majors, and the other suits facing the industry in Chicago.

Robert Wright and Seymour Simon, special prosecutors for the department of justice, rested the government's arguments in the criminal contempt information case until the hearings resume before Special Master Edgar Eldredge on September 5. Meanwhile, they are expected to return to Washington for a few days, before proceeding to Oklahoma City, scene of the anti-trust division's activities against the Griffith circuit and major distributors.

The government continued attempts to prove B&K's domination of the film companies with testimony by various witnesses near adjournment, results of which convinced observers that the government has decided to withhold its most potent testimony and pleading until resumption of the hearing in the early fall.

Aaron Jones sr., of Jones-Linick and Schaefer Theatres, was one of the principal witnesses for the government during the final hearings. He, too, was asked to give his opinions of the ten main loop theatres as to first-run, first-quality worthiness, and listed them in this sequence of importance: Chicago, Oriental, State-Lake, United Artists, RKO Palace, Roosevelt, McVickers, Woods, Garrick, and Apollo.

He recounted his experiences in the industry, telling of seeing his first pictures 44 years ago, in 1895, at the Schiller Theatre, now the site of the Garrick.

Testifying as to conversations to obtain 20th Century-Fox product for the State-Lake Theatre when they operated the house, Jones said he offered a guarantee of $200,000 for the product for one season, but was turned down when the company executives "felt that B&K was a bigger customer and couldn't sell the other B&K outlying houses if they sold us."

Contending all this testimony pertained to a time outside the statute of limitations, before November 9, 1935, defense attorneys made an oral motion to strike all of that testimony, which Master Eldredge took under advisement.

The defense won another point when Master Eldredge sustained the defense objection to conversation between Johnny Jones and branch managers to obtain product for the Oriental Theatre after J-L-S opened the house November 18 of last year. That period also falls outside the time-limit of current information. Master Eldredge made his support of the objection all the more hard and fast by declaring: "The government can't include additional charges and information, other than that contained in the original information or amended bill of particulars. If the government wants to include new charges, it will be necessary to file a new information of criminal contempt or an entire new suit."

Johnny Jones got a laugh when he identified slough pictures as "those you can't sit through and enjoy." He testified that J-L-S did not make any profit during its five-year operation of the State-Lake, and that the theatre was in the black only one out of the five years. " . . . and that was the year we had Bank Night," Jones added.

Jones answered Robert Golding's (B&K attorney) question as to why theatre owners exhibited pictures, with: "The only object of exhibiting pictures is to make money."

R. O. Farrell, attorney for the bondholders' committee of the Oriental Theatre Building, told of his negotiations with B&K over operation of the Oriental, starting with the original $327,000-a-year rental paid by the Paramount subsidiary for the house. This was later cut to $200,000 annually, plus a percentage, during 1935.

Farrell said that after considerable dickering with Barney Balaban and others of B&K and Paramount, he was told the house would close last summer. A final offer for reopening of the house by B&K, Farrell said, came in September of 1938 by Frank Freeman of Paramount. That offer was for $125,000 plus a percentage annually.

**Trouble Getting Product**

Farrell quoted Herbert Lautmann of the law firm of Sonnenschein, Berkson, Lautmann, Levinson and Morse, as saying for B&K: "You might as well lease to B&K as they are the only ones that can get pictures for the theatre." He said that when B&K eventually was let out of the house entirely, the $100,000 back rent due was settled by assignment of all the equipment in the house to the building, plus $10,000 in cash.

Harold Costello, manager of the building, told of attempting to get United Artists, M-G-M and 20th Century-Fox product for the Oriental Theatre, while Jack Rose of Indiana-Illinois Theatres told of making phone calls to UA in efforts to get product for Costello.

The government again attempted to introduce the list of all affiliated theatres in the country as one of its exhibits, but the master reserved decision on defense objection.

Numerous documents have been introduced during the case and identified by various witnesses, including film contracts, theatre leases, etc.

Throughout the hearings, many branch managers and exhibitors attended. John Balaban of B&K was in almost constant attendance. Others from B&K attended from time to time, as did many independent exhibitors.

## *Getting to Bottom Of the Case*

**Chicago — Edgar Eldredge, former judge, and now special master in the government's criminal contempt case here, is sure that he is going to know all the ramifications of the case before all the testimony and evidence is in.**

**His usual answer to objections from either side on various questions in attempting not to have witnesses' answers read into the record, is: "Well, let him go ahead and answer, and we'll see what it's all about."**

# MILWAUKEE

BACKED by a heavy exploitation campaign, which included posters on the front of the Little, Davidson and Alhambra theatres, all downtown houses currently dark, Fox's Palace is playing "Goodbye, Mr. Chips" solo . . . Harold Mirisch's Tower and Oriental theatres here have inaugurated book-night each Monday and Tuesday with certificates toward a 15-volume set of encyclopedia as the attraction. Two certificates plus a dime are redeemable at the theatres for a single volume of the set.

*Standard Wisconsin-Michigan Co. has filed articles of incorporation here with C. F. Puls, C. M. Puls and L. Lynch as incorporators.*

Russ Leddy, until recently district manager for Fox here, has been named manager of the circuit's Orpheum in Green Bay, succeeding Elmer Brennan.

*William Exton, who recently resigned as manager for Standard Theatres in Kenosha, has leased the Roosevelt Theatre in that city from Charles Collins. Exton is renovating the house with its reopening scheduled for July* 15.

Edward F. Morton, asistant manager of the Orpheum, Kenosha, was married recently to Marjorie Speaker.

*Mr. and Mrs. Frank Humberstone, parents of H. Bruce Humberstone, film director, stopped off at Williams Bay for several days while en route to Hollywood from the New York World's Fair.*

Tommy Tucker, Hollywood sound effects man, addressed the Optimist Club here.

*Warner Theatre here has dipped its admission base from* 35 *to* 25 *cents along with Fox's first-run houses. Lowest bracket holds until* 1 *p. m. Top remains at* 50 *cents at these houses.*

# Compromise Racial Operator Issue

ST. LOUIS—The dispute as to whether blacks or whites should operate the projection machines in two local motion picture theatres patronized exclusively by Negroes has been settled on the basis that two Negro projectionists shall be employed at each of the theatres.

The theatres are the Strand, a 450-seat house operated by Tommy James, and the Criterion, a 750-seat house under the management of George Pliakos and associates.

Heretofore the theatres have employed four white projectionists each, working in two shifts. Under the compromise arrangements each house will employ two Negro projectionists furnished by Local Union No. 143A, IATSE affiliate composed of Negroes, and will still retain the services of two white projectionists each. The whites are members of IATSE Local Union No. 143.

Robert Tomsen, recently elected president of Local No. 143, said that the compromise was made to help relieve unemployment among members of Local No. 143A. The four white projectionists replaced by the Negroes are now doing vacation relief work elsewhere in St. Louis and St. Louis county, Tomsen explained.

James, who also is interested in the Douglas Theatre, a 700-seat house that also caters to the Negro trade, now is building a 1,000-seat de luxe house for Negroes at Sarah St. and Finney Ave.

## *"Out-Door" Weather Hurts Grosses in Windy City*

CHICAGO—Business over the weekend was another instance of too much outdoor weather.

The same situation has prevailed the last few weeks, with the result weekend "takes" have been off considerably with mid-week business above the usual for summer.

As one exhibitor put it, "When the weather is poor over the summer weekends, business is good, and vice-versa."

The same condition prevails in the loop, where just ordinary summer boxoffice "takes" have been the vogue.

## *A Colortone Distribution Deal Made With NTSCo*

CHICAGO—A distribution deal with National Theatre Supply Co. on a nationwide basis for the new Colortone shutter is announced by Edward M. Schlaiffer, sales manager for Colortone.

Schlaiffer has just returned from a sales trip during which he visited most of National's midwest branches. A similar tour over his territory was made by Edwin H. Quinn, Colortone eastern representative.

### Year Pact to King

HOLLYWOOD—Henry King, ace 20th-Fox director, has been held for another year.

# CHICAGO

NATE PLATT of B&K is now a papa—by adoption. He and the missus now have the "cutest" (as Nate puts it) four-month-old boy from the Evanston Cradle. The heir has been named William L. Platt. . . . Roy Bruder, manager of the Chicago Theatre, is vacationing for the next two weeks, with Charlie Nesbitt and Ray Thompson watching over things while he is away.

*Beth Morganstern of Allied has begun her two-week vacation which will take her to Denver, Pike's Peak and other Colorado points.*

Charlie Ryan, assistant zone manager, and Herb Wheeler, district manager of Warner Theatres, are vacationing in New York. A theatre man's holiday—seeing shows and the World's Fair.

*Si Stein, formerly booker at Universal, who left to return to medical school, is working at M-G-M during the summer interval before resuming studies.*

Charlie Burrus, manager of the B&K Nortown, has resigned to join a publishing firm. He is succeeded by C. T. Boisumeau of the Terminal Theatre. Morris Horke goes from the Alba to the Terminal.

*Jack Rose of Indiana-Illinois sends word his Michigan City manager and president of ATO of Indiana, Maury Rubin, is hobbling about on crutches. Reason: Too much baseball on the recent holiday; result: Broken ankle in two spots.*

Jimmy Coston, Warner zone manager, flew to the wedding of Harry Warner's daughter in Hollywood. He accompanied Joseph Bernhard, Warner theatres general manager, on the flight westward.

*Hank Porter and "Shorty" Otto are getting everything ready for the annual Film Carriers-Photoplay Advertising picnic and outing Sunday, August 13, in Mannheim Woods, No. 3.*

Word is received at the local Warner exchange of the death some weeks ago of Ralph White, former office manager of the exchange.

*George T. Valos held the formal opening of his new theatre in Geneva, Ill., last Saturday. Truman Moulder is manager.*

Bulletin! Essaness has taken over the Apollo Theatre and is operating it for B&K. Don't get excited. That's Sylvan (Goldie) Goldfinger's way of telling people Soible and Solomon are now running the theatre, where "Goodbye, Mr. Chips" appears set for a long run. Sam Soible, managing director, is now being assisted by Phil Solomon, who has been moved up from manager of the out-lying Regal to associate manager of the Apollo.

*Bing Crosby had a lot of fans down at the Dearborn Station to meet him when he arrived on the Santa Fe Super Chief the other day en route to New York.*

Art Catlin, United Artists exploiteer, is back after spending several weeks on the west coast working out of the Sam Goldwyn studios on two forthcoming pictures, "They Shall Have Music," which stars Jascha Heifetz, and "The Real Glory," the next Garry Cooper picture. He will work on these two pictures in the Chicago territory for a while now.

*M-G-M has a bulletin board showing the progress of the current sales drive. It features the pictures of District Manager Jack Flynn and Branch Manager W. E. (Doc) Banford.*

The Oriental is offering the public tickets to see the Friday morning rehearsals of the stage shows.

*Henri Elman will move his crew at Capitol-Monogran into new offices at 13th and Wabash Monday, just a week ahead of his new neighbors-to-be, 20th Century-Fox.*

A swing version of "The Mikado," with a Negro cast, is the current stage presentation at the Oriental.

*Jesse L. Lasky was here when the summer series of his Gateway-to-Hollywood program got under way on the CBS network.*

Jack Blum gets our apologies again. We again called the Photoplay Advertising partner by his wrong surname last week, in telling of all the romance around the plant. We wrote it Katz, when it should have been BLUM. And we must tell Dave Katz of Hollywood Advertising we did not mean to get him in dutch by using his last name on that birth report.

*Jack Lieb, News of the Day bureau head here, is the proud papa of a new daughter, born to Mrs. Lieb in Michael Reese Hospital.*

Among those aboard the TWA Skychief that went through here the other night westcoast-wards were Irving Berlin and Burgess Meredith.

*Pete Kallares, partner of Great States in Gary, Ind., is the proud father of a boy.*


**TRADE DIRECTORY**

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# ST. LOUIS

A FEW WEEKS' exploitation campaign for "Goodbye, Mr. Chips," which opened at Loew's, July 6, was climaxed July 4 when Jimmy Harris, exploiteer, and Harold W. "Chick" Evens, manager, grabbed exclusives at the Lambert-St. Louis Municipal Airport at Bridgeton, St. Louis county, where some 75,000 persons gathered to watch airplane races, parachute jumps and a big display of fireworks. A huge banner with "Mr. Chips" and Loew's copy was planted at the main runway of the air field; one of the exhibition places was decorated with similar copy while a dozen announcements plugging the picture and theatre was throated from the p. a. system from the control tower.

*Other publicity grabs included a story in the* Post-Dispatch *daily magazine about Greer Garson with the paper's Hollywood staff correspondent as the author. A new stunt in local movie exploitation. A three chapter serial of the picture was carried in the* St. Louis County Leader, *a weekly with* 40,000 *circulation, while* 10,000 *small heralds were distributed with* Liberty *Magazine which gave "Mr. Chips" a four-star rating. There was also the usual co-op ads with department stores, window displays, feature stories and art in all the local newspapers and a radio tieup.*

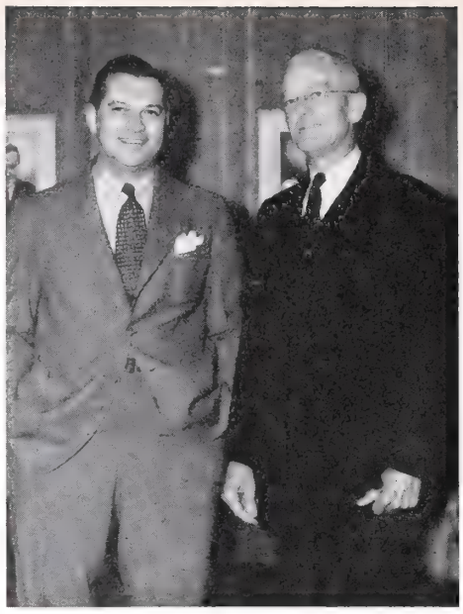
While acting as master of ceremonies at a Lions Club homecoming and Independence Day celebration at Johnston City, Ill., Robert J. Weber, who operated a theatrical agency here, collapsed and died . . . Displayed in the lobby of the Fox here, was a Mexican pottery exhibit valued at $10,000 . . . Viola Frank, office manager of the Fred Wehrenberg circuit, will vacation in the Rocky Mountain region.

*Few film salesmen who've had dealings with him will deny that Harold "Chick" Evens, Loew's manager here, is a pretty smart fellow. Evens, a graduate of Columbia University, owns a law degree . . . Tony Matreci, manager of the Uptown, is chairman of the committee arranging Variety's golf tournament. Proceeds realized will be used to send underprivileged children to a summer camp.*

Funeral services were held here for Mrs. Annie Davis, mother of Paul Beisman, resident manager of the American Theatre and manager of the Municipal Theatre Ass'n, with burial in the B'nai Amoona Cemetery. Mrs. Davis, who was 64, died of a heart attack . . . Final rites were held here for Mrs. Elizabeth Hofmann, 91, grandmother of Betty Grable screen actress . . . Variety Club quarters in the Roosevelt Hotel here are being air-conditioned.

*A regular attendant of the "School for Expectant Fathers" at the St. Louis County Hospital, has been Richard Berger, production manager of the Municipal Opera Ass'n . . . Every Tuesday, weather permitting, when he's off duty, Chester Vickery, Loew's assistant manager, takes to the bridle paths in Forest Park . . . The Ambassador and Missouri theatres showed the Louis-Galento fight films.*

The 35-acre tract once occupied by the St. Louis Sportsmen's Shooting Club at Bellefontaine and St. Cyr roads, has been acquired by John Soitiea. He says he's planning an amusement park on a comprehensive scale . . . "Catch an Error and Win a Pair" is a new radio game hatched by Les Kaufman, Fox Theatre publicist, and Allen Franklin, KXOK program director, the object of which is to spot grammatical errors made by the announcers.



## *Visitor From Indiana—*

*Roy E. Harrold (right) drops in on Charles Reagan, Paramount western division sales manager, while visiting New York. Harrold operates the Princess and Castle theatres in Rushville, Ind.*

## *Top-Notch Film Dishes by United Artists, Chicago*

CHICAGO—When the United Artists is reopened by B&K, July 22, the theatre will have one of the best string of pictures for an extended period of weeks that it has been able to offer the film-going public in many months.

All from M-G-M, and in their probable order for dishing up to the public, will be "Andy Hardy Gets Spring Fever," "Lady of the Tropics," "The Wizard of Oz," "The Women," and "On Borrowed Time."

## *Lease Monon Howard*

MONON, IND.—Theatrical Enterprises, Inc., of Indianapolis, has leased the Howard Theatre, operated by M. A. Howard since he built it two years ago. It is the 28th link in the T. E. chain.

### Red Bud Opening Sept. 1

RED BUD, ILL.—Work on the new Red Bud Theatre is progressing rapidly and the house is expected to be open about September 1. The builder is C. T. Dusinberre, formerly RCA sound engineer.

### "Marines" to Felton

HOLLYWOOD—"Calling All Marines," which Armand Schaefer will produce for Republic, will be scripted by Earl Felton.

# INDIANAPOLIS

NAT Weinberg's hat won't fit his head these days. Weinberg, promoter of numerous "Jitterbug" contests in theatres throughout Indiana, recently received a full page in the roto section of the *Indianapolis Sunday Star* depicting the "Jitterbugs" in action.

*Roy E. Harrold, exhibitor from Rushville, Ind., was a guest of Paramount's World's Fair hostess on a visit to New York. After taking in the Fair, Harrold attended some leading radio programs.*

"Smooth Starts" and "Sand and Flame," commercial films made by Chevrolet, were screened here at the Columbia Club for the Optimist Club . . . Marc J. Wolf and his wife, who spent several days in New York visiting the Fair and renewing acquaintances with Olsen and Johnson, said Carl Niesse, who operates the Vogue here, is getting plenty of plugs in "Hellzapoppin," stage play in which the comedians appear.

## *William Roland Bair Is Fatally Hurt in Crash*

INDIANAPOLIS—William Roland Bair, son of Roy Bair, secretary of Olson Theatres and director of the Associated Theatre Owners of Indiana, was fatally injured in a collision of two automobiles between Petosky and Walloon Lake in Michigan, last Sunday.

The accident took the lives of Miss Betty Morris of Petosky, who was riding with young Bair, and Mrs. Minnie Reber of Petosky, a passenger in the other car.

Young Bair, known to his many friends as "Billy," died several hours following the accident at the Little Traverse Hospital in Traverse City, Mich. The woman and girl were killed instantly.

The Bairs have a summer home at Bay View, Mich., and had been there since June 27. They have spent their summers there for the past ten years.

Mrs. Bair was prostrated by her son's death. She is now in the hospital at Traverse City. Billy was her only child.

Funeral services were held here Wednesday, with burial at Crown Hill Cemetery.

## *Louise Campbell Honored By Chicago Alma Mater*

CHICAGO—Louise Campbell, Paramount player, was here July 10 as guest of honor at a luncheon for alumni of the Chicago School of Expression.

Miss Campbell has just completed a role in "The Star Maker," a Charles R. Rogers production in which she is featured with Bing Crosby, Linda Ware and Ned Sparks.

### Panorama to Open

CHICAGO—The Panorama is expected to be opened shortly by Carl Borak. Stanley Theatre Supply is renovating and outfitting the house.

### General Seats for Ritz

EAST ALTON, ILL.—The Ritz Theatre here is installing new General seats, purchased from L. T. Rockenstein Co.

# This Week We Meet

## CLYDE ECKHARDT

CHICAGO—Twentieth Century-Fox's Clyde Eckhardt, who is feted next Monday night, July 24, at the Congress Hotel Casino on his silver anniversary in the industry, has grown up with the business and the company with which he is now associated.

The month of July has been designated as a Silver Jubilee Celebration by exchange employes in honor of Eckhardt, who has spent 25 years with 20th-Fox.

Eckhardt entered show business as advance man for Lincoln J. Carter Theatrical Attractions, Inc., in 1899. He next became treasurer of that company, with which he remained for eight years, leaving to become manager of three W. P. Shaver theatres.

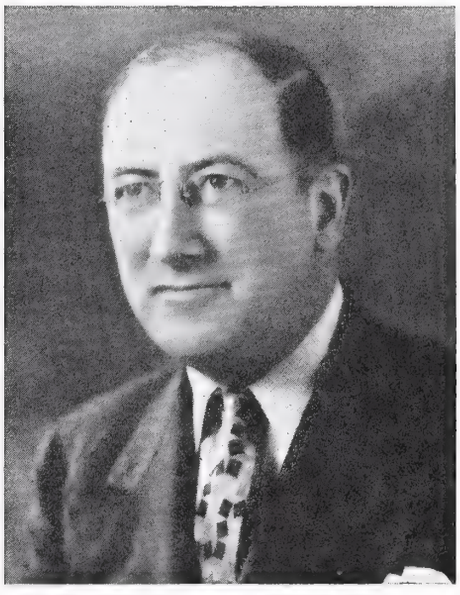
Clyde took some time out the next seven years, trying his abilities as an actor. Attesting to his histrionic activities, is a program listing his name as a trouper which still hangs in his office. He continued doubling business and acting until 1914, which year saw his entrance into the exchange branch of the film industry.

Early in 1914, Eckhardt joined A. W. Cross Independent Film Co. as assistant to the manager.

A few months later he went with Fox Films as assistant branch manager in Pittsburgh. He advanced rapidly to become manager of that exchange and in June, 1917, he advanced to the Fox home office. He came here as branch manager in September, 1917.

Clyde remained here nearly six years before being called back to New York, this time as assistant general manager under Winfield Sheehan. But three years later, in April, 1926, he returned to the Windy City and has remained here ever since, most of the time as branch manager and for a short spell as district chief.

Many are the accomplishments of Clyde Eckhardt in the industry. As Jack Kirsch,



president of Allied Theatres of Illinois and co-chairman of the testimonial dinner to honor Eckhardt, has written in notices of the coming banquet, he has established "a fine record for himself for integrity and service."

"Service" includes the organization of the Chicago Film Board of Trade, which Eckhardt served as president for many years. He has been in charge of numerous charity drives by the industry and with much success.

Simultaneous with the celebration of Eckhardt's Silver Jubilee with 20th Century-Fox will be the opening of the company's new exchange building at 13th and Wabash. It will be "open house" all day at the exchange, after which virtually every exhibitor in the Chicago area is expected to attend the testimonial celebration.

## *Public Awaits Television, But Is Loyal to Films*

CHICAGO — The public is prepared for television and is anticipating its commercial beginning, according to random comments from six persons asked by the inquiring reporter of the *Chicago Times*.

The question asked was "Do you think television will take the place of the movies in the future?" Most of the answers found the people waiting and anxious for television, but feeling that they will still have a place for motion pictures as well as television.

## *Great States Shutters Three Illinois Units*

CHICAGO — Among summer closings of Great States houses are the Rialto, Waukegan; Fox, Aurora, and Belasco, Quincy.

# SPR'GFIELD

MAX TSCHAUDER, manager of the Roxy Theatre, is spending his vacation by taking in the sights of New York and the World's Fair with his family.

*Edmond Metzger, manager of the Strand Theatre, has returned from spending his vacation in California where he visited several of the Hollywood studios.*

A deep well to be used in connection with a cooling system has been dug for the Kerasotes Bros. theatre at Onarga, Ill.

*J. H. Glucksman, who has the right to the new picture, "Our Babies," has been in Springfield arranging a campaign with Dave Jones, manager of the Senate Theatre for the first showing of the picture there.*

# September Hearing For Ouster Cases

JEFFERSON CITY—Two cases connected with the ouster of John P. Nick, IATSE vice-president, and Clyde A. Weston, former business manager of Local No. 143, from control of the latter union will be heard in the September term of the Missouri supreme court.

One case concerns the appeal of Nick and Weston from an order by Judge Ernest Oakley appointing a temporary receiver for No. 143, while the second is based on the unsuccessful attempt of William F. Canavan and other defense intervenors to compel Oakley to accept an appeal bond, which automatically would have superseded the receivership and returned control of No. 143 to Nick and Weston until higher courts could pass on the receivership suit.

## *"Union Pacific" Boosted By Mary McCormic*

CHICAGO—Paramount's "Union Pacific" got some unscheduled publicity in the newspapers, when Mary McCormic, Chicago's madcap of the opera, got herself into trouble with the Hammond, Ind., police.

She was driving through Hammond when a sergeant spotted her car with the license plates of the governor of Wyoming. Before Mary could explain satisfactorily, she was in jail, where she finally made herself clear by demonstrating her singing ability and telling her story of a recent visit to Omaha when "Union Pacific" was premiered and where Gov. Nels H. Smith of Wyoming gave her his automobile license plates as a memento.

## *Plans Special Campaign For "Daughter's Day"*

CHICAGO—A special campaign is being planned by Sam Clark, Warner exploiteer, on "Daughter's Day," to be celebrated Sunday, July 23, during the run of Warner's "Daughters Courageous," which opens July 21 at the Chicago Theatre.

Clark has been working on a tieup with the State Street Council, organization of loop business firms, for a city-wide celebration of "Daughter's Day."

Priscilla Lane, one of the four daughters in the film, has been chosen as America's typical daughter, and will be so exploited in the local campaign.

## *New Council Member*

CHICAGO—Mrs. Francis J. Waindle, motion picture chairman of the Illinois Federation of Women's Clubs and second vice-president of the Better Films Council of Chicago, is a new member of the National Screen Council of BOXOFFICE, which selects the best picture made each month for the Blue Ribbon Award.

## *Howard Ballman Services Are Held in St. Louis*

ST. LOUIS—Funeral services were held for Howard E. Ballman, 37 years old, co-manager of the Baden, Janet and Lowell theatres which are part of the Kaimann Bros. circuit in north St. Louis.

Ballman, a retired naval air corps lieutenant, was twice cited for bravery in the line of duty while in Uncle Sam's service. He became connected with the Kaimann theatres upon leaving the navy about three years ago. Surviving are his wife, Mrs. Ann Kaimann Ballman, and a son, Robert. His father, Robert H. Ballman, is vice-president of the Bremen Bank and Trust Co.

He died of a gall bladder infection at De Paul Hospital July 5 and had been ill but a short time.

## *RKO Palace in Chicago May Reopen August 11*

CHICAGO—If releases continue to flow from RKO and Universal as they are now, the RKO Palace may open Friday, August 11, though this date is only a tentative one.

It is understood RKO executives have been negotiating for concessions both on the rent and union wage scales before the house is reopened.

### Re-Sign Singer-Actress

HOLLYWOOD—Ilona Massey, actress-singer, has drawn a new long-term contract at Metro.

WEEK OF AUGUST 6

#3039-INSIDE INFORMATION-J. Lang-D.Foran-E.Carey-M.Carlisle-A.Richards 61-Univ.
#3637-SOME LIKE IT HOT-B.Hope-S.Rose-G.Krupa & Orch-V.Merkel-R.Davis 64-Para.
-EAGLE AND THE HAWK-F.March-C.Lombard-J.Oakie-C.Grant (Reissue) 73-Para
# 936-IT'S A WONDERFUL WORLD-J.Stewart-C.Colbert-G.Kibbee-N.Pendleton 86-MGM
# 928-WITHIN THE LAW-H.Russey-P.Kelly-J.King-L.Carver-R.Johnson 65-MGM
# 942-ROSE OF WASHINGTON SQUARE-T.Power-A.Fay-A.Jolson-W.Frawley 86-Fox
# 940-REVUE OF THE DISCO KID-W.Baxter-R.Hill-L.Bari-C.Romero-C.H.Gordon 71-Fox
# 324-NANCY DREW, TROUBLESHOOTER-B.Granville-F.Thomas,Jr.-J.Litel 69-Warn
#3214-LAW COMES TO TEXAS-Bob Elliott-V.A.Borg-D.Faye 56-Col
# 924-SORORITY HOUSE-J.Allison-A.Shirley-B.Read-A.Pearce-H.Wood-Jordon 64-RKO
-HEADLETS AT HOME-Evelyn Venable 59-Mono
-SHOULD HUSBANDS WORK-Gleason Family-H.Davenport-M.Wilson-T.Ryan 65-Rep
-SHORT TRAILS-Bob Steele 59-Sup
-BLAKE OF SCOTLAND YARD-R.Byrd-J.Barclay 65-Sup

WEEK OF AUGUST 13

#3636-HOTEL IMPERIAL-R.Milland-I.Miranda-R.Owen-G.Lochhart-C.Bois 80-Para
# 201-THE CHAMP-W.Beery-J.Cooper-I.Rich (Reissue) 86-MGM
# 636-SAN FRANCISCO-C.Gable-S.Tracy-J.MacDonald-J.Holt (Reissue) 114-MGM
# 944-THE GORILLA-Ritz Bros-A.Luise-P.Kelly-L.Atwill-B.Lugosi-J.Calleia 66-Fox
# 353-CONFESSIONS OF A NAZI SPY-E. J. Robinson-F.Lederer-L.Lys-G.Sanders 102-FN
-HURRICANE-D.Lamour-J.Hall-H.Astor-B.Mason-T.Mitchell (Reissue) 103-UA
-A STAR IS BORN-J.Gaynor-F.March-A.Menjou-L.Stander-M.Robsin(Reissue) 111-UA
#9032-PARENTS ON TRIAL-J.Parker-J.Downs-W.Beery, Jr. -Col
# 928-GIRL FROM MEXICO-L.Velez-D.Woods-L.Errol-L.Hayes-D.MacBride 72-RKO
-SHOULD A GIRL MARRY-Ann Neagle-W.Hull 60-Mono
-MAN FROM TEXAS-Tex Ritter- 58-Mono
# 856-IN OLD CALIFORNIA-Roy Rogers-M.Hart-G.Hayes-J.LaRue 57-Rep
-EXILE EXPRESS-Anna Sten-Alan Marshall 71-GN
#0904-THE MIKADO-Kenny Baker-M.Greene-S.Granville 91-Univ
-SPECIAL INSPECTOR-Q. Hayworth-G.McKay 60-Jud
-THE CROUCHING BEAST-W.Gibson-F.Kortner 70-Sup
-DEATH RIDES THE RANGE-Ken Maynard 58-Sup

WEEK OF AUGUST 20

#3010-EX CHAMP-V.McLaglen-T.Brown-H.Gray-W.Frawley-C.Moore-S.S.Hinds 73-Univ.
#3639-GRACIE ALLEN MURDER CASE-G.Allen-W.Hillian-E.Drew-R.Taylor 75-Para
# 937-BRIDAL SUITE-Robt.Young-Annabella-B.Burke-W.Connolly-R.Owen 70-MGM
# 536-MUTINY ON THE BOUNTY-C.Laughton-C.Gable-F.Tone-H.Mandin (Reissue) 132-MGM
# 946-JONES FAMILY IN HOLLYWOOD-J.Prouty-K.Howell-S.Hyington-J.Gale 60-Fox
# 301-JUAREZ-P.Muni-B.Davis-B.Aherne-J.Garfield-D.Crisp-C.Rains-J.Calleia 127-Warn
#9207-WESTERN CARAVANS-C.Starrett-I.Meredith 57-Col
# 926-GIRL AND THE GAMBLER-S.Dunn-L.Carrillo-T.Holt-D.MacBride-F.Fix 63-RKO
-MR. WONG IN CHINATOWN-B. Karloff 64-Mono
-DANGEROUS PASTIME-Lola Lane 65-Mono
# 801-MAN OF CONQUEST-R.Dix-G.Patrick-E.Ellis-J.Fontaine-C.H.Gordon 99-Rep
-THE GHOST CAMERA-Ida Lupino 58-Sup
-THE WORLD AFLAME-Beake Carter-Unknown Soldiers 72-Sup
-FIGHTING RENEGADE-Tim McCoy 59-Sup

WEEK OF AUGUST 27

#3038-HOUSE OF FEAR-Wm.Gargan-I.Hervey-A.Dinahart-H.Stephens-El Brendel 66-Univ
#3636-UNMARRIED-Buck Jones-R.Twelvetrees-B.Armstrong-D.O'Connor 65-Para
# 935-TELL NO TALES-M.Douglas-L.Platt-G.Lochhart-D.Dunbrille-T.Collins 69-MGM
# 843-ROSE MARIE-J.MacDonald-N.Eddy-J.Stewart-A.Jones (Reissue) 110-MGM
# 947-YOUNG MR. LINCOLN-H.Fonda-A.Whelan-M.Weaver-A.Brady-E.Collins 101-Fox
# 374-CODE OF THE SECRET SERVICE-R.Reagan-R.Towne-E.Foy,Jr. 55-FN
-CAPTAIN FURY-V.McLaglen-B.Aherne-J.Lang-P.Lucas-J.Carradine 93-UA
#9001-ONLY ANGELS HAVE WINGS-C.Grant-J.Arthur-R.Barthelmess-T.Mitchell 121-Col.
# 946-RACKETEERS OF THE RANGE-G.O'Brien-C.Mills-M.Reynolds-C.Seabrook 62-RKO
-LURE OF THE WASTELAND-Grant Withers-Technicolor 55-Mono
# 845-MOUNTAIN RHYTHM-Gene Autry-S.Burnette-J.Story 59-Rep
-MANHATTAN HEARTBEAT-J.Gallaudet-R.Keith 60-Jud
-WITHOUT WARNING-V.Varconi- 68-Sup.
-THE PORT OF HATE-Polly Ann Young-Monte Blue 60-Sup

## *August Releases in Chicago*

### Set Palmer House Date

CHICAGO—The Women's Film Industry Club will meet Tuesday night, July 18, at the Palmer House.

## *Rex Barrett Is Staging Political Comeback*

COLUMBIA, MO.—Rex P. Barrett, manager of several local motion picture theatres, who was defeated more than two to one in a Democratic primary last March when he sought re-election as Mayor of Columbia, won a big political comeback when he won first place in a three-way special party primary.

Victory in the Democratic primary is tantamount to election. In fact it now looks like former Mayor Barrett will not have any opposition in the special city election July 25.

In the regular primary election last March, Mayor Barrett was defeated by H. L. Wilson, a retired railway employe. Wilson was elected Mayor in April but served only a few weeks, resigning because of ill health. This unexpected development enabled Barrett to pull his comeback.

## *Henri Elmans, Hitherto Unbeaten, Lose Pair*

CHICAGO—The Henri Elmans, erstwhile undefeated leaders of the Filmrow Softball League, lost two games last week, 7 to 10, to Photoplay-Film Carriers; and 8 to 12, to the Crillon Hotel team.

The 20th Century-Fox team also lost a double-header, 6 to 8, to the hotel team; 6 to 16, to Filmack. This leaves the Henri Elman and Hotel Crillon teams tied for first, with four games won and two lost each. Close behind, three won and two lost, is Photoplay-Film Carriers.


# How to operate motion picture theatres *profitably*




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President, Fox Inter-Mountain Theatres, Inc.

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# Rentals Tax-Subject, Believes Ohio Chief

COLUMBUS, OHIO—William S. Evatt, newly appointed chief of the Ohio tax board, has stated he is of the opinion that film rentals are subject to payment of the three per cent sales tax of the state. He says:

"I differ with the former commission who planned to defend the accusation they over-stepped their authority in exempting the rentals. I have instructed the attorney general to present the facts only. If there is to be more of a defense it is entirely up to the motion picture industry to provide it. However, in any case I shall abide by the decision of the court."

## *Columbus Exhibitors Leash Film Buying*

COLUMBUS—Locally a unique situation exists as pertaining to exhibitors buying for 1939-40. As far as is known not a single house has signed contracts for next year. Two things are holding them back: The independent exhibitors are more-or-less anticipating a more drastic move on the part of first runs in event dual bills do not improve attendance; and the inability of Virgil Jackson and his newly organized booking combine to get together with the distributors on the deals.

However, film salesmen making their headquarters in Columbus are reporting substantial gains in their territories over last year—despite absence of local buying. Bernie Gardner of Paramount is running 20 per cent ahead. He advises that the coal mining districts around Bellaire are producing once again.

## *Liberty at Verona Free Of Lottery Charges*

PITTSBURGH — A Verona theatre owner has been exonerated on a lottery charge in connection with the operation of a cash night contest.

Last April a woman patron of the Liberty Theatre, Verona, protested the name called in a cash award contest, claiming the "number" as her own. It was proved and admitted that she had signed two cards. When this was brought to the attention of Rudy Navari, veteran exhibitor, one of the two cards had been withdrawn and the second "number" had been used for the signature of another patron. The situation was explained to the theatre audience, which agreed that the woman was not entitled to the $110 prize. She brought lottery charges against the theatre, which were dismissed by a local magistrate.

## *Build for Tri-States*

CANTON, OHIO—Construction has started on the new theatre being built in North Canton for the Tri-State Theatres, Inc., according to an announcement by George A. Delis, district manager for the circuit. The new house, which will cost about $65,000, will be operated by George S. Ellis.

# *Trendle Turns to Radio After 31 Years With UDT Circuit*

*By* H. F. REVES

DETROIT—One of Michigan's most widely known industry figures passed out of the film picture, with the resignation of George W. Trendle as president of United Detroit Theatres after a 31-year association with the Auto City's largest chain.



GEO. W. TRENDLE

Trendle's resignation, preceded by a flurry of unconfirmed rumors, came as a distinct surprise to local show business. Trendle headed UDT as local operating partner since 1933. As such, he was probably the most important single personality in the local exhibition field.

In recent years he became more and more interested in his many radio activities. It is this activity which is given as an important factor in his decision to retire from theatre operation. Among Trendle's radio interests are Station WXYZ and such national programs as "The Lone Ranger" and "The Green Hornet."

Trendle, a lawyer by profession, began in show business in 1908 with John H. Kunsky (King). The pair opened the Casino, one of Detroit's earliest downtowners. Under able operation, the circuit proceeded to expand. For a time it operated all first run houses in Detroit.

With the withdrawal of King from active participation, Trendle became active head of the organization.

The circuit was taken over by Paramount in 1929 under the usual stock agreement, Trendle going into the radio field.

In 1933, following Paramount's reorganization, UDT was formed to take over operation of the houses as a Paramount partner. The Kunsky circuit name disappeared, while the slogan, "Operated by George W. Trendle," was used prominently in advertising.

Meanwhile, unestablished reports persists of further changes in operating personnel. If they prove well-founded, the changes probably will not be made until after August 1 when Trendle is expected to leave UDT, moving his headquarters to his radio offices two floors above the theatre offices.

How highly Trendle's career has ranked him in the opinion of Detroit citizens is expressed in an editorial by the *Detroit Free Press:*

"The resignation is a matter of regret among patrons of moving picture theatres in Detroit. Mr. Trendle has maintained standards that have been a benefit to the community and a satisfaction to audiences.

"He has stood for cleanliness, morality, wholesome atmosphere, and entertainment of the highest grade available. And, when necessary, he has carried his battle for these things as far as Hollywood.

"Mr. Trendle has been a credit to the entertainment business, and he is needed in it."

### Decision on Operation Will Follow Goldenson's Report

DETROIT—Leonard Goldenson, Paramount executive, who has been making a survey of the local situation, following George W. Trendle's resignation, returns to New York about Saturday, and a decision on operating procedure here is possible late next week, following his report to Barney Balaban, president of Paramount. It is considered likely that a Paramount partner from some other territory may step in. Goldenson declared that "there is no intention of making any changes in present personnel."

### Earl Hudson May Fill In As UDT Operating Chief

DETROIT—It was understood in informed circles this week here and in New York that Earl Hudson, United Detroit Theatres publicity and advertising director, and recently executive aide to Trendle, might be asked by Barney Balaban of Paramount to fill in temporarily for his chief.

In New York, it was said by Balaban, that at present plans do not call for turning the operation of the houses over to Balaban & Katz of Chicago, who formerely operated the houses before Trendle was given his management deal.

Hudson has had many years experience in all fields of the industry. He has done trade paper work, was in the production end of the business on the west coast, has managed theatres, done considerable publicity work, and in the last several months has been aiding Trendle in general operation of the Detroit theatres, in addition to his publicity duties.

# Idzal Tries to Keep Detroit Fox Open

DETROIT—Readjusting operating policies to poor business conditions, Manager David M. Idzal of the Fox Theatre is endeavoring to keep this big house open for the summer.

Present negotiations are with maintenance unions for a reduction in the number of men now employed. Stagehands automatically dropped from 20 to four when stage shows were dropped six weeks ago.

Advertising appropriations have been reduced. Plans are being made to stagger vacations so extra help will not be necessary.

Some of the staff are working three days a week so that necessary cuts are being spread around.

## *Gerson Cleveland Head For Big Feature Rights*

CLEVELAND—Sam A. Gerson has been appointed manager of the local office of Big Feature Rights Exchanges, Inc. He succeeds Carl Scheuch, who has resigned. Appointment was made by Lee Goldberg, president of the company, whose headquarters are in Cincinnati.



S. A. GERSON

Sam Gerson has been continuously in the picture business for the past 20 years, during which time his experience has been varied to include all types of distribution.

His first business experience was as a telegraph operator, but about 1920 he joined forces with M. B. Horwitz in organizing the Buckeye Poster Rental Co., with offices on lower Prospect Ave. Max Shenker, now selling candy machines, became associated with the company which operated some seven years before it was taken over by the present owners of the Exhibitors Postal Rental Co.

From poster rental to independent distribution was only a short step. With his brother, Nate, he took over a small exchange operated by Dave Selznick. A few years later the boys increased their output of independent product by acquiring the Pioneer Film Exchange which, until then, was run by Davey Davidson. Davidson then joined Fox Film, with whom he stayed until his retirement from active business last fall.

When Nat Barach came to Cleveland from Pittsburgh to take over the management of the Goldwyn exchange, Gerson tied his wagon to the Goldwyn star and became a salesman for the company in this territory. Barach and Gerson worked together harmoniously until the opportunity of buying the old local Selznick exchange presented itself. Sidney Rosenthal was also affiliated with the company. This exchange had a comparatively short life, however, and Gerson left it to open the Tiffany exchange in Cleveland. Going was hard for Tiffany in the early days, and its future looked dubious so Gerson left to join the Universal exchange in Indianapolis. He stayed there about five years.

In 1932 he returned to Cleveland as salesman for Columbia, a position which he held continuously for seven years. This relationship was severed a month ago.

In appointing Sam Gerson manager of his Cleveland office, Lee Goldberg, one of the leaders in the independent distribution field in the central states, feels confident that the office will become an important factor in the progress of the motion picture industry in this territory.

## *Adapt Aviation Yarn*

HOLLYWOOD—"20,000 Men a Year," a story of the federal government's aeronautical training project, will be adapted by Lou Breslow and Owen Francis for 20th-Fox.

# W. Pa. MPTO Will Meet Oct. 23-24

PITTSBURGH—Annual convention of the MPTO of W. Pa., Inc., is announced for Monday and Tuesday, October 23 and 24.

Fred J. Herrington, secretary, stated that the dates were set aside at a directors meeting and that plans for the affair would be arranged sometime in the near future.

Directors said that national Allied leaders would attend, as would other industry figures. Members of the board feel that more important issues will face the convention than ever before. One of the important subjects will be film contracts and business in connection with negotiations for purchasing the new season's product. A membership meeting or two will be held prior to the convention. Directors' sessions will continue through the summer.

## *Toledo Theatres & Realty Revamp Hearing Aug. 10*

TOLEDO—Permanency of Louis A. Schrader as trustee of the Toledo Theatres & Realty Co. in the petition for reorganization of that firm will be considered at a hearing before Fred H. Kruse, special master, at room 207, U. S. court house here on August 10.

The petition for reorganization and for relief was filed under Chapter X of the bankruptcy act by Columbus Melhorn, J. R. McDowell, B. O. Bistline and Ann J. Robison.

August 10 also is the deadline for filing of claims or objections.

### Free Shows in Beer Garden

YOUNGSTOWN, OHIO—Art Mallory, owner-manager of nearby Craig Beach park has inaugurated a policy of free shows at the park nightly in the beer garden. Programs include shorts, newsreels, comedies and educational subjects.

# DETROIT

ED KIRCHNER is vacationing in the North Woods . . . Joe Reich is back from the New York Fair . . . Nat Haase, on a trip to Boston, visited his family. He also visited the home office of Metro Premiums . . . Irving Belinsky took Al Zalsman to a ball game. They sat in the bleachers. Now Irving is applying a sunburn lotion, but gently. Belinsky, by the way, is putting up a new soda fountain in his place on Clifford St. . . . Max Bluegrind spent exactly $13 recovering from injuries sustained in a fall from a horse . . . "Curley" Dezel was caught buying cigars wholesale.

*A local distributing organization may shortly make a deal for plenty more product and involving an important change of name . . . Helen Brown, secretary at Metro Premium, has recovered from her summer cold and an upset stomach . . . Roy Reed, Al Dezel's ex-partner, is back in town. His plans are indefinite . . . Anne O'Donnell is falling behind in her travels to central Michigan, sticking close to her desk at Excellent Pictures . . . The Louis-Galento films, distributed by Excellent, went like hot-cakes . . . Eddie Heiber, Universal branch manager, was upstate selling.*

Abe Fisher has resigned as Universal salesman to join Ben Judell in Chicago . . . Mrs. Wilma Zimmerman, UA contract clerk, is vacationing . . . Estelle Fredenberg of Monogram made a quick one to Chicago, visiting the company branch there, and Gene Rich, BOXOFFICE's central editor . . . Bill Bishop and the wife were in for a visit . . . The warm afternoon sun is turning Sylvia Shiffman's hair redder . . . Bill Storl plans to open the new Milan in the Michigan town of that name in three weeks . . . George McArthur is re-equipping the Shafer, Garden City. George Carr of International is supplying the seats.

*Roger Kennedy, IATSE business agent, is back from a business trip to Hollywood . . . The projectionists' union offices and clubrooms are being redone in light summer shades . . . Fay Erskine didn't say how many was caught on a fishing trip to Caseville . . . Harry Russell, booking agent, is folding up . . . Tommy Harris, once with the Gus Sun booking offices, is now assistant manager at Ray Schreiber's Colonial . . . Frank Stuart, Midwest circuit general manager, is headquartering at the Majestic . . . Dave Newman, relieved of his secretarial duties for Variety for the summer, is running his father's theatre and practicing law. Nice combination.*

Joe F. Bruzy has closed the Times Square Theatre indefinitely . . . Dave King has darkened the National, downtown, for the summer . . . Sam Seplowin, Republic chief here, tripped to Grand Rapids. After business hours, he golfed and fished . . . The Oliver Theatre Supply has closed . . . Grant Amusement Co. is being formed to operate the Grant Theatre. David Korman is the sole stockholder . . . If you see a man wearing deep blue sun glases behind a dark tan, it's probably Bill Carlson. He got that way while in Baltimore . . . Warren Slee, efficient Metro exploiteer, attended the first meeting of the new Lansing Press Club, was elected an associate member.

*Ron Abbey of Kalamazoo is training Cubby jr. to walk the streets on the end of a leash. Cubby's a strong contender for the honor of being the new "Leo" . . . Brenkert Light Projection Co. is celebrating its 28th birthday . . . William Schulte, circuit owner, spends much of his spare time at Wolverine Lake, near Commerce, Mich. . . . Sgt. John Bartkowiak, whose talented troupe of juveniles is a familiar sight at Variety affairs, was in charge of the police detail at the American Legion Circus at Dearborn . . . Bea Mattingly, secretary to John Howard at Paramount, is spending pleasant days in Connecticut. Before she returns, she'll take in the Fair in the biggest city.*

Elizabeth Cleveland of Paramount's accounting department is back from the

Upper Peninsula, with only two new hearts—a low for her . . . Allen Usher, Paramount district head, was in town for the first time in more than a spell . . . It's picturesque New England for Ella Heyser of Paramount's booking department, who is vacationing . . . Brown as a berry, Audrey Corbin has returned from a trip to the Canadian Rockies and northern Canada . . . Warren Slee, the same man mentioned somewhere above, is doing his level best, exploitatively speaking, for "Chips" in the upstate territory . . . James Berry of Film Type Co. here is vacationing with his family in northern Michigan.

*Arthur Caplan, recuperating from an illness several weeks old, comes down to his office at the Metropolitan Pictures Co. about three hours each day . . . William Marley of National Theatre Engineering Co. is on a business trip . . . R. E. Harvey of the local offices of Ross Federal has returned from a trip to St. Louis, Chicago, and Indianapolis . . . Pearl Sprott, office manager of Michigan Allied, is taking her two weeks. She didn't say where . . . Al Ackerman, East Side Theatre manager, is vacationing at Cedar Point, Ohio . . . Don Widlund, the Jam Handy man, has moved to New Baltimore, on Lake St. Claire . . . The Casino is getting a new marquee.*

The City Council has approved a marquee and sign for the new W&W Harper Theatre, new well under construction . . . H. Leverenz, South Haven city manager, is looking forward to the summer trade . . . Marty Christianson, city manager for Paul Schlossman at Muskegon, is another upstater reporting big resort business . . . Detroit theatres are cooperating with the *Detroit News* and Salvation Army in displaying Penny Ice Fund boxes. The money buys ice for poor families during the hot months . . . Mike Victor of the Astor entertains salesmen at the Hungarian cafe next door. Charlie Garner says he can tell "borsht" from "kreplach."

*Lew Metzger, Vitagraph cashier, and Helen Ross, secretary to Frank Jones are vacationing—but separately . . . Saul Korman of the Grant and Bernard Brooks of the President tried to get away from it all over the weekend by driving to Cedar Point, Ohio . . . Ernie Pichler, UA film peddler, has been moved to Milwaukee. Max Stahl, who not long ago sold out his theatre interests at Shelbyville and was once Cincinnati branch manager for UA, succeeds him . . . The word is the Ashman brothers are planning to expand into southeastern Michigan.*

The "Oldtimers" lost a ball game to the Film Exchange, but they liked it! The score was 14 to 4. Moe Dudelson, at the keystone sack, opposed his son, Sam, on the same bag. The oldtimers' strength stemmed from such stalwarts as Sam Merson, right field; Ralph Ruben, center; Max Blumenthal, shortstop; Stanley Malinowski, catcher, and Irv Belinsky, pitcher.


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## *W. Pennsylvania MPTO Corn Roast on Aug. 6*

PITTSBURGH—Indications point to "early corn."

And with this statement, the MPTO of W. Pa., Inc., has set the first Sunday in August as the tentative date for the annual corn roast and outing. As for a number of years past, the corn roast will be held at Dr. C. E. Herman's farm, Campbell's Run Road, Carnegie.

The August 6 date awaits the final okay of Tony Vincent, manager of Dr. Herman's Carnegie theatres, who knows when the corn is at its best.

Tony knows his oats too.

## *William Thomas Acquires Strand at Zelienople*

ZELIENOPLE, PA.—The Strand Theatre has been acquired by William Thomas and will undergo extensive remodeling. The house had been operated for six years by the Penova Theatre Co. and just recently had been taken over by the Alpine Theatre circuit. The house now is closed for renovations, decorations and the installation of new seats, fixtures and equipment. Thomas operates a theatre at Lowellsville, Ohio, and is in the restaurant business at New Castle, Pa. Theatre will not be reopened until Fall, Thomas says.

## *Linesville Reopening*

LINESVILLE, PA.—The "New" Regent Theatre, exploited as Crawford county's finest suburban theatre, has reopened after extensive remodeling and the installation of new equipments. Queen City Scenic Studios, Buffalo, N. Y., decorated the auditorium. The theatre is owned and operated by Holis L. Hayes.

# LOUISVILLE

JOSEPH GOLDBERG of Big Feature Rights returned from a swing through western Kentucky . . . Mr. and Mrs. Dennis H. Long were teamed up in a tennis tourney here. Mr. Long is secretary-treasurer of the Fourth Avenue Amusement Co. . . . A. R. Breedon, manager of the Midway Theatre at Midway, Ky., was in town to visit his daughter and make a few business calls . . . Andy Anderson, who operates the Lincoln Theatre at Hodgenville, Ky., the Legion at Cadiz, Ky., the Kentucky at Eddyville, Ky., and the Kentucky at Hartford, Ky., has moved his headquarters from Hodgenville to Bowling Green.

*Irwin Rau, manager of the Alice Theatre at Leitchfield, Ky., has made a hit with the farmers of the community, and has several hundred letters of praise for his "Farmers' Matinee," a monthly feature. Rau was having difficulty trying to make the farmers "theatre conscious," so he cast about for something to break down their resistance. The solution came by combining agricultural—that is, educational—pictures with feature films. Thus was born the "Farmers' Matinee," which is building up a tremendous interest among the farm folk. These matinees, the fourth Monday of every month, are "on the house." Consequently, Rau brings them in one day a month for a treat, and the rest of the month finds the farmers lining up satisfactorily at the boxoffice.*

The Indiana Theatre at Bloomington, Ind., has a new air-cooling unit . . . Few theatres in this section closed on the Fourth. Among them was the Norman, a Louisville neighborhood house owned by J. M. Wentzell, who for years has followed a custom of making the holiday a holiday . . . Miss Emiree Skees, stenographer at Loew's here, was wed recently . . . B. Ethridge Fry, assistant manager at Loew's returned from his vacation.


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# PITTSBURGH

M-G-M EXCHANGE STAFF, under Burtus Bishop jr., branch manager, has both a father-and-son and a mother-and-son combination. Some months ago we reported that the son of Ted Tolley, shipper and veteran employe, had joined the staff. The latest entry into the film exchange business is Harry Lockhart the young son of Catherine Lockhart, secretary to John J. Maloney, district manager for Loew's.

*Bernie Armstrong, theatre and radio organist, has prepared specifications for a new pipe organ for KDKA which will be almost an exact duplicate of those in Radio City and for the new Hollywood studios of NBC . . . Children under 12 years of age are admitted free at Forbes Field for each Monday and Friday baseball game. For several seasons Thursdays have been ladies' day at the ball park, with admissions of 20 cents . . . We just can't understand that Roanoke athlete who refused to accept the $1,000 he won at a Bluefield theatre Bank Night.*

In connection with the four-day Lions convention here, opening July 18, a musical festival is scheduled for Thursday morning, and at 2 o'clock in the afternoon in Duquesne Garden, M-G-M will select a successor to their famous Leo the Lion. Lions clubs attending the convention will enter pictures of their lion entries, from which three finalists will be selected. The winner will be chosen on July 22 at the Lion's Day at the New York World's Fair, and the New Leo will be promptly transported to Hollywood by airplane.

*George Fred W. Wentker, formerly of this city with RCA, is now assistant manager of RCA's Photophone division, the promotion having been made several weeks ago . . . Lawrence Katz, IATSE representative, was a film exchange visitor in connection with Local B-11 duties . . . M-G-M news No. 282 and Pathe news No. 99 show Johnny Harris presenting the Variety Clubs' Humanitarian award to Father Flanagan of Boys Town . . . Harold Lund, Ross Federal division manager, and his boss, Harry Ross, have a fishing date in Florida next month . . . Bill Jervis local RCA sales manager, is "trying to take off weight," and he's gaining more each time we see him.*

N. A. Malanos, East Pittsburgh exhibitor, stated this week that he had made changes in the plans for the theatre he had announced for East McKeesport but that he would have the project under construction soon. He said that his project would be forwarded regardless of the fact that another theatre already is under construction at East McKeesport. This latter enterprise was started several weeks ago for Andy Battiston and Dominick Serrao. Malanos stated that reports that he had been refused a building permit were incorrect as he had not made application for same.

*James Works opened his new Grove Theatre, Pine Grove, W. Va., this week . . . C. R. "Jack" Mapel has closed his Barney's Theatre, Point Marion, Pa., on Thursdays . . . Frank Firestock, New Cumberland, Pa., exhibitor, announces plans for the construction of a new theatre there, the cost to be more than $50,000 . . . James Laux of the Mt. Oliver Theatre and Virginia Graney took the vows at St. Canice's Church, Knoxville, Wednesday. The bride's father is a traffic officer at Oliver Avenue and William Penn Way . . . Charlie Warner will dispose of the lease for the Lido Theatre, Philippi, W. Va.*

In addition to remodeling the screening room, the entire Monarch Pictures exchange was being remodeled and newly painted this week . . . The Monogram office has been newly painted too . . . The Paramount building will look all new when the air-conditioning engineers, plasterers, painters, carpenters, electricians, etc., move out in a couple of weeks. They're giving the place the works and it will be grand and glorious when completed . . . Elizabeth Cunningham of Republic is vacationing this week . . . The Joe (Warner) Feldmans are vacationing in Wisconsin.

*Lew Lefton underwent a serious operation last week at Montefiore Hospital and is reported coming through in good shape.*

Fred J. Herrington is still reading the testimony on the Neely anti compulsory block booking bill (S. 280), the trade practices hearings published by the government covering more than 650 pages in small type.

*Lewis Hepinger and Roger Lidstone of the Orpheum Theatre, Clarion, and James Madden of the Parker Theatre, Parkers Landing, are back on the job after a motor tour of Virginia and other southern states . . . Jerome B. "Jerry" Sanders, Filmrow letter carrier for many years, died last Saturday morning after a short illness. The veteran postman, who had delivered tons of checks and mail to the film exchanges and supply houses, was a friend of everyone engaged in the local motion picture industry and his passing caused genuine regret. "Jerry," a member of the Brookline Post 540, American Legion, was buried from the Beinhauer Mortuary. Friends of Filmrow, through efforts of Peter Alderman, offered a beautiful floral tribute.*

City bureau of recreation this week added a new activity to its summer playground schedule with the introduction of outdoor sound motion pictures at Sophia Evert, Arlington, Warrington, Wabash, Olympia, Washington, West Penn, Sullivan, Arsenal and Leslie Parks. Educational, safety and comedy reels are being exhibited for one hour and a quarter after 9:15 p. m.

*Joe Mercer is busy with the construction of a six-room semi-bungalow on North 19th St., Warwood, W. Va., which is just a few blocks from his Lincoln Theatre, on 17th St. The veteran exhibitor is devoting much of his time to this new home.*

L. B. Fordan, manager of WB's Memorial Theatre, McKeesport, where the *Sun-Telegraph's* summer cooking school was held the other day, reported that the affair, which attracted 2,800 women at regular matinee admission price was the most successful event ever held at the theatre, and "incidentally, I'll have to get one of those electric roasters—they're marvelous." Following the cooking school (2½-hour demonstration) the audience remained for the current picture attraction without additional charge. WB's Schenley and South Hills theatres also jammed 'em in this week for cooking lessons, and additional sessions will be held at the Manor, Mt. Oliver, Kenyon, Rowland and Enright theatres.

*The Harry Rachieles vacationed at Geneva-on-the-Lake, Ohio . . . Another unattached advertising film "salesman" is making the rounds, making misrepresentations to merchants and theatre operators. Exhibitors should know better than to get involved with any such representative unless he comes recommended. Phone the MPTO for your protection and the protection of the merchants in your community.*

Ike Sweeney, the Testimonial Kid, is sporting a new Buick . . . Ernest Leiberman, brother-in-law of Harry Kalmine, who has been promoted from the Plaza, Bloomfield, to the post as manager at the WB Squirrel Hill Theatre, and Rita Williams have announced their engagement . . . The wife of Ray Wheeler, manager of the downtown State, is recuperating from a serious operation in Allegheny General Hospital. She is well known as the cashier at the Casino Theatre . . . The Elmer Hasleys have returned from their summer cottage at Cochranton but will return

(Continued on page 50)

BOOK NOW
TONY JOE
GALENTO vs. LOUIS
FIGHT PICTURES
The Most Sensational Picture Since Dempsey-Firpo
IRVING DIETZ GEORGE "B" JOSACK
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## Construction Progresses In Parkersburg, W. Va.

PARKERSBURG W. VA. — Construction is well in progress for the new theatre which is to be operated by Mrs. P. M. Thomas, who has the Palace here.

The new house, which has been named the Parker, has a seating capacity of approximately 400, including the balcony. Entirely modern, the front will be elaborate in color and decoration. Frick Air Conditioning will be installed by the Knickerbocker Stamping Co., local agents. Streamlined chairs with automatic uplifts have been purchased. The general contract is in the hands of the Plate Construction Co. The building, situated on Market St., between Seventh and Eighth Sts., is owned by H. Rus Warne, architect, of Charleston.

Mrs. Thomas plans to open the new Parker by mid-August.

## Expanding Premium Firm Into Washington, D. C.

WASHINGTON—Headquarters have been established here for Paramount Premium Co. at 210 H St., N. W., with Ike Katz as general sales manager. The firm is set up for national distribution of boxoffice stimulators. Plans include establishment of branch offices throughout the country.

Associated with Katz, is his father, M. S., and brothers David and Harry. The men have been engaged for a number of years in exhibition, and recently were in the theatre premium business in the south.

Included in the lines are chinaware potteries, glassware, silverware, dresserware, cutlery and special premiums for children.

## Republic in Detroit to Double Office Space

DETROIT—Republic, enlarging its local offices by taking over space formerly occupied by Monarch (now Excellent), will nearly double its present size, according to an announcement by Manager Sam Seplowin, which confirms a two-week-old report in BOXOFFICE.

Harry Berman, salesman, has been shifted to Buffalo, his place being taken by W. D. Ward, formerly with RKO. Don Glennie has joined Republic as a booker, replacing Bert Diamond, resigned. Glennie previously was house manager for Associated Theatres.

## Training the Staff

PITTSBURGH — Sam DeFazio, veteran theatre manager of this city, demoted himself to the position of an usher this week, turning over the management of the Harris Denis Theatre, Mt. Lebanon, to his staff ushers. Each day the duties were assumed by a different usher, with DeFazio taking a position on the floor. In this way the house staff became acquainted with some of the problems of a theatre manager. DeFazio started as an usher at the old Olympic Theatre 28 years ago.

# CLEVELAND

LEE GOLDBERG of Big Feature Rights Exchanges, Inc., was in town for a short visit to talk over distribution plans for the new season, prior to starting out on a four-week vacation trip to New York, Atlantic City and other eastern seaports.

*Louis Isreal has enlarged the parking facilities adjoining his Center Mayfield Theatre . . . John Newkirk, manager of Loew's Granada, and family have set sail for a vacation at Put-in-Bay.*

Peter Rosian, special sales representative for Universal in Dave Miller's district, and Mrs. Rosian (better known as Mae Vincent), spent the weekend of the Fourth at Atlantic City.

*The I. J. Schmertzes of 20th-Fox now are settled in their new home on Euclid Heights Blvd. . . . R. D. Stone of the Idol Theatre, Lodi, is off on a ten-day fishing trip . . . Frank Greenwald, former manager of the Corlett Theatre, has replaced Bill Bennett as manager of the Main.*

M. B. Horwitz, general manager of the Washington circuit, director of the ITOO and treasurer of the Cleveland Motion Picture Exhibitors Ass'n, took his family to Mount Clemens over the Fourth.

*Ted (20th-Fox) Scheinberg's folks from New York were here visiting him last week . . . Sylvia Chisek, sister of Columbia's branch manager, Lester Zucker, and a member of the Vitagraph office force, is back from a trip to the New York World's Fair.*

Ralph Salyer, Vitagraph city booker and his wife are enjoying the cool breezes of Canada . . . Joe Trunk, Youngstown Theatre impresario, chose the hottest day of the week for his tour of the film exchanges last week . . . Larry Krewser, Warner booker, has returned from a visit with his family in New York.

*"Sons of Liberty," two-reel patriotic film released by Warner, received a round of applause at every showing last week at Warner's Hippodrome.*

F. J. Sipher has notified the exchanges that he has closed his Empress Theatre, Whitehouse, to remain dark until further notice . . . The Joe Louis-Tony Galento fight pictures are booked solid to all of the independent Cleveland circuits, Manny Manishor of Regal Films announces.

*Everett Steinbuck, manager of Loew's State Theatre, left Thursday by plane to join his wife in Denver and proceed by auto through the National Parks . . . Paul Gusdanovic, independent theatre circuit owner, who suffered a slight heart attack last week at the Avalon Theatre, is making a quick recovery at his home and expects to be doing business at the old stand in the Film Bldg. very shortly.*

Dorothy Barber of the M-G-M office army, is on a vacation but failed to leave a forwarding address . . . Joe Trunk, Youngstown exhibitor, says he is looking ahead to improved business conditions on account of the increased activity at the Youngstown steel mills.

*Frank Savage, manager of Warner's Theatre, Youngstown, and his family are on a fishing trip . . . Bill Harwell, manager of the Ohio Theatre, Canton, is visiting his folks down in "Gawgia."*

Marvin Samuelson, manager of Warner's Colony Theatre here, selected Oneonta, N. Y., in the Finger Lakes district, as the family homestead, where he is now spending a few weeks away from the theatre . . . Johnny Aler, building superintendent at the Uptown Theatre, is the proud father of a new boy . . . Columbia is getting a bigger and better exchange with a booking desk long enough to accommodate all the exhibitors they anticipate serving with the new product.

*Joe Lissauer, of Bill Skirball's organization, is open for dinner invitations—his wife and baby have gone to visit Mrs. L.'s parents in Fremont . . . Grattan Johnson, manager of the Madison, Mansfield, is reminiscing over his vacation, just concluded.*

Jack Southe, artist of the Warner Theatre department, is on vacation which gives Manny Pearlstein, publicity man, a chance to try his hand at the drawing board.

*Mark Goldman, Monogram franchise owner in Pittsburgh, paid his Cleveland friends a visit over the recent holiday . . . Herb Ochs, Frank Drew, Nat Holt, Perc Essick and their wives and Freddy Meier of* The News, *made up a party of film folks who spent the Fourth at Katabaw Island.*

## Outing July 31 Will Mark Pitt Variety Club Day

PITTSBURGH—Variety Club Day has been designated for Monday, July 31, at Camp O'Connell, arrangements having been announced this week by Ira H. Cohn, chief barker. King for the Day will be Harry Kalmine.

A large committee has been named for the occasion, which will be an outing for all barkers and friends. Many plan to spend part of the afternoon at Camp O'Connell and remain for the evening activities. Dinner will be served there, replacing the regular Monday dinner at the club. The camp is located two miles outside of Wexford on Route 19.


Smart Showmen Realize Now Is the Time to Book

"ABRAHAM LINCOLN"

Former United Artists Release

Directed by D. W. GRIFFITH—with the unsurpassed title role characterization of WALTER HUSTON.

**Big Feature Rights Exchanges, Inc.**

# COLUMBUS

ROGER GARRETT, Ohio theatre organist, is enjoying his first vacation since coming to the house several years ago . . . RKO's ballteam received a cold welcome in Cleveland last Sunday, to the tune of 13-6 in favor of the lake city RKO nine.

*John Kaiser of the Royal Theatre, Chillicothe, is one of the more enthusiastic boosters of the Cincinnati Reds, making frequent trips to the Queen City for the games. Author F. G. Presnell of the same city has sold his best seller mystery novel, "Send Another Coffin" to Walter Wanger. It will be released next spring by UA.*

Accounts of the recent marriage of John LaDue, manager of Warner Strand in Akron, neglected to mention that his bride of June 17 is the former Florence Snyder, who was a cashier at the house.

*Judge Foster of the Kenton Theatre, Kenton, was a visitor along Filmrow in Cleveland last week, as were Mr. and Mrs. George Ebeck of the Capitol in Mt. Gilead. The Capitol has just inaugurated a local 16mm newsreel with popular acceptance indicated by increased attendance.*

Ed Marshall, traveling auditor for RKO, has favored the boys here with his presence for past few days . . . Kathryne Kirwin, formerly employed in the old Paramount exchange's booking department, has been married in Detroit.

## Holiday Business Does a Nosedive in Cleveland

CLEVELAND—Independence Day business was generally poor in this area. Both first and subsequent run theatre owners report a dropping off of attendance as compared with previous years. The long weekend, admitting of out-of-town vacations and beautiful picnic weather contributed to poor grosses. Several subsequent run theatre owners reported that it was the worst Fourth of July business in history.

## Joseph W. Brenkert Dies From Fall in San Diego

DETROIT—Joseph W. Brenkert, 82, father of Neil, Karl and Wayne Brenkert of Brenkert Light Projection Co., died June 30 at San Diego, Cal., of injuries suffered in a fall.

He had lived in the west 28 years, but was well known here as former clerk of Highland Park. Burial was at Roseland Park Cemetery, near Royal Oak.

## July "Kings" Picked

PITTSBURGH—Art England will serve as King at the Monday dinner, July 17, at the Variety Club. Last Monday's King was Ira H. Cohn, chief barker.

In charge of the July 24 dinner will be Dr. L. G. Beinhauer and for the final July social the King will be Art Morrone. The date of the latter affairs is July 31.

## Local No. 171, IATSE, Will Mark 30th Anniversary

PITTSBURGH—The 30th anniversary of the founding of Local No. 171, IATSE, will be celebrated in September.

Plans for the affair will be arranged at an early date.

The local union of motion picture machine operators, one of the first in the country, was organized in September, 1909.

### Gonlin Constitutes Visiting Committee for Local B-11

PITTSBURGH—August Gonlin, Republic shipper, is performing duties as chairman of the "sick and visiting" committee of Film Exchange Employes Union, Local B-11. Recently he has made a number of visits to the hospital to extend good wishes to Grace Rupert of 20th-Fox, who underwent a second serious operation, and visits with Ida Henn of Republic, who was seriously injured in an auto accident last winter.

## Business Improvement Is Reported by NTS

CINCINNATI—Herman Hunt, National Theatre Supply, reports business for the second quarter ran much more than the same period last year, and also showed a nice improvement over the first quarter of this year.

Hunt predicts the third quarter business will show a considerable gain over last year, due to new houses being opened and the increased activity in remodeling and renovating of old houses.

## Excellent to Distribute 36 Pictures for Judell

DETROIT—Excellent Pictures is taking over state rights for the new producing organization, Producers Pictures Corp., headed by Ben Judell of Chicago.

The new tieup will give Excellent a new program of 36 films. In addition, Excellent will continue to distribute product it now holds rights to.

## New Negro Theatre

LOUISVILLE, KY.—Construction of a new Negro theatre to replace the Palace, marked for demolition in a slum-clearance project here, will get under way shortly, A. Edward Campbell, Louisville manager for the Williston interests of Indianapolis, announced. This concern also operates the Grand and the Lyric here, both Negro theatres.

## New Variety Rules

DETROIT—Barkers can bring their dogs to clubrooms and members not in good standing must forfeit their club privileges temporarily, are among new house rules announced by Chairman Ed Kirchner of local Variety's house rules committee.

# PITTSBURGH

(Continued from page 48)

there later for a longer vacation. Elmer jr., who recently graduated from Alderdice High School, will enter Pitt in the fall, according to the Bessemer Terrace exhib.

*Mrs. Howard Patterson Dawson, granddaughter of James Patterson, founder of Beaver Falls, Pa., died Sunday in the Beaver Valley General Hospital. After the death of her husband she continued in ownership and operation of the Colonial Theatre, Beaver Falls. Funeral was from the family residence on Patterson Heights and interment was in Beaver Cemetery.*

George S. Otte reports progress on construction of the new Pike Theatre, Wheeling, W. Va. . . . Looked like New Castle Day on Filmrow, Monday, with the Markleys, Marousises and Victors checking in . . . ITO of W. Va. was represented the same day by officers Garland West and Irving Daniel Davis . . . Sammy Steinberg vacationed in Atlantic City and reported that he found the usual film crowd there . . . Joe Davidson, 20th-Fox booker, vacationed this week . . . The John O. Hooleys depart next week for a Canadian holiday . . . Mr. and Mrs. Mark Goldman are taking things easy in Atlantic City.

*Jamboree and gift nights were inaugurated at the Harris Senator, Wednesday evening and will be a regular feature each Wednesday, according to Harry D. Harris, manager. A dozen amateur acts were presented at the first Jamboree.*

## 10 Years Ago
### IN PITTSBURGH

M A. ROSENBERG, Anthony P. Jim, Morris Finkel, Archie Fineman and Denny Harris met in Will Hays' office in New York to discuss a zoning system for this territory . . . Vitaphone office was officially opened here under the management of Harold Dunn; heretofore supplies were sent from Philadelphia . . . Harry Warner visited Tom Fordham at Erie and planned a new ultra-modern theatre for that city . . . Variety Club staged a successful picnic at Neville Island . . . Frank Bonistall joined Educational as salesman . . . C. B. Hall opened his new Virginia Theatre, Parkersburg . . . Livingstone Lanning was active as manager of Loew's Penn . . . John J. Maloney and his M-G-M salesmen, Abe Eskin, Jules Lapidus, R. B. G. Haughton, J. A. Gribble and H. W. Genter attended a regional convention at Washington, D. C. . . . Filmrow saddened with the passing of Mrs. Edith Alexander, mother of "Jim" Alexander . . . Stanley presented the hit of the week: Richard Barthelmess in "Drag."

Claire M. Patee disputed the claim that the first all-moving picture theatre was opened in Pittsburgh. Patee offered photographic and other proof that he opened the first movie theatre at 91 Newark Ave., Jersey City, in 1898, where a tablet marks the site. Then in 1903 Patee opened his first specially built moving picture theatre at Lawrence, Kansas, this being two years before the Davis and Harris "Nickelodeon" opened in Pittsburgh.

## Who Said There Are No Honest People?

**Louisville, Ky.—Sylvester H. Grove sr., head of the South End Amusement Co., which operates the Capitol and Shelby theatres here, received a strange letter—and 30 cents—a few days ago. It came from a conscience-stricken Nashville, Tenn., man, who, as a boy, had sneaked into one of Grove's theatres.**

**"When just a boy about 16," the letter began, "I stole my way into your place of business. At that time the admission price, I believe, was 27 cents . . . Since that time my conscience has been bothering me . . . I have met the Lord, and have tried to walk in his path . . . I ask your humble apologies."**

## Waynesburg's New House Is Considerably Larger

WAYNESBURG, PA.—The all-new Opera House, under construction here, will be modern and convenient in every way and will have an 18-foot front, Larry Puglia stated this week. The former Opera House had but an 8-foot front and it was necessary to take over a 10-foot storeroom in order that an up-to-date front would harmonize with the new modern auditorium.

This will make possible the installation of 100 additional chairs. The project has been under way for several months and will not be completed until the second week in September.

## "Assassin of Youth" Will Get Campaign

PITTSBURGH—With "Assassin of Youth" finally receiving the approval of the state censor board, plans were made here this week for an extensive educational campaign for the subject, which will be distributed by Monogram Pictures, Mark Goldman, manager, announced.

"Assassin of Youth" deals with the evils of "reefers" and rugs. No dialogue cuts were ordered by the censors, Goldman stated.

## New Majestic Owner

BEAVER DAM, KY.—The Majestic Theatre is now the property of Mrs. Maud S. Durham. Harold D. Gibbons, for eight years engaged in the theatre business throughout Kentucky, is the new manager.

### Negotiate Warner-Metro Deal

CLEVELAND—Nat Wolf, Warner zone manager; Saul Bragin, booker, and Frank Drew, M-G-M branch manager, were in New York last week working out a new Warner deal. The former three-year-old Warner deal expires this season.

### Michael J. O'Brien Dies

LOUISVILLE, KY.—Michael J. O'Brien, president of the Kuprion Theatrical Supply Co., died of a heart attack here at the age of 62. He is survived by three stepsons, a stepdaughter and a brother.

# CINCINNATI

QUEEN CITY Variety Club's Jamboree is to be held at the Summit Hills Country Club, July 24, according to announcement of Harris Dudelson, chairman of picnic committee. This is not a stag affair, but for wives, sweethearts, et al . . . and the price, $3 per couple, includes a chicken dinner, swimming, horseshoes, soft ball, bridge and dancing. Golfing, with green fees extra, may be indulged in for the entire day. Bill Devaney, M-G-M; Andy Niedenthal, exhibitor, and UA's Irving Sochin, just back from his honeymoon, complete the jamboree committee.

*RKO Joe Goetz blasts the first ballyhoo for the annual golf tournament, which is definitely stag, also at Summit Hills, and set for August 21. Maurice White and Andy Niedenthal are the assistant committee. The price is $5 for luncheon, dinner, much liquid refreshment and entre to the tournament.*

Reports from the Filmfolk sick list are encouraging. Max Margolis of Republic has returned from Johns Hopkins. Mrs. Levitt Bugie is on the road to complete recovery. Mrs. Clara Wright, however, of M-G-M, has been taken to Good Samaritan for a major operation and will be relieved from duties for several months.

*Bob Saunders of the M-G-M contract department spent the weekend with his folks at Wooster. Ann Warnell is visiting in Smoky Mountains. Warner's Dorothy Bien is vacationing. Universal's Frank Schrieber has taken a cottage at Indian Lake.*

Exhibitor Worsel of Hyde Park is closing his Park Theatre for complete remodeling and renovating. This will include new chairs, supplied by National Theatre, also new carpet, lamps, sound equipment and projectors.

*Mrs. Frances Robinson, who operates the Midway at Osborne, has taken over the Shawnee, and is changing the name to Linda . . . None of the theatres in Morehead, Ky., suffered from the flash flood, all three houses being out of the high water zone. However, Universal and Columbia suffered loss to feature films, damaged when water flooded the depot.*

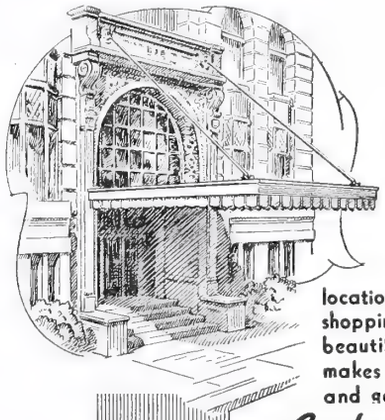
J. C. Robertson, Springfield, Ky., visited the Row, and journeyed to Crosley field to see his home towner, Derringer, pitch a winning game . . . Columbia's Howard Rullman moved his residence from Aurora to Cincinnati.

*Much theatre improvement is noted this week, contracts by National Theatre Supplies, including Lester Rosenfeld's Best, Kenawha City, W. Va., new chairs; Ferd Middelberg installed a new transverter in his Middelberg Theatre, at Logan, W. Va.; New projector was installed in the Hard Burly Theatre, Hard Burly, Ky.; J. Brown Kermit, Jennings, W. Va., installed a new ventilating system and lighting fixtures in his Main Theatre. Kermit and his son Jimmy are off on a vacation tour.*

Maurice White, the H&S Amusement Co., has taken over the Strand and Hippodrome theatres, Newport, Ky., from the Frankel Amusement Co.

*Herman Hunt of National Theatre Supplies announces Gene Custer and Floyd Price have installed new projectors in the Custer theatre at Charleston, which opened February, 1938. Custer and Price are building two new theatres, one at East Charleston, W. Va., will be called the State, which will have 605 seats and the other at Lewisberg, called the Lewis, will have 618 seats. These will be entirely equipped by National.*

Messrs. Finke & Hausz have installed new carpets and new chair bottoms in their Family at Milford, O.

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STATE THEATRE
E. LIVERPOOL, OHIO

*The Pulse of the Motion Picture Industry*

BOXOFFICE

THE INDUSTRY'S **MOST COMPLETE** TRADE PAPER

# NORTHWEST ALLIED CONFOUNDS ALL BUST-UP, BOLTING PREDICTIONS AT HARMONIOUS MEET

## Steffes at Organization's Helm; Post Now Will Include Salary

MINNEAPOLIS—Re-electing W. A. Steffes president at an unannounced salary and rejecting the fair trade practice code in its present form, Northwest Allied at its annual convention here this week held intact and continued its national Allied States' allegiance in the face of rumors of an impending bust-up, a flaunting of the parent body and an inability to find a capable and satisfactory leader.

Given a vote of confidence and promised better support and closer cooperation, Steffes reconsidered his determination not to continue at the body's helm. Under the new arrangement, it is rumored that his stipend will be $15,000 a year, although no announcement regarding this matter was forthcoming. He has served previously without compensation.

Whereas there was advance grumbling in certain quarters about the organization's policies necessitating the levying of large dues and whereas some of the more prominent exhibitors had indicated opposition to Steffes, complete harmony prevailed at the convention. However, there were only 24 of the state's several hundred independent exhibitors present, one reason for this small attendance undoubtedly being the lack of effort to publicize the meeting or arouse any interest in it.

**Press Is Barred**

For the first time in the organization's history, the convention was held behind closed doors, with the trade press barred. Following the meeting, Steffes announced to reporters that the only information to be divulged regarding the convention would be contained in "official typewritten statements" to be issued from his office Wednesday.

However, the convention happenings leaked out despite the efforts at secrecy.

The meeting proved pretty much of a cut-and-dried affair and went along peacefully. There was no adverse criticism of Steffes or his policy. No fight developed over the resolution upholding national Allied States' veto of the trade practice pact and it was adopted *viva voce* without a dissenting vote. Little or no doubt was left that Steffes is still the king-pin of the independents and will continue to control their organization in national Allied States' interest.

Several members expressed in mild terms the opinion that the organization should devote itself more to local problems and less to national ones. One member found fault with the method used by national Allied States in rejecting the code, declaring that the way should have been left open for further negotiation, that more tact should have been used and that the distributors shouldn't have been offended. Another asserted that a vote by ballot should have been taken on acceptance or rejection.

Steffes pointed out that one group of exhibitors wants the organization to confine its activities to the solution of local difficulties and problems while another group believes that matters of national, state and local legislation should be paramount. Country exhibitors would not be satisfied for the body to limit its activities, he pointed out. All factions must be satisfied, he felt.

Wrangling was conspicuous by its absence. There wasn't anything remotely resembling a scrap on any issue. It was a virtual love-fest with everybody apparently in complete accord.

Yet, in spite of the adverse action on the code, even Northwest Allied leaders were predicting that 90 per cent of their own members, or independent exhibitors generally in the territory, will sign the pact.

Much of the meeting was devoted to the discussion of collecting unpaid dues. Officers were authorized to go after the delinquents and law suits likely will be brought against all those who refuse to meet "these obligations." Two such suits already have been filed.

It was brought out that the largest item of expense the past year was the salary paid to former State Supreme Court Chief Justice J. P. Devaney, one of the section's foremost lawyers, who was counsel for the organization. His contract expired July 1 and is not expected to be renewed.

The consensus of opinion was that from 35 to 45 members would have to bear the organization's cost and that only nominal dues could be elected from the bulk of the membership whose moral support, however, is regarded as essential.

## *Lower Film Rentals Are Made An Objective by Allied*

MINNEAPOLIS—Contending that "theatre income is steadily declining, production costs have been cut and calibre of pictures has been lowered," Northwest Allied, in convention here, assailed producers for continuing to demand more money for product.

In a resolution aimed at "the high cost of film," the organization called upon all independent exhibitors in the territory to refrain from buying until after September 1.

At that time, it was declared, Northwest Allied will hold another meeting at which wheels will be set in motion for the creation of a "gigantic" buying organization to be affiliated with a national buying circuit having representation in practically every city throughout the United States. The purpose will be to bring down film prices to a "reasonable level."

Steps also were taken at the convention to obtain "necessary" relief from booth operators and stage hands' unions.

In a move against double features, the body instructed its officers to push legislation limiting theatre shows to two hours and 15 minutes in duration. It was declared that there is considerable twin bill sneaking by non-members and that if this continues members themselves will adopt the policy. Fear was expressed that eventually triple bills would eventuate.

It was proposed that an effort be made to obtain enactment of a city ordinance first and then seek state legislation later.

What effect such legislation would have on the proposed big shows at the Minnesota and Orpheum, including stage entertainment plus films, was not mentioned. These shows usually run from two and a half to three hours in length.

War was launched against the showing of non-educational films at the University of Minnesota and the showing of 16mm non-commercial pictures by non-theatrical interests. Officers were instructed to take the necessary steps to eliminate this "unfair opposition."

It was announced that the principals of Minneapolis high schools have agreed to discontinue the showing in school auditoriums of features and serials and will exhibit no films of greater length than two reels.

### *It Works Every Time, Is the Report*

**Omaha—Theatres at Columbus, Neb., have solved the problem of ladies' hats. They flash a slide on the screen and it reads: "We love your silly hats, ladies, really we do. But the people behind you probably can't see the picture, so won't you please remove them?" It works every time!**

### Lionel Barrymore Vehicle

HOLLYWOOD—"The Man on America's Conscience," a biography of Andrew Jackson by Alvin Meyer and Lowell Bordeaux, has been purchased by Metro as a vehicle for Lionel Barrymore.

# Omaha MPTO Votes to Take No Definite Stand on Code

OMAHA—Members of the MPTO of Nebraska and western Iowa voted to take no definite action on the trade practice code at a special meeting called here by President Charles E. Williams of Omaha. The meeting was open to all independent exhibitors in the Omaha district.

Williams said exhibitors present decided not to go on record at the present time either approving or opposing the code. While those present favored the code generally, there were serious objections to various sections, he said.

**Williams "Eyes Opened"**

Williams personally has favored the code, but he told BOXOFFICE his "eyes had been opened on a few things the last week or so." Williams said he had been shown concrete examples where distributors were taking advantage of independent exhibitors and that "some distributors apparently are not living up to the code as it was planned."

As for the cancellation clause, the following instance was revealed:

"A Nebraska exhibitor paid $1,460 for his 1938-39 contract with the Omaha exchange of a major distributor and he had 10 per cent cancellation. For the 1939-40 product year, he is being charged $1,650 and given 20 per cent cancellation by the contract.

"Apparently, the company has hiked the price in order to take care of the extra cancellation. Why, I had a better deal last year without the code," said the exhibitor, who wishes to remain anonymous.

Exhibitors in the Nebraska and western Iowa district can't see any reason why film rentals should be advanced this year, Williams said. Except for spotted areas, the Omaha district has been hard hit by drought and crop failures for over five years, and the exhibitors in this area have suffered accordingly.

Opponents to the code pointed out to the assembled exhibitors that from all indications, film companies were endeavoring to get enough of an increase in picture rentals to offset the extra eliminations the code provides. Other sections of the code also received objections.

**Cite Clause Adjustments**

While the majority favored arbitration "or a conciliation board of some kind," exhibitors pointed out that clauses in the arbitration section needed adjustment. Under clearance and zoning clauses, the independent would have one representative, affiliated circuits one representative and distributors one representative on arbitration boards, an Iowa exhibitor declared.

"This would mean a two-against-one deal as I see it," he said, "and the affiliate and distributor are really on the same side. It's not a fair deal for the exhibitor."

William S. Bogart, Orpheum Theatre, Rock Valley, Ia., made the motion to postpone definite action on the code proposal and Dale R. Goldie, American Theatre, Cherokee, Ia., seconded the motion. It was carried by verbal vote with dissenting action.

**Credit BOXOFFICE With Data**

Exhibitors present at the meeting were well versed on the code and had followed recent developments closely, Williams said. He attributed that fact to articles carried by BOXOFFICE.

A definite aye-or-nay vote on the trade practice code probably will be taken when the MPTO of Nebraska and western Iowa holds its annual business session here in September, Williams reported. No vote on the code was taken at the special meeting.

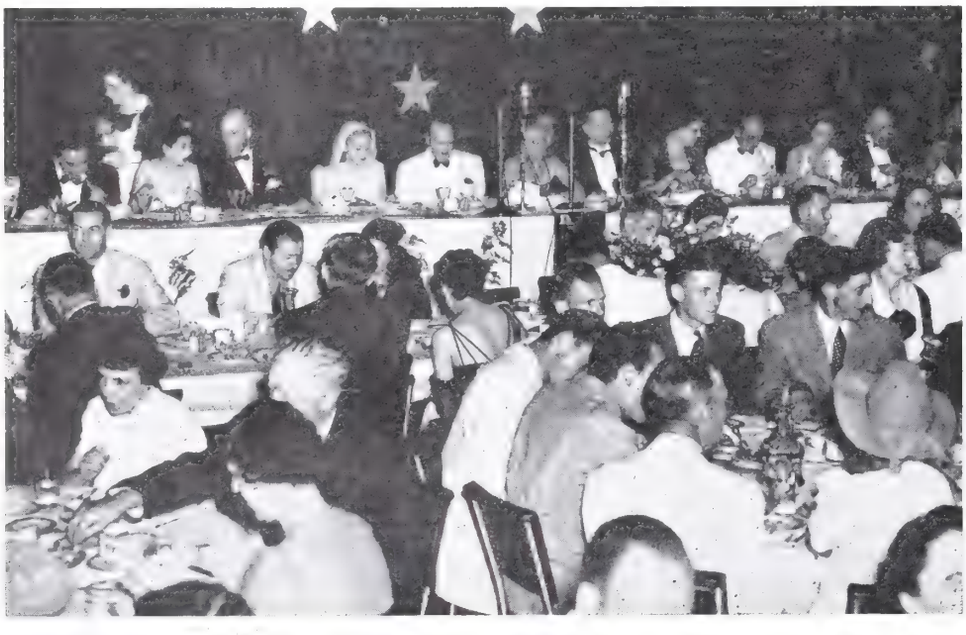
Williams opened the meeting, attended by exhibitors representing some 40 of the larger independent theatres in the Omaha district. Mons Thompson, Riviera Theatre, St. Paul, Neb., was chairman. Exhibitors said they were "well pleased" with the attendance, considering general business conditions and prevailing temperatures.

Among the exhibitors present were:

*Omaha*—Walter Creal, Beacon Theatre; August Herman and Irving Gossick, Muse; Lawrence Grobeck, Muller; Joe Marino, Maryland; Sam, Jack and Sid Epstein, Epstein Theatres.

*Nebraska*—W. W. Troxell, Moon Theatre, Wilber; Arva Burris, Isis, Crete; Harold Schoonover, Mazda, Aurora; Glen Van Wey, Sun, Gothenburg; Bert Beams, Auditorium, Red Cloud; Roy E. Syfert, Ainsworth, Ainsworth.

*Iowa*—Ralph Brown, Phoenix Theatre, Neola; Max Shoemaker, Isis, Tabor; Ray Brown, Harlan, Harlan; Bob Oliver, Iowa, Onawa.



## At the "Career" Premiere—

*Highlight of the banquet for Hollywood celebrities during the premiere of "Career" in Des Moines. Present, among others, were Jesse L. Lasky, Edward Ellis, Anne Shirley, Alice Eden and John Archer.*

## Archer and Eden Make Lincoln Appearances

LINCOLN—John Archer and Alice Eden, the first winners on the Gateway to Hollywood radio show, the Jesse L. Lasky talent hunt, were presented to the crowd here attending the National A. A. U. games. This is Archer's hometown, and it was his first time here since winning the Gateway show.

They also were presented on the stage of the Varsity Theatre, just ahead of the opening of their picture, "Career." When on, Archer read a wire received from Jesse L. Lasky, wherein he said that Lincoln had been selected as one of the nine towns in the United States where hunts would be made for talent to be used on the new Gateway show which starts October 8, in Hollywood.

## Nebraska Trade Pickup Is Dependent on Corn

LINCOLN—Exhibitors generally look forward with little hope that business will get better in Nebraska until the close of the third quarter. It all hinges on the corn, because the wheat is very spotty—guesses by state agricultural authorities putting it at about eight bushels to the acre.

Frequent and more plentiful rains this year have bolstered hopes for corn, if it can get by the usual firing period in August.

Picture for winter business is fully 25 per cent better for 1939-40 from the present outlook, than it was in 1938.

### Mrs. G. L. Hooper Dies

TOPEKA, KAS.—MRS. G. L. Hooper, wife of the retired veteran theatre owner, died here last week.

### "Children" to 20th-Fox

HOLLYWOOD—"Children of God," a novel by Vardis Fisher, has been purchased by 20th Century-Fox.

# KANSAS CITY

SAM ABEND of Film Delivery and his daughter, Martha, will leave Monday for a vacation in the Pacific Northwest. Bon Voyage. Sam! . . . Ralph Winship, Phillipsburg, Kas., exhibitor, left with his daughter and her husband for a vacation trip to Salt Lake City.

*A bug bit Gretchen Brown, secretary to C. A. Schultz at Commonwealth Amusement Corp., while she was on a picnic the other day, and she was laid up a day or so from the poison. She wonders what the bug had against her. "I wouldn't bite a bug," she protests.*

Sylvan G. McDonald, Community Theatre, Sumner, Mo., is the proud papa of a young lad, Sylvan G. jr., born July 6, weight 9¼ pounds.

*On the Row: F. L. Lisbona, Maitland, Mo.; B. D. Billeter, New Cambria, Mo.; W. H. Hardman, Frankfort and New Rapids, Kas.; Stan Schwahn and frau, Lawrence, Kas.; R. F. Fite, Eldorado, Kas.; T. G. Kemper, U. S. Army motion picture service, Ft. Leavenworth and Ft. Riley, Kas.; Raymond McKittrick, Harrisonville, Mo., in without his whiskers; Howard Killian, Marion, Kas.; W. B. Cook, Halstead, Kas.; Cle Bratton, Council Grove, Kas.; Ray Richardson and the Mrs. from Mt. Vernon, Mo.; Paul Taylor, Richmond, Mo.*

A. G. "Smitty" Smith, representative for National Theatre Supply at New Orleans, formerly with the company here, was in town visiting friends. He is on vacation. He says business is good in the south.

*Eddie Green of Metro went fishing with Guy Bradford on Bull Creek, Lake of the Ozarks. He had never fished with a fly rod, so he lay back in the boat and kidded "Brad" while the latter did the work. His conversation became so irritating to the guide and Mr. Bradford, that they stuck a rod in his hand and told him to fish with it—or else. He did—and got a strike the first flip. He went on to help Brad catch 25.*

Gene Snitz, Columbia booker, bought a car and was scheduled to go on vacation Monday, but was still hanging around Monday p. m. He just loves his work! However, he was scheduled to head for Omaha, Des Moines and points north during the week.

*We've always suspected it. John Scott, booker at Republic-Midwest, is at heart a keyhole columnist. He is now Kansas City correspondent for Republic's new national news sheet.*

Roy Culley, Medicine Lodge, Kas., exhibitor, is ill in a Wichita hospital.

*On vacation at Paramount: Virginia McMillan; Ralph Hayden, cashier, who went to the Ozarks . . . Earl Ogan, booker, is going to catch up on his sleeping.*

If any of you guys are interested in that flock of pretty chickabidees at Monogram, they've got a new telephone number—in addition to the old one. New one is Harrison 3344, one less than the old one.

*Bud Wolfberg ordered 800 new Heywood-Wakefield seats from Oklahoma Theatre Supply for the new Giles, ex-Mokan . . . Jean "Mabel" Fiske went back to the hospital (St. Luke's) to have her tonsils taken out.*

What was Walt Lambader, Metro booker, doing in Judge Rogers' parlors at Olathe, Kas., not so many days ago?

*Jim Owens' father died at Branson, Mo. . . . L. C. Snyder, Oakley and Ellis, Kas., is summering at Ft. Collins, Colo.*

"The Gentleman in the Straw Hat"—Bob Withers to you—met Gene Autry, America's Public Cowboy No. 1, at the airport when Gene came through on his way to London for personal appearances.

*Tom Edwards of the Ozark, Eldon, Mo., is showing a Lions' Club "home people movie" July 26, and he says of it, speaking mildly as only a theatreman can: "If you are not in it, you can only blame yourself. They are going to take pictures of everyone, and when they are all compiled it will be Stupendous, Collosial, Gigantic, Erratic, Atlantic, Pacific, and one of the most entertaining pictures you have ever seen."*

Martin Stone of Screenland last week was reported engaged, but he shouts that it's a fraud.

*Vogel Gettier of the Colonial slipped in a matinee on July 4, and did a good business—65 per cent of the entire day.*

J. E. Courter, who operates the Courter at Gallatin, Mo., and who owns the Courter at Hamilton, Mo., has purchased 506 new Heywood-Wakefield seats, fully upholstered, for installation in the two theatres. Each will get 253. L. J. Kimbriel of the Oklahoma Theatre Supply handled the sale.

*We hear that wedding bells will ring for Nelson Burrus of Paramount within the next week or ten days. Good luck!*

What young booker is plenty peeved because another young fellow on Filmrow fenagled his gal at a recent picnic? We don't know.

*Jim Lewis of RKO is being scouted by*

(Continued on page 60-C)

## TRADE DIRECTORY

### *A HANDY GUIDE FOR THE EXHIBITOR*

### KANSAS CITY TERRITORY

#### EQUIPMENT AND SUPPLIES

**Peterson "Freezem" Mfg. & Sales Co.**
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
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**A. A. Electric Machinery Co.**
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Western Electric - Mirrophonic Sound
Motiograph Projectors
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**Southwest Theatre Equipment Co., Indp't**
**Wichita, Kas.**
C. D. Peck, Mgr. Phone 2-2153

#### EXHIBITOR ASSOCIATIONS

**Independent Theatre Owners Association**
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

**K. M. T. A.**
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

#### AIR CONDITIONING

**National Air Conditioning and**
**Engineering Corp.**
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

#### SOUND SERVICE

**K. C. SOUND SERVICE**
Syncrofilm Sound Equipment and Service
**1818 Wyandotte St.**
W. P. Humston HA 4783

#### SOUND ENGINEER

**ENGINEER C. R. BUTLER**
Sound System Installation and Service
**Midwest Service Corporation**
**2606 Monterey St.**
**St. Joseph, Mo.**
Phones 2-4012—2-4115
"Service As Near As Your Telephone"

#### SCREEN PUBLICITY

**Alexander Film Company**
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
**Phone: Hland 2694**

# *Low Rental, Quality Product Demand Held Inconsistent*

MINNEAPOLIS — Branch managers here have issued to the territory's independent exhibitor what is in effect an ultimatum not to be inconsistent and unreasonable in demanding quality product on the one hand and lower film prices on the other.

What's more, the branch managers claim, the exhibitors are seeing the light and are "coming across satisfactorily."

Business outside the Twin Cities is running ahead of the same time a year ago, it's asserted, with deals in practically all instances netting as much or more than a year ago. Except in isolated special instances, contracts call for rental boosts, according to the branch managers.

The managers say the proposition is put up to the exhibitors in this way: Quality boxoffice pictures are needed to keep the theatre owners in business. Producers are unable to turn out such high quality product unless they can obtain sufficient rental revenue to justify them. One gets only what he pays for. It devolves upon exhibitors to pay a fair price on the basis of quality. Theatre owners cannot have "cheap" and, at the same time, good pictures.

It's admitted that distributors expect to make up losses resulting from destruction of foreign markets and from diversion of much business from large downtown first-runs to neighborhood and suburban situations through increases obtained from the uptown, suburban and out-of-town accounts. The losses must be made up in some way if product quality is to be maintained, it's pointed out. And now everybody "must pay their fair share."

Distributors name that production costs have been lowered. They point out the high salaries and labor wages and continued top prices for commodities entering into the manufacturing of films.

On their part, however, the Twin City independent neighborhood exhibitors are still claiming they're paying too much for film now and must have reductions if they are to remain in business. Many houses are operating in the red and few are making any money, it's asserted. Moreover, there's no lasting betterment in prospect, the independent exhibitors believe.

# Hellerich to Helm of NTI's Kiva Theatre

LINCOLN—Changing sides in allegiance here this week was Harold Hellerich, former manager of the Lincoln Theatre, 1,600-seat J. H. Cooper house. Hellerich left the outfit and joined the Westland Theatres' ally, Nebraska Theatres, Inc., and becomes manager of the 440-seat Kiva.

Harvey Traylor, formerly his assistant at the Lincoln, moves into top spot, and Hellerich replaces Alvin Hendricks, who resigned from NTI.

## *Increase in Farm Income Gives Trade New Hope*

MINNEAPOLIS—Substantial increases in farm income for May, 1939, over the corresponding month a year ago, illustrative of the trend, is causing some optimism in theatrical circles. The increase for the entire midwest farm area was 12 per cent.

Exceptionally large gains were recorded for North and South Dakota. The North Dakota figures were $5,956,000, compared to $4,393,000 a year ago. In South Dakota the income rose from $4,968,000 to $7,623,000. The Minnesota advance was from $24,165,000 to $24,957,000. The North Dakota percentage gain was 35 per cent; the South Dakota, 53 per cent.

AIR CONDITIONING
Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

# Nebr.-Iowa Business Pickup Due Soon

OMAHA—"Things are darkest just before the dawn" keynotes the business sentiment of Nebraska and Iowa exhibitors interviewed on Filmrow here. Many were in the city to attend the special meeting of the MPTO of Nebraska and western Iowa.

Although present boxoffice grosses "are not of the best," prospects for good business this fall and winter appear very bright, exhibitors said.

Harry M. Lowder, Sioux Theatre, Anthon, Ia., reported business "not so hot" in his area but said he looks for improved conditions this fall after harvest.

Arva Burris, Isis Theatre, Crete, Neb., was not so enthusiastic about the crop situation "because the wheat didn't amount to a darn in our territory." He hopes for an increase in grosses soon "because things have been the toughest of many years."

Odes A. B. Hilton, Park Theatre, Sioux City, Ia., known on Filmrow as the "alphabet man" because of his unusual name, said business was "pretty good" in northwestern Iowa. That section of the Hawkeye state receives extra business during the summer months from all parts of the midwest because of the lake areas.

Mr. and Mrs. Claude Craig, new operators of the Pierce Theatre, Pierce, Neb., talked more on the optimistic note. Mr. and Mrs. Ed Kugel, State Theatre, Holstein, Ia., also were in the "bright and smiling" classification.

# O M A H A

DAVENPORT STREET is about to be remodeled, which will mean plenty of noise and inconvenience for Filmrow for the next few months . . . Harold Martin, Warner shipper, is north in a wilderness someplace fishing . . . Sorry to hear of the death of Wendell Overturf's mother. Wendell is ad sales manager at Paramount.

*The local Warner Club will hold its annual picnic at Merritt's Beach on July 23. Leon Dizon and Leon Mendelson, peddlers de luxe, are in charge of the affair . . . Adeline Howley, Paramount contract clerk, is now Mrs. Marvin Rex and her hubby is an Iowa attorney.*

A flock of birthday congrats this week: Mary Francis and Sophie Volkert of American Distributing . . . Elmer Hunhke of Monogram . . . Jake Rachman, *World-Herald* columnist . . . Dorothy Laird, Warner steno.

*Eddie Forester, Omaha Theatre manager, is now in Mexico on a vacation . . . Will Singer, Brandeis manager, in Chicago on business . . . Lou Kozal, Tri-States ad artist, playing golf on his vacation . . . Don Shane, Orpheum assistant manager, went to Sioux City for a visit.*

Plans are being completed by Omaha Variety Club for a golf tourney and field day. Date and place haven't been set yet . . . Walt Green has enlarged Fepco headquarters again, plus a new paint job on the front . . . Keith Wilson's baby is recovering from an attack of swallowing two open safety pins. Wilson is the *World-Herald* film critics.

*Flash! Julia Anderson, Grand National office manager, is wearing an engagement ring. The lucky fellow is A. C. Buth, who is in the printing business at Des Moines. It's a beautiful ring of seven diamonds . . . Frank Hannon, Warner peddler, is back from a vacation in Dallas.*

Wayne Stephenson, Paramount second booker, is on a vacation but we can't find out where . . . Howard Harvey of Western Theatre Supply bought another trick sports shirt after he saw the one worn by the BOXOFFICE correspondent . . . Jack Goldhar, United Artists district boss, was here conferring with Don McLucas.

*Congrats to Mr. and Mrs. Stuart Nesbit, Plainview Theatre, Plainview, Neb., parents of a boy. It's their second child and cost B. A. Tomte, Paramount peddler, a pint of giggle water because he was betting it would be a girl . . . The Republic exchange is being remodeled and redecorated.*

Sol Yeager, handsome RKO film salesman, is recovering nicely from a recent auto smashup. Sol got a few bad cuts on the face and ear, but is getting along fine, we're glad to report . . . Iz Weiner is leading the local Universal staff in sales.

### Langdon to Script

HOLLYWOOD—Boris Morros has borrowed Harry Langdon from Hal Roach to script "Deuces Wild," the Laurel-Hardy comedy which Morros will produce for RKO.

# Here's YOUR INVITATION to Visit Our New Quarters!




# A Most Cordial Welcome Awaits You!

**Fully air-conditioned and equipped with every known device that modern engineering genius could provide for your convenience and comfort, the new home of Universal Pictures was built on a foundation of merit and your appreciation of the hit pictures we have delivered these past two years!**

There will be no let-down in quality of product—not even during the summer dog-days, when you need GOOD PRODUCT most! Already delivered this summer are pictures that have made their mark on your marquees:—the glorious Gilbert and Sullivan's "THE MIKADO"..."EAST SIDE OF HEAVEN" with Bing Crosby, Joan Blondell, Mischa Auer and Sandy—the Wonder Baby . . . Victor McLaglen in "EX-CHAMP" . . . the spectacular "THE SUN NEVER SETS" starring Douglas Fairbanks, Jr. and Basil Rathbone . . . Ready NOW is the newest Baby Sandy starring comedy hit "UNEXPECTED FATHER", standing them up at the Rivoli, N. Y. . . . and "I STOLE A MILLION" starring George Raft and Claire Trevor . . . and COMING SOON is John M. Stahl's masterpiece "A MODERN CINDERELLA" starring Irene Dunne and Charles Boyer . . . and another Deanna Durbin smash hit, "FIRST LOVE".

UNIVERSAL PICTURES

## It's Never Summer in a Theatre That's Playing a Good Picture!

# New Universal Branch Home in Kaycee

KANSAS CITY—Latest addition to Filmrow is the new exchange building which Universal Film Exchange, Inc., occupied this week at 214-16 West 18th St., here. Constructed for Universal occupancy by Dr. Nathan Zoglin, the attractive, two-story structure is one more important factor in making the Kansas City film center a unique development. No other business has so compact an identity, and Kansas City's Filmrow is considered outstanding, even among film exchange centers of the U. S. The new Universal exchange makes it even more so.

Style of the new building, where Universal exchange officials Peter T. Dana, district manager, and LeRoy J. Miller, branch manager, this week are greeting old friends in the exhibition field in new surrounding, is contemporary modern.

The front is finished in two shades of face brick with Indiana Limestone trim, but a dominant note is struck by the two-story panel of glass blocks and the glass block panel on each side of the entrance, door high. The blocks serve both as decoration and utility. A stainless steel canopy surmounts the door with its architecturally projected steel sash and metal venetian blind.

The lobby is reminiscent of a theatre, with its red quarry tile floor, black bordered, and the indirectly lighted display boxes. The advertising counter opens into the paper room from the lobby. There is a display box on each side the advertising window and one in the back wall of the lobby.

### In Modern Manner

General offices are reached by a flight of stairs at the left of the entrance, with terrazzo treads and an ornamental iron railing. The stair hall is lighted by the two-story glass block panel.

General offices have asphalt tile floors, cork acoustical tile ceiling, plaster walls, and a birch trim. The booking counters are especially designed for their job with plate glass separating partitions and curved counter boards. Lighting throughout the offices is indirect. In the two private offices air vents and light come out of one fixture, which is both "tricky" and attractive. Walls of the offices are of pale gray-green. Exterior windows all are equipped with aluminum venetian blinds, enameled ivory with dubonet bands, which deflect the heat and regulate the light. Toilet rooms are equipped with ceramic floors and wainscots with metal toilet partitions. Cloak rooms and storage space also are provided on this floor.

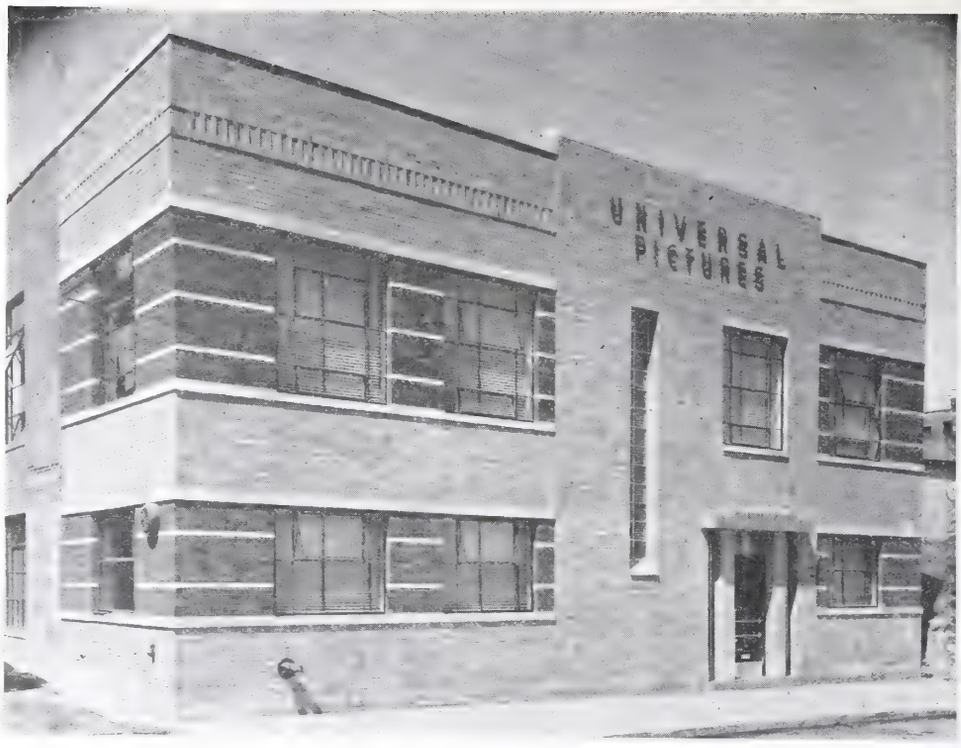
Offices of Mr. Dana and Mr. Miller are located one at each corner of the building. Each is completely paneled in bleached Philippine mahogany from floor to ceiling, and finished in a grayed, natural surface. The 11x16 floors are carpeted, ceilings are of acoustical cork tile. Mr. Dana's office on the east has, adjoining, a secretary's office. The office adjacent to Mr. Miller's on the west is the city sales room.

The separate intermediate floor at the rear, which, 50x35, is halfway between the first and second floors front, houses the film vaults, and the shipping and inspection rooms. Walls in the shipping and inspection departments are salt glazed tile from floor to ceiling. The inspection room floor is of asphalt tile. Six standard film storage vaults, equipped with steel shelving, sprinkler system, and ventilation as required by the fire code, are provided off the shipping room. The shipping dock is on the alley to the west. From shipping room to paper room is a metal chute to facilitate receipt of advertising.

The building, 50x85 overall, is of fireproof concrete construction with a steel deck roof on clear span steel joists. The entire building except the shipping and paper room is air conditioned. The equipment washes and purifies the air and completely replaces it every four minutes, winter and summer. Humidity is controlled automatically.

Clarence Kivett was the architect.

Opening of the exchange this week acquired the character of a community affair as exhibitors, supply men, film people, and Filmrow employes dropped in.




—Pictorial Press Service Photo

***New Universal Kansas City Exchange—***

*The new and modern home of Universal in Kansas City, opened this week at 214-16 West 18th St., where Peter J. Dana and LeRoy J. Miller will preside as district and branch managers, respectively.*

### Almost Thirty Years In Kansas City

KANSAS CITY—Almost 30 years ago Universal had its beginnings in Kansas City in the Laemmle Film Service, "releasing Bluebird product." The exchange occupied the entire second floor of the building at 12th and McGee streets, over the old Empress Theatre, which still stands—dark. The exchange handled machines, carbons, and other supplies for the theatre as well as film.

About 1916 it became the Universal Film Exchange. Several years later moved to the Davidson building at 17th and Main streets. After two or three years in that location, it moved to 1710 Wyandotte, where it has been the past 15 years.

The history of Universal in Kansas City has closely paralleled the history of the film business here and in the territory. For instance, the local exchange has served the Gem Theatre in Kansas City continuously for 27 years, first under the operation of Jack Shriner, and now under that of his son, of the same name. The exchange has served Charley Fisk's Fisk Theatre at Butler, Mo., for 20 years, and the Summit, operated by Mr. and Mrs. C. H. Burkey until his death, and now operated by Mrs. Burkey, for 25 years. When Clair Pattee opened the Pattee Theatre at Lawrence, Kas., as one of the first film theatres west of Mississippi, Universal began supplying the house with pictures, and still is serving the theatre through Commonwealth Amusement Corp.

One of the reasons Universal has kept so close to exhibition in Kansas City during the years is the long experience of many members of the personnel.

Walter Abranz, shipper, has been with the exchange almost 24 years. Ruth Kelly, branch cashier, joined in 1919, 20 years ago.

C. C. Knipe, accessory manager, came to that position in May, 1921, and has held the post continuously since, with the exception of one year, 1930, when he went to New York as accessory sales manager for the company.

Is Beiser, salesman for northwestern Missouri and northwest Kansas, has been with the exchange 15 years, first as shipper, and then for some years as booker. Ralph A. Morrow has had seven years' service, Roscoe R. Thompson six years. Roy M. Palmquist joined the staff six months ago. Charley Oliver has booked for five years for U, and Ed Solig, one year. Miss Mae Weaver, inspectress, has been on duty 14 years.

*For*

**Complete Picture Service**

*See* **UNIVERSAL**

*For*

**Complete Insurance Service**

*See* **FINTON JONES**

Phone HA 3461 Title & Trust Bldg.

Kansas City, Mo.

**Old Timers on Filmrow**

Together in a New Partnership

217-223 WEST EIGHTEENTH ST.

1717 WYANDOTTE ST.

116-130 WEST EIGHTEENTH ST.

And Now

214-216 WEST EIGHTEENTH ST.

*Congratulations,*

**UNIVERSAL**

DR. NATHAN ZOGLIN

## *Circuit Court Holds Ban On Midget Racing Void*

KANSAS CITY—The circuit court of Judge Brown Harris held invalid the ban on midget racing at Olympic field, here, a ban imposed by the city council two weeks earlier. The council had received a number of complaints on operation of the racing concession. Judge Harris said the ordinance banning the races left control of the races and other businesses up to the whim of the council, that it might prohibit one operator and permit another doing the same thing.

## *Foley Succeeds Scherzer As Monogram Booker*

KANSAS CITY — Douglas Desch, branch manager for Monogram, has named Frank Foley of Denver as booker and city salesman to succeed Ralph Scherzer. Foley has had several years experience in the film business in Denver.

M. G. Shackelford, salesman for Monogram in Kansas, filled in at the booking desk of Monogram this week while Foley was on his way in to take over the job.

### Leonard Kaplan Ill

MASON CITY, IA.—Illness overtook Leonard L. Kaplan, head of the chain bearing his name, en route to the "Career" premiere in Des Moines, forcing him into the Allen Memorial Hospital here.

## *Hillbilly Film Slated*

HOLLYWOOD — "Coming Around the Mountain," a story suggested by the American folk song of that title, has been added to Paramount's schedule with Lynne Overman tentatively set for a top role. Locale will be the hill country of eastern Tennessee. George Archainbaud will direct.

### Next Jones Film Set

HOLLYWOOD—"The Jones Family in the Little Theatre" has been selected as the next in the series at 20th Century-Fox. It goes into production August 7.

## *Down the Years With Universal*

Beast of Berlin
Yellow Dog
Hunchback of Notre Dame
Phantom of the Opera
All Quiet on the Western Front
Foolish Wives
Seed
Back Street
Frankenstein
Dracula
Imitation of Life
Only Yesterday
Magnificent Obsession
My Man Godfrey
Show Boat
Three Smart Girls
Merry Go Round
Mad About Music

## *Tony Martin Musicals Get Columbia Release*

HOLLYWOOD — A Columbia release has been set for three musicals starring Tony Martin, to be produced by Irving Starr. Films will be budgeted at about $200,000 each, to be financed on a solo arrangement.

First of the pictures will go into work when Starr has completed "They Can't Hang Me," last of his Crime Club series for Universal.

## *Souders Will Manage Two Houses in Auburn, Neb.*

KANSAS CITY—Clarence Souders, manager of the Auburn at Auburn, Neb., will manage both the Booth and the Auburn there, at least temporarily, for Williams-Griffith.

The two Auburn theatres, like the two at Nebraska City, are being operated out of the Griffith-Dickinson offices here.

## *Do Life of Goodyear*

HOLLYWOOD—Second in Columbia's new series of "Fools Who Made History" will be the story of Charles Goodyear, whose invention of the vulcanizing process first brought rubber into general use. Jan Leman is writing and directing this series.

# DES MOINES

MARIAN TEMPLE went horseback riding with Louisiana Lou . . . Marian Temple is doing her typing standing up. That good-looking group gossiping on the Fort Des Moines mezzanine when the Hollywood celebs were here included Gretchen Kelleher, Leone Matthews, Vi O'Hare, Rhoda Reese, and Dora Middlesworth.

*When you stop in at Iowa Film, be on guard. The thirsty boys will mooch a coke if possible. They need* $100 *and a girl for baseball suits and a mascot. Filmrowers should be able to furnish both . . . McKinney is becoming widely known as an early riser,* 11:30 *callers are beginning to ask if it's too early for McKinney to be down yet.*

Emil Franke keeps his raven locks clean and shiny with Packers Tar soap. If the barber next door to the Orpheum doesn't have any of Emil's choice on hand when Emil wants his locks shampooed, Emil waits patiently while the barber sends out for some. Nate Sandler is getting more tanned and younger-looking every day since his boys are home to keep him on his toes. Bob won the Des Moines District meet here Sunday.

*Flash! We are now an Iowa Flashes representative with Burton Jerrel's promise to run our favorite subject on even weeks! We predict a quick rise in exhibitor interest, Jerrel, especially on even weeks. . . . "Career" is being held over at least one day and maybe more at the Orpheum, which reminds us that film publicity got to be such a habit with the* R&T *during the famous "Career" promotion that the paper couldn't get out of the habit after it was all over . . . A far-fetched romance story on Joy Hodges and a front page Gene Autry gag appeared in the sheet on successive days.*

"Mirror, mirror on the wall, who's the best-dressed of them all?" asks Jerry Spandau to that full-length mirror which Lou Levy had installed in his apartment so Jerry would move in . . . We miss Walt Lohman's dimples over at Monogram; he's working in Kaycee now. While Cleo Current vacationed, Effie Judd's sweet Louise did a nice job of pinch-hitting on the typewriter.

*Opal Judd says she danced with Kay Kyser once at 222 State, but if she didn't hear Julie Lee play piano and sing she wasted her time at Chicago's Three Deuces, we think . . . We looked and looked for Don Allen's Des Moines Theatre and Harry Holdsberg's Paramount the night we flew over DM in Pilot Inman's Boeing Clipper, but there were too many red beer parlor signs . . . Inman, let us handle the big ship long enough to turn right, left, nose up and down—and long enough to scare passengers spitless (including Clayton who says he was not). Suggestion: Don't go to see "Only Angels Have Wings" just before going out to the airport for a spin.*

Speaking of flying, Frank Rubel, Iles, McKinney, Wolf, and the Masked Marvel of Filmrow may be taking flying lessons (price about $50), but we betcha none of 'em ever hung halfway out the plane's window, belabored with a parachute and a camera to get a shot of a chute jumper bailing out of the same machine (we did) . . . Afterthought: Price, no bux, but gulp, gulp, gulp! Suggestion No. 2: "On Borrowed Time" is an appropriate follow-up to such activity.

*Lincoln's competent* BOXOFFICE, *Barney Oldfield, stood at our table at the Fort and told how the sirens under his window woke him up. In trying to find out which kind of a siren he meant, we discovered that the only sort the non-smoking, non-drinking Barney knows about are on fire wagons! Fawncy that! . . . Paramount's Cliff Lewis wired about a novel showing. His telegram to Clayton about the Waukegan affair read "Jack Benny has requested that we invite you as his special guest for that evening to hear the broadcast and see the showing of his END." Why, Jack!*

For honest-to-gosh off-guard shots of Filmrow, go to the Fox or Paramount screening rooms. Witness Ray Blank, Friday evening, with his dogs propped up on the seat ahead and smoking a cigarette. Still keep an eye peeled in Ted Ashby's column for Red-head info. It's only a little blaze now to what it's gonna be. One Theresa Dawn is in town ostensibly talent scouting and giving screen tests, but somebody got suspicious and it looks as though we'll be hearing about a racket expose soon.

*Rose Faulkner came all the way from Omaha to visit "Career" (and Jess Carter). Rumor has it she was disappointed (in "Career") . . . Art Sanders is adding a dapper touch to the Service Theatre hangout now. He's new there and so are his white trousers, white sport shirt and dark coat.*

Roy Chansky's small red-headed "Ginger" or "Wimpy" as she is sometimes called, is vacationing with her grandmother in Omaha. Her mother, Jane, is so busy with her mushroom business these days . . . We scared Carl Sokoloff half to death by yelling "service" in a hoarse voice and hammering on the desk in his front office while he was out back.

*Frank "Slug" Gaskill has been dunning Howard Dunn over at Metro without success, he says. Howard claims he's just trying to do a little personal exploiting "On Borrowed Time" . . . Jack Kennedy is all but swinging from tree to tree with joy over the "Tarzan" business. He's expecting to give the cry of the ape man about it to H. P. Wolfberg from Kaycee soon.*

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

EVERYBODY ogled, ogled and ogled when Charlie Marks of the Avery Theatre led the Garner Fourth of July parade! And why wouldn't they? We hear he was riding a white stallion with a long flowing mane and a tail that swept the pavement. Charlie is reported as having worn a white satin tuxedo and a tall silk hat to match! The parade sported 60 elaborate floats, and nary a one drew the applause that Charlie got!

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S. Barret McCormick, RKO publicity head in New York, told us during "Career" that our Charlie Brown of Iowa City once visited him at his NY offices. Later, McCormick spied Charlie sitting near him in an airliner. Ascertaining through the stewardess that he was not mistaken, McCormick went over and spoke to Brown. Charlie identified the RKO big-shot only after he spotted the unique ring McCormick always wears.

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Earl Manbeck jr. tells us he's still out at Carlyle with Eugene Davidson, Melvin Adey, and John Broffel helping him. And he still thinks he'll make the theatre business his life work, despite his dad's big motor car establishment!

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We met C. C. Parker of Fontanelle in at Service, but didn't get a chance to prove to ourself that he couldn't be as gruff as he was acting. Looked like a front to cover up a kind heart to us.

J. W. McLees of Fort Dodge will tackle the dummies again soon. He's football coach at the high school there.

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John Sherman just got back from Diagonal where he showed H. A. Johnston's operator the ropes. Johnston also runs the Ford garage in Diagonal.

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Hear Ye! Hear Ye! And hear ye Jim Fair of Laurens. If you still don't believe your vacation was duly reported in this column, consult the first "Aw, Shucks!" item of the May 27 issue of BOXOFFICE.

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The DM Row was surprised when Art L. Fridley, who usually confines himself to the Omaha Row, walked in here from Danbury, Ia., this week.

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R. L. Schneider was the man in white who hailed us on the Row Monday to point out that we'd left our white gloves strewn some ten feet apart in the street behind us (Roland was carrying another trade journal, but he gallantly swore he read only BOXOFFICE). He introduced us to E. E. Closson also of the Coliseum in Lamoni, who says he is on his way to the Fair and the Metro lot in Hollywood. Closson says the Coliseum is the only theatre in America operated by an educational institution (Graceland College).

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Leonard Kaplan must be told that Mar-

ian Temple had nothing to do with that co-ed item. He should know by now that BOXOFFICE sees all, hears all and TELLS all (nearly).

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Bruno Pierce of Oskaloosa and R. C. Hoadley of the Princess in Humeston had better avoid each other. Each has a reputation for being a very silent critter, so the conversation probably wouldn't flow too freely.

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Bob Gilbert of the Rivola in Oskaloosa told us that he always has to order an extra supply of nickels for the boxoffice on kid matinee day . . . the candy machines get 'em!

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The day we met Roy Hill of the State in State Center, he accused us of thefting his sign informing patrons of the high price of seeing shows out of town. He says the sign disappeared for a week or so, was quoted by us in BOXOFFICE and then reappeared much the worse for wear. You can't convict on circumstantial evidence, Roy.

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W. T. Carter of the Stand in Walnut was short one set of molars when he hit the Row the other day. He should get in touch with Mr. Hill of the item above and borrow that fancy set he used to scare customers away from "Son of Frankenstein."

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Mrs. Floyd Featherhuff of Lake Mills (Mills Theatre) was a little excited when she discovered Anne Shirley sat next to her during the "Gateway to Hollywood" broadcast here.

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Stuart Peake of the Orpheum and Pastime theatres in Maquoketa; Oky Goodman of the Empress in Rockwell City; Marvin Fosse of the Grand in Wellman; Mr. and Mrs. Howard Pollard of the Reinbeck and Dysart theatres in Reinbeck and Dysart; Carl Parsons of the Marion and Grand theatres in Knoxville, and W. A. (Bill) Middlton of the Rex in Iowa Falls braved the rain and the heat of DM.

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## *Film Fan Is a Critical Critter, Says Munro*

NEW YORK—The motion picture fan is a critical critter all the time, booster nights and two-for-ones included, according to A. E. Munro, manager of the Munro Theatre, Rolla, N. D., who was a visitor here at RKO's World's Fair exhibitor lounge.

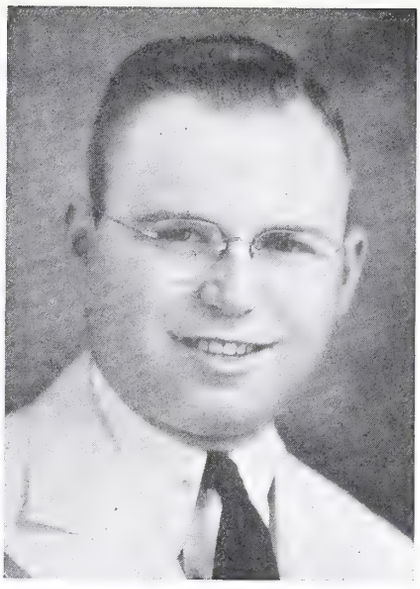
His fans, Munro says, do a lot of reading on motion pictures and stars and they're real honest-to-goodness fans only as long as their appetites are appeased by good pictures.

Munro says his theatre draws from 25 miles around as there is no other house within this radius of territory which exists on farming.

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### "Cassidy" Replacement

HOLLYWOOD—Producer Harry Sherman has signed Britt Wood, ex-vaudevillian, to a five-year pact to replace George Hayes as "Windy" in Sherman's "Hopalong Cassidy" westerns. Hayes is now with Republic.



## *Covering Kansas—*

*For* BOXOFFICE *as field representative is Virgil Earl. Exhibitors are invited to give him news items and exploitation campaign highlights for submission to the* BOXOFFICE *editors.*

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# Bracket Tax System Spurs Group Buying

KANSAS CITY — Introduction of the bracket system of sales tax collection in Kansas last week was reminiscent of the period two years ago when the two per cent levy first was introduced. Purchasers of merchandise and theatre tickets were made extremely conscious of the levy by the change-over, and as a consequence they took a good deal of trouble to keep payments as low as possible.

One method was to combine a group of three or four to make one purchase of that many theatre tickets.

The sales levy on a 15-cent ticket is one cent; on four 15-cent purchases of 60 cent, it is still one cent.

"It is extremely important that exhibitors give patrons the benefit of group purchases made at one time," said R. R. Biechele, Kansas City, Kas., exhibitor, who advised with the Kansas tax commission during the period when it was working out the bracket system.

Biechele said he had noticed at the Osage that patrons were going together to make group purchases.

The bracket system makes the sales tax levy almost seven per cent on some purchases, less than 2 per cent on others, but for the customer the levy should, over a period, balance out at about two per cent.

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## *Role to Hardwicke*

HOLLYWOOD—Sir Cedric Hardwicke has replaced Basil Rathbone in one of the featured roles in RKO Radio's "The Hunchback of Notre Dame," which is now before the cameras.

Rathbone withdrew because of another film commitment.

# Minnesota Opening Date, Policy Set

MINNEAPOLIS—The reopening date and policy of the Minnesota Theatre, 4,000-seat de luxe loop house, have been set by Gordon Greene, its managing director. The big house, which was relinquished by the Minnesota Amusement Co., last February, will be operated for its owners by the Shubert Theatre Players Co., of which the Benz brothers, millionaire realty owners, are the principal stockholders.

Friday, July 21, will witness the reopening of the theatre which has been dark for nearly two years. The policy will be stage shows plus pictures. A unit show from Hollywood, headed by Jack LaRue of the films, and Monogram's "Streets of New York," starring Jackie Cooper, will be the opening attractions. Admission prices will be 15 cents to 1 p. m., and 30 cents thereafter to closing. There will be no gift nights.

Name stage bands and headliners will be booked when available. Otherwise there will be a permanent line of 12 girls and five acts of vaudeville. Jack Malerich, popular band leader, will conduct an 18-piece orchestra and also will provide organ recitals. Joe Griffin, well-known tenor, will sing with the orchestra and also aid Greene in staging the shows. Patricia Wynne from the Chicago Theatre, Chicago, will be the dance director.

Randy Merriman will be assistant manager and Hale Cavanagh from California press agent. Greene managed the big theatre when it first opened.

Thus far only six pictures—three Monograms and three Republics—have been bought. There is not believed to be any major product available for the theatre, inasmuch as the Minnesota Amusement Co., has practically all of it tied up. The problem of obtaining sufficient screen product is expected to prove a difficult one for Greene.

Greene also announces that the 1,800-seat grind lower loop Palace, which closed several weeks ago, will reopen in the fall with double features at 15 cents and weekend vaudeville.

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## *Priscilla Lane Selected As "Typical Daughter"*

HOLLYWOOD — Priscilla Lane, Warner starlet and a native of Des Moines, Ia., has been chosen by the Gold Star Mothers as America's typical daughter, in connection with the celebration of National Daughters' Day on Sunday, July 23.

Miss Lane was chosen from a list of 25 candidates in consequence of her portrayal of young daughters in "Daughters Courageous," "Yes, My Darling Daughter" and "Four Daughters."

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### 20th-Fox Signs Writer

HOLLYWOOD—Wilson Collison has signed a one-picture writing deal with 20th-Fox.

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# MINNEAPOLIS

DOROTHY CRANE, assistant booker and purchasing agent for the Welworth Theatres (Eddie Ruben circuit) spent the holidays weekending in northern Minnesota. What's up in the woods there, Dot? . . . Hale (Hick) Cavanagh in from California to handle publicity for the 4,200-seat Minnesota Theatre, reopening under the managing directorship of Gordon Greene . . . Tommy Charack, the live-wire Warner salesman, is an intimate of Artie Shaw, current band maestro sensation.

*Mel Evidon and Joe Jacobs, Columbia branch managers at Des Moines, Ia., and Omaha, Neb., respectively, and formerly members of the local sales staff, spent the weekend here, visiting relatives . . . Don Galinski, former Warner salesman, back from Omaha to help Harry Sherman sell the Louis-Galento fight films . . . Who is that girl that was so daring as to call Bill Crystal, Grand National branch manager, "Bucky" and receive a very large smile in return?*

Mrs. Ben Friedman, wife of the local independent circuit operator, played exceptionally good golf in the Trans-Mississippi tournament which included among its participants some of the best feminine golfers in the United States . . . Eddie Ruben threw a swell party at Oak Ridge Country Club on his turn to be King for a Night . . . Ray Close, "Lucky Star" m. c. at Pantages Theatre here, off to Chicago to try to introduce the same game at the White Sox ball park. A new wrinkle.

*Ben Spewak, theatrical capitalist, has purchased a new Cord touring car for his trip to Los Angeles. Has dropped building plans at Golden Valley for the time being . . . Nelson Logan handling the Louis-Galento fight films in South Dakota . . . Two of the three winsome daughters of J. L. Stern, the Bank Night man, the reigning beauties of Minneapolis beaches. The third is so young she can't go swimming yet, but the predictions are that when she grows up she'll not have to take a back seat for her charming and lovely sisters . . . Talking of daughters, Harry Sherman's, Dorothy, is swimming counselor at a girls' camp in Connecticut.*

Marking time between the closing of the Palace and the Minnesota, where he'll assist Gordon Greene, the manager, the likeable Randy Merriman tried his hand as a salesman at the loop's biggest and leading department store . . . Ben Ashe, Fergus Falls, Minn., exhibitor, starting a new screen game called "Cribb-O" . . . Joe Floyd and Morris Levinger, who manage the new Hollywood Theatre, Sioux Falls, S. D., made the front pages the other day by rescuing a car crash victim . . . Lennie Gruenberg, Minneapolitan, a member of the RKO sales staff in St. Louis, and the missus were in town for a few days.

*Flash! John B. Cliplef, the hustling manager of the Hollywood, Montevideo, Minn., blushingly admits that his charming wife soon will be called "mamma" while "daddy" will fit him appropriately . . . Carl Engstrom, New Ulm, Minn., theatre manager, made a hurried auto tour of Wisconsin . . . Harry French, Minnesota Amusement Co. district manager, in town briefly.*

Out-of-town exhibitors visiting Filmrow including Jack Heywood, New Richmond, Wis.; Mrs. W. J. Carter, Plainview and Elgin, Minn.; John Rowekamp, LaMoure, N. D.; Ralph Swanson, Ely and Tower, Minn.; Don Buckley, Redwood Falls, Minn.; Leo Molitor, Norwood, Minn.; Charles Conaught, Olivia, Minn.; Mike DuFae, Milbank, S. D., and Jimmy Anderson, Stewartville, Minn. . . . Joe Behan, Warner head booker, still busy catching fish at Little Birch Lake in northern Minnesota, and his hauls are the section's talk.

*Twin City Variety Club held its annual golf tournament at Oak Ridge Country Club this weekend. A Calcutta in the clubrooms Thursday night preceded the tournament . . . Large decorative card in the Paramount exchange tells of the picture "Casey Jones" and what a field the railroad industry affords for its exploitation . . . M-G-M office plentifully adorned with signs about the "Championship Contest" June 2 to August 31. Exhibitors are asked to help the West beat the East . . . Booking booths are a new and welcome feature at the Warner exchange.*

Morrie Abrams, ace M-G-M publicity man, has a new hobby—palmistry. He's all engrossed by it. While wifie and daughter are away he keeps from getting too lonesome by visiting the night spots where they have fortune telling as an added attraction. Wonder why . . . Gordon Greene, Minnesota theatre managing director, back from Chicago where he lined up attractions for the theatre's reopening . . . The Orpheum has copped Cab Calloway to follow Rudy Vallee and Paul Whiteman in the late summer. With the two houses going in for stage fare there'll be no dearth here of the flesh-and-blood. Harry Hirsch's stock burlesque house, the Gayety, also is scheduled to reopen next month and there'll be the usual occasional touring attractions at the Lyceum.

*Ben Blotcky of Paramount took a whirl around the territory . . . Extreme heat the past ten days hasn't been helping grosses any . . . Warner booking hours now are 10 a. m. to 4 p. m. with Mondays reserved for out-of-town exhibitors . . . Helen Risler of the United Artists office staff vacationing in northern Minnesota . . . William McFarland jr., son of the National Screen branch manager, getting ready to follow in his father's footsteps in the film business. He has gone to work in the shipping department to start learning the ropes, helping to take the place of John Holmer, head shipper, who has gone to Juneau, Alaska, to visit his uncle.*

Universal's "Unexpected Father" goes into the Century here next week. It has "Sandy," the "East Side of Heaven" baby, as one of its featured players . . . Bill Classen, 20th-Fox ad sales manager, in Northwestern Hospital suffering from a minor ailment . . . Paul Mans' New Lake Theatre, renamed the new Vogue, has reopened after numerous improvements, including an air-cooling system.

## "Siwash" to Screen

HOLLYWOOD — "Old Siwash," mythical midwest college of the early 1900's whose name became a part of the English language, will be brought to the screen by Paramount.

Based on the "Siwash" stories by George Fitch, the film will be called "College Days." Ted Reed will direct, with Don Hartman doing the screen treatment.

The "Siwash" stories enjoyed great popularity shortly after the turn of the century when college boys wore high collars and football was played for fun.

The picture will have a midwest college locale. It will not be modernized.

## From Films to Bowling

MINNEAPOLIS—At least one prominent Minneapolis exhibitor is giving up his theatres to operate bowling alleys. He is Don Buckley, Redwood Falls, Minn., who has put his two highly profitable showhouses on the market after opening bowling alleys, the first in his town.

The Buckley alleys have been going great guns and Don plans to open them in other cities throughout the territory that hasn't such recreation. Under the Buckley type of operation, there's no billiard and pool halls in connection with the bowling alleys and only soft drinks are served. As a result, women in particular are going in for the sport.

## A Modified Censorship of Films Aim of Lutherans

OMAHA—A proposal for modified censorship of motion pictures will come before the United Lutheran Church in America when it convenes in Omaha in 1940, according to Dr. Frederick Hermann Knubel of New York, national president.

Dr. Knubel told BOXOFFICE of the proposal while here making arrangements for the meeting. The organization has 1,500,000 members, he said.

A "board of social missions" would be appointed to handle "improvement" of pictures, he said. Books, magazines and other publications would come under the board's censorship duties, Dr. Knubel said.

The board would list "desirable" and "undesirable" films for guidance of the congregations, said Dr. Knubel.

## Court Fines Theatre on "Lottery" Violation

**Minneapolis—A fine of $500, plus prosecution costs, was assessed by district court against the Paramount Theatre, Austin, Minn., for violation of the state anti-lottery law in the holding of Bank Night. The house is owned and operated by the Minnesota Amusement Co. The court found the theatre deviated from the Bank Night rules which, if adhered to, do not violate the anti-lottery law, according to a state supreme court ruling. It is expected the case will be appealed.**

# LINCOLN

PARAMOUNT'S JACK OSWALD, from the auditing department, barged into town for a peep into all affairs of Paramount-J. H. Cooper holdings . . . John Archer and Alice Eden seem to have made a neat impression on Lincoln, which was Archer's hometown when he was Ralph Bowman, ahead of winning the Gateway to Hollywood . . . Joe Rosenberg and Barney Miller came in for the Varsity's bow with "Career" to meet everybody . . . Mr. and Mrs. Izzy Kuhl drove in from Seward, also to see the Eden-Archer personal appearance.

*Charlie Levy, who hadn't seen his wife in more than a month, is hurrying, RKO or no, back to New York before she sues him on grounds of desertion . . . Russ Egner and Sol Yeager, after leaving here July 4, were in an auto smashup. Yeager was stitched 15 times about the face to close the gashes . . . Ed Schoenthal flew through with Dr. Brewster, of Holdredge, the "flying doctor," en route to Omaha, but* BOXOFFICE *was tied up on a wham accident in which four were killed, and didn't get to meet them.*

Memories from Des Moines and "Career": Newspapermen framed Movie Editor Ken Clayton by yowling to attract attention of his *Register-Tribune* colleagues as he rode by the office in the parade . . . Joy Hodges showed 380 people her gold badge signifying she's chief of police of Universal City, Cal. He cousin is the mayor of Des Moines, but it never occurred to her until she arrived in the East Des Moines yards . . . It was a pleasure for Anne Shirley to go back to Hollywood, because while on the trip RKO lifted her option and tilted her salary . . . Most distinctive switch in press opinion was on Bobby Breen, a better impression made than expected.

*Keith and Mrs. Wilson were there from Omaha, talking about Waukegan, Ill. and Benny's homecoming. If this junket business doesn't stop, critics soon will resemble baggey-eyed drummers of the old days . . . Incidentally, Ray Mayer, formerly on the RKO feature list for three years, was visiting his wife's relatives in Iowa, and said he expected Pete Smith soon would go by narrow gauge railway to someplace to premiere a short . . . Roscoe Ates was a special problem, taking the combined effort of two studio press men and a couple of reporters to keep on leash.*

Ralph Rolan, the New Yorker, looks like presidential possibility McNutt of Indiana . . . Evert Cummings and his wife were present for everything, allowing Omaha and the Tri-States Theatres of Nebraska to take care of themselves . . . Orville Rennie and his Mrs., with the two youngsters, stopped over en route to the east for that vacation . . . Linn Unkefer, the RKO studio press agent on the special, was born on a Humboldt, Neb. farm.

*Bob Huffman cuts off a pound and lowers his golf score a point. At that rate, he'll still be a big man when he's shooting 18 holes in 18 . . . Ed Vaughan says the only reason he shakes hands with some people is to keep them at arm's length . . . Bill Knight, assistant to Jerry Zigmond in the Newman, Kansas City, was here spending a few days with his wife. Both Knight and Jerry were here at one time for J. H. Cooper . . . Howard Federer lammed for Denver on one of those midnight trains.*

Alvin Hendricks blows a kiss at the town forever, July 12. He is going to Texas . . . Bob Livingston and his Mrs. are thinking of a few days at Lake Okoboji, if this hot streak hangs on . . . Now that Omaha's horses have stopped running, conversation has crept slowly back to the show business—and what's the matter with it . . . M. E. Lofgren was host to more kids this week than the theatre has played to since "Snow White." Reason this time was "Tarzan Finds a Son" . . . Harvey Traylor says a gal is as old as she looks, but a guy is old when he stops looking . . . Harold Hellerich is now on the other side of the fence, leaving Lincoln Theatres Corp. for Nebraska Theatres, Inc. It's all according to whose office one is in whether or not he's a Jekyll or a Hyde.

## "Coo Coo" Cheers for Kisses

KANSAS CITY—From San Francisco the other day Jay Means of the Oak Park Theatre here received a copy of Ted Cook's "Coo Coo Nest" column in the *Examiner*. Said Ted Cook:

"In Kansas City, the Oak Theatre is attempting to stimulate attendance during the dull hours by offering—FREE TO LADIES—Feather edge dishes, from 1:30 to 3 and from 6 to 7:30. FREE TO MEN—Kisses from a beautiful blonde, from 1:30 to 3 and from 6 to 7:30."

Thinks Cook, "It will be interesting to watch this latter experiment, and determine whether or not the free kisses from blondes fill the Oak Theatre. If the plan of the Oak Theatre works, then free kisses from blondes, like Bingo, will sweep the country.

"In fact, a great acorn might grow from the Oak Theatre idea. This innocent little offer of free kisses from blondes might work a miracle in this country. The politicians and economists have failed in their intricate plans to cope with unemployment. There is just a chance that free kisses from blondes is all this country needs.

"Let us assume that there are 180,000 theatres in America. If the Oak Theatre experiment is a success, then at least 180,000 blondes can be put to work immediately. But 180,000 is too conservative a figure, because one blonde per theatre would not be enough. Some theatres may find it necessary to employ dozens of blondes. And this will be just a beginning. The kissing blondes will swarm to beauty parlors, they will demand perfume and cosmetics. They will purchase hundreds of thousands of gowns. Countless thousands of wives, suspecting that their husbands are sneaking to movie theatres between 1:30 and 3 and 6 and 7:30 will go to the theatres to spy on their husbands. Then, jealous of the blondes, the wives, too, will start spending for cosmetics, clothes, etc. And the husbands, intoxicated by the free kisses from beautiful blondes, will swarm to haberdashers, barbers and tailoring shops. Jealousies will bring on quarrels and the country will bristle with domestic strife, which means that hundreds of thousands of idle lawyers will suddenly be employed, and start spending their fat fees to pay up back rent, buy automobiles, homes, yachts, etc. Forests will ring with the sound of woodsmen cutting down trees from which will be made paper to go into check books to be used by millions of men making alimony payments. The petroleum industry will hum merely because of the new demand for vaseline to be used by the divorced men on their hair. In brief, the country, almost before we know it, may be wallowing in prosperity—all because a theatre manager in Kansas City got down to fundamentals and offered men free kisses from beautiful blondes. It's all so simple that we are amazed that somebody didn't think of this before."

All of this from a two-night promotion in which a blonde gave away candy kisses at the Oak Park. And Jay says that much advertising in San Francisco won't bring him a dime's worth of business in Kansas City.

### Paramount Repacts Two

HOLLYWOOD—Joseph Allen and Judith Barrett, Paramount "Golden Circle" players, each have been extended for a year.

### Cagney as "Paul Jones"

HOLLYWOOD—Warner has given James Cagney a new long-term contract. His next assignment is "John Paul Jones."

## KAYCEE

(Continued from page 55)

*the Yanks after setting a new record for consecutive runs in one inning—23—last week. However, the scouts are due for a rude awakening: The runs were made on a slot machine.*

There are four guys who believe in Santa Claus since last week. The car in which Ken Levy, Martin Stone, Jack Isreal and Chuck Manne were returning from Lake Lotawanna to Kansas City struck a slick shoulder, and turned over. The automobile was practically demolished, but the lads escaped with only minor bruises—and a big scare.

### Adapts "Ziegfeld Follies"

HOLLYWOOD—"Ziegfeld Follies," Mervyn LeRoy production for Metro, will be adapted by Ernest Pagano.

### Gets "Kansas Terrors"

HOLLYWOOD—"Kansas Terrors," a Three Mesquiteers western, will be scripted for Republic by Robert Lee Johnson.

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**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

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MT489 Display frames
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MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

## AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

## DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

## MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

## PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

## SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

## SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

## STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, viterous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

## MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

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Name .....

Theatre .....

City ..... State.....

# Invite Independents To Allied Meeting

BOSTON—New England independent exhibitors as a whole, will be invited to the coming Allied confab at which recorded speeches of the recent Allied national convention in Minneapolis will be reproduced. No date had been set, up to the present time, for the affair which will probably be held at the Hotel Statler.

"It will be a chance for independent theatre owners regardless of affiliation, to hear and to judge for themselves exactly what went on in regard to Allied rejection of the trade practice code," Arthur K. Howard, Independent Exhibitors, Inc., business manager said.

Frank Lydon, eastern vice-president of the organization, informed this publication that the coming eastern regional meeting would probably follow the local session.

## *William Murphy Is Named Imperial Office Head*

BOSTON — William Murphy, former booker and buyer for Gordon and Lockwood theatre circuit interests, has been named office manager of Imperial Pictures. The move is the result of an increasing amount of time being spent on New York business by Harry Segal, exchange head.

Sam Richmond, formerly with the Hub Film Exchange and for the past few years associated in an executive capacity with the Frederick E. Lieberman chain, has taken over with Gordon and Lockwood.

## *Maine's First Open-Air Theatre Bows at Saco*

BOSTON—New England continues supreme in the open-air theatre business with opening of the first ozoner in the state of Maine. J. Frank Moore, former Dover, N. H., theatre owner, is prominent in the corporation which has been readying the Motor-in Theatre in Saco, Me. The latest open-air is understood not to have been licensed by the Drive-In Theatre Corporation, according to a member of the pioneer ozoner operator in this territory.

## *Fine Arts Theatre Closes Over July and August*

BOSTON—The Fine Arts Theatre, only successful Boston "arty" house in a large field of starters, has darkened for July and August.

George Kraska, operator manager, who plans a September reopening, is heading into a summer of booking and of looking over imports with a view to purchasing American rights.

### Foster to Hurley Unit

HOLLYWOOD—Lewis R. Foster has joined Paramount's writing department as a member of the Harold Hurley production unit.

## *Friars Procure Truck For Free Shows*

**Boston—The Boston Friars Club has acquired a truck for the transportation of portable equipment and prints for free shows provided for by a special fund recently established by the local film fraternity. Legended on the bright red sides of the vehicle is the story: "Motion Pictures for Shut-Ins." Harry Decker of the Film Exchange Transfer has donated garage space and drivers for the acquisition.**

# A&W and M&R Suits Share Court Time

BOSTON—Tom Bailey, 20th Century-Fox district manager, was described by Edward McClennen, defense attorney, as looking "like Uncle Sam with his beard cut off," and the seven-month-old Morse & Rothenberg anti-trust case went into still hotter weather at the Federal Building in Boston.

Particular attention has been given these past few days to the accompanying $100,000 monopoly action of the A&W Amusement Company which Attorney George S. Ryan is bringing along with the $2,000,000 main action. Testimony of Joseph W. Walsh, the "W" of the concern which operated the Metropolitan in Providence, has been concentrated upon in this connection.

Walsh came into the motion picture business in 1918 or 1919 when he took over a Hartford, Connecticut house which he described as "what today would be called a dump."

"A what?" asked Phillip Hendrick, master appointed by the U. S. district court for the first defense.

"It is a trade name," explained Walsh. "A dump."

He operated that house for about a year and then built a new house in the same locality.

Ryan asked Walsh if at the time he first started to operate theatres, "any of the producing or distributing companies, so far as he knew, had any houses."

"No, at that time, none that I ever knew of," Walsh said. "It was rather a hectic business in those days. The picture business was a stepchild in the amusement world at that time. In fact, I can remember in those days that I did not run the pictures. All I did run would be a newsreel so as to get them out for the next vaudeville show."

"Newsreels were popularly known as 'chasers' in those days," Walsh said, adding, "That is what they were called and that is what they were used for." He said that, "In those days, motion picture theatres were converted stores."

"And shooting galleries?" led Ryan.

"And shooting galleries," said Walsh, "and outlawed buildings and everything else. We had very few ethics in the business; practically no regulation. You just opened a theatre and you operated it, and that was all there was to it. I can remem-

(Continued on page 64)

# Film Price Cut Plea To Justice Dept.

NEW HAVEN—Copies of the joint resolution by the Connecticut MPTO and the Allied of Connecticut exhibitor units demanding decreases in film rentals and assurance of no short subjects forcing in connection with the sales of features will be mailed to the home offices of major distributors and to the department of justice in Washington.

Text of the resolution, springing from a joint meeting of independents last week, is as follows:

"Whereas theatre grosses have been constantly falling for the past year and have now dropped to an alarming degree, and

"Whereas, the prices of film rentals have been constantly rising contrary to the business trend, and

"Whereas, said film distributors are forcing the sale of shorts and newsreels, contrary to the spirit of the code they offer to the trade;

"Now therefore, be it Resolved, that we, the independent exhibitors of Connecticut, in meeting assembled this 27th day of June, 1939, at the Hof-Brau, New Haven, demand decreases in film rentals for the ensuing year, commensurate with the drop in grosses, and be it further resolved, that we will not be coerced, directly or indirectly, into the buying of shorts and newsreels."

"We are not out for blood," several of the leading independents asserted following release of the resolution and action, "but we do feel there is a real problem here—the problem of how we are to stay in business if we must pay increased film rentals at a time when business is alarmingly poor."

## *Defer Action on Theatre Permit in Brookline*

BOSTON—Action on a building permit for a proposed M&P Theatres Corp. theatre in the Brookline area of Cleveland Circle has been put over until September 18 by that town's board of selectmen. There was but one dissenting vote, that of Thomas J. Brady, cast on the motion for postponement which followed submission of a petition of protest by the close to 100 Fisher Hill residents.

The action heightened a possibility that the New England Theatres, Inc., may build on the Boston side of the Cleveland Circle tract, a move that would place the motion picture house in a higher tax zone.

The Brookline board of selectmen unanimously voted to investigate the location of the proposed house in regard to Chestnut Hill Avenue traffic and adjacent parking. Police Chief James W. Tomra, Superintendent of Streets Daniel G. Lacy, and Gorham Dana of the planning board were named to the committee of three to submit a report on the former Metropolitan Coal Company property.

The Brookline board of assessors was directed to make a report concerning the potential effect upon nearby property valuations of theatre construction.

# George H. Wilkinson Gets a Testimonial

NEW HAVEN—A large representation from the Boston, New York and New Haven film exchanges, exhibitors from all over the state, and other friends from New Haven and Wallingford paid their respects to Connecticut's "pioneer exhibitor," George H. Wilkinson, last Tuesday at Racebrook Country Club.

The testimonial luncheon was evidence of the goodwill this exhibitor has gained for himself in his 49 years as a showman in Wallingford, and the guests further commemorated the occasion by presenting him with a testimonial-inscribed parchment scroll and other gifts.

Harry F. Shaw, Loew-Poli division manager, acted as toastmaster. Speakers included Morris Joseph, Barney Pitkin, chairman of the event, and out-of-town film men.

Guest list included William Scully, Joseph Unger, Roy Haines and Edward Schnitzer of New York; William Erbb, Maurice Wolfe, Tom Bailey and I. H. Rogovin of Boston; Don Jacocks of Newark, Thomas Donaldson, Ben Simon, Morris Joseph, John Pavone, Lou Wechsler, Edward Ruff, Barney Pitkin, T. O'Toole, Phil Sherman, George Rabinowitz, I. Levine, Henry Germaine, Sam Germaine, Sidney Swirsky, Ben Lourie, Earl Wright, Milton Hyams, A. L. Titus, G. DeFazio, Lewis Ginsberg, Richard Carroll, Bill Canelli, Hugh Maguire, Morton Katz, George Weber, Charles Lazarus, Phil Gravitz, Sam Rosen, Irving C. Jacocks jr., Adolph G. Johnson, J. B. Fishman, Abe Fishman, Lou Philips, George Comden and many others. Prominent among the guests also was George Wilkinson jr., who, with Mrs. George H. Wilkinson, has assisted in Wilkinson theatre operations.

Following the luncheon, some of the guests golfed at the Country Club.



## *Trade Honors Him—*

*Eighty-one-year-old George H. Wilkinson of the Wilkinson Theatre at Wallingford, Conn., "Connecticut's pioneer exhibitor," who was feted at a testimonial luncheon Tuesday by the entire trade in this area.*

## *New England Circuits Are Eager for Fight Films*

BOSTON—Every important New England circuit, with one exception, had contracted for the Louis-Galento fight films by the end of last week, Distributor Harry Asher informed this paper. Mark Jeffrey, former owner of the New England film exchange, and Elmer Turnquist, former Imperial office manager, have been selling for Asher.

## *Giant Postcard Used to Sell "Union Pacific"*

DOVER, N. H. — A giant postcard publicity stunt was used by Manager Mel Morrison at the Strand here in connection with the showing of "Union Pacific."

Mayor Sam Blair cooperated by receiving the postcard, measuring 8x3½ feet, signed by Barbara Stanwyck, and containing a message boosting the film.



## *Vocal Services—*

*Gladys Swarthout and Grace Moore, who sang at Memorial Day services in Newton, Conn., at the invitation of Arthur F. Smith, Mayor of Newton and operator of Edmond Town Hall Theatre. Miss Moore has an estate nearby.*

## *Camera for Medics*

BOSTON—A new natural color motion picture camera, developed by three Boston doctors, is one of the newest developments in the fight against lung and stomach diseases. The new instrument involves the use of internal light provided by electric bulbs fed through nine-inch laryngoscopes, tubes used in diagnostic and surgical work.

# Connecticut MPTO Tourney Aug. 1

NEW HAVEN—Invitations have gone out to "exhibitors, distributors, common carriers, premium guys, insurance blokes, trailers and all others directly or indirectly connected with the film business," to get the swinging arm ready for the fourth annual film golf tournament sponsored by MPTO of Connecticut, August 1, at Racebrook Country Club, Orange, Conn.

The event will begin with a nine-hole qualifying round at 10:00 a. m. Luncheon will be at 1:00, followed by an 18-hole tournament at 2:00, and dinner, entertainment and awarding of prizes in the evening. As in the past, contests and prizes are being arranged for non-golfers.

The committee in charge consists of Irving C. Jacocks jr., chairman; Ed Levy, secretary; Edward Raffile, treasurer; Lou Anger, Leo Bonoff, Harold Eskin, B. E. Hoffman, Adolph G. Johnson, Arthur Lockwood, Sam Rosen, Harry F. Shaw and Max Tabackman.

First prizes to be received include cash for selection of awards from Ben Simon, 20th-Fox manager; Barney Pitkin, RKO manager, and Tim O'Toole, Columbia manager; two packages of tees for every golfer and guest from J. E. Brulatour, Inc.; flashlights, National Carbon; onyx base desk set, National Screen Service.

The committee expects a minimum attendance of 150, topping last year's turnout. Attractions include free beer and surprise entertainment.

## *Wilbur, Hub Legit House, Marks 25th Anniversary*

BOSTON—It is the 25th anniversary of the Wilbur Theatre, 1,200-seat legitimate house. The past quarter-century has seen the Barrymores, Bennetts, Gishes, George Arliss, Helen Hayes and, more recently, Madeleine Carroll, trod the Wilbur boards. Ed Smith was the first manager of the house. Harry Coote, present manager, played in the Wilbur himself in 1920 in the juvenile lead of "Irene."

## *Sheridan Plugs Airer*

BOSTON—Martin Sheridan, Monogram advertising manager in this territory, has been appointed New England publicity head for the NBC program, "Inside Story." Sheridan, who plans to tussle with tuna in Maine the end of this month, has been in New York this week on business. The latter includes marketing of a new book he has turned out on cartoons.

## *"Chips" Held Over*

BOSTON—The only holdover last week in first-run Boston was "Goodbye, Mr. Chips" which, billed with "Parents on Trial," did well above average at Loew's State and Orpheum.

### Termer to Ted Reed

HOLLYWOOD — Ted Reed, director, has been held for another term by Paramount.

## Latest Batch of 66 Pass Hub Censors Unaltered

BOSTON—The last 66 motion pictures reported by the Massachusetts department of public safety up to the first of this week were passed for Sunday showings without deletions. Eight films, however, got the shears earlier.

The "Ecstasy" trailer prologue was passed only after elimination of all dialogue pertaining to the cabin scene, including what Commissioner Eugene M. McSweeney's subordinates classified as "mention of natural or unnatural love."

The entire "Newsette" subject of "Fox Movietone News No. 78' was excluded.

Tri-National Films', Inc., release "The Heart of Paris" was cut in the sound track. Taken out was: " '—you know very well that I haven't deceived you since the war,' in part 4. Dialogue, '—Of course I couldn't pay—', to and including, 'Pardon me,' in part 7. Dialogue, 'You're willing to marry my daughter, but also to seduce my employes,' in part 8."

The Massachusetts authorities passed with eliminations the following reissues now being distributed by Roy E. Heffner through Specialty Pictures, Inc.; "Death Kiss," "Heart of New York," "His Double Life," "Study in Scarlet," "The Savage Girl," and "Woman Unafraid."

Deletions were made in five of the other reissues. In "Breach of Promise," they were: "Dialogue, 'Neither can a woman! I was only kidding—'; '—There's nothing succeeds like sex, Baby'; scenes showing Millie in lingerie, in part 1. Dialogue, 'If you must tend something—,' to and including —'to tell the difference,' in part 2. Scene showing Joe strapping Hattie, in part 3. Scenes showing Hattie in lingerie, in part 4."

Cut from "The Man Called Back" were: "Scenes showing native girls with exposed abdomens in dance; scenes showing native girls with exposed abdomens; scene showing native girls caressing man in part 1."

"Out of Singapore" were what the Massachusetts Department of Public Safety specified as: "Scenes showing bare abdomens, in part 2. Scene showing bare abdomens and muscle dancing, in part 3. Dialogue, 'damn,' in part 5. Scene showing bare abdomens and muscle dancing; dialogue, '—God,' in part 6."

" 'Well then, she was—,' to and including, '—Where was she then?' and 'She came home at six this morning,' " were the sole scissorings on "Tonight or Never."

## "Ecstasy" Potent Grosser Despite Previous Runs

BOSTON—Held over for a ninth consecutive week at the Newsreel Theatre is "Ecstasy," which already has played 41 weeks in first-run Boston. The film, after two weeks at the Fine Arts, went into the Park for a record run of 33 weeks. Both Edward Kleine, distributor, and F. E. Lieberman, exhibitor, estimate that "Ecstasy" may stay throughout the summer season at the house.

### Loeb Scripts "Kids"

HOLLYWOOD — Lee Loeb is writing the script for Universal's "Listen, Kids."

# BOSTON

MARTY GLAZER, assistant to Publicist Paul Levi of the Metropolitan, is West Coast bound for his annual vacation.

*George McAleenen, M&P real estate man, is taking his summer sojourn . . . Tommy Fahey, recently married M&P employe, is back from vacation . . . Ditto Fred Fahlbusch of the M&P accounting department.*

Messrs. Healey, Broidy and Cuddy have set the annual film district outing for August 15 at Seiler's Ten Acres.

*Maurice N. Wolf, M-G-M district manager, has been appointed trustee of the congregation of the Temple Sinai.*

Tony Bell, formerly of Cameo Screen Attractions, is now hitting the drums in a summer orchestra.

*Charles Brent, New England roadshow man, and his wife, Beth, plan to leave shortly for five or six weeks in Oklahoma, Louisiana, and Texas.*

William H. McLaughlin, Stoneham Theatre operator, has returned from New York. His son, former Stoneham High hockey co-captain and New England interscholastic pick, may enter Annapolis in the Fall.

*Frank Lydon, Hamilton Theatre operator, has not yet dated an Allied eastern regional meeting.*

Dorothy Hamlin, secretary to Manager Fred R. Greenway of Loew's State, is sojourning at Maranacook Lake.

*Paul DeBruille of M&P headquarters is the father of a baby girl.*

Sam Richmond, formerly with the Leiberman chain, is now with Gordon and Lockwood . . . William Murphy, formerly with the latter circuit, is now Boston office manager for Imperial.

*Helen "Mysko" Pruneski, secretary to Office Manager Walter Gillis of Cameo, left this week on summer leave . . . Harry Segal from Imperial was in from New York this week . . . Newell B. Kurson, Graphic Theatres executive, returned this week to his Boston office at 164 Stuart Street . . . Burt Lazarus, local premium man, is back from the Fair.*

Meyer Marcus, assistant to Advertising Manager Harry Browning of M&P, plans to hit the highways in the direction of Canada about August 1. Norman Poretsky of Wholesome Film Service will be the second man in the automobile.

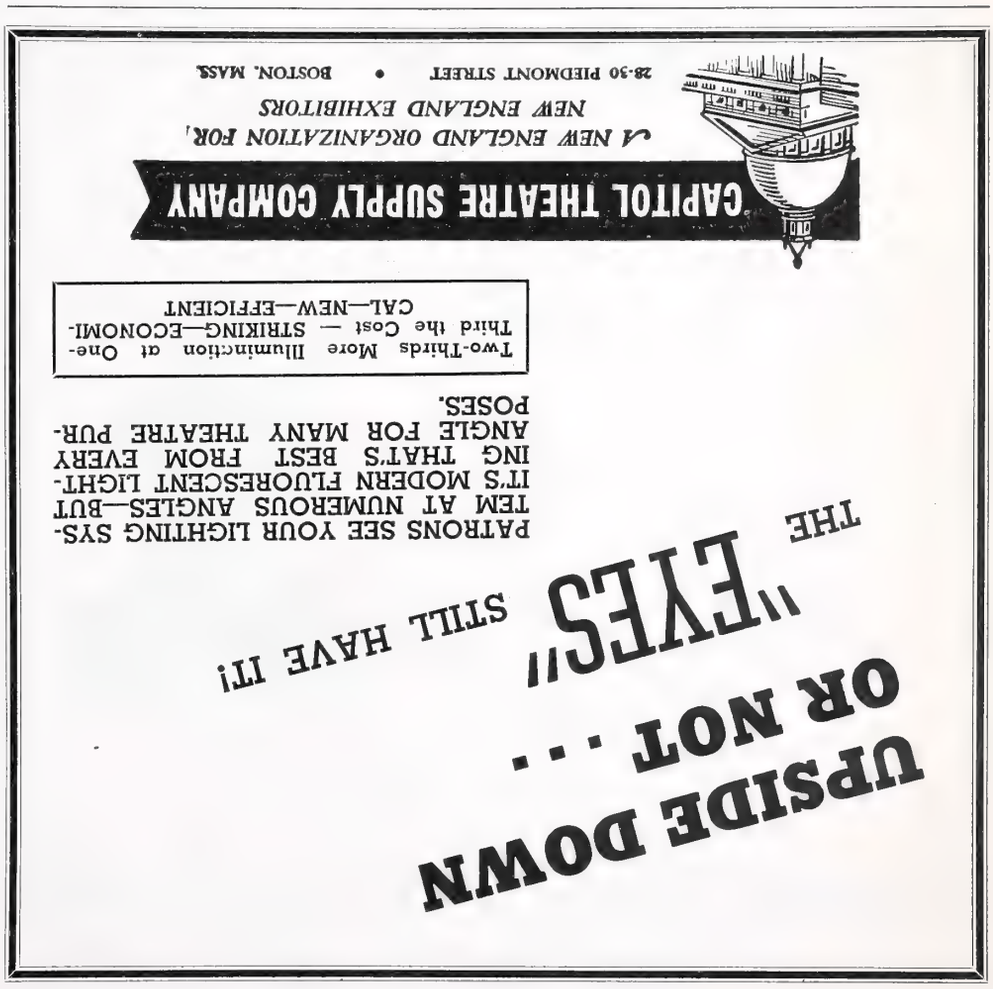
*The "Swamp Angel," film district character, is dead.*

Ann (Martin) Salvucci, formerly of M-G-M, is the mother of a baby boy.

*J. Frank Moore, former New Hampshire exhibitor, becomes Maine's first outdoor theatre operator.*

Edward Kleine of the Bay State Film

(Continued on page 67)

# Score Charges Have Two Definitions

(Continued from page 61)

ber we used to get our shows on what we called equal service. If you got their first, you got the best one. The fellow that came last got the worst. That was your exchange system in those days."

Score charges entered the testimony. Asked by his lawyer if he knew what a score charge is, Walsh replied, "Well, I can give you my version of it."

Distributors' Attorney McClennen objected to Walsh's answering on the ground that it would be an "individual man's version." The master waived the objection and asked if there was "any exact definition in the industry of what a score charge is."

Walsh said that there was "one definition by the distributor and the other by the exhibitor." He was asked to give both.

"Just a moment," said McClennen. "As I recall it, the text of whether meanings of trade terms may be introduced in evidence is whether those meanings are universal. These visectional definitions, it seems to me, should not come in."

"I am offering these things largely, not only as an instance of trade practices as they are generally understood, but also in these anti-trust cases we are allowed quite a lot of latitude in showing the history and practices and development of the industry so that you will know the effect of the particular practices complained of," said George S. Ryan. "You cannot isolate the particular practices complained of from the general knowledge that the distributors and exhibitors have, or from what is going on in the industry."

"I think there is a good deal of longitude as well as latitude in this question," said McClennen.

"Away back in the cold weather," said the master, "I asked the question, 'What is a score charge?' Nobody gave me any answer then and I don't think there will be any great harm occur from having this man tell me what he thinks it is from two angles. Go ahead, Mr. Walsh."

"From the distributors angle," Walsh said, "it is the cost of the sound in the film, dating back to the time when we had to use records which would entail an additional cost, not only in the making of them, but in the handling of them. Now, from the exhibitors' standpoint, it is just film rental. They sell us a sound picture for so much money and then charge us for the privilege of selling us the sound."

Walsh complained of being "tossed around" by Boston exchange heads when he tried to obtain product for the Metropolitan in Providence. Describing an alleged conversation with Tim F. O'Toole, present New Haven branch manager and former Boston manager, Walsh said:

"We asked him whether he was ready to do business with us, and he said as far as the company was concerned, the situation had not changed. He wanted to know what product we had and we told him, just the same as we told Mr. Spry and Mr. Kelly, that RKO and UA had taken a proposition, and we had a contract with Metro.

"He said to us, 'I know you haven't got any contract with Metro. You are spot booking those pictures. I know RKO has never given you any confirmation on your contract.' He said, 'You are just being played for suckers. Those fellows are taking applications and not even sending them to the New York office.'

"I said to him, 'How do you know we haven't got a contract with Metro, that we are spot booking the pictures, and that RKO has not approved the contract?'

"He said, 'I have ways of finding out not only that, but every exchange manager

(Continued on page 68)


# MONOGRAM

## NEWS OF THE WEEK



Fellow exhibitors didn't think that Lillian M. Couture and her husband could make a go of it when they took over the Strand Theatre in Fitchburg, Mass., nine years ago. Several other exhibitors had already tried. Starting in the depths of the depression, the couple worked hard and long hours. And the result was success! Even a long, serious illness couldn't keep this plucky woman down. She continued to book pictures right from her sickbed for more than three months this spring. Best of all, we can report that the theatre is now on a paying basis. The Coutures live on a farm near Fitchburg, raise some vegetables, chickens and a couple of cows. They've done a big job—and well!

* * *

To balance the wrongly-called "weaker sex," we introduce Al F. Winstrom, now associated with the Modern Theatre in Marlboro, Mass. Al can take his place along with the several other real veterans in the exhibition end of the movie industry in New England. He started when nickleodeons were THE thing. Al has not only managed such houses as the Capitol in Hartford, but he has been associated with the E. M. Loew and Poli chains, to mention a few of them. He has had a great deal of experience in the middle west, serving as distributor for the early film companies in Omaha and Des Moines. Despite his lengthy travels, Al is mighty happy in Marlboro, perfectly content to remain in such a pleasant town.



* * *

We're anxiously awaiting the new Boris Karloff picture, "Mr. Wong in Chinatown," on August 7. This series is really catching on, so don't procrastinate about setting a date for this film. "Streets of New York" has just finished its first-run showing at the Boston Paramount and Fenway Theatres. It is now ready for subsequent runs in this territory.

*Steve Broidy*

**MONOGRAM PICTURES, INC.**

39 CHURCH STREET • BOSTON


## *Not in the Script*

Boston—Bill Nye, the humorist, was giving a lecture in an old Boston theatre when a farmer in the balcony called out: "Speak louder, I can't hear you!"

Nye replied quickly: "Why don't you pay more to sit nearer?"

Back came the Yankee's retort: "'Cause 'taint worth it."

# Connecticut Independent Exhibitors Protest!

The trend of falling grosses at the theatres and rising profits to distributors generally, as evidenced by a few among hundreds of headlines:

**"'U' GROSS UP $2,000,000 IN LAST YEAR."** ***—M. P. Daily***

**"PARA. SECOND QUARTER EARNINGS ARE UP."*—Boxoffice***

**"LOEW'S 12 WEEK NET ABOVE 1937."** ***—M. P. Herald***

**"FILM BIZ DOES NOSE DIVE; 1ST MARCH SLUMP IN 5 YRS."** ***—Variety***

**"B & K RECEIPTS FOR 1ST 14 WEEKS NEW YEAR SHOW DROP OF 4½%."** ***—Film Daily***

**"DOG-DAYS AND SUMMER DOLDRUMS AGAIN FIND CIRCUITS WORRYING OVER FLOW OF $ FILMS."*—Boxoffice***

# Connecticut Independent Exhibitors Act!

Whereas theatre grosses have been constantly falling for the past year and now dropped to an alarming degree, and

Whereas, the prices of film rentals have been constantly rising contrary to the business trend, and

Whereas, said film distributors are forcing the sale of shorts and newsreels, contrary to the spirit of the code they offer to the trade,

NOW THEREFORE, be it

RESOLVED, that we, the independent exhibitors of Connecticut, in meeting assembled this 27th day of June, 1939, at the Hof-Brau, New Haven, demand decreases in film rentals for the ensuing year, commensurate with the drop in grosses, and be it further resolved, that we will not be coerced, directly or indirectly, into the buying of shorts and newsreels.

***Irving C. Jacocks, Jr.,***
**President, M.P.T.O.**

***Maurice Shulman,***
**President, ALLIED**

*(Advertisement)*

# NEW HAVEN

EXHIBITORS gained a breathing spell in Bingo competition when action on a petition to legalize the playing in this city was deferred until the August meeting of the board of aldermen. Joseph T. Rourke, sponsor, had planned to ask unanimous consent for immediate consideration of granting of local permit, but after conference with the corporation counsel decided to check all names on the petition to prevent later invalidation. At the August meeting suspension of rules to avert public hearing will be sought.

*Whitneyville firemen will petition the board of selectmen . . . In Bridgeport the sponsors have not yet obtained the* 3,500 *names required on petitions, but Bingo was expected to be submitted to the common council at the August meeting . . . In Norwalk eight organizations are circulating petitions for signature . . . Savin Rock concessionaires are all set to play Bingo —for organizations . . . And exhibitors just boil.*

Annual Connecticut MPTO film golf tournament is set for August 1 at Racebrook Country Club, and the boys are getting in form to cop the many prizes. From the nine-hole qualifying round at 10 a. m. through dinner, entertainment and prize awards, in the evening, a good time is assured all comers. Several New York and Boston guests are expected. Non-golfers are urged to come and compete in special contests.

*The annual film district outing at Rustic Inn, Quanapaug on August* 10 *is another "must" date to mark on your calendar. A large committee is working to make it the best yet. Homer Downey, chairman, announces the program committee includes Jack Mullen, Sam Zipkin, Ed Canelli, William Nutile, James Monihan, Sidney Lax, and himself. The luncheon and dinner committee bows to the ladies including Katherine Brennan, Gertrude Sullivan, Betty Gannon, Betty Barger, Freda Kogan, Edith Williams, Katherine Higgins, Cirrol Brunik, Helen Platt. George Weber will be sports director; entertainment, H. C. Downey and Sidney Lax; tickets, Leon Jacobson, Jack Mullen, Henry Brunik, H. Downey, Bob Hoffman, William Nutile, T. Terrazano, Al Davis, Sid Lax and Sam Zipkin. The program will be announced later.*

Whether it was "grand old man" or "great guy" the guests used, the sentiment about George H. Wilkinson as expressed at his testimonial luncheon was one of admiration and respect, seldom so unanimously held . . . Latest reports have it that a loophole in the ordinance which was invoked to stop Salvatore Adorno building of airdrome in Middletown, would make it possible for him to open a 300-seat theatre, instead of 1,000, if a local permit were granted. Adorno is working on this angle now.

*The State Theatre, Hartford, which ran all through last summer, is now on a Saturday-Sunday schedule. For Saturday a full hour of shorts is advertised, with toys for children at the matinee . . . Report that John Kantaris would close the Rialto, Stamford, for July and August, have not yet materialized . . . John Bourgeois jr. states the Country Theatre, Stafford, may go from five-a-week to four-a-week, two changes beginning this week . . . Griswold High School, Jewett City, remains open two nights a week on trial until the new Quittner-Perakos house is completed.*

Rialto Theatre, Windsor Locks, is due to open about July 23 after a complete face-lifting by Lou Phillips of Modern . . . Alhambra Theatre, Waterbury, is now being picketed by operators while pickets continue at the Capitol as well . . . Nat Furst of Monogram paid another short visit to Meadow Street from Boston . . . Mrs. George Rabinowitz, wife of the Republic manager, is back in the Elm City after a visit in Boston . . . Frank Alford, RKO visiting auditor, is in for a look around . . . The film men are patronizing Bridgy Weber's new eating place, Stage Door Grille, at College and Crown . . . Exchange employes union meets again August 14, with Jack Mullen, president, and Katherine Brennan, business agent, conducting.

*Milton Stiefel is celebrating his tenth season at the Ivoryton summer theatre, record for Connecticut strawhats . . . "Golden Boy," "The Primrose Path" and other hits are scheduled, with Clifton Webb, Libby Holman, Madge Evans, Glenda Farrell, Judie Parish, Madeline Grey and Haila Stoddard as guest stars . . . Elissa Landi a hit in "The Lady Has a Heart" at Stony Creek . . . Marie Wilson, film actress, will be Lorelei in "Gentlemen Prefer Blondes" at Ridgefield August 7 . . . M-G-M reported to have called off Paulette Goddard's appearance as Dorothy in the same because of work on the coast . . . Mitzi Green is now a summer resident at Ivoryton, where she also will act . . . The Avon, Stamford, has "nite-owl" shows every Saturday . . . "Naughty But Nice" moved to the Regal, Hartford, for a second week . . . "Maisie" and "6,000 Enemies" were holdovers at the local Palace, Hartford and College . . . The Daly, Hartford, is running midnight shows of "Wages of Sin" . . . E. M. Loew's is holding over "Good Girls Go to Paris."*

Vacationers: Bob Russell of the Loew-Poli is off for South Old, L. I., on Peconic Bay, with plenty of fishing on the program . . . Jack Post of the Fishman office leaves early in August for a vacation at Colchester with his family . . . Al Bookspan, also of Fishman's, visited the World's Fair in New York . . . Joe Samartano of the Palace, Meriden, is spending his leave with his folks in New York, while Lou Cohen of Hartford subs at the theatre . . . Monk Maloney, of the Poli, Worcester, is getting in some Maine bathing . . . Jack Fox, assistant at the Poli, Springfield, is braving the heat of Washington . . . Katherine Brennan of Republic will be a landlubber after all and vacation at Moodus the 22nd . . . Emil Feldberg of National Screen will take in the round of activities at Lido Beach . . . J. F. McCarthy of the Strand, Hartford, is off on the 15th.

*Along the main stem: Harry F. Shaw is planning a first managers' meeting late in July or early in August for work on the "New movie season." Shaw has put on a whirlwind campaign to shake the public out of its summer lethargy every August for the past four years now . . . John Hesse vacations July* 29, *latest on the Warner managers' list . . . Sam Badamo of the College will interview Tex Fletcher on his regular Movie Club of the Air WELI program. The western star will make a personal appearance at the College with "Six Gun Rhythm" . . . Air-conditioning of Middlesex Theatre, announced early this summer, has not yet been contracted for and may be postponed until next year.*

## Monkey Finally Caged

BRIDGEPORT, CONN.—The staff at the Loew-Poli is tired but victorious. For one week every spare moment has been devoted to trying to capture a monkey who has been making free with every section of the theatre. The animal, part of a lobby display for "Tarzan Finds a Son," escaped from his cage on the first day he was on view and made his way to the upper sections of the gallery.

Tired of playing tag with the boys over and under the seats, he found a safe haven in the alcove around the theatre's huge dome lights. Eventually he made his way to the high girders back stage and there resisted all efforts to cage him. Traps set at night were found the next morning to be minus the bananas used for bait, but Mr. Monkey was still safe high above the stage. Every night for a week after the house closed the staff tried every trick they could think of, but monkey refused to come down. Finally the banana bait was omitted for a couple of nights and then several bananas were put into an open cage. When the hungry little animal came down and entered the cage, Al Domain slammed the door and the hunt was over. Mr. Monkey joined his companions in the lobby for remainder of the picture's run.

## 1939 Construction Pace In Massachusetts Up

BOSTON—All classes of construction during the first four months of 1939 in 55 municipalities in the state totaled $15,243,044, compared to $14,312,132 during the same period last year, according to the reports by respective building department officials to the state department of labor and industries.

While the total for the first quarter of the year increased, the aggregate value of building permits in the 55 municipalities during April was less by $972,439 over April, 1938.

### Vehicle for Robinson

HOLLYWOOD—"The Man of the Hour," stage play by George Bradhurst, has been purchased by Warner as a vehicle for Edward G. Robinson. Production is slated for late this fall.

# BOSTON

(Continued from page 63)

Co., is distributing "Ecstasy" in New England.

*Helen Helevitz of M-G-M, left this week on vacation . . . Marie Folante of the same office has been in Falmouth . . . The exchange's sojourners have included Jack Israelson and William Leavitt.*

Harry Pearlswig of M-G-M and Mrs. Pearlswig have taken a Roxbury home following their recent honeymoon.

*Mark Jeffrey, former independent exchange owner, has been handling fight film sales for Harry Asher. Jeffrey also has the game, "Tally-ho."*

Mary Hildegarde Healy, former Keith's Memorial publicity manager now with M-G-M, is planning a golfing vacation.

*Arthur K. Howard, Allied business manager, plans to be in New York on business within the next few days.*

Claire Singer of the M&P accounting department has returned from a vacation spent with relatives in New York.

*Because of the heat, a local film employe has been spending this week's vacation in a Dudley Street bar room.*

Morris Safner, operator of the Olympia, Woonsocket, reports results by making the ninth chapter of the 12-episode serial, "Fighting Devil Dogs," free to those who attend the first eight installments. Safner checks up by weekly punching an advertising card put out by Hy Teich of the Four Star Premium Co.

*Roy E. Heffner of Bank Night, etc., returned last week from an extended New York trip which followed salmon casting at Moosehead Lake.*

Harry Snyder, manager of the New England division for J. Don Alexander, has traded for a new Chrysler.

*Dennis King opened the season of the North Shore Players in Marblehead in Molnar's "Olympia" . . . With the South Shore Players at Cohasset, Donald Cook and Edith Barrett, along with Mary Morris, did "Home Chat" and "Still Life."*

Leonard Kraska, house manager of the Fine Arts, spends all spare daylight moments with Buick, rod and reel.

*Kenneth Douglass, Capitol Theatre Supply head, was bait-casting at Wolfboro, N. H., prior to an August sojourn.*

Frank Sullivan begins the Capitol Theatre Supply Co. vacations with a trek out of town, July 15.

*Libby Holman and Clifton Webb revived "Burlesque" at the Ogunquit Playhouse, Maine beach resort . . . Kitty Carlisle and Walter Hampden put on "A Successful Calamity" at the Cape Playhouse in Dennis.*

Charles Brent, roadshow man, took "Wages of Sin" to the Daly in Hartford for a return engagement.

## *Seiler's Ten Acres Site Of Boston Film Outing*

BOSTON—This year's film district outing, an annual affair under some sponsorship or other, will be held at Seiler's Ten Acres in Wayland. The Theatrical Post of American Legion, the Cinema Club, Motion Pictures Salesmen's Club and other organizations combined in backing the latest excursion, have dated the exodus for August 15.

Major Patrick F. Healey, State film head and commander of the Theatrical Legion Post, is chairman of the affair. William Cuddy, Cinema Club president and RKO booker, is secretary. Treasurer is Steve Broidy, Monogram sales manager in New England. Jack Granara of RKO and Harry Browning of M&P are combining on publicity.

Ten Acres, the site chosen for the affair, is approximately a 35-minute drive from Boston. It provides a regulation big league baseball diamond, a swimming pool through which 90,000 gallons of fresh water flow daily, bath houses, three clay tennis courts, and facilities for divers other sports from horse shoe pitching to golf. The day's activities will conclude with a banquet.

The film organizations, many of which are offering prizes to winning contestants in sports events, include the MPTOA, Allied, Boston Friars Club, local labor unions, equipment houses, and exchanges.

### Pact to Leo Gorcey

HOLLYWOOD — Leo Gorcey, one of the "Dead End" kids, has been given a new contract by Warner Bros.

# BRIDGEPORT

MANAGER MATT SAUNDERS of the Loew-Poli may visit the west coast soon.

*Glenda Farrell proved to be the best sport of any film star who has been in these parts in a long time. She has her 16-year-old son, Tommy, with her for the summer.*

Jane Ross finally left town to take that theatre job in St. Louis.

*The boys on the Levine circuit have organized a softball team.*

Edgar Lynch, manager of the Warner for 13 years, has been transferred to the same position at the Warner, Worcester, Mass. He has been succeeded by Howard W. Pettengill of the Worcester Theatre. The change came so suddenly there was no time for a farewell party.

*Summer theatres are packing them in, but average film business is just so-so. Loew-Poli, with Ringling circus for opposition, had them standing at opening of "Tarzan Finds a Son." The circus drew 17,000 at night, largest here in 20 years.*

Humphrey Doulens is vacationing at South Norwalk.

*Jack Schwartz has completed renovation of his West End Theatre anl air-conditioning has been installed in the Rivoli.*

# PORTLAND

THE showing of Sunday motion pictures in Portland after July 20 met with little objection from the public when the city council gave it a chance to speak against the procedure Monday night, July 10. As a result, the council passed the order unanimously. Theatrical representatives who were present at the public hearing included Ralph Snyder, owner of the Strand and Empire theatres; Leo Young, manager of the two houses; Leon P. Gorman, operator of the Cameo and Cape theatres and Harry Botwick, manager of the State Theatre, who made a special trip from New Haven, where he was vacationing, to "listen in." The Portland Motion Picture Council and religious organizations also were well represented.

*Just as though extremely hot weather, circuses, horse racing, dance pavilions, and the usual array of summer attractions were not enough competition for the poor exhibitor, along comes another to take his potential dollar: Game-cock fighting. Nine men were arrested and 40 game-cocks, some said to be worth $200 each, were seized in a raid by the sheriff's department on an alleged cock pit on a North Windham farm, Sunday afternoon, July 9. Substantial bets were said to be placed on the outcome of the fight. The men were released on $500 bail each after they had been brought to the county jail here.*

In and out of town: John Loftus of Standard Theatre Supply, Boston; William (Billy to his friends) Romanoff, State Theatre chief-of-service, vacationing at New Haven; Esther Jordan, State cashier, acquiring a tan at Peaks Island while Eleanor Morahan subs for her at the boxoffice; Barbara Casey, A. J. Moreau's efficient secretary, while weekending at Hartford, took a flying trip to World's Fair for a day; Francis O'Neil, assistant manager at the Maine Theatre, is back from his vacation; George and Mrs. Sargent of the Belmont, Rutland, formerly of the State, stopped briefly in Portland.

*Film competition: Guy Lombardo and his Royal Canadians featured Old Orchard Beach Pier entertainment; and the Ringling Bros.-Barnum & Bailey Circus.*


The Roadshow Film That Has Never Played to Poor Business

"Ecstasy"

Exclusive N. E. Distributor

NOW BOOKING

BAY STATE FILM CO.

EDWARD KLEINE

31 Melrose St. BOSTON

# PROVIDENCE

OLD MAN HUMIDITY seems to have moved into Rhode Island planning to stay for the summer. Result: All theatre grosses way off with only air-conditioned houses able to stand the gaff. Majestic still well-drilling in preparation for putting in a cooling system but even without it, last week, with "Kid From Kokomo," it hit the city's high for business . . . Associated Theatres rushing installation of new system at its third-run Bijou, with completion scheduled for July 15.

*Stanzler interests reopened their Casino at Narragansett Pier, June 28, and have been doing good business according to reports.*

It's vacation time here as elsewhere. Loew's State saw Assistant Manager Vaughn O'Neill back this week after a seven-day layoff spent in "unrevealed retreats." Leslie Jeffries, student assistant, left Monday for a week, as did also Virginia Shaw, cashier at that house, who headed for New England mountain regions. Louis Watt, house superintendent, also departed Monday for week. Manager Edward H. McBride leaves Saturday for a fortnight, most of which he'll spend in his home at Hanaford Bay, Ontario, with a few days visit in N'Yawk before returning to the grind here.

*Where some theatre managers might take an offensive stand against dog track competition, Eddie Reed of Strand has taken a different tack. Reed is playing "There Goes Rusty," Republic short, next week and has worked a tieup with the Taunton dog track whereby Strand's booking of the film is getting ad space in track's nightly program. Reed is also running one-inch ads in sport pages of dailies reading: "There Goes Rusty" to the STRAND—Watch for It." Teaser ads are rousing considerable interest among dog race fans.*

Eddie Healey's, popular eating place with film folk when in Providence, is up for sale; Healey's widow having decided not to continue operation of the place. Healey died in the recent apartment house fire in Cranston.

*Jimmie Van Heusen, composer of "Deep in Dreams" and other hit tunes dropped in to say hello to Eddie McBride at Loew's last week en route to see Nan Wynn, femme soloist with Hal Kemp's band at the Ritz-Carlton, Boston. So Eddie called in the press boys to get pictures of Van Heusen and Maurice, house organist, before Jimmie's train pulled out.*

M&P's Community, North Attleboro, Mass., has signed for new sound installation.

*Ringling-Barnum & Bailey show did near capacity here July 3, matinee and evening, but didn't offer nearly as much opposition to local theatres as did recent Shrine Circus staged at Narragansett Race Track.*

Newport's Casino Theatre (legit) gets opened for a five-week season July 25 with Gladys Cooper and Philip Merivale starred in "Spring Meeting;" making three strawhat theatres operating hereabouts.

# Product Hopes for Spot Discouraged

(Continued from page 64)

gets the exact situation.' He said, 'I am going to be on the level with you fellows. I am not going to toss you around. I will tell you straight from the shoulder that you won't get pictures for the Metropolitan Theatre'."

**"Little Encouragement"**

In cross examination, McClennen asked the theatreman: "Up to August 10 (1935), in the practical sense you had had virtually no encouragement for the idea you could supply that theatre with major pictures?"

"Not very much," Walsh said. "No, sir."

"Well, practically none?"

"The only encouragement we had," Walsh said, "was that they told us they would take it up with New York."

"That is some of them?"

"Yes, that is right."

"So that the prospect looked gloomy?"

"It did," Walsh nodded.

McClennen asked the theatreman to read "the whole of your notes of your conversation with Mr. Spry on July 31."

" 'Mr. Spry (former Warner-First National Boston branch manager) conferred with us and upon learning the nature of our business entered upon a long lecture, telling us that he was surprised that a couple of show men with all the years of experience which we had behind us could take over a theatre like the Metropolitan without first finding out whether or not we could buy film for it'," Walsh read.

" 'We told him if we had intended to buy his prior runs, we would have most certainly negotiated for the film before making the deal to lease the theatre. But, in view of the fact that we wanted last run in the city, after all other theatres were through running the pictures, we did not think that it was necessary, as in all of our experience, we had never found an occasion where a theatre could not buy any film at all.'

" 'He (Spry) then told us that in his opinion we would not be able to contract for the product of any major company, that the Metropolitan Theatre never should have been built, that it was a destructive influence to the other theatres of the city, and that his companies were doing business with Mr. Fay on the first runs, had been doing so for years, and they were not going to be a party to the opening up of the Metropolitan.

" 'We then asked him if it was not a fact that his companies were selling product to other theatres in Providence, and he admitted that they were. We then asked if other theatres in competition with Mr. Fay could buy his pictures, why was discrimination being shown against the Metropolitan.

" 'He again said the theatre never should have been built and, if reopened, would ruin the theatre business in Providence. When pressed for a 'yes' or 'no' answer as to whether or not he did contract for film in the theatre, he said he was not prepared to say at that time but advised us to talk to the managers of the other companies, saying that he did not want to be the hero in this matter, but would prefer to have one of the other companies be the first to sell us'."

"This was a statement made by a man that you believed to be a responsible man?" asked Distributors' Attorney McClennen.

"As far as I knew," said Walsh.

"And would that leave in your mind the belief that you were going to be able to get film for that theatre?"

"It left in my mind . . ."

"No," McClennen interrupted. "Just that!"

"I can't answer that 'yes' or 'no'."

"That is, you can't say whether that left in your mind the idea that you were probably going to be able to get film for that theatre?"

"It left an idea in my mind . . ."

"No," McClennen interrupted again. "Just that!"

"I don't know as I can answer that 'yes' or 'no'."

"You don't want to answer it 'yes' or 'no'?"

"It isn't that," Joseph Walsh said. "I don't think I can."

"Perhaps that leaves it all right," said Edward F. McClennen.

## NEW HAMPSHIRE

PETER M. GAGNE, operator of the Somersworth Theatre, and his son, Rudolphe, were among the guests at Maplewood when New Hampshire postmasters recently greeted Postmaster James A. Farley . . . The Keene Country Club played host to Freeman Hammon, director of the Keene Summer Theatre, and other members of the management and cast, at a dinner.

*Ernest L. Converse, Concord reformer, called prizefights "brutal spectacles," in a letter to the* Manchester Union, *and believes they "should not be fed up to movie audience, children and others." He urged the people to write to New Hampshire's Congressional delegation in Washington, asking the solons to oppose a Senate-passed measure repealing a ban on interstate transportation of prizefight films.*

An attraction for children at the Strand in Manchester was a Saturday matinee "Pay Day," with cash awards ranging from a penny to a quarter . . . As in past years, one of the prominent members of The Barnstormers, summer stock company in Tamworth and surrounding towns, is Francis Cleveland, son of the late President Grover Cleveland.

*A matinee audience sat absorbed in a theatre while firemen searched backstage and in the basement at the Colonial in Nashua, after the sprinkler system let loose. There was no fire . . . William Hubert, lyric baritone in the film, "College Capers," is serving as general director of entertainment at the Balsams, swanky hotel in the White Mountains.*

### Gene Autry Story

HOLLYWOOD — Republic has purchased the Harry Hoyt story, "Roundup Time in Reno," to be made into a Gene Autry western.

# Atlanta Variety Club Gathers Momentum

ATLANTA — This city's newly-organized Variety Club is progressing at a rapid rate, with headquarters on the third floor of the Henry Grady Hotel. The club headquarters will open July 15 and a formal opening will be held later. William K. Jenkins of Lucas & Jenkins, is chief barker.

The following is a partial list of Atlanta members:

Dave Alterman, I. M. Alterman, W. O. Anderson, R. M. Avey, G. T. Bailey, H. G. Ballance, M. J. Barance, Harry Barfield, R. J. Barnes, J. H. Black, C. M. Bolen, W. G. Bradley, T. A. Branon, J. B. Brecheen, A. C. Bromberg, J. C. Brown, R. R. Bryan, W. I. Bryan, L. B. Butler; Karl Chalman, W. J. Collins, A. C. Cowles, Eugene Cox, T. C. Cox, Riley Davis, T. L. Davis, Willis J. Davis, Fred R. Dodson, J. B. Dumestre jr., Randolph Elliott, John T. Ezell, John T. Ezell jr., R. H. Fairchild, Simon Falis, W. A. Finney, Andrew Fiore, J. E. Fitzgerald, Carl Floyd, R. H. Ford, E. B. Foster, Alpha Fowler, E. H. Geissler, Harry Graham, O. G. Gryder, W. C. Hames, John W. Harrell, J. H. Harrison, Earl M. Holden, W. L. Hudson, Wm. K. Jenkins, M. McRay Jett, George M. Jones, C. T. Jordan, Charlie Karr, Wm. M. Kemp, R. M. Kennedy, C. E. Kessnich, Paul A. King, J. F. Kirby, J. S. Laird, W. K. Laird, Ray C. Lang, H. P. Laseter, Chas. P. Lester, Arthur Lucas, H. M. Lyons, R. G. McClure, R. L. McCoy, C. H. McGuire, Earl Mann, Frank V. Merritt, Thos. T. Miller jr., Maurice Mitchell, Henry B. Moog, Sam M. Moscow, Collett H. Munger, J. Pries, Dave Prince, W. P. Raoul, T. H. Read, Sid Reams, George Ripley, Francis H. Randolph, J. W. Setze jr., H. T. Spears, Herman Steinichen, R. B. Strickland, George L. Walker, W. D. Wall, B. A. Wallace, Burton C. Weil, Nash Weil, E. E. Whitaker, George Wilby, R. B. Wilby, H. F. Wilkes, Paul S. Wilton, Sam L. Wilson.

## *Drive-In Theatre Opens In Birmingham, Ala.*

BIRMINGHAM, ALA.—Birmingham's newest form of amusement began when the Auto-Movies Amusement Co. had its first showing of outdoor film on the Birmingham-Bessemer super-highway.

Motorists drive their cars into the theatre, where attendants guide patrons, still seated in their machines, to individual parking stalls. A huge screen makes visibility excellent, according to Lewis W. Worthington, Bessemer business man, who is head of the company.

Loud speakers are placed in each automobile, enabling patrons to hear the actors' voices distinctly.

The theatre area will accommodate from 75 to 100 cars.

"These shows are ideal for the invalid, semi-invalid and everyone else who wishes entertainment without having to leave the car," Mr. Worthington said.

## *Premium Firm Opens A Link in Capital*

WASHINGTON—Headquarters have been established here for Paramount Premium Co. at 210 H St., N. W., with Ike Katz as general sales manager. The firm is set up for national distribution of boxoffice stimulators. Plans include establishment of branch offices throughout the country.



M. S. KATZ



IKE KATZ

Associated with Katz is his father, M. S., and brothers, David and Harry. The men have been engaged for a number of years in exhibition, and recently were in the theatre premium business in the south.

Included in the lines are chinaware potteries, glassware, silverware, dresserware, cutlery and special "kid" premiums.

## *Interstate Will Start on Tyler House Sept. 1*

DALLAS—Interstate circuit has made its first definite announcement concerning its proposed new theatre in Tyler, Tex. Texas Consolidated Theatres, an affiliate company, will build a new $150,000 theatre in Tyler with construction to start September 1 and with completion expected by November 15, the announcement said.

The location is the west side of Broadway near Irwin, on the square. Capacity is 1,100 lower floor and balcony. The house is as yet unnamed. It will have a number of extra width seats, all being in staggered placement. The circuit now operates the Arcadia, Liberty, Queen and Majestic, with the first two houses showing first runs, and one of which will be replaced by the new theatre.

## *Hall Industries Starting Construction in Alice*

ALICE, TEX.—Hall Industries, with headquarters at Beeville, announces construction will start July 17 on a new 900-seat theatre on the site of the present Rex. Only two side walls of the Rex will be used and the new building will be extended 50 feet.

The new theatre has contracts for several years with 20th-Fox, M-G-M, Paramount, RKO, Warner, Universal, United Artists, Columbia and Republic.

A. L. Clary recently announced he would build a new theatre here.

### New Seats in Bruceton

BRUCETON, TENN.—G. H. Goff is installing new General seats in his theatre here, furnished by Monarch Theatre Supply, Memphis.

# Oklahoma Straining At Allied Leash

OKLAHOMA CITY—Some trouble within the ranks of Allied Theatre Owners of Oklahoma, Inc., is being looked for in certain quarters as some members have expressed dissatisfaction with the affiliation with national Allied.

At the start of organization plans, it was known that many of the organizers of the association wanted an entirely independent organization, affiliated with no national body. However after a "sales talk" from Col. H. A. Cole those attending the original meeting voted to affiliate with Allied.

Greatest dissatisfaction has resulted from action or, as some put it, "lack of action," by Allied at its Minneapolis convention.

Before Minneapolis, a meeting of the new Oklahoma group had been set for this week at which members were to hear reports from delegates to the convention. However, no delegates from the Oklahoma group went to Minneapolis.

Certain Oklahoma organization members say they had expected more action at the national meet and were particularly rebuffed when nothing was done about a buying pool, and "so little action was taken from the actual floor of the convention."

## *Texas Allied Directors Approve Code Stand*

DALLAS—Fourteen out of 20 of the Texas Allied directors met Tuesday at Hotel Adolphus mainly to discuss Allied's stand on the code. They unanimously approved and endorsed Allied's national stand on the code and recommended that the independent exhibitors do not sign it.

Col. H. A. Cole, national president, outlined what was done at the Minneapolis convention. Other details were discussed by A. W. Lilly and L. M. Threet who also attended the Minneapolis affair. Transcribed records of various talks made at the national convention were heard by the Texas directors. Sale of the Allied Poster Exchange to the Texas Poster Exchange was also endorsed at the meeting.

Present were Cole, Rubin Frels, of Victoria; L. M. Threet, Lufkin; R. N. Smith, Mission; A. W. Lilly, Greenville; Lonnie Legg, Denison; Homer Mulkey, Clarendon; T. W. Lewis, Texarkana; Will Dorbandt, Athens; C. M. Cooper, Mart; Henry Sparks, Cooper; Mrs. T. Donnell, Stephenville; P. V. Williams, Munday, and P. V. Williams, Lubbock.

Roy Howell, of Coleman was out of the state on vacation. Mrs. McSpadden, of Electra and W. J. Chesher, of Littlefield, had just been in Dallas a few days before and could not return on the short three or four days' notice. Others missing were Otto Schmidt, of Mason; L. C. Tidball, Ft. Worth and Ray Jennings, Hondo.

### New Manager at Kerens

KERENS, TEX.—Carter Puckett, formerly with the Arcadia in Tyler, is now manager of the Novarro in Kerens.

# Vidalia, La., House Is Run by Women

VIDALIA, LA.—To this small community, which mushroomed into life as construction of the bridge across the Mississippi river to Natchez began, has come something unusual in theatre business—a house operated by a woman from boxoffice to projection booth.

As a matter of fact, the house reputedly has the only projection booth in Louisiana operated by a woman—Maud Leigh, who came to the enterprise from a tent show. Mrs. Leigh and her husband, J. L. Leigh, had been operating a tent show around the country. Leigh took charge of the advertising, ticket sales and management; Mrs. Leigh, the projection, at which she is said to be an expert. The story of how she moved from a tent to a theatre is one for the book. In fact, it involves about the only male angle in the new Vidalia house.



When E. L. Morel, who operates a theatre across the Mississippi in Natchez, saw the boom going on in Vidalia, he decided to build a house there. Leigh was running his tent and, being a canny showman, saw exactly what would happen to his business if he had to run a tent against a theatre. So he approached Morel and persuaded the latter to buy his sound equipment. Mrs. Leigh reputedly took the sound, installed it in the theatre and set herself up as the projectionist. Film salesmen traveling the territory say she knows sound thoroughly and can take the machines apart and put them together in record time.

Probably Morel was impressed by this example of feminine efficiency, for his ticket seller, doorman, usher and managers are all women.



## More Visitors at Burbank—

*Above, Sidney Miller of the Palace Theatre at Corsicana, Tex., chats with Humphrey Bogart, who is made up for his role in Warner's "The Return of Dr. X." Below, M. A. Lightman (second from right), head of the Malco circuit with headquarters in Memphis, and Everett Cook, Memphis cotton broker, engage in a bit of clowning with Humphrey Bogart, left, and Wayne Morris, right, on the Warner lot.*

# MEMPHIS

FLOYD SCHAFFER of the American Desk Mfg. Co., is spending a few days with his family in Dallas prior to going on to his home office, which is located in Temple, Tex. . . . Mrs. W. S. Thornton, who operates the Pastime Theatre at Carbon Hill, advises that the New Winfield Theatre at Winfield, Ala., was opened on July 9.

*Charles F. Bonner, who operates the Community Theatre at Pine Bluff, is back at home after several weeks spent at the Mayo Clinic in Rochester, Minn. The latest report is that he is successfully recovering and will soon be able to resume his duties. During his absence his father has been running the theatre.*

G. H. Goff, who is operating the Rustic Theatre at Parsons, Tenn., is busy building a 500-seat theatre in Bruceton, Tenn., which he will have ready for operation by September 1. No name has been decided yet for this new house.

*Cliff Wallace of the Ross Federal Service, and who is chairman of the committee of the out-of-town ticket sale for the Memphis Open Air Theatre, entertained the editors of the leading newspapers in the tri-states within* 100 *miles of Memphis, together with their wives, with a buffet supper at the Variety Club on Friday night, July* 7. *After the supper, special busses took them to the Overton Park Shell, where they saw the opening performance of "The New Moon." Approximately* 70 *guests were present, and* 52 *towns were represented . . . L. H. Andrews, office manager for Malco Theatres, was called to Philadelphia, Miss., the past week due to the death of his wife's father.*

Very few exhibitors were seen along the Row this past week due to so many of them on vacation. Raymond Goodman and his wife of Starkville, Miss., are spending three weeks in Woodmark, Conn., and New York City; H. H. Alexander and wife of the Crescent at Belzoni, Miss., are relaxing in Indiana. Mr. and Mrs. W. R. Pattie of the Temple and Rex theatres in Leland, Miss., are spending the summer in Cheboygan, Mich., and will not return until around September 1. The Patties for the past several years have spent their summers in Cheboygan, and Mrs. C. P. Thomas manages the theatres during their absence . . . The following exhibitors visited Filmrow: Charles Canfield of McCrory; P. E. Morris, Indianola; J. C. Alexander, North Carrollton and Ethel, Miss.; Max Davitts, Dixie, Winona; Bernard Haberfeld, Amory; Jack Watson, Tunica.

*Miss Anne Lobdell, who has for a number of years operated the Talisman Theatre at Rosedale, Miss., was in this week and advised that negotiations had been completed whereby she had purchased the Rosedale Theatre in Rosedale from Clyde Westbrook. This transfer became effective July* 3, *and she spent two busy days in Memphis arranging her bookings. It was formerly announced that this theatre had been taken over by Tony Sudekum of Nashville. However, these negotiations did not materialize and Miss Lobdell is the sole owner of the theatres in Rosedale.*

In the July 1 issue of BOXOFFICE a misstatement was made that Bernard Haberfeld and Nathan Flexer would open a new theatre in Winona, Miss. This should have read Dave Flexer, as Nathan is not in any way connected with the opening of this theatre. Nathan operates the theatre in Waverly, Tenn., whereas Dave has the four Mississippi towns, namely, New Albany, Sardis, Amory and Winona. Our apologies, gentlemen!

*B. W. Hirsh, advertising manager for the Malco Circuit, is vacationing in New York City. Pop Stockard, Warner checking supervisor, is vacationing at Muscle Shoals, Ala. Jack Marshall, city manager for Dyersburg, was in the past week catching up his bookings after an extended vacation.*

# NEW ORLEANS

PHIL SLIMAN of Atlanta Pictures weekended in New Iberia enjoying a celebration at his home town . . . Theatre owners applaud the action of the WPA state administrator in cutting down the hours of the WPA workers at the previous salaries. This gives the workers additional time to attend the theatres.

*E. A. McKenna, an executive of the Ross Federal Research Corp., was married to Miss Dorris Williams, daughter of Mr. and Mrs. W. B. Williams of New Orleans . . . The State (Rodney Toups, manager) shares honor with New York on the world premiere of "On Borrowed Time."*

July Fourth did not detract so very much from the theatres in the metropolitan area nor from the neighborhoods. While turnaway business was not apparent, still no red ink was used on the various ledgers reports show . . . As a general rule local exhibitors are indifferent to television, which subject is agitating exhibitors in other sections of the country.

*Arthur C. Bromberg, Republic of the Southeast president, went a-fishing with two of this stalwarts, Leo Seichsnaydre, New Orleans branch manager, and Salesman George Nungesser. To the party was added Exhibitor E. Ortte, who used to work for Republic and who knows a thing or two about fish. It seems Mr. Bromberg caught a catfish.*

# M I A M I

TAKING of the first deposition from a representative of the defendants in the monopoly suit being brought here on behalf of the Cameo and Surf theatres against Paramount Enterprises, Inc., Wometco Theatres, Inc., and the eight major distributors was scheduled for Saturday, July 15. The deposition will be that of W. R. Lynch, general manager of Paramount Enterprises. No date for the formal court of the case has been assigned. Because of the technical nature of the issues involved, attorneys have agreed to waive a jury trial and plead their respective cases before Judge John W. Hollard.

*The wording suggested by Jack Fink, manager of the Capitol Theare, is being used on a new trailer being made for the local Wometco houses, urging patrons to time their attendance so as to see the features from the beginning.*

Theatre managers are happy over the repeal of the long-standing Miami city ordinance, forbidding the showing of fight films between whites and Negroes. For a while it looked as though Miami Beach houses, where no such municipal ruling exists, would be the only ones in the district which would be permitted to show the Louis-Galento films. Repeal action was voted at last Tuesday's commission meeting.

*All Miami theatres are benefiting from the cash refunds being received by all electric power users in the city. It really means something to have* $3,500,000 *re-*

(Continued on page 73)

## *Fear for Cotton*

SHREVEPORT, LA.—Fear that continued rains may damage the cotton crop in northern Louisiana and cut down theatre grosses is expressed here in informed circles. A goodly section of northern Louisiana is dependent upon cotton for its income.

### Constructing New Theatre

BRACKETTVILLE, TEX.—Construction work has been started on a new theatre building here. The structure will be of concrete and hollow tile, modern design and fireproof throughout.

## *Alexander Film Offices In Dallas Are Moved*

DALLAS—Office of the Alexander Film Co. has been moved to the fourth floor, Film Exchange Bldg., 308 S. Harwood. The new quarters will also house a separate business, the Alexander Preview Co., which will start trailer distribution July 15.

J. A. McInaney is district manager of both companies. He said the Preview company will serve six states out of the Dallas office, Texas, Oklahoma, Arkansas, Louisiana, Mississippi and southern New Mexico. Personnel of the office will be increased, he said.


**GULF** THEATRE SUPPLY CO., INC.

226 SOUTH LIBERTY STREET, NEW ORLEANS, LOUISIANA

*Complete equipment for the modern theatre*

**DISTRIBUTORS FOR ALL FOREST PRODUCTS IN THE NEW ORLEANS TERRITORY**

*Insist on Forest*
A complete line of dependable RECTIFIERS for every purse and purpose
LD-30 Low Intensity Rectifiers
LD-60 for Simplified High Intensity
MCS with Mallory Rectifying Units
THERMIONIC RECTIFYING TUBES, 7½-15 AMPERES

**FOREST, INC.**

BELLEVILLE, NEW JERSEY

# Defendant Answers Are Almost Ready

OKLAHOMA CITY — Filing of defendant answers in the department of justice injunction suit against Griffith circuits and major distributors is expected any day now.

Previously, Judge Edgar Vaught of the federal district court had granted an extension of time for filing of answers which led up to July 27. However it is expected that defense attorneys will have the documents ready within the next few days.

It is known that U. S. Attorney Charles E. Dierker is going to use every effort to speed up preliminaries so that the actual trial can be held in September if possible, at the same time the Momand anti-trust actions against practically the same defendants are set for trial.

He recently returned from Washington, D. C., where it is understood Dierker received instructions to do everything within the power of his office to see that the case was brought into court for an early fall trial.

## *Roy Rogers Appears*

PENSACOLA, FLA.—Roy Rogers, Republic's cowboy star, opened here for his personal appearance tour of the Gulf States. He will play a week in the vicinity, return to Hollywood and then come back for an extended engagement.

### Refrigeration for Rivoli

SAN BENITO, TEX.—A 47-ton refrigeration plant is being installed in the Rivoli, operated jointly by Ed Brady and Texas Consolidated Theatres. The new system replaces washed air.

## *Edith in Elfland*

*By* EDITH CUMMINGS

MIAMI—Solving the mysteries of animation, as nearly as a layman, a non-artist, ever can, was one of the achievements of Miami's BOXOFFICE correspondent this past week. It was a case of "Edith in Elfland" as your wide-eyed reporter watched magic squares of celluloid bewilderingly transformed into the gay sequences of "Gulliver's Travels" at the handsome new Miami studios of Max Fleischer.

All of the 460 staff members are concentrating on "Gulliver" to have this full-length, Technicolor feature completed for Christmas release. The world premiere will be in Miami Beach at the Sheridan Theatre. (The number of Fleischer employes has, incidentally, been doubled since work was started on "Gulliver" in May, 1938.)

Throughout the studios are innumerable evidences of the inventive genius of Max Fleischer. These range from the below eye level lighting fixtures in hallways of the main studio building where all work is done under artificial light to the huge three-ton set-back camera setup which makes third-dimensional shots.

The ultra modern and utilitarian are combined effectively throughout these tropical studios of animation which center around a patio where a handsome modern fountain (yes, designed by Max Fleischer) catches and reflects tropical sunshine against the lush green of heavy foliage and flaming hibiscus blossoms.

As he conducted this reporter from studio to studio, from cafeteria to one of the most completely equipped sound stages to be found anywhere, Hamp Howard, the Fleischer director of public relations, revealed the fact that Jessica Dragonette is to do the singing sequences for the role of Princess Glory.

Lanny Ross, Howard added, will sing the score for Prince David of Bufuscu. The musical scores are being prepared by Rainger and Robin, Academy winners of last year for "Thanks for the Memory."

The training work being given by the Miami Art Academy for young men and women who wish to become animated cartoonists has expanded materially from the classes launched a year ago this spring under the direction of Robert Epstein (then cartoonist for *Miami Herald,* now a studio artist.) There now are five instructors from Fleischer's giving instructions in this new art.

Major assignments at the studios where Max Fleischer is president are held by Dave Fleischer, long associated with his brother, as director and vice-president; Sam Buchwald, general manager; Sam Pinberg and Lou Fleischer, musical directors; Dan Gordon and Seymour Kneipel, assistant directors for "Gulliver's Travels"; Maurice Manne, in charge of sound effects; Edmond Seward, head of the "Gulliver" story department; Calvin Howard of the story department who is voicing and posing for the prince, and Howard, director of public relations.

### Third Expansion Step Taken by Fleischer

MIAMI—They're pushing back the walls again out at the new Max Fleischer studios. The third expansion in recent months was made this week when a large storeroom adjacent to the studio property, was taken over as a workroom for inbetweeners.

At the last checkup, the studio personnel has mounted to 500, with the informal Florida vs. California contest—as to whether the Disney or Fleischer studio will have its next full-length feature on the market first—going great guns.

Several new technical innovations are being adapted for use on the celluloids of "Gulliver's Travels" on which virtually the entire studio staff is now at work.

## *New Texas Consolidated Unit for El Paso, Tex.*

EL PASO, TEX.—Construction of a $65,000 theatre at Five Points will begin on September 1, according to John Paxton, city manager for Texas Consolidated Theatres, a subsidiary of the Interstate Circuit. Contract will be let in 30 days, he said. The exact location is Pershing Drive and Piedras with the front on Pershing. Five lots recently were purchased across from the theatre site to be used for parking.

The project is in charge of J. H. Elder of Interstate's building department in Dallas. Architecture will be Spanish, it is believed. Capacity will be 750.

### A Role for Rathbone

HOLLYWOOD—Basil Rathbone has signed for one of the featured roles in RKO's remake of "The Hunchback of Notre Dame," starring Charles Laughton.


WE THE PEOPLE
of NATIONAL

from executives to shipping clerks, have your interests, welfare, prosperity, and future progress at heart.

—for as you progress and prosper so does National and its employes.

*Make it National all the way—and stay*

NATIONAL THEATRE SUPPLY CO.

ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY

Years of Experience Has Taught Us How to Serve You
Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

## *Special Hearing Granted to Film Transit on Permit*

MEMPHIS—Film Transit, Inc., which is endeavoring to secure permits to operate in the state of Tennessee, was granted a special interstate hearing before the Railroad & Public Utilities Commission in Nashville, Tenn., beginning Monday, July 10. The issuing of these permits is being contested by the Railway Express and the Inter-City Trucking companies of Memphis. Film Transit was represented by W. Percy McDonald, Charles Campbell Brown and George Knapp, Memphis attorneys, and Inter-City Trucking by Jim Wrape, Memphis attorney, while Blair Foster of Atlanta was Railway Express' ace attorney.

Among the film people from Memphis who testified in behalf of Film Transit were: Bill Bugie and Tom Watson, Paramount; Tom Young, 20th-Fox; Jimmy Rogers, Columbia; J. Frank Willingham, M-G-M; Jimmy Prichard, Universal, and A. D. Hickel, National Screen. A number of exhibitors in west Tennessee also testified for Film Transit, among whom were: G. H. Goff of Parsons; Mrs. M. M. West, Centerville; Steve Stein, Jackson; Otis Taylor, Dresden; J. O. Smothers, Camden; L. J. Denning, Bemis; Ernest Pollock, Hohenwald, and Kermit C. Stengel, Nashville, in behalf of the Rockwood Amusement Co.; Crescent Amusement Co.; Ruffin Amusements and the Strand Enterprises. M. D. Nicholson, Film Transit's Little Rock manager and circulation manager of the *Arkansas Gazette*, as well as S. M. Hanney of the *American News*, Memphis branch, were star witnesses.

## *MIAMI*

(Continued from page 71)

*leased into a community, particularly to Miami—in midsummer.*

As in previous years, the Carolinas continue as the favored locale for theatre folks who are taking an away-from-home vacation. Earl Potter, assistant manager at the Miami, and Leonard Allen, assistant at the Capitol, are up there now. Jimmy Case of Wometco's accounting department is on a fishing trip. Walter Klements has gone to the Canadian border for his vacation jaunt.

*To promote "Second Fiddle," which opened in this area at the Lincoln, Sonny Shepherd worked out a tieup with the Metropolitan Ice Palace (Sure, we skate down here all summer long!) with admissions to be given as prizes for the various contests featured at the big skating palace each Thursday evening; and as door prizes on Sunday evening. Grocery store and restaurant hookups also were utilized.*

Considerable interest is being added to Sonny's golf game these days by the real competition one of his ushers, Boyd Martin-Vegue, is providing. Since the two were assigned to the same flight in a beach tournament and played through to fight it out, stroke by stroke, over the entire 18 holes before Sonny took tournament honors, this young scion of an active Miami golfing family has been constantly bettering his game. Just the other day he carded an 82.

# ATLANTA

JOHN CARTER and Mrs. Carter of the Brookhaven Theatre, have returned from a Florida trip . . . Mr. Lewis, personal representative of Sam Cummins, was in town, conferring on the "Ecstasy" situation . . . Jules K. Chapman, personal representative for Harry Thomas, was in from New York.

*J. U. McCormick of Amity Exchange, is on an extended Florida trip . . . Gus King of Capital City Supply Co., is on a ten-day trip to St. Louis, Memphis and Oklahoma City. King won a silver cup in the Griffin (Ga.) invitation golf tournament July 4.*

J. N. Morgan, manager of the Rylander Theatre, Americus, Ga., since 1934, will take over management of the Grand, Fitzgerald, Ga., July 16. I. T. Taylor will be transferred from Fitzgerald to Americus.

*John B. Harvard, manager of the Princess, Eastman, Ga., has installed new air conditioning equipment in the house . . . Extensive improvements have been made to the Savannah Theatre . . . Construction is progressing on the new theatre at Meigs, Ga., for the Interstate Enterprises of Thomasville.*

Row visitors: Frank Dowler and son, Bill, of Chattanooga's Cameo Theatre; Harold Laird; Hugh Manning; Aubrey Gay of West Point, Ga.; Pearl Ozbun of McDonough, Ga.; Mr. and Mrs. Fred Weis of Savannah.

*John J. Mangham is back from a trip to south Georgia and Florida . . . R. B. Wilby is in Jacksonville Beach.*

The marriage of Gladys Howser of the office staff of Capital City Supply, and Henry N. Alford jr., was recently solemnized. Alford is operator of a skating rink at Athens, Ga. and is well known in theatrical circles.

*Miss Frances Hackman of Southern Air Conditioning, leaves July 9 for a trip to the New York World's Fair . . . J. D. Luker, former operator of a theatre in Talledega, Ala., will open the Ritz, Union, S. C., July 20. His booth equipment and supplies were purchased from Capital City Supply . . . Curtis Ware, formerly of Jackson, Ga., will open his Royston (Ga.) house soon.*

In town over weekend: Sam Wilson and Al Rook, Republic salesmen; Randolph Elliott, Universal salesman; Bill Minder, GN New Orleans manager . . . Harold Wilkes, southern division manager, Paramount, has returned from a Memphis trip . . . Harry Graham, Universal district manager, is back from a Florida trip.

### It Runs in the Family

HOLLYWOOD—Jane Gilbert, sister of Margaret Lindsay, has been signed to an acting contract by Warner Bros.


**WE CAN SUPPLY YOUR EVERY NEED**

**day or night our stocks are complete and ready for shipment.**

***Only the best* — WIL-KIN — *Proper prices***

G. E. MAZDA LAMPS
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*"Everything for the Theatre Except Film"*

# DALLAS

## W. B. Smith, Well Known Texas Editor, Is Dead

DALLAS—Wilford B. (Pitchfork) Smith, well known Texas editor, died in a local hospital. He made one of the main addresses, in a humorous vein, at the Ned E. Depinet testimonial dinner at the Baker Hotel several years ago, which was sponsored by Karl Hoblitzelle and was attended by many film and theatre notables from New York and Hollywood.

## Metro Has Its Week

DALLAS — M-G-M Week was the big amusement page news in Dallas last week with big ads on "Tarzan Finds a Son!" at the Majestic; "Goodbye, Mr. Chips" at the Palace, and "Calling Dr. Kildare" at the Rialto. The display took more than half a page, but there were stories about the history of M-G-M and its executives, plus full news coverage on the pictures. It looked much like the fine publicity hand of one E. B. Coleman, who handles Metro publicity throughout the south.

### T. B. McMinn Dies

CULLMAN, ALA.—T. B. McMinn, 61, prominent citizen of Cullman, ended his life at his residence, shooting himself with a pistol. He owned and operated the Lyric Theatre in Cullman for years, and retired a year ago.

### Falkenburg Returns

BIRMINGHAM, ALA.—After six weeks in Florida, where he underwent a major operation at Miami's St. Francis Hospital, Francis Falkenburg has resumed his duties as manager of the Alabama Theatre here.

### Extends Rita Johnson

HOLLYWOOD—Metro has extended the acting contract of Rita Johnson for a year.

BURT KING, RCA representative, is back in his office after four days at home with a sore throat . . . Percy Caruthers, auditor for Jefferson Amusement Co., Beaumont, spent a few days here on vacation. He once was in the office of Texas Theatre Supply Co. here.

*The death and funeral of Garfield Cureton, Negro porter, brought to light another of those most human and big-hearted incidents on the part of executives in this business which usually do not come to public notice. Garfield had been working for Cliff Adair, the head of Liberty Film Lines and affiliated companies. Adair seemingly became partial to the darky, dressed him up in good clothes and looked after his welfare generally. When Garfield died the other day, colored friends started a collection toward funeral expenses. Adair stopped the move. Out of his own pocket, he buried the aged Negro with fitting ceremony.*

Lionel Underwood, former theatre man in San Antonio, and who still makes his home there, has been visiting his brother, W. G., here.

*C. E. Hilgers, Republic's district manager, flew in Monday for a brief stopover at the local exchange. He makes most of the branches nowadays via air. One of his daughters has been visiting in the L. C. Baxley home. The Hilgers family now lives in Atlanta.*

Al Mortensen and George Heck, Southwestern Theatre Equipment Co., Houston, were on the Row calling on accounts.

*Compilation of records for use in government suits involving the industry, is now going on at the Paramount office, following the same procedure which started about ten days ago at M-G-M. Similar work will start soon in other major exchanges, it was said.*

Mrs. Bobbie Hawley, Monogram's accountant, was successful in mending a broken right arm, the accident happening while roller-skating. She was fortunate, however, in having a son big enough to jot down figures on the company books as she called them off.

*There was a big golf game down Tyler way last Sunday. Jack Zern, the Altec man, and Dutch Konneman, noted footballer and now in the National Theatre Supply Co. store, drove down to have a foursome with S. G. Fry and his son, Segle. They played at Willow Brook Country Club, with Zern bringing back the honors.*

More about the Fry family is that the Mrs., who is the secretary-treasurer of her husband's theatres, is back home after an appendix operation. The part she plays in that office, which, incidentally, is in the Fry home, was keenly impressed on S. G. and his two younger sons, Robert and Victor, who really had to be on their toes turning out the extra work which is normally hers.

*Lee Newsome, the Arcadia Theatre publicist, is promoting a big amusement park near Love Field. He says the project has reached the working stage. He advertised last Sunday for various concessions.*

Thelma Sue Coleman, "Uncle" Joe Estes' "Girl Friday," slipped away over the weekend and went horseback riding on 187,000 acres of west Texas ranch land.

*Down at National Screen, we find that F. W. (Doc) Allen, ace salesman, is enjoying a well-earned vacation . . . Leo Smith, office manager, was seeking the elusive black bass in Caddo Lake . . . That some lucky person will win one of Mrs. Pearl Sadler's oil paintings this week . . . And that Joe Bryant, west Texas representative, who lives and headquarters in Lubbock, was on a periodical visit to the Row.*

Charles W. Mann, who bought the Oak at Lone Oak a few weeks ago from John Fuller, says he is making a little profit there and expects to do better in the fall. He was booking Tuesday. Mann sold the Dodd at Malakoff to J. C. Clemmons jr. before going to Lone Oak. He was educated at Rice Institute, Houston, finishing in '28.

*We learned from George Chatmas of Hearne, that Mrs. Chatmas is in a hospital at Marlin, but doing nicely. George said he read in* BOXOFFICE *about Columbia installing a new air-conditioning system, so he went down there for a while to cool off and buy a few pictures. Incidentally, the weather bureau's figures the last few days have been above* 100.

Floyd Schaffer, representative of American Desk Mfg. Co. in the Memphis terri-

(Continued on page 76)


*Defeat the Box-office slump!*

**BUILD** PROFITS PATRONAGE GOOD-WILL

—by using Paramount Premiums

See our complete selection of choice Dinnerware, Dresserware, Silverware, Glassware and Cutleryware on display at our showroom.

* SPECIAL DEALS FOR KIDS *

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IKE KATZ, Gen. Sales Mgr.

Home Office—210 H. Street, N. W.—Washington, D. C.

Write, wire or telephone REpublic 0639 and a representative will gladly visit you.

SERVING THE NATION'S EXHIBITORS FROM THE NATION'S CAPITOL

AIR CONDITIONING
Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

# ARKANSAS

MANAGER J. J. KANE of the Conway and Grand theatres, Conway, announces that a new cooling system will be installed at the Conway and that the equipment now in service there will be placed in the Grand. Four hundred new spring cushion and upholstered chairs will be installed at the Conway late this month. They will be finished in red and black and the chairs now in use at the Conway will replace those at the Grand. A new sound system and projection lamps have been installed at the Conway during the past year. Manager Kane announced that owners of the Conway Theatre Bldg. probably will remodel the front within a short time.

*The Ritz Theatre force at Malvern recently enjoyed an all-day picnic at Fountain Lake near Hot Springs. Those who attended are Misses Jane McCormack, Frances Murray, Anne Brooks, Doris Hughen, Betty Cooke and Joyce Haltom, and Messrs. Charlie Turner, Kermit Richardson, Morris Ashcraft, Lee Kemp, Warren Griswold, Lynn Moody, Milton Baker, Mesdames Ray Morrow, Raymond Stanell, Lelus Baker and Charles O. Johnson . . . The Dixie at Ashdown opened Saturday, July 1. Remodeling of the house has been in progress for two weeks. The new theatre will be air-conditioned and managed by Bill Frazier.*

Louie Haven of Forrest City was in Brinkley recently . . . New air-conditioning equipment recently was installed at the Ozark, Berryville. The entrance has been re-arranged, the ticket window remodeled and a lobby added. Neon lighting also will be added . . . A new cooling system has been installed at the New, Russellville, according to an announcement by H. A. Brownlee, manager.

*Miss Johnnie Mae Gullet and Harold J. Jordan, manager of the Spa, Hot Springs, were married June 28 . . . A complete new air-conditioning system is being installed at the Concord, Springdale . . . Herman Alwes, owner and manager of the Commodore at Eureka Springs, is having the exterior of the building painted.*

W. Clyde Smith, city manager for Malco Theatres in Hot Springs, recently received a check and congratulations from Todd Ferguson, representative of M-G-M for Smith's winning exploitation campaign on the M-G-M musical production, "Honolulu." Smith, on various occasions, has received nation-wide recognition for his work in the theatrical field. He is considered a national authority on theatre exploitation . . . Jack Thomas, manager of the Strand, Clarksville, recently received a $25 check from M-G-M as the second prize in a southern advertising campaign contest.

## *S. L. Oakley Faces Arson Charge in Arp Fire*

DALLAS—The *Tyler Courier-Times* says a charge of arson had been filed against S. L. Oakley, district manager of East Texas Theatres, Inc., and that a warrant has been issued for his arrest in connection with the burning of the Rex Theatre at Arp, Tex., last October 7. The fire totally destroyed the theatre and several other business buildings with damages estimated at $40,000. Oakley now is manager of the Dallas branch office of Jefferson Amusement and East Texas circuits.

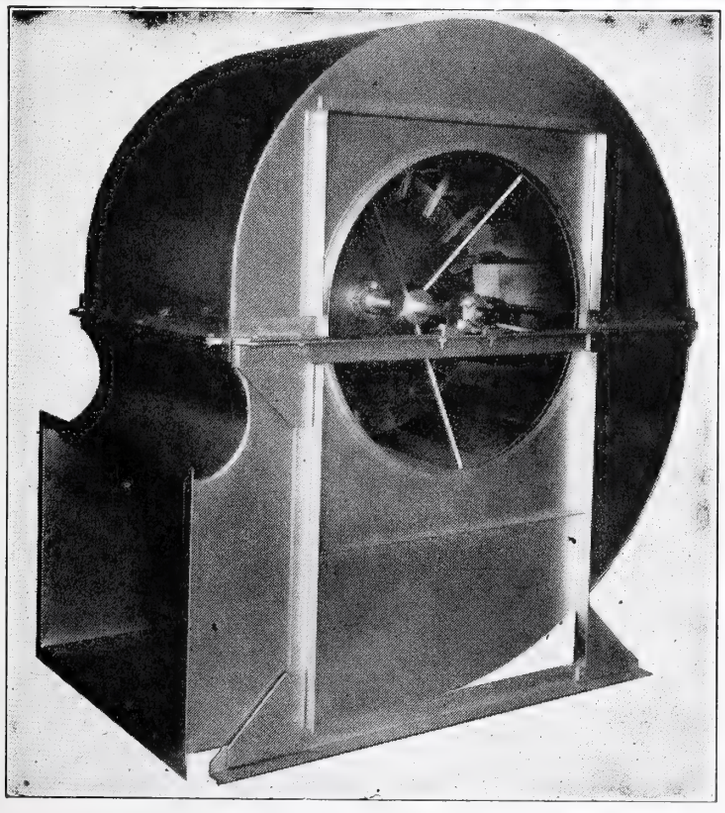
Joe Hackney, ex-Rex manager, pleaded guilty in district court to setting the theatre on fire and his testimony implicating Oakley caused charges to be filed against the latter, the newspaper said.

Hackney will not be sentenced until a further investigation of the fire has been made and will be used as a witness in any other cases involving the fire which might be tried, according to the newspaper report.

The state law, it was pointed out, provides a penalty of not less than two years nor more than 20 on arson charges and does not allow the suspended sentence where cases are prosecuted to a conviction.

Hackney testified that Oakley suggested he (Hackney) burn the theatre so that a new house could be built, the paper said.

Efforts to contact Oakley here for a statement were unavailing, his office reporting him out of town.

HOT WEATHER
"SHO' AM HOT!"

Many theatres are being operated with inadequate cooling plants. A larger and modern cooling plant gives better results and is more economical in operation. Why not let us bring your plant up-to-date?

Washed Air Systems, Refrigeration Systems, Blowers, Pumps, Motors, Texrope Drives, Spray Nozzles, etc.

HERBER BROTHERS

210 SO. HARWOOD *"Fair Treatment and Adequate Service Always"* DALLAS, TEXAS

# OKLA. CITY

THEATRE industry of the state as a whole paid tribute last week to Benton Isley, 70-year-old father of Phil Isley, who passed away here in Oklahoma City. Phil is president of Southwestern Theatres, Inc.

*Credit to Robert Busch of the Tower Theatre for his stunt on "Goodbye, Mr. Chips" which was a special matinee second day of the run for all retired teachers in the area who had passed the 50-year mark. More than 50 took advantage of the invitation to see the film at the special screening.*

Standard Theatres introduced "Maisie" to Oklahoma City with some clever classified advertising and a stag preview at the Criterion.

*"Juarez," Warner film, was picked for the annual* Oklahoman and Times *Milk and Ice Fund benefit and as a result received a sheaf of publicity in the local newspapers for a week prior to the running at the Midwest Theatre.*

Our Give Credit Department—We wish to report that Spence Pierce has taken a good many of the bugs out of his Variety Hour show of shorts and it runs a lot smoother now—is also very much more interesting. He is so sold on March of Time's reel on Hollywood and the motion picture industry that he is figuring on enlarging it to include more old shots than those depicted in the issue.

*Griffith Amusement Co. thought so much of the excellent speeches at the Theatre Owners of Oklahoma, Inc., annual convention, held here in June, that they have had copies made of the more important ones and have sent same to all of their managers and partners, we understand.*

Tip to used car salesmen: Dee Fuller, manager of the Circle, is all set to get himself a new jallopie . . . Lewis "Ace" Hudson in town for a visit and calling on friends along the Row . . . Sam Caporal has gone back to single bills at his Mayflower Theatre, which means business is good on West 23rd St.

*We noticed "Jesse James" had them standing in the street the other night at the Reno Theatre. The film has played the Criterion, Tower, Plaza, Circle and Warner theatres. An example of how ye-old-word-of-mouth advertising works.*

Murray Harris of the Paramount Display Co. is on the receiving end of a suit growing out of salesmen's commissions in county district court here.

**The Queen Feature Service, Inc.**
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

# Theatre Building in Texas Keeps Pace

DALLAS—New theatres continue to set the pace in the southwest. H. H. Stroud, operating the Strand and Gem at Hamilton, plans to start construction on a new theatre within three weeks, utilizing a garage building he owns. It will be the "A" house, and on completion, one of his present houses will be closed, it was said.

Plans will be turned over to contractors next week for bids on the new El Rancho Theatre to be built by the J. G. Long and R. E. Griffith circuits.

State Senator Jim Nance within the next few days plans to start construction on a new house in Purcell, Okla. It will be operated by Mrs. Dooley, who runs the present house.

Plans for these theatres were prepared by Corgan & Moore, Dallas architects.

The R. E. Griffith interests and a partner, are building a new theatre in Denver City, Tex.

# SANTONE

THE Truex twins, Virginia and Marshall, have gone to Chicago from where they will leave to fulfill a series of stage show and vaudeville engagements in the Northwest.

*Speaking of theatrical attractions, the Herrera Twins, Mexican film and radio stars, are being booked by the local Azteca Films office into the National Theatre here as well as playhouses in the lower Rio Grande Valley, which they are now touring.*

The Empire Theatre Saturday morning kiddie shows have been switched over to the Aztec Theatre . . . Mr. and Mrs. Johnny William Fielder back from a honeymoon-vacation in Frisco . . . Doug Naylor invited the entire Texas Theatre staff out to his house for his 21st birthday party July 3 . . . Bob (Casey) Greer, leading comic at the Joy Theatre here, once worked in Educational Pictures.

*Among the recent visitors here were Louis Charninsky, Capitol and Rialto theatres, Dallas; Jack Karmi, Karmi Pictures Co., Hollywood; Lafe Pfieffer, concession manager, Interstate Circuit, Dallas, and Miss Stella Roach, theatrical columnist, Hollywood.*

Our sincere congratulations to Mrs. P. M. Ketner who celebrates her 69th birthday July 18. She is Lester's mother . . . Louis Candy, dramatic columnist for the *Texas Jewish Press,* has succeeded Sterling Rohde as representative of *Variety* here.

*As part of Interstate's Appreciation Week here from July 15 to 21, the Majestic will present an all-Negro revue.*

# DALLAS

(Continued from page 74)

tory, and a member of the Variety Club there, was in town conferring with Chief Barker R. J. O'Donnell on ways and means of raising and handling funds in Variety work. Primarily Schaffer was here to sell tickets on a high-powered car the Memphis club will give away in September. O'Donnell took a number personally and then an additional hundred to dispose of. Schaffer also sold quite a number of tickets on the Row, some taking as many as 20 chances. The Memphis Tent was organized only five months ago. M. A. Lightman is Chief Barker. The club is making money, Schaffer said, and the main charity is milk for babies, which is shipped anywhere in the Memphis territory.

*Mrs. J. G. Long of Bay City and three friends were to leave around July 15 for Hollywood where they will visit the studios. They also plan a number of interesting side trips, all in three weeks.*

Johnny Long and his booker, Theo Routt, were on the Row doing business in their unusual inimitable manner. The J. G. Long circuit now numbers 30 theatres in Texas after a very modest start only a few years ago.

*R. C. Garbade of the Grand and Ritz at Yoakum stopped off in Dallas Wednesday returning from a vacation in Arkansas, including Hot Springs, and a visit to his brother in Texarkana. While in town he bought two small washed air units from Herber Bros., one for his office and one for his home.*

Announcements were received on the Row of the marriage of Miss Ouida Stephano, manager of the Grove at Groveton, to Alvis Powell. The ceremony was performed at Corrigan. She expects to remain with the theatre for a few more weeks after which they will honeymoon in New York taking in the World Fair. At that time the management will be taken over by her brother, Vic Stephano, and sister Miss Ann Stephano. The bride is a daughter of Mr. and Mrs. Joe Stephano, of Lufkin. After New York the couple plan to live in Houston.

*Many tributes were paid by various civic organizations to the memory of Mrs. J. Doak Roberts, socially prominent clubwoman, who was buried in Corsicana recently. She was the mother of Doak Roberts, manager of the Warner exchange.*

W. M. Barnes of the Alvarado Theatre, Alvarado, is on the road to recovery from blood poisoning in a Dallas hospital. Some sort of insect bite was the cause.

*Harold Cunyus has resigned from Jefferson Amusement Co. as manager of the Rio and Gem in Beaumont, he says, and is spending a few days in Dallas looking for another proposition which may be another theatre. He formerly operated the Palace in Gatesville, selling his interest there.*

**BUFFALO COOLING EQUIPMENT**
315 S. HARWOOD **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

Write Us Your AIR CONDITIONING Wants
Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

# QUEBEC CITY THEATRES REOPEN AFTER FIVE WEEKS OF DARKNESS IN EXTRA TAX PROTEST

## Pressure From Premier And Public Forces City to Yield

*By* ROY CARMICHAEL

QUEBEC—Through the intervention of Premier Duplessis and cooperation of Mayor Lucien Borne, the 11 theatres of Quebec, closed since June 2, have been reopened. All of the houses were closed when the City of Quebec attempted to impose an extra admission tax amounting to 10 per cent on gross intake.

Exhibitors gave the new tax a month's trial and an audit of their figures convinced them it was impossible to operate profitably under the new impost. As the city refused to withdraw or modify the tax, the theatre owners decided to close. As a result, Quebec was practically deprived of amusement; the tourist business suffered; hotels, restaurants and shops complained, and a petition urging cancellation of the tax and reopening of the theatres was signed by 28,000 citizens and presented to the city council. Meanwhile, the two small theatres in Levis, across the river, did capacity business, Quebecers in droves crossing the St. Lawrence by ferry nightly. Others motored to the nearest small towns where theatres operated.

Mayor Borne and the city council maintained that by the passage of the act authorizing the collection of the 10 per cent tax, they could not legally refuse to collect it. Their contention turned on the translation of the French word "Devra" meaning "must" or "ought." Premier Duplessis, on the other hand, said the matter of collection rested entirely with the city, and declared that if the city wanted the tax voided that would be done, and the government would take care that there was no legal trouble.

After the conference, Mayor Borne refused to comment, but Premier Duplessis issued the following statement:

"As you know I had a meeting with Mayor Borne and other Quebec city authorities, and I said and repeated what I had already declared about the local theatre question, namely that the city was not obliged to impose its special tax, and that it could remove it if it wanted to do so.

"I also said that the government was ready to take whatever measures proved necessary to make sure that the legality of the city's decision and action could not be questioned.

"The municipal council decided some time ago, it will be remembered, to impose and maintain this tax, with the result that the theatres closed down and have now been closed for over a month.

"Discussions between the theatre owners and the city's representatives have continued in the meantime, but no entente in the matter was, apparently, possible. Not only did the local theatres close down, however, but a considerable number of their employes were thrown out of work; much damage, trouble and inconvenience was caused, not the least of which was the harm done to the tourist industry.

"Many protests were made over the situation, but the municipal authorities, despite the public statements which I have made indicating quite clearly that the city was not obliged to impose this tax, persisted in maintaining the impost.

"I told the mayor at our meeting that this imbroglio would have to be settled, that the theatres would have to be reopened, and that their employes would have to be given back the work and salaries to which they were entitled. It was an impossible situation, and I consider that nobody has the right to deprive the people, and especially the working classes, of legitimate entertainment which they desire, are entitled to, and should have.

"I informed the municipal authorities that the government had decided to take all steps at its disposal to have the special surtax abolished, and to have the theatres reopened as soon as possible.

"It is in the interest of Quebec, and in the interest of the local public, that the present controversy should end, that citizens should be able to enjoy the legitimate entertainment they want, and that the numerous theatre employes laid off should be given back their jobs and the means of livelihood for themselves and their families."

Premier Duplessis sidestepped a question as to what reply Mayor Borne made to his statement and professed ignorance as to when the theatres would be reopened, but added: "They will probably reopen in the near future."

Some days ago the City of Quebec reported that it had purchased two projectors with the object of showing films in the Montcalm Palace, civic amusement hall, and in the open air. They also appointed a member of the council to go to Montreal to arrange about a supply of films. Apparently, nothing further was done, and the Quebec emissary found that suitable films were unobtainable. The equipment purchased for the Montcalm Palace was reported to have cost $3,500, and an additional expense of $150 was necessitated to adapt the building to the showing of films. The outdoor film display was estimated to cost $60 a week. Mayor Borne said he had been assured of 160 or more French films and a similar number of English (American) films.

"The people of Quebec want movies," said the mayor. "This situation it not a fight between the city and the theatres. We are only doing what we are called upon to do by law in the Quebec Bill, and the showing of our own films seems to be the only step we can take." This statement was made just before his conference with the Premier.

At a discussion in the city council, where some aldermen showed themselves against the council's action, the mayor said: "We are not competing against the

(Continued on next page)

## *See Indication of Film Fate in Federal Radio Absorption*

TORONTO—Canadian film officials are regarding with interest the announcement that the Canadian Broadcasting Corp. is taking over the control of all private radio stations on September 24 which will be organized into subsidiary networks under the direction of the government-sponsored corporation. These will be in addition to the publicly-owned stations which have been constructed in key centers of the Dominion.

The absorption of broadcasting until it has become virtually a government monopoly is held as an example of procedure which may be gradually applied to the motion picture business under the recently created national film board, according to political critics. This board has been granted wide powers by legislation of Dominion Parliament and it is now in process of formation, with John Grierson of London, England, expected back in the Dominion in the immediate future to act as a government adviser.

It is not likely that the national film board will begin to function until the fall and there is also the prospect that federal elections will be held in October when the board idea, which has a number of sturdy critics, may become an election issue. If the opposition party has the abolition of the board as a plank of its platform, the new government body may be tossed into the discard providing there is a change of government as a result of the balloting. Not one film trade representative has come out in favor of the board because, apparently, they are suspicious of its scope. One of its chief critics is Hon. J. Earl Lawson, member of the present Parliament, a former theatre owner and now a lawyer for various film companies.

# THEATRES BEAR 25 SEPARATE LEVIES, REVEAL TAXATION RECORDS KEPT BY TORONTO CHAINS

## Dominion, Provincial, and Municipal Assessors Feed Upon Trade

*By* KEN ADIAN

TORONTO—Taxation records at the head office of theatre chains in Toronto reveal the potent fact that the cinemas in the Province of Quebec are regularly faced with as high as 25 different levies from three sources, Dominion government, provincial and municipal. At the same time, theatres operating in other provinces are not very far behind in the tax-burden procession, although there is no ticket impost to worry the exhibitors in the Province of Ontario. The compilation shows a wide assortment of direct and indirect levies, all of which the exhibitor pays in the long run either to the governments or to the film distributors who are compelled to pass along the surcharges in order to maintain business operations.

To the Dominion government is paid an eight per cent sales tax on many items and the income and profits impost. There is also a special tax of five per cent on surplus payments by Canadian film exchanges to head offices outside of Canada.

The Quebec provincial levies include: ticket tax which is classed as a charity impost, seat tax, business tax, income tax, stock transfer, poster tax, censorship fee, electrical installation and inspection tax, building inspection tax, corporation tax, boiler tax and a surtax on admissions.

The municipal taxation in Quebec covers the following: Annual theatre license, seat tax, ticket or charity tax, real estate tax, school tax, water rates, business tax, snow removal tax and garbage collection tax.

There are various other taxes which could be added, including the postage tax of one cent on all letters, a federal assessment, the local license fee for the distribution of hand bills, a tax on marquee or signs which overhang the sidewalk and the tax which is applied to supplies of all kinds which are added to the cost of equipment or materials by supply companies.

The comment is being freely exchanged that the ultimate in taxation has been reached and that the time is rapidly approaching when commercial interests must demand a showdown with governments which have long maintained a free-spending mood with the idea in mind that business enterprises are a source of unlimited revenue—to be tapped at pleasure.

### Scripts "Two Sons"

HOLLYWOOD—Warren Duff scripts "Two Sons" for Warner. James Cagney and Pat O'Brien will be featured and Michael Curtiz directs.




—Henry A. Provisor Photo

### *Meets the King—*

*This picture shows C. W. Taylor, manager of the Playhouse Theatre at Portage la Prairie, shaking hands with King George, as Her Majesty greets another officer. Major Taylor, commanding the 37th Field Battery, was one of the two officers in charge of arrangements for the reception in his town.*

## Protest Shutdown Ends in Quebec

(Continued from preceding page)

theatres. We are merely preparing some sort of service for the people of Quebec in case it is needed."

After reading the official reply by the theatre interests to the city's suggestion that they give the tax a year's trial, Mayor Borne commented: "If all companies in Quebec decided to close down because of a new increase in taxation, we'd be in a fine situation, wouldn't we?" He added that the city was not seeking the levy from the theatre owners but from the people who attend the shows.

A statement on behalf of the theatres said the limit of taxation had been reached in Quebec, not only in the theatre business, but among property-owners and businesses generally. "If the city administration cannot be carried on without additional taxes, then we should have some reform in the administration." Reduced, not increased, taxation, the protest said, was "necessary to give business and the individual a chance to live and prosper, and in so doing to bring prosperity to others."

Theatre spokesmen said: "It is impossible to tax the people any more than they paid previously for this type of amusement. Taxation has already reached the stage where the prices it is necessary to ask for motion pictures exceed what was formerly paid for high class operas and plays on the legitimate stage, and, at the present time, money is not so easily secured as it was then. Recreation and amusement were never more necessary. Business, as a general rule, is bad; people are anxious and nervous; everything is in a state of tension, and the theatre in the evening is a necessary alleviation of the strain."

### Missed by Tourists

The theatre managers contend that tourists who arrived in the city also desired amusement. "They have been driving around all day seeing the sights, but when it comes to evening, they like to relax in a theatre and see a picture or two." The theatre is the only amusement the city of Quebec has to offer, and if it has to be advertised that Quebec has no theatres, tourists will go elsewhere."

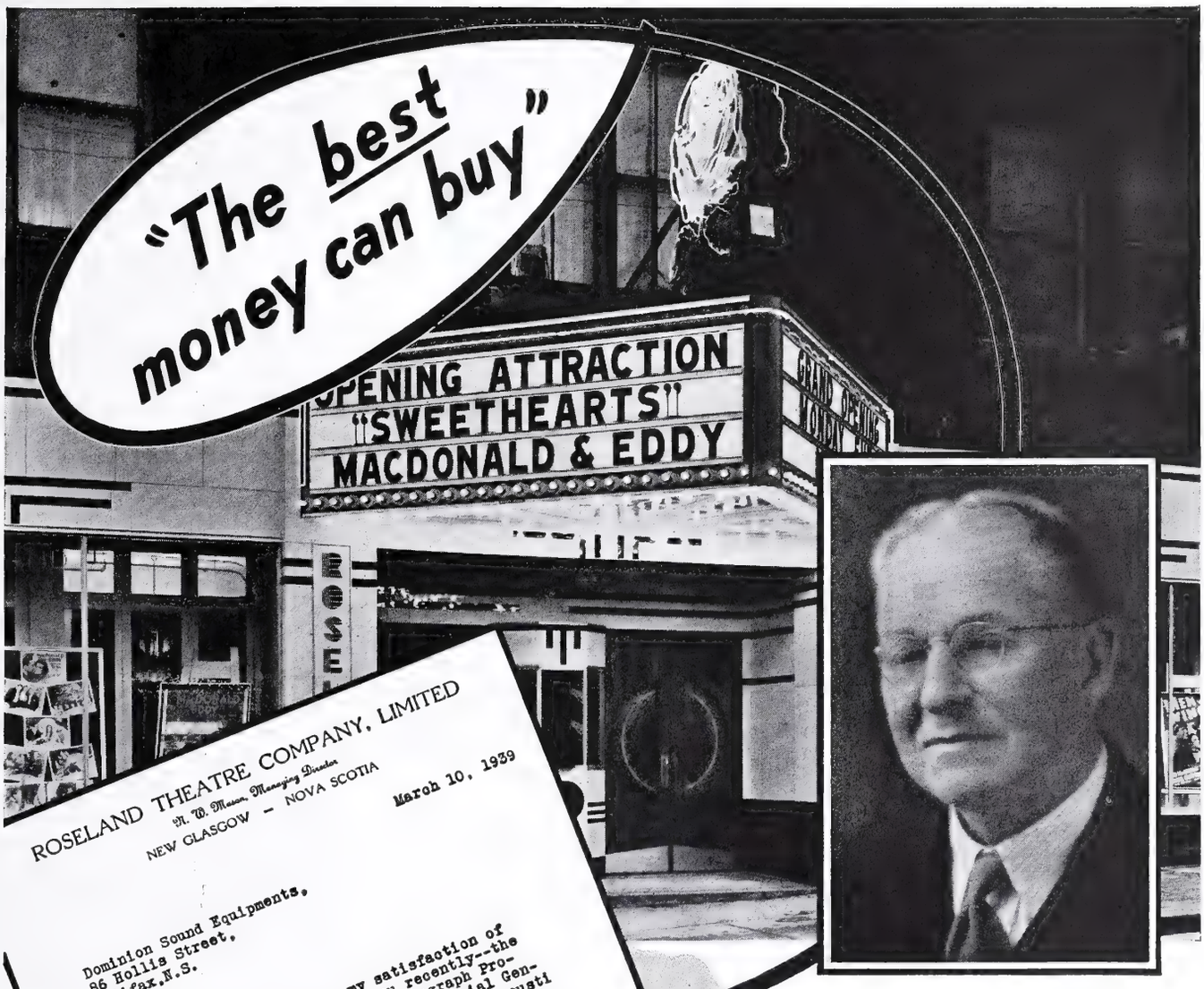
A prominent Quebec business man added: "It would be bad enough if the theatre were the only line of business affected, but hotels, restaurants, cafes, ice cream parlors, cigar stores, and stores in general all report a slump in trade, because there is nothing to bring people down town."

Hope that the dispute would soon be settled was aroused even before the mayor's conference with the Premier, when the civic head stated that he was "pretty well fed up with the whole affair." The mayor said the civic budget calls for $40,000 from the theatre tax.

## *Number of Top Flight Shifts in Winnipeg*

WINNIPEG — A number of important changes will take place in the administration of higher film circles in the city. When Frank Willis of the Metropolitan and Don Gauld of Western Theatres, Ltd., return from vacationing, Willis is scheduled to transfer to the management of the Orpheum at Fort William while Gauld will assume the post of manager of the Metropolitan in Winnipeg. Frank Kershaw, formerly district manager for F-P in Winnipeg, will take over the job of general manager of Western Theatres, Ltd. E. Zorn, formerly of Calgary, now is occupying the past formerly held by Kershaw.

These transfers may be subject to last minute changes but at time of writing there was no indication that they would not go into effect.




ROSELAND THEATRE COMPANY, LIMITED
N. W. Mason, Managing Director
NEW GLASGOW – NOVA SCOTIA

March 10, 1939

Dominion Sound Equipments,
86 Hollis Street,
Halifax, N.S.

Dear Sirs,

I want to express my satisfaction of all our purchases made from you recently--the Mirrophonic Sound System, the Motiograph Projection, Ashcraft Suprex Arclamps, Imperial Generator, Hearing Aids, Hurley Sound Screen, Acousti Celotex and Curtain Controls. I only hope that I will soon have the opportunity of recommending your products to some theatre manager who is looking for the best his money can buy.

We recently had the Grand Opening of our new theatre and have had many favourable comments from the public, especially on the quality of our "Sound". Our patrons are delighted with the life-like tones and the fact that they get the same sound value from any corner of the theatre.

The materials we have bought from you have made the acoustics as nearly perfect as is mechanically possible...and the clear-cut pictures are a joy to behold.

Yours very truly,
ROSELAND THEATRE COMPANY, LIMITED
N W Mason



## *Thank you, Mr. Mason!*

...We appreciate your kind letter and hope you *will* have the opportunity of recommending our products to some theatre manager who wants—"the best his money can buy".

# *Dominion Sound Equipments*

LIMITED

**Head Office: 1620 Notre Dame Street West, Montreal**

BRANCHES AT: HALIFAX TORONTO WINNIPEG REGINA CALGARY VANCOUVER

**A NATIONAL THEATRE SERVICE**

# MONTREAL

INFORMAL meetings of Montreal exhibitors have found plenty of scope for discussion in the possibility that the Quebec situation where theatres are closed in protest against additional taxation might be extended to Montreal if the Quebec City Council were to win the dispute. If that were the case and additional taxation were imposed on Montreal theatres, local exhibitors believe the policy to follow would be to close the theatres immediately—not wait for a month as was done in Quebec.

*Another matter which is causing exchange of views and a great deal of caustic comment is the prosecution of local theatres which, acting in good faith, allowed children to see "Snow White and the Seven Dwarfs" in contravention of the provincial ban on admission of juveniles under* 16 *to motion picture shows. Heavy fines have been inflicted on a number of theatre managers against whom cases were made for every day they showed "Snow White." The injustice of these prosecutions is resented by the public who remember well that when Premier Duplessis gave permission for the film to be shown to children at the Palace Theatre, Montreal, it was the general understanding that the ban was removed, so far as the film was concerned, not merely from the Palace but from all theatres.*

Golf is becoming the theatre managers' favorite summer sport. Four west-end managers were invited to participate in a tournament at Hampstead Golf Course organized by the Notre Dame de Grace Business Men's League. One of the managers declined because he had never handled a golf club. What happened to the others we shall know next week.

*"Bill" Wright of the Monkland, C. J. Decle of the Empress and Phil Godel of the Westmount are asked to turn in their golf scores.*

Major Richard Lloyd George, son of the famous statesman, has formed a new British film company in partnership with Rudolf Jess, refugee German film agent. An agricultural instructional film in which the elder Lloyd George explains his theories and experiments will be one of the first productions.

*Nova Scotia's film troubles are not over yet. A meeting to discuss them was held by exhibitors of the province the other day, nearly* 40 *turning up at the Lord Nelson Hotel, Halifax. A. J. Mason of Springhill, presided. Later a banquet was held to which distributors were invited.*

Presence of mind was exhibited by fans attending the Town Hall cinema at Orillia when lightning struck the building. Instead of rushing in panic to the doors when the lights went out the audience, after ascertaining that there was no fire, whiled away the time by community singing.

*The Earl of Warwick, who as Michael Brooke, acted in Hollywood films, arrived at Quebec last weekend on the* Empress of Britain*—Jacqueline Nash, nine-year-old Canadian girl, made her motion picture debut in "They Shall Have Music" in which Jascha Heifetz, famous violinist, also made his first film appearance.*

John Reidy, manager of the Princess, announces completion of installation of an air conditioning system . . . Air conditioning systems are now in operation in the Snowdon, Savoy, York, Capitol, Palace and Princess theatres. All appeared to benefit during the hot spell, as it was noticed that audiences were larger than usual.

*Outdoor rivals of the "movies" include a circus, and an opera performance "under the stars" on Mount Royal, where already symphony concerts under Jean-Marie Beaudet, musical director of CBC, have been arranged.*

Fifty years ago on June 21 British Provisional Patent No. 10,131, was granted to William Freise-Greene, giving the world its first cinematograph. Freise-Greene's claim to be the pioneer motion picture inventor was admitted in a New York court in 1910.

*Premier Maurice Duplessis announces the appointment of Herve Roche, K. C., retired Montreal lawyer, as temporary head of the Province of Quebec board of motion picture censors. He replaces Arthur Laramee, K. C., who was recently appointed a juvenile court judge.*

Walter Kruse, proprietor of the Royal Theatre, Gaspe, which recently burned down, announces his intention to rebuild on a larger scale.

*Complaint is being made in Lancashire that some theatre managements are levying blackmail on courting couples by telling them the cheaper seats are all sold, the idea being that the youth will pay for the more expensive seats rather than appear mean in the eyes of his girl friend.*

Is it etiquette to remove your jacket in the theatre during a heat wave? A tourist back from Texas tells of joining a theatre party. They noticed that most of the men removed their coats so they did the same. "We had not noticed that the others were all wearing belts," he remarked. "As soon as we removed our jackets, an attendant swooped down on us. 'You guys in suspenders put on your coats,' he ordered. Will it make any difference that this summer many of the girls are wearing suspenders?"

*Sir John Simon announced in the British House of Commons that he had decided to drop the proposed duty of nine cents a foot on photographic plates and films, besides wiping out the excise duty on films.*

Visiting Canada en route to London from Hollywood, Frank D. Siddall announced that he has obtained the consent of Deanna Durbin and her parents to the star's appearance at a charity show in London next spring in aid of the London Hospital. Mr. Siddall also reported that Douglas Taylor, British baritone, who has been appearing in Canada, has been given a contract to take part in the Technicolor version of "Desert Song."

*Will Fyffe is going to play the part of "Rob Roy" in a British film about the Highland raider . . . Hot weather is bringing out the traveling* 16*mm film operators who can be seen weekends in the summer resorts, and evenings in many villages on motor roads within a short run of Montreal.*

On the way from Vancouver to his home in Hamilton, Ont., Jack Bain, Vancouver manager of Dominion Sound Equipments, Ltd., who is on his vacation, halted a couple of days in Montreal where he conferred with the head office executives . . . Lloyd C. Pearson, sales manager of Dominion Sound, is vacationing on the Maine coast and will take in the New York World's Fair before returning to harness.

## From a Column

MONTREAL — Lionel Shapiro, *Montreal Gazette's* Broadway columnist, picked up a good Canadian story about the Royal Canadian Mounted Police who are presenting a musical ride at the World's Fair.

During the evenings, the Mounties may be seen wandering in pairs along Broadway.

One night two were striding along 42nd St., between Eighth and Broadway, when they stopped short in front of a 15-cent house. The film attraction was "Renfrew of the Mounties" and the doorman of the theatre was resplendent in a R.C.M.P. uniform. The Mounties looked at the doorman and the latter greeted them with a sheepish grin.

Immediately a crowd of sightseers gathered about the trio to enjoy the spectacle. Crowds on 42nd St. thicken like magic around any distraction and soon the side walk was completely blocked. A perspiring policeman pushed his way through to the center of things.

"Come on, boys," he growled, "Break it up, break it up."

The doorman, good servant that he was, began to spiel the glories of the film attraction inside as though to prove his right to be standing at that particular spot.

The policeman nudged the two Mounties.

"Come on, you guys," he grunted, "Back to your own theatres."

### A Film to Princesses

MONTREAL—A motion picture record of the welcome given Their Majesties by 20,000 Hamilton, Ont., school children June 7 will be sent to the Princesses Elizabeth and Margaret Rose as a gift from the pupils. Cost of recording 400 feet of film, partially in color, has been defrayed by a repeat performance of the physical education display in Hamilton Stadium.

### "Herbert" Vocal Director

HOLLYWOOD—Max Terr has been signed by Paramount as vocal director on "Victor Herbert."

# F-P's 21st Parley May Be Biggest

TORONTO—The 21st annual sales convention of Famous Players Canadian Corp., to be held at Niagara Falls for the four days commencing July 24, looms as the biggest event of its kind in the company's history. Leading officials of the major film companies in the United States are expected to attend the functions and general business sessions at which theatre managers from coast to coast will be present for the first time.

A special feature of the conclave, which is being held in the General Brock Hotel, will be a "Show of Showmanship" for which the film exchanges have been invited to prepare substantial exhibits to announce product of the new season or their star players and there is an intimation that several screen celebrities will make a personal appearance. All displays are to be uniform in size, 8x10 feet, but no limit has been placed on their type of construction or cost. Examples of theatre campaigns are also to be shown.

### Famous Players Shares Are Offered by Greenshields

MONTREAL—A limited offering of shares of Famous Players Canadian Corp. is being made by Greenshields & Co., at a price of not more than $23.50 a share.

Commenting on the improved position of the company, the prospectus shows $5,792,000 added to depreciation since 1930; funded debt and mortgages reduced by over $3,000,000 or more than 30 per cent; interest payments cut by more than half, minority interests reduced by 25 per cent; net working capital increased by better than $400,000.

Profits available for dividends in 1938 were equal to $2.38 a share, the best since the depression began. The only capital obligation senior to the common shares is $6,700,000, there being no preferred shares. Mortgages outstanding appear at $587,015.

## *Mrs. Charles Ramage Loses Parents in Auto Accident*

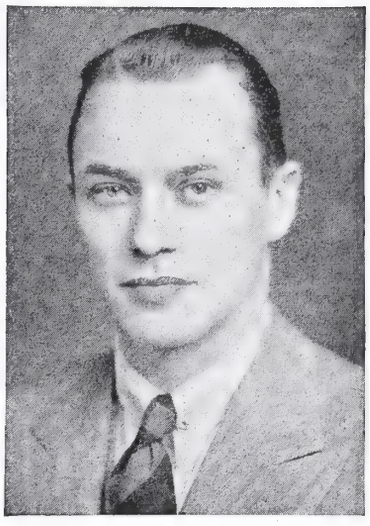
TORONTO—An automobile traffic accident near Toronto in which five relatives were killed brought sorrow to the film trade officials in Canada through the bereavement to the wife of Charles Ramage, for many years a popular executive of Regal Films, Ltd., whose parents, Mr. and Mrs. John Lang of Toronto, were among those killed. Mr. and Mrs. Ramage are well-known in Toronto where he was with the Toronto branch of Regal Films for a long time before his appointment as Regal branch manager at Vancouver, B. C.

An uncle of Mrs. Ramage also was killed in the crash which occurred when two automobiles collided at a road intersection. Many messages were sent from Toronto to the Ramages.

### Assign Bernard Schubert

HOLLYWOOD—"Headline News," the Herman Schlom production for Republic, will be screen treated by Bernard Schubert.

## *Toronto Sales Manager For Dominion Sound*



ELIHU THOMSON

TORONTO — Elihu (Bud) Thomson has been named manager of the sales department in the Toronto district for Dominion Sound Equipments, Ltd., procedure which calls for a division of the work of the operating and sales departments. S. A. Goldhammer, who for the past several years has been in charge of sales, installations and service for the firm, will devote all of his time to the supervision of the operating department, which includes installation of new equipment and service.

Thomson graduated from McGill University in 1931 with a bachelor of engineering degree and immediately joined the Northern Electric Co., where he became active in departments including cost estimates and in the special products division as sales equipment engineer. He was transferred to Dominion Sound in 1937 as acoustical sales equipment engineer of the Montreal district.

MONTREAL — "Business is better," said F. E. Peters, general manager of Dominion Sound Equipments, Ltd., in commenting on the appointment of Elihu Thomson as manager of the sales department for the Toronto district. "In fact," he added, "our business in the Toronto district has expanded to such an extent that we have considered it advisable to divide the work of the operating and sales departments in order that we may be in a position to provide a better all-around service to our customers there."

## *F-P and B&F Theatres Tie With Toronto Soap Firm*

TORONTO—Fifteen theatres of Famous Players Canadian Corp. and B&F Theatres have combined in a city-wide tieup with the makers of "Jif," a washing soap compound, in which juveniles will be admitted free to specified performances on presentation of the tops from two containers, the offer holding good for one month. The theatres in all sections of the city with the exception of the downtown area are displaying "Jif" announcements in the lobbies.

# No Lull in Clearance Fight by League

TORONTO—The Anti-Protection League of Canada is obviously not heeding any overtures for peace on the issue of clearance reform and has apparently turned down the suggestion that the protection problem can be ironed out without delay by the conciliation committee of the Toronto board of trade film section. The suggestion had been thrown out by the spokesman for the board that immediate negotiations could be opened if the independents would present their proposals in writing and if general basic principles were agreed upon on which to build new schedules.

This suggestion has been turned down by the League for several reasons. Information has been supplied that the first objective of the League is country-wide organization of independents and an alliance of exhibitor associations. After this has been done, the league will proceed to call a general meeting for the adoption of a plan of action to be backed by the full power of a maximum number of independent theatre owners. Toronto has been organized practically 100 per cent, it has been announced by Harold Kay, proprietor of the Fox Theatre, Toronto, who was delegated to secure the local roundup. The British Columbia Independent Theatres Ass'n has lined up for the fray and the exhibitors of Quebec are also assured, it is declared. The league has not halted its membership drive for a moment, it is stated, because of the offer to negotiate.

It has been pointed out that no existing committee or board in the film trade in the Dominion is acceptable to the league for a consideration of the clearance issue. The word "neutral" has been used in this contention—meaning that a newly created committee having third-party direction and representative of both sides on an equal basis must be established to deal with the situation. The present conciliation committee in Toronto is not considered suitable, it is said, even though four places on that committee are available to independents. Failure of a move to bring about "neutral arbitration," the alternative will be recourse to legislative assistance, it is stated. Arbitrators appointed by each side would have to be empowered to reach final decisions and to create the method of unchallenged enforcement. The independents do not desire compulsory legislation by governments, it is said, but this would be sought if voluntary methods fail.

## *Urges Imperial Theatre*

KINGSTON, ONT.—A carefully organized Imperial Theatre to stimulate interest in the drama was urged by Robertson Davies former Kingston resident who has taken up the stage as a career in England, in an address before the annual meeting of the Kingston Drama Group.

### New Hurley Contract

HOLLYWOOD—Harold Hurley, Paramount executive producer, has drawn a new one-year contract.

## This Show Was A Knockout

Toronto—James O'Toole of Toronto, 16mm operator, had an experience which he will long remember when he was setting up the equipment for a show in Manning Hall at Coldwater during an electric storm.

O'Toole was knocked over by a mysterious electric shock and was rushed to a hospital where he was found to be suffering with a form of paralysis which brought on temporary amnesia. Examination showed he had suffered slight burns on his face and right side.

Following the use of restoratives, O'Toole was released from the hospital in time to put on the show late in the evening.

# CALGARY

DAN BOYLE, theatre operator at Macleod, and Mark Jenkins, who runs a house at Claresholm, have joined forces and acquired theatres at Nanton, Stavely and Granum, to form a small chain in Alberta.

*Ken Leach, operating the Strand and Variety theatres here, returned to Calgary July 7 prior to the eight-day racing that started July 8. Ken has been having some success with his stable at Winnipeg and hopes to repeat during Stampede week.*

Matt Skorey, formerly Universal Films in Omaha, was a visitor here with his wife. He spent a few days at Banff and is taking in the Stampede while visiting his brother, Vernon Skorey, local manager of 20th-Fox.

*J. P. O'Loghlin, general manager for Canada of 20th-Fox, spent a day in Calgary on his way east.*

Vernon Skorey, manager and Frank Scott, salesman, left for Minneapolis on July 6 to join the meeting inaugurating the S. R. Kent Drive.

*J. B. Barron has returned from a visit to Winnipeg with nothing to report. Controlling the Grand Theatre here, he has been paying regular visits to the Manitoba capital, from which point was issued a story that he was looking for a theatre there. He will neither affirm nor deny this.*

Calgary theatremen are preparing for the influx of country visitors to the Stampede to offset the usual dull summer business due to many vacationists leaving the city.

## Campaign With Films

REGINA, SASK.—Greater use of motion pictures in the forthcoming federal election campaign is rumored here with reports one of the political parties plans to use sound films of prominent figures to enliven many a country campaign meeting who would otherwise be unable to reach the hinterlands.

# OTTAWA

WILLIAM H. PINE, Paramount associate producer, is visiting in the Dominion for the purpose of conferring with Canadian government officials, including veterans of the Royal Canadian Mounted Police, on material to be incorporated in a feature dealing with the historic red-coated force to be directed by Cecil B. DeMille.

*"Royal Banners Over Ottawa," the color film of the Royal Visit in the Canadian Capital, proved so popular at the Ottawa Capitol that it was held over for a second week.*

Rosina Lawrence, Ottawa's latest star contribution to the screen, has been married to Judge Juvenal Marchisio of the Domestic Relations Court, Brooklyn, N. Y. They have gone to Italy where Miss Lawrence will appear in a picture and, on their return, will reside at Monroe, N. Y.

*A. J. Laurie, assistant general manager of Empire-Universal Films, Ltd., visited Ottawa on business during the course of a trip through eastern Ontario and several points in the Province of Quebec.*

Manager I. Singerman of the Imperial Theatre, Ottawa, took advantage of the current Yo-Yo flurry by staging a contest on the stage of the theatre Saturday afternoon.

*First-run in Ottawa of the Louis vs. Galento fight film brought a good turnout at the Centre Theatre for Manager Don Stapleton.*

Manager Marshall of the Rideau Theatre has announced low prices for the summer of 15 cents and 20 cents to 5:30 p. m. each day and all seats at 25 cents after 5:30.

*The Elgin Theatre, Lloyd Mills manager, brought back a screen standby, "Showboat," on a double bill for three days and reported good returns.*

The heat and humidity in Ottawa have been exceptionally trying and local exhibitors emphasized the advantage of air-conditioning equipment to the limit with fair results in the way of patronage but it is generally admitted that business has been off-color . . . The front offices of Associated Theatres, Ltd., in the Film Exchange Bldg., have been remodeled in keeping with the structural trend of other offices in the building. The ceiling-high partitions have been removed and, in their place, is a streamlined curved counter with inquiry desk and wickets.

*Henry L. Nathanson, general manager of Regal Films, Ltd., is spending these warm days at his spacious and palatial country estate in the Don Valley, north of Toronto.*

Eastern Theatres, Ltd., operating the big Imperial Theatre here, has announced payment of its current half-yearly interest of 3½ per cent on the preferred shares of the company.

*The Grover Theatre, Danforth Ave. unit of the B&F chain of neighborhood houses, has been closed for a month and extensive remodeling is under way. It seats 810.*

Paul Nathanson, vice-president of Empire-Universal Films, Ltd., Toronto, has returned from a trip to New York. Clair Hague, Universal representative for Canada, has been feeling inspired since attending the Picture Pioneers' Rally in Gotham.

*A memorable occasion was the first visit in three years to the Film Exchange Bldg. of a veteran local exhibitor, Hyman King, of the King's Playhouse and Grant Theatres, who had suffered a long and serious illness. He was given a grand welcome.*

Tony Allevato, independent exhibitor of Rouyn, famous mining town of northern Canada, has been staying in Toronto to prepare plans for the building of a theatre in Wallaceburg in western Ontario.

*R. Main, supervisor of Associated Theatres, Ltd., has announced the current reopening of the Capitol Theatre at Belleville, Ont. The Bata Shoe Company of Czecho-Slovakia has acquired a site of 1,500 acres near Belleville for the immediate establishment of a large industry to supply local and foreign markets. The Capitol, which seats 829 persons, was closed early last spring but business conditions have improved a great deal in Belleville.*

Mr. and Mrs. Robert Hambleton of Simcoe, Ont., spent several busy days in Toronto. They own two theatres in Simcoe, two in Tillsonburg and one in Delhi, and they are welcome visitors along Filmrow.

*Harry Clarfield has installed a CTR sound system in the Queen's Theatre, of which he is the owner. Similar equipment has been placed in the Classic Theatre.*

Mrs. Frank Fisher, wife of the Toronto branch manager of Empire-Universal Films, Ltd., has gained further distinction on the tennis courts in Canada after figuring in the top flight of champions last year. In the recent Ontario championship tournament in Toronto she won the senior ladies' single title and was also one of the winners in the ladies' doubles championship. At the subsequent Quebec Provincial Championships she was one of the winning pair in the ladies' doubles. Fisher himself is a former tennis champion but has been too busy this season to make a bid for further honors.

*Sam Korman, proprietor of the Capitol Theatre, Rouyn, and the Palace Theatre in Englehart, northern Ontario, has been in Toronto to purchase new equipment for the theatre which is to be re-opened at Haileybury, in the Cobalt mining district, late in August.*

"I Was a Captive of Nazi Germany," released in Canada by B. W. Silver of Colonial Pictures, Toronto, has been passed by the Quebec board of moving picture censors without an elimination after which it had its first run at the Orpheum Theatre, Montreal.

*With his family established at Bowmanville Beach, Tom Ross, proprietor of*

*the Royal Theatre, Bowmanville, came to town to attend to business details. Mr. and Mrs. A. Saso of the Capitol, Barrie, motored in to check bookings while F. Giaschi of the King George, Huntsville, called at various distributing offices. S. Kirby, owner of the Capitol at Paris, Ont., made one of his infrequent visits and from Niagara Falls came R. Beaumonte of the Hollywood Theatre.*

Sid. Goldstone, manager and part-owner of the new Centre Theatre at Peterboro, Ont., was in Toronto and reported good business since the house opened last February.

*A. W. Perry, general manager of Empire-Universal Films, Ltd., has been making an inspection trip of the eastern Canadian branches at Montreal and St. John, N. B.*

"6,000 Enemies," current feature dealing with prison life, was booked into Loew's Theatre for first run but the date had to be cancelled because the film was held up for further consideration by the Ontario board of moving picture censors.

*Tourists from the United States over the Fourth of July were comparatively few in Toronto this year and local exhibitors were of the opinion that many of them had visited Canada at the time of the Royal Visit and did not return for the summer holiday.*

Helen Mason, of the Toronto branch of General Films, Ltd., has returned to town after a lengthy business stay in New York City. This company specializes in 16mm releases and projection equipment.

*A. A. Lee of Gaumont-British, New York, is spending his annual holiday at Royal Canadian Island, one of the famed* 10,000 *islands of Georgian Bay, Ontario.*

Stewart Reburn, Canadian figure skating champion who partnered with Sonja Henie in skating sequences of "Second Fiddle," has returned to Toronto from Hollywood for a brief rest and will go to Hollywood in August to prepare for a second picture.

*Douglas Taylor, British actor and singer, visited in Toronto for several days on his way back to England from Hollywood. He announced he would return shortly to begin work in "Desert Song" in which he will have the role of the Red Shadow.*

Toronto exhibitors had to contend with their annual circus opposition on July 13 when the Ringling Bros.-Barnum & Bailey outfit played a one-day engagement. The circus previously played two days in Montreal and one in Ottawa.

*Jay L. Lewis, editor of Canadian* Moving Picture Digest, *is to be the manager of the Pylon Theatre which is to be erected on College St., Toronto, by Ray Lewis, publisher of the magazine.*

Charlie Dentelbeck, projection engineer of Famous Players Canadian Corp., Toronto, spent several days in Hamilton to check equipment in theatres.

*Manager Al. Sedgewick of the Belsize Theatre, Toronto, has secured a half-page advertising tieup with a community newspaper in a jumbled word contest which is costing him five double passes each week. Twenty-two local merchants are participating in the stunt.*

The Casino Theatre, in downtown Toronto, secured good crowds during a hot spell with the exclusive first-run showing of the Joe Louis-Tony Galento fight pictures as an added attraction, the response to this film being much greater than for other recent fight pictures.

# SASKATCHEWAN

THE TIVOLI, Saskatoon, is advertising in full the features of its newsreel, including all captions as they are presented on the screen. It is claimed people today are vitally interested in the reels and often judge a dubious bill by what shows therein . . . Harry Houghton, sports supervisor at Prince Albert National Park, and a porcupine that refused to get off the road for an approaching carload of British naturalists will probably be seen in the newsreels soon. One of the party shot pictures as Houghton sought to induce the little animal to move and wound up by being chased down the road in a shower of quills.

*With bumper crops in the offing, Rockglen, in the heart of Saskatchewan's (a year ago) dust bowl, is going to get a new motion picture house. Walter Pyle of Assiniboia and Gordon Hoffos have presented a plan to the Rockglen board of trade.*

Giveaway nights are now being featured at the Nada Theatre, Battleford, every Wednesday, Thursday and Friday . . . General Films, Regina, has nearly completed the shooting of a picture dealing with life in the Royal Canadian Mounted Police. It is aimed for a Universal short and principally deals with the training life of a typical recruit. Regina is training headquarters. Peter George directed the camera work the past 18 months.

*Efforts of the Regina public school board to get support for its request to the provincial government department of education to change the school summer holiday season from July* 1-*August* 31 *as at present, to June* 15-*August* 15 *have received mixed replies so far. Saskatoon, second largest city in Saskatchewan, has turned it down. The move would be sure to have effect on theatre boxoffices, making the summer exodus earlier.*

Jack Cassidy, once with the Alf T. Lane stock company that played the Grand Theatre for years when it was a legit house, back in the city renewing acquaintances with O. Bowes, manager. The Grand now is a motion picture house. Cassidy resides in Vancouver, Wash. . . . Deanna Durbin made a promise to go to England to participate in a charity show for a $2,000,000 fund of a London hospital and now she will keep it, according to Frank D. Siddall, in charge of the campaign. He passed through the west en route home from Hollywood where he saw the Winnipeg-born star's parents.

*Bill Novak, manager of the Capitol, Regina, off on a combined business and pleasure jaunt to Winnipeg and Minneapolis by car . . . Big crowds filled the Orpheum, Prince Albert, for the annual cooking school sponsored by the theatre and various merchants . . . A* 400-*foot motion picture record of the welcome given Their Majesties, King George and Queen Elizabeth, on their visit to Hamilton, Ont., by* 20,000 *school children, will be sent to the Princesses Elizabeth and Margaret Rose as a gift from the pupils. It is partly in color.*

German agents have been reported from London, Eng., to have been taking photographs of persons entering a theatre where the film, "Confessions of a Nazi Spy" was showing, for the purpose of compiling identifications of German refugees among the audience. The charges were made in the House of Commons by John Parker, Labor M. P.

## *E. J. Ryan Gets Contract For House in Vancouver*

VANCOUVER—A $20,500 contract was let to the E. J. Ryan Construction Co. for the erection of a theatre to replace the old Princess here.

Plans call for a building 122 feet deep with a 50-foot front. The walls are to be of reinforced concrete with a roof of laminated timber and an ornamental stucco front. "Lido" has been suggested as the new name.

Details of the interior decoration have not yet been approved, but it is announced the house will have a seating capacity of 868—672 in the auditorium, 196 in the balcony.

# VICTORIA

DUE to the opening in Victoria of the annual summer school for teachers, theatres have been doing extra business and hope to continue doing so.

*Cliff Denham, manager of the Dominion Theatre, is not the only one in his family who can bring home the golf trophies. His wife recently won the annual Spring Cup at the Colwood Golf Club.*

J. M. Robertson of the Capitol has left on his annual vacation. This year he is traveling south and will take in the Exposition at San Francisco.

*"Naughty But Nice" had a good opening at the Dominion Theatre. Newspaper advertising boosted the showing.*

The Capitol and Dominion theatres have arranged a standing window tieup with a local drug store situated in the center of town.

*Lucienne Roy, Associated Screen News photographer, spent a few days here taking shots of the annual Pacific Northwest golf tournament.*

# MARITIMES

EXCEPTION is taken to an illustrated article appearing in a recent issue of BOXOFFICE concerning the man believed to be the only theatre manager in Canada presented to Their Majesties during the Royal Visit. Norman W. Mason, manager as well as owner of the Academy and Roseland theatres, New Glasgow, N. S., was not only presented to the King and Queen but, as mayor of the town, welcomed them to New Glasgow. Being a bachelor at the time, Mason requested the president of the local Council of Women, Mrs. Stewart, to act as hostess and it was she who presented a bouquet to Queen Elizabeth.

*Herman Shawn has arrived in Saint John from Toronto to take over the position of office manager and booker with the Maritime Film Co.*

The theatres in this territory are not particularly pleased with the warm summer weather as the sole idea of the majority of persons seems to be to get to the country and enjoy the out-of-doors as much as they possibly can.

*Recent visitors to Filmrow included Mr. and Mrs. J. V. McLaughlin, Newcastle, N. B.; Mr. and Mrs. J. A. Williams, Chipman, N. B.; T. J. O'Rourke, Minto, N. B., and Carl Nelson, Parrsboro, N. S.*

Norman W. Mason, theatre owner of New Glasgow, N. S., joined the ranks of the benedicts on July 3 when he was united in marriage to Jennie Colena MacGillivray at Truro, N. S. Mr. and Mrs. Mason are spending their honeymoon visiting Boston, New York and other American cities.

*The distributing companies have resumed selling, with reservations, in the Province of Nova Scotia. Should the amendment to the Theatres, Cinematographs and Amusements Act adopted by the legislature at the last session be proclaimed, all new contracts shall, at the option of the distributor, be null and void and of no effect. Needless to say, more than one branch manager will be pleased to be traveling that territory again.*

## An RCMP Research Chore Brings DeMille Aides

REGINA, SASK.—Seeking material for the next production on the schedule of Cecil B. DeMille for Paramount, a story based on the Royal Canadian Mounted Police, W. H. Pine, associate producer, and Frank Calvin, in charge of research on story construction, were visitors here.

Leaving Calvin behind, Pine went on by Trans Canada Airlines to Calgary and the west after a few days. He flew here from Ottawa where he also was busy gathering information.

## Plane, Arms Manufacture Booms Ontario Centers

TORONTO — Industrial expansion on a large scale in several centers of Ontario with the establishment of large plants for the manufacture of munitions, including airplanes and metal products has brought impetus to the local amusement business.

## Two Feature Pictures of Royal Tour Authorized

MONTREAL—Authorization has been given by the Dominion government to Captain Frank Badgley of the motion picture bureau to proceed with production of two feature length pictures, one to be in color, of Their Majesties' recent visit to Canada and the United States.

The regular film will be available for use in theatres and schools, not only in Canada, but in other parts of the Empire. The color film will be used for more specialized purposes. The bureau staff and other photographers took about 80,000 feet of film during the tour. This will be cut to about 6,000 feet for the feature length picture.

The bureau is being deluged by letters from Canadians all over the Dominion, making inquiries about securing this or that picture of the King and Queen that may have been reproduced in some newspaper or other.

### Extends William Frawley

HOLLYWOOD—The acting contract of William Frawley has been extended by Paramount.

# VANCOUVER

FAMOUS PLAYERS theatre managers of British Columbia are making preparations for that trek to Niagara Falls, Ont., to attend their company's convention, July 24, and will have a car, or two, to themselves as there will be about 30 from this province and more picked up along the road. Frank Gow probably will not leave Vancouver with the rest, as he may go earlier, to join them at the Falls.

*Leon Shelly, Screenadz, has entered the field of shorts with "Behind the Headlines," showing the buildup of a newspaper story from the time it breaks to its distribution to the public by newsboys. Shot partially in a local newspaper office and on the city's streets, with local men as characters, the presentation was well received and should be of interest to audiences everywhere who generally have only a vague idea of the "how" of news.*

Bob McEwan, Star Theatre, has elevated his chin by several degrees since he made a hole-in-one. Bob, his brother, George, Music Box; Frank Boothe, Dunbar, and Art Grayburn, manager of the Booking and Buying circuit, have been doing some consistent, and persistent, work on the greens, and would ably defend Filmdom's reputation on the links.

*Tom Shields, Olympia Theatre, has booked a wedding, but it will be a private affair with his daughter playing the principal role . . . Nat Levant, Columbia Pictures, came back from the Island tanned and with a satisfied smile, as the trip was strictly business which apparently was quite satisfactory to Nat.*

L. A. (Sonny) Allen has received a print of "Mayerling," of which he expects great things, but says it will probably be held over until the start of the fall season.

# WINNIPEG

HOT summer weather with crowds out at the beaches and traveling has brought a slump in the theatre business in the city.

*With the coming of the dog days exchange men are opening summer residences at the beaches, forsaking the heat of the city for a weekend breathing spell.*

Of interest to showmen was the arrival in the city during the week of a company of Negro dancers who appeared in the films, "The Big Broadcast of 1936" and "A Day at the Races." Headed by Marty May, the group passed through Winnipeg as members of the Hollywood Hotel Revue, on their way to New York. The troupe of 59 has just completed a year's tour of Australia, New Zealand and Honolulu under the leadership of Robert Barre. Speaking of the trip, Barre said the review had been well received at every theatre they had played. The only rub was that in New Zealand they had to leave their money behind because of regulations which stated that money made in New Zealand must be spent there.

*Harold Bishop of the Capitol, who has been vacationing in California, returns to the job this week. Nestor Novak has been carrying on in the meantime.*

E. Zorn, the new Famous Players district manager, has assumed his new duties here . . . F. H. Kershaw is now general manager at Western Theatres . . . Nathan Rothstein, back from Kenora, Ont., left on an inspection tour of the circuit.

*Sam Lexier of LaSalle Recreations was here . . . Calgary visitors to Winnipeg included K. M. Leach, Strand; J. B. Barron, Grand, and John Huzza . . . Mrs. D. Rosen, Empire, and daughter are in Toronto for the summer holidays.*

Hy Swartz, Empire, has taken up summer residence at Winnipeg Beach . . . Harry Kohen, Warners, went to Calgary . . . Lou Geller has joined the Exchange Club.

*Vic Hammond, Boissevain, and Dave Oliver, Gladstone, were visitors . . . Sam Karby is now general manager of the Zaitzow circuit . . . Jack Zaitzow and family are holidaying in California.*

Dave Brickman, Paramount manager, won a record daily double . . . Leslie Plottell, RKO salesman, has been promoted to the Toronto branch. His many friends wish him the best of luck . . . Meyer Markinson, formerly booker at RKO, is now a salesman.

*J. P. O'Loghlin, 20th-Fox general manager, visited here, renewing many friendships . . . All UA employes are very happy about winning bonuses for surpassing their sales quota for the year. Congratulations to Manager Dave Griesdorf!*

Roselle Ginsberg of Grand National has married Dave Rosmond, a former theatre manager now in charge of a large clothing concern in Winnipeg. The pair honeymooned in Minneapolis, Chicago and points thereabouts.

**United Artists (——) 120 Minutes Rel. Aug. 18, '39**

The inspired violin of Jascha Heifetz and the noteworthy talents of the Peter Meremblum California Junior Symphony orchestra combine to make this Samuel Goldwyn production a rare film treat for music lovers. For those who relish their entertainment with less artistic proportions there is a human and interest-sustaining story and an impressive cast headed by Joel McCrea, Andrea Leeds and Walter Brennan. Unfortunately, however, the motivation provides little outlet for the work of this established star trio, the Thespic chore resting largely on the shoulders of Moppet Gene Reynolds. Story deals with a tenement district music school which runs into financial difficulties with its program of offering free instruction to poor children. Faced with collapse, the school is saved when Heifetz steps in and conducts a concert with the children as musicians. Archie Mayo directed.

**Jascha Heifetz, Andrea Leeds, Joel McCrea, Gene Reynolds, Walter Brennan, Porter Hall, Terry Kilburn.**

## *They Shall Have Music* F Drama With Music

**Warner Bros. (——) 82 Minutes Rel. Aug. 20, '39**

Featuring some authentic shots of the Memorial Day racing classic at Indianapolis, this should provide adequate entertainment for the average film fan and a profitable gross for the exhibitor. It contains an assortment of thrills, including a couple of fist fights and eight on-screen auto crashes. The story is thinly worn from use. George O'Brien tries to keep his kid brother, John Payne, in college, out of racing, and away from Ann Sheridan. Failing in all three, he seeks revenge on the track, with Frank McHugh, O'Brien's buddy, the unintended victim of a crash. In the end, however, the brothers, managing to bury differences, ride to victory in the big race. O'Brien's performance is, as usual, sincere, while Gale Page, his girl friend, is a pleasing eyeful, although a bit plump. Lloyd Bacon directed.

**George O'Brien, Ann Sheridan, John Payne, Frank McHugh, Gale Page.**

## *Indianapolis Speedway* F Racetrack Drama

**Republic (867) 57 Minutes Rel. June 21, '39**

Inspired by recent headlines, the Three Mesquiteers headed by John Wayne are giving a vehicle which affords them plenty of opportunity to keep things moving at a rapid pace. Loads of action and some particularly fine photography characterize the proceedings. The Three Mesquiteers help smash a political relief racket which has victimized numerous members of the community. The action, however, revolves around the person of Donald Barry who turns in an impressive performance as the young lad forced into becoming an outlaw because he doesn't believe people should go hungry in the midst of plenty. He starts by killing game on the preserve when his family is starving and then kills the man responsible for his father's plight, Barry will probably be rating more attention on the Republic lot. George Sherman directed.

**John Wayne, Ray Corrigan, Raymond Hatton, Donald Barry, Adele Pearce, Le Roy Mason, Charles Middleton.**

## *Wyoming Outlaw* F Western

**Metro (——) 87 Minutes Rel. July 21, '39**

This is No. 7 in the successful and popular series—and it is a natural in effect as well as numerically; amply endowed to completely satisfy Hardy Family fans and to win new ones, provided there remain among motion picture patrons some who have not already capitulated to the entertainment magic which lies in the adventures of the benevolent judge and his clan. Possessing the same warmly human qualities which distinguished the preceding sextette, the most recent probably may be catalogued as second only to the record-shattering "Love Finds Andy Hardy." As usual, Master Mickey Rooney purloins the Thespic honors. A play within a play—he being the hero of the annual high school dramatic presentation—affords his talents a splendid opportunity to run their wide gamut. Directed by W. S. Van Dyke II.

**Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden, Ann Rutherford, Sara Haden, Helen Gilbert.**

## *Andy Hardy Gets Spring Fever* F Comedy

**Warner Bros. (324) 69 Minutes Rel. June 17, '39**

An abundance of action and excitement in simple, familiar settings make this just the food the suburbans and family houses thrive upon. This unit in the series has the tenacious Nancy, played by Bonita Granville, helping her lawyer-father, and in turn being helped by her boy friend, over the protests of both, unearth the murderer of a farm neighbor her uncle is accused of killing. The unearthing is done on a farm, too, but is nearly foiled when the man they are hunting arranges to leave Nancy and her boy friend in a plane from which the pilot has baled out. The maneuvers that follow when the youngsters attempt to land the plane, save uncle and save their own necks will have more than just your adolescent patrons indulge in excited squealing. A pleasant auxiliary to the plot is the romance of Nancy's father with a charming neighbor who overcomes Nancy classifying her as "that woman." Wm. Clemens directed.

**Bonita Granville, Frankie Thomas, John Litel, Charlotte Wynters.**

## *Nancy Drew, Trouble Shooter* F Comedy Melodrama

**Paramount (——) 63 Minutes Rel. July 14, '39**

A child of one of Paramount's weaker production moments, this collegiate comedy is distinguished for its utter lack of humor and acceptable campus atmosphere. Which shortcomings, coupled with the fact that the cast boasts no established marquee names, presage that, with all but the juvenile trade, it will encounter tough rowing—which, incidentally, is the sport on which it hangs its meager and technically defective story. Betty Grable and John Hartley are featured. Hartley, son of a financier whose endowments keep the gates open, is a hero but finds himself in a quandary trying to decide whether his popularity is self-earned or because of the paters bankroll. A climactic shell race with all of the rubber-stamp buildup dissipates his bewilderment. Nick Grinde directed.

**Betty Grable, John Hartley, Donald O'Connor, Jackie Coogan, Dorothea Kent, Joyce Mathews, Peter Hayes.**

## *Million Dollar Legs* F Comedy

**RKO (——) 70 Minutes Rel. July 28, '39**

The retribution that comes to a successful criminal lawyer makes for fairly plausible courtroom drama in addition to affording Lee Tracy an actor's field day. Tracy acquits himself nobly in a role in which he is more restrained and less voluble than heretofore. He makes the character a pleasant and sympathetic one. In this, he wins an acquittal for a client, Patric Knowles, who has committed murder. Knowles in order to protect his future wins the heart of Tracy's daughter, Barbara Read. When they elope, Tracy follows them and kills Knowles. Tracy then defends himself and although he is convicted, it is plain the court will be lenient and Tracy has scored a moral victory. Interest is well-sustained throughout, with some good acting by the supporting cast. Jack Hively directed.

**Lee Tracy, Barbara Read, Patric Knowles, Allan Lane, Morgan Conway, Linda Hayes, John Laird, Pierre Watkin.**

## *The Spellbinder* F Drama

**Republic (856) 55 Minutes Rel. June 23, '39**

Efforts of outlawry to gum a possible peaceable settlement of California by Americans after its annexation to the United States forms the basis for this Roy Rogers frontierer. Himself a friend of the Spanish and fronting for the migrating Americans, Rogers is placed in an embarrassing position by raids of American renegades, who act under tips from one of the Dons' vaqueros. The Spanish see no difference in the Americans, view them all with hatred as a result of gunnings and robberies, which keeps Rogers busy whitewashing. It's a fairish screenplay by Norman Houston and Gerald Geraghty, with satisfactory direction by Joseph Kane. Romancers are Rogers and Mary Hart, with comedy byplay from George Hayes.

**Roy Rogers, Mary Hart, George Hayes, Jack LaRue, Katherine DeMille, Frank Puglia, Harry Woods, Ethel Wales.**

## *In Old Caliente* F Western

**Domino (SR) 56 Minutes Rel. ————**

A Negro picture that qualifies as standard entertainment for Negro audiences. It purports to portray conditions in Harlem, but it is simply a story about the law and racketeers. Interlinked in the delineation of the plot are musical numbers with Jackie Ward singing the picture's theme song rather effectively. Production standards are not very high, with the script and acting on a comparable basis. The story is about a chemist who unearths the facts concerning the injurious quality of low-priced canned goods. He is framed by a prominent racketeer and sent to jail. The chemist's wife, Nina Mae McKinney, and a faithful lawyer friend, Stanley Harrison, stick by until they get the racketeer to betray himself. Percy Verwayne is the head mobster, with Lionel Monagas as the framed chemist. Produced and directed by Arthur Leonard.

**Nina Mae McKinney, Jack Carter, Percy Verwayne, Jackie Ward, Lionel Monagas, Pearl Bains.**

## *Straight to Heaven* F Drama With Music

**SELLING ANGLES:** **"Wyoming Outlaw"**

Although no specific mention is made, the film derives most of its story inspiration from the recent news stories concerning the outlaw in Wyoming who was killed by a posse after a long chase. A collection of those newspaper clippings will make an interesting montage for the lobby. The outlaw angle can be emphasized by the distribution of novelty reward posters that carry Barry's picture. Don't overlook the drawing power of the Three Mesquiteers and give prominent mention to the fact that Raymond Hatton has joined the trio. His performance in RKO's "Career" could be cited.

**CATCHLINES:**

Gangland Drives an Innocent Man to Crime.

Introducing a New Mesquiteer . . . Raymond Hatton.

**SELLING ANGLES:** **"Indianapolis Speedway"**

Campaigns should be built around the 500-mile auto classic held each year at Indianapolis, which has a vast established following. Use blowups of stories of this year's race, which took one life and got front page coverage in newspapers across the country. Cooperate with officials of safe driving organizations by exhibiting a wrecked car in front of the theatre. Marquee names are O'Brien, Sheridan and McHugh.

**CATCHLINES:**

An Authentic Record of the World's Greatest Speed Classic at Indianapolis!

A Bossy Big Brother Gets the Surprise of His Life When He Finds His 'Kid' Brother Has Grown Up!

**SELLING ANGLES:** **"They Shall Have Music"**

Hinge your exploitation campaign on the name of Jascha Heifetz, world-renowned violinist. Tie up directly with classes in music appreciation at local schools and promote a contest for student violinists on the theatre stage, with a "Heifetz" trophy going to the winner. Mount a huge compo-board violin above the marquee. Through the cooperation of music stores and antique shops, prepare a lobby display of rare and valuable musical instruments. Use the names of Joel McCrea, Andrea Leeds and Walter Brennan on the marquee in addition to that of Heifetz.

**CATCHLINES:**

Thrill to This Glorious Musical Treat . . . With the Matchless Jascha Heifetz Making His First Screen Appearance.

Music With a Soul . . . As Only Jascha Heifetz Can Play . . . Combine With a Warm, Tender Story . . . To Make This Outstanding Entertainment.

**SELLING ANGLES:** **"Million Dollar Legs"**

Use the title in a lobby easel display built around famous "million-dollar legs"—such as those of Eleanor Powell, Babe Ruth, Fred Astaire, Marlene Dietrich, and any others that might occur. Strive for a collegiate atmosphere in the lobby, bedecking the marquee with pennants and scattering athletic trophies, borrowed from nearby schools, around the foyer. If yours is a college town, broadside the campus with throwaways and promote a "Million Dollar Legs" contest among local coeds.

**CATCHLINES:**

Eight Men in a Boat . . . Rowing for Dear Old Middleton in a Spirited Story of a Thrilling Collegiate Sport.

It's Bubbling Over With the True College Spirit That Will Make You Young Again.

**SELLING ANGLES:** **"Nancy Drew, Trouble Shooter"**

Getting in touch with your Nancy Drew Club, or organizing one if none exists, provides an immediate host of patrons. The important airplane sequence in this picture makes an airplane model building contest and drawing exhibit a natural. Put the entries on display in the lobby during the showing. Scenes in a hot house and florists' shop will certainly find still space for you in any florist's window. A young girl, dressed in overalls, walking through the streets carrying a paper-stuffed tool kit, with a few tools on top, and the kit bearing the picture's title will make an effective street bally. A sign on the girl's back can give further data as to the picture and time.

**CATCHLINES:**

She's Got Cupid on Her Mind and a Killer on Her Trail!

It Was Just a Quiet Vacation With the Cows and Chickens . . . Until the Corpses and Cops Appeared.

**SELLING ANGLES:** **"Andy Hardy Gets Spring Fever"**

Build your exploitation campaign along the lines used in previous "Hardy Family" pictures. Mickey Rooney should be the center of attraction in lobby displays and advertising. Construct a lobby "portrait gallery" of the Hardy clan. Contact merchants on tieups for sales of furniture, dishes, etc., for family consumption, each bearing the Hardy's endorsement. Prepare throwaways as medicinal capsules, into each of which are rolled small circulars declaring the picture is a "prescription for that sluggish feeling."

**CATCHLINES:**

You'll Howl With Delight at the Latest Escapades of the Hardy Family's One-Boy Riot . . . Who's at His Bubbling Best.

More Glorious, Human Entertainment . . . With America's Favorite Family . . . The Hardys.

**SELLING ANGLES:** **"Straight to Heaven"**

Top billing should go to Miss McKinney, who is well-known among Negro audiences. There is an original music score written especially for the picture which can be exploited. Recordings of the title song, "Straight to Heaven," should be played as an exit march well in advance of the picture. A music store display can be arranged featuring the tunes from the film. All colored organizations should be notified. Heralds should be distributed throughout the Negro section of the community, if there is one.

**CATCHLINES:**

"Lucky John," the Scourge of Harlem, Ruling With an Iron Hand.

Bringing Harlem to You . . . With Action and Songs to Delight All.

**SELLING ANGLES:** **"In Old Caliente"**

The Roy Rogers-Mary Hart screen team is now fairly well established with western fans and should be sold even further in this tale of the west's winning. Rogers is a prime juvenile subject, because he's younger than most of the hoss opera boys. Tieups in kid departments, or any place youngsters are apt to cast eyes, should be grabbed off. Rogers is also a singer, suggesting music counters in the five-and-dimeries, plus a spread in any guitar window displays in the music stores. Since none of the tunes in "Caliente" are particularly catchy, emphasis should be on all the better Rogers ditties which have gone before.

**CATCHLINES:**

Seeking Honest Hospitality of the New West, Renegades of His Own Race Sought to Stab Him in the Back.

The Pioneer Trail to California, Blazed in Blood of the Innocent.

**SELLING ANGLES:** **"The Spellbinder"**

Since the film concerns itself with a criminal lawyer and his questionable ethics, an attempt should be made to plant a symposium in your paper in which prominent lawyers are asked to write on the following question: "Is a Lawyer Duty-Bound to Protect a Client's Confidence Even If He Is a Murderer?" Officers of the local bar association should be invited to the opening with invitations to comment. Lee Tracy is the star to sell and his name should be marqueed. A large cutout of Tracy should be placed in the lobby well in advance of the picture.

**CATCHLINES:**

When Should a Lawyer Tell on a Client?

He Went to Jail Rather Than See His Daughter Married to a Man He Defended for Murder.

# Short Subject Reviews

## Riding the Crest

*RKO* (Sportscope) 9 *Mins.*

A beautifully filmed subject of surfboarding at the famous Waikiki Beach. The amazing ease in which the natives handle the surfboards through the giant combers makes for a splendid subject. It is a worthwhile addition to any program.

## Miracles of Modernization

*Federal Housing Authority* 8 *Mins.*

Here is a swell break for exhibitors. This interesting subject in Technicolor which illustrates the benefits of a FHA insured modernization loan is being distributed free to exhibitors. RKO Pathe's commercial department has done a fine job with a subject that will concern home owners and those who would like to have their own homes. The short starts off with some splendid shots of the Fair, with considerable attention devoted to the Federal Building. Then it switches to illustrations of the physical wonders that can be accomplished in homes by modernization loans.

## Farewell Vienna

*Paramount* (Paragraphic V8-11) 10 *Mins.*

All true music lovers will find this symphonic tidbit an impressive respite from the usual run of instrumental reels. It embraces but one number, an original composition by Frederick Feher, who also directs the 122-piece National Philharmonic Orchestra that renders it. The piece obviously attempts to capture the lilting waltz mood that characterizes Viennese music. It is played beautifully and, while not particularly distinguished, imparts a certain nostalgia for the once gay city it seeks to immortalize.

## Unusual Occupations

*Paramount* (18-6) 10 *Mins.*

Photographed in Cinecolor, this subject embraces a few bits that are truly unusual. There's an Akronite who makes those giant rubber balloons in the form of animal figures, an amazing armless Mexican who weaves baskets with his feet, a man who sews portraits with needle and thread instead of paint and brush, an enterprising Hawaiian youngster who polishes women's toe nails, a country doctor who uses a plane to get to his patients and Fritz Leiber's dabbling in sculpture.

## Watch Your Step

(Grantland Rice Sportlight)

*Paramount* 10 *Mins.*

There is a lot of amusing business in this subject that treats with the walking and running strides of human beings and animals. There's not much more to it than a heap of stock shots that show the gaits, some in slow motion, of race-walkers, service men, prisoners, a midget and giant, a toddling youngster, and a large portion of animals, from trained trotting horses to the waddling panda.

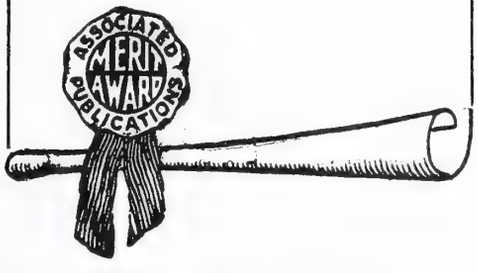
## SHORT OF THE WEEK

### 'The Movies March On'

**(March of Time, Vol. 5, No. 12)**

**RKO** **20 Mins.**

**This is an excellent subject from any and all angles. While it does an outstanding institutional job on behalf of motion pictures at large, it achieves this important objective with no sacrifice of dramatic entertainment. The keynote is the opening of the new building housing the Museum of Modern Art in New York and, in quick highlight, tells of the work done by this foundation in establishing a proper and authenticated historical background for the industry. Then it delves into flashes of notable pictures down through the years and ends with quick shots of industry leaders at their desks and at work. The impression, sought for and attained, is that this industry is important in its scope and serious in its intent. It should do a great deal of good for all concerned.**




## Rhythm on the Reservation

*Paramount* (Fleischer Cartoon) 7 *Mins.*

There should be fun for young and old in this subject that finds Betty Boop and her truck of musical instruments in the midst of an Indian reservation. The Indians take hold of the instruments and perform all sorts of motion other than what they are intended for. Betty soon takes them in hand, however, and has them jitterbugging all over the lot.

## Ghosks Is the Bunk

*Paramount* (Fleischer Cartoon) 7 *Mins.*

Although Popeye claims not to be afraid of ghosts, he is soon made out to be a fibber in this amusing cartoon. Bluto frames him into visiting a deserted house, and then puts on an act that has the sailor man very much on the jittery side. But Popeye employs a thick layer of invisible paint and soon has Bluto on the receiving end of some nasty uppercuts, etc.

## World of Tomorrow

*RKO* (Reelism) 9 *Mins.*

An armchair view of the World's Fair. Audiences will get a good idea of the tremendous scope and the breathtaking beauty of the World of Tomorrow. It proved interesting enough for members of the audience at the Radio City Music Hall to break out in applause when their respective state exhibits were shown on the screen.

## Swinguette

*RKO* (Reelism) 9 *Mins.*

Showmen can capitalize on this by a little exploitation. It shows the Arthur Murray dancers demonstrating some group numbers. The most outstanding and probably the one which will be widely circulated is the "Koky Koky," a simple dance with lots of rhythm.

# NEWSREELS

**TUESDAY, JULY 4**

**Movietone News, No. 85:** The Tientsin crisis; Royal couple return home; Boy Scout day at the Fair; strawberry country; new army gun; Monteiro watches U. S. air might; boy's state election at Illinois fair; Lew Lehr; football; shark fishing, and stunt diving.

**News of the Day, No. 283:** Royal couple welcomed home; R. F. D. on the wing; Tientsin crisis; G-Man chief addresses Boy Scout rally; new army gun; unique football dummies; fencing, and stunt diving.

**Paramount News, No. 96:** U. S. fleet arrives on the coast; Indiana hails McNutt; transatlantic service; G-Man chief addresses Boy Scouts; Suzie, trained gorilla; new army gun; Royal couple welcomed home.

**RKO Pathe News, No. 100:** Royal couple welcomed home; U. S. fleet takes San Francisco; Scouts take mass oath; Chamberlain denies "encirclement;" musical mounties drill at Fair; new army gun, and premiere of "Career."

**Universal Newsreel, No. 785:** Royal pair welcomed home; fleet arrives at Golden Gate; plebes take military oath; Boy Scout day at the Fair; marble champs vie for crown; Indiana hails McNutt; fencing, and old jalopies in race.

**THURSDAY, JULY 6**

**Movietone News, No. 86:** Fleet anchors at Golden Gate; French fleet holds maneuvers; Franco visits birthplace; Dixie Clipper lands at Marseilles; Chamberlain warns aggressors; Paris fashions; Pacific yacht race starts; harness racing; National A. A. U. meet; horse racing, and fans roar tribute to Lou Gehrig.

**News of the Day, No. 284:** Chamberlain warns aggressors; British conscripts; Roosevelt against arms embargo; Indiana hails McNutt; Paris Grand Prix; advance tips on fall hats; titles topple at National A. A. U. meet; fans pay tribute to Lou Gehrig; auto racing, and Pacific yacht race starts.

**Paramount News, No. 97:** National A. A. U. meet; stock car derby; Pacific yacht race starts; Louisiana state prexy returns under arrest; French fleet in maneuvers; the refugee problem; health drive uses floating hospital, and fans pay tribute to Gehrig.

**RKO Pathe News, No. 101:** Fans pay tribute to Gehrig; Roosevelt against arms embargo; French fleet in maneuvers; Louisiana State prexy returns under arrest; harness racing; Pacific yacht race starts; stock cars race, and fire razes London block.

**Universal Newsreel, No. 786:** Roosevelt against arms embargo; fans honor Gehrig; French fleet in maneuvers; fire razes London block; health drive uses floating hospital; Louisiana State prexy returns under arrest; wooden swim suits; colorful church rites; harness racing; Chinese girls try bowling; horse racing, and yachts begin Honolulu race.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY,* **BOXOFFICE, 4804** *E. 9th St., Kansas City, Mo.*

## B

**BACK DOOR TO HEAVEN (Para)**
A very poor picture that might have been better if shortened. No draw. Tuesday. Admission: 25-10. General patronage. Population: 3,100. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**BLACKWELL'S ISLAND (FN)**
Had heavy rainstorm five minutes before starting time, rained all night, yet did good business on this. Appealed especially to men. Wed., Thurs. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**BLACKWELL'S ISLAND (FN)**
Just another prison picture with a better than average story and cast. Packed in the CCC boys and equals on Cash Day. Tuesday. Weather: Fair. Admission: 35-15-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Camden Theatre, Camden, Me.

**BORDER G-MAN (RKO)**
George O'Brien good. Am picking up several of his. Fri., Sat. Weather: Good. Admission: 35-15. General and farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**BORDER G-MEN (RKO)**
Average western, which pleased. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town, rural patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

**BOY FRIEND (20th-Fox)**
Better draw than Shirley Temple, but her (Jane Withers) pictures are so cheap and lacking in cast that I'm afraid each one will do worse than the one before. Why doesn't Fox spend on her? Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Majestic Theatre, Milford, Ill.

**BOY TROUBLE (Para)**
Fair program picture. Business below average. Wednesday. Weather: Good. Admission: 25-10. Small town patronage. Population: 700. Capacity: 200.—Charles F. Dearman, Fox Theatre, Smithville, Tenn.

**BOY TROUBLE (Para)**
Just fair picture and even with Charles Ruggles no drawing power. Wed., Thurs. Weather: Good. Admission: 35-15. General and farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**BURN 'EM UP O'CONNOR (M-G-M)**
Pretty good action picture which failed to draw. Admission: 20-10. Rural patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

## D

**DARK VICTORY (FN)**
Everyone gives Bette Davis credit for being very good, but according to the remarks of the patrons I think she has scored a real hit with the public in "Dark Victory." A fine picture. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**DEVIL'S ISLAND (WB)**
Fair. Will please the men, but I can't live without the women. Tues., Wed., Thurs. Weather: Good. Admission: Two for 35 and 10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**DODGE CITY (WB)**
Others say it was great. Just another western in color to help it out, but action drags in spots. Nothing big like "Jesse James." Just about half a boxoffice. Wed., Thurs., Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Majestic Theatre, Milford, Ill.

**DODGE CITY (WB)**
This is one of the best. 100 per cent satisfactory comment. Business good. Need we say more? Wed., Thurs., Fri., Sat. Weather: Clear. Admission: 25-10. Rural patronage. Population: 600. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

## E

**EAST SIDE OF HEAVEN (Univ)**
A little better Bing Crosby undertaking than usual. Sandy, the child star, makes a big hit with the audience. Picture should do good business as it proved it to us. Sun., Mon. Weather: Cloudy. Admission: 25-20-10. Family patronage. Population: 152,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

## F

**FIVE CAME BACK (RKO)**
A bang-up, workman-like piece of shadow craft. Audiences will leave this entirely satisfied. It is not the most expensive production of the decade, but it is absorbing entertainment anyway. From start to end it builds toward a climax and does not swerve from its purpose. The ending uncorks a house full of tense excitement. Thursday. Weather: Cloudy-hot. Admission: 40-30. General patronage.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**FLYING IRISHMAN (RKO)**
A fair Sunday gross—below average. Corrigan is no doubt a daring young man in the air, but no actor. Sun., Mon. Weather: Warm. Admission: 25-10. Rural patronage. Population: 600. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**FLYING IRISHMAN (RKO)**
Interesting biography, but who will pay for that these days? Punk entertainment. Sun., Mon., Tues. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

## G

**GRACIE ALLEN MURDER CASE (Para)**
Very funny at one moment and very exasperating at the next. Just a little too much Gracie Allenatics for drawn out consumption. But this film has a swell trailer to pre-sell it, which promises a good deal more than the show actually delivers. Wednesday. Weather: Rain-warm. Admission: 40-30. General patronage.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**GIRL FROM MEXICO, THE (RKO)**
A snappy, laughable lightweight show. The stars make a lot out of the little they had to work with. Lupe Velez still has her old pepper that makes her good relief from the screen's glamour gals. Business wasn't big, but substantial. Plus a good cooling system this makes acceptable entertainment for summer. Friday. Weather: Hot-clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## H

**HOTEL IMPERIAL (Para)**
Another palooka from Paramount. No one liked it so I shipped it back on Sunday night. Sunday. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

## I

**I'M FROM MISSOURI (Para)**
Not as good as Burns' last picture and not the business. Sat., Sun., Mon. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 206.—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

## J

**JUAREZ (WB)**
Very good entertainment of an impressive nature. If it could have played in any season except summer it would probably have impressed many more shekles into the cash drawer. It was a let down for the Bette Davis fans and a lull for the Muni fans, as Brian Aherne walked off with the show. Mon., Tues. Weather: Hot-clear. Admission: 40-30. General patronage.—Tom McCaskey, Williamsburg, Va.

**JUST AROUND THE CORNER (20th-Fox)**
Although I believe Shirley is losing popularity, this is a grand picture. They still like her here. Thursday. Weather: Good. Admission: 20-10. Small town patronage.—L. B. Rockett, Wahoo Theatre, Dubach, La.

## K

**KID FROM TEXAS (M-G-M)**
The type the average theatre-goer likes—snappy comedy drama. Summer resort patronage. Population: 1,100. Capacity: 300.—E. C. Arehart, Strand Theatre, Milford, Ia.

**KING OF THE TURF (UA)**
A fine picture but lacks drawing power. Very bad business two days. Picture seems not to advertise even for itself for second day. Although Adolphe Menjou is very good he needs good support for boxoffice receipts. Wed., Thurs. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

## L

**LADY AND THE MOB, THE (Col)**
Not so hot. In fact, we did the smallest business in weeks on it and it didn't please those who came. Why give Fay Bainter such a role? Wed., Thurs. Weather: Fair. Admission: 600. Capacity: 300.—Horn & Morgan, Inc., Star Theatre, Hay Springs, Neb.

**LAST WARNING (Univ)**
Very good "Crime Club" mystery. Kept the audience mystified until the end. Played on double bill. Fri., Sat. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**LET US LIVE (Col)**
Very fine dramatic story, but why do they make the officials so dumb? Why any district attorney would be so obstinate is more than we can understand. He didn't get half of what was coming to him. Wed., Thurs. Weather: Fair. Admission: 30-25-20-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star Theatre, Hay Springs, Neb.

**LOVE AFFAIR (RKO)**
Excellent romantic drama—especially liked by the fair sex. Many handkerchiefs displayed at the close of the picture. Wed., Thurs. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**LUCKY NIGHT (M-G-M)**
Did a big business here but couldn't say it was a big picture as the plot slipped somewhere and missed. It'll please 60 per cent though. Thurs., Fri. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 280.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark.

## M

**MAISIE (M-G-M)**
If Metro doesn't follow up on this one with a "Maisie" series, it will be a mistake. Ann Sothern steps out to swing her role and the picture right down the alley to boxoffice success. The customers ate her stuff up raw, and were right in the palm as sexy Maisie turned on the steam. Let's have another Maisie, and forget Will Hays once. Saturday. Weather: Hot, clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**MAN FROM MUSIC MOUNTAIN (Rep)**
Betty than usual Autry with less than usual business. Fri., Sat. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 206.—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

**MAN OF CONQUEST (Rep)**
A fine picture of the epic type that has plenty of action, but still gives the impression of being very slow in tempo. It failed to click here, but those that did come enjoyed the picture. An injection of humor would have spiced it up and helped to take the sags out. Business sub-normal. Mon., Tues. Weather: Clear-warm. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**MIDNIGHT (Para)**
After her flop in "Zaza" Colbert made a great comeback in this show. It was hard to get the customers in, but they sent their friends back for the next show. Sun., Mon. Weather: Fair. Admission: 35-25-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Camden Theatre, Camden, Me.

## N

**NANCY DREW, REPORTER (WB)**
Had the audience in an uproar—plenty of suspense and thrills. Played on double bill. Fri., Sat. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**NEVER SAY DIE (Para)**
Just a fairly good comedy that drew very well. Martha Raye still good draw if given half way decent picture. Sat., Sun., Mon. Admission: 25-10. General patronage. Population: 3,100. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

## O

**ONLY ANGELS HAVE WINGS (Col)**
A good show with plenty of cast strength and a generous portion of spectacle. However, patrons here did not like Grant in his role, nor did they stand amazed at the spectacle. Business was slow and so was the story. Thurs., Fri. Weather: Warm. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## P

**PACIFIC LINER (RKO)**
Not so good. Played the March of Time with this one and lost money on it. If you don't have to take it you're better off without it. Sat., Sun. Weather: Good. Admission: 30-20-10. Small town patronage. Population: 800. Capacity: 300.—John Nuwkoop, Memorial Hall Theatre, Belfield, N. D.

**PAINTED DESERT (RKO)**
Better than average western, plenty of action, good drawing power. Fri., Sat., Sun. Admission: 25-10. Small town, rural patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

## R

**RASCALS (20th-Fox)**
Did good business on this. Jane Withers better than ever. Above average Friday-Saturday business. Weather: Fair. Admission: 35-15. General and farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**ROSE OF WASHINGTON SQUARE (20th-Fox)**
Should do business. Old as well as young folks will approve of it. Al Jolson's comeback in dark face excellent. Sun., Mon. Weather: Hot. Admission: 25-20-10. Family patronage. Population: 152,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

**ROUGH RIDERS ROUNDUP (Rep)**
Very good for one weekend customers. Enjoyed nice business. Fri., Sat. Weather: Fair. Admission: 30-15. Rural patronage. Population: 2,000. Capacity: 500.—Harland Rankin, Plaza Theatre, Tilbury, Ont.

## S

**STAGECOACH (UA)**
Excellent outdoor drama. Lacked star names, but pleased everyone. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**SUDDEN MONEY (Para)**
Good first feature on double bill. Enjoyed by our Saturday crowd. Fri., Sat. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**SUNSET TRAIL (Para)**
Best liked of any of the Cassidy westerns. Fri., Sat. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

## T

**TARZAN FINDS A SON! (M-G-M)**
Just as much adult appeal as children and opened to better evening than matinee business. Full of action and thrills—makes an elderly person feel young. Best of Tarzans.—This opinion was submitted by Harry F. Shaw, Loew-Poli division manager out of New Haven.

**TARZAN FINDS A SON! (M-G-M)**
A good Tarzan yarn that everybody liked. It is a definite "lifter-upper" that is very welcome in this seemingly endless dearth of entertainment. The ending is botched up and the speeded up action scenes are too, too obvious, provoking scornful laughter. Skipping the flaws it is exciting action fare. Saturday. Weather: Clear-warm. Admission: 40-30. General patronage. Population: 3,500.

**TORCHY BLANE IN CHINATOWN (FN); TOM SAWYER, DETECTIVE (Para)**
They came out to see these two pictures, and guess it was the kids' trade that brought others with them. It was bargain night and they thought perhaps they could risk a quarter. Tuesday. Weather: Fair. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

## U

**UNION PACIFIC (Para)**
Good picture; good business. Paramount has had very few good money-getting pictures this season and this is one of them. Sun., Mon. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**UNMARRIED (Para)**
Buck Jones western fans brought in a good crowd to see it on bargain night. Summer resort patronage. Population: 1,100. Capacity: 300.—E. C. Arehart, Strand Theatre, Milford, Ia.

## W

**WINGS OF THE NAVY (WB)**
Very good. Play it by all means. The last of the week best time for results. Thurs., Fri., Sat. Weather: Good. Admission: Two for 35 and 10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**WINNER TAKE ALL (20th-Fox)**
This one could have made an acceptable two-reeler, but stretched into feature length becomes impossible. Play on weak side of double bill or headline your shorts. Fri., Sat. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190. —F. M. Baker, Best Theatre, Handley, Tex.

**WUTHERING HEIGHTS (UA)**
Feared this picture would appeal only to the carriage trade, but found it generally well received and business far above expectation. Many favorable comments on the calibre of the acting. Thurs., Fri., Sat. Population: 1,300. Capacity: 350. — Melodian Theatre, Cheney, Wash.

**WUTHERING HEIGHTS (UA)**
Too rich for our blood; pleased only about 50 per cent. Sat., Sun., Mon. Weather: OK. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

## Y

**YES, MY DARLING DAUGHTER (FN)**
Very entertaining picture. Drew many laughs. Some were disappointed at the lack of sensational sex scenes after various censorings. Business good against "Little Princess." Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage Population: 1,100. Capacity: 250.—G. P. Held, Strand Theatre, Griswold, Ia.

**YES, MY DARLING DAUGHTER (FN)**
Picture badly cut. Lots of kicks from customers. Worst gross in many months. Sat., Sun., Mon. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 206.—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

**YOU CAN'T GET AWAY WITH MURDER (WB)**
Just another prison story that the public is getting tired of. Tuesday. Admission: 25-10. General patronage. Population: 3,100. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## "Daughters" Is Sold With Many Tieups

CLEVELAND—"Daughters Courageous" opened at Warner's Hippodrome with one of the most comprehensive publicity campaigns to be launched locally. Manny Pearlstein and Dave Bachner of the Warner publicity department literally covered the field in their diversified campaign.

One thousand postcards were mailed to a list of women, carrying the headline "Do Mothers Always Know Best?" For the correct answer, recipients were asked to see the picture currently playing at the Hippodrome.

Postal Telegraph station carried blowups of telegrams boosting the picture and all of the Postal delivery boys had announcements on their bikes.

McCrory and Kresge Five and Ten Cent stores featured "Lane Sisters Sundaes" and used stills in their windows, with art, credit cards, snipes on their menus and counter streamers.

Radio contributed its share to the campaign with spot announcements of the picture over WGAR, usually just preceding one of the big national programs.

Eddie Miller, manager of Warner's Hippodrome, sent out personal letters to a carefully selected mailing list, calling attention to the picture and giving it his personal recommendation.

## Sponsored Performance Aids "Dark Victory"

HARRISONBURG, VA.—Jack W. Fretwell, manager of the State Theatre, netted outstanding business on "Dark Victory" by arranging a special benefit performance with the Business and Professional Women's Club as sponsors. He also obtained personal endorsements from civic leaders attending a special screening and printed these endorsements on 2,000 roto heralds which he distributed.

Fretwell planted a good story two days in advance in the local college publication and also in local papers, and placed teaser trailers on screens of the town's two other theatres a week in advance.

## A Benefit Showing Helps Sell "Young Lincoln"

HARRISONBURG, VA.—A benefit performance of "Young Mr. Lincoln" at the State Theatre here, sponsored by Jack W. Fretwell, manager, and the local Ladies' Auxiliary netted the film much word-of-mouth publicity.

Part of the performance was the appearance of a 15-year-old colored pianist prodigy, which pleased immensely and helped to build business appreciably.



## Atmosphere!—

*J. S. Thomason, manager of the Ritz, McPherson, Kas., really went to town in promoting "Union Pacific." The accompanying photograph shows the old stage coach the theatre had on display. The railroad sent it down from Salina on a flatcar. Also shown are displays. The pretty girl in front of the stage coach is the usherette at the Ritz.*

## Lie Detector Lobby Display Exploits "Nazi Spy" Film

NEW YORK—S. S. Kestenbaum, manager of the Gramercy Park, hit upon a novel idea to exploit "Confessions of a Nazi Spy." He singled out the work of Jacques Bril, responsible for Brilography lie detector.

A 30x40 display of newspaper cutouts was placed in the lobby and a sign reading: "Jacques L. Bril—The man behind the solution of many of the nation's most famous crimes, a top-ranking consulting criminologist to whom district attorneys, city, county and state police officials from all parts of the country come to seek his expert advice."

In front of the display, there was a glass case containing a lie detector with indicators explaining each individual part. A sign read: "If this lie detector were used in this country it would break up all Nazi activities."

## "Chips" Letter Contest

HARTFORD, CONN. — "Moviescope Man" Julian Tuthill has launched a contest in his column, sponsored by Jack Simon, on "Goodbye, Mr. Chips" for the best 150-word letter on "How does a bashful man propose marriage." Prizes are $10, $5, $3 and 10 pairs of guest tickets.

## "Dodge City" Parade

PENDLETON, ORE.—Led by the mayor, a gala parade of cowboys on horses, including covered wagons and other relics of the old west, highlighted an effective campaign for "Dodge City" at the Rivoli Theatre, promoted by Johnny Matlock.

## Makes the South Fertile Market for "Conquest"

ATLANTA — Under the able direction of Perry Spencer, Arthur Bromberg's chief publicist, the entire south has been made conscious of "Man of Conquest," making that section a particularly fertile market for the Republic picture.

Promotions have taken the form of special newspaper stories on the lives of Eliza Allen and Sam Houston, cooperative merchant newspaper ads, and library tieups. Thousands of heralds have been distributed and innumerable tieups arranged for window displays.

Original shooting scripts of the film have been given to city libraries of New Orleans and Mobile, and the state libraries of Tennessee and Georgia.

For outstanding campaigns on "Conquest," Spencer has only highest praise for these theatre managers: Howard Waugh, Warner's, Memphis; Billy Pratt, Paramount, Atlanta; Neil McNeil, Imperial, Charlotte; H. Blair and Walter Dunn, Saenger, New Orleans; W. C. Crull, Vendome, Nashville; Ward Steinman, Crown, Mobile; Harry Martin, Arcade, Lake Charles.

## Hand-Milking Contest on Albany Theatre Stage

ALBANY—Andy Roy, manager of Warner's Strand and chairman of the local Kiwanis Club's entertainment committee, arranged in conjunction with that organization, county farm associations and milk distributors, to hold a hand-milking contest among members of the 4-H Boys' Clubs.

Held on the theatre stage between pictures, the contest attracted much attention and newspaper publicity and was the local climax to a national campaign on milk.

The judges awarded prizes to the boys who drew the greatest quantity of milk in a prescribed time. Albany business houses and merchants furnished prizes and local dairies three breeds of cows.

## His Own Newsreels

UPPER SANDUSKY, OHIO—Leo T. Jones of the Star Theatre here films local happenings for his own newsreel. A recent visitor at RKO Radio's exhibitor lounge at the World's Fair in New York, Jones took pictures of his trip. He also covers such events as local ball games and distributes notices when the films will be shown at his theatre. Jones also sponsors a bowling team.

## For "Second Fiddle"

NEW HAVEN—"Second Fiddle" is being advertised here with Kresge sheet music tieups. Special copy was imprinted on sheet music wrappers and a display of two violins, painted silver and gold, were used in the window.

# "MAN ABOUT TOWN" CLICKS WITH MANHATTAN

AVERAGE IS 100%

## BOSTON

Fenway—**Invitation to Happiness** (Para); **Undercover Doctor** (Para) ..... 65
Memorial—**The Sun Never Sets** (Univ); **Everybody's Baby** (20th-Fox) ..... 85
Metropolitan—**Man About Town** (Para); **Grand Jury Secrets** (Para) ..... 80
Orpheum—**Goodbye, Mr. Chips** (M-G-M); **Parents on Trial** (Col) .....125
Paramount—Same as Fenway ..... 70
State—Same as Orpheum .....105

## CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), held 3rd wk. .....110
Chicago—**Maisie** (M-G-M), plus Bob Hope on stage .....100
Garrick—**Invitation to Happiness** (Para), 2nd loop wk. ..... 85
Oriental—**Society Lawyer** (M-G-M), continued loop run, plus stage show ..... 90
Roosevelt—**Tarzan Finds a Son** (M-G-M)..... 80
State-Lake—**Missing Daughters** (Col), plus stage show ..... 90
World-Playhouse—**The Mikado** (Univ), 5th loop wk. ..... 85

## CINCINNATI

Albee—**Tarzan Finds a Son** (M-G-M).....120
Capitol—**Goodbye, Mr. Chips** (M-G-M), 3rd wk., held .....110
Grand—**Naughty But Nice** (WB) .....110
Keith's—**Maisie** (M-G-M), held over.....140
Lyric—**Five Came Back** (RKO), .....110
Palace—**Invitation to Happiness** (Para), held over .....120

## CLEVELAND

Allen—**Five Came Back** (RKO).....100
Hippodrome—**Good Girls Go to Paris** (Col)... 90
Palace—**The Sun Never Sets** (Univ)..... 75
State—**Tarzan Finds a Son** (M-G-M)..... 90
Stillman—**Captain Fury** (UA), 2nd wk..... 80

## DALLAS

Capitol—**Blue Montana Skies** (Rep), 1st part.. 90
Capitol—**Code of the Secret Service** (FN), 2nd part ..... 80
Capitol—**Charlie Chan in Reno** (20th-Fox), 3rd part ..... 90
Majestic—**Young Mr. Lincoln** (20th-Fox).....125
Melba—**Some Like It Hot** (Para); **Louis-Galento** fight films, 1st half .....135
Melba—**You Can't Get Away With Murder** (FN); **Louis-Galento** fight films, 2nd half..125
Palace—**Susannah of the Mounties** (20th-Fox).100
Tower—**East Side of Heaven** (Univ), 2nd wk..100

## DENVER

Aladdin—**East Side of Heaven** (Univ), after a wk. at the Denver .....115
Denham—**Hotel Imperial** (Para) ..... 65
Denver—**Young Mr. Lincoln** (20th-Fox).....110
Orpheum—**Maisie** (M-G-M); **Stronger Than Desire** (M-G-M) ..... 95
Paramount—**Captain Fury** (UA); **Zenobia** (UA) .....115
Rialto—**Juarez** (WB), after a wk. each at the Denver and Aladdin; **Sweepstakes Winner** (FN) .....110

## DETROIT

Adams—**Hound of the Baskervilles** (20th-Fox), after wk. at Fox; **Susannah of the Mounties** (20th-Fox), after wk. at Fox..... 75
Fox—**Good Girls Go to Paris** (Col); **Clouds Over Europe** (Col) ..... 70
Michigan—**Man About Town** (Para); **Undercover Doctor** (Para) ..... 85
Palms State—**Kid From Kokomo** (FN), after wk. at Michigan; **Zero Hour** (Rep)..... 70

## INDIANAPOLIS

Alamo—**Renegade Trail** (Para); **The Zero Hour** (Rep), 1st half ..... 75
Apollo—**Five Came Back** (RKO); **The Girl From Mexico** (RKO) ..... 65
Circle—**Man About Town** (Para); **Undercover Doctor** (Para) .....150
Loew's—**Goodbye, Mr. Chips** (M-G-M); **Tell No Tales** (M-G-M) .....100

## Top Hits of the Week

MAN ABOUT TOWN—New York City .....200
MAN ABOUT TOWN (dual)—Indianapolis .....150
MAISIE—Cincinnati .....140
BACHELOR MOTHER—New York City .....135
GOODBYE, MR. CHIPS—New York, Pittsburgh .....135
MAISIE (dual)—Kansas City.....135
DAUGHTERS COURAGEOUS—New York .....125
FIVE CAME BACK—New York.....125
GOODBYE, MR. CHIPS (dual)—Boston .....125
CAREER (dual)—Omaha .....125

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 7th wk., Los Angeles, New York City; 4th wk., Cincinnati; 3rd wk., Chicago.

**The Mikado,** 5th loop wk., Chicago.

**Daughters Courageous,** 3rd wk., New York City.

**Juarez,** 3rd wk., Salt Lake City.

## KANSAS CITY

Esquire—**Susannah of the Mounties** (20th-Fox) .....100
Midland—**Maisie** (M-G-M); **6,000 Enemies** (M-G-M) .....135
Newman—**Gracie Allen Murder Case** (Para); **Mutiny on the Bounty** (M-G-M), reissue.... 70
Uptown—Same as Esquire .....100

## LOS ANGELES

Chinese—**Susannah of the Mounties** (20th-Fox); **The Gorilla** (20th-Fox) .....100
Downtown—**The Kid From Kokomo** (FN).... 90
Four Star—**Goodbye, Mr. Chips** (M-G-M), 7th wk. .....125
Hillstreet—**Good Girls Go to Paris** (Col); **Trapped in the Sky** (Col) .....125
Hollywood—Same as Downtown ..... 90
Pantages—**Good Girls Go to Paris** (Col); **First Offenders** (Col) .....125
Paramount—**Undercover Doctor** (Para), plus stage show ..... 75
State—Same as Chinese .....115

## MILWAUKEE

Palace—**Man About Town** (Para); **Gracie Allen Murder Case** (Para) .....140
Riverside—**They Asked for It** (Univ), plus stage show .....100
Strand—**Invitation to Happiness** (Para); **The Sun Never Sets** (Univ) ..... 85
Warner—**Captain Fury** (UA); **The Man Who Dared** (FN) .....110
Wisconsin—**Stronger Than Desire** (M-G-M); **Outside These Walls** (Col) ..... 90

## MINNEAPOLIS

Aster—**Undercover Doctor** (Para); **6,000 Enemies** (M-G-M) ..... 85
Century—**Juarez** (WB), 2nd wk. ..... 80
Gopher—**The Gorilla** (20th-Fox) ..... 95
Orpheum—**Susannah of the Mounties** (20th-Fox), plus stage show ..... 85
State—**Man About Town** (Para) ..... 90
Time—**Dark Rapture** (Univ) ..... 85

## NEW HAVEN

College—**Clouds Over Europe** (Col); **Boy Friend** (20th-Fox) ..... 55
Loew-Poli—**Maisie** (M-G-M); **6,000 Enemies** (M-G-M), moved to College for 2nd wk..... 95
Paramount—**Stolen Life** (Para); **Code of the Streets** (Univ), (5-day holdover) ..... 50
Roger Sherman—**Five Came Back** (RKO); **Naughty But Nice** (WB), 6 days ..... 75

## NEW ORLEANS

Center—**Mr. Moto Takes a Vacation** (20th-Fox). 95
Globe—**The Hardys Ride High** (M-G-M)..... 90
Liberty—**Sweepstakes Winner** (FN), plus fight pictures ..... 90
Orpheum—**Five Came Back** (RKO), plus fight pictures .....125
Saenger—**Invitation to Happiness** (Para)..... 95
State—**Goodbye, Mr. Chips** (M-G-M), 2nd wk...100
Tudor—**Rose of Washington Square** (20th-Fox). 90

## NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 7th wk., held .....135
Capitol—**Stronger Than Desire** (M-G-M)..... 40
Criterion—**Grand Jury Secrets** (Para) ..... 70
Globe—**Hell's Kitchen** (WB) .....110
Paramount—**Man About Town** (Para), plus stage show .....200
Radio City Music Hall—**Bachelor Mother** (RKO), plus stage show .....135
Roxy—**Second Fiddle** (20th-Fox), plus stage show .....115
Strand—**Daughters Courageous** (WB), 2nd wk., plus stage show, held .....125

## OMAHA

Brandeis—**Career** (RKO); **Girl and the Gambler** (RKO) .....125
Omaha—**Man About Town** (Para); **Back Door to Heaven** (Para), 2nd wk. .....110
Orpheum—**Susannah of the Mounties** (20th-Fox); **Women in the Wind** (WB) .....120

## PHILADELPHIA

Boyd—**Goodbye, Mr. Chips** (M-G-M) .....135
Earle—**6,000 Enemies** (M-G-M) .....100
Fox—**Naughty But Nice** (WB), with Bruce Cabot and Milt Britton's Orch. ..... 85
Karlton—**Invitation to Happiness** (Para), 2nd run .....105
Palace—**Juarez** (WB), 3rd run .....105
Stanley—**Man About Town** (Para) ..... 85
Stanton—**Captain Fury** (UA), 2nd run.....120

## PITTSBURGH

Alvin—**Clouds Over Europe** (Col) ..... 60
Penn—**Goodbye, Mr. Chips** (M-G-M), 1st wk...135
Stanley—**Naughty But Nice** (WB); Arthur Treacher and Blue Barron orchestra..... 80
Warner—**Prison Without Bars** (UA); **Sweepstakes Winner** (FN) ..... 90

## PORTLAND, ORE.

Broadway—**Prison Without Bars** (UA); **She Married a Cop** (Rep) .....110
Mayfair—**The Kid From Kokomo** (FN); **The Old Dark House** (Univ), 2nd wk..... 90
Orpheum—**Naughty But Nice** (WB); **Charlie Chan in Reno** (20th-Fox) ..... 85
Paramount—**Man About Town** (Para); **Chasing Danger** (20th-Fox), 2nd wk..... 90
United Artists—**On Borrowed Time** (M-G-M); **Stronger Than Desire** (M-G-M) .....100

## SALT LAKE CITY

Centre—**Goodbye, Mr. Chips** (M-G-M) .....125
Studio—**Juarez** (WB), 3rd wk. .....120
Utah—**Code of the Streets** (Univ); **Captain Fury** (UA) .....105
Victory—**Midnight** (Para); **Torchy Blane in Chinatown** (FN) .....105

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **KONGA**—Fred Stone, Rochelle Hudson, Dick Fiske, Robert Warwick. Producer: Irving Briskin. Director: Sam Nelson. Screenplay: Harold Shumate. | **FIVE LITTLE PEPPERS AND HOW THEY GREW** — Edith Fellowes, Dorothy Ann Seece, Clarence Kolb, Dorothy Peterson. Producer: Jack Fier. Director: Charles Barton. Original: Margaret Lothrop. | |
| GN | | | |
| M-G-M | **RETURN OF THE THIN MAN**—William Powell, Myrna Loy, Tom Neal. Producer: Hunt Stromberg. Director: W. S. Van Dyke II. | **HENRY GOES TO ARIZONA**—Frank Morgan, George Murphy, Virginia Weidler, Ann Morriss, Henry Hull, Guy Kibbee, Porter Hall, Douglas Fowley. Producer: Harry Rapf. Director: Edwin L. Marin. Original: W. C. Tuttle.<br><br>**NORTHWEST PASSAGE**—Spencer Tracy, Walter Brennan, Robert Young, Donald McBride, Larraine Day, Regis Toomey, Isabel Jewel. Producer: Hunt Stromberg. Director: King Vidor. Original: Kenneth Roberts. Screenplay: Laurence Stallings. | **THE WOMEN**—Norma Shearer, Joan Crawford, Rosalind Russell, Paulette Goddard, Joan Fontaine. Producer: Hunt Stromberg. Director: George Cukor. Original: Claire Booth.<br><br>**THESE GLAMOUR GIRLS**—Lew Ayres, Lana Turner, Anita Louise, Tom Brown, Marsha Hunt, Owen Davis jr. Producer: Sam Zimbalist. Director: S. Sylvan Simon. |
| MONO. | **OKLAHOMA TERROR**—Jack Randall. Producer: Lindsley Parsons. Director: Spencer Gordon Bennett. | | **RIDERS OF THE RANCHO GRANDE**—Tex Ritter, Jean Joyce. Producer: Edward Finney. Director: Spencer Gordon Bennett. Screenplay: Jeff Duffy, Joseph Levering. |
| PARA. | **MEDICINE SHOW**—William Boyd, Russell Hayden, Marjorie Rambeau, Bernadene Hayes. Producer: Harry Sherman. Director: Lesley Selander. Screenplay: Harrison Jacobs. | **UNTAMED**—Ray Milland, Patricia Morison, Akim Tamiroff, Eily Malyon, William Frawley, Jane Darwell, J. M. Kerrigan, Darryl Hickman. Producer: Paul Jones. Director: George Archainbaud. | |
| REP. | | **MIDNIGHT FLIGHT**—Roscoe Turner, Phil Regan, Jean Parker, Robert Armstrong, Noah Berry jr., Harlan Briggs. Producer: Armand Schaefer. Director: Sidney Salkow. | **SMUGGLED CARGO** — Rochelle Hudson, George Barbier, Cliff Edwards, John Wray. Producer: John H. Auer. Director: John H. Auer. |
| RKO | **ALLEGHENY FRONTIER**—John Wayne, Claire Trevor, Bruce Cabot, Brian Donlevy, Eddie Quillan. Producer: P. J. Wolfson. Director: William A. Seiter. Original: Neil Swanson. Screenplay: P. J. Wolfson.<br><br>**THE HUNCHBACK OF NOTRE DAME**—Charles Laughton, Maureen O'Hara, Basil Rathbone, Alan Marshal, Thomas Mitchell, Walter Hampden. Producer: Pandro Berman. Director: William Dieterle. Original: Victor Hugo. Screenplay: Bruno Frank. | **THE DAY THE BOOKIES WEPT**—Joe Penner, Betty Grable, Richard Lane, Carol Hughes. Producer: Robert Sisk. Director: Les Goodwins. Original: Daniel Fuchs.<br><br>**FULL CONFESSION**—Sally Eilers, Victor McLaglen, Joseph Calleia. Producer: Robert Sisk. Director: John Farrow. Screenplay: Jerry Cady. | **CONSPIRACY**—Allan Lane, Linda Hayes, Robert Barrat, Dwight Frye, William Von Brinken. Producer: Cliff Reid. Director: Lew Landers. Original: John McCarthy, Faith Thomas. Screenplay: Jerome Chodorov. |
| 20TH-FOX | | **CITY OF DARKNESS**—Sidney Toler, Lynn Bari, Harold Huber, C. Henry Gordon, Douglas Dumbrille. Producer: John Stone. Director: Herbert I. Leeds.<br><br>**FRONTIER MARSHAL**—Randolph Scott, Nancy Kelly, Binnie Barnes, John Carradine, Cesar Romero. Producer: Sol Wurtzel. Director: Allan Dwan. Screenplay: Sam Hellman. | |
| UA | | **THE HOUSEKEEPER'S DAUGHTER**—Joan Bennett, Adolphe Menjou, William Gargan, Marc Lawrence, Donald Meek. Producer: Hal Roach. Director: Hal Roach. Original: Donald Henderson Clarke. | |
| UNIV. | | **THEY CAN'T HANG ME**—Edmund Lowe, Wendy Barrie, Walter Kingsford, Bruce Lister. Producer: Irving Starr. Director: Otis Garrett.<br><br>**RIO**—Sigrid Gurie, Robert Cummings, Basil Rathbone, Leo Carrillo, Victor McLaglen. Director: John Brahm. Screenplay: Roland Leigh, Charles Grayson. | **HAWAIIAN NIGHTS**—Johnny Downs, Constance Moore, Mary Carlisle, Eddie Quillan. Producer: Max Golden. Director: Al Rogell.<br><br>**UNEXPECTED FATHER**—Sandy Henville, Mischa Auer, Shirley Ross, Joy Hodges, Dennis O'Keefe. Producer: Ken Goldsmith. Director: Charles Lamont. |
| WB-FN | **20,000 YEARS IN SING SING**—John Garfield, Pat O'Brien, Burgess Meredith, Ann Sheridan, Jerome Cowan, Willard Robertson. Producer: Sam Bischoff. Director: Anatole Litvak. Original: Lewis E. Lawes. Screenplay: Seton I. Miller. | **WE ARE NOT ALONE**—Paul Muni, Dolly Haas, Una O'Connor, Raymond Severn. Producer: Henry Blanke. Director: Edmund Goulding. Original: James Hilton.<br><br>**THE WORLD MOVES ON**—James Cagney, Humphrey Bogart, Ann Sheridan, Jeffrey Lynn. Producer: Sam Bischoff. Director: Raoul Walsh. Original: Mark Hellinger. Screenplay: John Wexley, John Huston. | **THE LADY AND THE KNIGHT**—Bette Davis, Errol Flynn, Olivia de Havilland, Donald Crisp, Henry Daniell, Alan Hale. Producer: Robert Lord. Director: Michael Curtiz. Original: Maxwell Anderson. |

# PRODUCTION INDEX

## A CHECK-UP ON FEATURE RELEASES

**Releases of 1938-39 for a seven-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◊ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.**

## *Columbia*

**A Woman Is the Judge..(..) .....July 10**
Drama. A woman judge finds the girl being tried for murder is her daughter who disappeared with her husband 17 years ago, and resigns her post to defend the girl. Frieda Inescort, Otto Kruger, Rochelle Hudson. Director: Nick Grinde.

**Awful Truth, The..1072..(92)..reissue.....June 15**
Comedy. A gay succession of events begin rolling when hubby steps out on his wife, but objects when she retaliates in like manner. Irene Dunne, Cary Grant, Ralph Bellamy. Director: Leo McCarey.

**Blind Alley..9016..(71) .....May 11**
Action Drama. A killer escapes from prison, and he and his gang take refuge in the home of a psychology professor, where the latter attempts to analyze the fugitive. Chester Morris, Ralph Bellamy, Ann Dvorak. Director: Charles Vidor.

**Blondie Meets the Boss..9009..(70).....Mar. 8**
Comedy. Sequel to "Blondie," in which Dagwood, cheated out of a vacation, resigns, but finds himself doing housework when Blondie, who tries to get him his job back, winds up by taking the job herself. Penny Singleton, Arthur Lake, Larry Simms. Director: Frank Strayer.

**California Frontier..8206..(57) .....Dec. 15**
Western. Jones thwarts a gang who steal the land of Spaniards during the California gold rush days. Buck Jones, Carmen Bailey. Director: Elmer Clifton.

**Clouds Over Europe** (formerly "Q" Planes) **9012..(79) .....June 20**
Action Drama. Scotland Yard is called upon to solve the disappearance of secret planes, and uncovers an espionage system operating a powerful destructive ray. Laurence Olivier, Valerie Hobson, Ralph Richardson. Director: Tim Whelan.

**First Offenders..9030..(61).....Apr. 12**
Drama. An attorney, concerned with the problem of rehabilitating wayward youngsters, gives up his job to carry out his idea. Walter Abel, Beverly Roberts, Iris Meredith. Director: Frank McDonald.

**Frontiers of '49 (formerly California Cavalcade)..9212..(54) .....Jan. 19**
Western. An army major is sent to investigate the activities of a gang of crooks exploiting land owners, the trouble starting when Southern California came under U. S. rule. Bill Elliott, Luana Alcaniz, Charles King. Director: Joseph Levering.

**Good Girls Go to Paris..9005..(73).....June 30**
Comedy. A pretty waitress from Minnesota with a yen to go to Paris, solves her problem in hilarious fashion, lining up four boy friends to take her there. Melvyn Douglas, Joan Blondell, Walter Connolly. Director: Alexander Hall.

**Homicide Bureau..9035..(59) .....Jan. 5**
Drama. An expose of the Junk Dealers Racket, in which the head of the Citizen's League is involved. Bruce Cabot, Rita Hayworth. Director: C. C. Coleman jr.

**Lady and the Mob, The..9013..(65).....Apr. 3**
Comedy. A dainty, old lady bank owner sets out to rid the town of racketeers preying on dry cleaners. Fay Bainter, Ida Lupino, Henry Armetta. Director: Ben Stoloff.

**Law Comes to Texas..9214..(57).....Apr. 16**
Western. Wild Bill Hickok brings law and order to a small Texas town run by a crooked sheriff in cahoots with the judge. Bill Elliott, Veda Ann Borg. Director: Joseph Levering.

**Let Us Live..9007..(69).....Feb. 28**
Drama. A girl with a dauntless spirit battles to save her lover who was convicted unjustly. Maureen O'Sullivan, Henry Fonda, Ralph Bellamy, Alan Baxter. Director: John Brahm.

**Lone Star Pioneers..9213..(56).....Mar. 16**
Western. A U. S. Marshal joins a gang of train-robbers to locate the leader, and succeeds in rounding up the whole gang. Bill Elliott, Dorothy Gulliver. Director: Joseph Levering.

**Lone Wolf Spy Hunt** (formerly Lone Wolf's Daughter)..**9014..(67) .....Jan. 27**
Melodrama. The Lone Wolf, forced to aid an international espionage ring in stealing anti-aircraft gun plans, escapes and helps the law round up the gang. Warren William, Ida Lupino, Rita Hayworth. Director: Peter Godfrey.

**Lost Horizon..1071..(118)..reissue .....June 1**
Drama. From the James Hilton novel, in which a group of travelers are kidnaped and brought to a strange, Tibetan civilization, where they find happiness and contentment. Ronald Colman, Jane Wyatt, Sam Jaffe, Margo. Director: Frank Capra.

**Missing Daughters..9027..(58) .....May 22**
Melodrama. A columnist solves the mystery of a missing girl, who is found murdered, and uncovers the dangerous ring responsible for this and other cases of missing girls. Richard Arlen, Rochelle Hudson, Marian Marsh. Director: C. C. Coleman jr.

**My Son Is a Criminal..9029..(59).....Feb. 22**
Action Drama. A retired police chief is unaware of his son's criminal activities, but is brought face to face with the tragedy when the police net closes in. Alan Baxter, Jacqueline Wells, Gordon Oliver. Director: C. C. Coleman, jr.

**North of Shanghai..9038..(59).....Feb. 10**
Action Drama. A woman reporter falls in love with a hard-boiled cameraman, and together they track down a spy ring while on assignments in China. James Craig, Betty Furness. Director: D. Ross Lederman.

**North of the Yukon** (formerly Mounted Police)..**9205..(64) .....Mar. 30**
Action Drama. Suspended for failing to capture a suspect, a Mountie does some undercover work of his own and gets involved in a murder, a kidnapping and a fur-raiding band. Charles Starrett, Linda Winters, Bob Nolan. Director: Sam Nelson.

**Only Angels Have Wings..9001..(122)....May 25**
Action Drama. A hard-boiled manager of a South American aviation line finds love and adventure in the air. Cary Grant, Jean Arthur, Richard Barthelmess. Director: Howard Hawks.

**Outside These Walls..9031..(61).....May 4**
Drama. Released from prison, a young man finds employment closed to him because of his past. With the help of the Warden he starts a newspaper, and again fights to prove his innocence when someone implicates him in a robbery. Michael Whalen, Dolores Costello, Virginia Weidler. Director: Raymond B. McCarey.

**Parents on Trial..9032..(57).....June 29**
Drama. A plea for patience and understanding by parents, especially in cases involving adolescent romances and elopements. Jean Parker, Johnny Downs, Noah Beery jr. Director: Sam Nelson.

**Rio Grande..9202..(57).....Dec 8**
Western The hero helps the girl find her brother's killer, and saves the cattle from being stolen. Charles Starrett, Ann Doran. Director: Sam Nelson.

**Romance of the Redwoods..(67).....Mar. 30**
Outdoor Drama. Two log cutters, working at the same machine, are in love with the same girl. One of them is accidentally killed when the machine jams and the other, suspected of jealousy, is accused of murder. Charles Bickford, Jean Parker, Gordon Oliver. Director: Charles Vidor.

**Smashing the Spy Ring..9015..(63).....Dec. 29**
Melodrama. An F.B.I. man impersonates an inventor of a gas formula to smash a powerful spy ring. Ralph Bellamy, Fay Wray, Regis Toomey. Director: Christy Cabanne.

**Spoilers of the Range..9206..(58).....Apr. 27**
Western. Charles Starrett helps the ranchers recover the money stolen from them which was to pay for a new dam. Charles Starrett, Iris Meredith. Director: C. C. Coleman jr.

**Strange Case of Dr. Meade, The** (formerly Outside the Law)..**9022..(66).....Dec. 15**
Drama. A crusading surgeon fights prejudice and ignorance to implant modern medical aids in a mountaineer community. Jack Holt, Beverly Roberts, Noah Beery jr. Director: Lewis D. Collins.

**Terror of Tiny Town..9050..(63).....Dec. 1**
Comedy Melodrama. Ranch owners blame each other for cattle rustling, but a third party turns out to be responsible. Billy Curtis, Yvonne Moray. Director: Sam Newfield.

**Texas Stampede..9204..(57) .....Feb. 9**
Western. A sheriff risks his life trying to make peace between the sheep raisers and cowmen of his town. Charles Starrett, Iris Meredith. Director: Sam Nelson.

**There's That Woman Again..9006..(70)...Dec. 24**
Comedy Mystery. A sequel to "There's Always a Woman," in which a husband-wife detective team solves a series of baffling jewel robberies. Melvyn Douglas, Virginia Bruce. Director: Alexander Hall.

**Thundering West..9203..(57).....Jan. 12**
Western. A former member of an outlaw gang is appointed sheriff. He captures his own gang and becomes an honest citizen. Charles Starrett, Hank Bell. Director: Sam Nelson.

**Trapped in the Sky..9024..(61) .....June 1**
Action Drama. Portrays the efforts of a spy ring to destroy a new airplane development by the U. S. Army. Jack Holt, C. Henry Gordon, Katherine DeMille. Director: Lewis D. Collins.

**Western Caravans** (formerly Arizona Cowboy) **9207..(58) .....June 15**
Western. A sheriff prevents trouble that threatens when government settlers arrive to take up their claims. Charles Starrett, Iris Meredith, Russell Simpson. Director: Sam Nelson.

**Whispering Enemies..9023..(63).....Mar. 24**
Action Drama. A cosmetic manufacturer is forced into bankruptcy when a rival concern launches a whispering campaign against his product. He retaliates in a manner that gets him in trouble with the law. Jack Holt, Dolores Costello. Director: Lewis D. Collins.

## *First National*

**Blackwell's Island..361..(71) .....Mar. 25**
Action Drama. A gang lord takes over an island prison, where he lives in splendor, but a reporter spikes the efforts of the crooks and politicians. John Garfield, Rosemary Lane, Stanley Fields. Director: William McGann.

**Code of the Secret Service..374..(62).....May 27**
Action Drama. The secret service trail a band of counterfeiters operating from an old monastery in Mexico. Ronald Reagan, Roselle Towne, Moroni Olsen. Director: Noel Smith.

**Confessions of a Nazi Spy..353..(102).....May 6**
Action Drama. Based on Leon G. Turrou's articles dealing with the activities of the Nazi spy ring in America. Edward G. Robinson, Paul Lukas, Francis Lederer. Director: Anatole Litvak.

**Dark Victory..354..(106) .....Apr. 22**
Drama. A spoiled, flippant millionairess learns from her doctor-husband that her life is limited to months and that blindness will be the warning sign. Bette Davis, George Brent, Geraldine Fitzgerald. Director: Edmund Goulding.

**Going Places..359..(84) .....Dec. 31**
Comedy with Music. A humble clerk poses as a famous rider at a society steeplechase to promote business for his boss, but is forced to ride and win the race in order to win the girl. Dick Powell, Anita Louise. Director: Ray Enright.

**Kid From Kokomo..363..(92) .....June 24**
Action Drama. A country orphan boy becomes heavyweight champion through the efforts of a fight promoter and the motherly affection bestowed upon him by an aging erstwhile actress. Pat O'Brien, Wayne Morris, Joan Blondell, May Robson. Director: Lewis Seiler.

**Man Who Dared, The** (formerly I Am Not Afraid)..**375..(60) .....June 3**
Melodrama. A remake of "The Star Witness," in which an aging Spanish war veteran wipes out a gang of racketeers who try to intimidate him at a grand jury hearing. Charley Grapewin, Jane Bryan. Director: Crane Wilbur.

**Nancy Drew, Reporter..372..(67).....Feb. 18**
Comedy Drama. A girl, the ward of a wealthy woman, is held for the woman's murder, but Nancy finds the real culprit. Bonita Granville, John Litel. Director: William Clemens.

**Sweepstakes Winner..373..(59) .....Apr. 29**
Melodrama. A gullible blonde is taken in by a couple of race horse phonies, but beginners luck aids her in winning the sweepstakes. Marie Wilson, Johnnie Davis, Allen Jenkins, Charles Foy. Director: William McGann.

**Torchy Blane in Chinatown..371..(58)....Feb. 4**
Action Drama. Torchy Blane solves the Oriental murder mystery of three men who had received

death threats. Glenda Farrell, Barton MacLane. Director: William Beaudine.

**Yes, My Darling Daughter..357..(85).....Feb. 25**
Comedy. Adapted from the sophisticated Broadway stage play. Two lovers, doomed to a two-year separation plan an unchaperoned weekend together, which results in a riotous family turmoil. Priscilla Lane, Jeffrey Lynn, May Robson, Roland Young. Director: William Keighley.

**You Can't Get Away With Murder..364 (78) .....May 20**
Action Drama. A boy of the slums pals around with a police character, who kills a pawnbroker, for which murder his sister's patrolman fiance is charged. Humphrey Bogart, Gale Page, Billy Halop, Harvey Stephens. Director: Lewis Seiler.

## Gaumont British

**Pagliacci..(78).....**
Musical Drama. Based on the famous opera, "Il Pagliacci," in which a jealous husband kills his unfaithful wife and her lover. Richard Tauber, Steffi Duna. Director: Karl Grune.

## Grand National

**Crashing Through..327..(..) .....Jan. 20**
Western. One of the Renfrew series, in which a Royal Mounted officer aids a girl and her brother in getting back a gold mine rightfully belonging to them. James Newill, Warren Hull, Jean Carmen. Director: Elmer Clifton.

**Exile Express..301..(70) .....May 13**
Drama. The chemist a girl works for is found dead and she is ordered deported. A reporter follows the girl, rescues her from abductors, and gets the story and the girl. Anna Sten, Alan Marshal. Director: Otis Garrett.

**Frontier Scout..325..(62) .....Oct. 21**
Western. A western with a Civil War background, in which Wild Bill Hickok as a Kansas town marshal saves his friend's cattle-commission house from cattle rustlers. George Houston, Al St. John, Dave O'Brien. Director: Sam Newfield.

**Long Shot..313..(69) .....Jan. 6**
Action Drama. After a streak of hard luck, a young horseman buys a horse for a song, and it wins the big race. Gordon Jones, Marsha Hunt, Harry Davenport. Director: Charles Lamont.

**Panama Patrol..314..(69) .....May 20**
Action Drama. Uncle Sam's Cipher Bureau intercepts a note which leads to the uncovering of foreign spies operating in the Panama Canal zone. Leon Ames, Charlotte Wynters, Abner Biberman. Director: Charles Lamont.

**Ride 'Em Cowgirl..W 1-2..(52).....Jan. 28**
Western. A girl enters her horse in the rodeo show to win the $5,000 prize money so she can pay her father's debts. The money is stolen and she is accused. Dorothy Page, Vince Barnett. Director: Samuel Diege.

**Singing Cowgirl** (formerly Lady Buckaroo) **W1-3..(57) .....May 31**
Western. A scheming lawyer discovers gold on an adjoining ranch, has the couple who owns it killed but is trapped when he tries to do away with the child. Dorothy Page, David O'Brien. Director: Samuel Diege.

**Six-Gun Rhythm..W1-19..(57) .....May 13**
Western. A college football hero returns to his ranch to find his father murdered and the murderers ruling the countryside. His football pals lend a hand and they clean up the mob. Tex Fletcher, Joan Barclay. Director: Sam Newfield.

**Trigger Pals..WI-13..(55) .....Jan. 14**
Western. A cowboy locates the brains of a gang of rustlers, who turns out to be the mortgage holder on his ranch. Art Jarrett, Lee Powell. Director: Sam Newfield.

**Water Rustlers** (formerly Last Barrier) **WI-1..(54) .....Jan. 6**
Western. When the only creek in the valley is cut off, the hero dynamites a hill to save the property of ranchers. Dorothy Page, David O'Brien. Director: Samuel Diege.

## Metro-Goldwyn-Mayer

**Bridal Suite** (formerly Maiden Voyage) **937..(69) .....May 26**
Comedy. A spoiled playboy, after dodging his wedding three times, finally settles down when he falls in love with a maid in Switzerland. Annabella, Robert Young, Walter Connolly, Billie Burke. Director: William Thiele.

**Broadway Serenade..931..(113).....Apr. 7**
Drama with Music. A success vs. marriage vs. career combination, in this story of a struggling song composer whose wife becomes a prima donna, which ultimately leads to their estrangement. Jeanette MacDonald, Lew Ayres, Frank Morgan. Director: Robert Z. Leonard.

**Burn 'Em Up O'Connor..919..(67).....Jan. 13**
Action Drama. The owner of a string of racetrack cars thinks a jinx is working against him when three drivers crack up, but investigation reveals the drivers are being doped. Dennis O'Keefe, Cecilia Parker, Nat Pendleton. Director: Edward Sedgwick.

**Calling Dr. Kildare..932..(86).....Apr. 28**
Drama. A doctor's assistant in a clinic in a tenement district becomes involved in a murder case when he keeps secret a call he makes to help a wounded boy. Facing disgrace, he sets about to absolve the boy and to clear his own name. Lionel Barrymore, Lew Ayres, Lana Turner, Lynne Carver. Director: Harold S. Bucquet.

**Christmas Carol, A..917..(69) .....Dec. 16**
Drama. Adapted from the Charles Dickens' Yuletide classic. Reginald Owen, Gene Lockhart. Director: Edwin L. Marin.

**Fast and Loose..924..(79).....Feb. 17**
Mystery-Comedy. A dealer in rare books turns detective to save his life when he is accused of the murder and subsequent library raid of an eccentric book collector. Robert Montgomery, Rosalind Russell, Ralph Morgan. Director: Edwin L. Marin.

**Four Girls in White..921..(70).....Jan. 27**
Drama. A selfish, student nurse, with a gold digger complex, is finally redeemed through sacrifice after the death of an innocent girl. Florence Rice, Alan Marshal, Ann Rutherford, Una Merkel. Director: Sylvan Simon.

**Girl Downstairs, The** (formerly The Awakening of Katrina)..916..(77).....Dec. 23
Comedy Drama. A wealthy architect thinks he is in love with a girl he met in a Swiss cafe, but finds he really loves the girl's maid. Franciska Gaal, Franchot Tone, Walter Connolly, Rita Johnson. Director: Norman Taurog.

**Goodbye, Mr. Chips..(114) .....July 28**
Drama. A shy, young English schoolmaster becomes headmaster through the inspiration and love of a young woman. Robert Donat, Greer Garson. Director: Sam Wood.

**Hardys Ride High, The..934..(81).....Apr. 21**
Comedy. The Hardys are about to come into a large inheritance, but evidence is found to disprove their rights, and the family settles down to normal living once more. Lewis Stone, Mickey Rooney, Fay Holden, Cecilia Parker. Director: George B. Seitz.

**Honolulu..922..(85) .....Feb. 3**
Comedy with Music. An actor and a Hawaiian plantation owner, exchange places because each thinks the other has a more enviable life. Comic and romantic complications ensue. Eleanor Powell, Robert Young, Gracie Allen. Director: Edward Buzzell.

**Huckleberry Finn..923..(91) .....Feb. 10**
Comedy Drama. From Mark Twain's story of the lad who runs away with a Negro slave, the town believing the slave murdered the boy. Mickey Rooney, Rex Ingram, Walter Connolly. Director: Richard Thorpe.

**Ice Follies of 1939, The..925..(82).....Mar. 10**
Musical. Two talented professionals elope, but their careers clash and false pride causes them to drift apart. The girl becomes a famous film star and her husband starts the "Ice Follies." Success for both, after years of separation, reunites them. Joan Crawford, James Stewart, Lew Ayres. Director: Reinhold Schunzel.

**Idiot's Delight..920..(107) .....Jan. 27**
Comedy Drama. From the Pulitzer Prize play. Two small-time vaudevillians, who fall in love in Omaha, meet years later in Geneva. The girl, mistress of a munitions manufacturer, is left flat in an air raid and goes back to her old love. Norma Shearer, Clark Gable, Edward Arnold. Director: Clarence Brown.

**It's a Wonderful World..936..(86).....May 19**
Comedy. A private detective, assigned to guard a millionaire playboy, finds himself trying to solve a murder to keep his boss from going to the electric chair for the crime. Claudette Colbert, James Stewart, Ernest Truex. Director: W. S. Van Dyke II.

**Kid From Texas, The..929..(70).....Apr. 14**
Romantic Comedy. A Texas cowhand shows society back east a few fancy ways of playing polo. Dennis O'Keefe, Florence Rice. Director: S. Sylvan Simon.

**Let Freedom Ring..926..(85).....Feb. 24**
Drama With Music. A film with a patriotic theme, the story centering around the attempts of railroad operators to steal the settlers' lands. Nelson Eddy, Virginia Bruce, Victor McLaglen, Lionel Barrymore, Edward Arnold, Charles Butterworth. Director: Jack Conway.

**Lucky Night..933..(82) .....May 5**
Comedy. A bored daughter of wealth meets a young man on a park bench, and after embarking on a night in search of excitement, they wind up married. But when the spirit of excitement dies down, the marriage is threatened. Myrna Loy, Robert Taylor. Director: Norman Taurog.

**Maisie..940..(74) .....June 23**
Comedy. A showgirl, stranded in Wyoming, gets a job on a cattle ranch, and shows the woman-hating foreman a few tricks of her own. Robert Young, Ann Sothern. Director: Edwin L. Marin.

**On Borrowed Time..(..) .....July 7**
Drama. The story of a beloved grandfather who fights death to keep the grandson he adores from the clutches of a scheming aunt. Lionel Barrymore, Bobs Watson, Sir Cedric Hardwicke, Beulah Bondi. Director: Harold S. Bucquet.

**Pygmalion..980..(87) .....Mar. 3**
Comedy. From George Bernard Shaw's story, in which a professor of speech sets out to win a wager by transforming a poor, ignorant flower girl into a lady. Leslie Howard, Wendy Hiller. Director: Anthony Asquith.

**Sergeant Madden..927..(80) .....Mar. 24**
Action Drama. The story of an American cop, whose pursuit of justice made him unrelentingly trail his own son who had gone from cop to killer. Wallace Beery, Tom Brown, Alan Curtis, Fay Holden. Director: Josef von Sternberg.

**6,000 Enemies..938..(61) .....June 9**
Melodrama. A hardboiled district attorney who sent scores of framed men to prison is himself framed and put behind the bars with 6,000 enemy inmates plotting against him. Walter Pidgeon, Rita Johnson, Paul Kelly, Harold Huber. Director: George B. Seitz.

**Society Lawyer..930..(78) .....Mar. 31**
Drama. A remake, in which a conservative lawyer resigns his position to be a criminal lawyer, and loses his fiancee as a result but is called in to defend his rival in love on a murder charge. Walter Pidgeon, Virginia Bruce, Leo Carrillo. Director: Edwin L. Marin.

**Stand Up and Fight..918..(95).....Jan. 6**
Historical Drama. A saga of the struggle for supremacy between stagecoaches and the first railroads in colonial America. Wallace Beery Robert Taylor, Florence Rice. Director: W. S. Van Dyke.

**Stronger Than Desire..941..(78) .....June 30**
Drama. Remake of "Evelyn Prentice" in which a brilliant criminal lawyer learns his wife is involved in a murder, through the reflection in the eye of a snapshot of the murdered man. Virginia Bruce, Walter Pidgeon. Director: Leslie Fenton.

**Sweethearts..910..(110) .....Dec. 30**
Musical Drama. A producer plots against the sweetheart team of his musical show to prevent their signing a film contract. Jeanette MacDonald, Nelson Eddy, Frank Morgan. Director: W. S. Van Dyke.

**Tarzan Finds a Son!..939..(81) .....June 16**
Action Drama. The King of the Jungle returns to share his glory with the crown prince of Tarzania. Johnny Weissmuller, Maureen O'Sullivan, John Sheffield. Director: Richard Thorpe.

**Tell No Tales..935..(69).....May 12**
Action Drama. A newspaperman, into whose hands falls a hundred-dollar bill that is part of the ransom money paid in a kidnapping, trails its source, and at each step a drama is uncovered which involves a group of individuals through whose hands the money has passed. Melvyn Douglas, Louise Platt, Douglas Dumbrille. Director: Leslie Fenton.

**They All Come Out..(..).....July 14**
Drama. Authentic shots of the interiors and system of the Federal Bureau of Prisons form the background of this story of a hungry, ragged youth who aligned himself with a gang of criminals and is sent to a reformatory. Rita Johnson, Tom Neal. Director: Jacques Tourneur.

**Within the Law..928..(65).....Mar. 17**
Melodrama. A remake of the famous play by Bayard Veiller. A girl serves three years in prison for robbing her employer, a charge on which she is innocent. When released, she plans to marry boss's son for revenge but falls in love with him. Ruth Hussey, Paul Kelly, William Gargan. Director: Gustav Machaty.

## Monogram

**Across the Plains** (formerly Riders of the Rio Grande)..3855..(53) .....June 1**
Western. Two brothers are separated in childhood, one is reared by Indians, the other by renegades. The first swears vengeance on the renegades, not knowing that his brother is at the head when their paths cross years later. Jack Randall, Dennis Moore, Joyce Bryant. Director: Spencer Bennett.

**Boys' Reformatory..3820..(61) .....May 1**
Action Drama. A young lad takes the rap so that his buddy can stay out of the reformatory

and save his face with his mother. Frankie Darro, Grant Withers. Director: Howard Bretherton.

**Convict's Code** (formerly Parole) **3822..(63)** ..... **Jan. 18**
Action Drama. A man paroled from prison, sets out to clear his name and to find the party who framed him. Robert Kent, Anne Nagel, Sidney Blackmer. Director: Lambert Hillyer.

**Down the Wyoming Trail..3864..(62)** ..... **May 18**
Western. A ranch foreman dresses as Santa Claus to capture a cattle rustler. Tex Ritter, Mary Brodell, Horace Murphy, Charles King. Director: Al Herman.

**Drifting Westward..3854..(59)** ..... **Jan. 25**
Western. It's the old story of the hidden gold mine, who has the map and how it turns up accidentally after the hero is called into service. Jack Randall, Edna Duran. Director: Bob Hill.

**Gang Bullets..3818..(63)** ..... **Nov. 23**
Melodrama. A district attorney "joins" a racketeering mob, finally driving them out of Bridgetown. Robert Kent, Ann Nagel, Charles Trowbridge. Director: Lambert Hillyer.

**Little Pal** (formerly The Healer)..**Reissue ..3828..(66)** ..... **Feb. 3**
Drama. A young doctor, operating a small town orthopedic clinic, effects cures that win him fame as a miracle healer. Ralph Bellamy, Karen Morley, Mickey Rooney, Judith Allen. Director: Reginald Barker.

**Mystery of Mr. Wong..3806..(67)** ..... **Mar. 8**
Melodrama. The Oriental sleuth tracks down an invisible killer. Boris Karloff, Dorothy Tree, Grant Withers. Director: William Nigh.

**Mystery Plane** (formerly Sky Pirate) **..3809..(60)** ..... **Mar. 8**
Action Drama. An inventor of a bombing device outwits a spy who kidnaps him to get the plans, and escapes in a plane, the spy in pursuit. An air fight ensues. John Trent, Milburn Stone, Marjorie Reynolds. Director: George Waggner.

**Navy Secrets..3805..(60)** ..... **Feb. 1**
Action Drama. Two Naval Intelligence Service workers find romance when they meet while working on the same case. Grant Withers, Fay Wray, William von Brincken. Director: Howard Bretherton.

**Rollin' Westward..3863..(57)** ..... **Mar. 1**
Western. Tex joins a gang of homesteaders but learns that their claims in the cattle country are illegal, and crime runs rampant until the guilty parties are brought to justice. Tex Ritter, Dorothy Fay. Director: Al Herman.

**Should a Girl Marry?** (formerly Girl From Nowhere)..**3823..(57)** ..... **June 10**
Melodrama. Unaware that she was born in prison, a young bride is victim of a blackmail plot being aligned against her. But the blackmailer's wife prevents the plot from taking form. Anne Nagel, Warren Hull, Lester Mathews, Mayo Methot. Director: Lambert Hillyer.

**Starlight Over Texas..3859..(59)** ..... **Sept. 7**
Western. The first in the series of eight prairie operas Monogram will make. Story concerns a Texas ranger in pursuit of cattle rustlers. Tex Ritter. Director: Al Herman.

**Star Reporter..3822..(62)** ..... **Feb. 22**
Melodrama. A young newspaper publisher inaugurates a campaign against crime, and gets himself in deep when he learns prominent people are involved. Warren Hull, Marsha Hunt, Morgan Wallace. Director: Howard Bretherton.

**Streets of New York..3802..(73)** ..... **Apr. 12**
Drama. A lad of the slums sets up Abraham Lincoln as his ideal and strives to become a lawyer in the face of poverty and a gangster brother. Jackie Cooper, Martin Spellman, George Irving. Director: William Nigh.

**Stunt Pilot..3814..(62)** ..... **July 1**
Action Drama. Second of the "Tailspin Tommy" series. A stunt pilot for a motion picture company, while making a war film, is involved in a murder mystery when real bullets are substituted for blanks and he innocently kills another pilot. John Trent, Marjorie Reynolds, Milburn Stone. Director: George Waggner.

**Sundown on the Prairie..3862..(53)** ..... **Feb. 8**
Western. A mountain pass is dynamited to trap a gang of cattle smugglers. Tex Ritter, Dorothy Fay. Director: Al Herman.

**Tough Kid..3819..(61)** ..... **Dec. 28**
Action Drama. A tough kid keeps his brother's fight manager from resorting to trickery to throw the championship fight. Frankie Darro, Dick Purcell, Judith Allen. Director: Howard Bretherton.

**Trigger Smith..3854..(59)** ..... **Mar. 22**
Western. The sheriff's son cleans up a gang of bank robbers who had killed his brother. Jack Randall, Frank Yaconelli, Dennis Moore, Joyce Bryant. Director: Alan James.

**Undercover Agent..3824..(56)** ..... **Apr. 5**
Melodrama. A postal inspector finds the party behind a counterfeit sweepstakes ticket racket, thereby clearing his girl's father of the charge. Russell Gleason, Shirley Deane, J. M. Kerrigan. Director: Howard Bretherton.

**Wanted by Scotland Yard..3829..(62)** ..... **Apr. 19**
Melodrama. An ex-convict is framed into going back into a criminal career when he is led to believe his sweetheart has betrayed him. James Stephenson, Betty Lynne. Director: Norman Lee.

**Wild Horse Canyon** (formerly Last Outlaw)..**3852..(50)** ..... **Dec. 21**
Western. Two pals of the saddle ride the range searching for the murderer of the brother of one of them. Jack Randall, Dorothy Short. Director: Robert Hill.

**Wolf Call..3813..(65)** ..... **May 22**
Action Drama. Adapted from Jack London's novel, of a New York playboy whose father, in order to make a man of him, sends him into the Northern wilds to operate a radium mine. John Carroll, Movita. Director: George Waggner.

## Paramount

**Ambush..3820..(62)** ..... **Jan. 20**
Action Drama. A gang of bandits kidnap a girl working in a bank because she recognized her brother as one of the bandits. The boy loses his life to save his sister. Gladys Swarthout, Lloyd Nolan, William Henry. Director: Kurt Neumann.

**Arrest Bulldog Drummond..3812..(58)** ..... **Nov. 25**
Melodrama. An international spy commits two murders to gain possession of an invention for explosives, valuable for use in warfare, but Bulldog Drummond and his girl friend bring about the capture of the criminals. John Howard, Heather Angel, H. B. Warner. Director: James Hogan.

**Artists and Models Abroad..3817..(90)** ..... **Dec. 30**
Comedy. The adventures of an American theatrical troupe stranded in Paris who are saved by a Texas oil millionaire and his daughter who join the troupe incognito. Jack Benny, Joan Bennett, Mary Boland, Yacht Club Boys. Director: Mitchell Leisen.

**Back Door to Heaven..3833..(85)** ..... **Apr. 21**
Drama. Five people in the same graduating class meet ten years later as a lawyer, a night club dancer, a bank president, a dishonored ship's captain, and a fugitive from the law. Wallace Ford, Aline McMahon, Stuart Erwin, Patricia Ellis. Director: Wm. K. Howard.

**Beachcomber, The..3863..(89)** ..... **Mar. 10**
Drama. A shiftless drifter in the Dutch East Indies tropics wages a strong fight against a woman missionary who tries to reform him. Charles Laughton, Elsa Lanchester. Director: Erich Pommer.

**Boy Trouble..3824..(74)** ..... **Feb. 17**
Comedy. Two adopted youngsters nearly wreck a household and almost cause a divorce, but the family is drawn together when one of the boys becomes ill. Charles Ruggles, Mary Boland, Billy Lee, Donald O'Connor. Director: George Archainbaud.

**Bulldog Drummond's Bride..3844..(57)** ..... **June 30**
Melodrama. Drummond finally marries his fiancee, despite interruptions by a bank robbery and a midnight murder. John Howard, Heather Angel. Director: James Hogan.

**Bulldog Drummond's Secret Police..3831..(55)** ..... **Apr. 14**
Melodrama. A valuable King's treasure is lost, and Drummond unearths a torture chamber in the secret passages of Rockingham Towers, and murder, explosions and horror prevail until the mystery is solved. John Howard, Heather Angel, Reginald Denny, E. E. Clive. Director: James Hogan.

**Cafe Society..3826..(83)** ..... **Mar. 3**
Drama. A glimpse into the Gotham circle of cafe society, where a news reporter meets and falls in love with a wealthy girl. Madeleine Carroll, Fred MacMurray, Shirley Ross. Director: Edward H. Griffith.

**Disbarred..3818..(58)** ..... **Jan. 1**
Action Drama. An expose of the criminal lawyer racket, in which a disbarred lawyer poses as a real estate operator and sets up a law office headed by a woman. Gail Patrick, Otto Kruger. Director: Robert Florey.

**Frontiersman..3856..(74)** ..... **Dec. 16**
Western. Hopalong Cassidy, in action against raiders of the Old West, finds romance when school teacher comes to the frontier. William Boyd, George Hayes, Russell Hayden, Evelyn Venable. Director: Lesley Selander.

**Gracie Allen Murder Case..3839..(75)** ..... **June 2**
Comedy. Gracie sends the wrong man to jail, the police to an insane asylum and falls in love with the murderers, before she and Philo Vance solve a murder mystery. Gracie Allen, Warren William, Kent Taylor, Ellen Drew. Director: Alfred E. Green.

**Grand Jury Secrets..3842..(68)** ..... **June 23**
Melodrama. Two brothers, one a star reporter and the other, an assistant district attorney, fight against each other for honors and scoops. John Howard, Porter Hall, Gail Patrick. Director: James Hogan.

**Heritage of the Desert..3843..(73)** ..... **June 23**
Western. A city-bred lad matches fists and wits with land thieves who try to deprive him of a ranch he inherits. Donald Woods, Evelyn Venable, Robert Barrat, Sidney Toler. Director: Lesley Selander.

**Hotel Imperial..3836..(80)** ..... **May 12**
Drama. A war drama of a young woman who, in search of an officer responsible for her sister's suicide, falls in love with the man she hates. Isa Miranda, Ray Milland, Gene Lockhart, Reginald Owen. Director: Robert Florey.

**I'm From Missouri..3830..(77)** ..... **Apr. 7**
Comedy. Burns goes to London to interest the British army in his thoroughbred mules, and meets stiff competition when a tractor mogul tries to sell the government calvary tanks. Bob Burns, Gladys George, Gene Lockhart, Judith Barrett. Director: Theodore Reed.

**Invitation to Happiness..3841..(99)** ..... **June 16**
Drama. A low-brow prize fighter marries a high-brow girl. He loses the world's heavyweight championship and his wife, but wins the latter back again. Fred MacMurray, Irene Dunne, Charlie Ruggles. Director: Wesley Ruggles.

**King of Chinatown..3827..(57)** ..... **Mar. 17**
Melodrama. A Chinese woman doctor nurses a gangster leader back to health after he had been shot, despite her hatred for him, and he falls in love with her, but is later killed by his henchmen. Anna May Wong, Akim Tamiroff, J. Carrol Naish. Director: Nick Grinde.

**Lady's From Kentucky, The..3834..(77)** ..... **Apr. 28**
Comedy Drama. A hard-boiled bookmaker learns the real meaning of sportsmanship when he falls in love with a Kentucky belle. George Raft, Ellen Drew. Director: Alexander Hall.

**Man About Town..3845..(85)** ..... **July 7**
Musical. A shy producer, in love with his star who is unaware of the fact, creates some hilarious situations when he pretends to be a gay Casanova. Jack Benny, Dorothy Lamour, Edward Arnold. Director: Mark Sandrich.

**Midnight..3828..(93)** ..... **Mar. 24**
Comedy Drama. A young woman, stranded in Paris, pretends she is a Baroness, and a taxi driver aids her by posing as her husband. Claudette Colbert, Don Ameche, Francis Lederer, John Barrymore. Director: Mitchell Leisen.

**Million Dollar Legs..(..)** ..... **July 14**
Comedy With Music. A bunch of college kids put their school on the athletic map in defiance of the wishes of the founder. Betty Grable, Jackie Coogan, John Hartley, Donald O'Connor. Director: Nick Grinde.

**Never Say Die..3832..(80)** ..... **Apr. 14**
Comedy With Music. A man with 30 days to live marries an heiress who is running away from a fortune hunter. Martha Raye, Bob Hope. Director: Elliott Nugent.

**. . . one-third of a nation . . . 3825..(75)** ..... **Feb. 24**
Drama. A story of the housing problems, that deals with the slum sections. Sylvia Sidney, Leif Erickson. Director: Dudley Murphy.

**Paris Honeymoon..3821..(85)** ..... **Jan. 27**
Musical Comedy. A wealthy American goes to Europe to await the Paris divorce of his fiancee. In the interim he falls in love with a beautiful peasant girl. Bing Crosby, Franciska Gaal, Edward Everett Horton, Akim Tamiroff. Director: Frank Tuttle.

**Persons in Hiding..3833..(69)** ..... **Feb. 10**
Action Drama. The astonishing story of a female Svengali who turns a small-time crook into America's most dangerous criminal. Based on the book by J. Edgar Hoover. Lynne Overman, Patricia Morison, J. Carrol Naish. Director: Louis King.

**St. Louis Blues..3822..(87)** ..... **Feb. 3**
Musical Romance. A showgirl, fleeing a ruthless manager, joins a show boat troupe as a singer, and saves the owner from bankruptcy. Dorothy Lamour, Lloyd Nolan, Tito Guizar. Director: Raoul Walsh.

**Silver on the Sage..3858..(68)** ..... **Mar. 31**
Western. Hopalong poses as a gambler to find the leader of a gang of rustlers, who uses a double as his alibi. William Boyd, George Hayes, Russell Hayden. Director: Lesley Selander.

**Some Like It Hot..3837..(65)** ..... **May 19**
Musical. A jam session of swing music aided by laughs and romance. Bob Hope, Shirley Ross, Una Merkel, Gene Krupa and orchestra. Director: George Archainbaud.

**Stolen Life..3864..(90)** ..... **May 26**
Drama. The story of twin sisters of opposite types, one of whom marries an explorer and is accidently drowned, whereupon the other as-

sumes her identity. Elisabeth Bergner, Michael Redgrave. Director: Paul Czinner.

**Sudden Money..3829..(62)** .....**Mar. 31**
Comedy. What happens when Mr. Average American Family wins the sweepstakes. Charles Ruggles, Marjorie Rambeau, Charles Grapewin. Director: Nick Grinde.

**Sunset Trail..3857..(68)** .....**Feb. 24**
Western. The murder of a wealthy rancher climaxes a series of stagecoach robberies and murders by a cunning gambler and his outlaw gang. Hopalong poses as a wealthy tenderfoot to bring about their capture. William Boyd, George Hayes, Russell Hayden, Jane Clayton. Director: Lesley Selander.

**Tom Sawyer, Detective..3816..(68)**.....**Dec. 23**
Comedy Drama. Huck Finn and Tom Sawyer, while on a country visit discover a murder and solve the case in their own way. Donald O'Connor, Billy Cook, Porter Hall. Director: Louis King.

**Undercover Doctor..3840..(67)** .....**June 9**
Action Drama. Based on the activities of J. Edgar Hoover in his expose of doctors who get rich by treating wounded criminals. Lloyd Nolan, J. Carrol Naish, Janice Logan. Director: Louis King.

**Unmarried..3838..(66)** .....**May 26**
Comedy Drama. A tough prizefighter and speakeasy proprietress find regeneration through love of an orphan boy. Helen Twelvetrees, Buck Jones. Director: Kurt Neumann.

**Union Pacific..3835..(137)** ◐ .....**May 5**
Outdoor Drama. The history of the building of the Union Pacific railroad. Barbara Stanwyck, Joel McCrea, Robert Preston, Lynne Overman. Director: Cecil B. DeMille.

**Zaza..3819..(86)** .....**Jan. 13**
Drama. A music-hall actress, who rises to fame as a Parisian entertainer, falls in love with a man whom she later learns is married. Claudette Colbert, Herbert Marshall. Director: George Cukor.

## Republic

**Blue Montana Skies..844..(56)** .....**May 5**
Western. A band of Canadian Northwest fur smugglers use a Montana dude ranch as their front, but a Canadian cattleman seeks them out to avenge the murder of his partner. Gene Autry, Smiley Burnette, June Storey. Director: B. Reeves Eason.

**Federal Man-Hunt..(64)**.....**Dec. 27**
Action Drama. Believing him innocent, a girl aids a convict's escape from prison, and helps the police recapture him when she learns his background. Robert Livingston, June Travis, John Gallaudet. Director: Nick Grinde.

**Fighting Thoroughbreds..808..(65)** .....**Jan. 6**
Action Drama. The offspring of a thoroughbred they had tried to disqualify, grows up, enters the derby and wins the race. Ralph Byrd, Mary Carlisle, George Hayes. Director: Sidney Salkow.

**Forged Passport..823..(64)** .....**Feb. 15**
Action Drama. After getting fired for being too ready with his fists, a government man goes after a gang of alien smugglers and is reinstated in the service. Paul Kelly, June Lang, Lyle Talbot. Director: Joe Kane.

**Frontier Pony Express..854..(57)** .....**Apr. 19**
Western. A Pony Express Rider saves the army's documents from Confederate spies. Roy Rogers, Mary Hart, Don Dillaway. Director: Joe Kane.

**Home on the Prairie..842..(58)**.....**Feb. 10**
Western. The singing cowboy turns cattle inspector and solves the mystery of the hoof-and-mouth disease in his district. Gene Autry, Smiley Burnette, June Storey. Director: Jack Townley.

**In Old Calienti..856..(61)** .....**June 23**
Western. Rogers, through the aid of friends, traps the real thief and clears himself of a theft charge brought against him by his employer. Roy Rogers, Mary Hart, Jack LaRue. Director: Joe Kane.

**I Was a Convict..824..(62)**.....**Mar. 6**
Melodrama. A multi-millionaire befriends two paroled convicts he had met while in prison for income tax evasion. One of them, intending to rob him, is rehabilitated when he falls for the man's daughter, and saves his benefactor from a kidnap plot. Barton MacLane, Beverly Roberts, Clarence Kolb. Director: Aubrey Scotto.

**Man of Conquest..801..(97)** .....**May 15**
Historical Drama. The story of Sam Houston and his fight for Texan independence from Mexico, and Texas' ultimate entry into the Union. Richard Dix, Gail Patrick, Edward Ellis. Director: George Nicholls jr.

**Mexicali Rose..843..(58)** .....**Mar. 27**
Western. Oil stock swindlers victimize a girl who runs an orphanage in Mexico. Gene Autry, Smiley Burnette, Noah Beery. Director: George Sherman.

**Mickey, The Kid..814..(66)** .....**July 3**
Drama. A gangster's boy, born into a life of crime, fights his way out, after the taste of a better environment, in his determination to become an honest citizen. Bruce Cabot, Tommy Ryan. Director: Arthur Lubin.

**Mountain Rhythm..845..(59)** .....**June 9**
Western. Gene Autry uncovers a plot to deprive the ranchers of their grazing lands. Gene Autry, Smiley Burnette, Maude Eburne. Director: B. Reeves Eason.

**My Wife's Relatives..810..(65)**.....**Mar. 20**
Comedy. Mr. Higgins' home-made candy business takes a sudden rise when a valuable diamond is lost, and his son, deducing it had fallen into the candy, advertises the fact to the public. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

**Mysterious Miss X..809..(62)**.....**Jan. 10**
Melodrama. An actor, accused of murder, is freed by a peculiar twist of fate. But he and the dead man's daughter together solve the murder. Michael Whalen, Mary Hart, Chick Chandler. Director: Gus Meins.

**Night Riders..865..(58)** .....**Apr. 12**
Western. The Three Mesquiteers defy a gambler who uses a forged land grant to oust ranchers. John Wayne, Ray Corrigan, Max Terhune. Director: George Sherman.

**Pride of the Navy..822..(63)**.....**Jan. 26**
Drama. A young seaman, who fails in the initial test of his torpedo-boat invention, later wins success and the captain's daughter. James Dunn, Rochelle Hudson. Director: Charles Lamont.

**Red River Range..864..(56)**.....**Dec. 22**
Western. Guests on a dude ranch discover they have unwittingly taken part in what they thought were "fake" rustling parties, headed by the ranch owner. John Wayne, Ray Corrigan, Max Terhune. Director: George Sherman.

**Rough Riders Roundup..853..(58)**.....**Mar. 13**
Western. Two Border Patrolmen are suspended for allowing an outlaw gang to escape. They follow the leader to his hideout and capture the gang, which wins their reinstatement. Roy Rogers, Mary Hart, Raymond Hatton. Director: Joseph Kane.

**She Married a Cop..815..(65)** .....**July 15**
Musical Comedy. A singing policeman is framed into "doubling for a pig" by an animated cartoon producer. Phil Regan, Jean Parker. Director: Sidney Salkow.

**Shine On, Harvest Moon..852..(57)**.....**Dec. 23**
Western. A cattle rustler wants a certain ranch to store his stolen cattle and tries to burn down the place to get it. Roy Rogers, Mary Hart, William Farnum. Director: Joe Kane.

**S. O. S. Tidal Wave..813..(60)**.....**June 2**
Action Drama. A television news commentator combats gangsters using a rival television station to telecast a horror film. Ralph Byrd, George Barbier, Kay Sutton. Director: John Auer.

**Southward Ho!** (formerly Headin' for Texas) **855..(58)** .....**May 18**
Western. Conflict arises between two ex-Confederate soldiers and their ranch co-owner when they learn the latter was a Union officer. Roy Rogers, Mary Hart, George Hayes. Director: Joe Kane.

**Street of Missing Men..811..(65)** .....**Apr. 25**
Action Drama. Upon his release from Alcatraz, a former gangster leader sets out to wreck the newspaper which sent him to prison. Charles Bickford, Harry Carey, Tommy Ryan, Guinn Williams. Director: Sidney Salkow.

**Three Texas Steers..866..(59)** .....**May 15**
Western. A young girl is led to believe the ranch she inherited is worthless, but the Three Mesquiteers save her from being duped. John Wayne, Ray Corrigan, Max Terhune, Carole Landis. Director: George Sherman.

**Woman Doctor..808..(65)** .....**Feb. 10**
Drama. A woman surgeon, with little time for her husband and child, is faced with a divorce threat when her husband falls for a charmer. They are reconciled when their child is injured in an accident. Frieda Inescort, Henry Wilcoxon, Claire Dodd, Sybil Jason. Director: Sidney Salkow.

**Zero Hour, The..812..(62)** .....**May 27**
Drama. How a stage star, with loyalty and courage, faces a tangled problem, when the man she is about to marry is hopelessly crippled in an automobile accident. Frieda Inescort, Otto Kruger, Don Douglas. Director: Sidney Salkow.

## RKO Radio

**Almost a Gentleman..920..(65)**.....**Mar. 31**
Drama. A canine shows his love for, and proves his real worth to, his master, who had first befriended him after he had been condemned as an outcast, and then had defended him in court on a murder charge. James Ellison, Helen Wood, June Clayworth. Director: Leslie Goodwins.

**Arizona Legion..982..(58)** .....**Jan. 20**
Western. The hero, working secretly as head of a vigilante group, rids Arizona of marauding bandits. George O'Brien, Laraine Johnson. Director: David Howard.

**Beauty for the Asking..915..(64)**.....**Feb. 24**
Comedy. A young beautician markets a new face cream, and complications ensue when her advertising agency secures financial aid for her through the wife of the man who had jilted her. Lucille Ball, Donald Woods, Patric Knowles, Frieda Inescort. Director: Glenn Tryon.

**Boy Slaves** (formerly Pure in Mind)..**911 (71)** .....**Feb. 10**
Melodrama. A gang of road kids are paroled to a man who pretends to befriend them, but they become prisoners in his turpentine camp. Anne Shirley, Roger Daniel. Director: P. J. Wolfson.

**Career..930..(78)** .....**July 7**
Melodrama. A homespun yarn of the lives of two families in a small Iowa town, which film introduces the two winners of the "Gateway to Hollywood" contest, John Archer and Alice Eden. Anne Shirley, Edward Ellis, Samuel B. Hinds. Director: Leigh Jason.

**Fisherman's Wharf..844..(71)** .....**Feb. 3**
Comedy Drama. A fisherman nearly loses the adopted son he loves, when he falls in love with a worthless woman. Bobby Breen, Leo Carrillo, Lee Patrick. Director: Bernard Vorhaus.

**Five Came Back..927..(75)** .....**June 23**
Drama. A passenger plane crashes in a Brazilian jungle, and a drama of courage and cowardice is unfolded when four people have to be left behind before the plane can take off safely. Chester Morris, Kent Taylor, Lucille Ball. Director: John Farrow.

**Fixer Dugan..922..(68)** .....**Apr. 21**
Action Drama. Romance and tragedy wend their way into this human story of circus folks, and how the "fixer" helps adjust their personal problems. Lee Tracy, Virginia Weidler, Peggy Shannon. Director: Lew Landers.

**Flying Irishman, The..919..(73)**.....**Apr. 7**
Biographical Drama. A dramatization of the life of Douglas ("Wrong Way") Corrigan. Douglas Corrigan, Paul Kelly, Robert Armstrong. Director: Leigh Jason.

**Great Man Votes, The..913..(70)**.....**Jan. 13**
Comedy. An academic scholar turns to drink when his wife dies, but reforms when the Children's Society threatens to take away his two children. John Barrymore, Peter Holden, Virginia Weidler. Director: Garson Kanin.

**Girl and the Gambler, The** (formerly The Dove)..**926..(62)** .....**June 16**
Western Melodrama. A Latin-American Robin Hood with a dash of caballero wagers that he can woo and win a certain maiden's heart in 24 hours. Leo Carrillo, Tim Holt, Steffi Duni. Director: Lew Landers.

**Girl From Mexico, The..928..(71)** .....**June 2**
Comedy Melodrama. An advertising man flies down to Mexico to sign a radio personality for a new program and falls in love with his new fiery, Spanish star. Lupe Velez, Donald Woods, Leon Errol, Linda Hayes. Director: Leslie Goodwins.

**Gunga Din..912..(117)** ◐.....**Feb. 17**
Action Drama. British military adventure in the mountain passes of Northern India, suggested vaguely by Rudyard Kipling's famous poem of the Indian water boy. Cary Grant, Victor McLaglen, Douglas Fairbanks jr., Sam Jaffe, Eduardo Ciannelli. Director: George Stevens.

**Lost Patrol..(reissue)..(73)** .....**Feb. 17**
Drama. A group of white men, lost in the desert, are shot down one by one by hostile Arabs, until only the leader is left to face the murderous tribe. Victor McLaglen, Boris Karloff, Wallace Ford, Reginald Denny. Director: John Ford.

**Love Affair..916..(87)** .....**Apr. 7**
Comedy Drama. A couple break their engagement and agree to meet in six months, at the end of which time the girl is crippled in an accident. Irene Dunne, Charles Boyer. Director: Leo McCarey.

**Of Human Bondage..993..(83)..Reissue**...**July 14**
Drama. A dramatization of W. Somerset Maugham's modern classic of the deep and tragic love of a medical student for a cheap waitress with a cold heart. Leslie Howard, Bette Davis. Director: John Cromwell.

**Pacific Liner..914..(76)** .....**Jan. 6**
Action Drama. A ship's doctor tries to stem the spread of Asiatic cholera aboard a traveling vessel, but the chief engineer hampers his efforts, while threats of mutiny and death prevail. Victor McLaglen, Chester Morris, Wendy Barrie. Director: Lew Landers.

**Panama Lady..925..(65)** .....**May 12**
Melodrama. A wealthy oil prospector goes through a complete rehabilitation at the hands of a dance hall girl. Lucille Ball, Allan Lane. Jack Hively directed.

**Racketeers of the Range..984..(60)** .....**May 26**
Western. A cattleman fights a slick attorney who tries to sell his girl client out to a big packing company. George O'Brien, Marjorie Reynolds. Director: D. Ross Lederman.

**Rookie Cop..923..(60)** .....**Apr. 28**
Melodrama. A young policeman shows his superiors the importance of police dogs in criminal detection. Tim Holt, Virginia Weidler, Janet Shaw, Ace the wonder dog. Director: George Howard.

**Saint in London, The..929..(70)**.....**June 30**
Mystery Drama. The Saint picks up a wounded man on a country road, who leads him into a web of intrigue and super-crime, with death a constant companion. George Sanders, Sally Gray. Director: John Paddy Carstairs.

**Saint Strikes Back, The..918..(64)**.....**Mar. 10**
Mystery-Melodrama. The Saint helps a San Francisco lassie clear her name and to wipe out a band of thieves who had framed her father, the police commissioner. George Sanders, Wendy Barrie, Jonathan Hale. Director: John Farrow.

**Sorority House..924..(63)** .....**May 5**
Comedy Drama. Presents a celluloid argument against the existing dangers of snobbishness among college sororities. Anne Shirley, J. M. Kerrigan, Barbara Read. Director: John Farrow.

**Star of Midnight..Reissue..(90)**.....**Feb. 17**
Mystery Comedy-Drama. A Broadway star disappears, a columnist is murdered, and numerous suspects are rounded up before the mystery is cleared. William Powell, Ginger Rogers. Director: Stephen Roberts.

**Story of Vernon and Irene Castle, The..838 (92)** .....**Apr. 28**
Musical. The rise of the two internationally successful ballroom dancers, taking the period from 1911 up to the death of Castle as a flying instructor in Texas during the war. Fred Astaire, Ginger Rogers. Director: H. C. Potter.

**They Made Her a Spy..920..(67)**.....**Apr. 14**
Action Drama. In the belief that sabotage was responsible for her brother's death, a young woman joins the intelligence bureau and rounds up a foreign spy ring. Sally Eilers, Allan Lane, Larry Blake. Director: Jack Hively.

**Timber Stampede..985..(58)** .....**June 30**
Western. A railroad man and a lumber baron, who together plot to strip government land of timber, are halted in their ruthless attempts. George O'Brien, Marjorie Reynolds. Director: David Howard.

**Trouble in Sundown..983..(57)**.....**Mar. 24**
Western. The town banker, victim of a trumped-up charge of robbery and murder, is in the soup until the perpetrators are found. George O'Brien, Rosalind Keith. Director: David Howard.

**12 Crowded Hours ..917..(64)** .....**Mar. 3**
Action Drama. A reporter exposes the policy racket in order to clear his sweetheart's brother. Richard Dix, Lucille Ball, Allan Lane, Cyrus W. Kendall. Director: Lew Landers.

## State Rights

**Alexander Nevsky..(92)** .....**Amkino**
Epic Drama. The invasion of Russia by the Order of Teutonic Knights in the 13th Century. Nickolai Cherkassov, N. P. Okhlopkov. Director: Sergei Eisenstein.

**Bizarre Bizarre..(84)** .....**Lenauer**
Comedy. A French satire of British customs, with an underlying plot centering around a botanist who writes mystery stories under an assumed name. Louis Jouvet, Francoise Rosay, Michel Simon. Director: Marcel Carne.

**Black Limelight..(63)** .....**Alliance**
Melodrama. A man's mistress is murdered, but his wife helps clear him of the murder charge by trapping the family lawyer who is obsessed with a homicidal mania during a full moon. Raymond Massey, Joan Marion. Director: Walter C. Mycroft. 7-39

**Bouquets From Nicholas..(75)**.....**Walch Mar. 1**
Satire. A French satire on American gangs, the story revolving around a simple flower vender who becomes the dupe of gangsters. Noel-Noel, Madeliene Robinson. Director: Maurice Cammage.

**Bronze Buckaroo, The..(59)**.....**Hollywood Pict.**
Western with All-Colored Cast. Villains attempt to acquire a piece of land containing a valuable gold mine. Herbert Jefferey, Spencer Williams, "Four Tones." Director: Richard C. Kahn.

**Champs-Elysees..(89)** .....**Tri-National**
Comedy. A narration of the history of the Champs-Elysees in which the love life of Louis XV is highlighted. (In French with English subtitles.) Sacha Guitry, Jacqueline DeLubac, Lisette Lanvin. Director and author: Sacha Guitry.

**Concentration Camp..(69)** .....**Amkino**
Drama. Soviet propaganda depicting the struggle of the German workers against Hitler's regime. O. Jakov, S. Shirokova, S. Mezhinsky.

**Crisis..(86)** .....**Herbert Kline**
Documentary. A graphic illustration of the events leading up to Nazi aggression in the Sudetenland and Czechoslovakia. Leif Erikson. Dialogue by Vincent Sheean.

**Curtain Rises, The..(85)**.....**Frank Kassler**
Drama. Two girls in a French Academy are in love with the same fellow. One girl commits suicide, disguising it as murder, so that the blame will be placed on her rival. Louis Jouvet, Claude Dauphin, Janine Darcey, Mady Made. Director: Marc Allegret.

**Double Crime in the Maginot Line..(83)..Tower**
Mystery Drama. Several military men are suspected of the double murder in France's world-famed Maginot Line, until the net closes in on a German spy. Victor Francen, Vera Korene, Fernand Fabre. Director: Felix Gandera.

**Escape From Yesterday..(88)**.....**Hoffberg**
French Drama. A man-hunt that leads to adventure in North Africa with the Spanish Foreign Legion. Jean Gabin, Annabella. Director: Julien Duvivier. 7-39

**Foolish Virgin, The..(80)**.....**Walch**
Drama. An elderly lawyer runs off with a young girl. Her brother follows and the girl is shot by mistake in a scuffle. Victor Francen, Juliette Faber, Gabrielle Dorziat. Director: Henry Diamant-Berger.

**Forbidden Music..(64)**.....**World Pictures**
Musical Satire. Dictator of a mythical kingdom puts a ban on music so his subjects can concentrate on the national debt. Jimmy Durante, Richard Tauber, Diana Napier. Director: Walter Forde.

**400,000,000, The..(55)** .....**Garrison**
Documentary. The real facts behind the undeclared war in China as narrated by Dudley Nichols, from the camera record of Joris Ivens, the Dutch producer, and John Ferno. Fredric March. Music by Hanns Eisler.

**Friends..(97)** .....**Amkino**
Outdoor Drama. How the Caucasian tribes were welded together as a revolutionary force in 1917, against their oppressors. Boris Babochkin, Nikolai Cherkassov, S. Kayukov, K. Daushvill. Director: L. Arnshtam.

**Gang's All Here, The..(78)....Associated British**
Comedy. An insurance investigator poses as a famous killer to track down a gang of jewel thieves. Jack Buchanan, Otto Kruger, Jack La Rue, Edward Everett Horton. Director: Thornton Freeland.

**Grand Illusion..(92)** .....**World**
Drama. The effects of war are presented in this drama depicting the hardships endured by French army officers in a German prison camp. (In French with superimposed English dialogue titles.) Eric von Stroheim, Jean Gabin, Pierre Fresnay, Dita Parlo. Director: Jean Renoir.

**Great Citizen, The..(114)** .....**Amkino**
Historical. Portraying the events in 1925-26 in Leningrad at the Red Metal Workers factory, which led to the downfall of the Trotskyites, and are purported to be a prelude to the "Moscow Treason Trials." N. Bogoliubov, I. Bersenov, O. Zhakov. Director: Friedrich Ermler.

**Hatred..(..)** .....**World**
Drama. A story of the sea, from the novel by O. P. Gilbert. (In French with superimposed English dialogue titles). Starring Harry Baur.

**Heroes of the Marne..(85)**.....**Spectrum**
French war drama. The story of undying love in a strife-torn world. Raimu, Albert Bassermann, Jacqueline Porel. Director: Andre Hugon.

**Housemaster..(85)** .....**Alliance**
Comedy Drama. From the English stage play, "Bachelor Born," in which 500 harassed school boys revolt against the reforms of a new headmaster. Otto Kruger, Diana Churchill, Phillips Holmes. Director: H. Brenon.

**In Old Montana..(61)** .....**Spectrum**
Western. An army lad returns to his dad's ranch to help settle the cattlemen-sheepherders' feud, which is being kept alive by the local banker. Fred Scott, Jean Carmen. Director: Raymond K. Johnson.

**Indiscretions..(80)** .....**Tri-National**
French Comedy. A middle-aged woman has an affair with a young man and her husband cleverly makes her regret it. Sacha Guitry, Betty Dausmond, Jacqueline Delubac. Director: Sacha Guitry. 6-39

**Lenin in 1918..(130)** .....**Amkino**
Historical Drama. Russian film with English titles. A biographical portrayal of Lenin, his early struggles to keep his party in power, and the events leading up to an attempt on his life. Russian cast. Director: Mikhail Romn. 7-39

**Mamele..(100)** .....**Sphinx**
Comedy-Drama. Yiddish film about a widowed mother who continually makes sacrifices for an unappreciative clan. Molly Picon, Edmund Avenda, Max Bozyk. Directors: Joseph Green, Konrad Tom.

**Man and His Wife, A..(77)**.....**French Films**
Drama. How a middle-aged man sucessfully wins his young wife away from her young lover. Harry Baur, Suzy Vernon. Director: Jean Dreville.

**Man With the Gun, The..(88)**.....**Amkino**
Drama. The screen version of a true story of the peasant whose accidental meeting with Lenin impressed him so much that he joined the revolutionary forces of Lenin and Stalin against Kerensky. M. Shtraukh, M. Gelovani, Boris Tenin. Director: Sergei Yutkevich.

**Manhattan Shakedown..(57)**.....**Warwick**
Melodrama. A Broadway columnist risks his life to find the man who is blackmailing his friend. Rosalind Keith, John Gallaudet. Director: Leon Barsha.

**Marseillaise..(..)** .....**World**
Drama. A dramatization of the French Revolution. (In French with superimposed English dialogue titles.) Pierre Renoir, Louis Jouvet. Director: Jean Renoir.

**Mothers of Today..(90)**.....**Apex**
Drama. A Yiddish film portraying the story of a mother whose one daughter marries a gangster and a son who almost forsakes his rabbinical career for a worthless woman. Esther Field, Simon Wolf, Paula Lubelska. Director: Henry Lynn.

**Murder Is News..(55)** .....**Warwick**
Action Drama. A columnist predicts the divorce of a wealthy businessman, who later is found murdered. John Gallaudet, Iris Meredith, John Hamilton. Director: Leon Barsha. 7-39

**Mutiny of the Elsinore..(73)**.....**Regal**
Action Drama. From Jack London's forceful drama of adventure and mutiny on the high seas, and the hopes and desperations of these sea-faring men. Paul Lukas, Lyn Harding. Director: Roy Lockwood.

**Neighbors..(90)**.....**Best Films**
Comedy. A Jewish comedy of errors in which a mixup in names brings confusion and romance into the life of a radio announcer. Helen Gross, Joseph Orwid. Director:

**New Horizons..(92)** .....**Amkino**
Melodrama. The birth of the U.S.S.R. and Maxim's appointment as commissar of the government bank. M. Shtraukh, M. Gelovani, Boris Chirkov. Directors: Gregory Kozintsev, Leonid Trauberg. 7-39

**Oppenheim Family, The..(97)** .....**Amkino**
Drama. Based on the novel by Leon Feuchtwanger. Portrays the life of the Oppenheims under the Nazi regime terror. Russian cast. Director: Gregory Roshal. 7-39

**Outlaws' Paradise..(55)** .....**Victory**
Western. A G-Man goes on the hunt for stolen bonds and the gang responsible for the robbery. Tim McCoy, Joan Barclay. Director: Sam Newfield.

**Puritan, The..(85)** .....**Lenauer**
Drama. A psychological study of a young man who dedicates himself to the cause of erasing immorality in others, and uses that as an excuse to justify his own vile acts. Jean-Louis Barrault, Pierre Fresnay, Viviane Romance.

**Rangle River..(72)** .....**J. H. Hoffberg**
Outdoor Drama. The importance of the river to cattle raisers, in this story from the pen of Zane Grey. Victor Jory, Margaret Dare. Director: Clarence Badger. 6-39

**Sable Cicada..(87)**.....**Modern Film Corp.**
Historical. A Chinese historical classic of the fall of the Han dynasty. Violet Koo, Y. L. Wei, I. E. Koo. Director: R. Poh.

**School for Husbands..(72)**.....**J. H. Hoffberg**
Comedy. An adult film, portraying a philanderer who demonstrates to two conventional husbands the advisability of flirting with one's respective spouses. Diana Churchill, Henry Kendall, Romney Brent. Director: Andrew Marton.

**Scorched Earth, The..(50) ....B. V. Mindenburg**
Documentary. An indictment of Japanese aggression in China, the film composed entirely of newsreel clips. Narrator: Cliff Howell. 7-39

**Smoky Trails..(..)..Metropolitan**.....**Jan. 15**
Western. Starring Bob Steele with the cast of Jean Carmen, Bruce Dane, Murdock MacQuarrie, Carleton Young, Ted Adams, Frank LaRue, Jim Aubrey, Bob Terry, Frank Wayne. Producer: Harry S. Webb.

**Soviet Border..(94)** .....**Amkino**
Action Drama. Japanese aggression in the Soviet Far East, and how an heroic Soviet family repelled the invader. E. Tiapkina, E. Federova. Director: A. G. Ivanov.

**Special Inspector..(55)** .....**Warwick**
Melodrama. A government agent is assigned to

get fur hijackers smuggling their loot across the Canadian border. Charles Quigley, Rita Hayworth. Director: Leon Barsha. 6-39

**Spy of Napoleon..(77) .....Unity**
Historical Melodrama. English-made film portraying the intrigue and machinations surrounding the reign of Napoleon III, war with Prussia in 1870, and the downfall of the French ruler. Richard Barthelmess, Dolly Haas. Director: Maurice Elvey. 7-39

**Texas Wildcats..(58) .....Victory**
Western. Tim McCoy poses as the "Phantom" to avenge the death of his partner. Tim McCoy, Joan Barclay, Forrest Taylor. Director: Sam Newfield. 7-39

**Three Waltzes..(80) .....Vedis Films**
French Operetta. Depicts the loves of the Grandpres and the de Chalencey of 1867 France, covers three generations and Strauss's music, and brings the story to a halt in a modern film studio. Yvonne Printemps, Pierre Fresnay. Director: Dr. Ludwig Berger. 6-39

**Tiger Hunt..(54) ◎ .....World**
Adventure Travelog. The story of a tiger that terrorized a native jungle village and evaded all traps set for him, until a beautiful girl is offered as prize to the hero capturing the beast. Native cast. Producer: Marquis de la Falaise.

**Tumbleweeds..(82)..Reissue..Astor .....June 9**
Western. The same picture produced by William S. Hart in 1925, with Hart speaking to the audience for the first time in an 8-minute prologue. William S. Hart, Barbara Bedford, Lucien Littlefield. Director: King Baggot. 7-39

**Typhoon Treasure..(68) .....State Rights**
Outdoor Adventure. A pearler whose schooner is wrecked in a typhoon trails through a perilous jungle to save the treasure from thieves. Campbell Copelin, Joe Valli. Director: Noel Monkman. 7-39

**Will of the People, The..(55).....States Right**
Documentary. A documentary compilation from the government's film archives and newsreel clips showing the Loyalist struggle against the combined Fascist forces of Franco, Germany and Italy. Commentary: By Producer Louis Frank.

**With a Smile..(78).....Malmar**
Comedy with Music. Paris's leading impresario hires back his former boss whom he supplanted and convinces him that everything in life awaits those who learn to smile. (In French with English sub-titles.) Maurice Chevalier, Marie Glory. Director: Maurice Tourneur.

**Without a Home..(88).....Foreign Cinema Arts**
Drama. A man brings his family to America, but in his eagerness to make good in the land of opportunity, neglects his family for his job. (A Yiddish film with English sub-titles). Ida Kaminska, A. Marten, Warsaw Synagogue Choir. Director: A. Marten.

## 20th Century-Fox

**Arizona Wildcat..929..(69) .....Feb. 3**
Comedy. When her foster-father is accused of lawlessness, Jane organizes a band of night-riders to find the guilty party. Jane Withers, Leo Carrillo. Director: H. I. Leeds.

**Boy Friend..943..(70) .....May 19**
Comedy. When a murder occurs in the police training school which Jane's brother attends, she and her sweetheart turn sleuths and capture the crooks. Jane Withers, George Ernest, Arleen Whelan. Director: James Tinling.

**Charlie Chan in Honolulu..928..(65).....Jan. 13**
Mystery. While at home in Hawaii, awaiting the birth of his first grandchild, Chan solves a murder committed on a tramp steamer. Sidney Toler, Phyllis Brooks. Director: H. Bruce Humberstone.

**Charlie Chan in Reno..948..(71) .....June 16**
Mystery Drama. Charlie Chan finds the solution of a murder by the elimination process difficult because of dislike for the victim by so many individuals. Sidney Toler, Ricardo Cortez, Phyllis Brooks. Director: Norman Foster.

**Chasing Danger..941..(60) .....May 5**
Action Drama. Second of the "Camera Daredevil" series, in which two newsreel cameramen are thrown on the track of gun runners supplying an Arabian leader with ammunition for an uprising. Preston Foster, Wally Vernon, Lynn Bari. Director: Ricardo Cortez.

**Everybody's Baby..935..(62) .....Mar. 24**
Comedy Drama. One of the Jones family series, in which a quack child psychologist hits the town and the young mother falls for his fraud. Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason. Director: Malcolm St. Clair.

**Gorilla, The..944..(66) .....May 26**
Comedy Mystery. A mad gorilla, on the loose, terrorizes a vicinity, and the Ritz Brother Detectives are assigned to the case. Ritz Bros., Anita Louise, Patsy Kelly. Director: Allan Dwan.

**Hound of the Baskervilles, The..936..(80)..Mar. 31**
Melodrama. A. Conan Doyle's fictionized detective comes to the screen to end the terror of a 300-year-old curse. Richard Greene, Basil Rathbone, Wendy Barrie. Director: Sidney Lanfield.

**Inside Story..934..(61) .....Mar. 10**
Action Drama. A newspaper man, who meets a night-club hostess through a "stunt" ad, saves her from being killed by the owner of the club who feared her disclosure of a murder to which she had been an eye-witness. Michael Whalen, Jean Rogers, Douglas Fowley. Director: Ricardo Cortez.

**Inspector Hornleigh..945..(76) .....Apr. 21**
Melodrama. A detective with a stamp collecting hobby solves a most baffling murder mystery. Gordon Harker, Alastair Sim, Hugh Williams. Director: Eugene Forde.

**It Could Happen to You..950..(72).....June 30**
Comedy Drama. A faithful wife didn't think it could happen, but a dead woman is found in the back of her husband's car when he returns from his boss's party. Stuart Erwin, Gloria Stuart, Douglas Fowley. Director: Alfred Werker.

**Jesse James..921..(105) ◎ .....Jan. 27**
Outdoor Drama. The tragic destiny of America's boldest desperado. Tyrone Power, Henry Fonda, Nancy Kelly. Director: Henry King.

**Jones Family in Hollywood, The..946..(60) June 2**
Comedy Drama. The family of Pa Jones tags along when he goes to Hollywood as a delegate to the American Legion convention, and are bitten by the motion picture bug. Jed Prouty, Spring Byington, Shirley Deane. Director: Malcolm St. Clair.

**Kentucky..923..(95) Ⓥ .....Dec. 30**
Action Drama. Family feuding, which keeps two lovers apart, is forgotten when the girl's horse wins the Kentucky Derby. Loretta Young, Richard Greene, Ralph Morgan. Director: David Butler.

**Little Princess..932..(93) ◎ .....Mar. 17**
Comedy with Music. Little Shirley is treated like a princess until her father is reported killed in the Boer War. She doubts the reports and runs away from school in search of her father. Shirley Temple, Richard Greene, Anita Louise, Arthur Treacher. Director: Walter Lang.

**Mr. Moto on Danger Island..937..(64).....Apr. 7**
Melodrama. Mr. Moto is called upon by a diamond syndicate to run down a gang of clever gem smugglers. Peter Lorre, Jean Hersholt, Warren Hymer. Director: Herbert I. Leeds.

**Mr. Moto's Last Warning..926..(71).....Jan. 20**
Melodrama. Moto masquerades as an Oriental shopkeeper to trap a renegade who tries to blow up the French fleet as it enters Port Said, thus averting a world war. Peter Lorre, Ricardo Cortez, Virginia Field. Director: Norman Foster.

**Pardon Our Nerve..931..(68).....Feb. 24**
Comedy Drama. Two girls, jobless and broke, find adventure and profit in managing a prize fighter. Lynn Bari, June Gale, Guinn Williams, Michael Whalen. Director: H. Bruce Humberstone.

**Return of the Cisco Kid, The..940..(71)..Apr. 28**
Outdoor Drama. The Cisco Kid bucks the boss of the countryside to help a girl recover the deed to her ranch. Warner Baxter, Lynn Bari, Cesar Romero, Henry Hull. Director: Herbert I. Leeds.

**Rose of Washington Square..942..(86)....May 12**
Musical. The songs of yesteryear are highlighted in this story of a burlesque showgirl who turns down a theatrical contract to marry a confidence man. Alice Faye, Tyrone Power, Al Jolson, Marie Wilson. Director: Roy Del Ruth.

**Second Fiddle..949..(85) .....July 14**
Musical Comedy. A school teacher wins a screen test contest, and a press agent tries to promote a publicity romance between her and a waning matinee idol, but falls in love with her himself. Sonja Henie, Tyrone Power, Rudy Vallee. Director: Sidney Lanfield.

**Smiling Along..933..(85) .....Jan. 20**
Musical Comedy. The adventures of a troupe of musical comedy artists which goes on its own when the manager tries to chisel on a benefit show. Gracie Fields, Roger Livesey, Mary Maguire. Director: Monty Banks.

**Story of Alexander Graham Bell, The**
**..938..(97) .....Apr. 14**
Epic Drama. The story of a great love that was responsible for one of the greatest inventions of all mankind. Don Ameche, Loretta Young, Henry Fonda. Director: Irving Cummings.

**Susannah of the Mounties..954..(78).....June 23**
Outdoor Adventure. Shirley, as sole survivor of an Indian massacre, is taken under the wing of a Canadian Mountie. She averts another uprising and saves the latter's life when the Blackfeet tribe try to burn him at the stake. Shirley Temple, Randolph Scott, Margaret Lockwood. Director: William A. Seiter.

**Tail Spin..925..(83) .....Feb. 10**
Action Drama. A saga of pulchritudinous women fliers who risk their lives in speed planes, competing for honors in airway races. Alice Faye, Constance Bennett, Nancy Kelly. Director: Roy Del Ruth.

**Thanks for Everything..917..(70).....Dec. 23**
Comedy with Music. The head of an advertising agency tries to make a human guinea pig out of a young man who comes to collect the $25,000 prize he won from the agency in a national contest. Adolphe Menjou, Jack Oakie, Jack Haley, Arleen Whelan. Director: William A. Seiter.

**Three Musketeers, The..927..(72).....Feb. 17**
Romantic Comedy Drama. A musical comedy version of Alexander Dumas' novel of the love of a swashbuckling adventurer for a lady-in-waiting. Don Ameche, Ritz Bros., Binnie Barnes, Gloria Stuart. Director: Allan Dwan.

**While New York Sleeps..934..(61).....Mar. 10**
Action Drama. A newspaper man, who meets a night-club hostess through a strange ad, saves her from being killed by the owner of the club who feared her disclosure of a murder to which she had been an eye-witness. Michael Whalen, Jean Rogers, Douglas Fowley. Director: Ricardo Cortez.

**Wife, Husband and Friend..930..(75).....Mar. 3**
Comedy. A business man with a wife aspiring to operatic ambitions, takes voice lessons himself to wean her away from the idea. Loretta Young, Warner Baxter, Binnie Barnes, Cesar Romero. Director: Gregory Ratoff.

**Winner Take All..939..(61).....Apr. 21**
Comedy Drama. A crooked promoter makes a boxing sensation out of a cowboy by fixing his fights for him, but it took a girl to turn him into a real fighter. Tony Martin, Gloria Stuart, Henry Armetta, Robert Allen. Director: Otto Brower.

**Young Mr. Lincoln..947..(101) ◎ .....June 9**
Historical Drama. A portrait of Lincoln's earlier years as a rail-splitter, humorist, pie-eating contestant, and his experiences as a lawyer. Henry Fonda, Alice Brady, Arleen Whelan. Director: John Ford.

## United Artists

**Captain Fury (90) .....May 26**
Action Drama. An exiled Irelander breaks the rule of a tyrant and saves the land holdings of the Austrian Colonists. Brian Aherne, Victor McLaglen, George Zucco, June Lang. Director: Hal Roach.

**Duke of West Point, The..(105).....Dec. 29**
Drama. An arrogant cadet proves to his classmen his unselfishness when he takes the blame for an infraction of rules to save a friend. Louis Hayward, Joan Fontaine, Tom Brown. Director: Alfred E. Green.

**King of the Turf..(87).....Feb. 17**
Action Drama. After years of bad breaks, a former race track biggie comes back because of his interest in a young jockey, whom he later learns is his son. For his son's sake, he tries to throw the race, but the boy "double crosses" him and wins the big handicap. Adolphe Menjou. Roger Daniel, Dolores Costello, Walter Abel. Director: Alfred Green.

**Made for Each Other..(85).....Feb. 10**
Comedy Drama. The story revolves around the love, trials and tribulations of a couple of newlyweds. Carole Lombard, James Stewart. Director: John Cromwell.

**Man in the Iron Mask, The..(..) .....June 15**
Adventure. Louis XIV of France orders his twin brother locked in an iron mask and executed. The latter is saved by friends, and the King falls victim to his own plot. Louis Hayward, Joan Bennett, Warren William. Director: James Whale.

**Prison Without Bars..(79) .....Mar. 15**
Drama. The new superintendent of a women's prison in France introduces more humane methods of penology, but loses her lover to an inmate she had befriended. Corinne Luchaire, Edna Best, Sally Wisher, Barry Barnes. Director: Brian Desmond Hurst.

**Stagecoach..(92) .....Mar. 3**
Outdoor Drama. Portrays the harrowing events that transpire during a stagecoach journey. Claire Trevor, John Wayne, Andy Devine. Director: John Ford.

**Topper Takes a Trip..(78).....Jan. 12**
Comedy Fantasy. Continues the adventures of

Topper and his spiritual ghost. Topper's wife seeks a divorce because of "another woman" who turns out to be a ghost. Constance Bennett, Roland Young, Billie Burke. Director: Norman Z. McLeod.

**Trade Winds..(94).....Dec. 22**
Action Drama. A private detective trails a girl around the globe as a murder suspect, brings her back and proves her innocent. Fredric March, Joan Bennett, Ralph Bellamy, Ann Sothern. Director: Tay Garnett.

**Wuthering Heights..(103)** ⓒ **.....Apr. 7**
Drama. From Emile Bronte's novel of a love-crazed man whose unrelenting hatred in his revenge against a lost love, warped the lives of those around him. Merle Oberon, Laurence Olivier. Director: William Wyler.

**Zenobia..(71).....Apr. 21**
Comedy. A village doctor treats a sick elephant, who develops a strong affection for her benefactor and becomes a 6,000-pound pest. Oliver Hardy, Harry Langdon. Director: Gordon Douglas.

## Universal

**Big Town Czar..3018..(66).....Apr. 21**
Action Drama. A big shot gangster makes a strong impression on his younger brother, who leaves school to join his gang. But tragedy soon takes the place of glamour. Barton MacLane, Tom Brown, Eve Arden. Director: Arthur Lubin.

**Code of the Streets..3019..(70).....Apr. 14**
Action Drama. "The Little Tough Guys" come to the rescue of an innocent man, doomed to die. Harry Carey, Frankie Thomas, Paul Fix, "Little Tough Guys." Director: Harold Young.

**East Side of Heaven..3006..(88).....Apr. 7**
Comedy With Music. A singing cab driver helps a mother by watching her child, but gets involved in a city-wide kidnap hunt. Bing Crosby, Joan Blondell, Mischa Auer, Sandy. Director: David Butler.

**Ex-Champ..3010..(72).....May 19**
Action Drama. A retired ex-champ loses his job as doorman, and takes on the training of a young lad who wins the coveted belt and the ex-champ's daughter. Victor McLaglen, Nan Grey, Tom Brown. Director: Phil Rosen.

**Family Next Door..(63).....Mar. 31**
Comedy. A couple spend their savings to buy land and are about to lose their investment when they discover rich mineral deposits in the soil. Hugh Herbert, Ruth Donnelly, Joy Hodges. Director: Joseph Santley.

**Forgotten Woman, The..3031..(63).....July 7**
Drama. A young woman becomes innocently involved in a crime mesh and is sent to prison, where her baby is born. She is almost the forgotten woman, until one of the gangsters makes a deathbed confession. Sigrid Gurie, William Lundigan, Eve Arden. Director: Harold Young.

**For Love or Money..3030..(66).....Apr. 28**
Comedy Drama. Two employes, entrusted with $50,000, lose the money, and their boss gives them 36 hours to produce. June Lang, Robert Kent, Edward Brophy. Director: Albert S. Rogell.

**Gambling Ship..3023..(60).....Jan. 20**
Action Drama. A young girl takes over the operation of her father's gambling vessel when he is murdered by a notorious rival. Romance blooms when a G-Man comes to the rescue. Robert Wilcox, Helen Mack, Irving Pichel. Director: Aubrey Scotto.

**Honor of the West..3055..(58).....Jan. 13**
Western. A sheriff resigns rather than arrest his pal whom he knows is guilty of cattle rustling, but he captures the gang after his friend is killed. Bob Baker, Marjorie Bell, Carleton Young. Director: George Waggner.

**House of Fear, The..3038..(66).....June 30**
Mystery Drama. A producer restages a play to track the murderer of a Broadway stage star. William Gargan, Irene Hervey, Alan Dinehart. Director: Joe May.

**Inside Information..3040..(62).....June 2**
Action Drama. A rookie cop uses scientific methods to capture jewel robbers. June Lang, Dick Foran, Harry Carey, Mary Carlisle. Director: Charles Lamont.

**Lady in the Morgue, The..2027..(70).....Apr. 22**
Mystery Drama. A Crime Club mystery wherein the body of a murdered woman disappears from the morgue. Preston Foster, Frank Jenks, Rowland Drew, Patricia Ellis. Director: Otis Garrett.

**Last Warning, The..3027..(63).....Jan. 6**
Mystery Melodrama. One of the Crime Club series, in which Detective Crane is called in to track down the "Eye," a mysterious extortionist. Preston Foster, Frank Jenks, Joyce Compton. Director: Al Rogell.

**My Man Godfrey..(93)..Reissue.....June 2**
Comedy. A "socialite hobo" lands a butler's job in a wealthy, madcap household with two wild daughters who cause no end of trouble when they both fall in love with him. William Powell, Carole Lombard. Director: Gregory La Cava.

**Mystery of the White Room..3037..(58)...Mar. 17**
Melodrama. Mystery stalks through hospital corridors when the head surgeon is killed while performing an operation. Bruce Cabot, Helen Mack, Joan Woodbury. Director: Otis Garrett.

**Newsboys' Home..3015..(73).....Dec. 23**
Action Drama. A newsboy helps his boss win a circulation war against an opposition paper, and helps the editor win the girl he loves. Jackie Cooper, Edmund Lowe, Wendy Barrie. Director: Harold Young.

**Pirates of the Skies..3033..(61).....Feb. 3**
Action Drama. A daredevil transport flier joins the State Air Force and uncovers a gang of crooks who have been transporting their stolen loot by plane. Kent Taylor, Rochelle Hudson, Lucien Littlefield. Director: Joe McDonough.

**Risky Business..3029..(78).....Mar. 3**
Melodrama. A hard-boiled newspaper columnist interests himself in the news angle behind the abduction of a movie financier's daughter, but loses his life to save the girl. George Murphy, Dorothea Kent, Eduardo Ciannelli, Frances Robinson. Director: Arthur Lubin.

**Society Smugglers** (formerly Key Woman)
**3024..(70).....Feb. 24**
Drama. A member of the Treasury Department trails a gang of international smugglers operating as luggage manufacturers. Preston Foster, Irene Hervey. Director: Joe May.

**Son of Frankenstein..3004..(94).....Jan. 13**
Horror Drama. A scientist's son sets out to redeem his father's name and succeeds in destroying the monster. Basil Rathbone, Boris Karloff, Bela Lugosi. Director: Rowland V. Lee.

**Spirit of Culver..3014..(90).....Mar. 10**
Drama. A war orphan in a military school is embittered over the belief his father was killed in action in the World War. Jackie Cooper, Freddie Bartholomew, Henry Hull, Andy Devine. Director: Joseph Santley.

**Sun Never Sets, The..3009..(94).....June 9**
Drama. Two brothers in the British civil service find themselves faced with an international crisis that might rock the entire world if their heroic efforts fail. Douglas Fairbanks jr., Basil Rathbone, Barbara O'Neil, Lionel Atwill. Director: Rowland Lee.

**They Asked for It..3040..(61).....May 26**
Action Drama. A small town newspaper, trying to capitalize on sensational news, points to the death of a farmer as murder, and gradually uncovers enough evidence to prove it was real murder. William Lundigan, Joy Hodges, Michael Whalen. Director: Frank McDonald.

**Three Smart Girls Grow Up..3001..(87)...Mar. 24**
Comedy With Music. Sequel to its predecessor, "Three Smart Girls," in which complications and misunderstandings arise when one sister becomes engaged. Deanna Durbin, Nan Grey, Helen Parrish. Director: Henry Koster.

**Unexpected Father** (Formerly "Sandy Takes a Bow")..(..).....July 7
Comedy. Baby Sandy, the child sensation in "East Side of Heaven," plays the starring role in her second film, as an orphan who is cared for by her mother's dancing partner. Measles and the authorities intervene, but the baby goes on a hunger strike until she is returned. Baby Sandy, Shirley Ross, Dennis O'Keefe, Mischa Auer. Director: Charles Lamont.

**You Can't Cheat an Honest Man..3005..(76)..Feb. 17**
Comedy. Gags and guffaws against a circus background. W. C. Fields, Edgar Bergen, Charlie McCarthy. Director: George Marshall.

## Warner Bros.

**Adventures of Jane Arden..321..(58).....Mar. 18**
Action Drama. From the newspaper comic strip cartoon, detailing the adventures of the feminine star reporter, who is assigned to trace down the mysterious killing of a society girl. Rosella Towne, William Gargan, James Stephenson. Director: Terry Morse.

**Dawn Patrol..303..(103).....Dec. 24**
Action Drama. The lives of two British fliers on the western front during the World War. Errol Flynn, Basil Rathbone. Director: Edmund Goulding.

**Devil's Island..313..(62).....Jan. 7**
Action Drama. A famous surgeon, unjustly sentenced to the infamous Island, heads an escape party, which ironically is picked up by a ship bound for the colony. Boris Karloff, Nedda Harrigan, James Stephenson. Director: William Clemens.

**Dodge City..304..(104)** ⓒ **.....Apr. 8**
Outdoor Drama. A spectacle of the west back in '72 when the railroad reached Southwest Kansas and the steers out of Texas made that outpost town a roaring beehive of activity. Errol Flynn, Olivia De Havilland. Director: Michael Curtiz.

**Hell's Kitchen..312..(81).....July 8**
Action Drama. A philanthropic gangster on probation takes charge of a wayward home for boys, but pandemonium breaks out when the gangster is framed and the institution threatened. Dead End Kids, Grant Mitchell, Stanley Fields, Ronald Reagan, Margaret Lindsay. Directors: Lewis Seiler and E. A. Dupont.

**Juarez..301..(127).....June 10**
Historical Drama. An Indian boy becomes Mexico's liberator in its fight for Democracy in 1864. Paul Muni, Bette Davis, Brian Aherne. Director: William Dieterle.

**King of the Underworld..317..(69).....Jan. 28**
Melodrama. A woman doctor avenges the murder of her husband by temporarily blinding a mob of gangsters, thus aiding the police in their capture. Humphrey Bogart, Kay Francis, James Stephenson. Director: Lewis Seiler.

**Nancy Drew, Trouble Shooter..324..(69)..June 17**
Drama. Nancy does some more detectifying in her own way to save an innocent man from the electric chair. Bonita Granville, Frankie Thomas, John Litel. Director: William Clemons.

**Naughty But Nice..311..(90).....July 1**
Comedy With Music. A music professor, raised by maiden aunts, goes to New York to market his rhapsody, and meets a fourth aunt who shows him the swing side of music. Dick Powell, Ann Sheridan, Gale Page. Director: Ray Enright.

**Off the Record** (formerly Unfit to Print)
**314..(68).....Jan. 21**
Drama. A girl reporter marries a newspaperman so they can care for a youngster who has been made the tool of a gambling ring. Through the boy they find the leader. Joan Blondell, Pat O'Brien, Bobby Jordan. Director: James Flood.

**Oklahoma Kid..308..(80).....Mar. 11**
Outdoor Drama. A notorious outlaw avenges the murder of his father and brother, at the same time ridding a pioneer town from the rule of the gambler responsible for the murders. James Cagney, Humphrey Bogart, Rosemary Lane. Director: Lloyd Bacon.

**On Trial..323..(62).....Apr. 1**
Melodrama. A dramatization of Elmer Rice's play, in which the main character, on trial for murder, refuses to lift a finger in his own defense. His wife disappears but turns up at the right moment to convince the jury that her husband's act was justified. John Litel, Margaret Lindsay, James Stephenson. Director: Terry Morse.

**Secret Service of the Air..320..(61).....Mar. 4**
Action Drama. Based on the federal government's activities in rounding up a ring of crooks smuggling aliens into the country across the Mexican border. Ronald Reagan, Ila Rhodes. Director: Noel Smith.

**They Made Me a Criminal..307..(89).....Jan. 13**
Comedy Drama. The social reform of a hard-boiled fighter who, thinking himself guilty of murder, hides out on an Arizona fruit ranch. John Garfield, Claude Rains, Ann Sheridan, Dead End Kids. Director: Busby Berkeley.

**Torchy Runs for Mayor..322..(60).....May 13**
Comedy Drama. When Torchy's paper refuses to print an expose of crooked city politics, she decides a new mayor is necessary and through the perpetration of a practical joke becomes the winning candidate. Glenda Farrell, Barton MacLane. Director: Ray McCarey.

**Waterfront..325..(59).....July 15**
Action Drama. The lives, loves and hates of the longshoremen and stevedores. Gloria Dickson, Dennis Morgan, Ward Bond. Director: Terry Morse.

**Wings of the Navy..309..(89).....Feb. 11**
Action Drama. A pilot, jealous of his brother's success in the naval air service, sets a record of his own. George Brent, Olivia de Havilland, John Payne. Director: Lloyd Bacon.

**Women in the Wind..316..(65).....Apr. 15**
Action Drama. An aviatrix, in need of money for an operation on her crippled brother, enters the women's air derby, and ends up a la "Wrong Way" Corrigan. Kay Francis, William Gargan, Victor Jory. Director: John Farrow.

# Alphabetical Index of Feature Releases

**Designed as a Time-Saving Guide for Exhibitors Who Know the Title of a Picture, but Do Not Recall the Producer or Distributor. All Pictures Listed Here Appear in the PRODUCTION INDEX in Alphabetical Order Under the Proper Company Headings. Date Following Title is Issue of Review.**

**A**

**A Woman Is the Judge** (Col) July 8
**Across the Plains** (Mono) June 3
**Adventures of Jane Arden** (WB) Feb. 18
**Alexander Nevsky** (Amk) Apr. 15
**Ali Baba Goes to Town** (20th-Fox) Oct. 30
**Almost a Gentleman** (RKO) Mar. 11
**Arizona Legion** (RKO) Jan. 14
**Arizona Wildcat** (20th-Fox) Nov 12
**Arrest Bulldog Drummond** (Para) Nov. 26
**Artists and Models Abroad** (Para) Nov. 5
**Awful Truth** (Col) reissue

**B**

**Back Door to Heaven** (Para)
**Beachcomber, The** (Para) Dec. 3
**Beauty for the Asking** (RKO) Jan. 28
**Big Town Czar** (Univ) Apr. 22
**Bizarre, Bizarre** (Lenauer) Apr. 15
**Black Limelight** (SR) July 8
**Blackwell's Island** (FN) Mar. 4
**Blazing Sixes** (WB)
**Blind Alley** (Col) Apr. 29
**Blondie Meets the Boss** (Col) Mar. 4
**Blue Montana Skies** (Rep) May 6
**Bouquets From Nicholas** (Walch) Mar. 11
**Boy Friend** (20th-Fox) May 13
**Boy Slaves** (RKO) Jan 21
**Boys Reformatory** (Mono) May 6
**Boy Trouble** (Para) Feb. 4
**Bridal Suite** (M-G-M) May 27
**Broadway Serenade** (M-G-M) Apr. 8
**Bronze Buckaroo** (SR) Jan. 21
**Bulldog Drummond's Bride** (Para) June 24
**Bulldog Drummond's Secret Police** (Para) Apr. 8
**Burn 'Em Up O'Connor (M-G-M)** Jan. 14

**C**

**Cafe Society** (Para) Feb. 11
**Calling Dr. Kildare** (M-G-M) Apr. 29
**California Frontier** (Col) Dec. 24
**Captain Fury** (UA) May 13
**Career** (RKO) July 1
**Champs-Elysees** (Tri-National) Feb. 25
**Charlie Chan in Honolulu** (20th-Fox) Dec. 24
**Charlie Chan in Reno** (20th-Fox) June 3
**Chasing Danger** (20th-Fox) Jan. 7
**Christmas Carol, A** (M-G-M), Dec. 17
**Clouds Over Europe** (Col) June 10
**Code of the Secret Service** (FN) May 13
**Code of the Streets** (Univ) Jan. 28
**Concentration Camp** (Amk) Mar. 25
**Confessions of a Nazi Spy** (FN) Apr. 29
**Convict's Code** (Mono) Feb. 18
**Crashing Through** (GN)
**Crisis** (Kline) Mar. 25
**Curtain Rises, The** (Frank Kassler) Apr. 29

**D**

**Dark Victory** (FN) Mar. 11
**Dawn Patrol** (WB) Dec. 24
**Devil's Island** (WB) Jan. 7
**Disbarred** (Para) Jan. 14
**Dodge City** (WB) Apr. 8
**Double Crime in the Maginot Line** (Tower) Apr. 29
**Down the Wyoming Trail** (Mono)
**Drifting Westward** (Mono) Mar. 25
**Duke of West Point** (UA) Dec. 24

**E**

**East Side of Heaven** (Univ) Apr. 15
**Easy Money** (Inv)
**Escape From Yesterday** (SR)
**Everybody Dance** (GB)
**Everybody's Baby** (20th-Fox) Dec. 3
**Exile Express** (GN) Feb. 18
**Ex-Champ** (Univ) May 20

**F**

**Family Next Door, The** (Univ) Apr. 8
**Fast and Loose** (M-G-M) Feb. 18
**Federal Man-Hunt** (Rep) Jan. 14
**Fighting Thoroughbreds** (Rep) Jan. 21
**First Offenders** (Col) Mar. 11
**Fisherman's Wharf** (RKO) Feb. 4
**Five Came Back** (RKO) June 10
**Fixer Dugan** (RKO) Apr. 29
**Flying Irishman, The** (RKO) Mar. 11
**Foolish Virgin** (SR) Jan. 21
**For Love or Money** (Univ) Apr. 22
**Forbidden Music** (SR) Jan. 14
**Forged Passport** (Rep) Feb. 11
**Forgotten Woman, The** (Univ) July 8
**Four Girls in White** (M-G-M) Jan 28
**400,000,000, The** (Garrison) Mar. 25
**Friends** (SR) Jan. 21
**Frontier Pony Express** (Rep) Apr. 15
**Frontier Scout** (GN) Sept. 17
**Frontiersman** (Para) Nov. 26

**G**

**Gambling Ship** (Univ) Dec. 24
**Gang Bullets** (Mono) Dec. 10
**Gang's All Here, The** (Asso.-British) Apr. 29
**Girl and the Gambler, The** (RKO), June 10
**Girl Downstairs (M-G-M)** Dec. 31
**Girl From Mexico** (RKO) May 20
**Going Places** (FN) Dec. 24
**Good Girls Go to Paris** (Col) June 24
**Goodbye, Mr. Chips** (M-G-M) May 20
**Gorilla, The** (20th-Fox) May 27
**Gracie Allen Murder Case** (Para) May 13
**Grand Jury Secrets** (Para) May 20
**Grand Illusion** (World)
**Great Citizen, The** (Amk) Jan. 28
**Great Man Votes (RKO) Jan. 14**
**Gunga Din** (RKO) Feb. 4

**H**

**Hardys Ride High, The (M-G-M)**
**Hatred** (World)
**Hell's Kitchen** (WB) June 24
**Heritage of the Desert** (Para) Mar. 25
**Heroes of the Marne** (SR) May 6
**Home on the Prairie** (Rep) Feb. 18
**Homicide Bureau** (Col) Feb. 11
**Honolulu** (M-G-M) Feb. 4
**Hotel Imperial** (Para) Apr. 22
**Hound of the Baskervilles, The** (20th-Fox) Apr. 1
**Housemaster** (Alliance) Apr. 15
**House of Fear, The** (Univ) May 20
**Huckleberry Finn (M-G-M)** Feb. 18

**I**

**I Was a Convict** (Rep) Feb. 25
**Ice Follies of 1939 (M-G-M)** Feb. 18
**Idiot's Delight (M-G-M)** Feb. 4
**Illegal Traffic** (Para) Nov. 5
**I'm From Missouri** (Para) Mar. 25
**Indiscretions** (SR) May 20
**In Old Caliente** (Rep)
**In Old Montana** (Spectrum) Apr. 8
**Inside Information** (Univ) June 10
**Inside Story** (20th-Fox) Oct. 22
**Inspector Hornleigh** (20th-Fox) Apr. 22
**Invitation to Happiness** (Para) May 20
**It Could Happen to You** (20th-Fox) June 3
**It's a Wonderful World (M-G-M)** May 13

**J**

**Jesse James** (20th-Fox) Jan. 21
**Jones Family in Hollywood** (20th-Fox) May 27
**Juarez** (WB) Apr. 29

**K**

**Kid From Kokomo** (FN) May 27
**Kid From Texas, The (M-G-M)** Apr. 8
**King of Chinatown** (Para) Mar. 11
**King of the Turf** (UA) Feb. 18
**King of the Underworld** (WB) Jan. 14

**L**

**Lady and the Mob, The** (Col) Mar. 11
**Lady in the Morgue** (Univ) Oct. 23
**Lady's From Kentucky** (Para) Apr. 15
**Last Warning** (Univ) Dec. 10
**Law Comes to Texas** (Col) May 27
**Lenin in 1918** (SR) July 8
**Let Freedom Ring (M-G-M)** Feb. 25
**Let Us Live** (Col) Feb. 18
**Little Pal** (Mono)
**Little Princess** (20th-Fox) Feb. 25
**Lone Star Pioneers** (Col)
**Lone Wolf Spy Hunt** (Col) Jan. 28
**Long Shot** (GN) Dec. 31
**Lost Horizon** (Col) reissue
**Lost Patrol** (RKO) reissue
**Love Affair** (RKO) Mar. 11
**Lucky Night** (M-G-M) May 6

**M**

**Made for Each Other** (UA) Feb. 11
**Maisie** (M-G-M) June 17
**Mamele** (SR) Jan. 21
**Man About Town** (Para) June 17
**Man and His Wife, A** (French Films) Apr. 15
**Man in the Iron Mask** (UA)
**Man of Conquest** (Rep) Apr. 15
**Man Who Dared** (FN) Apr. 8
**Man With the Gun** (Amk) Feb. 18
**Manhattan Shakedown** (Warwick) Apr. 22
**Marseillaise** (World)
**Mexicali Rose** (Rep) Apr. 1
**Mickey the Kid** (Rep) July 1
**Midnight** (Para) Mar. 11
**Million Dollar Legs** (Para)
**Missing Daughters** (Col) Apr. 29
**Mountain Rhythm** (Rep)
**Mothers of Today** (Apex), Mar. 25
**Mr. Moto on Danger Island** (20th-Fox) Mar. 18
**Mr. Moto's Last Warning** (20th-Fox) Dec. 24
**Murder Is News** (SR) July 8
**Mutiny on the Elsinore** (Regal) Feb. 25
**My Man Godfrey** (Univ) reissue
**My Son Is a Criminal** (Col) Mar. 18
**Mystery of Mr. Wong** (Mono) Mar. 18
**Mystery of the White Room** (Univ) Apr. 1
**Mystery Plane** (Mono) Mar. 4

**N**

**Nancy Drew, Reporter** (FN) Jan. 28
**Nancy Drew, Trouble Shooter** (WB)
**Naughty But Nice** (WB) June 10
**Navy Secrets** (Mono) Feb. 18
**Neighbors** (SR) Dec. 24
**Never Say Die** (Para) Mar. 11
**New Horizons** (SR) May 27
**Newsboys Home** (Univ) Jan. 28
**Night Riders** (Rep) Apr. 8
**North of Shanghai** (Col) Mar. 11
**North of the Yukon** (Col)

**O**

**Of Human Bondage** (RKO) reissue
**Oklahoma Kid** (WB) Mar. 18
**On Borrowed Time** (M-G-M) July 8
**On Trial** (WB) Mar. 25
**Only Angels Have Wings** (Col) May 20
**Oppenheim Family, The** (SR) June 3
**Orphans of the Pecos** (Vic)
**Outlaws' Paradise** (Victory) Apr. 29
**Outside These Walls** (Col)

**P**

**Pacific Liner** (RKO) **Dec. 31**
**Pagliacci** (GB)
**Panama Lady** (RKO)
**Panama Patrol** (GN) Feb. 25
**Pardon Our Nerve** (20th-Fox) Nov. 19
**Parents on Trial** (Col) July 8
**Paris Honeymoon** (Para) Dec. 24
**Persons in Hiding** (Para) Jan. 28
**Pirates of the Skies** (Univ)
**Pride of the Navy** (Rep) Jan. 28
**Prison Without Bars** (UA) Feb. 25
**Puritan, The** (Lenauer) Mar. 25
**Pygmalion** (M-G-M) Dec. 10

**R**

**Racketeers of the Range** (RKO) May 20
**Rangle River** (SR) May 20
**Red River Range** (Rep) Apr. 29
**Return of the Cisco Kid, The** (20th-Fox) Apr. 29
**Ride 'Em Cowgirl** (GN) Jan. 28
**Rio Grande** (Col) Apr. 8
**Risky Business** (Univ) Mar. 11
**Rollin' Westward** (Mono) Apr. 1
**Romance of the Redwoods** (Col) Apr. 29
**Rookie Cop** (RKO) Apr. 29
**Rose of Washington Square** (20th-Fox) May 13
**Rough Riders Roundup** (Rep) Mar. 25
**Rough Riding Rhythm** (Conn)

**S**

**Sable Cicada** (SR) Feb. 4
**Saint in London** (RKO) July 1
**Saint Strikes Back, The** (RKO) Feb. 18
**School for Husbands** (SR) Jan. 28
**Scorched Earth** (SR) May 27
**Second Fiddle** (20th-Fox) July 8
**Secret Service of the Air** (WB) Feb. 11
**Sergeant Madden** (M-G-M) Mar. 25
**She Married a Cop** (Rep) July 1
**Shine On, Harvest Moon** (Rep) May 27
**Should a Girl Marry?** (Mono)
**Silver on the Sage** (Para) Feb. 18
**Singing Cowgirl** (GN) June 3
**Six-Gun Rhythm** (GN) Feb. 18
**6,000 Enemies** (M-G-M) June 3
**Smashing the Spy Ring** (Col) Jan. 28
**Smiling Along (20th-Fox)** Dec. 17
**Smoky Trails** (SR)
**Society Lawyer (M-G-M)** Apr. 1
**Society Smugglers** (Univ) Mar. 11
**Some Like It Hot** (Para) May 13
**Son of Frankenstein** (Univ) Jan. 21
**Sorority House** (RKO) Apr. 22
**S. O. S. Tidal Wave** (Rep) June 3
**Southward, Ho!** (Rep)
**Soviet Border** (Amk) Mar. 4
**Special Inspector** (SR) May 6
**Spoilers of the Range** (Col) June 10
**Spirit of Culver** (Univ) Mar. 4
**Spy of Napoleon** (SR) May 27
**Stagecoach** (UA) Feb. 11
**Stand Up and Fight (M-G-M)** Jan. 7
**Stand-In** (UA) Oct. 9
**Starlight Over Texas** (Mono)
**Star of Midnight** (RKO) reissue
**Star Reporter** (Mono) Feb. 25
**St. Louis Blues** (Para) Jan. 28
**Stolen Life** (Para) Apr. 29
**Story of Alexander Graham Bell** (20th-Fox) Apr. 8
**Story of Vernon and Irene Castle** (RKO) Mar. 18
**Strange Case of Dr. Meade, The** (Col) Oct. 29
**Stranger From Arizona** (Col) Sept. 24
**Street of Missing Men** (Rep) Apr. 29
**Streets of New York** (Mono) Apr. 15
**Stronger Than Desire** (M-G-M) July 1
**Stunt Pilot** (Mono) July 8
**Sudden Money** (Para) Mar. 25
**Sun Never Sets** (Univ) June 10
**Sundown on the Prairie** (Mono) Apr. 1
**Sunset Trail** (Para) Oct. 29
**Susannah of the Mounties** (20th-Fox) June 17
**Sweepstakes Winner** (FN) Apr. 22
**Sweethearts (M-G-M)** Dec. 24

**T**

**Tail Spin** (20th-Fox) Feb. 4
**Tarzan Finds a Son!** (M-G-M) June 3
**Tell No Tales** (M-G-M) May 20
**Terror of Tiny Town** (Col) July 30
**Texas Stampede** (Col)
**Texas Wildcats** (SR) June 24
**Thanks for Everything** (RKO) Dec. 10
**There's That Woman Again** (Col) Dec. 17
**They All Come Out** (M-G-M) July 8
**They Asked for It** (Univ)
**They Made Her a Spy** (RKO) Mar. 25
**They Made Me a Criminal** (WB) Jan. 7
**Three Musketeers** (20th-Fox) Feb. 11
**Three of a Kind** (Inv)
**Three Smart Girls Grow Up** (Univ) Mar. 25
**Three Texas Steers** (Rep)
**Three Waltzes** (SR) May 20
**Thundering West** (Col) Apr. 15
**Tiger Hunt** (World) Apr. 29
**Timber Stampede** (RKO) June 24
**Tom Sawyer, Detective** (Para) Dec. 24
**Topper Takes a Trip** (UA) Jan. 7
**Torchy Blane in Chinatown** (FN)
**Torchy Runs for Mayor** (WB) Apr. 1
**Tough Kid** (Mono) Jan. 14
**Trade Winds** (UA) Dec. 31
**Trapped by G-Men** (Col) reviewed under title (River of Missing Men) Sept. 11
**Trapped in the Sky** (Col) Feb. 18
**Trigger Pals** (GN) Jan. 21
**Trigger Smith** (Mono) May 13
**Trouble in Sundown** (RKO) Mar. 11
**Tumbleweeds** (SR) reissue May 27
**Twelve Crowded Hours** (RKO) Feb. 18
**Typhoon Treasure** (SR) May 27

**U**

**Undercover Agent** (Mono)
**Undercover Doctor** (Para) May 27
**Under Suspicion** (Col) Nov. 27
**Unexpected Father** (Univ)
**Union Pacific** (Para) May 6
**Unmarried** (Para) May 27

**W**

**Wanted by Scotland Yard** (Mono) Apr. 29
**Waterfront** (WB) July 1
**Western Caravans** (Col)
**While New York Sleeps** (20th-Fox) Oct. 22
**Whispering Enemies** (Col) Jan. 7
**Wife, Husband and Friend** (20th-Fox) Feb. 18
**Wild Horse Canyon** (Mono) Jan. 7
**Will of the People** (SR) Mar. 4
**Winner Take All** (20th-Fox) Feb. 25
**Wings of the Navy** (WB) Jan. 21
**With a Smile** (Malmar) Feb. 18
**Within the Law** (M-G-M) Mar. 18
**Without a Home** (Foreign Cinema Arts) Apr. 15
**Wolf Call** (Mono) May 27
**Woman Doctor** (Rep) Feb. 4
**Women in the Wind** (WB) Feb. 4
**Wuthering Heights** (UA) Apr. 1

**Y**

**Yes, My Darling Daughter** (FN) Feb. 11
**You Can't Cheat an Honest Man** (Univ) Feb. 25
**You Can't Get Away With Murder** (FN) Jan. 28
**Young Mr. Lincoln** (20th-Fox) June 10
**Youth Takes a Fling** (Univ) Oct. 1

**Z**

**Zenobia** (UA) Mar. 18
**Zero Hour, The** (Rep) May 27

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Screenplay by SCOTT DARLING and JOSEPH WEST
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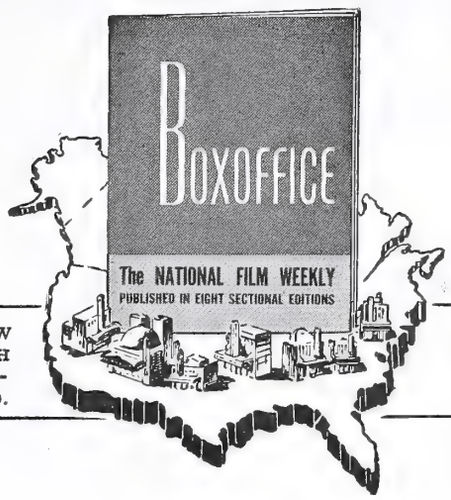
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| | |
|---|---|
| New York | 9th week |
| Los Angeles | 9th week |
| Cleveland | 4 weeks |
| Dayton | 2 weeks |
| Cincinnati | 4 weeks |
| Columbus | 2 weeks |
| Pittsburgh | 3 weeks |
| Toledo | 2 weeks |
| Oklahoma City | 2 weeks |
| Philadelphia | 3 weeks |
| New Haven | 2 weeks |
| Washington | 2 weeks |
| Baltimore | 3 weeks |
| St. Louis | 2 weeks |
| Denver | Extended |
| Providence | 2 weeks |
| Hartford | 2 weeks |
| Indianapolis | 2 weeks |
| New Orleans | 2 weeks |
| Chicago | Indefinite run |
| San Francisco | Indefinite run |
| Seattle | 2 weeks |
| Worcester | 2 weeks |
| Boston | 4 weeks |

*(Playing day-and-date at State & Orpheum; held over 2nd week in both spots)*

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# *AUGUST, DECEMBER—NOW JULY*

IT IS A peculiar commentary on this industry, as it is on many others, that direct action is taken when an emergency compels it.

In 1934, the production code, quietly resting, had its teeth sharpened. The molars and the bicuspids began to bite and bite hard into the problem of cleaning up films and keeping them that way. Successful was the effort and successful it remains, despite scraps of discontent now and then, transgressions here and there.

For several decades, distribution, in its essential fabric, has remained unchanged and untouched. The designated playdate, percentage pictures, holdovers have planted themselves athwart the horizon, but the system, as a system has followed its original outline.

Today, confronted by a government lawsuit seeking sweeping changes, and with a self-regulation committee trying to bring about changes without endangering the case of the majors in this suit, it can be said a state of emergency exists.

The committee is determined to, and actually is, keeping on with its program . . . Yet, regardless of what develops and whether the points of issue are determined by trial or by agreement, there is a lesson, certainly, in the lesson leading up to the rehabilitated production code and the administrator named to enforce it.

It is suggested now that what production has done with Joe Breen, distribution can do with Mr. X on behalf of itself and, obviously, its customers, the exhibitors.

This means, initially, a code of fair practices, whether self-imposed or drawn from mandate imposed by law. It means the administration of it by an individual whose integrity is beyond reproach and whose judgment will be respected and honored by both sides because it will be recognized as fair and impartial.

The problems encountered in production every hour of a normal Hollywood day with its creative viewpoints to weigh and consolidate, its individual approaches to consider and appreciate, its international responsibility to contemplate are far greater than any which might have to be made after the product is completed.

Therefore, if production was parted from many of its wrinkles by the code method, distribution can as well.

Consider this as a process to mark down for deliberation. The time is propitious.

With only fractional alteration, this is a reprint of an editorial which appeared in BOXOFFICE for August 20 (1938) long before there was the assurance now current that a trade practice agreement would emerge from the arduous effort which has been applied to that task.

The first consolidated draft, representative of the approach to various problems by all of the exhibitor negotiators, is now in their hands. It does not follow that this initial document, finecombed by the attorneys for the negotiating majors, will be the Magna Charta ultimately to be adopted.

That, we should say, is comparatively unimportant and we assume this point of view on the reasonable assumption that, with changes which are very likely, the results will closely resemble the original objective sought. That original objective cannot comprise Utopia, for, obviously again, no basic set of regulations can possibly satisfy as many diverse interests, distributor and exhibitor alike, as have been drawing the plans.

It is exactly because trade practice reform seems nearer to success than ever that BOXOFFICE revives its suggestion for an exhibitor-distributor administrator. One who will profit by a knowledge of the pitfalls into which production code administration fell, but also one who can draw on the procedure and the wisdoms established by the Hollywood original.

If the time was propitious in August, it is more so in December.

December was seven months ago. Now that the code is closer to reality, this suggestion, twice advanced on this page, is in prospect. More, rather than less, reason exists for its adoption today. For, in the creation of such a post, properly endowed in appointment and in authority to act swiftly and without interference, conceivably rests a formula for peace and harmony in exhibitor-distributor relations such as this industry has never enjoyed. Again there is urged for such a plan all full and serious consideration.

Kann

# U. S. WOULD CRUSH CHAIN BUYING AND OPEN MARKET WIDE ON A 'HIGHEST BIDDER' BASIS

## *Will Demand More Data on July 27*

OKLAHOMA CITY—With the filing Wednesday of answers by the Griffith circuit and major defendants in the government monopoly suit, demands for further particulars will be heard July 27 before Judge Edgar Vaught. Distributors are represented by local counsel, while Charles E. Dierker, assistant to the attorney general, will handle the government's side of the case.

Dierker recently returned from Washington where he received instructions by Thurman Arnold to speed up the case, bearing out BOXOFFICE's recent exclusive story the department of justice will bear down on the Griffiths' case as a test for the all-industry action, which from present indications is not expected to reach the New York federal court calender until the early part of 1940.

Preliminaries in the Griffiths' suit are expected to take several more weeks with actual trial probably getting under way in the fall when attorneys from the major company home offices will sit in on the proceedings, supplementing local counsel.

As in the case of the all-industry suit, the majors contend the petition is vague as to many of the allegations and definitions and clarification is sought before trial.

### RKO Escapes Involvement In Baltimore Trust Action

BALTIMORE—RKO is the only major distributor not involved in the anti-trust suit filed by Leo Homand, vice-president of Westway Theatre, through his attorney, Edgar Allan Poe. The Lyndhurst Theatre Corp., Frank H. Durkee, C. Elmer Nolte sr., Walter Pacy and Harry Reddish are co-defendants.

The suit charges restraint of trade in that the Edgewood Theatre, Durkee house, has been getting 14 days' protection over the Westway. A temporary injunction also is sought.

### Arnold Checks Into Third Runs in Kentucky Checkup

NEW YORK—The department of justice, in a formal complaint, is inquiring of six major distributors why they are "unable or unwilling" to license the New Theatre, Frankfort, Ky., with third run product for 1938-39.

In a letter over the signature of Thurman Arnold to Paramount, 20th Century-Fox, Warner, UA, M-G-M and RKO, a request is made that the distributors state whether first and second-run product not used by Sam Lee, operator of the Capitol,

(Continued on page 8)

## Independents Not Exempt Where Government Sees Grounds for Action

WASHINGTON—Elimination of chain buying, whether by major circuits or independents, is one of the important goals of the department of justice in the all-industry suit now pending in New York and the proposed actions to be filed in the near future, it is learned from authentic sources close to the department.

The government's aim is to compel distributors to sell on a local competitive basis with each man having the right to bid for product in an open and untrammeled market rather than through collective buying power developed by building and acquisitions.

Where there is a sufficient cause of action the department does not hesitate to make known it will file monopolistic charges against independents. Large independent circuits frequently have been described as much, if not more, of a detriment to the small operator than the affiliated houses.

An improvement of product with a resultant decrease in production costs must come if the government is successful in its prosecutions, these sources contend. However, nothing is said about a large independent theatre in a town competing for the same product with another large house, which automatically would soar rentals and which, in turn, might be bulked into higher production costs and thus decrease the number of pictures to be made annually.

But primarily, a main objective of the government is to bring about a local competitive situation where all exhibitors may freely bid for the same product without being relegated to later runs if there is the wherewithal to pay for good pictures.

## *Distributors Attorney in Vermont Suit to N. Y.*

NEW YORK—Guy Page, Burlington, Vt., attorney who has been retained by major distributors to represent them locally in the anti-trust action brought by Tegu's Palace of St. Johnsbury, Vt., has been here conferring with distributor counsel.

### *In Agreement on This One*

**New York—The government has a definition for "shooting gallery." It's one of the few explanations of trade terms that distributors admit.**

**According to the department of justice, a "shooting gallery" is a poorly equipped motion picture theatre.**

## *431 Houses in 18 States for Warner*

NEW YORK—Warner and its subsidiaries operate 431 theatres in 18 states, Pennsylvania being the state with the largest holdings, the company reveals in its answer to the government's all-industry suit. New Jersey is second, Connecticut, third, and Ohio, fourth.

The states and number of theatres in each of them follow:

| | |
|---|---|
| California | 11 |
| Connecticut | 33 |
| Delaware | 6 |
| Illinois | 16 |
| Indiana | 2 |
| Maryland | 9 |
| Massachusetts | 15 |
| New Jersey | 64 |
| New York | 28 |
| Ohio | 32 |
| Oregon | 2 |
| Pennsylvania | 158 |
| Tennessee | 1 |
| Virginia | 8 |
| Washington, D. C. | 19 |
| Washington | 3 |
| West Virginia | 10 |
| Wisconsin | 14 |
| Total | 431 |

## *An "Immediate Hearing," Is Government's Desire*

NEW YORK—Paul Williams, in charge of the government's all-industry suit, is due Monday from Washington to confer with Senior Federal Judge John C. Knox on the possibility of moving the trial up on the "immediate hearing" calendar.

Under regular court procedure, the government cannot seek preference until 20 days after the respondents have filed answers. The time limit ended Tuesday night and on the following day notices of the government's intentions were sent out to all film company attorneys who had until Saturday to answer. This being a slow day, the matter has been put over until Monday when arguments are expected to be heard before Judge Knox.

## *English Trade Benevolent Fund Seeks Stars' Aid*

LONDON—"Mick" Hyams, theatre controller of Gaumont Super Cinemas, arrives in New York on the *Champlain* July 26 to enlist the services of a group of Hollywood stars for appearances at a gala performance to aid the Cinematograph Trade Benevolent Fund to be held this fall at the Gaumont State, Kilburn.

"Denver tops all previous Hardys! First 4 days beat 'Pygmalion', 'Boys Town' and biggest hits!"

"Playing day and date in Los Angeles at State and Chinese it's topping the Hardy parade and all Big Ones!"





"Hot weather doesn't mean a thing in Portland! And Capitol, N.Y., biggest in months!"

"Detroit beats the heat with biggest biz of entire season. New Hardy hit is best of the whole series!"





# "ANDY HARDY GETS SPRING FEVER" WOW!






with Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden · Screen Play by Kay Van Riper · Directed by W. S. Van Dyke II An M-G-M Picture

It's just ONE of M-G-M's multi-million-dollar Summer Festival of Hits!

NEXT PAGE, PLEASE!

(continued from preceding page)

# NO MORE WRINKLES!



**Leo's hot-weather parade of hits is the talk of the Industry!**

# ISN'T IT WONDERFUL!

M-G-M's Summer releases electrify every Film Row! Grateful showmen say "M-G-M's ready when a feller needs a friend!" Here are a few of the Summer Big Ones! It's all M-G-M as usual!

**"ANDY HARDY GETS SPRING FEVER"**
The Lucky Seventh Hardy Hit! A Summer life-saver!

**"GOODBYE MR. CHIPS"**
National Release of the Extended-Run Record Holder!

**"THESE GLAMOUR GIRLS"**
Lew Ayres, Lana Turner, Anita Louise, etc. Youth and beauty in sure-fire hit!

**ROBERT TAYLOR**
**HEDY LAMARR in**
**"LADY OF THE TROPICS"**
Call out the cops!

**And what company but M-G-M would give you a multi-million-dollar show in August like this Technicolor sensation!**

## "THE WIZARD OF OZ"

*Watch for details of the Giant Ad Campaign in national magazines synchronized with simultaneous release in hundreds of theatres!*

**THE FRIENDLY COMPANY all year around!**

# WASHINGTON INSIDERS CAST DUBIOUS LOOKS ON HOPKINS FOR HIS "BIG BROTHER" POLICY

## Official Has Little to Show For Work; Film Problem Proves Tough Nut

*By* EARLE A. DYER

WASHINGTON—Efforts of Secretary of Commerce Harry Hopkins to be the "big brother" of "big business," possibly with a view to the possibilities of the 1940 presidential campaign, are seen in Washington as running afoul of the hard rock of realism as exemplified, in the motion picture industry, by the department of justice demands and the refusal of the distributors to grant more than is embodied in the trade practice proposals.

Apparently initiated to woo business by offering it an agency for the settlement of anti-trust difficulties in a less hard-boiled manner than adopted by the department of justice, the department of commerce so far has little to show for its work.

Conferences have been held with three industries involved in difficulties with Assistant Attorney General Thurman Arnold. Meetings with the film industry still are going on, with the producers and Ed Kuykendall, president of the MPTOA, having been met while Harry Brandt, president of the ITOA, conferred on July 18 and Allied representatives the following day.

**Two Others Fold**

In the case of the two other industries taken up, the effort to straighten out the difficulties of the oil group died quickly and meetings with the fertilizer industry appear to have been dropped.

To large extent, the realistic attitude maintained by Dr. Willard L. Thorp, special assistant to Hopkins and in charge of the conferences, is responsible for the slow progress which has been made in ironing out the troubles of the film distributors.

Undeniably desirous of protecting the industry against disorganization, Dr. Thorp has nevertheless insisted that the anti-trust statutes must be obeyed and that any solution worked out by the department must be based on legality.

In the case of the film industry, for instance, it is indicated that Dr. Thorp and his cooperators are not convinced that the outlawing of block booking will not threaten the steady supply of pictures on which all theatre operations are based. But, before the department adopts any definite position on that matter, he is insisting that the distributors prove their contention that block booking does not involve injury to any exhibitor.

It is the belief of department of commerce officials that they can serve as mediator between industry and the department of justice in cases where business executives and justice officials, by reason of pending prosecutions, cannot undertake direct negotiations.

In its capacity of intermediary, the department could recommend to industries that they abandon practices on which the government is bringing prosecutions. In many instances, it is said, this could be done without the necessity of abandoning methods which are felt to be essential to industry operation.

In the film industry, for instance, the department is understood to be exploring the possibilities of eliminating abuses involved in block booking, without abandoning that method of distribution, which the producers claim is the only logical method whereby exhibitors can be assured of a steady flow of films.

It has been made clear that department officials do not feel that they alone can solve the problems of industry but that such solutions can be worked out only if the industries themselves cooperate. Thus, in the final analysis, success of the department's efforts to aid the film industry will depend upon the cooperation of the industry heads who sought that aid.

## *Senate Passes Neely Measure; Fight Concentrates in House*

WASHINGTON—With 74 of its 96 members present, the Senate, by a vote of 46 to 28, has sent the Neely block booking bill to the house, where the fight to reform the motion picture industry will center next session.

Since there is another session of the current Congress, the bill will not die with adjournment (as it did last session), but will retain its status until next January. Accordingly, the next step in the fight for the legislation will be in the lower body.

Registering the strongest resistance ever offered the measure, the Senate required some eight hours of debate, spread over two days, contrasting sharply with the situation last year when, after discussion requiring less than half that time, the same bill was approved with but two dissenting votes.

Allied officials in Washington expressed gratification over the action of the Senate and were confident that similar success would be achieved in the House when the bill is brought up. However, it was admitted, in view of the rapidly approaching adjournment of Congress, it is not likely that any consideration will be given the bill in the lower body until next year.

The burden of carrying the measure through fell almost entirely upon the shoulders of Senator Matthew M. Neely (Dem., W. Va.), its author, seconded by Senator Arthur Capper (Rep., Kas.). However, while the measure was being attacked by Senators Wallace White (Rep., Maine); Smith (Dem., S. C.) and King (Dem., Utah), Senator Neely was circulating around the chamber, seeking favorable votes for the bill.

"The stranglehold of the fleshless fingers of parliamentary rigor mortis in which this proposed legislation has been held for the past six month has at last been miraculously broken," Neely declared in opening the debate July 14, referring to his numerous unsuccessful efforts to secure consideration.

"To define the evils at which the bill is aimed is to condemn them," he told the Senate. "To understand them is to oppose them. Compulsory block booking is the practice whereby each of the principal motion picture distributors, known as the Big Eight, leases to the independent exhibitors its production of pictures for the ensuing year in large blocks, thus affording the exhibitors no choice but to accept all or reject all of the films so offered."

The practice is under attack in the government's suit against the industry, he said, but contended that litigation, even if successful, would not afford the effective relief which the bill will give. "The purpose of the bill and the objective of the government's suit are complementary and not antagonistic to each other," he explained.

As Neely continued his explanation of the bill, Senator Tydings (Dem., Md.) asked what effect it would have upon prices, and was told that "in my opinion, it will never increase picture prices."

The synopsis requirement of the bill, he

(Continued on page 20)

## *Kuykendall in a Second Commerce Dept. Meet*

WASHINGTON—An MPTOA committee of seven, led by Ed Kuykendall, had its second meeting with department of commerce officials Thursday.

While declining to go into details, Kuykendall said the session was taken up largely with an explanation of the structure and functions of his organization and a discussion of trade practices. The MPTOA president implied that, while he felt an adjudication of the government suit would not accomplish what the department of justice envisions, he is of the opinion the department is bent on clearing up the conspiracy angle embodied in the petition.

Accompanying Kuykendall were Arthur Lockwood, Middletown, Conn.; Stanley Sumner, Cambridge, Mass.; Lewen Pizor, Philadelphia; Sidney Lust, Washington; O. C. Lam, Rome, Ga., and Walter Vincent, New York.

# RKO Revamp Plan Is Clearing Hurdles

NEW YORK—RKO's reorganization plan has cleared the circuit court of appeals and the company now is ready to operate under its new plan. Three appeals from Federal Judge William O. Bondy's decision approving the plan proposed by the Atlas Company were denied in toto by Judges Learned Hand, Harrie Chase and Robert Patterson, who comprised the circuit court of appeals, each of the three applications taken for their face value and not one containing a point deemed worthy of consideration.

The first appeal was that of H. Cassel & Co., holders of $175,000 worth of RKO debentures, which claimed the plan unfair and violated the fifth amendment of the Constitution in that in giving debenture holders preferred stock for debentures, it took away their secured position and was, in effect, depriving them of property without due process of law.

**Not "Inherently Unfair"**

The circuit court found that "the plan as it stands preserves to debenture holders their existing priority over unsecured creditors and stockholders who receive common stock. The plan having met with the approval of more than two-thirds of the debenture holders, the argument that it is inherently unfair to debenture holders cannot be sustained.

"The federal court was not called on to say that the plan was the best or the fairest that could be drafted. The problems confronting the parties were not easy of solution. The corporate structure was intricate. The demand of the secured creditors, unsecured creditors and stockholders were conflicting. The demands were satisfied in a way that met with the approval of the requisite majority of each group. The plan did not break the priority of the debentures over the unsecured creditors and stockholders. Under the circumstances, we cannot say that the rights of the debenture holders were satisfied in favor of junior parties."

**Rent Deposit Denial**

As to the claims of the Copia Realty and Fabian Operating Co., which questioned the fairness of the claim in the way it dealt with contingent claims and who asked that three years' rent be deposited in a bank in case of future default, the circuit court held:

"The demand for a cash deposit of the maximum amount of their claims is a call for better treatment, a demand which would render it impossible in many cases to effect a reorganization. The plan, as it stands, is fair to these parties and their appeal fails."

The last appeal is that of Ernest W. Stirn of Milwaukee, a holder of 1,234 shares of class "A" stock of RKO. Stirn demanded a preferred position, claiming the conversion of "A" stock to common in 1931 was illegal, charged fraud and asked the proponent of the plan, the Atlas Corporation, to be barred from producing a plan and that the entire case be sent back to the federal court to have Irving Trust, the trustee, propose a new plan.

The circuit court, in this respect, declared:

"We are in accord with the findings of the special master (George W. Alger) that the 1931 amendment was valid and Stirn was barred from attacking the validity of the amendment. We also see no reason to doubt the validity of the debentures for their full face value. The other points raised by Stirn have been considered. There is not sufficient merit in them to warrant separate discussion."

**Appeal Is Likely**

Nathan Rosenberg, attorney for Cassel & Co., states he will carry his case to the supreme court in Washington on the constitutionality question and the appeal will, in all probability, be heard in the fall. John S. Stover, Stirn local attorney, was not immediately available, but he has stated similar intentions in the past. It is probable the proponents of the plan will no longer delay in consummating the plan and submit an under writing agreement. Thus, after six and a half years of receivership and reorganization, the longest period for any film company spent in the courts, RKO finally emerges on its own again, ready to start anew with George J. Schaefer as president and Richard M. Patterson as chairman of the board.

Schaefer, previous to joining RKO, was vice-president and sales head for UA. Patterson, until early this week, was identified with the secretary of commerce, Harry Hopkins, in Washington.

## *Patterson Into Duties as RKO Board Chairman*



NEW YORK—Richard M. Patterson is rounding out his first week as chairman of the RKO board, moving into a temporary office on the ninth floor of the RKO Bldg. He resigned as assistant secretary of commerce July 15 and two days later took up his new post.

Prior to joining the department of commerce in Washington, Patterson was an NBC executive and before that commissioner of correction for New York.

# Loew's Finance Plans To Be Set August 1

NEW YORK—Refinancing plans whereby Metropolitan Life Insurance Co. and Equitable Life Assurance Co. will purchase $15,000,000 of new Loew bonds at an average interest of 3 1/3 per cent will be completed by David Bernstein, treasurer, and Leopold Friedman, secretary of Loew's, by August 1. The new issue will replace the same amount of bonds now outstanding at six per cent due 1946.

About three years ago, Dillon, Reade underwrote a $15,000,000 bond issue which was sold to the public at three and a half per cent, replacing a six per cent issue of like amount also due in 1946. The new financing being negotiated with the insurance companies has nothing to do with the public issue, except for the fact that the interest on both has been reduced from six per cent.

Bernstein is due from a Maine vacation in time for signing the contracts. Nicholas M. Schenck, president of Loew's, who was expected early in the week, delayed his return from the coast so that he could spend a few days more with Louis B. Mayer, Edgar J. Mannix, Al Lichtman, Benjamin Thau and other studio executives.

Net earnings for the company for the 40 weeks ended June 8 totaled $8,173,060, as compared with $8,352,675 for the same period last year. The new figures allow $1,620,000 for contingency reserve, which is $500,000 greater than the amount set aside for the same period in 1938.

## *To Demand More Data In Oklahoma City Suit*

(Continued from page 4)

Grand and State in Frankfort, can be made available to the New.

It is alleged by Harry Schwartz and George B. Myers, operators of the New, according to Arnold's letter, that before they had completed the New, Lee remodeled an old theatre building and opened it as the State in March, 1937. Lee is also alleged to have changed the policy of the Grand and State from single bills to duals, as well as reducing the admission scales.

The New claims it has been unable to acquire product, having succeeded in closing 1938-39 deals only with Columbia and Universal, and this for third run. The New has had to be content with product dating back to 1935-36, in some instances, the complaint states.

## *Paramount Chain Gross Ahead of Last Year*

NEW YORK—Although not compared on a summer-to-summer basis, Paramount's theatre grosses are still ahead of last year up to the present period, Leon D. Netter, circuit executive states.

"The summer months are turning out better than we had anticipated early in the season," Netter says.

# Nat'l Theatres Heads Confer on Drive

NEW YORK—National Theatres divisional heads are in town conferring with Spyros Skouras and his aides on the winners for the 13-week Spyros Skouras Showmanship Campaign which concluded July 8 and also setting up plans for another business drive for the fall.

Charles Skouras, Arch Bowles, Mike Rosenberg and Andy Krappman arrived Monday from the coast to join J. J. Sullivan and Larry Kent; E. C. Rhoden returned during the middle of the week from a Bermuda trip and rejoined Lon T. Cox, chief film buyer for Fox Midwest; Rick Ricketson arrived from Denver over the weekend and Frank Newman sr. was due from Seattle the latter part of the week. H. J. Fitzgerald is scheduled to come on from Milwaukee next week.

Local conventions will be held in all divisions starting August 14 when Spyros Skouras will address the Milwaukee group in that city. On the following day he will be in Kansas City and talk to the Rhoden contingent. On August 16 he will be in Denver for a one-day session with Ricketson's men. Two days later the Seattle division will be gathered together to hear Skouras and on August 21 he will complete the trip in Los Angeles. Details of the new drive and awarding of prizes in the campaign will highlight the sessions.

## *National Theatres' Deal With Columbia Firmer*

NEW YORK — The Columbia-National Theatres product deal, which got under way last week, may be for more than two years, it is learned. The major circuit recently closed a three-year deal with M-G-M and a two-year arrangement with UA. Film buyers for National are anxious to stagger long term deals so that not more than two expire in any one year. However, the Columbia talks are in the preliminary stages. It is too early to tell how long the deal might run.

## *Selling Chaplin's Film At Fifty Per Cent*

NEW YORK — Charles Chaplin's "The Great Dictator" is being sold by UA on a straight 50 per cent basis. However, exceptions are being offered and where the guarantee figure meets the distributor's demands, a 40 per cent agreement is being accepted.

For the 1939-40 season, 25 new pictures are being offered in addition to seven hangovers where exhibitors last season did not buy these pictures. Chaplin is now at work on "The Great Dictator" but UA is making no promises as to release date.

### Columbia Dividend Aug. 15

NEW YORK—Columbia has declared a quarterly dividend of 68¾ cents per share on the $2.75 convertible preferred, payable August 15 to holders of record on August 1.

## *It's Catching On*

NEW YORK—Out of the experiment conducted at the Palace, known as an "encore performance" of "The Mikado," have come three interesting developments.

John J. O'Connor, head of RKO circuit operations, recommends the novelty for special musical pictures; W. A. Scully, Universal's sales manager, set the film in the Riviera, Scranton, and Irving, Wilkes Barre, for one week runs with encores available at each show, and George J. Schaefer, RKO president, is said to be giving serious consideration to testing the idea with Hollywood preview audiences on a musical.

"Any innovation which appeals to the public as this one did to our Palace Theatre audience, should be followed by the industry," O'Connor declares. "Properly advertised, and when used for the right picture, it can make a good grosser out of an otherwise average picture—especially a musical which has several outstanding good numbers but is just ordinary entertainment for the balance of the footage."

Universal sent Sidney Davidson to the two Comerford houses in Pennsylvania to build a special campaign around the idea and rehearse the operators on the encore projection. Scully feels the idea embraces a new avenue of entertainment and seeks to dispel the original suspicions in the trade that the encore shows were just part of a publicity idea.

Although Schaefer has not formally declared himself, he is known to be particularly keen about it.

## *Ultra-Modern Theatre To Replace Palace*

NEW YORK—A familiar sight to Broadway theatregoers for more than a quarter of a century will disappear when, on July 24, RKO begins demolition of the front and lobby of the Palace to make way for an ultra-modern renovation that will cost $25,000.

The theatre will not close during the six-week alteration. The interior will not be touched. Among the improvements planned are a new marquee, stone and cypress wood panelling, new type shadow box, new flooring, modern inverted lighting, a lowered ceiling and new type solid glass doors, which alone are said to cost $6,000.

RKO is trying to corral entertainers who played the house during its vaudeville heyday to participate in a ceremony on the afternoon preceding the march of wreckers, to commemorate the occasion.

# Comedy of Errors in Government Suit

NEW YORK—A comedy of errors climaxed an unknown and unwarranted four-month delay in the government anti-trust action against the major companies in federal court this week.

July 19 was the day for which the government had been waiting impatiently, as it was then 20 days after the majors had filed their answers and the case could be placed on the ready calendar for trial. On that day it was discovered that on March 4, Adolph Ramish, West Coast theatre operator, and in 1936 a Universal director, and a minor defendant, had filed an answer to the suit.

According to federal rules, after 20 days the calendar commissioner placed the case on the ready calendar for trial. Both Ramish and the commissioner "forgot" to notify either the government or the other defendants. So for four months, both sides battled to get the case on the calendar and to prevent it getting on, while unknown to them it was slowly moving up the line.

Legal opinion is divided as to whether the government as a result of the delay has lost its right to a preference. That will have to be battled out before senior federal judge John C. Knox.

Paul Williams, in Washington, immediately after learning of the discovery, ordered William McGovern, special assistant to the attorney general in New York, to notify all major defendants that he will seek a preference on Monday.

The case now is No. 394 on the list. When the October term calendar is reached, No. 207 will then have been disposed of.

The federal court is averaging two to three cases a week. If, through an avoidable technicality, no preference may be granted, the suit may not reach trial until late in 1940 or early 1941.

## *Koplar Gets 80,000 RKO Shares for His Claim*

NEW YORK—Harry Koplar will receive 80,000 shares of the new RKO common to be distributed under the reorganization plan in settlement of an $800,000 claim on the St. Louis Theatre in St. Louis. Koplar sold the house to the major circuit some years ago for $1,800,000. In 1933, after $1,000,000 had been paid, the company went into 77B and halted payments.

## *Calls "Beau Geste" a "Solid Hit"*

**Hollywood—Percival Wren's glorious story of high adventure in the French Foreign Legion which thrilled millions as a best seller and as a picture of a decade ago loses none of its universal appeal through the streamlining of modern and ultra-spectacular treatment. "Beau Geste" returns to the screen as a solid hit, the destiny of which as a money picture appears certain.**

**Gary Cooper gives his usual restrained and winning performance in the title role, while Ray Milland and Brian Donlevy are standouts in a generally fine supporting cast. William A. Wellman produced and directed.**

**—SPEAR.**

The Pulse of the Motion Picture Industry

# BOXOFFICE

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# Notes to You from Red Kann

EXTREMELY interesting, indeed, is the code situation thrown into the light by Allied of New York. Max Cohen's unit is the only one thus far which steps away from the mandate of the Minneapolis convention and, by its defiance of the report of rejection of the national association's negotiating committee, throws on the table evidence that all is not in complete harmony within the ranks.

This, of course, comes as no surprise to even the casual observer of the scene. Before Minneapolis had arrived, New York Allied had caused to be circulated, and the trade papers had published it, a point of view at sharp variance with national policy. The unit here was all for self-regulation and maintenance of effort in that direction. National Allied, it seems quite obvious, never seriously relinquished its ambitions for the Neely bill and government intervention.

Cohen became a sort of mystery man around the Nicollet Hotel. When the rejection report, stressing the unanimity by which its decision was reached, become known, there was wonderment, as well as conjecture, over Cohen, his position and the earlier statements to which he and his own organization had been party. Then came Syracuse only a few days back and its resolution calling for continuance of negotiation with the distributors, flaunted neatly in the face of the national group. Thus, while Cohen in Minneapolis continues as a mystery, Cohen in Syracuse apparently does not.

The chief significance of the recent upstate meeting, however, stems to a brief mention in the subsequent and official statement which refers to "a satisfactory document . . . which would embody with definite clarity the intent of the proposed code reached in Chicago." Myers and Cole persistently deny Chicago resulted in any agreement or understanding. Cohen tends to prove that he is one Allied leader who thinks otherwise.

## Goldwyn Again

They have said, and do say, many things about Sam Goldwyn. Yet even his most ardent critic, reluctantly or otherwise, concedes he knows how to make motion pictures. Sam has been demonstrating this for years now, despite an occasional lapse. He did it recently with the magnificent "Wuthering Heights" and he does it again now with "They Shall Have Music."

The man has a positive yen for foraging in directions other producers may think about, but rarely attempt. This time, his flare for the different and the spectacular brings forward for the first time the incredible Jascha Heifetz and his amazing virtuosity as a violinist. In the halls of accomplishment where the tablets denoting outstanding celluloid events are recorded, Goldwyn captures another for notable accomplishment.

"They Shall Have Music" has in it a great deal of Heifetz. He fits logically into the story of the urge of the talented poor for musical honors, acquits himself very well in the brief snatches that take him away from his instrument and with accustomed brilliance in those long reaches where he again demonstrates his right to the reputation of one of the world's foremost concert artists.

But the film, while it is dominantly Heifetz, embraces a substantial pull at the heartstrings. It has comedy in its thin story and the sort of dramatic situations which the good book of showmanship catalogues under the sure-fire. This department, to close this out now, views "They Shall Have Music" as an event of the year and hopes its ascent into the realms of classical music will be appreciated in the measure it deserves at the boxoffice.

## Fan Mail

Writes Floyd Fitzsimmons, Laurel Theatre, Long Beach, N. Y.:

"It's been some time since I pulled my machine over to type out a congratulatory note to you . . . not that many of your editorials haven't deserved it.

"But, yours of the July 8 issue ['The End Came Suddenly'] I just couldn't pass by. Most certainly, well said!"

## Cause and Effect

The story is around of the picture that was released in August and its producer in September.



# A KIM TAMIROFF gives A TERRIFIC PERFORMANCE in A grand action adventure-romance Paramount's

# "THE MAGNIFICENT FRAUD"

. . . the story of an actor who dares to play the role of dictator . . . set in the exotic, beautiful tropics with a cast including Lloyd Nolan, Mary Boland, Patricia Morison, the beautiful young Paramount star, who made such a hit in "Persons in Hiding". Robert Florey directs.

Paramount Pictures

# THEATRE CONSTRUCTION FOR YEAR'S SECOND QUARTER SHOWS SHARP GAIN OVER THE FIRST

## 30 More New Ones, 28 More Planned Than in An Earlier Checkup

NEW YORK—There were 30 more new theatres under construction, 28 more planned and five more new houses opened in the second quarter of the calendar year as compared with the first three months. BOXOFFICE correspondents from all over the country, including Canada, report. Specifically, newsmen noted a total of 117 new structures in various stages of construction, as compared with 87 for January, February and March; 114 new projects planned, as against 86 for the first quarter and 83 new houses opened when for the first three months of the year there were 78.

A complete summary of theatre building activity in 33 states, the District of Columbia and Canada was reported in BOXOFFICE for April 22. In the latest survey, nine additional states, making a total of 42 and Canada, had some sort of news in the way of new theatre activity to divulge to the trade. New states heard from in the accompanying chart and breakdown are Arizona, Colorado, Idaho, Maine, Maryland, Massachusetts, New Mexico, Oklahoma, Oregon and Utah. Areas which were heard from in the first quarter and which have nothing to report at this time include Delaware and the District of Columbia.

### California Leads

California again continues in the lead with the number of projects in work. Latest figures show 14 as against eight for the first quarter. Canada, which had 16 previously, now reports 12. While Texas and Pennsylvania held the second domestic spotlight with seven each in the last survey, Illinois, Michigan and West Virginia vie for this honor at the end of the first six months, each reporting eight units. Texas and Ohio are third with seven in each state. Tennessee, which reported six last time, drops to three in the latest checkup.

Ohio, which was tied with Texas for a count of ten, now leads the country and Canada in planned theatres with a total of 11. Texas has five in this division now. California, Colorado and Michigan are second with ten each, Pennsylvania and Canada are running neck and neck, each with nine, and Indiana fourth with eight. Connecticut, which on April 22 reported nine planned and ran second, now shows only four in this division. California had eight and Pennsylvania the same number for the first quarter.

Texas leads, by far, in the number of new openings, listing 12, as compared with five during the three months ended April 1. Canada is second with eight on the new list, the same number reported for the first quarter. California saw seven new projects, as against six for the first three months, enter the field. New York and Louisiana had five new houses opened to take fourth place on the comparative list.

It is also noted that in California two theatres, reported as planned during the first quarter survey, now are in work; three that were planned now are open as well as two others which were in work and are now in operation. Connecticut, from January 1 to April 1, reported two planned, which are now under construction; one in work, now opened. Florida reported two being erected and latest reports show they have not been finished.

*THE MODERN THEATRE, starting on page 29 of this issue, is devoted to FALL REMODELING.*

Illinois shows three in work that were among those planned at the end of March and one theatre that had been in work is now open. Indiana had one under construction which is now in operation. Kentucky reported one under way; by June 30 it had not opened. In Michigan, a new project opened July 1 but is not included in this survey which incorporates only theatres for the quarter ending June 30. However, two others planned are now being constructed.

One New York house planned in the last survey has bowed in. Ohio reports three houses planned on June 30 now going up. Pennsylvania has one in the same category. A project planned in Tennessee has opened within the past three months. In Texas, two which were planned, now are in work and a third house, listed as planned, is open. Vir-

(Continued on page 13)

## *Where and What They Are*

NEW YORK—*Theatres in work, planned and opened in the second quarter embrace 42 states, including Canada. Data gathered by* BOXOFFICE *correspondents are highlighted in the following chart:*

| *State* | *In Work* | *Planned* | *Opened* |
|---|---|---|---|
| Alabama | .... | 1 | 1 |
| Arkansas | 2 | 4 | 3 |
| Arizona | 2 | .... | .... |
| California | 14 | 10 | 7 |
| Colorado | .... | 1 | 1 |
| Connecticut | 5 | 4 | 4 |
| Florida | .... | 3 | 1 |
| Georgia | 3 | 2 | 1 |
| Idaho | .... | .... | 1 |
| Illinois | 8 | 3 | 4 |
| Indiana | 3 | 8 | 2 |
| Iowa | .... | 2 | 2 |
| Kansas | 1 | .... | 3 |
| Kentucky | 6 | 3 | .... |
| Louisiana | 3 | 2 | 5 |
| Maine | .... | 1 | 1 |
| Maryland | 2 | 1 | .... |
| Massachusetts | 2 | .... | .... |
| Michigan | 8 | 10 | 1 |
| Minnesota | .... | .... | 2 |
| Mississippi | .... | 1 | 1 |
| Missouri | 5 | 5 | 1 |
| Montana | 2 | .... | .... |
| Nebraska | .... | .... | 1 |
| New Hampshire | .... | .... | 1 |
| New Jersey | .... | 2 | 1 |
| New Mexico | 2 | 1 | .... |
| New York | 2 | 2 | 5 |
| North Carolina | 2 | .... | 1 |
| Ohio | 7 | 11 | 1 |
| Oklahoma | 1 | .... | 3 |
| Oregon | .... | 1 | .... |
| Pennsylvania | 2 | 9 | .... |
| South Carolina | 1 | .... | .... |
| South Dakota | 1 | .... | .... |
| Tennessee | 3 | .... | 2 |
| Texas | 7 | 5 | 12 |
| Utah | .... | .... | 1 |
| Virginia | .... | 3 | 2 |
| Washington | 1 | 2 | 1 |
| West Virginia | 8 | 6 | 2 |
| Wisconsin | 2 | 2 | .... |
| Canada | 12 | 9 | 8 |
| *Total* | 117 | 114 | 82 |


WHAT HAPPENS WHEN
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HIT THE CAMPUS?
Ann Sheridan
. . . as the Queen of the Carnival, with youth riding high and happy on the top of the world!
RELEASED JULY 28th


IT'S A LOVE LARK . . A SPORT SPREE . .
A BOX-OFFICE FESTIVAL!
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Actually photographed during the world-famous Dartmouth Winter Carnival
with RICHARD CARLSON
HELEN PARRISH • ROBERT ARMSTRONG • VIRGINIA GILMORE
Directed by CHARLES RIESNER • Released thru UNITED ARTISTS


Here comes Ann Sheridan . . Oh, Boy!


He may be made of ice . . but his heart's on fire!


Hang on to your hat, Snow-man . . here you go!


Just a puddle . . but it's pleasure!

# Construction Pace Up For Second Quarter

(Continued from page 12)

ginia has to its credit a new theatre previously listed as planned.

Canada saw among its openings three which were listed on April 22 as in work and one additionally planned; two others that had been planned now are under way.

It is also revealed that eight projects under construction were not completed by the end of June. These include one at Oildale, California; two in Florida, one in Miami and the other at Tarpon Springs; one each in Pocahontas, Iowa; Latonia, Kentucky; Detroit, Mich., and one each in Glencoe and Leamington, Canada. Six others were planned and are still among the possibilities as future arrivals. They include two in Pennsylvania, one at Jeanette and the other at Smithton; two in Ohio, one each at Crestline and Canton; one in St. Louis, Mo., and one at Windsor, Canada.

In detail, the latest developments are:

**Alabama**

Athens—The Sudekum circuit has opened a 340-seat theatre here.

Mobile—Alex Gournaris will construct a $10,000 house.

**Arkansas**

Augusta—G. W. Daniels announces construction of 400 seater for August 15 opening.

Baxter—Construction has started on new house by H. H. Evans.

Camden—Jack D. Guest and O. G. Arnold recently opened the Camden with 350 seating capacity.

Work has also started on a new house.

Dierks—The new Pine was recently opened by the K. Lee Williams Theatres, Inc.

Lewisville—Rumored that B. R. McLendon of Tri-State Theatres, Atlanta, Tex., has purchased building to be remodeled into theatre. This will be first house here.

Little Rock—Robb & Rowley start construction on 925-seat theatre.

Mountain Home—New theatre to be built here and operated by H. H. Evans of Harrison.

Nashville—K. Lee Williams Theatres, Inc., opened the Howard. This is the second here for this circuit, the other being the Liberty.

**Arizona**

Clifton—Construction on Frank Martin's new Martin has been started. This will have 500 seats.

Phoenix—K. C. Hooker and Seth Perkins have started construction on new drive-in theatre to hold 600 cars.

**California**

Bell—An August opening planned for the new 600 seater being built by Kappy Kaplan, formerly with Fox West Coast.

El Monte—Jimmy Edwards Circuit building a new house.

A. L. Sanborn sets August 1 as opening for new 800 seater. He already operates the Sanborn here.

Five Points—Jimmy Edwards Circuit opened new house here.

Hollywood—Alex Mounce and George Bromley building 700 seater to be known as the Campus. Late summer opening scheduled.

Inglewood—Construction under way on R. B. Gruneur's new house with 900 seats.

Los Angeles—Teleview Theatres announces it will construct three more newsreel houses in the northern part of state.

James C. Quinn plans to open new house seating 900 this month.

Three new units in eastern section of the city contemplated by Eastland Theatres, Inc.

The Congress, new 900 seater, opened under ownership of William and Joseph Steinberg.

Charles P. Skouras contracts for two new houses to be added to the Fox West Coast chain.

A 900-seater costing $135,000 to be erected on West Pico Blvd., near site of new Paramount studio. Work will begin in 30 days.

Al Galston and Jay Sutton opened new Center, June 1.

Merced—Work started June 10 on Gateway, new 950 seater, by B. H. Lustig, head of Intercoast Amusement, Ltd. Will cost $115,000.

Monterey Park—Work started on 1,000 seater to cost $75,000 for the Jimmy Edwards Circuit.

Newport Beach—The new Lido under construction by H. J. and Mason Seiler.

Oakland—Reported new 20-cent admission house to be built on 35th and Hopkins.

Pico—Mac Sinift opened his new 520 seater known as Del Mar.

Porterville—A new theatre being built here by Connelly Bros.

Riverside—The DeAnza with 978 seats, built by Roy Hunt and Fox West Coast, opened June 6 with Les Solberg as manager.

Salinas—A new house, costing $75,000 and located on Main St., completed.

San Bernardino—A new drive-in opened here with room for 300 cars.

San Francisco—M. L. Markowitz building a 400-seater.

Santa Barbara—A. W. Kaplan is planning new theatre.

Santa Rosa—Intercoast Amusement Co., in which Rosenberg Brothers interested, building a house with 1,200 seats costing $140,000. A mid-September opening slated.

Sawtelle—George Bourke, operating the Mart and Tivoli, plans third house, the Bee, with 900 seating capacity. No construction date set.

Torrence—The Grand, latest link in Pacific States, controlled by Adolph Ramish and Gore Bros., opened. Seating capacity 850.

**Colorado**

Craig—The new West, costing $20,000 and having 600 seats, opened by John Greve.

Denver—J. J. Goodstein has applied for building permit in Park Hill section for 1,000 seater to cost $100,000.

**Connecticut**

Bethel—Athan Prokas of the Rivoli, Bridgeport, understood to have bought additional sites required for his contemplated project here.

Groton—G. C. Hess of Moosup working on plans for 500 seater here.

Jewett City—Joe Quittner and Peter Perkos expect to open new house seating 700, under construction, on Labor Day.

Middletown—Sol Adorno's Airdome, seating 750, opened here.

Milford—Marcel Mekelburg, Grand National branch manager in Boston, opened his new Drive-In here.

New Haven—The new Cascioli Forest Theatre scheduled to open Labor Day.

The new Bantam, operated by Joseph Reed of Washington Depot, has been opened.

Ridgefield—Construction started on new 800 seater to be operated by Casey & Wheeler, who run the Playhouse in New Canaan. September opening planned.

Sound View—The new 250-seat Colony opened June 15 with single feature policy.

Stamford—The new Avon opened by Harold Eskin who operates other houses in town.

Thomaston—The steel work on his new house seating 700 now being completed; Robert Schwartz tentatively sets Labor Day for debut.

Whitneyville—Work on new theatre here scheduled to start this summer, preliminary plans having been completed by the Whitney Theatre Co.

Windsor—A new theatre is planned here.

# Eight Under Erection Not Ready in June

**Florida**

Dania—Sparks' Florida Theatres announces plans for new house here.

A site has been acquired here by Dania Amusement Co. for a new theatre.

Ft. Lauderdale—The new Broward opened here by E. J. Sparks.

A new 1,300 seater to be known as Century and located on Flagler St. planned here. Cost will be about $80,000.

**Georgia**

Atlanta—Space for new theatre to seat 600 in Briarcliff Plaza, Highland and Ponce de Leon Aves., leased by Evans Amusement Co.

Blue Ridge—Work progressing on new house here to seat 280.

Chatsworth—J. S. Fankersley jr. and H. W. Hampton, operator of theatre at Ellijay, purchased site for new house to seat 350.

Cordele—The new Cordele opened here by L. H. Hollaway and A. L. Corvart.

Meigs—Construction progressing on new theatre being built by Interstate Enterprises of Thomasville.

Savannah—Mrs. Adeline Graham has let construction contract for theatre for Negroes, to be operated by William McKelvey.

**Idaho**

Great Falls—The Town opened here under management of Fox West Coast.

**Illinois**

Barry—Russell Armentrout building the Clark here with seating capacity of 500. He already operates the Star.

Bowen—Ray E. Coats opened his new theatre.

Carmi—Frank Barnes pushing construction of new 770 seater. Scheduled for an early opening.

Chicago—A 20-year lease at $40,000 annual rental, plus a percentage of profits, taken by Midwest News Reel Theatres on 600-seat house being erected as part of new taxpayer Capitol Bldg. at State and Randolph Sts.

B&K reported considering newsreel house here, but will wait until similar house opens in Capitol Bldg.

E. Peoria—New house seating 550 will be erected on Pekin Hill by Morton Theatres, costing about $40,000.

Edwardsville—V. Merritt and Tony Serra opened new 600-seat Lux.

Fairfield—The new 450 seater being built by H. L. Pitner will be opened in a few weeks.

Greenville—The Bond opened by Frisina Circuit with John Sturm house manager. Seats 600.

Homer—The new Homer opened in Aetna Hotel Bldg.

Hull—L. Melton hopes to have new house, seating 310, ready for July opening.

Jacksonville—P. W. Dickson plans 1,000 seater here.

Louisville—The new Louise being built by Homer Butler of Clay City due to be opened in a few weeks.

(Continued on next page)

# Midwest and Mideast Are Active Areas

(Continued from preceding page)

Pana—Harry Tanner expects to oper. 1,000-seat house costing $75,000 about September 1.

Portageville—J. E. Shannon building the Maxon with 500 seats.

**Indiana**

Fort Wayne—Roy Gordon opened new Drive-In here. He also reveals plans for all-colored theatre here.

Francesville—The new Devon, seating 400, opened by Ernest E. Smith.

Garrett—A. C. Kalafat of Garrett and his brother, George, of Cleveland, plan new $25,000 house here to be known as Kala. To be opened September 1. Kalafat operates the Royal here.

Greensburg—A new theatre seating 500 opened by K. P. Theatres.

Indianapolis—Joe Buehler planning a new house with 1,100 seats.

Logansport—The Gregory Circuit, in line with expansion plans, announced plans for $65,000 theatre to seat 1,200, this to be total of 30 for the circuit.

Plymouth—Work started on Gem, to seat 600 and costing $75,000. Will be operated by Stewart Reese. Opening scheduled for November 1.

Portland—Mallers Circuit plans to build here as soon as business warrants it.

Remington—A new theatre planned here by business men and Harold Heyer, operator of the Moroko in Morocco, is scheduled to lease it.

Vincennes—Theodore Charles will open new house here during the summer.

Warren—Jesse Stuckey & Son, operators of Savoy here, as well as the Palace in Montpelier, plan new house for fall opening.

Warsaw—The new 1,000-seater, costing $100,000, scheduled for opening around August 1 by Maller Bros. Theatre Circuit.

**Iowa**

Bode—K. D. Long recently opened first theatre in town.

Des Moines—The 800-seat theatre under construction on Ingersoll Ave., costing $20,000, opens in September; has been leased to Tri-States Theatres, now operating eight other houses here.

Estherville—It is reported Central States planning third house here with September 1 opening cited.

Fort Dodge—Francis Mahoney announces plans for new house seating 500 and costing $15,500.

Knoxville—The Grand has opened here.

**Kansas**

Independence—H. J. Griffith and Glen W. Dickinson opened new Booth.

Oakland—E. W. Bowers started building new house here.

Wichita—The new Sandra, seating 700 and costing $38,000, opened by T. H. Slothower, as has the 600-seat Gibbons costing about $40,000 by Harold Gibbons.

**Kentucky**

Corbin—The Lincoln Circuit, which operates 11 theatres in Virginia, building new unit here to be known as the Viv.

Grayson—The new Gray virtually ready.

Louisville—Scheduled to open in a few weeks is Switow's Hi-Land, new neighborhood house, with 600 seating capacity.

Newport—Willis Vance of S&W Amusement Co. reported planning new $75,000 house to seat 1,000.

Owensboro—Malco-Memphis Theatres is building a theatre here to be known as Grand at cost of $50,000.

## *Canada Bustling: 8 More Open*

**New York—Canadian operators opened the same number of theatres—eight—in April, May and June as in the first quarter, according to information gathered by BOXOFFICE correspondents. The number of theatres planned, by comparison, increased three in the second quarter and projects in work decreased four. All listings are new.**

Paris—Schine has let contracts for new house.

A 450-seater costing $40,000 planned by Harry Schwartz of the Opera House.

Princeton—Construction started on Savoy seating 1,000 and costing $75,000 by Crescent Amusement Co. of Nashville. Thomas J. Simmons will manage.

St. Matthews—The Settos of Indianapolis reported planning 1,000-seater here. This town is stone's throw from Louisville.

**Louisiana**

Abbeville—M. Guidry opened Gem with 500 seats.

Basile—Melvin J. Savoy's new house due to open soon.

Convent—Scheduled to open shortly is L. T. May's new theatre.

Donaldsonville—The Harlem, an all-colored house, seating 267, opened by Sydney Harp.

Erath—Milton Guidry remodeled building into a new 500-seat theatre known as Bijou.

Franklin—A September opening planned for new house seating 874 now under construction by Franklin Amusement Co.

Greenville—A new colored theatre in opposition to Harlem opened by Miss D. G. Azar.

Larose—Joy Houck opened new Joy, seating 500.

Mansfield—A new house will be opened here by Wilton Smith, Texas exhibitor, in opposition to Theatre Service Corp.

Raceland—Leonard Falgout, who formerly operated a theatre here, says he will build new house.

**Maine**

Lewiston—Abraham Goodside, formerly of the Strand and Empire, Portland, purchased site for new local house.

Togus—A new house has been opened here.

**Maryland**

Baltimore—Frank Durkee's new 1,200-seat theatre at York Road and Rosebank Ave. to be called Senator will be ready for mid-September opening.

Hyattsville—Sidney Lust has broken ground for new 1,000-seat house here.

Midland—Plans announced by J. W. Jones for new 500-seat house.

**Massachusetts**

Boston—M&P Theatres building the Circle.

Fall River—A Labor Day opening planned for new 1,000-seat house under construction by Herman Rocklin and Samuel Robinson. This will be under chain operation.

**Michigan**

Caro—The Ashmans plan 650-seater here.

Charlotte—Reports current a new house will be built here.

Coopersville—Albert Hefferan debuted 1,000 seater, the new Century, here, at the same time darkening the Lynx.

Dearborn—A site at Michigan and Haigh Aves. purchased by Wisper & Wetsman

# Nine for Missouri; Michigan Heavy

Circuit for new house to have 1,500 seats. Work scheduled to start this summer.

Detroit—Construction underway on Alpine which will seat 2,300.

The new Esquire has been opened.

Max Allen completed plans for new house seating 1,000 and located on same block as his Lincoln Park.

Lew Wisper hopes to have his new Harper ready by October 15.

Bigtown is proposed name for new suburban house to be erected at Meyers Road and Six Mile Road, to cost $1,000,000.

Flat Rock—John Vlochos building Flatroc, to seat 500.

Flint—A new $50,000 theatre with 1,142 seats being constructed by Abraham Eiseman.

A new 600-seater being built at 3820 North Saginaw St., costing $20,000.

Garden City—The new Schaefer Theatre is under construction here.

Howard City—Glen Gardner who operates the Gem plans second house here.

Lansing—Three new houses planned here by Butterfield circuit, one in North Lansing, suburb, to be erected immediately.

Reed City—Work starts immediately on new 500-seater for Butterfield circuit.

**Minnesota**

Minneapolis—Nate Fischer opened his Varsity.

Worthington—The new Grand opened by Ralph Goldberg.

**Mississippi**

Laurel—E. D. Lawrence opened new house June 15.

Winona—Completion of plans announced by Dave Flexer and B. Haberfield for building new house to seat 600 and to be ready about September 1.

**Missouri**

Belle—The Chamber of Commerce and the city contemplate building 300-seat house here.

Brookfield—Fox Midwest will lease new 700-seat house being built by C. Yancey.

Buffalo—C. C. Rhodes opened new Buffalo here.

Dexter—Charlie Weeks planning 600-seater here.

Maryville—C. E. Cook building new house to seat 800.

Richmond Heights—A new 2,000-seater being built on Clayton Road by syndicate headed by Sam Shucart.

Salem—Miss Mae Preston resumed building new 500 seater.

St. Louis—Ansell Brothers contemplate erection or acquisition of three new houses by end of the year.

Finishing touches being made for immediate opening of new Laclede on Laclede near Compton Ave.

**Montana**

Ekalaka—M. F. Niccum opening a new house here.

Great Falls—A new house opened here by Fox West Coast.

**Nebraska**

Stapleton—George Campau recently opened the first theatre here seating 200.

**New Hampshire**

Meredith—A new house has opened here.

**New Jersey**

Cliffside—John Avrutis purchased plot on Anderson Ave. on which he will erect theatre, work to get under way this summer.

(Continued on page 18)

# HELD OVER!



## 2nd WEEK...RADIO CITY MUSIC HALL, NEW YORK



**First week sets spectacular pace far ahead of all other grosses, following biggest opening since Easter. "'Iron Mask' at $85,000 tops Broadway" reports Variety.**

## Extended Playing Time...ATLANTIC CITY



**Record summer take at Apollo forces move-over to Strand for another stampede of Boardwalk vacationers.**

## Held Over Indefinitely...SAN FRANCISCO



**Highest admission scale and only single feature in town but United Artists Theatre leads all competition after terrific first week.**




*Released thru*

**UNITED ARTISTS**


THE NEW

# BLONDIE PICTURE IS HERE!

**The Bumsteads take the whole nation on a roaring vacation...in the newest, best and funniest of their sensational string of family comedy hits!**

# *Blondie TAKES A Vacation*

*Based upon the comic strip created by CHIC YOUNG*

**Played by the same inimitable trio of "naturals",**

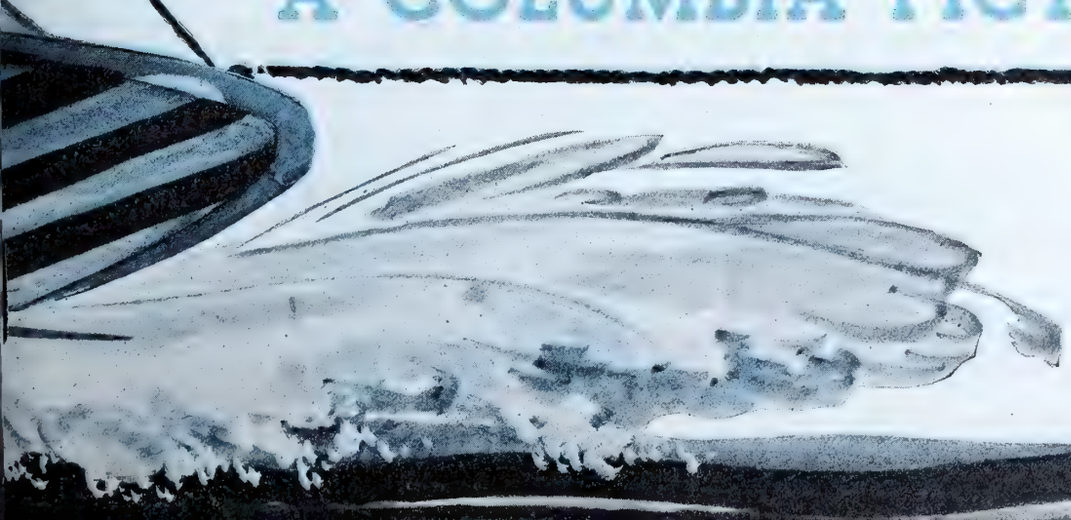
## PENNY SINGLETON · ARTHUR LAKE · LARRY SIMMS

*as Blondie* *as Dagwood* *as Baby Dumpling*

**DONALD MEEK · DANNY MUMMERT · DAISY**

**Screen play by Richard Flournoy · Directed by Frank R. Strayer**

## A COLUMBIA PICTURE



COLUMBIA PICTURES

# Ohio Area Active in Theatre Building

(Continued from page 14)

Newton—The new Court Theatre has opened.

Woodbury—The Atlantic chain planning a new house here.

**New Mexico**

Carlsbad—R. E. Griffith building 900-seat Tower.

Clovis—A 900-seater, costing $30,000, will be built here by R. E. Griffiths.

Hobbs—A house to seat 780 and costing $20,000 planned by R. E. Griffiths.

Sante Fe—Nathan Salmon and John Greer opened Burro Alley, seating 527 and costing $50,000.

**New York**

Buffalo—Plans for $700,000 building to include 1,800-seat theatre on site of Shubert-Teck announced by representative of Massachusetts Mutual Life Insurance Co.

Brewster—Herman Sussman opened 600-seat Cameo.

Brooklyn—Randforce expects to open new 1,800 seater on W. 9th St. and Hamilton Ave. in November.

Forest Hills—The United Long Island Theatres has taken 21-year lease on 600 seater being constructed at 99th St. and Queens Blvd.

Long Lake—Mike Kallet opened new 200-seat Strand here.

New York City—Harry Brandt will operate new theatre, to seat 900, being built on 42nd St. between Broadway and Sixth Ave. A fall opening scheduled.

Prudential's new Greenport seating 600 has been opened.

Pulaski—The Kallets opened the Temple.

Woodburne—Ed Schoelson opened new Center, seating 750.

**North Carolina**

Lumberton—Morris LeGendre opened new 750-seat Riverside.

Morgantown—C. V. Davis building new theatre here.

Shelby—J. A. Reynolds of the Carolina leased new 550-seater, to cost $40,000, and for which pacts have been let.

**Ohio**

Bedford—A $100,000 theatre under way here.

Bryan—Ellaness Theatre Corp. building a $50,000 house to seat 500 to 600.

W. N. Skirball and Associates start work on 800-seater here to cost $100,000 and to be ready by November 1.

Cincinnati—The Mid-West Corp. will erect new theatre on site of the Grand Opera House.

Ground broken at North College Hill for theatre to be known as Globe.

Louis Wiethe opened 950-seat house called Kentucky.

Cleveland—Work begun on new house with 1,500 seats, to be included in 20-suite apartment house on Lorain Ave. and W. 105th St.

Covington—Joe Lee will build a house here.

Crestline—The Rosey Theatre being built by Lester Rosenfield.

Elyria—John Pekras, owner of three houses here, announces construction of new theatre on East Ave. and Broad St. to seat 1,500 and cost about $225,000.

Lorain—George Shenker and John Dandrea plan to build a house seating 1,200 and costing $160,000.

Massilon—W. N. Skirball and Associates started building a 1,000 seater to cost about $125,000 with November 1 opening.

Minerva—George Manos building a 900-seater.

New Philadelphia—Shea Theatres Corp. are building new house. Expected to be ready in the fall.

North Canton—Inter-States Theatres, Inc., planning a $100,000 theatre here.

Norwalk—A 1,000-seat house costing about $60,000 being planned by George K. Angeles.

Sandusky-Warner Bros. reported negotiating for property here for new theatre in addition to Ohio and Plaza which they operate.

Warren—Robbins Enterprises, which operates two houses on E. Market St., announce plans for $300,000 deluxer for near future.

Youngstown—A new theatre to cost $800,000 planned here.

**Oklahoma**

Coyle—A new house opened here seating 260 and operated by Max O. Philips.

Lindsay—Harry Waldron opened new Blue Moon here.

Sapulpa—Consolidated Theatres building new 522-seat house with Jimmy Zartuludes as partner.

Stillwater—The Campus, seating 450, opened here. Operated by Griffith Amusement Co., making three units for circuit here.

**Oregon**

Portland—Frank Newman sr. planning a new house for Evergreen States.

**Pennsylvania**

Blairsville—Plans completed for 720-seat theatre for Indiana County Theatre Co., which owns and operates the Manos here.

E. McKeesport—Andy Battison and Dominick Serrao interested in second new theatre being built here.

N. A. Malanos, veteran exhibitor, building 500-seater to be named Loyal and located on Broadway and Fifth.

Harrisburg—Erection of new $50,000 theatre planned in New Cumberland suburb by Frank Firestock, owner of Cumberland in same borough.

Indiana—Unidentified interests reported planning new theatre here.

Jeanette—The Mason, now being built by the Monessen Amusement Co., the Michael Manos circuit, located at Fifth and Clay Aves. with 977 seats scheduled for fall opening.

Kittanning—The Dipson Circuit is converting a garage into a 700-seat house.

Pittsburgh—The Alpine Theatre Industries of Ohio leased the new 750-seater being built at Perrysville Ave., West View.

Titusville—Warners planning to build a new theatre here.

Unity—Plum Creek Valley Women's Club has completed plans for erection of $20,000 auditorium to seat 450.

## *Major Chains Show Expansion Signs*

**New York—National Theatres, Paramount and Warner subsidiaries show signs of theatre expansion in BOXOFFICE'S survey for the second quarter. Loew's and RKO are the only two major theatre operators not mentioned. RKO recently dropped one in Westchester county, New York, and is considering lopping off two more from its string in the midwest. Loew's, with the exception of a partnership arrangement, entered into with George Skouras on two upper Broadway houses, did not enter new theatre activity for the first six months of the year.**

# Texas Tops Southern Construction Work

Washington—Plans for new 950 seater announced by Eugene Basle who will operate.

West View—Two houses reported planned here, one for Anderson & Urling Circuit, the other builder being unidentified.

**South Carolina**

Union—All States Theatres, Inc., signs contracts for converting business building into theatre.

**South Dakota**

Letcher—R. W. Brewer is building a theatre here.

**Tennessee**

Cumberland—Cumberland Amusement Co., owners of the Dixie, constructing new 750-seat house here to be opened in July.

McMinnville—Carter Wilborn of Guntersville, Ala., opened new McMinnville.

Paris—Tony Sudekum of Crescent Amusement soon will open new Gem.

Red Bowling Springs—W. H. Mayfield will manage new house being built here.

Springfield—Crescent's new Capitol, seating 1,160, opened.

**Texas**

Alamo Heights—New Broadway, Interstate house, opened with Jerry O'Donnell as assistant manager and treasurer. Nephew of William O'Donnell, city manager.

Alice—A. L. Clary announces he will open new house in near future on Main St.

Ballinger—H. T. Hodge interests, in partnership with West Texas Theatres, opened new Texas. West Texas is subsidiary of R. E. Griffith.

Cleveland—The Long circuit building 550 seater here.

Dallas—Hans Smith constructed 500-seat Irving Theatre, 12 miles northwest of here.

El Paso—Texas Consolidated reported planning new house on Pershing Ave.

Houston—Work started on Interstate's $250,000 theatre and community center on Shepherd and W. Alabama Sts. To seat 1,100.

Jacksonville—L. M. Threet sets August 15 for opening of new Jackson.

Kilgore—E. Texas Theatres debuted new $150,000 Crim Theatre. Knox Lamb is manager.

Levelland—Work on Wallace Blankenship's third theatre here, to seat 750, well under way.

Longview—Arlyne, latest unit in East Texas Theatres, opened.

Lubbock—Lindsey Theatres will build 1,400-seat theatre starting in September. Project to cost $150,000 with January 1 opening planned.

Oak Cliff—This suburb of Dallas saw opening new Robb & Rowley United Rosewin, seating 854.

Olney—Walt Williams and Homer Eagle of Wichita Falls opened new airdome here.

Port Arthur—L. M. Threet announces plans drawn for new 1,000-seat theatre here.

Richardson—H. R. Bisby opened the new Ritz.

River Oaks—The Oaks, to seat 1,000, will be operated by Paul P. Scott.

Round Rock—Wally Rucker opened new theatre here.

San Antonio—Interstate to open new Broadway soon.

Tol Teeter opened new Joy, seating 800,

(Continued on page 20)

# In 22 key cities "Second Fiddle" has beaten the following 20th Century-Fox Pictures of this season:

KENTUCKY · MY LUCKY STAR

ALEXANDER GRAHAM BELL

SUEZ · SUBMARINE PATROL

ROSE OF WASHINGTON SQUARE

THE LITTLE PRINCESS

YOUNG MR. LINCOLN

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

# West Virginia Plans Seventeen Houses

(Continued from page 18)

at cost of $25,000.

Victoria—New 1,200-seat house under construction by R. E. Griffith and Johnny Long. To cost $65,000 and open this summer.

Waxahachie—New R&R Ritz opened.

**Utah**

Salt Lake City—Earl W. Shirts and Milt Atwood filed plans for 500-seater at 1706 S. Main.

Sonora—Andy Aguirre opened his new house.

Springville—The new Rivoli has been opened by Emil Ostlund.

**Virginia**

Grundy—C. E. Smith announces plans for 400-seat house.

Luray—D. F. Aleshire held a formal opening of his new Page here.

Portsmouth—The Levines opened the State.

Richlands—Plans being made for new theatre by Guy Flannery.

Suffolk—Roth Theatres started building new 1,000 seater on No. Main St. hoping to have it ready for Labor Day or end of September. The circuit headed by Harry Roth and Roy Richardson operates three in town bringing total seats up to 3,000.

**Washington**

Omak—Charley Greime who operates the Gem will build second house here. He also owns other theatres in the state.

Seattle—Mike Lyons building new Music Hall here.

The new Grand Theatre, a local suburban, added to the roster of Danz Sterling Theatres.

Wapato—Plans drawn and work starts soon on new house here by Paul Volkman, who operates the Liberty.

**West Virginia**

Cairo—Will Heston, Pennsboro exhibitor, busy on construction details for new 300-seat theatre to be located on former garage site.

Charleston—Ground broken for new house on east side of the city by Gene Custer, who now operates on the west side.

Clarksburg—Claude Robinson announced plans for $250,000 deluxer here.

Dunbar—Lester K. Rosenfeld of Charleston plans theatre here to seat 800.

Fairmount—A 700-seat house being built here by Friendly City Amusement Co.

Keyser—Newton B. Carskadon building 650-seater on Main St.

Lewisburg—Yarid Bros., local merchants, expect 600-seater to be ready August 15.

Lumberport—The Port, seating 400, opened by Danny Davis.

Miami—Bob Wilson operates the new theatre opened here recently.

Parkersburg—Mrs. Thomas, who operates the New Palace, plans new 400-seater here near the Hiehle.

Pine Grove—A business building is being remodeled here into a theatre for Anthony Varco.

The Charles Anderson and W. B. Urling Alpine Southern Theatres plan a house for this community, to open Labor Day.

Rupert—The Alpine Circuit to open new theatre here during the summer.

Wayne—A new theatre will be opened during the summer by the Alpine Circuit.

Wheeling—Chris Velas, operator of a number of small houses in Pennsylvania, West Virginia and Ohio, building 650 seater here.

The Dipson Circuit building theatre to seat 650 on site of a former garage.

Wheeling—Officials of West Virginia Theatrical Enterprises hope to have new Pike Theatre ready in few weeks. It will be located on National Pike Road. The circuit operates five others in this city.

**Wisconsin**

Madison—Nicolet Corp. of Minneapolis plans 700 seater at cost of $40,000.

Ashley Theatre Co. announces intention to build 900 seater at 1903 Monroe St.

Fair Oaks Theatre Co. plans 720-seat project at 1700 Monroe St. The city of Madison now has seven theatres.

Mondovi—Frank McDonald building 400-seat theatre here.

Sun Prairie—Work progressing on new theatre structure here.

# What Goes on in Canada

Amiqui, Que.—Local interests considering erection of new theatre here, details unknown.

Bancroft—Carl Reid of Belleville started work on new theatre in this part of eastern Canada.

Brantford, Ont.—The 600-seat College has opened.

Campbellton, N. B.—A new theatre is under way here.

Galt, Ont.—Harry Goldhar opened the new Palace, seating 775.

Hamilton, Ont.—Leslie Gregory will open new house here soon.

Harrow—Gordon W. Hogarth of Kingsville will build the first theatre here, to seat 400, and cost $24,000. August 1 opening planned.

Killarney, Man.—J. Killarney building new $20,000 house here.

Casper Bros. started construction of new $65,000 structure.

Lillooet—M. L. Murray opened 100-seat house here on the Old Cariboo Trail.

Merryfield—The Merryfield M. P. Co., of which J. Reid is president, finishing Community Theatre, to seat 400, at cost of $15,000.

Mitchell—Mrs. H. J. Sutherland of St. Mary's building new house here. She operates four others in Canada.

New Toronto—Harry Sherman heads group of business men erecting new theatre here which will be in opposition to Allen circuit house going up.

Orillia—Plans prepared for new theatre here by Leslie Gregory of the Royal and Gregory theatres in Hamilton.

Pont Gray—Indications are 450-seater oft-rumored will definitely go up shortly.

Port Colborne—The Strand, seating 795, opened by Theatre Holding Corp. Circuit operates 34 in Ontario.

Quebec—The new Royal in Louisville section opened by J. Napoleon Caron.

St. Boniface—Labor Day set for opening of new Paris, now under construction.

St. Catharines, Ont.—Lloyd Taylor in charge of new Lincoln erected by S. Kamin.

New theatre project planned here.

Sudbury, Ont.—Robert T. Stevens hopes to open new Regent, August 1. He operates at Sturgeon Falls, Creighton Mine and Saulte St. Marie. Cost $90,000.

Tillsonburg—Theatre Holding Corp., known as the Allen circuit, opened Strand at cost of $30,000 in opposition to Capitol, operated by Robert Hambleton.

Toronto, Ont.—Ray Lewis will open new Pylon, 750 seats, October 1.

B. Swartz building 800-seat Century Theatre.

Suburban house in neighborhood of Bathurst St. and Vaughan Rd., reported planned.

Winnipeg—Rumor has it new downtown house on Portage Ave. to be constructed. M. H. Halperin will build $35,000 theatre here.

Winnipeg Beach—Cyril Wynant opened new theatre here.

# Next Neely Bill Fight To Center in House

(Continued from page 7)

continued, is merely a "labeling requirement" and pointed out Congress has passed numerous label laws requiring full disclosure of the contents of many commodities. "Is it not as important to protect the minds and the morals of children against known means of subversion as it is to protect the farmers against adulterated fertilizer or the public against prison-made goods?" he asked.

"In no other industry is the buyer or lessee so completely at the mercy of the seller or lessor. In no other industry does monopoly so defiantly rule or imperiously reign," he charged.

"The Big Eight distribute more than 80 per cent of the better motion pictures released in the United States. An exhibitor in order to operate his theatre successfully must have the products of three or more of these companies. In order to obtain them he must submit to distributors' terms, whatever they may be."

The Senator stressed the fact that "a large number" of national organizations have enlisted in support of his measure. They did so, he declared, after fully acquainting themselves with its terms, and more than 100,000 copies of the bill were distributed.

As the bill was brought up in the Senate for consideration, the problem of motion pictures was raised also in the House, where Representative Boren (Dem., Okla.) inserted in the record the last internal revenue bureau report on salaries paid motion picture officials and actors.

Commenting on the size of the salaries disclosed, Boren said "there is a still worse side of the picture, and that is the thousands of legitimate workers in the film industry who are maltreated and paid starvation wages.

"The situation would more easily be recognized to have opposite each name of these high-paid executives, the list and annual income of those thousands of extras, stand-ins, property men, and so forth," he said.

The Oklahoma Congressman, who is preparing a bill for divorce of exhibition from production but is opposed to similar divorce legislation for the oil industry, which is important in his district, also introduced a brief in support of the constitutionality of his proposal.

While the Neely bill now goes to the House, it is expected to be pigeonholed until next session, at least. That no action would be taken during the few days which remain of the current session was indicated by the fact that a similar measure has been pending since the beginning of the session, without consideration.

# DISTRIBUTORS KEEP PLACE ON ZONING AND ARBITRATION BOARDS ACROSS THE COUNTRY

## With Much at Stake, They Feel Entitled to Such Representation

NEW YORK—With another meeting of sales managers held Friday, distributors feel they are entitled to representation on clearance and zoning arbitration boards throughout the country and are working toward this end. They say they have much at stake, that clearance is as much a part of contract negotiations as price and that film companies should have the right to protect their interests where disputes of this kind arise.

Every conceivable plan for setting up a balanced personnel for clearance boards has been aired by distributors at the many meetings held in the past few weeks, including the suggestions to have boards made up solely of exhibitors with distributors only having a voice where their revenues are adversely affected and to have two independents sit with one affiliated and distributor representative.

Distributors have insisted all along the plan outlined in the fourth code draft does not entirely throw the balance of voting power in favor of distributors because of the setup which calls for an independent exhibitor, an affiliated operator and a distributor representative in addition to a neutral man. It is held by some sales heads that local branch managers are inclined to lean toward the independent where clearance is concerned, but the opinion of the unaffiliated theatre operator is that this is a ridiculous conclusion to make.

### Edge to Small Man

If two independents were permitted on local boards with an affiliated exhibitor and distributor, the feeling in some quarters is that the neutral arbiter would in most cases throw his vote to the small man.

To expect distributors to vote in favor of independents where major circuits are concerned would mean reaching the millennium, according to a few independent operators. But, in contrast, distributors state they have not always been in favor of granting the clearances which exist and under the Supreme Court decision on the Interstate case film companies now have a right to "give" protection rather than the circuits demanding it. And, if this is the case, it is contended, distributors on clearance boards want to participate in the "giving," where the question arises how much is to be "given."

Distributors feel that, while clearance is among the cardinal factors in negotiating contracts, deals which have been made should not be entirely disrupted without their having a voice in the new protection to prevail, if such is to be decided by local boards.

Currently, M-G-M has many sales heads from the field in town negotiating new clearances with National Theatres' and Warner circuit representatives. While little or no changes are being made, the fact remains no contract will be signed until these details are ironed out. If, however, any circuit voluntarily decides to give up part of its protection without affecting rental terms, such offers are amenable to distributors. But the important point involved is that the distributors' income must not be reduced where clearances are reduced or waived in their entirety for one reason or another.

William F. Rodgers, general sales manager of M-G-M and distributor sub-committee chairman, met with Ed Kuykendall, MPTOA head, during the week when the latter expressed the feeling of his directorate to the finalizing of the code. A request for a meeting with the Allied of New York committee, appointed recently in Syracuse, will probably be granted some time this week.

### Anxious to Finish Job

Rodgers has been anxious to get the fifth, and what is hoped to be the final, draft out of the way before talking to Max A. Cohen, president of the local Allied group, and his committee.

Harry Brandt, ITOA head, upon his return from Washington where he conferred with Harry Hopkins, secretary of commerce, on the code and the industry in general, sent a report of the session to the six independent exhibitor groups which sat in with the ITOA on the code negotiations. Further meetings with Hopkins are to be held, Brandt states, and the independent exhibitor groups will be kept informed.

With the UMPTO of Philadelphia approving the code and Allied's unit in the Quaker City territory rejecting it, a curious set of circumstances arises. Distributors are expecting all units which go for the trade practices to line up all exhibitors in their territories for voluntary signatures. This plan, in all probability, will be pursued by Lewen Pizor's organization. But Allied's men, coached by Sidney Samuelson, business manager in Philadelphia, will most likely bend every effort to have the membership, and others interested in Allied affairs although not active in them, refuse the code.

First of all, distributors repeat, future action depends on the attitude of the majority of exhibitor units in the field. If the majority refuse to approve the newest arbitration proposal, sales managers are expected to work on it again until the plan meets with the general idea of most of the exhibitor organizations.

As one local exhibitor leader put it, the proposed changes "will meet with our satisfaction before we sign up."

## *"Four Feathers"--Four Stars*

**New York—Alexander Korda kicks in with an attraction that looks like one of the big noises of the year. He calls is "Four Feathers" and it deals with the conquest of Egypt by the British lion.**

**You get Khartoum, Kitchener, colorful pageantry heightened by magnificent Technicolor against authentic and sweeping Egyptian desert backgrounds; stirring battle scenes and the individualized story of the young Britisher who quells his cowardice and redeems his standing in the eyes of his military companions and sweetheart.**

**To Ralph Richardson, as the blind officer, goes the accolade for the best performance. He does his job with dignity, breadth and a fine dramatic content. Others in the cast are not known here, but what makes "Four Feathers" crackerjack and high voltage entertainment is the total effect. It's got that and plenty of it.—K.**

## Confer on Immediate Code Launching

NEW YORK — Ed Kuykendall, MPTOA president, will confer here Monday with William F. Rodgers to clean up remaining obstacles in the way of putting the trade practice code into immediate effect. Kuykendall was in Washington Thursday with an MPTOA committee of six, conferring with department of commerce officials. It was his original intention to leave immediately for his home in Columbus, Miss., following the Washington conference, but after a short meeting with Rodgers on the code here Wednesday morning he decided to tackle it again before turning south.

"I want to be able to leave New York with an acceptance date fixed on the code," Kuykendall said before going to Washington. "We're getting very close, but there are some clauses in there that shouldn't be and others that we would like are not in."

He added MPTOA membership has not been polled and will not be until the distributors arrive at a final, conclusive draft. Kuykendall claims nothing can be accomplished by polling the members if the distributors constantly revise the trade practice draft, "with changes being made every week or so."

# *Three Factions' Trade Views Before Commerce Dept.*

WASHINGTON—Through a series of conferences with the heads of three exhibitor organizations, department of commerce officials were acquainted with the views of the various types of exhibitors as to the desirability of block booking and other practices of the major distributors.

Except for the statistical material, in the compilation of which the distributors have been engaged for some weeks, the department now has a very definite picture of the situation in the industry.

Meetings arranged for July 18, 19 and 20 brought to the department, in turn, Harry Brandt, head of the ITOA; Col. H. A. Cole, president of Allied, and Ed Kuykendall, president of the MPTOA.

Both Brandt and Cole are understood to have leveled charges against the distributors that their practices worked to the disadvantage of the independent producers. Kuykendall's visit was his second, and was for the purpose of laying before the department certain factual information which he had been requested to compile. Similar requests were made of Brandt and Cole.

While department officials now have covered the major groups in the industry, they appear to be doubtful whether they have yet investigated all the potential sources of information and may, in the future, call in representatives of additional organizations.

The meetings with the exhibitor heads covered the same ground as previous conferences—the availability of pictures, cancellations, "freezing out" of independents, etc. Statistical information on these and other subjects, requested of the producer group at the initial meeting June 6, is beginning to come in, it was said, but some time will elapse before the department has a detailed picture of conditions and is ready to discuss improvements in policies.

While the conferences are going on, it was disclosed this week, department officials concerned in the problem are seeking information in the record of the various hearings which have been held on the block booking legislation by Congressional committees, and may also look over the NRA record of the hearings before the Darrow board, its report on the motion picture code and the reply of the administrator of the code.

### Dept. Has "Open Mind" On Independents

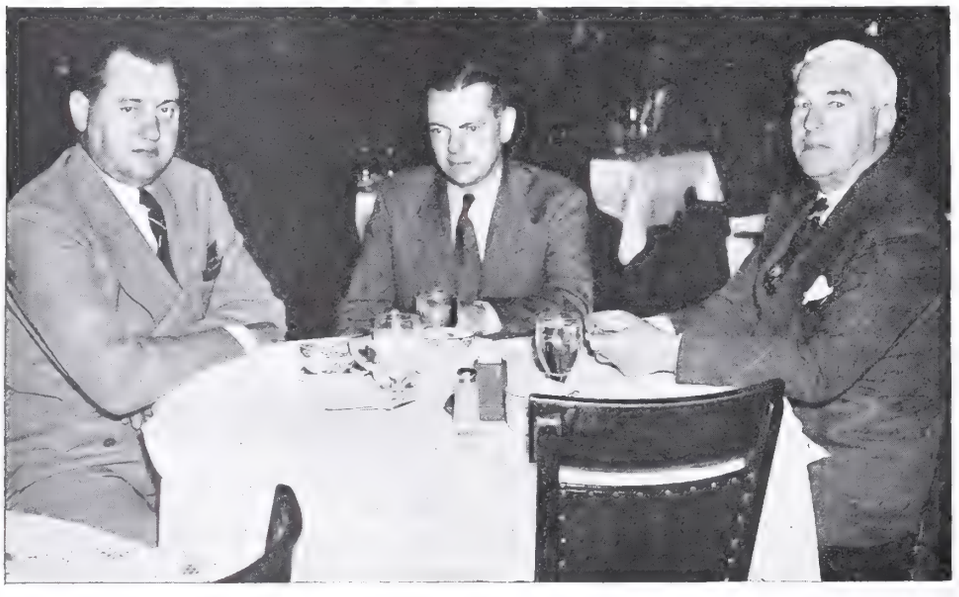
NEW YORK — Department of commerce officials have "an open mind" concerning the independent theatre owners' problems, members of the ITOA were told at a meeting at the Hotel Astor.

A report of the visit of Harry Brandt, ITOA president, and Lionel Toll to Washington was given by Toll, who, although not going into detail over the ground covered in the conference, informed members the department will prepare a report based on the information received from Allied, MPTOA and ITOA and probably direct it to the attention of the department.

Future conferences with Washington officials will be held with a committee consisting of Leon Rosenblatt, chairman, Arthur Rapf and Irving Renner, with Brandt acting in an ex-officia capacity, representing ITOA.

The organization will hold a special meeting August 2 to discuss the code, film buying and UA's withdrawal from participation in the former.

Until License Commissioner Moss makes an effort to halt the playing of games in other business establishments and churches in the area, there will be no further dropping of the practice at theatres in the mid-town Manhattan area, members were told. RKO, Loew's, Consolidated and Century agreed to discontinue the practice on the east and west sides and certain Brooklyn spots, but it was found Bingo and other games were still being played in churches, clubs and fraternal organizations in the area.



—Metropolitan Photos

***Business Goes to the Lunch Table—***

*Continuing office palavers at The Tavern are Bill Heineman, western division manager; J. J. Jordan, assistant to William A. Scully, and Frank J. A. McCarthy, eastern division manager, all of Universal. It has something to do with sales.*

## *Try Novelties As Hypo*

**New York—As an added hypo for business, RKO metropolitan theatres have introduced a number of novelty attractions for the summer. Proctor's, Manhattan, has a bathing beauty contest Friday nights. "True and False" contests are featured at Keith's, Flushing, Tuesday and Wednesday. Stage shows are scheduled at the White Plains, New Rochelle and Tilyou on Tuesdays, the Royal and Dyker on Wednesdays, and at the Fordham, Madison and Republic, Friday nights. Colored amateurs perform at the Regent Friday evenings. Live entertainment is on tap at the Greenpoint every Tuesday, Friday and Saturday nights.**

### Baltimore Hearing For August 29

BALTIMORE—An order has been signed by Judge Coleman fixing August 29 for a hearing upon the motion of Westway Theatre, Inc., for a temporary injunction in its antitrust action against all distributors except RKO, Frank H. Durkee Theatre Enterprises and four officers of the latter company.

Westway, of which Leo H. Homand is vice-president, alleges distributors conspired with Durkee to deprive the house of product except that it play 14 days after the Edgewood, Durkee unit which is said to be two and a quarter miles from the Westway.

Homand claims before the Westway was completed in April, 1939, he had been assured by three distributors the house would be classified as a first run neighborhood. He charges that before the house opened Durkee demanded from the defendant distributors that the Edgewood be given 14 days' clearance over the Westway, and that this was granted.

Plaintiff seeks to have the Westway play day and date with the Edgewood.

### Hearing Monday in Philadelphia Suit

PHILADELPHIA—Hearing will open Monday in the suit by Eugene Mori of the Landis at Vineland, against the Stanley-Warner chain and the major distributors before U. S. District Judge William H. Kirkpatrick.

Mori, represented by State Senator Harry Shapiro, seeks an injunction restraining the defendants from "discriminating" against him in favor of the Warner houses in Vineland and asks damages for the loss in business.

# Twelve for National List by Alliance

NEW YORK—Budd Rogers, vice-president and general manager of Alliance Films which recently opened a local exchange with Arthur Greenblatt in charge, plans a minimum of 12 pictures for national release, the first of which will be "The Warning." This will be followed by "Black Limelight," "Dead Men Tell No Tales," "The Housemaster," "The Terror," "Mystery of Room 13," "The Hidden Menace," "Black Eyes," "Spies of the Air," "Just Like a Woman," "One Night in Paris," "Little Miss Molly" and "Luck of the Navy." The product all is foreign made.

A number of featurettes also are on the program, including "Scotland Calls You," "Come Back to Erin," "March of the Movies," "Tail Waggers" and Pathetone Pictorials.

Franchise deals are being negotiated for various territories with independent distributors.

## *Censorship Most Numerous In Motion Picture Field*

NEW YORK—The most numerous instances of censorship during the year dealt with films, states the American Civil Liberties Union in an 80-page pamphlet, "The Bill of Rights—150 Years After." The survey, only one of its kind compiled in this country and based on reports from committees and correspondents in 36 states, however, notes that censorship of films, radio, the theatre and literature declined during the past year.

## *Berkson Opens Monogram Exchange in Albany*

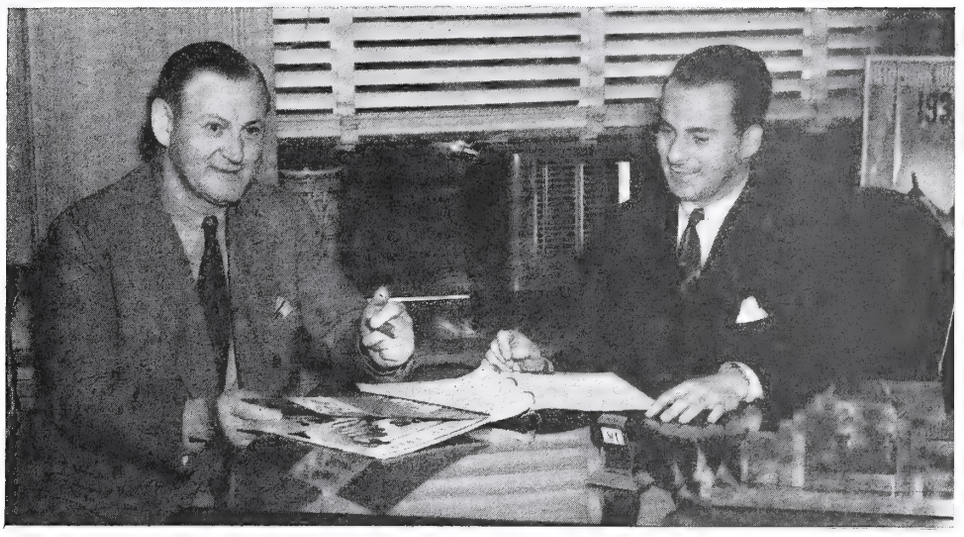
NEW YORK—Harry Berkson, Monogram franchise holder in upper New York state, has opened an Albany exchange. Gene Lowe and Sam Milberg are salesmen with Mitchell Pantzer, formerly the booker at Buffalo, in the booker-salesman spot. Howard W. McPherson replaces Pantzer in the Buffalo office.

### New House at Cromwell

CROMWELL, CONN.—Ground will be broken in a few weeks for a new 600-seat theatre here by the Boyd Construction Co. Berk & Krumgold, New York brokers, are negotiating a lease for a tenant.

## *This Kind of Premium Is Different*

**New York—The ITOA is offering something in the form of premiums to guests who participate in its all-industry outing up the Hudson, July 27. So far there is a silver meat platter, electric shaver, desk pen set, electric clock and ladies hand bag for the winners of athletic events. The prizes have been donated. About 750 are expected to attend.**



## *Son Tells His Father How—*

*When A. H. Blank, Nebraska theatre operator affiliated with Paramount, visited that company's Fair lounge, his son, Raymond, took over the official desk, but only long enough to explain to his father what it is he ought to take a gander at over on the Flushing meadows.*

# *Severe Drop in Attendance Is General Over Albany Area*

ALBANY—Business in a number of theatres served by Albany branches has dipped almost 50 per cent, according to reports on Filmrow. One veteran exchangeman says that the drop in the past ten weeks has been as precipitous as any he noted in years. Chains and independents complain alike of the slump. Salesmen and bookers say that no section nor community escaped the slide. Increased patronage in resort towns may offset to a degree the drop elsewhere, although there is not too much optimism on this point. June was bad in the summer situations and the Fourth of July week was not marked by the expected lift, despite ideal weather conditions. The fact that the long holiday was not granted to everyone may have contributed to the indifferent resort theatre business. It is generally agreed that vacationists have been late in arriving at cottages and camps, assuming they are to come in heavy streams this summer. The next two weeks should tell the story, exhibitors and exchangemen declare. The World's Fair still is viewed as a bad medicine for pictures.

A sure sign of the boxoffice kayo was the number of houses which closed in May or early June. In the past, most of them attempted to keep open until about July 1, according to Filmrow experts. This year they started to shutter weeks ahead. In one week, notices of seven shutdowns were received. Part-time operation in some normally full-time spots were also reported. The dip began early in the year, long before exhibitors had to contend with daylight saving time, warm weather and night baseball. The last-named kind of opposition, however, was launched here two weeks earlier than usual. Theatres, big and little, for miles around immediately felt it. Broadcasting of games, both home and away, also cut into theatre attendance, as do bargain rates for women. Saturdays and Sundays are the only ones on which night games are not played. In fact, Hartford is the only eastern league city without evening baseball this year.

Exhibitors, however, always return to the point that if the current product were stronger, they would do business regardless of other factors. They tag many of the present releases as "weak sisters," which the public is smart enough to avoid.

## *Monogram's Top Bracket Is Increased to Ten*

LONDON—W. Ray Johnston, president of Monogram, states the company will increase its program of six top bracket films to 10 for the 1939-40 season. He added the current program is practically completed with the three final pictures in the cutting room. "Dangerous Fingers," a Pathe release starring James Stephenson, is being distributed in America by Monogram and other of Pathe's films are being looked at for possible handling.

The top bracket group will be headed by a Jackie Cooper film, as yet unnamed. Pathe Pictures, Ltd., of which W. J. Gell is managing director, will release 32 of Monogram's output for the new season here.

## *Three Franchise Deals Are Closed by Nat Sanders*

NEW YORK—Nat Sanders, general manager of Film Alliance, has closed franchise deals for "The Challenge" and "Second Bureau" with the Herbert Rosener Co. of San Francisco for the West Coast, with Cameo Screen Attractions of Boston for New England and Times Pictures for the metropolitan area.

# Denies Foreign Meld For Warner Setup

NEW YORK — Reports emanating from abroad that there has been a consolidation of the Warner British and continental sales forces with Robert Schless heading the new setup are denied by Max Milder, Warner's English sales manager, who docked on the *Queen Mary* for a short stay.

Milder was met at the boat by Sam E. Morris, vice-president in charge of foreign sales, and Joe Hummel, foreign sales manager. He dismissed all questions on the subject by saying, "I don't know a thing about it."

On "Confessions of a Nazi Spy," Milder was more talkative. He states unequivocably "the picture will draw more than any other that has been exhibited in England in the past five years."

According to Milder, the film is in its sixth week at the Warner, London, and is slated for a run of at least eight.

## *Privy Council Drops Title Case Against 20th-Fox*

LONDON—The question of the right to use the title, "The Man Who Broke the Bank at Monte Carlo," which resulted in an action against 20th-Fox, has been dismissed by the Privy Council after a lower court had decided in favor of Francis Day & Hunter, Ltd. The plaintiff had won a judgment against the producer-distributor in the lower court for approximately $1,000,000, which was appealed by 20th-Fox and resulted in a reversal.

## *Ed Hyman Resigns*

NEW YORK—Edward Hyman has resigned as assistant to Joseph M. Seider, president of Prudential.

## *Sounded Like Bombs To Them*

**New York—The British take their bombings seriously. Even Al Deane, Paramount's foreign publicity director, who is rarely surprised at the actions of his British cousins, arched his eyebrows a couple of inches when he received a letter from the ad sales department in London on blowups. It seems the customs officials are slightly wary of anything of an explosive nature. Naturally the officials regard with suspicion anything marked "blowups."**

**In order to protect the packages, Paramount will now invoice the blowups as "giant colored enlargements" which should save a lot of wear and tear on the nerves of the British custom officials.**

## *Japan Admits Eleven U. S. Films Since January*

NEW YORK—The Japanese government, for the first time since January, has allowed American companies to send in 11 new pictures. Under the original licensing agreement, the majors were granted permission for the distribution of approximately 200 pictures.

Slowness of the Japanese government has caused the majors some concern since the agreement stipulated that the pictures were to be exported by January. The companies have about 75 to go in order to wind up the contract.

Twentieth-Fox, M-G-M and Columbia were the only companies permitted to bring in two films at this time while RKO, United Artists, Warner and Universal were alloted one each. Paramount was given permission to bring in four Technicolor prints of "Her Jungle Love."



—Metropolitan Photos

## *A Visitor From London Arrives—*

*Max Milder, in charge of the Warner distributing company in England, reaches New York on his annual pilgrimage to the home office. He is on the left. Continuing, it's a case of Sam E. Morris, Mrs. Milder, Karl MacDonald and Joe Hummel, all the men being executives of the Warner foreign department.*

# Says Far East Best Potential Market

NEW YORK—The Far East with half the world's population still is potentially the best market for American companies, according to Alf Daff, Universal's Far Eastern manager, who anticipates a boom throughout that region once conditions right themselves.

In discussing conditions in his territory, Daff starts off with war-torn China where business is holding up nicely, nevertheless. Universal is operating in six coastal cities, and where theatres are running, grosses are heavy as a result of the influx of Chinese from the inland.

Production continues in Hong Kong where 12 pictures were made last year and the same number planned for this year. Chinese war pictures are proving tremendously popular.

Daff anticipates little change in operations as a result of the Japanese film bill which placed control of the industry there under the supervision of the home office. Distributors, he says, now are negotiating with officials for a new deal on the importation of films for 1939-40.

He explains the current slowness of granting permits to the American companies as a result of the desire of Japanese officials to avoid having a surplus of American product. Daff believes the present contract calling for the importation of approximately 200 features will be fulfilled.

Switching to the Philippines Daff reports the enactment of a new amusement tax in Manila which has aroused the resentment of exhibitors. The levy, which went into effect this month, is based on the number of seats in the theatres and starts at a cent for the cheaper priced seats.

**Philippine Production Up**

Production in the Philippines is on the increase with 30 pictures slated to be produced this year. There is a tendency among Philippine authorities to tighten censorship restrictions, particularly on gangster pictures.

Despite the fact that the Dutch East Indies are suffering from adverse economic conditions, theatre construction is active there. At one time the Dutch East Indies were a good market for German product but in the last 12 months the demand has dropped sharply.

India, with over 400,000,000 people, has made tremendous strides with its own production. Official figures in 1937 reveal that 180 films were produced, and Daff says the number is increasing steadily each year.

In the provinces American films barely make an impression because of the difficulties of the numerous dialects. As a result, Indian films have occupied a greater share of the running time with the better national product enjoying a run as long as six to 12 months. Hollywood films are lucky if they run two weeks.

Daff remains here for another week to confer with his foreign chief, Joseph H. Seidelman. He then leaves for the coast, stopping over for a few days before returning to China.

# Expansion in S. A. Interests Republic

NEW YORK—Republic is giving serious thought to expanding its distribution activities more directly in selected countries in Latin America, says Morris Goodman, vice-president in charge of foreign sales.

After making a 14-week survey of every country in Central and South America by plane, Goodman is confident Republic in the near future will be able to handle its own sales.

During his trip, Goodman completed new deals with distributors in Colombia and Venezuela and has several pending in other countries.

He sees as the biggest obstacle against improvement in the Latin American market the depreciation of currencies in a number of the countries, particularly Cuba, Mexico, Chile and Peru.

Internationally, Goodman relates, business is keeping up nicely but net returns are suffering because of the weakening of exchange.

As for competition, it is his observation that French pictures furnish the stiffest opposition to Hollywood product throughout Latin America.

Mexican pictures, according to Goodman, are losing their prestige and popularity because of the inferior quality of entertainment.



—Photo by Cosmo-Sileo

## Has a Celebration—

*Celebrating his 20th year in the industry, Walter J. Hutchinson, foreign head for 20th-Fox, also commemorates two decades with the company. Joining the company July 19, 1919, Hutchinson became a salesman in Canada, then branch manager and head office representative. One year later he was named assistant foreign manager in New York. In 1921 he went to Australia as head office representative. He has been identified with many other offices during the years until December, 1935, when Sidney R. Kent, president, appointed him to his present post.*

INTER-OFFICE BOXOFFICE The Pulse of the Motion Picture Industry COMMUNICATION

To: Red
From: Len W.

Date: Friday
Place: New York

**Our overseas correspondent, I. M. Fahren, was particularly active this week. I mean largely in the sense that he must have covered a mess of ground in order to get the items he sent in. The first story concerns a situation in Manila, Philippine Islands. It seems horses at the Manila track are labeled after motion pictures. Some of the recent winners have been "Brother Rat," "Robin Hood," "Lady Warner" and "Hottentot." No mention is made of other but Warner product. Is it possible this is a subsidiary track venture on the part of Harry M.?**

**The other item comes from Morocco. There's a town there, Metlui, where "The Plainsman" is said to have been playing continuously for two years. The town must be something like a transient hotel. The population changes every week, with the coming and departing of caravans. I'm wondering what's going to be when a subsequent run starts howling about extended runs.**

## Gould, Morris and Reisman South America Bound

NEW YORK—When the *Argentina* leaves for South America Friday, three leading foreign executives will be on board. Walter Gould of United Artists, Sam E. Morris of Warner and Phil Reisman of RKO have all booked passage to survey the Latin American market for their respective companies.

Gould's trip is routine. He expects to be gone for about three months.

The distribution situation in the Argentine, which has been a sore point with all majors, will get the onceover by Reisman who will see what can be done about the spread of multiple programs and other abuses.

Sales convention in Rio de Janeiro and Buenos Aires will be the high spot of Morris' sojourn through Latin America. The Warner foreign manager hopes to complete the tour in three months.

### John Day to Visit Weltner

NEW YORK—John Day, Paramount general manager for South America, arrives on the *Argentine* Wednesday for home office talks with George Weltner, assistant to John W. Hicks jr.

## Mexican Government May Back Native Producers

NEW YORK—The Mexican government is considering granting financial aid to "serious" native producers in a step designed to nationalize the industry, according to Luis Lezama, Mexican producer.

Lezama was formerly RKO manager in Mexico. He has returned to production, a pursuit he dropped with the advent of sound. He is here for a brief visit, having brought with him his latest Spanish language picture, "El Cementerio de las Aguilas," or "The Cemetery of the Eagles."

### Appeal "Harvest" Ban

NEW YORK—French Cinema Center will appeal the New York state censors' ban on "Harvest," turned down on the grounds it was "immoral and would tend to corrupt morals."

## A Five Per Cent Tax on Grosses, Cuban Plan

NEW YORK—The Cuban government is threatening to impose an annual tax of five per cent on the gross of all business, including theatres, as well as a quarterly tax of one and three-quarters per cent, which would vitiate the present levy of three per cent on yearly grosses and one and one-half per cent monthly, according to Henry Weiner, UA's manager in Cuba. He is here for about three weeks on a combined pleasure and business trip.

Although American pictures are still the dominant fare at about 325 of Cuba's theatres, French films are making tangible inroads, Weiner states. He attributes this to the marked realism that is portrayed, as compared with Hollywood product, and the fact that local French distributors are offering pictures at prices well under normal in order to gain a foothold.

Native Cuban producers will complete about 12 pictures this year, Weiner adds, but these offer very little competition and rarely are shown outside the island. Such films are produced for an average of $30,000 and contain meager production and entertainment values, he says.

Havana is to have a new 1,800-seat house, which will be operated by Jose Valcarsal for American product only, Weiner states.

## Report Metal Film Is Success in Germany

NEW YORK—Metal film was used successfully to project motion pictures with sound effects for the first time after 27 years at a demonstration made before an audience of experts at the German Institute of Technical Research in Berlin, according to a *New York Times* dispatch.

Metal film, thinner than its celluloid counterpart and far more resistant to wear and exposure, is made either of rolled iron bands with aluminum plating or of aluminum alloy.

The pictures, instead of being projected by the transmission of light through the film, as in the celluloid process, are thrown on the screen by reflection on a highly polished surface.

# BROADWAY

HARRY MANDEL, head of advertising and publicity for the RKO circuit, is back from his first visit to the studios in his present capacity . . . "Is Jack Cohn in?" came a sonorous chorus on the 11th floor of 729. "Tell him the Three Crumbs are in town," continued the chorus. The Three Stooges, Moe Howard, Larry Fine and Curly Howard, were seeking an audience, and got it, fresh from a tour of England, Scotland and Ireland . . . Herman Golden of Columbia's foreign department, is on a six-week business survey of Panama and Cuba . . . Joseph Bernhard is back from a short trip to the coast where he attended the wedding of Betty Warner to Milton Sperling . . . Sam E. Morris sails July 28 for South America to conduct sales conventions in Rio de Janeiro and Buenos Aires . . . Grace Rosenfield, eastern publicity and advertising representative for Hal Roach, has returned from a holiday at Lake George.

*Rutgers Neilson, RKO publicity manager, is finished with a week of Atlantic City . . . Ike Libson, RKO theatre partner in Cincinnati, and Maury White, his aide, were visitors with John J. O'Connor . . . Ralph Branton and Joe Dietch of Des Moines and E. V. Richards of New Orleans were around the Paramount offices for executive conferences . . . F. G. Planas, Warner manager for Puerto Rico, has returned to his post after a week of home office confabs . . . Ditto Peter Colli, Warner supervisor for Cuba, Mexico, Panama, Peru and Central America, who has gone back to Havana headquarters.*

Murray Silverstone and Mary Pickford head for the coast in about a week for a short stay. When she returns, Miss Pickford will announce her production plans . . . David Loew is motoring east to join his brother, Arthur, for a vacation on Long Island Sound . . . A Monday arrival is Del Goodman, 20th-Fox's Far Eastern manager . . . George Sherman, Republic director, is taking in the sights during his New York vacation sojourn . . . Minute interview with Pierpont Morgan Hamilton, Dufaycolor president: "We are still working hard to perfect our process. Nothing new yet" . . . Phil Laufer of the Criterion is vacationing.

*Jack Kennedy, M-G-M manager in Des Moines, is in town on the Blank-Tri-States deal . . . Jack Skirball, who recently resigned as vice-president of GN, left for the coast, Friday, via Cleveland, where he stopped off to see his family, to begin work on "14 Uncles," first of his new series of independent pictures which probably will be released through GN . . . Ted Schlanger, Lester Krieger, Bob Lynch and Sam Appelgate, all of Philadelphia, the first two from the Warner circuit and the latter Emgeeites, got together for lunch at the Astor, Thursday, between product discussions.*

Ed Nolan, assistant manager at Walter Reade's City Theatre, is back from a one week vacation-honeymoon . . . Joe Localle, formerly assistant manager at the State, New Brunswick, has been promoted to manager of the Kingston, Kingston. Incidentally, RKO and the Reade circuit are spending about $100,000 remodeling the State, New Brunswick, according to Reade jr. . . . Max Cohen is having two wells dug at his Westchester home. At the time of this writing no water was struck . . . Charles Stern has sold Ed Raftery on the idea of seeing "The Man in the Iron Mask," which incidentally garnered $13,000 on the seventh day of the Music Hall run. This figure parallels the opening day's take.

*Lou Rydell, advertising manager for* BOXOFFICE, *has been admitted to membership in Picture Pioneers . . . Harold J. Fitzgerald, Milwaukee, and Frank Newman sr., Seattle, National Theatres' divisional operating heads, are due in town Monday . . . Lou Goldberg, RKO district manager, is spending the summer at Long Beach . . . Homer Harman, Roxy publicity head, returns Monday from his vacation in St. Louis, taking an extra week because of the holdover for a fourth stanza of "Second Fiddle" . . . Louis Hyman, Sol Lesser's sales representative, left for the coast Thursday after bringing east a print of "Way Down South" . . . Pete Lewis of the New York Film Board is to become a father shortly . . . Bill Herman, ex-sales executive locally, is back in exhibition, having re-acquired the Hawthorne, Hawthorne, N. J. . . . Edward G. Robinson is spending a fortnight's vacation looking over the Broadway play mart . . . Frank Kasser has joined Transatlantic Films, according to Eugen Scharin . . . Victor Francen, French star, is here from France for a vacation and will head for Hollywood soon.*

Larry Beatus, Loew district manager, is taking it easy at Lake George with his family . . . Oscar A. Doob got back from a three weeks' leisurely-spent vacation as a farmer in Ohio and then in Illinois . . . Wally Caldwell, manager of Loew's Valentine, Toledo, is around town, visiting the circuit's headquarters and the Fair . . . Add World's Fair visitors to the Paramount hostess headquarters presided over by Evelyn O'Connell: The Gilbert Cookes of Greenville, Pa.; Joseph Bean of Fall River; the Emmett Barneses of McKeesport, Pa.; M. M. Fedehar of Akron; Iola Lehman, Catherine McCall and Evangeline Kiefer, all of Des Moines; Paul Nallenger, Arthur Hill and Douglas Finch of Spartanburg, S. C., and O. W. Montgomery jr. of Salisbury, N. C. . . . George Raft, here from the coast, made a personal appearance at the Strand, Friday, the day his co-starrer, "Each Dawn I Die," premiered.





—Photos by Cosmo-Sileo

## *Hollywood Sends Two Visitors—*

*On the left, of course, is George Raft, who is in from the coast en route to Europe and a vacation. Having finished the starring role in "I Stole a Million" for Universal, George also made an appearance at the Strand in connection with the opening there of "Each Dawn I Die" for Warner. To the right is Donald Crisp, a Hollywood veteran and with the latter studio, now Scotland-bound on the* President Roosevelt.



## *Wedlock for Her—*

*Ruth Golden, daughter of Edward A. Golden, vice-president of Monogram. She is engaged to marry Laurence Witten of New York. The bride-to-be is currently in Hollywood visiting her brother and sister-in-law, the Robert S. Goldens.*

He sailed the next day on a European vacation.

*Arthur Mayer of the Rialto, Harvard and Haverstraw, shopping at Macy's for a brush—not for the Mayer pate—but for the Mayer Irish setter . . . Philip Barbanell, assistant to Jules Levy, has been assigned to checking field data for the company in connection with the government suit. He has been replaced by Grace Donovan, formerly secretary to Leo Spitz . . . Sir Cedric Hardwicke returns to London following his present Hollywood commitments for a season on the stage in "Shadow and Substance," his Broadway hit of last year . . . James Ellison has returned to the coast after several weeks of Gotham and the World's Fair . . . Henry Gordon, Paramount's manager in Central America, sailed Saturday on the* Veragua *for Trinidad by way of Cuba . . . H. M. Richey, RKO's "trouble shooter," is visiting Chicago, Indianapolis, Cincinnati and Pittsburgh to look into exhibitor complaints involving clearance and other trade practices. He is due back Wednesday . . . Richard Patterson jr., chairman of the RKO board, is having a brand new office prepared on the ninth floor of the RKO Building.*

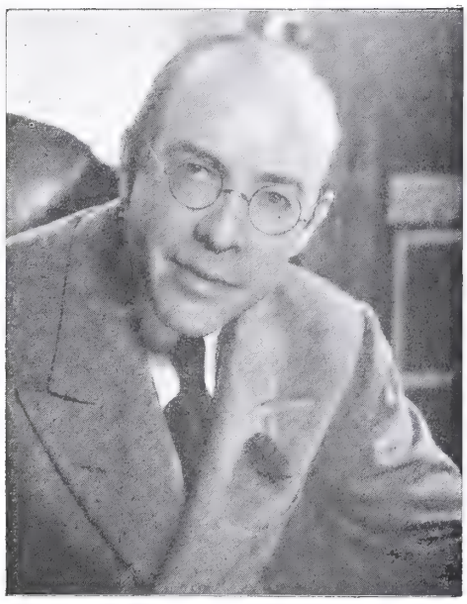
Elias Lapiniere, M-G-M advertising executive in France, was a weekend guest of Dave Blum's at the latter's farm at Long Lake, N. J. . . . Laudy Lawrence, M-G-M continental head, is having his sister-in-law come over soon to make her home in this country . . . Chick Evens, manager of Loew's, St. Louis, is spending his vacation here checking into the Fair and home office. It's his first trip here in three years . . . Frank Durkee, Baltimore circuit head, has been a visitor about town . . . George Hickey, better known as the M-G-M sheriff and district manager on the coast, left Saturday for Salt Lake City, San Francisco and then back to his headquarters in Los Angeles. He has been here several weeks on the National Theatres' three-year franchise. Other M-G-M field executives in town are Harris P. Wolfberg, midwest district manager, and Frank Hensler, Kaycee branch manager.



## *Stewart Passes Through—*

*Jimmy, alighting at Newark from plane from Washington where he made additional scenes for "Mr. Smith Goes to Washington."*





## *Whitney Bourne, Stanton Griffis' Bride—*

*Aboard the* Queen Mary, *due at Southampton Monday are Stanton Griffis and his bride, the former Whitney Bourne, stepdaughter of Harvey D. Gibson who is president of the Guaranty Trust Co. and chairman of the finance committee of the New York World's Fair. Miss Bourne was married to Griffis, chairman of the executive committee of Paramount, at the Locust Valley, N. Y., home of the Gibsons, the ceremony having been performed by the Rev. Dr. Deyo.*

*The bride, of a socially prominent family, has pursued the stage and films as a career and recently appeared in "Flight From Glory," "Love in a Basement," "Double Danger" and "The Mad Miss Manton" for RKO. Griffis also is chairman of the board of the Madison Square Garden Corp., chairman of the finance committee of Cornell University and a special partner in Hemphill, Noyes & Co. He is a member of the Racquet and Tennis, Court House, Cornell, Rookery and New Canaan country clubs. He is an old friend of the bride's stepfather.*

*Jack Cohn, president of Picture Pioneers, called a meeting of the executive committee the other day at the Astor to draft the by-laws of the new organization, which promises to be a big success, provided two meetings are held a year . . . Lou Diamond is back from a quick trip to the coast . . . John Hay Whitney has returned from a visit to David O. Selznick's production headquarters . . . Robert E. Sherwood, author of "Abe Lincoln in Illinois," has gone to Hollywood to check up with Harry Goetz and Max Gordon on the production for RKO . . . Bill Rodgers hopes to make that belated trip to the coast soon, as soon as the final phases of the code are cleaned up and details of the National Theatres and Warner three-year franchises are concluded.*

Clay V. Hake sailed on the *Monterey* for Sydney, Australia, for 20th-Fox . . . Moe J. and Sol Siegel of Republic plan to return to the coast shortly after H. J. Yates and Gene Autry sail for London, Wednesday. Autry arrived from Hollywood, Friday, and was tendered a reception in the Pine Room of the Warwick. Saturday was named Gene Autry Day at the World's Fair when he was the guest of Grover Whalen . . . Irving Barry has been meeting up with his Antipodes friends, lunching with Charles Munro and Maurice Sloman of Hoyts circuit in Australia . . . Si Seadler says he is rapidly conquering the gout and expects to make his fall debut when the weather turns cooler . . . Lou Pollock, eastern advertising manager at Universal, is on the coast for a couple of weeks . . . Nat Liebeskind is over his recent operation, although the medico urges him to take it easy for a time . . . Bill Hebert, press impresario for Selznick-International, is back at the studio after a few weeks around town . . . Grad Sears is back from a quick trip to Chicago.

*Astor Hunting Room scene: Jimmy Grainger and Herman Gluckman lunching with Arthur Mayer. Abe Blank roaming from table to table to greet friends. Bill Rodgers with George Hickey, among others, at his usual table. The room full of M-G-M sales managers, including Eddie Saunders, Tom Connors and Ted O'Shea. Charlie McCarthy and Morris Kinzler at another spot, as were Arthur Hopkins and Marcus Heiman, discussing the "legit" and its estate these summer days. Max Cohen still another one present and, as usual, at his small corner hard by Roagers. Moe Silver and Joe Bernhard in a two-way huddle . . . Harold B. Franklin is here for about a week. Came east with the Fox West Coast crowd.*

Vacation Varieties: Leon Goldberg heads for Maine and a vacation in a few weeks. Meanwhile he's poring over the literature anent those parts . . . Harry Pimstein, RKO legalite, left over the weekend for his usual vacation resort, Tupper Lake, N. Y., where he has the promise of rounds and rounds of golf . . . Irving Greenfield of Loew's spends his weekends at Atlantic

(Continued on page 28-B)

# Denies Columbia Plea For More Data

NEW YORK — Federal Judge John W. Clancy has denied in full the various applications of Columbia Pictures for an additional bill of particulars in connection with the government trust suit.

Columbia had sought relief in several forms, among them being a request that the complaint be dismissed because the first bill of particulars was insufficient and that the government be precluded from giving evidence at the trial other than that already submitted.

The court did not comment on, other than deny Columbia's application to prevent the U. S. from giving information regarding the Interstate Circuit, Inc., case of Texas.

Columbia had claimed that, since it had been defeated in this action in the supreme court, the government could not use it again, as it would constitute punishment twice for the same offense. The failure of the judge to make any move regarding this matter may be indicative of the fact that the government will be allowed to cite cases heretofore disposed of in its favor when the trial begins.

### Ask Full Particulars In Griffith Suit

OKLAHOMA CITY—Demands that the government specify names, locations and instances of allegedly monopolistic practices as charged by the department of justice in its anti-trust suit against the Griffith circuit and eight majors are contained in motions filed here by defendants for a bill of particulars and a more definite statement of the charges against them. The motions are returnable in U. S. district court July 27.

The defendants, among other things, ask that the government inform them of (1) the names and locations of theatres which the Griffith chain is charged with being able to acquire or keep closed because of their alleged control of the territory; (2) the times when and the circumstances under which each of the distributor defendants are alleged to have combined with the Griffith companies; (3) the manner in which it is claimed that Griffith was enabled to compel distributor defendants to grant them exclusive privileges, as charged; (4) the manner in which the exclusive privileges which it is claimed Griffith theatres enjoy have prevented other exhibitors from securing first class pictures, and (5) the name and location of each theatre the government claims was unable to obtain sufficient first class pictures to operate successfully.

UA, Columbia and Universal filed separate motions, which differed in some respects from those of the other distributors.

However, all defendants charge that the government has defined certain trade terms in an "artificial way" in its petition and "not in accordance with their usual and ordinary meaning and there is nothing in the complaint to indicate that such words and phrases are defined in accordance with their common use and meaning in the motion picture industry."

### *It's $1,000,000,000 If They Win*

**New York—Federal Judge Edward A. Conger has ordered John Joseph Davilla to furnish 36 out of 58 particulars requested by the defendants in Davilla's action against them. Defendants include Warner, all radio corporations, every important music publishing house in the country, Vitagraph, Marcus Loew Booking Agency, and a number of composers.**

**Davilla claims that "The Desert Song" is a plagiarism of his song, "If I Were a Spider and You Were My Fly." Damages, if won, would total over $1,000,000,000.**

## *Cash Balance of $92,587 In Industry Drive Fund*

NEW YORK—There is a cash balance of $92,587 for the Motion Pictures' Greatest Year, Inc., the $1,000,000 industry campaign conducted last fall. Unpaid invoices totaling $19,458 have yet to be liquidated. So goes a certified public accountant's report to drive executives.

Total receipts were $988,143, of which $500,000 came from producers and distributors; $250,000 from affiliated exhibitors, and $237,464 from independent operators. Largest expenditure was for newspaper advertising, $479,216. The Movie Quiz contest prizes totaled $250,000; contest fees and expenses were $25,540; exhibitors' contest prizes and expenses, $2,143; production of "The World Is Ours," short subject, $26,097; campaign press book, $12,462; salaries for the New York office, $39,437; regional, local and New York committee expenses, $34,645; Hollywood office salaries and expenses, $7,837, and salaries and expenses of traveling publicity men, $5,021.

Total receipts from the sale of accessories were $198,425, while costs came to $201,447.

## *Netter, Buxbaum, Ramsaye To Pioneer Executives*

NEW YORK—Leon Netter, Harry Buxbaum and Terry Ramsaye have been added to the executive committee of Picture Pioneers, of which Jack Cohn is "house manager."

During a committee luncheon 15 applications were acted upon. Those who are new members of the organization, which is made up of film men who have been in the industry for a minimum of 25 years, include Phil Reisman, William Fox, Joseph Rothman, J. A. Hopfenberg, Charles J. Gibbon, Lou Rydell, Bert Ennis, Adolph Haas, David A. Levy, Nat Beier, Elmore D. Heins, W. N. Skirball, Henri Elman, Alan Freedman and Morris Joseph.

The charter membership list will remain open until September, when the group holds its second conference. It has been decided to accept applications from men living in other cities.

### Becker Gets Motiograph

BUFFALO—Becker Theatre Equipment, Inc., has been appointed authorized distributor of Motiograph products in the Buffalo territory.

# Approves RKO Board Election Petition

NEW YORK—Federal Judge William Bondy has approved application of Irving Trust, trustee of RKO, to hold a special directors' meeting of the four remaining directors of RKO to elect those directors already approved by the court. Of the four men still on the board, two will be retained.

Those retained are James G. Harbord, and Lunsford P. Yandell. Those to be elected will be Richard C. Patterson jr., as chairman of the board; Raymond Bill, Ned E. Depinet, Thomas P. Durell, Frederick L. Ehrman, L. Lawrence Green, Conde Nast, John E. Parsons, N. Peter Rathvon, George J. Schaefer, and W. G. Van Schmus. The new board of 13 will need a majority, or seven votes, for any decision.

Judge Bondy also approved an application by Hamilton C. Rickaby, representing the Atlas Corp., proponents of the plan to incorporate the new company in Delaware immediately. This will be done through the filing of 100 shares of the new preferred and 900 shares of the new common.

Rickaby told the court Atlas and its associates expected to have the underwriting agreement for the new stock ready in a fortnight.

Judge Bondy then set July 31 as a day when the agreement must be given him, although it can be submitted any time before. The hearings were concluded with the filing of the proposed certificate of incorporation of RKO, drafts of the by-laws, and forms of the new preferred and common stock. Rickaby declared at the end, that application to list the new securities with the New York Stock Exchange will be made within a week.

## *Universal Fills Current Slate With Next Film*

HOLLYWOOD—After 12 weeks of shooting, John M. Stahl has finished "The Modern Cinderella," the 39th picture on Universal's current schedule of 40. When the new season starts, Nate J. Blumberg, president, states, the company will have 16 of its 1939-40 features ready for release.

During August, three of the company's biggest pictures will be launched, including Harry Edington's initial venture, "South of the Amazon," according to Blumberg. The other two will be Joe Pasternak's "Destry Rides Again" and "Tower of London" with Boris Karloff.

Capacity operation during the summer will give Universal the unique position of having more important films in its exchanges than at any time in its history. The company will adhere to its policy of meeting every release date as planned.

## *Si Fabian Administering Ettelson N. J. Houses*

NEW YORK—Operation of the late Dick Ettelson's theatres in New Jersey is being continued by Si Fabian, head of the Fabian circuit, and brother-in-law of the late exhibitor.

# BALTIMORE

ROGER KEMP, house manager at Keiths, now on his vacation . . . Lawrence Randall, new doorman at the Lexway, comes from Kansas City, Mo. . . . Wilbur Brizendine, Rialto manager, has been reducing for the past two months with a total loss of weight of ten pounds. Wilbur is now down to a mere 215 . . . Bob Ashcroft, Apollo manager, just back from a Texas vacation, says he had a swell time.

*Ed Wyatt, Preston manager, now back on the job after spending several weeks at South Baltimore General Hospital . . . Hippodrome's semi-annual "Stardust Revue," composed entirely of local talent, is the best and biggest of the series so far and is doing a tremendous business. Surprise of the show was the appearance of Ted Routson, producer of the Revue, as master of ceremonies. Cliff Jarrett, acting manager while Bernard Seaman is off to Wildwood, N. J., on his vacation, is having his hands full handling the capacity "Stardust Revue" crowds.*

"Chubby" Caplan, manager of the Linden, keeping bachelor quarters since his wife went to the country . . . Theatre Softball League scores for Sunday are: Boulevard 10, Met 7; Hippodrome 12, Century 8; Broadway 5, Apollo 4. Current standing of teams are as follows: (1) Boulevard, Lost 0; won 5; (2) Met, lost 2, won 3; (3) Broadway, lost 2, won 3; (4) Hippodrome, lost 3, won 2; (5) Century, lost 4, won 1; (6) Apollo, lost 3, won 0. By the way, Cliff Jarrett, assistant manager of the Hippodrome, deserves credit for organizing the Softball League.

*Al Vogelstein of Baltimore Poster and R. Marhenke, Broadway manager, went on a fishing trip over the weekend to Solomon's Island. After six hours' fishing in a small launch in the middle of the Chesapeake, Al caught one small (very small) fish and Marhenke caught none. To top it off, a sudden squall came up and drenched the pair . . . Leon Back, Rome executive, now home from hospital after appendix removal and much better . . . Walter Cohen, Leader manager, says it will be wedding bells in the fall . . . H. A. Blum's Little Theatre brings back "Ballerina" for the third time.*

The Variety Club Tent No. 19 with J. L. Rome, chief barker, and Frank Durkee of the charity committee, have done a splendid thing by sending ten crippled children who have a chance of being cured to a summer home at Greentop . . . Raymond Shamos, Realart manager, away to Philadelphia on his vacation . . . William Hicks has added another house to his circuit, the Alpha, Catonsville, Md. . . . George Jacobs is vacationing at Atlantic City weekends . . . Deepest sympathy is extended to Mr. and Mrs. B. Livingston on the death of their grandson.

## Coast Probe Soon

WASHINGTON—Attorney General Frank Murphy declares the department of justice will call "without delay" a grand jury investigation at Los Angeles of alleged labor racketeering, anti-trust violations and income tax evasions.

# • REVIEW FLASHES •

**BAD LANDS (RKO)**—With a different locale and slight changes in plot development, this is a virtual duplicate of the successful "Lost Patrol" made by RKO several years ago. Given smaller budget and less impressive cast, however, it classifies only as a he-man western, in which category it will serve with satisfaction. Robert Barrat, Noah Beery jr., Andy Clyde. Robert Sisk produced; Lew Landers directed.

**HARVEST (French Film Center)**—This importation ran afoul of New York censors. It never should have. It is an adult picture, simple and austere, of a woman who leaves her companion for a peasant. The farmer is the last of the villagers, but her love inspires him to make fertile again the soil wasted by others. It is a fairly effective story that suffers mostly from poor cutting. Acting and direction, however, are first rate.

**ISLAND OF LOST MEN (Para)**—This jungle adventure yarn offers good exploitation possibilities. It may be second or third string casting, but the script fits nicely. Action and suspense are plentiful. Anna May Wong, J. Carrol Naish, Eric Blore, Anthony Quinn. Kurt Neumann's direction is smart.

**RENEGADE TRAIL (Para)**—It is easy to see why the Hopalong Cassidy series is rated as topnotch western entertainment . . . the principals maintain a standard of acting far above the usual sagebrush histrionics. William Boyd, Russell Hayden and Russell Hopton invest the proceedings with a convincing note. Lesley Selander directed.

**SHOULD A GIRL MARRY? (Mono)**—Blackmail is a subject that has a number of intriguing possibilities and Monogram makes the most of them in a sturdy program picture. Suspense is carefully sustained until the climax. Warren Hull, Anne Nagel, Mayo Methot and Weldon Heyburn are featured. Lambert Hillyer directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## RKO Salesman Starts New Short Subjects Service

NEW YORK—A new RKO service to aid local exhibitors in selecting suitable short subjects around which to build their programs has been inaugurated by John Dacey, RKO salesman at the local exchange.

The screenings take place once a week, on Tuesday between 2 and 4 p. m. Dacey usually runs off the regular Wednesday Pathe newsreel release, the current March of Time, and from six to eight shorts, both one and two reelers.

# WASHINGTON

MORTON LEVY, 20th-Fox's drive leader, will preside at a meeting to be held Tuesday at the local exchange with all employes in attendance . . . The Variety Club of Baltimore held its annual outing July 14 on the banks of the Magothy river . . . J. C. Hester, Ritz, Chatham, Va., is spending his vacation in Pensacola, Fla. . . . RKO's Helen Paulson and Clara Carnot are suntanning . . . A. J. Bachrach, manager of the Calvert, enjoyed a varied vacation with visits to the Fair and scenic Virginia.

*Mrs. "Pat" Smith, Monogram, checked off another milestone July 10 . . . Joe Cohan, 20th-Fox office manager, is heading for Miami on his vacation . . . Mona Pollock, 20th-Fox's accessory secretary, was married on the Fourth and is now known as Mrs. J. Glass . . . Lou Gullen, Capitol, Lawrenceville, Va., is a regular fan at night ball games in his town . . . Seen along the Row: Spud Querry of Marion, Va., Danny Weinberg, Bedford Amusement Co.; Charles Anderson, Alpine circuit, and George Jacobs, Baltimore.*

Oddity: The Baltimore-Richmond-Philadelphia-Washington columns in the July 8 issue broke with the name "Sam" . . . how that guy gets around! . . . Don Kelsey, Rocky Mount, Va., joins John Caldwell, Appomattox in playing the national pastime in their respective communities . . . Harold Depkin, son of Salem's Bernie Depkin, has returned from his honeymoon and is making his home in Salem, Va. . . . Louis and Abe Cohen, owners of the New Essex, Essex, Md., have had 16 bowling alleys installed in their newly erected building . . . Gene McCurdy, Baltimore, advises that his Eureka Theatre is now operating on a summer schedule.

*Filmrow was saddened with the news that the grandchild of Baltimore's Barney Livingston, who recently arrived from Detroit, was accidentally drowned at a local beach . . . Lawrence Ady, RKO's accessory manager, is vacationing in the big city . . . Johnny Garst, Roxy, Martinsville, has returned to his duties after a recent illness . . . Angie Luzi, Clark Film, is heading for Woodland Beach for her fortnight of fun . . . Sam Wheeler, 20th-Fox branch manager, is visiting the accounts in Norfolk and Portsmouth.*

## Partnership Incorporated By Mayer and Burstyn

NEW YORK—Arthur Mayer and Joseph Burstyn, long partners in the distribution of foreign films, have incorporated under the name of Mayer-Burstyn, Inc. The move, it is understood, has been made to facilitate an expansion in activity.

Burstyn returns Wednesday on the *Champlain* after a seven-week stay abroad where he has been negotiating with English and French producers.

Build Profits—Patronage with
**PARAMOUNT PREMIUM CO.**
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

# ALBANY

TOMMY MARTELLE, booker for army theatres at Plattsburgh, Sacketts Harbor and Pine Camp (latter a summer spot), was on Filmrow. Ditto, Bill Kraemer, Schine booker, and Frank Williams, Benton booker. Also Harvey English of the English circuit, with headquarters at the Capitol, Hancock; Allen Sirrine, Empire, Port Henry; Morris Schulman, Gaiety, Inlet and owner of theatres in other towns; Ernest George (Ernie) Dodds, Palace, Lake Placid; Phil Baroudi, Happy Hour, North Creek, and the Lake, Indian Lake; Walter Wertime, Chestertown, Chestertown; Vivian Sweet, Star, Salem.

*Don Reed, district ad sales manager for 20th Century-Fox, visited Manager Moe Grassgreen and staff of local branch. His headquarters are in New York . . . Wayne Carnigan, 20th Century-Fox shipper, spent his vacation at World's Fair . . . Al Marchetti, Universal booker, was on vacation. Mrs. Bernard Mantha, Universal secretary, spending hers in Philadelphia and Atlantic City . . . Eileen Downs, secretary to Lou Golding, Fabian division manager, motored to Cleveland for a two weeks' stay.*

Harlen Memorial Hall in Essex reported closed as a picture theatre. Eugene Van Ornum operated it part time in the summer, sharing with the Essex Players. Latter stock company is still holding forth there . . . Charlie Gerard, of the Lyric, Faust or Tupper Lake Junction (town is known under both names), doubles as manager of the Tupper Lake Golf Club during the summer. His wife assists him in both spots.

*Engagement of Miss Elise Cohn, daughter of Dr. Isadore Cohn and Mrs. Cohn of New Orleans, to Robert Mitchel (Bob) Rosenthal, manager of Warner's Ritz, has been announced. Wedding will take place in the fall.*

Managers and bookers in Albany exchanges have been invited by J. Meyer and Louis Schine to be guests August 3, final day of the annual Schine managers' convention in Gloversville. Managers and employes of the circuit in upstate New York, Ohio, Kentucky, Pennsylvania and other states will be present. Thursday is a field day, bringing home office executives and trade press men from New York and exchangemen from Albany, Buffalo, Cleveland and other key cities serving Schine theatres. A golf tournament, an outdoor steak dinner and an evening of festivities are on the program.

*Schoharie Chamber of Commerce presents a free motion picture show on Main Street Thursday nights, buying films off the commitments of Mitchell Conery, owner of Schoharie Theatre. Conery closes the house that night, it is said. The practice of screening free shows during the summer months has been followed by the Schoharie C. of C. for some years. It is done to stimulate business by attracting farmers from the surrounding areas. Vacationists and tourists are also drawn in. While the plan has been employed elsewhere, Schoharie has achieved the most success. The cooperation of Conery is reported to be one reason for this. Portable equipment is used and a full show is presented.*

Paul Goldman, of New York, booker of non-theatrical accounts, was on Filmrow arranging shows for Top Ridge Camp, Lake Clear Junction, in the Adirondacks. Several bills scheduled weekly. Said that Goldman also books here for the Yacht Club, Thousand Island Park. Grand Hotel at Highmount in the Catskills is playing pictures, too. Books first run pictures.

*Ralph Ripps, younger brother of Her-Ripps, recently transferred from Metro's Albany sales staff to the New Jersey territory, is new assistant M-G-M booker here. Local Metro office gave Herman Ripps a farewell party July 16.*

William Haines, manager of Warner's Stanley, Utica, and Mrs. Haines are on a cruise to South America . . . Sid Sommers, manager of the chain's Lincoln, Troy, returned from a vacation at Lake Placid . . . J. E. Curley, advertising manager, and Mrs. Curley were at Cape Cod for two weeks.

*Warner and Fabian circuits are now using cooperative group advertising for their Troy houses. Plan does not preclude special copy for individual pictures. On ordinary insertions, when copy is double column, a banner, "Troy's Leading Theatres," is run. Positions of the theatre names, Proctor's (Fabian), Troy, Lincoln, American and Warner's vary daily. Same is true on single column insertions. Four houses are listed in a row. Warner and Fabian pool in Troy, according to Filmrow men.*

## AAAA Jurisdiction Hold Is Threatened Anew

NEW YORK—The jurisdiction of the Associated Actors and Artistes of America which was threatened not so long ago by the IATSE may re-crystallize as a result of the revocation of the charter of the American Federation of Actors and the formation of the American Guild of Variety Artists to take its place.

William Green, president of the AFL, is responsible for throwing a monkey wrench into the proceedings. In a telegram to J. W. Buzzell of the Los Angeles Central Labor Council, Green said: "We still recognize the AFA as part of the AFL."

What significance this message has at this time will be revealed when the executive committee of the AFL convenes early in August.

Currently, the dispute has switched to the courts where Justice Edward McGoldrick is hearing the application of the AFA for injunction to restrain the 4 A's from soliciting members for their new union, from interfering with the business of the AFA, either through their books, records or documents.

## Independent Production Takes Skirball West

HOLLYWOOD—Jack Skirball, recently resigned as vice-president in charge of production for Educational-Grand National, arrives here Monday to continue independent production under the Arcadia banner.

Skirball will continue to release through Educational-Grand National for an indefinite period. In the meantime, he expects to close a distribution deal with a major.

# RICHMOND

THE Wilmer & Vincent Duckpin League wound up its summer season with the Park team leading by one game. Keith Caudle of the Colonial team holds both the game and set records with 143 and 390. Charlie Hulbert's Lee boys rolled a record set of 1,528 and Lee Smoot's boys had high game, 535 . . . E. M. Doar, manager of the Rappana in Tappahannock, was elected vice-presient of the chamber of commerce.

*The National will close on July 26 for general renovations, opening again in September with a vaudeville and picture policy . . . Bob Egan, manager of the Park, proudly announces contracts had been let for the installation of a cooling system in his theatre . . . Otis Kyger, former relief manager for Wilmer & Vincent, came down from Reading and took his family up to stay a week with him . . . Eddie Martin, Republic salesman, and Ben Caplon, Columbia ditto, were in town . . . Frances Stenchfield, cashier at Loew's, has returned from vacationing at Virginia Beach . . . Omah Owen, assistant doorman at the Colonial, has been vacationing at Newport News . . . A. Frank O'Brien, city manager for Wilmer & Vincent, and his wife have left on a vacation trip to the coast. They expect to be away about three weeks . . . Motion pictures were shown at Carter Jones Playground by General Motors. Included in the free show were cartoons, news events and commercial films.*

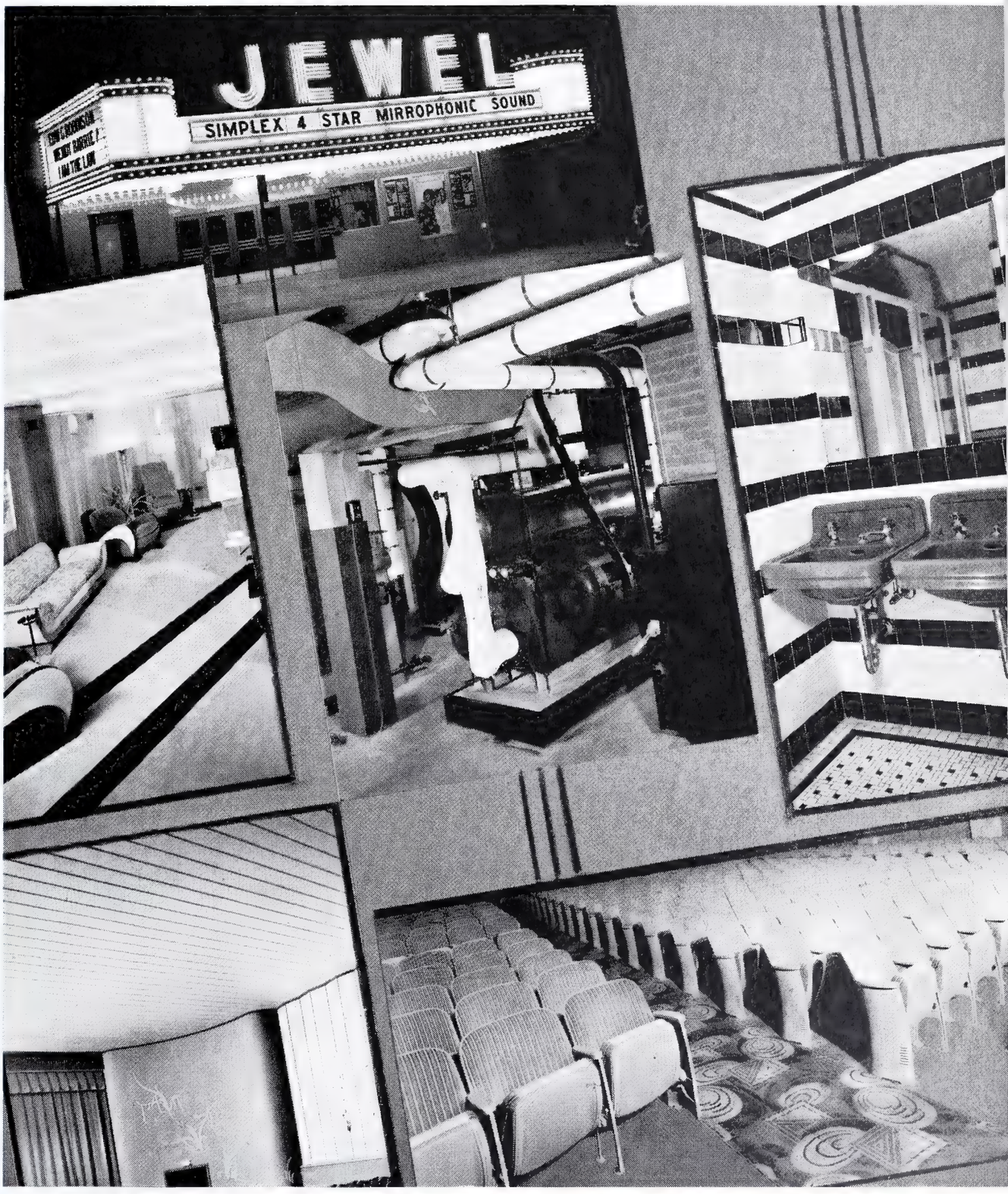
Ralph Binns, Washington manager for Horlacher Film Delivery, was a visitor . . . Dave Peterson, Altec engineer, is in town relieving Mervin Ullman, who is vacationing in New England . . . Thomas Pitts, manager of the East End and Patrick Henry, has made several changes in the staffs of both theatres. Margaret Cobb succeeded her sister as cashier at the East End. Helen Savager is now the cashier of the Patrick Henry. Wilbur Johnson was promoted to doorman at the East End and Irving Lowery was added to the service staff.

*Alex Ravdin, manager of the Capitol, has also added several new members to his service staff. Louis Pollar and Leroy Hutzler were promoted to doorman and assistant doorman, respectively, and Henry Hawkins and James O'Dell are now ushers. Earl MacDonald, producers representative on the board of censors, visited the World's Fair . . . Harris Williams, poster artist for Neighborhood Theatres, went fishing down in York River . . . Percy Pollard, assistant manager of the Capitol, relieved Joe Mullen, manager of the Bellevue, who vacationed at Virginia Beach.*

## Century Readopts Games When Agreement Fails

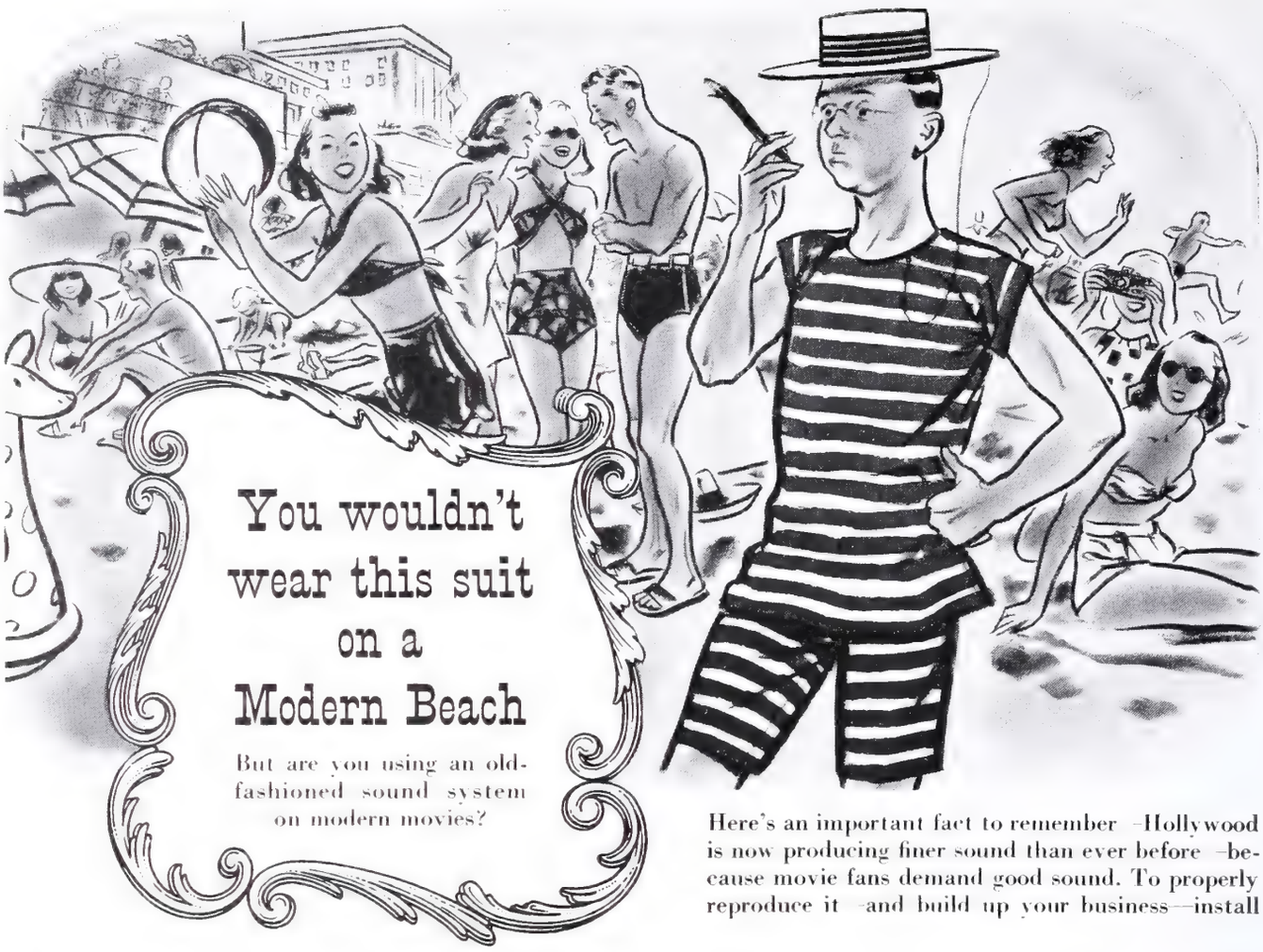
NEW YORK—After neighboring houses declined to cooperate, Century's 12 theatres in Brooklyn and Queens which dropped games for two weeks, resumed July 21. Freddie Schwartz informs BOXOFFICE, patrons were going to theatres where games were in vogue and the plan to resume was adopted before the experiment to do without them became costly.

# The MODERN THEATRE




JULY 22, 1939

## FALL REMODELING



# You wouldn't wear this suit on a Modern Beach

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Here's an important fact to remember —Hollywood is now producing finer sound than ever before —because movie fans demand good sound. To properly reproduce it —and build up your business—install

# New RCA Photophone Magic Voice of the Screen

## with Rotary Stabilizer plus Shock-Proof Drive

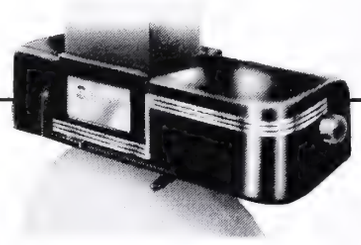
***—available at low cost to theatres of every size!***

LET'S LOOK AT FACTS. You can show the finest pictures in the world —but you'll have empty seats in your theatre if the sound is poor. Because nowadays movie fans know good sound from bad—and patronize the theatre where listening is as much fun as looking.

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It will pay you to find out about the *new* RCA Photophone Magic Voice of the Screen. For here's the equipment built for true reproduction of modern movie sound. It's the tonic your box office needs. And its low cost will surprise you, just as its many new features will delight you. Full details from your RCA Photophone representative.

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested



**Only the New Magic Voice of the Screen offers all these Features!**

This splendid new equipment gives you full assurance of constant film speed by adding the amazing new Shock-Proof Drive to the famous Rotary Stabilizer! Besides this great feature, the new Magic Voice brings you new styling, new protection, new convenience, new added reserve power and many other outstanding *proofs* that it's the best value you've ever seen! Ask your RCA Photophone representative for complete information.

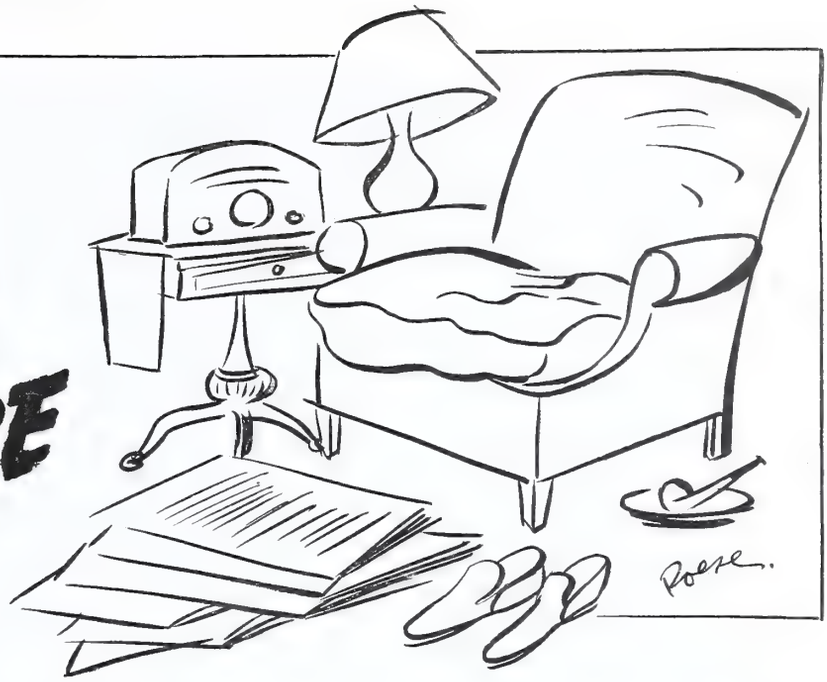
Better sound means better box office—and RCA tubes mean better sound.

RCA *Photophone*

MAGIC VOICE OF THE SCREEN

RCA Manufacturing Co., Inc., Camden, N. J.—A Service of the Radio Corp. of America

# FATHER DOESN'T SIT HERE ANY MORE



# THE NEIGHBORHOOD MOVIE HAS SEATS CUSHIONED *with* U. S. ROYAL FOAM SPONGE








**MORE RESTFUL**
because it floats the body on millions of tiny air cushions.

**SAVES UPKEEP**
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**WRITE FOR NAMES**
of theatres using Foam Sponge and leading seating companies who supply it.

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The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

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# Midsummer is Modernizing Time for Show Business

This is the time of year when picture show business takes it on the chin.

Some exhibitors take the cue from their deserting customers and go fishing while the crowds gather at outdoor concerts, chigger-infested picnics, bathing beaches, night baseball games and numerous other negative attractions that run counter to boxoffice receipts during the dog days.

A few theatres of that certain (but vanishing) type may close up completely during hot weather. Properly air conditioned houses stay open and prosper during July and August, as sweet havens of relaxation for the heat-bothered and humidity-harassed public.

But in the main, theatre business is never so hot as the weather at this time of year. Consequently, it's a mighty good time to do things that need doing.

Midsummer modernization suggests itself because the work involved entails a minimum loss during the current lull as compared to other seasons. Even a complete shut-down for renovation and repairs is less costly now than later. Besides, the operating staff may need a vacation.

Getting ready for an auspicious Fall Reopening should be the chief object of management during these months when the fickle public flirts with outdoor pastimes. Then, too, the present buyer's market unquestionably will be reversed with the end of summer and commodities will cost more.

Smart showmen whose places of business are in need of refreshment and repairs will use the remainder of this month and all of August to put their houses in a more inviting state for a business comeback earlier in the Autumn.

Toler

**July 22, 1939**

# *Effective* NEW COSMETICS *for* CARE-WORN THEATRE FACES

By **Ansel M. Moore**

OLD FATHER TIME has played some shabby tricks on theatre buildings during the past decade. Not only has he reversed architectural design trends and outmoded many of the materials once used in the formation of theatre faces; he has actually conspired with the neglect of property maintenance to create a bad state of affairs for many of our elderly and more or less emaciated movie houses.

The plight of the 20-year-old picture show house and even some of its younger successors in interest, which Father Time has touched not too lightly, is most poignant. But much of the aftermath might have been prevented had restorative measures been taken during the early approach of senility. There is no question but what earlier facelifting would have saved the situation for some of our veteran cinemas which, steadily losing favor with the public, have been severely side-swiped by all sorts of competition.

### Hope for Old Houses

Still, the case of the old theatre is not necessarily hopeless. In fact, there is more hope for its rapid recovery today than probably at any time during its hectic history because there are now means and methods by which old buildings may be rejuvenated economically and made even more beautiful than they were in the beginning. And a substantial part of the good fortune is that it doesn't cost too much to make an old theatre as attractive or even more beautiful than it was at its beginning. The "new cosmetics" for restoring the bloom of youth to ancient theatre buildings are most versatile.

Thanks to science in industry, these modern materials for theatre face-lifting make beauty treatment just about the easiest and least expensive thing a theatre owner can do to enhance the exterior sales appeal of his house and thus give competition a real set-back in the eyes of the public.

While there are many other factors of property modernization that must attend the successful operation of theatres today, the frontal portion of the premises is unquestionably among the firsts in importance because it is the greeting element of show business. It gives the public a first impression—an impression that may either serve to attract or discourage patronage.

Space will not permit us to particularize on the technical processes now generally referred to as "structural face-lifting" for old theatres. We won't attempt to tell our readers just how to go about the beauty treatment which might be prescribed for outmoded theatre fronts. However, we will make brief reference hereinafter to some of the most popular media and approved methods involved in the treatment.

### Remove Old Reminders

Where the super-structure of an old theatre's front elevation is reasonably sound or can be made so by shoring and shaping up, the structural plastic surgery we advocate presents a rather simple alteration problem with a minimum of strain on the bank account. The job should be approached in an orderly manner, however. As in other important phases of theatre property rehabilitation, face-lifting should proceed only after the effect desired has been worked out carefully and visualized clearly on the drawing board of some designer who knows his business and is familiar with the functions of a theatre front.

The shape, size, condition, lighting effect and appearance of the old front elevation all may be subject to substantial change since the object of a face-lifting operation is to create an entirely new scene. Therefore, the whole frontage area should be considered and the alteration carried out so completely that location is practically the only reminder of the past. The transformation should be all-inclusive for best effect on public interest.

The designer of a new front for an old theatre should be given a reasonably free hand. Often his talents are cramped too tightly by the owner's demands to stay within the traditional. When that happens, the face-lifting job is but partial and the result often disappointing. It is better to stray a bit from the usual or expected when it comes to putting on a new theatre front.

The purpose of a theatre front is fulfilled only when every part of the entire facial elevation is in harmony of design and coloring and properly equipped to serve its principal and only function; i. e. *Advertising Display*. Our general observations of existing theatre fronts cause us to wonder if many designers of these facades haven't overlooked or disregarded that very pertinent point.

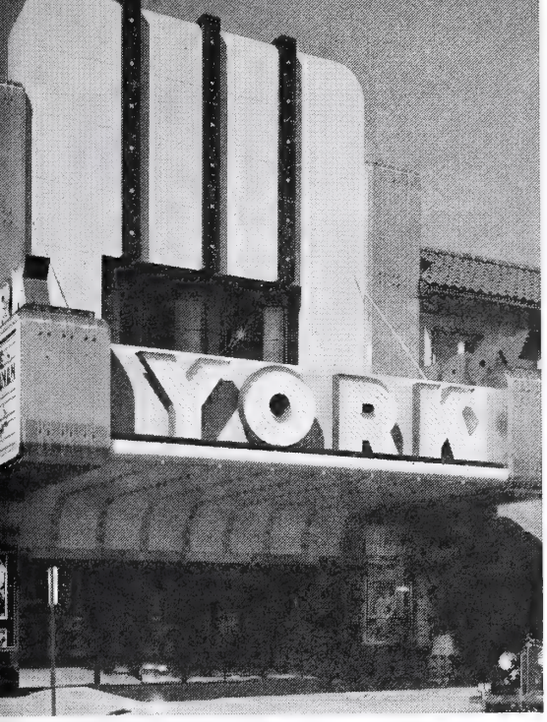
### Rule of Predominance

The first step in an old theatre's facial transformation should be a studied survey of existing conditions. Since long range visibility is a strong consideration today, when other business institutions are steadily encroaching upon the theatre's right and title to public interest, the new face ought to be one that can be seen and admired from maximum distance and from as many angles of vision as possible.

The actual face of the entire front elevation must serve its vital purpose as a

*The lower section of the new face of the old Union Theatre, at St. Louis (project described fully on page 58 of this issue), is of structural glass in two tones, sun-tan and deep marbleized blue. The upper portion above the canopy is of stucco in complementary colors. The architect, Bruce F. Barnes.*

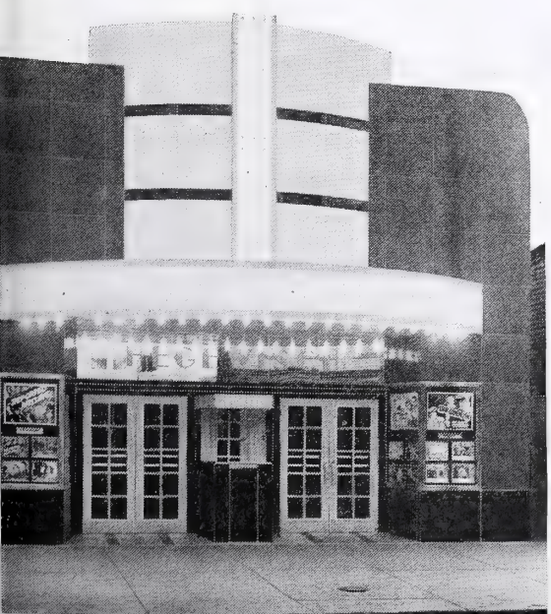





*In the York Theatre, at Elmhurst, Illinois, the architect Roy B. Blass utilized the flexibility of colorful porcelain enamel units as a face-lifting medium. The flutes and mullions are in burgundy on a cream background. (Photos courtesy Porcelain Products Company.)*




*Terra-cotta in a duo-tone of dubonnet and yellow was the medium used in making a new face for the Road Theatre, in Chicago. A typically smart facial treatment for small houses. George Mitchell was the architect.*



*A particularly pleasing facial treatment for small theatres is presented in this after-modernization picture of the Hegewisch Theatre, in a southern suburb of Chicago. The "cosmetic" in this case was porcelain enamel. The cream portion above the canopy is on a 14-foot radius, which gives character to the facade. Roy B. Blass was the designer.*

permanent background for brilliant lighting and compelling copy display. It must be sufficiently colorful to attract attention adequately without illumination in the daytime and of a design that makes it stand out and apart from its surroundings both day and night. Regardless the size or location of the theatre, this "rule of predominance" should always apply.

Pictures of several theatre fronts shown here serve quite aptly to illustrate the point raised. Each is typical of the predominating trend in theatre facia. Each of these illustrations bears evidence of the effectiveness of several types of modern materials now popularly used in theatre face-lifting.

The prevalent practice in theatre face-lifting is to completely resurface the old facade with one or more of a number of exterior facing materials such as are now available for the purpose. The wide color selection of these new materials and their ease and economy of application over old surfaces give the designer of smart theatre fronts a wide range of resources for working out effects of beauty and permanence as a background for most productive advertising display.

Opaque structural glass is now a most popular medium for theatre fronts. The new fronts of glass are characterized by neat and simple lines carried out in an all-over design in a combination of colorful glass and gleaming metal trim.

Porcelain enamel is another surfacing product that is coming into use rapidly for theatre face-lifting. It, too, is colorful, easy to clean and lends itself readily to the modern design for theatre fronts.

Then also there are numerous plastic materials such as terra cotta and certain synthetic compositions in colorful simulation of the genuine in marble and other expensive stone facing media that may be added to the "new cosmetics" now to be recommended for theatre facial surgery.

Scintillating glass blocks are also coming into extensive use as a structural medium for theatre fronts and bulkheads for decorative effect where special flood and color lighting from behind is desired.

Durability and permanence is a particular quality of practically all these new products that lend themselves so readily to the rejuvenation of old theatre fronts. They can be cleaned and polished as easily as a plate glass window and their surfaces are generally moisture- and acid-proof and unaffected by weather and ordinary wear.

### Pre-fabricated Facia

Theatre facial treatment has arrived at a stage of specialization today. Indeed, an entire theatre front including the boxoffice and poster display frames may now be purchased in pre-fabricated form ready for application to the front of most any old theatre that needs a face-lifting. Even the main sign display cases and marquee attraction boards can be worked into the scheme with excellent effect by a capable designer who is skilled in the art of modern advertising display.

So, the case of the old theatre whose beauty of countenance has been marred by the ravages of time is not by any means hopeless. Its original face may never have been sufficiently striking or beautiful to command the public attention and respect our modern theatres must have.

Changing fashions in frontage may have left the old house far behind; but the ownership can take heart and encouragement from the fact that a faded and otherwise unattractive theatre front can now be beautified without being entirely dismantled.

There are perhaps many things that ought to be done to revive public interest in picture entertainment; but we can think of no better way to bestow a favor on the boxoffice of an old theatre than to give it a brand new front.

Midsummer—right now—is a most sensible time to perform the face-lifting operation, while the public flirts with outdoor pastimes. Thus to be ready for an auspicious Fall Season re-opening with a festive new front. The effect of such a change in appearances will provide an agreeable surprise for you and your patrons as well.

## New Brochure Defines Seating Craftsmanship

A new booklet released by American Seating Company deals with seating service at the source. Entitled "A Story of Seating," the brochure deals basically with the angles of research, testing and inspection in relation to the requirements for service to the trade. It is profusely illustrated with many pictures of operating formulae and facilities for the production of public seating from the initial design through the various stages to final inspection. It is a complete exposition of the company's laboratory and manufacturing methods.

Ask the chair salesman to explain the use values of sponge rubber for seat decking. The extra cost is overcome by several advantages about which you should know.

# *Things that* MAY NEED DOING *in and* AROUND THE THEATRE...NOW

By **Helen Kent**

EVEN the most modern theatres, in which functionalism is one of the brightest assets, can stand a bit of upkeep attention by management at this time of year, when movie patrons are relaxing their habitual visits to the house and when things can be done with least interference to normal operations. And those exhibitors whose houses are not sufficiently up-to-date would also be wise to consider summertime as perhaps their last chance to put in a bid for increased patronage in the Fall by properly planned and unhurriedly executed remodeling. This is indeed the time to get things done efficiently and with economy.

Theatre management customarily is not hesitant about looking ahead to Fall in picture booking operations. As a matter of fact, this phase often seems to consume entirely too much of the theatre operator's thought and time. Far better if he would devote at least an equal share of his attention to the property angle of his business. He may be an astute booker of picture product, but his competitor may have put one over on him by providing a proper background for presentation of this altogether intangible merchandise.

### Midsummer Modernization

The theatre man who does his refurbishing for a greater autumn season now has distinct advantages. He has ideal weather conditions for outdoor work such as painting, cement work, structural and electrical repairs. He finds labor more readily available for all types of work than it will be in a very few weeks hence, when the great residential remodeling boom gets under way. Materials and equipment at this time are also invitingly economical. But principally in connection with these latter items, promised delivery is assured by the fact that summer is a dull time for activity in most other industries.

Naturally, theatre business is ideally suited to take advantage of these "fixing up" opportunities. While the boxoffice is in *status quo*, a bit of remodeling activity is objectionable to no one, least of all to the patrons, who are quick to sense and appreciate these overtures in their behalf. Likewise, the air conditioning system (if it too doesn't require attention) is holding patronage up by a firm grasp, despite the fact that pictures are admittedly less weighty. So it seems that only lack of foresight would answer for any theatre man's neglect of this seasonable opportunity for his property inspection and improvement.

With this thought in mind, let us consider a few things that need attention in and around an average theatre, which though not obsolete is yet not in its prime as a place for enjoyable public occupancy. Its patronage will have declined perceptibly during the past several years and its owner perhaps will have been somewhat at a loss to understand "what's wrong with the bloomin' business." However, basically this average theatre offers fine remodeling possibilities and in the hands of a capable architect or theatre planner it will react most admirably.

### Plant Inspection

To begin at the beginning, we'll consider its exterior—the face it presents to the ever-passing public. Is it making any impression whatsoever? Is the theatre front stopping any part of the blase public as it hurries past? A modern theatre front should and will make an impression and be felt by a majority of the passers-by.

Check that front expanse with an eye to improvements. Perhaps a new coat of paint on the marquee is all that's needed. Relamping alone might work wonders. But probably in the case of the older house, the renovation should cover more territory. Look into new facing materials; something gleaming and colorful that will make the theatre stand out from its neighboring counter-attractions.

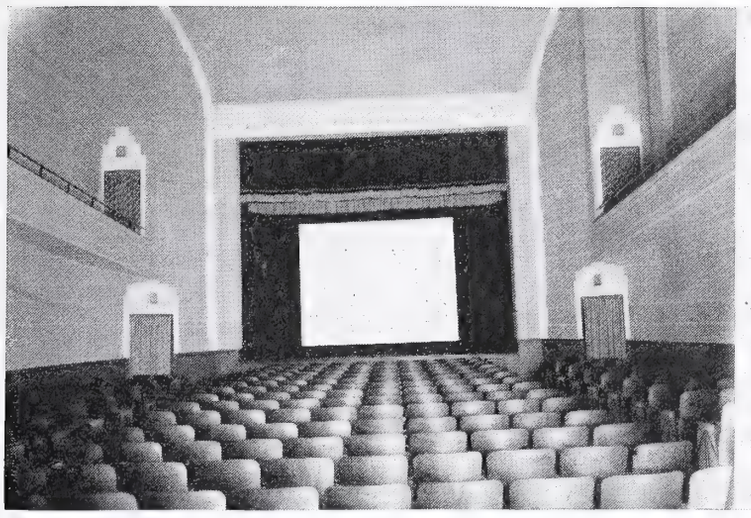
With regard to theatre fronts, we can think of nothing more important than removing a lot of cheap advertising devices which characterize so many of the obsolete places of movie presentation. Let the theatre front speak for itself in a dignified manner, utilizing modern advertising technique. Rather than paper banners, placards and easels, let there be a brilliant marquee equipped with clean-cut changeable letters (which really are changed with changes of program) and modern integrated display frames to contain attractive posters and promotional material. These are prestige builders for the theatre in its community.

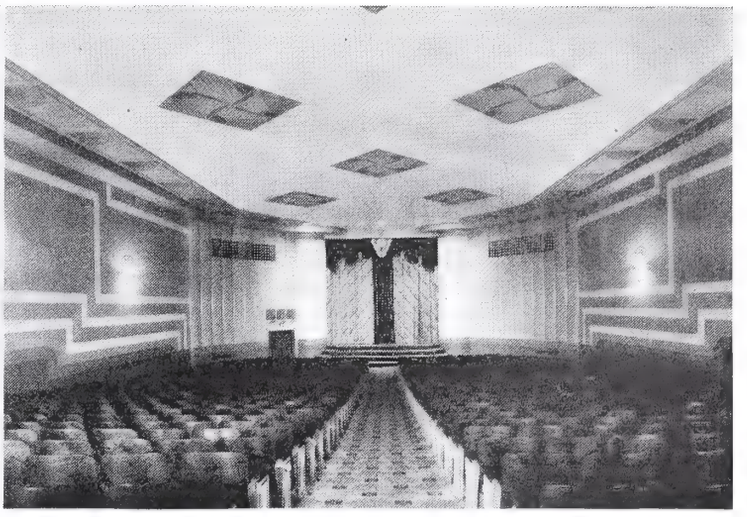
The boxoffice, too, is a point that can stand corrective attention in most theatres. Here is a little spot of personal contact that is often neglected by ownership.

## FOAM SPONGE IS FEATURED AT WORLD'S FAIR




*United States Rubber Company's exhibit in the Home Furnishings Building at the New York Fair, where the delightful comfort factors of foam sponge rubber for chair cushioning are being demonstrated to the public. The "floating comfort" of foam sponge cushions for public seating is the outstanding feature of this exhibit.*





*Left—Auditorium of the new Centre Theatre, Grand Rapids, Michigan. Note how the fibre plank applied horizontally reduces the proportionate height of walls and lends a modern appearance to the interior. The same material in tile form and variegated colors makes the attractive ceiling pattern.*

*Right—The gay color harmony of the modern wood fibre interior finish creates an atmosphere congenial to entertainment in the auditorium of the Strand Theatre, at Berlin, New Hampshire. The material also insulates and corrects acoustics. (Photos courtesy Wood Conversion Company.)*

However, it is indeed important and its workings should be quite as efficient as any other part of the house. Its appearance should be business-like and friendly, but above all, its equipment should be as up-to-date and speedy in operation as it is possible to provide. Modern ticket machines and coin changers in the boxoffice easily pay for themselves by speeding up traffic into the theatre as well as by insuring correctness of cashiering.

### Floor Conditions

Inside the lobby, we would suggest checking up on that floor which probably has been "taking it" plenty. The footprints of heavy traffic have undoubtedly left their mark in some manner on even the hardiest flooring material. If the floor condition is in the least alarming, steps should be taken to correct the trouble inasmuch as considerable risk is entailed in unsafe flooring at this or any other point in the theatre.

One method of correcting flooring troubles in the lobby that is to be recommended because of economy, beauty and long wear is the complete or partial coverage of the area with colorful rubber link matting. Such a provision works wonders in decoratively refurbishing this portion of the theatre and because of the link construction, removable rubber matting serves as a fine protection from dust and dirt that is often carried over a hard floor into the more delicately carpeted interior of the house.

A bit of attention to the advertising provisions in this portion of the theatre should also be considered. The lobby is a medium of sales promotion that should never be overlooked. Display material at this point catches the patrons' eyes when entering and leaving the theatre—at a time when they are most vulnerable to promotion of coming attractions and events. Decoration of the lobby should be considered as a background for dignified business promotion. Modern lobby display frames, built in and effectively illuminated, can be as decorative in this part of the house as any other treatment.

On into the foyer or lounge provision, and let's take note of the condition of furniture. Are the chairs and settees inviting and comfortable? Modern lounge furniture is home-like in comfort and extremely attractive decoratively. Several new group settings and accessories in the foyer or lounge would undoubtedly be a good investment if furnishings in this part of the house have become use-weary or shabby.

Carpeting here too often needs more attention than it is given. Patrons relax in this portion of the house and they may appraise the quality of furnishings more carefully than in any other part of the theatre. If the carpeting here does not serve all its purposes—luxurious beauty, decorative harmony and comfort underfoot—by reason of poor condition, a decidedly negative impression may be gained by the customers.

### About Rest Rooms

While on the subject of patron comfort and convenience, don't overlook the rest rooms. If they do not reflect the present high standards of sanitation and hygiene, the theatre is risking its reputation on a very important point. It may be time to install new plumbing fixtures, since old ones may become most costly in repairs and embarrassment to customers. Or the condition of the rooms themselves may be at fault. They may look unclean, despite constant vigilance. In such cases, facing the lower portions of walls and partitions with sparkling vitreous material is a wise solution. No other treatment can do more to promote and maintain spotlessness in these necessary adjuncts of the house.

We have purposely left discussion of the auditorium and its related components, the projection room and the air conditioning system, to the last because of their importance, but also because theatre men in the main are less prone to neglect this phase of their property. In most cases, fortunately, the auditorium is better maintained than other parts of the theatre, but in others, due to slipshod maintenance, really appalling conditions are harbored in the semi-darkness of this portion of the house.

Make the auditorium decoratively something to be proud of, and then brighten those house-lights often so that the patrons may see and appreciate what has been done for their benefit and enjoyment. Have the walls and ceiling in keeping with the modern trend, which, by the way, can be done most effectively to the betterment of acoustic conditions—another most important consideration. Be sure also that illumination in the auditorium is as modern and efficient as patrons have learned to expect due to their own adoption of scientific lighting at home and in their places of business.

### A Source of Comfort

But in the interest of patron-appeal, perhaps no other item has more influence than comfortable seating. As they are produced today, theatre chairs provide in every way for the utmost in decorative effect, posture correctness and relaxation-provoking ease. Any theatre with obsolete or worn seating in the auditorium will find a new layout of theatre chairs most productive of a new crop of pleased customers. Pleased patrons are always repeaters.

Other furnishings in the auditorium, such as draperies, carpeting, air conditioning grilles and diffusers, proscenium treatment, lighting fixtures and decorative ele-

(Continued on page 46)

## Cover Illustration

*A composite suggestion of some of the major constituents of House Appeal involved in the design, construction and outfitting of the modern theatre as the public demands it today and for tomorrow. Each of these unrelated views is representative of the trend toward functional efficiency and refinement in all things. In architectural design and from the brilliantly lit marquee through the convenient entranceways to the restful lounges and sanitary restrooms into the comfortably-seated and well-lighted auditorium and even to the basement where air conditioning is created, the truly modern moving picture theatre has missed no provision for the attraction, comfort, safety and convenience of its patrons. (Photos supplied through the courtesy of members of The Modern Theatre Planning Institute.)*

# How an EDUCATOR LOOKS at the PICTURE EXHIBITOR'S PROBLEM

By **William Lewin***

ONE of the new fields in which educators are working is that of developing higher standards of public appreciation and discrimination among theatres as places for the exhibition of photoplays.

Such extraordinary variability exists in respect to standards of acoustics, air conditioning, heating, lighting, screen illumination, type of projection equipment, seating comfort, audience behavior, and general management of the premises of theatres, that the same print exhibited in one theatre may be most enjoyable, and in another theatre not enjoyable at all.

### Lesson in Discrimination

Educators have found that teachers and students in one situation will praise a given film highly, and in another situation condemn the same film. At a first-run house in Tennessee, a feature was rated very high by a teacher of photoplay appreciation, for example; whereas in another first-run house in Pennsylvania, the same film on the basis of the same rating-scale was rated very low by a teacher of photoplay appreciation. One said the sound was bad, the other said it was good.

New curriculum units to teach boys and girls and their parents how to judge a theatre from the standpoint of the ability of the house to purvey an adequate presentation of a feature—lessons in *Theatre Discrimination*—are now being worked out by a national committee.

As chairman of that committee, I recently had a series of conferences and worked out a series of projects with one of the most enterprising and intelligent theatre managers of New Jersey, Louis Stein of the Newark Roosevelt, a Warner Bros. house near my own home. His ideas have been widely corroborated and endorsed by leading progressive educators. As a result, we shall recommend that young people carry home information as to *how to select the right theatre:*

(1) To choose a theatre where the screen is not only a good one, but kept in good condition; where the perforations, on inspections, are found to be clean and unclogged; where the screen is also nicely masked, so that the image is sharply defined in a picture frame.

(2) To note whether the light is steady, of sufficient intensity to furnish a clear and uniform picture; to note whether as a result of poor carbon arcs and lack of attention of operators, the light varies from white to blue or yellowish tints; to note whether the picture is free from flicker and jumpiness, on account of poor splices, worn sprockets, loose rollers, or improper tension; to note whether there is evidence that the operators have not inspected the film beforehand, so that dirt, oil, cue marks, and the like, contribute to a lowering of standards of screen images.

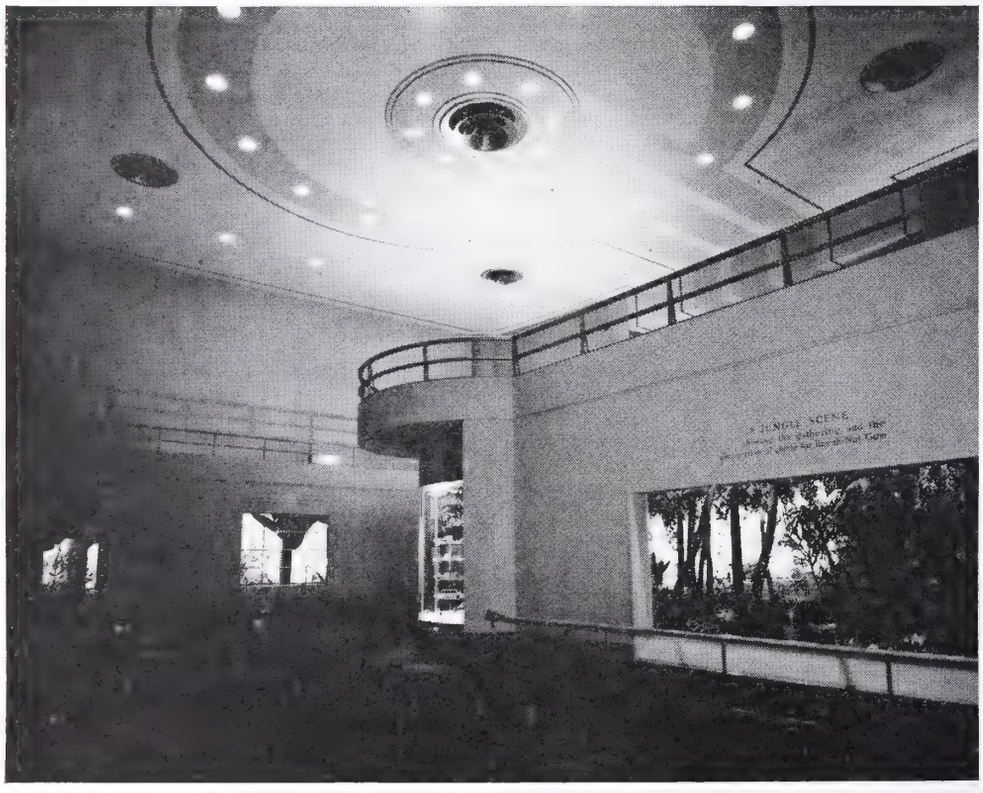
(3) To note whether the volume of sound is set to the proper norm of the theatre, whether it is regulated according to the increase or decrease in attendance, in view of the fact that the audience absorbs sound.

(4) To note whether the theatre personnel is well selected, attentive, courteous, and well-informed on details of the theatre program; whether the house is clean,

(Continued on page 55)

**The author, Chairman of the Motion Picture Committee, Department of Secondary Education of the National Education Association at Weequahic High School, Newark, New Jersey, gives us herein an interesting slant on the public relations problem of modern theatre operation. In a following issue, he will describe a specific application of the plan to develop a higher plane of public appreciation and discrimination among picture theatres as places of entertainment.*—The Editor.

## FUNCTIONALISM EXPRESSED IN FAIR EXHIBITS



(Photo by Molitor for Anemostat Corporation of America)

The above picture represents a view of the Beechnut Exhibit at the New York World's Fair as designed by McGill Smith, architect. It emphasizes the functional combination of modern architectural design, decorative simplicity, lighting effectiveness and air conditioning efficiency now being demonstrated to the public at the big exposition.

Of particular interest in this picture is the manner in which air distribution through high velocity, draftless air diffusers installed in the ceiling and cleverly worked into the decorative scheme to form the central motive for the semi-indirect lighting— all highly complementary to the murals that adorn the walls and the animated dioramas that are presented for the entertainment of the crowds. Thus the merging of modern equipment with modern architecture and decorative design affords a maximum of House Appeal.



● *To the left,* one of the new Heywood Streamline designs. This style, from the O.C. 625 series, has the new turned-over, protective back panel.

# THEY SPARKLE *with Style!*

Heywood *Streamline* Chairs have that decorative flash . . . that box-office "oomph" which experienced theatre men quickly recognize. Swanky, distinctive aisle standards; smart, exclusive upholsteries; sleek, trim back panels . . . these are just some of the details which make Heywood chairs sparkle with style. They're soundly built, too, with many special construction features. May we tell you about them in detail?

*Below:* one of three backs available on the new Heywood low priced chairs. This style has a turned-over, protective back panel.



## HEYWOOD-WAKEFIELD

Established 1826

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# MIDSUMMER CHECK-UP ON HOUSE CONDITIONS

WHEN the thermometer registers somewhere around the high 90's in the shade and theatre management registers deep disgust at the dearth of business at the boxoffice, it's a good time to check up on house conditions. The following chart is offered for convenience in making a personal inspection and analysis of property values at all points of the theatre. Set your own handicap by placing a check mark opposite points that are in need of improvement. Then, be wise and get things done before business picks up again.

*Front*

- Main Sign ☐
- Attraction Board ☐
- Sign Letters ☐
- Lighting ☐
- Display Frames ☐
- Entrance Doors ☐
- Floodlighting ☐
- Marquee ☐
- Flasher ☐
- Parking Space ☐
- Sidewalk Condition ☐
- General Appearance ☐

*Lobby*

- Boxoffice ☐
- Lobby Frames ☐
- Floor Condition ☐
- Wall Condition ☐
- Lighting ☐
- Refuse Receptacles ☐
- Decorations ☐
- Railings ☐
- Ticket Boxes ☐
- Ticket Registers ☐
- General Appearance ☐

*Foyer*

- Furniture ☐
- Pictures ☐
- Decorations ☐
- Water Cooler ☐
- Statuary ☐
- Stairs ☐
- Carpets ☐
- Light Fixtures ☐
- Directional Signs ☐
- General Appearance ☐

*Auditorium*

- Decorations ☐
- Seating Condition ☐
- Lighting ☐
- Floor Condition ☐
- Carpets ☐
- Air Conditioning ☐
- Acoustics ☐
- Exit Doors ☐
- Entrance Ways ☐
- Screen ☐
- Draperies ☐
- General Atmosphere ☐

*Rest Rooms*

- Sanitation ☐
- Conveniences ☐
- Toilets ☐
- Dispensers ☐
- Furniture ☐
- Smoking Stands ☐
- Mirrors ☐
- General Appearance ☐

*Projection Booth*

- Projectors ☐
- Generators ☐
- Lenses ☐
- Rewinders ☐
- Safety Devices ☐
- Changeovers ☐
- Fire Shutters ☐
- Projection Lamps ☐
- Sound Heads ☐
- Amplifiers ☐
- Speakers ☐
- Wiring ☐
- Photo Cells ☐
- General Repair ☐

*General*

- Advertising ☐
- Orderliness ☐
- Patron Convenience ☐
- Courteous Personnel ☐
- Cleanliness ☐
- General Conduct ☐


*Proving ground for new Lighting Ideas!*




*Attention is attracted to the outdoor entrance to Steinmetz Hall with gold and white G-E Fluorescent MAZDA lamps arranged to form an interesting canopy design.*



*Down the zig-zag shaft of the lightning stroke, 60 watt Daylight MAZDA lamps set in corrugated reflectors behind a strip of textolite flash in groups to simulate lightning.*

NEARLY every building at the New York World's Fair offers new lighting ideas which theatre men may be able to adopt. For example, the General Electric Exhibit incorporates several lighting ideas based on the fundamental theatre technique of attracting crowds with brightness, motion and color through the use of lamps and light sources.

Part of the exhibit includes a large sphere in a ring of light . . . a symbolic universe. The ring is inlaid with incandescent lamps. As the voltage is raised and lowered, the ring seems to expand and contract, fading from a white to a cherry red. Beneath this "universe", a stainless steel cloud supports a set of 100 watt mercury lamps and provides a contrasting light of bluish green.

For new lighting ideas and their adaptability for your own theatre, write to General Electric Co., Dept. 166-BO-G, Nela Park, Cleveland, Ohio.



*General Electric Fluorescent MAZDA lamps are available in 18, 24, 36, and 48-inch lengths, several wattages, and seven colors, gold, pink, blue, green, red, white, and daylight.*

**G-E MAZDA LAMPS**

**GENERAL ELECTRIC**



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## THEY'RE ALL TALKING ABOUT

Designed by John Eberson, Architect, New York City, for the new fluorescent aisle lighting

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# DECORATING

**DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS**



*An interesting settee unit for very narrow foyers. Upholstery in mouse grey and vermillion suede with a combination of blue and rosetint mirrors. The aluminum mask illuminated from the back serves as a lighting fixture.*

## House Appeal, a Glorious Heritage of Ancient Greece

By **Hanns R. Teichert***



THE Greeks may have had "a word for it," but they also had a way of doing things which, even today, entitles them to the splendid appellation, "The Golden Age of Civilization." When they went to the play to undergo the mental and spiritual stirring of great emotions of pity, terror and laughter, they went to a spacious theatre removed from the raucous noises of commerce, where the cares of the harassed business men, the worries of conscientious wives with the eternal servant problem and the disciplining of unruly children, rolled from their shoulders as the water from the back of the proverbial duck.

There is no play without an audience. I might even venture to say that there is no great play without a great audience. A great play has to be appreciated with fervor by an audience alive with sensitivity. This audience is ready to laugh, to weep, to sigh, to smile, to nod understandingly as the drama unfolds its glory. Yes, those famous ancient dramatists, who blessed the lives of their own time and have been blessing recurrent generations since their demise and are the heritage of future ones, had such audiences. Otherwise, their works would not have been possible.

### Among Our Ancestors

Why were the ancient dramatists so fortunate? Were their theatre-goers more intelligent, more emotional, more receptive than those of today? I do not believe it. Then why can't we have audiences like those? We can—and we sometimes do. It is within the power of every theatre owner to have such an audience if he will but take the trouble.

Why were the ancient people such perfect audiences? Because they were in the right frame of mind for the play. They were ready to be entertained, to be taught, to be stirred emotionally, to be thrilled, to be inspired. They had become as pliable clay for the sculptor; as blank canvas for the artist. All outside interferences were excluded from their minds and spirits. Mothers ceased to worry that little Xerxes and big Hermione might be with bad companions; that bread and honey prices were going up; that the dye in that new fabric had faded in the sun. Father forgot that new competition across the street was underselling him on prices; forgot that his partner seemed to be losing a great deal of money in gambling and that his valued secretary was about to leave him for another job.

How was this miracle effected? How were the discordant notes of the daily struggle eliminated? How were the tired nerves "ironed out?" Well, here it is: *By the decorator*—by the greatest scenic artist of all times, by the incomparable master decorator. Perfect unity, perfect balance, perfect color soothed those ill-attuned nerves, those crushed spirits.

The restless, unhomogeneous mass of people became a unit—not a jarring, complex collection of individuals but a welded group, an audience with a single consciousness; a polarized unit.

Now of course, it is no longer possible for us to sit as the ancients did in great open air arenas with the blue sky of heaven for a ceiling, beautiful by day with its floating, fleecy clouds, or by night with its myriad stars and sometimes the magical, magnetic glow of moonlight; and with surrounding hillsides of cool, quiet, green

*A fascinating stairway treatment (Esquire Theatre). Ceiling eggshell, walls deep coral, with decorations in white and complementary shades. Upholstery in a wine shade against steel blue carpet.*



*Theatre Decorating Specialist, Chicago, Illinois.

interspersed with the gentle coloring of wild flowers.

### No Irritating Rhapsodies

Under those conditions, there were no well-meaning but hideous mistakes in decoration to irritate the theatre patrons. No stale, dilapidated mustiness depressed the people to such an extent that not even what might have been fine entertainment could drag them from the cold emptiness into which they had been plunged upon entering the theatre.

However, we certainly can emulate the ancients. We don't mean by a literal imitation, but the influences that were wrought from the ancients are still potent. People remain people. It is my belief that human nature is still made of the same stuff; that hundreds of years have made no difference in the ingredients.

The general problem of the decorator remains always the same, and through color, through light and through form he must soothe, relax, make receptive the mind and spirit of the individual that enters the theatre door.

Some interesting experiments have been made in psychological laboratories of our universities on the effects of color upon the emotions. There is a direct relation. Some colors tend to excite; some to irritate; some to soothe; some to please. For all the various shades of color there are corresponding gradations of emotion.

In connection with this line of research, the use of Wilfred's invention, the Clavilux color organ, is of interest. Mr. Wilfred plays color compositions on the organ just as a pianist plays a musical composition of Bach or Mozart on the piano. The performance I witnessed was entirely in abstract form. Some of the progressions of colored geometric forms against a colored background were definitely pleasing, exhilarating. Others almost produced a feeling of physical illness. I could not look at the screen until the theme changed.

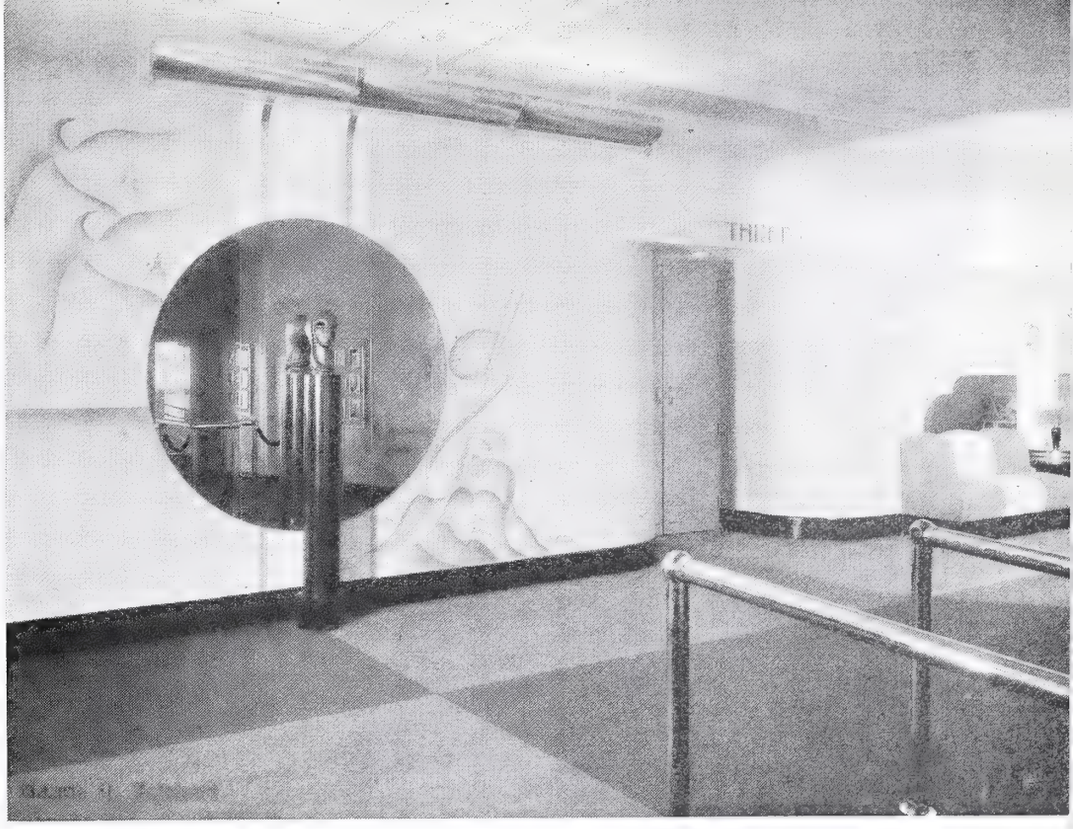
This invention of the Clavilux is to further emphasize the necessity of great care in the use of color. It would be of value to you to look up the results of one of these researches made in the field of investigation. The limits of time and space forbid my going deeper into the matter here.

It is my purpose to inspire you more with general principles and feelings than to be as concrete as I have been in some of the previous articles. If every theatre owner followed the few specific suggestions I have made from time to time, we would have a tiresome monotony in theatre decoration which would exactly defeat our purpose. The specific suggestions are made only to stimulate your own imaginations as you face your decorating obligations.

### Harmony in Color Tones

Each theatre has its own particular difficulties, its own particular interesting possibilities. The stamp of your own creative imagination as you apply the general principles I have elucidated from time to time will give you a decoration that is pleasing for its individuality, its unusualness. That special difference is highly important. Your patrons will be charmed that it isn't only a new paint job but that it has a quality of its own.

Now I'll give you a suggestion in general color schemes. For a very large auditorium, it is often advisable, in order to



*This picture illustrates a decorative job executed seven years ago which today is as refreshingly modern in feeling and arouses just as much interest as the day the project was completed.*

gain a more cozy atmosphere, to use warm colors such as oranges, reds, wine and coral shades, blushing French greys (on the mauve side), soft yellows. For small, low-ceilinged auditoriums, the cooler colors such as blue in its various shades and hues, ultramarine, turquoise, cobalt, green grey and green, with its variations, give the house more height and width. For creating a mysterious illusion or a fantastic atmosphere, these latter colors are ideal. The strong colors, reds and oranges, give an atmosphere of warm sensuousness, a soft lulling to the troubled spirit or a stimulating, enlivening prod to the dying embers of humanity.

An example of a warm scheme is as follows:

(a) Ceiling: Burnt orange; different tones of the same color.
Walls: French grey with accents of red and orange (even midnight blue if used sparingly more or less as a shadow).
Pilasters: A reddish wine shade, maybe accented with gold lines.
Dado: Deep maroon.
Decoration may be applied in off white on grey or orange backgrounds.

When choosing the color for proscenium arches, consider existing draperies and use a darker shade of the same color or a complementary tone. It is not advisable to use too strong colors, and stay away from metallic finishes because they pick up reflections from the picture screen and prove most annoying to the patrons.

(b) Other graceful warm schemes are: Yellows (from citrus and lemon yellow to more orange-yellows) in a combination with browns (chocolate to maroonish; try to avoid browns with yellowish hues because they appear ugly in artificial light) accented with white, vermillion and black or gold.

(c) Coral tones and blues: The coral ranging from rose tones to more orange tints, against light and dark blues; ultramarine, cobalt, or toward the turquoise blue and electric blues. This scheme is a well balanced one which easily can be favored to the warm side by using more coral or to the cold side by using more blue in the combination.

And now some colder schemes:

(a) Combinations of blues: Ultramarine in different shades predominating against surfaces of decided lighter electric blues, meaning greenish turquoise. Decorative panels on warm French grey backgrounds with accents of vermillion, sharp yellow, white and silver.

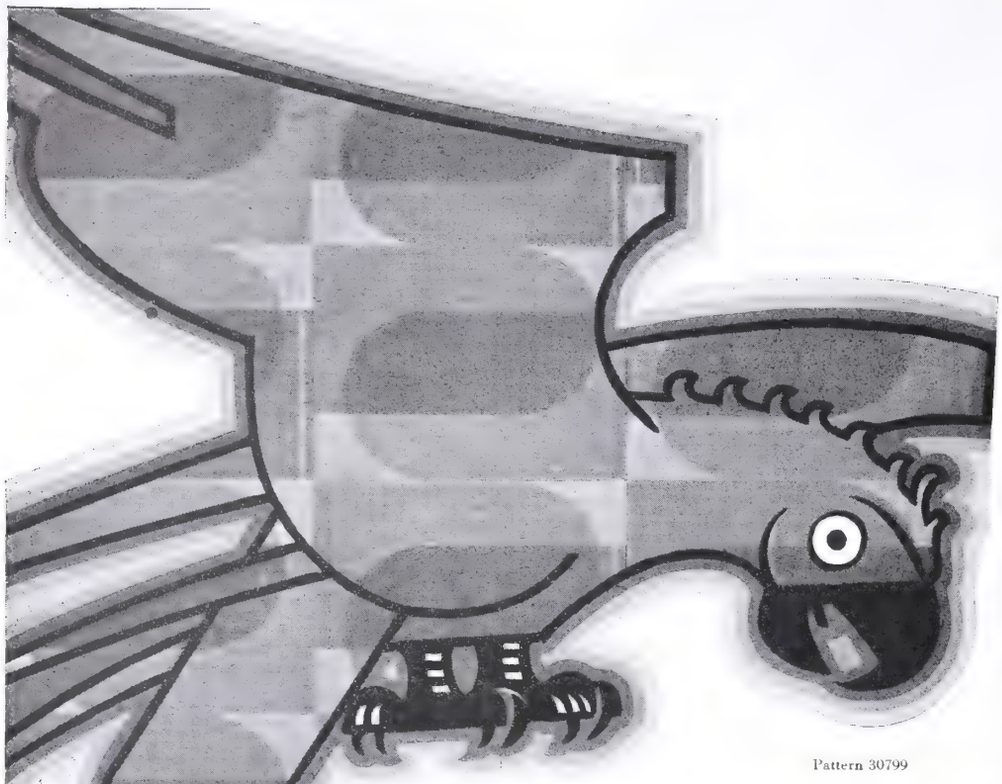
(b) Ultramarine blue ceilings against chartreuse yellowish green walls with wine colored dado. Decorations in white, red and gold.

Always consider that artificial light has a tendency to change blues into greens and reds into oranges. This is especially

(Continued on page 45)

## Advisory Service

*Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to* The Modern Theatre, *332 S. Michigan Avenue, Chicago, Illinois. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*



Pattern 30799

# MOHAWKS TALK, TOO

The things MOHAWKS say to your patrons are press-book adjectives come true—Gorgeous . . . Stunning . . . Magnificent . . . Superb. But away from the swank of the lobby—down those dark aisles inside—Mohawks whisper "HUSH" to the steady pound of feet. Mohawks talk the treasurer's language, too—for Mohawks keep the upkeep down. Whether yours is a movie palace or a neighborhood house—in Mohawks such as Rialto, Scotia or the Broadway Group you'll find exactly the design, color, texture and grade you want.

***Write for your free copy of Mohawk's new illustrated book—"Those Who Know"***

MOHAWK *Theater* CARPETS

MOHAWK CARPET MILLS, INC., AMSTERDAM, N.Y.

## LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Ave., Chicago, Ill.

*American Seating Company,* of Grand Rapids, Michigan, presents a new 24-page booklet in pictorial explanation of the research, testing and inspection employed in the production of American seating. "A Story of Seating" is of especial interest to showmen.

*Bellows Claude Neon Company,* of Akron, Ohio, offers a neat booklet entitled "Keeping Up Your Front." Many useful suggestions and instructions for operation and maintenance of Neon and electric signs are given.

*Detroit Stoker Company,* of Detroit, Michigan, presents a pictorial description and detailed explanation of the Detroit LoStoker in an attractive new catalogue of 24 pages covering many phases of application and a chart of sizes and capacities.

*DeVry Corporation,* of Chicago, files a copy of a 4-page folder in description of DeVry 35mm motion picture equipment for theatres, roadshows, schools, etc. The new Model ESF portable sound projector is featured.

*Fluorescent Lights, Inc.,* of Lima, Ohio, submits literature on fluorescent lighting fixtures for even, shadowless light distribution. Units are illustrated and described and applications of various models are explained.

*Mohawk Carpet Mills, Inc.,* of Amsterdam, New York, offers a copy of its new illustrated book entitled "Those Who Know," an interesting outline of the company's latest developments in floor coverings for modern theatres.

*Porcelain Products Company,* of Cicero, Illinois, files a copy of an interesting, illustrated bulletin on "Lustron," a colorful new porcelain enamel product for theatre fronts. It shows many typical installations and gives interesting specifications.

*RCA Manufacturing Co., Inc.,* of Camden, N. J. (Commercial Sound Section), submits an attractive 56-page catalogue containing a complete listing of all RCA sound equipment for a wide variety of applications, both special and standard.

*United States Gypsum Company,* of Chicago, offers the "Weatherwood Book of Ideas" on the 4-way interior treatment of new or existing theatres for improved acoustics, decorative effect and effective insulation with Blendtex.

*West Disinfecting Company,* of Long Island City, New York, presents two highly instructive manuals on house maintenance: (1) "The Scope of Sanitation," covering the subject in detail, and (2) "The Proper Maintenance of Floors." Both booklets contain valuable information and advice for

theatre men on the upkeep of properties and maintenance of sanitary conditions.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.

## House Appeal, a Glorious Heritage of Ancient Greece

(Continued from page 43)

noticeable in lighter tints and in the mixing of greys.

PRE-SEASON PREPAREDNESS

Vacation-time, that prized, pleasurable period in our year, will soon be over. Revitalized energies flow through muscles made firm again after weeks of swimming, fishing, golfing, mountain climbing. Eyes sparkle and are clear after those early-to-beds. We feel the world is a good place to live in and we even like our neighbors. That amount of work which seemed so tremendous before we went away is attacked now with a feeling of sureness. In fact, the whole "set up" assumes an entirely unforbidding aspect. After a full day's work, we find we have time to play.

We go to the theatre full of the freshness, the twang, the purity of Mother Nature; we look at things with a renewed vision. The scales have fallen from our eyes. What is ugly, glaring, offensive becomes doubly so when our new eyes fall upon it. The reverse is also true. What is fresh, clean and beautiful assumes more value because it is in tune with that perfect harmony of which we have so lately been a part.

You can help perpetuate that vacation pep for your patrons by presenting a clean and shining face in a welcome-back greeting. Now is the time to do that long thought about remodeling and renovating. Take advantage of the slack season. People are still away on their vacations or soon leaving.

Furthermore, practically all building contractors register a slow season during the hot months. Concessions doubtless will be offered because *your* jobs help keep their organizations intact. The contractors and decorators have their best men available for you now, and with more time at their disposal, they will be able to give your job personal supervision. More workmen being free, the work will be finished more quickly, which, of course, will be very much to your advantage financially. In the words of a slogan, "Don't delay—do it today." You will find yourself amply repaid by an increasing crowd of returning contented customers.

Let us remember our glorious heritage from the old Greek theatre. Let us provide beautiful, soothing places of retreat where the hurried, beset citizens of today may go to find utter relaxation; a place of harmonious simplicity from which he emerges refreshed in body and spirit.

---

Acoustical correction is now an important incident to interior decoration. Modern materials make it easy and economical to combine the two applications in one job.


# NOW..the PERFECT Letter-Frame-Unit *by* Wagner

(Patent No. 2,048,040 and 2,119,430. Others pending.)

## NO CUSTOMER LIABILITY with Wagner Non-Infringing 1940 3-in-1 Unit

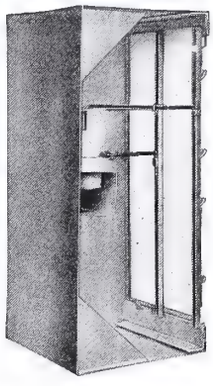
All Wagner customers are absolutely secure and safe in the fact that Wagner Letters and New 1940 Frame-Units are, without the slightest doubt, completely free of all possible suspicion of infringing any patents.

●

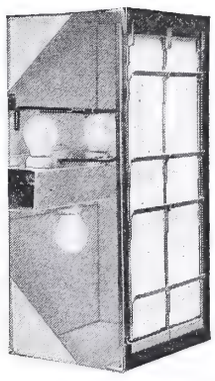
An infringing company is representing that its customers are protected by a supersedeas bond on appeal which it filed after being enjoined from infringement of our patents No. 2,048,040 and 2,119,430. That supersedeas bond is for *our* protection pending the appeal and is *not* for the protection of any other party whatsoever.

## The ONLY Letter-Frame-Unit with Drain Flanges to Shed Water

*Views Showing Mechanical Features of the NEW Wagner 1940 Model 3-in-1 Unit*



Interior view showing construction of back of frames and adjustable brace rods.



Angular front view showing guide clips at top and drain flange at bottom. Note two methods of applying braces.



Angular front view showing removable feature (one section partially removed).




WAGNER SIGN SERVICE, Inc.

218 South Hoyne Avenue, CHICAGO
706 East Hancock Avenue, DETROIT
123 West 64th Street, NEW YORK
6 Britain Street, TORONTO

# A Cat Looks at a King



"A cat," according to an old adage, "can look at a king" . . . and here's a grey alley cat that did. It appeared suddenly on the 286-foot long Alexander Smith Carpet on which King George VI and Queen Elizabeth walked on their arrival in New York City, June 10, 1939. Our photographer snapped it having a good look at both the King and Queen.

It is not accident that Alexander Smith Carpet was selected for Their Majesties to walk on in New York . . . and in Washington . . . and at the New York World's Fair. Alexander Smith Carpet is definitely part of the show . . . whether for royalty or for your own patrons.

The next time you are in the market for carpet, remember the Alexander Smith slogan—"Nearly Right" Won't Do . . . and specify Alexander Smith. Alexander Smith & Sons Carpet Co., 295 Fifth Avenue, New York, N. Y.

ALEXANDER SMITH
GUARANTEED BY GOOD HOUSEKEEPING

## ALEXANDER SMITH CARPET

### "Nearly Right" Won't Do


## Things That May Need Doing in and Around The Theatre . . . NOW

(Continued from page 37)

ments can almost always be improved to the advantage of the entire effect. Consider these lesser items carefully and with an eye to their greater attractiveness and efficiency of operation.

All mechanical equipment in the theatre, including projection and sound equipment and accessories as well as air conditioning equipment and devices, would be wisely checked over at this time of year. These vital working parts of the moving picture presentation business, though unseen by patrons, are the heart of the theatre and as such deserve minutely critical inspection and careful maintenance. Their replacement when worn or outmoded is merely an investment in the future of the business.

A diagnosis of the ills of a failing theatre may well indicate that it is not the movie business which is at fault, but merely a case of the property's suffering from neglect and lack of upkeep. The responsibility of ownership should be directed immediately to a rejuvenation program—and *right now* is an ideal time to undertake such a project.

## Two Handy Manuals on Sanitary Maintenance

Much useful information for theatre managers and maintenance men is contained in two interesting booklets published recently by West Disinfecting Company, manufacturers of sanitary preparations and appliances.

A booklet entitled "The Scope of Sanitation" covers the subjects of disinfecting, deodorizing and cleansing in a concise but thorough manner and presents the specific use values of the company's varied and extensive line of products.

Another interesting manual, "The Proper Maintenance of Floors," deals with the triple process of efficient floor maintenance—cleaning, sealing and waxing. A handy guide for floor upkeep is included, indicating the approved methods to be employed in the care of all types of floor surfaces.

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Carpet prices are going up, they say. Better place that order now and be money ahead. Besides, there's more time for better installation now than there will be later.

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Car parking space adjacent to or in the immediate neighborhood of a theatre is a strong contributor to patronage. Most modern community cinemas now provide it.

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Don't be bashful about your property improvements. Do your boxoffice a good turn by boasting—and boosting them in every way possible. It pays.

## WESTWARD HO!



HORACE Greeley's famous admonition to young men has found its mark again and as a result this publication loses, only temporarily we hope, one of its most loyal and consistent contributors.

Francis M. Falge has been appointed Illuminating Engineer in charge of studio lighting for the South Pacific Division of the Incandescent Lamp Department of the General Electric Co., with headquarters in Los Angeles and will assume the new position at once.

During the past fifteen years, since his graduation from the United States Naval Academy in 1924, Mr. Falge has contributed to all phases of theatre lighting, having consulted on many of the country's outstanding theatre jobs. He has shown theatre owners, architects and designers both in person and through these columns how to apply new materials and lamps to increase boxoffice receipts. Although most of his time has been spent with General Electric, from 1928 to 1931, Falge was chief lighting engineer of Paramount-Publix Corp., where he was responsible for introducing their standard stage lighting methods.

In the field of electrical advertising and in lighting for amusement parks and night clubs, his ideas have also won him national reputation. At the 1937 Amusement Park Convention he was awarded the Harry C. Baker trophy for "the finest program appearance on the subject dealing with amusement parks." He has authored many articles dealing with these allied fields and it has been the pleasure of The Modern Theatre section to consider him among its most valued contributors. We join with his host of friends throughout the theatre industry in wishing him every success in his new responsibilites out West.—*The Editor.*

## Sound Service Men Get New Academy Test Reels

Cooperating with the Academy of Motion Picture Arts and Sciences in its campaign to raise the standards of sound motion picture reproduction in theatres, the RCA Photophone Division has arranged for its field service engineers in all parts of the country to utilize the new Academy test reel for judging sound quality.

The test film was assembled by the Academy in cooperation with all the major producing studios to furnish a reliable "listening" test for speech and music, based on the current quality standards of the various studios. One section of the test reel is designed for checking the power handling capacity of amplifiers and speakers.

In the past, listening tests have usually been made with only a limited variety of film. According to reports, the new test reel will be of great assistance to both the exhibitor and sound engineer in determining whether the quality of reproduction is up to present-day high standards.

## New Mounting Rig for Changeable Letters

A new sign letter mounting unit is being introduced by Wagner Sign Service, Inc., which is said to effect several improvements over previous methods of changeable letter mounting.

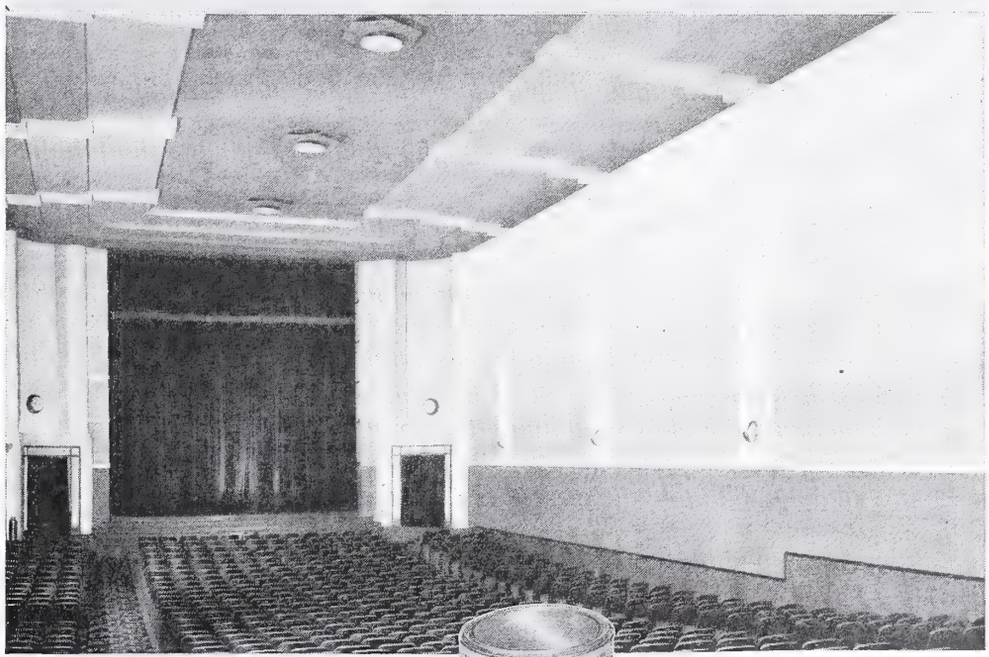
The new unit has a drain flange at the bottom to divert water seepage. The clamp braces for the unit are adjustable to varying lengths and can be set into either the lamp strip or against the back of the box. It is claimed that this adjustability and fastening feature affords easier application to existing marquee conditions. A more rigid holding of the letters and a reduction in rattling results from the bracing, according to the announcement.

People are less critical about your turkey pictures when they are permitted to view them from comfortable seats.

Buy your air conditioning equipment from engineered blueprints and there's less chance for a back-fire in your bargain.


"One of the most helpful tools for *Lighting Rejuvenation*"

*—says BOX OFFICE, in its Modern Theatre Section*






Yes, Texolite* *is* extremely high in light reflectivity! But that's only one of the reasons theatre owners like it. Texolite dries with a soft glareless surface—so essential to eye comfort. It can be kept fresh and bright with wallpaper cleaner.

Texolite is economical, too. One gallon will usually cover 600 to 800 feet of wall and ceiling. In most cases a single coat is all that's needed. Then, because it dries so quickly—often less than an hour—you can start decorating when you close your house at night and have it ready for use the next day. And it has no offensive "paint" odor to offend your customers.

You can buy Texolite in 10 attractive pastel shades—in 11 brilliant deep colors. For more information on Texolite send the coupon below. It may save you many dollars on your next decorating job.

*Texolite deep colors produce exciting and glamorous backgrounds and showcards.*

*Registered Trade-Mark

TEXOLITE

Product of UNITED STATES GYPSUM COMPANY

United States Gypsum Company, 300 West Adams St., Chicago, Ill. MT-7-22

Send me your 40-page book, "Modern Principles in Paint and Decoration." ☐ Also the Texolite Deep Color Mixing Guide. ☐

*Name*.....*Address*.....*City*.....*State*.....

# LIGHTING

**THEATRE ILLUMINATION FOR ADVERTISING DISPLAY, ATMOSPHERE AND BETTER VISION**

# Timely Lighting Suggestions for Your Fall Remodeling Requirements

By **W. D. Riddle***

IMPORTANT deciding factors in the public's choice of amusement are attention-compelling theatre fronts and pleasant, comfortable interiors. Contributing to the attainment of these are good architectural design, arrangement, appropriate color, and the right materials. Light's role, of course, is to give prominence to the beauty of the architecture, to provide the color harmony which attracts attention and wins patron appreciation, and to insure patron comfort and protection. This article discusses some of the things which can be done to give added distinction to present day houses.

### The Front a Selling Force

The theatre front is really the face of the theatre and as such it must have a winning personality if it is to attract customers to the boxoffice. The best selling job is done when the entire front is treated as a unit to identify the theatre and display the attractions.

Streamlining and renovizing the lighting with some of the newer lighting methods and materials can make the front do a better selling job. A pleasing use of color has always been a means of attracting favorable attention. The new fluorescent lamps with their abundance of color make effects possible which were once difficult to achieve. The advertising value of unique color may be capitalized by using the new 250-watt capillary mercury lamp for floodlighting effects. New life and sparkle can be added by the use of sparkling reflectors. The reflectors direct light down the street and color is produced by colored glass roundels instead of coated lamps and produced much more efficiently. Polished corrugated metal, used to multiply the light sources, gives opportunities for streamlining and brilliance.

### Name Signs and Upper Facia

Important identification from a distance is given by a well-designed and well-maintained sign. The areas immediately adjacent to the lamps in exposed lamp signs should be painted with a good reflecting white, or a color to match the lamps. Here again reflectors add sparkle and color. As a substitute for old name signs with widely spaced lamps, the newer streamlined types, such as the luminous wedge, offer the utmost in simplicity of construction, efficiency of light utilization and low cost.

This type of sign, because of its design, capitalizes on the efficiency of higher wattage lamps which lower the cost of operation. The fewer sockets make maintenance easier. Its wedge shape makes for legibility at greater angles.

Lighted upper walls give an impression of size which is often missing in many theatre fronts. Handy floodlights mounted on the marquee equipped with 250-watt mercury lamps will light the wall area a bluish green, which, by contrast with other buildings, makes the front more attractive. The new projector floods, equipped with color lenses can also be used to create effective fronts. Fluorescent floodlights, which have been used most effectively at the San Francisco Exposition, are another suggestion for using color lavishly to create attention-compelling, dollar-drawing fronts. Because these lamps produce colored light at unbelievable efficiencies, they are "naturals" for many theatre applications where lots of color is desired. Strips of polished corrugated metal will furnish accents of sparkle when lighted by silhouette troughs or exposed lamps.

### The Marquee and Its Mission

The display of attractions and the pulling power of light and sparkle on the marquee focus attention to the point of sale, the ticket booth.

The changeable letter attraction panels can be given new advertising value by the use of colored fluorescent lamps placed in rows 6 to 8 inches apart and an equal distance back from the glass. The advantage of color variety can be had by merely replacing one color with another. Seven different colors are available in the fluorescent line although the colors

*Good lighting at mirrors always makes a favorable impression upon the patrons. Light should be directed toward the viewer, not the mirror, and this requires that the light source be of low brightness. White fluorescent lamps concealed behind diffusing glass panels or half-circular glass or plastic elements serve quite satisfactorily. Washrooms should be brightly lighted to give an appearance of cleanliness.*



*Nela Park Engineering Dept., General Electric Company, Cleveland, Ohio.

## Advice on Lighting

*Various contributors to this department, comprising outstanding authority on the subject of Theatre Lighting, will be glad to answer questions or otherwise assist in the correct solution of any lighting problems presented by our readers. Such inquiries, addressed to the editor of* The Modern Theatre *section, will be referred promptly to sources of information most pertinent to the problem presented.*

most adaptable are green, gold, daylight, white, and pink.

The advertising value provided by the larger luminous areas in silhouette letter panels is, of course, preferable to the smaller areas of luminous letters. These benefits are easily obtained by the installation of one of the standard changeable silhouette letter frames.

Rows of fluorescent lamps on the soffit of the marquee, either radiating from the ticket booth or directed toward the entrances, add interest and direct attention to the interior.

Borders are effective only if they are maintained. It is an easy matter for the electrician to repair and clean the flashers and, substituting reflectors for the coated lamps which may be used, will provide plenty of color and sparkle.

### Interior Lighting Treatment

While an attention-compelling front helps to sell the theatre to the public, it is the cheerful, comfortable interior that keeps it sold. A good interior gives the patrons an opportunity to enjoy comfort and beauty which they ofttimes do not get in their ordinary daily activity.

Lighting is an important factor in beauty, comfort, convenience, and safety. There are many new economical lighting ideas and equipments to use which will enable the theatre owner to obtain these desirable features. For instance, there are the projector and reflector lamps, which provide compactness and control at low cost. Then there is the fluorescent lamp which provides a range of colors that give free scope to the designer's imagination. And finally, there are the plastics, glass and metals which can be used in conjunction with filament and fluorescent lamps to brighten up the theatre and give it a 1939 styling.

The lobby should hold the interest which the front has created. This space is also important in selling future attractions to the patrons as they leave the theatre. Fluorescent lamps enable the designer to create new patterns of color on the ceiling which are refreshingly different and which win appreciation by virtue of their novelty. Polished corrugated metal in combination with fluorescent lamps, or indirect silhouette troughs, will multiply the reflections of the source and add sparkle and life. Centrally located portable attraction panels can incorporate reflectors which may be mounted on top of the poster panel to provide additional light in the lobby.

*With the popularity of Bank Night and other games, more light is needed in the auditorium so the participants can easily read their tickets and observe the activity around them. Indirect brackets or urns at the rear of the auditorium on the side and back walls may effectively supplement the present lighting in the auditorium.*




*The space over lobby doors is a most important location to bulletin coming attractions. Standard, changeable silhouette letter panels, such as used on the outside, furnish an attractive display. Fluorescent lamps spaced in continuous rows 6 to 8 inches back of the glass and 6 to 8 inches on centers furnish an easy method of changing the color of the background by merely changing the lamps.*

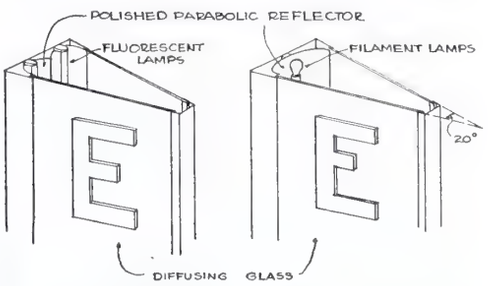
The attraction panels on the walls can be given new appeal by placing a row of fluorescent lamps at each side and at the top, behind diffusing glass or plastic. If space does not permit built-in lighting of this kind, reflectors housing lamps and supported by an arm at the top, can be used. The new projector lamps, equipped with spill rings and mounted in the ceiling, can provide the "punch" needed to give displays plenty of "eye appeal."

Lower levels of illumination in the foyer permit the eyes to accommodate themselves to the low levels which are found within the auditorium. This does not mean that the area should be dark and gloomy, instead it should be cheerfully lighted and this can be accomplished by means of indirect coves built around the sides of the space and lamped with a continuous row of fluorescent lamps. The lamps should be at least 8 or 10 inches from the ceiling. Silhouette troughs suspended from the ceiling are also an economical means of decoration, in addition to providing lighting for seeing.

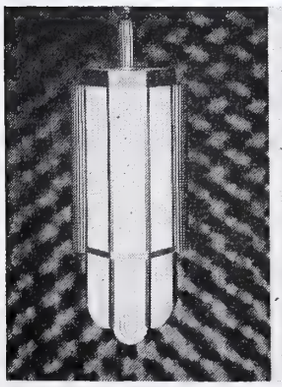
Illuminated directional signs for the convenience of the patrons can easily be installed.

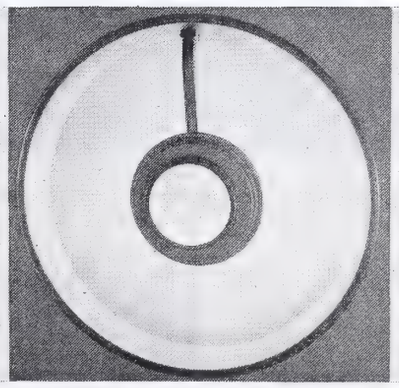
Good lighting in rest rooms not only creates an atmosphere of cleanliness, but insures it. There are many fixtures on the market which will furnish good lighting as well as contribute to the decoration.

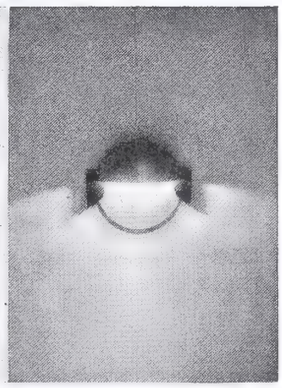
Mirrors can easily be lighted by mounting a row of fluorescent lamps on the wall and concealing them with diffusing glass, plastic panels or half-circular sections.




*New streamlined signs such as the luminous wedge provide attention-compelling identification. Because of their design higher wattage lamps are used which makes for greater efficiency. Maintenance is decreased because fewer lamps are required.*







### Lighting the Auditorium

Beauty, comfort, and safety are important in the auditorium because of the length of time one must sit in this area and because of the necessity of easily and safely

(Continued on following page)

## Timely Lighting Suggestions for Fall Remodeling Requirements

(Continued from preceding page)

finding seats both during the intermission and the showing of pictures.

It is an easy matter to provide a flexible decorative lighting system by suspending troughs from the ceiling concealing two or more circuits of color. Here again the color advantage of fluorescent lamps can be capitalized by providing circuits of warmer colors such as pink and gold and cool colors such as green and blue. This makes it possible to change the atmosphere of the auditorium at will. By using all the circuits the desired intermission lighting is provided.

Because of interest in Bank Nights and other similar attractions, sufficient illumination is needed to enable patrons to read the numbers on their tickets with ease. This desired light can easily be produced by installing indirect brackets at the rear of the auditorium.

Downlights recessed in the ceiling and installed over the aisles enable patrons to find their seats quickly and with minimum confusion. Objective lens equipment spaced 10 feet apart over the aisles can be used. If these units are operated on dimmers the lighting level can be raised during intermission.

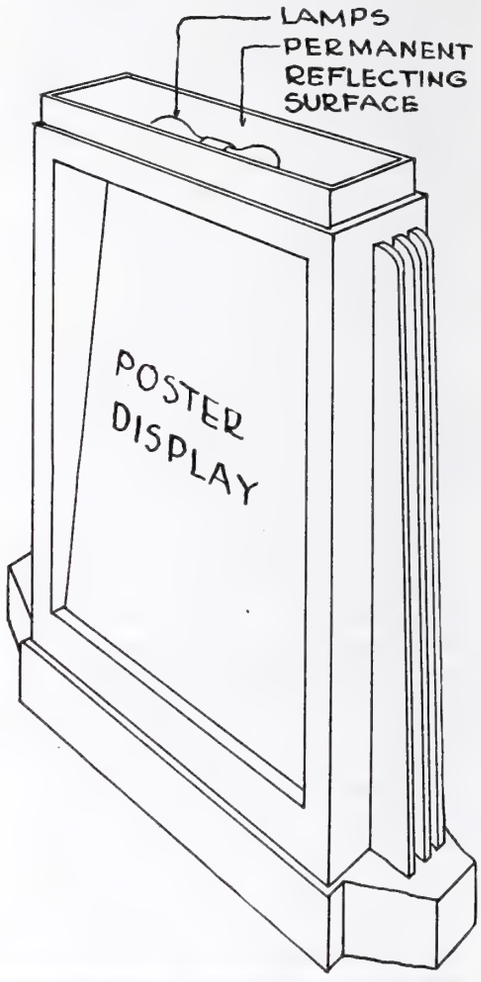
### Maintenance and Wiring

Inadequate wiring results in improper voltage at the lamps and inefficient and costly lighting. While Fall remodeling is being considered, check the voltage at the sockets. If it is not up to standard, rewire where possible or at least use a voltage of lamp that corresponds closely to the voltage at the socket.

Lighting systems are no better than their state of repair and maintenance. A regular schedule of painting coves, troughs, and cavities, and cleaning reflectors and glass, will insure a bright, attractive appearance at all times and that means more boxoffice returns. Where lamps are difficult to reach, group replacement, that is, changing all the lamps at one time, might be tried.

*The attention of those leaving the theatre can be focused on future attractions by the use of simple signs. The "Coming" sign shown below, using one 24-inch, 20-watt fluorescent lamp, has an easily removable face. By changing the color of the fluorescent lamp and by changing the face, the sign can be given new interest.*

*Free-standing attraction frames with built-in lighting furnish a decorative note as well as feature coming attractions in the lobby. Light can be added to the lobby by building a reflector and provision for lamps into the top of poster displays.*




**BRITE-CHROME Display Frames**

***Can't Tarnish***
***Can't Rust***
**Indoors or Outdoors**

You know how the chromium plating on your car defies rust and tarnish. Now you can grace your lobby and entrance with attractive Display Frames that also remain brilliant indefinitely.

They are Brite-Chrome Display Frames—all-steel with new rigid corner construction—nickel plated, then *heavily chromium plated.* Indoors or out they always retain their eye-catching brilliance.

Four kinds—insert frames, wall frames, easel frames, wall-cabinet frames. Prices are surprisingly low, starting at 60c. Sizes to fit all standard cards, and many others.

Stainless steel frames made on special order.

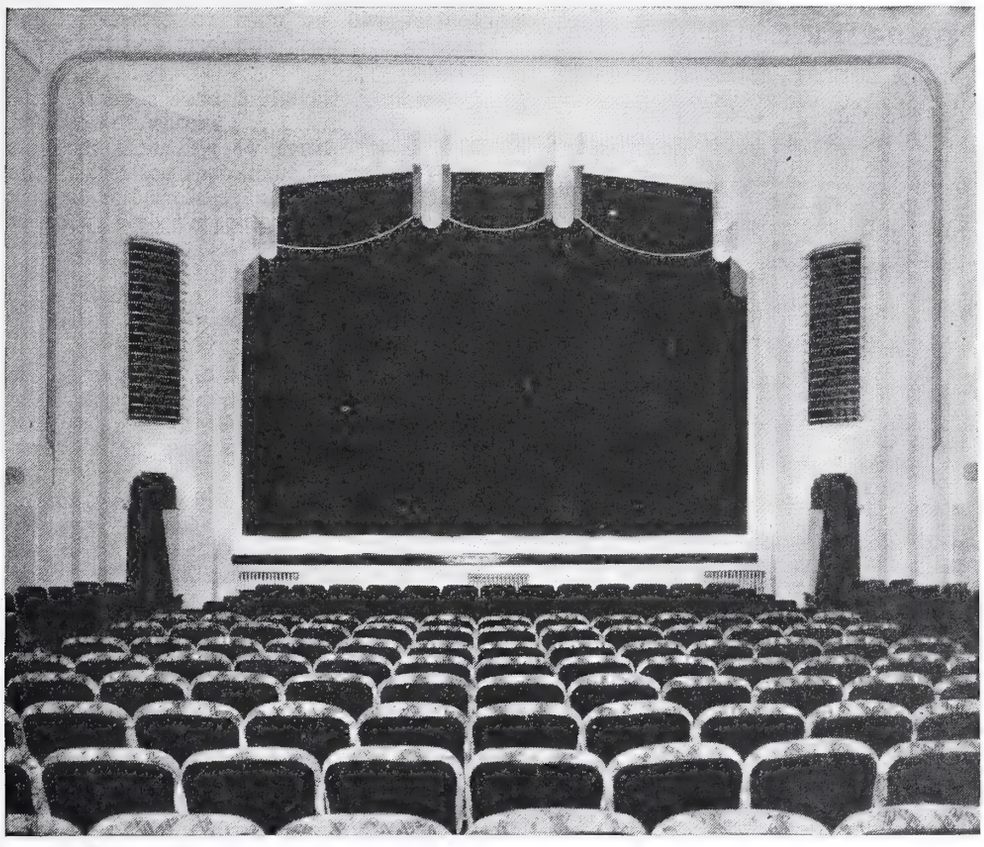
See your Supply House, or write us direct for complete information.

**METAL GOODS CORP.**
**ST. LOUIS and KANSAS CITY, MO.**




***in The MODERN THEATRE section for AUGUST 19th . . . "THEATRE PLANNING"***

# AIR DIFFUSERS NOW DECORATIVE ELEMENTS



*Air diffuser grilles in trim formation at each side of the proscenium enhance rather than hamper the effect of decoration in the Paramount Theatre, at Hot Springs, Arkansas. (Photo courtesy National Theatre Supply Co.)*

THERE is an old saying that the neck of the bottle is often more important than the bottle itself. How perfectly that applies to theatre cooling is shown by the thought now being given to air diffusers, or, as they are sometimes called, air deflectors, as a vital part of the comfort cooling system.

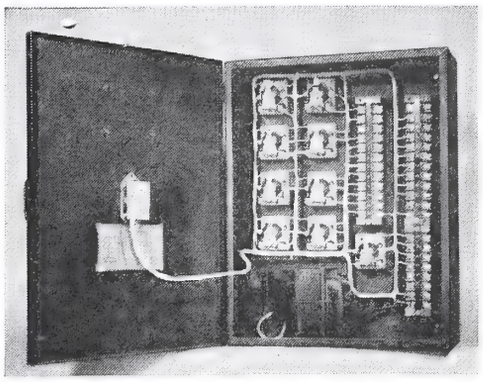
These diffusers are really the bottle neck in any system, for through them comes all the cooled air produced by the cooling equipment. Even distribution of air for comfort in theatres is dependent not only on a properly sized and proportioned duct system, but also (and not the least important) on air outlet diffusers of proper design and number.

Nowadays, air diffusers can be furnished to conform to and harmonize with any interior architectural design. A typical air diffuser installation is shown in the accompanying picture.

Properly designed air diffusers have definite predictable performance characteristics under known conditions. Their lateral distribution, length of flow and acoustical performance are the result of scientific design, based on research work in the laboratory and experience in the field on actual installations.

The number of air diffusers to be supplied for a given installation and the direction in which the blades are set are usually dependent on the size and shape of the theatre. However, with air diffusers now so smart-looking and well designed, no exhibitor need fear that his theatre interior will be marred by the installation of air outlets near the stage. On the contrary, diffusers such as those shown in the installation pictured here, by their modern design often add much to the theatre's pleasing appearance.

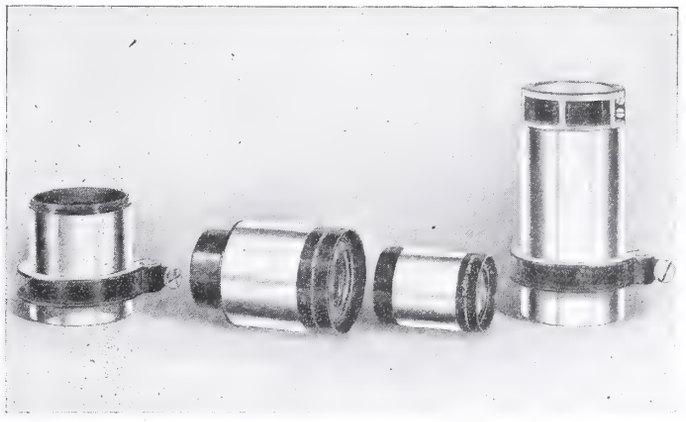
# An Automatic Engineer For Air Conditioning



The "thing in a box" shown here is an automatic air conditioning engineer designed by Gordon H. Simmons, our air conditioning columnist, and manufactured to his specifications. It plays a sort of Charlie McCarthy to Simmons' Edgar Bergen in that it does what he wants it to do without dependence on or interference from meddlesome hand operation.

The unit is designed to coordinate the efficient functioning of all parts of a complete air conditioning system in the theatre—cooling, heating, ventilating and what have you.

Automatic operation is one of Simmons' strongest recommendations. His "robot," therefore, is being installed on many of his "mail order" engineering jobs referred to elsewhere in this issue.

**SUPER-CINEPHOR PROJECTION**
**keeps the box office busy**

**Many of your audience may not know a projection lens from a sound track, but they do know good projection quality and show it in patronage.**

**Audiences like pictures that are clear and sharp from center to edges. They like the brilliance and color fidelity of Super-Cinephor Projection. You'll enjoy the box office reaction to Super-Cinephors in your projection booth. Send for details of this truly anastigmatic color corrected projection lens. Bausch & Lomb Optical Co., 720 St. Paul St., Rochester, N. Y.**

BAUSCH & LOMB

FOR YOUR EYES, INSIST ON BAUSCH & LOMB EYEWEAR, MADE FROM BAUSCH & LOMB GLASS TO BAUSCH & LOMB HIGH STANDARDS OF PRECISION . . . . . .

# The Time to Look at Blue Prints is BEFORE You Buy

By **Gordon H. Simmons***



THE character of the letters I receive from theatre owners undergoes a seasonal change. Along about January some of you write that you are going to air condition and ask what would I advise. Later, in June, more of you write that you have been reading my articles for a long time and that they have been of considerable help to you—but that you had just installed air conditioning in your new house and the "darn thing don't work." Now again you ask me what would I advise.

Well, fellows, I advise all of you to get your advice earlier, thus to relieve me of answering your June inquiries to the effect that *"It's just too bad!"* I've had to do it several times lately.

Possibly most of you who write me think I'm some kind of King Solomon sitting on my throne with a juicy garboon handy and dispensing air conditioning wisdom and justice to the high, the middling and the lowly. Perhaps you think that all you have to do is bring your troubles to me and regardless of what you may have done or what has *been done* to you, I can fix it every time.

I do try to cure the majority of ailments brought to me, but I also prescribe *preventive* medicine. Nobody gets very sick who contacts me in time and then follows my prescription.

### There's Always a Limit

One chap down in Texas complained of drafts and breeze. I prescribed for him and he installed the air diffusion system I specified. He now writes: "The trouble now seems to be *lack of breeze.*" He continues: "It is only 100 degrees out of doors and it's 78 to 83 indoors." And he wants to know what will happen when the weather really gets hot.

Using an air washer, his trouble is humidity. I am not saying that his air washer can't be put to work because I think that it can. But I am saying that a fellow shouldn't ask me merely to trim his toenails when he's got a malignant sore foot.

How many times have I said *you cannot buy air conditioning at a dime store?* Nor at Tiffany's either. How many times have I advised you not to air condition a house or even attempt to without thought to local weather conditions affecting you. Just listen to this wail from an Illinois theatre man:

"I have a cooling problem that keeps me in a dither about all summer. For every night that it is good and comfortable, two others give the customers a hot time. Having been a reader of your column for some time, I have at last decided to write you. . . . City water is used, which is 49 degrees coming out of the well and about 52-54 at my meter. Two 5,500 c.f.m. blowers powered by one-half h. p. motors. One water coil 7½ tons capacity and one 4-ton capacity coil. 295 seats."

Sketches were submitted, of course. Now this man *almost* had a good job. His trouble is due to an overlooked local condition, over which control can be obtained, and a letter from me may fix him up. But I also "suspect" his coils since a total of 11½ tons cooling capacity for a 295-seat house may not be enough.

### Tracing the Trouble

What does he know about the cooling capacity of his coils anyway? Some salesman probably told him. Those coils *could* have 11½ tons of cooling capacity without being able to touch the humidity. That, I think, is his trouble. But I have to imagine these things when writing to him since he did not invite me to call and "give a look."

I also imagine he's got a water tank in his home-town into which the city pumps its water. When the pump is operating he has a comfortable house. When the pump shuts down he gets warm water from the water tank. I've fixed many jobs having this sort of trouble.

I think I'll start a "Puzzle Contest." It's high time you theatre owners were given a chance to answer some of your own questions. A pair of horn-rimmed spectacles will be given for the best answer and a pair of rims without the "specs" will be given for the funniest one. The contest will be open to everybody, including salesmen, plumbers and hardware dealers.

Seriously, though, I have a real puzzle confronting me. I don't know the answer. This is it: Since we all know that air conditioning, as such, does not rest on the shelf of any hardware store nor in any one piece of apparatus, but does reside in a *blueprint* incorporating proper engineering design, why do you buy your gadgets first and then appeal to me to make them work when I had nothing to do with their selection?

A letter mailed in time can save you a lot of grief and probably expense. But postage stamps will do little good after you have bought something that's grossly unsuitable.

I don't deal in junk when I air condition a theatre. Yet many of you will buy it at high prices and then appeal to me to perform a miracle. I can sometimes make junk work better, but never as well as when suitable equipment is available. However, the results secured when I have an opportunity to specify a complete job cannot be equalled when I have to use misfit apparatus because you bought it on the blind side.

### What's Wrong and Why

One of the biggies in the air conditioning business blew his top the other day in a castigating article to be read by the trade. In it he made the following statements: "The engineering is Wrong. The prices are Wrong. The merchandising is Wrong." So, I suppose everything else is all right.

I have always viewed the air conditioning industry in a more charitable light, feeling that it was in about the same stage that the automobile industry was when Henry first brought out his Model "T."

Well, I know that few theatre owners realize what constitutes air conditioning even though they are large buyers of equipment. But it begins to appear now that practically nobody knows what it is except me—and I won't tell.

When you bought that first Model "T" Ford, you at least knew you had bought transportation. But my records show that after many of you have bought an assort-

## Are You Confused?

*The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.*

**Air Conditioning Engineer, Milwaukee, Wis.*

ment of air conditioning gadgets, you soon have a lurking suspicion that you didn't buy air conditioning at all.

Air conditioning is a "thing." Something alive. Like the flame of the spirit in man or the essence in the seed of a flower. It requires the products of earth, air, fire and water to be brought to life under the roof of your theatre and while the principles of it are set forth in many library books, it takes a magician, an alchemist, an expert, an engineer to work the right kind of magic for you.

If I depended for my livelihood upon the engineering fees I receive from you people *before you get in trouble,* I'd starve to death in forty days. But there is an increasing number of you who depend on me for intelligent corrective advice, and to date I hope I have proved adequate to the demand. Without appearing too bombastic, too conceited, too sure I am always right, the results whatever they are will have to speak for themselves.

### My Compliments to You

In writing for you I want to pay you a secret compliment. I believe you are more intelligent than the rank-and-file in the air conditioning industry. The term "air conditioning" has been so mis-used, so abused that a correspondent of mine in Adelaide, Australia, has written suggesting that the title "Air Simmonizing" be used instead. He was not being facetious, either.

When a grateful furrier hauls off and presents my wife with a set of silver foxes worth several hundred dollars in hard coin as a token of appreciation for what was done in his fur storage vault, he's not fooling either. It must be that he got sump'n he didn't expect.

Now what that "sump'n" is, you can ascertain by asking for a plan and then *following* it. The "thing" I have mentioned as being alive is in the *blueprint;* not in the apparatus.

Some of these days I'm going to expect you to pay the cost of these darn things, which I've mentioned as standing me an average of $6.12 apiece. No sense in taking money away from a satisfied client and spending it on you when you don't use it. Naturally, when I make you a plan I want you to keep in touch with me until your final result is achieved. And then I want a frank letter of expression out of you mailed direct to The Modern Theatre section of Boxoffice, with full permission to publish it over your name and address.

Names will not be published without permission, but I want the full light of publicity focused on my work for you. There has been a complete absence of raspberries—and I do like them in season. Compliments are very nice and I have received many of them, but I'd relish more intelligent criticism.

Certainly this is what I am trying to give you with all the fellowship and good will in the world. And I can take it, too. If the rank-and-file in the air conditioning industry were intelligent, I wouldn't have a job. But, it takes an intelligent man to run a theatre successfully. The non-intelligent are removed more rapidly under the sheriff's hammer than are the derelicts who, having failed at just about

(Continued on following page)

## SIMMONS' Q-AND-A CORNER

**Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.**

The following letter from a much-abused theatre man in Minnesota was hand-picked for reproduction, because it happens to be typical of cases too frequently encountered.

*The letter:* "After having three disastrous experiences with air conditioning, I'd appreciate it if you would be so kind as to put me on the right path. Enclosed are a couple of crude drawings. Hope you're able to decipher them.

"We have the following: One blower rated at 5,000 c.f.m., one 3-horse power motor, and four giant water cooling coils, each one of them being 31 inches by 33 inches. (Don't know the capacity, none listed on them.)

"The only outlet we have in the ceiling is approximately 3½ feet, located in the very center of the auditorium ceiling. But there are two windows located at the head of the stairs leading to the balcony.

"Now for a little case history: The fan was bought before we came into possession of the theatre and was located in the basement. Our local hardware dealer convinced me that it'd do the work if it was located on the roof with ducts leading down coming into the auditorium on each side of the screen opening. So we spent a lot of money for a penthouse, ruined our roof and had nothing. The idea was probably all right if the fan had been of a decent size. The following year a salesman sold me those coils with a mighty promise of what they'd do and how it would not be necessary to buy a larger fan with his coils. Bunk!

"I'd appreciate it (would a box of cigars be any inducement?) if you'd outline what is to be done and approximately how much it would cost. Naturally, if possible, we'd like to use those coils we're stuck with.

"We have a 'dead air' problem underneath our balcony. Would like to eliminate that also.

"Park your feet under our table if you're ever in this neck of the country.—K. J."

*My response:* "Your letter of May 5th received and I'll settle for a bottle of Scotch. Got enough cigars. Besides, when the Governor of N. C. made a few remarks to the Governor of S. C., he was right.

"Now your sketches sent with your letter clearly showed me the trouble. And it's plenty!

"You report a total of 420 seats, and I've got a suspicion you can crowd another 80 people into your lobby and foyer on Bank Night, so including help and standing room, it's better to figure on 500 people. A cooling job a little too small is a mighty sick job; or have you found that out?

"Your blower is only 50 per cent large enough. You should have a blower capable of delivering 10,000 cubic feet of air per minute, being 20 c.f.m per person and this is the *minimum* I use on any job. In Wisconsin, you'd be required to install a 15,000 c.f.m. blower and I often use this much air on theatre jobs farther south, where it gets hotter than where you are. Your blower should deliver this 10,000 c.f.m. of air at a *one inch* static pressure.

"You show an auditorium 75 feet long with a balcony 21 feet, making the total distance from proscenium to rear of balcony 91 feet. You tell me you are attempting to throw the air this distance through two openings, one on each side of screen. Well, it's no soap. You'll have to install an overhead duct system and as you show a 4-foot attic space, you can do this.

"In order to take care of conditions under your balcony, you will have to erect two vents or vertical ducts extending through your roof and against each side wall at the extreme rear of your balcony. These ducts will have to be run to floor under balcony to take the waste air right off your auditorium floor. In Wisconsin, a theatre could not be opened unless these vents were installed. Our Industrial Commission protects the theatre-going public against you theatre owners and your improper ventilating jobs. More power to them!

"Close up that outlet in the center of your ceiling. It merely lets your warm air escape in the winter and prevents cool air reaching your balcony as it allows an outlet for it.

"Since you have already built a penthouse on the roof at considerable expense, why not use it for your new blower, which by the way would cost around $165.00, less motor. I am assuming that this penthouse is solidly built and that noise is not transmitted to your theatre. Let me know about this.

"In regard to 48-degree water, I don't believe it. Check your thermometer. But if you have it, you are lucky. Of all the jobs I have done so far, I've never had water as cold as this.

"About your giant coils, let me draw the veil of silence over this. I get many requests for information as to where second-hand blowers and coils can be picked up cheaply and I could send you a few names of theatre owners who want to buy some junk. Don't be one of them.

"Twenty square feet by four row coils manifolded on the counter-flow principle is what I'd use for 10,000 c.f.m. and 50 degree water. Have used ..... coils with every satisfaction and I merely mention their name because they are a Minnesota firm.

"Should your town be near the city where these coils are manufactured, you might call on Mr. ....., mentioning my name. But I don't want any mistake about that 48-degree water. If you have it, suitable coils will not cost much. Am thinking that possibly a three-coil job might do the trick, if you really have 48-degree water. But a mistake about this would be fatal.

"Now I'd be glad to make a little layout

(Continued on following page)

## The Time to Look at Blue Prints Is Before You Buy

(Continued from preceding page)

everything else, take to air conditioning for a living.

TOO MUCH TINKERING

Years ago, the engineering profession became crowded in the same old way. Engineering was the thing that would make a person *rich*. Nowadays you can buy a good engineer for a song and sing it yourself. If I were a "good" engineer, maybe I'd be more of a bargain.

In every village and hamlet today you can see a sign on somebody's speedy truck reading about like this:

JOE KERPLUNKUS
Plumbing
Heating
Sheet Metal Work
Air Conditioning

To make the sign complete, "sewing and embroidery" should be added. If this man is successful, he will be able to embroider with fine talk his ignorance about air conditioning, and, after he sells you, get regular jobs out of you for plumbing and repairs to make it work.

Years ago, I used to be somewhat of a Joe Kerplunkus, too. I remember well one time I installed a job that didn't work so well and the customer said, "Send up another shoemaker."

Well, I now have "shoemakers" who prepare those plans for you and I pay them $2.00 an hour. Every one of them is a registered engineer and we do this work for amusement and relaxation as well as with the feeling that we are helping somebody. Every time a contribution is enclosed, we take it to the corner saloon and buy beers. But the fellow who merely sends a postage stamp gets the same service, as many of you can testify. Which, by the way, is what I think you ought to do.

The plans we make can be inspected by the biggest bug in the air conditioning business and I defy him to follow up the assertion and make it stick that "The engineering is Wrong."

## Simmons' Q-and-A Corner

(Continued from preceding page)

for you if you intend to go through with my recommendations as outlined in my letter. Your 'dead air' problem under the balcony would be eliminated. But should you call on Mr. ..... you might tell him for me that a set of 'coils' does not make an air conditioning system. Send along the bottle so I can get air conditioned and I'll be a watch dog for you, until I can think up some excuse to come to your neck of the woods so I can accept your kind invitation.—G. H. S."

Vern Russell, of the Wabeno Theatre, at Wabeno, Wis., writes me again—this time with permission to print his name. So here goes:

*His letter:* "In case you wondered where the cigar and postage was that I mentioned in my letter to you which was enclosed with the blueprints, I just want to advise that I conveniently forgot to enclose it. So here it is—and as I said before, only cigar and postage money.—Vern Russell."

*My answer:* "For goodness sake, Vern, be careful when writing letters to me. I've got a weak heart. And it was a terrific shock to open a letter from you and have a check drop into my lap. Had it been a snake, it would have bit me, for I was petrified with surprise—and pleasure.

"The good old State of Wisconsin! It took a Wisconsin man to mail me the first unsolicited check I ever received. Of course, I have received paper money in envelopes but the figures on this paper money usually started and ended with the figure "1."

"Naturally, I am glad to receive these tokens of friendliness, too. All contributions are gratefully received and large ones in proportion. And while I have in a spirit of mischief solicited contributions ranging from postage stamps and cigars to gasoline and champagne (and got them, too), I have not solicited checks. However, I assure you and all other theatre owners that any check sent me will not be returned unindorsed by Little O' Me.

"I get a great big kick out of opening my daily mail. God only knows what I'll find. Sometimes it's a letter full of raspberries so I don't need fruit for breakfast. And often it's a letter such as yours, sincerely asking for help, and I can't refuse.

"I am trying to follow the biblical injunction to 'give and ye shall receive.' I find that there really is pleasure in giving —especially when it's information, which don't cost nothin'. Am informed, too, that 'it is more blessed to give than to receive.'


# Anemostat High Velocity Air Diffuser
## Gives
# Draftless Air Distribution

Cooling systems in theatres are now in full operation.

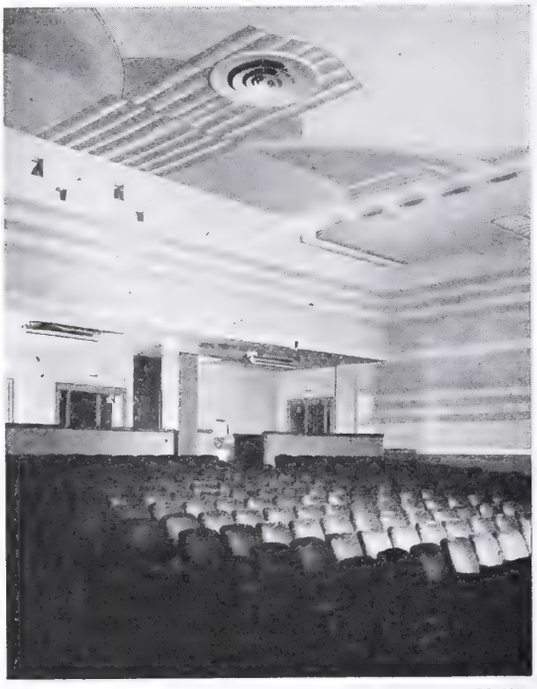
Theatre owners are not always aware of criticism leveled by their patrons. Patronage may be affected by cold drafts which are harmful and unpleasant and are due to faulty methods of air distribution.

We respectfully suggest that you investigate the condition in your theatre with reference to drafts. If you have a draft problem the "Anemostat" can solve it for you as it has solved the same problem in a hundred other theatres.

The Anemostat can be applied to existing systems.

The Anemostat is easily installed and it has no moving parts.

*Please communicate with us.*



Molitor

Congress Heights Theatre, Washington, D. C.
John Zink, Esq., Architect
Washington Refrigeration Co., Contractors

ANEMOSTAT CORPORATION OF AMERICA
10 EAST 39th STREET • NEW YORK, N. Y.

*"No Air Conditioning System is better than its Air Distribution"*

AN-22

Now theatre owners don't get 'blessed' as much as they get 'cussed.' In many ways they are a cussed bunch; but I like 'em.

"And if they want to get blessed by me, they only have to write in. Not necessary to make the request if a contribution is enclosed.

"Some of these days, our 'Q-and-A Corner' will be self-sustaining. It costs much more than stamps to run it. Draftsmen and stenographers have to be paid, and checks such as yours do help. Thanks a million, Vern.—G. H. S."

## How an Educator Looks at the Picture Exhibitor's Problem

(Continued from page 38)

comfortable and pleasant in atmosphere; whether the seats are in good working condition.

(5) To note whether the ventilation of the theatre is properly cared for by frequent changes of air or by modern air-conditioning; to find out whether the theatre, if it is not air-conditioned, is provided with large blower and exhaust fans over the ceiling and whether the fans are in operation regularly.

COOPERATION EXTENDED

To meet theatre managers half way, educators are teaching boys and girls audience behavior. In a study guide to the appreciation of "Union Pacific," for example, a set of ten commandments has been published and widely used in schools throughout the nation. Likewise, in a guide to the appreciation of "The Mikado," there is a humorous decalogue telling what will happen to those who do not behave themselves so that others may enjoy the show.

More than that, such progressive theatre managers as Louis Stein are assured of special cooperation in the development of special matinee audiences that will fill theatres on days when theatres are ordinarily poorly patronized. Recently in Newark Mr. Stein's Roosevelt Theatre offered a selected program of screen entertainment that was generally agreed to be one which combined both education and amusement and that developed a sense of values among young moviegoers.

On a Friday afternoon when normally the theatre plays to less than 100 adults and when normally no children attend, this theatre recently played to 1,820 paid admissions of elementary and high-school students and the usual quota of adults. And yet, the average Saturday matinee or even Sunday matinee of this house is only 850, or less than half the number attending through school cooperation.

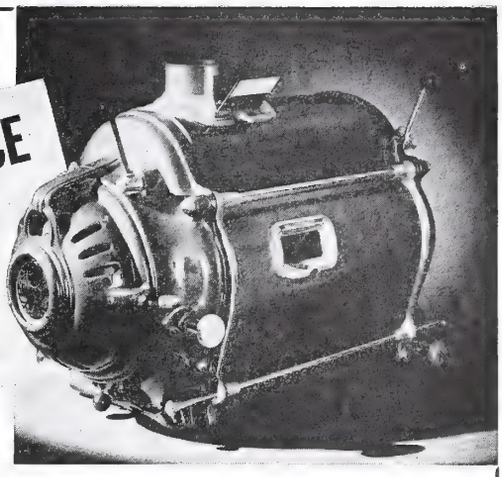
In a subsequent article to appear in The Modern Theatre section, I shall describe the Newark plan in more detail.

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It is not too early to anticipate your heating requirements for the coming winter. Repairs and replacements now may avoid that last-minute rush.

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Don't forget to check the condition of your screen. Here is a vital point in your projection that should have frequent inspection.

The BOX OFFICE LINES OF TODAY

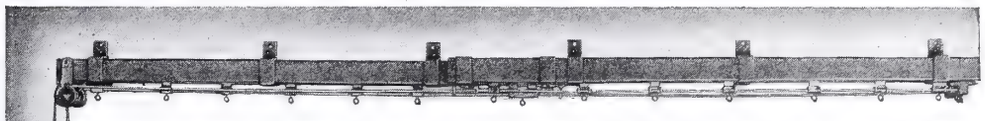
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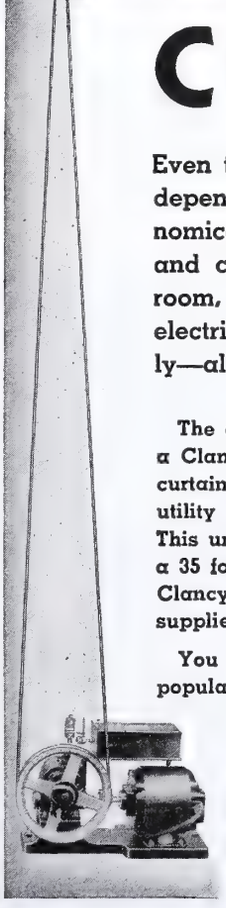
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*Complete Equipment for the Mechanical Operation of Stage and Orchestra*

# SANITATION

**EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE**

# Homelike Hospitality in the Theatre Means *Modern* Rest Rooms

By **Anna M. Corcoran***

ONE of the outstanding phases of life today is our ability to enjoy great plays, dramas and stories through the medium of the motion picture in the pleasant and attractive surroundings of the modern theatre.

It seems as if no expense has been spared to satisfy the natural desire which most of us have for comfort and luxury. The modern theatre in its outward aspects and furnishings has attempted, and not without considerable success, to educate and cater to the innate artistic sense of the pleasure-loving public.

Even in neighborhood and small-town theatres, the owner or manager has done his utmost to make the movie house restful and inviting. But, with few exceptions, they have failed in one of the most important respects, for in theatres on metropolitan broadways or small-town main streets, the restroom is the "forgotten room."

### No Signs Needed

Beautifully furnished, lighted, and sometimes air conditioned, the theatre often needs no placards to announce the location of restrooms. They are out of sight but not out of smell. One does not have to inquire where the toilet, lavatory, or restroom is, the odor will guide him. On entering, one's first reaction is to turn and go away. Only dire necessity compels one to use such insanitary facilities. With the kindliest intentions possible, one still vows never to come there again. And, we Auxiliary members don't mind telling our friends and neighbors. In fact, however, we are only doing what hundreds of others are doing, for I have heard comments on numerous occasions, protesting against attendance at certain theatres because the restrooms were so unpleasant.

Undoubtedly, at the beginning of the theatre's business day, the toilet room and lavatories are clean and sanitary, but, when there is no attendant or supervision, it doesn't take long—and this is not particularly creditable to our citizenry—before the room becomes unsightly, unclean, and insanitary. It can be said in defense of ourselves—the public—that, if the room is clean, we are more prone to help keep it clean. If it is dirty, no one seems to care what is done to the room, and "a few more papers about the floor won't make it much worse."

Everyone needs to be reminded of the fact that he, or she, is a guest of the theatre—even though a paying-guest, and as a guest it is his or her duty to be as neat and courteous as at home. In visiting various theatres, as a member of the Sanitation Committee of our Auxiliary, I have noticed that, when dignified placards are hung in the washrooms, the patrons are more careful.

### More Attention Required

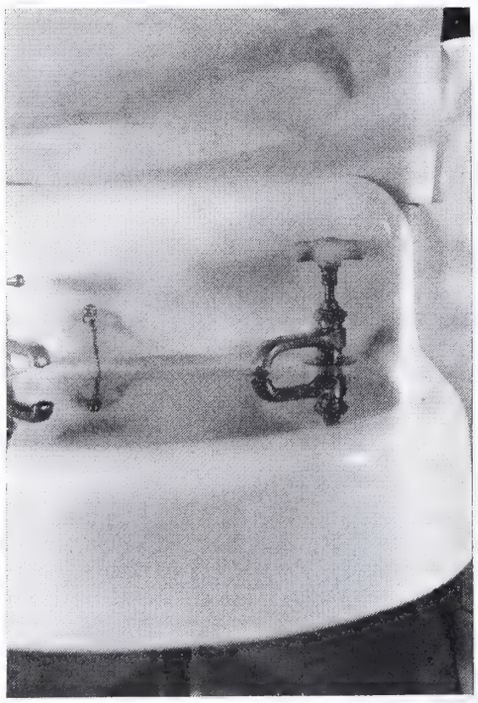
There is no substitute, however, for adequate supervision of washrooms. I believe there should be an attendant in charge, or some one to check the washrooms at regular intervals during the time the theatre is open. Children are often the most constant users of the restroom facilities. For their protection, for their imitation, and for their approbation the restrooms should be kept scrupulously clean, neat, and attractive.

Mothers demand for their children and families sanitary protection in public places, and particularly in theatres inviting their patronage. Where such sanitary protection to health is not furnished, mothers would rather forego, or forbid, the entertainment than run the risks involved.

Restroom facilities need not be luxuri-



*This modern lavatory with single-spout, sanitary raised faucet was installed in a theatre restroom when plumbing facilities were modernized. Note how the sheen of fine vitreous china and chromium-plating helps to produce the effect of inviting cleanliness.*



*This is the insanitary lavatory replaced during the modernization work in the theatre restroom. The bowl has become filled due to a clogged drain and constant dripping of the faucets. Note the siphonage of water from the bowl into the faucet because the sanitary level of one inch between top of rim and mouth of faucet was not maintained.*

*Chairman Sanitation Committee, Women's Auxiliary, National Association of Master Plumbers.

ous. Rather should they be adequate, a'ry, clean, sanitary, with modern plumbing fixtures.

In discussing the situation with managers in various parts of the country, members of our Committee have found that managers are too willing to place the blame on the patrons of the theatre for the prevalence of unsightly and insanitary conditions in the restrooms. We cannot correct an evil merely by placing the blame. We must do something to remove it. Before the theatre manager or owner has any right at all to blame his guests, he should make certain that he is doing all within his power to provide them with the best sanitary equipment possible for his restrooms. Members of our Committee know from experience that the public does appreciate courtesy and consideration of its comforts in the provision for modern sanitary restrooms. We have found that the theatre with the clean restrooms does get increased patronage—and it gets this patronage from the people who like movies, and have the money to pay for regular attendance.

Let me describe for you briefly what I consider desirable in washroom fixtures.

First, let us consider the water closet. This should be of the wall-hung type with a modern vitreous china bowl, and preferably equipped with a foot-operated flush valve. Mechanically, the closet should have a quiet, positive action, and a large trapway, so that it will not clog with ordinary usage.

There is, of course, only one type of seat for public toilets, and that is the open-front, hard rubber or composition seat. This is impervious to moisture, and will stand up under constant cleaning with strong disinfectants, such as alcohol.

Wherever possible, I think there should be separate toilet rooms for small children. This is a protection to them, as well as easier for them to use. It also relieves the use and abuse on the toilets for adults.

It is well, if closets with tanks are used, to have the covers provided with locks, so that the curious public cannot remove them and possibly interfere with the proper action of the tank mechanism in flushing.

Lavatories should be of a moderate size—not too large, to be sure, but larger than the minimum sized bowl and with a flat top. The thoughtful manager will provide bowls with non-splash rims for the protection of the guests.

Since it is more sanitary to wash in running water, especially in public lavatories, single spout faucets with mixing valves to temper the water should be used on all lavatories. In my opinion, it is unnecessary to provide theatre restroom lavatories with a plug or mechanism to close the drain. These may become lost or out of order, or left closed so that the bowl fills up and runs over, or is siphoned into the fresh water supply through the faucet.

The practice today is to place the faucet at least one inch above the rim of the lavatory, and thus entirely prevent the possibility of siphonage. Many managers, sensitive to the comfort and health of their guests, are having their washrooms modernized with new lavatories and properly placed faucets, or are at least replacing the old faucets with the new high, single spout fixtures.

Lavatories, like closets, should be of the wall-hung type, as this facilitates cleaning. They should be of a good grade sanitary cast iron with acid-resisting enameled finish, or of vitreous china, because then they are easy to clean and keep glistening like new. Faucets and fittings should have a chromium finish, for this requires no scouring to keep shiny—only wiping with a damp cloth.

## Glass Blocks Provide Modern Building Medium

Today's theatre building and modernizing requirements demand a combination of the functional with the aesthetic in all materials. One of the newer structural materials that combines these qualities in a marked degree is the glass block.

Versatile in application to theatre use, glass blocks combine properties and characteristics available in few other building material units. Research and improved manufacturing facilities have made possible the economical production of these glass building units having low heat conductivity, light transmission and diffusing qualities, as well as great structural strength.

The widespread use of glass block in general building attests to its value and place in the modern theatre.

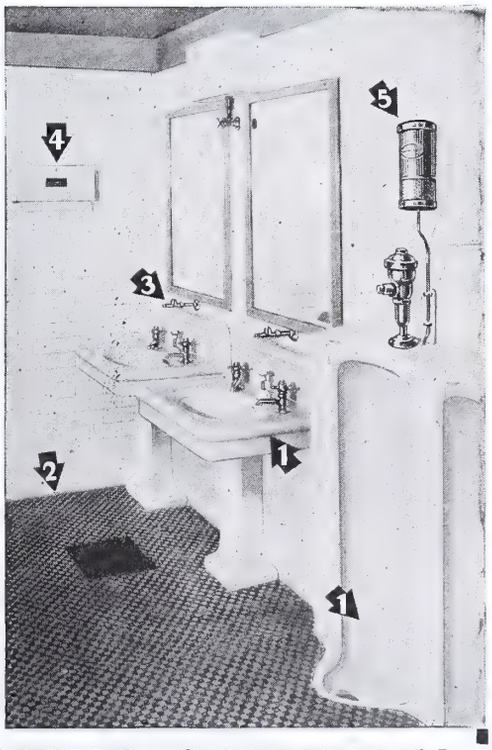

# PROVIDE PROPER WASHROOM SANITATION

**1** No matter how efficient automatic deodorizing devices may be, the daily or routine use of a cleansing disinfectant such as CORO-NOLEUM on washroom floors, basins, seats, etc., is important.

**2** As all floor surfaces are more or less porous, it is necessary to seal them. Washroom floors finished with FILPOR will not only help prevent destructive elements from entering the pores of the floor, but will always look better and be easier to keep clean.

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**4** The West Disinfecting Company manufactures a complete line of paper towels from fresh, clean pulp in its own mills. Standardized quality is obtained by expert scientific manufacturing control. West towels are made in either Junior or Senior sizes and in 32 lb. or 38 lb. basic weights. In addition, the TANDEM (double towel) is obtainable and is popular with commercial organizations where costs are carefully checked.




**5** An efficient method of deodorization in lavatories is the WEST AUTOMATIC DRIP MACHINE. The special drip fluid spreads on the surface of the water, and helps overcome bad odors at the source. The results obtained through the use of this modern apparatus have been so thoroughly satisfactory that it has been recognized as a most practical, economical and efficient method for elimination of washroom odors.

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# PLANNING

**CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS**

# Remodeling Restores "Umph" to the Old Union Theatre

**Case history of a current modernizing project in which competent planning produced a commendable result. Pictures and particulars supplied by BRUCE F. BARNES, associate architect.**

WE WANTED a short and meaningful term to describe the delightful effect of theatre property modernization as we frequently observe it nowadays. So we resorted to the common vernacular and found a good one. The word is "umph"—meaning in this instance, House Appeal.

That something which gives an old theatre a new lease on life is perhaps deserving of a prettier word, but just plain "umph" comes near characterizing the accomplishment we're about to relate.



BRUCE BARNES, Architect

The scene is at 1510 North Union Avenue in St. Louis, Missouri, the site of the old Union Theatre. Until April 1st of this year, the Union was quite typical of the ordinary run of aging movie theatres on which time and the tide of fashion have dealt none too kindly.

Its owners, St. Louis Amusement Company, decided this Spring that time had arrived for a complete modernization of the premises. So they commissioned Leo F. Abrams and Bruce F. Barnes as associate architects to do the job. Mr. Barnes, incidentally, is a member of the Advisory Board of The Modern Theatre Planning Institute and a frequent contributor of case histories on theatre projects to this department.




*A facade of colorful structural glass now serves as a most beautiful backdrop for a massive, highly illuminated marquee that spreads an invitation to patronage in all directions. There's plenty of selling force in the Union's new front.*

### A Complete Transformation

Unfortunately, we are unable to show pictures of the old Union Theatre as it formerly appeared since none were taken prior to the process of renovation. However, a description of the after result and the pictures presented here will afford a rather clear conception of the accomplishment, in which approximately $48,000 were invested for House Appeal (umph, if you please)—$33,000 for structural alterations and $15,000 for new equipment.

But let's now describe the finished project as it appears in its new dress, from front to rear. A particularly eye-catching facade characterizes the new Union. An expanse of sun-tan structural glass trimmed with deep marbleized blue covers the lower portion of the front to the top of the marquee. Above this, a complimentary design in stucco completes the front elevation.

A neat name-sign is formed of metal silhouette letters in a large size placed on the center panel of the facade. The canopy is brilliant and modern in design with clear-cut silhouette display letters for advertising efficiency. Neon designs on the marquee and flood-lighting of the entire theatre front make the Union most impressive at night.

Recessed poster frames of stainless steel with concealed lighting are hinged from the back to make them water-tight. This is said to be a new innovation in poster frame construction. The boxoffice, formed of structural glass also, is trimmed with stainless steel and fitted with draperies of bright gold. It is equipped with modern ticket machines and a coin changer of the latest design.

The lobby of the remodeled theatre was re-floored attractively in terrazzo. With a field of coral, a directional pattern was incorporated in verde antique and pink to add distinctly to the beauty of this portion of the house. White marble forms the baseboard of the lobby and the plastered walls are ivory in color with walnut trim about the doors and poster frames. The ornamental plaster cornice is highlighted in silver, blue and crimson.

### A Colorful Interior

Flush panel doors leading to the inner reaches of the theatre are highly polished and trimmed with stainless steel. Indirect lighting fixtures of modern design and constructed of molded glass and bright metal add greatly to the eye-appeal of the lobby.

The foyer of the Union Theatre is divided from the auditorium by a standee rail only, hence its decorative and color scheme is similar to that of the auditorium itself. The walls in this portion of the house are plastered and decorated in coral and deep blue. Carpeting is of a modern design and complementary to

## *All Theatre Builders, Please Note*

*If you have recently remodeled or otherwise modernized your theatre and are particularly proud of the result, please send us photographs and details. Through the presentation of these Case Histories, it is our purpose to raise the standard of theatre construction and outfitting and thus render a service to the entire industry. Your cooperation is requested.*—THE EDITOR.

the decorative scheme and the drapery material with which the standee rail is decked in gold of the same type used throughout the house.

Walls of the auditorium are of cinder block construction and the joints were wiped with burlap to give the same texture as the blocks. Plastered pilasters between the panels contrast and break up the large wall areas. Air conditioning ducts for both summer and winter provision are carried along the ceiling line and are constructed of metal lath plastered and decorated in harmony with the interior. The original concrete roof construction of the theatre was covered with acoustical tile.

The decorative scheme of the auditorium is simple but most effective. The walls are in graduated shades of peach and the ceiling and ducts are in antique ivory. The gold draperies and elaborate indirect lighting fixtures on the sidewalls enhance the color scheme of the room. One thousand modern comfort chairs upholstered in turquoise mohair and with gold aisle standards are another outstanding feature of the Union's provisions for patronage appeal.

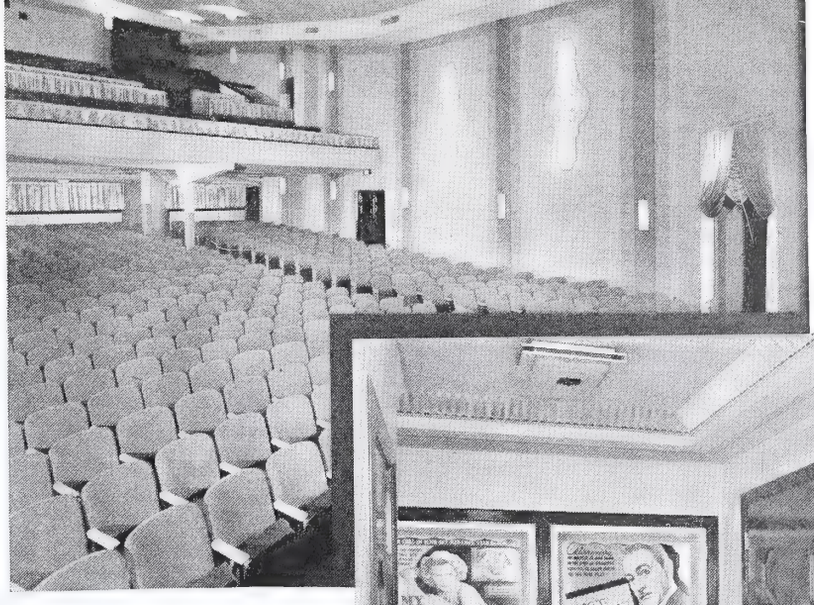
### PUBLIC COMFORT PRONOUNCED

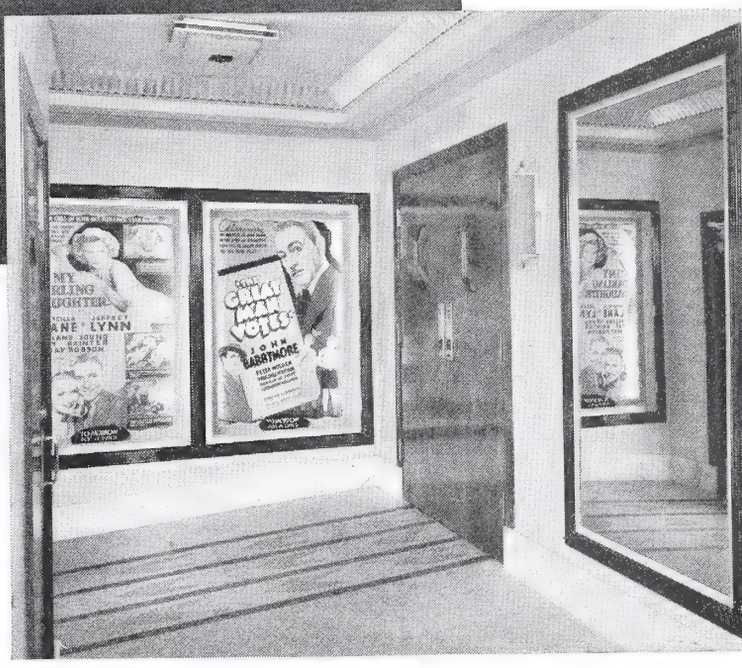
Modern rest rooms in the remodeled theatre make use of the latest developments for hygiene and comfort. They are equipped with new fixtures and have sanitary terrazzo floors and structural glass partitions. Glass block windows and stainless steel trim are functional items worthy of note in the rest rooms.

The completely air conditioned projection room is a model of efficiency. Its plastered walls and ceiling are painted a light green and the floor is covered with linoleum in battleship grey. New projection equipment, low intensity lamps and motor generator set as well as new sound were provided for the renovated house.

The new Union Theatre had an auspicious re-opening on April 1, 1939, and despite the traditional misgivings that attend late Spring openings, the event was a marked success. Following the premier performance and right up to the present period of torrid temperatures (and hell hath no fury like summer in St. Louie), the Union is doing good business, thanks to adequate air conditioning and an atmosphere that invites patronage in all kinds of weather.

It's the "umph" that counts—and the Union Theatre now has it; because they planned it that way.





*The remodeled auditorium of the Union Theatre is a thing of beauty and a joy to patronage. Comfort reigns supreme. Below—A section of the lobby in close-up shows modern materials effectively employed.*


## *THEATRE MODERNIZING GUIDE*

THE MODERN THEATRE ★ PLANNING INSTITUTE MEMBER

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

## MAIL THIS FORM FOR FREE INFORMATION

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Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

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| ☐ Air Conditioning | ☐ Heating Equipment | ☐ Seating |
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| ☐ Architectural Service | ☐ Lounge Furniture | ☐ Sound Equipment |
| ☐ Carpets | ☐ Plumbing Fixtures | ☐ Theatre Fronts |
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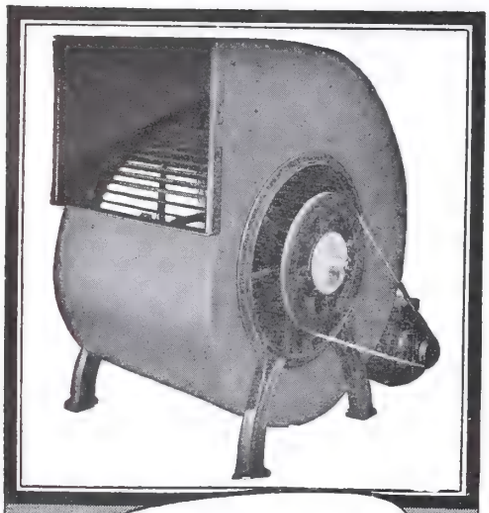
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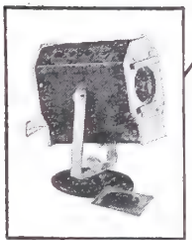
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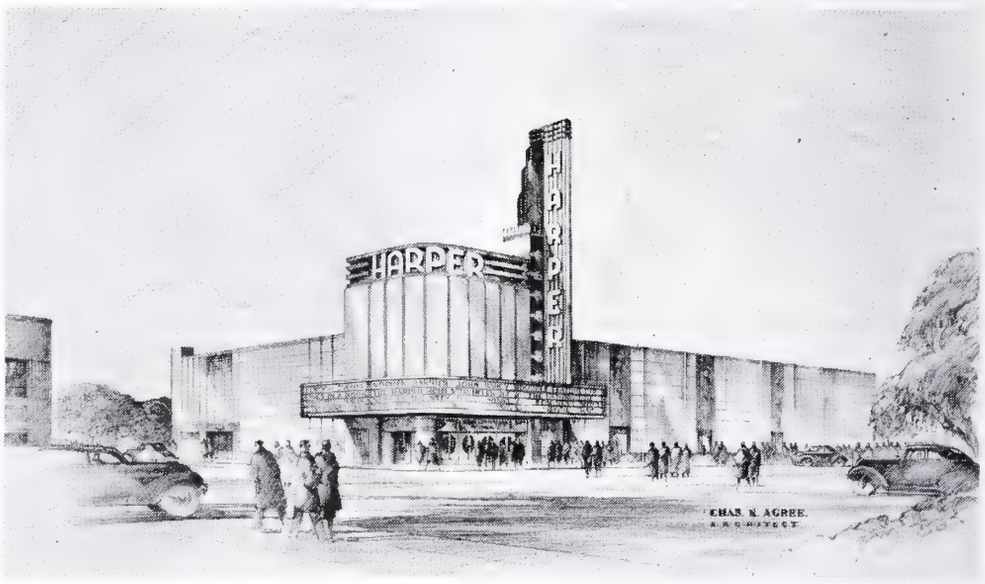


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# ANOTHER MODERN MOVIE FOR THE MOTOR CITY




CONSTRUCTION has begun and is proceeding apace on a new modern playhouse to cost $250,000.00. It is located at Harper and Lakewood Avenues, in Detroit, Michigan, and will seat 2,000 patrons on one floor.

The new structure will be known as the Harper Theatre and will have a frontage on Harper Avenue of 214 feet and a width on Lakewood Boulevard of 100 feet. It will be another link in the rapidly growing chain of theatres owned and operated by Lew Wisper and Frank Wetsman, known as the W. & W. Theatres.

The architect for the new house is Charles N. Agree, who also designed and built the Westown Theatre for the same company. Mr. Agree is a member of the Advisory Board of The Modern Theatre Planning Institute.

The Harper Theatre will encompass every new modern device to make the visits of patrons pleasant, enjoyable and relaxing. The entire building will be occupied by the theatre; no stores being contemplated in the plans.

Seating, ventilation, cooling and air conditioning equipment of the latest and most modern type will be installed. Special attention is being given to each seat in the house so that the operating engineer will be able to regulate and control the temperature free of drafts at all times.

A huge illuminated tower will rise from the front of the building to a height of 100 feet, which will make the front elevation visible for miles in all directions. The exterior design is ultra-modern and is to be faced entirely with colorful porcelain enamel. The lobby, foyer and auditorium are to be done in French modern, with the newest type of materials and fabrics, and will incorporate a unique lighting system.

During the past few years, rapid advances have been made in sound equipment and acoustical treatment for theatres. Leading sound engineers have been called into consultation so that every possible idea may be incorporated into the finished structure in order that pictures at the Harper will be reproduced just as faithfully as the directors and producers intended them to be.

The latest in projection apparatus will be installed in the projection room, but the screen of this new theatre will perhaps be the most sensational innovation. Plans for the new screen invention are being kept secret for the time being. The only announcement being made is that every seat, whether in the center or at the side, will command the same quality of vision without distortion of any nature.

The new Harper is scheduled to be completed this summer and a grand opening is being planned for Labor Day. The finished project will be featured pictorially in The Modern Theatre section upon its completion.

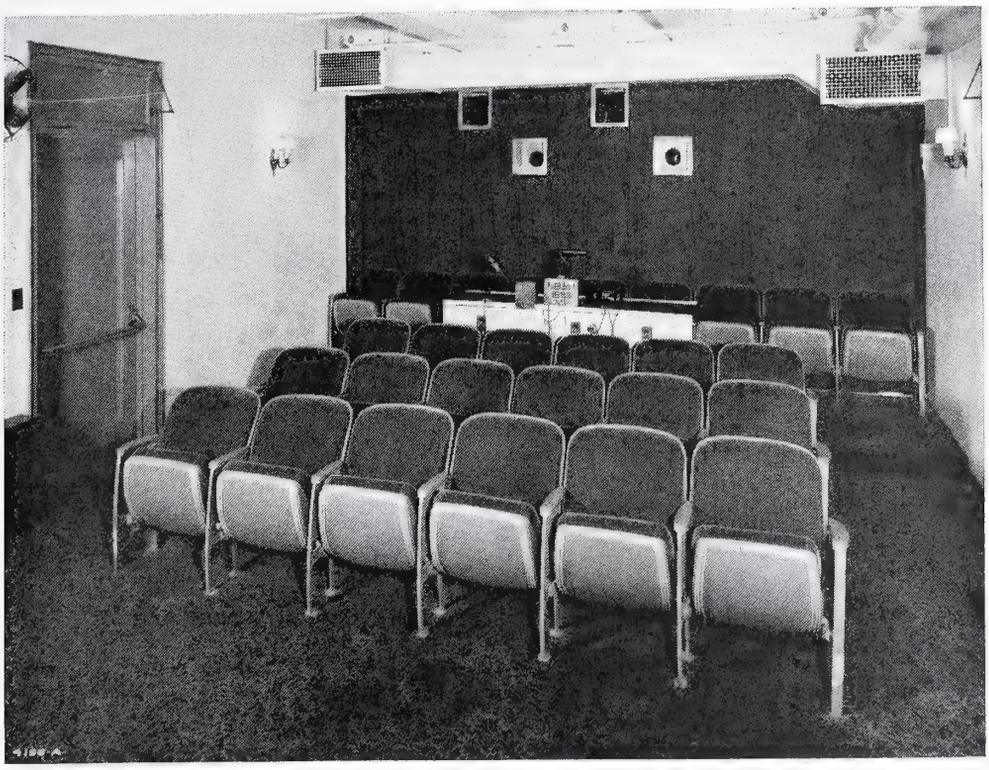
## RCA and Brenkert Pool Selling Forces

The Brenkert Light Projection Company and RCA Photophone have jointly announced completion of arrangements whereby both concerns will cooperate in the sale of complete projection room equipment for motion picture theatres.

Under the new sales policy, worked out by the two companies, the independent supply dealers selling Brenkert products and the RCA Photophone sales representatives will be in a position to sell projection and sound equipment made by either of the companies.

Homer B. Snook, reproducer sales manager of Photophone, and Wayne D. Brenkert, sales manager of Brenkert, have been preparing the ground work with Brenkert distributors and RCA Photophone representatives in various parts of the country for the new selling plan. The new sales agreement will in no wise affect the present set-up of either the sales or the service personnel of RCA Photophone or the Brenkert Light Projection Company, according to the announcement.

# MODERN MATERIALS IN M-G-M PREVIEW PARLOR



(Photo courtesy L. C. Chase & Company)

The new M-G-M preview room, at 630 Ninth Avenue, in New York City, where may be viewed the "first" in picture releases on the "first" in facilities that provide enduring comfort for invited guests.

As upholstery covering for the seats, modern both in construction and design, a specially created fabric was used. To meet the exacting requirements, much research and experimentation was carried on and as a result, a new and attractive fabric was evolved.

Woven from the fine mohair fibres, a crisp, closely cropped surface with a suede-like appearance was obtained. This fabric is one of the most noteworthy contributions to the theatre seating field in years and because of its definite comfort, acoustical and maintenance values, it promises to outdistance many existent fabrics in the theatre seating field.

The density of this new cloth gives it a rich, vibrant appearance, as well as a resilient softness that means maximum comfort and good looks. The upstanding fibres are doubly anchored to the back of the fabric by a special patented reenforcement, thus insuring longer life than is ordinarily obtainable in the average velvet or mohair. Greatly minimized are the highlights that occur after a period of use because the tendency to mat down is practically nil. The myriads of sturdy fibres tend to form tiny sound traps which muffle distracting noises—a splendid acoustical feature.


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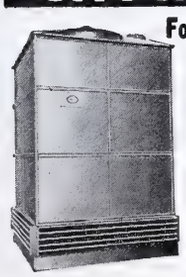
You'll find Peabody Seats easy to enter and easy to leave because of their TOUCH CONTROL Seats. You'll find them quiet, sturdy trouble-free chairs with no springs or gadgets to cause trouble.

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# CINE CLINIC

**PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND**

## New Sound Test Reels Raise Standards of Reproduction

DURING the past year and a half, the Research Council of the Academy of Motion Picture Arts and Sciences has conducted an extensive campaign for improvement in the presentation of sound pictures. The services of the large Theatre Standardization Committee of the Council, under the chairmanship of John K. Hilliard, of the M-G-M studios, have been devoted assiduously to the work of improving the quality of sound rendition *in the theatre.*

By reason of the fact that the research has of necessity been carried out principally on a technical plane through the cooperation of various studios participating, the results have not as yet become widely familiar to theatre owners and managers who are to be the direct beneficiaries of the developments.

### New Tool for Testing

One of the principal accomplishments of the program is the present availability of the Sound Test Reel for adjusting and maintaining theatre sound reproducing equipment to current quality standards. It provides a broad step toward the aims of the Council's Committee on standardization.

The first step in the program of the Theatre Standardization Committee after it was set up by the Research Council early in 1937 was to recommend Standard Electrical Characteristics for the common types of two-way theatre reproducing equipment, in order that the studios would be able to record for the best possible reproduction on theatre systems set to the Standard Electrical Characteristics.

The Standard Electrical Characteristics were arrived at by visiting various representative theatres in the local district, and conducting a great number of listening tests at various settings of the electrical characteristic in each theatre. Immediately at the start of this work, a need was recognized for a test reel containing representative recordings from all of the studios. Such a reel was made up by the Committee for its own use, by which the Committee was able to correlate the listening tests conducted in the various theatres.

The use of this test reel by the Committee was so successful that it was decided to make prints available to those in the field engaged in servicing theatre equipment, and to equipment manufacturers, theatre circuits, etc., to whom such a reel might be useful. During the past year a great many prints of this reel, known as the Research Council Theatre Sound Test Reel, have been distributed throughout the United States and to Canada, Holland, Belgium, Italy, Germany, Sweden, France, England, Australia, Switzerland, Czechoslovakia, Brazil and South Africa.

### Short Reel More Serviceable

However, for the purpose of checking theatre reproducing equipment in the field, the reel was considered to be somewhat too long, so a new Theatre Sound Test Reel has been made up. Because of its shorter length of approximately 1,000 feet, this reel should be of greater value for theatre service use.

Containing representative examples of recording from current product from each of the eight studios participating in the Research Council cooperative technical program, this reel furnishes a quick and immediate check of the over-all sound quality of an auditorium.

The reel contains sound and picture, the sound consisting of dialogue and music recordings so chosen that the assembled reel contains a representative example of sound as currently recorded by each sound department. One of these recordings is a Hi-Range print which serves as a check on the amplifier capacity in relation to the volume of the auditorium under consideration.

The reel also contains approximately 100 feet of piano and 12 feet of 3,000-cycle recording, included for the purpose of furnishing a more critical flutter test.

After setting the theatre sound reproducing equipment to the Standard Electrical Characteristic, the Theatre Sound Test Reel furnishes a tool by which an optimum setting for presence and intelligibility, combined with a natural balance between high and low frequencies, may be obtained for all current product and for the individual theatre.

The use of this reel demonstrates the in-

## NOT CHESS — BUT STRATEGY NE'ERTHELESS



When electrical engineers get together to look at complex electronic devices to improve sound reproduction in motion picture theatres the scene assumes the solemn appearance of a game of chess. In Altec's technical laboratories, Engineer E. S. Seeley demonstrates an instrument by which a sound reproducer is "tricked" into giving better quality sound in an acoustically "bad" theatre.

Left to right, the intent onlookers are: Altec's G. L. Carrington, vice-president and general manager; F. C. Gilbert, Altec's chief engineer, and G. S. Applegate, Western Electric's general manager in Australia. The head showing in lower left foreground belongs to J. H. Riley, Western Electric's chief engineer in London.

advisability of having too much low-frequency electrical response which brings out noise reduction bumps, footsteps and parasitic low-frequency noises present on the set.

It might be pointed out that judgment is required in the use of the Theatre Sound Test Reel, as the product must be evaluated in terms of the material at hand, that is, crowd noises and people talking in a loud voice or excited manner should not be expected to have the same quality and chest tones which are present in conversational dialogue in a quiet, intimate scene.

The Council and the Committee have always felt that electrical and acoustical curves furnish valuable means of setting equipment, but that the final criteria should be critical listening tests of the equipment. For this reason, all Theatre Sound Reproducing Equipment Standards to date have been set up on the basis of listening tests correlated with engineering data.

RECORDING CHARACTERISTICS IMPROVE

One of the purposes of the Standard Electrical Characteristic is to provide a basis for an eventual standard recording characteristic. It is believed that the new Theatre Sound Test Reel demonstrates the fact that the recording characteristics of the various studios are very much closer together than they were a year or two ago.

The material contained in the reel is not necessarily a sample of the best recording available, but is typical of the average.

In an average theatre set to the Standard Electrical Characteristic, the reel will play through entirely upon one fader setting (with, of course, the exception of the Hi-Range print sequence, for which the fader must be raised 6 decibels).

Advances in equipment and technique necessitate keeping the examples of recording from the various studios in the Theatre Sound Test Reel up-to-date, and for this reason a procedure has been devised whereby individual studios will, from time to time, make available new excerpts for inclusion in the reel, of approximately the same length as the excerpt from that studio already included in the reel. All users of prints of the Theatre Sound Test Reel will be notified of these new excerpts as they become available, and will be given the opportunity of purchasing new prints to be substituted for that particular studio's excerpt in the reel.

By judicious use of these replacement excerpts, test reels may be kept up-to-date at a minimum cost to the user.

TWO-WEEK DELIVERY

Theatre Sound Test Reels are made up on special order. A period of approximately two weeks is required after receipt of an order, as each individual studio's sample is printed in that studio's laboratory, thus requiring additional time for assembling the complete print.

A bulletin recently issued explains in detail the various types of test films now available and briefly outlines the methods recommended for obtaining best results with them. Code numbers have been devised for each type of reel, for convenience in designating the particular type desired.

This bulletin is available freely to all who may wish a copy and it may be secured promptly by addressing the Research Council, Academy of Motion Picture Arts and Sciences, 1217 Taft Building, Hollywood, California.

## Brenkert Brings Out a Complete New Projector

In August, the Brenkert Light Projection Company, of Detroit, Mich., will have completed its 28th year in the manufacture of projection equipment for the motion picture theatre. The event will be celebrated with the announcement of a new product.

The Brenkert company occupies a unique position in industry because it is today in the hands of the same ownership as when founded and with the same directing personnel. From an humble beginning, the company has enjoyed a steady growth. Today it occupies its own spacious and well-equipped plant in Detroit, where every product is completely engineered and manufactured under the most favorable conditions and the personal supervision of company executives. Brenkert products now enjoy world-wide sale and acceptance in theatre trade.

The oft-expressed Brenkert policy from the inception of the company has been to aid the theatre industry by developing the most dependable equipment in their line and controlling the manufacture of it in their own plant, thus to maintain the highest standards of workmanship.

In keeping with this policy, the company announces that it will place on the market a new professional type 35mm motion picture projector complete for use in motion picture theatres. The new equipment will be on display in the near future in the various stores of the company's distributors throughout the country, at which time complete details will be given.

## Philadelphia Houses Sign for RCA Sound Service

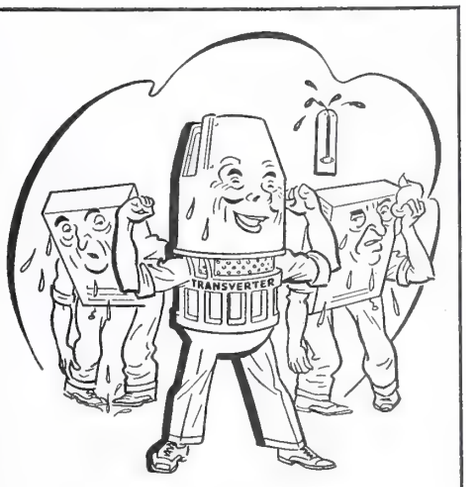
Six theatres of the Morris Wax group and a similar number in the A. Sabloski circuit were among several deals closed in and around Philadelphia during the past month for sound service, according to Edward C. Cahill, Photophone Division manager.

An increase in the number of theatres in the Philadelphia area whose sound equipment is being serviced by them has made it necessary to add two additional service engineers to the RCA Photophone staff in this area, according to Mr. Cahill.

Theatre beauty must be more than skin deep too. Behind that new front there must be other attractions besides the pix to keep 'em coming back again.

## *Have You a Problem?*

**Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.**


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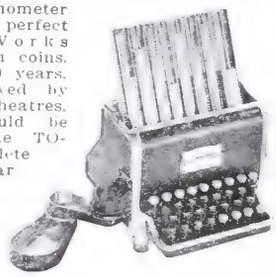
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## Metallic Trim Adds to the Modernizing Motive

The trend toward modernization of theatre fronts and interiors has created an enlarged demand for metallic trim that is both decorative and utilitarian. A wide variety of materials and designs now available makes it possible to adapt the modern ideas to any taste and to any purpose from counter edgings to glass edgings for poster cases, mirrors, frames and photo cases. Where more permanence is desired, this metallic trim idea seems to be popular.

The Chicago Metal Covering Company, pioneer producers of metal covered mouldings, have released a new eight-page bulletin covering their line of metal trim products. Included in the presentation are many brand new designs in metal covered mouldings, glass edgings, display cases, bulletin boards, sign panels, counter edgings and metallic trim media. Compiled in handy form for ready reference, the bulletin is said to represent the most up-to-the-minute and complete showing of metal trim designs and styles yet published in this field.

## Thief- and Tamper-Proof Washroom Deodorizer

The Automatic Electrical Devices Company, of Cincinnati, Ohio, manufacturer of electrical deodorizers, announces the perfection of a new model unit designed especially for use in theatre washrooms and toilets, which is claimed to be both thief- and tamper-proof.

This new model, identified as type SHM, produces ozone through the action of millions of tiny electrical sparks upon the ordinary air. Ozone is a most powerful oxidizing agent which quickly destroys all odors of organic origin through oxidizing them into entirely new and harmless, odorless compounds.


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## CONFORMITY



To bring out the effects of a novel development in theatre aisle carpeting, this new model chair with illuminated end standard was specially designed by John Eberson, the architect, for the new Warner Brothers' Kennedy Theatre, in Washington, D. C., and built to his specifications by Ideal Seating Company.

Conforming gracefully to the decorative effects of the auditorium, the aisle light brackets, each using two 2½-watt argon glow lamps, serve to bring out the beauty of the carpet pattern, the fabric of which was impregnated with fluorescent materials to bring out the colorful attractiveness of the pattern when the house-lights are turned low. (Photo courtesy Ideal Seating Company.)

## Portable Display Case New Lighting Feature

Nela Park engineers of General Electric Company have recently developed a novel portable display case that can be placed in a theatre lobby or at some advantageous location inside the entrance. It is designed to capitalize the attention value of the various colors that can be produced with fluorescent Mazda lamps.

The case is a fairly shallow square box which may be fitted with a variety of backgrounds, shelves and frames to permit flexibility in the display of still photos and posters. The four 24-inch 20-watt fluorescent lamps which parallel the sides of the box may be readily removed with their auxiliaries as complete units and used elsewhere for other purposes—for example, as window footlights or for background trim lighting. Blueprints of construction details may be obtained from the Engineering Division at Nela Park.

## Indiana Studies Water Supply, Fast Drying!

Some little attention is being paid to a pending bill in the Indiana state legislature to provide funds for a long-time study of water levels in the state by the department of conservation.

The state geologist reports that the water level in Indiana is becoming lower yearly, partly because of the increased use of air conditioning equipment. The large amount of water used for this purpose is becoming serious.

At present, the state has no accurate knowledge about the supply of water under the ground and has no scientific information about the flow of water in streams. Ralph Esarey, state geologist, believes Indiana is already twenty years late in making the study and action must be taken soon if the water supplies of cities and towns are to be protected.

Information would be helpful to farmers and industries that depend upon well water. At present, the sinking of wells is a hit-and-miss business. Frequently farm wells go dry in ordinary dry spells because the driller has no information about the depth of the water level that can be depended upon for constant supply.

Action can be taken, the conservationists say, to prevent serious water problems arising from the lowering of the water table. Among the plans would be further progress in reforestation, continued activities in the damming of small streams to hold back flow and the creation of many small lakes.

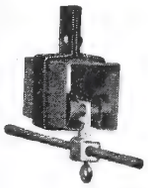
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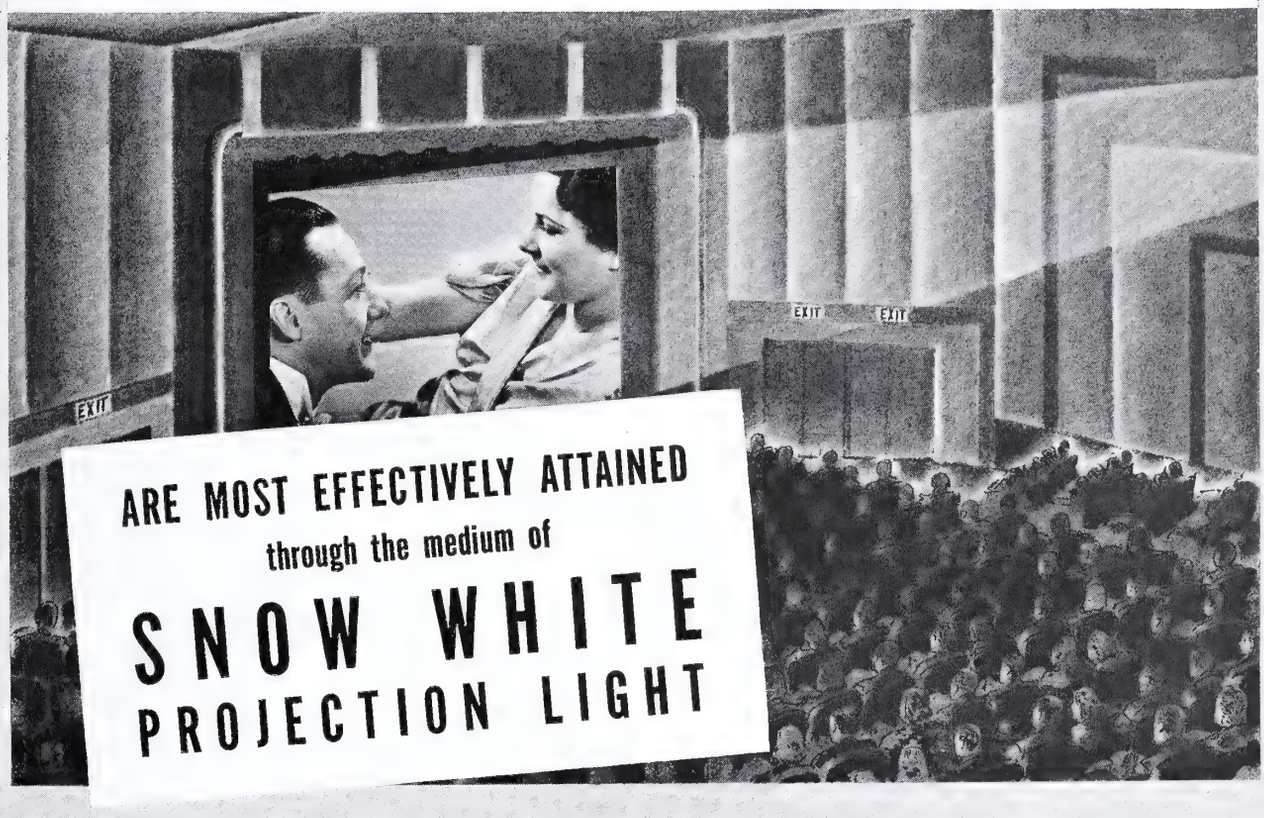
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# Control Over 6,000 to IATSE; Local 37 Contempt Charge Up

Injecting some measure of clarity into one phase of Hollywood's complex labor battleground, but at the same time contributing but little to solving the general jurisdictional problem, the IATSE international was awarded control over some 6,000 studio workers when superior court ruled in the international's favor after an eight-week fight in court. Superior Judge Henry Willis ruled the IA president, George Browne, was acting within his constitutional rights in declaring a state of "extreme emergency" last March 13; seizing control of the books, records and operations of Local 37, and ousting the local's officers.

However, no ruling has been handed down as to the legality of the IA's subsequent action in revoking Local 37's charter and establishing, in its place, five other unions which now are seeking to negotiate bargaining agreements with the producers. A hearing is slated shortly on contempt charges filed by Local 37 representatives in connection with the dissolution of its organization.

**USTG Challenges IA**

The IA victory crystallizes the issue pertaining to control over studio cameramen, technicians, electricians, prop workers and laboratory workers, with the United Studio Technicians Guild of North America as its challenger. The USTG has served warning on producers against negotiating bargaining agreements with any IA group until the National Labor Relations Board has passed on its petition for certification as bargaining representative for members of those trades. However, the resignation of Dr. Towne Nylander, NLRB regional director, and his temporary replacement by Alice Rossiter, who is also regional director of the San Francisco office, forestalls for the time being any action on the USTG petition or other studio labor matters.

Further, five major American Federation of Labor unions have drafted and forwarded a resolution to Browne, of the IA, informing him of the formation of a "united front" against the USTG and the supplementary jurisdictional challenge of the Committee on Industrial Organization, urging Browne to return the IA immediately to the studio basic agreement. The document was signed by the musicians, utility workers, carpenters, electricians and soundmen, and called for an immediate campaign to obtain closed shop conditions for all unions involved.

**Against Closed Shop**

This followed only shortly after Metro became the first company openly to declare it will refuse to sign any closed shop agreements, a stand which probably reflects the decision of all studios. Its attitude came as the result of a circuit court decision holding that employes cannot be forced to join or withdraw from any union in the event a studio signs a closed shop pact with another craft.

The IA-USTG jurisdictional conflict was further aggravated when the American Society of Cinematographers, at a membership meeting, declared it would take every step necessary to protect its autonomy. The ASC's control over first cameramen, under terms of a studio contract, is disputed by both the IA and the USTG.

One obstacle to a bargaining agreement between producers and the Studio Publicists Guild has been removed with the negotiation of a tentative agreement covering the designation of those entitled to senior rating. Another huddle between publicists and studio managers, definitely to set wage scales and maximum hours, is to be called shortly. Members of the Screen Readers Guild scheduled a meeting to study a tentative producer agreement, calling for a 40-hour week and establishing a $45 minimum for regular employes. Producers and the Society of Motion Picture Interior Decorators still have failed to reach a bargaining agreement, however, the society having objected to several clauses in the proposed contract.

The Screen Set Designers formally approved its closed shop contract, which has already been signed by Universal, Paramount, Warner, Columbia and RKO Radio, and has undertaken a drive to sign up all independent, as well as major, producers.

Accompanied by unexpected fireworks and attended by more than 200 performers, the newly-organized American Guild of Variety Artists held a mass meeting at which Eddie Cantor, as chairman, explained reasons behind the AGVA's formation as a replacement for the American Federation of Actors. The latter group's charter was revoked by the Associated Actors and Artistes of America. The new organization was endorsed by Ralph Morgan, president of the Screen Actors Guild, Cantor, Fred Keating, Lucile Gleason and others. An uproar was caused when I. B. Padway, attorney and brother of Joseph Padway, counsel for the AFL, challenged AGVA's sincerity.

**Directors-Republic Deal**

The Screen Writers Guild, in its regular weekly board meeting, took steps to expedite NLRB action on its scheduled hearing in connection with unfair labor charges against the producers. The Screen Directors Guild is preparing to sign an agreement with Republic for a closed shop, after receiving notification from Herbert Yates, head of the company, that he is investigating details of Republic's refusal to negotiate the agreement.

On the heels of a similar statement issued by Kenneth Thomson, Screen Actors Guild's executive secretary, while he was in New York, SAG leaders have indicated they will proceed to license agents under the long-pending franchise arrangements either with or without the okay of the Artists Managers Guild, which so far has refused to sign the agreement. The SAG standing committee has ruled that Santa Cruz and Sonora, favored location sites, are within the 300-mile zone under Guild jurisdiction and that SAG extras must be used in films made on those sites. Previously the two towns were considered outside SAG control.

## May Strike for Closed Shop

**Charging Metro with using non-union labor, IATSE soundmen have delivered an ultimatum that a strike will be called unless a closed shop contract is signed by Monday. The craft demands that the contract be retroactive to March 15.**

## Auer Megs "Marines"

John H. Auer has been assigned to direct "Calling All Marines," which Producer Armand Schaefer rolls for Republic immediately. Earl Felton wrote the script.

## Fineman to S-I Staff

B. P. Fineman, former RKO Radio producer, has been added to the production staff at Selznick International. No specific assignment has been outlined.



## *Back From Europe—*

*Completing a two-month European tour, Mr. and Mrs. Hal Wallis (Louise Fazenda) return to Hollywood. Wallis, executive producer at Warner Bros., conferred with the company's English production officials while abroad.*

# Liberal Forces Behind Neutrality Law Drive

Veering away, for the time being, at least, from matters more closely pertaining to motion pictures, Hollywood's liberal colony has embarked on its most intensified campaign for the adoption of neutrality legislation by Congress—a drive that is including speeches, a radio broadcast and direct messages to the legislators.

Leading the movement is the Committee of 56, under the piloting of Chairman Melvyn Douglas, who addressed letters to outstanding members of the film capital urging them to communicate directly with Washington. Associated with the Committee are the Motion Picture Artists Committee, the Motion Picture Democratic Committee, the Hollywood Anti-Nazi League and kindred organizations. A keynote radio address was delivered by Director Herbert Biberman, of the HANL, over a Pacific Coast hookup.

The short furore occasioned in progressive quarters when Dr. Francis N. D. Buchman, head of the Oxford Group, arrived in Los Angeles to open a "moral rearmament" campaign, subsided when liberals, after a brief investigation, apparently decided to take little interest in it. Among the luncheons given Dr. Buchman and his staff was one hosted by Louis B. Mayer, production chief at M-G-M. A study of the movement, and the leadership of Dr. Buchman, is being made by the HANL in an effort to "analyze its practical implications."

The Associated Film Audiences, which recently launched a drive to obtain more local bookings for "Boy Slaves," an RKO Radio feature, is planning to sponsor a showing of two documentary films produced by the federal government—"The Plough That Broke the Plains" and "The River."

Classes in democracy to balance the German schoolroom technique called for in the script are to be initiated by the Motion Picture Film Guild when it embarks on production of "School for Barbarians," an indictment of Nazi educational methods by Erika Mann. Guild leaders fear that 50 children, needed in the production, may absorb the film's philosophy too literally otherwise. The script is being adapted by Paul Trivers, Herbert Biberman and Tess Slesinger and will be produced by Frank Davis.

A special performance of "Labor Pains," musical review produced by the International Ladies Garment Worker Union, was given at the Musart Theatre under the sponsorship of the HANL, which took over the house for one night.

# Progressive Groups Get Filmdom's Aid

With the tempest aroused in liberal circles over the possible film fate of Sinclair Lewis' anti-dictator broadside, "It Can't Happen Here," apparently subsiding after reaching the boiling point, Hollywood's progressives for the time being have turned their attentions to other matters less closely associated with the motion picture world.

Film notables are flocking to enlist in the newest of the national progressive organizations, the Catholic Committee to Fight Anti-Semitism, which was formed in New York recently by 65 Catholic clergymen, educators and civic leaders. Among those going on record to support the group's aims have been Irene Dunne, who contributed an article to the committee's monthly publication, *The Voice;* Joseph I. Breen, administrator of the Hays office's production code; and Don Ameche, Bryan Foy and John W. Considine jr.

To augment its program of raising funds for the aid of civilian refugees throughout the world, the Motion Picture Artists Committee has set aside Jully 28 for the presentation of "A Day at the Deauville" and have taken over the Deauville beach club in Santa Monica for the occasion. Entertainment will be provided by a lineup of film names.

National and international politics occupied the center of the stage for the local chapter of the American Committee for Peace Through Democracy. Actress Gale Sondergaard launched a determined appeal for immediate and full support of two neutrality proposals now before Congress, while the ACPTD distributed 100,000 bulletins describing the legislation through hundreds of organizations in California and is planning a 31-station Pacific Coast broadcast.

Work on the final draft of the shooting script of "School for Barbarians," from a book by Erika Mann, will be speeded by the Motion Picture Film Guild with the expected arrival here of Miss Mann, daughter of Nazi-exile Thomas Mann, in August. The MPFG is planning an independent production based on Miss Mann's expose of Nazi educational procedure.



## *Special Delivery—*

*Petite messengerettes delivered invitations and tickets to film colony celebrities by motor scooter and miniature auto for the premiere of Alexander Korda's UA release, "Four Feathers." Here Penny Gill is shown aboard her scooter. Chalk up the idea to Russell Birdwell.*

### "U" Assigns Arthur Lubin

Arthur Lubin has been signed by Universal to direct "Call a Messenger," a Ken Goldsmith production featuring the "Little Tough Guys."

## *Birdwell Chief Publicist For "Nurse Cavell"*

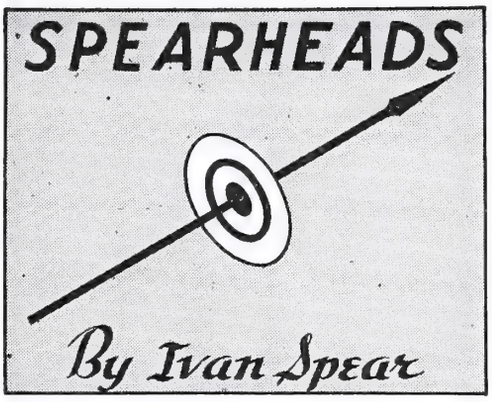
Russell Birdwell has announced his appointment by George Schaefer, president of RKO Radio, to take complete charge of all publicity and public relations on RKO Radio's "Nurse Edith Cavell," produced and directed by Herbert Wilcox and starring Anna Neagle. This is believed to be the first time that a free-lance publicist has been retained by a major studio on such an arrangement. The deal was negotiated, according to Schaefer, because of the film's international scope.

Birdwell's organization begins its work immediately establishing an auxiliary unit staff at the RKO Radio studio headed by Charles Leonard.

## *"Aldrich Clan" Becomes A Paramount Series*

Another series of "family" pictures is to be added to the screen's present heavy roster of such films, Paramount having announced plans to produce at least two more pictures based on the doings of the "Aldrich" clan which made its screen bow in "What a Life."

Clifford Goldsmith, who authored the first, will write one of the two additional features and Jackie Cooper and Betty Field will probably repeat in the leads. Theodore Reed will direct.




ONE of the smartest exploitation ventures to be conceived in the industry in many months, and one which is certainly destined to engender an extraordinary amount of favorable publicity and goodwill, has been announced by Paramount. The plan provides that 25 orphan girls, between 10 and 14 years of age, are to be selected from orphanges in as many American cities and will be brought to Hollywood on a special Pullman car as guests of Linda Ware, the 14-year-old orphan now starring with Bing Crosby in "The Star Maker."

Each child will be accompanied by a chaperon, in most cases a teacher or supervisor of the orphanage, selected by the youngsters' popular and secret vote. They will be honored guests at a special preview of "The Star Maker" August 18, climaxing four days of entertainment which will include a trip to Catalina Island, a tour of the Paramount studio, a shopping spree, a sight-seeing trip through Southern California and a tea with little Miss Ware as hostess.

Score one for Robert Gillham and his able assistants.

➞

*Deserving of the whole-hearted support of the film colony is the "A Day at Deauville" affair which will be presented to the general public on July 29 by the Motion Picture Artists Committee. Last year the MPAC engaged in a program of money-making activities to aid civilian refugees in all parts of the world. Funds were distributed to war and political victims regardless of race or creed.*

*Revenue from Saturday's affair will be used to increase this refugee fund. The organization has taken over the Deauville Beach Club in Santa Monica for the function. Guests, through their attendance, will contribute to the alleviation of sufferings in a world already too full of sadness and injustices.*

➞

**Metro's prop department recently purchased 23 asbestos overall suits for use in "Blackmail."**

**Had the suits been purchased a few weeks sooner, they might have done double duty by garbing the studio's executives on the occasion of the "good will" visit of the ten German editors.**

➞

S. Charles Einfeld, genial Warner publicity chief, reported to Beverly Hills police that a mink coat and two fur pieces were stolen from an unlocked vault in his home by thieves who entered through a French window.

Well, it looks like a cold winter for Charles Skouras, too.

*Fox will make a picture, "White Wings in Clover," inspired by the news that New York Street Cleaners had acquired Otto Kahn's palatial estate as a summer playground for members.*

*When the director on the feature says "roll 'em," that time-honored command will attain new significance.*

➞

**Warner has signed Eddie Durand's rhumba band for a spot in "20,000 Years in Sing Sing." The lockstep in rhumba time.**

➞

Universal is making "My Son." Which makes it only 50 per cent as colossal as Edward Small, who owns the screen rights to "My Son, My Son," and only one-third as terrific as RKO Radio, which will soon start "Three Sons."

➞

*March of Time's latest, "The Movies March On," is receiving—and justifiably—more critical acclaim than any short subject of recent months. It could serve as a perfect trailer for 20th-Fox's "Hollywood Cavalcade," for which, incidentally, it presages a popular reception.*

➞

**When Richard Greene was confined to bed and a wheelchair as a result of a traffic accident, according to 20th Century-Fox publicists, his friends gave him just dozens and dozens of books to while away the time—438 volumes, to be exact, on miscellaneous subjects.**

**Richard should be learning to read any minute now.**

# *Carnival, Crime and Comedy*

A bountiful preview week. What with quality, quantity and even groceries (two epics having been unwound to the accompaniment of free lunch), there was plenty to satisfy the avid tastes and heterogeneous habits of all members of Hollywood's preview army.

Out of the unusually long list of features, totaling 11, Walter Wanger's "Winter Carnival," produced for United Artists, gains this vote as the best. A thoroughly captivating romantic comedy, directed with verve and taste by Charles F. Riesner, it boasts a refreshingly authentic collegiate background, supplied by Dartmouth University's annual winter carnival. The deftly written script by Budd Schulberg, Lester Cole and Maurice Rapf, from an original by Schulberg and Rapf, guarantees an abundance of entertainment not only for the younger generation but, also, for those who can do without campus antics. Sparkling winter sports sequences, an intriguing love story, a generous supply of laughs and a topnotch cast headed by Ann Sheridan—who pours on the "oomph" in large quantities—are other decided assets.

* * *

Sharing a place in the first division was Warner's "Each Dawn I Die." Outstanding realism, high-pitched emotional stress and brilliant portrayals throughout stamp it as one of the most vivid prison pictures yet produced, certain to be an ace attraction among addicts of the red-blood school. Jerome Odlum's hit novel was carefully transcribed to the screen by Norman Reilly Raine and Warren Duff, David Lewis painstakingly coordinated the various elements into a well-knit production and William Keighley imparted power and suspense to his direction.

* * *

In the satisfactory program category appeared no less than four features. Two of them—Columbia's "Blondie Takes a Vacation" and Republic's "Should Husbands Work?" fall into the "family series" niche and both are splendid examples of their class. Third of the "Blondie" group, the new adventures of the Blondie-Dagwood-Baby Dumpling clan are more ingratiatingly entertaining than ever, sure to bring in new fans as well as satisfy those who were won over by the two previous episodes. Robert Sparks and Frank R. Strayer repeat their duties as producer and director, respectively, while Richard Flournoy turned out another crisp and humorous script from an original by himself, Karen De Wolf and Robert Chapin. Republic contributed the liveliest of the "Higgins Family" series so far in "Should Husbands Work?" in which the honors are equally divided among the three Gleasons (James, Lucile and Russell), Producer Sol Siegel and Director Gus Meins, all of whom capitalized on a thoroughly satisfactory screenplay by Jack Townley and Taylor Caven.

Emerging as passable, though lightweight in nature, was Paramount's "The Magnificent Fraud." A meritorious story idea did not receive full justice in the screen treatment but, nevertheless, the picture moves along briskly under the piloting of Director Robert Florey. Harlan Thompson produced.

Well-paced, interspersed with frequent comedy touches and light music, Warner's "Naughty But Nice"—in which, again, Ann Sheridan is permitted to display that highly-touted "oomph"—is well-constructed summer entertainment. Ray Enright directed for Producer Sam Bischoff.

* * *

In addition to Warner's James Cagney-George Raft starrer, enough of the miscellaneous offerings were predicated on the general crime motif to establish a division of their own, including "Hell's Kitchen" from Warner, Universal's "I Stole

(Continued on page 73)



## For the Premiere of "Beau Geste"—

*At the Carthay Circle Theatre appeared these trade figures among other film prominents. TOP: Will H. and Mrs. Hays, Samuel Goldwyn, William A. Wellman, Harlan and Mrs. Thompson (Marian Spitzer), Robert Preston. BOTTOM: Susan Hayward and George McCall, Mitchell and Mrs. Leisen, Charles Barton, Jesse Lasky and Jesse Lasky jr., Sid Grauman.*

# Cinémarks

His latest film assignment for Samuel Goldwyn completed, Gary Cooper has pulled out for a three-week vacation in New York. His wife accompanied him . . . Jack Haley has returned from an extended stay in the east.

*

*With 70 close friends and members of the families attending, Betty May Warner, daughter of Mr. and Mrs. Harry M. Warner, and Milton Sperling, 20th Century-Fox scripter, were married in the Florentine Room of the Beverly-Wilshire Hotel with Rabbi Maxwell Dubin officiating. The bride's sister, Mrs. Mervyn LeRoy, was matron of honor, and her cousin, Lita Warner, was maid of honor. Frank Coen was best man and ushers included Jack Warner jr., Milton Charnos, William Goetz, Leonard Hoffman, Boris Ingster and Albert Manheimer. Ceremony was followed by a wedding supper and, later, a reception attended by more than* 300. *Guests included: Mr. and Mrs. Jack L. L. Warner; Major and Mrs. Albert Warner; Jules Brulatour, Hope Hampton, Joseph Bernhard, Jacob Wilk, Louis Diamond, Mr. and Mrs. Harry Charnas, Mr. and Mrs. S. Charles Einfeld, Mr. and Mrs. William Goetz, Mr. and Mrs. Harry Goetz, Lou Golder, Mrs. Sidney Katz, Mervyn LeRoy, Morris Levinson, Mr. and Mrs. Al Lichtman, the Harry Rapfs, Mr. and Mrs. Charles Rogers, the Leon Schlesingers, Mr. and Mrs. Arthur Stebbins, Mr. and Mrs. Jack Jungmeyer, the Lester Ziffrens, Mrs. Boris Ingster and others.*

*

Lew Seiler, Warner director, is back from a motor trip through the northwest.

*

*Frank Whitbeck, studio advertising head for Metro, returned from a jaunt to the Idaho location of "Northwest Passage," where he traveled to launch production of a trailer on the picture . . . Virginia Van Upp is back at Paramount after a short holiday . . . Wesley Ruggles, Claude Binyon and Skeets Gallagher spent a day scouting locations from the air for "Arizona," Ruggles' forthcoming production for Columbia . . . War veterans of any nation who are American citizens comprise the membership of the Univets, new organization formed at Universal to foster patriotism. Nearly* 145 *already have enrolled at the studio. John B. Tait is president, Bob McAllister was named secretary and Irving Hertzberg holds down the post of treasurer.*

*

"Production Policy in Patriotism" was the subject of a talk given by Carey Wilson, Metro shorts producer, at the opening meeting of the University of California at Los Angeles' summer session. Wilson also led a symposium and discussion on the value and significance of propaganda in films, in which 400 students participated.

*

*Gene Autry has been made an honorary captain in the National Guard's* 160*th Infantry, California division, by order of Col. Wayne Allen. Presentation was made by Capt. Erwin Minger . . . William Meller, Paramount cameraman, and his wife are vacationing for two weeks at Catalina . . . Regional presidents of the National Federation of Music Clubs listened to a discussion of "They Shall Have Music," newest Samuel Goldwyn production, by Edwin Knopf of Goldwyn's production staff.*

*

Harrison Jacobs, scripter for Harry Sherman, is back in Hollywood after a two-week trip through the timber and logging country between Lake Tahoe and Oregon, gathering material for a forthcoming "Hopalong Cassidy" western . . . A luncheon guest at Paramount was H. Gerede, Turkish consul in Tokyo, en route to the Orient . . . Herbert Wilcox has returned to RKO Radio from New York to put the finishing touches on his first production.

*

*The Metro Studio Club's orchestra presented its fourth annual concert at the Wilshire Ebell, with Oscar Radin conducting . . . Cast and crew of his latest RKO Radio picture were entertained at the Victor Hugo by Joe Penner . . . Wallace Beery has planed out for Thermapolis, Wyo., and Fish Lake, Utah, following completion of a film assignment at Metro . . . Pete Smith, Metro shorts producer, was guest of honor at the western division convention of the International Lions Clubs. He was accompanied by Leni Lynn, studio stock player . . . Armand Schaefer has returned to his Republic production desk after a trip to Chicago.*

*

Director Henry King has returned from a flying location trip through the San Joaquin and Sacramento Valleys, scouring the territory in preparation for his forthcoming 20th Century-Fox assignment.

*

*Anita Loos, accompanied by Paulette Goddard, planed for New York to arrange for the opening of her play, "Gentlemen Prefer Blondes," in which Marie Wilson has the lead . . . Samuel Goldwyn has gone east to attend the opening of his latest production. His guests will include Mrs. Eleanor Roosevelt and Mayor Fiorello LaGuardia.*

*

Homer Chaillaux, national Americanization chairman for the American Legion, and John D. Home, California chairman for the American Legion, were luncheon guests of Harry and Jack Warner and S. Charles Einfeld at the Warner studio.

*

*Paramount's mail boys tossed their first annual dance at the Barney Oldfield Country Club, with Bud Testa in charge and Cliff Allen's orchestra supplying the music . . . Boris Morros is one of the lecturers at the American Institute of Cinematography course now under way at the University of Southern California . . . William LeBaron, Paramount production head, is battling an influenza attack.*

## A Portable Diesel Power Plant Is Used by Metro

Now furnishing power for equipment being used on Metro's "Northwest Passage" at McCall, Idaho, is the first portable diesel power plant ever constructed for motion pictures. The machinery is completely sound-proofed, with a silent exhaust, required two years to build and pulls 800 amperes. A supercharger raises this to 1,000 amperes and is used to compensate for loads at high altitudes.

## In and Out

Expected to remain for several months, George Schaefer, RKO Radio president, arrives at the studio next week from New York to devote his time to production problems and conferences with executives at the plant. Local RKO Radio spokesmen believe he will headquarter here well into the fall arranging for a replacement for Pandro S. Berman, studio production head, who some time ago notified Schaefer he will pull out of the lineup when his contract expires in October. Another arrival at the studio will be Fred Ullman, vice-president of RKO-Pathe News, who is en route here to gather material for the "Sportscope" and "Reelism" short subjects series. He stops off at Sun Valley and, before checking in at the studio, will detour to Texas. To complete cutting and editing of "Nurse Edith Cavell," Producer Herbert Wilcox has returned from New York, accompanied by his star, Anna Neagle.

Nicholas M. Schenck, Loew's, Inc., chief, headed east after announcing plans to roadshow "Gone With the Wind" in December.

After a week's stopover at the studio, George Weeks, chief of sales for Monogram, pulled out for San Francisco on the next lap of his swing around the country. He was accompanied to the Bay City by Mel Hulling, western district sales manager, who came down from the north to participate in huddles with Scott R. Dunlap, production head, and Weeks. Prior to his departure Weeks declared the company's sales for the 1939-40 season so far show an increase of nearly 40 per cent over the mark registered during a similar selling period in the current season. He also declared that, in his opinion and after scrutinizing the situation around the country, practicable television, when it arrives, will be an harmonious adjunct to film exhibition rather than the competitive medium which many exhibitors and other industry figures fear. Sight-and-sound broadcasting, Weeks declared, will open up a new field for the sale of films.

Planning to remain at the studio for a few days, looking over new product, before continuing on to New York, Dan Casey, Universal sales manager for Australasia, checked in from "down under." He is slated to confer in the east with Joseph Seidelman, head of foreign distribution. M. J. Siegel, production head at Republic, and Sol Siegel, associate producer, finally pulled out for New York after several postponements. They will parley with Herbert Yates on production matters before Yates leaves for England July 23.

James Roosevelt, vice-president of Samuel Goldwyn Productions, planed in from New York, cutting short a business trip east on which he had originally intended to spend three weeks. Also in from New York is Matt O'Brien, treasurer for Hal Roach. Another arrival was William Hebert, publicity-advertising director for Selznick International, who spent three weeks in New York conferring with United Artists on exploitation handling for two S-I pictures, "Intermezzo" and "Gone With the Wind."

After a day's stopover at the studio, Ralph Doyle, head of Paramount's Australian office, hopped the boat for his headquarters in Sydney. He had been in New York huddling with executives of the company there. Lou Diamond, Paramount short subjects head, returned east after spending some time looking over available independent short subjects material here.

Organizational details pertaining to the new Sol Lesser Productions, incorporated some months ago to produce for United Artists release, were discussed in San Francisco by Lesser and Louis R. Lurie, one of his financial backers.

# Tints and Hues Win More Metro Study

Exhibitors and the theatre-going public soon may find themselves on the receiving end of a veritable rainbow of tints in forthcoming M-G-M releases, if experiments now being conducted by John M. Nickolaus, studio laboratory chief, in connection with his recently-created sepia-blue process prove successful.

The sepia-blue, first used in "Tarzan Finds a Son," is being used by Nickolaus as the basis of experiments by which he hopes to establish a standard of toning effects in many colors, including green, red, brown and orange. Currently the laboratory is concentrating on the development of formulae whereby the process may be simplified for standard usage, eliminating several steps which, under present conditions, push negative costs considerably above standard black-and-white processing.

Nickolaus is proceeding on the theory that various colors can be sublimated to create diverse dramatic effects fitting into almost every type of action and locale called for in films. It was in pursuit of this idea that he evolved sepia-blue, which he designed especially for underwater sequences in the "Tarzan" picture and which so impressed studio executives that it was used throughout the production. For instance, plant officials point out, green and orange tints can be used to advantage in outdoor scenes and shades of red would contribute startlingly to certain dramatic sequences.

Nickolaus, more than two years ago, created sepia-platinum photographic finishing for "The Good Earth." Sepia-blue and its potential running-mates are patterned after the same formula, which calls for a "double-toning" laboratory operation as opposed to the "single-toning" used in conventional black and white.

The process does not call for special negatives, as the effects are brought out entirely through the procedure used in the laboratory work.

While orders have not been issued as yet calling for sepia-blue processing on any forthcoming Metro pictures, plant executives believe it will be utilized on several 1939-40 releases when Nickolaus has completed his tests and research. It imparts clarity and depth which, it is claimed, have never before been attained in motion picture photography.

## SPEARHEADS

(Continued from page 71)

a Million" and Monogram's "Mr. Wong in Chinatown."

George Raft is the dominant factor in the Universal feature, which otherwise is deadened by excessive and tedious footage, bringing it down to average program levels. More deft handling by Producer Burt Kelly and Director Frank Tuttle might have made it an honest and compelling sociological document. Raft, as toughest of the tough guys, and Claire Trevor in a scintillating role, take the Thespic honors. Nathanael West wrote the scenario from an original by Lester Cole.

Monogram found the winning combination in its new "Mr. Wong" adventure, a film which stresses action and sustained suspense. With Boris Karloff again turning in a flawless performance in the title role, it should serve ably in most situations. Basing his motivation on the stories by Hugh Wiley, Scenarist Scott Darling manufactured a brisk and plausible script which was given capable direction by William Nigh under the production guidance of William T. Lackey.

Possessing its entertaining moments, "Hell's Kitchen," nevertheless, is more or less of a jumble of melodramatic machinations in which the "Dead End Kids" figure prominently. Lewis Seiler and E. A. DuPont share the directorial credit and Mark Hellinger produced.

* * *

Of least importance were Atalaya Films' "La Inmaculada," Spanish-languager, because of its limited market in America, and Universal's "Unexpected Father" because of its equally limited production worth. Produced for the Latin-American trade and American houses with exclusive Spanish patronage, "La Inmaculada" is, in all probability, keyed for an impressive reception in that field. However, it is long on dialogue, short on action, and offers nothing saleable to the general run of English-speaking audiences. Maury Cohen contributed substantial production values to his first for United Artists release and Louis Gasnier's direction is efficient. Pablo (or Paul) Perez scripted.

In its obvious haste to capitalize on the phenomenal talents and popularity of Baby Sandy, Universal neglected to surround the infant discovery with adequate production, a meritorious story or a strong supporting cast in "Unexpected Father"; despite which handicaps the amazing youngster will still manage to tighten his hold on the hearts of picture patrons whom he won over in his debuting vehicle. Taking second honors after a fierce struggle to wring laughs out of a sketchy part is Mischa Auer. Charles Lamont directed, Ken Goldsmith produced and Leonard Spigelgass and Charles Grayson collaborated on the script.

### Bickford, MacLane for "Murder"

Monogram has signed Charles Bickford and Barton MacLane for toplines in "Murder in the Big House," a story by Rev. Patrick O'Neil, which William Nigh will direct.

## *Major Production Down to 42; Ten Ready to Shoot*

After holding to a peak of 47 pictures in work for three consecutive weeks, production in the major studios nosed down to a total of 42, to be supplemented by the immediate launching of ten more.

Columbia started an untitled western, starring Charles Starrett, and "Prison Surgeon," but finished "The Man They Could Not Hang" to wind up with four on the sound stages. Metro gave the nod to "Remember," giving it a nine-picture total.

"Wolves of the Prairie" went into the cutting room at Monogram, leaving the studio with only one in work. Paramount shoved off "Diamonds Are Dangerous" to total eight. RKO Radio rolled "Three Sons" and sent "The Day the Bookies Wept," "Full Confession" and "Everything's on Ice" into the cutting rooms, emerging with five features in production.

"Wall Street Cowboy" and "Calling All Marines" hit the starting line at Republic, while "Smuggled Cargo" was completed. Studio has three in work. 20th Century-Fox, listing no new starts, held to a six-picture total.

Samuel Goldwyn completed "The Real Glory" and Hal Roach wound up "The Housekeeper's Daughter" to drag down the United Artists total to two. Universal registered five in work, including "One Hour to Live" and "Missing Evidence" as new starts, while "Modern Cinderella" was completed. Warner shoved off "Torchy Goes to Town" to total five in production.

### Above-Par Major Schedules Reflected in Employment

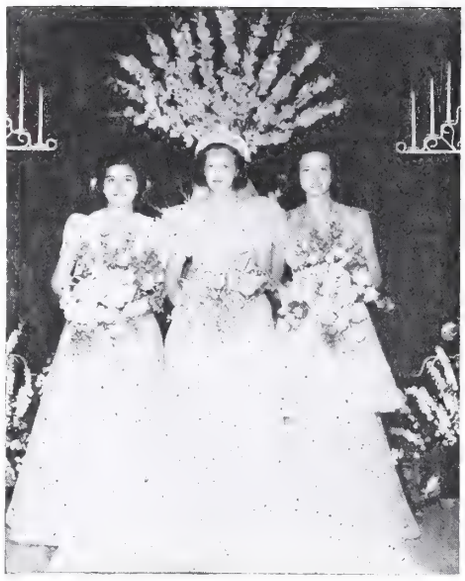
Above-par production schedules at the major plants are reflecting themselves in unusually heavy calls for virtually every type of studio labor, with the business managers of many crafts reporting their unemployed lists at new lows, particularly among painters, carpenters, electricians and cameramen.

Hitting a new high for the past five months, 130 cameramen, assistants and still men are on call at M-G-M, employed on the nine pictures in work at the studio.

## *Swedish Aid for Warner Film on Alfred Nobel*

Promised cooperation by the Nobel Institute, the Swedish government and the Scandinavian film industry, Warner has announced plans to produce a film based on the life of Alfred Nobel, sponsor of the annual peace, literary and scientific awards. Plans were revealed by Hal Wallis, executive producer, who conferred with Institute leaders while in Europe.

Wallis, who spent two months abroad, declared he learned of a growing sentiment in Italy for the return of American motion pictures, and said he had heard reports that Premier Mussolini may soon attempt to negotiate for the resumption of Italian importation of films from Hollywood.



## *A New Mrs.—*

*The new Mrs. Milton Sperling, nee Betty Warner, daughter of Mr. and Mrs. Harry Warner, poses with her bridesmaids. At left is Lita Warner and, on the right, Mrs. Mervyn LeRoy. Marriage was solemnized in the Florentine Room of the Beverly Wilshire Hotel recently.*

# Hollywood Supports "Golden Jubilee"

Assurances of Hollywood support of the motion picture industry's 50th birthday, to be known as the "Golden Jubilee," came when publicity executives of the major studios met to discuss methods whereby the film plants will participate in the celebration.

Convening at the Hays office, with Tom Pettey, local publicist for the MPPDA, presiding, the studio publicity heads named a committee comprising Gabe Yorke, of the MPPDA's Hollywood office, Howard Strickling of M-G-M, Nate Dyches of 20th Century-Fox, Terry DeLapp of Paramount, Irving Rubine of Warner and John P. Miles of Samuel Goldwyn, Inc., to devise and coordinate plans and ideas for local cooperation.

Appointing Yorke chairman, the committee immediately announced it will hold a preliminary meeting within a few days to compare ideas and generally outline its operational procedure.

The campaign, according to plans formed in New York, will open in August, with the "Golden Jubilee" to be officially celebrated during the first week in October. According to local informants, "Jubilee" leaders will concentrate on securing widespread editorial attention for the industry's 50th milestone, both through studio publicity contacts and through homeoffice endeavors in New York. To date the schedule does not include expanded newspaper and magazine advertising budgets, "movie quizzes" or other features of the "Motion Pictures' Greatest Year" drive of a year ago.

## *Much on Conjectural Side, Is GN's Future Status*

Very much on the conjectural side, despite receipt of word from the east that new financing has been secured, is the future status of Grand National as a production organization in Hollywood, with former studio employes who last week were lopped from the payroll declaring there seems still to be little concrete indication they will be called back to work.

The situation became even more complex with the resignation of Jack Skirball as vice-president in charge of production, his departure leaving Fred Kane, former assistant to Edward Alperson, ex-president and sales manager of GN, in charge of coast operations and finances. All indications are, based on President E. W. Hammons' explanation of the refinancing plan, that GN will itself engage in no production but will finance independently-operated units.

Skirball, according to information received here, will remain as head of Arcadia Productions, which has turned out two features for GN release. Whether or not future Arcadia product will be distributed through GN has not been determined. Equally uncertain is the distribution future of Franklyn Warner's Fine Arts Pictures, which has also been producing for GN.

## *Burns and New Film Slated For Debut in Van Buren*

In keeping with the current exploitation trend, Paramount has announced it will premiere "Our Leading Citizen," Bob Burns starrer, in the humorist's home town, Van Buren, Ark., August 6. A network airshow featuring Burns, Joseph Allen and Susan Hayward will originate there in conjunction with the premiere. Plans are being made for Gov. Carl Bailey of Arkansas to host Governors Lloyd Stark of Missouri, Leon C. Phillips of Oklahoma and Prentice Cooper of Tennessee, with leading citizens of larger cities in Arkansas, Missouri, Oklahoma and Tennessee also to attend.

M. A. Lightman, owner of the Bob Burns Theatre in Van Buren, came to Hollywood to complete arrangements with Paramount officials.

## *Independent RKO Units Announce Picture Plans*

Further plans of two independent units releasing through RKO Radio have been announced.

The Play's the Thing Productions, headed by Gene Towne and Graham Baker, will start their first two features, "African Intrigue," and "Swiss Family Robinson," simultaneously about September 1. Tay Garnett is set to direct the first.

Max Gordon and Harry Goetz have selected the MacKenzie River, in Oregon, as the location site for sequences in "Abe Lincoln in Illinois," starring Raymond Massey, as their initialer for RKO Radio. Director John Cromwell will head a unit pulling out for the location August 5.

## OPTIONS

**—Columbia**

EVERETT FREEMAN given one-picture writing contract.

**—Samuel Goldwyn**

LIEUT. COMM. FRANK WEAD joins writing staff.

**—Metro**

WALDO SALT, writer, held for another year.

HUGO BUTLER given new one-year writing ticket.

FRANK ORMSTON joins scenic department. He was formerly art director at RKO Radio and, more recently, assistant to Norman Bel Geddes at the New York World's Fair.

EDWARD BUZZELL, director, held for another picture. He will pilot "Go West," next Marx Brothers vehicle.

ALBERT MANNHEIMER, writer, held for another term.

NORA PERRY given term acting contract. She debuts in "Dancing Coed."

MARY BETH HUGHES, featured player, given new term pact.

**—Monogram**

JOHN TRENT, star of the "Tailspin Tommy" series, held for another year.

**—Paramount**

EDWARD DMYTRYK draws term directorial contract.

FARCIOT EDOUART, head of the transparency department, signs new ticket. He has been with the company since 1915.

STUART WALKER, associate producer, held for another year.

**—RKO Radio**

SAM and BELLA SPEWACK joins scripting staff to write an original for Producer-Director Leo McCarey.

JACK HIVELY, director, held for another term.

BERNARD HERZBRUN signed as art director on "Meet Dr. Christian," first of a series starring Jean Hersholt, to be made by Stephens-Lang Productions.

**—Republic**

LIONEL HOUSER joins writing staff to collaborate with Bernard Shubert on "Headline News."

ANN BALDWIN, from Broadway stage, signs termer, making debut in "Wall Street Cowboy," a Roy Rogers starrer.

**—Hal Roach**

RIAN JAMES, writer, held for another term.

**—Selznick International**

HARRY STRADLING, cameraman, held for another term. His next assignment is "Rebecca."

**—Harry Sherman**

TITO GUIZAR signs to appear in three English-language films.

**—Universal**

PAUL YAWITZ signs scripting ticket.

ROY CHANSLOR joins writing staff.

**—Warner Bros.**

LOU BAUM and LEE HUGUNIN, unit managers, draw new contracts.

GEORGE RAFT given long-term acting contract. Next assignment is "The Patent Leather Kid," a remake.

DONALD CRISP and DENNIS MORGAN, actors, given new contracts. Crisp is en route to Europe for a vacation.

ROBERT ROSSEN, writer, given new term contract.

## *Definite Starting Time Is Set by Harry Sherman*

Harry Sherman has announced definite starting schedules for his quota of outdoor pictures for Paramount release. Now in work as his first for the new season is the Hopalong Cassidy western, "Medicine Show." Next will be "Knights of the Range," from a Zane Grey story, being scripted by Norman Huston. This will be followed by "In Old Wyoming," another Cassidy adventure, and "The Ne'er-Do-Well," from Rex Beach's novel.

## *Hopkins Replaces Davis*

Miriam Hopkins has replaced Bette Davis as the cast topper in Warner's "All This and Heaven Too," based on the story by Rachel Field. George Brent has the male lead and Edmund Goulding will direct.

## *"Hitler—Beast of Berlin" Set on Judell's Lineup*

Hollywood's acute, if not chronic, Americanization rash broke out in a new quarter when Ben Judell, head of the recently-organized Producers Pictures Corp., announced that one of the first films on his independent production schedule will be titled "Hitler—the Beast of Berlin." The announcement described it as a "frank expose" of Nazi barbarisms which, however, "will not be classifiable as propaganda." Judell intends to produce it on a high-budget scale, starting late this summer. So far writers and cast have not been assigned.

Another outbreak of the patriotic production policy was registered at Metro with the purchase of "The Man on America's Conscience," a biography of President Andrew Johnson. It will be shaped up, tentatively, as a starring vehicle for Lionel Barrymore.

### Judell Gives Quartet Directorial Contracts

Moving toward completion of his production setup, Ben Judell, president of Producers Pictures Corp., has signed Sherman Scott, Robert Tansey, Peter Stewart and Victor Halperin to directorial contracts, to function under Sig Neufield, production chief.

Scott will pilot "Wanted for Murder," detective melodrama rolling July 31; Tansey, on the same date, will launch "Texas Renegades," starring Tim McCoy, and "The Man From Oklahoma," featuring George Houston, on location; Halperin will wield the megaphone on "Torture Ship," based on a Jack London seas story; and Stewart will be assigned exclusively to westerns.

## REVIEW FLASHES

**RENEGADE TRAIL (Para)—It is easy to see why the Hopalong Cassidy series is rated as topnotch western entertainment . . . the principals maintain a standard of acting far above the usual sagebrush histrionics. William Boyd, Russell Hayden and Russell Hopton invest the proceedings with a convincing note. Lesley Selander directed.**

**SHOULD A GIRL MARRY? (Mono)—Blackmail is a subject that has a number of intriguing possibilities and Monogram makes the most of them in a sturdy program picture. Suspense is carefully sustained until the climax. Warren Hull, Anne Nagel, Mayo Methot and Weldon Heyburn are featured. Lambert Hillyer directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## SCRIPTERS

**—Leslie Howard-Walter Futter**

GEORGE O'NEIL to "The Man Who Lost Himself," to be made in England.

**—Metro**

JOHN BALDERSTON to "I Had a Comrade," story of Nazi concentration camps by Viscount Casselrosse, which Joseph Mankiewicz will produce.

PAUL OSBORN teamed with CLAUDINE WEST on "The Yearling" for Producer Sidney Franklin.

**—Paramount**

WILLIAM HURLBUT to "Tenderloin," which will star Fred MacMurray.

**—RKO Radio**

PAUL JERRICO teamed with GARSON KANIN on "Star Bright," which Kanin will direct.

**—Republic**

EDWARD JAMES teamed with JOSEPH MONCURE MARCH on "The Lady From New Orleans."

LUCI WARD to "Heroes of the Saddle," a Three Mesquiteers western.

DORRELL and STUART MACGOWAN to "When the Moon Comes Over the Mountain," a Gene Autry western.

LOUIS STEVENS to "Wagons Westward," outdoor opus which will star John Wayne. Armand Schaefer produces.

**—Selznick International**

MICHAEL HOGAN to "Rebecca."

**—20th Century-Fox**

HARRY TUGEND to "Little Old New York." Henry King will direct for Producer Raymond Griffith.

**—Universal**

GERTRUDE PURCELL and HENRY MYERS to "Destry Rides Again."

EWART ADAMSON to an untitled vehicle for Baby Sandy Henville. Charles Lamont will direct.

BRUCE MANNING to "First Love," Deanna Durbin vehicle which is now in production.

**—Warner Bros.**

ROBERT BUCKNER to "Nevada," in which Errol Flynn, Ann Sheridan and Alan Hale will feature.

MAURICE RAPF to "For Benefit of Mankind," a historical featurette.

OWEN CRUMP to "They Fly Through the Air."

WARREN DUFF to "Invisible Stripes," slated as a John Garfield starrer.

## *Geraghty Leaves Republic Story Supervising Post*

Ending a five-year association, Maurice Geraghty has resigned as story supervisor for the Gene Autry, Roy Rogers and Three Mesquiteers westerns at Republic. He plans an extended vacation before lining up a new position. At the same time the studio added Steve Auer, brother of Producer-Director John H. Auer, to its production staff, working under Al Wilson.

Norman Krasna has left RKO Radio after six months on the payroll as executive story advisor. His last chore was to polish the script of "Vigil in the Night," slated to co-star Carole Lombard and Brian Aherne, with George Stevens producing and directing.

Paramount has dropped Elizabeth Patterson, Luana Walters and Donald O'Connor from its list of contract Thespians.

Expected to check in next week is Fred Storm, new publicity-advertising director for Samuel Goldwyn. He is spending a week in New York in conference with Lynn Farnol, United Artists advertising and publicity chieftain, and familiarizing himself generally with his new duties. Storm was formerly Washington correspondent for the United Press.

Peter Lorre has obtained a release from his 20th Century-Fox acting contract. He has been idle since the studio shelved the "Mr. Moto" series in which Lorre had been starring.

Lou Smith has joined the Edward Small organization as aide on general production details. For more than a year Smith had been a production associate of Frank Lloyd, working on Lloyd's last two pictures for Paramount.

# *Neely Bill Progress Churning Varied Reactions in L. A.*

LOS ANGELES—Passage of the Neely bill, banning block booking and blind buying, by the Senate and the possibility that it will receive favorable consideration by the House brought forth a variety of comments as to its merit from southern California showmen and distribution representatives. The latter, as was to be expected, seemed generally to view the bill and its possible adoption with disfavor, while the reactions of exhibitors are more or less divided.

Very much against it is Jimmy Edwards, head of a representative independent circuit with more than a dozen houses in its string. Edwards declared he is "completely happy under the present block booking and blind buying system, and couldn't possible afford a staff of bookers and buyers to handle the pictures one at a time, which would be necessary under the Neely bill."

Generally agreed that adoption of the measure would place distribution and exhibition on a more highly competitive basis were Harry Rackin, of Exhibitors Service—a booking agency—Buck Wade, veteran salesman for Universal, and Gene O'Keefe, owner of the Maywood Theatre in Maywood, a suburb of Los Angeles. Rackin, who books for 25 independent operators, pointed out that, in his opinion, passage of the bill would be advantageous for a great number of exhibitors in non-competitive spots who would no longer find it necessary to buy and shelve a large percentage of their yearly product. Otherwise, in competitive locations, Rackin feels the exhibitor would frequently find himself in the position where he couldn't be sure his theatre doors would be open from one night to the next—chiefly, Rackin opined, because he would constantly be engaged in a fight with his competitors to get the best product, picture by picture.

Wade pointed to the increased selling and booking efforts the measure would call for, declared it would increase distribution expense tremendously and added that it "would make a lot more work for exerybody concerned, including the exhibitor."

Declaring the average showman as yet "hasn't had the chance to study the Neely bill's ramifications," O'Keefe said that, therefore, most operators are not yet "prepared to make any definite statement." In general, however, he echoed the sentiments of Rackin and Wade.

Proceeding along the theory that "the customer is always right," Guy Gunderson, salesman for United Artists, declared that "if the exhibitors want it, that will be all right with me." He expressed the opinion that the legislation, if adopted, will help the fight against double bills, making for better product and relieving one of the industry's major evils.

In accordance with national Allied's stand, Seth Perkins, president of the local chapter, declared he and the local organization are behind the Neely bill 100 per cent.

In the absence of Robert Poole, executive secretary, and Al Galston, president of the Independent Theatre Owners of So. Calif. and Ariz., that exhibitor body has so far withheld any comment as to the merits or demerits of the Neely proposal. Both Poole and Galston are on vacation.

Likewise silent are Fox West Coast officials, as President Charles Skouras is out of town and his subordinates have not deemed it advisable to issue any statement reflecting the circuit's policy in his absence.

# Allied "Pep" Meeting Is Set for Monday

LOS ANGELES—Officers and members of Allied States decided, at a preliminary membership meeting, to hold their long-delayed "pep" session at the Mona Lisa Restaurant on Wilshire Blvd. on July 24, signalizing the opening of its membership drive. Invitations have been mailed out to all independent showmen in the territory, regardless of whether they may be affiliated with some other organization.

The meeting was originally scheduled to be held at Allied's headquarters along Filmrow. Under the guidance of President Seth Perkins, Allied's support of the Neely bill and its viewpoint in rejecting the proposed exhibitor-distributor trade-practice agreement will be explained to the guests. James C. Quinn, executive secretary, will describe happenings at the recent national Allied convention in Minneapolis, to which he was a delegate.

Details of the affair were settled at a meeting attended by Jules Wolf, Lou Bard, Chester Black, Mac Sinift, Fred Hershon, President Perkins and Quinn.

## *Frisco and Oakland FWC Houses Drop Prices*

LOS ANGELES—On the grounds that available product for summer booking "is not of top quality," Arch M. Bowles, northern California division manager for Fox West Coast, has slashed admission prices in FWC first-run theatres in San Francisco and Oakland from 55 to 40 cents after nearly two years at the higher scale. Notice of the cut was accompanied by a statement from Bowles declaring the 55-cent level will be restored late in the fall.

The drop will not affect the 55-cent first-run scale here, local FWC executives maintained. However, hot-weather tariffs have been instituted at the Fox, first-run in San Bernardino, which has lowered to 40, 35 and 25 cents from a former scale of 55, 40 and 35 cents. Further, the new DeAnza Theatre in Riverside, operated by Roy Hunt in partnership with FWC as first-run in that city, has changed over to second-run with the price scale cut from 40 to 25 cents. The Riverside Theatre replaces it as first-run at 40 cents.

# California Escapes Legislative Woes

LOS ANGELES—Motion picture exhibition in California will not have to add the shackles of new legislation to its other woes during the new season, as a number of measures, designed directly or indirectly to affect theatre operation, were either defeated outright or successfully pigeonholed in the state legislature.

Among the proposed bills, those who have made a close study of the legislative session at Sacramento considered four of the greatest potential significance:

1. A suggested new admission tax, in addition to the federal levy, which would add five cents to every 50 cents after the first 50 cents charged at all theatres, sports events and other public amusements. This was tabled by the assembly tax committee after pressure had been applied by representatives of leading amusement enterprises, including higher-priced theatres and theatre chains.

2. A proposed tax on chain stores, designed to include theatre circuits numbering six or more houses. Representatives of Fox West Coast and its subsidiaries, numbering more than 200 theatres, as well as numerous independent chains, battled to defeat the measure on the grounds it would be ruinous.

3. A proposal to legalize dog-racing in the state and to establish for it a parimutuel system of betting. Collaborating with civic and educational leaders, FWC and the Independent Theatre Owners of So. Calif. and Ariz. urged assembly leaders to kill the measure as being detrimental to the welfare of the commonwealth and one which would wreak havoc not only upon the theatre business, but upon all commercial enterprise. This was tabled in committee.

4. A bill sponsored by the Parent-Teachers Ass'n calling for the allotment of from $10,000 to $50,000 for the purchase of motion picture projection equipment for use in school recreational centers and the creation of the office of state director of visual education. Although PTA leaders asserted the measure was not intended in any way to compete with theatre exhibition, the assembly voted down the proposal when leading showmen contended the screening of pictures at public playgrounds, either free or for a nominal admission charge, would be unfairly competitive.

The assembly, additionally, was flooded with other minor legislative proposals.

## *900-Seat Deluxer Planned By FWC Near Sawtelle*

LOS ANGELES—Fox West Coast will erect a new 900-seat de luxe house on a block of land acquired on Pico Blvd., near Sawtelle, having just acquired title to the property. Architect S. Charles Lee is now drawing up plans for the theatre, which will cost approximately $100,000. Construction will be started within a month.

Additionally, FWC has broken ground for the construction of a new 1,100-seat house in Inglewood, to be operated in association with United Artists Theatres on a first-run policy. Cost is $140,000.

# LOS ANGELES

DEAN HYSKELL, Fox West Coast advertising executive, and wife are vacationing at Yosemite for two weeks . . . Dick Lemucchi, in from Arvin, declares he will immediately rebuild his Arvin Theatre, which burned to the ground recently . . . Fred Young, of Wagner Marquee Letters, was initiated as a first-degree Mason . . . Ned Calvi, of the Rex and Plaza, Hawthorne, lunched with Jack Brower, Warner exchange manager . . . Another luncheon twosome was Manny Feldstein and Paul Dietrich, of the Oxnard Theatre Corp. . . . Jack Dunn, former Grand National salesman, now is booking for the theatre operated by the Montecito Country Club in Santa Barbara.

*In for product: John Drew, Temple Theatre, Glendale; George (Daddy) Hines of the Ambassador; Jimmy Rackin, booking for 25 houses for Exhibitors Service; Simon Lazarus, Princess and Century theatres; Pete Simous, Virginia Theatre, Bakersfield.*

Willard Osborne, manager of Warner's Huntington Park Theatre in Huntington Park, has returned to his duties after a vacation in Phoenix . . . Coast Pictures have acquired "Wild Innocence," story of a young kangaroo filmed in Australia, for distribution here, according to President Sam Nathanson . . . Booking visitors included L. C. Meyer, Colton Theatre, Colton; Mr. and Mrs. Kelly Seligman, of the Dorkel.

*Warner's Japanese sales manager, Mike Shathin, spent a few days at the studio mapping plans for handling a number of forthcoming pictures in his territory before sailing back to his headquarters. He spent some time in New York conferring with S. E. Morris and Joseph Hummel, company sales executives . . . W. H. Williams, of the Ray Theatre, Tonkawa, Okla., and J. L. Woods, Crossett, Ark., exhibitor, were guests at the Warner studio.*

Employes of the Warner Theatres, the local Warner exchange and Station KFWB are cleaning up their golf clubs in anticipation of the annual tournament, scheduled to be played July 26 at the Brentwood Country Club . . . Bernie Wolf, Southern Poster Co. manager, is vacationing in the High Sierras, accompanied by his two sons, David and Buddy. Bernie packed in himself and is acting as official guide, scout and cook for the party.

*Mel Levinson of Metro Premium picked up the checks when he lunched with M. R. Kirsten of the Whittier Blvd. Theatre, which was a distinct shock to all concerned . . . A recent trek to Laguna Beach is finding Ida Schreiber, secretary at the ITO office, nursing a crop of fever blisters . . . Local experts are relaying favorable reports concerning the new marble game just installed in the Film Cafe.*

Passing by: Ed McGuire of Breck Photoplay Supply, having his car checked over at a local service station after letting his wife drive it . . . Eddie Cruea, Grand National booker and shipping clerk, laid up with an infected arm and shoulder . . . Joe Stout, Republic salesman, wearing the latest in blinker sunglasses.

*Booking: Art Brick, New Palace Theatre, Las Vegas; Koby Wartman of the De-Luxe; Leon Levy, Wiltern; Bob Whitson, Whitson-Lewis circuit; J. E. (Judy) Poynter, San Clemente, San Clemente; Bob Tengberg, Majestic, Santa Monica; C. O. Davis, Beaumont, Beaumont; Manny Hoffman of the Arvin, Carmen and Lux.*

En route back to his New Zealand home, Mike Moodabe, partner with 20th Century-Fox in 60 theatres "down under," stopped off for a short visit at the local company exchange. He has been in New York conferring with Fox executives there . . . A bachelor, but not by choice, is Francis Bateman, Republic exchange manager, whose wife and daughter are taking in the San Francisco Fair and Yosemite Park.

*C. T. Lynch, Metro manager, pulled out for Phoenix and Tucson on business . . . Dode Samuels, RKO Radio salesman, also headed for Arizona on a selling jaunt . . . That new car along the Row belongs to Dave Nathanson of Coast Pictures . . . Offices of Tri-National have been moved by E. I. Chadwick into the Majestic exchange, upstairs . . . The fifth birthday of Mickey and Skippy, his twin daughters, was the occasion for a party tossed by Claude Spaeth, manager of the Congress . . . Buck Wade, Universal salesman, returned from a trip to Bakersfield.*

Visitors at the Warner studio were Harry Mandel, of the RKO circuit, New York, and Joe Koehler, who runs a theatre in Twin Falls, Ida. Koehler also is mayor of the town . . . Jim Schiller, Metro's exploitation man, has returned from San Francisco . . . Dave Robbins came in to book for his brother, Ray, of the Variety Theatre . . . Al Tarsis, Universal poster boy, back from his vacation and $125 ahead after a winning streak at the racetrack . . . Hi Peskay's Majestic Pictures has booked "Ecstasy" into Lou Berkhoff's Cinema Theatre.

*En route to Alaska for an extended vacation, Nate Salmon, of the Lansic Theatre, Santa Fe, N. M., stopped along the Row for a brief visit . . . Lew Clarke, chief of operations for Fox West Coast in Ocean Park and Santa Monica, is winning a battle against pneumonia . . . Eddie Jared, cashier at Interstate's Hollywood Theatre, Fort Worth, Tex., is holidaying here.*

Matters pertaining to theatre operation brought Harold Robb and Ed Rowley, heads of the Robb-Rowley circuit of Texas, in for conferences with Lou Anger, United Artists Theatre executive. Most of the R&R houses are operated in association with UA . . . Al O'Keefe, Universal's western district manager, is off on a trip through his territory . . . Clarence Mullen has returned from a vacation in Minnesota. He operates the World Theatre here.


## TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

### LOS ANGELES

#### EQUIPMENT AND SUPPLIES

**Breck Photoplay Supply Company**
A Complete Line of Theatre Supplies and Equipment
**1969 So. Vermont** **RE. 3151**

**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
**Wagner Silhouette Letters**
**Motiograph Projectors**
1968 So. Vermont RO. 1145

#### THEATRE DECORATORS

**Specialists in Theatre Decoration**
**NAT SMYTHE & SONS**
**Decorators**
1914 So. Vermont RE. 3578

#### AIR CONDITIONING

**Carabin Engineering Company**
"Air Conditioning Engineers"
**1914 So. Vermont** **Los Angeles**
— Over 30 Theatres in 1937 —

#### EXPLOITATION PICTURES

**Now Booking**
**CHARLES DICKENS'**
**"THE OLD CURIOSITY SHOP"**

**"THE FORBIDDEN TERRITORY"**
**starring**
**Gregory Ratoff**
**Binnie Barnes**

**"THE SECRET OF STAMBOUL"**
**starring**
**Valerie Hobson**

**Edgar Wallace's**
**"THE CRIMSON CIRCLE"**
**starring**
**Noah Berry**

**Wm. G. Smith's Jewel Productions**
1912 So. Vermont RO. 2205

# SEATTLE

BIG EVENT of the week will be the opening of the Show Box, the newest of cabaret spots built by Mike Lyons, owner of the present Music Hall entertainment parlor. Situated in the heart of the downtown district, the Show Box has seating capacity for 1,600. A special built booth houses 16mm projectors, while the screen for same operates electrically allowing it to disappear from view when not in use. Policy will be floor show of regular vaudeville acts, band, organ music, and the showing of 16mm films. Five bars will attend to the customers wants as to liquid refreshments, while in the basement will be a cafe catering with Chinese dishes for the hungry. Bjarne Moe, noted theatrical architect, was the designer of the Show Box. Although the Music Hall is directly across the street from the new spot, Lyons will keep both places operating.

*Seattle, Tacoma and Spokane are all now very busy getting ready for the celebration of the Washington Golden Jubilee. Tacoma will be the center of all state activities with their big doings. Seattle will celebrate with a big Potlatch and Fleet Week with historic events being enacted by local thespians, some* 2,000 *in number. Spokane will stage one of the largest celebrations in its history. In all, this end of the great Northwest will be in a very festive mood from now until the end of July with all theatres cooperating and anticipating good business reaction.*

Largest meeting in the state this past week was the 38th annual convention of the Washington State Federation of Labor held in Centralia. Over 2,000 members attended with the twin city of Chehalis helping out with accommodations. Daily meetings were held in the Fox Theatre in Centralia. One of the first items of business to be brought on the floor was the plan to ask restoration of the Federal Project. Another important subject was the amending of the Washington state blue laws, which the Seattle prosecutor threatened to enforce recently. These laws would have stopped Sunday racing, baseball and caused all theatres to cease operation on Sundays.

*Exchange managers and exhibitors who realize the seriousness of the threatened two per cent film tax that the state is trying to impose, are awaiting anxiously the outcome of the measure. July* 15 *was the deadline, or rather, after that date the tax collectors are supposed to start carrying out the law. Meetings are still being held between the state's attorneys and Jim Hone, secretary of the Motion Picture Theatre Owners, but nothing definite has been agreed upon so far.*

The Century Theatre opened this week, very quietly and unobtrusively with the showing of the French film, "Ballerina." Charles E. Barnes and Jack Shallow jr., operators of the Century, after the "cold" opening, are now convinced that they have something that Seattle wants, a conveniently located playhouse in which the best foreign films can be shown at low admission prices. First plans were to open the theatre three days a week, Tuesday, Wednesday and Thursday, but after the opening day the attendance proved so successful that the house carried "Ballerina" for the full week, and will operate on that basis in the future.

*The Longacres racetrack is proving a little competition for the show shops with the running of Twilight Racing in midweek. Races start at four-thirty and run until sundown which is not 'til eight o'clock. Now dinners are being served in the clubhouse which adds that much more grief.*

Hero of the week was Joe Danz, owner of the Embassy Theatre. Joe was leaving his theatre and passing by an alley heard screams. To the rescue he went and found a man attempting to molest two young girls. Joe got into action quickly but the man broke loose and fled. The police department complimented Joe, as did the parents of the children, and the whole town was told about it via the front pages in the dailies.

*Gene Dennis, the noted psychic, and the wife of J. von Herberg of the Jensen-von Herberg Theatres, is still keeping in practice at her old profession. Gene will lend her talents for the benefit of the Children's Orthopedic Hospital in the near future . . . Filmrow looked deserted for a couple of days this week when the gang went to Omak to attend the opening of Charlie Grieme's new house, the Omak. Among those attending were Eddie Lamb, Lloyd Lamb, Louie Goldsmith, Al Goldstein, Danny Matin, Neal Walton, Cy Young, L. J. McGinley, Morrie Saffle, Roy Peacock, George Groves and dozens of others.*

A surprise visitor this week, and a very secretive one, was the petite film star, Marjorie Weaver. The big reason for the visit was the heart throb, Naval Lieut. Kenneth Schacht (rumors have had it that the couple were married 18 months ago in Goshen, Ind.), but Marjorie did say they would be married "in a few years" at the home of Schacht's mother in Burlington, Wash.



## A Paramount Guest—

*Among recent visitors to the Paramount World Fair headquarters in New York was Harry Nace, Phoenix, Ariz., exhibitor.*

*Frank Letts of Spokane, who has been ailing for some time, passed away. Frank is a nephew of Cy Young of Warner Bros. . . . Roy Cooper, of the Golden State Theatres in San Francisco, will be a Seattle visitor about July* 28 *for a week's stay. Roy and his wife, Adelaide, will motor up and with them will be Bob Lippert, publisher of the "Movi-News" theatre programs.*

W. B. McDonald announces that he has entered his cruiser, the *Saranac,* in the annual cruiser races. This race is the largest of its kind in the world and over 125 boats enter each year. This year the race starts at Everett, and winds up at the usual destination, Nanaimo, British Columbia. As usual he will take along some of the film boys as crew-mates and to make sure that nothing is missing on the trip, Al Oxtoby will be in from San Francisco to go along.

*J. T. Sheffield, after looking over his Republic Pictures new offices, took a plane for Chicago and Detroit where he will pick up a new Cadillac car and drive on to New York for a meeting with Republic executives. He will drive back home via Denver, Salt Lake and Butte where he will give his offices there the O. O. . . . Bill Englen of Grand National has been taken home from the hospital but must remain on his back for at least another six weeks. Heart attack was the cause . . . E. W. Groesbeck of the Avalon Theatre in Enumclaw is redecorating his theatre and laying new carpet. Mickey Carney is manager of the house.*

Al Rosenberg has left for California for a four-week rest. Al is division manager for Fox Evergreen in the state of Washington with the exception of Seattle . . . Eddie Hudson, head of General Film exchanges in the Northwest, flew in from Portland for a day to meet with his representative from Vancouver, B. C. . . . Neal Walton off to Yakima to meet with Senior Mercy who has just returned from California with his wife.

*R. Peacock of the Dream Theatre in town to see Mrs. Peacock off for Fairbanks, Alaska, where she will visit her son who operates a theatre there for Captain Lathrop . . . Ted Barber here for a weekend visiting John Hamrick. Ted was formerly assistant to Mr. Hamrick but now is in the bond business in Los Angeles . . . George Smith, district manager for Paramount, in for a few days working with Morrie Segel, local branch manager.*

Mrs. J. T. Sheffield and her daughters, Margaret and Mary, back from the trip to Honolulu and telling of a grand time . . . Les Abbott, representing Motiograph, here from Chicago . . . Mr. and Mrs. A. V. Higgins here for a visit with the Pete Higginses. They will leave for Los Angeles taking with them Pete's daughter, Alice Jean.

# DENVER

WILLIAM MENAGH, 66, retired theatre owner, died at his home in Boulder, Colo., following a long illness. He operated several theatres in Denver following the World War, later establishing a chain of theatres in Greeley, Longmont and Boulder, all in Colorado. Surviving are a son, Eldon, who operates a theatre at Ft. Lupton, Colo.; three daughters, Mrs. Reva Kelly of Los Angeles, Mrs. Thelma Graves of Albuquerque, N. M., and Mrs. Hazel Scott of Loveland, Colo.; four brothers, John of Denver, George, Samuel and Alexander Menagh, all of Chicago, and three sisters, Miss Margaret Menagh, Mrs. Isabelle Baird and Mrs. Agnes Ritchie, all of Chicago. One of his sons-in-law, Claude Graves, operates a theatre in Albuquerque. Funeral services and burial were in Denver.

*Everett Cole, mayor of Alamosa, Colo., and operator of theatres and dance halls there, has dropped his suit against the service tax of two per cent on amusements. He decided to drop the case when the state supreme court declared the law constitutional when ruling on another case. Cole appeared at the office of the state treasurer with a check for* $3,418.78, *which was the full amount of the tax from the time the law went into effect, May,* 1937.

The Midwest Theatre at Midwest, Wyo., has been added to the string of houses operated by the Gibralter Enterprises, Inc. The house will be operated by the Ed Schulte group through Casper, Wyo. The house is now closed for repairs, the auditorium being completely done over, a new ventilating system added, new seats, carpets, etc., close to $5,200 being spent. The house, seating 448, will make 38 houses under the management of Gibralter, of which Chas. Gilmour is president and general manager.

*In the openings and closings by Fox the Kit Carson at La Junta, Colo., is closed for a time; the Rialto at Walsenburg, Colo., is reopened for two days a week, the Del Rio, Las Vegas, N. M., three days a week, and the Coronado also at Las Vegas, now runs six days weekly, closing on Tuesday.*

The WEM Amusement Co. is opening a new theatre at the Green Mountain dam, a government project. The house will be called the Green Mountain . . . Remodeling of the RKO exchange is being planned . . . Vaudeville is being used three days a week at the New Victory Theatre.

*Dave Cockrill called a lot of attention to "The Gracie Allen Murder Case" when he had the name of the theatre, the Denham, and the date, printed upside down. The effect was rather startling, with the rest of the window card upside down in the window in order to get the date so one could read it readily. Cockrill says more than* 1,000 *called up to report that the cards were wrong.*

J. C. Parker, Dalhart, Tex , has bought the Cover and U.S.A. theatres at Fort Morgan, Colo., from John Anderson, a long-time theatre operator. Anderson formerly sold the houses to Edwin Bluck and went to California to retire, but the lure of the theatre business added to his desire to get back to Colorado was too much and he bought the houses back. Parker also operates at Dalhart.

*J. B. Melton, owner of the two Victory theatres here, was in Denver from his Florida plantation, conferring with Larry Starsmore, manager of Westland Theatres, which company operates the houses . . . Mr. and Mrs. Ed Schulte of Casper, Wyo., are spending six weeks on the west coast, visiting the Fair and other spots.*

Chas. Gilmour reports his hand, which was badly infected following a cut received as a train lurched around a mountain curve, is slowly improving . . . Tom Murphy of Raton, N. M., is building a new home . . . Wm. Ostenberg of Scottsbluff, Neb., has come down to Colorado and will spend the rest of the summer at his home in Evergreen, near here.

*Leo McNamara has gone to Manzanola, Colo., where he will manage the Manzanola Theatre for Mrs. Pearl Gayton.*

## Taylor Closes in Ferndale; Opens Monte Rio House

SAN FRANCISCO—G. W. Taylor has closed the Hart Theatre in Ferndale, Cal., and has opened the Monte Rio Theatre in Monte Rio, a summer resort town on Russian River.

## Rosener Has "Challenge"

SAN FRANCISCO—The Herbert Rosener Co., with offices in Los Angeles, San Francisco, and Portland will handle distribution in the western states for "The Challenge," English film. The premiere will take place in the Esquire Theatre in Hollywood soon.

## Remodel at San Jose

SAN JOSE—The San Jose Amusement Co. is remodeling the Jose Theatre here under the direct supervision of A. A. Cantin, theatrical architect. The renovated house will boast an enlarged balcony, revised lobby, foyer and rest rooms.

## Blumenfeld Remodels

SAN FRANCISCO—Blumenfeld circuit's American Theatre in Oakland has closed for remodeling. The renovated house will reopen with Warner first runs.

## Porterville Change

PORTERVILLE, CAL.—Porterville's Crystal Theatre was sold to the Principle Theatres, Inc., by the Connelly Bros. Amusements.

## C. A. Anderson

SAN FRANCISCO—C. A. Anderson of Walter Preddy & Co. is dead here. He worked in the industry many years before becoming Walter Preddy's bookkeeper.

### Ben Harvey Dies at Walnut Grove

WALNUT GROVE, CAL.—Friends are mourning Ben Harvey of the Grove Theatre, who died here last week.

# SALT LAKE

THE 105 degrees here lately is making the air-conditioned exchanges of Metro, RKO and 20th-Fox popular stations for visiting exhibitors.

*Back from sales trips: Universal's Mat Aparton; Manager F. E. Smith, Paramount, from Montana; Manager E. W. Wilson, GN, from Idaho.*

C. M. Stringham, formerly with the Colonial Theatre at Ogden, is opening the Iris at Midvale . . . J. T. Sheffield of the Sheffield-Republic exchange, is spending two weeks in New York.

*Into the territory: Branch Manager G. S. Pinnell of Republic in Idaho; Paul McElhinney in Wyoming; H. C. Fuller, RKO; Tony Hartford, UA sales manager, in Idaho; James R. Keitz, Mercury chief, to Denver; Sam Gardner, M-G-M sales manager; Rick Ricketson, FWC division manager, to Idaho and Montana. Manager Bill Seib, Columbia, into Montana.*

The Fox annual managers' convention will be held in Denver August 16-18. Spyros Skouras, head of National Theatres, is expected to attend . . . Harold Jones, city manager at Nampa, Ida., has postponed his fishing trip until August 1.

*Edythe Rule of the Fox West Coast theatre personnel, after a three-month confinement in a Great Falls hospital, now is convalescing in that city.*

Dick Dickson of FWC expects the new Town Theatre at Great Falls will be ready to open by August 6 . . . M. F. Harris, Evanston, Wyo., exhibitor, was a Filmrow visitor.

*The Victory Theatre has been closed for the remainder of the summer. Personnel of the house was transferred to the reopened Capitol.*

Vacationists: Marjorie Meija, Helen Chamberlain, Eva Hanson, all of RKO, to the west coast; Lee Scott, National Theatre Supply branch manager, and Clare Burdette, Paramount, with their wives, on the coast; Tom Berta, Rock Springs, and Bill Steege, Great Falls, to Canada and the New York Fair; Arnie Eichenlaub, city manager, Missoula, Mont. Columbia Booker Walt Sterzer is back from a Yellowstone vacation.

## Oakland's New Hopkins House Has Gala Debut

OAKLAND—A Hollywood style opening attended by most of Filmrow was held in the newly opened New Hopkins here. Event was engineered by Rene La Marre for the Goldsmith interests. Sally Rand, Allan Hale and many other celebrities were featured in the ceremonies.

Radio spot announcements and 24 sheets heralded the affair throughout town.

### 70,000 See "Chips" in 4 Weeks

SAN FRANCISCO—The St. Francis Theatre here is advertising that 70,000 people have seen "Goodbye, Mr. Chips" during its four-week run here so far.

# S' FRANCISCO

JIM RILEY of Pacific Coast Theatrical Supply Co. here reports that business is ahead of last year and gaining rapidly. United Theatres of California, which include Golden State, T&D and San Francisco's Theatres, Inc., chain offices are undergoing changes, placing the telephone and information desks in the space formerly used to office a local insurance company.

*With Jack Redmond receiving a contract from A. C. Karski, owner of the New Laurel, to manage the new Oakland house, the local Golden State houses underwent a slight change. R. A. Syvertsen of the Parkside was shifted to the larger house, the Irving, to take Redmond's place. L. R. Emmick was transferred to the Parkside from the Midtown. And Matt Freed, formerly manager of the Tajunga Theatre in Tajunga, Cal., was made manager of the Amazon to replace Emmick.*

H. Bradley Fish, local Grand National manager, hosted Morris Safier, Grand National's western sales manager, while he was here. Safier left for Denver after his inspectional visit. This might seem to be the prevue to the reorganization of Grand National into a producing studio and a better "see" into the distribution angles in case the word is "go."

*Vacations have overtaken Joe Flannagan, head booker at 20th-Fox Exchange, and June Barrie, contract clerk in the same exchange . . . Dorothy Foley, Grand National cashier, is also "taking it easy." Dorothy's place is being filled by Olive Bourgeois, a former Grand National employe . . . Also among those missing we find Carl Milton, Principal Pictures head. He went fishing.*

Mary Bottarini is the new face at Republic exchange. Charles Weston, Republic shipper, is back from his vacation . . . Max Morris of Western Poster now spends most of his spare time in his summer home in Bayside Acres. Mel Hulling of the Monogram Exchange here was back from Los Angeles and left again for Seattle in the company of George W. Weeks, general sales manager of Monogram Pictures. Weeks arrived here on his national jaunt touring the exchanges.

*Nell Warner of Republic exchange is charging that added gleam in her eye to the passing of her first bar examination here with an "A" average. Nell Warner, esquiress, will probably be in order after two more years of study in a local law school . . . Dan Nunan is getting the cream of the theatregoers in Turlock, due to the closing of the Blumenfeld Fox Theatre there.*

Alexander Prevue Co. has just added George Archibald as booker. The newly-installed prevue company will start servicing clients August 1 . . . With Bob Lippert flying to Chicago for new samples, Progressive Premiums has enlarged the staff by adding Lester Hamilton. Hamilton was formerly bookkeeper with Gerald Karski's Motion Picture Service Co.

## *Managerial Shifts Trail 'Mr. Chips' Into Circle*

LOS ANGELES—Reopening of the Carthay Circle with a continued first-run of "Goodbye, Mr. Chips," caused Fox West Coast to order a wholesale shift of managers, bringing about a number of promotions within assistant managers' ranks.

Dave Fred has been moved from the Fox Ritz to manage the Carthay Circle. His place at the Ritz has been taken by Bob Duke, former manager of the Carlton, who has been succeeded by Wesley McBreen. McBreen's spot at the Melrose is filled by John Echols, former assistant manager at the Westlake. James Swanstrom, assistant manager at the Boulevard, succeeds Echols. Elbert Trapp has gone from the Paramount in Hollywood to the Boulevard; James Garrity is transferred from the Larchmont to the Paramount; Fred Collins goes from the Rivoli to the Larchmont, and James Wade, of the Western, becomes assistant at the Rivoli.

New manager of the Strand, Pasadena, is Homer Skillion. He rejoined the circuit after four years with the Warner chain in Santa Barbara.

## *Bakersfield Rex to Play Feature of World War*

BAKERSFIELD, CAL.—Following its screening for Fox West Coast executives in Los Angeles, "When Germany Surrendered," exploitation feature based on the World War, was booked into the Rex, FWC house here, to open July 26 for a four-day run.

The film is being distributed in California, Oregon, Washington and Arizona by John Ludwig, Milwaukee exhibitor, who has opened headquarters in Los Angeles.

## *FWC District Managers Hold Parley in Frisco*

LOS ANGELES — Operational problems throughout the state during the coming season were discussed in a one-day conference with northern California officials in San Francisco by Fox West Coast's local district managers. Journeying north for the parley were Cullen Espy, George Bowser, B. V. Sturdivant, Dick Dickson, and Fred Stein, of the booking department.

## *New Seats for Four*

SEATTLE—The Mission Theatre, Vancouver, Wash.; Liberty, Sweet Grass, Mont.; New Orpheum, Browning, Mont., and Westport, Westport, Ore., have contracted for new General seats from Western Theatre Equipment Co.

## *Deluxer Reopens*

SALT LAKE CITY—The 2,000-seat Capitol Theatre here reopened July 14. The house, which is one of the chain of the Intermountain Theatres, Inc., is featuring a double bill policy.

### Gobs of Dough

SAN FRANCISCO—Approximately $500,000 was spent here by about 50,000 gobs while attending the Exposition.

# PORTLAND

THE J. J. Parker Theatres have just closed a deal for Warner-First National product. Previous to this, Parker Theatres screened only First National releases and Hamrick-Evergreen, part of the National Theatre chain, showed Warner films. The deal was closed by W. E. Calloway, district manager; Ben Kalmenson, western sales chief; Vete Stewart, Portland branch manager; Ted R. Gamble, Parker's general manager, and J. J. Parker, president of the Parker Theatres.

*Rufus Blair of Paramount flew into town with a print of "Beau Geste" and A. R. Anderson, local Paramount manager, screened it for the press and city bigwigs at the State Theatre . . . Frank Newman sr. passed through Portland on his way to New York City . . . Sylvia Haycox, Hamrick-Evergreen switchboard operator, dashed off and got married . . . Orville Reynolds and his family are planning on spending their vacation at one of Oregon's many beaches.*

A. J. O'Keefe of Universal was in town a few days and then left for Seattle. He and "Slats" Wilson spent time conferring with Ted Gamble . . . R. W. Hughes of the Ritz of Payette, Ida., last week made his first trip to the Row this year . . . Other visitors included Mr. and Mrs. T. C. McElroy of the Rex at Vale, Guy Garrison of St. Helens, who has just returned from the south and a visit with his son at Long Beach, Kenneth Piercy of Prineville and Mrs. Flossie Odem of Redmond.

*J. A. (Joe) Bradt, operator of the suburban Bagdad, reported to police the other day that prowlers unlocked the safe in his office and made away with $116 in checks . . . Denny Hull was on the Row on his way from North Bend through to Salem for the Oregon State Trapshoot . . . Bob Marsden, Hull's partner and who hails from Marshfield, has just returned from a trip to Florida . . . R. D. Tully, for the past three and one-half years a traveling representative for Ross Federal service, is the new Portland manager for the firm.*

Ross Nelson of Independent and Monmouth was on the Row before breakfast the other morning . . . Tom Shearer took a sojourn out of town . . . Lou Stang, Paramount booker, is nursing a left-eye infection . . . Ruth Flynn of 20th-Fox has just had a tooth pulled . . . Others on the Row were G. L. Rose of Freewater, Gerry Randolph, Elco, Cathlamet; Al Adolph, State, Salem; W. A. Long, Oregon City; Al Adams, Silverton, and Eno Hemmila, Medford.

*Stanley Lang has started excavating for his new home on Portland Heights. His Capitol Theatre has taken on a new Neon light front covering the entire face of the building . . . Sammy Siegel is in town on UA's "Winter Carnival" . . . Bill Parker and Lou Amacher staged a dinner-party at the Benson for the press and others before a preview of "Mr. Chips" the other night . . . Carl Miller, formerly assistant to Jimmy Carey at Hamrick-Evergreen's Vancouver stronghold, is now assistant booker for the chain in Portland.*

# Restrainer on Civic Bingo May Extend

MILWAUKEE—Possibility that an injunction restraining Bingo games at the Midsummer festival here issued June 17 by Circuit Judge Gustave G. Gehrz may lead to closing of all Bingo games by any sponsors was being studied by city and county officials.

The injunction, granted in a suit instituted by Herman J. Eggert, operator of a sporting goods and stationery store on the city's south side, also restrains operation of penny pitching games, an air rifle shooting gallery and dart throwing games.

In his decision, Judge Gehrz ruled the four games restrained violate the state gambling laws. He said:

"I think we will have cooperation here in enforcement of the law, but the court will make its order to guide the way. The Bingo game is gambling and the court will restrain it.

"Many people who play this game can ill afford to buy things they do not need, although that is not the reason the court is restraining the game. We must face the facts without equivocation and learn to look truth straight in the face.

"These concessionaries would not insist on carrying on these games if they did not feel they were making money doing it.

"This reminder is given earnestly because we hear so many ingenious discussions on the subject, including the statement that many people want to gamble. We cannot cater to those who have no desire to obey the law. The way must be shown to them, and all evasion to get around the statutes must end here and now."

Judge Gehrz said the dart game, substituted at the Rubin & Cherry Shows, operating on the festival grounds, for paddle wheel devices when these were ruled out July 15 by Otto Hauser, of the festival commission, and Deputy Inspector Hugo Goehlen, was "subterfuge."

**Shopkeepers Object**

He ruled out the penny pitching game, in which the player seeks to win a balloon by throwing a penny into a pan floating in a tub of water, on the grounds that:

"It appealed to children, according to the testimony. In a small way this is a gambling game. And from it grows in the young mind a desire to win more and more. We are not going to let this have a beginning here."

Benjamin J. Miller, Eggert's attorney in the action, said his client and other small business men were determined to stop Bingo, which he claims, interferes with their incomes.

Miller, secretary of the former film board of trade, said the action was the first of a series to end Bingo no matter by whom sponsored and any other games of chance operating here. He argued:

"If any private individual attempted to promote games such as are played on the lake front, not only would warrants be issued, but they would be brought to justice in a hurry.

"There is no more excuse for the city to do that than for a department store to open a Bingo department to make expenses. It is too bad Milwaukee with its beautiful lake front, where something of a unique nature could be developed, should offer a lot of gambling, and a carnival with tawdry shows to pay two-thirds of the expense of the festival."

Among those testifying for the plaintiff were Edward F. Maertz, business manager of the Independent Theatres Protective Ass'n of Wisconsin and upper Michigan.

## *Egg a la Curb Gets Publicity*

**Chicago—One way to take advantage of the hot weather spells is that taken by Norman Castle, Essaness publicist. During a recent hot spell, Castle had Edith Carlson, cashier at the Essaness loop house, the Woods Theatre, pose frying an egg on the hot sidewalk.**

**The picture was used by the Chicago Herald & Examiner as a feature story.**

# Chicago Buying Slow, Outstate Is Faster

*By* B. O. TELLER

CHICAGO—Windy City exhibitors again apparently are going to put off buying their 1939-40 product until the last few weeks before the first releases are available. There are many reasons why the theatre owners are interested in other matters besides buying film when most of the other parts of the country are talking deals for next season.

Naturally, there is the Chicago system of releasing, which will make most of the 1939-40 product unavailable to the independent exhibitors here until mid-October and early November, as one of the main reasons mid-summer is too early to talk deals.

Besides that, however, Mr. Chicago Exhibitor is too busy trying to figure out ways and means of getting paying customers into his theatre these days. Everywhere along the Row, clusters of exhibitors can be seen trying to figure out the best combinations of double-features to offer the cash customers as inducements for their summer entertainment.

Many exhibitors, too, are being cautious because of the increased rentals sought by the majors for next season. They know that this is a business where the bargaining is the toughest and hope to wait out the branch managers and salesmen, and thus win concessions in prices for next season. Especially are the theatre men hopeful of having many of the percentage pictures cut to a minimum by waiting.

On the other hand, practically every exchange manager reports that out-state deals are coming in briskly and practically everyone reports an increase thus far over the same period last year. All non-competitive spots already are sold and the salesmen are now vigorously at work on the circuits and competitive independent situations. Within the next month, practically all of the state situations will be cleaned up.

# Wisconsin Theatre Tax Is Diverted

MADISON, WIS. — Wisconsin exhibitors were saved, at least temporarily, from a theatre tax when the state assembly passed the administration's tax bill without the Alfonsi-Grobschmidt amendment, which would have provided for an occupational as well as a gross income tax. The measure now goes to the senate.

Because the bill is estimated to yield about $10,000,000 less than state requirements for the biennium, it is believed another tax measure will be introduced or the present bill amended with threat of a theatre tax still present.

The suggestion by exhbiitor leaders in combating the original theatre tax proposal that $7,500,000 be diverted from the highway fund to general state purposes was disregarded by the assembly in its current action, thereby accounting for the estimated deficit.

The Alfonsi-Grobschmidt amendment would have assessed an occupational tax ranging from $5 to $100 per theatre on circuits having more than four houses in Wisconsin.

In addition, the gross income tax would range from $4 per thousand dollars of gross income to $6.60 per thousand dollars of gross income, depending upon the number of theatres in the circuit.

## *New 20th-Fox Exchange Opening Gala Event*

CHICAGO—Everything was in readiness for the formal opening of 20th Century-Fox's new exchange building at 13th and Wabash on Monday. Besides Host Clyde Eckhardt, branch manager, New York home office officials who will be here will be Herman Wobber, general sales manager; William Gehring, central district manager, and Lew Lehr and Truman Talley of Fox Movietone News.

Open house will be held from noon to 4 p. m. On Monday night, Eckhardt will be feted at a city-wide industry stag dinner party at the Congress Hotel Casino, in celebration of his 25th anniversary in the industry with the same company.

Practically everyone in Chicago and many from out of the city connected with the motion picture industry are expected to attend.

### Henri Elman Will Host Visitors to Monogram

CHICAGO—Henri Elman's new new Capitol-Monogram exchange building will be formally opened to Chicago exhibitors on Monday, the same day as the 20th Century-Fox exchange opening, with Elman being host at open house from noon to 5 p. m.

Monogram's quarters are one door north of the new 20th Century-Fox exchange, both buildings having just been completed with latest modern appointments, including air-conditioning.

# Another Neighborhood "Juarez" Premiere

CHICAGO—So successful was the neighborhood premiere of "Juarez" at Warner's Avalon Theatre on Chicago's south side that the circuit is planning a similar city-wide premiere of the picture at the Parthenon Theatre in Hammond, Ind., next Tuesday.

The picture was sold to the entire south side by special exploitation planned by Publicity Head Larry Stein, aided by Manager Marcell Brazee, with the result that the night of the "premiere," the 2,400-seat house was well filled. Almost 800 tickets were sold in advance at the house's regular 50-cent admission. This despite the fact that B&K had sold the picture double feature with Paramount's "Gracie Allen Murder Case," on the north and west sides of Chicago. The picture opened its regular run at the Avalon the day after the special premiere.

A special ticket booth was installed in the lobby of the Avalon to sell advance tickets, while tickets were also available at all other Warner houses on the south side. Publicity stories were fed not only to neighborhood newspapers, but also the daily papers, with the result that nine daily stories and four pictures broke in advance of the premiere. Trailers and heralds were used in all Warner houses, with special herald mailings. All members of the Avalon house staff sold tickets in advance. Special newspaper ads were used, plus daily announcements over Station WAAF, a week in advance.

The local Mexican consul and south side politicians and city officials were invited guests for the special showing.

In connection with the Hammond premiere, Stein and Manager Harry Mintz have arranged a newspaper contest to run in the *Hammond Times* six days in advance of the event. Readers will be asked to identify various film stars from the picture, the 50 winners to receive two tickets to the showing of "Juarez."

## *Tent Show Poster Has Interesting Copy*

**Chicago—Joe Stout, B&K booker, brought back an interesting theatre poster when he returned from his vacation.**

**While traveling in Tennessee, Joe picked up a poster advertising the "M. B. Lewis Talking Picture Shows," in which some of the copy is " . . . seats with backs; new equipment . . . "**

**The posters were the summer ones, for crossed out were the words, "tent well-heated." Stout picked up the sign near Samburg, Tenn., on Reelfoot Lake.**

# The Weekend Behind In Pulling Power

CHICAGO—Blue skies and sunny days on Saturday and Sunday mean empty seats to exhibitors here, so they're turning to the other days of the week, especially Friday, hoping to bring grosses in line with expenses and general overhead.

This corner already has recounted how summer sports and free music concerts cut into "takes" over the weekend. The latest outdoor lure is the archery range, which has sprung up all over the city and on the outskirts.

Local exhibitors, however, are convinced patrons, while spending their weekends outdoors, will continue to support good films in the summer, during midweek. So they're shifting their weather eye from Saturday and Sunday to the other five days of the week, while awaiting a return to normalcy early in the fall.

### New Hull, Ill., House

HULL, ILL.—The Hull Theatre, a new 350-seat house, has been opened here.



## *A Look at Production—*

*Lester Goldberg, of the GCS circuit, Chicago, picks up a little prison atmosphere while chatting with Ronald Reagan on the set of "Queer Money" at the Warner studio in Burbank. Mrs. Goldberg accompanied her husband on the trip.*

# INDIANAPOLIS

MARC WOLF, general manager of Theatrical Managers, Inc., was so sold on Lake Wawasee that he has rented a cottage and will spend his vacation there during August.

*Mrs. Norma Todd, of the ATOI office, spent her vacation resting at home.*

Tent No. 10 of the local Variety Club will hold its annual golf tournament at the Broadmoor Country Club on Monday, July 31. George Landis, manager of Fox Film Exchange, is general chairman of the event. The outing starts with a luncheon, then the tournament in the afternoon and winds up with a dinner and the presentation of the golf prizes, which are on display in the National Theatre Supply window.

*Foster Gauker, office manager at the local M-G-M exchange, is on vacation. Dorothy Robbins of the Warner office is spending her vacation in New York. Hobart Kaylor, also of the Warner office, is on vacation.*

The local office of RKO recently had A. A. Schubart, manager of exchange operations, as a visitor.

*George Levy, formerly with the Indianapolis branch of Universal Films for a number of years, is now representing Filmack Trailer Co. of Chicago in the Indiana territory.*

Nick Paikos, operator of the Diana Theatre, Tipton, is a very nervous individual these days. A blessed event is expected any day.

*Kenneth L. Dotterer, booker at the local Fox Film exchange, is spending his vacation in Wisconsin . . . Joe Smith of the Affiliated Theatres, makes a trip each weekend to his summer home in Petoskey, Mich., to enjoy the cool weather there.*

Several Indiana exhibitors, including Stanley Cooper of Brazil, Myers Flater of Bloomfield and Roy Harrold of Rushville are enthusiastic over the personal appearance tour of "Smiley" Burnette, the singing cowboy of Gene Autry western series. They report very good business during his stand.

*Herman Morgan jr., booker of Affiliated Theatres, Inc., and formerly with the local Universal office, will be married August 25 to Miss Mary Jeannette Seller of Indianapolis. The wedding will take place at the Third Christian Church. The couple will take a motor trip up north and will be at home in Indianapolis after September 1.*

Ralph Abbott, representative for Jam Handy Films out of Detroit, is in town visiting his Indiana accounts. Ralph says he feels much better since his checkup at the Mayo Clinic in Rochester.

*Ernest L. Miller, operator of the Cinema Theatre here, is confined to the Methodist Hospital with a foot infection. Miller was troubled with a like infection two years ago and was in the hospital at that time also. He expects to be moved to his home later in the week.*

## Central American Theatre Plans to Chi Architects

CHICAGO—Coming all the way to Chicago for theatre designers, A. Reyes and Son, theatre operator of Juticalpi, Honduras, Central America, has engaged Rapp and Rapp, Chicago architectural firm, to prepare plans for a 600-seat theatre in the Central American city.

Mason Rapp, of the architectural firm, told BOXOFFICE that due to the fact that Juticalpi is 400 miles inland in Honduras, in about the center of the country between the Atlantic and Pacific coasts, that native construction material will be used wherever possible.

Air conditioning and all equipment, however, will be American made. Rapp said that, according to Reyes, there is a big demand in Honduras for American product among the natives. Juticalpi is a city of about 15,000 persons.

## Mails Bulletins on M-G-M Exploitation Contest

CHICAGO—W. E. Banford, Chicago branch manager of M-G-M, has sent bulletins to all independent exhibitors in the territory concerning the $10,000 exploitation contest M-G-M is sponsoring for independent exhibitors exclusively from September 1 to January 1, 1940.

The prize money will be offered for the best campaigns submitted in two classes, first-run and subsequent-run houses. There will be three prizes in each division and 100 honorable mention awards.

## WB Solos "Juarez" Sans "Single Feature" Copy

CHICAGO—Warner is presenting "Juarez" as single feature in most of the circuit's houses on the south side here, but is not actually using "single feature" anywhere in advertising. Instead, copy telling of the presentation reads:

"Perfectly presented with these added attractions . . ." following which are the selections of shorts used at the various houses with the feature.

## Closes Till Fall

INDIANAPOLIS—Nathan Tamler, operator of the Oliver Theatre, gave bad business as the reason for closing his theatre. He says that if business conditions show an upward trend he will probably reopen the house in the early fall.

## Close to Remodel

FORT WAYNE, IND.—Loop Realties, Inc.'s Paramount Theatre has been closed and will be reopened in August. During the closed session, the house will be remodeled. M. Marcus is manager.

### Stewart Rees Plans to Build

PLYMOUTH, IND.—Stewart Rees, owner of the Gem, has announced plans for construction of a new house to cost approximately $75,000.




--Photos by Candid Illustrators

## Chicago Film Teams—

In the softball league have been stepping a fast pace this season.

TOP—The Henri Elman team. Front, left to right: Chris Chin, Willie Wolf, Sam Lamb, Harry Cook and Aaron Cohen; back, left to right: Jimmy Sedivy, Eddie Opiola, Seymour Borde, Clarence Keim, George Topper, Bill Flossie and Ken Siem.

SECOND—20th Century-Fox. Front, left to right: Max Bonior, John Horky, Vic Carlson, Harry Clark, and Roy Axelrod; back, Marty Bohn, Ed Askins, Leo Schauer, Marvin Rosenstein, Julius Ellis and Mike Borda.

THIRD—Hotel Crillon. Front, left to right: Bob Dubeck, Dave Krichiver, Irving Kessler, Roy Sewnig and Mel Heidelberg; back, Jerry Cohen, Sam Canter, Arny Henikoff and Charlie Sewnig.

FOURTH — Photoplay-Film Carriers. Front, left to right: Bert Butte, Roy Hebel, Eddie Hoffman, Emil Binotti, Jack Washburn and John Nix; back, Christ (Shorty) Otto, co-sponsor, Irv Van Gelder, Bert Ofstie, Lew Lavin, Joe Matlak, Ed Klass, Fred Hanzelin, and Hank Porter, manager.

BOTTOM: Several members of the Filmack team were away when this photo was taken. Those here are, left to right: Al Wendell, Irving Krull, Berni Mack, Don Mitchell, Irving Ross, Joe Ragan, Mel Ogren and Al Weinberg.

The teams play every Monday night during the regular softball season in Grant Park, near Filmrow.

## Two M-G-M Films Win BFC Family Rating for June

CHICAGO — "Goodbye, Mr. Chips" and "The Kid From Texas," both M-G-M pictures, are the only family pictures listed in the June report of the Better Films Council of Chicago.

The adult and young adult classification included "Bulldog Drummond's Secret Police" and "Invitation to Happiness" (Para); "Captain Fury" (UA); "Ex-Champ" and "The Sun Never Sets" (Univ), and "S.O.S. Tidal Wave" (Rep).

The adult group included "Blind Alley" (Col) and "Volga Boatman" (Amkino).

A special classification was listed including the Warner Bros.' Porky and Pig cartoon, "Old Glory," and "Only Angels Have Wings" and "Romance of the Redwoods" (Col); "Soviet Cavalcade" (Amkino); "Tarzan Finds a Son" (M-G-M); "Winner Take All" (20th-Fox); and "Wolf Call" (Mono).

## Rube Levine Draws Plans For Great Lakes Unit

CHICAGO—Plans are being drawn by Rube Levine for construction of a 700-seat theatre at Southwest Highway near Edison Park, at a cost of about $60,000. Four stores will be included in the building, being erected for the Great Lakes Theatre Enterprises.

Levine also is remodeling an old theatre building at Downers Grove for George Dickey that will be renamed the Roxy. It will be operated by John Mitchell. Remodeling will cost $10,000 and Stanley Theatre Supply will furnish all equipment.

Stanley Theatre Supply has furnished seats and other equipment to E. E. Mitterling for his 420-seat Roxy Theatre in Rockford, Ill.

## A Holdup Series

CHICAGO—Most recent of the south side theatres visited by what police believe to be the same holdup man was the B&K Southtown Theatre. Here the dapper, soft-spoken bandit forced cashier Adele Stone to turn over $100. Recently he got $90 from the same house. Several Warner and other B&K houses also have been robbed in the last six weeks.

**Will buy or lease 1 to 20 theatres in Illinois, Indiana, Wisconsin, Michigan. Will pay cash. We were brokers for sale of Gregory Theatre Circuit of 29 theatres.**

**R. LEVINE & CO.**

1235 So. Wabash Ave. Chicago, Illinois

# F&M Would Recover $42,200 Legal Fees

ST. LOUIS—Fanchon & Marco, Inc., and two of their Missouri incorporated subsidiaries in a suit filed in the St. Louis circuit court aganst John A. Leahy sr., a prominent local attorney, and two of his associates, Lambert E. Walther and Harold F. Hecker, seek to recover $42,200 alleged to have been paid as a legal fee to the three attorneys. They asked the court to enjoin the defendant attorneys from selling or transferring a series of notes totaling $42,800, and to order the return of these notes to the plaintiffs.

The petition was filed too late in the day to obtain a setting for a preliminary hearing.

In their petition the plaintiffs alleged that the Fanchon & Marco firms agreed to pay an additional fee of $25,000 to James P. Aylward, Kansas City attorney and Democratic party leader in Missouri, after they were told that a Missouri anti-trust action against them could not be dismissed until Aylward's fee for legal services had been paid. Aylward could not be reached for a statement.

Fanchon & Marco, Inc., the petition set forth, retained Leahy sr. as counsel in 1934 when negotiations were underway for the leases and operation of the Ambassador, Grand Central and Missouri theatres from the owners of those properties. To effect this, Leahy organized two St. Louis corporations, the St. Louis Ambassador Theatre, Inc., and the St. Louis Missouri Theatre, Inc., with a total authorized capital of $105,000, it was stated.

**Advised Anti-Trust Suit**

These companies operated at a loss because of the refusal of major producing companies to rent films to the Fanchon & Marco interests, the petition set forth. Allen L. Snyder, one of those who entered the agreement with Fanchon & Marco, and who had advanced $25,000, declined to make further advances and requested the return of the money he had already advanced, the petition continued. On advice of Leahy, it is alleged Snyder's stock was purchased for $25,000.

Later, the petition avers, Leahy advised Fanchon & Marco a complaint should be made to the attorney general of Missouri with a request anti-trust proceedings be instituted against the producing companies for their refusal to furnish films to the Ambassador, Missouri and Grand Central theatres. Leahy, the petition also stated, advised that Aylward be employed for this purpose. Acting on this advice the plaintiffs stated they employed Aylward and paid him a retainer of $5,000.

It is then alleged that while conferences looking toward court action were in progress, Fanchon & Marco entered into direct negotiation with the producing companies which promised to settle the difficulties.

At this point the Fanchon & Marco interests allege they directed Leahy to stop the filing of any anti-trust suits in Missouri, as such action would make further negotiations with the producers difficult.

The petition then charges that Leahy failed to stop such action, that the anti-trust suits were filed, and that he then advised the settlement of the $25,000 fee for Aylward, after which the suits were dismissed.

The $42,200 Fanchon & Marco are seeking to recover is alleged to be the amount they paid on a $75,000 fee for Leahy and his associates for their legal services. The series of notes were to cover the balance of this fee.

Commenting on the suit, Leahy said:

"The whole matter is just an attempt to defer the day of payment of the notes. The suit appears to be quite full of romance. It contains a great many words, but fails to state a case. We will give it our attention at the proper time."



***Vacationers Meet Star—***

*Clyde Brown, of the St. Louis Amusement Co., and his party of vacationers in Hollywood pose with Brenda Marshall (center) on the Warner lot, where Miss Marshall is appearing in "Career Man."*

# SPR'GFIELD

A. R. ZIMMER, manager of the Fox-Lincoln Theatre, is taking his vacation with his family in the form of a three-week motor tour to California and other points in the West.

*Max Tschauder, manager of the Roxy Theatre, has returned from his vacation. With his family, he took a conducted tour to the New York World's Fair, with visits to Niagara Falls, Washington, D. C., and a boat trip on the Hudson from New York to Albany.*

M. E. Berman, manager of the Orpheum Theatre, has been made a member of the Military Order of The Purple Heart, an organization for military merit, as a result of his application being turned in by Gov. Henry Horner of Illinois. Manager Berman is also the winner of the first prize of $50 in a promotion conducted by Great States Theatres on "Honolulu."

*E. M. Glucksman premiered his "Our Babies" at the Senate Theatre last week to excellent results. A special campaign put on with Manager Dave Jones included a special animated front, a girl dressed as a nurse passing out teaser cards, special newspaper ad campaign, radio broadcasts on baby and health programs. It was plugged by the man in the street radio program and endorsed by the local health officials. A special matinee was held for women only, and extra help had to be called when the theatre advertised that the first 25 women would be admitted free.*

# Sells "Second Fiddle" With Snow Fight

ST. LOUIS—A McCoy snowball fight and kindred ice stunts with the thermometer hitting close to 100 in the shade were integral parts of the greatest outdoor bally ever engineered in this sector to exploit a motion picture. Credit for this big campaign goes to Les Kaufman, advertising and publicity director for the Fanchon & Marco houses.

Sonja Henie in "Second Fiddle" was the opus and Les had the task of making St. Louisians and their neighbors ice skating conscious in competition with Old Sol at his darndest. So the snow ball fight and other ice stunts were concocted as part of the campaign that probably resulted in this town grabbing off a million dollars worth of publicity, for in addition to the story crashing the *Post-Dispatch, Star-Times* and *Globe-Democrat,* the three local dailies, it was also given a big play by the Associated Press, United Press and International News Service, which even sent out wirephotos of the stunts to carry their stories. Newsreel companies also were on the spot for shots for national showing.

In addition Kaufman and Jerry Hoekstra, director of publicity affairs for KMOX, local radio station, worked out a fine scheme whereby a description of the snowball battle was aired as it took place. This was done from the marquee of the Fox Theatre, the 5,000-seater at Grand and Washington boulevards, across the street from where the battle took place.

In order to stage the battle, Kaufman purchased 6,000 pounds of ice from a manufacturer, who crushed it into power-like substance and delivered it at the zero hour. Thomas N. Dysart, head of the St. Louis chamber of commerce, and other civic biggies joined in the play. Half a dozen femmes, recruited from a local dancing school, clad in bathing suits disported in the snow.

**Reopens at Carthage, Ill.**

CARTHAGE, ILL.—Kenneth Bowersock has reopened the Auditorium Theatre, after installing new carpeting and a new screen.

# CHICAGO

H COHEN BARNSTYN, an exhibitor from Utrecht, Netherlands, was a recent visitor of W. Van Gelder. Barnstyn, who operates six theatres in Holland, is touring the United States and Canada.

*Jack Flynn, M-G-M district manager, is working out of Chicago as his headquarters again this summer.*

Henry Herbel, Warner district manager, has signed up the Katz-Dolly Circuit of Indianapolis, for 1939-40 product. Details of the deal were completed when Herbel made a recent visit to New York. The deal covers the circuit's 14 houses.

*Saul Goldman of Sack Amusement Enterprises is away on a three weeks' tour of the mideastern cities.*

Si Griever has added to his circuit the Schindler's and Cameo theatres.

*Andy Kenney, Larry Stein's aide at Warner Theatres, is away on his vacation.*

Nate Gumbiner noticed a few of the boys from Warners—Tom Gilliam, Bill Brumberg, George Weinberg and Teddie Mendelssohn—eating at Al Simon's the other day. So Nate had a few of the boys scoot over and he slid in the booth, and started nibbling at rolls and butter. By the time the waitress came (it was during the rush lunch hour) Nate decided he had had enough rolls and butter and wasn't hungry any more.

*W. E. (Doc) Banford's Chicago exchange was in first place in the district of Jack Flynn in M-G-M's sales drive this week.*

Jack Osserman, RKO Chicago branch manager, and Ray Nolan, former city salesman and now St. Louis branch manager, have closed the deal for the Kerasotes circuit again in Springfield. The deal was closed with George Kerasotes.

*Paramount has completely redecorated its exchange building interior . . . Mrs. Mary Bruder, 73-year-old mother of Mrs. John Balaban, and Manager Roy Bruder of the Chicago Theatre, died recently.*

Bob Montgomery of the Essaness publicity department is vacationing with the missus by driving 2,000 miles through Canada.

*Here and gone: William C. Gehring, 20th Century-Fox central district sales manager, was here for the last few days working with Manager Clyde Eckhardt on the B&K, Great States deals for the next season. He is due back Monday for the opening of the local exchange's new building . . . Among those passing through on the Santa Fe Super Chief and Chief recently were Bing Crosby, Franchot Tone, George Raft, Gary Cooper and his wife, and Douglas Fairbanks jr., and his wife.*

### "Unashamed" Gets Third Week

INDIANAPOLIS—Cine' Grand Films, producers of the picture, "Unashamed," have booked the film for the third consecutive week at the Cozy Theatre.



## *Before the Show—*

*Alice Eden and John Archer, winners of the Lasky "Gateway to Hollywood" contest and featured in RKO's "Career," relax in Chicago before starting on the summer airer of the Wrigley Co.*

## *Nine Warner Houses and Royal Crown in Tieup*

CHICAGO—A tieup has been effected with the Royal Crown Cola Bottling Co. whereby 18 bicycles will be given away in nine Warner theatres during a two-week campaign. Youngsters attending the theatres will be given a coupon for every Royal Crown Cola bottle top they bring. A drawing will be held one night each week for two weeks and a bicycle given away each week at each participating theatre.

The houses participating are the Frolic, Shore, Highland, Ogden, Cosmo, Avalon, Grove, Stratford and Metropolitan.

The tieup was worked out by Bennie Cohen, manager of the Frolic Theatre, with details of copy, trailers, etc., handled by Larry Stein.

The theatre manager turning in the largest number of R-C Cola tops at the end of the two weeks' contest will receive a $25 award from the Royal Crown Co.

## *Settos Buys Indianapolis House From C. Walker*

INDIANAPOLIS—George Settos, president of the Settos Theatre Co., has purchased the Irving Theatre, neighborhood house at 5507 E. Washington St., from Charles M. Walker who has operated the theatre for many years.

Acquisition of the Irving will take effect July 30. Settos has one of the largest theatre chains in the middle west. His company will include 14 houses in Indiana and Kentucky. He now has theatres in Indianapolis, Beech Grove, Boonville, Tell City, Plymouth, New Albany, Ind., and Louisville and Shelbyville, Ky., and has a new theatre under construction in St. Mathews, Ky., as part of a $500,000 building project here.

Extensive remodeling will be undertaken at the Irving, Settos declared, which will include a new front and marquee.

### Start Theatre at Remington, Ind.

REMINGTON, IND.—Work has started on construction of a theatre in the recently-damaged Gilbert garage.

# MILWAUKEE

WARNER-SAXE's Milwaukee Theatre, north side house, observed its 17th anniversary last week. The theatre has been recently fitted with a new canopy.

*In connection with its showing of "The Hardys Ride High" at its Modjeska, Garfield and Uptown theatres here, Warner-Saxe invited all of the Hardys of Milwaukee—some 25 families—to see the flicker free in the circuit's screening room.*

Gov. Julius P. Heil has announced that women stage and screen stars who would help boost milk sales would be named on his staff as "colonelesses." He has already named more than 70 honorary colonels.

*The Burleigh, local north side nabe house, is now playing 10-cent nights on Thursdays and Fridays and has dropped its top for other nights to 20 cents.*

Clarence E. Reiter, 31, projectionist in Marinette and Menominee theatres for a number of years, died last week. He is survived by his wife, three children, his parents and his grandmother.

*Leo Bash, who struck Sylvester F. Schernick, manager of the Elite Theatre in Appleton, when the latter requested him to remove his feet from another seat in the theatre, was fined $25 and costs last week in municipal court on charges of assault and battery.*

Jacqueline Wells, Hollywood actress, under contract to Columbia studios, is appearing with the Peninsula Players at Fish Creek.

*Roy McMinn, manager of the Beacon Theatre, Superior, was host to the local Kiwanis Club last week in the lounge of the theatre.*

Russ Leddy, manager of Fox's Orpheum Theatre in Green Bay, addressed the Kiwanis Club in that city last week on "The Life of Riley."


**TRADE DIRECTORY**

A Handy Guide for the Exhibitor

CHICAGO

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# ST. LOUIS

HERBERT A. WASHBURN, manager of the St. Louis branch of National Screen Service, has returned from a vacation spent in western Florida. He was accompanied by Eddie Haferkamp, Illinois salesman. They enjoyed fishing and had one sea-going experience in a storm they like to talk about. Principally because they can. Their skipper wasn't so certain of things until he finally rode out the wind and waves.

*Ruth Carrigan of the National Theatre Supply staff has departed for an Ozark vacation. She promised that she wouldn't land in the Catskill or the Blue Ridge mountains instead.*

Dave Komm, proprietor of the Avenue Theatre, East St. Louis, Ill., is a patient at the Jewish Hospital. He was attending a baseball game at Sportsman's Park several days ago when he was suddenly taken ill. Presumably a heart attack. Latest reports were he was improving, but his M. D. still said no visitors. Hope to see you along the Row again soon, Davey.

*Eddie Cantor, well-known comedian of screen, stage and radio, last week was the guest of Arthur B. Baer,* 9245 *Ladue road, president of the Stix Baer & Fuller Co., operators of the Grand Leader department store. While here he took in a performance at the Municipal Opera of "On Your Toes." Between acts he went back stage and chatted with members of the cast and staff, including Stage Director Zeke Colvan, who had directed him in "Whoopee" and other Ziegfeld shows. Word got about the big open air audience that Eddie was among those present and at the end of the show he was given a round of applause. He returned to Hollywood.*

James Eppus Harris, exploiteer extraordinary of Loew's Theatre, is back from a two weeks' vacation spent in New York City. Or was it St. Louis? Some of Jimmy's pals are sure they saw him on Grand Blvd. about the time he supposedly was doing the World's Fair off Manhattan . . . Sam Sigoloff, projectionist at the Union Theatre, is en route to Hollywood in a high-powered benzine buggy. He intends to tell film moguls what kind of pictures they should produce.

*Bob Taylor, manager of Monogram Pictures, is spending vacation in Minnesota. He likes the fishing in that sector . . . Ray Colvin, head of the Exhibitors Supply Co., accompanied by his wife, her sister, daughter and son, has motored to New York City for a two weeks' vacation. Of course they will go to the Fair.*

Out-of-town exhibitors seen along the Row included: Russell Armentrout of Barry, Ill.; Alvin Weeks, Stanton, Ill.; Red Major, Paris, Mo.; Steve Farrar and son, C. O. Farrar, Vienna, Ill.; Herman Tanner, Vandalia, Ill.; Ed Clark and wife, Mattoon, Ill., and D. L. Glover, Alton, Ill.

*Herb Buschman, formerly with Grand National, has succeeded Leo Sullivan at the Columbia booking desk . . . Business men of Shelbyville, Mo., at a recent meeting discussed plans for the erection of a motion picture theatre in that community. The latest population reports gave it credit for* 704.

C. D. Hill, Columbia manager, was out in the territory for several days . . . Russell Armentrout plans to open his new Clark Theatre in Barry, Ill., about September 1. He has awarded a contract to the Exhibitors Supply Co., St. Louis, for chairs, lighting fixtures, carpet and draperies.

*S. E. Pirtle of Jerseyville, Ill., has placed an order with the Exhibitors Supply Co. for about* 650 *chairs for his Princess Theatre in Bearstown, Ill. . . . The National Theatre Supply branch has received an order to completely equip the new State Theatre, Alton, Ill., to be opened soon by D. L. Glover. Included will be projectors and sound equipment,* 500 *chairs, carpet, etc. This house will be represented by Jack Harris, the well-known St. Louis motion picture booking agent.*

Ches Vickery, assistant manager of Loew's, spends all his spare time showing how he can navigate a horse on the bridle paths in the vicinity of the River Des Peres Highway.

*The city began the enforcement of the new cigarette tax ordinance on Tuesday, July* 18. *The tax is two cents per package of* 20 *cigarettes. About* 5,000 *retailers already have secured a supply of the tax stamps that must be attached to the package before sale.*

William L. Yancey of Brookfield, Mo., took bids on the construction of his new theatre in that city. Robert O. Boller of Kansas City is the architect. The building will be one story and seat about 700.

*Robert V. Kail, assistant manager of Loew's Midland, Kansas City, is sitting in for Harold W. "Chick" Evens, manager of Loew's here, while "Chickerina" is vacationing in the East.*

Cliff Winehill has volunteered to act as master of ceremonies for the Variety Club's golf tournament to be staged next month.

*Johnny Perkins, familiar to patrons of various Fanchon & Marco houses and to other motion picture house customers elsewhere, acted as emcee for the big show staged in the Municipal Auditorium for delegates to the annual convention of the Elks last week.*

Mrs. Don Ross, widow of Don Ross, who was manager of Loew's, Bridgeport, Conn., house, now is in charge of the check room at Loew's here.

*Marguerite Gwynne,* 20, *a graduate of Stephens College, Columbia, Mo., recently signed a seven-year contract with Universal Pictures.*

Funeral services were held July 17 for James H. Hoskins, founder and president of the Al Fresco Advertising Co., who died at the age of 79.

## A Temporary Restrainer Against Special Show

ST. LOUIS—A temporary order restraining the Missouri Theatre from showing two pictures at a special midnight performance for Negroes scheduled for the night of July 13 was issued by Circuit Judge Charles B. Williams. The order was in connection with a petition filed by Thomas James, owner and operator of the Strand and the Douglass, both of which cater to colored trade.

The pictures in question were "Man About Town" and "Invitation to Happiness" and are distributed by Paramount, with which James asserted he had a contract calling for the exclusive first run rights to display the pictures to Negroes.

The order issued by Judge Williams not only covered the two pictures mentioned but also applied to all other Paramount pictures that the Missouri Theatre management might attempt to show to Negroes.

Judge Williams set August 15 as the date for a hearing on the permanent injunction asked by James.

Chauncey Nelson, acting manager of the Missouri, declined to comment on the suit. He said that the Missouri Theatre had not inaugurated a policy of shows for Negroes, but merely had arranged the performance for the night of July 13 because of the interest of Negroes in an actor in one of the films.

## Buys First of New Brenkert Items in St. Louis Area

ST. LOUIS—Theodore Coleman of Mount Carmel, Ill., has purchased the first of the new Brenkert projectors, lamps, bases, etc., sold in this territory for installation in his American Theatre in Mount Carmel. This new Brenkert equipment will be installed in connection with the complete RCA sound system which he has purchased through J. F. "Jack" O'Brien, local RCA representative.

The equipment sold to Coleman by O'Brien also includes hard-of-hearing aids.

Other recent sales made by O'Brien for RCA include a new speaker set for the Roxy Theatre, Springfield, Ill., a Frisina circuit house, which brings the RCA sound system in the Roxy completely up-to-date. Also a sound system for the New Laclede Theatre here which will open shortly, and new sound equipment to the Pageant Theatre, one of the St. Louis Amusement Co. houses. The Pageant is being thoroughly modernized at a cost of approximately $50,000.

## Labor Dispute Holds

INDIANAPOLIS — The Lyric, operated by Charles Olson, still is closed due to labor difficulties between the theatre officials and the IATSE union here. The theatre has been closed since July 6, and union officials declare no negotiations will be considered until the theatre is reopened. Officials say the theatre will remain closed until the stagehands agree to return at their old wages.

## Maurice Rubin Plans New Unit at Michigan City

MICHIGAN CITY, IND. — Maurice Rubin, president of the Associated Theatre Owners of Indiana, Inc., and operator of the Tivoli, Uptown and Lake theatres in Michigan City, has announced plans for a new theatre here, construction to start in the early fall.

The theatre will cost approximately $150,000. The architects for the project are Pereira & Pereira of Chicago, who did the Esquire Theatre there.

## Cut-Rate Tickets to Fair Of Indiana Keens Slump

INDIANAPOLIS—While local theatres are hitting their lowest grosses in many weeks due to abnormal heat, Harry G. Templeton, manager of the Indiana State Fair, announces 200,000 half-rate tickets to the event will be placed on sale.

Templeton's action will bring the price to the Fair within admission range of most theatres in the state.

## Chicago Lions Club Sends Lion Cub to Pittsburgh

CHICAGO—The Chicago Lions Club is one of eight in the country which has sent a lion cub to the annual convention at Pittsburgh, Pa., where this week an understudy to Leo the Lion is to be chosen.

The local club's entrant is named Mel Chico, obtained from the Lincoln Park Zoo in Chicago.

## Four Join ATO

INDIANAPOLIS—Associated Theatre Owners of Indiana, Inc., are proud to announce the acquisition of four new members to their roster, as follows: Wayne Goodwin, Butler Theatre, Butler, Indiana; Mannie Marcus, Paramount Theatre, Fort Wayne, Indiana; Woods & Taylor, Community Theatre, Morgantown, Indiana and John Woytinek, Gayble Theatre, North Judson, Indiana.

## Time Is Reopened

OSHKOSH, WIS.—The remodeled Time Theatre, formerly the Rex, has been reopened by General Theatre Co., an affiliate of Marcus-Virnoff Co., which operates houses in Reedsburg, Tomah, and Ripon. Charles Low is the new manager of the local house.

### Renovate at North Judson

NORTH JUDSON, IND.—A new air-conditioning system, new carpets, new lighting and new seats have been installed in the Gayble Theatre here.

### Rites for Louis A. Nanos

ST. LOUIS—Funeral services were held here last week for Louis Ahileas Nanos, co-owner of the Criterion Theatre. He was associated with George Pliakos in the operation of the house.

## There's Music in His Makeup

**Chicago—And now Lou Abramson of Allied, proposes to prove that there are finer things in the industry.**

**He is scouting about for recruits for a Filmrow Symphony Orchestra. A violinist himself, Lou hopes to get about 20 or 25 volunteers. Anyone able to play a musical instrument, who would like to join the new orchestra is asked to get in touch with Abramson at Allied's offices.**

# Running Time Limit Advocate Explains

CHICAGO—While Chicago exhibitors were awaiting this week action from Gov. Henry Horner on whether he would veto or okay the film-program limitation bill, E. C. Sandquist, the Chicago legislator who introduced the bill, told BOXOFFICE that he had no intentions whatever of trying to hurt the industry through exacting legislation.

"I had no help whatever from any organization in preparing my bill," Sandquist told BOXOFFICE. "I did get some advice from Parent-Teacher Association members, who visited Mayor Edward Kelly last year in their fight against lengthy film programs in Chicago. I'm not even against double features, but against these absurd four and five-hour shows that some exhibitors are showing in Chicago."

Sandquist said that his bill is not to be construed as a double-feature ban bill. He explained that he is not even interested in whether the governor signs the bill or not, but that mainly he hopes to arouse the interest of the industry leaders in Chicago and Hollywood to the evil of too lengthy programs, and that possibly the industry can police or regulate itself in the matter of program length.

"There are not even any provisions made in the bill for enforcement of it," said Sandquist. "I did this purposely in the hopes that should the bill become a law, that the industry will take enough interest in policing itself to see that film programs are not too long. While the bill provides for 2-hour-and-15-minute programs, I am sure that should exceptions arise where pictures cannot be advantageously cut—though I believe most of them can—that those exceptions will be tolerantly handled."

The legislator added that "I have found the industry is too lax in handling matters of concern to itself. If exhibitors would only have spoken to me after the bill passed the house, I would have been willing to revise or re-shape the bill to suit all groups so that no hardship would be worked on any one exhibitor or group of exhibitors and that all could benefit, including the patrons."

He said that since the passage of the bill by the legislature he has received hundreds of letters of praise from occasional theatre patrons who have guaranteed to return as regular film fans should programs be cut to the bill's suggested length.

Sandquist told BOXOFFICE that his understanding was that Governor Horner had received the bill July 7 and that this week would be the deadline for his either signing or rejecting the bill. When it is ascertained that the governor has received the bill, he has ten days after that time in which to act on it. This includes the time taken by the attorney general to pass on its legality. Should the governor fail to act one way or the other, the bill becomes law automatically ten days after his receipt of it.

"At least, I feel my work in getting the bill passed will not be in vain, even if the governor doesn't sign it," concluded Sandquist. "It has brought to the attention of exhibitors the crying need for shorter programs and maybe this will encourage them to take care of the matter itself."

## Fanny Brice's Attorneys After an Early Hearing

CHICAGO—Attorneys for Fanny Brice are endeavoring to get an early hearing on the $750,000 law suit she filed here against 20th Century-Fox over the film, "Rose of Washington Square." Eli E. Fink, member of the firm of Spitz and Adcock, attorneys for the star, told BOXOFFICE that they hope to get the case a hearing on the injunctive part soon.

The suit not only seeks the financial settlement, but also asks for an injunction against showing the film. All Chicago exhibitors have been made parties to the suit, so as to enjoin them from playing the film, should the case be heard before all dates are filled in the Windy City. The picture has its first-week of release here during the week of August 6.

The suit charges defamation of character, invasion of the rights of privacy, and appropriation of Miss Brice's life story for screen material.

The suit, in Cook county superior court, has been assigned by Judge John Lupe.

## Merchant-Theatre Tieup Is Effected at Merrill

MERRILL, WIS. — The Badger Theatre here tied up with 15 local merchants in the promotion of "Lucky Night" by giving a $10 bill and 50 free passes to the flicker to persons in the town's business section between 7 and 9 p. m. the evening before the picture opened at the theatre.

Employes of the Badger Theatre passed out the awards, which included $1 merchant certificates from participating stores, to persons on the street that night. The awards were contained in small envelopes and citizens were urged to do their shopping that night.

## Mowry to Aurora

AURORA, ILL.—Clifton Mowry of the Naper Theatre, Naperville, has been named manager of the Isle Theatre here. Three new aides to Mowry are R. W. Foster, J. S. Drake and Robert Jobe. The house is owned by Fulton and Grossman, Inc., Chicago.

## Fort Wayne House Dark; Claim Film Shortage

FORT WAYNE, IND.—The Paramount here, 1,800-seat de luxe vaudeville house operated by Mannie Marcus, who also operates theatres in Indianapolis and Cincinnati, has closed, assertedly for want of film product.

Outside of the Lyric in Indianapolis, which now is closed due to wage difficulties with the stagehands' union, the Paramount was the only other Indiana theatre showing vaudeville as a weekly policy.

## Cash Prizes by Metro for Campaigns on "Tarzan"

CHICAGO—M-G-M is offering $75 in prizes to managers of the various circuits in various exploitation contests in the Chicago territory. Awards will go to the two best selling campaigns on "Tarzan Finds a Son" by managers of the Warner, Great States, Indiana-Illinois, and Essaness circuits. First prize will be $50 and second award will be $25.

## Transfer by Frisina

ST. LOUIS — Charles Bennati, formerly manager for the Frisina circuit at Gillespie, Ill., has been transferred to Shelbyville, Ill., to fill the vacancy caused by the recent promotion of Randolph Pedrucci to assistant booker for the circuit, which maintains headquarters in the Roxy Theatre Bldg., Springfield, Ill. Pio Pedrucci is the new manager at Gillespie.

## Mr. Otis Chips Has Hard Time

**Chicago—Bill Bishop, exploiteer at M-G-M, swears he isn't responsible for it, but—**

**It appears there is a Mr. Otis Chips, 10101 South Hoxie St., listed in the Chicago telephone directory, and since M-G-M's "Goodbye, Mr. Chips" opened at the Apollo, the Chicago Mr. Chips has had the displeasure of having his phone ring day and night, with conversation going something like this:**

**"Hello, is this Mr. Chips?"**

**"Yes," is the innocent reply.**

**"Well, Goodbye, Mr. Chips," and bang goes the receiver on the other end.**

## Two Baby Bathing Beauty Contests by WB Houses

CHICAGO—Two baby bathing beauty contests are being sponsored by two Warner theatres here.

Al Blasko ran one at the Jeffrey Theatre Friday night, July 21, limited to the first 25 entrants. He tied up with a local children's shop where entries also were received.

Everett R. Erickson, manager, is running a similar contest at the Ogden, but three preliminaries are being held, the last scheduled for this Saturday night, with the finals July 29. Baby girls, from 2 to 5 years, are eligible for each of the contests.

## Trade Screening Series Of "On Borrowed Time"

CHICAGO—M-G-M held several trade showings in the territory of "On Borrowed Time" during the past week, which stars Lionel Barrymore, Sir Cedric Hardwicke and Bobs Watson.

The first was held July 18 at the Orpheum, Springfield; followed daily after that by similar showings, July 19, Madison, Peoria; July 20, Colfax, South Bend; July 21, Coronado, Rockford.

## Crushes Hand

FLORA, IND.—Mrs. John Dixon, wife of the operator of the Flora Theatre here, was seriously injured when her hand was crushed in an automobile door. A number of stitches were required to close the wound.

## Storm at Harrisburg

HARRISBURG, ILL.—Motion picture shows in a number of southern Illinois towns in this vicinity were interrupted when a severe electrical, wind and rain storm struck the area. The current was off for an hour or more.

## Start at Muncie

MUNCIE, IND.—Work has been started on the new theatre to be constructed at University and Martin Streets by Mrs. A. L. Kitselman. The house will be managed by Leonard S. Sowar of the Rivoli Theatre.


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# Williams to Launch Membership Drive

OMAHA—An active membership campaign will be started at once by the MPTO of Nebraska and Western Iowa to build a stronger organization for the protection of the independent exhibitor, President Charles E. Williams tells BOXOFFICE.

The drive will be conducted during the next two months and will terminate at the annual convention and business sessions here late in September.

Potential membership in the Nebraska-Iowa district is about 200 independent exhibitors, Williams said. At present the group's membership is well under 100 exhibitors.

"Independent, small-town exhibitors in the Omaha area are having their eyes opened as to the importance of such an organization," Williams told BOXOFFICE. "If the independent is to survive he must become connected with some organization that has the power to do things which the individual cannot do."

"Developments in the film industry the past year have shown the independent how important such an organization is. For that reason, we believe the membership of the MPTO of Nebraska and western Iowa should be strengthened."

Active exhibitors in each district of the Omaha territory have been appointed to start the membership drive rolling. District leaders are Dale R. Goldie, American Theatre, Cherokee, Ia.; W. S. Bogart, Orpheum, Rock Valley, Ia.; Mons Thompson, Riviera, St. Paul, Neb.; Harold Schoonover, Mazda, Aurora, Neb., and Williams, Park Theatre, Omaha.

District leaders will contact other independents in their particular area, according to Williams' plan. However, he said, the drive will have the support and help of every present member. Williams believes the campaign will be successful "because of the recent developments in the business."

The trade practice code, on which the organization recently deferred action, probably will get a yes-or-no vote at the September meeting, Williams said. One purpose of the membership drive is to acquaint independents in the Omaha district with the code provisions, he said.

Officers will be elected at the annual fall convention.

The MPTO of Nebraska and Western Iowa starts its 25th year of existence this fall. Williams has served as association president for 20 years.

Among present-day exhibitors who were active in the infant organization 20 years ago are J. Erle Kirk, North Star Theatre, Omaha; R. E. Falkenberg, Majestic, Lexington, Neb.; H. F. Kennedy, Bow, Broken Bow, Neb.; A. H. Reckords, Majestic, Hebron, Neb.; Sam Epstein, Omaha circuit owner.

## *Ritz to Grantham*

BAXTER SPRINGS, KAS.—J. W. Grantham has taken over the Ritz here from H. L. Garber. Grantham operates the Baxter, and has closed the Ritz for the summer.

# *Buying in Minneapolis Area Forward, Exchanges Claim*

MINNEAPOLIS—Local film exchange heads claim that buying of new season product hasn't been slowed up by the resolution adopted at the Northwest Allied convention here requesting all exhibitors in the territory to refrain from making any deals pending a fight against high film costs and proposed organization of a buying and booking combination at a meeting to be called in September.

Country exhibitors apparently haven't been influenced by the Northwest Allied action and are signing contracts at a normal rate, according to the branch managers. These managers claim their business is running ahead of the corresponding period a year ago, even though theatre grosses generally are depressed. They also assert that, despite the Northwest Allied's rejection of the trade practice code, country exhibitors will be almost a unit in signing the pact when it's presented to them.

### Discount Buying Pool

The feeling among the country exhibitors is that a buying and booking combination isn't practical and that nothing will come of the proposal, branch managers declare.

Thus far there has been little selling of Twin City independent accounts. It's an established policy for the exchanges to wait for such selling until late fall and early winter after Minnesota Amusement Co. deals have been made and the time approaches when new season product will become available for Minneapolis and St. Paul independent neighborhood situations.

Thus far the threatened closing of theatres because of poor business hasn't materialized. One of the reasons may be that in the past several weeks there has been a pickup in neighborhood grosses.

At the convention it was declared wholesale theatre closings would eventuate unless business took a speedy turn for the better.

# Midwest Chains Cut Competitive Bonds

KANSAS CITY—Deals that have the effect of minimizing competition between the Commonwealth and Griffith-Dickinson circuits in this territory have been concluded, according to H. J. Griffith of the latter company.

Griffith has leased to Commonwealth the Dickinson and Varsity theatres in Lawrence, Kas., and has leased from Commonwealth the Wareham at Manhattan and the Beldorf at Independence, Kas.

Commonwealth has bought from Griffith the Dickinson at Great Bend, Dickinson at Ellsworth and Dickinson at Herington, all in Kansas. Griffith has bought from Commonwealth the Kansan at Osawatomie, Kas., and the Uptown at Marceline, Mo.

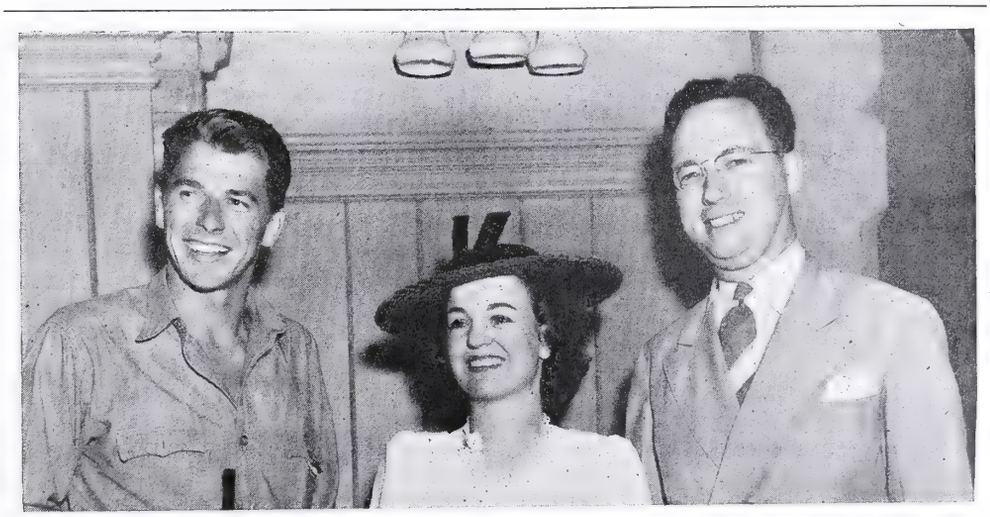
The deals were completed by Griffith with Clarence Schultz and O. K. Mason, heads of Commonwealth, effective July 16.

K. G. McKinney, former city manager in Lawrence for Griffith-Dickinson, has been moved to the Dickinson at Paola, Kas., replacing Jack Scott, who goes to the Uptown in Parsons, Kas. Harry Wareham becomes city manager of the three units at Manhattan, and Bill Wagner stays as city manager of Independence, in charge of the Beldorf, Booth and Mainstreet.

Stanley Schwahn, formerly manager of the Granada and Patee, at Lawrence, is in charge of all four theatres there under the new setup.

### Long-Termer to Raft

HOLLYWOOD—Warner has given George Raft a long-term contract, with his next assignment a remake of "The Patent Leather Kid."



## *Minnesotans Visit—*

*Ronald Reagan entertains Mr. and Mrs. W. R. Mahood, of the Grandview Theatre, St. Paul, who dropped in to see the actor on the set of "Queer Money" at the Warner studio.*

# Steffes Says So

MINNEAPOLIS—*The Northwest Allied annual convention was held behind closed doors, with the press barred. At its conclusion President W. A. Steffes informed trade press representatives that no information would be vouchsafed until the following day, at which time a statement would be forthcoming from his office. The following is his statement relative to the convention:*

"A meeting of Northwest Allied Theatre Owners was held July 11 at the Nicollet Hotel, Minneapolis, at which there were 70 theatres personally represented and proxies for 25 additional theatres, making a total of 95 theatres represented. The attendance was small in number, inasmuch as no concentrated effort was made to bring in out-of-town exhibitors owing to the fact that a great number of them just had attended the national Allied States' convention in Minneapolis and again will be called to a meeting to be held in September on a date to be decided by the directors within the next 10 days. However, what was lacking in numbers was made up for in enthusiasm.

"All of the so-called predictions made by certain trade papers about disharmony, the organization going to disband, a new organization to be formed, etc., failed to materialize and there was not one discordant note in the meeting.

"Old officers were re-elected with the exception of the treasurer, Paul Mans, who resigned. Sidney Volk, Minneapolis, was chosen in his place.

"W. Al Steffes, who prior to the meeting and for the past several months, has stated definitely he was not a candidate to succeed himself and who declined to have his name mentioned as a candidate, was prevailed upon to accept the position again, however, but this time for a period of three years with a salary of $15,000 a year.

"Several very important matters were discussed, including the so-called trade practice code which, after a lengthy discussion, was unanimously rejected, as per resolution attached.

"An effort will be made by the organization to prevent double features in any theatre in this territory. If the organization must resort to legislation to stamp out twin bills it will do so as per resolution attached (limiting shows to two hours and 15 minutes in length).

"The matter of commercial motion pictures being shown at the University of Minnesota to crowds of from 3,000 to 5,000 was a subject of quite some discussion and the officers were instructed to take up this matter with the heads of the various producing companies to ascertain if something could be done about it and a committee also will wait on the board of regents of the university to see if this practice cannot be stopped as per resolution attached.

"The matter of 16 mm. shows being presented in dance halls, beer parlors, etc., came in for its share of discussion. The officers were directed to ascertain if it is possible to pass a city ordinance in all first class cities forbidding the showing of 16 mm. films for commercial purposes in other than regular licensed theatres, as per resolution attached.

"A buying and booking combination was discussed at length. The president was instructed to appoint a committee to work out such a plan and have all the details in shape prior to September 1 so that it can be presented to all members at the September meeting.

"The treasurer's report showed there was an outstanding balance of more than $3,000 for unpaid dues and the president was instructed to use every available means of collecting these accounts. If unable to do so otherwise, resort will be had to the courts for collection of these past due dues.

"The matter of falling off in boxoffice receipts was the subject of lengthy discussion. Several motions were made and defeated to close all Minneapolis and St. Paul members' theatres for a period of 60 days. But after these motions were defeated there were eight, 10 or 12 theatre owners who definitely stated they would close their houses within the next two weeks and unless there is a decided upward trend in boxoffice receipts several more will fall in line. It was voted this is an individual matter and the organization should not act as a body in it.

"High film rentals and onerous terms of contracts and selling policies also were gone into as per resolution attached.

"It was brought to the convention's attention that some of the film advertising companies are placing two and three different concerns' names in one unit of film being furnished to theatres. This is contrary to contracts and the officers were instructed to notify all such companies that where more than one advertisers' name was mentioned in a unit same would be rejected unless a special contract was held with the theatre for more than one advertiser per unit.

"Members were cautioned to watch the expiration date of their National Screen Service contracts inasmuch as it rumored that Paramount is going to withdraw from National Screen and make their own trailers."

### Say Production Costs Cut, So Want Rentals Reduced

MINNEAPOLIS—The resolution aimed at allegedly "excessive high" film rentals, which the Allied Northwest Allied convention adopted, was stated to be prompted by deals which exchanges now are submitting. It calls attention to "reports emanating from Hollywood proving conclusively that production costs have dropped," claims theatre business is 25 to 40 per cent off and asserts that production quality has deteriorated. "In spite of this, companies are asking more money and more onerous terms than heretofore," it declares.

Going on record opposing such advances and stiffer terms, the organization requests all Northwest theatre owners to refrain from buying pictures until after September 1 when another meeting will be held "to decide what should be done from there on." In the meantime, the resolution asserts, plans will be laid for a gigantic buying combination to be revealed at the September meeting.

Sentiment of members at the meeting favored an agreement to close all theatres for a 60-day period because of poor business and high film costs. However, a resolution calling for such action was defeated and it was decided that each exhibitor should act individually. Announcement was made that unless business takes an immediate turn for the better at least eight to 12 members would close their houses for an indefinite period.

The day following the convention resignations were received from Bennie Berger, a former president, close friend and associate of Steffes and owner of one of the territory's largest independent circuits, and from William Volk, prominent local exhibitor.

In effect, they stated they were "tired of paying large dues" while so many independent exhibitors — "chiselers," Berger called them — enjoyed the organization's benefits without contributing anything financially. Volk called attention to the fact that four other prominent exhibitors in his section of the city are non-members and he declared that without their cooperation nothing can be accomplished toward the solution of problems affecting his situation.

Steffes predicted that both Berger and Volk will "be back in the organization" within a fortnight. He also asserted they'll not receive any restitution of dues for the period that they're outside the fold.

## Nebraska Theatres Named In Suit by Contractor

LINCOLN—A mechanic's lien against the Lincoln Theatres Corp. and the Western & Southern Life Insurance Co., operator and owner of the Nebraska Theatre, J. H. Cooper's ace house here, has been filed in amount of $6,155.67.

W. J. Assenmacher Co., contractor who completed alterations on the old Orpheum building prior to its opening as the Nebraska, claims the original contract was for $21,400, of which 85 per cent was to have been paid in semi-monthly installments up to the time the alterations were completed, in February.

The remaining 15 per cent was to have been paid over before 30 days expired from completion of the job.

The lien also asks 6 per cent on the $6,155.67 from April 5.

## RKO Sales Drive to Honor "Nickey" Goldhammer

OMAHA—An appreciation sales drive has been inaugurated as a tribute to L. E. "Nickey" Goldhammer, new RKO Radio district manager, and in honor of the newly created prairie district, of which Omaha is one unit. The drive will get under way August 1, according to Russell Egner, local branch manager.

### Holds Stuart Walker

HOLLYWOOD—Paramount has held Stuart Walker, associate producer, another year.

## *Flesh in Abundance Looms For Downtowns in Minny*

MINNEAPOLIS—There will be more stage shows in downtown Minneapolis the coming fall and winter season than at any time in recent years, according to present indications.

The 4,000-seat Minnesota Theatre, which reopened Friday under independent sponsorship, will have stage shows regularly to augment its screen programs. The Orpheum, Mort H. Singer-Minnesota Amusement Co. house, is booking all available name bands and unit shows. Already lined up are Rudy Vallee, Paul Whiteman, Cab Calloway and the new "Folies Bergere." Negotiations for others are now under way.

Harry Hirsch's Gayety reopens next month with stock burlesque and a season of at least 22 weeks is planned. The Lyceum has booked an unusually large number of legitimate roadshow attractions. Leo Murray, its manager, expects his biggest season.

As a result of the Minnesota Theatre reopening, opposition has been created downtown for the Minnesota Amusement Co. and some hot times are anticipated. The situation is expected to develop into virtual "warfare" with the Orpheum striving to outdo the Minnesota in entertainment.

### Minnesota Amusement Ties With Vaudeville Circuit

MINNEAPOLIS—Vaudeville is making its biggest inroads in the territory as the result of a tieup by the Minnesota Amusement Co. with Harry Sherman of New York. The 40 vaudeville units organized and booked by Sherman will go into all the Minnesota Amusement Co. key spots in the territory, outside of Minneapolis and St. Paul. They also will be booked into independent situations which are non-competitive with the Minnesota company.

Sherman's units will comprise five "suit-case" acts numbering ten people and will be available at a cost ranging from $65 to $100 a night, depending on the evening of the week, or $600 a full week. The shows will play from one night to a week and 10 weeks already are provided for.

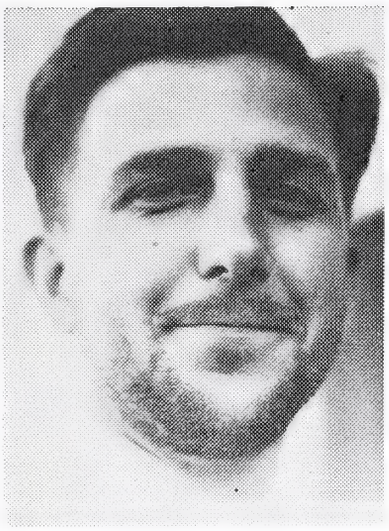
Because of the low cost it will be practicable to book the shows into the smallest towns, augmenting the screen fare, Sherman points out. A deal already has been made with Don Buckley for Redwood Falls, Minn., which has a population of only 3,000.

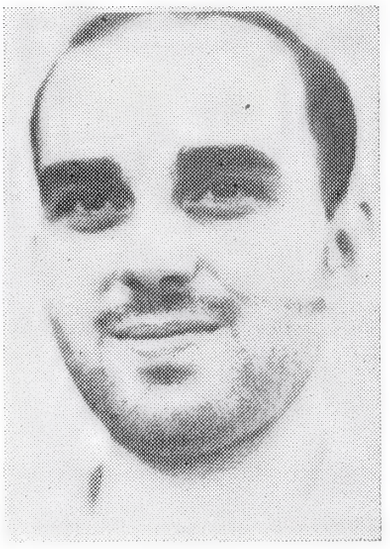
A pianist will travel with the shows and provide the music. The shows are of such a nature as not to require the employment of any stage hands.

## *Youngclaus Sells Grand, Ravenna, to Lysinger*

LINCOLN—A recent territorial move concerns the Grand, Ravenna, Neb., which was sold by W. N. Youngclaus to Dick Lysinger. Lysinger also has the Ansley, Ansley, Neb.

Youngclaus, head of Western Theatre Enterprises, has the Empress and Island in Grand Island, Neb.





## *Just Promoting Publicity—*

*Believe it or not, these two unshaven men let their whiskers grow as a promotion stunt for "Union Pacific." Raymond McKittrick, manager (left), and Francis Long, projectionist of Commonwealth's Perkins at Harrisonville, Mo., agreed not to shave until the picture played their theatre. "It was a good idea, but the wrong time of the year," said McKittrick. The* Cass County Democrat *of Harrisonville ran the above cuts with a story.*

# KAYCEE

ABOUT 150 managers and executives of Fox Midwest from Iowa, Illinois, Missouri, Kansas and Nebraska will meet for their annual business discussions at the Elms Hotel, Excelsior Springs, Mo., August 15 and 16.

*Mr. and Mrs. C. E. Esterley; Mr. and Mrs. Charles Potter, Mr. and Mrs. Charles Gregory, and Jack Shriner left July 20 for a vacation at the Lake of the Woods, Canada. They expected to pick up Jack Gregory at Des Moines.*

On the Row: E. Van Hyning, Parsons and Independence, Kas.; George Hayob, Marshall, Mo.; H. F. Higgins, St. Marys, Kas.; Mrs. John Travis, Crane, Mo.; A. H. Dula, Holyrood, Kas.; H. L. Hyde, Geneseo, Kas.; J. W. Grantham, Baxter Springs, Kas.; Doc Cook, Maryville, Mo.; H. E. Porta, Humansville, Mo.; Edmond Marsh, Eskridge, Kas.; Bill Blair, Osborne, Kas.; Herman Strowig, Abilene, Kas.; Oscar Johnson, Fall City, Neb.; Warren Weber, Ellinwood, Kas.; Harvey Nokes, Eldon, Mo.; F. F. Chenoweth, Albany, Mo.; Harry Till, Hamilton, Mo.; Virgil Green, La Plata, Mo.; Elmer Bills, Salisbury, Mo.; Mr. and Mrs. Simon Galitzki, North Topeka, Kas.; Jack Allen, Olathe, Kas.

*"Gib" Jones, veteran RKO booker, is vacationing in Colorado and Yellowstone National Park . . . Charley Lewis, long-time shipper at Republic, has gone to Chicago for his vacation.*

C. A. Schultz, head of the Commonwealth circuit, left Wednesday with his wife and daughter for a three-week trip to New York City, Washington and Boston. They plan to see the World's Fair and visit Niagara Falls on their return.

*Pete Dana, Universal district manager, Ward E. Scott, 20th-Fox district manager, and Frank Hensler, M-G-M branch manager, were all in New York City this week on business deals.*

L. J. Kimbriel of the Oklahoma Theatre Supply Co., announces the installation of 850 new seats by his firm for C. E. "Doc" Cook's new Tivoli Theatre at Maryville, Mo.

*C. M. "Parky" Parkhurst and Bud Riley, Republic road dogs, were seen in the local office all day Monday. By Tuesday they*

(Continued on page 25)

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| Linn Theatre | Pleasanton, Kas. |
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# LINCOLN

ALVIN HENDRICKS trained out of town in the wee hours one morning here, bound for Colorado, a visit with former boss, Milton Overman, and then home to Texas for a month's rest. Is no longer employed by the Nebraska Theatres, Inc. . . . Harold Hellerich is vacationing in Colorado, will return to labors, August 1 . . . Matt Allen, manager of the Liberty long ago, but now head man at the El Capitan in Hollywood, is going to stage "Swing Mikado" sometime soon, if union deals can be worked out and the cast cut down.

*Maynard Nelson writes about a protege named Marian Dobney, a singer, who is a hometown girl in Norfolk, and taking the between school terms time at ease . . . W. N. "Bill" Youngclaus squibs a squawk about* BOXOFFICE *passing his theatre up in Grand Island, but truth is* BOXOFFICE *has passed up Grand Island since Christmas . . . Ken Clayton, the Des Moines critic, should go far, if publicity will help. To say Rene "Aw Shucks" McCluskey is conscious of his presence over in Iowa, is damning with faint praise, but thanks for words in edgeways for some of the rest of us, Rene!*

Ted Mendenhall has the pins all set up for the Nebraska end of the 48-state premiere of "Leading Citizen," the Bob Burns' starrer, before Governor Cochran and the press. Last week in July . . . Charlie Morehead has shaken the dust of Beatrice from his boots and is away for that Colorado coolness, and a job of undetermined nature with Fox Intermountain . . . Tom Drake, the Kansas City band and fair booker, stopped en route by to spot some stuff in the hinters . . . Monroe Rubinger swindlesheeted Warners for a round trip over the midwest area in which he does business. His big talk is currently for "Daughters Courageous," with a word here and there indicating Warner will make something else this year.

*Orville Rennie, of Hastings when he's home, is one of those guys who makes one stew in grease. Sends a card a day from Atlantic ocean and World's Fair points telling about how nice it is, while everybody else squats and swelters in the midwest . . . Midget auto races are becoming more and more a Theatre Row denting factor . . . W. P. Dietz, the KFOR ad salesman who peddles the Lincoln Theatre Corp. account which sponsors Barney Oldfield nightly, is off for three weeks in Hollywood. Bears with him letters from Bob Taplinger (Warners) and Barrett Kiesling (M-G-M) for a looksee about the lots . . . Ruth Johnson still limps slightly from the accident which broke her hip last winter . . . M. E. Lofgren admitted, after playing the picture in* 110 *temperatures, that this Tarzan guy has a few sensible ideas—such as brevity in clothes for one thing.*

It is said along Theatre Row that Joe Scott would probably be the easiest guy to tout at the races . . . Charles "Buddy" Rogers won't be in Lincoln as often as he used to, now that his sister has moved to Dallas . . . Bob Livingstons are talking Lake Okoboji again. Bob has to get that far away from Lincoln before he'll consent to get into a bathing suit, for fear somebody might see him. Would be hard on his glamour! . . . Don Monroe is expected any day now to tell how big the one was which got away up in Minnesota.

*Footprints on the local golf courses mean more than tracks in the "sand of time" to Bob Huffman. Getting so he can sometimes get on the easy greens in* 8 . . . *What will Irving Heller do for business next winter in Columbus if the corn reports from there are to be believed? . . . Sol Yeager, in his bandages, looks like the first day of football practice . . . Ed Vaughan says the guy who states all women are alike errs. There are some who want a husband.*

Roscoe Ates was signed for a part in a forthcoming picture as soon as he arrived back in Hollywood from Des Moines. Part calls for him to do without stutter. He probably left it in his hotel room in Des Moines along with a lot of other stuff . . . Mendelssohn's usual was replaced by "Hot Time in the Old Town Tonight" when Stan Sievers, KFOR engineer and feeder of the Lincoln Theatre Corp. program to the ether, got married this week. Thermometer stood at a mere 111—in the shade.

### Warner Assigns Crump

HOLLYWOOD—"The Army, the Navy and the Girl," a Warner production, will be adapted by Owen Crump.

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# Minnesota Theatre Reopens in Minny

MINNEAPOLIS—Happy days are here for the independent exchanges. Reopening of the 4,000-seat Minnesota Theatre under independent sponsorship gives them an important loop first-run outlet—something they've never had before.

Indications are that the Minnesota will have to depend in large part on Monogram, Republic and Grand National for its film product. It already has closed deals for six independent pictures. Monogram's "Streets of New York" is its opening screen offering.

The Minnesota Amusement Co. is understood to have all the major product tied up. It's believed it will be able to use all of it and that there'll be no sluffs available for the Minnesota.

Gordon Greene, Minnesota manager, admits that his biggest problem will be to obtain a sufficient supply of satisfactory screen product. He is hopeful, however, he can make deals with some of the major distributors for some pictures to augment the supply he'll obtain from the independents.

It's pointed out that in previous seasons Universal and Columbia, for example, haven't had downtown first-runs for all its releases here. Much also is made of the fact that the Minnesota will be able to resort to the law courts to obtain service if the Minnesota Amusement Co. buys up more product than it can or will use.

Developments will be watched with considerable interest by local film circles. Hitherto, Monogram, Republic and First National have had only few loop runs.

# DES MOINES

STAN MAYER thinks he's smart because four of his boys won that many of the five prizes offered in the Prairie District by 20th-Fox . . . The four smart buys are, Eddie Jacobs, Dave Gold, Eddie O'Neill and Abe Riegelman. They say they worked that hard because they were really celebrating Stan's 25th anniversary . . . M. A. Levy was here July 7 launching his first Kent Drive, August 16 to September 16 . . . Roger Ferri, Fox house organ editor, visited Des Moines.

*Carl Sokolof has a new picture of Sarah and the kids in at National Poster . . . Ray Wilson of Film Transportation is sporting one of those Clayton haircuts (short, square and combed with a towel) . . . Filmrow managers have to be showed so Chet Howser's ball club did it by winning three in a row against some really stiff opposition . . . The kids at National Screen are saying that Harry Lloyd went to the hospital and was released before the effects of the ether had worn off. He got married the minute he got out! Helen Noel is the new Mrs.*

Elmer Tilton's sinus has him by the nose which is badly sunburned, too . . . Mildred Carlson is vacationing from Des Moines Theatre Supply and seems to be spending it catching up on her shopping . . . Gertrude Hartman from National next door is vacationing also . . . Ralph G. Olson is the addition to the Universal sales force and from what we saw of him he is SOME addition . . . Marvin Godwin of Columbia has a new bambino . . . a nice little girl-child . . . That pony tied out front at Columbia means that The Cowboy From Brooklyn is there nowadays (Irvin Altshuler, if you haven't heard).

*Jerry Spandau is preening his feathers over his new offices and they are lovely. He planned the remodeling himself and prides himself on the way he utilized space so carefully, though we were more impressed with the beautiful walnut paneling in Jerry's office. Omahans will be seeing a lot of Jerry next week. He's coming to the hospital there . . . A Torchy Blane film at the Orpheum is getting a lot of comment locally because Torchy telephones her paper with* 3-2111 *which is the* R&T *number here.*

Chick Friedman is on his vacation in Wisconsin and expects the help to be all

(Continued on page 94)

# KAYCEE

(Continued from page 23)

*got tired of sticking around and left town again . . . Leo J. McCarthy and Martin Finkelstein, visiting here from the coast.*

Mr. and Mrs. Sam Blair of Belleville, Kas., and niece were on the Row Monday en route to New York for the World's Fair.

*Fred Wentker of RCA's home office, Camden, N. J., was here Monday and Tuesday visiting with Don Davis and Gus Holley. Davis announces new RCA installations at the Booth, Rich Hill, Mo.; and the Republic, Republic, Mo.*

John Muchmore, veteran exchange man, is selling Alexander Pre-Vue service to exhibitors in Missouri. The appointment was made by E. L. Harris, Alexander's district manager. Harris started a new fashion fad on Filmrow this week by wearing his necktie in his shirt pocket and his collar open.

*Harry Taylor, National Screen Service district manager out of Los Angeles, was married in a surprise ceremony to Mary Stivac of Chicago. Press of business forced them to delay their honeymoon a few days. Taylor was formerly with Columbia, Universal and Pathe here.*

Mrs. T. H. Slothower, who is building the new Sandra Theatre at Wichita, Kas., was on the Row Wednesday, the first time in many moons. She came in by plane and flew back.

*Sam Sosna of the Sosna Theatre at Manhattan, Kas., and his brother Louis of the Sosna at Moberly, Mo., met on the Row Wednesday and left together for Cleveland, where they will visit with their sister.*

Mrs. Myrtle Miller is the new secretary to Frank Hensler, M-G-M branch manager. She replaces Mrs. Lenora Herring, who has gone to Des Moines to establish a permanent residence. Mrs. Miller was formerly assistant secretary to Division Manager Harris P. Wolfberg.

*Virginia Gaylord, secretary to Universal's District Manager Pete Dana, has returned from her vacation in Minnesota. Naomi Good, secretary to Booker Charles Oliver, is in St. Louis for a week's holiday.*

E. C. Rhoden, Fox Midwest circuit head, and his assistant, Lon Cox, went to New York City for business deals. Rhoden, his wife and two children vacationed for a week in Bermuda.

*Roger Ferri, editor of* The Dynamo, *20th-Fox house organ, and Moe Levy, district manager out of Minneapolis, conducted a meeting last week of the entire local exchange staff in the interest of the annual S. R. Kent sales drive.*

Florence Gershon, National Screen hello girl, returned last week from a three-week vacation in New York where, among other things, she visited the Fair. According to rumor, Florence is slated to say "I do" next February.

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## *"Beau Geste" Trade Show; "Citizen" Screenings*

KANSAS CITY—Paramount held a trade showing of "Beau Geste" at the Warwick Theatre Friday afternoon. The print was brought here by Cliff Lewis of Paramount's advertising department on the coast.

"Our Leading Citizen," starring Bob Burns, will be screened at the Capitol Theatre, Jefferson City, Mo., July 26 for Governor Stark and his guests. The film will be shown the following day at the Grand Theatre, Topeka, Kas., for Governor Ratner and his guests.

## *New Dickson at Eldorado; Diamond Will Manage*

ELDORADO, KAS.—T. W. Dickson of Crystal City and St. Clair, Mo., has leased the Sharp Bldg., here for construction into a new theatre which will open around September 1. G. C. (Gus) Diamond, operator of the Vogue Theatre at Salina, Kas., and the Howard, Arkansas City, Kas., will manage the new Dickson house.

The new theatre will seat approximately 600.

## *Omaha Barkers Will Hold Golf Tourney Aug. 21*

OMAHA—Members of the Omaha Variety Club will hold their annual golf tourney and whing-ding on August 21 at Ralson Park, according to Chief Barker Harry J. Shumow, Metro boss.

Glenn Rogers of Film Transport is general chairman of the affair, which will include golf, cards, a lunch and dinner. Prizes will be awarded and the usual hilarity will prevail, says Rogers.

Rogers is being assisted in arrangements by Joe Jacobs, Columbia chief; Joe Scott, 20th-Fox boss; Sid Rose, Warner manager; Joe Jacobs, General Outdoor Advertising, and Shumow.

Tickets for the golf and dinner combination will cost $5 while the golf-only tickets will be $3.

## *Geo. Hall Wed*

OMAHA—George Hall, Rosebowl Theatre at Franklin, Neb., now is a benedict, according to reports that have reached Filmrow here. The bride is a school teacher. Hall is a former sheriff, is active in civic affairs and has been president of the Franklin Chamber of Commerce.

# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

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# OMAHA

IKE RUBIN, Paramount peddler, is recuperating nicely from a nose and throat operation, we're glad to report. Deal will probably keep Ike from smoking one of his pipes for a while. However, he'll be in shape to root for Nebraska at the football games this fall!

*Eddie Forester, Omaha manager, back from New Mexico where he visited relatives. Eddie had auto trouble most of the way but his sorrows turned to smiles when he learned* Liberty *magazine had purchased another one of his stories . . . R. L. Fridley, circuit owner from Danbury, Ia., was in town.*

Jack Randall, Monogram star, and his wife were here to visit Sol Francis, local franchise holder. Sol is 15th in the nation in Monogram sales . . . Leon Mendelson, Warner peddler, has been accused of hitting his big toe with a golf club in order to get his name in the column. Mendy pulled the same gag a year ago!

*Hulda Sanders, Metro steno, vacationing in Canada . . . Norm Nielsen, RKO booker, also on the vacation list. Norm stayed in town to practice golf . . . Leo Adler, UA traveling auditor, in town for his semi-annual visit . . . Bev Ballantyne wants to take a trip to the east coast.*

Dorothy Grabbert, 20th-Fox assistant cashier, went to Denver for a trip . . . Marie Franken, RKO inspectress, to the east coast . . . Mae Westerman, Republic inspectress, just got back . . . Madeline Speake, RKO cashier, fishing in Minnesota.

*R. E. Falkenberg, Majestic Theatre, Lexington, Neb., is planning a swell vacation trip . . . Cliff Norene, Paramount shipper, also one of the lucky vacationists . . . Bessie Halstead, RKO steno, on her way to the west coast . . . Bob Hansen, 20th-Fox booker, also on the vacation list.*

Flash! Despite the vacationists listed in this column, we're glad to report to exhibitors that Filmrow is still open and operating . . . Ed Hinkle, Granada Theatre, Oxford, Neb., now is buying his pictures from Omaha exchanges. He was formerly a Denver customer.

*Screening room sidelights: Ralph Goldberg, Omaha circuit owner, always sits in the first seat in the front row . . . Will Singer, Brandeis manager, same row at the opposite end . . . W. W. Troxell, Nebraska exhibitor, sits in the back row . . . Lloyd Honey, Tecumseh, Neb., any place he can find room for his legs.*

Frank Hannon, Warner peddler, wants a trap door in the screening room floor for critics and trade press . . . Three good pictures caught this week were "Indianapolis Speedway" under the Warner banner and "Man in the Iron Mask" and "They Shall Have Music" from the United Artists lots . . . J. C. Eding, exhibitor at Aurelia and Peterson, Ia., was on the Row.

*Phil March, Wayne, Neb., of the famous exhibitor family was a rare visitor to our fair city. Also George March from Vermillion, S. D. . . . Glenn Fratt, Brandeis artist, and his wife, Merle, Orpheum cashier, went to Yellowstone . . . C. C. Goodrich, Rialto Theatre, Stromsburg, Neb., was here.*

Mr. and Mrs. Henry Hower, exhibitors at Worthington and Windom, Minn., were here on business. Their son, Bob, was along Sol Yeager, RKO salesman, will be back at work soon. He's about recovered from a car crash . . . C. E. Werden, Capitol Theatre, Hartley, Ia., spotted on the Row.

*Fran Williams, Joe Scott's secretary, leaves soon for a trip to Frisco and Seattle. Scott just got back from a business trip to New York . . . The W. W. Small's at Decatur, Neb., have a cute daughter named Helen, our scouts tell us . . . J. L. Logan, the new exhibitor at Osceola, Neb., was on Davenport street. Also Joe Steeg, Time Theatre, Primghar, Ia.*

## "Safety" Promotion Tieup Effected With Oil Firm

HARRISONVILLE, Mo.—Cooperating with the Pollock Oil Co., the Perkins, under the management of Raymond McKittrick, collaborated in a special "safety" promotion for the Fourth of July. The theatre showed a group of safety films at the theatre two days before the Fourth. The films presented the many common mistakes made in driving and how they can be prevented.

The Missouri State Highway Patrol gave away pamphlets at the theatre explaining driving and traffic rules. The oil company gave three prizes, each consisting of 24 quarts of motor oil, and the Perkins presented a pass to the three winners of the contest for the best safety slogan.

The theatre got plenty of publicity from the promotion in the local paper.

## Susan Hayward Will Be Minneapolis Visitor

MINNEAPOLIS — Susan Hayward, new Paramount film find, will be here Monday, accompanying Terry De Lapp, Paramount publicity head, who also is bringing a print of his company's "Beau Geste," in which Miss Hayward plays her first major role.

The picture will be given an invitation trade showing for exhibitors and newspapermen at the Rialto, Monday afternoon.

## Bostonian in Omaha

OMAHA—Joseph P. Smith of Boston, Mass., has joined the RKO sales staff here, succeeding Ralph Olson, who recently resigned to work for Universal as a salesman out of the Des Moines exchange.

## Olsen Succeeds Ofe

OMAHA—Art Olsen jr. has been named treasurer of the Omaha Theatre to succeed Art Ofe, who resigned. Chet Washburn has been promoted to chief of service.

### St. Johns Name Change

ST. JOHNS, KAS. — Warren Weber's De Luxe Theatre will be known as the Pix when it reopens in September following renovations.

# DES MOINES

(Continued from page 92)

rested up by time he returns (confidentially, Chick, you oughta see 'em loaf!) . . . Ann Lipovac, Pat Goodnough, and Ray Butcher are among those gamboling with the mosquitos in vacation spots . . . Mary Benjamin has let loose of the Columbia purse-strings for time out in California . . . Edith Leavit, Dave Gold and Ida Peters have deserted Fox for a while.

*We sat two stools away from A. E. Thiele at the Brown Drug the other night while he concentrated on a sandwich (ham, Thiele?) . . . He was so engrossed or sleepy (it was* 11:30*) that he didn't even see us . . . That same afternoon, we encountered News Flashes Jerrel in the Fort Des Moines coffee shop after we had dropped* $1.15 *(nearly six* BOXOFFICE *inches) for tidbits to tempt the Mitzi's appetite which has gone coy on us because of a brand new tonsillotomy.*

Terry DeLapp's scheduled visit here with a print of "Beau Geste" almost pulled his, the *R&T's*, Ashby's and the state fair's redhead contest out of the frying pan into ashes. But thanks to the efficiency of the telephone (take that, Clayton) it's all straightened out now and the contest to pick Iowa's redhead queen—to be chosen from 25 finalists by Susan Hayward at the Iowa State fair—was launched last Sunday. She'll get a screen test and a trip to Hollywood.

*Warners' Sam Clark, Monroe Rubinger and, yes, even dapper Bob Taplinger have been having apoplexy over failure to get advance word out on Lola Lane's trip to Iowa with her mother. And with the "Daughters Courageous" campaign on, too.*

Elfrieda Skraggs who was hauled to Hollywood to crown Susan Hayward queen of America's redheads after the Titianettes here gave her the title, was really enthusiastic in her first letter back to the *R&T*. Her second revealed it was ghost written by the Paramount publicity department. But she had to admit she was having a time of her life, regardless of who wrote her letters.

*Dubuque is aflutter over the Warner contract offered Jane Kies of that city. Jane's* 19 *and is the younger sister of Margaret Kies—Lindsay to you, film people, and she's with Warner, too.*

Get United Artists' Art Catlin to write you a letter if you want to see a tricky signature . . . If all the phone calls Tri-States and the *R&T* received about that Therese Dawn were laid end to end they would reach clear to the Hays office for the authentic information on her film scouting activities . . . Parker Mize sold his movie-making machine for $4.50 . . . which must put the industry at a pretty low ebb . . . Jimmy Ellison's guest column (Ellison to Unkefer to Clayton to Ashby) reveals the reason for his stage fright at Guthrie Center, Ia. He had torn his pants . . . Eleven-year-old LeRoy Clark didn't enjoy being locked in the Iowa Theatre here Friday night. He fell asleep and didn't wake up until 1 a. m. Courtesy, not neglect, prevents naming the picture that put him to sleep.

# Ernot Hiller Winner In Golf Tournament

MINNEAPOLIS—Ernot Hiller, young exhibitor and ace golfer, was the winner of the championship flight and also the medalist at the Twin City Variety Club's annual golf tournament at Oak Ridge Country Club. Runner-up was Charles Perrine of the Minnesota Amusement Co. Hiller's gross score was 78, four above pair; Perrine's was 81.

Other low gross scores were C. L. Hiller, father of Ernot, 80; A. Berg, 82; T. Stecher, 83; R. Johnson, 84; B. M. Rose, 84; Harry Eisenberg, 85; D. Rullifson, 85; Paul Mans, 86; O. Berg, 86; Clyde Cutter, 86; C. Rubenstein, 86; Ben Friedman, 87; Don Crosier, 87, and I. Rudick, 87.

Mike Green chalked up low net—67. C. L. Hiller and Rollie Johnson were tied for second place and Paul Mans finished fourth.

Flight winners who received prizes of zipper bags and raincoats included: "Sonny" Rose; Charlie Rubenstein, A. Krubiak, Joe Powers, Bill Elson, Ralph Green, William Baker, D. Bloom, Sam Zuckman, C. K. Olson and Don Buckley.

The Fred Cubberly trophy went to Ernot Hiller. His father, C. L., won it the first year of its award in 1934.

At the elaborate dinner at which the prizes were awarded, Bill Elson, the toastmaster, asked and received a hand for Gilbert Nathanson for the latter's work as committee chairman in making the tournament an outstanding success. On his part, Nathanson praised Elson and other members of his committee.

## Rich Crops Heartening in Minneapolis Territory

MINNEAPOLIS—Outlook for the show business in this territory is brightened by favorable crop indications. It's now estimated Minnesota, North and South Dakota and Montana will realize $145,000,000 from their harvests. The *Minneapolis Tribune* asserts it will be the biggest money crop in recent years.

If agriculture is prosperous, all lines of business, including the theatrical, thrive, it's pointed out. This territory is mainly dependent on agriculture's prosperity for its well-being and if present prospects are realized grosses should be greatly stimulated, in the opinion of industry leaders here.

Current estimates of the *Tribune* have been based on studies of the North Dakota association. The *Tribune* declares these associations speak authoritatively on farm economics.

## Sauk Center, Springfield Houses to Baer Bros.

SAUK CENTER, MINN.—The Baer brothers, owners of theatres at Bemidji, Brainerd and elsewhere, have acquired theatres here and at Springfield, Minn., from Bert Parsons. Bennie Berger also has a house here as well as at Bemidji and Brainerd.

# MINNEAPOLIS

LOWELL KAPLAN, one of Eddie Ruben's bright young men, and Billy Evidon, Columbia head booker, motoring to California . . . Hannah Pederson, M-G-M information girl, back from her Bermuda vacation looking like a million dollars . . . Morrie Abrams, M-G-M exploiteer, happy again. The wife and daughter are back from their New York World's Fair vacation . . . Harry Hirsch in Chicago this week, lining up attractions for his Gayety stock burlesque season which starts August 18 . . . Gordie Greene, Minnesota Theatre impresario, also in the Windy City on similar business.

*It was a real Hollywood premiere for the Minnesota Theatre's reopening Monday night. Here's success to Gordie Greene, a regular fellow. May the Minnesota prosper continuously under his guidance . . . "Goodbye, Mr. Chips," a boxoffice sensation at the State where it ran for two weeks to the summer's largest crowds by far, has moved over to the Century for an extension of its loop first-run . . . Bill Cameron and George Turner, ace M-G-M salesmen, following in the footsteps of their side-kick, Morrie Abrams, in having their fortunes told. Morrie says that what the palmist told the pair wouldn't look good in print.*

Bill Sears continuing to line up big stage shows for his Orpheum. Latest booking is the newest edition of the "Folies Bergere," one of the most sumptuous and expensive attractions ever sent out and now playing the San Francisco Exposition. Show has been doing a record-breaking business ever since it hit the west coast . . . Out-of-town exhibitors visiting Filmrow included Don Buckley, Redwood Falls, Minn.; Jack Heywood, New Richmond, Wis., and W. M. Miller, Cloquet, Minn. . . . W. A. Steffes hibernating at his northern Minnesota estate . . . Bennie Berger lucky as usual in his latest prizefight bets.

*Twin City Variety Club golf tournament notes: Tournament was largest attended and one of most successful ever held by the club . . . Don Buckley had day's highest gross score,* 135, *but Bennie Berger, S. E. Heller and Ben Blotcky ran him close seconds, with* 129, 126 *and* 125, *respectively. W. A. Steffes, George Granstrom and A. P. Bill played their annual game—all of three holes. It took them so many strokes they lost track of them. Jackie Cohn got a prize award because he attends every tournament although not a golfer. There was plenty of excuse for Ben Blotcky's high score. It was the first time he had played in two years.*

Don Buckley established some kind of a record. He finished with the highest score ever known to win a prize award in his flight. Rollie Johnson, the radio sports' announcer, bet on himself in the Calcutta and on his $4 wager pulled down $50.25. Not so worse. Mike Green delivered for Ben Blotcky. "Red" Allen, the club pro, sold chances on expensive sets of clubs and irons. The winners were that lucky Bennie Berger and Gilbert Nathanson, chairman of the committee in charge of the arrangements.

*A. P. Bill closed a deal with W. A. Steffes for the installation of new RCA sound in the latter's World Theatre. Bill and the wife now in New York, enjoying the World's Fair . . . Lou Elman, RKO Des Moines branch manager, a visitor . . . Claude Dickinson, Universal head booker, vacationing at Detroit Lakes, Minn., resort . . . Bernice Kronick of the Bennie Berger office staff engaged to wed Mel Schneider . . . Peck Gomersall, Universal district manager, in town . . . George Miner of Rice Lake, Wis., owner of the circuit bearing his name, here after recovering from a near-attack of pneumonia. He was in the hospital four days.*

R. W. Wilson, formerly with Universal in Canada, now a member of the local exchange's sales staff under Harold B. Johnson. He'll cover South Dakota, succeeding Sylvan Leff who has taken over the southern Minnesota territory . . . Jack Lacy, veteran theatrical man, back from Hollywood where he spent the past year . . . A. A. Schubart, manager of exchange operations from the RKO New York home office, a visitor.

## A Booth Fire on Opening Night at Tracy, Minn.

TRACY, MINN.—At the opening show of the new Tracy Theatre, opened here by James Anderson of Winthrop, Minn., part of the film of "Good Girls Go to Paris" caught afire, doing so much damage to the booth and its equipment that the theatre was forced to close for more than a week.

## Tilton Names Reese

DES MOINES—Elmer Tilton, Republic Pictures franchise holder in Iowa and Nebraska, has employed Carl Reese as manager of the Omaha office.

Reese, formerly a salesman for 20th-Century Fox in Omaha, also is a partner in the office. He has been in the film business for 30 years.

## Auto Accident Fatal to Schreiber of Wisner

WISNER, NEB.—M. E. Schreiber, operator of the Royal Theatre, was fatally injured in an auto-truck crash here. Schreiber also was a prominent banker and was 39 years old.

His wife and a son, Merlin E. Schreiber jr., survive.

## Remodel at Allerton

ALLERTON, IA.—The Allerton Holding Co. will proceed at once with the remodeling of its theatre here.

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Peterson "Freezem" Mfg. & Sales Co.
316 Southwest Blvd. Kansas City, Mo.

"SINCE asking you to insert our advertisement in four issues of your magazine, we have sold the theatre in question. We, therefore, will ask that you do not run this advertisement in any more issues.*

We have received the various replies that you have forwarded to us and congratulate you on the returns that you get from classified advertisements in your weekly paper."

—*W. N. Pettibone,*
HANNIBAL, MO.

*It required only TWO issues to make this theatre sale.

The Pulse of the Motion Picture Industry
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# Schwartz, Myers File Suit Against Majors

FRANKFORT, KY.—Charging conspiracy in restraint of trade, a suit against seven major film companies and the Frankfort Amusement Co., operating four theatres in Frankfort, Ky., has been filed by Harry Schwartz and George Myers, operators of the New Theatre, Frankfort. The suit alleges a conspiracy that permits first, second and third run films to be distributed to the Frankfort Amusement Co. only and not to the plaintiffs, and seeks damages to the extent of $25,000 under the Sherman anti-trust act.

Defendants are 20th-Fox, Republic Pictures of Ohio, Loew's, Inc., M-G-M of Texas, RKO, Paramount, United Artists and W. J. Hulette, Sam Lee and Ethel Sparks, executives of the Frankfort Amusement Co.

## *Steve Dascalos Asquires Lease on Pitt House*

PITTSBURGH—Steve Dascalos has acquired a long-term lease on the Lando-Grand Theatre, Center Ave., and the auditorium, lobby and front are being modernized for opening of the house around the first of August.

The theatre was operated successfully by Harry Hendel and Nathan Rosen before they opened the New Granada, a block away. Since then the house was operated by the owner, William Lando, with pictures and with Jewish stock companies. For a long period the theatre has been dark.

Dascalos, former Wilkinsburg exhibitor, who was forced out of the theatre business and later active at Rankin, has been busy for a number of weeks with work in connection with the modernization of the Lando-Grand.

## *Shea Controls Ohio Town With Two-Theatre Deal*

DOVER, OHIO—The Shea circuit now is in control of the town with acquisition of the State and Nugent. The third and last house, the Bexley, already is part of the chain.

ASHTABULA, OHIO—The Bula has been annexed by the Shea circuit, giving that group control of the situation here with a total of four houses. The Palace is the "A" house and the others, the Caso and State.

NEW YORK—E. C. Grainger, general manager of the Shea string, is on a three weeks' tour of the circuit's holdings.

## *Beecher to Goldman*

CINCINNATI—J. F. Goldman, president of Roosevelt & Lincoln Theatres here, has acquired the Beecher, which he will operate after making a few alterations.

# *Everybody Has Key to Future UDT Course, Except UDT*

*By* H. F. REVES

DETROIT—Following the resignation of George W. Trendle as president of United Detroit Theatres, the local industry has been agog with rumors of drastic changes affecting the circuit or possibly an even wider sector of the theatre industry in this area. Careful check at the offices of the circuit discloses no actual changes yet taking place, and the atmosphere there is far calmer than that in the rumor-mart outside.

Trendle is supposed to remain at the helm until August 1, and the actual "succession" may not be determined until that time, or even later. Trendle personally appears relieved at the prospect of being relieved of theatre responsibilities to concentrate upon radio.

Deal for the future of the theatres remains in the dark. Leonard Goldenson, the Paramount executive who has been here checking over the whole local industry setup, is expected to make his report to Barney Balaban, Paramount president, this week, and it should be a matter of several days before any decision is reached on this basis.

Referring to personnel, Goldenson said here, "There is no possibility or intention whatever of making any change in the local personnel."

### Directors to Name Successor

The formal appointment of a president to succeed Trendle would be by the directors of UDT, but the directors themselves all represent Paramount and meetings are held at New York, although the company is a Michigan corporation, according to information given BOXOFFICE.

The possibility of a change in the corporate setup is seriously reported, although this is considered unlikely, in view of the determination to keep each local operating unit separate from the national body. A Paramount executive, even Barney Balaban himself, might assume the title of president of UDT, while another man who would be the operating executive would be given the title of general manager. The corporate form is obviously of less importance than the actual personnel of the new management.

In the absence of any facts, local rumor has brought up a series of guesses on the situation. Among the more plausible reports are the following:

1. That another Paramount partner, but not any of the well-known chain operators, will be brought in to operate here. This is considered the most likely solution, as it would in effect continue the same general relation for Paramount, and not give control of the theatres in the fourth largest city in the country to an existing major chain. The contingency of the government anti-trust suit lends plausibility to this solution.

2. That Balaban & Katz will come in to operate, inasmuch as they have some basic interests in the Detroit situation through their investment when the houses now a part of the UDT chain were built. This is unlikely, in view of the anti-trust suit, and was explicitly denied by Barney Balaban in New York, according to report.

3. That the circuit may break up. All forms of dissolution are suggested, but the fact that the second and subsequent run houses need the first runs for buying strength and vice versa constitutes the strongest argument against this. Some readjustment of downtown houses is possible. Most present leases on the houses have some years to go, and the UDT setup is strong enough in Detroit to make it unlikely that Paramount would voluntarily release the houses. There are some "weak sisters," but even in these cases, competitive situations and the need for a united buying strength make the retention of practically all units desirable, unless they could be disposed of with an agreement to discontinue their use as theatres.

4. That operation will be somewhat more directly controlled from New York, with effective local operating control in the hands of the present personnel. A resident manager would presumably be appointed in this case, and Jack Frost, who once headed the circuit for Paramount, and understood now to be in Georgia, has been named as a possibility for the post. The present local staff contains executive talent equal to the task, and this solution is possible. Earl Hudson, who for the past several months has been executive assistant to Trendle, has been mentioned in BOXOFFICE last week. He has been in close touch with the situation for several months and could easily step in.

5. That a local circuit might take over the bulk or all of the houses. While this would prove desirable from some standpoints, this angle is considered highly unlikely and only an ultimate possibility.

6. That some form of merger with the Butterfield circuit would be arranged. Butterfield, 100 theatres strong, has most of the best locations in the state, but no theatres in Detroit, and such a combination might seem an ideal state tieup, but every probability is against it. The two circuits have got along together for decades with a sort of gentleman's agreement that each would not go into the other's territory, an agreement the observance of which has long been a tribute to the friendly relations between them. There is no reason, accordingly, for any merger as each circuit has totally different interests—one city, the other upstate. This particular rumor appears to have arisen largely from a flying visit that Goldenson paid to Edward C. Beatty, Butterfield president, at Manistee. The fact that Butterfield also is a Paramount affiliate, and friendly personal relations between the officials, may sufficiently account for this visit.

### Raft Star in Remake

HOLLYWOOD—George Raft will star in Warner's remake of "The Patent Leather Kid." Jo Pagano is writing the script.

### Yawitz to Universal

HOLLYWOOD—Paul Yawitz has signed a writing ticket at Universal.

# CINCINNATI

JOE GOETZ, founder of the Cincinnati Bookers' Club, was elected president and chief booker unanimously for the fourth term at the annual business meeting, July 14. Warner's Jimmy Brunetti was elected secretary-treasurer and assistant booker for the second term. Sam Oshrey was appointed manager of the baseball team and elected captain, for their annual clash with the shippers. M-G-M's Red Devaney was appointed chairman of the charity committee. A very enjoyable social followed the election. Other important business was the appointment of Mrs. Will Shakespeare, the only woman exhibitor in Cincinnati to be so honored, as an honorary member of the Bookers' Club. Mrs. Shakespeare is owner of the National Theatre.

*Col. Arthur Frudenfeld, general manager, RKO Theatres, returned from a vacation on the coast . . . E. V. Dinerman, head of RKO publicity here, with Mrs. Dinerman, departed for a vacation in Canada.*

Lee Goldberg with Mrs. Goldberg and son, Jay, left for New York City July 13 on business to be followed by several weeks vacationing at Atlantic City.

*Warner's Lenore Schmidt left for a week's vacation, expressing her thanks on departure to the exhibitors for their aid in the Booker's Drive . . . Columbia's Jim Curran is vacationing in Boston . . . Lester Rosenfeld is leaving for Canada . . . RKO's Gus Bedout is also vacationing.*

O. J. Minnix, Southland Theatre, London, Ky., is again a candidate for circuit court clerk at London . . . Martin Shear, manager of the Strand, Newport, will also manage the Hippodrome Theatre, Newport, in the new combine now known as the H&S Amusement Co.

*The Felicity Theatre, Felicity, Ohio, has closed . . . J. C. Baldwin has taken over the Linda Theatre from E. Hatem, and changed the name to the Shawnee . . . Universal's Naomi Gordon left for the New York World's Fair. Sugar and Honey Bockelage left for Indian Lake where they have taken a cottage.*

J. Goldman, owner of the Lincoln and and Roosevelt, colored houses, has acquired the Beecher, Walnut Hills, Cincinnati, giving him sole control of the colored theatres in this city.

*Queen City Variety Club, Joe Goetz of RKO Theatres, and Madame Reaume, mother of Tyrone Power, now visiting in Cincinnati, were hosts to a party for the Convalescent Children's Home, July 17. A Tyrone Power feature and ice cream and cake were served.*

Drives are the highlights of the week. 20th-Fox's S. R. Kent drive opens in mid-August with Morton Levy, drive leader, Herman Wobber, general sales manager, and E. A. Burkhardt, local drive leader for the Cincinnati office.

*M-G-M's Tom Conners' efficiency drive find the locals well to the forward. The five leading contestants will have their choice of a trip to either fair, on east or west coast, and the privilege of designating two from each office to go along, with all expenses paid. Salary and bonus checks are also offered as bait and the drive embraces all departments.*

O. B. Taylor, Williamstown, Ky.; Mr. and Mrs. C. D. Clutts, Wellston, Ohio; Virgil A. Jackson, Columbus, who has taken back the Picadilly Theatre, and changed the name to Olentangy, were seen on Filmrow. The other callers were L. C. Schuniman, the State, London, Ohio; C. E. Justus, Columbus; Price Coomer, Harlan, Ky.



## While at the Fair—

*Carl A. Poke, of the Shilok Theatre, Pittsburgh, is a visitor to Paramount's World's Fair headquarters in the home office.*



## Leo Makes a Deal—

*A deal with Loew's for new season product for the Warner houses in the Ohio zone has just been concluded, as the principals are grouped about the M-G-M information booth in New York. Left to right are: Nat Wolf, Warner Ohio zone manager; John J. Maloney, M-G-M district manager; Leonard Schlesinger, assistant to Joseph Bernhard, general manager of Warner Theatres; Frank D. Drew, M-G-M Cleveland branch manager; Saul Bragin, booker for Warner Ohio theatres.*

# Dissension Arises in Cleveland's MPEA

CLEVELAND—The Cleveland Motion Picture Exhibitors Ass'n, one of the oldest associations of motion picture exhibitors in the country, is threatened with the first break in its ranks since its formation 30 years ago.

The dissenters are composed of a group of 20 or more theatre owners and include the owner of one of the leading circuits. They have asked for a reorganization of the association covering the system of voting. It is their contention that, in order to offer equal representation within the organization, every member shall be entitled to one vote. At the present time, voting is by theatres. This group of reorganizationists claim that the plan of voting by theatres throws the control of the organization entirely into the hands of the several largest circuit owners, who, by virtue of their large theatre holdings, are in a position to out-vote any measures proposed by any group outside their own circuits.

These circuits are accused of controlling the voting power of the organization and it is this alleged control that is being openly fought by the larger number of members who, however, by reason of their smaller number of theatres, claim to have a minority voice with no power of representation.

Unless a change is made in the by-laws of the organization, previding equal representation with every member having a voice in its government, the group threatens to withdraw and to form another local exhibitor organization.

# ITO of Ohio Stands With Parent Body

CLEVELAND — The independent theatre owners of the northern Ohio area, in a meeting here passed a resolution upholding the action of national Allied in rejecting the trade practice code.

Prior to presentation to the body of the resolution, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, explained the articles of the code as presented in Minneapolis at the national Allied convention, pointing out in detail the specific instances which met Allied's opposition. These included the articles on short subjects, score charges, and arbitration. The exhibitors present expressed themselves in favor of arbitration as a means of settling intra-industry disputes, but opposed the arbitration setup in the proposed code, which, they claim, is more favorable to the producer-distributor group than to the independent theatre owner group.

The business meeting was preceded by a buffet luncheon.

### Wead to Goldwyn

HOLLYWOOD—Lieut. Commander Frank Wead has joined the writing staff of Samuel Goldwyn.

# Sales Tax Issue Is an Industry Millstone

COLUMBUS, OHIO—Action during past two weeks on the two taxpayer's suits pertaining to payment of sales tax on film rentals indicates quite clearly the industry is at bat with two strikes already called. First in a series of significant moves came with statement of William S. Evatt, Ohio tax commissioner, that he is of the opinion the tax should be collected.

The assistant attorney general, Aubrey Wendt, asked the Franklin county court of appeals for a ruling on the exact legal status of the cases. He admitted frankly he had orders from Commissioner Evatt not to defend the suits. Wendt said, "It's the industry's baby—let them take care of it."

At the same time Carlton S. Dargusch, ITO attorney, and Robert Barton, special MPPDA counsel, were turned down by the court when they requested permission to name "interested parties" as defendants. The "interested parties" were Exhibitor Frank J. Ferguson, Avondale Theatre, Columbus, for the ITO, and Universal and Cleveland Theatres, Inc., for MPPDA. However, the court agreed to permit filing of briefs on August 1, explaining more in detail why such requests should be allowed.

Although not confirmed by official records, BOXOFFICE learned exclusively that Ohio has been collecting sales tax right along on certain film. Ed Cole, chief of the sales tax legal staff, is the authority. He stated, without qualification, "In cases of industrial and other non-theatrical film the tax has been collected." As an example he cited automobile dealers renting product film from the manufacturer. When an attempt was made by a BOXOFFICE correspondent to examine sales tax audits it was revealed that "orders have been issued to consider such records as confidential data."

In Ohio the sales tax law reads that all rentals shall be subjected to a three per cent tax. The old commission ruled film rentals were exempt. Yet in direct violation of this exemption ruling the tax is being collected on non-theatricals. Consequently, the question is how the commission differentiated between the two types of film—or if they did.

## *Dismantle at Columbus*

COLUMBUS, OHIO—Current dismantling of the 1,000-seat Majestic in the heart of the downtown district substantiates a report that the house, operated under lease by RKO for the past several years, until closed recently, will not reopen under circuit domination.

### Scripting "Tenderloin"

HOLLYWOOD—"Tenderloin," starring Fred MacMurray, will be scripted by William Hurlbut for Paramount.

# LOUISVILLE

STONER HADDEN of the Falls City Theatre Equipment Co. left on a California trip with his wife and family. He planned to spend some time looking over the studios. W. E. Carrell of the same firm left on a swing around his Kentucky-Tennessee territory.

*M. L. Sparks, partner in the Swan Theatre at Edmonton, Ky., has accepted a job on the maintenance staff at the new La Grange State Prison Farm at LaGrange, Ky., but will retain his interest in the theatre.*

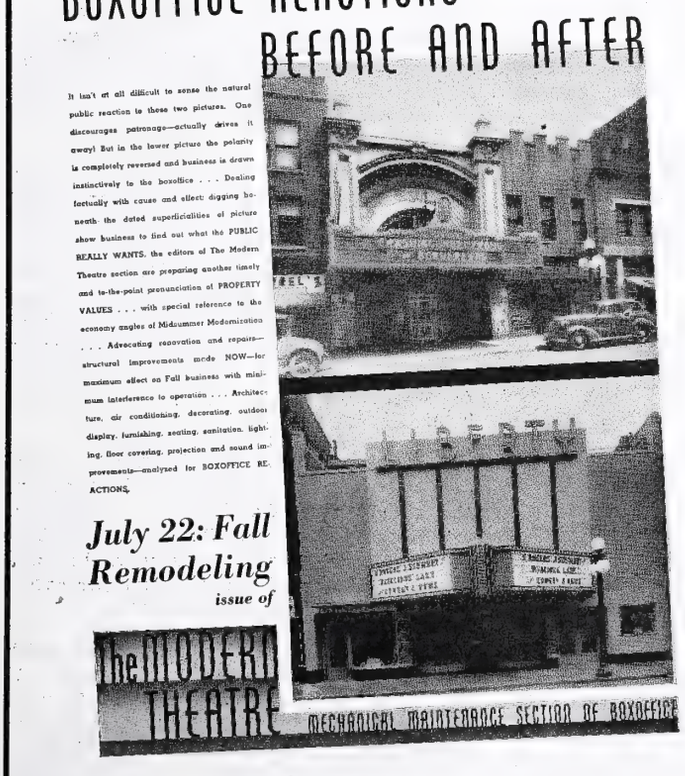
The new Gray Theatre at Grayson, Ky., was opened July 14, the same day that the remodeled Palace at Sebree, Ky., had its reopening.

*In convention at New Albany, Ind., Louisville's neighbor across the Ohio, the Indiana State Policemen's Ass'n staged a party in the Elks' Theatre, owned by Settos of Indianapolis. Work is going forward on Settos' new theatre at St. Matthews, Ky., suburban Louisville.*

### Entertainment Ends With Bars

HARRISBURG—Dance orchestras and entertainers in night clubs must quit work when the bars close, the state liquor control board has ruled.


# BOXOFFICE PICKS F&Y JOB




Full page ad from
July 1 issue of BOXOFFICE

When the editorial staff of BOXOFFICE searched for an outstanding example of remodeling to typify this special issue of The Modern Theatre, they selected The Liberty, Springfield, Ohio.

This theatre, completely described in the December 10, 1938, issue of BOXOFFICE, was remodeled inside and out by the F & Y Building Service, Theatre Division.

It is an outstanding job of renovation. Architecture, air conditioning, decorating, outdoor display, furnishing, seating, sanitation, lighting, floor covering, projection and sound improvement, sight-lines and acoustics were all modernized. The entire job was an F & Y accomplishment.

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# DETROIT

JACOB BOODMAN of Film Cleaning Service, taken ill a second time within two months, is back on the job again . . . Milton Jacobson, owner of the Monroe, has a real machine gun on display . . . "A to Z" is out of date in local show business. The boys are saying "From Ackerman to Wisper." How about Carl Zipper? . . . Ben Wachnansky must be reducing, from the load of exploitation stuff we caught him lugging from the Columbia to the Bijou.

*Henderson M. Richey, in from a flying vacation at Chatham, Ont., and said to have lost ten pounds since leaving town, left his wife and daughter at his summer cottage there. He has sold his home in Detroit. Joseph B. Lenahan says "Hen" plays pitch and hearts as good as ever. Lenahan also has a summer home near Chatham.*

Col. Lawrence T. Lewis, in town for exploitation work with "Ingagi," says "I've just got back from the south and found BOXOFFICE on every manager's desk, even in the hill billy country" . . . Mac Krim, back from vacationing at Charlevoix, is making headquarters at the Lasky, while his brother, Sol, holds forth at the Harmony.

*Air conditioning in theatres is nothing new! Our research department discloses that half a century ago—July, 1889—electric fans to cool the old Wonderland Theatre (now the Avenue) were installed.*

Helen Plachta, the blonde elevator girl at the Film Bldg., has a new ring. She will be wed to Joseph Kopski, who works at Ford's . . . Harold C. Robinson is going to Mackinac Island to the convention of the Michigan Chiefs of Police.

*Hal Burriss will take on all comers in a race at eating corn on the cob. Page Irving Belinsky . . . Lloyd Hammond was in New York over the weekend.*

Leonard Schechter, who sells Trailer-Made, closed up a flock of accounts this week . . . Freddie Cassin celebrated his 14th wedding anniversary Thursday; Mrs. C. says she'd do it over again . . . It's catching—Cyril Pettit of Cinema Service celebrated his 17th anniversary. He and the Mrs. were feted by the Knights of Columbus at the Birmingham Country Club.

*Max Blumenthal and family have moved to a lake near Pontiac for the summer . . . Mrs. Leonard Schechter is convalescing nicely from an operation . . . United Detroit folks are homeward bound. Asher Shaw, downtown supervisor, has returned from California and Oregon, Mrs. Alice Gorham is back from New York City, and L. H. Gardner, general supervisor, is back from his vacation at his summer home near Pontiac.*


WESTERN ELECTRIC SOUND EQUIPMENT

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Write McArthur Theatre Equipment

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Peter A. Simon escaped serious injury on a trip to Canton and Coshocton, Ohio, when a rear tire blew out on his car going 70 m.p.h. . . . Homer Cox of the Our Theatre at Quincy, Mich., is deciding on plans for a new house to be built at Tecumseh, where Ashman Bros. are reported planning to buy.

*Stanley Fisher says "There's nothing wrong with me that money won't cure" . . . Evelyn Kanter, the pleasant receptionist at RKO, is back on the job, recovered from recent illness.*

E V. Smith and Joe Reich agree on one thing—it's too hot to work . . . Saul Korman can say all he wants to Bill Flemion in two words . . . Anne O'Donnell's friends have rechristened her "The Madonna of the Niche" in the lobby stairway at the Film Bldg.

*Buddy Fields is in training to be a reporter. Buddy, Jack (Droopy) Ferentz and Gil Light are new members of the famed 40 and 8 . . . Jack is back from fishing. Not a nibble.*

Jack Ferentz, Max Kolin, Pop Stolz, Owen Blough, Bill Fouchey and Max Corrigan attended the dedication of the new Veterans' Hospital at Dearborn.

*Leland Sanshie, 20th-Fox salesman, is vacationing . . . Clare Winnie is doing his banking at the 20th-Fox offices now . . . Lester Sturm, 20th-Fox manager, says maybe we need to build new theatre seats in Detroit. "The folks don't seem to come to the ones we have."*

Rumors of FBI men investigating the local film setup are going the rounds . . . Helen Plachta, who takes filmites up places, is all enthused over her new ring . . . Stanley Fisher is a regular noonday visitor to the Film Bldg. . . . Your scribe lunched with W. J. Turnbull and Clarence Williamson of National Theatre Supply.

*H. J. Allen, independent distributor and also Grand National franchise holder for Canada, was a visitor from Canada to Excellent Pictures . . Vitagraph-ites vacationing in Ohio: Lew Metzger, accounting department, is in Cleveland, and Joe Yaringhaus, poster department, in Cincinnati.*

Our compositor got mixed last week. Our apologies to Ernie Forbes—his Oliver Theatre Supply was just closed for the recent holiday—they're doing business in a big way at the regular stand . . . And to Dave Newman—he runs his own theatre, not his father's!

*Ralph Peckham, Grand National manager, set "Exile Express" for a first run at UDT's Palms-State . . . Walter E. Branson, new district manager of RKO for this territory (Detroit has been placed under Chicago), made his first official visit here, spending several days. Nat Levy, leaving a host of friends behind, moves his district headquarters to Philadelphia.*

Rufus Shepherd, manager of the Vogue, has returned from a vacation spent visiting the Fair and various theatres in New York City . . . Ed Turner, UDT artist, is leaving to vacation at Birmingham, Ala., and will bring his wife and family back with him . . Loyal Haight, head of UDT's art department, also is vacationing southward—in Texas.



## *Exhibitor on Set—*

*W. C. McLaren of the Michigan Theatre, Jackson, Mich., meets John Litel on the set of "The Return of Dr. X" at the Warner studio.*

*Bud Harris, chief projectionist for UDT, is in Harper Hospital, recovering from two operations for a tumor of the throat. He is reported coming along nicely, but still denied visitors.*

Alice Gorham's hobby is dialing a telephone, especially when it's complicated . . . Walter Shafer of Wayne is naming his new house at Garden City after the town, instead of calling it the Shafer City, as first announced . . . W. H. Storl is getting a new house at Milan ready for opening.

*Jack Haley of Jam Handy is being mistaken by his friends for Jack Flynn of M-G-M when they look at his back. Only the Handy Jack is a bit heavier . . . Thomas J. Sullivan is remodeling the front of the Grande.*

H. G. Kerbawy, director of slide films of Brobuck, Inc., is enjoying a three-week vacation and motor trip. He will visit relatives at Oak Hill, W. Va. . . . Other travelers of Brobuck are George Brosch, president, who left for Cleveland on a business trip; Robert Water, production manager, who just returned from three weeks spent seeing the New York Fair, and William Alley, vice-president, who, with his mother, is on a visit to New Rochelle.

*A. Rippey of Associated Sales Co., producers of sound programs, is spending his vacation in California . . Cass R. Beechler, upstate exhibitor from Charlotte, was in town. Busy with his new theatre which he decided to give the shortest name in Michigan, the "B."*

John Vlochos, completing building on his Flatroc, at Flat Rock, will open August 15 . . . F. H. Guy, who operates at Tecumseh, has decided to build the new theatre at Blissfield. He will name it the Bliss.

*Ashman Bros., overcoming the fire which almost destroyed the house, will have their rebuilt Strand at Caro open in August.*

# Prize Winners Listed For Variety Outing

PITTSBURGH—Variety Club's golf tournament and outing at Wildwood Country Club was successful in every respect, all those participating reporting a grand affair. Dinner-dance featured in the evening. Prize winners included:

Members—Art Levy, low gross (87), golf bag; A. W. McCormick (92), Rolls razor; John J. Maloney (92, desk set; Joe Gins (92), Schick razor; Harold Lund (96), duffle bag.

Ray Downey, low net (75), clock and directory set; Ben Brown (77), French brandy; Herb Greenblatt (77), sport shirt; Max Shulgold, pipe; Joe Misrach, jewelry set; M. N. Shapiro, rain coat.

Guests—W. W. Shaw, desk clock; Roy Clunk, desk clock; Vince Josack, duffle bag; Dr. Flynn, golf rain coat; Norm Huhn, golf rain coat; George Josack, brandy; C. F. Teemer, brandy; M. H. Sachs, brandy; E. Kirkpatrick (longest drive), dozen golf balls.

Members Kickers Handicap — Tony Stern, ticket to Dapper Dan tournament; three golf balls each to Art England, Jim Alexander, Joe Shapiro, Jimmy Nash and Sam Fineberg.

Guests Kickers Handicap—Three golf balls each to Harry Voelker, Iz Blum, Ivan Gelder, Harry Walker, C. A. Counahan, Art Davis.

Special prizes—Best looking woman, Mrs. Burtus Bishop jr., radio; Best shaped woman, Mrs. Joe Gins, toastmaster; Best dressed beach attire, Mrs. Larry Katz, onyx cigarette box; Best swimmer (25 yards), Mrs. Art Levy, coaster set; Nicest disposition, Mrs. Sam Fineberg, deck Kem cards; Craziest beach attire, Mrs. M. N. Shapiro, one ton of coal.

Prizes were awarded by John H. Harris, National Screen Service, Mort and Art England, Harry M. Kalmine, Exhibitors Service Co., Larry Katz, American Theatrical Valance Co., John J. Maloney, Ken Hoel, Liberty Show Print Co., John Osborne of the Dipson circuit, National Theatrical Valance Co., Alpine Theatre circuit, A. N. Notopoulos circuit, Art Levy, R. Allison, V. F. Scott, United Bill Posting Co., Will Price, Universal Match Co., Penwood Cloak Co., Dan Hamill, Steve Cox, Mike Gallagher, Harry Kramer, Pittsburgh Outdoor Adv. Co., and Pittsburgh Coal Co.

## *Mungello to Wed*

BURGETTSTOWN, PA.—Dominick Mungello, Burgettstown and Slovan exhibitor, will become a bridegroom, July 24, when he takes the marriage vows with Lois Dittmar of Washington, Pa. The young couple will honeymoon at the World's Fair in New York.

### Ben Schwartz Vacationing

CANTON, OHIO—Ben Schwartz, managing director of the Reinhart group of theatres here, Mozart, State and McKinley, is vacationing in St. Louis and other middle-west cities for two weeks.

# PITTSBURGH

JOHN B. "POP" KANE is vacationing at Saranac, N. Y., and at the Fair . . . Col. Billy Wheat jr. is preparing for his annual Canadian holiday . . . Johnny Harris, head of the Hornets, local hockey team, has purchased the Detroit interest in the club, and having gained sole control he has announced that he will assemble a new team to represent Pittsburgh for the new season . . . Several exhibitors are assembling data to take to the Department of Justice office in Washington . . . Pete Gorris is in much better health after a severe attack of asthma. He has closed his Star, Glassport, except for three evenings weekly . . Harry Koch, manager of the WB South Hills, flew to Hollywood Saturday on his vacation . . . The Morris Roths are spending the summer in Atlantic City, as usual.

*Donn Wermuth, manager of the Warner Theatre, Ambridge, is on a Canadian vacation . . . Mrs. Glen Floyd, wife of the Follansbee and Monaca exhibitor, is very ill. Glen's brother, Oakie Floyd, who was associated with him in exhibition at Follansbee, W. Va., died several weeks ago after suffering a heart attack . . . We read in the* Chartiers Valley Shopper *that "there is no truth to the rumor that 'Bip' Smith has joined the ranks of the benedicts. The movie mogul and assistant manager of the Parkway Theatre can still be had."*

Edward Side, president of the Lobby Display Frame Corp., New York, was here on business for several days. He has installed a number of new ticket booths at the World's Fair . . . Fred Solomon's American Poster Supply office is the most popular place on Filmrow when the baseball games are being broadcast . . . Mort England and his bride returned from their honeymoon and after attending to a little business at his new office in the Van Building, Mort and the Mrs. were off on a second honeymoon . . . Dick Allen of Superior M. P. Supply has been vacationing.

*Frank Panoplos and Floyd Bender would like to take off a little weight . . . Andy Battiston may be a candidate for sheriff of Westmoreland county. He had petition papers the other day . . . Harry Kalmine was in New York to take in the Billy Conn-Melio Bettina fight . . R. Allison has been vacationing in New York . . . Bill Naidenoff was busy last week decorating the Hilltop Theatre for Alex Moore and Morris Finkel . . . Harry H. Goldstein, Paramount district manager, was a visitor at the local branch checking up on the extensive remodeling.*

"Ecstasy," the now famous foreign picture in which Hedy Lamarr did a "September Morn," received another setback in Pennsylvania last week when Judge Otto R. Heiligman in Philadelphia common pleas court upheld the state censor board's ban on the picture . . . The censors have okayed "Assassin of Youth," which will be distributed by Monogram . . The Carl Pokes and Carl jr. have been taking in the Fair . . . Lee Conrad's father is very ill at Johnstown . . . Jake Valdenzer is bustin' things wide open at Geneva-On-The-Lake, Ohio, where he is vacationing for several weeks.

*John Stahl sr. journeyed to Canada to see the Quints . . . Sam Galanty, Columbia district manager, was at the local exchange the other day . . Bobby Coyle has reduced 40 pounds and he's looking and feeling fine . . . Charles Shannon, manager of the WB Belmar Theatre, and his bride have returned from their New York honeymoon . . . We may expect to see more of Nat Levy, eastern central district manager for RKO, now that his headquarters have*

(Continued on page 104)


**Pittsburgh's BIGGEST Fight Picture**

**SURPRISE PRODUCTION SHOWING OUR OWN**

**BILLY CONN**

**Winning the World's Light Heavyweight Title From**

**MELIO BETTINA**

**FIFTEEN ROUNDS OF THRILLS AND ACTION**

**Running Time: 29 Minutes**

**Will Billy Conn One Day Lift the Heavyweight Crown From Joe Louis?**

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# COLUMBUS

THE laugh of the week is at the expense of the Bexley Theatre. For some time the community has been bothered with sulphuric odors, but unable to locate the source. A three-week investigation by the health department revealed the theatre's air conditioning plant responsible. It seemed they were using water from their own well which had a highly unpleasant aroma of sulphur. Now the Bexley is digging a deeper well.

*And speaking of air conditioning, we're glad to learn that Harry Abrams has his Lancaster Palace unit working O. K. after a lot of trouble . . . The Meigs, Pomeroy's newest house, is now open to the public. House is unusual inasmuch as it has no marquee.*

Nat Holt had C. Harry Schreiber and Mayor Myron Gessaman as his guests in Cleveland last week for a bit of golf . . . Harry Young, Universal salesman, is back in the territory after an eastern vacation.

*Loew's Ohio has returned to single bills for the current week with the latest "Hardy" picture. Roger Garret is back at the console . . . Virgil Jackson's newly acquired Olentangy is open . . . Cliff Bozman is now serving as relief manager at the RKO Uptown, Detroit. He will be there for a month.*

Curt Littman was in Cincinnati for the Republic sales meeting. He reports much optimism on the possibilities for the coming year . . . Max Margolis, back from Baltimore, a bit weak in the pins, but coming along fast.

*John and Francis Robertson, operators of the Bainbridge and Osborn theatres, have signed leases for two additional houses. They now have the Linda in Shawnee, formerly operated by Elias Hatem, and on August 1 will have Chris Davey's Delwyn in New Straitsville. The Linda is to be renamed the Shawnee.*

Our attention has been called to a new boxoffice menace in Ohio. We have reference to the portable under-tent skating rinks which are doing terrific business in several of the smaller communities.

## *Melvin Mann Promoted To RKO Booking Post*

PITTSBURGH—Melvin Mann has been appointed to the booking department at the RKO Radio exchange, succeeding Bill Twig, resigned. Mann has been promoted from the shipping department and is at present vacationing, being scheduled to take up his new duties July 24. Earl Friedman, a newcomer, has taken over Mann's former position.

Build Profits—Patronage with
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## *N. Y. Visitor—*

*M. M. Federhar, who operates the Regent and Cameo theatres in Akron, Ohio, a recent visitor to the Paramount World Fair headquarters in New York.*

# Saul Sloan Forms Theatre Company

By H. F. REVES

DETROIT—Formation of a new United Theatres Co. by Saul Sloan, Detroit theatre builder, was in process this week. Sloan has built a number of recent houses, such as the Vogue, for UDT, but has not directly operated any. His appearance in the operating field was forecast some weeks ago with the formation of the United Motion Theatres Co.

Sloan has disclosed plans for a 4,000-seat house at Schaefer and Six Mile Roads, to be known as the Television. No immediate plans to use television are contemplated, but a large house of this type in a suburban area only about 25 per cent built up would natrally require some special policy to survive, and it is possible that establishment of local television facilities would make this house an outlet. It is located in one of the better class newer city neighborhoods.

According to announcement, the company will operate this house and Sloan is announced as "agent" for this company. The location is only a few blocks from the new proposed Bigtown Theatre, announced a few weeks ago by Architect Charles N. Agree.

Sloan has plans under way for a house on the east side of about the same size, to be known as the Alpine. Test drilling was under way on this a couple of months ago, but no further progress has been made on that site to date.

## *Opens After Decade*

SHINGLEHOUSE, PA.—The old Star Theatre, closed for upwards of a decade, was recently reopened as the Shingle-House after renovation and installation of equipments. The operator is J. A. Nordquist, former Galeton, Pa., exhibitor.

## *Dietz and Josack Handle Conn-Bettina Fight Film*

PITTSBURGH—Billy Conn, the prize ring's idol who last week won the light-heavyweight championship, is proving himself at theatre boxoffices too. Now being booked throughout the western Pennsylvania territory where he has been well known in sport circles for several years, are special and exclusive motion pictures of his victorious contest of Thursday-a-week-ago which record his 15-round battle with Melio Bettina, the dethroned champ. The regular distributors of sports features, Irving Dietz and George "B" Josack, made special arrangements for this production, feeling that Billy Conn, the East Liberty Kid, as "that something" which prize fight fans will be anxious to see on the screen of their local theatre.

The Conn-Bettina contest was jammed with thrills and action, all of which has been photographed by experts at the ringside in Madison Square Garden, New York. The fight picture opened at the Alvin with Universal's "Ex-Champ," and is now playing first-run engagements throughout the area. The distributors, located at 1701 Blvd. of the Allies, have special accessories for the Conn vs. Bettina fight pictures.

## *Pitt Musicians Local 60 Moves to Place Men*

PITTSBURGH—Musical Society Local 60 of the AFL Musicians' Union shaped a double-barreled attack on the spectre of unemployment when Claire Meeder, the union president, issued an ultimatum on hotels and restaurants that they either dispense with their mechanical music service or face withdrawal of all union musicians. He also threatened to revive the fight for special broadcasting fees from night clubs which habitually engage traveling "name" bands. The union official said more than 500 members are jobless.

## *Jackson, Murphy Open Modernized Olentangy*

COLUMBUS, OHIO—The newly renamed and recently modernized Olentangy Theatre, formerly the Piccadilly, has been reopened under the management of Virgil A. Jackson and John Murphy, who also operate the Uptown, Wilmar and Goodale theatres here.

The house has been completely redecorated, a new front added and one of the most ornate four-line marquees in the city installed. It has been reseated with upholstered chairs, new sound and projection equipment added and other improvements completed.

## *New Slickville Lease*

SLICKVILLE, PA.—The Slickville Theatre has been leased to Albert Sack and the house is being renovated and newly equipped for opening early in August. Sack is a projectionist for the Manos Theatre circuit at Vandergrift. When reopened, the local theatre will be known as the Rex.

# CLEVELAND

## World Fair Trips Offered Patrons by Julius Lamm

CLEVELAND—Julius Lamm, manager of Warner's Uptown Theatre, has given his summer business a shot in the arm via an exploitation campaign which has as its rewards two seven-day all expense paid trips to the New York World's Fair. The only cost to the theatre is printing the numbered coupons which are given out with each paid admission. Sole requirements are that the two winners shall be adults and that they shall be present in the theatre at the time of the drawing.

Winners will get:

1. Round trip transportation via Greyhound Bus to the Fair.
2. Hotel accommodations—room with private bath at choice of hotels.
3. Taxi service from the terminal to hotel upon arrival in New York.
4. Admission to World's Fair.
5. Second admission to World's Fair.
6. Sightseeing trip via Greyhound of the World's Fair Grounds.
7. Three and a half-hour grand tour of New York City via Greyhound bus.
8. Tour of N.B.C Broadcasting Studios.
9. Three-hour boat trip around Manhattan.

Trips will be given away August 12 and August 19.

## Cleveland Barkers Ready Tourney for July 28

CLEVELAND—Cleveland Variety Club's annual golf tournament is all set to take place July 28 at the Beechmont Country Club. "Duke" Clark, chairman of the tournament committee, announces that more prizes will be given out than at any previous tournaments.

At least 100 are expected to tee off, with the dinner to be attended by 250. Advance information indicates that many industry leaders will attend, including J. J. Maloney, M-G-M district manager, and the Schines.

Assisting Clark on the committee are Jack Shulman and Manny Landers.

## Wellington's Town Hall Fails State Inspection

WELLINGTON, OHIO — Officials of the Wellington Town Hall, whose auditorium is used as a motion picture theatre, have been notified of a ruling of the state division of factory and building inspection, either to install a completely new heating system or to close its doors.

Township officials have notified the state that the Town Hall occupants have been told to terminate their tenancy. However, they say they will not take any action to force vacating of the building. Any such action will have to be taken by the state, they explain.

### La Due Announces Marriage

AKRON, OHIO—Announcement is made of the marriage June 17 of John B. La Due, manager of the Warner Strand Theatre here, to Miss Florence M. Snyder, former cashier at the same house. The couple recently returned from their honeymoon.

PETE WOOD journeyed up to Cleveland from Columbus to attend a meeting of the northern Ohio independent theatre owners last Friday and to tell them what's wrong with the trade practice code and why it was rejected by National Allied.

*Jack Essick, son of P. E. Essick of the Scoville, Essick and Reif circuit, and himself a spoke in the circuit wheel, has returned from California where he visited practically all of the major studios . . . Frank Savage, manager of Warner's Youngstown, and family are back home from a fishing trip.*

Barrett Kiesling, M-G-M's ambassador of goodwill, was in town on Wednesday and Thursday meeting with the local newspapermen and leading exhibitors.

*Bob Richardson, RKO booker, and Mrs. Richardson have taken the St. Lawrence trip including a visit to the Gaspe Peninsula . . . RKO Branch Manager George Lefko was in New York working on circuit deals . . . Irwin Solomon, manager of Warner's Lincoln Theatre, Massilon, is vacationing in Michigan.*

Frances Kates, former GB office manager and booker, has joined the Paramount office family . . . George Frazer, formerly of the Uptown Theatre, and now managing the Lyric in Portsmouth, brought his wife and baby to Cleveland for a two weeks' vacation.

*Louis Lamm, manager of the Palace Theatre, Lorain, is enjoying the vicissitudes of a boat trip . . . With the recent acquisition of the new Beulah Theatre, the Feiber & Shea circuit now operates all of the houses in Ashtabula Harbor . . . Chris Velas has taken over the Lansing Theatre, Lansing, from the former owner, Miss Linda Peget.*

Jack Watts of National Theatre Supply Co. is the father of an eight-pound daughter, who arrived about two weeks ago . . . S. D. Shia, theatre owner of Saint Clairsville, was in St. Louis last week . . . Wayne Theatre, Waynesburg, closed for several months, is reported open again.

*Local Grand National exchange will function, for the time being at least, without a branch manager. Following the resignation of Max Stahl, now with United Artists in Detroit, the Cleveland office is being handled by Mrs. Peter Rosian (Mae Vincent) who is functioning as branch manager, office manager and booker.*

Harry La Vine, Republic district manager, after spending a week in the Cincinnati territory with Nat Lefton, franchise owner, is now covering the northern Ohio territory . . . One of the local mysteries, so far unsolved, is why S. P. Gorrel, Republic branch manager, went to Toronto, Ohio, via Toledo.

*Ralph Schaefer, manager of the Park Theatre, Mansfield, is on a Bermuda cruise, with Ramon McWilliams, regularly assistant manager at the Palace, Canton, pinch-hitting for him.*

Art Simon of Great Lakes Sales Co. was in New York last week looking for newer and better premiums . . . Louis Eick of Elzanne and Fenray theatres, Martins Ferry, is back from Baltimore where he went to get his wife who was visiting there . . . Ray Wallace, the Alliance theatre circuit owner, with the help of Republic's Al Gregg, put on a big exploitation campaign for "Man of Conquest" with happy results.

*Newest organization to strike Filmrow is the Associated Fishing Club. Harry Henderson is in command, with Stuart Cagney as captain. Of the other members, Charlie Gottlob is chief comedian, "Andy" Anderson is fish expert, Ben Fain is champion salami consumer, Sam Gerace is the ham sandwich pacemaker and Ralph Redmond is the champ loser. His record, after four consecutive weekly outings is no fish. The club is in the market for a cabin cruiser of its own, so if any of you boys have one around the theatre you are not using, get in touch with either Harry Henderson or Charlie Gottlob.*

Harry Goldstein, Paramount district manager, in announcing his district once more winner of the present Paramount In-Between Sales Drive, says his boys are getting tired of working for glory and are now organized to win the next sales contest that involves a prize . . . Also District Manager Goldstein dispels a bit of the gloom that is enveloping grosses in this territory with the statement that "Man About Town," the Jack Benny-Rochester musicomedy, established the best box-office record at the Albee Theatre in Cincinnati of any Paramount picture since October, 1937, grossing 95 per cent better than average . . . In Cleveland, the picture went 20 per cent over average at Loew's State and moved over to the Stillman for a continued downtown run.

*No casualties are reported as the result of the weekend fishing expedition of Otto Braeunig, RKO office manager; John Sabot, RKO booker; Charles Albert, Warner booker, and Eddie Catlin, Vitagraph salesman.*

Martin Printz played the premiere Cleveland engagement of "Tumbleweeds," the William S. Hart picture distributed by Big Feature Rights Exchanges, Inc., the week of July 17 at the Alhambra Theatre.


**4 SURE-FIRE REPEAT HITS**

"ABRAHAM LINCOLN"
With Walter Huston

"THE BAD ONE"
Dolores Del Rio-Edmund Lowe

"LOTTERY BRIDE"
Jeanette MacDonald-Joe E. Brown

"CORSAIR"
Chester Morris-Ned Sparks-Frank McHugh

**Big Feature Rights Exchanges, Inc.**

## Around Kentucky

By SCOTTY DE VEAUX

SCHINE field men in Kentucky and Ohio are heading for Gloversville, N. Y., and four days of annual business convention to get the lowdown on product and operations for the forthcoming year.

J. H. Mitchell, with the Schine State Theatre in Lexington for over two years, has taken over the Mary Agnes Theatre in Jamestown.

W. Gabbert and Mrs. Virginia Meisburg, operators of the Opera House at Harrodsburg are progressing with the construction of a new 600-seat house here. Completion is expected about October 1.

Motion pictures of home town scenes and events, screened every two weeks, have proved a powerful attraction for Charles R. Mitchell, of the Mitchell Theatre at Barbourville. The reel generally takes from 7 to 10 minutes.

Attorney Hiram H. Owens has completed construction of a new theatre at Coburn.

The Lincoln circuit is planning a house at Marion, Va. The chain at present operates 12 theatres.

The Viv Theatre at Coburn has been leased to M. K. Murphy of Appalachia. Opening is planned August 1.

Following the drawing for a Chevrolet sedan promoted by Bill Heiss for his Manring Theatre at Middlesboro, he and his family will leave for a two-week vacation which will end at Gloversville, N. Y.

## Files Demurrer to Suit Over Ohio Bank Night

TROY, OHIO—Andrew Attenweiler, suing Troy Amusement Co. for alleged violation of the Ohio lottery law in the operation of Bank Night at the Mayflower Theatre here, has filed a demurrer to the petition and a motion to dissolve the temporary injunction granted by the common pleas court, restraining further issuance of search warrants to seize Bank Night equipment as evidence.

## Schwartz, Shulman's New House Near Completion

PAINESVILLE, OHIO—The new Lake Theatre, now being built by Abe Schwartz and Jack Shulman, is nearing completion and will be ready to open late in August. L. H. Walters, manager of the Cleveland office of National Theatre Supply Co., has contracted for the installation of 1,209 seats, of the same type as recently installed in the new Short Theatre, and other equipment.

## Joseph McCorry Out as Amusement Tax "Eye"

PITTSBURGH—Joseph L. McCorry has been dismissed from his $3,000 job as senior district supervisor of amusement tax enforcement, according to announcement at the department of revenue in Harrisburg. McCorry's district had included all of western Pennsylvania.

### Signed to Write One

HOLLYWOOD—Everett Freeman has been given a one-picture writing ticket by Columbia.






# PITTSBURGH

(Continued from page 101)

*been transferred from Detroit to Philadelphia.*

Filmrow friends are pushing the $10,000 Dapper Dan open golf tournament which will bring outstanding national figures in the professional golf world here at the Wildwood Country Club, August 10 to 13.

*Art Morrone hurries up to Conneaut each Saturday for the weekend . . Roy Hoon of the Vitagraph exchange and his wife, Mary Jane Thomas Hoon of Republic, are vacationing . . . Nat Nazarro jr. is handling the Wednesday amateur night at the Senator.*

A son was born Sunday to the Saul I. Perilmans. First child and mother are doing well and Proud Papa is passing out the cigars from behind his Monogram booking desk . . . Sympathy to Victoria Cooke of M-G-M whose father died several days ago . . . Saul Steinfeld is well again after a nose and throat operation . . . . Matteo Faenza, the Republic and Bentleyville exhibitor, who had been vacationing lately, was negotiating this week to take over the Ellsworth Theatre. Faenza was here on Monday with his manager, Joe Fechek . . . Edna Sholtis of UA was involved in a recent auto accident near Erie which could easily have been very serious or fatal. As it was she was fortunate in suffering slight injuries.

*Lew Lefton, who has recovered nicely from his operation at the Montefiore Hospital, has returned to his home and will be off for a long rest at an eastern resort. While absent from his Monarch office the entire exchange has been repainted and the screening room has been greatly improved with new seats, fixtures and decorations. Nephew Milton Lefton is holding down the fort while Lew recuperates . . . Harry Rees, Ann Mottey and Jimmy Sippey of UA were on vacation this week . . . Also missing from duties were Ted Tolley and Lucy Kopp of M-G-M, and Joe Vandergrift, Loretta Guehl and Alice Stenger of 20th-Fox . . . The veteran Eugene L. Connelly is in charge of the national nominating committee of the Variety Clubs of America for the clubs' second annual humanitarian award which will be announced next year . . . Ira H. Cohn has decorated the 20th-Fox exchange in honor of the seventh annual Kent drive, August 13 to December 16.*

T. B. Klaiban, who has been resurfacing screens hereabouts for a dozen years, was here this week from Girard, Ohio . . . As usual, George W. Collins of Republic Pictures is residing for the summer at Cochranton, Pa. . . . Louie Michael was back on the job at his south side theatre this week after a short vacation in the east . . . Tony Vincent reports that the corn will be just right for Sunday, August 6, date of the annual MPTO outing at Dr. Herman's farm, Carnegie. This is the grand "stag" party of the year. All out.

*Peter Quiter, Laura George, Mary O'Conner and Joe Pemberton of New Universal were vacationing this week . . . Hilda Lissmann, Ruth Wagg, Helen Regal and Dorothy Jarabin of Vitagraph were others on vacation.*

# August Recess Is Goal in Litigation

*By* BRAD ANGIER

BOSTON—The Morse and Rothenberg anti-trust suit and the accompanying A&W Amusement Co. action continue this week, aiming toward an August recess. Louis J. Anger, former operator of the Metropolitan in Providence and an exhibitor for the past quarter century, substantiated the previous testimony of his partner, Joseph Walsh, that the latter operating concern was never able to buy substantial major product of any run for the now-dark Providence situation.

"We told him," Anger said in describing an alleged conversation with William Erbb, Paramount district manager, "that if we couldn't get anything else, we would take last run. And he said he wouldn't sell us any runs; his company wouldn't sell us anything.

"Mr. Walsh pointed out it was getting to be serious business when a branch manager or district manager can sit down and tell us what theatres we should open and what theatres we should not. And he (Erbb) told us that what we thought made no difference. He would stick to his opinion as long as he did not get any instructions from New York."

Edward F. McClennen, defense counsel, objected mildly at one point to the way George S. Ryan "led" his witness.

"Aren't you afraid, Mr. Ryan, if you lead so hard, he (Anger) may stub his toe?"

**Ryan "Not Afraid"**

"No, I am not afraid," Ryan replied. "Are you?"

"It depends on whether it is done orally or in writing," McClennen said, referring to strategic letters then under discussion that the A&W Amusement Corp. had sent to major distributors.

"I am very anxious to save you time by covering undisputed ground in as few questions as possible," Ryan explained.

The former A&W Amusement Corp. partner recounted an averred conversation with former Warner manager, Thomas B. Spry, saying that Spry had been told that "unless we could buy some pictures, we would be forced to close the theatre. And if it came to that pass, we would have to seek some redress in the courts.

"Mr. Spry said he was very sorry we were in such a predicament but not to blame him for it, because if we came to him for advice before we leased the theatre he would have told us not to take it. He said he was not ready to make any decision but to come back to see him in another week or two."

Louis Simon, field manager for a number of Morse & Rothenberg houses in New York and New Jersey, told Philip Hendrick, master appointed by the U. S. district court, of difficulties he said he incurred trying to buy major product in those territories. He described a conversation that he said ensued with Max Westebbe of RKO.

"I say to Westebbe," Simon said, " 'Is there any possibility of getting those pictures without raising the prices?' And he says, 'Now, Louis, you have been in to see Mr. (Robert) Wolff and he told you the same thing. You won't get any pictures unless you raise your price.'

" 'He says, 'I know you have been to Columbia. I know you have been to Universal. I know you have been to United Artists. And I know that none of the companies has made a contract with you for the new season for the 1934-35 product, and they are all demanding the same thing that I am demanding. So, unless you decide that you are going to have a 25-cent price, you won't get any pictures. I can't do anything for you. In fact, I wish you would try the other companies or go and see Mr. Wolff, maybe. He is the manager. I take my orders from him.' "

"And when would you place that con-

(Continued on page 107)

## *Depositions for Three Suits Is Job*

**Boston—George S. Ryan, anti-trust attorney, plans to spend the month of July taking depositions for use in the respective $100,000 monopoly suits he has filed in Maine and Vermont for C. F. Millitt, Kenneth Gorham and Frank LePage. The Morse & Rothenberg marathon then will be recessed until September when it will go into its eighth month. A good bet is that the preliminary M&R hearings before a master may culminate six or eight weeks later.**

# Trade Pact "Ball" Tossed Rodgers

BOSTON—It was "unfortunate," states Arthur K. Howard, local Allied business manager, in a bulletin to members that William F. Rodgers "allowed his personal feelings to control him to the extent of announcing withdrawal from cooperation with a substantial group of organized exhibitors who are earnestly seeking to settle all issues between the different branches of the motion picture industry, whose only offense is that they insist that such settlement shall be equitable and enduring and not a mere makeshift."

"Mr. Rodgers in his earlier speech had characterized certain Allied leaders—not by name but by unmistakable implication—as agitators. In so doing, he repeated an attack which he made on the same men in New York a few weeks ago," Howard asserts.

In speaking of Rodgers' withdrawal of the proposed Code from consideration, Howard says, "Whether he (Rodgers) meant that only he, or his company, or all of the companies took that position was not clear."

"On the heels of such modern wonders as talking pictures and television comes cancellation without cancellation," the Allied spokesman said. "The Allied States Association rejection of what some naively call the 'Fair Trade Practice Code' has more to do with this latest 'miracle' than with many another suggested theory, although such details as Big Eight strategem in Neely Bill and government litigation opposition is not to be left unconsidered."

# Momand Anti-Trust Suit Goes Ahead

BOSTON—The A. B. Momand $5,000,000 anti-trust suit, now being prosecuted by George S. Ryan, has been brought to issue after an eight-year delay. Judge Alfred P. Murrah of the U. S. district court in Oklahoma, has given defendants until September 1 to file answers. Ryan expects to begin taking depositions in the Momand matter late next fall.

Overruling a defendant's motion to dismiss, Judge Murrah said, "The Sherman Anti-trust Act creates a right in one injured in his business or property to sue for the violation of this law. The suit for damages is incidental and subordinate to the purposes of the act . . . and is not an action to the injury of persons as contemplated by the law in Oklahoma, making such causes of action non-assignable.

"The court is of the opinion that champertous contract, if one does exist, between the assignor and assignee does not constitute a bar to this action and reserves for further consideration the action of whether or not the same constitutes a defense on its merits."

## *Adorno Awaits Hearing on New Middletown Drive-In*

MIDDLETOWN, CONN.—Salvatore Adorno awaits hearing on a certificate from the superintendent of state police at Hartford to begin operation of a 300-seat airdome theatre, following Corporation Counsel Aaron Palmer's decision that the proposed 1,000-seat house was in violation of a city ordinance limiting to 300 capacity any public building not fronting on a city street. Hearing at Hartford had been postponed as BOXOFFICE went to press.

A complaint to the mayor resulted in a temporary injunction against construction of 1,000-seat house pending a decision by Palmer.

Meantime, the damage and injunction suit of Franklyn Arrigoni and the Middlesex Theatre, Inc., against Adorno and Mrs. Adorno is pending in Middlesex county superior court, with a probable hearing early this fall.

## *To Roadshow Films*

BOSTON—Roadshow pictures are being spotted at the Nipmuc Park Theatre in Mendon by Charles Brent, Oklahoman who has taken over the location for the summer months. The house opened with "Wages of Sin" which Brent is handling in New England. Other exploitation attractions are scheduled to follow.

## *Allied Invites Trade*

BOSTON—Independent theatremen have been invited to be the guests of Allied at the Hotel Statler July 25. Recorded speeches on the subject of the trade practice code, made at the recent Minneapolis convention, will be reproduced at that time.

# BOSTON

STEVE BROIDY, Monogram sales manager in New England, is handling the tickets for the film district outing which will be held at Ten Acres on Tuesday, August 15. William Cuddy, Cinema Club president, is taking care of all correspondence.

*Fred Geisler of the Showboat in Auburn plans a September sojourn that may include a look at the World Fair . . . Mrs. E. V. Corbett of the Universal booking department is to take her vacation about Labor Day . . . Ann Leavitt, Ogunquit exhibitor, was booking in the district Thursday . . . Rose Eskin, M&P accountant, has pivoted her vacation around Syracuse, N. Y.*

Irving Ross, cameraman for Master Motion Picture Co., and Mrs. Ross have a new citizen. She is Deborah Ann, born at the Richardson House, measuring 20 inches, and weighing five pounds and twelve ounces.

*Mary Trainor, veteran Columbia employe, is expected home this week following a serious operation at Beth Israel . . . Phil Berler, E. M. Loew booker, has set up personal summer headquarters at Nahant . . . Henry Tobin, manager for the Loew's circuit in Olneyville, is vacationing at the same beach resort . . . Max Finn, brother of the Warner executive and general manager of the local independent circuit, is summering at Scituate.*

Bob Lester, manager of the Bijou, is doing relief work along the Frederick E. Lieberman circuit . . . Al Stone, manager of the Normandie, is back in town following a vacation that included the World Fair. Stone, at present, is doing double duty by watching over the Bijou situated in the same building . . . Margaret Ryan of 20th-Fox has been cruising this week and last . . . Eva Worshofsky of the same exchange has been completing Cape Cod vacation plans . . . Shirley Sitker of 20th-Fox began her summer leave Monday.

*Patricia Smart resigned from the staff of the Bijou, local Lieberman house, to wed a marine. She was formerly aide to Leonard Kraska at the Fine Arts and, before that, was at the Tremont . . . The Columbia Club plans to resume activities in September.*

Dave Whalen, Monogram-National exploitation manager, may be in town within the next two weeks. Whalen, formerly local Republic publicist, is still living at East 31 St. in New York City . . . Phil Smith, circuit operator, is garnering favorable public comment for his Drive-In Theatre in Detroit by capitalizing on the fact that it is particularly accessible to invalids and convalescents. Smith has for his guests disabled veterans, etc.

*Doris Berman of United Artists and Thelma Henninger of Columbia plan to leave September 9 on a bit of a Havana cruise . . . Hilda Peacock of 20th-Fox left last Saturday for Cape Cod . . . The Morse & Rothenberg anti-trust suit will recess during the month of August . . . Max Magovsky of National Screen Service, first president of the exchange employes union, left last Saturday for Atlantic City and the Fair.*

Meyer Fox, assistant accessories manager at Columbia, and his bride, a former show girl, will drive out of Boston July 23 for two weeks of Albany, Buffalo, Montreal, and surrounding points . . . Catherine Horan of Monogram returned this week from a Newport sojourn . . . Louis Zaccardo of Republic left for that annual thing . . . Charles Brent, roadshow man, has leased the Nipmuc Park Theatre in Mendon for the summer.

*Anna Krim, secretary to Columbia exchange manager, Harry Rogovin, has been vacationing in Maine and Tiverton, R. I. . . . Mike Gorfinkle, formerly of Columbia, is summering in Winthrop . . . Ed Young of the same exchange has been away . . . Lou Walters plans to reopen the Latin Quarter, film district night club, on September 16.*

Carl Myshral, Harwichport exhibitor, who has sold out to Interstate effective in September, has a new Buick . . . Gene Gross, Monogram salesman, also has a new ditto . . . William Scully, Al Herman and James Grainger were among the New York executives in Boston last week.

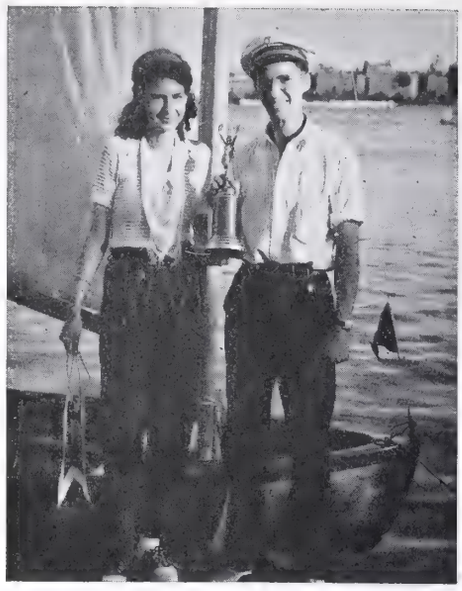
*Mrs. Ernest Goldstein, wife of the manager of the Bijou in Holyoke, is awaiting the long-legged bird . . . Sam Richmond, new buyer and booker for Gordon & Lockwood, has been laying in a supply of cigars for the well-known reason.*

Newell Kurson, Graphic Theatres Circuit executive, returned to his local 164 Stuart Street office last week after some ten days in the territory . . . Victoria DeCane of the RKO Boston is again Hubbing it after two weeks in Fairlee, Vt. . . . Joseph Mansfield, chief of service at the same house, is in from Fieldston.

*Ethel Moore, soon to wed, has resigned from the local Paramount Theatre . . . Edward Cuddy, M&P divisional manager, has been resting . . . The Paramount affiliated circuit has opened the Bayside, former Dan Murphy house in Hull, for the summer. The chain may reopen the Broadway in Chelsea in September . . . Mary Gray of the E. M. Loew home office was the recipient of a diamond wrist watch at a Cocoanut Grove birthday party.*

Virginia Rush, sister of Frederick Rush who is now a treasurer for the RKO circuit on the West Coast, has been doing relief work at the local RKO theatre . . . Maurice Schwartz of the M&P Theatres Corp. advertising department, left this week for ten days of New York, Vermont, New Hampshire, and the Province of Quebec.

*Mary Doherty of Keith's Memorial and Clara Covney of the RKO Boston spent two weeks at Craigville . . . Kitty Hughes of the local RKO Theatres, back from one week of vacation, plans a second week in August . . . Alice Helevitz of M-G-M has been away . . . Francis Driscoll, M-G-M file clerk, likewise . . . Gene Keenan, publicity representative for Herman Rifkin, appeared at legislative hearings in Washington in favor of continuance of the Federal Theatre project . . . Keenan plans to inaugurate a specialized promotional department at the local Republc exchange.*



## *Best Sailors—*

*When "Captain Fury" played the Loew's State and Orpheum in Boston, the extensive campaign included a sailboat regatta conducted on the Charles River opposite the Massachusetts Institute of Technology sailing pavilion. The winners, Domina Spencer and Thomas Gouzoule, received a trophy for their efforts.*

After dozens of New England filmites have already spent hours acquiring bronzed states of being, the *Boston Transcript* comes out with the statement that: "Authorities advise that too much tan shuts out ultra violet rays from the deeper skin layers and reduces their beneficial effects." . . . . Joseph Ruttenberg, former local newspaper photographer and brother of premium distributor, Myer Ruttenberg, is now behind the lenses of "The Women." Their 12-year-old niece recently journeyed alone from Brookline across the country to spend the summer in California with Uncle Joe.

*Frank Clements, manager of the Strand in Brockton, went on vacation this week . . . John MacKenzie, manager of the Tremont, and his bride, Bijou employe, are planning a second honeymoon . . . E. M. Loew, circuit owner, is spending the summer at Ogunquit during the hot weather . . . Russell Burke, publicity head for the Lieberman circuit, plans to be on Cape Cod during part of August.*

Salvatore DiManno, treasurer of Loew's State, was fishing in Gloucester one day last week . . . Henry Greenberg, Columbia booker, has been doing some White Mountain trolling . . . Leonard Kraska, house manager of the Fine Arts which reopens in September, is one of the more enthusiastic local Izaak Waltons . . . Fred Greenway, Loew's State manager, and his bride have left on a previously postponed honeymoon. Part of the time is being spent in Chicago, former home town for both.

*Harry Blanchette, partner of Morris*

(Continued on page 108)

# August Recess Is Goal in Litigation

(Continued from page 105)

versation?" Ryan said.

"That was in the month . . . sometime in October."

"Did you go to see Mr. Westebbe again after that conversation?"

"Yes," said Louis Simon, "I again tried to get those pictures and I says, 'Max, what is this? What is happening here?' I told him, 'I have gone to Columbia and I have been using their pictures before, and now they tell me unless I charge 20 cents, they wouldn't even discuss a contract with me.'

"I says," Simon continued, " 'I went to Universal. I have had their pictures before, and he gives me the same talk. The manager and the salesmen and everybody gives me the same. And I went to United Artists, and I got the same thing from them. You were telling me the same thing. What is happening here, Westebbe?' I called him Max. He was a friend of mine.

"I says, 'Are you trying to gang up on me? What is this all about? It suddenly comes up since I have been going around (since August, September, and here it is October), and I have not got a picture from any of these small major companies,' I says.

"I even went further with him and says to him, 'Paramount don't want to sell me. Warner don't want to sell me. What is it? What is happening?' He says, 'Don't ask me.' He says 'I take orders, and don't get into any conversations with me.' I says, 'Max, can't you tell me what is behind all this?' Well, he says, he works for RKO, and he told me what he wants."

## *Newsreels Yield to Duals At Boston's Trans-Lux*

BOSTON—The Trans-Lux Theatre has switched to a double feature policy. The regular compilation of news shorts and short subjects has ceased at the Boston frontier of the Major Lester Thompson chain.

Al Lauder, manager of the former burlesque house in which the Interstate Theatres Corp. has an operating finger, went for single features several months ago. The newest policy will involve subsequent runs, with "San Francisco" and "There's Always a Woman" the first choices.

## *Control to Blaine*

BALTIC, CONN.—Donald Blaine has acquired the interests of J. Behrens in the 499-seat Jodoin Theatre. Blaine will reduce operation to four days a week.

### Capra-Riskin Form Firm

HOLLYWOOD—Frank Capra and Robert Riskin, writer, will begin functioning as a new independent production company in September when the latter returns from an European vacation.

## *Extra Inducements by the Colonial, Laconia, N. H.*

LACONIA, N. H.—The Colonial here added these attractions to the film fare in one week:

Chances on a $209 electric refrigerator and a $215 electric range, in cooperation with a local dealer.

Auction on stage in charge of "Stick" Aldrich, once well-known baseball player and now local auctioneer. Patrons were invited to bring in anything they wanted to sell—antiques, furniture, dishes, etc.

A special stage show for children, featuring a group of Hopi Indians from a government reservation.

## *Twenty-Five Latest Films Win Censorial Approval*

BOSTON—The Massachusetts bureau of Sunday censorship found nothing wrong in the latest list of motion pictures, numbering 25, to be screened at the state house. Two stage routines were denied Sunday licenses, while eliminations were ordered on two others. Eight acts were okayed.

### Schuster Gets "Eyes"

HOLLYWOOD—Universal has signed Harold Schuster to direct "Before Your Eyes," a George Yohalen production, scheduled to roll in August.

### Rapf on Featurette

HOLLYWOOD—Maurice Rapf has been assigned to script "For Benefit of Mankind," an historical featurette, for Warner.

# Loew to Discontinue A Weekly Stimulant

NEW HAVEN—Loew's will discontinue the weekly Hollywood Party, with $100 in cash awards, at the Poli, Waterbury. The giveaway has been used in other spots this summer, but will now be discontinued indefinitely by the circuit, Harry Shaw, division manager, reports.

In accordance with a plan to use various summer stimulants at the Palace, Meriden and Globe, Bridgeport, the former house inaugurates "Swing Night" for five weeks, following a series of "jitterbug" contests, which the Globe now adopts, beginning August 7. Swing concerts will employ various local and nearby bands. Five-week bathing beauty contests also have been special featured.

## *Tax, Labor Commission Reports Stir Vigilance*

BOSTON—Legislative watchmen for the film industry have been awaiting the reports of the special recess commissions on taxation and labor in the eventuality that motion picture interests may be involved.

The Bay State body now is sitting in special summer session. The general opinion is that an extraordinary 1940 assembly will be called next winter, inasmuch as that will be the first off year for the recently adopted bi-annual sessions.


**THREE BOX OFFICE HYPODERMICS**
**(Motiograph Projectors—Brenkert Suprex Lamps—Ideal Chairs)**

*At the present time when your customers need more than coaxing to bring them in, are you providing the necessary comfort after they get in, to bring them back (alive)?*

*CHAIRITIS (a condition whose symptoms include squirming patrons, etc.) is an uncomfortable malady which not even good pictures will cure. Extraction of ailing chairs and installation of new Ideal Seats recommended.*

*BLIND STAGGERS (a condition due to jumpy pictures from a worn out projector and light source incapable of producing clear pictures without eye strain) is more than an uncomfortable malady, it is positively dangerous to the LIFE of your Box Office. We recommend a delicate operation—the removal of the offending organs and the installation of rock steady MOTIOGRAPH projectors and powerful snow white light from BRENKERT Suprex Lamps.*

*If the above remedies, in combination with good pictures (properly presented), do not enable your Box Office to get a new grip on Life, we will supply free the name and address of an organization which furnishes slow music and flowers.*

*Yours for better projection,*
**Capitol Theatre Supply Company**

*P. S. Names of recent Motiograph and Brenkert patients on request.*

# Germaine Paramount's New England 'Star'

*By* GERTRUDE PEARSON

NEW HAVEN—Of the seventeen awards of coveted membership in the Paramount 100 Per Cent Club, made at the recent convention on the coast, only one award went to the New England district. This distinction was conferred on Henry Germaine, salesman of the New Haven branch—with the echoed congratulations and approval of the New Haven film district, which has known him for many years. The annual memberships are bestowed on men in sales, booking or ad sales departments all over the country who have distinguished themselves in character and achievement, and who will form a reserve of man power for future advancement in the organization. With membership and the gold emblem which is its symbol, goes a life insurance policy for each man, effective so long as he is connected with the company.

To add glamor to the actual presentation of the award, the emblem was this year pinned on each of the lucky fellows by a young member of the Paramount Golden Circle of Personalities and a special dinner at the Ambassador punctuated the event.

Germaine has been on Meadow Street, the New Haven film center, since he was 14, when he went to high school mornings, and in the afternoon assisted Ted Jacocks, ad sales manager of the General Film Co., then piloted by Al Bevans. This places him with Morris Joseph and Ben Simon as an old-timer on the Street, though he is still this side of 40. Henry's next job, with Lester Tobias of Mutual Film, gave him the varied experience of booker, office manager, shipper, and general assistant. After a short time, he switched to Rosen Film Delivery, where he was employed as New Haven manager, a high-sounding job whose chief duty consisted of delivering the film by hand truck from Meadow Street to the railroad station and back. Film was then shipped to New York by train. Finding this job required less brain than brawn, and ambitious to get into the selling field eventually, Henry returned to the exchanges via Universal, where Morris Joseph placed him in the ad sales department.

After five years, he secured his fifth job in the business, as shipper for Paramount Artcraft Pictures, then managed by Henry Scully. Germaine had apparently found his niche. By the time he was 21, he was booking manager under John Powers. A few years later he was made salesman, which post he continues to fill to his own credit and with the best wishes of his associates and customers.

## *Anyway, Signs Would Cost Less*

**Boston—Suburban-Boston Dorchesterites have a habit, it seems, of shortening the name of the theatres in their locality. The Uphams Corner thus becomes the Uppy; the Magnet, Maggy; the Dorchester, Dotty; and the Liberty, the Libby.**

**The M&P management of the Fields Corner has been known to blush at the listing of that house as the Corny; but Allied Vice-President Frank Lydon refuses outright to comment on nickname accorded the Hamilton.**

# BOSTON

(Continued from page 106)

*Safner in the operation of four Rhode Island theatres, is spending the summer at Bridgton, Me. Safner has been at his summer home in Connecticut . . . New owners are expected to open the Comique in Lynn about August 1. The house was recently closed by William Purcell who operates the Strand in Beverly . . . Lynn Copeland of Republic was in Nahant last week . . . Alice Hall of Republic left on vacation this week . . . Helen Chansky, secretary to Booker Charles Wilson of Republic, heads towards Connecticut.*

George Walsh, manager of the Square Theatre in Medford, plans to leave shortly on an automobile tour . . . Anthony Zinn, house manager of the RKO Boston, will probably spend the last two weeks in August, at Buzzards Bay . . . Will Alpersin, former Warner cashier now booking for the Lieberman chain, is back from the summer usual . . . James Grainger called a sales meeting at the local Republic exchange last week, Saturday.

*Joseph A. DiPesa, for years advertising manager for the local Loew's Theatres, works an increased number of hours every day . . . Di Pesa, close to top health following his recent illness, copped editorials on "Goodbye, Mr. Chips" in no less than the* Boston Herald, Traveler, *and* Post. *He and his staff planted* 35 *cuts and* 25 *stories on the feature.*

Frederick E. Lieberman, after a spring in Florida, has been keeping on the job and spending weekends at Nantasket . . . Mort Lieberman has been hitting the same beach resort . . . Mrs. Gina Cohen, sister-in-law of E. M. Loew, has been vacationing and second-honeymooning at Niagara Falls . . . The annual Warner outing was a success last week Wednesday at the Mayflower Hotel in Plymouth.

*Helen Mysko, secretary to Sam Davidson and Walter Gillis of Cameo, was at Alberta, Canada, last week . . . Betty Adams of Keith's Memorial plans to spend the last week of August and the first week of September down south . . . Peter Levescue, manager of the Strand in New Bedford, has been White Mountaining it.*

Vaughn K. O'Neill, assistant to Edward McBride at Loew's State in Providence, has been handling the house during the latter's vacation . . . Jack O'Brien, Metropolitan house manager, plans to get away about the middle of August . . . Mario Daru, assistant to publicity head Jack Saef of the Paramount and Fenway, anticipates a vacation of fishing . . . Joe DiPesa, Joe Longo, Al Longo, et al, of the Loew's publicity department promoted 500 apples and hired one girl and one basket to distribute the same, together with the admonition: "From the 'Borrowed Time' tree. Not to be eaten!"

*Beverly Levine, daughter of Grand National booker Sam Levine, is at Camp Naomi at Billerica . . . Also there is the daughter of Kid Harris, M&P projectionist . . . Herb Sidel of Imperial has been exhibiting films which he took during a Florida stay . . . Alice Tanzsman of Wholesome Film follows Norman Poretsky on*

# NEW HAMPSHIRE

ANSEL SANBORN, Carroll county exhibitor, and Mrs. Sanborn are summering at the Casino in Wolfeboro . . . Much local interest is attached to the coming showings of "Winter Carnival," starring Ann Sheridan and Richard Carlson, as the picture was filmed at Dartmouth College, Hanover.

*A recent cooking school sponsored by the Scenic in Rochester was a big success. At the first session were* 450 *women; at the second,* 525; *third,* 700, *and so on, through the course, according to Manager William J. Stanton. Lucille Morton, University of Wisconsin graduate, was in charge.*

The Tilton in Tilton stirred much enthusiasm with a bicycle contest. Voting ballots were given at each performance and solicitation of votes within 100 feet of the film house was forbidden. Standings of contestants was announced on the stage each Saturday night during the competition.

*The Somersworth in Somersworth has been giving a "Gold Mine" cash award every Friday . . . A new front and seats, plus redecorations, are among latest improvements at the Palace in the Penacook section of Concord.*

F. K. Eldridge, personable manager of the Capitol in Concord, is observing his 10th anniversity in that capacity. Before coming to New Hampshire, he was manager of the Keith Memorial in Boston.

*When a shoe factory opposite his establishment closed, Walter Young, owner of the Strand in Farmington, decided to swing into action to offset the inevitable dent in patronage. He decided upon an air conditioning system to make his theatre more inviting to summer guests at Lake Winnipesaukee, a few miles away.*


**OPPORTUNITY**

PRIVATE PARTY wants to sell 2 HOLMES PORTABLE PROJECTORS complete with sound.

**MAKE AN OFFER !**

ROY AKROYD

55 Lowell St. — Woburn, Mass.

Woburn 0147-W

*vacation . . . Lila Izen, Wholesome office manager, has been in New York . . . John Longo of the Buck Printing Co. is responsible for many of those Metropolitan and Keith's Memorial advertising posters . . . Marjorie Adams,* Boston Globe *film critic, is West Coasting it for a month or six weeks.*

Leon Task, Campello exhibitor, is unscathed following the crash of a plane he was piloting . . . George Kraska, Fine Arts operator, is summering in Winthrop . . . Camille Carpentier, of the local RKO Theatres, is planning for the first two weeks in August . . . Ben Domingo, city manager for the RKO Theatres, and Mrs. Domingo left Monday for a West Indian cruise.

*Thad Barrows, veteran film labor leader, received congratulatory birthday letters from among scores of others, Postmaster General Farley. The missives, neatly bound, were presented to the Motion Picture Academy of Arts and Sciences member at a party . . . Peggy Doyle, local Hearst critic, will probably head toward her Chicago home early in August . . . Helen Eager, film writer for the* Traveler, *has been making Cape Cod plans . . . Joyce Dana has been doing special work for the* Daily Record.

Peggy DeCota of Keith's Memorial and Arthur Murphy, manager of St. Clair's in Brookline, have announced marriage intentions . . . Bernard Leven, Columbia accessories manager, spent most of his vacation in Sharon convalescing from an attack of intestinal grippe . . . Mary Casey, recently married, has returned to the Tremont . . . Sam Paris, Repertory manager, may go to Nantasket for his vacation which has been scheduled for tomorrow.

*Douglas Fairbanks jr. and bride passed through Boston last week Friday to the accompaniment of publicity melody from such warblers as Harry Browning, Jack Granara, Paul Levy, etc. They were east to visit Fairbanks' mother, Mrs. Beth Whiting, of Providence, and to visit Mr. and Mrs. John Jacob Astor III at Newport.*

Roy Heffner booked "Tumble Weeds" into the RKO Boston for the Hub premiere of the reissue . . . Francis X. Coyne, of the Massachusetts House of Representatives, the sponsor of the so-called "True Name Bill" which would make stage names illegal in the Bay State, may be the West Coast guest of Mae West within the near future . . . Charles Hurlburt of the M&P accounting department has admitted to a secret marriage with his former New Hampshire high school sweetheart, now a Dorchester beautician.

*Sam Davison of Cameo has taken over the New England distribution of "The Challenge" which picturizes the first ascent of the Matterhorn . . . Curtis Prest, of Keith's Memorial, sponsor of that theatre's riding class, left this week for two weeks in Maine . . . Paul DeBruille, a recent father, has been vacationing . . . Carlo Vannicola, RKO artist, has been storing up cigars for a second time . . . Laura Montaine of the Memorial recently saw her brother, Chester, for the first time in 35 years. He is now living in Winnipeg, Manitoba . . . Larry Ellis, local newsreel photographer, may appear on a near future "Inside Story" program over NBC.*

## Form Stock Company

PORTLAND, ME.—The Theatrical Guild of Portland, designed to set up a non-professional stock company which would present a new play each week, was organized by a band of 25 persons at the Cape Shore Anchor June 15. Donald A. Ramsay was elected its president.

### 20th-Fox Holds Atwill

HOLLYWOOD—Lionel Atwill has been held for another term by 20th-Fox.

### Warner Repacts Rossen

HOLLYWOOD—Robert Rossen, writer, has drawn a new contract at Warner Bros

## Summer Competition Is Stiff in Boston

BOSTON—Professional baseball, both because of direct attendance and of radio broadcasting, is just another of the stiff seasonal active forces that New England film business is now suffering. Ballrooms are drawing crowds with big name bands. Beaches and golf links are taking their toll. Pari-mutuel races and dog racing, too.

### Retitle "Green Hell"

HOLLYWOOD—"Green Hell," the Harry Edington production for Universal, has been retitled "South of the Amazon."


# MONOGRAM

## NEWS OF THE WEEK



This week we have the unique situation of meeting up with two brothers, both equally noted as members of the bar and as esteemed members of the film industry. Max L. Levenson, at the left, constitutes one-half of the Levenson family, the other member of the winning combination being Joseph. These executives started in the moving picture business when it first began. They were members of the original Strand Theatres chain in New York and elsewhere. They were also connected with the early First National Pictures' franchises. Their holdings include houses in Quincy, Coolidge Corner, Brookline Village, Leominster, Oak Bluffs and the newsreel theatre in South Station. Max bears a close resemblance to Gen. Hugh Johnson and has been mistaken several times in Washington for that illustrious gentleman.

* * *

Joseph Levenson, at the right, works hand in hand with his brother, Max. They are active and respected members of the Massachusetts bar and maintain joint offices in the Old South Building, Boston. The only other duo approaching this famous brother team in close cooperation and fraternalism might be Damon and Pythias. The Levensons are in active control of all their theatres, checking on bookings and keeping in close touch with all phases of the industry.



* * *

John Trent and beautiful Marjorie Reynolds are starred in "Stunt Pilot," second of the Tailspin Tommy pictures which is replete with action and romance.

Don't fail to cash in on this money-making series and take advantage of its comic strip popularity. We have a new Tex Ritter western on the way. Tex fights and sings his way through "Man From Texas" to maintain his rating as one of the top five western stars.

*Steve Broidy*

# MONOGRAM PICTURES, INC.

39 CHURCH STREET • BOSTON

# NEW HAVEN

MEADOW STREET is still buzzing with echoes of the Wilkinson dinner. The pioneer exhibitor was presented with a lounging chair and reading lamp, in addition to the testimonial parchment, by Morris Joseph, Universal manager, who holds the time record for the territory on the exchange end. The theme of Joseph's presentation address was that Mr. George Wilkinson "in good times and in bad times had played the game on the up-and-up, and had been doing business on the principle of live-and-let-live. In my humble opinion," the veteran exchange man said, "if all exhibitors were to do business on this same principle, there would be no need for exhibitor organizations or codes or arbitration boards, nor would there be the animosity which seems to exist between the producer and the exhibitor."

*In addition to the master of ceremonies and the chairman, Ben Simon of 20th-Fox was given a big hand for his untiring efforts, behind the scenes, in arranging the dinner . . . Bill Scully of New York, the first selectman of Wallingford, Irving C. Jacocks jr. of Branford, Dr. J. B. Fishman and Lou Phillips of New Haven were also on the speaker list . . . Roy Haines and Edward Schnitzer were among the New York visitors and Bill Erbb and Al Kane were in from Boston . . . Lou Phillips of Modern Theatre Equipment, who was once an operator in Wilkinson's employ, would exchange few honors for the one of having served on the testimonial committee. When he recalls how Wilkinson used to keep that New Haven trolley waiting while he finished the last reel, Lou is transported beyond words. A surplus in the luncheon proceed has been donated to the* Register *Fresh Air Fund.*

Plans for the fourth annual MPTO golf tournament gather momentum as August 1 approaches. The event bids fair to bring more film men and friends than ever to the 18-hole course at Race Brook Country Club in Orange for a full day of activities from the 10 a. m. qualifying round to the awarding of valuable prizes in the evening. In the steady flow of gifts received by the committee, is included a handsome electric clock from BOXOFFICE. Other gifts and trophies, already listed in this column, will also be worth swinging for.

*A big time ahead for August 10, too, when the annual film district outing will see exhibitors, exchange men and all those connected with either (except wives and such) off for a day at Rustic Inn, Lake Quonnipaug. Homer C. Downey, chairman, predicts a big turnout and plenty of fun in the carefully-planned program . . . Savin Rock is readying to play Bingo, with organizations as sponsors. The new law limits the amount to be given away and number of games in any one day.*

Jack Schwartz has raised admissions in the newly-renovated West-End Theatre, Bridgeport, five cents, going to 25-cent top on Sundays and 20 cents weekdays . . . Maurice Bailey of the Whalley Theatre states construction of a 900-seat theatre on site of Whitney Theatre Co., Inc., at 1220 Whitney Ave., Hamden, starts next week . . . Abel Jacocks, who just retired from partnership with William Hoyt in the operation of the Capitol, East Haven, has purchased 11 houses on Kimberly Ave. and Sanford St., East Haven, to be removed to Joyce and Estelle Roads.

*Colonial, Bridgeport, is reported interested in redecorating and air conditioning . . . Hippodrome, Bridgeport, also talking about redecorating and reseating . . . Middlesex Theatre, Middletown, is making plenty of noise about its new sound in advertising . . . Henry Fontaine is offering his 450-seat Lily Theatre, Plainfield, for sale . . . Opening date for renovated Rialto, Windsor Locks, July 23 . . . Observers predict the new Robert Schwartz house in Thomaston will be delayed beyond Labor Day . . . New Finn's, Jewett City, looks like an on-schedule opening for Labor Day . . . Although no activity is apparent yet in Groton, where the John Hesses announced they would open a theatre, product of two companies is reported to have been bought already.*

It is reported a New York concern is considering building a 750-seat theatre in Cromwell, town of 2,700 not five miles from Middletown. Site is said to have been selected on the main street, and arrangements are in progress for promotion of the theatre . . . Strand and Regal theatres, Hartford; Capitol, Springfield, and Roger Sherman, New Haven, changed from Wednesday or Tuesday opening to Friday, July 21. This gives "Daughters Courageous" a 10-day engagement, the Regal holding over from the Strand in Hartford.

*Albert Laurion, operator of the Union Hall, North Grosvenordale, has been an exhibitor in the town for 29 years, and is employed in the mill daily until theatre time. A peep into Laurion's family reveals the interesting facts that he has two sons who are priests in Bridgeport and Waterbury, and two daughters who are nuns, one in India, the other in Alberta. In addition, there is a married daughter who helps at the theatre and Mrs. Laurion, who gets credit for the beautiful gardens of the Laurion home . . . Ride along the main street of Moosup and you're bound to see Mr. and Mrs. John Hess selling their picture wares at the Moosup via sound wagon, which they themselves drive, while they extend friendly greetings to the townfolk.*

## *Knew Who He Wanted*

BOSTON—The fact that Fabian Sevitsky, former musical director of the Metropolitan Theatre here, now is conductor of no less a noteworthy group then the Indianapolis Symphony Orchestra, may afford an insight into the intensity of his temperament.

When the Metropolitan staff had been unsuccessful in procuring a particular sort of piano for a stage production, Sevitsky reached impatiently for a telephone and called M. Steinert & Sons Co., Inc.

"I want Mr. Steinert, personally," Sevitsky said.

"Mr. Steinert has been dead for 20 years," came back the reply.

"Very well," Sevitsky said with dignity. "Nobody else will do."

Look for Charles Repass of the Crown, Hartford, and you'll find he's left on a motor tour with Mrs. Repass and his three children, with Decatur, Ill., as first stop. At Decatur, the party will watch the eldest Repass son play pro baseball for a week, then go on to Detroit to visit. Then to Canada and back over the Peace Bridge to Buffalo. This is the first vacation for Repasses in four years . . . Joseph Quittner, who will operate the new Jewett City Theatre, in construction, is summering at Moodus with Mrs. Quittner . . . Seen on the street: Smiley Callahan in from Boston . . . Dave Sugarman, manager of the Regal, Hartford, now on vacation . . . Raymond Parlin of the National Theatre Supply home office . . . George R. Giroux, field representative of Technicolor Motion Picture Corp., in from the west coast . . . Morris Pouzzner, who was visiting in New Haven for a few days with Mrs. Pouzzner, his son-in-law, and nephew . . . Rocco Longo, of the Community, Oakville, a picture of sartorial elegance.

*Vacationing: Rose Rumanoff of the Universal office is at Shwanga Lodge . . . Believe it or not: Monya Hadelman, Modern Theatre Equipment secretary, is making first acquaintance with Coney Island on her present vacation . . . Whatever it was that really happened, that was a memorable trip to New York on the part of Bob Schwartz and Billy Sirica . . . Joseph Corwel can catch nearly everything in the neighborhood of the Liberty, but he can't find the combination for the carp at Lake Zoar, where he summers.*

Managers' Doings: Ski Neumann of the Bradley Theatre, Putnam, was so successful with the bathing beauty contest he promoted at a cost of next to zero at his theatre last year, that the entire Inter-State circuit was ordered to go and do likewise. This year he again packed them in, promoting prizes of a loving cup, Jantzen bathing suit, permanent wave, and other merchandise, and filling in with some Annie Oakleys. Not content with the distaff angle, Ski is now staging a "handsomest man" contest on July 27, in cooperation with a leading clothing store, which will contribute prizes of palm beach suits, sport slacks, etc.

*James J. Bracken of Warner Theatres is on vacation in Philly . . . John Hesse has had his shore leave temporarily postponed . . . Bob Russell is strong for fishing on Peconic Bay . . . Lou Schaefer of the Paramount will be vacationing August 10 . . . Helen Clementi of the Paramount staff is seeing the sights at Asbury Park . . . Nat Rubin arranged a special morning preview of "On Borrowed Time," with Dr. William Lyon Phelps, other edu-*

*cators, and representative people from other walks of life present. Clever stunt to mark this coming attraction was Nat Rubin's little curtain speech after the advance trailer on it, asking patrons to see "On Borrowed Time" from the beginning and to keep the plot to themselves.*

Manager Fox of the Strand, Willimantic, figured his new serial, "Mandrake the Magician," would be showing 12 weeks or 36 days, and, therefore, heralded it above his two feature pictures in his advertising . . . Jack O'Connell of the Roger Sherman arranged a music-guessing contest on WELI for "Daughters Courageous," with five pairs of guest tickets inducing a flood of telegrams . . . The Paramount has 10-a-week spot announcements on WELI . . . Lou Schaefer worked a hosiery tieup on "Man About Town" with a leading department store and imprinted 1,500 song-sheet wrappers for distribution at Kresge's.

*Madge Evans called "delightful" in* Biography *at the Ivoryton Playhouse . . . Elissa Landi wowed them in "Lady Has a Heart" at Stony Creek one week and in "Tovarich" at Guilford Chapel Playhouse the next . . . George Petrie did all right in "Twentieth Century" in a taxing role at Stony Creek . . . Edward Everett Horton is due at Clinton next month in "Springtime for Henry," which is winning him orchids at other strawhats . . . Announcement that Thurman Arnold, a leading spirit behind the government's anti-trust drive against the industry, will resign as assistant attorney general to return to Yale as professor of law, has not been officially confirmed at Yale.*

## National Anthem Practice Upheld by Newspaper

WOLFEBORO, N. H.—The growing practice of theatres featuring the national anthem to open and conclude their programs was defended in an editorial, "Right or Wrong, My Country!" in the *Granite State News*, published here.

"More and more theatres and radio stations are using the national anthem to open and close their performances," said the *News*. "A few alarmists have said that this is deliberate propaganda to prepare the country for a war drive.

"This is a most extreme view. In time of international discord and economic stress, it is high time that the people of the United States turned their thoughts now and then from their own selfish pursuits to the welfare of their country. And the playing of the national anthem does this.

"No other country gives its citizens such absolute freedom of movement within the borders of the nation, and such freedom of expression by press, by radio, by screen and by pulpit.

"It is high time that the people of the United States gave thought to their country, for the opportunities that exist for them and for the freedom it extends to them."

### Sonja Henie Vehicle

HOLLYWOOD—"Shadows in the Valley," a story by the late S. S. Van Dine, is Sonja Henie's next vehicle for 20th-Fox. Harry Joe Brown produces.

# This Week We Meet

## JOSEPH A. DAVIS

Few men have had the unusual experience of being an exhibitor as well as a distributor of motion pictures. This distinction attaches to Joe Davis of New Haven with particular emphasis because of his many years spent in both fields of endeavor. Having recently sold out his interests in two theatres in Southington and Bridgeport, he is now on the sidelines and therefore, without bias, can discuss the various factors now disturbing the industry.

Davis spent several years in Boston as sales manager for Paramount Pictures and possesses two mementoes of which he is very proud. One is a gold medal denoting that he was a member of the 100 Per Cent Club of Paramount. The other is a silver cigarette case presented by Adolph Zukor on the occasion of the celebration at Mr. Zukor's estate at New City of the successful "Over The Top Drive."

Later he became affiliated with Warner Bros. as branch manager in New Haven, which post he held for five years, making many lasting friendships here in both distribution and exhibition. From this latter connection he entered the exhibition field, operating the Colonial Theatre in Southington and the Black Rock Theatre in Bridgeport, Conn.

Asked his opinion of the Neely Bill, he contends its passage would shake the very foundation of the industry as it is now constituted. "Without touching on the many-sided and controversial pros and cons as to its benefits and hardships," he claims, "it would be a very costly experiment now and in the very near future and the many exhibitors and not a few producers and distributors would be unable to survive the adjustment period that would result under the precarious economic conditions prevailing."

Davis feels that only after a period of prosperity affording a backlog of profits should such a drastic move be made, if ever. "Certainly such a change should not be made until economic conditions create a substantial foundation for such readjustment."

He is wholeheartedly in favor of the industry settling its own affairs and of keeping the long arm of the government out of its disputes. He is of the opinion that the recently outlined "concessions" made by most of the distributors should be accepted "by the rank and file of exhibitors on the basis of good faith and given a trial. If found wanting, the very spirit of conciliation which prompted their formation would again arise to effect any necessary and equitable readjustments."

**Lauds Arbitration Setup**

The arbitration setup, he claims, augurs well for the future relations of exhibitors and distributors if equitably and promptly applied. "In this way many sore spots can be cured without becoming chronic, and a healthy industry spirit of cooperation can be maintained." Now, he states, exhibitor is set against exhibitor and against their own source of supply, which exposes both to outside aggression, leading to government regulation.

Drawing on his exhibitor experience for a discussion of double bills, Davis claims the evil was born as a natural result of highly competitive conditions, rather than from any urgent desire of the public. "Of course," he states, "the public was quick to take advantage of the situation and what now seems to be the desire is only habit." A poll of his patrons by mail indicated that 80 per cent preferred duals. Davis claims it's like asking a hungry man whether he prefers two pieces of pie. It is his contention that a serious and concerted move should be made on the part of all factions of the industry which desire the elimination of the evil. This move should be made with conviction and foresight for a long pull, and not abandoned because receipts may drop for a few weeks. Simultaneously, of course, he claims, the producers must concentrate on the production of "A" pictures only. It is his contention that as long as double bills exist, producers will continue to make "B" pictures on a low cost budget.

Davis has not made any connection as yet since the recent sale of his theatres, but hopes to be on the distribution side of the industry again in the very near future. His long and varied experience and his excellent record should stand him in good stead.

## Plan a Film Library

HANOVER, N. H.—At a meeting of the New England Educational Film Ass'n at Dartmouth College here, attended by representatives of 26 colleges and junior colleges, a committee was chosen to launch plans for cooperative establishment of an educational sound film library for common use.

## Sets Auto Stunt

BOSTON—Nathan Levin, manager for M&P in Roxbury, is working on the promotion of a second-hand automobile for a theatre giveaway. Levin is endeavoring to tie in a reputable local dealer for the stunt. The promotion of cooperative advertising also is in view.

### Roach Holds Rian James

HOLLYWOOD—Hal Roach has signed Scripter Rian James for another term.

## And He Still Is Doing It

**Boston—One of the local oddities of the moment is the fact that a current juvenile star once banned from attending shows at a certain suburban film house "because he raised too much hell," is now one of the largest screen draws at that same theatre.**

# INFORMATION BUREAU

**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

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MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

## AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
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MT517 Air filters
MT518 Air diffusers, high velocity
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MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

## MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

## PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

## SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

## SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

## STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, viterous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

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# Interstate, R&R in a Management Swap

DALLAS—The Interstate circuit and Robb & Rowley-United have interchanged one against two of their Dallas houses for operative management without including sale or transfer of ownership of any of the properties, according to C. V. Jones, R&R official.

Interstate now is operating the Mirror on Elm St., which for years has been operated by R&R as a downtown subsequent run. R&R, in turn, have taken over the Bison and Astor theatres in Oak Cliff which houses formerly were operated by Interstate. The deal gives R&R five houses in Oak Cliff, the largest suburban addition to Dallas.

## *Cotton Improvement Looks Bright for Film Trade*

NEW ORLEANS—The cotton situation in both Mississippi and Louisiana looks exceedingly bright to the film industry for the coming season, and with anticipated political activity, both state and national, in which much ready money will be loosened, theatres throughout the territory believe that the 1939-40 season will exceed in receipts that of last season.

Admission prices are very low in New Orleans. Exhibitors outside the immediate territory are wondering how it is possible. New Orleans has two houses practically in the center of the city that are running two features, a couple of shorts and a newsreel for a dime. The Casino is running practically the same program for five cents.

Here is another right in the heart of the city: The Saenger charges 40 cents plus for a first run; then after a short period the film is shifted to the Tudor for a 25-cent run; next door is the Globe (both Saenger houses) which puts on the same for 15 cents. There has, as far as is known, been no effort to advance the admission prices in the downtown houses. It is said they can get half a dollar easily for the class of attractions in the three first-class theatres.

## *Improvements and a New House Due for Fordyce*

LITTLE ROCK—A number of improvements for the Amuse-U Theatre, Fordyce, recently acquired by K. Lee Williams, and plans for the construction of a new theatre there have been announced.

The Amuse-U, at present in charge of R. B. Hardy, formerly of Prescott, had been owned and operated by Mrs. Marks Attwood before it was sold to the Williams group.

### Mangham Visits New Orleans

NEW ORLEANS — John W. Mangham, Monogram franchise holder for the southeast, was in town this week, checking over exchanges.

## *Oakley Is Absolved Of Arson Charge*

**Tyler, Tex.—S. L. Oakley, manager of the Dallas branch of Jefferson Amusement and East Texas theatre circuits and formerly owner of the Rex Theatre in Arp, Tex., appeared here voluntarily before the Smith County grand jury where he was no-billed and exonerated of arson charges in connection with the fire that destroyed the Rex, October 7, 1938.**

**Tyler newspapers recently printed stories that Oakley had been implicated in the fire by testimony to police of Joe Hackney, former manager of the Rex. Hackney, the newspapers said, pleaded guilty to setting the theatre on fire and testified that he did it at Oakley's suggestion.**

**Dallas—S. L. Oakley on Thursday confirmed Tyler reports that he had appeared voluntarily before the Smith County grand jury and was no-billed and exonerated of arson charges in connection with the destruction by fire of the Rex Theatre in Arp, Tex., Oct. 7, 1938.**

# Cash Prizes Invade Downtown N. O.

NEW ORLEANS—The money giveaway has invaded the downtown New Orleans theatre area. Hitherto, all efforts had been bent by both distributors and exhibitors to keep it out here, since all acknowledge the giveaway is bad competition the whole way round.

As usual, Joy Houck, who pioneered in making double features a permanent policy at the Strand and who extended this policy to the Regent, which he took over and rechristened the Rio, introduced the cash giveaways to both his houses. The prize money is called off apparently and an occupant in either house may win. Distributors apparently don't worry much what happens in these houses because of their low price policy.

However, if the new policy cuts business away from either the Liberty, the Lyceum or the Center, it is possible that these houses may follow suit.

## *Wichita Falls Remodeling Job Start Is Scheduled*

WICHITA FALLS, TEX.—Construction was to start immediately by Texas Consolidated Theatres, Inc., on a $150,000 project that will convert the old Opera House at Tenth and Indiana streets into a modern motion picture and vaudeville theatre. These plans were first announced a year ago by Karl Hoblitzelle, president of Texas Consolidated, an Interstate circuit subsidiary, when the KMA oil field was at its height.

Plans call for 1,500 seats, fireproof construction, air conditioning, lighting and stage facilities for vaudeville and plays.

# Col. Cole to Capital For Industry Talk

DALLAS—Col. H. A. Cole, Allied's national president, left over the weekend for Washington for conferences at the department of commerce. He had been invited by the secretary to talk over industry problems and the first meeting was scheduled for Wednesday, Cole believed. Abram F. Myers, Allied national counsel, would in all probability, sit in, he said.

Cole had made no plans to go to Washington until last Saturday, it was learned, as attention was called to previously printed stories that he was on his way.

## *L. C. Griffith Tops Move For O. C. Variety Tent*

OKLAHOMA CITY—Definite plans for organization of a local Variety Club are being formulated by leaders of the theatre business here, with L. C. Griffith of the Griffith Amusement Co. taking the lead.

He has written theatrical leaders asking them to attend a meeting at the Biltmore Hotel on August 2 for the purpose of organizing or drawing up plans for such a chapter.

"We will endeavor to perfect plans for a chapter at this meeting" Griffith states. "At the same time we will discuss a number of charities we might sponsor, as well as discuss matters such as dues, quarters, etc."

While attending the Theatre Owners of Oklahoma, Inc., annual convention here, R. J. O'Donnell, Chief Barker of the Dallas tent and general manager of the Interstate circuit, suggested that Oklahoma City theatremen organize a tent.

## *Code Committee Report Is Due Oklahomans*

OKLAHOMA CITY—A report from the special committee on the trade practice code appointed at the convention of the Theatre Owners of Oklahoma, Inc., is expected within the next ten days.

The committee was reported to consider the trade practice code provisions and advise the board of directors of the association on whether or not the association should endorse the code in its entirety, in part or not at all.

Delay has been due to the inability of the committee members to secure complete copies of the draft for consideration.

## *Morgantown Mimosa Set To Open in October*

MORGANTOWN, N. C.—Opening of the new Mimosa Theatre here has been tentatively set as early October. To seat approximately 800, the house already is under construction. Provision is made for the installation of 100 more chairs if they should be needed.

The house will be operated by C. V., F. W. and W. I. Davis, the partnership now controlling the Alva and Carolina theatres here.

# Joy Amusement Files Charges Against Majors, Interstate

HOUSTON—Suit for damages has been filed in federal district court by Joy Amusement Co. against Interstate circuit, Horwitz Theatres, M-G-M, RKO, Republic Pictures Corp., of Texas, Loew's, Inc., Paramount, Columbia, Vitagraph, and 20th Century-Fox, the petition claiming violations of the Sherman anti-trust act on the part of these ten defendants.

Amount of damages asked is $17,366.31 which the plaintiff claims is the loss in profits he sustained because the defendants, he alleges, prevented the Joy Theatre from exhibiting first-class films.

DALLAS—Early in the spring BOXOFFICE carried a statement from Tol Teeter of the Joy Theatre in Houston, which said he would file suit against the distributors and the two theatre groups. The Joy operates vaudeville or burlesque and films to go with it.

## Latest Equipment Sales By Dallas NTS Office

DALLAS—Latest equipment sales reported by the local branch of National Theatre Supply follow: Fain Theatre, Woodville, Tex., projectors, curtain control and track, screen, lenses, carpet, rubber matting, reel end alarms, enclosed automatic rewind, panic bolts, cooling equipment including fan, washer, pump, drive, motor and deflectors; Griffith's new Denver City theatre, sound, projectors, lamps, rectifiers, screen, carpet, chairs; Palace, Childress, chrome furniture; Rialto, Greenville, rubber mats; Texas, Lufkin, and Jackson, Jacksonville, electric hand-driers; Lone Star, Jasper, lamps, generator, screen, lenses, automatic rewind; Rita, Nacogdoches, rubber matting; S. G. Fry, Tyler, carpet.

## Southern Circuit Brings Old Stunts Up to Date

NEW YORK—Much-used street ballyhoos and stunts are brought up to date in picture campaigns by Interstate Enterprises, according to Nat Williams of the chain, who was a visitor here at RKO's World's Fair exhibitor lounge.

The circuit, comprising seven links in Georgia and Florida, uses two sound trucks at intervals over the territory. Exploitation gags, with a comedy twist, are brought into play, he adds.

Interstate is building a theatre at theatreless Meigs, Ga. Circuit headquarters are at Thomasville, Ga.

### Has New Catalogue

ENID, OKLA.—A new catalogue has been prepared by Wesley Trout, equipment dealer, on his lines. Especially featured is Trouco film cement.

# Dallas Variety Picnic For Staffs Pleases

DALLAS—To a man and a woman, film exchange employes are grateful to Variety Club, Tent No. 17, for a grand and glorious time at the picnic Saturday afternoon and night in Vickery Park.

T. P. (Pat) Williams, M-G-M shipper and president of Local B-53, Film Exchange Employes, including shippings, inspectors and poster clerks, and speaking for his organization expressed gratitude for the party and told how all members appreciated the affair.

A letter, he said, was on its way to Chief Barker R. J. O'Donnell, extending thanks to the chief, to Variety directors and members and to the committees which worked out the picnic arrangements.

So pleased were Variety officials with their first outing honoring exchange and theatre workers, it was decided to make the event an annual affair. Five hundred employes and Variety members attended Saturday afternoon and at night the number was swelled to 1,200 including members of their families and friends.

## Unique Paint Job Will Premiere in Lawton

DALLAS—A world premiere for paints as applied to a theatre will be held soon in the Dome Theatre at Lawton, Okla., according to W. B. King, who has secured a contract to revamp the interior of that house. Conti-Glo paints to be used with black lights will be applied to the walls of the theatre, he said, being the first time such treatment has been given to any theatre in this country, as far as could be learned.

There will be three wall panels on either side. The center panels will contain the magic pictures or scenes. They are one thing in ordinary light and something entirely different when under the black light. The Lawton, King said, plans to merchandise its new decorations as a novelty attraction for its patrons.

The Lawton is owned by the Lawton Theatre Corp., which company also owns the Palace, Dome and Murray. The individuals are Mrs. Marguerite Day, Max Brock and Harry Williams.

## Speed on Fain Job

WOODVILLE, TEX.—The J. Wood Fains are jubilant over prospects for opening their new 500-seat theatre September 1. The foundation is in and walls are going up rapidly. Upholstered seats, new sound, butane gas for heating and air-conditioning will be features of equipment.

## Picnic Sidelights

"DUKE" EVANS, as usual, with something new, unusual, and different, was the only cash concession on the grounds. His "Dart" game made money for the club—and monkeys out of the guys and gals who tried to run up a high score.

Chief Barker "Bob" O'Donnell finally succumbed to the lure of the microphone and took over the job of awarding the $50 grand prize for Bingo. "Speed" Hoover was the eventual winner.

Bob O'Donnell promised that the Variety Club Picnic would be an annual affair—and also admitted that the committee had learned a few things about picnics . . . the most important being to "not run out of beer at 6 p. m."

"Skipper" Cherry is nursing a sore back after doing a grand job of riding the "Baseball" Mules. These long-eared equines simply failed to cooperate, but it was fun!

Paul Short deserted his duties at National Screen long enough to put in a spectacular appearance with his Mrs., the inimitable Besa, of Interstate.

Lynn Stocker assumed the sole responsibilities of clearing the African Domino game of some unwanted players.

Harold Robb was a "lost lamb" without his side-kick, Wallace Walthall, who was functioning as a chaperon to 40 kids going to the Variety Club Boys' Camp at Belton.

The dancing lasted until 12:00 p. m. and there were a lot of nice things said about Hyman Charninsky's music.

Walter King attempted a "strip tease" about 10:30 p. m. but was censored in the nick of time.

Buddy Harris, Sam Anderson, Harold Robb, and "Uncle Joe" Estes formed an alleged quartette—not bad, but certainly not good.

There was an abundance of Shoemaker's Barbecue—but an over-abundance of appetites caused a shortage long before dark.

Frank Starz set some kind of a record by refusing to partake of anything stronger than "cokes."

This was the first gathering of showmen this year where E. B. (M-G-M) Coleman did not have the meeting place plastered with photos of his stars.

Wally Nass, Vic Maxwell, Dorothy Mealer, Winifred Cutler, Susie Coleman, Tom Harris, Duncan Hamric, Irving Grandjean, Elmer Dalton, Gertrude Helm and Marie Harper were representing National Screen in a joyous manner.

## Mayor Dedicates the New Dilworth in Charlotte

CHARLOTTE—Charlotte's new theatre, the Dilworth, second uptown showhouse, was dedicated by Mayor Ben E. Douglas on opening. The 526 seater is operated by North Carolina Theatres, Inc., of which H. F. Kincey is president.

It is the fifth Kincey house in Charlotte. The Kincey organization operates over 80 theatres in the Carolinas.

Glenn Grove, heretofore assistant manager of the Carolina, will manage the Dilworth. Danner Sitton succeeds him at the Carolina.

## Fire at Lubbock

LUBBOCK, TEX.—A booth fire in the Arcadia did little or no damage although a hurried exodus of the audience was made as smoke came into the house. W. O. Bearden, co-owner, said the situation was handled in an orderly manner.

### Van Alstyne House Remodeled

VAN ALSTYNE, TEX.—The New Aztec, remodeled version of the old, is now a streamlined modernistic affair doing business as usual at the old stand. The house is owned by Lutzer Bros. of Dallas.

### Remodeling for Breckenridge

BRECKENRIDGE, TEX.—Texas Consolidated Theatres will modernize the National Theatre before the fall season sets in, according to Bill Smith, manager. New equipment will be installed.

# DALLAS

SALUTATIONS to Marshall Stuart, the DeLeon exhibitor, who brought this reporter a bushel basket of improved Alberta peaches. It was the handsomest collection of fruit we ever saw. Stuart had been boasting about the fruit crop in his country—we challenged him on it a bit and got the proof. We would have gotten a watermelon but Marshall said there were only two men in the field and they couldn't get it to the car . . . Not satisfied with bringing peaches Monday, Stuart brought in several of the big watermelons Wednesday, handing them out to friends, including the BOXOFFICE representative. He had help this time in lugging the big fruit out of the field. The industry in Dallas will certainly know that they raise big stuff around DeLeon as well as operate theatres.

*Frank Wilkie of Houston and Paul Poag, of Del Rio, were among the week's visitors.*

Forest Nine, south Texas representative six years for National Screen, resigned July 15, to take on "Movie Cash" for this territory. He will open a Filmrow office.

*Leslie Wilkes and family left by car this week for New York on an extended trip.*

P. K. Johnston of Interstate and Wallace Walthall, of National Screen, were a committee of two to take 48 boys to the Variety Club camp at Belton for a two weeks' outing and to bring back 48 who had been there for that period.

*B. H. Haralson, former manager of Allied Poster Exchange, now is manager of the Texas Poster Exchange. Incidentally, Haralson has moved into his attractive new home which he built just north of University Park. His uncle, Col. Harry A. Cole, lives with him.*

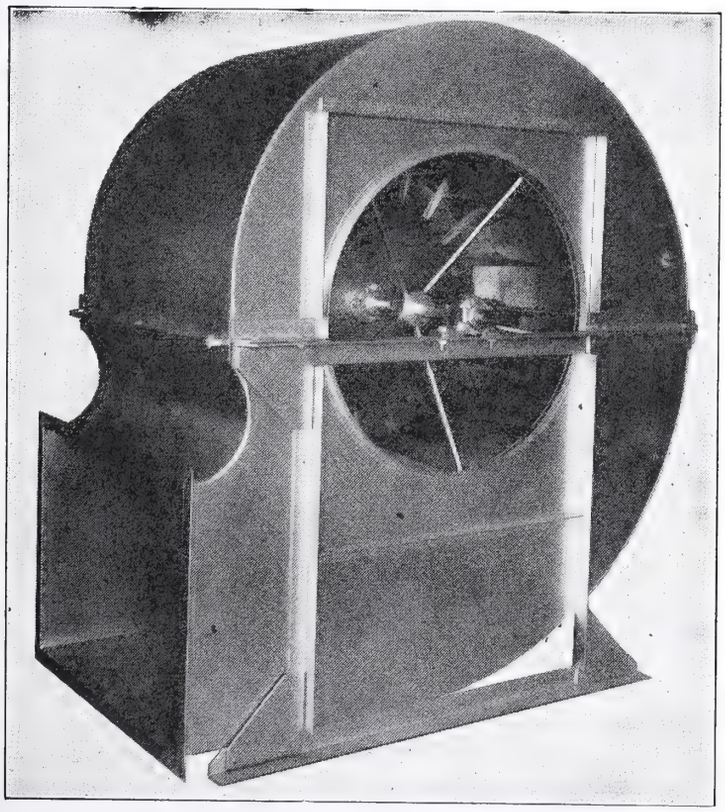
P. W. Cloud of Snyder and Martin Lamour of Graham, made pop calls to the Row this week.

*A. B. Momand of Shawnee, Okla., visited the Row Wednesday and chatted casually with friends about his suit which comes up at Oklahoma City in September.*

John Adams, private secretary to Karl Hoblitzelle and R. J. O'Donnell at Interstate, is vacationing but we didn't learn in what part of the country.

*H. N. Britten was up from Pharr setting in pictures for his show there and in San Juan where he is interested with a partner, R. O. Brewer. Britten says it's off*

(Continued on page 120)

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# ARKANSAS

W CLYDE SMITH, theatre executive of Hot Springs, has been selected general chairman of the Hot Springs Chamber of Commerce's $100,000 membership-advertising campaign.

*J. B. Coverston, manager of the Cozy, Gravette, is discontinuing Sunday matinees and will show on Monday and Tuesday nights . . . Thomas Shepherd of Fendley, has bought the theatre at Amity . . . The Victory, Rogers, has been redecorated . . . More than 400 children were guests recently of the Palace, Jonesboro.*

Tex Ritter, well-known motion picture star, is scheduled to make a personal appearance at the Rialto and Plaza houses in Searcy this week . . . Guy B. Snow, manager of the Strand, Newport, was retained as Jackson county chairman of the American Red Cross, at a meeting held in Newport recently.

*Announcement has been made of the marriage of Mrs. Margaret Harkey, owner and manager of the Ozark Amusement Co., to State Senator Gene Higginbotham, both of Hardy.*

J. P. Baker, merchant of Altus, is installing a film theatre in the Burrow building at that place. The house will be known as the Altus Theatre. The town of Altus has been without a film house for several years.

# Jenkins-Paramount Pact Talk Near

ATLANTA—William Jenkins of Lucas and Jenkins is expected to leave here the third week in August for New York to confer with Paramount circuit executives on renewal of his operating deal.

The present agreement, covering 31 Georgia houses, expired July 1. It is expected the new deal will cover the same period, five years.

## *Paramount-Richards Deal With UA Is Predicted*

NEW ORLEANS — Possibility that United Artists, Paramount-Richards and its affiliates might get set on a deal was seen here this week as UA Manager Dave Prince arrived in town to confer with Paramount-Richards executives.

### Opens House in Monroe, La.

MONROE, LA.—An old house on Desiard St. here, dark a couple of years, has been reopened by Milton Starr. Catering to colored patrons, the theatre, to be known as the Ritz, will be managed by J. H. Cardoza.

### Directs Marx Bros.

HOLLYWOOD—Edward Buzzell will direct "Go West," next Marx Bros. vehicle for Metro.


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# ATLANTA

BILL SPECHT spent a couple of days in Thompson, Ga. . . . John J. Mangham is on a trip to Birmingham . . . J. W. Tripp has opened his Center Theatre in Guntersville, Ala. . . . The marriage of Johnny Harrell, Martin theatres booker, and Miss Rebekah Crockett, took place July 6 . . . They honeymooned in Jacksonville and Tampa.

*Tex Ritter, Monogram cowboy star, was due for a personal appearance tour in Tennessee for two weeks, beginning July 19 . . . Martin Van Praag, president of Nationwide Distributing Corp., was in town to confer with Guy Brown on negotiations for Brown's taking over the Atlanta franchise for Movie Cash.*

George Wilby's new and beautiful drive-in theatre at Savannah was due to open this week . . . Harry Paul, Wil-Kin Theatre Supply, has returned from a trip to south Georgia and Florida . . . Abe Brown, rested and looking fine, is back from a vacation in Savannah and Florida . . . J. U. McCormick, Amity Exchange, was due home from Florida over last weekend . . . Jules Chapman of New York was in town again in connection with films of the Louis-Galento battle.

*Phil Bangs, Acoustic Equipment Co., was recently awarded a contract from Columbia Broadcasting to record Edwin C. Hill's broadcast 52 weeks, five days a week. The discs go on WGST at 10:30 p. m., after Banks "catches" the stuff at 5:05 p. m.*

Duncan and Gay of West Point were Row visitors . . . So were Mr. and Mrs. Fred Weis of Savannah, and Michael W. Smith, of Washington, of the United States Motion Picture Service . . . Mrs. G. Y. Harrell, manager of Southern Trailer-Made, left last week for a vacation in New Orleans . . . W. P. Gorman of Ocilla, Ga., is opening a new house in Fitzgerald, Ga. . . . Ira Loew of the Miami Drive-In was in town, doing extensive booking, principally with Columbia . . . Hugh Manning, Etowah, Tenn., was in town.

*Joe Garfunkel is opening a house in Nassau, the Bahamas . . . Oscar Morgan was a recent Row visitor . . . GN's Jack Lamont was in Florida last week . . . Alfred Starr of the Starr, colored circuit, operator of 42 Negro houses in the south, was on one of his yearly trips to Atlanta and negotiated for Columbia's product for the entire circuit. W. W. Anderson, Columbia branch manager, closed the deal . . . A. A. Schubart, manager of exchange operations for RKO, was due in town Thursday.*

### Beddingfield's Mother Dies

CHARLOTTE—Frank H. Beddingfield was called to Unadilla, Ga., by the death of his mother, Mrs. W. H. Beddingfield.


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## After Their Man—

DALLAS—M-G-M bookers determined to win summer awards in the company's National Round Up are shown on top of Shoemaker's Barbecue Stand (across from the exchange) where they chased W. J. (Bill) Chesher, exhibitor at Littlefield, Texas, to get dates on a few issues.

In the photo are Jack Garrettson, Bill Arthur, Harold Brooks, bookers; and Charles Kelly, ad sales manager. Chesher is perched in the center.

The exhibitor had just made a hot and dry 480-mile trip to town. He had already signed a contract in one of his theatres. The alert bookers ushered him into the office, handed out a cigar and proceeded to pull all the summer dates they could out of Bill. Then Kelly heard about the victim and rushed upstairs with press sheets, order blanks and accessory samples, taking some more orders.

After this ordeal ended about noon, Chesher wearily made it over to Shoemaker's for a barbecue sandwich and bottle of beer. He didn't relax long, however, as the bookers discovered that Chesher had not dated the reissues. They donned the 5-gallon hats and headed across the street. Chesher saw them coming and took refuge by scaling to the roof. The bookers followed, corraling him on the ridge-row and from him took those dates.

In the door looking up is Herb Shoemaker himself, who is practically a part of film business.

## New "Cisco Kid" Series Is Hempstead's Assignment

HOLLYWOOD—Twentieth Century-Fox has assigned David Hempstead to produce the initialer in its new "Cisco Kid" series, in which Cesar Romero will have the title role. Pictures will be under the executive production wing of Sol Wurtzel.

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# TENNESSEE

ASSISTANT MANAGER BEN GARRETT and the technical staff of Paramount, Nashville, pulled a delightful surprise on Chas. H. Amos, manager, still confined to his home at 3200 Long Boulevard by reason of an injury early in the year, by taking out the necessary equipment for a showing of "Man About Town," then being shown at the Paramount. The return of Manager Amos to active service is now considered a matter of only a few weeks.

*A name for the Crescent Amusement theatre being erected at McMinnville, according to Manager Cowan Oldham, will be selected July 25, marking the close of a local contest held for that purpose. The selection will be announced from the stage of the Dixie Theatre and the winner must be present. The new theatre will open about August 1.*

The Newport Amusements, Inc., an affiliate of Crescent Amusement Co., Nashville, has purchased the Cherokee Theatre, Copperhill, and the building will be remodeled completely. A former name, "Doradele Theatre," will be restored to the house. Mr. and Mrs. George A. Bouman will be in charge.

*Plans are being made by Crescent Amusement Co., Nashville, for several theatre openings about August. These include a theatre in South Nashville, Woodbine, and the Belle Meade, West End, Nashville, and the New Capitol, at Springfield. Special events, with notables present, will feature each opening.*

## "Rights" Premiere Set

HOLLYWOOD—Warner will give "Bill of Rights," latest of its historical shorts, its premiere at Williamsburg, Va., where the document was signed. Crane Wilbur, director-writer, and John Litel will journey to Williamsburg for the occasion.

## No Umbrellas Today

OKLAHOMA CITY—"The umbrella man is here again—and this time he is offering shelter to the motion picture theatres in the form of a bill in Uncle Sam's senate to prohibit block booking of photoplays."

So stated the first paragraph of an editorial in the *Oklahoma City Times,* which continued:

"The term block-booking sounds vicious. Few understand it. It has been used often to throw a scare into the public, to make theatre patrons believe they are being gouged at the ticket window, and pictured as the monster which stifles competition. but theatre men on both sides—those who enjoy its fruits and those who suffer in its clutches—usually agree that 'block booking' serves as the public's safeguard against too many inferior pictures, and as the theatre's assurance of good products to offer its patrons.

"We hold no brief for the theatre. We find nothing particularly angelic about the theatre business; nor is it devilish. If theatre organizations are guilty of monopolistic practices and of keeping out fair competition there should be ways of setting them right without shaking good business principles.

"The effect of the bill at issue would be to stun the motion picture business from Hollywood to Hollis. Producers of pictures must look at least a year ahead and must spend fortunes far in avance in order to fill the needs of the theatres and satisfy the desires of the public. The theatres must buy pictures a year ahead in order to be assured of good products. The producers sell on the faith they have in the movie business, and the movie houses buy on the faith they have in the producers. It is called 'block booking' but theatre men call it good business. And good business does not need Uncle Sam's umbrella."

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ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY

# MEMPHIS

M A. LEVY, national drive leader for 20th-Fox, and Roger Ferri, editor of *Dynamo*, were in Memphis, holding meetings on a forthcoming drive . . . Lyle Richmond of Senath was a visitor on the Row for the first time in a number of weeks and boasted he had the prettiest front on his theatre this side of St. Louis, now that he has completed a remodeling job.

*Joe Young, ad sales manager for Paramount in Atlanta, has been vacationing here for the past two weeks, visiting his father, Tom Young, branch manager at the local 20th-Fox office, and his brother, Ed, of the 20th-Fox office. Joe and Ed were on a fishing trip to Helena, Ark., when news of the death of the elder Young's father was received. Funeral services were held in Dyersburg, Tenn.*

C. H. Collier of Drew, Charles Collier of Shaw, and B. F. Jackson of Ruleville were in this week and advised they had organized an all-day weekly outing for their employes, which they call "The Fishing Club."

*Exhibitors along the Row: J. W. Crabtree jr. of Clarendon; Don Landers of Harrisburg, Ark.; C. W. Tipton of Manila and Monette; R. X. Williams of the Lyric at Oxford; Louise Mask of Bolivar; Dave Flexer of New Albany; R. R. McCormick of Senatobia; Jack Watson of Tunica; H. B. Brewer of Clarksdale; J. W. Wofford of Eupora; J. F. Wofford of Union; C. N. Eudy of Ackerman; C. M. Mounger of Calhoun City; Clyde Westbrook of Cleveland; Gordon Lee Hutchins of Corning, Ark.; A. M. Davidson of Dyer, Tenn., and son, Mather; John Mohrstadt of Hayti.*

Norman Fair, who operates the Fair at Somersville, Tenn., was in booking before leaving on an extended trip east, which will include the Fair in New York.

## *"Wind" Premiere Will Be in Atlanta*

**Hollywood — Selznick International's "Gone With the Wind" is to be given its world premiere in Atlanta, Ga., on a date not yet set, according to a wire dispatched to Mayor William B. Hartsfield of Atlanta by David O. Selznick. Screening in Atlanta will be the picture's first showing except for a press preview here.**

*A. D. Fielder, who operates theatres at Steele and Lilbourne, Mo., was in this week. He said he would have to do his booking now, as his daughter, Gladys, who was his secretary, bookkeeper, booker and cashier at the theatre in Steele recently married. Incidentally, while in town he purchased a marquee for his Steele house.*

Mr. and Mrs. O. W. McCutcheon, who operate the Ritz and Roxy of Blytheville, were visitors at National Theatre Supply where they purchased new theatre equipment. Even though they receive their film out of St. Louis, it is always good to see them here where they have many friends.

*Joe Wheeler of the Roxy here is back in town after several days at Cape Girardeau, Mo., and Little Rock . . . Cookie Ely, booker at the local Monogram office, is back from a vacation at Hardy, Ark.*

Nate Evans of the Orpheum and Savoy here, is on the job again after seeing the sights in New York . . . Mae Heaton, secretary at NTS, is vacationing at Los Angeles . . . S. L. Azar, who has just opened the Lincoln in Greenville, Miss., was in on his initial trip booking.

*L. R. Allen, Commonwealth Amusement booker out of Kansas City, was in completing bookings for Harrison and Searcy.*






# OKLA. CITY

THEATRE OWNERS OF OKLAHOMA, Inc., has mailed a transcription of nearly all speeches at their annual convention as the third issue of the association's new *Bulletin*. Copies may be obtained from Morris Loewenstein, president, Majestic Theatre Bldg., Oklahoma City.

*The State Theatre is testing special midnight shows as a regular policy . . . The boys at Standard Theatres introduced "Maisie" to Oklahoma City with a special "Stag Preview" the night before the film opened its regular run at the Criterion. Over 1,000 men attended in shirt sleeves, with cigars and beer provided by the theatre.*

Oklahoma Cityans were fairly cool to charity's appeal in the form of a premiere performance of "Juarez" at the Midwest. Only 476 persons attended, with boxoffice receipts being $238. Stanard donated the theatre, Warner Bros. the film, and the *Oklahoman* and *Times* the ballyhoo.

*Jimmy Birge, Criterion manager, back from his vacation with Jack Tunstell, assistant manager, reporting all okeh . . . E. A. Watkins, National Theatre Supply local manager, may be catalogued as a bowler of quite fair scoring ability—open to challenges, we understand . . . The boys are still talking about the banquet speech given by Bill McGraw, former attorney general of Texas, at the Theatre Owners convention banquet.*

George Sumners, Allied Theatre Owners of Oklahoma corresponding secretary, has been out of the city since July 4 . . . Film exchange staffs hereabouts are fairly depleted as the good old vacation period has set in . . . Bob Gallman, assistant manager of the State Theatre, is all set for an operation and here's a wish for success, Bob.

*Phyllis Isley is rapidly getting listings in picture casts lately and she's been in Hollywood only a short spell. She's the daughter of Southwestern Theatres' prexy, Phil Isley . . . Song title contest stunt getting off to a good start at the State here. It, incidentally, is one stunt gag that, in the opinion of this corner, has plenty of class to it.*

Fred Spearman is the proud father of a six-pound boy . . . Rumors are thick about new theatre operations in Oklahoma City. There has been a lot of checking of locations. However, we might mention, if one wishes to come in there are the Folly, Pix, Empress and Ritz theatres, all dark, waiting for someone to take them over.

### Spewacks Do McCarey Yarn

HOLLYWOOD—Sam and Bella Spewack have joined the RKO scripting staff to write an original for Producer-Director Leo McCarey.


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# NEW ORLEANS

HOWARD McCOY, who resigned some time ago from the Saenger organization, is now a thriving landlord of a dude ranch in Arizona where he has completely regained his health. Friends who have visited him, say Howard is wearing a ten-gallon hat, a red "hankie" around his neck, boots and spurs, and that he twirls a mean lasso.

*Bob Kelly, Monogram's new salesman, packed his kit and left on a two-week tour of the territory . . . The Granada of the United chain has taken on new life under the management of Edward Schamback. Many new promotional stunts are the order of the day.*

Exhibitors in and around New Orleans will have to book the Louis-Galento fight films from out-of-town exchanges, since no local concern has contracted to handle the prints . . . The operators' union celebrated its 26th anniversary at Little Woods. Many members of the Film Employes Local attended.

*Columbia has started work on its air-conditioning system right in mid-summer, which should insure the system's operation by winter. To date, United Artists, Universal, Paramount, 20th Century-Fox and Metro-Goldwyn-Mayer, all have air conditioning. Paramount pioneered.*

David Prince, UA district manager for the southwest, registered at the Roosevelt and spent the majority of his time between the Saenger general offices and the hotel. He came to sell 'em . . . Newsreel men are planning to film the annual All-Day Mississippi Plantation Frolic at Sillers Memorial Park, Rosedale, Miss., July 20. The annual gathering, which has been held for many years, is for the purpose of giving plantation owners and their families a day of recreation. Colored folks will entertain.

*Edward L. Schambach, who for a few months past has managed the Grenada Theatre in the upper section of the city, has returned to the Folly in Algiers after many requests by the patrons of that house. The gentleman has endeared himself to patrons on the west bank. Both houses are operated by the United Theatres . . . A Miss New Orleans Junior will be chosen at Pontchartrain Beach July 26, 27 and 28. A trip to Hollywood will be awarded the winner. Girls from 14 to 17 years of age will be the only entrants.*

Irwin Poche, manager of the city auditorium, is in the east trying to line up monthly flesh attractions for the coming season. It is said he also might book a few state right films . . . Gar Moore, publicity man at the Orpheum Theatre, now bears the title of "Chief of the Sons of the Beach," an organization of writers and admen whose sole object in life (outside of their jobs) is to have a good time. They had it 'tother night at Pontcharian Beach, 'tis said.

*Ed Fontana, orchestra leader whose sun was in mid-heaven during the heyday of flesh and later at the motion picture houses till the American Can Co. bottled up music, has been engaged for eight Sunday evening concerts at West End during the summer.*

# Texas Theatre News

### Britton at Midlothian

MIDLOTHIAN—Clovis Britton now is manager of the Key Theatre. He operated the Texas at Whitney several years.

### Go to Full Time

KERMIT—The Griffith circuit has opened the Texas full time after some renovation. Westerns only will be shown on Saturday and Sunday. Dwight Seymour is manager of the Texas and also of the Kermit.

### Activity at Jacksonville

JACKSONVILLE—East Texas Theatres, Inc., have reopened the Dorbandt Theatre, making their third house in operation here. Rufus Honeycutt was transferred from Conroe as house manager. L. M. Threet is scheduled to open his new Jackson here in August.

### Improvements at Troup

TROUP—The Texas has revamped and improved its cooling system. Under management of Berman Shieldes, the entire house has been remodeled and redecorated.

### New Lamps at Lancaster

LANCASTER—New arc lamps have been installed in the Lancaster-Grand.

### Operate Edinburg Houses

EDINBURG—The Aztec and Valley theatres, formerly operated by the late Mrs. Velma Montague, are going right along in their temporary setup under the direction of J. C. Looney, administrator of Mrs. Montague's estate. Dave Molder is acting as house manager.

### Norfleet Goes East

DALLAS—Hal Norfleet, who went to town on the exploitation of "Man of Conquest" and on other assignments for Republic, now is in New York as publicity director for Amrak Theatrical Corp., sole agents for Yermie Stern Theatre attractions.

### Enlarge Dallas Exchange

DALLAS—Paramount is adding a third floor to their exchange building on the corner of Harwood & Young, the work now being in progress.

### Screen "Beau Geste"

DALLAS—Through courtesy of Interstate, Paramount held its first special trade screening of "Beau Geste" Wednesday morning in the Tower Theatre on Elm St. Dallas circuit men were in attendance as were a number of out of town exhibitors. Comments from bookers and theatre operators were highly favorable.

### Talley Lease at Orange Grove

ORANGE GROVE—L. G. Talley of Pleasanton has leased the Cozy Theatre, opening a few days ago after remodeling. T. L. Harville is house manager.

### Complete Revamp at Olney

OLNEY—Remodeling of the Olney Theatre has been completed, according to B. J. Edwards, manager for the Wes-Tex Theatres.

### Cooling at Pines, Lufkin

LUFKIN—East Texas Theatres, Inc., has installed a refrigeration plant in the Pines Theatre, their "A" house seating about 800.

### Fire Destroys at Rule

RULE—Fire, thought to have originated in the balcony, practically destroyed the Rule Theatre with damage to equipment and furnishings estimated at $3,000. The house had been operated by E. B. Wharton.

### Groves Reports Progress

DALLAS—The roof is on the new neighborhood Villa Theatre in Oklahoma City, which Lew Groves, of Sulphur, is building. Lew was in town Wednesday simultaneously with his brother, Jack Groves, of the Queen in Houston. Lew operates the Ritz at Sulphur and the Ritz in Pawnee. He said he is about ready to unload the Pawnee house.

# Depinet's Idea

DALLAS—"It might interest you to know that Ned Depinet, president of RKO, sold me the first contract he sold in Texas when he was working for Pierce out of New Orleans.

"He evidently remembers and appreciates that event for he has supplied each one of my children with a brand new baby carriage.

"We can tell the latest styles in baby carriages as my latest arrival, Harriet, received a streamlined baby carriage from New York three weeks ago, with a label attached which said, 'Skinny, shouldn't this be called the caboose?' "—SKINNY, Cactus Theatre, Austin, Tex.

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# SANTONE

THE ART WORK at the Empire Theatre here is being done by Assistant Manager-Secretary-Treasurer Sylvan Berry. The fronts were formerly handled by Morrison Tubbs who recently went to Los Angeles to do similar work there for Loew's State Theatre.

*"Grand Hotel Nevada," a Czech-Slovakia talking picture, was shown Saturday midnight at the Highland Theatre. It was the second foreign language film of its kind to play this neighborhood house this season.*

Personalities: Skipper Johnny T. Floore of the Texas Theatre has lost 15 pounds since he started dieting this summer . . . It was 107 degrees in the shade, then good old man Jupiter Pluvious came and brought it down to as low as 71, breaking the long dry spell to the delight of all Texans . . . Bob Craig, who vocalizes with Rex Preis' orchestra on the Gunter Roof, is a former screen player.

*If the new city administration under Mayor Maury Maverick decides to ban theatre marquee signs extending out over the sidewalks, it will be a hardship to the local showhouses. But Benjamin Wyatt, local building inspector, says that provisions of city ordinances in this regard will be disregarded and that signs "which just hang over city property and public walks will not be bothered."*

Films shown at the Majestic, Aztec and Texas theatres during "Interstate Appreciation Week" last week were: Majestic—"Second Fiddle" (20th-Fox); Texas—"Calling Dr. Kildare" (M-G-M), also "Sinnett" on stage in person, and Aztec—"Young Mr. Lincoln" (20th-Fox).

*Raymond B. Willie, Interstate district manager from Dallas, and five city managers from Texas cities were feted at a Penthouse party atop the Majestic Theatre Bldg. last week, honoring Oliver "Buzzo" Thomas, inventor of the new screen game by that name. Among them were James Leatherman, Dennison; Terry McCary, Corsicana; Geo. L. Tucker, Amarillo; Jimmy "Slats" Allard, Vernon, and Wally Akin, Abilene, Tex.*

Add vacationists: Eric Brendler, assistant skipper of the Palace Theatre, down to Corpus Christi for a swimming-boating-fishing spell . . . Tommy Lee, the debonair doorman at the Majestic Theatre, spent his vacation in and around Alamo City, squiring the girl friend here and there.

*The magnificent Majestic Theatre is one of the few showplaces in the country having a goldfish aquarium in its outer lobby . . . Your correspondent, Lester Ketner, is a self-appointed cub reporter for the Good Afternoon column in the* San Antonio Evening News.

## *Bridle Club Forms*

DALLAS—A Cinema Bridle and Breakfast Club has been formed here, with 20 charter members.

The group organized at the home of Mrs. J. B. Dugger, with Owen Adams elected president; Verlin Osborne, secretary-treasurer, and Mrs. Jon Dickinson, social chairman.

The members will meet each Sunday morning at 7 o'clock for a brisk horseback ride, then a breakfast.

John Cummins, Lynn Harrington and Seymour Simmons were hosts July 16.

The charter members: Adams, Bernard Brager, Gladys Brager, Cummins, Winifred Cutler, A. G. Dickinson, Jon Dickinson, Mrs. Dugger, Maurine Glover, Harrington, Sebe Miller, Bern Neitzel, Estell Nettleton, Osborne, Simmons, Virginia Walling, C. H. "Buck" Weaver, Mignonet Weaver, Carlton Weaver jr., Leuna Myers.

## *10 Years Ago*

*IN SANTONE*

THE following pictures were shown in San Antonio during July: "The Man and the Moment," with Billie Dove, at the Aztec; "Dangerous Curves," starring Clara Bow and Dick Arlen, at the Texas; "A Man's Man," with Bill Haines and Josephine Dunn, at the Empire, and "In Old Arizona," featuring Warner Baxter, at the old Plaza . . . Raymond Willie, managing director of the new Majestic, presented a check for $18,411.12 to help start the Junior League's hospital for crippled kiddies . . . The San Pedro Playhouse was opened by the city in San Pedro Park here.

## *Tex Ritter Embarks on His Sixth Annual P. A. Tour*

HOLLYWOOD—Tex Ritter, Monogram cowboy, has embarked on his sixth annual personal tour, which will keep him on the road through the midwest and east until Labor Day, when he winds up in Atlantic City and returns to Hollywood to resume film work.

As a buildup for both the player and the picture, Warner has assigned Dennis Morgan to make a series of p.a.'s in conjunction with screenings of "The Return of Dr. X," in which he has a featured role, around the country. Martha Raye, Paramount comedienne, is making a one-week stand at the Golden Gate Theatre in San Francisco.

Returning September 1, Smiley Burnette of Republic has left on a p.a. tour through the south and midwest. Another Republic cowpuncher, Roy Rogers, returned from a two-month trek to prepare for his next acting assignment.

Columbia's Three Stooges are set for ten weeks of p.a.'s in the east and midwest before coming back to the coast. They opened in Philadelphia after returning from an English engagement.

### Assign Harry Tugend

HOLLYWOOD—Harry Tugend will adapt "Little Old New York" for 20th-Fox. Henry King will direct for Producer Raymond Griffith.

### Do "New Orleans Lady"

HOLLYWOOD—Edward James and Joseph Moncure March will collaborate on the script of "The Lady From New Orleans" for Republic.

# DALLAS

(Continued from page 115)

*but that the new season coming up makes things look brighter.*

Theo Miller, who opened two shows at one time a few weeks ago, was in town booking and buying miscellaneous supplies. Both houses are doing nicely, one in Quitman and the other at Emory.

*Harry Conner of Kerens was in town the other day and indications are he is a likely prospect for buying or opening a theatre in some Texas situation. He advanced his* BOXOFFICE *for a year. He is still making his home in Kerens after selling his Novarro Theatre about three months ago.*

## *New Lasky Talent Hunt Starting on August 5*

HOLLYWOOD—A new search for talent for the "Gateway to Hollywood" airshow will be launched August 5 under direction of the broadcast's producer, Jesse L. Lasky, who will head a company of 24, including four Hollywood Thespians, on a personal appearance tour covering nine key cities.

Two winners will be chosen in each city and, of the 18 selected, two finalists will be given studio acting contracts at RKO Radio. They will be known as Gale Storm and Terry Belmont. Procedure generally will follow the stunt carried out on the current season's show, in which the winners were John Archer and Alice Eden.

The tour opens at the Worth Theatre in Fort Worth, Tex., August 5, continuing on through San Antonio, Houston, Dallas, New Orleans, Atlanta, Washington, New York and, probably, Chicago. Accompanying Lasky will be Randolph Rogers, business manager; Dave Marshall, orchestra conuctor; Roy Pomeroy, technical engineer; Joe Wagner, sound effects expert; Paul Snell, publicity director; and others.

## *Not Even the Richards*

NEW ORLEANS—A neat little story was told some time ago when the Saengers were operating the St. Charles Theatre with flesh in opposition to their numerous film holdings in New Orleans. A particularly fine New York production was running at the St. Charles and was doing exceptionally fine business. As the local critics were loud in their praise of the production, Mrs. E. V. Richards, in company with a lady friend, decided to see for themselves. They visited the theatre and asked for a pass. (At that time Mr. Richards had given orders that paper was not to be recognized, not even to the dramatic critics on the local newspapers). The manager squirmed a bit, but finally ordered two tickets issued to the wife of the amusement magnate. Later, he notified the office of what he had done. One hour later cash came for two tickets.

# DOMINION-WIDE EXHIBITOR CONFERENCE SET TO STUDY CLEARANCE AND PRIORITY SITUATION

## *Current Clearance Reform Move Recalls Past Action*

*By* KEN ADIAN

TORONTO—The present campaign for clearance reform in the Dominion by the Anti-Protection League of Canada, recalls an agitation along similar lines against contract grievances back in 1918 by the Motion Picture Exhibitors Protective Ass'n of Ontario, Ltd., of which the late John C. Brady of the Madison Theatre, Toronto, was president.

One development in the move 21 years ago, in which an issue was the 30-day cancellation clause, was the formation of the motion picture board, the forerunner of the present film section of the Toronto board of trade, in which all branches of the business had representation. Many of those who made up the board in 1918 are no longer identified with the film industry but there is one whose name stands out at the present time as the leading personality in Canadian film circles. N. L. Nathanson, was then listed as manager of the Regal Film Co., Toronto, and had launched the Regent and Strand theatres which were the foundation stones of the great chain to be operated by Famous Players Canadian Corp., of which he is president. Another original on this board was Clair Hague who appeared as a manager of the Universal Film Co., Toronto, and is still the Universal representative in Canada in association with Empire-Universal Films, Ltd. D. Cooper, a member of the 1918 board as manager of Exhibitors Distributing Corp., Toronto, still is active in local film circles.

Exhibitors, exchanges, projectionists and the trade press were all represented on the board. One of the members was James Travis, who was secretary of the Film Exchange Ass'n which eventually grew into the Motion Picture Distributors of Canada of which Col. John A. Cooper later became president. Mr. Travis, now a stock broker, was manager of the Mutual Film Co., Toronto, for years. Another

(Continued on page 123)

## Due Last Week in August, Meeting May Be Start Of Trade Reforms

TORONTO—An All-Canadian convention of independent exhibitors is to be held in Toronto during the last week in August to deal with the clearance and priority situation, it is announced by the Anti-Protection League of Canada, of which J. O. Scott of Weston, Ont., is chairman. This is the first time that a meeting of independent theatre owners from all parts of the country has ever been called and it is expected to form the starting point for the drive to secure clearance reforms. One objective is the establishment of a national board of conciliation and appeal with final authority to pass upon appropriate grievances. It also is planned to secure the organization of regional conciliation boards in each of the provinces with jurisdiction over local issues, whose decisions would be subject to the approval of the national board.

**For Equal Representation**

The present machinery of the trade in Ontario is not considered adequate to deal with trade problems, it is declared, and the proposed setup would be entirely new with the independents having equal representation with chain organizations under a neutral head. A demand is to be made for new regulations which would provide complete authority for the arbitration committee.

The suggestion that the independents might place their recommendations before the present conciliation committee at Toronto has been rejected on the ground that the individual exhibitors had not been thoroughly organized and that the existing committee is not balanced insofar as the independents are concerned. The desire for self-regulation has been expressed by the League and relief through the courts is not wanted except as a last resort, the point being made that representatives of the trade understand the problems and can deal with them more economically than by court action which would be confined by elaborate precedent. In a word, it is conciliation or fight, however.

**Board Snubs League**

On the other hand, there are indications that the film section of the Toronto board of trade does not officially recognize the Anti-Protection League of Canada because its objectives have not been placed before it in concise form, but as an alternative it has been pointed out that individual theatre owners are welcome as members of the film section and, as such, could present their grievances for due consideration when offered in concise form. The League is pressing for a new organization, however, it is declared.

## Personnel Changes In F-P Circuit

TORONTO—Further changes in the personnel of Famous Players Canadian Corp. are announced from the head office at Toronto. The Ottawa and eastern Ontario territory has again been placed under the direction of Clarence Robson, eastern division supervisor of theatres, who will continue to have charge of units in Quebec and the Maritime Provinces. Morris Stein, who formerly had the eastern Ontario zone as well as the Toronto district and northern Ontario, has taken over the supervision of theatres in Hamilton and the Niagara Peninsula. R. S. Roddick is in charge of western Ontario from Hamilton to Windsor.

H. Robson, brother of Clarence Robson, has retired from the position of manager of the Orpheum Theatre, Fort William, Ont., because of lengthy illness after holding that post for many years with the exception of a period when he made an extended holiday visit to Australia. Mr. Robson has been succeeded at Fort William by Frank Willis, former manager of the Metropolitan Theatre at Winnipeg. Donald Gauld of Western Theatres, Ltd., Winnipeg, becomes manager of the Metropolitan in that city.

Ralph Micheltree, assistant manager of the Capitol Theatre, Calgary, Alta., has been appointed manager of that theatre in succession to A. E. Zorn who has been transferred to Winnipeg to become district manager in succession to Frank Kershaw whose appointment as vice-president and general manager of Western Theatres, Ltd., was recently announced following a visit to Toronto. F. Tickell has been made assistant manager of the Calgary Capitol.

### No Provision for Golf At F-P Convention

TORONTO—The hint has been thrown out that the managers of the Famous Players' chain need not bring their golf clubs to the 21st sales convention of the company at Niagara Falls, Ont., commencing July 24, because no provision has been made for the usual golf tournament. The enthusiasts of the hit-and-hunt game will have their innings when the first annual golf tournament of the Canadian film industry will be held at the Oakdale Club, Toronto, on August 14, for which President N. L. Nathanson of Famous Players has hung up a handsome trophy.

### *Warwick to Lecture*

MONTREAL—The young Earl of Warwick, who appeared briefly in a couple of Hollywood films as "Michael Brooke" has "temporarily discontinued" his motion picture career, and instead will lecture through the United States on the international situation, he said here.

# *Quebec Citizens Take Theatre Reopenings in Daily Stride*

*By* ROY CARMICHAEL

MONTREAL—Quebec's 11 theatres are open again after five weeks' darkness, and Quebec citizens are no longer isolated from the newsreels and the features. Settlement of the dispute which arose over the city's imposition of a ten per cent tax, bringing total imposts on the theatres to 40 per cent, was brought about through cooperation of Premier Maurice Duplessis and Mayor Lucien Borne and came suddenly after it appeared that no agreement was possible.

Reopening of the theatres on one of the hottest days of summer brought no rush of attendance, but managers said that the patronage was slightly better than the average summer day. Arrival of three United States battleships with 5,000 personnel and several hundred midshipmen from U. S. naval academies, helped to swell the attendance during the week.

Theatres, anticipating quiet business for the first week, did little advertising, Quebec's only English language daily, the *Chronicle-Telegraph*, carrying advertisements of only three houses. The programs offered were not the most expensive, but an attempt was made by some of the theatres to make up to Quebec citizens for the fact that they had missed Royal Visit newsreels while the King and Queen were in Canada. At the Capitol newsreels of Their Majesties' visit to Toronto and Winnipeg were shown and the Empire gave scenes from the reception in London, and also the Louis-Galento fight. The feature picture at the Empire was "Strange Boarders," an English spy film, with Tom Walls and the French star, Renee Saint-Cyr, the latter in her first film in English. Second picture in the double bill was "Flight Into Nowhere," with Jack Holt. "Tarzan Finds a Son" was the offering at the Capitol, while the Cartier showed "Boys Town" and "Spring Madness."

The Empire advertised its prices as: Evening 35 cents, tax five cents; matinee, 21 cents, tax four cents.

A rival theatrical production with prices ranging to $1.50 was billed at the Little Theatre of Quebec where Philip Cook's three-act drama, "Aftermatch," was presented at a gala performance given for the crews of the United States Atlantic Squadron.

First showings of the pictures in Quebec theatres were accompanied by messages flashed on the screen thanking Premier Duplessis and Mayor Borne for their successful efforts in bringing about the reopening, by agreement to remove the ten per cent tax imposed by the legislature last spring at the request of the city authorities. Happiest of all over the reopening were the 133 employes of the theatres who had been out of work five weeks.

### At Premier's Request

Definite announcement of the reopening was first made by Bernard Devlin, counsel for the theatre operators, as follows: "Quebec theatres will reopen Monday, July 10, following an agreement between Premier Maurice Duplessis and Mayor Lucien Borne for repeal of the ten per cent amusement surtax." The announcement followed a letter from the premier to the mayor. The premiere wrote:

"The City of Quebec, as I informed you during the interview we had, is not obliged to collect the tax on theatres. This statement is fully in conformity with a declaration that I gave the newspapers some two weeks ago.

"You state in your letter that this surtax of ten per cent was imposed by the legislature, but this is not in conformity with the facts. The legislature, at the request of the municipal authorities, and following details of information which were furnished it, merely adopted the text of the bill which had been prepared by the city council. It is not exact, consequently, to claim that this tax was imposed by the government.

"It seems obvious today that this surtax, which you requested, is harmful to the best interests of Quebec, constitutes a prejudice to the rights of the working classes, and is of a nature to increase unemployment and its ensuing miseries.

"For these reasons, we are of the opinion that this tax should not be imposed, and we ask the municipal council to abolish the theatre tax immediately. We also assure the city, in advance, that whatever legislation is necessary to remove any legal misinterpretation which might occur will be submitted to the legislature at its next session.

"The national union government has done much for the City of Quebec, and we are always happy to come to its aid to the greatest extent possible in conformity with the best interests of both the province and the city."

Following receipt of the premier's letter, the tax was reconsidered by the administrative committee of Quebec city council, and that body abolished it by resolution, which specified that collection of the tax be suspended from July 10, 1939 to April 30, 1940, "subject to ratification by the legislature at its next session and without causing any prejudices to the rights of the city."

A second resolution, of a routine nature, also was adopted to make the necessary amendments to the amusement tax law in view of the changes brought about by the first resolution. Mayor Lucien Borne

# Juvenile Admissions Ban Gains Force

MONTREAL—Satisfied that Montreal theatres now are toeing the mark and refunding admittance to minors, Alderman Arman Taillon is going after the Quebec government to ensure that country theatres shut their doors to children of 16 years and under.

Right now a number of cases against Montreal theatres are being liquidated in recorders court. When the present slate is clean, it is reported that the minimum fine of $50 and costs will be imposed on theatre owners admitting youngsters.

Alderman Taillon said he was going to keep after the police "until respect for the law is attained." At the same time, he said he would write Premier Maurice Duplessis urging him to exercise some sort of supervision over country theatres.

The Alderman for Prefrontaine—a keen fisherman—visits the Laurentian Mountains, north of Montreal every weekend. He claimed that several theatres in that district were "wide open" and that tiny tots were allowed to enter without any formality whatever. "The practice had to stop," he asserted, "because it presented a twin-evil—the danger to the morals of the children and the ever-present fire hazard more pronounced in small non-fireproof country cinema places."

The system in certain New York theatres of roping off sections for children near the fire exists and having matrons in charge, impressed Alderman Taillon. He thought that, perhaps, the provincial law might be amended here to have the same system, with the board of censors deciding what films children could see.

# Cycles Producer-Made, Declares Kiesling

MONTREAL—Barrett C. Kiesling, "reaction detective" of M-G-M, in Montreal to study the attitude of the cosmopolitan population of this city toward present day films, declared no such thing exists as a popular trend towards pictures of backstage life, medieval or other alleged cycles.

"I say there is no popular demand for these cycles," he insisted, "and in my opinion the reason for their existence is simply that if one producer makes a good picture which draws well, others follow with the same background in the hope of cashing in. That's what creates the alleged cycle. The public doesn't care one way or the other. It merely wants to be entertained."

Kiesling expected a "cycle" to be started by "Goodbye, Mr. Chips," which with its British public school locale, is meeting great success in the United States, in spite of the unfamiliarity of the American public with its scene.

"The point is," he contended, "everyone sees in this picture the personification of a favorite teacher. I shouldn't be surprised if there are a lot of school pictures to follow it."

Kiesling praised highly Norma Shearer's new film "The Women," of which he had viewed several scenes before leaving Hollywood. "It is an extraordinary comedy, with an entirely feminine cast," he remarked.

### To "Fly Through the Air"

HOLLYWOOD—"They Fly Through the Air" will be scripted by Owen Crump for Warner Bros.

then released the following statement:

"The City of Quebec, to avoid another deficit, asked for additional revenues at the last session of the legislature, and it is only after having exhausted all other possibilities that the city asked for an income tax and for a surtax of ten per cent on the price of admission to amusements.

"We did not want to hinder the owners of theatres and, as a matter of fact, they were not taxed. It was the patronizing public which was being called upon to pay, and, regardless of what may have been said, its members did not protest.

"In asking for this source of revenue, we were convinced that we were imposing a tax upon people who were paying for a luxury, and that we were not placing an impost on any necessities of life.

"We were also equally convinced that theatregoers would not raise any objection to this tax.

"The text of the law, which is to be found in Article Four of the last amendment made to the city charter followed the course usual in all such cases. It came before the private bills committee of both houses, where those interested could make representations, and before both the legislative assembly and the legislative council, before finally being sanctioned by the lieutenant-governor.

"The opinion of our legal advisers that this law was imperative and not a 'facultative one also was shared by the lawyers for the theatres. The premier, in his letter of July 7, asks the council to immediately abolish this tax, and assures the city that whatever legislation may be necessary to cover the case will be introduced at the next legislative session.

**No Power of Abolition**

"As the imposition of the tax was decreed by the municipal council and afterwards ratified by a provincial law, I maintain that the council subsequently having decided as to the means of collecting this impost, has not the power of decreeing its abolition. The city, apparently, can, at the most, suspend the clause regarding the collecting of this tax, and order its officers not to collect this impost after July 10.

"Following the desire expressed by the Premier, and, in view of the fact that we have his assurance that any necessary legislation will be introduced at the next session, I recommended that resolution to the requested effect be drawn up and adopted."

Whether the tax be regarded as abolished or suspended, the fact that it is not going to be collected has resulted in the theatres reopening and is a matter of gratification to every class of business interest in Quebec and to the citizens generally, who expressed their views by signing to the number of over 28,000, a petition asking that the tax be abolished and the theatres reopened.

During the five weeks in which the theatres were dark, the citizens of Quebec had practically no amusement other than strolling up and down the streets and along Dufferin Terrace. After a few days that distraction palled and the streets were noticeably deserted. This had the natural effect of injuring the business of restaurants and of those stores which were open in the evening. The unfavorable publicity widely scattered in the United States kept tourists to a minimum and hotels, garages and business generally suffered. Quebecers possessed of motor cars were able to patronize theatre in Three Rivers, Louisville and other centers within a couple of hours' run, and the two small theatres in Levis on the south side of the St. Lawrence did the best five weeks of business they had ever known in summer.

# Recall Past Action Against Clearance

(Continued from page 121)

was G. V. Jones, secretary of the Toronto Operators' union, who still is on the job as a projectionist. The late J. C. Brady and Secretary Tom Scott represented the organized independents of Ontario; James Kershaw of Winnipeg represented the Manitoba Motion Picture Ass'n, of which he was secretary, and L. Beaulne was a member of the board as secretary of the Canadian Motion Picture Ass'n, Montreal. The trade press was represented by W. M. Gladish of Toronto who was then Canadian representative of the former *Moving Picture World* and moving picture editor of the *Toronto News*.

Pioneers of the business in Canada were heads of exchanges, the majority of which have passed into the limbo of the past—though paving the way for the present trade structure. Apart from those already mentioned, members of the board included the Fox Film Co. of which Vince McCabe was manager; Independent Film Co., W. K. Barrett, manager; Monarch Film Co., Phil Kauffman manager; Specialty Film Import, Ltd., J. J. Colleton, manager, and General Film Co. of Canada, Ltd., L. McIntosh, manager.

Before his death, Phil Kauffman was destined to become prominent in international film trade circles after graduation from the Toronto field, while W. K. Barrett proceeded to New York in due course to gain greater fame. The Regal Film Co., of which N. L. Nathanson was manager and which is Canadian M-G-M distributor, released the following product in 1918: World, Metro, Triangle, Screen Classics, First National and Keystone features, Charlie Chaplin, Keystone and Drew comedies. Specialty Film Import, Ltd., handled Pathe Productions and comedies, weeklies, scenics and serials, this company being a pioneer organization under the direction of L. Ernest Ouimet of Montreal who is credited with having created the film exchange idea in Canada because of an accumulation of pictures which he had bought outright for his first theatres. The Monarch Film Co. made much of the fact that it was the exclusive Canadian distributor of Goldwyn and Select pictures while the Fox Film Co. was the forerunner of the present 20th Century-Fox Corp., Ltd. During the 1918 agitation, incidentally, William Fox came out with a personal announcement to the effect that "I am not afraid of the 30-day cancellation clause as applied to Fox productions" because he did not want to force exhibitors to run them "if they do not bring money into your boxoffice."

The Independent Film Co. released state-right features and was announcing "God's Man," starring H. B. Warner; "The Public Defender," with Frank Keenan and Robert Edeson; "A Modern Lorelei," with Tyrone Power, and "The Master Crook," starring Edmund Breese. Universal was releasing features starring Mae Murray, Mary McLaren, Harry Carey, Dorothy Phillips, Alice Howell, Lyons and Moran, and others. Famous Players Film Co. released Paramount and Artcraft Pictures and continues to represent Paramount in Canada as Paramount Films Service, Ltd. The Vitagraph Film Co., now is Vitagraph, Ltd., distributing Warner Bros. and First National product. The two original Canadian franchise holders in Associated First National Exhibitors were Ben Stapleton, pioneer theatre owner of Ottawa who continues to hold his Canadian franchise rights in this producing company, and the late Harry Brouse, who left an estate valued at more than $800,000.

In 1918 the film exchange offices were scattered throughout the downtown section of Toronto, occupying premises in all types of buildings on Richmond, King, Adelaide, Queen, Temperance, Yonge and Dundas streets. This was before the hazard of film storage was fully appreciated. Eventually, under the guidance of Colonel Cooper, the offices were gradually concentrated in approved fire-proof structures with ventilated vaults and private projection theatres in the vicinity of Victoria and Dundas streets where present-day exhibitors congregate to argue the issues of this modern era.

## Council Approves Purchasing Projector for Civic House

MONTREAL—On the eve of settlement of the City of Quebec's dispute with the theatres, Quebec city council ratified a decision of the administrative committee calling for the purchase of two projectors at a cost of $3,500 for installation in Montcalm Palace.

Approval of the purchase came as a sequel to a lengthy dispute in the course of which Alderman Frank Dinan charged that the projectors had been on hand before tenders were called.

Strongly opposing the purchase, he said Montcalm Palace was not a source of revenue to the city and held that the installation of projectors would do nothing to ameliorate the situation.

Emile Morin denied the city's alleged intention to go in competition with theatres and his proposal that the projectors be given a 90-day trial before final purchase was accepted. "It is simply our intention," he said, "to give final touches to the building and present pictures ignored by Quebec's theatres." He said the purchase was being made for educational purposes. He described in detail the up-to-date fire-proof construction of the projection room and said "why have the cabin if we haven't the machines?"

## Termer to Dmytryk

HOLLYWOOD — Edward Dmytryk has drawn a new term directorial contract at Paramount.

## New Universal Writer

HOLLYWOOD—Roy Chanslor has joined Universal's writing staff.

# Showman Makes Field Day of Revamp Job

REGINA, SASK.—Remodeling of the Capitol Theatre here at a cost of $50,000 by Famous Players Canadian Corp. was hailed with a blaze of newspaper publicity, radio chatter and something really unique, production of a 50-page illustrated brochure loaded with plaudits.

The brochure was the brain child of Manager Bill Novak who put it over with the cooperation of the Independent Daughters of Empire chapters who made money for their charitable purposes from advertising sold in the magazine. Profusely illustrated, the magazine contained articles by newspaper film editors, engineers and others who could explain the various features of the remodeling. Given away to patrons at the door, it attracted much attention.

### Second Remodeling Job

Manager Novak also planned to distribute many through the industry in Canada.

The remodeling program was the second in the theatre's 18-year-old history and the most extensive. The Capitol has been the city's major showhouse since its opening. The outside entrances flush with the street have been done over in oak panelling with chromium-plated swing doors leading onto a modernistic style court with vari-colored terrazzo flooring in half-circles of yellow, red and blue gently blending into one another. A British style ticket office occupies the central point between entrance and exit doors, its clear glass of various colors giving the cashier full vision in all directions. The principal design of blue and accommodating colors is carried out here both in painted woodwork and glass.

Modernistic chrome furniture and decorations enhance the foyer, a long, cellar-like adjunct to the auditorium. Enlarged washroom facilities for men and women have been installed, the men's finished in cream and green color, the women's in Persian red, even to the toilet and wash facilities. Separate and apart from the ladies' retiring room is a powder room with individual mirrors, wall bracket make-up counters, and high, colorfully upholstered chairs. Indirect lighting arrangements add to the effect throughout. The washrooms are directly down a few steps off the main foyer and occupy a space formerly given over to an alcove of no particular value.

The theatre throughout has been furnished with new carpeting, though it follows the original design of deep red and contrast pattern.

### Washrooms Are Rebuilt

The washrooms were completely rebuilt from tile to doorknobs. The walls are in white tile in the men's quarter. The terrazzo flooring has been given a mottled effect. In addition there is a smoking room with red and green leather furnishings and chromium smoking equipment. Blue walls, indirect lighting and an inlaid floor add to the effect.

In the cosmetic room there is a gradual shading upwards from the floor of the walls from old rose to a delicate pink at the ceiling.

The principal feature of the renovated Capitol is the new air conditioning plant installed by Waterman-Waterbury of Regina for the United States Air Conditioning Corp. of Minneapolis, Minn., makers of Kooler-Aire systems.

### New Booth Equipment

The Capitol has also been given a new sound system, RCA Photophone, of which there are only two similar installations in Famous Players theatres in Canada. A new Walker screen also has been installed. A feature is the improved rotary stabilizer soundhead and the new shockproof drive, a mechanized arrangement that does away with irregularities in speed of film as it passes the exciter lamp, thus eliminating that form of distortion known as "wows." High fidelity amplifiers, provided with an emergency amplifier complement to guard against sound failures, are part of the new system.

The projection rooms have been air conditioned and fitted with two new Super Simplex projection machines. Peerless Magnarc lamps, plus the latest copper oxide rectifiers supplied by Canadian General Electric are included. The Canadian Theatre Supply Co. handled the entire equipment for this department.

In addition to maplewood flooring, the Capitol also boasts 1,300 new seats—a considerable number of seats were sacrificed to provide solid comfort for patrons—installed by the La Salle Seating Recreations, Ltd., seating division. Imported from England, they have a full, thickly padded, 16-spring-to-edge seat cushion, fitted to the chair with patent tilt-up brackets with rubber silence bumpers attached. They are covered in rich red and green velour, sponge rubber armrests replacing the old wooden type.

The original classic design of the theatre ceiling and walls was not changed.






## *Regina's Remodeled Capitol—*

*At the top a view of the renovated front of the Famous Players-Canadian house. Below, a scene of the lobby, redecorated, refurnished and recarpeted.*

### Assigned to "Lost Man"

HOLLYWOOD—George O'Neil will script "The Man Who Lost Himself." Picture will be made in England by Leslie Howard and Walter Futter.

### "U" Retitles a Film

HOLLYWOOD—Universal's "Modern Cinderella" has been retitled "Give Us This Night."

# MONTREAL

ANYONE who doubted the advantages of air conditioning as a theatre attraction would have had his views changed had he dropped into the Savoy, Confederation Amusement house at Verdun any recent warm evening. Although most theatres were doing little business, the Savoy, which seats 900, had almost every seat occupied. The feature film was "Angels With Dirty Faces," and it proved so popular that Eugene Maynard, the manager, decided to extend its run.

*All the first run theatres along St. Catherine St. changed their billing Friday and the result was an extremely varied selection. Loew's chose "Good Girls Go to Paris" as midsummer fare; the Palace selected 20th-Fox's new musical production, "Second Fiddle," while "Tarzan Finds a Son!" and "It Could Happen to You" divides the time at the Capitol. The Princess which has notably leaned towards detective and mystery films is showing "Blackwell's Island," while the Orpheum appeals to the sporting instincts with Victor McLaglen in "Ex-Champ."*

Local theatre managers expressed relief at the settlement of the Quebec theatre dispute. They had feared that if the tax had been continued, the City of Montreal might have attempted a similar increase. Now, that is considered very unlikely. Distributors have even more reason to be thankful, as they sent no films to Quebec for five weeks, but can now look forward to a regular demand from that center.

*When the Hudson's Bay steamship* Nascopie *departed last weekend for its annual tour of the Arctic, passengers were ensured against monotony by the inclusion of a number of motion pictures and apparatus for showing them. They include a newsreel of the presentation to King George of the Hudson Bay Co.'s tribute, two elk head and two black beaver.*

Robert Montgomery, his wife, their little son and daughter, arrived in London with 30 trunks and bags. Bob is going to make two pictures, the first of which is "Busman's Honeymoon," and the second, "The Earl of Chicago" during their stay in England, Mrs. Montgomery revealed.

*Six hundred British cinema owners who met in Blackpool to hear the latest on television were told that it would cost them approximately* $7,500 *to equip local theatres for television, while the bill for all the larger cinemas would amount to about* $30,000,000. *The assemblage regarded the outlook hopefully, having just escaped a* $5,000,000 *film tax.*

Infractions of the Quebec law prohibiting admission of juveniles are cheaper in the case of showings of "Snow White and the Seven Dwarfs" than in other infractions. The local recorder fined exhibitors of "Snow White" $7.50, while those who showed children other films were fined $10 and costs.

*Allied Exhibitors of Nova Scotia agreed to submit their grievances to the motion picture conciliation board, thus ensuring that there will be no film shortage in the Maritime province this year.*

M. Rainer, of Monogram Pictures, New York, was a weekend visitor to Montreal, staying at the Mount Royal . . . Mayor Lucien Borne of Quebec has the problem of finding $40,000 to replace the revenue expected from the theatre tax. He has written Premier Duplessis asking him to "supply us with another source of revenue to replace the one we lose by abolition of the ten per cent theatre tax."

*Few fight pictures have proven so popular as the Louis-Galento reel, in which all important action is photographed in slow motion. Public demand has led to the United Amusement Corp. booking this sports film for their entire chain.*

*Montreal Monitor* expresses admiration of Associated Screen News' color film, "Royal Banners Over Ottawa," one of the celebrated Canadian Cameo series made under the general direction of Gordon Sparling who also did the cutting. "Particularly impressive" says the *Monitor*, "is the skill displayed in editing the scenes into a smooth narrative." "Royal Banners Over Ottawa" is now showing at the Capitol, Quebec.

*Revival of interest in the works of Sir Walter Scott, famous Scottish novelist, seems likely as a result of the announcement of RKO that "Ivanhoe" will be a leading feature on their* 1939-40 *program. As already noted "Rob Roy," hero of another of Scott's novels, will be produced in England, with Will Fyffe as one of the leading actors.*

In search of material for a Royal Canadian Mounted Police film, William H. Pine, Cecil B. DeMille's associate producer, is in western Canada where he hopes to get helpful information from old-timers. "We would like to select some dramatic occurrence at a time before modern communications changed the complexion of police work," he said.

*The British Drama League has invited Canada to send a group of actors and actresses representative of the Dominion Drama Festival to take part in the finals of its competition in London next May.*

Danielle Darrieux, who is a strong favorite with French-Canadians, has been upheld by a French court in her refusal to play the leading part in a film entitled, "The French Can-Can." She was sued by Regina Film Co. for a million francs for breach of contract, but the court decided an actress was privileged to choose her part.

*Motion pictures provided the entertainment given to members of the Montreal Curb Market by a distilling firm, the picture, "Nature Control" showing the workings of a famous American distillery. Needless to say, it was illustrated with samples of the product.*

A. W. Perry, general manager of Empire-Universal for Canada, visited Montreal en route to Saint John, N. B. . . . Harry Paynter, province of Quebec manager has returned from a trip to Toronto. N. D. H. Evans of the Toronto office, is in Montreal auditing the books of E-U's Filmrow office.

## *Originality in Names*

**Toronto—Originality in theatre names has once more been demonstrated in Canada in the baptism of the house opened as the Keneric Theatre at Chester, N. S., by Messrs. Reardon and Corkum. The name was fabricated from the first names of the proprietors, Eric and Kenneth.**

**Similar ingenuity was shown by Warren Cooper in the opening of his new house at Revelstoke which replaced the Province Theatre after the latter had been destroyed by fire. The new Cooper theatre is known as the Avolie which is a combination of the first two names of his wife.**

*Filmrow had one or two unusual visitors besides the regulars. H. Laperriere, whose theatre in Pierreville is named after him, was here booking, and so was Edmond Beaumont of the Cinema de Levis. Mr. Beaumont has just acquired the Francais, Quebec, from J. E. Gagnon . . . Also noted on Filmrow were Mel Lodge of Danville, who operates theatres at Asbestos and Richmond; Georges Lapierre of the Ideal, Beauharnois; P. Senecal, of the George's, Ste. Therese and George Champagnes, of the Roxy and the Auditorium, Shawinigan Falls.*

Empire-Universal screened before a select audience on Filmrow, Sigrid Gurie's new film, "The Forgotten Woman." Miss Gurie will be recalled for her parts in "Marco Polo" and "Algiers."

*Friends of Frank Fisher, late Montreal manager of Empire-Universal, now of Toronto, rejoiced with him at the news that his wife, playing with Eleanor Young, won the Quebec Tennis Ladies' Doubles in the championships here.*

Charles Rioux, former operator of the Cambrai, Quebec, is now managing the Empire and Cartier theatres in that city . . . S. Morgan-Powell, Montreal film critic, notes that the Ontario board of censors report refers to recent outstanding British films and says: "These successes clearly indicate that the British producer can adapt his product to the American market." Mr. Morgan-Powell comments: "It would appear that the Ontario board of censors regards the tastes of Ontario as identical to those of the United States, so far as pictures are concerned. They are probably better judges of that than we in Quebec could ever hope to be." He suggests that it would be interesting if all censor boards throughout the Dominion were to set forth the rules that govern them, for public information, "instead of preserving a strange secrecy that can only serve to arouse suspicion and irritate."

*A local theatre manager deplores the neglect by motion picture theatre interests of the best advertising medium for their product—the screen. He claims that the screen should tell the public about theatre taxation and that whenever motion picture interests are affected the industry should get out trailers to inform the public.*

# A Newspaper Review Honors Film Jubilee

MONTREAL—The jubilee of the film industry, June 21, occasioned the following review in the *London Times*:

"Modern cinematography is the result of a slow process of evolution extending over several centuries and proceeding in steps, each the outcome of an earlier discovery.

"So many different factors go to make the process as we know it today that it is impossible to name any one individual as the 'inventor.' Some of the more important of the later steps were taken practically simultaneously in England, France, America, and Germany, and each of these countries has, on occasion, claimed the honour of 'inventing cinematography.'

"Probably the first instrument to hint at the possibilities underlying optical combinations of inanimate drawings was Herschel's Thaumatrope. This toy was followed towards the middle of the 19th century by a variety of devices for animating a succession of drawings, of which perhaps the best known is the Zoetrope, patented by W. G. Horner in 1833, by which a very presentable illusion of motion was produced. In 1838 these forerunners of the modern cartoon were projected on to the screen at the London Polytechnic.

"By 1870, Marey of Paris, and Heyl of Philadelphia, had both devised cameras for recording consecutive photographs on glass disks. Marey was primarily interested in analyzing the movements made by animals and birds. Maybridge (of Kingston) in 1872 made similar series. By 1885 Maybridge had over 100,000 photographic plates of moving men, beasts, and birds, some of which in 1887 he reproduced on bands of paper for viewing in the Zoetrope. He may have been the first to combine the illusion of reality given by the photograph with the illusion of movement which results from viewing a rapid succession of consecutive pictures.

"On January 10, 1888, Augstin le Prince was granted British patent No. 423 for the employment of perforated gelatine film to reproduce, by a sprocket-actuated movement, a rapid sequence of images taken through a single objective, and in October, 1888, le Prince projected moving photographs on a screen. The photographs were recorded on strips of paper joined together by a red film backing with perforated margins. Had he lived to continue his work, le Prince might have made as good a claim as any to being the 'inventor' of the 'movie.' What happened to him on or after that journey is still a riddle, for he was never heard of again.

"Neither paper nor unsupported gelatine is a suitable material for cinema film, and the modern era dates from 1887, when a patent was granted to Goodwin, an American clergyman, for celluloid film as a support for photographic emulsions. In England, William Friese-Greene was also experimenting with celluloid as a support for photographs made in his cinema camera. On June 21, 1889, Friese-Greene filed what is considered by many to be the master patent in the art of cinematography.

"Edison first became interested in the possibilities of cinematography in 1887. Although he came to Europe in 1889 and probably saw projected films in England, he had little faith at that time in the projected image, and on his return concentrated on improving his kinetescope—in which an endless loop of moving film was directly viewed through a peep-hoose. The film traveled continuously and was illuminated by electric flashes which were so timed that each succeeding picture on the strip of celluloid was seen only at the moment when it occupied exactly the same position as the preceding picture when illuminated by the preceding flash.

"Jenkins, who later founded the American Society of Motion Picture Engineers, financed by Armat, built in 1890 a camera using celluloid film, followed in 1894 by a projector which threw the moving image on to a screen. His invention was bought up—one of the conditions being that Edison's name should be attached to the apparatus for "publicity reasons."

"Although it is probably true that the 'Edison' was the first commercially successful machine, many people still feel that if a single name must be picked out Friese-Green's claim to be the father of modern cinematography is better founded than Edison's.

"Unfortunately, Friese-Green was a poor business man, and although there is little doubt that properly handled his ownership of the 1889 patent should have brought him a fortune, his worldly possessions amounted to a few coppers when he died in 1921 at a meeting concerned with the development of the subject to which he had given his life."

# TORONTO

REGAL FILMS, LTD., has prepared special arrangements for opening performances in key centers of Canada for "Goodbye, Mr. Chips" with reserved seats for the one evening show, following the success of this plan with "Pygmalion." The Canadian premiere of "Goodbye, Mr. Chips" took place with a gala opening at Loew's Theatre, Montreal, and a long run is confidently expected.

*The incompleted theatre at Sudbury, Ont., has been offered for sale or lease by Davis & Turpin, 80 Elm St., East, Sudbury, representing the owners. This is the structure for which the City of Sudbury built a channel for a nearby creek. In the meantime, Robert T. Stevens is proceeding with the construction of the new Regent Theatre in Sudbury, replacing a theatre of the same name, which is expected to open in a month.*

J. P. O'Loghlin, general manager of 20th Century-Fox Films, Ltd., Toronto, has returned from a trip to the Canadian West. J. L. Hunter, Toronto branch manager of Paramount Film Service, Ltd., is back from Regina, Sask., to where he motored, making the return journey by airplane.

*Jack Arthur, manager of the big Uptown Theatre, Toronto, spent several days at the World's Fair in New York and took in a number of shows. Local exhibitors who have visited the New York Fair include Harry Firestone, president of the Independent Theatres Ass'n of Ontario; Sam Firestone, his father, and J. Smith of the Kum C. Theatre, Toronto.*

Al Sedgewick, manager of the Belsize Theatre, Toronto, is away on holidays which will conclude with attendance at the Famous Players' convention in Niagara Falls.

*Robert Brown has been promoted to be manager of the Vanity Theatre, Windsor, Ont., in succession to I. Steinhart who recently became manager of the Manor Theatre, Toronto.*

John Hazza, former district manager of Famous Players Canadian Corp., Calgary, has been enjoying continued success with his stable of horses at Fort Erie and Hamilton, Ont. He maintains an extensive ranch in Alberta where he breeds thoroughbreds and other types of equines.

*Few exhibitors have been noted along Toronto's Filmrow from out of town, but recent callers have been M. T. Craig of the Majestic Theatre, Dresden, and the Palace at Ridgetown, and Robert Hambleton of Simcoe who is planning the erection of a theatre at Port Dover to add to his group of theatres in western Ontario.*

Arthur Benjamin, English composer and pianist who wrote the music for a number of British features including "Wings of the Morning" and "The Scarlet Pimpernel," presented a half-hour piano recital on the national network of the Canadian Broadcasting Corp., which included some of his own works. He recently completed a coast-to-coast tour of the Dominion.

*Keith Wilson, manager of the Marks Theatre, Oshawa, Ont., has been doing a good job in exploiting current attractions by sniping the poles over a wide area of Ontario and York counties.*

Kathleen Stokes, widely known as a theatre and radio organist of Toronto for many years, is preparing for a month's holiday in the Adirondacks of New York state.

*L. Mazza, proprietor of the Classic Theatre, Toronto, has undertaken an extensive modernization job which will include the installation of new seats supplied by the Canadian Theatre Chair Co., Toronto. The theatre will be closed for about one month.*

Harry J. Allen, general manager of Grand National Films, Ltd., Toronto, has announced that his state-right feature, "Damaged Goods," has been passed by the Nova Scotia board of moving picture censors after an appeal from a former decision. This picture has been shown throughout Ontario.

*Irving Goldsmith, booker of the Exhibitors Booking Ass'n, Toronto, and recently married, is back at his desk following an extensive honeymoon trip to New York.*

# OTTAWA

BEN STAPLETON, dean of Ottawa theatre pioneers, is spending the summer at his summer home at Fitzroy Harbor where he is enjoying life to the full. With the late Harry Brouse of Ottawa, Stapleton was one of the original shareholders of Associated First National and has retained his franchise in that producing company.

*William McLaughlin, veteran film critic of the* Ottawa Journal, *is sporting a new Chrysler Imperial car and is making frequent trips to his summer home at Quyon, Que.*

John Elliott, guest singer at the Gatineau Country Club, Ottawa, has gone back to Hollywood to start work in a picture for Warner Bros. He has spent a number of weeks in Ottawa since appearing in "The Swing Opera."

*The death occurred in California of Hon. Fernand Rinfret, secretary of state in the Dominion Government, Ottawa. He was prominently identified with performing right and copyright situation in Canada, being the sponsor of the bill which amended the copyright laws of the Dominion. The bill provided regulation of the Canadian Performing Right Society, including the requirement of annual registration of fee schedules for the use of musical works by theatres, radio stations, orchestras and concert organizers.*

Angelo Stevens, manager of the Regent Theatre in downtown Ottawa, has returned from a two weeks' vacation in northern Ontario.

*Morris Berlin, manager of the Somerset Theatre, has announced that an offer of purchase by a theatre chain has been turned down and that no change in ownership of the theatre is contemplated.*

Manager Chris Holmes of the Avalon Theatre, is working an effective stunt in having a program timetable on display in a nearby restaurant, together with an advertisement on the menu cards which refers to the schedule and bears the notation, "It's Time to See a Show at the Avalon."

*It is rumored that Ray Tubman, manager of the Capitol Theatre, will be a candidate in the west Ottawa riding for a seat in the house of commons.*

## Film Imports Down; U. S. in the Lead

OTTAWA—Imports of positive moving picture films into Canada during the past fiscal year ended March 31, 1939, showed a decline as compared with the previous fiscal period, according to a compilation just made available by the department of trade and commerce, Ottawa. The total footage for 1938-39 was 4,797,640, valued at $384,633, against 5,416,459, with a valuation of $432,687, for the previous 12 months. Imports from the United States were in the lead, with France in second place and the United Kingdom third as the principal countries of origin.

Positive prints from the United States for the past year totaled 3,231,520 feet and were valued at $258,878, compared with 3,348,732 feet for 1937-38 with a valuation of $266,968. From France 1,206,534 feet of positive were imported during the year ending March 31, the valuation being $96,424, while 1,482,822 feet of French films were imported in the preceding year, valued at $119,104. Film imports from France took a sudden jump in 1937.

Positive prints from Great Britain totaled 332,276 feet in the past year, the value being $26,705, and in the previous year, 562,367 feet valued at $44,761.

The month of March registered a high-water mark in positive imports from all countries with a total of 534,757 feet, valued at $42,778, of which 387,155 feet with a valuation of $30,971 were from the United States while 61,837 feet, at $4,947, were brought from Great Britain. France exported 84,131 feet, valued at $6,729, to Canada in March but this was down from the February total which was 128,454 feet, valued at $10,277. The figure from the United States in February was 274,359 feet, valued at $22,039, and for January, 324,313 feet or $26,043. The monthly totals from Great Britain in the first quarter of 1939 included 27,346 in January, 13,331 in February and 61,837 in March.

Imports of educational films of all widths showed an increase in the last fiscal year with a value of $8,086, compared with $6,791 for the previous year, the 1939 total from the United States being $6,336 from $5,493 for the preceding 12 months. Similar imports from the

# SASK'WAN

H M. MASTERS, Canadian general manager of United Artists Corp., flew from Toronto to Winnipeg for a conference over the weekend with executives and exhibitors. H. A. Bercovich, Regina manager of the Rex Theatre, traveled to the latter city to confer with him. Harry Marrs of the Moose Jaw Orpheum also took in the trip.

*Plans of the Saskatchewan Motion Picture Exhibitors Ass'n for using trucks and busses to carry film have apparently progressed no further since the recent definite decision to go ahead with the plan. The main trouble is that most members are now holidaying or convention-bound.*

Both Regina papers dealt handsomely with H. A. "Scotty" Bercovich when he celebrated his 20th year in show business in Regina recently. In interviews, Bercovich recalled days then and now, his long association with the Rex Theatre, which he now manages, and his prediction that television will aid rather than hurt the theatre.

*Though most of the province reports good crop prospects and, so far, has outwitted the grasshoppers in comparison with the widespread damage last year, the southeast corner again goes into the no-crop area for its 11th year. Thoroughly discouraged because the rains did not come or came too late, farmers and townsmen are giving up the fight. The whole area will be on relief and theatremen, who looked forward to a good year at last have no option but to take it on the chin.*

Just because the district Canadian Legion convention was held in Prince Albert, patrons of the Strand Theatre really saw a fine lineup of royal visit pictures. Manager Leslie Paine tossed out the usual second feature in favor of 60 minutes of newsreels dealing with all phases of the visit.

*Saskatchewan's biggest Boy Scout Jamboree has been filmed in color by Chief Scout E. H. M. Knowles, an ardent cameraman. The 1,000-foot picture will be used for scout organization in the west. More than 900 boys attended the camp in the beautiful Qu'Appelle Valley.*

# VANCOUVER

FRED GUEST, operator of the Empire, Queens, and Delta theatres in Hamilton, Ontario, and the Stanley here, arrived with his wife on one of his periodical trips to the coast.

*Regal Films suffered a small cash loss when burglars broke into the office last week . . . A Ukrainian musical picture, "Medusia," was shown for one night at the Metro, New Westminster, R. McCartie owner. This film, in the foreign language, is being shown across Canada by Alex Powell, wherever there are enough of that nationality to warrant it.*

It looked like exhibitors day last weekend. There was Mrs. George McEwan of the Music Box, with her quick business-like way, arranging for some coming attractions. Jim Hayworth of the Rialto, Ladysmith, quietly checking, and booking a series of shorts. Tom Shields of Olympia was breezing around with many a pleasant quip. And Dick McCartie of the Metro and Fox, Westminster, with his usual atmosphere of snap and efficiency. Taken as a group, it was a typical cross-section of B. C. exhibitors.

*Dick McCartie is building an ultra modern apartment on the lot adjoining his theatre in New Westminster.*

## F-P Niagara Convention Plans Are Completed

VANCOUVER—Plans are completed for that exodus of Famous Players theatre managers on their way to the convention at Niagara Falls. They will embark on a special car of the Canadian National Railways, 16 strong, and will begin to pick up more at Kamloops, Jasper, Edmonton, Winnipeg and other stations, arriving at the Falls with a total of 29.

The first three days of the convention will be devoted to serious business and the fourth day given over to sports, a banquet, and the distribution of bonus and profit-sharing checks.

Ken McRea, manager of the Kerrisdale Theatre, and Mel Gow, Capitol Theatre, Nanaimo, will leave the party, at the conclusion of the convention, to visit the Fair in New York.

# MARITIMES

THE students and faculty members of the New Brunswick Summer School of Education and Fine Arts greatly enjoyed a midnight show at the Capitol Theatre, through the cooperation of the junior board of trade and the Maritime film board of trade. The show commenced with a sing-song led by David Thomson, regular song leader at the Capitol, and a delightful program of shorts was shown, many in Technicolor. Miss Alice L. Fairweather, secretary of the Maritime film board of trade, greeted the students and faculty on behalf of the film board and the local film people and Walter H. Golding, manager of the Capitol Theatre, also addressed the audience.

*A new theatre, the Kenerik, owned by E. D. Redden and K. R. Corkum, has opened at Chester, N. S. They plan to operate two nights a week for six months, four a week for four months and six a week for the two summer months with matinees on Saturdays.*

John Carr, Dominion Sound Equipment inspector, who has been visiting theatres throughout New Brunswick, called at Filmrow recently.

*Another new theatre opening in this territory is the Community in Yarmouth, N. S. This is another of the Franklin-Herschorn chain.*

The Queen Theatre, St. John's, Newfoundland, has been closed, due, presumably, to lack of business as conditions there are very poor this year.

*C. E. Staples, exhibitor of St. Stephen, N. B. and R. Green, projectionist at the Empress Theatre, Moncton, N. B., visited Filmrow recently.*

Saturday, July 15, was St. Swithin's Day and the theatre managers were probably very pleased with the heavy rain. If it should, and the superstitious believe it will, rain for 40 days, the returns at the boxoffice should improve to a great extent.

## *Prominent Paramounteers Guests of Bill Hansher*

VANCOUVER—Bill Hansher, Paramount, has been very much occupied in playing host to important visitors. The first was John W. Hicks jr., head of foreign distribution for Paramount, and Bill Pine, associate producer for Cecil B. DeMille.

Mr. Hicks, accompanied by his wife and son—John—stopped over a day before boarding the *Niagara* on his way to attend a convention in Sydney, Australia. At Honolulu they will be joined by Adolph Zukor, Paramount board chairman.

Pine was on his way back to Hollywood after a visit to Regina, Sask., and Banff, Alta., where he had been to make preliminary negotiations and arrangements for the production of an epic film in technicolor in which the Royal Canadian Mounted Police will play the principal part.

## *German Club Fined for Unauthorized Showing*

MONTREAL—For the unauthorized showing of the Nazi Film "Pour le Merite" reputed in police circles to have been propaganda, The Deutscher Verein Harmonia, Inc., the German Harmonica Club, 1173 Drummond St., was fined $500 and costs by Judge C. E. Guerin. An added count of failing to collect amusement tax from spectators brought the club a fine of $50 and costs. In both cases if the fines are not paid, the club is liable to seizure of its property.

The provincial police raided the German Harmonica Club on April 25 and halted the showing of the film after two reels had been shown. The film was immediately seized and the matter placed in the hands of the attorney-general's department. Before any action was taken, it was reported unofficially that the local German consulate general had asked for the return of the film on the grounds that it was privileged property of the German government and as such enjoyed diplomatic immunity.

About a month ago summonses were issued against the club under the provincial moving pictures act.

The first complaint charged that the club had used film or other apparatus for a representation before the use was authorized by the commission or before the necessary authorization had been produced, or had aided or participated in its use before the rights had been paid, the offense being contrary to section 19 of the moving pictures act, Chapter 174, Q. R. S., 1925.

Judge Guerin imposed a fine of $500 and costs of $28.50 when the plea of guilty was registered by H. A. Wils.

His authorization to make the plea was filed in the record. It read: "It is proposed and seconded and unanimously adopted that H. A. Wils, be authorized to plead guilty to a charge bearing number 6303 of the records of the Peace Office in Montreal." It was dated July 6, 1939, and signed by Joseph Schaefer, secretary.

A similar plea of guilt was entered in the second case which accused the club of failing to collect and remit tax for the spectators in the hall. When the provincial police arrived in the hall, they reported about 250 persons present, and that each had paid an entrance fee of 25 cents. No amusement tax had been collected. To the fine of $50 in the second case, Judge Guerin added an assessment of $13.50 for court costs.

## *Casey & Dowbiggin Wed; Montreal Filmrow Event*

MONTREAL—Filmrow has just celebrated with eclat the marriage of two young employes of 20th-Fox, John Casey, booker, and Miss Mildred Dowbiggin, telephonist. Miss Dowbiggin is a daughter of T. Dowbiggin of Paramount from whom she received a new automobile as a wedding gift. Casey is a nephew of J. P. O'Loghlin, general manager in Canada for 20th-Fox.

Several presentations and a large number of gifts were made to the young couple.

# WINNIPEG

WHILE Capitol Theatre Manager Harold Bishop was away in California on his holidays, Nestor Novak took efficient care of the exploitation work at the Capitol with his work on "The Sun Never Sets." Novak carried out an extensive campaign which included letters to the officials of IODE, the St. George's and St. David's Societies and a number of representative British officials in the city. All cooperated by sending circular letters to their members advising them to see the film. The following week Novak carried on his good work in spite of the intense hot weather and publicized "Man About Town" with tieups with local music stores and 300 displays in food stores arranged in cooperation with General Foods.

*Employes of all the Winnipeg motion picture houses and theatres will hold a basket picnic at Winnipeg Beach over the weekend. There will be a full afternoon of sports, and the committee, comprising Betty Watters, J. A. Moreau and Maurice Gilman, has worked hard to ensure the complete success of the outing, which is expected to be a very enjoyable affair.*

A new film company to be known as Independent Films has been formed by S. Swartz of Winnipeg. Swartz will handle the distribution of Superior Films, Colonial Films, Cosmopolitan Films and State Rights. The company's office is located in the Cinema Centre in Winnipeg.

*Mrs. I. (Dutch) Leavitt, wife of the manager of Columbia, has given birth to a baby.*

## *He Stays Open to Relieve Heat Wave Sufferers*

TORONTO—During the recent heat wave in Ontario, a goodwill stunt was pulled by Ray Allen, general manager of Premier Theatres here, that attracted wide attention. Announcement was made that the Hollywood Theatre, ace house of the group in Toronto, would be kept open all night and throughout Sunday so that the people could take advantage of the theatre's cooling system without admission charge. No show was presented as Sunday performances are taboo in Ontario, but a general invitation was extended to the public to "Come in and stay as long as you like."

The theatre was closed for a short period after the last show of the evening so that it could be cleaned and then the doors were opened for those who desired relief from the heat. A member of the staff remained on duty to maintain order and the additional cost was for lighting and the operation of the air-conditioning plant but this was more than repaid by the word-of-mouth advertising secured through the community gesture. The stunt was not continued because a cool wave set in and the people took to blankets for a change.

### Blondell and Douglas

HOLLYWOOD—Joan Blondell and Melvyn Douglas will co-star in "And So They Were Married" for Columbia. William Perlberg will produce the Aleen Wetstein story.

**United Artists (——) 90 Minutes Rel. July 28, '39**

Deftly and spectacularly produced, this entirely captivating romantic comedy has a novel and refreshing college background, since its locale and story are furnished by Dartmouth's annual Winter Carnival. Exciting winter sports scenes, a tender love story, a sprightly sprinkling of laughs, a wisely selected and thoroughly splendid cast—with lovely Ann Sheridan contributing "oomph" in great gobs—add up for entertainment aplenty for all ages and tastes. Produced by Walter Wanger, it is one of the better offerings in the lighter vein from his unit and should make a substantial impress on the profit side of the exhibition ledger. While the screenplay adroitly captures the necessary collegiate atmosphere, it is restrained and always allows sufficient footage for emotions and sequences with appeal to the adult mind. Ably directed by Charles F. Riesner.

**Ann Sheridan, Richard Carlson, Helen Parrish, James Corner, Robert Armstrong, Alan Baldwin, Joan Brodel.**

## *Winter Carnival* F Comedy

**Columbia (——) 68 Minutes Rel. July 20, '39**

Blondie, Dagwood, Baby Dumpling and Daisy, the pooch, continue their winning ways in this, the third and most ingratiating of the series based on Chic Young's famous comic strip. Its simple, homey humor and the phenomenal comedy of four-year-old Larry Simms as the offspring of the Bumsteads should build increased patronage as well as completely satisfy those who are already "Blondie" fans. After several delays, the family treks off on a vacation. En route they arouse, innocently enough, the ire of a fellow-passenger, Donald MacBride, who turns out to be the manager of the leading hotel. He refuses to allow them to register, whereupon they cross the lake, take rooms at another resort, and find themselves up to their necks trying to save it from bankruptcy. Frank Strayer directed.

**Arthur Lake, Penny Singleton, Larry Simms, Daisy, Donald MacBride, Donald Meek, Robert Wilcox.**

## *Blondie Takes a Vacation* F Comedy

**Republic (——) 62 Minutes Rel. Aug. 4, '39**

Liveliest of the Higgins Family series to date, this delivers a full measure of wholesome comedy and human, down-to-earth situations. The speedy pace established by Director Gus Meins, and plenty of slapstick antics by the three Gleasons—James, Lucile and Russell—should assure it a warm welcome in neighborhood houses as satisfactory summer fare in every respect. Employed by a cosmetic company, Higgins loses his job when his wife unwittingly queers a big merger. Furthermore, she adds insult to injury by so impressing one of his prospective employers that she gets the job instead of her husband. However, she makes a hash of it. The once-dead merger revives, with all parties concerned finding the Higginses hold the key block of necessary stock, which young Higgins is about to sell so he can get married. A last-minute chase heads him off.

**James Gleason, Lucile Gleason, Russell Gleason, Marie Wilson, Harry Davenport, Berton Churchill, Tommy Ryan.**

## *Should Husbands Work?* F Comedy

**Universal (——) 78 Minutes Rel. July 14, '39**

George Raft reasserts himself as toughest of the screen's tough guys by embarking upon a career of unrelenting super-crime. However, excessive and tedious footage, unrelieved by comedy, nullifies the dramatic strength of what might have been a compelling social document, dragging the picture down to average program calibre which will find its best market among male patrons of the cops-and-robbers school. The work of Claire Trevor, in the feminine lead, is outstanding, while Raft's performance is, as per custom, stolidly capable. Turning criminal through no fault of his own, Raft tries going straight, marries Miss Trevor and settles down. The police catch up with him, however, and, fighting back, he sacrifices his own life to ensure the happiness of his wife and child. Frank Tuttle directed.

**George Raft, Claire Trevor, Dick Foran, Joseph Sawyer, Victor Jory, Henry Armetta, Jason Robards.**

## *I Stole a Million* F Melodrama

**Universal (——) 73 Minutes Rel. July 14, '39**

Baby Sandy, phenomenal infant discovery, tightens the hold on the hearts of picture patrons which his debuting picture of a few months ago established; in which undertaking he (Sandy is a he on the screen but a she in private life) receives but scant help from the merits of the production, the story or the cast with the possible exception of Mischa Auer, who necessarily struggles for the limited laughs which his material affords. Because the cooings and gurglings of Sandy must be the film's only asset, patrons will decide that he is used too little and that his winning antics are spread too thinly throughout a maze of dull motivation. The baby, orphaned in a motor crash, is adopted by a constantly quarreling pair of sweethearts to whom he ultimately brings understanding and reconciliation. Directed by Charles Lamont.

**Sandy Lee, Shirley Ross, Dennis O'Keefe, Mischa Auer, Joy Hodges, Dorothy Arnold, Anne Nagel.**

## *Unexpected Father* F Comedy Drama

**Monogram (——) 70 Minutes Rel. Aug. 7, '39**

Hugh Wiley's fictional Chinese super-sleuth hits his stride in this, the third of the Wong series, which in action and sustained suspense is far above its two predecessors. It rates as a topnotch mystery thriller qualified to meritoriously uphold its share of any program. In production and direction the feature transcends its budget allocation. Boris Karloff again is splendid in the title role and the supporting cast is generally good. Mr. Wong this time is confronted with the problem of solving the murder of a Chinese princess, visiting his own household. Weeding out numerous suspects, the detective learns her mission was to purchase airplanes to be used by the army in the Chinese province ruled by her brother, and, after a narrow escape, captures the killer. William Nigh directed.

**Boris Karloff, Grant Withers, Marjorie Reynolds, William Royle, Peter Lynn, Huntly Gordon, James Flavin.**

## *Mr. Wong in Chinatown* F Detective Melodrama

**First National (356) 92 Minutes Rel. Aug. 19, '39**

A prison yarn and very strong stuff with the sensational and melodramatic emphasis constantly directed toward the heavy side. As a consequence, this story of a newspaper reporter framed on a manslaughter charge for exposing a crooked district attorney who later becomes governor, is man's meat. "Each Dawn I Die" is gruesome and, while it is occasionally spotty in its dramatic impact, by and large it comes out as a forceful and punchy attraction. James Cagney, as the victim of the frame-up, is generally effective and has several extremely powerful scenes. George Raft, as the arch crook who brings about Cagney's ultimate exoneration, does a slick sort of Raftian role—the kind he alway does competently. Good support is provided.

**James Cagney, George Raft, Jane Bryan, Stanley Ridges, George Bancroft.**

## *Each Dawn I Die* A Prison Melodrama

**RKO (947) 62 Minutes Rel. July 21, '39**

This latest Bobby Breen starrer is somewhat on the synthetic side of the entertainment line. To accommodate the youngster's voice as well as the group vocalizing of the Hall Johnson choir, the story shuttles about with little attention to dramatic values. The script and personnel are preponderantly concerned with Negroes; their fate at the hands of a scheming executor of a plantation who would sell them as slaves. Bobby inherits the property when his father is accidentally killed. It is here that the scenarists attempt to weave the human interest that would have Bobby opposing the Negroes' sale. It all lacks warmth and sincerity, often taxing credibility. Bobby has a few solos and joins the Johnson choir in the redeeming musical spots. Bernard Vorhaus directed.

**Bobby Breen, Alan Mowbray, Clarence Muse, Ralph Morgan, Steffi Duna, Hall Johnson Choir.**

## *Way Down South* F Drama with Music

**Film Alliance (SR) 60 Minutes Rel. ————**

The better elements that make for entertaining spy drama are conspicuously lacking in this English effort. Possibly the most creditable virtue is the authentic foreign atmosphere, although cockney accents in Germany are a bit far-fetched. The story is feeble, telegraphing its way throughout. Much too much footage is given over to relatively unimportant incidents, which halt the pace. The performances, while individually good, rarely fuse with the spirit of the script. Occasional evidence of poor cutting does not help. It's the well-worn idea that has handsome male spy and beautiful female spy pitted against each other. This time Marta Labarr, for Germany, is after the scalp of Charles Oliver, French agent. They fall in love, admit their identities, and agree to resign their posts and marry. But Miss Labarr is shot as a traitor. W. Victor Hanbury directed.

**Marta Labarr, Charles Oliver, Arthur Wontner, Meinhart Maur, Anthony Eustrel, Joan White.**

## *Second Bureau* F Spy Drama

**SELLING ANGLES:** **"Should Husbands Work?"**

Contact residents named Higgins and invite them to a special showing at reduced rates. Plenty of tieups are suggested through the story, which finds the Higginses mixed up in the cosmetics industry. Plant stills showing Lucile Gleason giving a demonstration shampoo in beauty parlors and barber shops. Stills depicting James Gleason doing the housework with a vacuum cleaner can be spotted with furniture and hardware stores. Promote "Higgins Family" endorsements of various household supplies.

**CATCHLINES:**

It's a Fine State of Affairs With the Higgins Family . . . As Pa Does the Housework and Ma Trots to the Office.

A Sight to Behold . . . As Ma Higgins Makes a Mess of the Cosmetics Business . . . And Pa Makes a Mess of the Housework.

**SELLING ANGLES:** **"Mr. Wong in Chinatown"**

Give the marquee credits to Boris Karloff and Grant Withers. Create a lobby display in the form of a giant facsimile of a Collier's magazine cover, as it was in this publication the "Mr. Wong" stories first appeared. Obtain a quantity of "cash"—Chinese coins—for use as souvenirs. Prepare a layout of famous screen detectives, with "Mr. Wong" in the center as "the greatest of them all." Use the Oriental style of lettering in lobby and poster advertising and imprint Chinese newspapers with picture billing for use as throwaways.

**CATCHLINES:**

Murder on His Very Doorstep Led Mr. Wong Into a Sinister Web of International Intrigue.

The Cunning of Mr. Wong Solves Murder in His Own House.

**SELLING ANGLES:** **"Second Bureau"**

Lacking even the essentials of name values, this would seemingly best be approached as an exploitation film. A typical "spy front" should be utilized. This could include an elaborate layout dealing with the recent espionage trial in New York that resulted in the conviction of certain German agents. The newspapers were full of this trial and generous reproduction of the stories should make for an interesting front. There are fairly good publicity possibilities in using the classified newspaper columns of your local paper with a teaser idea, making it appear that a foreign power is attempting to contact a spy. Use a lot of code insignias, and make your theatre the "meeting place."

**CATCHLINES:**

Behind the Scenes With the Spies That Make Wars.

Nothing Is Sacred to a Spy From the Second Bureau.

**SELLING ANGLES:** **"Blondie Takes a Vacation"**

Handle exploitation along lines pursued in previous "Blondie" pictures, capitalizing on the value of one of the nation's most popular comic strips. If a local paper carries the "Blondie" cartoon, strip in a plug for the picture above it. Have your artist prepare life-sized, compo-board figures of Blondie, Dagwood, Baby Dumpling and Daisy for the lobby. Admit families of three—father, mother and one small child—on a reduced ticket rate. Plug in with local radio station carrying the new "Blondie" serial.

**CATCHLINES:**

America's Favorite Funny Paper Family . . . Back in the Movies Again to Create Another Laugh-Wave.

It Was All Work and No Play for Dagwood When Blondie Decided She Needed a Vacation and Left the Housework to Him.

**SELLING ANGLES:** **"Unexpected Father"**

The big name to sell here is Sandy Lee, with Mischa Auer and Shirley Ross deserving supporting credits. Place a giant photographic enlargement of Sandy above the marquee. Spell out the picture title in black letters pinned to diapers. Hire a quickie still photographer to snap pictures of babies brought to the show by their parents; hire a nurse and announce that all parents can bring their children and see the show while the nurse guards the infants. Conduct a diaper-pinning contest for fathers on the stage and give free admission to the babies' mothers.

**CATCHLINES:**

Baby Sandy, the Screen's Greatest New Star, Triumphs Again After a Sensational Debut in "East Side of Heaven."

Tender as a Baby's Lips . . . Sweet as a Baby's Smile . . . Happy as a Baby's Laugh.

**SELLING ANGLES:** **"Way Down South"**

You have but to reach the Breen fans and your campaign should be well in motion. You might strike for a "new Bobby," by contrasting his current role with previous films. The southern plantation atmosphere should be carried out in the lobby, in window cards, particularly for restaurants and apparel shops, in tieups with travel bureaus, and possibly in a herald largely made up of photos that highlight Louisiana, the story's locale. The Hall Johnson choir deserves special attention, particularly if you can get some of their records for your p.a. system. Perhaps you can secure a horse-drawn carriage and dress a middle aged couple in pre-Civil war apparel to tour the streets—"On Our Way Down South."

**CATCHLINES:**

The Glorious Voice of Bobby Breen in the Gay Old Days of the South.

A Human Interest Story That Will Touch Your Heart.

**SELLING ANGLES:** **"Winter Carnival"**

Exploitation can be handled along three important lines—the presence of Ann Sheridan, known as the "Oomph" girl, and rapidly rising as a name, in the cast; the collegiate atmosphere; and the widely-publicized locale, the Dartmouth Winter Carnival. Promote an "Oomph" girl contest in your neighborhood. Using plaster-of-paris, cotton batting or some other material, construct a number of "snow men" to be spotted around town, bannered with picture and theatre billing. Invite Dartmouth graduates to attend at reduced rates.

**CATCHLINES:**

A One-Girl Heat Wave Turns a Campus Topsy-Turvy by Plunging Into a New Romance With the Professor She Once Jilted.

Dartmouth's Famous Winter Carnival Becomes the Background for a Mile-a-Minute Romantic Comedy.

**SELLING ANGLES:** **"I Stole a Million"**

George Raft and Claire Trevor can carry the marquee load. Plaster "Wanted!" posters around town with Raft's portrait on them, and arrange with magazine distributors to stuff heralds in detective and "thrilling gangster" magazines. Invite police officials, civic leaders and reform groups to see the picture and obtain their comments on its social message for use in advertising. Print up throwaways as "1,000,000" bills. Secure police cooperation in building up an anti-crime display in the lobby.

**CATCHLINES:**

A Real Guy With a Heart of Gold . . . Who Stole a Million Dollars Because He Never Learned Two Wrongs Can't Make a Right.

Destiny Dealt Him a Queer Hand . . . And He Played It Out to the Inevitable End . . . Death.

**SELLING ANGLES:** **"Each Dawn I Die"**

A natural exploitation approach to "Each Dawn I Die" is to play up the new starring combination of Cagney and Raft. It has selling value. Welfare groups make a logical contact for hook-ups on the crime-doesn't-pay angle and there is also Crime Prevention Week which which lends itself to workable suggestion. Flash headlines super printed on local newspapers are an idea as are exhibits of prison-made articles, displays of deadly weapons provided the police department will cooperate, banners on newspaper and other trucks, and endorsements from prison wardens and educators. The pressbook suggests an inquiring reporter stunt based on the title of the film and what it might mean.

**CATCHLINES:**

The World Was Too Small to Hold Both of Them, So One Had to Go—Feet First.

# Short Subject Reviews

## The Giant of Norway

*M-G-M* (Passing Parade) 11 *Mins.*

Very few know about Fritjof Nansen. But millions the world over revere his memory. It was Nansen's destiny, according to John Nesbitt, to forsake his love for exploring to devote his life in aid of refugees following the war. This kindly Norwegian was High Commissioner of Refugees under the League of Nations. He died in 1930, his wish to travel with his fellow explorers unfilled. But Nansen never turned down the call to help his more unfortunate brothers. For bringing this man's achievements to the screen, John Nesbitt deserves a bow.

## Popular Science

*Paramount* (No. 6) 11 *Mins.*

Always interesting, this latest subject has a sequence which makes the reel an outstanding one. It is a fascinating bit showing the latest development in medical science, an electro-magnet used to remove steel splinters from the eyes of industrial workers. An actual operation is performed to demonstrate the gadget. The Coast Guard at work, new wrinkles in swim suits, polaroid, a casting device for trout fishermen and a chap who makes miniature racing cars, completes the issue.

## Culinary Carving

*M-G-M* (Pete Smith Specialty) 9 *Mins.*

Husbands who have stumbled over a roast beef or baked ham with a carving knife will vote Pete Smith a round of applause. Carving may be a matter-of-fact subject, but not to Smith. M. O. Cullen, national carving expert, demonstrates the proper method of attacking the various sections of meat. Incidentally, women will get a kick out of this. It's a swell short to tieup with local cooking schools and the like.

## Goldilocks and the Three Bears

*M-G-M* (M-G-M Cartoon) 11 *Mins.*

Effective animation aids in making this cartoon impressive, but the contents are still for the youngsters. It's the tale of Goldilocks who comes to the bear's home and eats the porridge. Papa Bear smacks slightly of Wallace Beery. A sugary narration is not much of a help. Should be good stuff for the kids, however.

## Dog Daze

*M-G-M* (Our Gang) 11 *Mins.*

This effort lapses into the juvenile class of entertainment. Even a trained penguin hardly gets a smile. The Gang is in debt to Butch and in order to pay him off, they round up a number of dogs hoping to get a reward when they return them. Cousin Wilbur, who complicates things, finally comes to the rescue.

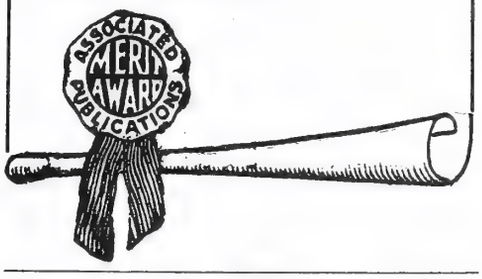
## SHORT OF THE WEEK

### A-Haunting We Will Go

(Walter Lantz Cartune)

**Universal** **7 Mins.**

**Fantasy in its most delightful and original form is abundantly displayed in this very amusing colored cartoon. It seems that dusky little Eight Ball just won't be scared by a well-meaning baby ghost. Unable to frighten his subject, the little apparition takes a hold of Eight Ball and whisks him away to an old mill where a flock of veteran ghosts go to work on him. What they do and the manner in which the animators have them do it make for hilarious moments.**




## Joy Scouts

*M-G-M* (Our Gang) 10 *Mins.*

One of the more diverting efforts of Our Gang. A troop of Boy Scouts on the march inspires the Gang to do likewise. They go out to a camping grounds where there is a geyser which erupts occasionally. But they don't know it. Everything happens to them as might be expected under the circumstances.

## Colorful Curacao

*M-G-M* (FitzPatrick Traveltalk) 9 *Mins.*

Curacao is one of the islands of the Dutch West Indies, but it seems a long distance to travel in order to watch how the Queen Emma bridge swings aside to let ships go by. There is very little about Curacao that is distinguished except perhaps the Dutch architecture. The nicest thing about the reel is the color photography.

## Colombia

(Color Cruise in Cinecolor)

*Paramount* 10 *Mins.*

Colombia, the most mountainous country in South America, receives the usual travelogue treatment from the camera. Even the narrator isn't impressed or so it seems. The most interesting thing about the country is that the stamp of the Spanish Conquistadores still lives in its cathedrals and palaces.

## Pictorial

*Paramount* (No. 12) 10 *Mins.*

A pleasant one-reeler for any program. Subjects include a sequence which shows how the storks handle their own baby situation in addition to teaching them to fly, an impressive glimpse of Alaska and an amusing peek at monkeys in a cage with a bow to Darwin.

## Hello, How Am I

*Paramount* (Popeye) 7 *Mins.*

Quite a bit of fun here as Popeye is almost stymied by Wimpy. Wimpy overhears Olive Oyl's invitation to Popeye for a hamburger dinner. He then disguises himself as Popeye and confuses Olive Oyl until Popeye reasserts himself in the usual emphatic manner.

## Yip-Yip-Yippy

*Paramount* (Betty Boop) 7 *Mins.*

Humor content in this cartoon is almost negligible. It introduces Vanilla, a horse, who helps a drug store cowboy vanquish the villain of the piece.

# NEWSREELS

**Tuesday, July 11**

**Movietone News, No. 87:** British volunteers march for King and Queen, autogiro postal service, woman ends long sea trip, school for lion tamers, Virginia Day at Fair, student flyers, beach fashions, mass Sokol exhibition, soap box derby, sled dogs, girl skippers, Lew Lehr.

**News of the Day, No. 285:** British rally for defense, WPA strike, cloudburst spreads havoc, fire epidemic in London, lion tamers' school, autogiro postal service, woman skipper ends long sea trip, Hollywood Derby.

**Paramount News, No. 98:** Girl skippers, cloudburst spreads havoc, woman ends long sea trip, Admiral Byrd, dog sleds, study of Danzig plus message from Herbert C. Hoover.

**RKO Pathe News, No. 102:** Cloudburst spreads havoc, autogiro postal service, Harrington on WPA, electric orchestra, white wings take over Kahn estate, Admiral Byrd, Army opens civilian air schools, Hollywood Derby.

**Universal Newsreel, No. 787:** Cloudburst spreads havoc, Army opens civilian air schools, King reviews civilian forces, globe flier tries stratoplane, new life-boat dunks inventor, lion tamers' school, pomp marks royal wedding, girl skippers, gold miners hold jubilee, Hollywood Derby, woman ends long sea trip.

**Thursday, July 13**

**Movietone News, No. 88:** Parachute jumpers marooned, Japs take Swatow, King and Queen at Ag show, latest gas masks, Army tests giant cannon, Paul V. McNutt, Emperor of Annan, Rear Admiral Godfroy, the All-Star game, Fighting Fox scores upset, Lew Lehr.

**News of the Day, No. 286:** Uncle Sam pushes defense program, coast artillery fires, one man submarine test, Paul V. McNutt, Japs take Swatow, British wings warn Axis, the All-Star game, Fighting Fox scores upset.

**Paramount News, No. 99:** One man submarine test, Uncle Sam pushes defense program, coast artillery fires, the All-Star game.

**RKO Pathe News, No. 103:** Senate postpones neutrality vote, McNutt appointed to security post, Bastille Day brings French fleet, Bridges fights deportation charges, new glass resists blowtorch flame, midshipmen on Canadian voyage, the All-Star game.

**Universal Newsreel, No. 788:** WPA workers go on strike, Charlie McCarthy Day at Fair, thrilling gas attack staged, huge coast guard guns fired, one man submarine test, Gay Nineties beauty contest, cars race on sand dune course, girl boxers, the All-Star game.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY,* Boxoffice, *4804 E. 9th St., Kansas City, Mo.*

### B

**BOY FRIEND (20th-Fox)**

Good picture; good business. Jane Withers draws better than Shirley Temple in the small towns. Fri., Sat. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**BROADWAY SERENADE (M-G-M)**

Good picture but no business. Small town folks don't want opera. However, this was a modern musical show, but they learned to expect opera from Jeanette MacDonald. Sunday. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**BUCK ROGERS (Univ), Serial**

Tied up with Popsicle. Got about $100 worth of prizes for $5. Let kids in on opening day for 5c. Really packed 'em in. On chapter 5 now. One of the best liked serials I've ever run. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300. —R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

### C

**CALLING DR. KILDARE (M-G-M)**

Very good; excellent entertainment; showed improvement over first in series and played on sweltering days. Lew Ayres-Lionel Barrymore series caught on much quicker than the Hardys. Give us more of Young Dr. Kildare with Lew Ayres. Population: 5,000. Capacity: 650.—William R. Wheat jr., Sewickley Theatre, Sewickley, Pa.

### D

**DODGE CITY (WB)**

One of the season's best westerns, so far the best with us. We have not played "Union Pacific" as yet. "Dodge City" should draw anywhere. Tues., Wed., Thurs. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**DUKE OF WEST POINT (UA)**

Picture had plenty of action, comedy and good acting. Audience comments were all favorable and many were enthusiastic but did only fair business. Sun., Mon., Tues. Population: 1,300. Capacity: 350.—Melodian Theatre, Cheney, Wash.

### E

**EAST SIDE OF HEAVEN (Univ)**

This is the best Crosby I've ever seen. Played to one of my biggest crowds this season. Keep up the good work, Universal! Sat., Sun., Mon. Weather: Good. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300.—R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

### F

**FAST AND LOOSE (M-G-M)**

Robert Montgomery and Rosalind Russell swell together in this. A fast moving murder mystery overflowing with snappy comedy. Sun., Mon. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**FAST AND LOOSE (M-G-M)**

Just why do they make these things? And why will an exhibitor be gullible enough to allow himself to be put in a position where he has to play such stuff? Fri., Sat. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

**FOUR GIRLS IN WHITE (M-G-M)**

A mighty good feature. Play it your best days. This type usually pleases. Sun., Mon. Weather: Good. Admission: 2 for 35 and 10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

### G

**GREAT MAN VOTES, THE (RKO)**

A good picture, but somehow it didn't seem to draw. Everyone who saw it liked it. Played March of Time with it, but that didn't seem to help any. Sat., Sun. Weather: Nice. Admission: 30-20-10. Small town patronage. Population: 800. Capacity: 300.—John Nuwkoop, Memorial Hall, Belfield, N. D.

### H

**HARDYS RIDE HIGH, THE (M-G-M)**

Metro really has something in this Hardy series, but Mickey is far overdoing his part. People getting to the point of giving unfavorable remarks about Mickey. Would suggest he be just a little more natural. Fri., Sat. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**HEART OF THE NORTH (WB)**

Very, very good picture; beautiful color. Played on Saturday to less than average business. Funny how they'd rather see a six-reel "shoot-em-up" western on Saturday than anything else. Weather: Fine. Small town patronage. Population: 930. Capacity: 300.—Sammie Jackson, Jackson Theatre, Flomaton, Ala.

**HERITAGE OF THE DESERT (Para)**

Good western picture which would have been better with some big name stars. Fri., Sat. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

### I

**IDIOT'S DELIGHT (M-G-M)**

Nuts, if you ask me. Why do they do this to the two stars (Norma Shearer and Clark Gable) and the public? Wed., Thurs. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

### K

**KID FROM KOKOMO (FN)**

From the trade paper reviews I expected something pretty sloppy, but was fooled. This picture provides enjoyable entertainment for any general audience. It has a good cast, plenty of action, and is well acted throughout. May Robson is excellent and carries the show over its rough spots. It is fast, funny, frivolous and boxoffice. Friday. Weather: Rain, cool. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**KID FROM TEXAS (M-G-M)**

A picture, although not big and no sense at times. Still it delivers quite a bit of interest at times. Boxoffice results fair. Tuesday. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500. —J. M. Plasterer, Strand Theatre, Steelton, Pa.

**KID FROM TEXAS (M-G-M)**

This satire on westerns missed completely. Failed to draw or satisfy. Fri., Sat. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

### L

**LADY'S FROM KENTUCKY, THE (Para)**

Just fair. This is not a horse town and did not get by very well. Fri., Sat. Weather: Good. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

**LET FREEDOM RING (M-G-M)**

Excellent picture, but not a boxoffice attraction. No one can kick on the production, which is studded with stars. Population: 5,000. Capacity: 650.—William R. Wheat jr., Sewickley Theatre, Sewickley, Pa.

**LET FREEDOM RING (M-G-M)**

A little too much flag-waving but otherwise a robust show that pleased generally and did above average at the wicket. Population: 1,300. Capacity: 350.—Melodian Theatre, Cheney, Wash.

**LITTLE PRINCESS (20th-Fox)**

A boxoffice natural. If they call Shirley slipping we wish more would. Mon., Tues. Weather: Fair. Admission: 30-15. Rural patronage. Population: 2,000. Capacity: 500. —Harland Rankin, Plaza Theatre, Tilbury, Ont.

**LITTLE PRINCESS (20th-Fox)**

Nice little picture, but Shirley fails to draw for us. Sun., Mon., Tues. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**LITTLE PRINCESS (20th-Fox)**

Yes, we believe Shirley is slipping in boxoffice draw, but certainly not in ability. She can handle drama just as well as lighter roles. And that little Sybil Jason is a honey. Sun., Mon. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star Theatre, Hay Springs, Neb.

**LITTLE TOUGH GUYS IN SOCIETY (Univ)**

Everyone thought we were playing the Dead End Kids and felt rather hurt, even if it was a fair show. Tuesday. Weather: Fair. Admission: 35-25-15-10. General and summer patronage. Population: 3,500. Capacity: 550. —Scott Roberts, Comique Theatre, Camden, Me.

**LUCKY NIGHT (M-G-M)**

A good light picture. Metro has a good team in Loy and Taylor. This one drew fairly well. Played it in dull part of year for me, though. Wed., Thurs. Weather: Good. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300.—R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

### M

**MADE FOR EACH OTHER (UA)**

A swell picture that should do more business. Give this a very good advertising campaign. Sun., Mon. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**MIDNIGHT (Para)**
Very good comedy. No business. Poor offering of Claudette Colbert prior to this was likely responsible. Population: 5,000. Capacity: 650.—William R. Wheat jr., Sewickley Theatre, Sewickley, Pa.

**MIDNIGHT (Para)**
One of the best comedies in a long time. If Great States had given this a better run would have increased our receipts. Sun., Mon. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

## N

**NEVER SAY DIE (Para)**
A nice comedy with Bob Hope at his best. Saw him in person at the Chicago Theatre; he is a great comedian. Good luck to you, Bob. Fri., Sat. Weather: Good. Admission: 2 for 35 and 10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**NEVER SAY DIE (Para)**
Screwy. No good. Did not please at all. Fri., Sat. Weather: OK. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

## O

**OKLAHOMA KID (WB)**
A good western, will please 90 per cent. We need plenty of this kind now. Would advise playing mid-week or Saturday. Tues., Wed., Thurs. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**OKLAHOMA KID (WB)**
Very good "western special." How about a sequel with same stars, Warner? Small town patronage. Population: 930. Capacity: 300.—Sammie Jackson, Jackson Theatre, Flomaton, Ala.

**OKLAHOMA KID (WB)**
This was exceptionally well liked by our patrons. We enjoyed some extra business too. Cagney is a favorite here. Fri., Sat. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star Theatre, Hay Springs, Neb.

## P

**PARIS HONEYMOON (Para)**
Good picture but not as good as "Sing You Sinners." Franciska Gaal extra good. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 700. Capacity: 200.—Charles F. Dearman, Fox Theatre, Smithville, Tenn.

## R

**RETURN OF THE CISCO KID (20th-Fox)**
I knew this was not as good as the first so I played it "cold." Imagine my surprise when it did a 50 per cent increase over average business. Bill it! Sun., Mon., Tues. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

**ROSE OF WASHINGTON SQUARE (20th-Fox)**
Disappointing. Tyrone Power should be used in modern romantic pictures. Population: 5,000. Capacity: 650.—William R. Wheat jr., Sewickley Theatre, Sewickley, Pa.

## S

**SERGEANT MADDEN (M-G-M)**
Just program stuff. We gave it feature nights and did wrong. Thurs., Fri. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 280.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark.

**SOME LIKE IT HOT (Para)**
Fairly good. The jitterbugs and rug-cutters will like it; others—NO. Sunday. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**STORY OF VERNON AND IRENE CASTLE (RKO)**
Nice dancing, nice story but little business. Fred Astaire is not too well liked and the team does not seem to click. Wed., Thurs., Fri. Weather: Fair. Admission: 35-25-15-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Comique Theatre, Camden, Me.

**STORY OF VERNON AND IRENE CASTLE (RKO)**
Here's a grand little picture. Brings back memories to all older folks and yet it's modern enough to please young folks, too. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**SUN NEVER SETS, THE (Univ)**
Metropolitan reviews on this were unfavorable two to one, which means the critics evidently hold a grudge against Universal. But this wasn't that bad by any means. You will need a cup of strong coffee to stay awake in the middle, but the ending will pick you up and revive lagging interests in the glory of the empire. Business average. Mon., Tues. Weather: Cool, clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## T

**THREE SMART GIRLS GROW UP (Univ)**
We can only add our praise to this. Miss Durbin is tops in entertainment, but not box-office. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 280.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark.

## U

**UNION PACIFIC (Para)**
An action-packed story which will do very good in second-run houses. Too long for a dual bill. Will stand single, as it runs 135 minutes. Thurs., Fri. Weather: Rain. Admission: 25-20-10. General patronage. Population: 152,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

## W

**WHILE NEW YORK SLEEPS (20th-Fox)**
Best of this series. Had the customers on the edge of their seats. Rather short but good on a single bill. Tues., Wed. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,450.—C. W. Ritenour, Milford Theatre, Milford, Ill.

**WIFE, HUSBAND AND FRIEND (20th-Fox)**
This is the silliest piece of cheese in a long time. Think of Loretta Young being a grand opera star, she is very mis-cast. Sun., Mon. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**WOMAN DOCTOR (Rep)**
Good picture. Above average programmer. Good acting and good story. Wed., Thurs. Weather: Good. Admission: 25-10. Small town patronage. Population: 700. Capacity: 200.—Charles F. Dearman, Fox Theatre, Smithville, Tenn.

**WUTHERING HEIGHTS (UA)**
Fine picture for class audiences. My patrons appreciated this production. Population: 5,000. Capacity: 650.—William R. Wheat jr., Sewickley Theatre, Sewickley, Pa.

**WUTHERING HEIGHTS (UA)**
We need more pictures of this calibre. Very good business and everyone spoke highly of this picture. If anyone did not like this picture he is not human. I vote this picture very high. Wed., Thurs. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

## Y

**YES, MY DARLING DAUGHTER (FN)**
We liked this feature very much and it pleased the extra business that came to see it. Can see nothing objectionable about it. Sun., Mon. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star Theatre, Hay Springs, Neb.

**YES, MY DARLING DAUGHTER (FN)**
Personally, I enjoyed every minute of this picture. True to life and intelligent conversation. Good title. Wed., Thurs. Weather: Good. Admission: 25-10. Rural patronage. Population: 2,500. Capacity 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**YOUNG DR. KILDARE (M-G-M)**
Played to almost a packed house and with a very favorable audience reaction. For a good interesting "doctor picture" with a good, although not "big name" cast, play "Young Dr. Kildare" and then sit back and pat yourself on the shoulder for making a very wise booking. Sat. Weather: Rain and foggy. Admission: 25-10. General patronage. Population: 26,000. Capacity: 1,000.—Pearce Parkhurst, State Theatre, Torrington, Conn.

## *On Ad Matter Again*

Asked to go into more detail in his complaint in this department for June 3 of scarcity in advertising material on current releases, E. A. Stein of the Out-Wickenburg-Way Theatre, Wickenburg, Ariz., submits the following:

"During the past several months we have been finding it more and more difficult to obtain what has been considered for years to be standard advertising material on the pictures we play.

"In some instances the shortage seems to be due to the fact that the exchanges are failing to carry an ample stock.

"However, in a good many instances of late we have received shortage notices which read: 'No window cards, midget cards, nor heralds made on this picture,' etc., etc.

"I would like to ask the producers and distributors how they expect exhibitors to put over their product if they are going to force us to keep their stuff a secret?

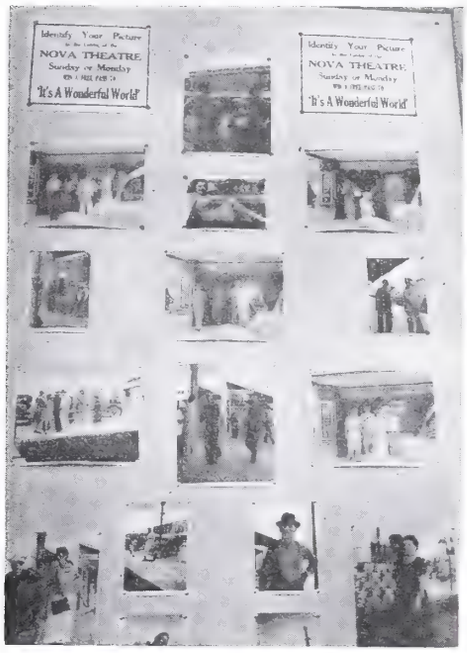
"It is bad enough, and a matter which needs attention, when the exchanges advise that they are out of stock on various items and then make little or no effort to get the missing material for you in the two weeks left before playdates, but when the producers of standard advertising material start laying down on the job it seems to me something better be done about it.

"Our policy has been to *double* our advertising when business gets bad and I am sure that policy is the only reason why we are still in existence today. If the producers think they know better I would like to differ with them and I am sure the same is true of most of the rest of the exhibitors.

"My conception of a 100 per cent advertising job is when *everyone* in our territory knows *what* we are playing, *where* and *when*. Anyone who prevents me from doing this kind of a job is stepping on my toes."

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN




## Tickets to These—

*Lobby display board at the Nova Theatre in Stockton, Kas., where M. M. Swank ran a photograph identity contest for "It's a Wonderful World." Several boys snapped candid cameras at citizens, the prints were posted on the lobby board and changed daily. Subjects identifying their photos were given free tickets.*

SEND IN YOUR SEAT SELLING IDEAS

## Overparking Tags Boost Theatre Cooling System

DETROIT—Detroiters parking near the Rainbo Theatre got a little thrill when they returned to find OVERPARKING tags in big red letters on their cars. It looked like police were busy. However, upon reading the card thoroughly, they found the message from Manager Eddie Jacobson of the Rainbo.

"OVERPARKING will be permitted in the seats of the Rainbo Theatre due to our modern cooling system with oceans of fresh, cool breezes. Makes you imagine you are on the sea shore or in the refreshing coolness of a mountain top. Keep coming to the Rainbo Theatre, and you will keep cool all summer."

The stunt is working well, Jacobson reports. Putting out the tags just before "no parking" hours go into effect is one of the most effective ways. Typical reaction is for the "victim" to look discomfited or angry, then start reading the ticket, and smile and put it in his pocket for future reference.

## Impersonation Contest for Latest Hardy Release

LOS ANGELES—In conjunction with the day-date screenings of Metro's "Andy Hardy Gets Spring Fever" at Loew's State and Grauman's Chinese, Fox West Coast worked out a "Judge Hardy Family" impersonation contest with the cooperation of the *Evening News*, metropolitan newspaper. Winners were selected at a special performance of the picture.




## How It Looked to the Boardwalk—

*Manager Nate Cohen shows how he effectively attracted attention to the run of "The Man in the Iron Mask" during its run at the Apollo in Atlantic City. The ushers wore the iron masks while parading along the boardwalk. In New York, agents of Monroe Greenthal, UA exploitation director, delivered the copy wearing the iron masks, scaring quite a number of young women in Radio City elevators.*




## Timely—

*Joe Redmond raised the devil—from among his own employes—the other day in connection with the showing of "Only Angels Have Wings." The "devil" attracted plenty of attention parading downtown Kansas City. He is shown here in front of the Fox Esquire, which Redmond manages. Particularly appropriate is the figure in conjunction with the newsreel sign.*

## Loew's in Cleveland Plugs "Tarzan" With Game

CLEVELAND—Clever teaser stunt was pulled by Milt Harris, publicity director for Loew's Theatres, in connection with the showing of M-G-M's "Tarzan Finds a Son!" Contained in a small envelope were six cards with a series of numbers. The game is to select from the set of cards those which contain your age. The top right hand numbers of these cards added together equal your correct age. The reverse side of these cards had advertising copy on the film, plus the place and date of showing.

These cards were distributed around leading office buildings.

## Change in Cellophane Bags as Summer Stunt

BOSTON—A theatre cashier gag, employed satisfactorily by a number of New England theatres, has been the handing out in small cellophane bags the change from the ticket purchases.

Containers are secured, filled with correct amounts of change, and imprinted with theatre copy to fit the situation. For instance, if ducats go for 25 cents, the cashier has a number of 75 cent bags to give to patrons who proffer a dollar bill for a single ticket.

# NUGGETS

WARNER has arranged a tieup with the House of Westmore whereby a large and attractive window card is being distributed to approximately 5,000 dealers as part of the "Daughters Courageous" campaign. The card features the three Lane sisters and Gale Page using different kinds of makeup to suit their particular coloring and hair styles with the following catchline: "Which of the 'Daughters Courageous' type are you?"

●

*The manager of Harrisburg's Senate Theatre made news when he took space to advertise an attraction at an opposition house. He tagged his current display ad with the following: "A bow to 'Mr. Chips' . . . No picture this year has touched us so deeply, moved us so greatly. We hope everyone in town will see it at Loew's while it is there. 'Goodbye, Mr. Chips' is the finest film of our memory."*

●

Manager Richard Bany of the Warner Capitol, Chicago, spotted Lya Lys in the center of his displays in order to attract women for "Confessions of a Nazi Spy" in addition to distributing 3,000 heralds with her picture on the cover and copy appealing to the women in the neighborhood.

●

*Here is a novel phone stunt used by an exhibitor in a small Tennessee town to stir up interest in his daily programs. Each day, he selected ten names at random from the phone book and if the person, when called, could name the picture and one of its stars playing at the theatre, he or she would receive a complimentary ticket.*

●

Walking around with traveling bags with copy painted thereon proved effective means of advertising at two theatres. Harold Scott, manager of the Met Theatre in Baltimore, had one of his ushers carrying a bag around the streets advertising "Midnight." Joseph A. Di Pesa of the Loew's State and Orpheum, Boston, engaged a young man to wear a cap and gown to carry a small bag with ad copy on "Goodbye, Mr. Chips." As "Mr. Chips" he made the rounds of all the department stores, traveled on street cars, buses, etc., passing out cards with this copy: "Hello Boston! 'Goodbye, Mr. Chips.' Now Loew's State and Orpheum."

## *Woman Covers 25 Cities To Pre-Sell Music Film*

NEW YORK—Women, bless 'em, have demanded their rights and received them. Which, offhand, may not concern the field of exploiting pictures. In this case, it does. And it took Evelyn Gerstein to set a precedent for "They Shall Have Music," produced by a man who likes to set precedents, Samuel Goldwyn.

In a little over a month, the young woman, who used to be dramatic editor of the *Boston Herald* and assistant music critic to Philip Hale, covered over 25 cities including Indianapolis, Cincinnati, Columbus, Dayton, Detroit, Cleveland, Pittsburgh, Washington, Boston, Toronto and other points on the Rand McNally map.

Naturally she saw all editors, roto editors, film and music critics. In addition, Miss Gerstein covered all music schools, conservatories, directors of music in public schools and settlement schools where they specialized in music.

She was also forced to call on her talents for oratory. In Columbus, she addressed the motion picture course at Ohio State University. She spoke to 250 musicians of the Detroit Music Guild, and women and motion picture groups whenever they were in session.

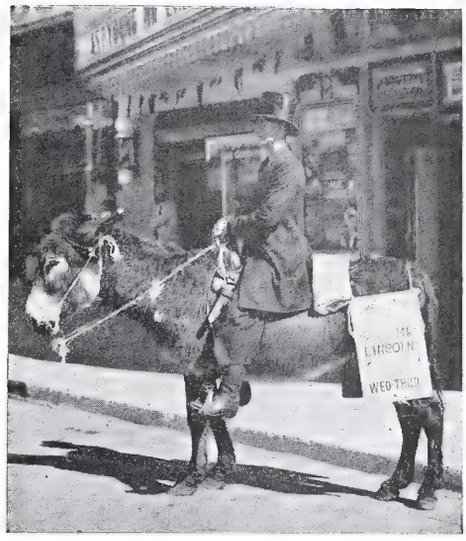
Radio played an important part in getting the picture publicized. A favorite stunt utilized by Miss Gerstein was to hold an interview, interpolating Heifetz recordings from the film. Displaying her linguistic talents, Miss Gerstein in Montreal participated in a 15-minute radio interview conducted in French.

After a while, Miss Gerstein became accustomed to the idea of being regarded as news story simply because she was a female exploiteer or as an ex-film critic turned press agent.

But with a woman's persistence, Miss Gerstein stuck to her task and "They Shall Have Music" received some exceptional ballyhoo.

## *For "Borrowed Time"*

ALBANY, N. Y.—Fabian's Palace awarded 50 pairs of tickets for the best letters from Albany area residents living on "borrowed time." The contest was conducted in conjunction with Metro's "On Borrowed Time." The *Times Union* cooperation helped draw a big response from men and women who had narrow escapes from drowning, poisoning, automobile accidents, water mishaps and similar experiences.

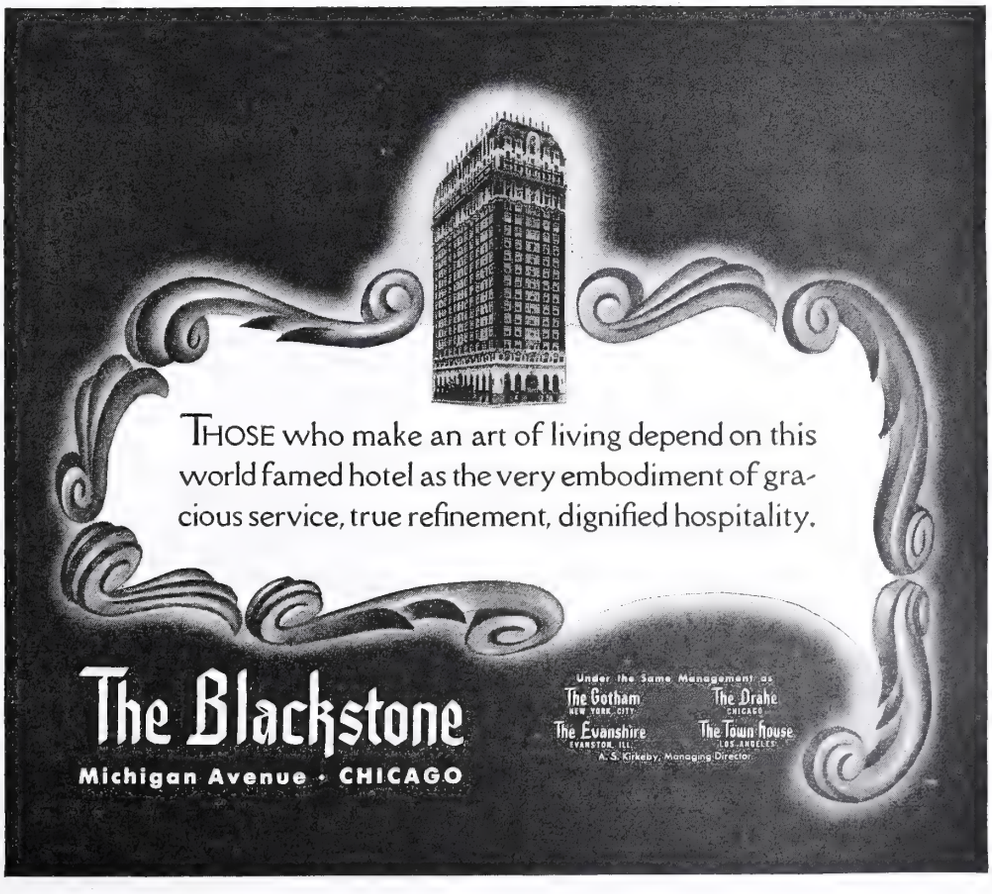



## *For "Lincoln"—*

*How L. A. Chatham ballyhooed "Young Mr. Lincoln" at the Booth Theatre in Independence, Kas. The young man rode through the streets for several days in advance of the playdate. Chatham's campaign generally played up the entertainment, and down the educational, value of the picture.*

## *Heifetz Film Tieup*

HOLLYWOOD—An exploitation tieup for Samuel Goldwyn's "They Shall Have Music" is being worked out with Amy Henrichs, president of the National Educational Ass'n. Plans are to print some 30,000,000 pamphlets describing the picture, for distribution to school children.



# "MR. CHIPS," "MAN ABOUT TOWN" TIE FOR TOP

AVERAGE IS 100%

## BOSTON

Fenway—**Naughty But Nice** (WB); **The Man Who Dared** (FN) ..... 65
Memorial—**Five Came Back** (RKO); **Career** (RKO) ..... 75
Metropolitan—**Daughters Courageous** (FN); **Nancy Drew, Trouble Shooter** (WB) ..... 75
Orpheum—**Goodbye, Mr. Chips** (M-G-M); **Parents on Trial** (Col), 2nd wk. ..... 80
Paramount—**Naughty But Nice** (WB); **The Man Who Dared** (FN) ..... 60
State—**Goodbye, Mr. Chips** (M-G-M); **Parents on Trial** (Col) ..... 70

## CHARLOTTE

Broadway—**Let Us Live** (Col), 1st half .....110
Broadway—**You Can't Get Away With Murder** (FN) .....110
Carolina—**Good Girls Go to Paris** (Col), 1st half .....105
Carolina—**Captain Fury** (UA), 2nd half.....105
Imperial—**Clouds Over Europe** (Col), 1st half.. 95
Imperial—**Five Came Back** (RKO), 2nd half..100
State—**Street of Missing Men** (Rep), 1st half..100
State—**Mountain Rhythm** (Rep), 2nd half.....115

## CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), held 3rd wk. .....100
Chicago—**Man About Town** (Para), plus stage show, picture moved to Garrick for 2nd loop wk. .....110
Garrick—**The Kid From Kokomo** (FN) ..... 80
Oriental—**The Hardys Ride High** (M-G-M), continued loop run, stage show .....110
Roosevelt—**Clouds Over Europe** (Col) ..... 85
State-Lake—**You Can't Get Away With Murder** (FN), plus stage show ..... 90

## CINCINNATI

Albee—**Man About Town** (Para), held .....130
Capitol—**Tarzan Finds a Son!** (M-G-M) .....120
Grand—**Goodbye, Mr. Chips** (M-G-M), 4th wk..120
Keith's—**Maisie** (M-G-M), 2nd wk.....120
Lyric—**Of Human Bondage** (RKO), reissue...130
Palace—**Good Girls Go to Paris** (Col), held....120

## CLEVELAND

Allen—**Good Girls Go to Paris** (Col), 2nd wk...100
Hippodrome—**Daughters Courageous** (FN) ....130
Palace—**Career** (RKO), 4 days; **Naughty But Nice** (WB), 3 days ..... 50
State—**Man About Town** (Para) .....120
Stillman—**Tarzan Finds a Son!** (M-G-M), 2nd wk. ..... 70

## DALLAS

Capitol—**Unmarried** (Para), 1st half ..... 75
Capitol—**Code of the Streets** (Univ), 2nd half.. 80
Majestic—**Tarzan Finds a Son!** (M-G-M).....125
Palace—**Goodbye, Mr. Chips** (M-G-M) .....135
Tower—**Young Mr. Lincoln** (20th-Fox), 2nd wk..100

## DENVER

Aladdin—**Young Mr. Lincoln** (20th-Fox), after a wk. at the Denver .....100
Denham—**Man About Town** (Para), 2nd wk....175
Denver—**Susannah of the Mounties** (20th-Fox); plus stage show .....105
Orpheum—**Goodbye, Mr. Chips** (M-G-M); **Fixer Dugan** (RKO) .....140
Paramount—**Ex-Champ** (Univ); **House of Fear** (Univ) .....100
Rialto—**East Side of Heaven** (Univ), after a wk. each at the Denver and Aladdin; **Big Town Czar** (Univ) .....110

## DETROIT

Adams—**Clouds Over Europe** (Col), after wk. at Fox; **Good Girls Go to Paris** (Col), after wk. at Fox ..... 65
Fox—**Five Came Back** (RKO); **The Gorilla** (20th-Fox) ..... 75
Michigan—**Tarzan Finds a Son!** (M-G-M); **Stronger Than Desire** (M-G-M) ..... 80
Palms State—**Man About Town** (Para), after wk. at Michigan; **Grand Jury Secrets** (Para) 70

## INDIANAPOLIS

Alamo—**Western Caravan** (Col); **SOS Tidal Wave** (Rep), 1st half ..... 75
Apollo—**Man About Town** (Para); **Undercover Doctor** (Para), 2nd wk. .....110
Circle—**The Mikado** (Univ); **The Sun Never Sets** (Univ) ..... 90
Loew's—**Tarzan Finds a Son!** (M-G-M); **Missing Daughters** (Col) .....150

## Top Hits of the Week

GOODBYE, MR. CHIPS—Minneapolis .....175

MAN ABOUT TOWN—Denver (2nd wk) .....175

ANDY HARDY GETS SPRING FEVER (dual)—Portland, Ore. .....160

DAUGHTERS COURAGEOUS (dual)—Omaha .....160

MAN ABOUT TOWN—Kansas City....150

ON BORROWED TIME—New Orleans .....150

TARZAN FINDS A SON! (dual)—Indianapolis .....150

MAN ABOUT TOWN (dual)—New Haven .....145

FIVE CAME BACK—New York City..140

GOODBYE, MR. CHIPS—Denver, Milwaukee .....140

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 8th wk., New York City; 4th wk., Cincinnati.

**Daughters Courageous,** 3rd wk., New York City.

**Good Girls Go to Paris,** 3rd wk., Seattle.

**Man About Town,** 3rd wk., Portland, Ore., Seattle.

## KANSAS CITY

Esquire—**Career** (RKO) ..... 80
Midland—**Goodbye, Mr. Chips** (M-G-M); **Parents on Trial** (Col) .....125
Newman—**Man About Town** (Para), held.....150
Uptown—Same as Esquire ..... 85

## LOS ANGELES

Chinese—**Stronger Than Desire** (M-G-M); **They All Come Out** (M-G-M) ..... 85
Downtown—**Captain Fury** (UA); **The Man Who Dared** (M-G-M) .....100
Four Star—**Goodbye, Mr. Chips** (M-G-M), 8th wk. .....100
Hillstreet—**Clouds Over Europe** (Col); **Forgotten Woman** (Univ) ..... 90
Hollywood—Same as Downtown .....100
Pantages—Same as Hillstreet ..... 90
Paramount—**Grand Jury Secrets** (Para); **Kay Kyser** and Orchestra on stage.....300
State—Same as Chinese ..... 85

## MILWAUKEE

Palace—**Goodbye, Mr. Chips** (M-G-M) .....140
Riverside—**Forgotten Woman** (Univ), plus stage show .....125
Strand—**Man About Town** (Para); **Gracie Allen Murder Case** (Para) ..... 90
Warner—**Daughters Courageous** (FN); **Nancy Drew, Trouble Shooter** (WB) .....120
Wisconsin—**Tarzan Finds a Son!** (M-G-M); **Missing Daughters** (Col) ..... 90

## MINNEAPOLIS

Aster—**Grand Jury Secrets** (Para); **Charlie Chan in Reno** (20th-Fox); Louis-Galento Fight pictures ..... 95
Century—**Good Girls Go to Paris** (Col)..... 80
Gopher—**Man of Conquest** (Rep) .....125
Orpheum—**Career** (RKO) ..... 60
State—**Goodbye, Mr. Chips** (M-G-M) .....175
Time—**Dark Rapture** (Univ), 2nd wk. ..... 70

## NEW HAVEN

College—**Maisie** (M-G-M); **6,000 Enemies** (M-G-M), 2nd wk. ..... 75
Loew-Poli—**Goodbye, Mr. Chips** (M-G-M); **Parents on Trial** (Col), moved to College for 2nd wk. .....110
Paramount—**Man About Town** (Para); **Bulldog Drummond's Bride** (Para), held.....145
Roger Sherman—**Hell's Kitchen** (WB); **The Sun Never Sets** (Univ), 6 days ..... 65

## NEW ORLEANS

Center—**Return of the Cisco Kid** (20th-Fox).. 75
Globe—**Union Pacific** (Para) ..... 80
Liberty—**Star of Midnight** (RKO), reissue.... 95
Orpheum—**Career** (RKO) .....100
Saenger—**Juarez** (WB) .....125
State—**On Borrowed Time** (M-G-M) .....150
Tudor—**Never Say Die** (Para) ..... 90

## NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 8th wk. held .....120
Capitol—**On Borrowed Time** (M-G-M) ..... 80
Criterion—**Mickey the Kid** (Rep) ..... 65
Globe—**Hell's Kitchen** (WB), 2nd wk..... 90
Paramount—**Man About Town** (Para), 2nd wk., plus stage show, held .....130
Radio City Music Hall—**Bachelor Mother** (RKO), 2nd wk., plus stage show .....110
Rialto—**Five Came Back** (RKO) .....140
Roxy—**Second Fiddle** (20th-Fox), 2nd wk., plus stage show ..... 90
Strand—**Daughters Courageous** (FN), 3rd wk. plus stage show ..... 95

## OKLAHOMA CITY

Criterion—**Man About Town** (Para) .....120
Liberty—**The Kid From Kokomo** (FN); **The House of Fear** (Univ) .....125
Midwest—**Susannah of the Mounties** (20th-Fox) 50
Plaza—**Invitation to Happiness** (Para), move-over ..... 70
State—**Missing Daughters** (Col); **Trapped in the Sky** (Col) .....125
Tower—**Goodbye, Mr. Chips** (M-G-M), move-over .....125

## OMAHA

Brandeis—**Daughters Courageous** (FN); **Code of the Secret Service** (FN) .....160
Omaha—**Invitation to Happiness** (Para); **On Trial** (WB) .....130
Orpheum—**Second Fiddle** (20th-Fox); **The Gorilla** (20th-Fox) .....120

## PITTSBURGH

Alvin—**Susannah of the Mounties** (20th-Fox).. 85
Penn—**Goodbye, Mr. Chips** (M-G-M), 2nd wk., held over .....100
Stanley—**Tarzan Finds a Son!** (M-G-M) ..... 80
Warner—**Tell No Tales** (M-G-M); **Hotel Imperial** (Para) .....120

## PORTLAND, ORE.

Broadway—**Andy Hardy Gets Spring Fever** (M-G-M); **Big Town Czar** (Univ) .....160
Mayfair—**On Borrowed Time** (M-G-M); **Stronger Than Desire** (M-G-M); 2nd wk....100
Orpheum—**Of Human Bondage** (RKO); **It Could Happen to You** (20th-Fox) .....100
Paramount—**Man About Town** (Para); **Almost a Gentleman** (RKO); 3rd wk. ..... 90
United Artists—**Daughters Courageous** (FN); **House of Fear** (Univ) .....120

## SALT LAKE CITY

Centre—**Second Fiddle** (20th-Fox) .....115
Studio—**Goodbye, Mr. Chips** (M-G-M), 2nd wk..115
Utah—**Tell No Tales** (M-G-M); **The Duke of West Point** (UA) .....115

## SEATTLE

Blue Mouse—**Man About Town** (Para); **Code of the Streets** (Univ), 3rd wk. ..... 90
Fifth Ave.—**Second Fiddle** (20th-Fox); **It Can Happen to You** (20th-Fox) .....100
Liberty—**Good Girls Go to Paris** (Col); **Outside These Walls** (Col), 3rd wk. ..... 90
Music Box—**Goodbye, Mr. Chips** (M-G-M), 3rd wk. .....120
Orpheum—**Five Came Back** (RKO); **Some Like It Hot** (Para) .....100
Palomar—**She Married a Cop** (Rep); plus Eddie Peabody on stage .....110
Paramount—**Unexpected Father** (Univ); **Girl From Mexico** (RKO) .....100

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**


A

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Andy Hardy Gets Spring Fever (M-G-M) July 15..... 944
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Arizona Wildcat (20th-Fox) Nov. 12 ..... 929
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

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Blackwell's Island (FN) Mar. 4
Blind Alley (Col) Apr. 29.....9016
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Blondie Takes a Vacation (Col) .....July 22
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boy Slaves (RKO) Jan. 21..... 911
Boy Trouble (Para) Feb. 4.....3824
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C

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Charlie Chan in Reno (20th-Fox) June 3..... 948
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Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
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E

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H

Hardys Ride High (M-G-M) Apr. 22 ..... 934
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I

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L

Lady and the Mob (Col) Mar. 11.9013
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Mickey the Kid (Rep) July 1.. 814
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Missing Daughters (Col) Apr. 29.9027
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Mr. Moto on Danger Island (20th-Fox) Mar. 18 ..... 937
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My Man Godfrey (Univ).....Reissue
My Son Is a Criminal (Col) Mar. 18 .....9029
My Wife's Relatives (Rep) Mar. 11 ..... 810
Mystery of Mr. Wong (Mono) Mar. 18 .....3806
Mystery of the White Room (Univ) Apr. 1 .....3037
Mystery Plane (Mono) Mar. 4....3809

N

Nancy Drew, Reporter (FN) Jan. 28 ..... 372
Nancy Drew, Trouble Shooter (WB) July 15 ..... 324
Naughty But Nice (WB) June 10 311
Navy Secrets (Mono) Feb. 18...3805
Never Say Die (Para) Mar. 11..3832
News Is Made at Night (20th-Fox) July 8..... 953
Night Riders (Rep) Apr. 8..... 865
Nightwork (Para) .....
North of Shanghai (Col) Mar. 11.9038
North of Yukon (Col) July 8....9205

O

Of Human Bondage (RKO) reissue ..... 993
Oklahoma Kid (WB) Mar. 18...308
On Borrowed Time (M-G-M) July 8 ..... 942
On Trial (WB) Mar. 25..... 323
One Third of a Nation (Para) Feb. 11 .....3825
Only Angels Have Wings (Col) May 20 .....9001
Our Leading Citizen (Para).....
Out of Singapore (Astor).....
Outside These Walls (Col) June 3 .....9031

P

Panama Lady (RKO) May 13... 925
Panama Patrol (GN) Feb. 25.... 314
Pardon Our Nerve (20th-Fox) Nov. 19 ..... 931
Parents on Trial (Col) July 8...9032
Persons in Hiding (Para) Jan. 28.3823
Phantom Stage (Univ).....3056
Pirates of the Skies (Univ).....3033
Prison Without Bars (UA) Feb. 25
Pygmalion (M-G-M) Dec. 11.... 980

Q

Quick Millions (20th-Fox)..... 004

R

Racketeers of the Range (RKO) May 20 ..... 984
Renegade Trail (Para).....
Return of the Cisco Kid (20th-Fox) Apr. 29..... 940
Riders of the Frontier (Mono)
Risky Business (Univ) Mar. 11..3029
Romance of the Redwoods (Col) Apr. 29 .....
Rolling Westward (Mono) Apr. 1.3863
Rookie Cop (RKO) Apr. 29..... 923
Rose of Washington Square (20th-Fox) May 13 ..... 942
Rough Riders Roundup (Rep) Mar. 25 ..... 853

S

Saint in London (RKO) July 1.. 929
St. Louis Blues (Para) Jan. 28..3822
Saint Strikes Back (RKO) Feb. 18 ..... 918
Second Fiddle (20th-Fox) July 8
Secret Service of the Air (WB) Feb. 11 ..... 320
Sergeant Madden (M-G-M) Mar. 25 ..... 927
She Married a Cop (Rep) July 1 815
Should a Girl Marry? (Mono)..3823
Should Husbands Work? (Rep) July 22
Silver on the Sage (Para) Feb. 18 3858
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
Sky Pilot (Mono) .....
6,000 Enemies (M-G-M) June 3.. 938
Society Lawyer (M-G-M) Apr. 1 930
Society Smugglers (Univ) Mar. 11 .....3024
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
Spirit of Culver (Univ) Mar. 4..3014
Spoilers of the Range (Col) June 10 .....9206
Stagecoach (UA) Feb. 11.....
Stanley and Livingstone (20th-Fox ..... 003
Star Maker (Para) .....
Star of Midnight (RKO) reissue
Star Reporter (Mono) Feb. 25..3822
Stolen Life (Para) Apr. 29.....3864
Story of Alexander Graham Bell (20th-Fox) Apr. 8 ..... 938
Story of Vernon and Irene Castle (RKO) ..... 838
Street of Missing Men (Rep) Apr. 29 .....
Streets of New York (Mono) Apr. 15 .....3802
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sudden Money (Para) Mar. 25
Sun Never Sets, The (Univ) June 10 .....3009
Sundown on the Prairie (Mono) Apr. 1 .....3862
Sunset Trail (Para) Oct. 29.....3857
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Sweepstakes Winner (FN) Apr. 22 ..... 373

T

Tail Spin (20th-Fox) Feb. 4.... 925
Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Tell No Tales (M-G-M) May 20. 935
Texas Stampede (Col) June 10..9204
These Glamour Girls (M-G-M)..
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Made Her a Spy (RKO) Mar. 25 ..... 920
They Shall Have Music (UA) July 15
This Man Is News (Para).....
Three Musketeers (20th-Fox) Feb. 11 ..... 927
Three Smart Girls Grow Up (Univ) Mar. 25 .....3001
Three Texas Steers (Rep) June 24 866
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Torchy in Chinatown (FN)..... 371
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Trapped in the Sky (Col) Feb. 18.9024
Trigger Smith (Mono) May 13...3854
Trouble in Sundown (RKO) Mar. 11 ..... 983
Tumbleweeds (Astor).....
12 Crowded Hours (RKO) Feb. 18 917

U

U-67 (Astor) .....
Undercover Agent (Mono) .....3824
Undercover Doctor (Para) May 27 .....3840
Unexpected Father (Univ)...July 22
Union Pacific (Para) May 6...3835
Unmarried (Para) May 27.....3838

W

Wanted by Scotland Yard (Mono) Apr. 29 .....3829
Ware Case, The (20th-Fox).....8011
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
Whispering Enemies (Col) Jan. 7
Wife, Husband and Friend (20th-Fox) Feb. 18 ..... 930
Wings of the Navy (WB) Jan. 21 30
Winner Take All (20th-Fox) Feb. 25 ..... 939
Winter Carnival (UA) July 22...
Within the Law (M-G-M) Mar. 18 ..... 928
Wizard of Oz (M-G-M) .....
Wolf Call (Mono) May 27.....3813
Woman Doctor (Rep) Feb. 4....805
Woman Is the Judge, A (Col) July 8 .....9025
Women in the Wind (WB) Feb. 4 ..... 316
Wuthering Heights (UA) Apr. 1
Wyoming Outlaw (Rep) July 15..867

Y

Yes, My Darling Daughter (FN) Feb. 11 ..... 357
You Can't Cheat an Honest Man (Univ) Feb. 25 .....3005
You Can't Get Away With Murder (FN) Jan. 28 ..... 361
Young Mr. Lincoln (20th-Fox) June 10.....917

Z

Zenobia (UA) Mar. 18.....
Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date Is National Release, 1938, Unless Otherwise Specified.

Ⓛ Indicates short of the week.

Ⓒ Indicates color.

# SHORTS

## Columbia

### ALL-STAR COMEDIES

A Star Is Shorn (17)....Apr. 21, '39
Boom Goes the Groom (17½).....Mar. 24, '39
Mutiny on the Body (17).....Feb. 10, '39
Not Guilty Enough (18).....Sept. 30
Now It Can Be Sold (17)..June 2, '39
Pest From the West (..)....June 16
Rattling Romeo (17).....July 14
Swing You Swingers (18).....Jan. 20, '39
With Andy Clyde.
The Chump Takes a Bump (18).....May 5, '39
The Nightshirt Bandit (18)...Oct. 28
The Sap Takes a Sap (15½).....Mar. 10, '39
Trouble Finds Andy Clyde (18).....July 28

### COLOR RHAPSODIES

Happy Tots (7).....Mar. 31
Hollywood Graduation (7)...Aug. 26
Little Moth's Big Flame (7)..Nov. 3
Lucky Pigs (..).....May 26
Nell's Yells (..).....June 30
Peaceful Neighbors (8)..Jan. 26, '39
The Gorilla Hunt (..)...Feb. 24, '39
The House That Jack Built (7).....Apr. 14, '39

### COLUMBIA TOUR

Big Town Commuters (9).Feb. 3, '39
Colombia (10).....July 2, '39
Man Made Island (Frisco Fair) (..).....May 26
Province of Quebec (10).....Dec. 15

### COMMUNITY SING

No. 7 Parade of Hits (9).Mar. 24, '39
No. 8 Strauss Waltzes (..).....Apr. 21, '39
No. 9 Songs of the West (..).....May 19, '39
No. 10 Songs of Romance (..) June 16
Third Series
No. 1 College Songs (10).....Oct. 1
No. 2 South Seas (10).....Oct. 4
No. 4 Sweetheart Melodies (11)Dec. 30
No. 5 Friendship Songs (10).....Jan. 27, '39
No. 6 Moon Songs (10)....Feb. 24, '39

### KRAZY KAT

Golf Chumps (..).....Apr. 6, '39
Krazy's Bear Tale (7)....Jan. 27,'39
Krazy's Shoe Shop (..)..May 12, '39

### MUSIC HALL VANITIES
(New series)

A Night in a Music Hall (10½).....Jan. 20, '39
A Night at the Troc (10)..Mar. 2,'39
Yankee Doodle Home (..).....May 19, '39

### PICTUREGRAPH

No. 1 (..).....Jan. 15, '39

### SCRAPPY CARTOONS

A Worm's Eye View (7)..Apr. 28, '39
Scrappy's Added Attraction (6).....Feb. 3, '39
Scrappy's Rodeo (..).....June 2
Scrappy's Sideshow (7)....Mar. 3,'39

### SCREEN SNAPSHOTS (Series 17)

No. 5 (10).....Jan. 6, '39
No. 6 (10½).....Feb. 17, '39
No. 7 (10).....Mar. 17, '39
No. 8 (9½).....Apr. 8, '39
No. 9 (..).....May 12, '39
No. 10 (..).....May 26
No. 11 (..).....June 15

### SPORT REELS

Diving Rhythm (..).....May 5, '39
Get Ready Navy (10).....Jan. 6, '39
Jockeys Up (..).....June 2
Navy Champions (10).....Mar. 17
Odd Sports (10).....Feb. 10
Technique of Tennis (..)....June 30

### THREE STOOGES COMEDIES

A Ducking They Did Go (16½).....Apr. 7, '39
Mutts to You (18).....Oct. 14
Saved From the Belle (17)..June 30
Three Little Sew and Sews (16).....Jan. 6, '39
We Want Our Mummy (17).....Feb. 24, '39
Yes, We Have No Bonzana (7).....May 19, '39

### WASHINGTON PARADE

No. 2 Inside the White House (11).....Jan. 6, '39
No. 3 Inside the Capitol (..).....Apr. 28, '39

## Grand National

### CAVALCADE OF STUFF

No. 1 (10).....Jan. 6
Col. Stoopnagle.
No. 2 (10).....Jan. 20

## M-G-M

### CRIME DOESN'T PAY

Help Wanted (21).....June 10
Money to Loan (21).....Mar. 11, '39
While America Sleeps (21).....Apr. 15, '39

### CAPTAIN AND THE KIDS CARTOONS

Honduras Hurricane (9).....Oct. 15
Petunia National Park (9)...Jan. 14

### FITZPATRICK TRAVELTALKS
In Technicolor

Ancient Egypt (9).....Jan. 21, '39
Colorful Curacao (9).....May 27
Glimpses of Australia (9)...Apr. 15
Imperial Delhi (8).....Feb. 18
Java Journey (10).....Mar. 18
Picturesque Udaipur (8)..May 13, '39
Rural Hungary (9).....Apr.29, '39
Singapore and Jahore (9)....Dec. 31

### MINIATURES

Great Heart (11).....Dec. 31
Hollywood Hobbies (10)..May 13, '39
Ice Antics (9).....Feb. 11
Love on a Tap (11).....Mar. 18, '39
Prophet Without Honor (..).....May 20, '39
The Greener Hills (11)...May 27, '39

### MUSICAL COMEDIES

Happily Buried (20).....Apr. 15, '39
Men of Steel (21).....Dec. 17
Kenneth Stevens and Doris Weston in a musical saga of washing machines.
Once Over Lightly (19).....Dec. 31
The story of two barber colleges becomes a musical comedy plot by a close shave. Johnny Downs and Dixie Dunbar.
Somewhat Secret (21)...Mar. 25, '39

### M-G-M CARTOONS
(New Series)

Art Gallery (9) Technicolor...May 13
Jitterbug Follies (9).....Feb. 25, '39
Ⓛ Little Gold Fish (8)...Apr. 15, '39
Mama's New Hat (9).....Feb. 11
Seal Skinners (9).....Jan. 8, '39
The Bear That Couldn't Sleep (9) Technicolor.....June 10
Wanted No Master (8)...Mar. 18, '39

### M-G-M NEWS OF THE DAY
Released twice weekly.

### OUR GANG COMEDIES

Alfalfa's Aunt (11).....Jan. 7
Clown Princess (10).....Apr. 15, '39
Cousin Wilbur (10).....Apr. 29, '39
Duel Personalities (10)..Mar. 11, '39
Giant of Norway (..) Sepia..June 24
Practical Jokers (9).....Dec. 17
Tiny Troubles (10).....Feb. 18

### PASSING PARADE (New Series)

Angel of Mercy (10).....May 20, '39
Giant of Norway (..) Sepia..June 24
New Roadways (10).....Jan. 28
Story of Alfred Noble (11)..Feb. 18
The Story of Dr. Jenner (10).Mar. 18
Yankee Doodle Goes to Town (11) Sepia.....June 17

### PETE SMITH SPECIALTIES

Culinary Carving (..).....July 1
Double Diving (10).....Jan. 14
Ⓛ Heroes at Leisure (10).....Feb. 11
Marine Circus (9).....Mar. 11, '39
Ⓒ Penny's Picnic (10).....Dec. 17
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20, '39
Weather Wizards (9).....Apr. 8, '39

### ROBERT BENCHLEY

An Hour for Lunch (9)..Mar. 18, '39
Dark Magic (10).....May 13
Home Early (9).....May 27
How to Eat (10).....June 10
How to Sublet (8).....Jan. 28, '39
Mental Poise (8).....Dec. 10

## Paramount

### BETTY BOOP CARTOONS

Musical Mountaineers (7).May 12, '39
My Friend the Monkey (7).....Jan. 20, '39
On With the New (7).....Dec. 2
Pudgy in Thrills and Chills (7).....Dec. 23
Rhythm on the Reservation (7).....July 7
So Does an Automobile (7)..Mar. 31
The Scared Crows (7)....June 9, '39

### COLOR CLASSICS

Always Kickin' (7).....Jan. 27, '39
Small Fry (7).....Apr. 21, '39
The Barnyard Brat (Technicolor) (7).....June 30
The Playful Polar Bears (7).Oct. 28

### COLOR CRUISES
(New Series in Cinecolor)

Costa Rica (10).....Dec. 2
Jamaica (10).....May 26
Land of Inca Memories (10)..Jan. 27
Republic of Panama (9)....Mar. 24

### HEADLINER

A Song Is Born (10).....Jan. 6, '39
The Champagne Music of the Lawrence Walk (10).....Mar. 3
Lawrence Walk and his Orchestra.
Hal Kemp and His Orchestra (10).....Dec. 2
Music Through the Years (11).....Feb. 3, '39
Jan Garber and Orchestra.
Paramount Presents Hoagy Carmichael (10).....May 5, '39
With Jack Teagarden and his orchestra.
Tempo of Tomorrow (10)..June 2, '39
Richard Himber and his orchestra.
Three Kings and a Queen (11).....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS
Released twice weekly.

### PARAGRAPHICS

Circus Co-Ed (10).....Mar. 10
Farewell Vienna (10).....June 23
Fisherman's Pluck (10)..Apr. 14, '39
Oh Say, Can You Ski? (10)..Dec. 16
Swans (10).....May 19, '39
That's Africa (10).....Feb. 10
Unfinished Symphony (10)...Jan. 13

### PARAMOUNT PICTORIAL

No. 4 (10).....Nov. 4
Prospecting for oil, mountain climbing and a visit to southeastern United States.
No. 5 (9).....Dec. 9
17 year locusts, outdoor scenes and the hit parade of yesterday.
No. 6 (10).....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
No. 7 (10).....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
No. 8 (10).....Mar. 3
No. 9 (10).....Apr. 7,'39
Sea police, animals after dark, fashions.
No. 10 (11).....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
No. 11 (10).....June 2, '39
Three stories about water.
No. 12 (10).....July 14

### POPEYE CARTOONS

Ⓒ Aladdin and His Wonderful Lamp (22).....Apr. 7, '39
Cops Is Always Right (7)...Dec. 30
Customers Wanted (7).....Jan. 27
Ghosks Is the Bunk (7)..June 16, '39
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28, '39
Leave Well Enough Alone (7).....Apr. 28
Wotta Nitemare (7).....May 19, '39

### POPULAR SCIENCE
(In Cinecolor)

No. 2 (11).....Nov. 4
No. 3 (10).....Jan. 6, '39
No. 4 (10).....Mar. 10
No. 5 (11).....May 12, '39

### GRANTLAND RICE SPORTLIGHTS

Death Valley Thrills (10)..June 9, '39
Diamond Dust (10).....May 12, '39
Frolicking Frogs (10).....Dec. 23
Hijinks with trained frogs including a jumping contest.
Good Skates (10).....Apr. 14, '39
Ice skating with champions.
Hold Your Breath (10).....Feb. 17
Depicting a novel underwater track meet.
Super-Athletes (10).....Nov. 25
An analysis of the progress made in track and field sports.
The Sporting Irish (10).....Mar. 17
Sports in Ireland.
Two Boys and a Dog (10).Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
Watch Your Step (10).....July 7

### UNUSUAL OCCUPATIONS
(In Color)

No. 3 (10).....Dec. 2
No. 4 (10).....Feb. 3, '39
No. 5 (10).....Apr. 14, '39
No. 6 (Cinecolor) (10)....June 16, '39

## RKO Radio

### DISNEY CARTOONS

Beach Picnic (8).....June 9, '39
Donald's Cousin Gus (7)..May 19, '39
Donald's Lucky Day (8)..Jan. 13, '39
Ferdinand the Bull (8).....Nov. 25
Goofy and Wilbur (8).....Mar. 17
Merbabies (9).....Dec. 9
Mother Goose Goes Hollywood (8).....Dec. 23
Practical Pig (..).....Feb. 24, '39
Sea Scouts (8).....June 30
Society Dog Show (8).....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
Ⓛ The Hockey Champ (7)..Apr. 7, '39
The Ugly Duckling (9).....Apr. 7

### EDGAR KENNEDY COMEDIES

A Clean Sweep (17).....Dec. 2
Baby Daze (15).....May 19, '39
Clock Wise (16).....Mar. 24
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.

**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Romancing Along (21).....Dec. 30**
Phil Harris and his Orchestra.
**Swing Vacation (19).....Feb. 24, '39**

**LEON ERROL COMEDIES**

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20).....Mar. 10, '39**
**Major Difficulties (19).....Nov. 18**
**Moving Vanities (17).....May 5, '39**
**Ring Madness (19).....June 30, '39**

**MARCH OF TIME**

**No. 4 (19) .....Nov. 25**
Uncle Sam—The Good Neighbor.
**No. 5 (18) .....Dec. 23**
The Refugee—Today and Tomorrow.
**No. 6 (18) .....Jan. 20, '39**
The State of the Nation.
**No. 7 (19) .....Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18) .....Mar. 17, '39**
**No. 9 (19) .....Apr. 14, '39**
Japan: Master of the Orient.
**No. 10 (20) .....May 12**
Dixie—The nation's number one problem.
**No. 11 (19) .....June 9**
War, Peace and Propaganda.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11) ....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Cafe Rendezvous (10).....Dec. 23**
Oshins & Lessy, Jack Arthur, Armida and The Kidoodlers.
**Hello Mama (11) .....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sulivan.
**Readin, Ritin and Rhythm (10) .....Feb. 17, '39**
**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.
**Venetian Moonlight (11)....Nov. 25**

**PATHE NEWS**
Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16) .....Apr. 21, '39**
**Hectic Honeymoon (17).....Nov. 4**
**Plumb Crazy (16).....Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9) .....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bird Dogs (10).....Nov. 4**
**Blue Grass (10).....Dec. 2**
**Bow Strings (9) .....Jan. 27, '39**
Archery.
**Devil Drivers (9) .....June 16, '39**
**On the Wing (10).....Dec. 30**
The hunting of wild geese.
**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)....May 19, '39**
The golfers show how it's done.
**Snow Falls (9) .....Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Prairie Poppas (18).....Dec. 16**
**Sagebrush Serenade (19).June 16, '39**
**Ranch House Romeo (17)....Apr. 7**

**REELISMS (New Series)**

**Air Waves (10).....Mar. 10**
**Gold (9) .....Feb. 10**
**Newsreel (10) .....Dec. 9**
**Pilot Boat (9) .....Feb. 3, '39**
**Soldiers of the Sea (9)...Apr. 7, '39**
**Swinguet (8) .....May 26, '39**
**Television (9) .....May 5, '39**

## 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Daily Diet of Danger (10).Jan. 6, '39**
**Sand Hogs (10).....May 12**

**ED THORGERSEN-SPORTS**

**Athletic Oddities (9).....Nov. 11**
**Hunting Dogs (11).....Mar. 3, '39**
**Inside Baseball (11) .....**
**Sand Hogs (10) .....May 12**
**Shooting for Par (10).....Jan. 6**
**Sports Immortals (11) .....June 23**

**FASHIONS**

**©Fashion Forecasts, No. 3 (11) .....Mar. 31, '39**
**Fashion Forecast No. 4 (..)..July 7**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS KINDERGARTEN**

**Muscle Maulers (11) .....April 14**
**What Every Girl Should Know (10) .....Nov. 25**
**What Every Inventor Should Know (10) .....Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (..) .....May 26**
**Isle of Pleasure (11).....Feb. 3, '39**
**Mystic Siam (10).....Mar. 17, '39**
**Tempest Over Tunis (11) ....June 9**
**Viking Trail (10).....Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (..).....June 16**
**Africa Squawks (7) .....June 30**
**Barnyard Baseball (7) .....July 14**
**Barnyard Egg-Citement (Technicolor) (11) .....May 5**
**Frozen Feet (7).....Feb. 24**
**©Gandy Goose in Doomsday (6) .....Dec. 16**
**Gandy Goose in G-Man Jitters (7) .....Mar. 10**
**Gandy Goose in the Frame Up (7) .....Dec. 30**
**©Housewife Herman (7).....Nov. 18**
**Nick's Coffee Pot (7) .....May 19**
**©Nutty Network (7) .....Mar. 24**
**One Gun Gary in the Nick of Time (7) .....Jan. 27**
**The Cuckoo Bird (7) .....April 7**
**Their Last Bean (7) .....April 21**
**The Old Fire Horse (..) ....July 28**
**©The Owl and the Pussycat (7) .....Jan. 13, '39**
**The Prize Guest (7).....June 2**
**The Stranger Rides Again (7) .....Nov. 4**
**©The Three Bears (6).....Feb. 10**
**Village Blacksmith (6).....Dec. 2**

## Universal

**CARTUNE**

**One Armed Bandit (7).....Mar. 27**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 56 ( 9) .....Nov. 14**
**No. 57 ( 9) .....Nov. 28**
**No. 59 (9) .....Jan. 30, '39**
**No. 60 (10) .....Feb. 20, '39**
**No. 61 (9) .....Mar. 13**
**No. 62 (9) .....Apr. 10, '39**
**No. 63 (9) .....May 15, '39**
**No. 64 (9) .....June 26, '39**
**No. 65 (9) .....July 17**

**MENTONE PRODUCTIONS**

**Bank Notes (19) .....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17) .....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Music and Models (19).....Dec. 14**
Jack Arthur, Carolyn Marsh, Six Debonairs, Irene Vermillion & Co.
**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Patio Serenade (17).....Nov. 16**
Tito Coral, Laura Suarez, Armida, Gloria Belmonte and others.
**Pharmacy Follies (18)....May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**With Best Dishes (17).....Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

**OSWALD CARTOONS**

**Sailor Mouse (7).....Nov. 7**
**The Big Cat and the Little Mousie (7) .....Aug. 15**

**WALTER LANTZ CARTUNES**

**Baby Kittens (7).....Dec. 19**
**Bird on Nellie's Hat.....June 19**
**Bola Mola Land (7) ....May 29, '39**
**Charlie Cuckoo (7).....Apr. 30, '39**
**Crack Pot Cruise (7)....Apr. 10, '39**
**Disobedient Mouse (8).....Nov. 28**
**Little Blue Blackbird (7)...Dec. 26**
**Magic Beans (..) .....Feb. 13**
**Nellie of the Circus (7)...May 8, '39**
**The Birth of a Toothpick (7) .....Feb. 27**

**STRANGER THAN FICTION**

**No. 55 (9½) .....Oct. 10**
**No. 56 (9) .....Nov. 21**
**No. 57 (9) .....Dec. 5**
**No. 58 (9) .....Jan. 2**
**No. 59 (9) .....Feb. 6**
**No. 60 (9) .....Mar. 6**
**No. 61 (9) .....Apr. 3**
**No. 62 (9) .....May 1, '39**
**No. 63 (9) .....June 5, '39**
**No. 64 .....July 3**
**No. 65 (9) .....Aug. 7**

**TWO REEL SPECIAL**

**March of Freedom (21).....June 7**

**UNIVERSAL NEWS**
Released twice weekly.

## Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..) .....Mar. 25**
**Boarder Trouble (20).....Dec. 17**
**Broadway Buckaroo (20) June 3, '39**
**Cleaning Up (..).....Nov. 12**
**Hats and Dogs (20).....Dec. 31**
**Home Cheap Home (..) .....Mar. 18**
**Projection Room (..) .....Mar. 4**
**Rollin' in Rhythm (..).....Apr. 15**
**Seeing Spots (20) .....Apr. 29, '39**
**Sophomore Swing (20).....Jan. 21**
**Small Town Idol (20).....Feb. 11**
**Stardust (22) .....Dec. 10**
**Sundae Serenade (20).....Feb. 25**
**The Knight Is Young (20)....Oct. 29**
**You're Next to Closing (20) .....May 13, '39**

**THE COLOR PARADE (New Series)**

**China Today (10).....Oct. 1**
**For Your Convenience (10) .....May 20, '39**
**Mechanix Illustrated No. 2 (10) .....Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10) .....Feb. 25**
**Mechanix Illustrated (10)....Nov. 5**
**Mechanix Illustrated No. 4.Apr. 22,'39**
**Nature's Mimic (10).....Dec. 3**
**Points on Pointers (9).....Jan. 28**
**The Roving Camera (10).Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7).....Apr. 1**
**Daffy Doc (7).....Nov. 26**
**It's an Ill Wind (7).....Jan. 28**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky in Egypt (7).....Nov. 5**
**Porky the Gob (7).....Nov. 26**
**Porky's Movie Mystery (7)..Mar. 11**
**Porky's Naughty Nephew (7).Oct. 15**
**Porky's Tire Trouble (7).....Feb. 18**
**The Lone Stranger and Porky (7) .....Jan. 7, '39**
**Christopher Columbus jr. (7) .....May 13, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10) .....Apr. 29, '39**
**Blue Barron & Orch. (10) .Jan. 21, '39**
**Clyde Lucas & Orch. (10)..Jan. 7, '39**
**Clyde McCoy & Orchestra (10) .....Mar. 18**
**Dave Apollon and His Orchestra (11) .....Dec. 24**
**Dave Apollon and Orchestra (..) .....Apr. 8**
**Happy Felton & Orch. (..)..Dec. 3**
**Jerry Livingston & Orchestra (10) .....Feb. 4**
**Jimmy Dorsey and His Orchestra (10) .....Oct. 22**
**Larry Clinton & Orchestra (10) .....May 20, '39**
**Merle Kendrick and His Orchestra (10) .....Nov. 12**
**Russ Morgan & Orchestra (11) .....Feb. 25**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7).....Mar. 11**
**Bars and Stripes Forever (7) .Apr. 8**
**Count Me Out (7).....Dec. 17**
**Daffy Duck and the Dinosaur (7) .....Apr. 22, '39**
**Daffy Duck in Hollywood (..) .Dec. 3**
**Dog Gone Modern (7)....Jan. 14, '39**
**Goldrush Daze (7) .....Feb. 25**
**Ham-Ateur Night (7)....Jan. 28, '39**
**Naughty But Mice (7) ..May 20, '39**
**Prest-O Change-O (7).....Mar. 25**
**Robinhood Makes Good (7)...Feb. 11**
**The Mice Will Play (7).....Dec. 31**
**The Night Watchman (7)...Nov. 19**
**Thugs With Dirty Mugs (7) .May 6, 39**
**You're An Education (7)....Nov. 5**

**TECHNICOLOR**

**Declaration of Independence (18) .....Nov. 26**
**©Lincoln in the White House (21) .....Feb. 11, '39**
**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20).....May 20, '39**
**Swingtime in the Movies (20) .....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**Immortal Brush (9).....Nov. 19**
**The Master's Touch (10)....Feb. 18**

**VITAPHONE VARIETIES**

**A Vaudeville Interlude (..)..Nov. 19**
**Crawfords at Home (..)..Apr. 15, '39**
**Dean of the Pasteboards (10) .....May 27**
**Gadgeteers (10) .....Feb. 18**
**Tax Trouble (10).....Mar. 18, '39**
**Robbin' Good (10).....Dec. 10**
**Ski Girl (10).....Jan. 14, '39**

**TRUE ADVENTURES**

**(By Floyd Gibbons)**

**A Minute From Death (11)...Mar. 4**
**Chained (..) .....Apr. 1**
**Defying Death (12).....Oct. 15**
**High Peril (12) .....Feb. 18**
**The Human Bomb (12)...Jan. 7, '39**
**Toils of the Law (12).....Nov. 12**
**Treacherous Waters (12)....Dec. 10**
**Voodoo Fires (11) .....May 6**

## SERIALS

**COLUMBIA**

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.
**Mandrake the Magician...May 6, '39**
12 chapters.
**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle 12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ❶ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ❂ indicates color photography.

| | FEBRUARY 4 | FEBRUARY 11 | FEBRUARY 18 | FEBRUARY 25 | MARCH 4 | MARCH 11 |
|---|---|---|---|---|---|---|
| COLUMBIA | | [9] Western **9204**<br>**Texas Stampede** (57)<br>C. Starrett-I. Meredith<br>R—June 10<br>[10] Action Drama **9038**<br>**North of Shanghai** (59)<br>B. Furness-J. Craig<br>R—Mar. 11 | | [22] Action Drama **9029**<br>**My Son Is a Criminal** (59)<br>Alan Baxter<br>Jacqueline Wells<br>R—Mar. 18 | [28] Drama **9007**<br>**Let Us Live** (69)<br>H. Fonda-M. O'Sullivan<br>R—Feb. 18 | [8] Comedy **9**<br>**Blondie Meets the B** (70)<br>(For. Blondie Steps O<br>Penny Singleton<br>Arthur Lake<br>R—Mar. 4 |
| GRAND NAT'L | | | | | | |
| M-G-M | [3] Com. with Music **922**<br>**Honolulu** (85)<br>Eleanor Powell-Burns & Allen-Robert Young<br>R—Feb. 4 | [10] Comedy Drama **923**<br>**Huckleberry Finn** (91)<br>M. Rooney-W. Connolly<br>R—Feb. 18 | [17] Comedy **924**<br>**Fast and Loose** (79)<br>Robert Montgomery<br>Rosalind Russell<br>R—Feb. 18 | [24] Drama With Music **926**<br>**Let Freedom Ring** (85)<br>Nelson Eddy<br>Virginia Bruce<br>R—Feb. 25 | [3] Comedy **980**<br>❶**Pygmalion** (87)<br>Leslie Howard<br>Wendy Hiller<br>R—Dec. 10 | [10] **Ice Follies of 1939** (8<br>Joan Crawford<br>Jimmy Stewart<br>Lew Ayres<br>R—Mar. 11 |
| MONOGRAM | [1] Action Drama **3805**<br>**Navy Secrets** (60)<br>Fay Wray-G. Withers<br>R—Feb. 18<br>[3] Drama **Reissue 3828**<br>**Little Pal** (66)<br>(For. The Healer)<br>M. Rooney-R. Bellamy | [8] Western **3862**<br>**Sundown on the Prairie** (53)<br>Tex Ritter<br>R—April 1 | | [22] Action Drama **3822**<br>**Star Reporter** (62)<br>W. Hull-Marsha Hunt<br>R—Feb. 25 | [1] Western **3863**<br>**Rolling Westward** (57)<br>Tex Ritter<br>R—Apr. 1 | [8] Action Drama **3**<br>**Mystery Plane** (60)<br>(Form. Sky Pirate)<br>John Trent R—Mar.<br>[8] Melodrama **3**<br>**Mystery of Mr. Wong** (67) R—Mar. 18<br>Boris Karloff-D. Tree |
| PARAMOUNT | [3] Mus. Romance **3822**<br>**St. Louis Blues** (87)<br>Lloyd Nolan<br>Dorothy Lamour<br>R—Jan. 28 | [10] Action Drama **3823**<br>**Persons in Hiding** (69)<br>Lynne Overman<br>J. Carrol Naish<br>R—Jan. 28 | [17] Comedy **3824**<br>**Boy Trouble** (74)<br>(For. Two Weeks With Pay) C. Ruggles<br>R—Feb. 4 | [24] Western **3857**<br>**Sunset Trail** (68)<br>W. Boyd R—Oct. 29<br>[24] Drama **3825**<br>**. . . one third of a nation** (75)<br>S. Sidney-L. Erikson<br>R—Feb. 11 | [3] Drama **3826**<br>**Cafe Society** (83)<br>Madeleine Carroll<br>Fred MacMurray<br>R—Feb. 11 | [10] Comedy **3**<br>**Beachcomber, The** (8<br>Charles Laughton<br>Elsa Lanchester<br>R—Dec. 2 |
| REPUBLIC | | [10] Drama **808**<br>**Woman Doctor** (65)<br>F. Inescort R—Feb. 4<br>[10] Western **842**<br>**Home on the Prairie** (58)<br>G. Autry-S. Burnette<br>R—Feb. 18 | [15] Melodrama **823**<br>**Forged Passport** (64)<br>Paul Kelly-June Lang<br>R—Feb. 11 | | | [6] Melodrama<br>**I Was a Convict** (62)<br>Barton MacLane<br>Beverly Roberts<br>R—Feb. 25 |
| RKO RADIO | [3] Comedy Drama **844**<br>**Fisherman's Wharf** (71)<br>Bobby Breen<br>Leo Carrillo<br>R—Feb. 4 | [10] Melodrama **911**<br>**Boy Slaves** (71)<br>(For. Pure in Mind)<br>Anne Shirley<br>Roger Daniel<br>R—Jan. 21 | [17] Action Drama **913**<br>❶**Gunga Din** (117)<br>Fairbanks jr.-C. Grant<br>R—Feb. 4<br>[17] Drama **Reissue**<br>**Lost Patrol** (73)<br>Victor McLaglen | [24] Comedy **915**<br>**Beauty for the Asking** (64)<br>L. Ball-D. Wood<br>R—Jan. 28<br>[17] Drama **Reissue**<br>**Star of Midnight** (90)<br>G. Rogers-Wm. Powell | [3] Action Drama **917**<br>**12 Crowded Hours** (64)<br>Richard Dix<br>Lucille Ball<br>R—Feb. 18 | [10] Melodrama **9**<br>**The Saint Strikes Bac** (64)<br>Geo. Sanders-W. Barr<br>R—Feb. 18 |
| 20TH-FOX | [3] Comedy **929**<br>**Arizona Wildcat** (69)<br>Jane Withers<br>Leo Carrillo R—Nov. 12 | [10] Action Drama **925**<br>**Tail Spin** (83)<br>Alice Faye-C. Bennett-Nancy Kelly<br>R—Feb. 4 | [17] Rom. Com. Drama **927**<br>**The Three Musketeers** (72)<br>Ritz Bros.-Don Ameche-Binnie Barnes<br>R—Feb. 11 | [24] Action Drama **931**<br>**Pardon Our Nerve** (68)<br>Lynn Bari-G. Williams<br>R—Nov. 19 | [3] Comedy **930**<br>**Wife, Husband and Friend** (75)<br>Loretta Young<br>Warner Baxter<br>R—Feb. 18 | [10] Action Drama **9**<br>**Inside Story** (61)<br>Michael Whalen<br>Jean Rogers<br>R—Oct. 22 |
| UNITED ARTS. | | [10] Comedy Drama<br>**Made for Each Other** (85)<br>Carole Lombard<br>Jimmy Stewart<br>R—Feb. 1[illegible] | [17] Action Drama<br>**King of the Turf** (87)<br>Adolphe Menjou<br>Dolores Costello<br>R—Feb. 18 | | [3] Outdoor Drama<br>**Stagecoach** (92)<br>Claire Trevor<br>John Wayne<br>R—Feb. 11 | |
| UNIVERSAL | [3] Action Drama **3033**<br>**Pirates of the Skies** (61)<br>Rochelle Hudson<br>Kent Taylor | [10] Western **3056**<br>**Phantom Stage** (57)<br>Bob Baker<br>Marjorie Reynolds | [17] Comedy **3005**<br>**You Can't Cheat an Honest Man** (76)<br>W. C. Fields<br>Bergen and McCarthy<br>R—Feb. 25 | [24] Drama **3024**<br>**Society Smugglers** (70)<br>(For. Key Woman)<br>Preston Foster<br>Irene Hervey<br>R—Mar. 11 | [3] Melodrama **3029**<br>**Risky Business** (78)<br>Geo. Murphy<br>Dorothea Kent<br>R—Mar. 11 | [10] Drama **30**<br>**Spirit of Culver** (90)<br>Jackie Cooper<br>Freddie Bartholomew<br>R—Mar. 4 |
| WARNER-F.N. | [4] Action Drama **FN371**<br>**Torchy in Chinatown** (58)<br>Glenda Farrell<br>Barton MacLane | [11] Action Drama **WB309**<br>**Wings of the Navy** (89)<br>Geo. Brent<br>Olivia de Havilland<br>R—Jan. 21 | [18] Com. Drama **FN372**<br>**Nancy Drew, Reporter** (67)<br>B. Granville-J. Litel<br>R—Jan. 28 | [25] Comedy **FN357**<br>**Yes, My Darling Daughter** (85)<br>Priscilla Lane<br>Jeffrey Lynn<br>R—Feb. 11 | [4] Action Drama **WB320**<br>**Secret Service of the Air** (61)<br>Ronald Reagan<br>John Litel<br>R—Feb. 11 | [11] Outd'r Drama **WB3**<br>**Oklahoma Kid** (80)<br>James Cagney<br>Rosemary Lane<br>Humphrey Bogart<br>R—Mar. 18 |
| MISCELLANEOUS | | | | | | |

| AUGUST, 1939 | | | | | | |
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| SEPTEMBER, 1939 | | | | | | |
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| OCTOBER, 1939 | | | | | | |
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| 29 | 30 | 31 | | | | |

# Booking Chart

A GUIDE TO CURRENT RELEASES

| MARCH 18 | MARCH 25 | APRIL 1 | APRIL 8 | APRIL 15 | APRIL 22 | |
|---|---|---|---|---|---|---|
| Western 9213<br>**he Star Pioneers** (56)<br>l Elliot<br>othy Gulliver<br>-Apr. 15 | 24 Action Drama 9023<br>**Whispering Enemies** (63)<br>J. Holt-D. Costello<br>R—Jan. 7<br>30 Outdoor Drama<br>**Romance of Redwoods**(67)<br>C. Bickford-J. Parker<br>R—Apr. 29 | 30 Action Drama 9205<br>**North of Yukon** (64)<br>Chas. Starrett<br>Linda Winters<br>R—July 8 | 3 Comedy 9013<br>**Lady and the Mob** (65)<br>Fay Bainter-Ida Lupino-Lee Bowman<br>R—Mar. 11 | 12 Drama 9030<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western 9214<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | COLUMBIA |
| | | | | | | GRAND NAT'L |
| Melodrama 928<br>**thin the Law** (65)<br>th Hussey-Paul Kelly<br>-Mar. 18 | 24 Action Drama 927<br>**Sergeant Madden** (80)<br>Wallace Beery<br>Alan Curtis<br>R—Mar. 25 | 31 Drama 930<br>**Society Lawyer** (78)<br>V. Bruce-Walter Pidgeon<br>R—Apr. 1 | 7 Drama with Music 931<br>**Broadway Serenade** (113)<br>J. MacDonald-L. Ayres<br>R—Apr. 8 | 14 Rom. Comedy 929<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy 934<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | M-G-M |
| | 22 Western 3854<br>**Trigger Smith** (59)<br>Jack Randall<br>R—May 13 | | 5 Melodrama 3824<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane | 12 Drama 3802<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama 3829<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | MONOGRAM |
| Melodrama 3827<br>**ng of Chinatown** (57)<br>im Tamiroff<br>na May Wong<br>-Mar. 11 | 24 Comedy Drama 3828<br>**Midnight** (93)<br>Claudette Colbert<br>Don Ameche<br>R—Mar. 11 | 31 Comedy 3829<br>**Sudden Money** (62)<br>C. Ruggles-M. Rambeau<br>R—Mar. 25<br>31 Western 3858<br>**Silver on the Sage** (68)<br>Wm. Boyd (Hopalong)<br>R—Feb. 18 | 7 Comedy 3830<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 | 14 Comedy - Music 3832<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>14 Melodrama 3831<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama 3833<br>**Back Door to Heaven** (85)<br>**Wallace** Ford-Aline Mc-Mahon-Patricia Ellis<br>R—Apr. 15 | PARAMOUNT |
| Western 853<br>**ough Riders Roundup** (58)<br>Rogers-M. Hart<br>-Mar. 25 | 20 Comedy 810<br>**My Wife's Relatives** (65)<br>Higgins Family<br>R—Mar. 11 | 27 Western 843<br>**Mexicali Rose** (58)<br>Gene Autry<br>Smiley Burnette<br>R—Apr. 1 | | 12 Western 865<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western 854<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | REPUBLIC |
| | 24 Western 983<br>**Trouble in Sundown** (57)<br>Geo. O'Brien<br>R—Mar. 11 | 31 Drama 920<br>**Almost a Gentleman** (65)<br>J. Ellison-H. Wood<br>R—Mar. 11 | 7 Comedy Drama 916<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>7 Biog. Drama 919<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 | 14 Action Drama 920<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama 922<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | RKO RADIO |
| Com. with Music 932<br>**Little Princess** (93)<br>irley Temple<br>chard Greene<br>—Feb. 25 | 24 Comedy Drama 935<br>**Everybody's Baby** (62)<br>Jones Family<br>R—Dec. 3 | 31 Melodrama 936<br>**Hound of the Baskervilles** (80)<br>R. Greene-W. Barrie<br>B. Rathbone<br>R—Apr. 1 | 7 Melodrama 937<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 | 14 Drama 938<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama 939<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama 945<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 20TH-FOX |
| Drama<br>**ison Without Bars** (79)<br>ina Best<br>rinne Luchaire<br>—Feb. 25 | | | 7 Drama<br>**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 | | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | UNITED ARTS. |
| Melodrama 3037<br>**ystery of the White Room** (58)<br>Cabot-H. Mack<br>—Apr. 1 | 24 Com. with Music 3001<br>**Three Smart Girls Grow Up** (87)<br>Deanna Durbin<br>Nan Grey<br>R—Mar. 25 | 31 Comedy 3020<br>**Family Next Door** (63)<br>Hugh Herbert<br>Joy Hodges<br>R—Apr. 15 | 7 Comedy-Music 3006<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 | 14 Action Drama 3019<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama 3018<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | UNIVERSAL |
| Action Drama WB321<br>**dventures of Jane Arden** (58)<br>Towne R—Feb. 18 | 25 Action Drama FN361<br>**Blackwell's Island** (71)<br>J. Garfield-R. Lane<br>R—Mar. 4 | 1 Melodrama WB323<br>**On Trial** (62)<br>John Litel<br>Margaret Lindsay<br>R—Mar. 25 | 8 Outd'r Drama WB304<br>**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 | 15 Melodrama WB316<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama FN354<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | WARNER-F.N. |
| | | | | | | MISCELLANEOUS |

# Booking Chart

A GUIDE TO CURRENT RELEASES

| NOVEMBER, 1939 | | | | | | |
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| DECEMBER, 1939 | | | | | | |
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| | APRIL 29 | MAY 6 | MAY 13 | MAY 20 | MAY 27 | JUNE 3 |
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| COLUMBIA | 27 Western 9206<br>**Spoilers of the Range** (58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | 4 Drama 9031<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | 11 Action Drama 9016<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | | 25 Action Drama 9001<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama 9027<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama 9<br>**Trapped in the Sky** (<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure 1<br>**Lost Horizon** (118)<br>(reissue) R. Colma |
| GRAND NAT'L | | | 13 Drama 301<br>**Exile Express** (70)<br>Anna Sten-Alan Marshal<br>R—Feb. 18<br>13 Western WI-19<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | 20 Action Drama 314<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | | 31 Western W<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 |
| MGM | 28 Drama 932<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | 5 Comedy 933<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | 12 Action Drama 935<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | 19 Comedy 936<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | 26 Comedy 937<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | |
| MONOGRAM | | 1 Action Drama 3820<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | | 18 Western 3864<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | 22 Action Drama 3813<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western 3<br>**Across the Plains** (5<br>(For. Riders of<br>Rio Grande)<br>Jack Randall<br>R—June 3 |
| PARAMOUNT | 28 Comedy Drama 3834<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | 5 Outdoor Drama 3835<br>**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | 12 Drama 3836<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | 19 Musical 3837<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | 26 Drama 3838<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama 3864<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy 3<br>**Gracie Allen Murder** (<br>(75)<br>Gracie Allen<br>Warren William<br>R—May 13 |
| REPUBLIC | 25 Action Drama 811<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | 5 Western 844<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | 15 Western 866<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | 15 Outdoor Spectacle 801<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western 855<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | 27 Drama 812<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama 8<br>**S. O. S. Tidal Wave** (<br>R. Byrd-K. Sutton<br>R—June 3 |
| RKO RADIO | 28 Melodrama 923<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical 838<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | 5 Comedy Drama 924<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | 12 Melodrama 925<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | | 26 Western 984<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy 9<br>**Girl From Mexico** (71<br>Lupe Velez-Donald W<br>R—May 20 |
| 20TH-FOX | 28 Outdoor Drama 910<br>**Return of [illegible] Kid** (7[illegible]—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical 8012<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | 5 Action Drama 941<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 12 Musical 942<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | 19 Comedy 943<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | 26 Com. Melodrama 944<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama 9<br>**Jones Family in Holl wood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 |
| UNITED ARTS. | | | | | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | |
| UNIVERSAL | 28 Comedy Drama 3030<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | | 19 Action Drama 3010<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | 26 Action Drama 3040<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 | 2 Action Drama 30<br>**Inside Information** (62<br>June Lang-Dick Fora<br>R—June 10<br>2 Comedy Reiss<br>**My Man Godfrey** (93<br>Wm. Powell-C. Lomba |
| WARNER-F.N. | 29 Comedy FN373<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | 6 Action Drama FN353<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | 13 Action Drama WB322<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | 20 Action Drama FN364<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | 27 Action Drama FN374<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama FN<br>**Man Who Dared** (60)<br>(For. I Am Not Afra<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 |
| MISCELLANEOUS | | | | | | 2 Comedy Ast<br>**Gay Nineties** (64) |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JUNE 10 | JUNE 17 | JUNE 24 | JULY 1 | JULY 8 | JULY 15 | |
|---|---|---|---|---|---|---|
| | 15 Comedy 1072<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western 9207<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama 9012<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 | 29 Drama 9032<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy 9005<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>10 Drama 9025<br>**A Woman Is the Judge**<br>Hudson-Kruger; R-July 8 | COLUMBIA |
| | | | | | | GRAND NAT'L |
| ] Melodrama 938<br>)00 **Enemies** (61)<br>alter Pidgeon<br>ta Johnson<br>—June 3 | 16 Action Drama 939<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy 940<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama 941<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama 942<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | MGM |
| ] Melodrama 3823<br>**ould a Girl Marry?** (57)<br>'or. Girl From Nowhere)<br>ane Nagel-Warren Hull | | | 1 Action Drama 3814<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | | MONOGRAM |
| ] Action Drama 3840<br>**ndercover Doctor** (67)<br>oyd Nolan-J. C. Naish<br>—May 27 | 16 Drama 3841<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama 3842<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western 3843<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama 3844<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | PARAMOUNT |
| ] Western 845<br>**ountain Rhythm** (59)<br>ene Autry-S. Burnette<br>—July 8 | | 23 Western 856<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western 867<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 | | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | REPUBLIC |
| | 16 Melodrama 926<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama 927<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama 929<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western 985<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron** (79) reissue<br>Joel McCrea-Richard Dix | RKO RADIO |
| ] Drama 947<br>**Young Mr. Lincoln** (101)<br>enry Fonda<br>arjorie Weaver<br>—June 10 | 16 Melodrama 948<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama 954<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama 950<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 20TH - FOX |
| | | | | | | UNITED ARTS |
| ] Drama 3009<br>**he Sun Never Sets** (94)<br>oug Fairbanks jr.<br>irginia Field<br>—June 10<br>] Mystery Reissue<br>**id Dark House** (71) | | | 30 Melodrama 3038<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama 3031<br>**Forgotten Woman** (63)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 | 14 Comedy<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | UNIVERSAL |
| 0] Hist. Drama WB301<br>**uarez** (127)<br>aul Muni<br>ette Davis<br>rian Aherne<br>—April 29 | 17 Com. M-Drama WB324<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama FN363<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music WB311<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | WARNER-F.N. |
| ] Western Astor<br>**umbleweeds** (82), reissue<br>/m. S. Hart | 16 Musical Astor<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama Astor<br>**U-67** (65)<br>Allan Hale | | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | MISCELLANEOUS |

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | JULY 22 | JULY 29 | AUGUST 5 | AUGUST 12 | AUGUST 19 | AUGUST 26 |
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| COLUMBIA | 20 Comedy<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | | 31 Action Drama<br>**Coast Guard** (..)<br>Randolph Scott<br>Frances Dee<br>3 Drama<br>**Hidden Power** (..)<br>Jack Holt-G. Michael | 10 Action Drama<br>**Behind Prison Gates** (..)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells | 19 Comedy Drama<br>**Five Little Peppers** (..)<br>Edith Fellows | |
| GRAND NAT'L | | | | | | |
| M-G-M | 21 Comedy **944**<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama **945**<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat | 4 Drama<br>**Miracles for Sale** (..)<br>Robert Young<br>Florence Rice<br>Henry Hull | 11 Drama<br>**Lady of the Tropics** (..)<br>Hedy LaMarr<br>Robt. Taylor | 18 Comedy Drama<br>**These Glamour Girls** (..)<br>Lew Ayres-Lana Turner<br>Anita Louise<br>18 Drama<br>**Blackmail** (..)<br>Edw. G. Robinson | 25 Comedy Fantasy<br>**Wizard of Oz** (..)<br>Judy Garland<br>Frank Morgan |
| MONOGRAM | 21 Western **3865**<br>**Man From Texas** (60)<br>Tex Ritter | | 1 Mystery<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | | 14 Musical Comedy<br>**Girl From Rio** (..)<br>Movita-Warren Hull<br>16 Western<br>**Riders of Frontier** (..)<br>Tex Ritter | 21 Action Drama<br>**Sky Patrol** (..)<br>John Trent<br>Marjorie Reynolds |
| PARAMOUNT | 21 Action Drama **3847**<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama **3848**<br>**Island of Lost Men** (..)<br>Anna May Wong | 4 Comedy<br>**Nightwork** (..)<br>Mary Boland<br>Charles Ruggles | 11 Comedy Drama<br>**Our Leading Citizen** (..)<br>Bob Burns<br>Susan Hayward | 18 Melodrama<br>**This Man Is News** (..)<br>Barry K. Barnes<br>Valerie Hobson<br>18 Western<br>**Renegade Trail** (..)<br>William Boyd<br>Russell Hayden | 25 Musical Comedy<br>**Star Maker** (..)<br>Bing Crosby<br>Louise Campbell |
| REPUBLIC | | 26 Comedy<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western **846**<br>**Colorado Sunset** (..)<br>Gene Autry-S. Burnette | | | |
| RKO RADIO | 21 Musical **947**<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama **931**<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy **932**<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | | | 25 Western<br>**Along the Rio Grande** (..)<br>George O'Brien |
| 20TH-FOX | 21 Action Drama **953**<br>**News Is Made at Night** (71)<br>Preston Foster<br>Lynn Bari<br>R—July 8<br>21 Mystery Drama **8014**<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter | 28 Outdoor Drama **951**<br>**Frontier Marshal** (..)<br>Randolph Scott<br>Binnie Barnes | 4 Comedy **001**<br>**Elsa Maxwell's Hotel for Women** (..)<br>Ann Sothern<br>James Ellison | 11 Comedy **002**<br>**Chicken Wagon Family** (..)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver | 18 Drama **003**<br>**Stanley and Livingstone**<br>Spencer Tracy<br>Nancy Kelly-R. Greene | 25 Comedy **0**<br>**Quick Millions** (..)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington |
| UNITED ARTS. | | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 | |
| UNIVERSAL | 21 Drama<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 | | | 11 Drama<br>**Give Us This Night** (..)<br>(For. Modern Cinderella)<br>Charles Boyer<br>Irene Dunne | | 25 Comedy with Musi<br>**First Love** (..)<br>Deanna Durbin |
| WARNER-F.N. | 22 Drama **FN360**<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy **FN366**<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama **WB315**<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | | 19 Drama **FN356**<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy<br>**Hobby Family, The** (.<br>Irene Rich-Henry O'N<br>26 Drama<br>**Angels Wash Their Faces** (..)<br>Ann Sheridan-R. Reag<br>F. Thomas |
| MISCELLANEOUS | | | | | | |

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—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

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# BOXOFFICE

JULY 29, 1939 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION

NO BAR ON NAT'L CIRCUIT CONSTRUCTION, BUT CAN'T COMPETE AGAINST INDEPENDENTS . . . NON-AFFILIATES ACQUIRE 50 THEATRE SEATS TO ONE FOR EACH MAJOR IN FIVE YEARS, IS CLAIM . . . ARBITRATION FORMULA ABOUT SET; FINISHES FIFTH, MAYBE FINAL DRAFT OF CODE . . . SEE PAGE THREE FOR "TALKING OF CREDOS," AN EDITORIAL . . . REVIEWS . . . AND EXHIBITOR HAS HIS SAY




**THE ANSWER**
to all the TALK, TALK, TALK you have been hearing this year is:

## "M-G-M WINS AS USUAL!"

# A FAST START

last Fall, Winter and Spring with many popular attractions including:

"BOYS TOWN" • "THREE LOVES HAS NANCY"
"TOO HOT TO HANDLE" • "STABLEMATES"
"HUCKLEBERRY FINN" • "THE CITADEL"
"THE SHINING HOUR" • "OUT WEST
WITH THE HARDYS"
"THE GREAT WALTZ"
"SWEETHEARTS"
"STAND UP AND FIGHT"
"FOUR GIRLS IN WHITE"
"IDIOT'S DELIGHT" • "HONOLULU" • "PYGMALION"
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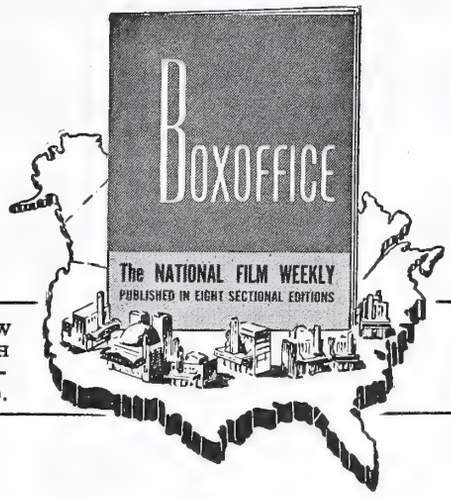
*To the rescue! Depend on Leo when you need him most!*

"ON BORROWED TIME"—a picture to be proud of!
"ANDY HARDY GETS SPRING FEVER"—a smash sensation!
"GOODBYE MR. CHIPS"—setting a new high in hold-overs!
"LADY OF THE TROPICS"—they're waiting for it! It's terrific!
"THESE GLAMOUR GIRLS"—sure-fire down-to-earth box-office!
and then the biggest sensation since "Snow White",
M-G-M's Technicolor Wonder Show "WIZARD OF OZ"!

# AN M-G-M YEAR!

Yes, indeed, when the books are balanced at every year
end they talk louder than words and the
say: "Stick with the lead
and play safe

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# *TALKING OF CREDOS*

EVERY once so often, Joseph Bernhard uses his title as general manager of the Warner circuit as a springboard for a message to his men around the country. There is a new one now called "The Patron Is the Judge" and it runs something like this:

"To thousands of patrons you are the company. If they like you, they praise the company. If they dislike you, they blame Warner Brothers.

"Your actions determine the public reaction to this company.

"If you are courteous in every personal contact . . . self-controlled even when angry or resentful . . . gentle with the very young . . . deferential to the old . . . friendly to all without being officious . . . If you remember at all times . . . in hearing every complaint . . . in dealing with every type of patrons that the slogan of Warner Brothers is 'The Public Be Pleased," then you are in step with its ideals and policies. To serve our patrons successfully is to win success in this company.

"The patron is the judge."

All this has been told and re-told, but that does not make it any the less effective.

It suggests, however, the same sort of credo revamped for production at large and directed not at any one studio, but at all studios. Perhaps something in this vein:

"To thousands of patrons, your pictures are terrible. If they like your stuff, the gross reflects it. If they dislike your pictures, they just stay away.

"Your actions determine the public reaction to this company.

"If you would take the trouble to find out what's going on around the country . . . get closer to the public you are paid to serve . . . stop making pictures for each other . . . stay away from gambling spots at night . . . remember 'terrific' is one helluva word . . . bear in mind costs around a million are increasingly difficult to get back, and never mind the profits . . . If you remember at all times . . . in dealing with every type of attraction that the slogan of your company is 'The Public Be Pleased,' then you are in step with its ideals, its policies and the size of the net it requires to keep on paying you in four figures each week. To serve our patrons successfully is to win success—and option renewals, although it's true that's been done with flops—in this company.

"The patron is the judge."

Kann

# NAT'L CHAINS MAY COMPETE AMONG SELVES, BUT CAN'T DIRECT MOVES AT INDEPENDENTS

## Company Counsel Watch Field Plans to Avoid Breach of Agreement

NEW YORK—Major circuits, if they so desire, may build in opposition to themselves but may not under any circumstances construct new theatres in direct competition to independent operators under the agreement reached between film company attorneys and Thurman Arnold, head of the anti-trust division, BOXOFFICE learns. The agreement, it is further understood, continues until the government's all-industry suit is disposed of in federal court.

Counsel for producer-distributor-exhibitors are closely watching all plans proposed by executives of their companies and partners in the field so as not to violate the agreement. Where plans for new theatres are approved by counsel, notification is immediately sent to the department of justice in Washington.

Under the agreement, major circuits are not prevented from expanding into localities where new real estate developments are in the making. Also, it is stated, new theatres may be built to replace structures regarded as dilapidated and beyond remodeling, or to acquire a new theatre being built to take the place of a house to be dropped from the circuit's roster. In this connection, particularly, the cardinal point involved is that product must not be taken away from existing independent runs.

Such is the case of Loew's who recently ly signed a long-term lease for the 2,000-seat project planned by Metropolitan Life Insurance Co. in a new Bronx development on the site of the Old Catholic Protectory.

**Blank Erecting One**

A. H. Blank, head of Tri-States and Central States, Paramount affiliate, while in New York, stated he has under construction a 900-seat theatre at Rock Island, Ill., which, when completed the end of October, will augment his Fort Armstrong and Spencer. He explained the new theatre is designed to take care of the increasing population. The new house will make 92 for the two circuits he operates and cost about $100,000.

Charles Skouras, Fox West Coast operating head, recently announced two new theatres for the circuit. In addition, Roy Hunt recently built and opened the De Anza, a 978-seat house at Riverside, Cal., in conjunction with FWC, which has the Golden State and Riverside in the town. The Rosenberg Brothers, Mike and Al, partners of FWC, are building a 1,200-seater at Santa Rosa for a mid-September opening. The records do not show a FWC house in this town.

Fox Midwest, another subsidiary of National Theatres and headed by E. C. Rhoden, has the DeGraw at Brookfield, Mo., and has leased the new 700-seat structure being built by C. Yancey. At Portland, Ore., Frank Newman of Evergreen States is planning a new house to supplement the nine in the city. FWC also opened a new theatre recently at Great Falls, Mont., where the circuit operates the Liberty, Rainbow, Alcazar and Grand.

Operating the Ohio and Plaza in Sandusky, Ohio, Warners are reported negotiating for a site for another theatre.

Other Paramount affiliates are active in new construction in the south where Sparks Florida Theatres announce plans

(Continued on page 24)

## *Dry Weather Dries Boxoffices*

**New York—Rain means business at the boxoffice and without a downpour theatre grosses suffer.**

**This is the hue and cry of local exhibitors as they checked up on the local drought, declared to be the worst July since 1871. Figures in the Farmer's Journal are cited and exhibitors add that, since the World's Fair opened, there has not been a rainy weekend.**

**All told, they say there probably has never been a summer like the current one. Some of the independent exhibitors who contemplated closing theatres have held off hoping for a break in the weather and are now sorry they did not darken many houses rather than keep them operating on useless hopes.**

## *Neely Bill Passage in Senate Finds Distributors Unruffled*

NEW YORK—No concern over the Senate's action on the Neely Bill is apparent in distributor headquarters. It is pointed out that at about the same time last year the Senate voted unanimously for the bill which later died in the House. The Senate action took place during the Allied convention in Pittsburgh in 1938 when William F. Rodgers, M-G-M sales manager and a pivotal figure in the trade practice negotiations, urged Allied to sit down and negotiate with distributors on a code.

The feeling in home offices here is that, since the unanimous vote by the Senate last year, considerable opposition to the Neely bill has cropped up with 28 votes against it in the last tally.

While speculation is rife as to what would happen in the event the bill is signed by the President, the consensus of distributor attorney opinion is that the trade practice code would be nullified. It is felt the code's provisions would be superseded by the new statutes.

There are a number of exhibitors who believe local boards could be maintained for disposal of disputes, such as forcing of shorts, unreasonable clearance and other practices which do not bear on cancellations and block booking.

### No Need to Re-Introduce House Companion Measure

WASHINGTON—When the 76th session of Congress reconvenes in January it will be unnecessary to reintroduce the companion measure to the Neely bill, which has been voted favorably by the Senate and is now awaiting action by the House.

Little chance is seen here for further action this year, a similar bill having been pending in the House since the beginning of the session. No consideration has been given the proposal by the Interstate and Foreign Commerce Committee, headed by Representative Clarence Lea of California.

## *"There Was No Memo," Says Cole*

**New York—"If I had known Robert J. O'Donnell either wanted to, or was ready to, speak at Minneapolis, he would have had the floor beyond all doubt and no questions would have been asked. He is a bright speaker and would have made an interesting talk."**

**So declares Col. H. A. Cole, president of Allied, in refuting the charge made in "Notes to You" on July 15 that O'Donnell had been brushed off because he had gone to the Minneapolis convention for the specific purpose of answering the assertion Interstate, of which he is general manager, had forced about 23 independent Texas theatres to close or to sell out to producer-controlled or affiliated chains.**

**Cole denies there existed any memorandum reminding him of the order of speakers. BOXOFFICE had declared such a memorandum existed and that on it appeared the name of O'Donnell who was slated to follow Ed Kuykendall.**

# 50 IND'P'T SEATS TO ONE MAJOR ACQUIRED IN 5 YEARS OF GOVERNMENT SUIT IS CLAIM

## Major Lawyer Says Gov't Figures Supply Data; Are Mainly in Small Towns

NEW YORK—Theatre expansion by independent circuits, in point of increased seating capacity, for the five years covered by the government's all-industry suit, has been 50 times greater than that of the combined five major circuits, a leading distributor attorney on the suit declares.

New seats for independent circuit operators jumped approximately 500,000 during 1933-'38 as compared with about 10,000 for the major circuits, the lawyer contends. He further adds the government's own petition contains the facts, and that he has computed the figures from the theatre listings furnished by the department of justice.

Although the general impression prevails major circuits added numerous theatres throughout the five years which would bring the total of new seats to more than 10,000, it is explained that many houses, for one reason or another, have been dropped. This, it is said, brings the final tally down to about 10,000, and "not much more."

**Share Deals Included**

Houses in which major circuits have acquired an interest also are included, according to the attorney. Most of the new additions to the major ranks have been of the smaller variety and usually in small towns, principally in the midwest and south.

Major circuit expansion in the last year, according to the spokesman, has been virtually nil and only a comparatively few theatres have been added, either by acquisition or construction.

One of the reasons why there will be no consent decree is because distributors owning theatres feel changing situations demand a free hand to go into territories being developed. One case in point is the deal recently concluded by Loew's for a new 2,000-seat theatre to be constructed by Metropolitan Life Insurance Co. in a new housing development in the Bronx.

Distributor attorneys some months ago explained their stand on new theatres to the government and an agreement was reached whereby major circuits would keep the department of justice informed on plans along these lines.

Attorneys explain that to agree on any plan for theatre divorcement would be another form of consent decree. There has been no discussions on a consent decree and none is expected, it is stated.

It is also held that approximately 90 per cent of the complaints filed with the department of justice will be eliminated as soon as the trade practice code goes into effect. And, the lawyer goes on to say, if this can be accomplished there certainly is no need for a decree. As for the other 10 per cent of the complaints, every industry has that and more, he asserts.

Another reason why distributors will not enter into a consent arrangement with the government is that the industry will have no say over what is to go into, or stay out, of the decree, which would be tantamount to the government laying down a special list of "don'ts," which cannot be veered from without the possibility of facing subsequent suits.

Anyway, it is stated with emphasis, the industry is anxious to go ahead with the government suit and once and for all know where it stands legally on the question now being brought up "as unfair trade practices and violations of the Sherman act."

## *What Constitutes an 'A' Film? N. Y. Operators Are Asking*

NEW YORK—A large segment of local independent operators say they want distributors to make provision in the fifth revised trade practice draft for settling disputes over what constitutes an "A" picture.

It is their contention that no one company really intends to deliver from 20 to 25 "A" pictures, although most distributors are selling that many. It is their further claim no one company can produce, or has ever produced, 20 to 25 "A" pictures in one season.

Such a procedure, the independents say, leads to wholesale switching. They say experience has taught them many inferior pictures are shot into the "A" category when this bracket needs filling out.

"We want the distributors to tell us in advance the titles of the 'A' lineup," a prominent independent exhibitor states. "And we want these pictures determined on their merit. As matters stand, we are forced to play a picture as an 'A' for no other reason that it is claimed to have cost more than it should have, although its drawing power is nil.

"Then we are offered a picture that admittedly cost very little, but which we know is mopping up. That's the picture we want as an 'A' and not the one that the producers couldn't control the cost on, and which also is doing a nose dive. In other words, we want to be sold 'A' pictures on their drawing power, not on what they cost."

Charging it is an affront to the intelligence of exhibitors for distributors to announce 20 to 25 "A" films, independent operators claim they have so declared themselves and have been assured by exchange managers that differences of opinion over the designation of a given "A" picture "will be taken care of" at the proper time.

### *And So He Waits For Code Days*

**New York—About six months ago, an important independent circuit in the east signed a three-year franchise with a major company. The deal was concluded before the first of the year. Recently the film buyer asked the sales manager of the film company if he would get the benefits of the code provisions. He was told they would not apply.**

**But the independent operator is waiting until the code becomes an industry document. Then he will again make a request for the code benefits. He is certain he will get them, he says, because arbitration in his situations will mean little or nothing unless he becomes a party to the proceedings.**

**And to make voluntary arbitration effective, the theatre head adds, the cooperation of every exhibitor is definitely needed.**

## *The Justice Dep't Won't Comment On Code: Wary of Boomerangs*

**Washington—While no one will officially comment, the reason Thurman Arnold will not discuss the trade practice agreements submitted by distributors is because cooperation of this kind in other fields boomeranged on the department of justice several years ago.**

**When Col. William Donovan was in Washington about six years ago, opinions were furnished by the department. Then months or years later when the department sought to bring action because of violations, defendants raised the roof, declaring an agreement had been submitted and passed favorably upon by Washington.**

**Hence, rather than stick out its chin, the department is playing safe, accepting copies of trade practice agreements for what they are worth, but without the benefit of advice or comment.**

# ARBITRATION BOARD FORMULA NOW ABOUT SET; FINISHES FIFTH, MAYBE FINAL, CODE DRAFT

## Plan for Machinery Also Discussed; to Counsel For Seven Majors

NEW YORK—Distributors are set on the fifth, and what is hoped to be the final, trade practice draft, having completed discussions during the week on revisions in the personnel for clearance and zoning boards. It has been the contention of distributors that they have a right to be represented on these boards because clearance is as much a part of the contract and subject to negotiation as film rental terms.

Following a two-day meeting early in the week with sales managers, William F. Rodgers, distributor sub-committee chairman, turned over the proposals to various company attorneys to phrase in simple language. Two clauses on the arbitration setup were written by the lawyers, the essence of which is contained in the new draft. The fifth draft is scheduled to be in the hands of exhibitor groups which negotiated the trade practices by Monday or Tuesday, the latest.

A plan for setting up the machinery by which the code will function also has been discussed by Rodgers, following the completion of the arbitration formula. However, it is pointed out, the date when the code becomes operative is contingent on the immediate reaction to the new arbitration setup from the various theatre-owning bodies. Following local adoption of the code, the task of setting up boards will then begin, following which secretaries will be appointed with the approval of the entire boards. Dates for meetings will be decided by the boards for each territory.

### Kuykendall Informed

E. L. Kuykendall, president of the MPTOA, already has been informed by Rodgers of the latest arbitration changes. Max A. Cohen and his New York Allied committee met at the former's office Tuesday with Col. H. A. Cole. A later session was held with Rodgers, but without Cole who continues apathetic on the code. This meeting was the result of local Allied's recent resolution to continue negotiations on the code.

However, Rodgers has insisted there will be no changes, except revisions on arbitration made this week. This goes for Allied of New York or any other groups. Once the arbitration provisions, as modified, are approved by the majority of the exhibitor bodies which sat in on the original negotiations with distributors the code will be ready to be put into operation.

### Echoes National Stand

BOSTON — Independent Exhibitors, Inc., local Allied unit, echoed the stand of its parent body by voting to reject the code in its entirety.

## *Kuykendall Foresees Document On the Street by August 9*

### *Code Administrator Still Likely*

**New York—Although nothing further thus far has developed insofar as a code administrator is concerned, indications are one will be named as soon as arbitration machinery is finalized and placed in operation.**

**Such an administrator, as exclusively published in BOXOFFICE, would relieve the sales heads who have been working on the code for more than a year of the considerable detail which will trail the pact in operation.**

NEW YORK—The final, revised and "complete" trade practice draft will be available for those who want it by August 9. With it will be designations where the first arbitration board would start functioning and a "definite outline" as to how the board personnel would be selected.

Such assurances were given to Ed Kuykendall, MPTOA president, by William F. Rodgers, spokesman for the distributors' negotiating committee, after the two men wound up three brief meetings, initiated by Kuykendall to urge an early date for the draft's completion. The last session was held Tuesday, following which Kuykendall returned to his home in Columbus, Miss.

The MPTOA head declared the most recently revised code will be more acceptable than those previously issued, but still falls short of the expectancies of his organization. Nevertheless, he added, theatre owners will benefit from its provisions.

Declining to go into detail, he observed the arbitration clause has been improved upon, with several of the "bugs" having been deleted, making it "better languaged" and more easily understood by the layman.

The distributors' committee continued to work on the draft all week and appeared to have surmounted the objections voiced by Kuykendall and Harry Brandt, ITOA of New York president. A spokesman suggested the document might be ready for distribution before August 9. On that date the Southeastern Theatre Owners Ass'n will meet in Atlanta. Kuykendall feels the group may take formal action if the provisions measure up as represented to him during his conversations with Rodgers.

## Spikes Booking Shift Los Angeles Report

NEW YORK—Reports from Los Angeles that a product split might cause realignment of a long standing booking arrangement involving the Paramount, Warner's Hollywood and RKO's Pantages are denied by Charles M. Reagan, Paramount's western division manager.

"There's nothing to it," was Reagan's reaction when told the report contemplated the Paramount product day and date with the Warner in Hollywood.

To spike the report permanently, Reagan refers to the 10-year franchise, a renewal of a five-year pact that expires in September, with the Paramount in Los Angeles. He said the franchise has been concluded and will probably be signed next week.

### *All-Time High in Trust Suits*

**New York—Considered by distributor legal circles to be an all-time high for the period was the initiation of three anti-trust suits against majors within one week. Birmingham, Ala., Houston, Tex., and Baltimore, Md., are the locales.**

**The Birmingham action names six distributors, excepting Universal and Columbia, as well as Muscle Shoals Theatres, Inc., and the Crescent Amusement Co. M. M. Buchanan, the plaintiff, operating in Athens, Ala., charges the defendants with conspiring to monopolize product to his detriment. He wants $100,000 damages.**

**Seeking $17,366 damages is the suit filed in Houston by Joy Amusement Co. against Interstate, Horwitz Theatres, seven majors, except Universal and Republic Pictures Corp. of Texas. Joy alleges the defendants conspired to prevent acquisition of suitable product.**

**All majors, excepting RKO, are defendants, as well as Frank H. Durkee Enterprises and Durkee officers in the action brought in Baltimore by Leo Homand, vice-president of Westway Theatre, Inc. Homand charges the distributor defendants agreed to give the Edgewood, Durkee unit, 14 days' protection over the Westway. Homand is demanding day and date availability.**



Everything the screen can ever give you... All in one Magnificent Picture... from Alexander Korda....

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Kipling's famous Fuzzy Wuzzies, fiercest of African warriors, fighting on a battlefield ten miles wide.





four white feathers that sent him into a thousand perils to seek redemption.

1,800 camels in a frenzied stampede on the white man's stronghold.





Lord Kitchener's roaring victory at Obdurman photographed in actual locations with flaming realism.

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8,000 savage Dervishes filmed for the first time with every detail of their cruel warfare.

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actual locations in the remote interiors of the Egyptian Sudan where the camera could only penetrate by plane.

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# U. S. BILL TO MAKE CORPORATIONS, OFFICERS LIABLE FOR ANTI-TRUST ACTS FACES HURDLES

## Senate May Defer Study Until Next Session; No Action Yet

*By* EARLE A. DYER

WASHINGTON — Apparently cold to the plea of Thurman Arnold, assistant attorney general, that the legislation is desired that the government may cope with monopoly conditions in the film and oil industries, the Senate is seen as deferring until next year its consideration of the bill introduced by Senator Joseph C. O'Mahoney (Dem., Wyo.), to make corporations and their officers and directors financially responsible for anti-trust violations.

So far, no action has been taken on the bill and, in view of the undisguised desire of members to reach an adjournment, it is not likely to be taken up this session, particularly in view of the fact that hearings will undoubtedly be demanded before the bill is reported.

The measure is included in a monopoly-legislation program developed by the department of justice and the patent office, and representing the first results of the lengthy investigation of monopoly which is being conducted by the temporary national economic committee, of which Senator O'Mahoney is chairman.

### Companion Measures

Companion measures to the O'Mahoney proposal are bills drafted by the patent office, limiting over-all patent protection to 20 years from the date of filing of the application and establishing a special court to hear all infringement and other patent suits.

The patent-limitation bill is designed to eliminate the present practice of filing "amendments" one after the other, to lengthen the period in which the patent application is pending—but during which the applicant has protection—and provides that a patent shall be put through within three years and shall apply for 17 years thereafter. The bill was an outgrowth of disclosures before the TNEC that some concerns had been able to secure long-term protection by this method, one company for 44 years.

Establishment of a patents court will eliminate the possibilities of a patent holder bringing suits for infringement, one after the other, in several jurisdictions, wth all the suits based on the same grounds, thus keeping a competitor in litigation over a period of expensive years with naturally resultant higher prices to the consumers, who in the last analysis must pay the lawyers' fees.

A number of other measures also will be included in the legislative program to prohibit the use of patents for restraint of trade, together with a federal trade commission proposal that corporations be prohibited from acquiring the assets as well as the stock of competitors.

The O'Mahoney bill, however, is seen in Washington as the backbone of the new legislative drive against monopoly.

Holding the theory that the present penalties of the law are inadequate, Senator O'Mahoney would place responsibility for violations of the anti-trust statutes upon the officers and directors of corporations, and the bill provides that they may be made subject to forfeiture of twice the amount of their compensation for each month during which a violation occurred and may also be enjoined from rendering any service to their corporation or receiving any compensation therefrom for from 90 days to permanently.

The violating corporation itself would be subject to forfeiture of twice the amount of its total net income for each month during which a violation occurred.

Senator O'Mahoney pointed out that the imprisonment penalties of the law are seldom imposed because the public does not consider an economic offense in the same category with an ordinary criminal offense involving moral turpitude, while the relatively small fines provided are of little moment to large corporations.

To large extent, it was represented by the department of justice, the new legislation will be of value against the motion picture and oil industries, allegedly two "sore spots" in the monopoly picture. Because of the concentration of business in both industries in the hands of a few huge corporations, the civil penalties would be a drastic price to pay for law violations.

"At present, the sole civil remedy worth mentioning available to the department of justice is an action in equity to enjoin a violation or threatened violation of the anti-trust laws," it was pointed out by Senator O'Mahoney in discussing this subject in his recent preliminary report on the TNEC investigation.

"Because of the inadequacy of the existing civil remedies, the department of justice has in effect been confronted by a choice between ineffectual administration and criminal enforcement. In consequence, the department has adopted the criminal proceeding as its normal procedure against violations of the anti-trust laws. This course, while the best available to the department, is not entirely satisfactory.

"With appropriate civil remedies, a court can take into account considerations which make the criminal procedure inequitable and give appropriate relief at the end of the trial.

"Thus the adding of suitable civil remedies to the anti-trust procedure will create an enforcement method which, in the ordinary case not involving moral turpitude, is not only fairer but more effective."

## *Missouri Trust Suit Dodge Data Due*

NEW YORK—Efforts by Harry C. Arthur jr. to ward off filing of an anti-trust suit by the attorney general in Jefferson City, Mo., during the trial of the criminal proceedings against major companies four years ago will be revealed by the head of the St. Louis Amusement Co. in the fall when his suit against John A. Leahy sr. and two of his associates, Lambert E. Walther and Harold F. Hecker, is tried in the St. Louis courts.

Arthur is seeking to recover $42,000 alleged to have been paid the three attorneys for legal fees in connection with the anti-trust cases. Many facts, unknown to the trade and relating to the various anti-trust actions, will be aired at the forthcoming trial.

In the petition, the plaintiffs allege F&M agreed to pay an additional fee of $25,000 to James P. Aylward, Kansas City attorney and Democratic party leader in Missouri, after they had been informed the Jefferson City action could not be dismissed until the fee was paid. However, the suit was withdrawn after an equity suit was settled out of court in New York between Russell Hardy, representing the government, and major distributor counsel. The local federal court approved the settlement. This was necessary because RKO, one of the defendants, was in receivership.

## Mainly of Value Against Motion Picture and Oil Industries

## Says Six Months Necessary For Miami Clearance

MIAMI—Complete clearance in this area could not be achieved in less than five months, possibly six, according to W. R. Lynch, general manager of Paramount Enterprises. This was brought out in Lynch's deposition taken by plaintiffs' attorneys in connection with the anti-trust suit brought by the Cameo and Surf, against Paramount and major distributors.

The custom in Miami for many years, he declared, has been to secure exclusive exhibition rights for a given length of time, with contracts varying from 140 to 150 days. He observed that the average period required for clearance on Miami Beach is eight weeks.

Neither Lynch nor his brother S. A. Lynch, president of Paramount Enterprises, owns any stock in the local circuit, the general manager said. All of the stock, he added, is held by Paramount Pictures, Inc.

The Pulse of the Motion Picture Industry

# BOXOFFICE

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# Notes to You from Red Kann

IT WAS in his "three mirrors" speech, tying together the function of the press, radio and the film that Will H. Hays, talking over the air to the recent convention of the National Association of Broadcasters, significantly remarked:

> "The screen . . . has no vested rights. It must conform to public demands, public taste, and the public's sense of decency and goodness in entertainment. It is a true child of democracy . . . The freedom of the screen which must be retained is not only the proper liberty of the creators, but freedom to the universal public which they serve. The underlying philosophy of the self-regulation in the motion picture industry always has been and is based on developing the greatest measure of liberty for the public to choose its entertainment from the variety of themes posed by life or created by literature."

Entertainment from the variety of themes posed by life or created by literature. Once more, in the saying, Hays, as he did once before in his last annual report, sounds a keynote in consonance with the times. Are the make-believers in Hollywood paying any attention?

## *Eye to Washington*

There was a pointed something else in the self-regulation topic that went beyond the manner in which the industry has been applying it. At no point did Hays mention the government suit, yet actually he referred to it and thereby reflected the opinions of his major company membership with:

> "Of course, self-regulation of business is the American way. No one would suggest that legislation yield its power to interpose upon business reasonable conditions, clearly in the public interest. Business has progressed in spirit as well as method, in conscience as well as complexity. The American business man today is entitled, on the basis of his proved intelligence and recognition of community interests, to reasonable freedom at the hands of government—freedom to work out the problems that are equally germane to the legitimate successful operation of business and to the welfare and prosperity of every working man and every workingman's family. I urge that the method employed shall be such as to cause the result to coincide with the intent. I ask for reasonable freedom for American business to keep abreast of changing conditions and to erect a more stable edifice of prosperity."

ONE of the titles in "Goodbye, Mr. Chips," reads:

"We wish to acknowledge here our gratitude to the late Irving Thalberg whose inspiration illuminates the picture of 'Goodbye, Mr. Chips.'"

With it are the names of James Hilton, Victor Saville, Sam Wood, Sidney Franklin, R. C. Sherriff, Claudine West and Eric Maschwitz. Thus, for the first time, the name of Thalberg appears on a film. This is how it came about:

The Hilton novel was originally purchased by Irving. An expression of appreciation for Thalberg's understanding, ultimately dropped by Hilton, reached Norma Shearer who specifically asked that her husband's name be used on the finished product. The request was immediately granted.

## *Vital Information*

In the cause of easy columning, this places the typewriter in some slight debt to the Warner publicity department:

> "Ann Sheridan, the Hollywood 'oomph' girl, today was selected by Philco television engineers as the movie star 'perfect for television.' She has 'Televoomph'!
>
> "'Miss Sheridan,' the engineers pointed out in an announcement by Radio Mirror Magazine, 'has a superabundance of telegenic qualities.' In other words, her much publicized screen 'oomph' registers on the television kilocycles like a ton of bricks."

Thought you might want to know.

## *Double Talk*

From "The Nation":

> "Italian film critics recently received this notice from the government: 'It is absolutely untrue that we want the critique to be abolished . . . We don't ask the critique to make a bad Italian film look good, but while the right praise must not be spared on good films, for the bad ones it will be necessary to avoid a true critique.'"

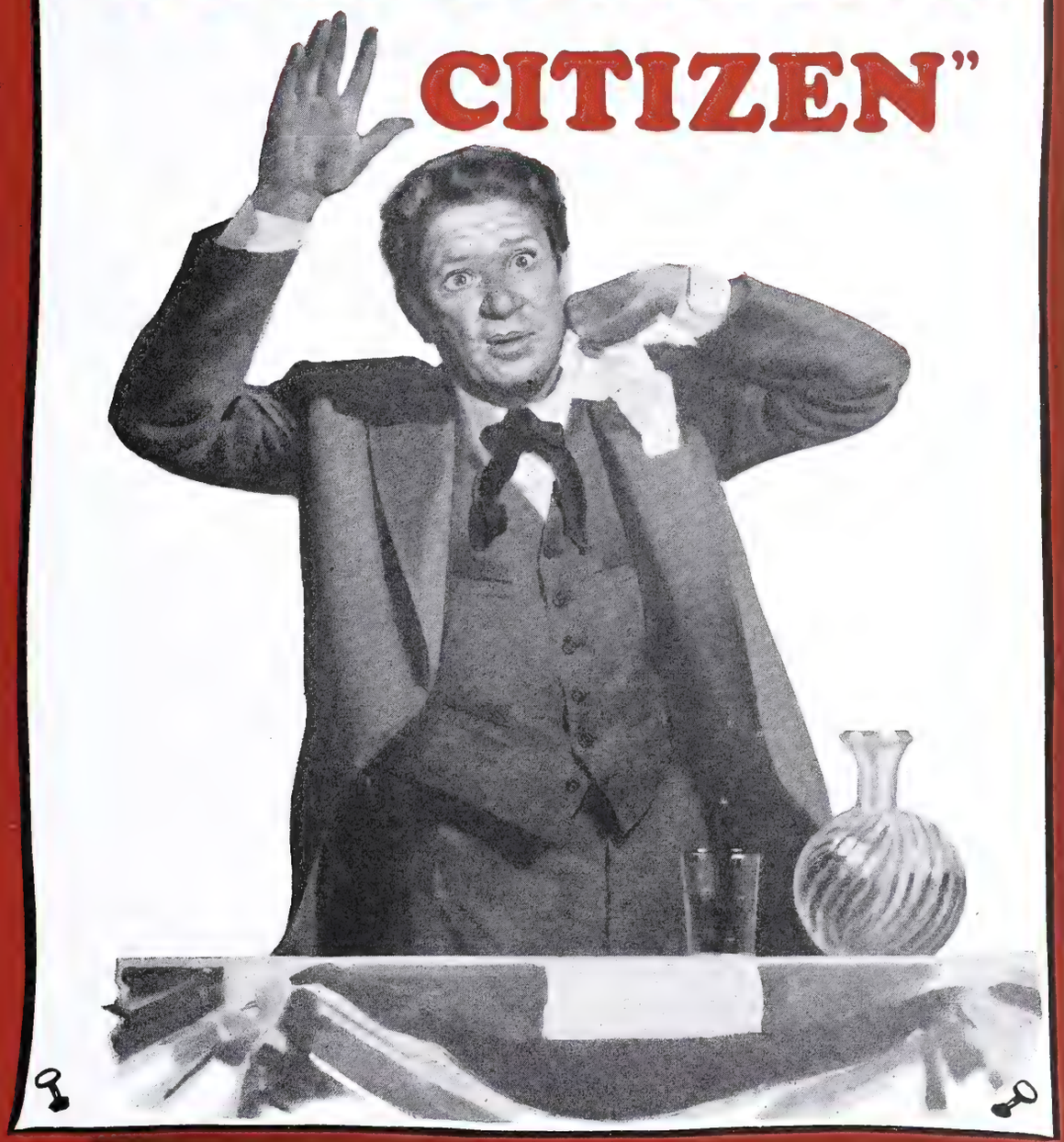
## *Take It Slowly*

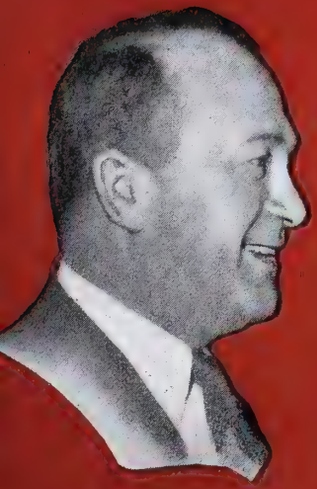
From the Paramount press department:

"'Rulers of the Sea' has been set as title for the Paramount picture formerly known as 'Ruler of the Seas.'"

# BOB BURNS *as*

# "OUR LEADING CITIZEN"





## ONE OF OUR LEADING EXHIBITORS PRAISES "OUR LEADING CITIZEN"...

"'Our Leading Citizen' is an exceptionally strong audience picture, suitable for any type theatre."

*M. A. Lightman, Malco Theatres, Memphis, Tenn.*

Paramount Pictures

# PERCENTAGE DEALS SWING TO SLIDING SCALE ARRANGEMENT; MANY THEATREMEN GO FOR IT

## *Tax Case Based on Merger in Balance*

WASHINGTON—Final decision as to whether the government's tax claims against 20th Century-Fox officers shall be pressed by civil or criminal proceedings is expected to be reached in the near future by the department of justice following another conference this week between department officials and Joseph M. Schenck, William Goetz and Darryl F. Zanuck.

The tax controversy revolves around trust funds set up by the three film executives to which allegedly were transferred profits from certain film transactions in connection with the 20th Century-Fox merger, and is one of several matters on the coast on which actions are expected to be brought, probably in September.

It has been disclosed by Attorney General Frank Murphy that in the near future two matters will be presented to grand juries in Los Angeles, one an anti-trust proceeding involving, but not confined to, the West Coast Theatres consent decree of 1932 and the other an investigation of labor racketeering involving William Bioff, former IATSE vice-president.

The anti-trust situation on the coast has been under investigation for more than two years and, it is reported, has covered every phase of motion picture industry operation in that area.

The Bioff case was brought to Washington a year ago, when complaints were filed with the national labor relations board that the producers had entered into an agreement with the labor leader to prevent a CIO invasion. It was later sent over to the department of justice, which has been investigating to determine whether the income tax returns of those involved showed the transactions.

## *Paramount Partner Meets Getting Consideration*

NEW YORK—Meetings between the Paramount theatre partners at regular intervals may be resumed in the near future if the requests of some of the field operators carry sufficient weight with Barney Balaban, president. One or two of the partners, including A. H. Blank, who operates 92 theatres in the Des Moines territory, have asked Balaban to again hold the general get-together sessions of all the partners and chief bookers so as to continue exchange ideas on operation and policy.

No meeting at one point has been held for about two years, although the partners have been making periodic trips to New York for home office discussions.

## With Split Scaled at 25 To 40% Each Film on Own, Say Buyers

NEW YORK—There is a definite swing to sliding scale agreements on percentages on new product deals, according to theatre operators, who declare it is better to buy that way.

With percentages scaled at 25 to 40 per cent, according to the gross, film buyers say each percentage picture is on its own with the distributor sharing to the same proportion as the theatre operator.

The policy, it is stated, precludes bookers from dating two percentage pictures on the same program, the plan being to book one percentage picture with a flat rental where the top picture is weak. Where the "big" pictures can stand on their own, there is usually no accompanying attraction.

National Theatres already has swung to such a policy and it is believed several other major circuits buy this way. Important independent circuits are beginning to insist on sliding scales. One large unaffiliated circuit paid over $1,000,000 in rentals last year which is stated to be over 35 per cent of the gross. Rentals paid for certain percentage pictures were not earned on their own merits, it is held, and for this reason the circuit has adopted the new buying plan.

M-G-M is known to favor sliding scales, believing its product can earn more. Where a distributor usually books a percentage film with another percentage picture, the proportionate take on the secondary film is less than originally bargained for. Hence, it is stated, sales managers are beginning to go for sliding scales now where they were looked upon with disfavor years ago.

## *Rowland to Supply Two For Current UA List*

NEW YORK—Richard A. Rowland is understood to have signed with United Artists for two pictures on the new-season lineup.

### *Peskay Picks Two, And No More*

**New York—Priscilla Lane and John Garfield were the only two screen personalities developed in the last year who mean anything at the boxoffice, according to Edward Peskay, head of Brownlow Theatres. The exhibitor declares there have been a lot of other entries for fame, but they have not yet gotten over with John Public.**

## *Sales Barrage on Independents Now*

NEW YORK—With most of the major circuit deals in the final stages of negotiation or closed, distributors now are focusing their attention on independent contracts, offering the smaller houses the same cancellation privileges as prevailed for the current season, it is learned.

While all distributors at their annual conventions have gone on record to make available the code provisions in their entirety, sales executives and salesmen now consummating deals are not putting anything in writing. However, they are understood to be making it clear to their accounts that, as soon as the code is approved by local exhibitor units, exhibitors will get the benefits on a retroactive basis.

The indication is that secretaries in the 32 key distribution points will notify exchanges and home offices when exhibitors affix their signatures to the code so that the accounts can take immediate advantage of the benefits to be afforded under trade practice formulation.

Where franchise deals are set up with major circuits, the elimination angle is provided for in the contracts. But distributors with theatre affiliations are on record that their circuit men will go along on the code.

Locally, independent exhibitors are not squawking and no reports have come in from the field to the contrary, according to distributors. Advance indications are that a majority of independents in the Greater New York area will sign the code.

## *Ask to Name Receiver for Solvent Theatre Chain*

WILMINGTON, DEL.—A bill of complaint has been filed in the court of chancery here by two California stockholders asking for the appointment of a receiver for the dissolved Pacific National Theatres, Inc., rather than appointment of directors as trustees in dissolution. The complainants are W. Ernest Choate and Margaret M. Stevens, both of San Diego. Pacific National Theatres was dissolved April, 1937.

## *No "Letty Lynton" Ruling Expected Before Fall*

NEW YORK—No decision on M-G-M's appeal now before the circuit court of appeals involving "Letty Lynton" is expected before the fall, despite the distributor's desire for an immediate determination.

The case has been in the courts since June, 1932, when Edward Sheldon and Margaret Ayres Barnes, authors of "Dishonored Lady," filed the infringement action.


SOMETHING'S GOING TO CRASH!
(Including your record on 'Angels with Dirty Faces'!)

# CAGNEY and RAFT together!!

# "EACH DAWN I DIE"

with Jane Bryan
George Bancroft
Maxie Rosenbloom
Directed by
WILLIAM KEIGHLEY
Screen Play by Norman Reilly
Raine and Warren Duff
From the Novel by Jerome Odlum
A First National Picture

**WARNERS**
Made 'Angels'!

**WARNERS**
Made the Picture that Tops it!

**WARNERS**
For Action!
For Fair Play!

JACK L. WARNER
in Charge of Production
HAL B. WALLIS
Executive Producer
DAVID LEWIS
Associate Producer

# IT CRASHED!

## FIRST PRE-RELEASE 'EACH DAWN I DIE' SMASHES ALL N. Y. STRAND RECORDS! SECOND WEEK STILL HUNDREDS OVER 'ANGELS'!

*(played Thanksgiving!)*

# Suit Speed-up Plea Delayed to August 1

NEW YORK—Insufficient notice by the government of its application for a preference on the trial calendar of the all-industry suit resulted in an agreement between Paul Williams, special assistant to the attorney general, and film counsel early in the week to continue until August 1 the hearing on the motion.

Five days are usually granted in cases of this kind, but industry attorneys claimed they were only allowed two. The local department of justice mailed out the notices July 21, but attorneys did not receive them until July 24 because of the two-day weekend. With the lawyers receiving the notices on Monday they claim they did not have sufficient time to prepare for argument. The hearing now is set for 10:30 Tuesday morning before Senior Judge John C. Knox.

Late Monday night, following the conference with Williams, attorneys of all major companies left for Philadelphia for the three-day arguments which began July 25 on the application for a temporary injunction by Eugene Mori of the Vineland. The distributor legal battery was led by Robert W. Perkins, chief counsel for Warner. The Quaker City action is against the Stanley-Warner circuit with State Senator Harry Shapiro representing the plaintiff in the charge of "discrimination."

The government is anxious to have an early trial date in the all-industry suit. In cases of ranking importance such as the current one against the industry, agreements usually are reached. However, in the present instance distributors are not inclined to enter into further agreements with the government.

### Want Code Effective First

Although industry attorneys hold they are prepared to go on with the case Tuesday, if necessary, having gathered the necessary evidence for support of the rebuttals, the indication is distributors are anxious to have the code become operative before hearings get under way on the big suit.

It is believed once the code is put into effect 90 per cent or more of the complaints charged against distributors either will be alleviated or eliminated by the fair trade practices. This, too, is seen as the reason for William F. Rodgers, general sales manager for M-G-M and sub-committee chairman for distributors, to push forward a feasible and equitable plan, in conformance with exhibitors' suggestions, on the personnel for clearance and zoning boards. Such a plan neared completion as the week drew to a close.

Acting as a disadvantage in expediting the code is the fact that sales managers find themselves in the midst of important circuit deals and making frequent trips out of town. There have been few sales heads in addition to Rodgers who have remained at their headquarters constantly in the past few weeks.

Williams was in town all week. He is reported to be checking up on additional data for the Schine and FWC suits contemplated within the next few weeks.

## *Calls Quints Film "Delightful"*

**New York—"Five Times Five" multiplies itself into a delightful treat. This two-reel RKO Pathe presentation of the Quintuplets celebrating their fifth anniversary is a choice tidbit for showmen. If only for the glimpse afforded of Marie, Emilie, Yvonne, Annette and Cecile cavorting around in their nursery garden would this be worth seeing, but, there is a narration delivered by Alexander Woollcott which is almost as entrancing as the Quints. And there is a rare scene of Woollcott sitting in the Quints' swing. As he describes it: "A whale among the doves." Frederic Ullman jr. produced the subject. Frank Donovan directed.—Golding.**

# Loew Refinance Plan Details Completed

NEW YORK—Loew's refinancing plan for $15,000,000 from two insurance companies and one bank has been completed and will give the company an additional $8,000,000 in working capital, it is learned.

Under the plan, which goes into effect August 1, the First National Bank of Boston will provide $3,750,000 at 2¾ per cent for five years and Equitable Life Insurance Co. and Metropolitan Life Insurance Co. will furnish $11,250,000 at 3½ per cent for 15 years.

An outstanding bond issue of $7,000,000 for Loew's Theatres Realty Co. at six per cent will be retired, thereby giving the parent company a balance of $8,000,000 as working capital.

David Bernstein, vice-president and treasurer of Loew's, is vacationing in Maine and is not due back for a few weeks. Leopold Friedman, secretary of the company and general counsel, has been working out the details with the First National Bank and the insurance firms.

### DuPont New Quarter Net Tops Same '38 Period

NEW YORK—Net profit of DuPont Film Manufacturing Corp., of which 35 per cent of the stock is held by Pathe, is reported as $430,661 for the quarter ended June 30, 1939, after charges and federal income taxes. The figure compares with profit of $309,726 for the corresponding period for 1938.

For six months ending June 30 net profit was $826,413, compared with $638,963 for the first half of 1938.

## *Two More for 20th-Fox From "Glacier Priest"*

NEW YORK — Truman H. Talley, vice-president in charge of short subject production for 20th-Fox, has concluded negotiations with Rev. Bernard R. Hubbard, known as the Glacier Priest, for a series of four one-reel shorts, the first to be "Birthplace of Icebergs" and released August 4. Two others have been completed, "The Valley of 10,000 Smokes" and "The Aghileen Pinnacles." Father Hubbard is now in Alaska filming the final subject.

# Warner Profit for 39 Weeks Is $2,912,186

NEW YORK—Profit of Warner Bros. Pictures, Inc. and subsidiary companies for the 39 weeks ending May 27 is $2,912,186, a decline of $370,579 when compared with the identical period the previous year of $3,282,765. The current return allows for all charges including amortization, depreciation and federal taxes and is equivalent to earnings of $28.24 per share on the 103,107 shares of preferred outstanding as the 39th week expired and to 70 cents a share on the 3,701,090 shares of common outstanding, but after deducting the block of shares held in the treasury. As of this report, dividends in arrears on the preferred amount to $27.9125 a share.

Net profit from operations for the period reported, but before allowances for amortization and depreciation of properties and taxes was $8,137,766. Gross income, after eliminating inter-company transactions, was $78,387,001. This compares with $79,475,899 for the same period the previous year, adjusted to include two companies not then consolidated. During the period, there was a net credit of $324,858 made directly to earned surplus.

Current income breaks down in this manner:

Film rentals, theatre admissions, sales and miscellaneous items—$75,320,832.

Rents from tenants, and royalties—$3,066,168.

Amortization of film costs was $22,051,931; other costs, including royalties and participations, $1,643,759 and operating and general expenses, $44,295,696, or a grand total of $67,991,387. Federal income taxes totaled $808,000, while earned surplus as of May 27 was $2,909,746. Cash on hand was $5,994,145.

Pictures finished, but not released, at cost are down for $7,555,575 and product in progress and charges to future productions, also at cost, are listed as $2,857,721. The asset column likewise includes $92,078,334 representing buildings and equipment on owned properties, including construction in progress at $222,026. This item is figured at cost, less special reserves. The reserve for depreciation is given as $32,656,062.

### Warner Continues Advance Showings for Trade

NEW YORK—Warner is continuing the idea of trade showing advance releases. In September, Gradwell L. Sears plans to have six new season's features screened in all key cities for exhibitors at local theatres on the mornings of dates to be set by branch managers.

Among those to be shown are "The Old Maid," "The Roaring Twenties," "A Child Is Born," "The Lady and the Knight," "Dust Be My Destiny" and "Gantry the Great."



*From the Blazing Tropics to the Frozen North...*

**THE TRIUMPHANT STORY OF THE SERVICE THAT NEVER SLEEPS!**

# COAST GUARD



RANDOLPH SCOTT · FRANCES DEE

RALPH BELLAMY

WALTER CONNOLLY

Screen play by Richard Maibaum, Albert Duffy, Harry Segall

Directed by EDWARD LUDWIG

**A COLUMBIA PICTURE**

COLUMBIA PICTURES

# It's "Rich and Getting Fat"

NEW YORK—"Loew's, Inc., is rich and its rivals in Hollywood say it's getting fat. It's a $144,000,000 trust, and the government says it's illegal. Mr. Schenck's gross goes on climbing."

So goes a *Fortune* introduction to a copious and graphic inspection of the company headed by Nicholas M. Schenck, author of the classic observation, "There is nothing wrong with this industry that good pictures cannot cure." *Fortune* had another article on Loew's in December, 1932, devoted entirely to the studio.

"Today, however," goes the reason for a second installment, "Mr. Schenck is faced with one or two problems, not then anticipated, which Mr. Mayer may not be able to solve for him single-handed. The chief one is the anti-trust suit that the department of justice brought against Loew's and seven other major units of the movie industry . . . Another thing in the back of Mr. Schenck's mind is the fact that Metro pictures, while still possibly the most successful in the world, have recently been failing to make their customary splash in the trade."

Treating the "problems" and considerable other fact and some fancy, hereby becomes *Fortune's* responsibility, as indicated by quotation marks.

**"No Anti-Trust Worry"**

"The anti-trust problem, though more tangible than the studio problem, has not troubled any Schenck sleep yet either. He believes that Loew's cause is just and that the government will either drop its suit (which Assistant Attorney General Thurman Arnold denies) or lose it. Some people say that, even if the five big chains were to be divorced from the five big studios, the effect might be to stimulate Loew's profits rather than to stop them.

"The absence of splash was loudly heard last fall, when the expensive super-specials 'Marie Antoinette' and 'The Great Waltz' were presented to an American public that has not even yet shown any inclination to return to Metro their negative costs. 'Broadway Serenade' and 'Ice Follies of 1939,' coming along in the spring, helped to confirm the impression that Metro had struck a slump."

**Say No Profits Rival**

Although Loew's assets are exceeded by those of Warner, its profits have for eight years been well ahead of those of any rival; Metro's gross revenue from film rentals has been consistently higher than that of other studios and, as a result, Loew's has been and still is the most profitable film company in the world, says *Fortune*.

"For a company with such a record, the home offices over the State Theatre are modest to the point of dinginess. The executives present what is for Broadway an almost conservative front. There are no fluted vests, but they are all well fed and healthy looking with Florida tans and are mostly free from that apprehensive quickness of speech and gesture that the uncertainties of show business stamp on so many of its votaries," the article continues.

"A surprising number count their service to Loew's in decades, not in years. Mr. Schenck has not worked for anyone else since 1906 and, being a quiet, imperturbable, almost diffident man, he has succeeded in holding the loyalty and affection, as well as the services, of his executives. He still talks with an accent carried all the way from central Russia, which he left when he was nine, but it is unaccompanied by the bombast, the flailing gestures, the arrogance commonly associated with men who have reached large positions in pictures. Mr. Schenck has an uncanny eye for profitable pictures and a genius for building theatres in the correct places. But he eschews any self-glorification. He plays the ponies for a profit as well as for fun."

The article examines other Loew's veterans: Leopold Friedman, secretary, with 28 years of service; David Bernstein, vice-president and treasurer, with 34 years of service and, according to Schenck, "one of the world's greatest financial minds;" Charles C. Moskowitz, "plump, jowly manager of the metropolitan theatres, who has never married because he thinks a wife would interfere with his work;" Vice-President J. Robert Rubin, "the studio's handsomely dressed eastern ambassador, general counsel and literary properties man de luxe;" Joseph Vogel, "amiable, soft-spoken, philosophic manager of the out-of-town theatres." Service stripes for Moskowitz, Rubin and Vogel run 26, 24 and 29 years, respectively.

"It would be an exaggeration to say that these men run Loew's as coolly and conservatively as other men might run a bank," *Fortune* concludes. "Of the 125-odd subsidiaries that it is their duty to coordinate, at least a hundred are theatres, which is to say real estate. And, by and large, the language and psychology of business, not of art or of nonsense, set the tone of the New York office. Conservative business at that. Loew's was the first picture company, in 1926, able to sell long-term debentures on the New York Stock Exchange and $15,000,000 worth of Loew's 10-year bonds were sold three years ago at the lowest rate in the history of the industry, a trifle over 3.5 per cent."

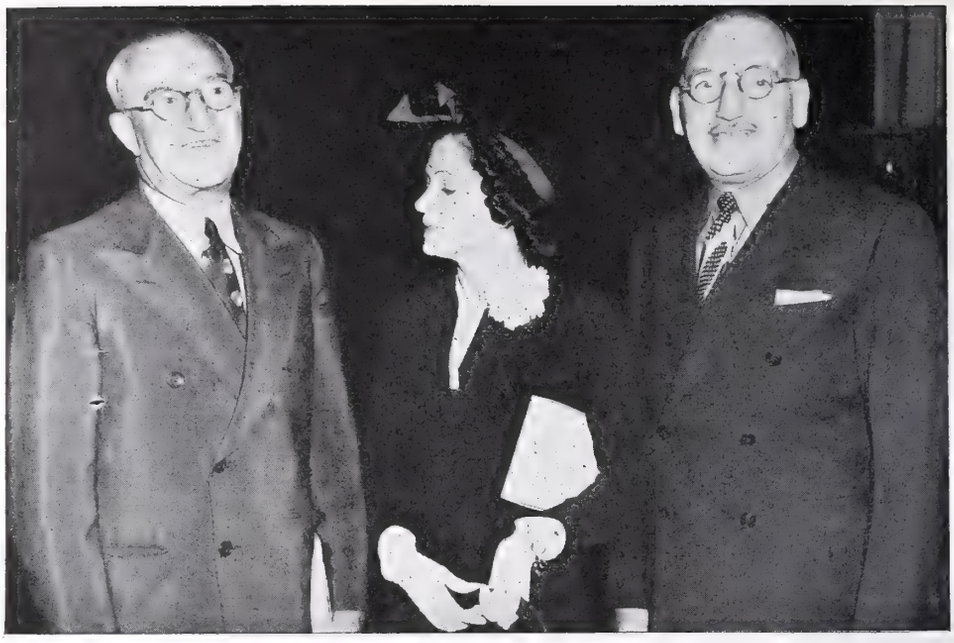
Considerable of Loew's present position is attributed to its founder, Marcus Loew, to whom "goes more than a little of the credit for the cinema's development as an adult medium of entertainment." When Marcus Loew died in 1927, leaving an estate of more than $10,000,000, he also left "a staff of executives trained for years in his conservative—for the picture industry—methods."

**Cites Circuit Caution**

During the late twenties, when Paramount, Fox and Warner were borrowing money to buy or build as many theatres as they could get, Loew's sat tight with its chain of 10 dozen theatres.

" 'The day of reckoning will come,' Mr. Schenck kept saying, resisting the pressure to join his competitors' spree. Indeed it did. When boxoffice receipts dropped in the depression, Fox, Paramount and the others were left holding a bagful of inflated real estate and debt. The greater

(Continued on page 22)



## "The General" Returns to New York—

—Photo by Cosmo-Sileo

*Meaning Nicholas M. Schenck, president of Loew's, is back from a quick and periodic visit to the M-G-M studio. He is on the left. Next to him is Mrs. Schenck, while on the right is Charles C. Moskowitz, Loew official, in a more or less historic pose for him. The reason: His lapel is minus its usual white carnation.*

## Safety Measures For Midgets

**New York—In "Fortune's" article on Loew's, reference is made to the studio's heavily advertised roster of stars, grips, maids, artists, flacks and other proletariat, "among them such unclassifiables as the man who, during the recent making of 'The Wizard of Oz,' stood by the men's room to make sure that none of the many midgets employed in that picture fell into the full-sized commodes."**



# "Samuel Goldwyn's THEY SHALL HAVE MUSIC!

## won SING SING

# APPLAUSE

—*says* **WARDEN LAWES**
*of Sing Sing Prison*

**"The men were unanimous in their praise. This is the first time that a motion picture shown here was interrupted by the spontaneous APPLAUSE of the audience."**

*Lewis E. Lawes*

SAMUEL GOLDWYN *presents*
*Jascha* **HEIFETZ**
in
**THEY SHALL HAVE MUSIC!**
with ANDREA LEEDS • JOEL McCREA
GENE REYNOLDS • WALTER BRENNAN
*Directed by* ARCHIE MAYO
Released thru UNITED ARTISTS

# Terms Metro "Rich And Getting Fat"

(Continued from page 20)

part of the industry went down in a dismal heap of bankruptcies, lawsuits, shakeups and reorganizations, in which control passed largely to Wall Street. Loew's, however, stood like Gibraltar, keeping its theatres and its financial independence as well. Nobody owns so much as 10 per cent of Loew's 1,600,000 shares of common or 137,000 shares of preferred today."

In a quick span of years and miles, the article transfers to Culver City in 1924 where the "new 63-acre studio rapidly became encrusted with more stars and triumphs than Hollywood had seen in one place since the great Wallace Reid days of the old Paramount lot.

"And Culver City had something else that Paramount never had. This was a studio chief whom all Hollywood united in calling a production 'genius,' the small, pale, nervous youth named Irving Thalberg . . . 'They won't miss him today or tomorrow or six months from now or a year from now,' a studio executive remarked at Thalberg's funeral. 'But two years from now they'll begin to feel the squeeze.' His admirers, a group that includes many who never knew him, have been pointing out symptoms of the squeeze for about a year. After his illness there was a determined effort to fill his shoes. There has been a long parade of would-bes —David Selznick, Hunt Stromberg and Mervyn LeRoy, among others—and the Culver City lot today burgeons with characters who believe themselves to be undiscovered second Thalbergs.

## *How Arthur Loew Spends Time*

**New York—"Fortune" says half of the time of Arthur Loew, head of Loew's foreign distribution and theatre operations, "is spent dealing with political forces, such as those that proved too strong for him in Italy. The studio's reluctance to deal with controversial themes keeps Metro pictures out of trouble as far as censorship is concerned, but the question of profit margins is not so easy. Foreigners are aware that the average Hollywood picture about covers its costs in the American market, and the more nationalistic the government, the more likely it is to tax imported movies to the limit."**

"The Irving Thalberg Building, which harbors the executives, is super-air conditioned and hermetically sealed. This, the wags allege, is so that the ghost of Thalberg can't get in to see what his successors are doing."

M-G-M has a weekly studio payroll of $615,000 and a production force of 6,000 people. "Chief of these is Louis B. Mayer, 54, essentially a business man, although in that capacity he does a good deal of informal acting and is sometimes known as Lionel Barrymore Mayer," runs the article.

"His job remains what it was, to oversee the entire studio, to handle the delicate diplomacy of contract negotiations, and to refer the tougher problems to Mr. Schenck, whom he calls 'The General.' Mr. Mayer, perhaps the most feared man in Hollywood, is also responsible for the general lines along which Metro pictures are constructed. The chief of these policies is a ringing faith in the star system.

"Led by Warner, another advance in picture technique finds Metro even further behind. This is the handling of controversial or newsy themes, which are regarded as sure poison in the Metro front office. When 'Fury' (a hot topic slipped through by Joe Mankiewicz) was being edited, an executive said to Fritz Lang: 'It's all very well for you directors to want to make pictures with messages in them, but just remember that Cinderella paid this company $8,000,000 last year, and $8,000,000 can't be wrong.' If Metro prefers one story to another, to all others, Cinderella is it.

"Many Hollywood gossips believe that the recent series of Metro fiascos can be traced to a decline in morale. In spite of the slogan on the executive walls—'Don't let Metro's success go to your head'—a good deal of complacence can be sniffed in the Culver City air. Mr. Mayer's executive staff—Eddie Mannix, Sam Katz, Ben Thau, Joe Cohn and Al Lichtman—is an honest and competent group, but, like Mr. Mayer himself, some of them have been there an awfully long time.

"The health of the studio is of prime importance to Mr. Schenck. Of his $122,700,000 gross revenues last year, around $75,000,000 came from film rentals, as did some $7,000,000 of his $10,000,000 profits. There are now 125 Loew's theatres in the United States and Canada and another 28 abroad. Of the total, Loew's owns more than half outright, the others being either controlled, leased, or managed. The total depreciated theatre investment is about $62,000,000 and the theatre profits, which have been remarkably steady, amounted to about $3,000,000 last year."

Vogel and Moskowitz see every picture that comes out of the eight major studios, from 350 to 400 a year.

"This ceaseless viewing also helps them decide how to exploit each one. 'We shout the good ones and gumshoe the bad ones,' says Mr. Moskowitz."

### Praise for Rodgers

Discoursing on distribution—"a bargaining system that makes the process of getting the pictures into theatres the most confusing part of show business"—the article accolades William F. Rodgers, "an honorary chieftain in the Navajo Indian Tribe."

In trying to make annual contracts, Rodgers' salesmen "are under some handicap because, while they talk freely about Culver City's plans, they can guarantee nothing, not even a definite number of pictures. They used to guarantee a certain number of Gables and Crawfords, but Loew's found itself with so many unfulfilled contracts that Mr. Rodgers changed that. Now the sale is made on the basis of the previous season's performance, or what Mr. Rodgers calls 'the integrity of our company.'

"The blocked deals made by Mr. Rodgers' salesmen are mainly limited to 5,000 or 6,000 independent theatres. These theatres account for about 40 per cent of Metro's gross. Some 48 per cent of the Metro gross comes from Mr. Rodgers' deals with Loew's, Paramount, Warner, RKO and National Theatres. The Loew chain alone accounts for 15 per cent of Mr. Rodgers' gross.

"The government claims that Mr. Rodgers sells his pictures to the big chains on

(Continued on page 24)



## *And So Another Head Was Crowned—*

—Metropolitan Photos

*The enthusiasm recorded above took place at the World's Fair at almost a split second before a brand new and shiny crown was placed on the brow of the young lion cub selected after much excitement and national research as the trademark figure to decorate the new main title of M-G-M's shorts. Essential facts: The cub came from the Kalamazoo Zoo which makes it sort of euphonious and goes to Hollywood in the care of Evelyn Hennessy, American Airline stewardess who shows up on the extreme right. The "crowning" reveals Johnny Weissmuller, big jungle man with hand in air. Bert Lahr is lurking under his arm. Then come Jimmy Stewart and Ed Kuykendall, in the light suit.*

"Samuel Goldwyn's

# THEY SHALL HAVE MUSIC!

*is*

# REAL LIFE



—*says* **FLOYD GIBBONS,**
*famous adventurer and journalist*

**"This is REAL LIFE...the real life of real city kids...and, against the background of great music, it is one of the most exciting experiences I have ever had."**

Floyd Gibbons

SAMUEL GOLDWYN *presents*
*Jascha* HEIFETZ
in
THEY SHALL HAVE MUSIC!
with ANDREA LEEDS • JOEL McCREA
GENE REYNOLDS • WALTER BRENNAN
*Directed by* ARCHIE MAYO
Released thru UNITED ARTISTS

# *Goldwyn Clam-Like on Release; Plans Four 'Immediate' Films*



—Metropolitan Photos

## *His Picture Opens—*

*Samuel Goldwyn arrives in New York for the premiere of "They Shall Have Music" at the Rivoli, Wednesday. Before the public had a chance to see whether or not it would go for the Heifetz film, it was screened for the benefit of the Greenwich House Music School and the High School of Music and Art two nights earlier.*

NEW YORK—Despite a declared uncertainty over his future distribution channels, Samuel Goldwyn has four "immediate" productions under way. Here with Mrs. Goldwyn and his 13-year-old son, Samuel, for the premiere of "They Shall Have Music" at the Rivoli, the producer is due to return to the coast next week after a round of shows and possible play and story acquisitions.

Extremely reluctant, to the point of silence on his suit against UA, in which he is asking the courts to determine the validity of the distributor's contract with him, Goldwyn confined himself entirely to his own production plans.

Beyond the forthcoming "They Shall Have Music" and "The Real Glory," Goldwyn will not deliver anything to UA for 1938-39, or expiring season. About 8,000 deals have been set for "Music," while many others call for delivery on 1939-40 contracts. Goldwyn asked to be excused from answering any questions pertaining to distribution, especially as it might bear on his suit.

In the embryonic stage, yet set for production next summer, is the tentatively titled "The Great Music Festival." In it will be the most prominent musical artists of Europe and America, Goldwyn says. The idea was brought about by the early reception to the playing of Jascha Heifetz in "Music."

Going through the early processes of "immediate" production are "Once Upon a Time," which William Wyler will direct, and "Raffles," which Sam Wood will megaphone. Archie Mayo is down for "Black Gold." In the "talking" stage is a film based on the life of John D. Rockefeller. Goldwyn's enthusiasm over his plans for these productions again impelled a question designed to determine through whom he would release them, to which he simply replied: "Firstly, it will take me more than a year and a half to produce them. I'll worry about distribution later."

Goldwyn is loaning Mayo to Walter Wanger for one picture and may also farm the director out to Richard A. Rowland, who is expected to set up his own production unit, if and when this is formalized. Not until Mayo completes these outside assignments will he go to work on "Black Gold."

### "Success" Is Concern

Asked to give an estimate on the world gross of "Wuthering Heights," the producer declared he was less interested in the money aspect than he was in the "success" of the film.

In discussing the sales potentialities of "Music," when it was pointed out that Heifetz is not an accepted name among filmgoers, Goldwyn remarked: "A picture makes the cast. A cast will never make a picture." And to clinch his point he singled out "Pygmalion,"—"who would think so with Leslie Howard and an unknown girl?"

When pressed for his 1939-40 distribution commitments, he tallied with: "I have no seasons, no program, no plans." When pressed further with: "You must be thinking about next season, though," Goldwyn came back with: "I'm always thinking. How else could I make pictures?"

### "Scandals" Trial Against Goldwyn Set Nov. 6

NEW YORK—Senior Judge John C. Knox in federal court has granted Mort Eisman, Clara Dellar and Robert Louis Shayon a preference in their action against Samuel Goldwyn, Inc., Eddie Cantor, Samuel Goldwyn and United Artists, and has set trial for November 6.

Suit seeks damages of $1,000,000, plus an accounting of the profits and an injunction against "Roman Scandals," claimed to be plagiarized from "Oh Shah," plaintiffs' play.

Action was dismissed by Federal Judge John Woolsey on June 16, 1938. The circuit court of appeals reversed the dismissal July 6, 1939, and ordered a new trial.

## *Suit Agreement Holding Back Chain Building*

(Continued from page 4)

for a new theatre at Dania, Fla., to supplement the Dania. E. J. Sparks recently opened the new Broadway at Fort Lauderdale where he has the Sunset and Queen.

In Des Moines, Tri-States has leased a new 800-seat theatre being constructed and which is to be ready by mid-September. The circuit has eight houses in the Iowa city.

Malco-Memphis, headed by M. A. Lightman, is building the Grand at Owensboro, Ky., the project to cost $50,000. The Malco and Bleich in the town are under Lightman's supervision.

Interstate of Texas recently opened the new Broadway at Alamo Heights, Tex. According to the records, the circuit is not represented in the town. Texas Consolidated, another Paramount affiliate, is reported planning a sixth theatre at El Paso where it has the Ellanay, Palace, Plaza, Texas-Grand and Wigwam.

# Fortune Story Deals With Metro Setup

(Continued from page 22)

terms more favorable than he gives to the independent exhibitors. Mr. Rodgers says it is the other way around. The considerations of priority and clearance are so shaded and complex that either claim would probably be impossible to prove.

"Naturally Mr. Rodgers gives the Loew chain a certain edge, which helps account for its impressive contribution to the Metro gross; and this may put some independent exhibitors at a disadvantage. But Mr. Schenck will challenge you to find a single independent who has been forced out of business by chain competition.

"Metro, through the publicity department headed by Howard Dietz, the well-known musical-comedy librettist, now advertises itself to the trade as 'The Friendly Company,' and goes to great lengths to the end that no exhibitor can blame his losses on a Metro deal. Each of Mr. Rodgers' sales or district managers has a fund from which he can rebate on the spot to any exhibitor whose books show an unjust deal; Metro turns back several hundred thousand dollars a year on this account.

"A fogginess envelops the vision of any part of the movie business in which the government's suit may be successful. Astronomical budgets, which give Metro pictures high commercial gloss if nothing else, can be supported only by a nation-wide, plus an international, market and that means that the pictures must be sold to some kind of chains.

"On the other hand, a strong theatre chain that could get nothing but a shoestringer's pictures, however artistic, would soon be financing another Lasky, Zukor or Goldwyn, or other successfully extravagant showmen, and start the cycle all over again. The problem is so complicated that Mr. Arnold himself has no suggestions as to how his suit will improve matters, or what shape an ideal picture industry ought to take. But if a cleavage comes and Mr. Schenck must decide between his theatres and his pictures, the theatres would presumably be sold.

"Steady earners though they are, they haven't the golden possibilities that Metro still has. It would then become Mr. Schenck's even more urgent duty to keep Metro ahead of the field with 'good pictures.' Perhaps his aphorism is the answer to this problem after all."




*Elsa says:*

"Nice thing, love! Too bad
so many people rush around
so fast they leave it behind!"



World-renowned, party-giving Elsa Maxwell springboards your campaign for 20th's profit-starter of 1939-40! The freshest, brightest, most original entertainment idea in years! Girls on their own . . . young, smart, beautiful . . . looking for life in a penthouse or love in a cottage . . . with Elsa to guide them! Sold with eye-appeal art . . . backed by that extra-big-space advertising and publicity accorded Cosmopolitan Productions!

Elsa Maxwell's

# HOTEL FOR WOMEN

with

ANN SOTHERN · LINDA DARNELL · JAMES ELLISON · JEAN ROGERS

LYNN BARI · JOYCE COMPTON · ELSA MAXWELL · JOHN HALLIDAY

JUNE GALE · KATHARINE ALDRIDGE · ALAN DINEHART · SIDNEY BLACKMER

Directed by GREGORY RATOFF

Associate Producer Raymond Griffith · Screen Play by Kathryn Scola and Darrell Ware · Based on a story by Elsa Maxwell and Kathryn Scola

Song "Whistle A Little Old Melody" by Elsa Maxwell

A 20th Century-Fox Picture DARRYL F. ZANUCK in Charge of Production

A Cosmopolitan Production

20th CENTURY FOX

## *Says Darrieux Is Due Here Soon*

**New York—Snapping at the heels of a formal statement in which Universal stressed its intent at resorting to law to protect its contractual interests in Danielle Darrieux, Joseph H. Seidelman, vice-president in charge of its foreign sales, returns to New York from Europe declaring the difficulties now are cleared away.**

**Miss Darrieux, he adds, is expected within three weeks to do a picture for "U."**

# New Otterson Venture No Tri-National Exit

NEW YORK—Entrance of John E. Otterson into the field of wired entertainment, with stress placed on television, has no bearing on his activities as a distributor of French films via Tri-National of which he is also the president, he informs BOXOFFICE.

"I have an organization to handle Tri-National and will continue to be active in that company," he states, and, in answer to a question, adds he will divide his time between both enterprises.

Otterson's new activity takes shape with formation of Radio Wire Television Corp. of America, a new corporation chartered under the laws of Delaware. It embraces the former holdings of Wire Broadcasting, Inc., Wholesale Radio Service Co., Inc., and various subsidiaries of these two entities.

Under the new structure, various retail outlets of Wholesale Radio which sell radio equipment, phonographs and phonographic supplies, will take the name of the parent company. Wire Broadcasting its principal subsidiaries, which are Teleprograms, Inc. of New York, Telemusic, Inc. of New York, Wire Programs, Inc. of Delaware, Muse-Art, Inc. of Pennsylvania, Wire Broadcasting, Inc. of Pennsylvania and Tele-Vision-Music, Inc. of Washington are to continue their present names. They operate wire networks which supply music to hotels, restaurants, night clubs, industrial plants and homes and resemble the general activity of Muzak, Warner wired music subsidiary.

Additionally, the new company acquires ownership of the Transformer Corporation of America, manufacturing company making radio and electrical products; Tele Capital Corp., a financing unit, and the Syndak Corp., the latter company reputedly owning a group of patents dealing with motion picture projection, sound and lighting. These companies are to continue to function under their current titles. The new company, according to press release, also is licensed by Erpi, under Western Electric and Bell Telephone patents, but no indication is given as to what phase of the telephone company patents fall within the operating sphere of the new organization. The trade assumption is an arrangement involving the use of telephone circuits for world transmission.

However, and indicative of the plans of Radio Wire Television Corp. is a statement from Otterson who says:

"Every current technological trend points to the ultimate distribution of entertainment by wire. Particularly is this true in the case of television where, according to leading scientific authorities, the transmission of images beyond the horizon presents great difficulty. Not only can wire networks bring radio and television into any home in America from a central point, but this can be achieved without interference by static or other forms of atmospheric disturbance. At present, our operation is limited to principal key cities on the Atlantic seaboard. In the near future, however, we hope to extend our service on a nationwide basis."

# *Finds 3 Big Banks Loosening Money-Bags to Back Films*

NEW YORK—Chase National Bank, Irving Trust and Commercial National Bank and Trust Co., with combined assets running into billions, today are loosening their moneybags and casting more kindly light upon loans to the industry, the *Wall Street Journal,* authoritative financial newspaper, reports. The newspaper credits this to a desire on the part of these powerful institutions to seek "increased outlets for their swollen funds."

The loans are not viewed as of the ordinary financial type, but money advanced solely for production, the paper continues. "Security is also unusual for these ventures into the picture business. Repayment of loans comes from the earnings of one or a group of pictures to be released by the borrower," the article points out.

"Each loan is different. There is no set form. A good number of loans are three party operations, involving a motion picture company, a distributor and a bank. The bank advances money to a film producer who uses it to make more pictures, but the bank will be repayed by the distributor of the film designated for security. When the bank's loan is cleared, the distributor starts turning the film's earnings back to its producer after, of course, taking his own fee. There are almost as many variations of this method of lending as there are loans, but this is the general practice. However, some loans have been made with just the photoplay script and certain other facts as security."

This is what the loaning bank requires to known, according to the article:

"(1) The script, and how the public is likely to accept it; (2) the actors, for their 'box' (earning power capacities) greatly affects the picture; (3) personalities in the borrowing company and their business ability, and (4) the distributor, who can spoil the earning power of even an excellent picture by poor distribution, or who likewise can make a fair picture a good money maker."

The *Journal's* analysis of the banking view on the current estate of the industry turns out to be complimentary in the extreme. For instance, the paper states:

"A survey of motion picture earnings reveals that, on the average, a picture will return considerably more than its production cost, in most cases almost double. Banking practice in this type of loan has been to lend approximately half the cost of production. It is obvious than that the gross return of a picture is ample to insure repayment of the loan. Inasmuch as the loan, under the original agreement, is payable by the distributor, the bank runs little risk of losing its investment.

"A survey has been made of the earning records of the poorest pictures over a considerable time period. It was disclosed that the earnings record of even this type of picture was a safe margin above the amount of money usually advanced by the bank.

"Repayment of 'picture loans' is almost as unusual as the loans themselves. Money may come dribbling in over a relatively long period of time if the picture is slow to catch the public's fancy. On the other hand, if the film is a smash hit, liquidation of the loan will be almost immediate.

"Estimated weekly gross of a film is in the hands of the bank long before the picture is released to the exhibitors. Should the weekly returns fail to meet estimates, the lending agency will investigate and, in some cases, it has been able to find remedies to alter the situation.

"Although a departure from the usual banking practice with regard to method of repayment, 'picture loans' adhere to general theory with respect to length of maturity. By stipulating that the picture which is used for security in these loans be released by the exhibitor within 90 days from the date of the loan, one bank helps insure its payment within a relatively short time period."

## *Michalove to Australia On Special Mission*

NEW YORK—Dan Michalove, assistant to S. R. Kent, sails from Los Angeles for Australia, September 12, on a special mission for National Theatres.

Michalove, who will be gone for at least six months, does not expect the proposed merger between Hoyts and Greater Union Theatres to take place until the end of the year. He will act in a supervisory capacity for National Theatres.

## *Midwest Circuit Heads at Work on Metro Franchise*

NEW YORK—A. H. Blank and Ralph Branton, the former operating head and the latter chief buyer and booker for Tri-States and Central States, which have more than 100 theatres in Iowa and Nebraska, are working with Harris P. Wolfberg, midwest district manager, and E. M. Saunders, western sales manager for M-G-M, on a three-year franchise to continue at the expiration of the current deal.

# FIRST TIME IN THE HI

# 12 SHOWMEN'S SPECIALS




**"DEAD MEN TELL NO TALES"**
*starring*
EMLYN WILLIAMS — Sara Seegar — Hugh William
From the Francis Beeding novel, "THE NORWICH VICTIMS"

**"HOUSEMASTER"**
*with*
OTTO KRUGER — Phillips Holmes — Diana Churchil
From the play known on Broadway as "BACHELOR BORN" by Ian Hay

**"THE TERROR"**
*with*
WILFRID LAWSON — Bernard Lee — Arthur Wontner
From the EDGAR WALLACE Thriller

**"LUCK OF THE NAVY"**
*with*
GEOFFREY TOONE — Clifford Evans — Judy Kelly
From the play by MRS. CLIFFORD MILLS

**"ONE NIGHT IN PARIS"**
*with*
JOHN LODGE — Hugh Williams — Joan Marion
— Judy Kelly —

**"THE HIDDEN MENACE"**
*co-starring*
OTTO KRUGER — GERTRUDE MICHAEL
with John Clements — Patrick Barr

**And To Round Out This Unusual Program**

**FOR DISTRIBUTORS *and* ALL EXHIBITORS WHO REALLY ARE SHOWMEN!!**

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**"BLACK LIMELIGHT"**
*starring*
YMOND MASSEY — Joan Marion — Walter Hudd
From the stage success by GORDON SHERRY

**"JUST LIKE A WOMAN"**
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*with*
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TTO KRUGER — Mary Maguire — Walter Rilla
Directed by HERBERT BRENON

**"MYSTERY OF ROOM 13"**
*with*
IBB McLAUGHLIN — Sara Seegar — Peter Murray Hill
From the famous story by EDGAR WALLACE

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*starring*
INKIE STUART — Maureen O'Hara — Phillip Reed
— Tom Burke —

up of Selected Novelties and Featurettes

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VICE PRESIDENT *and* GENERAL MANAGER

# THREE M-G-M ACERS, ONE FOX, ONE PARAMOUNT

AVERAGE IS 100%

## Top Hits of the Week

MAISIE (plus stage show)—Dallas .....165

ANDY HARDY GETS SPRING FEVER (dual)—Omaha .....150

GOODBYE, MR. CHIPS—New Haven (2nd wk.) .....150

SECOND FIDDLE—Kansas City and Providence .....150

MAN ABOUT TOWN—Los Angeles....150

ANDY HARDY GETS SPRING FEVER —Los Angeles .....140

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 10th wk., New York City; 5th wk., Chicago; 4th wk., Seattle; 3rd wk., Philadelphia, Pittsburgh.

**Lenin in 1918,** 5th wk., Cameo, New York City.

**Man About Town,** 4th wk., Portland, Ore.; 3rd wk., Indianapolis, New York City.

**Second Fiddle,** 4th wk., New York City.

### BOSTON

Fenway—**Man About Town** (Para); **Grand Jury Secrets** (Para), 2nd run..... 70
Memorial—**Clouds Over Europe** (Col); **Forgotten Woman** (Univ) ..... 75
Metropolitan—**Second Fiddle** (20th-Fox); **It Could Happen to You** (20th-Fox).....110
Orpheum—**Tarzan Finds a Son!** (M-G-M); **Stronger Than Desire** (M-G-M) ..... 70
Paramount—Same as Fenway ..... 65
State—Same as Orpheum ..... 70

### CHARLOTTE

Broadway—**Million Dollar Legs** (Para) ..... 90
Carolina—**Andy Hardy Gets Spring Fever** (M-G-M) .....120
Imperial—**Tell No Tales** (M-G-M), 1st half... 90
Imperial—**Hell's Kitchen** (WB), 2nd half....100
State—**Prison Without Bars** (UA) .....110

### CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), held 5th wk. ..... 95
Chicago—**Second Fiddle** (20th-Fox), plus stage show; film moved to Garrick for 2nd loop wk. .....110
Garrick—**Man About Town** (Para), 2nd loop wk. ..... 90
Oriental—**Rose of Washington Square** (20th-Fox), continued loop run, plus stage show..110
Roosevelt—**Stolen Life** (UA) ..... 85
State-Lake—**Within the Law** (M-G-M), plus stage show ..... 90

### CLEVELAND

Allen—**The Saint in London** (RKO) .....110
Hippodrome—**Daughters Courageous** (FN), 2nd wk. ..... 80
Palace—**Naughty But Nice** (WB), 4 days; **Hell's Kitchen** (WB), 3 days ..... 75
State—**Maisie** (M-G-M) .....120
Stillman—**Man About Town** (Para), 2nd wk....100

### DALLAS

Capitol—**Renegade Trail** (Para), 1st half..... 90
Capitol—**My Son Is a Criminal** (Col), 2nd half. 80
Majestic—**Maisie** (M-G-M); **Major Bowes Amateurs** on stage .....165
Palace—**Second Fiddle** (20th-Fox) .....125
Rialto—**Stronger Than Desire** (M-G-M), 1st half .....100
Rialto—**King of the Turf** (UA) .....110
Tower—**Goodbye, Mr. Chips** (M-G-M), 2nd wk..100

### DENVER

Aladdin—**The Mikado** (Univ), after a wk. at the Orpheum ..... 85
Denham—**Man About Town** (Para), 2nd wk...100
Denver—**Good Girls Go to Paris** (Col), plus stage show .....100
Orpheum—**Goodbye, Mr. Chips** (M-G-M), after a wk., and **Career** (RKO) for 3 days; **Andy Hardy Gets Spring Fever** (M-G-M); **Panama Lady** (RKO), 4 days .....135
Paramount—**Boy Friend** (20th-Fox); **Charlie Chan in Reno** (20th-Fox) .....100
Rialto—**Young Mr. Lincoln** (20th-Fox), after a wk. each at the Denver and Aladdin; **They Asked for It** (Univ) .....100

### DETROIT

Adams—**The Gorilla** (20th-Fox), after a wk. at Fox; **Five Came Back** (RKO), after a wk. at Fox ..... 75
Fox—**Second Fiddle** (20th-Fox); **Mr. Moto on Danger Island** (20th-Fox) ..... 80
Michigan—**Andy Hardy Gets Spring Fever** (M-G-M); **Man Who Dared** (FN) ..... 85
Palms State—**Hell's Kitchen** (WB); **Exile Express** (GN) ..... 70

### INDIANAPOLIS

Alamo—**Southward Ho** (Rep); personal appearance Smiley Burnette .....130
Apollo—**Man About Town** (Para); **Undercover Doctor** (Para), 3rd wk. ..... 80
Circle—**Second Fiddle** (20th-Fox); **It Could Happen to You** (20th-Fox) .....125
Loew's—**Captain Fury** (UA); **Parents on Trial** (Col) .....100

### KANSAS CITY

Esquire—**Second Fiddle** (20th-Fox).....150
Midand—**On Borrowed Time** (M-G-M); **Stronger Than Desire** (M-G-M).....110
Newman—**Man About Town** (Para), holdover.. 75
Uptown—Same as Esquire .....130

### LOS ANGELES

Chinese—**Andy Hardy Gets Spring Fever** (M-G-M); **Bridal Suite** (M-G-M) .....135
Downtown—**Hell's Kitchen** (WB); **Naughty But Nice** (WB) ..... 90
Four Star—**Goodbye, Mr. Chips** (M-G-M), 9th wk. .....100
Hillstreet—**Career** (RKO); **Ex-Champ** (Univ).. 75
Hollywood—Same as Downtown ..... 90
Pantages—Same as Hillstreet ..... 75
Paramount—**Man About Town** (Para), Eddie (Rochester) Anderson on stage .....150
State—Same as Chinese .....140

### MILWAUKEE

Palace—**Goodbye, Mr. Chips** (M-G-M), 2nd wk..125
Riverside—**The House of Fear** (Univ); Bill Carlsen's orchestra on stage.....110
Strand—**Tarzan Finds a Son!** (M-G-M); **Maisie** (M-G-M) ..... 80
Warner—**Naughty But Nice** (WB); **Ex-Champ** (Univ) ..... 80
Wisconsin—**Second Fiddle** (20th-Fox); **The Gorilla** (20th-Fox) ..... 95

### MINNEAPOLIS

Aster—**Big Town Czar** (Univ); **House of Fear** (Univ) ..... 90
Century—**Captain Fury** (UA) ..... 70
Gopher—**Sorority House** (RKO) ..... 80
Orpheum—**Daughters Courageous** (FN).....125
State—**Goodbye, Mr. Chips** (M-G-M), 2nd wk...130

### NEW HAVEN

College—**Goodbye, Mr. Chips** (M-G-M); **Parents on Trial** (Col), 2nd wk.....150
Loew-Poli—**Second Fiddle** (20th-Fox); **Mr. Moto Takes a Vacation** (20th-Fox), moved to College for 2nd wk. ..... 90
Paramount—**Man About Town** (Para); **Bulldog Drummond's Bride** (Para), 2nd wk..... 70
Roger Sherman—**Daughters Courageous** (FN); **For Love or Money** (Univ), 11 days.....115

### NEW ORLEANS

Center—**The Gorilla** (20th-Fox) .....100
Globe—**Lucky Night** (M-G-M) ..... 80
Liberty—**Hell's Kitchen** (WB) ..... 90
Lyceum—**Three of a Kind** (Univ) ..... 80
Orpheum—**Good Girls Go to Paris** (Col)..... 90
Saenger—**Second Fiddle** (20th-Fox) .....100
State—**Maisie** (M-G-M) .....100
Tudor—**Juarez** (WB) ..... 85

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 9th wk., held .....120
Capitol—**On Borrowed Time** (M-G-M), final 5 days ..... 50
Criterion—**Bulldog Drummond's Bride** (Para).. 45
Globe—**Waterfront** (WB) ..... 80
Paramount—**Man About Town** (Para), 3rd wk., plus stage show .....110
Radio City Music Hall—**Man in the Iron Mask** (UA), plus stage show .....100
Rialto—**Five Came Back** (RKO), 2nd wk.....110
Roxy—**Second Fiddle** (20th-Fox), 3rd wk., plus stage show, held ..... 90
Strand—**Indianapolis Speedway** (WB), plus stage show ..... 80

### OKLAHOMA CITY

Criterion—**Maisie** (M-G-M) ..... 95
Liberty—**Tell No Tales** (M-G-M); **The Man Who Dared** (FN) ..... 90
Midwest—**Juarez** (WB) .....110
Plaza—**Man About Town** (Para), moveover from Criterion ..... 90
State—**The Lady and the Mob** (Col); **North of the Yukon** (Col) .....100
Tower—**Naughty But Nice** (WB) ..... 90

### OMAHA

Brandeis—**Daughters Courageous** (FN); **Code of the Secret Service** (FN), 2nd wk.....100
Omaha—**Andy Hardy Gets Spring Fever** (M-G-M); **Prison Without Bars** (UA).....150
Orpheum—**Calling Dr. Kildare** (M-G-M); **Tell No Tales** (M-G-M) .....120

### PHILADELPHIA

Boyd—**Goodbye, Mr. Chips** (M-G-M), 3rd wk...110
Earle—**The Saint in London** (RKO).....100
Fox—**Good Girls Go to Paris** (Col), plus stage show with Bert Lahr and Hildegarde..... 90
Karlton—**On Borrowed Time** (M-G-M).....105
Palace—**Captain Fury** (UA), 3rd run..... 95
Stanley—**Daughters Courageous** (FN), 2nd wk.. 90
Stanton—**Five Came Back** (RKO).....100

### PITTSBURGH

Alvin—**Good Girls Go to Paris** (Col)..... 70
Penn—**Maisie** (M-G-M) ..... 75
Stanley—**Daughters Courageous** (FN) ..... 90
Warner—**Goodbye, Mr. Chips** (M-G-M), 3rd d. t. wk. ..... 80

### PORTLAND, ORE.

Broadway—**Andy Hardy Gets Spring Fever** (M-G-M); **Big Town Czar** (Univ), 2nd wk...100
Mayfair—**Man About Town** (Para); **The Zero Hour** (Rep), 4th wk. ..... 90
Orpheum—**Five Came Back** (RKO); **The Saint in London** (RKO) .....100
Paramount—**Clouds Over Europe** (Col); **Good Girls Go to Paris** (Col) ..... 95
United Artists—**Daughters Courageous** (FN); **The House of Fear** (Univ), 2nd wk.....100

### PROVIDENCE

Carlton—**Goodbye, Mr. Chips** (M-G-M); **Five Came Back** (RKO), 2nd wk.....120
Majestic—**Second Fiddle** (20th-Fox); **Mr. Moto Takes a Vacation** (20th-Fox).....150
State—**On Borrowed Time** (M-G-M); **They All Come Out** (M-G-M) .....100
Strand—**Good Girls Go to Paris** (Col); **Romance of Redwoods** (Col) ..... 90

### SALT LAKE CITY

Centre—**Andy Hardy Gets Spring Fever** (M-G-M) .....105
Studio—**Goodbye, Mr. Chips** (M-G-M).....115
Utah—**Maisie** (M-G-M); **Blackwell's Island** (FN) .....115

### SEATTLE

Blue Mouse—**Five Came Back** (RKO); **Some Like It Hot** (Para) ..... 90
Fifth Avenue—**Second Fiddle** (20th-Fox); **Grand Jury Secrets** (Para) .....100
Liberty—**Blind Alley** (Col); **Romance of the Redwoods** (Col) ..... 85
Music Box—**Goodbye, Mr. Chips** (M-G-M), 4th wk. .....100
Orpheum—**Career** (RKO); **Ex-Champ** (Univ).. 90
Palomar—**Mickey the Kid** (Rep), plus stage show .....120
Paramount—**Andy Hardy Gets Spring Fever** (M-G-M); **Chasing Danger** (20th-Fox)..... 90

# New York Allied Has Run-in With National

NEW YORK—Allied of New York is on the pan with its national organization and may be expelled if the executive directorate decides to take such action at its next meeting. No date is set for the national directors' meeting, but Col. H. A. Cole is understood to be in touch with Abram F. Myers, general counsel, on the situation.

While in New York, Col. Cole on Tuesday met with the local Allied directors to hear their reasons why a resolution was adopted to further continue negotiations with distributors on the code after the national body in Minneapolis had decided to forget about the trade practices.

Cole did not pass muster on the situation, declaring he would leave it up to the directors to take action. On Wednesday, the day Cole left for his home in Dallas, Max A. Cohen and his group met with William F. Rodgers, general sales manager for M-G-M and chief spokesman for film companies on the code, in an effort to get a separate schedule of clearances established for New York under the code.

Cohen's contention has been that no standard clearance regulation can be set up in the code for arbitration because protection privileges vary in Chicago, where admissions are the guiding factor, and on the coast where both admissions and other factors combine to determine clearances. In New York, the major circuit situation is unlike any part of the country and again presents a unique clearance arrangement for independents.

**For Uniform Code**

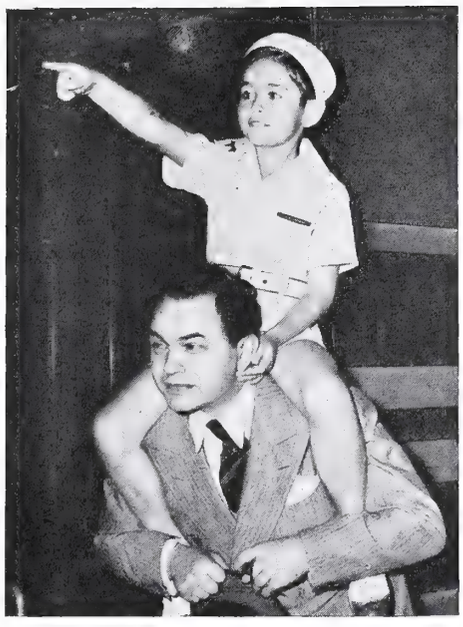
National Allied for some time has viewed Cohen as "the bad boy of Allied" for his views which have been contradictory to the organization's policy. Cole came on from Washington after he and A. F. Myers had conferred with Harry Hopkins, secretary of the department of commerce, on industry trade practices and how they affect the smaller operator.

Although no comment is forthcoming, Rodgers is understood to have advised Cohen and his group that the code, as finally drawn, will apply to all organizations and individuals without alteration, the reason being that, if exceptions are made in one case, similar cries will be heard from all parts of the country and there might as well not be a uniform code.

### Richey Checks Clearances; Paves Way for RKO Deals

NEW YORK—H. M. Richey, field contact for RKO, returned Wednesday from a six-day trip to Cincinnati, Cleveland, Detroit and Indianapolis where he visited RKO exchanges in connection with clearance complaints registered by independents against the major circuits.

Richey checked up on the complaints in advance of negotiations for national film deals by his company with the circuits. Where clearances can be reduced to conform with exhibitor requests, sales executives of RKO will do so. The complaints which Richey checked into are copies of those filed with the department of justice in Washington.



—Photo by Cosmo-Sileo

## *"The Menace" Hits Town—*

*Edward G. Robinson, formerly known as "Little Caesar," reaches New York and gives his youngster, Manny, a sort of stratospheric view of Grand Central Station. He sails for Europe on the* Normandie *Tuesday and, upon his return, will do "The Man of the Hour" for the Freres Warner.*

# Film Attorneys Called To Set Trial Date

NEW YORK—Several film company attorneys met with Paul Williams, assistant to the attorney general, here Friday in the first of a series of sessions to set a trial date for the all-industry suit. Another meeting, with one or two lawyers who were not included in the initial session because they are handling their defense separately, is slated for Monday.

The indication is that attempts by the government for an early trial in November are not meeting with the consent of distributor counsel who are reported seeking to forestall court hearings as long as possible. However, Williams is pushing for a fall court calendar date and, unless an agreement is reached, the date will be left to the disposal of Senior Judge John C. Knox. A meeting before Judge Knox is slated for Tuesday.

## *"Each Dawn" Gives Strand a Record*

**New York—"Each Dawn I Die" with Eddy Duchin on the stage sent the Strand to slightly under $52,000 and a record for the week which ended Thursday night. Previous high under the film-band policy went to "Angels With Dirty Faces" which did about $50,500.**

**"Each Dawn I Die" stays three, maybe, four weeks.**

# "Go Ahead" Signal to RKO by Directors

NEW YORK—As expected, the "go ahead" signal was given to RKO when the remaining members of the company's long-dormant board met with those recently appointed by the courts and consummated what now constitutes the 13-man board that is responsible for the direction of Radio-Keith-Orpheum Corp.

Elected were Ned E. Depinet, Thomas P. Durell, Frederick L. Ehrman, L. Lawrence Green, Conde Nast, John E. Parsons, Richard C. Patterson jr., N. Peter Rathvon, George J. Schaefer, W. G. Van Schmus and Raymond Bill. James G. Harbord and Lunsford P. Yandell are retained as board members.

Schaefer was elected president of the company and Patterson chairman of the board, according to pre-arranged agenda.

The board is now free to meet informally for consultation with the RKO management and the trustee. In 1932, at an extraordinary stockholders' meeting, 19 directors were elected, with the proviso that a one-third vote was necessary to constitute a quorum. Due to death and resignation, only four members were still active at the time the court approved the reorganization plan on April 11, making it necessary to secure permission from Federal Judge William O. Bondy to allow the remaining four directors to technically approve new board members as outlined in the reorganization plan and already approved by Judge Bondy.

Since early in 1933, when the company went into receivership, the board, as such, did not function. Hence, the board, as formalized at this week's meeting, constitutes the first active group of advisors in over six years.

Only two appeals to the U. S. supreme court stand in the way of the company's final emergence from reorganization proceedings. Since both the federal court and the circuit court of appeals have denied the appeals, it is deemed unlikely they will be reversed by the Washington tribunal.

## *Goodman Still Hopeful Despite Far East Stew*

NEW YORK—Despite this country's renunciation of the Japanese commercial treaty, Del Goodman, 20th Century-Fox general manager in the Far East, is optimistic over the future for American film companies there. He points out that Japan is at war, and that certain conditions must be expected, but says American managers in Tokyo now are working on an agreement for next year, with indications of a satisfactory arrangement.

The market in China has about been ruined because of the war, Goodman says, pointing out that customs restrictions and the drop in the exchange rate to nine cents is impairing revenue considerably. Unless it is cleared up, 20th-Fox won't continue shipments to China, he says.

### Cohn Sails Tuesday

NEW YORK—Harry Cohn, Columbia president, sails for Europe Tuesday on the *Normandie*.

# English, French Strive For U. S. Market

NEW YORK—English and French producers are endeavoring to strengthen the quality and quantity of their product in an effort to maintain playing time on domestic screens, which is being threatened by American companies in an effort to recoup losses caused by dwindling markets in other European countries, according to J. Cheever Cowdin, chairman of the Universal board. Cowdin arrived on the *Champlain* from London and Paris.

He reports Universal's business in Great Britain "satisfactory." If the pace is maintained, he said, revenue will be noticeably ahead of the period ending in October, 1938, when he was last abroad. He discussed "problems" with C. M. Woolf, "U's" distributor in England, but said these were of the same nature as experienced in America—"nothing unusual."

Cowdin said he was not particularly impressed with London television and predicted it would be "years" before the medium cut into either radio or theatre business there.

## *May Drop French Quota Restrictions Shortly*

NEW YORK—French quota restrictions may be dropped on the suggestion of the French government, Col. Frederick L. Herron, foreign manager for MPPDA, reports following a conference at the state department in Washington.

## *Approves Revamp Plan*

NEW YORK—Federal Judge William Bondy has formally approved the reorganization plan of the French Motion Picture Corp., favored by 68 per cent of the creditors. John S. Tapernoux, president, arrives from France shortly with films for the new season.

## *A Renewal With British Lion Is Yates Plan*

NEW YORK—Discussion of the renewal of Republic's franchise deal with British Lion is on the agenda of Herbert J. Yates, who docks in England Tuesday on the *Manhattan*. The deal has two years to run, but Yates indicated before he left that he will go over the matter with Sam Smith, head of the British company.

The Republic chief said he would be gone for about seven weeks. Yates plans to accompany Gene Autry, who is making a personal appearance tour in the conjunction with the showing of his pictures.

Moe J. Siegel, in charge of production, conferred with Yates aboard the boat and stated the 25 per cent increase in the budget, amounting roughly to $2,000,000, will stand. Siegel is now on the coast and expects to start the new season schedule rolling by the middle of the month.

## *John Day Hits Big Talk About South America*

NEW YORK—Another objection against referring to South America as the market for recouping lost European revenues is voiced by John L. Day, Paramount's manager for that continent.

He says the market has been overestimated and a lot of "foolish publicity" concerning the value of Latin America makes it more difficult for the American companies.

Day, who is here for home office conferences with George Weltner, assistant to John W. Hicks, jr., plans to return September 7.

A recent development in Brazil is the distribution of Japanese picture which will probably spread to other places where there are large Japanese colonies, he reports. Day says French films furnish the stiffest competition so far as the foreign product is concerned.



—Photo by Tri-Boro

## *They Played It in the Olden Days—*

*As part of the ceremonies attendant upon demolition of the Palace front to make way for a new, streamlined effect, RKO assembled some of the one-time headliners who played the Broadway house when it was the ace two-a-day vaudeville theatre of America. For instance, here are shown Lew Hearn, Harry Richman, Dave Apollon and Ben Blue.*

# New Series of Trust Suits Threatens

WASHINGTON—A whole series of anti-trust prosecutions may be brought against the major distributors and regional exhibitor chains by the government within the next few months, it is indicated by Attorney General Frank Murphy.

Plans of the department, as disclosed by Murphy, are to bring cases based on situations in a number of cities where investigations have been under way, in addition to the Los Angeles case which he had previously stated would be laid before a federal grand jury this fall.

These investigations, he said, are nearing completion and, he indicated, the department will whip its material into shape during the summer with a view to acting before the end of the year on all situations on which it is believed prosecutions can be successfully maintained.

The attorney general also clarified the tax cases which it had been reported the department was investigating, explaining that three matters, all involving Nicholas M. Schenck, had been referred by the treasury department.

In one case, in which Schenck, William Goetz and Darryl Zanuck and three persons not identified by the department are under investigation for alleged tax deficiencies in connection with transactions undertaken during the 20th Century-Fox merger, the department has not yet determined whether there is civil or criminal liability.

A second case, revolving around the labor situation in Los Angeles, involves Schenck, Arthur W. Stebbins and William Bioff, IATSE labor leader, and involves alleged failure of Bioff to report payments received from Schenck.

The third matter, concerning Schenck's personal taxes, involves also Joseph M. Moskowitz, an accountant, Murphy said.

The attorney general explained that Schenck had voluntarily come to the department and had discussed freely the details of the several matters, claiming that he owed the government nothing in the 20th Century-Fox case and denying that he had assisted Bioff in evading taxes.

Murphy said he had no knowledge whether Schenck had made the treasury any offer in settlement of its claims, but pointed out that once a matter was before the department of justice no settlement could be consummated without his approval.

## *UA Five-Year Franchise To Hoyts of Australia*

NEW YORK—UA has closed with Hoyts of Australia on a five-year franchise deal, according to Charles E. Munro, operating head of the circuit which embraces over 120 theatres.

Munro now is working on a long-term pact with 20th Century-Fox which is why he has delayed his sailing. Once the deal is completed, he will leave for the coast to spend a few days there before returning to Australia.

# UA to Ask Dismissal Of Folly Litigation

NEW YORK—UA will ask the federal court on Tuesday to dismiss the $750,000 triple damage Sherman Act violation suit against it, the Randforce Amusement Corp., Samuel Rinzler, Louis Frisch, Loew's, Warners, 20th-Fox, RKO, Paramount, Vitagraph, Universal Film Exchanges, Big U Film Corp., Columbia, Monogram Distributing Corp., and Republic by the Folly Amusement Corp., operators of the Folly Theatre in Brooklyn.

In lieu of the dismissal, UA will ask that paragraphs 40-55 of the complaint be dismissed as having no bearing, or for a bill of particulars. Apparently the major company feels all it will receive is the bill, as a long list of particulars desired followed the other requests. Some of them are:

Is United Artists a producer? If so, what pictures has it produced? How is UA engaged in interstate commerce? Were the contracts and leases referred to in the complaint oral or written? Which of UA's pictures played the Folly? In what way was UA "terrorized" to do the bidding of Randforce? Was there any agreement between the defendants as to the monopolistic enterprises complained of? If so, give the time, place, parties that signed and whether oral or written. Then follows a request for definition of terms, requests for details of the alleged threats made by Rinzler and Frisch and requests for an itemized list of damages suffered by the plaintiff.

The last request is similar to that in the all-industry action in that UA asks for all particulars in the hands of the plaintiff be furnished now, with the balance no later than 30 days before trial.

The suit claims that, due to the violations of the anti-trust laws, the Folly was unable to secure product and after a futile struggle was forced out of business with a loss of $250,000.

### Examine Sam Goldwyn in "Roman Scandals" Case

NEW YORK—Samuel Goldwyn will be examined before a notary public on Tuesday in connection with a $1,000,000 plagiarism action against him, his company, Eddie Cantor and UA by Mort Eisman, Clara Dellar and Robert Louis Shayon in which the picture "Roman Scandals" is alleged to have been copied from the plaintiffs' play "Oh Shah."

The action was originally tossed out by the federal court, but the circuit court of appeals reversed the dismissal and ordered the federal court to re-try the suit. Last week Federal Judge John C. Knox granted an application for a preference and set the case for November hearing.

## *Dietz Due Tuesday*

NEW YORK—Howard Dietz, director of advertising and publicity for M-G-M, was scheduled to take the *Dixie Clipper* from Marseilles Sunday, due here August 1, on the return leg of a visit to his family in England. He used the same plane on the trip over.

## *"Mask" Betters "Cristo" Takes in Early Report*

NEW YORK—The first six engagements of "The Man in the Iron Mask" have surpassed by 50 per cent the business done by "The Count of Monte Cristo" in a like number of showings, according to J. J. Milstein, eastern representative for Edward Small.

Milstein says the film hit $77,000 in its second week at Radio City Music Hall, after an $88,526 opening week; is in its third week in San Francisco; has been moved over for a second week at the Regal in Hartford, Conn., after an opening week at the Strand; has been held a second at the Roger Sherman, New Haven; has been moved over for a second at the Ocean, Asbury, N. J., after a week at the Paramount, and is in its second week at the Stanley, Philadelphia.

Milstein is due to leave here on a transatlantic Clipper plane August 12 for London where he will make advance plans for the premiere at the Odeon, scheduled for September 4. He will go to Paris for a short business trip and plans to take a Clipper back on August 24.

# Fox Trustees Must Show Plan Aug. 25

NEW YORK—Supreme Court Justice Timothy A. Leary has allowed Milton C. Weisman and Kenneth Steinreich, trustees of Fox Theatres Corp., until August 25 to submit a plan for operating the trust estate, a plan of dissolution of the company and a budget of estimated receipts, expenditures and distribution for the period ending December 31, 1939.

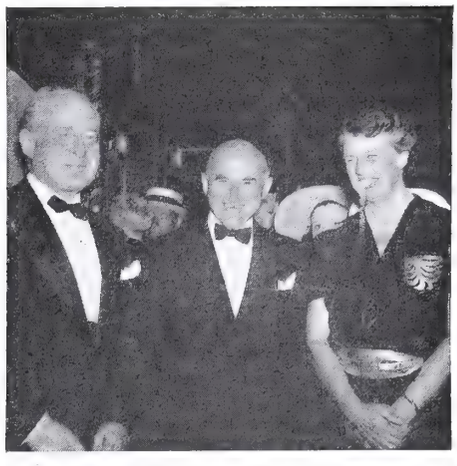
The petition of the trustees states the final accounting of the receiver of the company who is Weisman has not yet been settled and allowed, that stockholders and creditors are objecting and that some are attacking the plan. Until Federal Judge John C. Knox decides whether to investigate the conduct of the receiver while in office, no plan can be put forth.

With the signing of the order of dissolution, approved last January 30 by former Judge Martin T. Manton, the estate became the charge of the New York supreme court, although federal court continued to wipe out pending matters.

### Hicks Taking Alpha Aug. 1

BALTIMORE—Bill Hicks is taking over the Alpha Theatre at Cantonsville August 1.







—Photos by Cosmo-Sileo

## *The First Lady Hears Heifetz—*

*Mrs. Franklin D. Roosevelt attends the premiere of "They Shall Have Music" at the Rivoli for the benefit of the Greenwich House Music School and the High School of Music and Art. That is the outstretched hand of James Dunn, press agent for the theatre, waving a passageway for her entrance with Lynn Farnol comprising the rest of the escorting committee. All smiles, she appears again with Herbert Bayard Swope on the left and Samuel Goldwyn in the middle. The larger photograph shows several of the guests. They are Mrs. Maurice Silverstone, her husband; Mrs. Jack Cohn and the vice-president of Columbia Pictures.*

# Fox Coast Price Cut Trails Gross Slump

NEW YORK—Reduction in admission prices at a number of Fox West Coast houses in San Francisco, Oakland, San Bernardino and Riverside is due to poor summer business and put into effect to stimulate trade, according to National Theatres' home office executives.

Admission slashes during the summer are not new, a spokesman for National points out. He adds that when business picks up in the fall former prices usually are restored.

All divisional managers met with Spyros Skouras and his aides during the week on general policies and discussed plans for a new 13-week business drive for the fall. Winners of the Spyros Skouras Showmanship Campaign will not be decided for at least two weeks, returns from the field delaying the final work here.

First run FWC houses in San Francisco and Oakland lopped off 15 cents from the 55 cents top price. In San Bernardino, the admission range of 55, 40 and 35 cents has been lowered to 40, 35 and 25 cents. With the change from first run to second run for the new DeAnza at Riverside, the 40 cents top has been cut to 25 cents. The Riverside, same city, now is the first run at 40 cents top.

## *Hospital Is Proposed in Honor of A. H. Schwartz*

NEW YORK—A preliminary proposal has been made to the M. P. Associates, which has a committee studying it, for an A. H. Schwartz Memorial Hospital for local salesmen, exhibitors and others identified with the industry.

## *Loew Taking Lease On Bronx House*

**New York—Loew's is understood to have taken a long term lease on the new theatre being constructed by Metropolitan Life Insurance Co. on the site of the old Catholic Protectory in the Bronx. The theatre is part of a new development.**

## *C. E. McCarthy to Stand In Suit Over "Lincoln"*

NEW YORK—Charles E. McCarthy, director of advertising and publicity for 20th Century-Fox, takes the stand August 2 for examination in the injunction proceedings launched against his company by Robert E. Sherwood and the Playwrights Producing Co. over "Abe Lincoln in Illinois."

Supreme Court Justice Edward McCook has ordered McCarthy's appearance and with him all corporate records pertaining to "Young Mr. Lincoln," except those dealing with the financial course of the film. Sherwood and the Playwrights, aside from an injunction, seek an accounting and damages, alleging "Young Mr. Lincoln" tends to confuse the public into the belief it is their play, "Abe Lincoln in Illinois," which they are viewing.

## *"Refugee" Showing for Spanish Relief Aid*

NEW YORK—"Refugee," which is being released by the Spanish Refugee Relief Campaign of which Harold L. Ickes is honorary chairman, will be screened at the Hotel Astor Thursday evening. The film deals with the flight of Spanish people from General Franco's army.

# *U. Ulysses Klutz Reports*

NEW YORK—The mailbag brings the weekly sales report from U. Ulysses Klutz, representative in good standing for Heigho! Productions.

"Dear Miss O: I always try to remember what the boss said about keeping my temper, but it's hard to remember. I guess he never had to call on the bird who runs the Sho Shop in Underwater, Ark. What a dog he is!

"I pulled up in front of his place this morning just as he was getting into his car. He said he was going fishing to duck the hot weather. On my last trip here in February he was just leaving for Florida to get away from the cold weather. Well, he told me there was no use talking pictures since it was too hot for anyone to come to the theatre, anyway. Last winter he said the same thing, only it was too cold. This guy sure has bad luck with weather, don't he Miss O?

"I told him we're having a drive; that the studio is driving the actors, the stockholders are driving the big boss, the big boss is driving our boss and he's driving me and I'm driving myself nuts trying to get a little business, so will he please listen to my proposition. Just then the phone rang inside the theatre and he called me some names for stopping him because if I hadn't held him up he wouldn't have to answer it. He got out of his car, unlocked the lobby and someone on the phone asked him if there was going to be a show Saturday night.

"He said that depended if he could get back from fishing in time to run the machines. That reminded him to call the express company and tell them not to send the film back if he didn't pick it up Friday night, but to hold it until Saturday or Sunday, depending on whether the fish were biting. Then he wrote a postcard to two other exchanges and booked two other pictures for the week, 'with advertising in the can.' Said he'd play whichever picture came in with the lightest C. O. D.

"Well, I saw I wasn't getting anywhere with this bird, so I thought I'd try to scare him by saying there were rumors there was going to be a new house down the road. This got him so mad he got a nosebleed, which scared me, so I left for Blatchford to get my teeth fixed, and I'll be writing to you.

"Sincerely,
U. U. KLUTZ."

# Admission Tax Return Shows Drop for '39

WASHINGTON—A considerable loss in boxoffice collections during the fiscal year 1939, as compared with the preceding period, is indicated by figures of the bureau of internal revenue reporting that admission tax collections during the 12 months ended with June totaled only $19,470,801.85 as compared with $20,800,779.49 in the fiscal year 1938, a loss of $1,329,977.64.

While, on the basis of the tax rate, this would indicate a drop of some $13,000,000 in boxoffice receipts, there is no way of telling what the actual decline was, since there is no government record of the boxoffice take of amusements charging less than the 40-cent minimum.

Throughout the fiscal year, the bureau reported, admission tax collections were almost uniformly under those of the preceding year, there being only two months in which they were found to be higher.

Collections for the month of June, it was stated, totaled $1,491,260.37, compared with $1,624,453.11 for the same period last year and $1,605,987.70 for May. This was the third lowest take of the year, only the August, 1938, and April, 1939, totals being lower.

The range of collections through the year was unusually narrow, running only from $2,020,376.64 in December to $1,384,-721.72 in April, where as in the preceding fiscal year the range was between $1,-394,659.49 in May and $2,290,027.37 in December, bureau figures showed.

## *Skouras Supervisory Post Attained by D. Krepps*

NEW YORK—D. Krepps, formerly manager of the Bronxville, Bronxville, has been promoted by George Skouras and William White to a division post, one of the three important supervisory jobs in the Skouras circuit here. He will have charge of the circuit's theatres in Westchester, Bronx and Manhattan, which has been temporarily handled by White. The other two division heads are Jack Harris, for Long Island, and Herman Starr, covering New Jersey. Krepps is now vacationing and assumes his new duties upon his return.

Other changes in the circuit have Mike Weshner, brother of "Skip," of the Warner circuit in Philadelphia, moving from the Corona, Corona, L. I., to the Rialto, Jersey City; Tommy Robinson, from the Jackson, Jackson Heights, L. I., recently reopened after an alteration job costing $65,000, to the Forest Hills, Forest Hills; Major Adolpho Caruso from the Forest Hills to the Beacon, Port Washington.

## *Three District Managers For Hoffberg's Product*

NEW YORK—Robert H. Campbell has been named district manager for J. H. Hoffberg for Maryland, Virginia and Washington, D. C., with headquarters in the last named city. William E. Sipe is district manager for Tennessee, eastern Arkansas and western Kentucky. Pat Garyn will cover Texas and Oklahoma.

# Lurie Back to Japan As Universal Head

NEW YORK—Robert Lurie, formerly with M-G-M in Japan, and manager for Batavia, returns to Japan as general manager for Universal. He sails shortly to assume his new post.

Dwindling importance of continental Europe as a foreign market is seen in the latest move by Joseph H. Seidelman, Universal's foreign chief in which he reapportioned the territory into Latin and Central Europe.

According to Seidelman, Ernest Koenig, formerly supervisor for France, will be in charge of the Latin division which includes France, Spain, Portugal, Italy and Belgium. A former Paramount man, Louis Foeldes, will handle the remaining Central European markets.

There will be no successor to the former continental European manager, George Canty.

Seidelman, who has just completed a seven-week trip abroad, reports the product shortage is becoming acute in Italy and it is very likely there will be a break in the deadlock shortly.

While in England, he closed a three-year deal with Associated British for the distribution of ten pictures a year in Australia and New Zealand. Included among the Australian releases is "The Beachcomber."

## *Four Majors Push Plans For Play Financing*

NEW YORK—Warner, M-G-M, Paramount and 20th Century-Fox will be strong entries in the field for the resumption of financing of Broadway plays when the new season gets under way September 1, according to present indications.

A general agreement by all parties concerned is predicted by Sidney R. Fleischer, Dramatists Guild attorney, before the Broadway season opens.

According to Fleischer, what remains are a few minor details to be ironed out. Apparently the majors are satisfied since they are waiting for acceptance by the Guild and the stage producers.

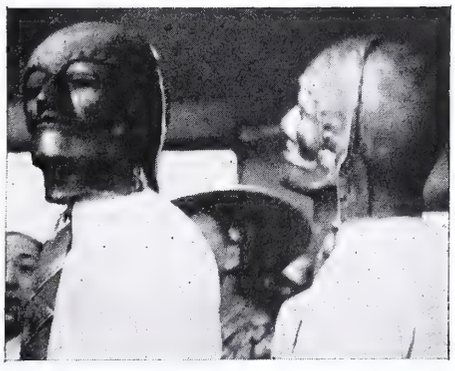
Committees of both groups met with Fleischer and are submitting the latest revision for approval by their respective members.

## *Brooklyn Clearance Suit Is Aimed at Century*

NEW YORK—Mobeel Amusement Co., operating the Glenwood in the Flatbush section of Brooklyn, has started an action against Century Circuit's New College, listing major distributors as co-defendants. Subpoenas have been served on the respondents but up until late in the week no papers were filed in the New York supreme court. Some of the distributors have already served notice of appearance.

Mobeel is objecting to the protection taken over the Glenwood by Century's New College, which is about six or seven blocks away. The latter house, a new 600-seat structure, opened a year and a half ago.












## *It's Not a Gas, But an Iron Mask—*

—Photos by Cosmo-Sileo

*Two men of today at the World of Tomorrow over on the Flushing Meadows. In other words, a stunt for "The Man in the Iron Mask." Top picture shows them arriving, via the Long Island Railroad. Below, left, they buy tickets. Below, right, they take in the General Motors show. Next shot finds them going for a soft drink with mere mortal man looking on. Finally, they go home, this time via the Independent Subway System. One-sheets and car cards were plastered on trains and all entrances to the Fair, drawing attention to the run at the Music Hall.*

# BROADWAY

ONE HUNDRED AND FORTY-ONE employes of Warner, UA and RKO have "adopted" Spanish children through the Foster Parents' Plan for Spanish Children in the past year, according to Eric G. Muggeridge, executive secretary whose organization maintains seven children's colonies in and around Biarritz, France. More than 600 prominent citizens, including Mrs. Franklin D. Roosevelt, Helen Hayes, Tallulah Bankhead, Efrem Zimbalist, Professors Paul Douglas and Lyman R. Bradley are "parents" in the same sense which calls for the support of a child impoverished by the Civil War at the rate of 30 cents a day for one year. Mrs. James Roosevelt, along with the Duchess of Atholl, the Earl of Listowell and Viscount Cecil of Chelwood, is one of the international sponsors of the plan.

*Of the* 141 *film men and women who are parties to this humanitarian work, the Warner organization preponderantly leads with* 108. *UA has* 25 *and RKO, eight. From Warner are Ben Kalmenson, Eddie Schnitzer, Gil Golden, Al Schwalberg, Ira Tulipan, Ken Aneser, Archie Birish, Charlotte Risnick, Leroy B. Griffin, Freda Katz, Louis Levine, Lillian Rose, Ruth Schwartz, Clara Weinstein, Joseph S. Zybukowski, Norma Goldberg, Helen Goldstein, Edith Lee, Eleanor Simmons, Paul Lazarus, David Carson, Madeline Goldberg, Philip Abrams, Lillian Gordon, Rae Herring, Belle Benson, Harry Lee, Victoria Tsuklas, Sam Weisman, Bob Fels, Jonas Rosenfield jr., Sid Taffee, Irene Winderlich, Rhea Williams, Arthur Reiman, Mabel Oldenhage, Eli Oestreich, Beatrice Margolies, Edna Levine and Mary Newman.*

*Also Sam Lefkowitz, Harry Hummell, Anne Brodherson, Leonard F. Hoefler, Irving Klein, Hyman Lukin, Hortense Rosenberg, William Starr, Samuel Wolowitz, Harry Cohen, Mollie Negri, Zelma Brookov, Florence Fox, Eva Siegel, Jesse Gourlay, Jack Barry, Mildred Marcus, Yetta Feiman, Anne Aarons, Anne Sobel, Edward Schreiber, Annette Baker, Milt Marx, Eleanor Mader, Beatrice Gelber, Rose Schlager, John Gregg Paine, Don Schectman, Rebecca Joffee, Charles Kemke, Clare Sabul, Merna Tuffel, Ethel Moss Adelman, Harrison Peterson, Leo Jacobi, Eleanor Howard, Dorothy Cohen, Sam R. Kahn, Thelma Kurtz, Frederic B. Neumark, Morton Rosenberg, Iris Streen, Herman Zimmer, John Swenson, Lottie Dunn, Flora Knopf, Gladys Kline, Bert Gilden, Marc Brody, Edward Greenberg, Joe Goldstein, Lillian Yohai, Lillian Spitz, Rae Seixas, Mrs. Edward Cohen, Jean Graham, Joe Wolf, Ira Tulipan, Joe Chasins, Ralph Gordon, Rita Schoenbrun, Dorothy Karpel, Harold Rosner, Herb Kemp, Lincoln Marvin, Harold Abrams, Pearl Unger, Julie Brodherson, Kelbert Doaker.*

*From UA, these: Samuel Sandler, Leonard Feinrath, Oscar Bader, Max Shulman, Evelyn Daley, George Esterowitz, Philip Jackson, Harry Maxin, David Huner, Miriam Berg, Gussie Friedman, Isabel Brodsky, Dorothy Fishman, Robert Shelley, Louis Andors, Randall Lexos, Charles Sanderson, Jack Perlman, Edith Phaff, Florence Waxman, Alfred E. Beckoff, Vera Lerner, Harry B. Oxan, Doris Fisher and Florence Cohen, and, finally, from RKO: S. Maisler, J. Linz, M. Freedman, A. Spitzer, Ken Hallam, Jack Lewis, Dave Strumpf and E. Widoff.*



## From Poughkeepsie—

*George Walsh of Necto Theatres, Poughkeepsie, in which Paramount has considerabl influence, visits the company's Fair lounge.*



—Photo by Cosmo-Sileo

## It Was Autry Day—

*Gene of the western plains goes to the Fair where a day is named after him and takes in the Children's World in a miniature covered wagon. On Wednesday, this being attended to, he sailed on the* Manhattan *for Europe with Herbert J. Yates.*

Jimmy Grainger's plane was fog-bound at Washington. As a result he missed the sailing of Herbert J. Yates aboard the *Manhattan*. However, Morris Goodman, Grover Schaefer, Herman Glucksman, Al Adams, Budd Rogers, Moe J. Siegel and others showed up in the sweltering heat. Traveling in the Republic president's party are his son, Richard; Gene Autry and his wife; Walter and Mrs. Titus and son, Richard . . . Thomas Patrick Mulrooney is vacationing on his farm in the Poconos . . . Congratulations poured in on the Arthur W. Kellys who celebrated their 14th wedding anniversary the other day.

*Notes from a matchbook cover: Meeting Dr. Allan Roy Dafoe at the RKO Pathe cocktail party. Discussing the Quintuplet short "Five Times Five," the doctor says: "We will have to teach those kids English. It is difficult to know what they are saying in French." Polo player Tex O'Rourke loomed large among the guests. Others included Harry Michalson, Leon Bamberger, Rutgers Neilson, Mike Hoffay, Director Frank Donovan, Harry Smith, Clarence Ellis, Louise Rousseau, Mary Shannon, Doris Monarque, Gus S. Eyssell, Freddy Lynch, F. Darius Benham, Tom Manning, Oliver Claxton, John Mosher and Bud Fox.*

Joseph V. St. Clair, statistician at the local 20th-Fox exchange, has succeeded the late Richard Gledhill as upstate salesman . . . Joe Vergesslich, formerly with Warners in Atlanta, is back at the New York exchange after a two-month leave of absence . . . Rick Ricketson left for Denver, Tuesday and E. C. Rhoden and his family cleared out of town and the local humidity Friday, leaving Lon T. Cox, chief buyer and booker for Fox Midwest, here to finish up a number of unfinished product deals . . . Eugen Scharin, head of Transatlantic Films, is on a six-week European trip.

*George E. Kann, manager of Loew's Willard, is on the first week of a month's*



## A Minneapolis Visitor—

*John J. Friedl of the Minnesota Amusement Co. visits Paramount's Fair lounge and there poses for the camera.*

*vacation. As usual and in accordance with annual custom, he is spending it at Quinduna, the Oakdale, L. I. home of George ("Spoony") Neubert . . . Arthur W. Eddy, once a trade paper man and now a member in good standing of the Warner studio publicity department, is in New York on holiday . . . Charles E. McCarthy, director of advertising and publicity of 20th Century-Fox, is about to shove off for the coast . . . Matty Fox is here from the Universal studio for several weeks. He is conferring with J. Cheever Cowdin, chairman of Universal's board who returned from an extended European trip Thursday on the* Conte di Savoia *. . . Alec Moss, Paramount's advertising manager, returned from his coast trip Monday and a day or so later was in the air with Joseph J. Unger, eastern divisional manager, Niagara Falls-bound. They took in the Famous Players Canadian convention there . . . Col. H. A. Cole, Allied president, is back in Dallas. He made the trip this time by boat.*

Bill Fitelson is a summer neighbor of Dave Blum's, the former spending several days a week at Four Bridges, N. J., while the latter has a farm at Long Lake, just down the hill . . . Laudy Lawrence's sister-in-law and daughter are here from abroad and now making their home in New Jersey . . . Ed Hatrick says he has reached a new low on his golf score. It's around 90 . . . Frank Rogers, film buyer for E. J. Sparks, is visiting from Jacksonville, Fla. . . . Dave Miller, Universal district manager with headquarters in Cleveland, and Jules Lapidus, Pittsburgh branch manager, have been in town the last few days discussing product terms with John H. Harris . . . Max Milder returned from the coast over the weekend . . . Si Fabian states Harold Blumenthal and Jack Lefkowitz, former partners of Dick Ettelson, are continuing to operate the seven New Jersey houses with Fabian taking over the interest of the late Ettelson, his former brother-in-law.

*Earl Wingart was runner-up at the North Hempstead Country Club tourney with a score of* 89 *. . . Eddie Buzzell sailed for Europe on the* Nieuw Amsterdam *. . . Barney Balaban, before departing for the Famous Players Canadian convention in Niagara Falls, said "There is nothing new" on the United Detroit situation . . . Joseph Burstyn, associated with Arthur Mayer in the distribution of foreign films, is back from a trip abroad. He was gone eight weeks . . . Robert M. Savini, head of Astor Pictures, has closed a deal to distribute "Vengeance of the Deep," in the final stages of production and scheduled for release October* 15 *. . . John Loder and his actress wife, Micheline Cheirel, were incoming passengers on the* Champlain, *which also brought back John F. Royal, vice-president of NBC, and "Mick" Hyams of GB theatres.*

Hyatt Havens Daab, advertising manager for *Variety,* uncovers the reason for his walking around "on air" for the past few weeks. His daughter, Phyliss Anne, is now Mrs. Edward John Morgan, the nuptial having taken place July 22 at Norwalk, Conn. . . . Miriam Hopkins is here from the coast to attend the opening of

(Continued on page 38-B)









## *"Mr. Van" Holds a "Roof Party"—*

—Photos by Cosmo-Sileo

*Every year for six now, W. G. Van Schmus, managing director of the Music Hall, singles out a summer's evening, invites the* 600-odd *members of the big theatre's staff, as well as their friends, installs colored lights on the roof, puts down a dance floor, a platform for entertainment, refreshment stands for hot dogs, hamburgers, et al, and a screen which this year housed Benchley and Disney shorts. "Mr. Van" calls it his "roof party" and the pictures above give an idea of what happens. At the "mike" making his welcome speech is Van Schmus. Next are Charles Muller, chief projectionist, and Gus S. Eyssell, Van Schmus' assistant who had considerable to do with the arrangements. The group of four next from the top down includes J. E. McHale, assistant manager and his wife, Mrs. Fred Cruise and her husband, who is house manager. Immediately above is an ensemble picture of the party at its height.*



—Metropolitan Photos

## *He Makes Policy—*

*J. Myer Schine, president of the circuit bearing his name.*

# Schines Will Be Host At Four-Day Meet

GLOVERSVILLE, N. Y.—The second largest industry in this Glove City and probably the largest independent circuit in the country, with 150 theatres in five states, the Schine Circuit, will play host to more than 150 managers and executives augmented by more than 200 guests during a four-day convention that opens August 1, already proclaimed "Schine Day" by the mayor.

Home office executives attending are: J. Myer Schine, president; Louis W. Schine, vice-president and general manager; George Lynch, film buyer; Louis Goldstein, head booker; Bill Kraemer, Seth Fields, bookers; Florence Thompson, office manager; Harold Antevil, legal department; Maurice Gloeckner, real estate and concessions; John May, comptroller; Francis Barter, insurance; Harold Sliter, executive assistant to Louis Schine; Gene Curtis, director of advertising and publicity; Sander Lazar, assistant to Curtis; Douglas Leishman, director of personnel and control of income and expense; Guy Selmser, construction, maintenance and repairs; J. Dewey Lederer, Selmser's assistant, and Al Marqusee, Leishman's assistant.

### Field Executives

Zone managers include Louis Lazar, in charge of Ohio and Kentucky, and Clint Young, in charge of western New York, while Frank Boucher, as home office representative, is in charge of eastern New York and Maryland.

District managers are Lew Hensler and Bill Heiss of Kentucky; Marsh Gollner, Maryland; Jim Levine and Bud Silverman, Ohio; Gus Lampe, Syracuse; Jerry Fowler and Harry Goldsmith, New York; Louis Levitch, Rochester, and Bill Tubbert.

The opening days session will be given over to a discussion of general business and plans for the new season, attended by zone and district managers. The second day will be taken up largely by addresses by executives and advertising heads of major film companies. A golf tournament and steak roast will feature the third day, while the closing session will be a final business meeting between the entire circuit personnel.

Managers who are attending include these from New York state:

William Tubbert and Garson Jaffa, Avon and Herman Addison, Olympic, Watertown; Frank Lupien, Strand, Carthage; Frank Meehan, Malone, Malone; Abe Cohen, Massena, Massena; Jacob Weber, Strand, Ogdensburg; Tony Anderson, Pontiac, Saranac Lake; Leon Elliott, State, Tupper Lake; Walter Powers, Strand, Oswego; F. K. O'Kelly, Rialto and Arnold Rittenberg, Strand, Amsterdam; Herbert Levy, Empire, and Milt Schosberg, Rialto, Glens Falls; Frank Boucher, Glove, and Lou Hart, Hippodrome, Gloversville; Sam Shafer, Liberty, Herkimer; Ted Conklin, Strand, Hudson Falls; Hy Gordon, Capitol, Ilion; Nick Kauffman, Rialto, Little Falls; Clint Young and George Cameron, Geneva, and A. Glenn Rogers, Regent, Geneva; Gerald Fowler, State, and Francis Lattin, Temple, Cortland.

Also Paul Ketchum, State, Hamilton; Francis Gere, Colonia, Norwich; Tom Whalen, Palace, and Harry Rose, Oneonta, Oneonta; Louis Levitch, Riviera; Raphael Ferrigno, Grand; Wallace Folkins and Sol Shafer, Liberty; Dave Freeman, State; Dave Goodman, Cameo; John Tucker, Monroe; Lee Stern, West End; R. J. Baker, Dixie; William Shirley, Madison, all from Rochester; Harry Goldsmith and Harold Raives, Granada, and Harry Yette, Riverside, Buffalo.

Additionally, there are Seymour Morris, Palace, and Ronald Failes, Rialto, Lockport; Carl Dickerson, Andrews, Salamanca; Frank Randolph, Auditorium, Perry; William MacFarlane, Playhouse, Canandaigua; Gus DePauw, Capitol, Newark; Joseph Deacon, Strand, Seneca Falls; Toby Ross, Elmwood, Penn Yan; Harold Lee, Babcock, Bath; Leon Shafer, Fox, and Harold DeGrau, Palace, Corning; Joe Schwartzwalder and Ernest Crouch, Auburn, Auburn; Gus Lampe and Harry Unterfort, Keith; Pat McGee, Eckel; James McAllister, Palace, and Erle Wright, Paramount, all from Syracuse.

### From Other States

From Ohio, these:

Louis Lazar, Jim Levine, Bud Silverman and Larry O'Neil, Holland, Bellefontaine; Frank Nolan, Athena, Athens; Milt Bryer, Bucyrus, Bucyrus; Ural Buck, Civic, and Ted Barker, State, Fostoria; Bob Anthony, Piqua, Piqua; H. D. Shreffler, Castamba, Shelby; Dave Britton, Ritz, Tiffin; George Bannan, Van Wert, Van Wert; W. S. Eckard, Opera House, Ashland; John Manuel, Strand, Delaware; Ed Kidwell, Kent, Kent; Ben Yudelevitz, Medina, Medina; Jim Platt, Vernon, and Ronald Sturgess, Vine, Mt. Vernon; Harold Garfield, Ravenna, Ravenna; Ed Mott, Wooster, Wooster, and Bill Selman, Forum, Norwalk.

From Kentucky, these men:

Lew Hensler, Ben Ali; Wally Allen, Kentucky; J. D. Rich, State, H. D. Stearn, Strand, all from Lexington; Jack Frisch, Russell, Maysville; Fred Williams, Madison, Richmond; John Makemson, Bourbon, Paris; William Heiss, Mauring, Middlesboro; Eddie May, Hippodrome, Corbin; Leon Scott, Margie Grand, Harlan; Neil Scott, Liberty, Pikesville.

From Maryland:

Marsh Gollner, Arcade, Salisbury; Bryan Dashiell, Arcade, and Glenn Lazar, State, Cambridge; Charles Howard, Avalon, Easton; Harold Koren, Federal, Federalsburg; Herbert Brown, Arcade, and Herman Kopf, Wilcomico, Salisbury.

From Delaware:

Floyd Shear, Waller, Laurel, and Edward Evans, Plaza, Milford.



—Metropolitan Photos

## *He Carries It Out—*

*Louis Schine, general manager in charge of operations.*

# Wobber and Sussman Scheduled Guests

NEW YORK—Herman Wobber, general sales manager of 20th Century-Fox, and William Sussman, eastern sales manager, will attend the Schine circuit convention in Gloversville Tuesday.

For Wobber, it marks the end of a week of hectic activity. Monday, with Truman Talley and W. C. Gehring, he attended the testimonial dinner for Clyde W. Eckhardt in Chicago. Thursday he was at Niagara Falls as a guest of N. L. Nathanson at the Famous Players Canadian convention.

He was back in New York Friday attending a New York exchange meeting at which M. A. Levy, Kent Drive leader, outlined plans for the new campaign.

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NEW YORK—Sales managers, district and branch managers from all major and independent companies will be on hand for the annual Schine convention in Gloversville, August 1-4.

Reservations have been made by the following: William F. Rodgers, general sales manager; T. J. Connors, eastern and Canadian sales manager, and E. K. (Ted) O'Shea, eastern district manager of M-G-M; Herman Wobber, general sales manager, and William Sussman, eastern sales head for 20th-Fox; Roy H. Haines, eastern and Canadian sales head; Carl Leserman, assistant to Gradwell L. Sears, and Edward M. Schnitzer, eastern district manager for Warners; Jules Levy, general sales manager, and E. L. McEvoy, eastern sales manager for RKO, in addition to Leon J. Bamberger, exploitation head, who will be

(Continued on page 38-A)

# Governor of Illinois Vetoes Duals Ban

SPRINGFIELD, ILL.—Double feature film programs are not to be banned from Illinois theatres. Gov. Henry Horner Thursday vetoed House Bill No. 643 designed to restrict any film show to two hours and 15 minutes on the grounds the measure was unconstitutional.

In his veto message, Governor Horner said the attorney general had questioned the constitutionality of the bill and cited that in the past the supreme court had consistently decided the power of the general assembly to regulate a lawful occupation extends only to such measures as are reasonably necessary and appropriate for the accomplishment of a legitimate object within the domain of the police power, and in such instances where the welfare of the public is at stake.

"This bill," the governor said, "contains no reference to the quality or character of motion picture films exhibited and, consequently, was not intended to protect public morals, safety or welfare; and that in the absence of competent scientific proof to the contrary, there is no reason to believe that public health will be adversely affected by motion picture exhibits lasting more than two hours and 15 minutes."

Governor Horner was a consistent film patron prior to his recent illness. The bill was one of a few remaining acted upon before the governor started on his vacation Thursday.

## *Record Attendance for Schine Chain Meeting*

(Continued from page 38)

among the speakers; A. Montague, sales head, and Lou Weinberg, circuit sales contact for Columbia; J. J. Unger, eastern division manager, and Milt S. Kusell, eastern district manager for Paramount; Charles Stern, eastern district manager for UA; William A. Scully, Universal sales chief; William Heineman, western sales head; F. J. A. McCarthy, eastern sales head, and Dave Miller, district manager with headquarters in Cleveland; James R. Grainger, Republic president, and Jack Bellman, home office sales representative for the east; Eddie Golden, Monogram vice-president; George Weeks, general sales manager, and William Onie, Cincinnati manager.

Schnitzer left Tuesday for Buffalo and Syracuse and plans to remain upstate until the convention. Levy left Tuesday for the Famous Players Canadian convention in Niagara Falls where he was a speaker, following which he conferred with Leo M. Devaney, RKO Canadian sales head. Weeks is due early in the week from a sales trip and will make the convention on time.

## *Seeks Attractions*

NEW YORK—W. P. "Pat" Garyn is here from Dallas searching the market for attractions to distribute through the Texas Film Co., independent exchange unit in the Southwest.

# WASHINGTON

THE local Variety Club will hold a luncheon for members and their friends at the Willard Hotel on July 31, at which time National Chief Barker John Harris will present a plaque to the Washington Tent for the most humanitarian contribution during the past year on the gift of incubators to the Sibley Hospital, the success of which has gained national recognition in the medical field . . . Carlton Duffus, Metro exploiteer, is plugging "Mr. Chips" in the Charlotte, Va., territory . . . Ellison Loth, Waynesboro, is vacationing at Virginia Beach . . . Henry Green, Queenstown, Md., announces plans for the opening of a new house in Millington, Del., same to be known as the "Kent" . . . Danny Weinberg, Bedford Amusement Co., is vacationing in New York . . . Bill Hayden of Crozet, Va., is a handy man with the racquet (and we mean tennis).

*Russ Hildebrand, RKO office manager, has mapped out a variety itinerary for vacation pleasure which will include visits to Atlantic City, New York, Hershey and York, Pa. . . . Gladys Sweeney, RKO, has forsaken her vacation cruise plans and is en route to the ole homestead in Arkansas . . . Pete Prince, Metro booker, is suntanning at Atlantic City and no doubt will meet Columbia's Lillian Levy, and 20th-Fox's Mary Hughes who also have chosen the well-known playground . . . Edward Golden, Monogram executive, planed to the nation's capital for a surprise visit and then hopped off to Boston . . . Monogram's Ben Oletsky celebrated his natal day July 24 . . . Bob Folliard, RKO branch manager, has proven his ability to take moving pictures as well as sell them.*

Henry Hiser, Bethesda, has planned a modernization program for his State Theatre with a new entrance and marquee, new lobby to be paneled with California redwood, and new seats . . . Milton Smith, Northeast, Md., keeps to his modernization policy by installing new sound equipment . . . Hazel Atcocks, Strand, Covington, is suntanning . . . Morris Smalzbach, 20th-Fox auditor, is making a periodic check at the local branch . . . Miriam Hirsch, Republic cashier, is en route to the Will Rogers Hospital for a prolonged rest . . . Dorothy Pollock, UA, has chosen New York for her two weeks' vacation . . . Mrs. F. Carper, Martinsville, visited the Row . . . A new house is being built in Narrows, Va. . . . Hugo Johnson, Paramount cameraman, journeyed with the President to his Hyde Park home.

*Jack Fruchtman, Paramount office manager, and his popular wife, Goldie, will celebrate their second wedding anniversary August 1 . . . Harry Willard, Jam Handy representative, is visiting the Monogram Exchange . . . Camilla "Mac" Woodson has joined the Columbia staff . . . The 20th-Fox staff is proud of its second place standing in new product sales . . . Metro's Anna Ridgely has returned from her vacation, while Helen Pender, who recently returned, has been confined to her home with a throat infection . . . Charlie Mack, Metro news cameraman, is vacationing in New York with his family . . . The Paramount Premium Service has taken offices at 210 H St., with Ike and S. Katz directing . . . Raymond Todd, New-Ulmans, Salisbury, was seen along the Row . . . Also John Miller of Henry's, Hagerstown.*

It is rumored that exhibitors in Grundy, Richlands and Tazewell, Va., are erecting second houses to stymie competition . . . Dan Campbell is the new lessee of the house in Jonesville. Former manager, J. Otto, has retired to supervise a gas station . . . Morris Oletsky, Republic, has taken a cottage at Ocean City for his family . . . New carrier air-conditioning system has been installed in both the De Luxe and Echo theatres, Baltimore.

*Lou Rome, Baltimore, went deep sea fishing off the New Jersey coast and returned with fisherman's luck . . . Leon Bach, Rome executive, while convalescing from a recent appendectomy in a Baltimore Hospital, was advised by phone that his apartment had been seriously damaged by fire. The following day the apartment was robbed. On the third day, the arson squad, not recognizing the hospital phone number, called him and demanded to be advised of his whereabouts on the night of the fire. Believe it or not!*

## *Theatres to Resume Games August 7*

**New York—Because public assemblies refused to discontinue the practice, west side theatres from 34th St. to 72nd St. and on the east side from 34th St. to 59th St. will resume games August 7.**

## *Frisco, L. A. and Kaycee Lead in Skouras Drive*

NEW YORK—San Francisco, Los Angeles and Kansas City divisions are among the first three leaders in the preliminary reports on the 13-week Spyros Skouras Showmanship Campaign. In the first report, E. C. Rhoden's division was first, but, as the figures continued to come in from the field, Charles Skouras' string of southern California houses took the lead. Then Arch Bowles and his northern California group, which may prove the winner when the final returns are completed in about a week, stepped in front.

## *RKO Heads on Coast*

HOLLYWOOD—George J. Schaefer and Ned E. Depinet arrive at the RKO studios here Monday for conferences. S. Barret McCormick, advertising and publicity chief, planed in Saturday from New York.

### Louis Nizer Married

NEW YORK—Louis Nizer, executive secretary of the New York film board, married Mildred Wallens on Sunday. The couple sails August 12 for a South American honeymoon.

# BROADWAY

(Continued from page 37)

"The Old Maid" next month . . . RKO lounge visitors during the week included J. M. Miller, Dixie, Cordova, Ala.; H. R. and Mrs. Johnson of the Cometon and Merry Widow, St. Louis; C. O. and Mrs. Womser of the Merry Widow, St. Louis; J. C. Schilling, Lyric, Connersville, Ind., and Charles H. Ryan and Herbert W. Wheeler, assistant zone manager and district manager, respectively, for the Warner circuit in Chicago.

*A. A. Schubart, head of RKO exchange operations, got too friendly with a puppy and has a well chawed, but not serious, right hand to show for it . . . Florence Fineman, Rutgers Neilson's secretary, is vacationing at Green Mansions in the Adirondacks . . . Ruth Schwerin of Monogram publicity is still recuperating at home following an operation . . . Jack Level, RKO trade paper writer, is lolling away a few weeks at his log cabin at Port Jefferson, L. I., where the swimming and fishing is sumpin' . . . Fred Herkowitz, RKO circuit press agent, is mourning the loss of his brother . . . Bill Scully winds up his weekends by aching all over from too much golf . . . Monroe Greenthal, after these long years, is taking lessons to correct something he doesn't like about his slice, also golf.*

Homer Harman, publicity director for the Roxy, is back from St. Louis where he spent his vacation and visited his dentist who relieved him of five teeth . . . Harry C. Arthur will be in town another fortnight, most of which will be spent at his Shrub Oak farm near Peekskill . . . Morris Goodman, Republic foreign head, has closed with Keshaval D. Mody & Co. for distribution of the company's product in India, Burma and Ceylon . . . Bruce Cabot is spending a brief vacation in town before sailing for England . . . Earl Carroll will convert the Casa Manana back into a "legit" house in the fall . . . Al Wilkie got back early in the week from a road tour . . . Herb Berg returns to his Paramount desk Monday with a new bag of fish stories.

*Jake Wilk is back from a quick trip to the coast where he conferred with Harry M. and Jack L. Warner . . . Mort Blumenstock stopped off at Lake Louise and Banff on his return from the coast . . . Ira Tulapin of Warners home office publicity department is vacationing . . . Henry Reiner of National Screen has completed a vacation at his summer home at Woodmount, Conn. . . . C. C. Moskowitz and all the other Moskowitzes are feeling much better these days now that their mother has improved . . . Sol Trauner of Columbia spends his weekends in the Connecticut hills . . . Otto Lederer is no longer identified with the Rapf & Rudin circuit, but continues to operate the Arcadia at 3rd Ave. and 59th St. . . . Walter Hoffman, Morristown city manager for the Reade circuit, is wondering what has become of Warner's eastern sales manager from Minerva, Ohio, better known as Roy H. Haines.*

Douglas Fairbanks jr. is spending a vacation at Hot Springs, Va. . . . Rita Cave, radio representative of the Odeon circuit in England, is visiting these shores . . . James R. Grainger is back from a southern trip . . . Irene Castle McLaughlin was honored by the World's Fair when a day was named Irene Castle Day . . . Leon J. Bamberger, RKO sales promotion manager, will speak before the Schine circuit managers in convention at Gloversville, August 3 . . . Sid Rechetnick is anxious to make a trip to the coast and actually visit the Warner studios . . . Leo Justin and the missus are spending their weekends at Red Bank, in keeping with a summer habit . . . "Imitation of Life" was shown Tuesday and Wednesday at the Mt. Freedom, N. J. arena . . . Joseph M. Schenck has again delayed his departure for the coast.

*Pete Dana, Kansas City branch head for Universal, is spending his vacation in town during home office conferences . . . Harry Koplar has gone back to St. Louis and is expected to return in a few weeks . . . Mary Rogers, daughter of the late Will Rogers, is here from the coast . . . Greta Nissen, Harry Perry, cameraman for Selznick International and Charles Jaccard, Eastman Kodak representative, sailed on the* Ile de France *. . . A. H. Blank left for Des Moines, Friday, with Ralph Branton after working on the M-G-M deal with home office executives and Harris P. Wolfberg, district manager for the distributor . . . C. C. Moskowitz forgot his lapel carnation when he met Nicholas M. Schenck on the latter's arrival from the coast.*



—Photo by Cosmo-Sileo

## Back on the Stage—

*Bob Hope, one of Paramount's rising young comedians who is rounding out a personal appearance sojourn at the Paramount. It's Mrs. H. with him. Looks like a trip to Europe later.*

## Appeals Court Cuts 'Lynton' Damages

**New York—The circuit court of appeals Friday reversed Federal Judge Leibell, who had awarded Edward Sheldon and Margaret Ayers Barnes $532,000 against M-G-M for plagiarism of their play "Letty Lynton" in "Dishonored Lady" and cut the money to the plaintiffs to one-fifth the net profits realized by the company from the picture. This may run to approximately $100,000. The court also reduced the fee to O'Brien, Driscoll and Raftery, plaintiff attorneys, from $55,000 to $33,000.**

Roy Norr of the Hays office sails on the *Normandie*, Tuesday . . . Abe Blank celebrated a birthday with a small party at the Riviera, Thursday night. Blank refused to designate the number of years . . . Nat Liebeskind, general manager in the Argentine for RKO, sails Friday for Buenos Aires. He has virtually recovered from his recent operation, but has to watch his step . . . The Dave Blums, the Walter Goulds and Elias Lapiniere at "From Vienna," but not necessarily in one party . . . Bill Levy of the British Disney organization is aboard the *Nieuw Amsterdam*, bound for London . . . Herman Wobber has passed through a hectic business week; Monday in Chicago for the Clyde Eckhardt dinner; Thursday in Niagara Falls for the Famous Players Canadian convention; Friday in New York for a meeting of the 20th-Fox New York exchange on the new Kent drive. Tuesday he will be at the Schine circuit convention in Gloversville.

*Harry Kosiner, eastern representative for Walter Wanger, denies any knowledge of the snipe on "Winter Carnival" on the police "No Parking" sign at the Warner home office building. The snipe said the UA picture was showing at the Music Hall. Nice work, boys! There should be at least a half block's clearance on competitive advertising . . . M. Annenberg and Harold Mirisch of the Annenberg circuit in Milwaukee came to town with Sam Sherman, Milwaukee M-G-M branch manager, on a deal, which also found J. J. Maloney, district manager with Cleveland headquarters, and Jack Flynn, on hand.*

Lewis Buddy of Paramount has returned from a visit to Italy . . . Bette Davis is due in town next week . . . Jack Barry of Warner's home office art department was married Saturday to Syd Donnenfeld and the couple is spending a honeymoon in the Adirondacks . . . Victor Francen has gone to Hollywood to consider several offers. He is a French actor who appears in "The End of a Day" . . . Willie Kurtz, manager of the Rialto, returns Monday from a Vermont vacation.

# PHILADELPHIA

AL GOODWIN, Quality Premiums, must be in a hurry about something. He flew into town from Chicago one night last week, then flew back to Chicago next morning . . . Mac Margoline, of the Mac Theatre circuit, Chester, and Oscar Neufeld, Horlacher, were seen making a tour of the circuit, discussing trucking service . . . Florence Weiner, Paramount, is writing friends from cool, air-conditioned Maine . . . Ulrik Smith, Paramount sales manager, is a sucker for Ocean City breezes, makes a trip to catch them every day . . . Naome Greenberg and Reba Margolis, Paramount, are making a long-distance trek across Canada.

*Harry Fried no longer has an interest in the Lawndale, except in ownership of the building. Operation now is in the hands of Henry Friedman . . . William Goldman has dropped plans for taking over the Spielmont, Marcus Hook, with expiration of Harry Dembow's lease October 1 . . . Bill Lafferty, Liberty, is running a model plane contest for kids as exploitation for "Only Angels Have Wings" . . . Dorothy Dennis, Jim Clark's secretary, is vacationing at Ocean City . . . Arthur Mayer and Barry Berison, World Films, were in from New York for a visit.*

The Falls, Goldfine house, closed since Charles Goldfine opened the new Alden, is up for auction . . . Many local film men attended the funeral of Frank Hill, formerly of the Wilmer & Vincent house and the Lyric, both in Reading. He was buried in that city . . . Tom Lark, Horlacher cashier, is touring New York state . . . A. M. Ellis, of Ellis Theatres, marks a birthday August 6. Henrietta Weinberg, Peerless booker, has hers on the 8th. And Allen Lewis, Dante, had better remember his wife's birthday on the 14th . . . Abe Frank, one of William Goldman's boys, gets his presents on the 15th.

*Eddie Kope, Warner ad office, postcards from Atlantic City: "Having a grand time, and trying to remain single." He's the only bachelor in the office . . . Earle Sweigert, Paramount branch manager, is looking around for a sports coupe to keep Mrs. E. S. happy . . . Charles Cox has inaugurated vaudeville at the Astor, Allentown, three days a week . . . United Artists and RCA Victor, record division, have tied up to exploit "They Shall Have Music."*

Variety Club has set September 29 as the date for its annual golf tournament . . . Moe Levy, 20th-Fox, dropped into town for a pep talk to District Manager Edgar Moss, and branch heads Sam Gross and Al Davis, and the rest of the boys . . . George Nonamaker, UMPTO, is at the shore, nursing an infected eye . . . Francis Kelly and Lillian Rosentoor, 20th-Fox, are back from vacation . . . C. C. Pippin, Metro, came back from his vacation to find his desk decorated with tributes to his prowess as a backwoodsman.

*Curley Wentz filled in at the State, Hanover, while Manager Charley Moyer was on vacation . . . Wally Leach, Grand, Camden, sent a candid cameraman around town snapping all blondes encountered. Photos were pasted on a 40x60 in front of the picture, and identification won an Annie Oakley. It was all a build-up for "Maisie" . . . Herb Thatcher, Hamilton, Lancaster, rigs up some stunt for the kid customers practically every week . . . Harry Olmstead, Ritz, York, is being tagged as the "Tootsie Roll Kid." He hands the candy out to young patrons at the Wednesday afternoon westerns.*

Sid Munter, queen, Wilmington, had couple of his pictures ballyhooed between fights at the Arena . . . Bill Morgan, Grand, Vineland, copped lots of newspaper space with the G-man fingerprinting exhibition in his lobby . . . And A. J. Vanni, district manager, recognized his fine work by placing him also in charge of the Globe, same town . . . Charley Crowley, formerly of the Globe, takes over the reins of the new State, Chester . . . Jules Reisman, Capitol, York, worked up plenty of publicity over the presence of a local gal in one of the shorts.

*Sid Poppay, Rialto, York, has a tieup with local newspaper. The paper prints names of citizens, taken at random, in obscure spots in the paper. The named person, on proper identification, gets a free pass . . . Frank McNamee, RKO head, announced screenings of shorts will be held for exhibitors at the exchange every Wednesday . . . The Karlton is in for renovations . . . Bob Lynch, Metro, announces he will have a prize of his own for local winners in the national Metro exploitation contest.*

West Reading has joined the list of communities that will vote on the Sunday show question in the November election . . . Sam Schwartz, Warner, visited the World's Fair while vacationing . . . The Allen, Allentown, under L. C. Henderson, has got itself an air-conditioning system . . . Leo Trainor, Rialto, Allentown, coming home after a trip through Delaware Water Gap.

# 21 Vineland Citizens Testify in a Suit

PHILADELPHIA—The anti-trust suit by owners of the Landis Theatre, Vineland, against Stanley-Warner circuit and major distributors got underway before U. S. District Judge William H. Kirkpatrick. The action seeks to enjoin defendants from continuing alleged violations of the Sherman and Clayton laws and the Robinson-Patman anti-price discrimination act, by favoring the two Warner houses in Vineland, the Grand and Globe.

The plaintiff's attorneys, State Senator Harry Shapiro and William B. Rudenko, temporarily are seeking only a preliminary injunction. Later, however, they may sue for damages, they told BOXOFFICE.

Shapiro and Rudenko called up 21 prominent citizens of Vineland, in person or by affidavit, to testify that inability of the Landis to get good first-run films was harmful to the community. An affidavit from Mayor John C. Gittone said that the Landis, because it could not get good first-runs, was showing mostly western and gangster films, hence was "debasing morals" of youth.

# BALTIMORE

AT THE Variety Club stag outing a good time was had by all, thanks to Mr. and Mrs. Ed Parotka . . . The baseball game between the exchange men and the exhibitors was won by the exhibitors with 15 (note the umpires—Lou Rome and Sam Soltz) and the exchange men, 12. The bottle race was won by Lou Rome. The tug-of-war game between the exhibitors and the exchange men was won by the exchange men. Among those attending were Barry Goldman, Harry Silver, Buddy Silverberg, Eddie Sherwood, Col. Maxwell, Morris Oletsky, Eddie Kimple, William Hicks, Mr. Garman, Al Vogelstein, Nick Weems, Al Cohen, Joe Walderman, Frank Hahn, Levine brothers, Morris Shapiro, Bill Meyers, and Sam (new pappy) Diamond, and many other barkers . . . Buddy Silverberg's heartbeat has just returned from her vacation.

*Two new members of the censor board are Mr. Mitchell, chairman, and Mr. Alexander, vice-chairman. Miss Marie Presstman, secretary, has just returned from the hospital after fracturing her ankle at the World's Fair . . . Richard Shamos, owner of the Realart, off to Philadelphia, then to the New York World's Fair . . . Miss Klein, W. K. Saxton's secretary at Loew's Century, away on her vacation . . . Conrad Hagert, operator at the Casino, won a* 1939 *Plymouth at a carnival given by the Holy Cross Church . . . Martin H. Rogers, McHenry manager, weekending at Arthur Pacy's country home . . . Fred Ebeline, acting manager of the Casino while Manager Frank Stang is vacationing at the shore . . . William Wagner, Lord Baltimore manager, returns from vacationing in New York.*

Ernie Woods, Baltimore filmmaker, is making a "Progress" film, showing different stages in the construction, from start to finish, of the new Durkee Senate Theatre. It will be shown during the opening week, sometime around September 1 . . . Ed Williams, film examiner, censor board, is just back from a Florida vacation . . . Theatre League Softball scores for Sunday: Broadway, 4; Boulevard, 2; Hippodrome, 7; Met, 3; Apollo, 15; Century, 0. Howard E. J. Harding, chief censor board inspector, is offering a loving cup to the winner of the Softball Theatre League for the season . . . United Artists Salesman Fred Sandy is touring Virginia with his son . . . Max Weinberg, Little manager, spent the weekend camping in the Pennsylvania mountains.

## *Says Anti-Trust Penalties Too Light at Present*

WASHINGTON—Declaring the government had been unable to break down monopoly because of the relatively light penalties of the existing anti-trust statutes, Sen. Joseph C. O'Mahoney, chairman of the temporary national economic committee, told the Senate judiciary committee immediate enactment of his bill strengthening the civil penalties would help to clean up "monopolistic" situations in the motion picture and other industries.

See page 11 of this issue for details of O'Mahoney's bill.

# ALBANY

HERMAN L. RIPPS, Metro salesman who recently was transferred from Albany to New Jersey territory, was tendered a farewell luncheon at the De Witt Clinton Hotel. A wrist watch was the gift of associates in Metro office, friends in other exchanges, local chain heads and independent exhibitors. Managers and salesmen of all branch offices attended the affair. Ripps had been working in new field for several weeks, but spending weekends here. Committee which arranged luncheon consisted of: Arthur J. Newman, Republic manager; Ralph Pielow, Metro boss, and Bernard G. Kranze, RKO chief . . . Mrs. Marie B. Eddy, Paramount cashier, is lapping up the sunshine on a vacation.

*Leo Drexler, Warner Theatres contact department, is in St. Peter's Hospital with rib and spine injuries, suffered when thrown from a horse . . . Andy Roy, manager of the Strand, Albany, is spending a vacation with his brother in Cleveland . . . Bob Rosenthal, boss of the Ritz, Albany, is back from a trip to New Orleans . . . No Warner houses in Albany-Troy-Utica district are closed for summer. However, State in Olean, and Winter Garden and Roosevelt in Jamestown, are shuttered until September. Majestic and Strand, Hornell, are open Saturdays and Sundays only. Warner operates other theatres in the three cities . . . Leo Rosen, manager of Troy, Troy, enjoyed cooling breezes on Cape Cod.*

R. V. Anderson of Pathe News called at the RKO exchange . . . Helen Doolittle, secretary to Manager Bernard Kranze, RKO, took one of her two weeks of vacation . . . Janet Klozke, Warner-Vitagraph biller, is away . . . Minnie Smith, inspectress in same office, returned to work after an illness . . . Milton Kusell, Paramount district manager, was at Kallett circuit offices in Oneida closing a deal . . . Kingsley Ryan reported to have done big business at his Keesville theatre with a one-night extra attraction booking Polly and Her Plowboys, a well known radio act.

*Monogram's temporary office is in the quarters of Theatre Displays Co. Mitchell Panzer, booker-manager, is seeking larger floor space. Gene Lowe, salesman, and Sam Milberg, former Republic salesmen, are working with Panzer. Harry Berkson of Buffalo is upstate franchise holder.*

Lou Weinberg, eastern district manager for Columbia, was at the Albany office and in the Albany territory for two days. He learned that Joe Miller, new branch manager, had made many friends in a short period here . . . Roy Haines, eastern sales manager for Warner, and Eddie Schnitzer, district manager, were with Manager Paul Krumenacker for several days. The trio traveled to Schine headquarters at Gloversville and called on Fabian and Warner theatre heads in Albany . . . Herb McIntyre, RKO district manager, was another visitor.

*Bill Kraemer, Schine booker in Albany territory, was on Filmrow. Gossip is that Kraemer may be shifted by Schine circuit to Washington as booker. Said that an office is being opened in Washington, center of a territory where the Schine interests are becoming powerful. Kraemer did not confirm the report. He was in Universal's contact department under James R. Grainger before joining Schines . . . Thelma Rossman, secretary to Henry Frieder and Henry Grossman, Hudson multiple operators, is on vacation to the World's Fair and to Larchmont.*

Fred Mausert, owner of the State at Glens Falls, is spending much of the summer at a cottage he personally built on Lake George. F. N. Smith manages his theatre . . . Mike Boumansour of the Plaza in Malone and Pete Bournakis of the Strand and Liberty in Watertown, were visitors. The Strand is on part time during the summer . . . William C. Smalley's two days here are reported to have been spent with Manager Clayton Eastman of Paramount.

*Moe Levy of Minneapolis, leader of the Kent Drive; Roger Ferri, home office correspondent and house organ executive, and Tom Bailey, eastern district manager, gave pep talks to the local 20th Century-Fox staff on new product and policies. The drive starts officially August 1. At two subsequent meetings, one in August and the other in September, trio will huddle with branch managers, salesmen and bookers.*

Ernie Dodd, of the Palace, Lake Placid, gave a distinctive air to screening of "Winter Carnival" by booking the Dartmouth College orchestra as an added attraction. Locale of picture is that institution of learning in northern New Hampshire, of which Producer Wanger is an alumnus.

*Smalley's theatres in Sharon Springs, Mohawk Valley resort town, and in Stamford, Catskill Mountain spot, are doing well, according to Filmrow gossip. These are summer situations. Business has been improving in the Catskills as vacationists arrive in increasing numbers, according to salesmen traveling in that territory.*

## Warner Seeks Particulars Bill in "Nazi Spy" Suit

NEW YORK—Warner on Tuesday will ask Federal Judge Murray Hulbert to have Katherine Mogg furnish a bill of particulars in connection with her $75,000 libel action. Miss Mogg claims "Confessions of a Nazi Spy" libeled her through the character of Erika Wolf.

## 20th-Fox Gets Rights to "Stanley in England"

NEW YORK—Rights to "Henry M. Stanley in England" by Georges Drumourt have been acquired by 20th-Fox as a successor to "Stanley and Livingstone," which opens at the Roxy here for a world premiere, August 4.

## Say Censors Approve

NEW YORK—The New York censor board, according to Transatlantic Films, has passed "Conflict," starring Corinne Luchaire.

### Johnston Docks Monday

NEW YORK—W. Ray Johnston, president of Monogram, arrives from Europe on the *Normandie*, Monday.

# REVIEW FLASHES

**COLORADO SUNSET (Rep)**—Humorous and actionful, designed to satisfy most ages, this western passes muster in a substantial way. Big factor is the soundness of the story and the fresh treatment it gets. Gene Autry, Smiley Burnette. George Sherman directed.

**DEAD MEN TELL NO TALES (Alliance)**—Possessing a good selling title, an effectively creepy performance by talented Emlyn Williams and enough treatment to heighten its more gruesome aspects, this mystery thriller should keep fans who like chills with their entertainment in a fairly constant state of jitters. David MacDonald directed.

**HONOR OF THE WEST (Univ)**—Only a fair amount of action in this western, which has personable features, the most notable of which is Bob Baker, who makes a likeable hero. Unfortunately, he is provided with a sub-standard, stereotyped script. George Waggner directed.

**MIRACLES FOR SALE (M-G-M)**—Generates plenty of high-voltage as a mystery-shocker through an adroit use of trick photography, with prestidigitators, spiritualists, and phoney spook-hunters supplying further bafflement. Should rate popular acceptance because of novelty. Tod Browning directed.

**OUR LEADING CITIZEN (Para)**—Preachment in the Americanization vein, which this undertakes, is so completely lost in a labyrinthial and unbelievable screenplay that the attempted message is rendered ineffectual and the entertainment which might otherwise have been found in a warmly human part for Bob Burns is discounted. It may find favor in smaller cities and among enthusiastic Burns fans. George Arthur produced; Alfred Santell directed.

**TORCHY PLAYS WITH DYNAMITE (WB)**—Harum-scarum comedy with enough melodramatic action in it to keep things from growing too dull. Jane Wyman and Allen Jenkins make their bow as woman reporter and friend detective, the former cute; the latter effective. Noel Smith directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## Zukor, Hicks Welcomed At Australian Parley

NEW YORK—Adolph Zukor and John W. Hicks jr., arrived in Sydney, Australia, over the weekend to attend Paramount's Australian convention there Tuesday and Wednesday.

Zukor was hailed by exhibitors and distributors at a banquet in Auckland, N. Z., with film men traveling as much as 1,000 miles to attend.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# Judell's Distribution System Completed

Perfection of his distribution setup, under which Producers Distributing Corp. has been incorporated to handle the product made by his Producers Pictures Corp., has been announced by Ben Judell, president of both companies. It was also disclosed that "Wanted for Murder," a melodrama which Sherman Scott will direct under the production guidance of Sig Neufield, will be the first picture to be released by the distributing unit. It goes into the exchanges September 17, with one feature a week to follow.

Judell has appointed Harry Rathner eastern production representative and eastern district manager. Abe Fischer will function as general manager of Judell's midwestern exchanges, covering Chicago, St. Louis, Kansas City, Milwaukee, Minneapolis, Detroit, Omaha, Cleveland, Cincinnati, Des Moines, and Indianapolis.

Added to the production schedule are eight westerns starring Bobby Clark, 13-year-old cowboy, who has been placed under long-term contract. First will hit the cameras August 14.

## *Chaplin Starts Rolling "The Great Dictator"*

Another substantial injection of new blood into the veins of Hollywood's Americanization production policy was administered when Charles Chaplin, after months of preparation, began rolling the cameras on "The Great Dictator," his satirical thrust at totalitarianism. Chaplin plays a dual role, produces, directs and wrote the screenplay. United Artists will release.

He has signed Henry Daniell for a prominent supporting role. Paulette Goddard plays opposite the veteran comedian and producer.

## *After Toscanini*

Samuel Goldwyn is negotiating with Arturo Toscanini, the conductor; Deems Taylor, critic-composer, and other musicians to appear in "The Great Music Festival," to be filmed next summer. The United Artists producer is now in New York.

# *Tiffs on Collective Bargaining Agencies Halted by NLRB*

WASHINGTON—Controversies over the collective bargaining agencies to represent the employes of a number of departments in several of the Hollywood studios have been settled by orders of the national labor relations board.

Cartoon editors, assistant editors and film librarians of Walt Disney Productions will be represented by the Society of Motion Picture Film Editors, and production employes by the Federation of Screen Cartoonists, it was announced.

Publicity department employes and advertising department employes engaged in advertising work in Los Angeles county for RKO, Columbia, Universal, Loew's, 20th Century-Fox, Paramount, Warner, Hal Roach Studios and Samuel Goldwyn, Inc., Ltd., will be represented by the Screen Publicists Guild. A petition filed by the guild on behalf of employes of Selznick International and Principal Productions, however, was rejected.

Illustrators in the art departments, costume illustrators, matte shot artists and their assistants, title artists and heads of title departments of Columbia, RKO, Universal and Loew's, will be represented by the Society of Motion Picture Artists and Illustrators. The board dismissed petitions filed by the society to represent Paramount employes and ordered an election, to be held within 20 days, at Warner and 20th Century-Fox.

Chief art directors, unit art directors and follow-up men employed at Columbia, RKO, 20th Century-Fox, Loew's, and Paramount will be represented by the Society of Motion Picture Art Directors. An election was ordered held within 20 days among such employes at Universal, Warner and United Artists.

### Jurisdictional Tangle Still Holding Scene

The oft-mentioned law of physics pertaining to the irresistible force and the immovable object might well apply to the present aspect of the tangled studio labor picture and the battle for control of a majority of the workers in the film plants. Further, no matter along which line developments occur, the producers, from all indications, will be caught with hands tied.

On one hand, the United Studio Technicians Guild, which has petitioned the national labor relations board to order an election by which studio workers may choose their bargaining representative, and which is the foremost challenger of IATSE labor jurisdiction, has cautioned producers not to act on any bargaining demands by any other union until such an election has been scheduled by the NLRB.

Countering this move, however, the IATSE has indicated it will threaten a general studio strike unless producers immediately move to sign closed shop agreements with the five new IA locals which were created to supplant IA's defunct Local 37, and whose rule the USTG challenges.

However, the NLRB does not propose to investigate any film labor tangles until a permanent successor to Dr. Towne Nylander, resigned regional director, has been appointed.

### "United Front" Cracks

Meantime snags are appearing in the "united front" planned by the five major American Federation of Labor unions in Hollywood to oppose encroachment of the USTG and its supplementary supporter, the Congress of Industrial Organization. While musicians, carpenters, electricians and utility workers have been lined up, the painters are showing reluctance to enter the picture on the grounds the AFL itself needs some "housecleaning." The AFL phalanx is being constructed under supervision of the Motion Picture Internationals' Committee.

The USTG, meanwhile, plans to elect permanent officers within a few days. More than 1,200 members attended a mass meeting at which a platform calling for a basic wage scale of $2,000 yearly, minimum six-hour work call, a seniority system and low union dues was approved.

The threatened strike of IA soundmen at M-G-M was temporarily staved off when studio executives agreed to call a series of conferences pertaining to the negotiation of a new working agreement. The IA charged Metro is employing non-union soundmen.

IA photographers called a general membership meeting to discuss their plans to fight jurisdiction of the American Society of Cinematographers, which now

(Continued on page 44)

## For "Lincoln" Work







BOXOFFICE *Blue Ribbon Award plaques for June to a trio of "Young Mr. Lincoln" contributors. Left, Kenneth MacGowan, associate producer of the 20th-Fox picture; then Marjorie Weaver, who played the role of Mary Todd, and Lamar Trotti, author of the original screenplay. The* BOXOFFICE *Blue Ribbon Award is selected each month by the National Screen Council, an organization of leading newspaper film editors and eminent social, educational and religious leaders.*

# HANL Mass Meeting Attracts Notables

Nationally known men of letters and statesmen mingled with the film colony's progressive bloc in one of the most important affairs of the summer season when the Hollywood Anti-Nazi League held a gigantic mass meeting at the Philharmonic Auditorium under the general topic of "America's Secret Enemies." Occuping seats on the speakers' platform were Heywood Broun, columnist and president of the American Newspaper Guild; Louis Bromfield and Ralph Bates, novelists; Bryon Scott, former Congressman, now secretary of the state highway commission; Helen Hayes, stage and screen star, and Donald Ogden Stewart, chairman of the HANL, who was in charge of the event.

Keynote of the speakers addresses was the methods by which undercover agents work to bring race hatred, concentration camps and other anti-American doctrines into this country.

**Wires to Washington**

Meanwhile more than 40 of Hollywood's advocates of liberalism wired the Senate urging the passage of President Roosevelt's neutrality legislation, with telegrams bearing the signatures of such notables as George Brent, Ann Sheridan, Nunnally Johnson, Miriam Hopkins, Edward G. Robinson, Dick Powell, Kenneth Macgowan, Paul Muni, Lucille Ball, Melvyn Douglas, Groucho Marx, Carl Laemmle sr., Gale Sondergaard, Harlan Thompson, Frank Tuttle and many others.

Reported extremely successful was the Motion Picture Artists Committee's "A Day at the Deauville Club," for which the Deauville beach club at Santa Monica was taken over for the entire day. Donating their services as hosts and entertainers were Edmund Lowe, Joan Bennett, Melvyn Douglas, Ann Sheridan, Ann Dvorak, Hugh Herbert, Rosemary and Priscilla Lane, James Cagney and other screen luminaries, and proceeds from the affair have been added to the MPAC's fund devoted to aiding loyalist Spanish refugees now in French concentration camps.

One of the headliners among the 25,000 persons who convened at the "Moral Rearmament" mass meeting staged at the Hollywood Bowl by Dr. Frank Buchman, was Louis B. Mayer, production head at M-G-M, who read a congratulatory message sent from London by Alexander Korda, British film producer.

To aid Newspaper Guild strikers on two Chicago publications, an auction of rare books, etchings and manuscripts was held at the home of Director Frank Tuttle under the auspices of the Guild's local chapter.

The Motion Picture Democratic Committee, under the guidance of Chairman Melvyn Douglas, is completing arrangements for the banquet it will hold in San Francisco late this month, at which an award will be made to the producer of the film which it considers to have made the "greatest contribution to democracy" during the 1938-39 season. Atty.-Gen. Frank Murphy will top the speakers' list.

## *Duffy Biography Is Film Theme to WB, 20th-Fox*

Twentieth Century-Fox's announcement that it has acquired exclusive film rights to the life of the late Father Duffy, chaplain of the "fighting 69th" regiment during the World War, will have no effect on Warner's plans to produce a picture titled "The Fighting 69th," in which the principal character will strongly resemble the war chaplain, officials of the latter studio have disclosed.

Warner executives declare the stories do not conflict and have already announced Pat O'Brien will play the principal part, although he will not be known as Father Duffy.

Rights to the Duffy biography were purchased by Darryl Zanuck from Archbishop Mitty and Father Kelly, executors of the Duffy estate. A screenplay is being prepared by Lamar Trotti.

# Lack of Cash Souring Plans for "Jubilee"

Hampered by the refusal of the New York Hays office's advertising advisory counsel to set aside an allowance for the manning and operation of a local staff, the prospects of active Hollywood participation in the industry's "Golden Jubilee," celebrating the 50th anniversary of motion pictures, are rapidly dwindling to the vanishing point.

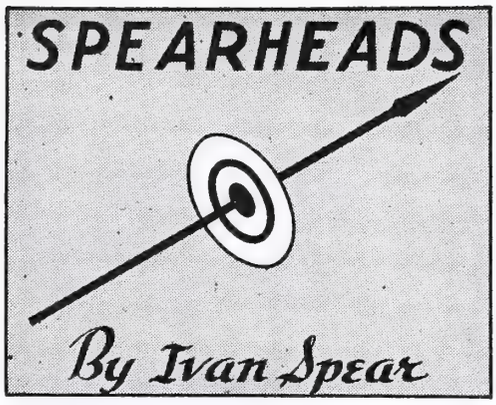
This despite the recent formation, under the auspices of the Hays office here, of a committee of studio publicity heads to cooperate in promoting the affair, and the naming of Gabe Yorke, local Hays office executive, to supervise its operations. Spokesmen admitted the committee has done nothing since its inception and declared that unless finances are forthcoming there is little likelihood that it will swing into action.

Meantime members of the producers association held a three-hour session to discuss the general studio labor situation and the announcement by Atty.-Gen. Frank Murphy that he is opening a new investigation into anti-trust, tax and labor racketeering matters concerning the film industry. No official statement as to any proposed action was forthcoming after the session, however.

Jack L. Warner presided in the absence of President Joseph M. Schenck, who is in New York.

## *Satevepost Assigns Writer To Cover Film Publicity*

The exploits of four Hollywood publicists—William Hebert of Selznick International; Howard Strickling of M-G-M; Harry Brand of 20th Century-Fox, and Russell Birdwell—are being chronicled here by Palma Wayne, sent out on special assignment by the *Saturday Evening Post*.




AS A STUNT in connection with "Gantry the Great," Warner will send Gantry, blind jumping horse which is featured in the picture on a tour of nearly 80 cities. The publicity department wants it known that Gantry will give jumping "and other exhibitions" while on tour.

Which is finally reducing publicity to its principal ingredient.

➞

*One of the week's biggest laughs concerned absurd reports that Universal was contemplating a remake of "The Phantom of the Opera" with Deanna Durbin "in the leading role."*

*Next the gossipers will be having it that Fox intends to remake "The Four Horsemen of the Apocalypse" with Shirley Temple taking all four parts.*

➞

**The first showing of Atalaya Films "La Inmaculada" established something of a Hollywood record, insofar as it was the first preview where the real Spaniards outnumbered the synthetic variety.**

➞

Opines Louella Parsons:

"There is a little bit of ham in the best of us."

Shades of Warner's "Hollywood Hotel."

*Literary note:*

*Milton Berle has written a book which will hit the stands in September.*

*So there will be one volume in the Berle library in which Milton can read all the words.*

➞

**An ostrich race sequence in Paramount's "Diamonds Are Dangerous," with Cape Town, South Africa, as its locale, necessitated the signing of nine racing ostriches to term contracts, the lucky birds being chosen in an elimination contest at the California Zoological Gardens.**

**With Hollywood Park about to close, the studio could probably regain its negative cost by charging admission and installing pari-mutuel betting.**

➞

And the reviewers who suffered with the hero of "Four Feathers" as he manfully strove to redeem each of the quartet of plumes may be thankful that his friends didn't send him one of the ostriches.

➞

*The annual Indian pow-wow at Flagstaff, Ariz., in which some 7,000 redskins will participate, will be photographed by Wesley Ruggles and Claude Binyon (by special permission) for use in their forthcoming Columbia production, "Arizona."*

*The same effect could be had by filming a story conference over a steaming bowl of borsht in any Hollywood studio comissary.*

➞

**Production officials showed rare good judgment in selecting Fritz Feld, long a fan favorite because of his rib-tickling antics, for a meaty supporting role in Metro's "The Marx Brothers at the Circus"—a break that should give him a new lease on his film career.**

**About a year ago he was getting more parts than any freelance comedian in the business. Then the casting geniuses gave him a wide berth. It is nice to see him back in action and the theatregoers may be assured that his inimitable brand of comedy will bolster the efforts of the equally funny Messers Marx.**

# *Sahara and Sagebrush*

If Hollywood's army of motion picture critics spent the weekend combing sand out of their hair—if any—there was a reason, since the burning deserts of Africa furnished the locale for the two most important celluloid offerings of the week—Alexander Korda's "Four Feathers" for United Artists release and Paramount's impressive remake of "Beau Geste," which latter contribution easily earned the consensus nod as the best of the seven pictures making their debut.

Gloriously recapturing the spirit of reckless and daring adventure which characterized Percival C. Wren's widely read novel and the smash silent picture made from it ten years ago, Paramount's new version of "Beau Geste"—modernized, streamlined and spectacularly produced—should attract record grosses wherever and whenever played. William A. Wellman, who both produced and directed, did a superb job on both counts, Thespic contributions in general are excellent and Robert Carson's screen treatment of the Wren novel leaves nothing to be desired.

A military spectacle, impressively produced, Korda's "Four Feathers" suffers, nevertheless, from excessive footage which bogs down the action considerably. However, Technicolor photography considerably enhances its worth and can be counted a strong selling point. Too, it boasts numerous well-handled shots of battles between English troops and native tribesmen.

* * *

A trio of boots and saddles features kept the general tempo from lagging, 20th-Century-Fox's "Frontier Marshal" being a noteworthy standout in this category. Several degrees better than the average outdoor opus, and ranking not far below some of the super-westerns released during the past season, it packs plenty of shoot-'em-up entertainment for youngsters and other action fans and at the same time should satisfy the general run of theatre patrons. The picture was produced on a comparatively elaborate scale by Sol Wurtzel, directed with vigor by Allan Dwan, enacted by a thoroughly competent cast, and boasts a workmanlike job of screen writing by Sam Hellman from a book by Stuart N. Lake.

Apparently remembering the widespread success of its "Lost Patrol," produced some years ago, RKO Radio presented an almost exact replica of that formula in its "Bad Lands," changing only the locale and a few minor matters of plot development. None too lavishly produced, however, it will serve best as a he-man western. Clarence Upson Young did the rewrite and Lew Landers maintained a steady tempo in his direction, working under the production guidance of Robert Sisk.

Albeit the title bears no relation to the story, Republic presented one of the best of the Gene Autry starrers to date in "In Old Monterey." Gerald Geraghty's timely screenplay delivers a full measure of action, comedy and a whirlwind finish, Autry himself is in top form and Director Joe Kane piloted with a competent hand. Armand Schaefer gave the picture a more elaborate production mounting than is usually associated with the Autry sagebrushers.

* * *

As average program material came RKO Radio's "The Spellbinder" and Sol Lesser's "Way Down South," also for RKO Radio release. The first is a strictly formula courtroom story, serving as a vehicle for the fast-talking Lee Tracy, produced by Cliff Reid and directed by Jack Hivley. Lesser's latest Bobby Breen starrer boasts some notable musical interpolations by both Master Breen and the Hall Johnson choir, which should highlight it as acceptable entertainment for most audiences, particularly the Breen fans. Bernard Vorhaus directed.



## Greet Universal Stars—

*A delegation of exhibitors congratulate Mae West and W. C. Fields upon announcement by Universal of a forthcoming starrer for the two. Left to right are Nate Blumberg, president of Universal; M. A. Lightman, head of Malco Theatres; Arthur Frudenfeld, RKO division manager in Cincinnati; Miss West, Mr. Fields and Mort Singer of the Mort Singer Theatres in the middle west.*

# "The British Are Coming"

The horse, strange animal, is playing an important part in enabling the British film industry to move in on Hollywood in America, believes John Moffitt, film critic of the *Kansas City Star*.

Citing a recent series of successes by the British, Moffitt contends "British pictures no longer have to get American names in their casts to do business in this country."

Here's Moffitt's story:

"Geologists maintain that horses are indigenous to the British Isles. This explains the high quality of British movies. The English, having had horses around them since the days when good Queen Boadicea in her chariot failed to observe the Roman reckless driving laws, are by now so used to the equine presence that the animals do not divert them from expending their full energies and intellects at their legitimate pursuits.

"In America, on the other hand, the horse was introduced only about 400 years ago and Hollywood became conscious of it only about three years ago when they put up the tracks at Santa Anita and Hollywood park. The horse is a rare phenomenon. The Aztec empire fell because the early Mexicans could not get over their fascination at the sight of this quadruped. More recently a political empire in Kansas City fell because the reigning boss could not combat that same fascination. A mighty business and entertainment empire in California is falling for the same reason.

"And the British are moving in. 'Pygmalion,' 'The Citadel,' 'Drums,' 'Prison Without Bars,' 'Goodbye, Mr. Chips,' and now 'Clouds Over Europe,' all are more vigorous, more fresh, more imaginative than their American competition. British pictures no longer have to get American names in their casts to do business in this country.

"The American audience, like any other audience, is looking for novelty and skill in entertainment. It would rather see a stranger (and a foreigner) do something interesting than see the same old wheelhorses plowing the same old furrows. In England the people who love pictures and are fascinated by them are the people making pictures. They'd rather work at the studio than go to horse races and the results show it. British films have an invigorating freshness of ideas. It will be remembered the Aztecs were puzzled because when they looked at a man and a horse they thought the man was a part of the horse. Had they seen the type of people who associate with horses in Hollywood they would have been even more confused."



## Darro and His Bride—

*Frankie Darro, grown-up version, has his arms about his new wife, Aloha Wray, screen actress. The two met eight years ago while attending a professional acting school. Darro, a Monogram star, appears next in that company's "Irish Luck."*

## Production Total of 38 In Work Denotes Dip

Production has taken another nosedive, the total in work on the major lots now standing at 38, with nine others in preparation for immediate starts.

Columbia continued filming on four, none new starts. Metro gunned "The Dancing Coed," but sent "The Marx Brothers at the Circus" and "Babes in Arms" into the cutting rooms to emerge with an eight-picture total. "Sky Patrol" and "The Oklahoma Terror" shoved off at Monogram, while "Irish Luck" was completed. Two are in production at that studio.

Paramount started "Remember the Night" and "Federal Offense" and finished "Are Husbands Necessary?" giving it a total of eight in work. Delayed a week, "The Flying Deuces" was placed in production for RKO Radio, as was "Vigil in the Night." Simultaneously, however, "The Fighting Gringo" went into the cutting rooms, the studio's total thus standing at five. Republic is filming two, with no new starts and with "Midnight Flight" having been completed.

Twentieth Century-Fox has four in work, none new starts. For United Artists, Charles Chaplin started "The Great Dictator;" however, Selznick International finished "Intermezzo," with UA's total standing at two. "The Legion of Lost Flyers" took off at Universal, which is filming five. The same number are in work at Warner, which finished "Smashing the Money Ring" but had no new starts scheduled.

## "Mask" Tops "Cristo" in Early Runs, Is Report

NEW YORK—The first six engagements of "The Man in the Iron Mask" have surpassed by 50 per cent the business done by "The Count of Monte Cristo" in a like number of showings, according to J. J. Milstein, eastern representative for Edward Small.

Milstein says the film hit $77,000 in its second week at Radio City Music Hall, after an $88,526 opening week; is in its third week in San Francisco; has been moved over for a second week at the Regal in Hartford, Conn., after an opening week at the Strand; has been held a second at the Roger Sherman, New Haven; has moved over for a second at the Ocean, Asbury Park, N. J., after a week at the Paramount, and is in its second week at the Stanley, Philadelphia.

Milstein is due to leave here on a transatlantic Clipper plane August 12 for London where he will make advance plans for the premiere at the Odeon, scheduled for September 4. He will go to Paris for a short business trip and plans to take a Clipper back on August 24.

## After "Grapes" Chore

Nunnally Johnson has been assigned to script and produce "I Was an Adventuress" at 20th Century-Fox following completion of his next chore, "The Grapes of Wrath."

## A. H. McCausland Joins Famous Directorate

A new vice-president and member of the board of directors of Harry Edington's Famous Productions is A. H. McCausland. He joined the Edington unit, which will release through Universal, last April. Previously he represented the Irving Trust Co. in the RKO receivership and reorganization. Famous will gun its first production, "South of the Amazon," August 10.

Earl W. Kurtze, former manager of the WLS artists bureau in Chicago, has joined Republic as a radio talent scout. He will search for hill-billy Thespians for use in the studio's westerns and, additionally, will survey the boxoffice power exerted through the use of radio names in Republic pictures.

Ralph Graves, former actor, has joined the production staff at 20th Century-Fox, where he will engage in activities concerning story preparations. The same studio has okayed a loan-out deal for Scenarist Sam Hellman to go to Paramount for one picture. On the Paramount lot, Russell Crouse, Alfred Guarini, S. K. Lauren and Adela Rogers St. Johns completed their writing assignments and left the payroll.

After completing two westerns starring Johnny Mack Brown, Producer-Director Albert Ray has checked off the lot. A six-picture series was originally announced.

Otis Wiles has resigned his position in Metro's publicity department after six years with the studio.

## P. A. Tours Attractive To Western Stars

Tex Ritter, Monogram's singing cowboy, has embarked on a personal appearance tour which is taking him through the midwest, south and east. Smiley Burnette is another who is underway with a three-month p. a. trek, making brief stands in the southern and midwestern territories. Roy Rogers is back at Republic after spending two months on the road in the southeast.

John Miljan, Warner character actor, has returned to the studio upon completion of a 14-week tour in the east. Also back in the film capital is Martha Raye, who teamed with Tony Martin for a week in San Francisco. Warner will send Dennis Morgan, featured player, out for p. a.'s in conjunction with bookings of "The Return of Dr. X."

## Metro Arranges Picture Display for Libraries

Metro and Frederick Myers, public relations director for the Cleveland Public Library, have completed plans for an exploitation tieup, Myers having photographed a series of pictures on the lot outlining the work of every department. These will be syndicated nationally to every big library in the country, to be tied in with displays of books on motion pictures and the various professions involved in their making. Myers has headed back to Cleveland.

## • REVIEW FLASHES •

**DEAD MEN TELL NO TALES (Alliance)—Possessing a good selling title, an effectively creepy performance by talented Emlyn Williams and enough treatment to heighten its more gruesome aspects, this mystery thriller should keep fans who like chills with their entertainment in a fairly constant state of jitters. David MacDonald directed.**

**HONOR OF THE WEST (Univ)—Only a fair amount of action in this western, which has some personable features, the most notable of which is Bob Baker, who makes a likeable hero. Unfortunately, is is provided with a sub-standard, stereotyped script. George Waggner directed.**

**OUR LEADING CITIZEN (Para)—Preachment in the Americanization vein, which this undertakes, is so completely lost in a labyrinthial and unbelievable screenplay that the attempted message is rendered ineffectual and the entertainment which might otherwise have been found in a warmly human part for Bob Burns is discounted. It may find favor in smaller cities and among enthusiastic Burns fans. George Arthur produced; Alfred Santell directed.**

**TORCHY PLAYS WITH DYNAMITE (WB)—Harum-scarum comedy with enough melodramatic action in it to keep things from growing too dull. Jane Wyman and Allen Jenkins make their bow as woman reporter and friend detective, the former cute; the latter effective. Noel Smith directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## Bronston Reorganizes Commodore Pictures

Reorganization of Commodore Pictures, which was incorporated nearly two years ago with a $1,000,000 capitalization, but which has never produced a film, has been accomplished by its president, Samuel Bronston, who is heading a new unit to be called Samuel Bronston Productions. He is backed financially by J. F. T. O'Connor and John J. Bergen of New York, with A. Ronald Bergen as counsel. Assets of the Commodore company will be transferred to the new outfit.

Bronston has purchased screen rights to Jack London's "Martin Eden" as his first production and has obtained a 12-month option on all remaining unsold London stories from the author's widow, including first refusal on "Sailor on Horseback," a biography of the writer. "Martin Eden" is scheduled to hit the cameras at General Service studio about October 1, on a $750,000 budget.

## Schaefer Delays Proposed Visit to Coast Studios

Altering his previous plans, President George Schaefer of RKO Radio has postponed his expected arrival for at least another ten days because of unforeseen business developments in New York. Schaefer will remain here several months, according to studio attaches, arranging for a replacement for Pandro S. Berman, production chief, who notified the RKO Radio president some time ago that he will pull out of the setup in October. Ralph Doyle, the company's general sales manager in Australia, has sailed for "down under" after production conferences at the studio and a short trip to the homeoffice.

Having worked out the final details of his production deal with Schaefer in New York, Harold Lloyd has returned to the coast. His contract calls for one picture for RKO Radio release, to be produced independently, with others possibly to follow. Lloyd himself will not appear in the film.

Max Milder, Warner general manager in England, came in from London for a few days of conferences with Jack L. Warner and Hal Wallis, then headed back to New York and will sail for home August 9. His short stay was the first visit he had paid Hollywood for four years.

To meet and confer with J. Cheever Cowdin, chairman of Universal's board, who checked in from Europe, Matty Fox, studio production executive, pulled out for New York. After obtaining a first-hand picture of conditions abroad from Cowdin and Joseph Seidelman, the company's foreign sales head, he will return here early in August with Seidelman accompanying him.

Del Goodman, Far East manager for 20th Century-Fox, wound up a month of studio conferences by training out for New York, where he will spend some weeks in huddles before returning to his office in Shanghai.

Sol Siegel has returned to his desk as Republic associate producer after a short trip east. M. J. Siegel, head of production at the studio, is expected in next week. The two Siegels journeyed to New York to confer with Herbert Yates, Republic's head man, before the latter sailed for England.

## Garrity Assists Martin At FWC Paramount

James Garrity, formerly of the Fox Larchmont in Los Angeles, has been appointed assistant to Dave Martin, manager of the circuit's Paramount. He replaces Elbert Trapp, who has been transferred as assistant to Al Haynie at the Boulevard in Los Angeles.

## Hurry Up Marriage

YORK VILLAGE, ME.—Madge Evans and Sidney Kingsley, playwright, were married here Monday night by a justice of the peace. Miss Evans is appearing in "Brief Moment" at the Ogunquit Playhouse. The couple previously announced they would marry "in the fall."

# NLRB Halts Several Bargaining Tiffs

(Continued from page 39)

holds an exclusive closed-shop contract for first cameramen in the studios.

Screen Actors Guild held its weekly board meeting to discuss progress being made by the newly-formed American Guild of Variety Artists, formed to replace the American Federation of Actors when the parent union, the Associated Actors and Artistes of America, revoked the AFA's charter. The SAG board also reviewed progress being made in its plan to license agents under a franchise arrangement.

Pending the return of M. J. Siegel, Republic production head, from New York, the Screen Directors Guild is marking time in its battle to obtain a Guild shop pact at the studio, one of the few remaining plants which has not signed the SDG agreement.

The Screen Writers Guild is awaiting an expected order from Washington calling upon the NLRB to reopen the SWG hearing in which it charges producers with unfair labor practices.

With organization of AGVA, new AAAA affiliate, nearly completed here, the campaign has transferred to San Francisco, with SAG leaders, including President Ralph Morgan, trekking north to stimulate the drive.

The Motion Picture Makeup Artists Guild has filed an NLRB petition requesting certification as exclusive bargaining agent for the craft and claiming more than 300 members. A rough draft of a producer working agreement has been approved by the Screen Readers Guild, with parleys set to continue. Screen Publicists Guild and producers are still see-sawing in their negotiations concerning a working pact for the SPG.

### Painters Averaged $1,522 in 1938; $1,525 in 1937

HOLLYWOOD—Earnings of studio painters in 1938 and the amount of employment received by members of that and other crafts during the year dropped below employment and wages in 1937, according to figures tabulated by the Pacific Coast Labor Bureau for a survey to be used by the Motion Picture Painters when that union opens parleys with producers concerning revisions in the basic studio working agreements.

Painters' average earnings in 1938 amounted to $1,522, the report revealed, compared to $1,525 in 1937. Approximately 42 per cent earned $1,400 or less and 16.8 per cent received $1,000 or less, with the biggest decreases registered by decorators, spraymen, grainers and scenic artists. Apprentices averaged $1,212 in 1938, compared to $1,300 in 1937.

## Franklyn Warner Silent About GN Relationship

Still non-committal as to his future relationship with Grand National, Franklyn Warner, Fine Arts president, returned from New York and immediately ordered retakes on "Isle of Destiny," his first feature filmed in the Cosmocolor process. He has set no release for it. The local GN studio is, itself, still hibernating pending word from E. W. Hammons, president, in the east. The plant is being operated by a skeleton crew, with no production plans in the immediate offing.

### Ralph Morgan and Lucile Gleason at Frisco Meet

SAN FRANCISCO—Opening of the organizational campaign by the newly-formed American Guild of Variety Artists here was signalized by the attendance, from Hollywood, of Ralph Morgan, president of the Screen Actors Guild, and Lucile Gleason of the SAG and Actors' Equity. Both spoke in support of the AGVA, which was created to supplant the American Federation of Actors when the latter's charter was revoked by the Association of Actors and Artistes of America.

## "Grapes of Wrath" Script Approved; Casting Soon

John Steinbeck's "Grapes of Wrath" has moved a step closer to the cameras with Darryl Zanuck, 20th Century-Fox production head, approving the shooting script written by Nunnally Johnson, who is slated to produce. With Henry Fonda set for the top role, casting of the other characters will get underway within a few days.

### Les Goodwins Assigned

Les Goodwins' next directorial assignment at RKO Radio will be "Headline Holiday," starring Lee Tracy, which is scheduled to start August 14.

## Cinémarks

Olympe Bradna entertained the cast and crew of her latest Paramount picture at a barbecue at her home. Guests included Pat O'Brien, Roland Young, Reginald Gardiner and George E. Stone . . . Sidney Lanfield is scouting locations along the Sacramento River for his next directorial assignment at 20th Century-Fox . . . Luncheon guest at M-G-M was I. Grander Ince, formerly the company's representative in Budapest and Central Europe, now an eastern publisher. He lunched with Anita Loos and visited Ilona Massey on the set.

*

*Errol Flynn is planning an eight-week trip to South America, on which his father, Prof. Theodore Flynn, will accompany him . . . Geraldine Fitzgerald, Warner actress, returns September 1 from a three-month holiday in her native Ireland.*

*

Terry Kilburn, young Metro actor, was the guest speaker at a meeting of the California Breakfast Club . . . Ex-Missourians at Paramount, including Producer Harlan Thompson, LeRoy Prinz, Lynne Overman and Ellen Drew, entertained Governor Lloyd C. Stark of Missouri at luncheon. Bob Burns was official host at the affair.

*

*James Roosevelt has returned from San Francisco, where he presided at a meeting of the Press Club there. Jean Hersholt accompanied him . . . Randolph Scott planed out for a vacation in Chicago.*

*

Rouben Mamoulian is planning a New York trek to consider offers for directing fall stage productions when his latest picture for Columbia has been previewed . . . Frank Capra has returned from a vacation in the High Sierras and is editing and cutting his last Columbia production, "Mr. Smith Goes to Washington."

*Gov. Lloyd C. Stark of Missouri and his party were guests of Jack L. Warner and Hal Wallis at the Warner studio as a feature of their visit to the film colony. After luncheon they were taken on a tour of the studio before heading out for the Grand Canyon . . . Director Eddie Buzzell and Scenarist Norman Krasna have planed for New York, planning to leave August 2 for a month's vacation in France and England.*

*

Employes of 20th Century-Fox competed in the studio's first annual tennis tournament July 23 . . . The Universal studio club will hold its annual picnic July 30 at the Barney Oldfield Country Club . . . Edward H. Griffith, Paramount director, has headed for New York for a short holiday.

*

*A son, their third, was born to Mrs. Don Ameche at St. Vincent's Hospital . . . Sol Wurtzel, 20th Century-Fox production executive, hopped the plane for New York for a short holiday.*

*

Paramount's studio club will hold its fourth annual dinner-dance for governors and committee chairmen July 27 at the Victor Hugo, with Peggy Schwartz in charge of arrangements . . . Guest at luncheon of William Wellman and Paramount studio executives was Gen. W. C. Sweeney, director of censorship activities under General Pershing during the World War, and officers of his staff. He is in Hollywood preparing for the Command Post exercises of the Fourth Army from July 15 to August 19 . . . Fay Bainter is planning a trip to New York to accept a stage engagement.

*

*Humphrey Bogart and his wife, Mayo Methot, are planning a Mexico City vacation when he has completed his current Warner assignment.*

*

Louis Hyman, distribution head of Principal Pictures, returned from New York after delivery of a print of the company's latest picture to RKO Radio executives . . . Warner has assigned Edward G. Robinson, now en route to England for a vacation, to make personal appearances in London and Paris in connection with showings of "Confessions of a Nazi Spy."

## SCRIPTERS

**—Colony Pictures**

SAYRE and BRANDEN WOOD to "Golden Glove Kid."

**—Walter Futter-Leslie Howard**

GEORGE O'NEILL teamed with WALTER FUTTER on "The Man Who Lost Himself," which Howard and Futter will co-produce in England for RKO Radio release.

**—Metro**

BARTLETT CORMACK to "The Days Before Lent," from a story by Hamilton Basso, which Harry Rapf will produce.

IRVING BRECHER to "Henry Goes to Arizona," now in production.

ALVIN MEYERS and LOWELL BROADAUX to "The Man on America's Conscience," their original, which is a biography of President Andrew Johnson.

RICHARD MAIBAUM teamed with E. E. PARAMORE on "Twenty Mule Team."

LEON GORDON to "Girl Crazy," for Producer Jack Cummings.

**—Selznick International**

LADISLAUS BUS-FEKETE to a rewrite chore on sequences in "Intermezzo."

**—20th Century-Fox**

WILSON COLLISON to an untitled original, for use in the next of the "Cisco Kid" series.

SAM ENGEL and ROWLAND BROWN to "Johnnie Apollo," next Tyrone Power starrer.

**—Warner Bros.**

JAMES HILTON to "Devotion," from a story by Edward Beaudine and Theodore Reeves, based on the lives of the three Bronte sisters. Bette Davis, Geraldine Fitzgerald and Olivia de Havilland are set for the top roles and Edmund Goulding will direct.

HOWARD KOCH to "Eyes of the Army," co-starring George Brent and John Payne.

MAURICE RAPF to "For Benefit of Mankind," from an original by Marvin Wald.

ANTHONY COLDEWAY and EDMUND PARDO to an untitled episode in the "Secret Service" series, starring Ronald Regan; WARREN DUFF to "Invisible Stripes," prison story from the pen of Warden Lewis E. Lawes.

GUY ENDORE to "Underground."

OWEN CRUMP to "Secrets of a Private Nurse," which will feature Gloria Dickson, Jane Wyman, Dennis Morgan and Margot Stevenson.

THEODORE REEVES to "The City of Iron Men," from his own original. James Cagney will star.

JOHN HUSTON to "The Life of Dr. Ehrlich." Edward G. Robinson will have the tite role.

ROBERT KENT to "Edgar Allen Poe," which will star Claude Rains.

## Rowland Perfects Plan For Production Return

Richard Rowland's plans for re-entering production for United Artists release are gradually taking form. He has booked Barbara Stanwyck for the lead in his first effort, and has signed Archie Mayo as its director. Subject will be one of two story properties Rowland now has under consideration. Rowland was, until recently, production aide to Edward Small.

## Coast Guard Story

"Menace of the Sea," a story of the U. S. Coast Guard academy, has been added to the Warner production schedule, to be made by the Bryan Foy unit. Vincent Sherman will direct from a script by Tom Reed. Humphrey Bogart, Phil Regan and Lya Lys are set for toplines.

## New Cartoon Star

Walter Lantz has introduced a new character, "Pan," making his bow in "Peterkin," a Technicolor cartoon short for Universal release. "Pan" was created by Will Pogany, the artist, and the story for the reel was supplied by Elaine Pogany, his wife.

## Edward Small Will Start Production in August

After a hiatus of several months, Edward Small will embark on his 1939-40 production season for United Artists release early in August, when "South of Pago Pago" is slated to go before the cameras. Five other properties are in various stages of preparation to follow his initialer on the new season's program, including "My Son, My Son," being scripted by Lenore Coffee; "Two Years Before the Mast," which Val Burton is adapting, and "The Life of Valentino," "Christopher Columbus" and "The House of Monte Cristo."

## Space on Selznick Lot Is Acquired by Sol Lesser

Sol Lesser has acquired production and office space at Selznick International for his newly-formed production unit, which will release through United Artists. Lesser moves from his present quarters immediately.

His first for UA, "Our Town," based on the play by Thornton Wilder, is in preparatory stages for an early start.

## "Stanley and Livingstone" Sequel Interests Zanuck

Plans for a sequel to "Stanley and Livingstone," soon to be released, are being mapped by 20th Century-Fox. Darryl Zanuck has acquired screen rights to "With Henry Stanley in England," a semi-biography by Georges Drumcurt, and is angling for the loan of Spencer Tracy from M-G-M for a repeat assignment in the title role.

## RKO Signs Kay Kyser's Orchestra for Film

Kay Kyser, current favorite of "swing" addicts, and his orchestra have been signed by RKO Radio to star in "That's Right, You're Wrong," an original story by William Conselman, which David Butler will direct. His crew of entertainers, including "Ginny" Simms, Harry Babbitt and "Ish Kabibble," will also appear.

## Paramount Long-Termer To Victor Schertzinger

Paramount has placed Victor Schertzinger, director and composer, under a long-term directorial contract, with "The Road to Singapore," co-starring Bing Crosby, Bob Hope and Dorothy Lamour, as his first assignment. Picture rolls September 15.

### New "Philo Vance" From WB

Warner has announced plans to produce "Philo Vance Comes Back," from a story by the late S. S. Van Dine, with James Stephenson cast in the title role. William Clemens will direct from a script by Tom Reed.

## OPTIONS

**—Columbia**

W. W. WATSON signs one-picture writing contract.

**—Metro**

ELAINE RYAN, writer, given new contract.

ILONA MASSEY signed to new acting ticket.

SARA HADEN given new acting contract.

GUSTAV MACHATY signs new directorial contract.

FRANZ WAXMAN, composer-arranger, draws new term agreement.

ALBERT MANNHEIMER given new writing ticket.

**—Paramount**

JAMES HOGAN given new two-year directorial pact. Next assignment is "The Farmer's Daughter," with Martha Raye.

ARTHUR KAY signed to conduct orchestrations for "Victor Herbert," from a score to be written by Arthur Lang.

JACK MINTZ booked as comedy constructionist for "The Farmer's Daughter," Martha Raye starrer.

**—Republic**

DONALD BARRY given three-year term acting contract. First assignment is the lead in "Calling All Marines."

**—Harry Sherman**

BILL PAGAN, stage player, signs term contract. First assignment is a role in "Medicine Show," a Hopalong Cassidy western.

RICHARD CARROLL joins writing staff, working with Wanda Tuchock on "The Ne'er-Do-Well" from the Rex Beach novel.

**—Edward Small**

LOUIS HAYWARD held for another term.

**—20th Century-Fox**

JESSIE MALO joins writing staff.

HARRY JOE BROWN, producer, given new two-year contract.

**—Universal**

FRANK SKINNER, composer-arranger, held for another term.

**—Warner Bros.**

DICK FORAN signs four-picture acting contract. He has been assigned to "The Lady Detective" and "Four Wives."

BEBE ANDERSON given term acting contract.

## Coming Year's Program Is Discussed by the MPRF

Discussion of the coming year's program, including proposals to set up a permanent producers' fund to augment its income, featured the regular monthly membership meeting of the Motion Picture Relief Fund. Ralph Block presided in the absence of Jean Hersholt, president. The newly-elected trustees, Billie Burke, Robert Stephanoff, Stephen Morehouse Avery and George Nicholls jr., attended for the first time in their new capacities.

## Fourth "Blondie" Set

Fourth in Columbia's "Blondie" series has been titled "Blondie Brings Up Baby" and is scheduled to start early in August from a script being prepared by Gladys Lehman. Robert Sparks and Frank Strayer will repeat as, respectively, producer and director, and Arthur Lake, Penny Singleton and Larry Simms continue in the featured roles.

### Lew Smith in New Post

Lew Smith has moved into his berth as production assistant to Edward Small, for which post he was signed recently. Formerly Smith was an associate producer for Frank Lloyd.

### "Daytime Wife" Scheduled

Raymond Griffith's next production at 20th Century-Fox will be 'Daytime Wife," a semi-sequel to "Wife, Husband and Friend." Gregory Ratoff will direct.

# GOVERNMENT PROBE OF INDUSTRY ANTI-TRUST VIOLATION CHARGES FAST NEARING HOLLYWOOD

## Independents Discuss Allied's Code Stand

LOS ANGELES—A round-tale discussion of the organization's rejection of the exhibitor-distributor trade practice code highlighted the luncheon and "pep" meeting held by the local chapter of Allied States, attended by some 45 independent showmen and Allied Members.

The national body's reaction to the code was reported by James C. Quinn, secretary of the local chapter, who attended the national Allied convention in Minneapolis some time ago. Quinn, President Seth Perkins and Treasurer Fred Hershon all concurred in the belief that the trade practice agreement offers nothing of value to independent showmen.

A guest speaker was Robert Poole, executive secretary of the rival Independent Theatre Owners of So. Calif. and Ariz., who cautioned attending exhibitors to withhold any action tending to "intimidate the distributors" until a final copy of the draft has been prepared. Poole declared the exhibition scene locally differs from that in other territories, but admitted that some adjustments in the code must be made to cope with certain factors dominating operations here.

Quinn countered, however, by averring that the code as it stands, or as it may be adjusted, offers no relief—locally or nationally—from compulsory buying of shorts, unavailability of prints, block booking, blind buying and other points for the elimination of which Allied is battling.

No direct appeals for membership were made at the session. However, Quinn and other officers are planning to call another meeting shortly for the purpose of opening a determined drive for members.

## *Distribution Rights on "Sudan" to Lichter*

LOS ANGELES—Distribution rights in the United States, except the New England territory, as well as Canada, for "Sudan," an exploitation feature filmed in South Africa, have been acquired by Mitchell Lichter, independent producer and distributor. Releasing rights to the film for California, Arizona, Nevada, New Mexico, the Hawaiian Islands and Alaska have been purchased from Lichter by Hi Peskay of Majestic Pictures.

Lichter leaves shortly on a trip through the country, setting other deals in such key centers as Philadelphia, New York, Cleveland, Detroit, Chicago, Kansas City, Denver, Minneapolis and the Canadian territory.

## Attorney-General Murphy Orders Federal Grand Jury Proceedings

LOS ANGELES—Harbingers, in the form of press dispatches from the east, forecast that the full strength of the storm from the federal investigation of distribution and exhibition—which has been brewing locally and in Washington for the past two years or more—will hit Hollywood within a short time. However, there has thus far been no scurrying for the cyclone cellars on the part of production executives or in local distribution and chain exhibition circles.

A brief announcement from Attorney-General Frank Murphy in the nation's capitol disclosed that he has ordered the institution of federal grand jury proceedings here dealing with anti-trust, income tax and possible labor racketeering in the motion picture industry. Murphy declined, however, to comment further as to the specific companies, unions or individuals involved.

Albert J. Law, special department of justice deputy, referred all queries relating to the new probe to his Washington headquarters, committing himself only to the extent of declaring that his work here is finished and that he is awaiting further orders. It is generally believed, although Law refuses confirmation, that the data he and his aides compiled during their 18-month investigation into the local distribution-exhibition scene will form an important part of the evidence to be presented the grand jury when and if it is convened. Law several months ago completed his exhaustive probe in which the books and records of every major exchange and the Fox West Coast circuit were examined. The government men were sent here in answer to a number of complaints from independent distributors and exhibitors that the majors were violating clauses of the Sherman anti-trust law.

News of Murphy's drive was met with official silence at FWC and in the local offices of the major exchanges. The FWC circuit declared all comment must come from President Charles Skouras, who was absent from the city. Exchange heads refused to issue any statements on the grounds the matter is in the hands of their eastern superiors.

## *Barsky Closes Anaheim House for Remodeling*

ANAHEIM, CAL.—H. H. Barsky has purchased the Grand Theatre from Bob Sproul and has closed it temporarily for alterations and redecorating. He will open the house at a 15-cent admission scale.

## Trade Pact Approval Withheld by ITO

LOS ANGELES—Formal approval of the exhibitor-distributor trade practice agreement by the Independent Theatre Owners of So. Calif. and Ariz. will be withheld until ITO leaders have succeeded in obtaining two important concessions affecting the local territory, according to Robert Poole, the organization's executive secretary.

Poole expressed confidence that the ITO would be successful in gaining the changes when William F. Rodgers, Metro sales chief and co-chairman of the trade practice committee, arrives here early in August.

The ITO secretary declared his organization will fight strenuously for the banning of commercialized previews and first-run moveovers, both of which are against the ITO's policy. Poole cited the fact that on July 4 approximately 20 "previews," which already had been screened for the press, were shown in theaters in the area.

In addition to huddling with ITO executives on these points, Rodgers is expected to begin aiding in the organization of local conciliation and arbitration boards, aiming to have the code in operation by September 1.

ITO members were officially informed of Rodgers' impending arrival and the organization's plans in connection with his visit through an official bulletin issued by President Al Galston, in which he declared:

"Please rest assured that everything that can be done to protect the interests of every one of our members is being done, and for your information we want you to know that, because of commercialized previews and the moveover situation in this territory, that does not affect any other territory in the United States, we have secured the consent of the distributor committee to act individually on the code for this territory alone."

## *Variety Club for L. A. Sought by Vinicof*

LOS ANGELES—Engineered by Harry Vinicof, head of the Vinicof circuit, plans are underway to form a local Variety Club with membership being sought among exhibitors and distributors in the territory. Vinicof intends to open headquarters in a portion of the building he owns on Filmrow for the installation of a reading room, phone service and other conveniences where showmen and distributors can meet to discuss "mutual problems" and enjoy various recreational provisions. A membership fee of $5 monthly is being sought.

# LOS ANGELES

BACK from a two-week vacation in San Francisco and the World's Fair is Jack Cooper, Metro booker . . . Charles Alden of the Fox Alden Theatre, Globe, Ariz., came in for conferences with Fox West Coast executives . . . Ben Adler, of the Adler Sign Co., Chicago, checked in from the Windy City to huddle with John Filbert of the Filbert Supply Co. . . . Charles Gore of the Gore Bros. circuit, Mac Sinift of the Del Mar, and Johnny Hawkins, who operates the Elite Theatre in Beverly Hills, all caught Paramount's trade showing of "Beau Geste" at the Fox Boulevard Theatre.

*Visitors: Frank Johnson, former owner of the Washington Theatre, Pasadena; Billy Sobelman of the Victory; John Menard jr., Showshop, Glendale; Phil Greenbaum, Mecca; George Diamos, Lyric Amusement Co., Tucson, Ariz.; Bill Martin, Hemet Theatre, Hemet.*

Back from a jaunt through his territory is Morris Safier, Grand National's western district manager. In Denver he appointed Edward Safier to replace Glenn Gregory, who resigned as exchange manager . . . Bill Madden and Connie Carpou, of Metro's contract department in New York, are spending their annual holiday here.

*Bob Leonard did double duty by booking for his Pala Theatre in Escondido and the El Moro in Gallup, N. M. . . . Other booking visitors included Bill Knotts, Covina, Covina; Joe Green, Raymond, Pasadena; Louis Berkhoff, Cinema; Max Gardens, Rosslyn; Fred Siegel, Palomar, Oceanside; Joe Sloat, Maynard; Charlie Olds, Arroyo, Arroyo Grande; Mrs. Lena Schatz, Allena; Jay Sutton, Marcal and Center; Mrs. Foster Jackson, Elsinore.*

Tom Soriero, manager of Fox West Coast's United Artists Theatre downtown, has returned from a vacation in San Francisco . . . Holidaying here is Mrs. J. C. Latta, wife of the Pittsburgh theatre zone manager for Warner . . . Harry Hollander, booker for the Lou Bard circuit, is recovering from a tonsillectomy on an ice cream diet.

*Still hobbling around on crutches, "Ote" Lewis came in to book for his Mission Theatre in San Gabriel. His wife accompanied him . . . Bernard Leavitt trying unsuccessfully to palm off a phoney dollar bill which somebody passed at the boxoffice of one of his theatres.*

The B. F. Shearer Co. will move into new and larger quarters at 1964 So. Vermont August 1, taking over the old Paramount exchange . . . Dode Samuels, RKO Radio salesman, and Red Lentz, one of the Columbia selling staff, both checked in from trips through their Arizona territory . . . D. B. Vanderlip is now a partner with Jimmy Edwards in the Arcadia Theatre, Arcadia.

*Gale Mullins, booker for the Harry Nace circuit, came in from Phoenix, Ariz., on business . . . Other visitors included John Menard, operator of theatres in Downey and Norwalk; Bill Peck of the La Moda, Atascadero; Joe Venable, Manny-Venable circuit; Judge LeRoy Pawley, Desert Theatre, Indio.*

George Bowser, Fox West Coast district manager, spent a few days in San Diego on business . . . Darrell F. Benedict will manage the Casino Theatre for its new owner, Mort Tapscott . . . Gene Copperud, who manages the Garfield in Alhambra for the Jimmy Edwards circuit, and Rosella B. Lemson will be married in the near future . . . The Union Theatre, formerly the Continental, which was recently taken over by Ben Bronstein, has reopened. House seats 500 and is being operated on a 15-cent admission policy . . . National Theatre Supply has installed new marquee letters in the Boulder Theatre, Boulder City.

*Booking: Howard Monroe, Ritz and Dale theatres, Long Beach; Justin LaFont, of the Forum Theatre, Barstow.*

Wilbur Peterson, operator of the Orpheum Theatre, Somerville, Mass., who is vacationing here, was a guest at the Warner studio . . . Jimmy Summerville, Universal shipping clerk, is helping out on bookings while the assistant booker, Benny Sachey, is on his vacation . . . Buck Wade, Universal salesman, is off on a short trip through his territory . . . Fred Gage, Warner salesman, chatting with an exhibitor friend . . . Bill Reider, Grand National branch manager, scurrying along as though he were going somewhere . . . George Bromley, Campus Theatre, and Frank Harris of B. F. Shearer Co., a twosome.

*W. W. Windquist came in to pick up product for his Rialto Theatre, Long Beach . . . Ditto George Bourke of Sawtelle; Harvey Levinson of the Cozy; Harry Vinicof of the Vinicof circuit; Kurt and Max Laemmle, Glassell and Franklin theatres; Francis Perezo of the Dreamland and World.*

Ben Peskay, of the Times and Palms theatres, returned from a business trip to San Francisco . . . Fred Young, local B. F. Shearer representative, startled the Filmrow natives by bursting out in a white suit . . . Dave Cantor of the Park and Royale theatres, escorting an attractive blonde young lady about the Row and fighting off the wolves.

*Booking visitors: Sam Decker, Palms Theatre, Palms; Jimmy Edwards, Edwards circuit; Tommy Huntington, Keogh circuit, San Diego; Monty Friend, Montrose, Montrose; Leon Levy, Wiltern; Harry Milstein, Torrence and Gardena; Sid Feder, Stanley, Long Beach; John Drew, Temple, Glendale.*

## *Artist for "Safari"*

HOLLYWOOD—Cyrus LeRoy Baldridge, who has painted more than 400 canvasses with Africa as their subject, has been signed by Paramount as technical advisor on "Safari." Picture goes into work September 18 with Madeleine Carroll in a top role.


# TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

## LOS ANGELES

### EQUIPMENT AND SUPPLIES

**Breck Photoplay Supply Company**
A Complete Line of Theatre Supplies and Equipment
**1969 So. Vermont** **RE. 3151**

**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
**Wagner Silhouette Letters**
**Motiograph Projectors**
1964 So. Vermont RO. 1145

### THEATRE DECORATORS

**Specialists in Theatre Decoration**
**NAT SMYTHE & SONS**
**Decorators**
1914 So. Vermont RE. 3578

### AIR CONDITIONING

**Carabin Engineering Company**
"Air Conditioning Engineers"
**1914 So. Vermont** **Los Angeles**
— Over 30 Theatres in 1937 —

### EXPLOITATION PICTURES

**Now Booking**
**CHARLES DICKENS'**
**"THE OLD CURIOSITY SHOP"**

**"THE FORBIDDEN TERRITORY"**
**starring**
**Gregory Ratoff**
**Binnie Barnes**

**"THE SECRET OF STAMBOUL"**
**starring**
**Valerie Hobson**

**Edgar Wallace's**
**"THE CRIMSON CIRCLE"**
**starring**
**Noah Berry**

**Wm. G. Smith's Jewel Productions**
1912 So. Vermont RO. 2205

# SEATTLE

THIS town is in a festive mood and will be for the next couple of weeks. A gala program is all set for the opening of Potlatch Week. Uncle Sam has sent eight of his battlewagons to anchor in the Puget Sound, with the boats open to visitors. There is daily horseracing, soap box derby, cowboys from all over the West for the big rodeo, boat races among the navy boys, "Old Northwest Days" historic spectacle, carnivals, horse shows, and many, many other events that will keep this town busy for days. All downtown streets are decorated and parades will be held daily. Despite all this activity, it is anticipated good business for the show shops, that is, providing this hot spell gives way. Old Sol is driving the would-be showgoers to the many lakes and beaches in these parts.

*By applying good old fashioned exploitation and showmanship, the local ball club is playing to crowds every evening. With the personal appearance of Al Schacht, the famous baseball clown, over* 17,000 *fans jammed the ball park for a new all-time record for attendance. Each night there is some activity supplied by bands and drill teams from nearby towns. The American Legion Posts also are helping out.*

Local dailies are featuring special editorials on the passing of the Neely block booking by the Senate. These editorials tell the readers that as soon as the bill passes the house, the exhibitor will be able to present better pictures to his patrons, and that the theatre owner will be able to look over each picture separately and pick the ones most suitable for his theatre.

*The Hennies Brothers circus, more of a carnival than a circus, playing here this week, garnered more free newspaper space than any show in years . . . The theatre business-getter this week is Skinnay Ennis appearing in person with his band at the Palomar. One evening Skinnay got the "jitter-bugs" to dance in the theatre aisles which landed a picture in the papers.*

The time is drawing near for the annual fishing derby. Each year the mighty anglers gather from far and near to enter this thrilling event. Many screen and radio stars compete. For three months prior to the derby, all fishermen must catch a salmon of good size in order to qualify for the finals. When the big day arrives hundreds of boats are let into the sound with a naval escort. The largest salmon caught within a certain period nets the lucky person a brand new automobile.

*The well known screen author, Norman Krasna, is advertising in the local sheets calling attention to his school of writing in Hollywood. He offers a course by mail, of screen writing . . . Billy Hartford, city manager for Fox Evergreen theatres in Everett, aided by his assistant, Jimmy Andrus, tied up with the local merchants and filmed a special reel under the title of "Everett on Parade." Picture was made silent, and gave Everett citizens a glance at the inner workings of all its industries. A "ghost" voice was dubbed explaining everything. Over* 10,000 *people were in the reel and it is a safe bet that they all planked down their money to get a gander at themselves.*

Alex Johnson, for many years with the *Seattle Post Intelligencer* writes from Honolulu to Sammy Seigel, sending regards to Joe Cooper, your correspondent, and others that remember him. Alex is now with the *Honolulu Star Bulletin* so if any of you are round that way, drop in . . . With Gil Brown, dramatic editor for the *Star*, away on his vacation, his local column has been handled by guest writers. Among those contributing was Geri Shartin, daughter of Bill Shartin, local manager for Warner.

*Glen Aldrich, manager of the Unique in Spokane, took his first solo motor bike ride and ended up with a broken arm . . . Leaving for vacations this week are Guy Maxey, head booker for Warner, who with his wife, Maude, are driving with Don and Mrs. Weston, also of Warner, for a visit to the studios and the San Francisco Fair . . . Bob Osborne, office manager for the Fox exchange, and his wife are also off for a couple of weeks' motor tour.*

Republic Pictures are now established in their new quarters, all the moving being done while J. T. Sheffield, the head man, is in New York attending a special meeting. Eddie Walton and Tommy Tomlinson supervised the change-over . . . The gang at National Screen Service held an informal get-together in honor of Una Clasby, who resigned from the company to spend all her time keeping house for hubby . . . Jim Hone now is fully settled in his new office . . . Rufus Blair of the Paramount publicity department up from Hollywood with a print of "Beau Geste" which was given a trade preview at the Blue Mouse.

*Mort Blumenstock from the Warner home office here to stay as local publicity man for the company. Mort will assist the various independent exhibitors who have the company's product . . . Milton Kenworthy of Moscow, Ida., is away to New York to take in the World's Fair . . . Hugh Bruen, theatre owner of Whittier, Cal., here with Mrs. Bruen, as guests of W. B. McDonald of Olympia on his yacht the* Saranar *in the race from Everett to Nanaimo, B. C., Canada. Other guests included Guy Navarre, of United Artists; Neal Walton of Columbia; Art Slater of Northwest Film Service; Al O'Keefe, coast division head for Universal, and L. J. McGinley, local Universal exchange manager. Bruen also owns the 45th Street Theatre in Seattle.*

Edgar Mercy of the Mercy circuit, handling the houses in Camas and Washougal, left his theatres long enough to try his hand at solo flying. Edgar flew from Camas to Seattle and back without a mishap so he now becomes another member of the flying exhibitors. There are half a dozen in this territory . . . Walter Graham of Shelton took his plane and made a trip to Kamloops, B. C. . . . George Weeks, general sales manager of Monogram, and Mel Hulling, coast district for the company, in for a visit with Al Goldstein, northwest distributor.

*Ruby McMillan and Betty Shafer are en route to Alaska for a couple of weeks . . . Mr. and Mrs. Win Warner off for their home in Hollywood. This was Win's first visit to the Northwest and he said he never realized that this city and its surroundings could be so beautiful . . . Mrs. Bill Cunningham and daughter, Janet Lee; Mr. and Mrs. L. E. Davis and Mrs. W. H. Coe and two daughters back to Portland after a week as house guests of L. O. and Eva Lukan of the Green Lake Theatre . . . Hal Daigler, right hand man to John Hamrick, and his wife have left for a tour of Alaska.*

Jay Haas, western division manager of Paramount's ad sales department, in town from Hollywood . . . Wayne Christy spending a day in Tacoma screening pictures for the censor board . . . Mrs. Martin Brown, on the Row as guest of Al Bloom. Her hubby owns the Avenue Theatre in Yakima . . . Billy Hartford to San Francisco for his vacation . . . Lawrence Wicklund, business agent for the Theatre Employes Union, calling a special meeting to consider some important business . . . Joe Rosenfield, city manager for Fox Evergreen in Spokane, in on a booking trip . . . Frank Newman sr., president of Fox Evergreen, to New York to attend a business meeting.

*Paul Carlson doing his vacationing in San Francisco . . . Herndon Edmond back from his trip through eastern Washington . . . Wally Rucker and Cy Young in from the same territory . . . Eddie Peabody, wizard of the banjo, who made a personal appearance here a couple of weeks ago, popped back in town for a day. He spent the whole day at the King County Tuberculosis Hospital cheering up the shut-ins.*

While Seattle and Tacoma are celebrating the Washington state jubilee, Spokane is getting ready for its Cavalcade. Shades of the gay nineties have appeared on Spokane streets as men donned frock coats and top hats, and women are attired in calico dresses and sunbonnets. Spokane celebrates the early part of August.

*Lloyd Lamb has taken over the distribution of "Movi-News" for the Oregon and Washington territory. "Movi-News" is a novel idea of a theatre program which is distributed each week by the exhibitor to his patrons . . . Popcorn Smith back to Seattle after a long business trek. Reports business good and that the Mercy circuit has installed more machines in their houses.*

## "Chips" Sets Revenue Record in L. A.

**Los Angeles—"Goodbye, Mr. Chips" has moved to the Carthay Circle for a continued run after establishing a new revenue record at the Four Star Theatre, where it played for nine weeks and four days. The Metro picture grossed approximately $54,000, nearly $2,000 more than "Pygmalion," previous record-holder at the Four Star.**

# DENVER

WITH the stiffest competition in months only one of the first runs went above average and that with the aid of a stage show. The Denver, with Will Rock in Thurston's magic show attracted enough to run the house to a comfortable margin above average. For competition film houses had the huge *Denver Post* free opera for three nights in Cheesman Park, which attracted thousands of people every night, some of them going as early as 3 o'clock to be sure of a good seat, with the performance starting at 8. Both amusement parks had name bands that took unusually large crowds from the film theatres. All that on top of the hottest weather in many years, which drove people to the mountains.

*The eighth annual play festival in the 61-year-old opera house at Central City, where "Yoemen of the Guard" is playing on the stage for two weeks, is breaking records with practically every performance a sellout . . . Plans are being drawn for the modernization and air-conditioning of the RKO exchange, with work expected to start as soon as a new lease is signed. Being on the sunny side of the street the exchange gets the full benefit of the hot summer sun, and employes are thrilled with the prospects of air-conditioning, at least by next year.*

Jerry McGee, booker in the Sheffield-Republic exchange, left Saturday for Yellowstone national park to spend his vacation . . . Jack Lynch, Empress Theatre, Laramie, Wyo., projectionist, was fatally injured in an automobile accident near Cheyenne, Wyo. . . . J. T. Sheffield, owner of the Sheffield-Republic exchanges here and Salt Lake and the Pacific Northwest, is expected to visit his Denver offices for a couple of weeks. He has flown to Detroit from his Seattle headquarters, where he picked up a new Packard. He drove to New York. and will drive to Denver before going on to Salt Lake City and then home.

*E. M. Kaylor has closed the Madrid Hall at Madrid, N. M. . . . Harley H. Butler has taken over the Real Theatre, Roy, N. M., from W. J. Sturgis . . . Air-conditioning is just about ready for operation at the State Theatre, where the manager, Buzz Briggs, has been so busy he has had to forego his golf . . . A. C. Jesminik has opened up in Ovid, Colo., with a spot to be called the Ovid Theatre. The spot has been without a theatre.*

With reservations running stronger than usual this early, it is expected attendance at the annual picnic, golf tournament, dance and banquet of the Rocky Mountain Screen Club will be well over the 250 usually present. The affair will be held at Eddie Otts Country Club at Evergreen, Colo., 40 miles from Denver, with the golf tournament held on the Denver municipal course nearby. Committees are rapidly whipping plans into shape, and with a large prize list assured for golf and other games, stiff competition is expected. The convention of the Gibralter company will be held at the Cosmopolitan Hotel here starting August 11. Chas. R. Gilmour is president and general manager of Gibralter Enterprises, Inc., as well as president of the exhibitor organization.

*Jack Copeland, manager of the Aladdin, is the girls' ideal, according to a note written to the Gadabout, column in the* Monitor, *Denver weekly with a 78,000 circulation. Because of the wide circulation Copeland is receiving a lot of kidding, some of which is said to make him blush even through his "sun-bronzed complexion." The girl, who signed only her initials, was moved to write the note after a male had extolled the lovely eyes of an Aladdin cashier.*

## Bill for State Tax as a Precautionary Move

SEATTLE—Although the threatened state tax of two per cent on all film sold in the state of Washington looks like it might die, local distributors are adding the tax on their statements to the exhibitors. This is being done as a protection in the event the state decides to impose the added revenue.

The compensating tax law was amended during the 1939 session of the state legislature making a two per cent tax applicable to all tangible personal property used in the state of Washington. At that time it was verbally agreed that films and theatres would be exempt. State attorneys, however, ruled that the films were subject to tax as the law is interpreted. Jim Hone, executive secretary of the Motion Picture Theatre Owners of Washington, is opposing the tax in the interests of his organization.

## L. A. Fire Commissioner Revising Ordinance

LOS ANGELES—Acceding to pleas from Fox West Coast, RKO and Warner Theatres, and the Independent Theatre Owners of Southern California and Arizona, the city fire commission is drafting a revised city ordinance pertaining to the regulation of false fronts, lobby easels and other theatre lobby paraphernalia. The showmen pointed out that the present ordinance was passed at a time when theatres were not so modernly or spaciously designed and that, under present conditions, false fronts and lobby easels do not constitute a fire hazard.

Enforcement of the code now being devised will be left to the discretion of the fire commission as applying to each individual lobby and foyer design.

## FWC Tries Flesh

SANTA BARBARA, CAL.—Fox West Coast is trying out a "flesh" policy, supplementing regular screen fare, during weekend showings at its Arlington Theatre. Initial vaudeville bill was headlined by the Stroud Twins, of radio fame, the "Great Lester," magician, and two other acts.

### Gets Pact and Role

HOLLYWOOD—Paramount has handed Lind Hayes a five-year contract and a role in "Seventeen."

# SALT LAKE

THE Capitol Theatre at Logan, Utah, closed for the past three months, reopened its doors July 23 under the management of the Intermountain Theatres, Inc., of Salt Lake City. The house, seating 1,500, has been made modern throughout. It was closed May 1 by the local B. G. Thatcher business interests following more than a year of picketing by discharged employes. Earl Baugham is the house manager. The opening date for the Lyric of Logan, closed shortly before the Capitol, still is unannounced.

*Bill Steege, Fox West Coast branch manager, and Tom Berts, one of the FWC managers at Rock Springs, Wyo., motored to New York for the World's Fair via Canadian routes . . . Tony Hartford, sales manager for United Artists, is continuing in the northern section of the Intermountain territory for some time due to good results . . . J. R. Keitz, Mercury exchange head, is expected back shortly from a business trip to Denver.*

J. T. Sheffield is expected in Salt Lake City en route back to Seattle, his headquarters, from a New York convention . . . H. C. Fuller, RKO manager, is leaving for an extensive sales trip into the territory . . . William Seib, Columbia manager, has headed into Montana for business . . . Ben Fish, western district manager for United Artists, left Salt Lake City for Denver after conferences held here.

*Film players here: Wallace Beery stopped to refuel his plane at the local airport en route back to Hollywood from Idaho locations. A member of his family was reported ill . . . Phil Harris, appearing in Salt Lake City for a one-night engagement, went to Cheyenne, Wyo., for an appearance there July 20 . . . Stepin Fetchit appeared in person on the Roxy Theatre stage . . . Little Dick Redman, seven-year-old son of the well known and former Salt Lakers, Mr. and Mrs. Frederick E. Redman, is an accomplished skater who appears with Sonja Henie in "Second Fiddle."*

Seven-year-old boy wonder Ray Harvey appeared at the Utah Theatre the past week. He promptly answers any question asked him. He has baffled reporters and audiences with his knowledge of statistics and marvelous mind . . . Andy Kerstopolis recently opened a refreshment parlor in the vicinity of the Broadway Theatre. Andy, with his brother, Dan, and J. Kerskis, operates the theatre.

## Skouras and Aides Back From Eastern Confab

LOS ANGELES—President Charles Skouras of Fox West Coast, accompanied by Mike Rosenberg of Principal Theatres, Arch Bowles, FWC's northern district manager, and Andy Krappman, Skouras' aide, have returned from a two-week visit to New York. They huddled in the east with Spyros Skouras, head of National Theatres, concerning operational policies for the coming season.

# S' FRANCISCO

PHIL ZONNEVITCH is now managing the Harding Theatre here in place of I. M. Levin . . . Employes of Western Poster claim they are working day and night filling orders while Joe Soloman is vacationing . . . Friends are mourning the death of Ellis Yudevitch's mother who passed away in Pendleton, Ore. last week. Yudevitch is a poster clerk at United Artists and left for Pendleton this week . . . R. F. Robb of the Butler Theatre in Tonopah, Nev., paid his annual visit to the local Filmrow.

*One clever bit of showmanship used by Jack Redmond to combat "Volcano" La Marre was used recently when the New Hopkins had its gala opening. La Marre had numerous film stars slated to appear at his house and boosted so on his marquee. In retaliation, the New Laurel had names of Errol Flynn, Bette Davis, Claudette Colbert, John Barrymore and Elaine Barrie on its marquee in place of the names of the films. Giant floodlights gave the Laurel the appearance of a gala opening. La Marre had a small zeppelin let the film down to his house and featured personal appearances by film stars, public officials, and himself. Another clever bit was played by La Marre when he advertised the names of the pictures and "ON STAGE—Rene La Marre."*

A minor fire caused by youngsters flipping cigarettes and matches against the drapes in Aaron Goldberg's Egyptian Theatre here was the cause for the burns on Manager Solly Cohen's hands . . . George Manor is the new bookkeeper in Walter Preddy's Theatrical Supply Co. . . . Jim Riley of Pacific Coast Theatre Supply Co., entrained for Chicago . . . Lloyd Owenby, National Theatre Supply Co. head man, is vacationing . . . Managing the New Salinas Vogue Theatre is Bill Edmonds, formerly of the Roxie in Modesto.

*Clarence Hill jr., son of former exchange manager, C. Hill sr., was seen along the Row and is thinking of returning to the film industry . . . Also seen here after a long absence is Paul Smith, who left the industry to go east as a salesman. He is back seeing old friends and renewing old acquaintances. Smith is here as a salesman for the Stromberg-Carter Co. . . . Royal Amusement Co. of Honolulu head man, Billy Citron, is in Los Angeles for the company . . . Pete Perry of Yearington, Nev., is also in town seeing sights and saying "hello" along the Row.*

With the Telenews Theatre rapidly rounding into shape for an opening in the middle of August, Ellis Levy, newly-appointed manager, just returned here from New York, where he was schooled in the correct technique for the running and promotion of the innovation in theatres . . . Herb Harris of the Mandarin Theatre in Stockton is vacationing in Lake Tahoe while Gus Morris of the Sierra Theatre in Stockton is here in town seeing the sights and vacationing . . . Eleanor Pedranzoni of Warner and R. C. McDonnell of Paramount are both back after vacationing . . . Also among those "taking it easy" is Frank Wyman of the Silver Palace. Wyman is one of the real old-timers in the business . . . The mother of Samuel H. Levin and D. B. Levin passed away last week.

*Motion pictures seem to dominate at the Fair here. Among the leading attractions for one day at the Fair the local papers featured free films in the Oregon Theatre, Hall of Western States; "The New Oregon Trail" in the Shasta Cascade Building; science moving pictures in the Hall of Sciences; two free films "The Land of Liberty" and "Construction of the Bay Bridge" in the Keith Theatre in the California Building; "Kindergarten to College," showing in the San Francisco Building, and numerous advertising films featuring Mickey Mouse, etc.*



## Meets "Dead Ender"—

*Recipient of a hearty handclasp from Leo Gorcey, one of the "Dead End" kids, is Albert McCormick, who operates the El Cortez in Hot Springs, New Mexico. McCormick visited the "Dead End Kids at Military School" at the Warner studio.*

## Theatrical Federation Names Representative

SEATTLE—The Theatrical Federation of Seattle, consisting of six labor unions with a combined membership of 6,000 men and women, has announced the appointment of Basil Gray as its labor relations representative. Gray is a member of the executive board of the central labor council.

The federation includes the Musicians Union, Local 76; Motion Picture Operators Union, Local 154; Stage Employes, Local 15; Theatre Employes, Local B-22; Building Service Employes, Local 6, and the Billposters, Local 49. J. C. Curley is president and L. Presley Gill is secretary.

## Sohns Will Build

SEATTLE—Mel Sohns, manager of the Kirkland Theatre, announces that a new theatre will be built at Lake Burien and be ready within the next 60 days. House will seat 500 and be modernistic in every detail.

### Stage Player in Western

HOLLYWOOD—Bill Pagan of the stage has signed for a role in "Medicine Show," a Hopalong Cassidy western.

# PORTLAND

THE fair city of Eugene is all pepped up about RKO's scheduled filming of "Abe Lincoln in Illinois" in its vicinity. Sets are already under construction up the McKenzie river . . . We saw from Sheridan this week none other than W. H. Hibbert and from Burns, C. L. Skienes of the Liberty Theatre . . . Thelma Flake, secretary to "Slats" Wilson, and Rillis Lederer, inspectress, of Universal are on vacations.

*W. A. Graeper has purchased the southwest corner of N. E. Union Ave. and Russell St., adjacent to his Egyptian Theatre . . . Henry J. Updegraff, who died July 2, left an estate valued in excess of $10,000 with his widow, Gertrude L., as sole beneficiary and executrix. Updegraff was president of the Roseway Theatre . . . Leo and Clarence Pallay, brothers, have opened the old Princess Theatre at Sixth Ave. and Burnside St. under the name of the New Star. B. F. Shearer furnished chairs, some of the booth equipment, acoustic work and some of the wall panels.*

B. F. Shearer's showcase is almost filled with prizes and trophies for the Oregon Motion Picture Golf tournament, to be held at the Portland Golf Club August 22 and 23 . . . Junior Mercy was in from Seattle, Senior from Yakima and Edgar from Camas were also in . . . Avery Combs and son were on the Row from Newberg and Burns . . . Vete Stewart had Ned Holmes' new assistant, Marty Weiser, in town a few days.

*W. W. Caldwell, 20th-Fox advertising executive from New York, is in town . . . Vern Whitcomb and Kay Lang are on their vacations . . . Charlie Powers is in Medford for a few days . . . On the Row: Bob Mattechek, son of M. W., of McMinnville, L. E. Spraker of Staton, R. Webster of Stevenson, E. L. Caroon of Oakridge, Loring Schmidt of Salem, Al Forman of The Dalles and Eddie Callahan of Seaside.*

## Underhill Building

TWENTY-NINE PALMS, CAL.—A new 400-seat theatre is being constructed here by W. J. Underhill for an October 1 opening. Excessive heat during the day is forcing the crews to start work early in the evening, working until dark.

## Bill Braman Reopens

SAN BERNARDINO, CAL.—Bill Braman has reopened his Temple Theatre, which has been dark for a month during extensive remodeling, redecorating and alterations.

### FWC Books "Exile Express"

LOS ANGELES—FOX West Coast has booked "Exile Express," Grand National production starring Anna Sten, for playing time in circuit houses in this territory.

### Summer Shutdown at Warren

WARREN, ARIZ.—The Warren Theatre, one of the houses in the Harry Nace circuit, has closed during the hot summer months. It will reopen in the fall.

# Governor Is Silent on Running Time Bill

SPRINGFIELD, ILL.—The anti-double feature bill, which was passed in the Illinois general assembly a few weeks ago, was placed in the hands of Gov. Henry Horner Saturday, July 22. The governor has until midnight of August 3 either to sign or veto the bill. Otherwise, at the end of that time, it will become law without his signature.

Although no word has come from the governor regarding his stand on the bill, it is expected that he was to take action on it some time during the week, as he is planning a vacation in a week or so and hopes to dispose of all impending legislation beforehand. The governor has been busy since the adjournment of the legislature taking action on some 300 bills.

Action on the measure, which has been creating quite a stir both in and out of theatrical circles, along with that on several other important bills, has been delayed until most of the other bills were disposed of.

### Goldwyn for Limit on Film Running Time

CHICAGO — While Chicago exhibitors awaited word from Springfield on Gov. Henry Horner's action on the bill limiting the running time of film shows in Illinois, Samuel Goldwyn stopped off in the Windy City long enough, en route to New York, to take another "blast" at duals.

"I certainly hope that your Governor Horner signs that bill," Goldwyn told reporters. "I feel the entire motion picture industry is in accord with me when I say double features are a blight on the business. Any action that will rid us of them will tend to raise the standard of movie production, will increase attendance at theatres, and the goodwill of the public."

Meanwhile, daily newspapers were being scanned anxiously by exhibitors as they sought word on whether the governor had signed the Sandquist bill or not. While the bill would limit film programs to 2 hours and 15 minutes, without mentioning duals, it is understood that no two big features could be run together within such a time limit.

## *New Chicago Film Clubs Plan Event August 16*

CHICAGO—The first public appearance of the newly-organized Women's Filmrow Club and the Chicago Film Bookers' Club will be the splash party to be given on Wednesday night, August 16, at the Medinah Country Club swimming pool on North Michigan.

The party will get under way at 7:30 in the evening, and will be followed by a buffet lunch at 10:30. Tickets are available in every exchange on the Row from members of the two clubs at $1.00 per ticket.

### New 20th-Fox Writer

HOLLYWOOD—Jessie Malo has joined the 20th Century-Fox writing staff.

## *B&K Anti-Trust Hearing Moved to Sept.*

**Chicago—The anti-trust suit of the independent exhibitors against B&K and the majors now has been postponed for the summer and will be heard next before Judge James Wilkerson on September 26.**

# Two More Wisconsin Cities Ban Games

MILWAUKEE—Close upon the heels of Circuit Judge Gustave G. Gehrz's decision banning Bingo at the city's Midsummer Festival on the lake front, games of chance in two other Wisconsin cities were ruled out by law enforcement agents.

In Janesville, Circuit Judge Jesse Earle issued an injunction restraining T. M. Ellis jr. and G. A. Turner from operating "Shekels" in their State, Rex and Majestic theatres in Beloit.

Upon refusal to discontinue the game following the state supreme court's ruling against Bank Night, Dist. Atty. John E. Matheson of Rock county started action against the game. The theatremen contended the Bank Night decision did not apply to "Shekels."

Judge Earle ruled otherwise, however. "All of the elements involved in a lottery are present in the general scheme," he said. "From the evidence, it is my opinion that chance is the dominant factor in determining the cash prize winners in the scheme or so-called game involved in this action.

"The manner of selecting recipients of these cash prizes is dressed up in elaborate rigmarole in an ingenious and complicated attempt to disguise its real intent, purpose or effect . . . Its eventual payoff is much the same as the lately legally defunct Bank Night scheme which was held to be a lottery."

Referring to affidavits signed by some 200 Beloit business men protesting that "Shekels" is neither a lottery nor a public nuisance, "and is of value to them as an advertising medium," the court held that "while it may be conceded it is of some value to merchants, and at no charge, that question is not involved in the case as they are in no manner interested in the matter, except to receive some free advertising. The affidavits are therefore ruled out as being neither competent, relative or material to the issue in the case."

In Kenosha, Atty. Gen. John E. Martin, in reply to a query from Dist. Atty. John P. McEvoy, labeled "Treasure Chest" as operated by the Kenosha Theatre a lottery. The plan was conducted in connection with local merchants with $200 given away weekly.

The state attorney general's opinion held: "The actual scheme of operation or method employed can be as varied as the limits of human ingenuity, but if the three elements (prize, chance and consideration) are found in a particular ingenious scheme or device under consideration, that scheme or device would seem to be a lottery within the rule of the La Crosse Theatre Co. case.

"The plan under consideration, upon its face, does not appear to have quite the magnetic lure and in the same proportions as the scheme under consideration in the La Crosse case. But the magnetic lure is, nevertheless, present, else the plan would be ineffective and would be abandoned.

"It may not result in increased profits to the same extent as the scheme in the case referred to—but it is obviously aimed at increasing profits or it would not be used, and if it does that, it is a lottery. The magnitude of the profits does not determine the question of a lottery. The question is whether there are profits as a result of the scheme regardless of the magnitude thereof."

The Milwaukee Festival Commission estimated its loss at about $3,000 as a result of Judge Gehrz's ruling banning Bingo.

# Accession of Maertz Brings Cooperation

MILWAUKEE—A greater spirit of cooperation between independents themselves and independent and circuit exhibitors has been evidenced here since E. F. Maertz has assumed the business management of the ITPA of Wisconsin and Upper Michigan. Although no longer an exhibitor, Maertz will continue as president of the ITPA of Wisconsin until the next convention scheduled for some time in the fall, members say.

Maertz has been active in protecting exhibitor interests in the legislature at Madison and only recently was instrumental in securing further relief from the projectionists' union for Class 5 and 6 houses here during the remainder of the summer months.

As an evidence of the better feeling existing between theatremen, an outing will be held some time in August. Committee in charge of the affair consists, besides Maertz, of Charles Trampe, Monogram-Midwest Film Co., and his son, Oliver, manager of the Rainbow Theatre here.

The local exhibitors are also planning to request the common council for an ordinance limiting the length of shows. As planned, such a measure would prevent theatres from running show longer than 2 hours and 15 minutes or two and one-half hours. The ordinance would eliminate twin bills, a policy which has been general here for the past number of years.

## *Depositions From B&K And Majors Slated*

CHICAGO—Depositions were to be taken late this week by Lewis Jacobson, attorney for Frank Ford, in his suit against Sam Myers, B&K and the majors, charging violation of the anti-trust laws.

Jacobson, before a notary public, was to examine all of the branch managers, Myers, and Elmer Upton, B&K Comptroller.

### Adapts "Poe" Yarn

HOLLYWOOD—"Edgar Allen Poe," which Warner will make starring Claude Rains, is being scripted by Robert Kent.

## Present . . .



*Bill Gehring, central division manager; Herman Wobber and Clyde Eckhardt seated for a friendly palaver in the latter's new office.*



*Lou Reinheimer, Moe Koppel, Bennie Lasker, Percy Barr (the latter of National Screen) and Chubby Voght.*



*Henry Schoenstadt, Clyde Eckhardt, Arthur Schoenstadt and Sam Schoenstadt.*



*Joe Vicedomini, World Playhouse; Abe Teitel; Dan Roach, Playhouse press agent; and Nate Gumbiner.*

## New Kroehler Office

CHICAGO—The Kroehler Seat Co. will occupy the store building one door north of Capitol-Monogram Pictures this week. This is the part of the new exchange building which Capitol-Monogram is not using.

# 500 in Tribute to Clyde Eckhardt

CHICAGO—Twenty-five years of service in the motion picture industry by Clyde Eckhardt, branch manager of 20th Century-Fox in Chicago, were celebrated at the silver jubilee dinner given in his honor at the Congress Hotel Casino. About 500 attended including several film executives from New York.

Praise was heaped upon Eckhardt by every speaker, with plenty of humorous gags intermingled.

Eckhardt, who has been in the amusement industry more than 40 years, was presented with a chest of silver service by Jack Kirsch, president of Allied of Illinois, who with John Balaban and Jack Osserman, RKO branch manager, were co-chairmen of the affair.

Topping off the talks of the evening was the presentation of a comical "newsreel" subject on "The Life and Loves of Clyde Eckhardt," produced by the Movietone News staff and edited by Lew Lehr, 20th Century-Fox short subjects editor in New York. Included as members of the "production" staff were Kirsch, Balaban, Jimmy Coston, Osserman, and Emil Montemurro, Movietone News bureau head, who photographed the material, with Phil Gleason, his sound man, assisting.

Lou Reinheimer and Dick Sachsel both displayed histrionic ability in playing the "leads." Reinheimer impersonated Eckhardt, while Sachsel was the "abused" exhibitor, "Herman Blintz." It followed Eckhardt's "career," from the days he started with the forerunner of the present 20th Century-Fox.

Speakers included 20th Century-Fox executives and Chicago branch and district managers of other companies. Among their comments:

Herman Wobber, general sales manager, 20th Century-Fox: "This is a great tribute tonight that is well deserved. We have a keen appreciation in New York of Clyde's abilities and we hope that he will be with 20th Century-Fox for a great many more years to come."

Grad Sears, general sales manager, Warner Bros.: "He has served the industry faithfully and long and deserves this heartwarming welcome for 25 sterling years in the industry."

John Balaban of B&K: "We pay tribute to a man of character, honesty and principle."

Allen Usher, district manager, Paramount: "It has been a pleasure to work with Clyde Eckhardt in this industry."

E. T. Gomersall, district manager, Universal: "Clyde is a man among men, a right thinker, and a square shooter."

Walter Branson, district manager, RKO Radio: "He is a man whom I look up to in this industry."

"Doc" Banford, branch manager, M-G-M: "Clyde has been a great leader and a great salesman."

Other congratulatory remarks came from Bill Gehring, central district manager, 20th Century-Fox; Truman Talley, Movietone News; Jack Osserman, RKO branch manager; Jack Miller, and George Raft.

Kirsch, in making the gift presentation, said: "Clyde was not born with a silver spoon, but through hard work and the overcoming of numerous obstacles has come to his present high position . . . He has always been a leader . . . His success is measured by his legion of friends . . ."

Felix Mendelssohn, retired M-G-M branch manager, was toastmaster. Lew Lehr was guest toastmaster.

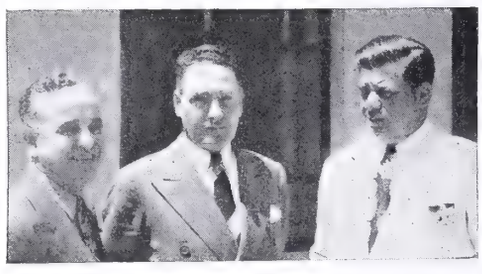
## . . . at 20th-Fox Party




*Frank Omick and John Dromey, Great States bookers; Jim Donohue, Paramount branch manager; Allen Usher, Paramount district manager, and Max Factor, Great States booker.*



*Morris Leonard, B&K general counsel; Gehring and Wobber; John Balaban, and J. J. Rubens of Great States.*



*Mannie Gottlieb, Universal branch manager; Dan Casey, Universal Australian manager; and Al Steffes, Northwest Allied head.*



*Paul Terry of Terrytoons, Clyde Eckhardt, Harvey Day of Terrytoons, Harry Goldman (Lasker circuit), and Jack Kirsch, Allied.*

# CHICAGO

## Notes on Party For Eckhardt

CHICAGO—First Chicago exhibitor to walk into the new exchange building was Nate Gumbiner . . . Art Nelson of the McCollum circuit, Watseka, Ill., was the first exhibitor to do any booking in the new building. Jack Eckhardt was the booker.

Myrtle Borde, former "hello" girl at the 20th Century-Fox old exchange, who had to leave recently because of ill health, couldn't resist coming to the opening. She was "guest operator" for a while.

Among those from the New York office here were Herman Wobber, Bill Gehring, Truman Talley, Paul Terry, Harvey Day and Lew Lehr. George Landis, 20th-Fox branch manager in Indianapolis, and Jack Lorentz, Milwaukee branch head, were here, as was Laddie Hancock, Indianapolis salesman.

The Movietone News Crew were well represented besides Talley and Lehr, having Tom Cummiskey, sports editor; Jack Painter, New York Technicolor cameraman, and Jack Barnett, Kansas City, here . . . Emil Montemurro, Chicago bureau head, was a perfect host, at the opening of the newsreel offices, with Phil Gleason, sound man, helping out.

Clyde Eckhardt, branch manager of 20th Century-Fox here, was the man of the day . . . Clyde beamed over the new exchange as if it were a new home he was opening, and when we mentioned it he said: "What d'ya mean, that's what this is, my new home."

Henri Elman, who opened his Capitol-Monogram exchange, the same time as 20th Century-Fox, had so many floral tributes sent to him that he had to start sending them to orphanages, hospitals and other deserving places. In all, when the day was over, Henri had received over eighty shipments of flowers, plants, etc.

Al Steffes, Minneapolis Allied leader, was helping Henri Elman entertain some of his guests. And immediately the champagne began to flow. When Steffes suggested to Elman that henceforth they would be partners and Henri suggested in turn they go 50-50 on Al's new Allied salary of $15,000 per year, "Fighting Al" changed his mind.

There were refreshments and sandwiches galore at both exchanges, with Elman sticking a "main entrance" sign in the doorway of his exchange.

Numerous out-of-town exhibitors came in for the Fox opening including H. U. Bailey and Sam Traynor of Princeton, Ill.; Tom Norman, Palatine, Ill.; L. G. Keelen, Sheffield, Ill., and many others.

June Carlson, petite "Lucy" of the Jones Family series of pictures distributed by 20th Century-Fox, was also on the scene of the Fox opening, together with her mother and father. She posed for several newspaper photographers in the vaults and little theatre booth of the new exchange.

The two-reel short produced by Lew Lehr on Clyde Eckhardt went over with a "bang" at the testimonial dinner Monday night.

George Raft got a laugh when he told everyone "I understand Clyde had six winners last Saturday at Arlington Park" . . . Incidentally, Paul Terry and Harvey Day of Terrytoons and Lew Lehr and Truman Talley rode in on Challedon at Arlington in the big race.

Among the congratulatory telegrams read were those from Barney Balaban, Darryl Zanuck, Jimmy Grainger, Sol Wurtzel, Harry Ross, George Dembow, Bill Sussman, Tom Connors, Edmund Reek, Jack McPherson, Herman Robbins, J. E. Flynn, Nat Wolf, Sol Gragen, Julius Lamb, Sid Meyers, William Goetz, Moe Levy, Roger Ferri, Jim O'Loghlin, Johnny Harris, Lloyd Lewis, Lou Harrison.

Harry Goldman and Percy Barr did a fine job arranging the banquet . . . Publicity was handled by Bill Crouch and Gene Rich . . . M. M. Rubens of Great States tried to outdo John Balaban in his summer attire, and we believe he succeeded.

BERNARD TEITEL, son of Abe, is spending four weeks at Fort Sheridan. He is a student at Wright College . . . John Barrymore's play, "My Dear Children," appears to be a fixture for the rest of the summer season at the Selwyn.

*Sam Savitt of Universal News is vacationing at Plum Lake, Wis. . . . Other vacationists are Harry Brown, manager of the Essaness Vogue, and Ed Nikodem, manager of the Essaness Woods.*

Grad Sears, Warner sales manager, was in and out of the city working on B&K and Great States deals . . . Ditto, Bill Gehring, 20th Century-Fox district manager.

*Here and gone: Samuel Goldwyn and wife, en route to New York for the premiere of "They Shall Have Music," Edward G. Robinson and his family, en route to New York and a European vacation, and Nicholas Schenck, M-G-M president, back to New York after a visit at the studio.*

Randolph Scott was a TWA passenger en route to Michigan for a vacation. He stopped here long enough to deny romance rumors with Eleanor Thompson, daughter of the Chicago restaurateur.

*Al Goldson of the Plaza, Ideal and Gold Coast theatres has an unusual hobby—wood carving. Al has loads of machinery for this work in the basement of the Plaza. Among models he has made, is a replica of the Plaza front.*

John T. Mahon has been named chief of service at the Warner Highland Theatre, and is succeeded at the Shore by Bruce Singer of the Beverly. James McSweeney, assistant chief at the Stratford, gets Singer's old post.

*J. D. Kendis, Hollywood independent producer, was here this week conferring with Al Dezel on Illinois distribution of his new feature, "Main Street Girls."*

Tony Montemurro, 20th Century-Fox Movietone News bureau head here, had all the boys worried when he fell off the sound track at Arlington race track the other day. Damage: one nicked finger.

*Mayor Edward J. Kelly is visiting Warner Producer Bryan Foy on the west coast.*

The screening of "Beau Geste," held at the Esquire by Paramount for exhibitors in the Chicago area, was followed by a press luncheon for Susan Hayward, starlet appearing in the film.

*Dan Casey, Universal's Australian manager in Sydney, stopped off here Monday to visit with E. T. Gomersall, district manager, and Mannie Gottlieb, branch manager.*

Lily Pons was the guest star at the open air concert series in Grant Park Monday night with thousands attending. Her husband, Andre Kostelanetz, directed the orchestra, while she sang.

## Armentrouts Plan Second Theatre in Pittsfield, Ill.

PITTSFIELD, ILL.—Clark and Russell Armentrout have purchased the Charles Nelson Bldg. on North Madison St. and will open a second motion picture theatre at that location. The new house will seat 500.

A new theatre is now under construction at Barry, Ill., and it is planned to move this crew here as soon as they have finished the Barry house.

### Collison Doing Original

HOLLYWOOD—Wilson Collison has been assigned to write an untitled original as the next in the "Cisco Kid" series by 20th-Fox.


**TRADE DIRECTORY**

A Handy Guide for the Exhibitor

CHICAGO

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# Del Goodman Visitor From the Far East

*By* GENE RICH

CHICAGO—Del Goodman, who left the Chicago Filmrow scene some 18 years ago, to go to the far east for Fox Film, returned for the Clyde Eckhardt testimonial dinner for his first Windy City visit since 1921. He now is far eastern manager for 20th Century-Fox Film and is in the states for product conferences before returning to his post.

"American product is still the leader by far in the Orient," said Goodman, between chats with many of his Chicago friends. "Surprising as it may seem, 'Jesse James,' with Tyrone Power, is cleaning up everywhere we are showing it, and we find the combination of Power, Don Ameche and Alice Faye in 'In Old Chicago,' breaking all records in Japanese theatres. Shirley Temple, of course, is still a big favorite. 'Jesse James' broke a four-year record of regular admission takes in Shanghai recently."

While in New York, Goodman will make arrangements for the sales convention of the five exchanges of the company in India, to be held between Christmas and New Year's Day in Bombay. "The Rains Came" will be screened for the men at the Regal Theatre, with Louis Bromfield, the author, expected to be there in person. About 40 men will attend, including managers, bookers and salesmen.

### Getting Free of Duals

Tentative plans also call for a wide-scale far eastern general convention in March at Hong Kong, with all men scheduled to attend from all over the orient. They would come from Japan, China, Straits Settlements, India, Philippine Islands, and Dutch East Indies.

Single features are definitely on the way back in the far east, according to Goodman. There are no duals now in China at all, not even the coupling of American and domestic films together. We're saving the business by having singles," said Goodman to BOXOFFICE, "if we had duals we would have to go out of the business."

Because of a recent footage limitation bill, duals are gradually going by the boards in Japan, Goodman said, with the exhibitors, distributors and patrons all happy about it. Singles are also prevalent now in India, Straits Settlements and Dutch East Indies, with duals now prevalent only among the subsequent run houses in the Philippines.

An example of how American companies continue to carry on under unusual circumstances in far off countries, is told by Goodman, with the operation of the Chung-King, China, branch office of 20th Century-Fox. That city now is the capital of China and is in the interior, but has been the target of bombings recently.

Only a few months ago an air-raid caused 10,000 deaths in the city, but E. Z. Nien, the company Chinese branch manager, stayed at his post with his force, even when a 150-pound dud bomb landed next door to the exchange. Nien cabled Goodman that he just moved the films further into the interior and continued to carry on business.

After a few weeks in New York, Goodman will return to the west coast for a brief visit with his family. He will then go back to New York and on to Paris. From Paris he will fly to Bombay for the Indian convention, after which he will make an air tour of his territory.



## *Beached—*

*Jack Kirsch, in the middle, president of Allied Theatres of Illinois, was keeping cool and acquiring a sun tan at the same time at Long Beach in Michigan City. With him are Morris Fensin (left), president, and E. R. Fensin, general manager, of the General Seating Co.*

## *Restoration of Dog Racing Pends in Indiana Court*

INDIANAPOLIS—An attempt to restore dog racing to Indiana, outlawed since Gov. M. Clifford Townsend's anti-gambling order last year, was pending in Dearborn circuit court this week. Marshall Alexander, special judge, will rule on a petition by the lessors of the track near Lawrenceburg for an injunction restraining Prosecutor Lee Rickets and Sheriff William Lee Rickets from bothering operation of the track and its auction system of betting.

The judge must rule on legality of auction betting in Indiana since the petition was based on legal allegations that it is within the law.

### New Pact to Writer

HOLLYWOOD—Metro has given Elaine Ryan, writer, a new contract.

## *Ten Subpoenaed in Frank Ford Suit*

Chicago—Eight branch managers, Elmer Upton of B&K and Sam Myers were subpoenaed for depositions to be taken this week in the office of Lewis Jacobson. Jacobson is attorney for Frank Ford, who is suing B&K, Myers and the eight majors on anti-trust and monopoly charges.

Depositions were to be taken before Jacobson, with a notary public present.

# Holds Cash Drawing Outside Belleville

BELLEVILLE, ILL.—Noah Bloomer, head of the Bloomer Amusement Co., owners of the Ritz and Rex theatres, has walked right around orders received from the Belleville police department that the award of cash prizes would no longer be permitted in Belleville, by holding the drawings for the winners outside the city limits.

Belleville is in the throes of one of its periodical reform waves and the lid has been clamped down on all forms of public and private gambling, including craps and lotto games, slot machines and pin ball boards, and the lot.

In addition to removing the drawings from the city, Bloomer switched the prize from cash to merchandise. These moves completely caught Chief-of-Police Thomas H. Lonie by surprise. And at length he finally concluded that the drawing as conducted by the Bloomer Amusement Co. doesn't violate any city ordinance. So no arrests were made the night of the big drawing. There were nine witnesses to the drawing held outside the city limits. The first prize was $500, and the second $80. Neither winner was present, so the prizes were not awarded.

Later Bloomer announced that a permanent form of conducting the drawings and awards so as to avoid conflict with the police would be worked out immediately.

The Illinois supreme court ruled against Bank Night about two years ago, but this is the first real attempt to stop the arrangement in Belleville.

Along with the ban on the cash drawings the police edict also is directed against the sale of insurance tickets to registrants. These tickets offer to pay the holder an amount equal to the prize he may be entitled to if he happens not to be in the theatre when and if his name comes out of the box.

## *Daily News Offers Weekly Scenes From New Films*

CHICAGO—The *Daily News* has inaugurated a series of "picture previews" on the front page of its Saturday roto-gravure section.

A "preview" of forthcoming Hollywood product is shown, with a series of pictures from the film used to tell the story. "Beau Geste," "The Wizard of Oz," "Golden Boy," and others have been used thus far.

## *Additional Directories Obtainable*

**Chicago—Exhibitors and exchange offices have all received the new BOXOFFICE telephone directory, carrying all the new phone numbers usually called by exhibitors. These were distributed by Photoplay Advertising and Chicago Poster Exchange.**

**Additional directories may be obtained at Al Simon's Restaurant on Filmrow in the Exhibitors' Building.**

## Industry Legislative Slate Nearly Clean in Madison

MADISON, WIS.—With the exception of the possible introduction of a theatre tax measure to balance the state's $10,000,000 budgetary shortage for the biennium, adverse theatre legislation to date has been pretty well disposed of.

Last week saw legislative action taken on two bills affecting the theatre business. The one, an anti-Ascap measure, the Peters bill, No. 528-S, was recommended for passage by the senate judiciary committee. The provisions of this measure are so stringent as to practically prevent Ascap from operating in Wisconsin.

The other measure, the Rubin bill No. 237-A, was passed by the assembly by a 45 to 34 vote, but reconsideration of the bill was asked for and the bill was put over until next week. This measure seeks to grant civil rights to Negroes and would forbid discrimination against them in restaurants, hotels, theatres, taverns and other public establishments.

The assembly on July 21 adopted a substitute amendment to the bill by Rubin, making the fine $50 to $100 for each violation. The assembly killed an amendment introduced by the judiciary committee making the fine $10 to $100.

## $1,000 Award Is Offered Daily at Chicago Track

CHICAGO — The Patrons' Handicapping Contest, which was a considerable success at Washington Park race track here last summer, will again be held during the meeting which opens Monday, July 31, at Homewood.

President Walter L. Gregory of the track said that awards of from $1,000 to $5,000 will be offered daily in the race track "bank night."

Patrons give their winners of the first seven races of each day's card, and the first, second and third selections in the eighth race. The one naming all seven receives $1,000. In case of ties, the one who names, 1, 2 and 3 in the final event, is the winner. If there is no winner on one day, that day's award is carried over to the following afternoon.

On Saturdays, there is a $5,000 award going to the person selecting the most winners in the first seven races.

## Photo Contest Ballyhoos 'Daughters Courageous'

CHICAGO—As part of the ballyhoo on "Daughters Courageous," Sam Clark, Warner publicist here, worked out a contest in the *Chicago American,* whereby a photographer is taking pictures for ten days in various parts of the city for the title of "Chicago's typical daughters." Forty pictures will be run in the paper during the 10-day period.

The two winners will receive trips to Hollywood and return on the Santa Fe Chief, and screen tests at the Warner studios. The picture opened Friday at the Chicago Theatre.

# Dog Days Apparently Envelop Film Trade

ST. LOUIS—If surface indications may be accepted at face value most of the local first runs, second runs, neighborhood and suburban houses are not making a lot of money these Dog Days. In fact, most of them probably will be spilling a lot of red ink when accounts for the summer are summed up.

In addition to the uncertainties of the future, the local motion picture theatres are having much more competition this summer than heretofore.

Two years ago St. Louis had only one outdoor summer theatre, the Municipal Theatre in Forest Park, which had a price scale of 25 cents to $2, with about 1,500 free seats available each night. This season, in addition to the Municipal Theatre, there is the Civic Theatre, Inc., in St. Louis county, with a price scale of 50 cents to $1.10, and also the Town Square Theatre, atop a seven-story warehouse and office building at Delmar and Euclid Aves. It operates at 50 cents admission and is clicking. The Municipal operates for 12 weeks. The other two plan shorter seasons.

But these three al fresco theatres are not the only opposite for the motion picture theatres this summer. For instance, three midget auto racing plants are in full swing, and there are in addition to Sportsman's Park, the home of the St. Louis Cardinals and St. Louis Browns, which play their games at night, two semi-professional baseball parks playing games at night. Also there are seven soft ball parks charging admission and several others operate gratis on church and school property.

A promoter of boxing bouts is operating under the stars at the Armory on South Grand Blvd.

The city also has opened the large swimming pools in Fairground and Marquette parks and several smaller ones in various playgrounds and community centers. Other swimming pools in suburban St. Louis also pull cash customers away.

Other forms of opposition are numerous: Beer gardens which employ three-piece orchestras and singers, dozens of golf driving tees and archery ranges, and a few miniature golf courses, night clubs operated by local hotels in air-conditioned rooms, the free shows put on by the local radio broadcasting stations, the world famous St. Louis Zoo and the excursion steamer, *President,* not to forget the cabin colonies along the Meramec, Big River, Gasconade River, and in the vicinity of the Alton, Ill., dam and the Lake of the Ozarks.

All these are helping to make it a tough summer for the motion picture theatres here.



### Pre-Fair Visit—

*Sam Komm, of the St. Louis circuit bearing his name, and his wife and daughter pause at the RKO World's Fair lounge in New York before starting for the sights.*

## "Spotty" Business Puzzles Indianapolis Exhibitors

INDIANAPOLIS—Exhibitors are unable to account for the "spotty" business in Indianapolis during the past few weeks—in many neighborhood houses pictures are barely able to stand for two to three days whereas in others, such as the Vogue, operated by Carl Niesse, for the first time in over a year in Indianapolis, they are holding over a picture for a second week's run—"Confessions of a Nazi Spy" with "Rose of Washington Square."

In addition, Cine' Grand's production, "Unashamed" goes into the fourth week at the Cozy Theatre, a downtown grind house. Abnormal heat has accounted largely for dropping boxoffice grosses, however the above indicates that good or unusual pictures can hold their own in the face of adverse weather conditions.

## New Trade Directory

CHICAGO—A new directory of Chicago's exchange territory theatres and managers has been prepared by Emma Abplanalp, formerly secretary to the Chicago Film Board of Trade. The list includes independent and circuit houses.

### Insurance Sales Statistics Confirm Industry Slump

ST. LOUIS—The general slump in the motion picture and other amusement fields is clearly reflected in a nationwide survey of life insurance buyers recently completed by the American Service Bureau which makes inspection reports for 151 life insurance companies of the United States and Canada that are members of the American Life Convention.

Of 10,000 recent applications for life insurance analyzed by the service bureau it was found that only 65 came from the recreational and amusement fields and the average application was only $2,500. A year ago a similar survey produced 115 applications from these classes of workers, while the average application then was $3,813.

On the other hand the survey showed gains in the construction field, machinery and allied lines, metal crafts and metal products, automobile sales and service, banking and insurance, commodities brokers and oil production and refining.

# ST. LOUIS

MARY PICKFORD stopped off here to confer with the officials of her cosmetic concern. Between signing autographs she confided that she was en route to Memphis, Tenn., to surprise Buddy Rogers, who is filling a band engagement there, and also that she is planning to launch a new motion picture company to be known as the Mary Pickford Film Co.

*Paul Beisman, manager of the Municipal Theatre Ass'n, was host to Everett Boyd, telegraph editor, and E. B. Radcliffe, dramatic critic of the Cincinnati* Enquirer, *and Noah Schechter, Cincinnati press agent, who came to town to see the opening performance of "Firefly" at the Municipal Theatre. Incidentally this show played to* 63,000 *customers for six performances, a new record.*

Jimmy Harris, press agent at Loew's, has obtained a commercial flyer's license. This is in addition to the private pilot license received several years ago. So when Jimmy goes up in the air he knows his way about.

*Ray McQuillen of the Loew's staff is readying for an appendectomy after recovering from malaria.*

Missouri state sales tax collections for June totaled $1,915,924, compared with $1,906,686 in May.

*The Illinois Commerce Commission has continued to September* 20 *the hearing on testimony in connection with the efforts of the Brotherhood of Railway Trainmen to drive automobile trucks from the highways of Illinois on Saturdays, Sundays and holidays. If the trainmen succeed in their campaign the delivery of motion picture film to hundreds of theatres in the state will be seriously crippled.*

Mary Ruether, 20-year-old WPA worker of Le Mars, Ia., was happy when she won a $350 Bank Night prize. But her joy was cooled when she received a letter from Shelby Reed, Plymouth county relief director, that she would be taken from the rolls for nearly nine months, and that she could spend her prize money at the rate of $40 a month.

*Approximately* 25,000 *persons attended the annual picnic of Local Union No.* 1 *of the Electrical Workers at Gray's Grove. Union officers from Washington and Chicago also were there.*

Perry Hoeffler, Quincy, Ill., manager for Great States Theatres, is back from a vacation trip to Grand Marais, Minn.

*Jimmy Malone, St. Louis-New Orleans transport flyer, dropped into Loew's to enjoy a good picture show. And while watching a stunt flyer make risky loops and dives on the screen, Jimmy suddenly discovered that he was the stunter. It's a small world.*

Homer Hiner Harmon, who now is advertising counselor for the Roxy Theatre in New York City, is here on a visit. He is accompanied by Mrs. Harmon and their 14-month-old daughter, Patricia Joy. Homer formerly worked for local first runners both under the Warner Bros. and Fanchon & Marco regimes.

*Sam B. Jeffries, former assistant attorney-general of Missouri and local counsel for Warner Bros. Pictures, Inc., during their famous anti-trust battle with Uncle Sam and Fanchon & Marco, left an estate valued at* $155,359. *The entire estate was left to his wife.*

Harry Crawford, manager of Fanchon & Marco's Ambassador Theatre is enjoying a vacation on a farm in upper New York. The dapper manager of the Ambassador is an ex-farm hand.



## *Sole Agent—*

*For subscriptions to* BOXOFFICE *in Indiana is Dean Hall, above. Exhibitors in Indiana approached by any other with a subscription proposition are urged to notify* BOXOFFICE, 4804 *East Ninth St., Kansas City, Mo.*

## *Two Theatre Firms Are Incorporated in Mo.*

JEFFERSON CITY, Mo.—Certificates of incorporation have recently been granted by the secretary of state's office to the Kansas City Benton Theatres, Inc., and the Fox Springfield Theatre Co., both of Kansas City, Mo.

The Kansas City Benton Co. will have 200 shares of stock the incorporators being Richard P. Brous with 198 shares, and R. Payette and M. Graham with one share each, while the Fox Springfield Theatre Co. is to operate in Missouri as a foreign corporation, using $1,000 of its capital stock in this state. E. C. Rhoden will be its principal Missouri agent.

## *Hold Softball Lead*

CHICAGO—With the Crillon Hotel defeating Filmack, 16 to 8, and Henri Elmans defeating Filmack, 7 to 5, the two winners still lead the Chicago Filmrow Softball League, with five wins and two losses apiece. In the other game, Photoplay-Film Carriers kept apace of the leaders, beating Filmack, 18 to 6.

# INDIANA

EUGENE ALEXANDER, assistant booker for some time at the local Universal branch, has been transferred to the Detroit exchange as head booker. He will be replaced by Jerry Slutzky, who is being transferred from the New York office.

*Eldean "Tommie" Thompson, secretary to Fred Greenberg, manager of the local Warner exchange, is spending her two-week vacation on a fishing trip in the Wisconsin north woods. Also on vacation at the Warner exchange is Phairy Queener of the contract department.*

Rex Carr, general manager of the Alamo, Ambassador and Cozy theatres in Indianapolis, is vacationing on a fishing trip in northern Wisconsin.

*Art Baker, manager of the Circle Theatre, Indianapolis, is another on vacation.*

Maurie Rubin, president of ATOI and operator of the Michigan City theatres, is on the road to recovery after his fall which resulted in the breaking of his ankle. No complications have set in and Maurie is conducting his usual business routine from his bed at his home.

*R. R. Bair and wife plan to return to their summer home in Bay View, Mich., within the next week. The Bairs lost their only son in an automobile accident in Michigan several weeks ago.*

Alfred Ackerman, operator of the Tacoma Theatre, now has his new cooling system in operation.

*Vincent Burke, manager of English's, Indianapolis' only legitimate play house, is vacationing at Winnegan, Wis. He advised that John Barrymore's play, "My Dear Children," will probably be an early fall attraction.*

Allen Fromuth, manager of the Paramount ad sales department, is spending his vacation practicing up on his golf.

*Ferdinand Reger, home office representative of Universal, spent several days visiting the local branch.*

Harry Markun, operator of the Talbott and Belmont theatres in Indianapolis, left last Friday for a vacation trip in the east. He will visit relatives in Philadelphia, South Jersey Shore, New York, Boston, Maine and about August 5 expects to return home.

*E. M. Hartley, manager of the sound department of National Theatre Supply, was a visitor in Indianapolis from the New York office . . . A. M. Truc of the same office is on vacation and is spending his time at the training camp at Fort Knox, Ky.*

## *Throng to Concert*

CHICAGO—Estimated as the largest crowd ever to attend one of the Grant Park free concerts sponsored by the Chicago park board and Jim Petrillo, president of the Chicago Musicians' Union, was that which heard Lily Pons sing here on Monday night. Estimates ran variously from 225,000 to 330,000.

## *"Jitterbugs" Must Be Hired Through Regular Agents*

CHICAGO—Jitterbug dance contests may be held when contestants are hired through regular booking agents, according to a ruling of the corporation counsel of Chicago, Barnet Hodes.

The test came last week when B&K accepted a summons for the jitterbug contests held every Monday night at the State-Lake which maintained that the giving away of prize money violated city ordinance No. 1901, under which theatres operate. However, when Morris Leonard, B&K attorney, explained contestants were hired through Sam Herman, agent, Hodes agreed to drop the case.

However, the "Dr. I. Q." broadcast, sponsored by Mars Candy Co., and run for the last two months at the Chicago Theatre, was termed a lottery by Hodes in violation of ordinance No. 1901. B&K agreed to drop the show, if the city would drop the case. The theatre didn't run the broadcast this week.

After B&K had agreed to drop the "Dr. I. Q." programs from the Chicago Theatre last week, the Grant Advertising Agency obtained an injunction against B&K, NBC and the City of Chicago, in Cook county circuit court, permitting the continuance of the program from the stage of the Chicago Theatre.

Previously B&K had been given a summons by the city to appear in municipal court on lottery charges in connection with the program. In order to steer clear of all lottery suggestions, B&K agreed to drop the program immediately if the corporation counsel of Chicago, Barnet Hodes, would drop the charges. Thus, the case did not come before Judge Stephen Adamowski as expected.

Then, the Grant agency obtained its injunction to continue the programs over NBC from the Chicago Theatre stage every Monday night, pending a hearing of the case in Chicago municipal court.

Hodes told BOXOFFICE this week that it would be a few days before his office would decide whether to appeal the injunction.

## *Host Film Player*

ROCHESTER, IND.—Miss June Carlson and her parents, Mr. and Mrs. Halmar Carlson of Hollywood, are guests here of Mr. and Mrs. Dee Berrier. Miss Carlson appears in 20th Century-Fox films as the young sister in the "Jones Family" series.

### New Amkino Picture Slated

CHICAGO—Amkino's "Conquest of Peter the Great" will open on Labor Day at the Sonotone Theatre. Nikoli Sominov and Nicholas Cherkasov play the leads.

### Loot Safe in Earlville, Ill.

EARLVILLE, ILL.—Robbers blew open the safe of the Lyric Theatre here and took the weekend receipts of the Lyric and the Grand Theatre at Plano. Both houses are operated by Charles Dyas.

### Sign Foran for Four

HOLLYWOOD—Dick Foran has signed to make four films for Warner Bros. He has been assigned to "The Lady Detective."

# *This Week We Meet*

## JACK KIRSCH

CHICAGO—A year ago this week one of the younger generation of the industry was named to the helm of Allied Theatres of Illinois. In that short period, Jack Kirsch has become well known in the industry, gradually forging to the front as one of its leaders.

"Happy Jack" was named to fill the



unexpired term of the late Aaron Saperstein. In March he was reelected for a full term by the organization.

Only 36, Kirsch entered the film business "by accident" nine years ago. In July, 1930, his father-in-law, Jacob Cooper, died, leaving the Gold and Twentieth Century theatres. Jack stepped in and helped operate the theatres, meanwhile continuing to sell men's apparel at "Happy Jack's" on the west side.

Aiding Jack in operating the two theatres, plus the Villa, which was acquired in 1936, is Charlie Cooper, his brother-in-law. For, as president of Allied, he has been in the forefront of charitable work in the industry. He has headed fund-seeking committees for the Community Drive, the Christmas Basket, Jewish Welfare Fund, and the Infantile Paralysis Fund.

Given a testimonial dinner last December, Kirsch refused all personal gifts and decided the $2,200 realized at the event be turned over to a fund to aid unfortunates of the local film industry. Administering that fund with Kirsch are Jack Osserman of RKO, Henry Herbel of Universal, and Henri Elman of Capitol-Monogram.

The Allied head has many hobbies in the field of sports, including swimming, basketball, handball. But above all of them he places his hobby of helping the poor on the west side. Out of this has grown the "Happy Jack's Club," on that side of the city.

"Happy Jack's Club" was organized two years ago when several young men and boys came to Kirsch for moral and financial support for organization of a neighborhood club. A building was obtained and today "Happy Jack's Club" is housed in a three-story building. It is nearly self-sustaining, with its 48 members paying dues weekly. Members range from 17 to 35 years of age. The club has teams in all popular sports.

Kirsch is a member of the Covenant Club, a Mason and a member of B'nai B'rith. He is married and has two children, a boy and a girl.

# F&M Attorneys File To Collect Notes

ST. LOUIS—Another round in the legal battle between the Fanchon & Marco interests and their former St. Louis attorneys, John S. Leahy, Harold F. Hecker and Lambert E. Walther was staged in Justice of the Peace Crittenden E. Clark's court when the attorneys individually filed suits to recover on notes they claim to have received in payment of legal fees.

Leahy is seeking to collect from the Fanchon & Marco Enterprises, Inc., on notes totaling $600. This case was docketed for trial on July 31.

Hecker is seeking to recover under one note for $200 and named as defendants in this action Fanchon & Marco Enterprises, Inc., and Fanchon & Marco, Inc., while Walther's suit names the same defendants as the Hecker action and is based on notes for $600. The Hecker and Walther suits were set for trial July 31.

The Fanchon & Marco interests filed a suit in circuit court in which they sought to prevent the attorneys from attempting to collect notes totaling $42,800 or from transferring or selling them to another.

The circuit court was asked to order the return of these notes and to compel the attorneys to account for and return $42,200 previously paid the attorneys since 1934. Leahy styled the Fanchon & Marco suit a "bit of romancing," and said it would be answered at the proper time.

## *JLS Loop House Plays March of Time Reel*

CHICAGO—The new March of Time issue, "The Movies March On," played first-run in the loop at the Jones, Linick and Schaefer McVickers Theatre. Since the closing of the Palace, RKO has had no loop outlet for the March of Time feature and so the deal with J-L-S was made.

March of Time was in the B&K loop houses until several months ago, when B&K and RKO failed to get together, when the feature was then moved to the RKO house.

# MILWAUKEE

JOHN ARCHER and Alice Eden, winners in a "Gateway to Hollywood" contest staged by Jesse Lasky, made a personal appearance at the Warner here July 21 . . . Jack Dailey, Paramount publicity man, was in Milwaukee to arrange a lecture date for Lloyd C. Douglas, author of "Disputed Passage."

*Harry Lewis, local lad and first lieutenant in the signal corps of the army, is one of eight signal corps members named to go to Hollywood to take training courses from the master photographers of the film colony.*

Claude M. Wadkins, New London exhibitor, has returned from his first vacation in seven years with Mrs. Wadkins. The couple journeyed to Canada.

*Sterling Sorensen, film critic for the* Capital Times *at Madison, is vacationing in Hollywood.*

"Goodbye, Mr. Chips" is being held over at Fox's Palace, the first flicker to go three weeks at a local first run here in many moons.

*To plug its new crop of attractions, Standard Theatres' Kenosha and Gateway theatres in Kenosha announced the opening of their "fall season."*

## Roy H. Stewart Dies at Home in Terre Haute

TERRE HAUTE, IND.—Roy H. Stewart, for 17 years connected with the Indianapolis branch of the National Theatre Supply Co., is dead at his home here. He had been in ill health for more than a year and had resigned his position several months ago.

Surviving are his wife, one daughter, Mrs. Maybelle Wright, and two grandchildren.

## Many Structural Changes On Star, Winslow, Ind.

WINSLOW, IND.—Many structural changes are being made at the Star Theatre here by Irving Eskind, who recently acquired the theatre from McCord & Kemp, operators of the theatre over a decade.

Eskind has installed new display frames and the front and marquee have been redecorated, as well as the interior.

## Remodeling Contract Let

PETERSBURG, ILL.—A contract to remodel their Loyd Theatre, Rushville, has been let to A. E. Butterfield of Macomb by Pearson & Son. Structural plans by J. Fletcher Lankton of Peoria call for a structural glass front, new lobby, ticket booth and ladies' lounge.

### Daughter to Nick Paikos

TIPTON, IND.—Nick Paikos, operator of the Diana Theatre here, is the proud father of a 6-pound 9-ounce girl who has been named Syrma.

# Future Production Is Serlin's Topic

CHICAGO—Hollywood production formulas and cycles are due for a change along the lines of the changing world, and they will follow what today appear to be radical ideas in producing pictures.

Such are the thoughts of Oscar Serlin, for five years on the Paramount lot as associate producer, then Long Island producer for the company, and later assistant to David Selznick. Serlin has been in the news recently because of the job he did for the Carnegie Foundation in producing "The City," a four-reel documentary subject which has been given praise in every review written about it.

Serlin stopped off here en route east where he is preparing to produce Clarence Day's "Life With Father," on Broadway next fall. The play will be given by summer stock players August 14 at Skowhegan, Me. While here, Serlin, an ex-Chicagoan and former director of Dramatics at DePaul University here, chatted with newspaper writers on his views of future production.

"People today are so sick and tired of the girl-meets-boy opiates that Hollywood is feeding them," said Serlin, "and are so interested in the changing times and outside world about them, that they will readily return as moving picture theatre patrons when we give them something dynamic and vital of today.

### Stress on Plot

"We've got to get away from the Hollywood poison and still put plenty of plot into our pictures to lure patrons back through the turnstiles like in the good old days," he continued. "Hollywood hasn't scratched the surface yet. For want of a better word, let us call the new type of screen entertainment, 'educational.' It can be documentary like 'The City,' or can be a straight entertainment film with a problem of the world, nevertheless, behind it.

Motion picture production can progress, according to Serlin, by agitating people and telling them that they want a change in the restless world. "Audiences are no longer of 10-and-12-year-old minds, and the sooner Hollywood production chiefs realize this fact and come face to face with it and do something about it, the better off will the industry be," he asserted.

"The trouble is that Hollywood gets into ruts producing formula and type-pictures," he said. "One producer starts something that is a success and then every other studio rushes to make a carbon copy, with the result that the patrons stay away in droves. But when the studios get over these combinations of goo-honey-and-syrup that they have been feeding the public and realize that audiences today will pay for and consider entertainment something that teaches a great lesson or shows a crying need for a change, then we'll be on the upward trend again to better things and more financial returns."

Serlin observed that producers like Frank Capra, William Wyler, Walter Wanger, Fritz Lang "and others who have original thoughts and ideas, should not be stymied by Hollywood." "If they were not under the thumb of Hollywood influence, plus producing there," he said, "they would turn out artistic, worthwhile works plus all the entertainment that audiences want and are beginning to demand."

Productions like Darryl Zanuck's proposed "Grapes of Wrath," and the long-shelved "It Can't Happen Here," are the type that Serlin believes will lead to a renaissance of Hollywood. He stopped to point out that if Hollywood units sent to England can turn out pictures like "Goodbye, Mr. Chips," and "Pygmalion," that it can be done in the U. S., too.

Serlin hopes that his next film work will be a documentary film about his home town of Chicago, the Chicago of today, beginning where Darryl Zanuck left off in "In Old Chicago," and showing the Windy City after the great fire.

Such a film, he says, could follow the pattern of "The City," in being a straight documentary film, or could have plot content, too. His thought is to show that Chicago is a small town grown up, with the great possibilities available for midwesterners, such as offer of study in art, music and drama.

Meanwhile, Serlin is awaiting the general audience reactions to "The City" after several playdates of the picture are reported, and is preparing plans for the Broadway production he will offer in the fall.

# SPR'GFIELD

TWENTIETH CENTURY-FOX'S "Second Fiddle" has been playing to record houses at the Fox-Lincoln Theatre, so Manager A. R. Zimmer is holding the picture over for a second week's run.

*Max Tschauder, manager of the Roxy Theatre, has been confined to his home for several days with a bad cold.*

A party was held at the Roxy Theatre in honor of six members of the staff who have been with the theatre for three years, namely Howard Moore, assistant manager; John Andrew, doorman; William Hieronymous, Peter Campo and Frank Campo, ushers, and James Hogan, doorman. Max Tschauder has been manager of the theatre for two years.

*An unusual canning demonstration by the Ball Brothers Co. will be held at the Orpheum theatre July* 31, *August* 7 *and August* 14. *M. E. Berman, manager, announces door prizes and the showing of the regular picture in addition to the demonstrations which will start at* 1:00 *p. m.*

A private showing of Paramount's "Our Leading Citizen," Bob Burns' latest picture, was scheduled to be held at the Leland Hotel Thursday evening. Although Governor Horner's illness may prevent him from attending, several high state officials were expected to be on hand.

*Two summer stage shows have been booked for the Orpheum Theatre. Gene Krupa's orchestra will be on the stage August* 6 *and Vincent Lopez brings his band for two days on August* 19 *and* 20.

### Gets New Writing Pact

HOLLYWOOD—Albert Mannheimer has been given a new writing contract by Metro.

# Product Handicap at Minnesota Likely

MINNEAPOLIS—The Minnesota Theatre's admission of 15 cents to 1 p. m. and 30 cents thereafter for a big stage show, musical program and screen bill may handicap the showhouse in obtaining major film product even if the Minnesota Amusement Co. should forego or relinquish any of this product which it now has sewed up—an unlikely contingency.

Opposition to the servicing of the Minnesota Theatre will come from independent neighborhood exhibitors, the latter already have indicated. These same exhibitors were successful several years ago in a fight to force the Minnesota Amusement Co., and the Orpheum Theatre to raise its admission prices from 40 to 55 cents top when offering stage shows in addition to pictures.

With most of the independent neighborhood houses charging 25 cents they feel it is unfair to be compelled to show the same pictures exhibited in conjunction with a stage show at an only slightly higher admission at a later date.

Gordon Greene, Minnesota Theatre manager, however, will not lessen his efforts to obtain major screen product, although the Minnesota Amusement Co. is making it clear that it will playdate every release and will have no sluffs. Its officials insist that they have not bought more pictures than they can use for first-runs downtown.

The picture problem is the biggest for the Minnesota to solve and unless the independent exchanges are able to provide sufficient suitable product Manager Greene may find himself "up against it" and unable to keep the house open. The Minnesota proposes to keep a definite record of all pictures played downtown and check them against release dates. There'll be no pictures shelved if the Minnesota has anything to say about it. It also has been intimated that, if necessary, a court fight may be waged to force the exchanges to provide film service.

### Minnesota's Opening Week Draws Record Attendance

MINNEAPOLIS—The 4,000-seat $1,500,000 Minnesota Theatre, reopened by local interests under the management of a former manager, Gordon Greene, after being dark for nearly two years, got off to a flying start its first week. It's estimated that nearly 40,000 people attended the showhouse its initial seven days.

Theatre is offering a big stage show and musical program in addition to a feature film and news weekly for 15 cents to 1 p. m. and 30 cents thereafter. Opening bill had Jack LaRue, screen player, as headliner and "Streets of New York" on the screen.

Whether the house can make both ends meet with such big shows at so low an admission is the subject of much argument here and remains to be seen. The fact that, aside from the cost of the shows, the theatre's operating cost is so great, even without the items of ground and building rentals which are being waived by the owners, increases the management's difficulties.

It's a moot question in local show circles whether the town's big enough to support the project—if there's enough patronage available. The Minnesota Amusement Co. relinquished the theatre last February after a long period of unprofitable operation.

# *Northwest Allied Campaign To Drive Out Dual Bills*

MINNEAPOLIS—In a fight to outlaw double featuring, Northwest Allied will seek the enactment of ordinances in every community limiting the length of motion picture exhibitions to two hours and 15 minutes.

President W. A. Steffes now has in his possession a copy of the proposed Illinois law containing such a provision. The ordinances in this territory will be patterned after that law, he says. When the state legislature convenes, he asserts, pressure will be brought to bear to obtain passage of a state law covering the subject.

The independents hope to get the Minnesota Amusement Co. to stop twin billing in the Aster here and Tower, St. Paul. The Aster has a 15-cent admission to 5 p. m. and 25 cents thereafter. It's pointed out neighborhood houses with 20 and 25-cent scales are at a decided disadvantage in playing Aster pictures singly. Another bone of contention is the 42-day clearance which the 25-cent Gopher downtown, playing many first-run pictures, enjoys over them.

## *Promotion Nets Biederman Fox Managerial Berth*

KANSAS CITY—Harry Biederman, formerly assistant manager at the Uptown, Tower and Isis, has been promoted to the management of the Linwood Theatre, succeeding Charles Barnes, who has gone to the Fox Granada in Kansas City, Kas.

Jerry Baker, former manager at the Granada, and Louis Sponsler, manager of the Fox Waldo, have taken a temporary leave of absence from Fox Midwest.

Jimmy Chapman goes from the Linwood to the Waldo. Charles Weinstein is assisting Biederman at the Linwood.

## *Prosecutor of Minnesota Brands Giveaway Game*

MINNEAPOLIS—State Atty.-Gen. J. A. A. Burnquist has handed down an opinion that the game "Hollywood," played in a number of the territory's theatres, constitutes a lottery in violation of the state law.

This follows on the heels of an Austin, Minn., court ruling holding that the Bank Night conducted at the Paramount Theatre was a lottery. The theatre in this instance, however, failed to follow the Bank Night rules.

## *Cobb to Minneapolis*

MINNEAPOLIS—The Minnesota Amusement Co., has made arrangements to have Irving Cobb, author-actor, come here for a one-day appearance before the Minneapolis Advertising Club. Cobb will make an after-luncheon talk. At the same time the Bob Burns' picture in which he plays a featured role, "Our Leading Citizen," will be offered at one of the loop theatres.

# Staff Shifts Follow A Deal by Circuits

KANSAS CITY—Several personnel changes have been made by the Griffith-Dickinson circuit following the deal with Commonwealth Amusement Corp. last week. Harry Wareham, who has been managing the Wareham at Manhattan, Kas., now is city manager for Griffith-Dickinson, in charge of the Wareham, Dickinson, and Carleton.

Bill Wagner, manager of the Beldorf at Independence, Kas., for Commonwealth, continues in charge for Griffith-Dickinson, with the Mainstreet and Booth in addition. He will be assisted by Royce Adelotte, formerly there for Griffith-Dickinson.

At Osawatomie, Kas., where Griffith-Dickinson has had the Osawa, R. W. Ferguson, its manager, will be city manager. The Kansan, taken over from Commonwealth, has been closed for the summer. It will probably be reopened this fall for weekend operation.

Doyle Mowery, manager of the Chief at Marceline, Mo., stays on as city manager for both the Chief and the former Commonwealth Uptown. The latter house has been closed for installation of a cooling system. When it reopens, the Chief will close till fall, when it will be reopened for weekend operation, according to present plans.

Jack Scott, manager at Paola, Kas., for Griffith-Dickinson, is being transferred to Parsons, Kas., as David Dallas' assistant. W. G. McKinney, formerly at Lawrence, Kas., for the circuit, moves to Paola, following assumption of operation at Lawrence by Commonwealth.

At Great Bend, Lawrence, Herrington and Ellsworth, Kas., Commonwealth now has the Griffith-Dickinson houses.

### Harry P. Wareham Dies Following Long Illness

MANHATTAN, KAS.—Harry P. Wareham died last week at his home here, following a long illness. The 73-year-old industrial and civic leader of Manhattan started the Wareham Theatre in 1893. It recently was remodeled and now is being operated by the Griffith-Dickinson circuit. Harry K. Wareham, a nephew, manages the theatre.

# Seek Exchange Cooperation In Non-Theatrical Fight

MINNEAPOLIS — Local film exchanges have been requested by Northwest Allied not to service free shows and non-commercial accounts.

Although no specific instances have been called to the attention of President W. A. Steffes, it's known merchants in many small communities have been sponsoring free film shows. In many cases, however, the offerings have been 16mm films, and, as far as can be ascertained, none of the pictures has come from any of the Minneapolis film exchanges.

Twin City independent exhibitors are particularly irked at the showing of 16mm pictures in a number of night clubs and beer parlors. Efforts will be made to get city authorities to halt such exhibitions on the grounds the establishments have no theatre licenses and do not comply with regulations governing the showing of films.

### University of Minnesota Answers Allied Charge

MINNEAPOLIS—Attacked by Northwest Allied as unfair opposition, showing of feature films at the University of Minnesota for students is justified by university authorities as "visual education."

Authorities in question deny any admission is charged at the huge auditorium where the films are shown, but they admit the entire student body is privileged to attend.

At the same time in defense of their policy, the authorities responsible for the exhibitions point out the features shown are old-time pictures, foreign films that have exhausted their boxoffice possibilities in the city's regular theatres and other European offerings that no local showhouse will buy.

Pictures shown this season were "Mayerling," "Tanoski Sheik," "Pearls of Croser" and "Carnival in Flanders," all of them foreign language pictures; the 1922 production of "Robin Hood" with Douglas Fairbanks sr.; "Cavalcade" and "They Won't Forget," all of which, it's claimed, have outlived their commercial uses.

The showings this year at the University were part of the institution's "Movie Appreciation Program," it's explained. The showings are limited to two performances one night. Newsreels are offered every Wednesday at 1, 2 and 3 p. m. with admission free.

At its convention here, Northwest Allied instructed President W. A. Steffes to take steps to halt the university showings of features. An appeal will be made to the institution's regents and also to the film exchanges. The exhibitors argue that the university is owned and supported by the state's taxpayers and that they, as heavy taxpayers, should not be subjected to this opposition from it.

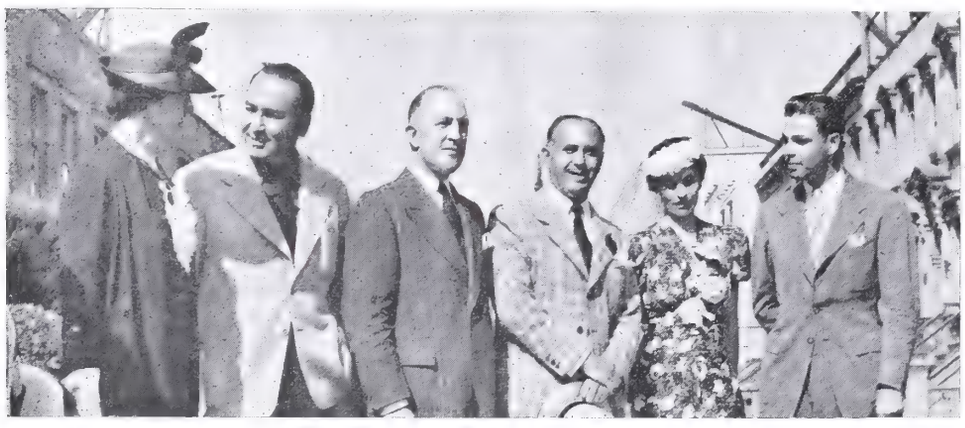
## Kidder Is Kidded

OMAHA—Laugh of the week is on Terry DeLapp, Paramount tub-thumper, here with a print of "Beau Geste" for a trade screening.

It seems that Terry did a bit of kidding while he flew here and had the stewardess pretty well impressed about his connections in Hollywood. When the plane arrived in Omaha, said screen-struck gal offered to call Terry a cab.

"Oh, never mind," said DeLapp, "the mayor will be here to meet me."

However, when the plane stopped, two burly Omaha coppers hustled Terry into a cruiser car and were about to take him to the local bastille. It was all a gag, of course, cooked up by Ted Emerson, Tri-States horn blower, but it certainly worked swell.



**Governor Stark Visits Warner —**

*Governor Lloyd C. Stark of Missouri gets a first-hand idea of how motion pictures are made. The guests of Jack L. Warner at the Warner studio, the governor and party pause for the cameraman during a tour of the lot. The lineup left to right: Mrs. J. B. Unsell, Gov. Stark's sister; Hal B. Wallis, Warner producer; Gov. Stark; Mr. Warner; Mrs. Stark; and Jack L. Warner jr.*

# LINCOLN

SID ROSE checked in again to talk over a split of his second runs—which Joe Cooper is said willing to split "Dodge City" for him, and the rest for Howard Federer . . . Closing up books on the fiscal year has had Frank Roberts, Charlie Shire, and Vincent DiFiore in a state of continual perspiration. Hasn't been a one of them out of shirt sleeves in a week . . . Orville Rennie, who has seen the east coast again for the first time since he changed from the back to the front of the house theatrically, is back in Hastings, family intact, and experienced in touring.

*M. E. Lofgren wonders why Paramount mentioned money in any way in connection with "Million Dollar Legs," which turned out to be a bloomer . . . Harry Schiller must have gone to the Old Soldiers' home, or something, because news from Grand Island sector just doesn't come in . . . Carl Rose is busy keeping one eye on the corn and the other on the York Sun's boxoffice.*

Ed Schoenthal keeps asking about Ruth Hardy, and whether she's going to really ruin his memory of her by getting married . . . Charlie Lieb and Harry Shumow were down promising everybody in sight that "Wizard of Oz" is really a great picture, in spite of the foul Good News broadcast of it . . . Letter from Charles Levy, who sincerely hopes to induce another paper (besides Ken Clayton's) to become an RKO house organ. Only thing he didn't offer was two passes to see "Career," if and when, it plays the Music Hall, N. Y.

*Ever since he played "Mikado," Ed Vaughan has had to suffer salutation from his mates: "Hi Stinky-poo!" . . . Harold Hellerich won't come back from the cool Colorado mountains until August 1 . . . Alvin Hendricks, upon leaving the territory for Texas and a few weeks home, said he'd return to Omaha territory about that time himself, he thought . . . Sol Francis entertained Jack Randall and his wife, Louise Stanley, passing through en route to California, and some exhibitors sat in on the party.*

Mrs. Frank Roberts, who her husband says is the cutest thing out of Colorado, is all of that and more . . . Louis Armstrong, trumpeting his way through a fistfull of midwest one-night stands, says his boss, Joe Glazer, is now in Hollywood negotiating for another appearance for him in pictures . . . Mrs. Bob Livingston is talking of a trip to the New York World's Fair alone. It'll be her first trip to the big town.

*Bob Huffman has interviewed so many gals who want to be cashiers, if he lined them up side by side, it would at once look like the answer to a tired business man's prayer and a major unemployment problem . . . Ted Mendenhall is due in July 26, in the morning, to show Governor Cochran his film, "Our Leading Citizen," at the Capitol. Same thing is to be duplicated in each of the other 47 states.*

Monroe Rubinger two-dayed in Lincoln, then lammed for Des Moines, in hopes of rushing "Daughters Courageous" into playing time in these midwest keys.

# KAYCEE

WHAT secretary to what executive left her office the other afternoon early to see what competitor's picture? What! What! . . . For Sale, cheap: One summer cold. Apply: Marjorie Crawford . . . Frances Ukele is replacing Hester Catron as bookers' secretary at Republic-Midwest.

*On the Row: Harry Musgrave, Minneapolis and Wamego, Kas.; Virgil Harbison, Tarkio, Mo.; Roy Jones, Marceline, Mo.; Lloyd Lenhart, Clinton, Mo.; Louis Griefe, Windsor, Mo.; Harvey Nokes, Ozark and Nixa, Mo.; Ward Spielman, Baldwin, Kas.; Mr. and Mrs. C. A. Bessier, Humboldt, Kas.; G. J. Spender, Trenton, Mo.*

The Row is rather quiet these days. Scads of people are away on vacations; and those that have just returned are pretty tired. Harold Hume, booker at Fox Midwest, has returned from Minnesota, with pictures to prove that the fishing was good . . . Miss Y. Jeter, telephone operator at Fox Midwest, is away for two weeks . . . Ralph Adams was reported saying "I do" at Ft. Scott, Kas., while on his vacation . . . Harry Bradbury, bookkeeper at Columbia, has just returned from two weeks at Catalina Island . . . Nelson Burrus of Paramount was married last Saturday to Miss Florine Hodges, and the couple are in Colorado on a honeymoon.

*Ed Hartman and Johnny Scott are planning a trip to Denver, Salt Lake, San Francisco, Alcatraz, Los Angeles and the Grand Canyon. They'll be at the Frisco Fair, September 12.*

Sammy Naster has just returned from a vacation in New York, where he saw—and enjoyed—the latest shows . . . Walt Talbot, Rogers, Ark., was on the Row Wednesday.

*Pete Dana, district manager for Universal, is in New York on vacation . . . Ed Rolsky is remodeling the National.*

Cliff Lewis, Paramount's publicity and exploitation man from Hollywood, visited the BOXOFFICE publishing plant last Saturday. He came here for the trade showing of "Beau Geste" at the Warwick Theatre. Charles Beauchamp, special exploiteer for "Rulers of the Sea," also was here at the same time. Both autoed to St. Louis and Indianapolis before returning to the coast.

*T. H. Slothower opened his new Sandra Theatre, Wichita, Kas., July 23, with quite a representation from Kansas City's Filmrow.*

L. J. Kimbriel of the Oklahoma Theatre Supply Co., announces three recent seat installations as follows: Corder, Gallatin, Mo., 400; Corder, Hamilton, Mo., 400; Mokan, city, 700.

*Billy Forest, nephew of George Shilkret of the Rex Theatre, Joplin, Mo., was married last Sunday.*

## *Universal's Open House Attracts Kaycee Row*

KANSAS CITY—Open house at the new Universal exchange Monday afternoon from noon to six was one of the nicest affairs that has been held on Filmrow. With L. J. Miller, branch manager, acting as host, dozens of film and theatre people from Filmrow, Kansas City, and the territory inspected the new quarters of the exchange and partook of the refreshments.

Ralph Morrow, Iz Beiser, and Roy Palmquist, salesmen, were in to help Miller greet friends of the company.

Among those who attended the opening were R. R. Biechele, John Wolfberg, Ed Hartman, O. K. Mason, Leland Allen, Walter Kirkham, Miss Jessie Ralph, Mrs. George Maloney, Chet Hylton, Buddy Brown, Harold Hume, Frank Ritter, Senn Lawler, Harry Biederman, Harry McClure, Ralph Kieffer and Ed Young of local exhibition; the John Brandts of Oregon, Mo.; Merl Schwank, Burlingame and Stockton, Kas.; Lloyd Lenhart, Clinton, Mo.; S. W. Booth, Rich Hill, Mo., from out of town, and Arthur Cole, Joe Manfre, Jim States, George Hinton, Tommy Thompson, Jim Lewis, Rud Lohrenz, Jimmy Winn, Ernie Block, Russ Borg, Doug Desch, Bob Withers, John Scott, George Fuller, Jack Zern and Jack Gregory of Altec, E. C. Leeves, Ted Stiles, Virgil Wilkins, Hazel Buell, June Medcalf, R. W. McEwan, Martin Stone, and others from Filmrow.

## *Foland's Supply Co. and Premier Service Move*

KANSAS CITY — Independent Theatre Supply Co. this week moved from 115 West 18th St., where it has been for three years, to 1710 Wyandotte, former Universal film exchange location. Space is shared with Premier Advertising Service, used poster exchange operated by Bob Burns. The company moved from the Zoglin Bldg., 1717 Wyandotte St., where it was located for 13 years.

Independent, operated by Jimmie Foland and Ed Cheatham, distributes Atlantic Pictures as well as new and used equipment. Foland is a veteran in the film field, where he has been active—most of it in the Kansas City area—26 years. He has at various times been district manager for Hallmark, branch manager for Select, and salesman for Fox.

# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

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### EXHIBITOR ASSOCIATIONS

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**K. M. T. A.**
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# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

Francis Gillon, the cultured gent who assistant managers at the Capitol in Davenport, builds model planes—and darn good ones, too.

---

What? Ruckus stag.
When? August 3.
Where? Osage, Iowa.
(For further details, see Ed Mason).

---

H. G. Moore is very comfortable, thank you, in his completely remodeled Allerton Theatre.

---

The exhibitor in Bussey, Ia., should have let us know that A. E. Thiele cracked his ribs when he stepped on a loose board during the installation of a washer . . . Thiele is very secretive and won't tell.

---

Norge Iverson of the Garden in Davenport will be surprised to read that we still remember his dashing blond mustache, his freckles and the fact that he's another candid camera fiend . . . And it was 'way back in April when we were there!

---

Elmer Tilton says exhibitors may crab about how poor business is, but they're not all vacationing in California and Canada on the profits of the pool hall next door.

---

And how's business up Davenport way now, Jack Neary, since the moonlight excursions have been abandoned?

---

We met Harley Simmons of Bonaparte on the Row and waited around for Alice Johnson to appear, but finally had to give up and go on our way without seeing her.

---

Mike Tracy of Storm Lake has a fine cottage up there and is said to be very hospitable . . . When Filmrow reads this, you'll have to be, Mike.

---

Earl Kerr, popular bachelor exhibitor, was on the Row dealing for product for his new Marshalltown, Iowa theatre the other day and telling about his mountain cabin up Evergreen Canyon in Colorado . . . And he too is hospitable.

---

Tom Duncan, booker and assistant manager for the Pratt Brothers of the State and Fox theatres in Washington, is sporting a heavy beard and mustache in honor of "Centennial Days" August 8-9-10. Ralph Pratt says the parade will be five miles long, and that the town is building a $3,000 illuminated fountain to be dedicated in the town square at that time.

---

Bill Middleton of the Rex at Iowa Falls is heading for Ocean Park, Cal., on August 1.

---

Now we know how Ray Lumsden, beau brummel exhibitor of the Pastime in Iowa City, keeps that way. While on the Row booking last week, he fancied he needed a haircut, so he dropped everything and got one.

---

Ker Choo. No, you're not catching cold. Roy Pratt, grandson of Ralph Pratt of Washington, put a little sneezing powder in front of the electric fan at Republic just for fun . . . and he got it!

---

Television isn't going to catch H. S. Waldorf napping . . . He's been experimenting in Vinton, Ia., with the stuff for years and is exceptionally well-versed on the subject.

---

How many exhibitors remember when Clyde Pratt and Lou Elman used to peddle film around the state together? We hear they made more fun than sales.

---

Joe Jacobson of the State at Davenport and State at Dubuque is vacationing with Chick Friedman in Sayner, Wis. . . . They're fishing, allegedly.

---

Boyd Damon of the Park in Fort Dodge, will be showing Gene Autry how when he gets back from the rodeo at Cheyenne . . . Boyd lined up bookings until September and is off on a long ramble west. "See America first!" says Boyd.

---

C. C. Parker, with theatres in Bridgewater and Fontanelle, very wisely lives on a farm between the two towns. Louise Judd wants Mrs. Parker to know how she adores the lovely Haviland china demi tasse cup and saucer she gave her for her collection.

---

R. R. Stewart, who lives at Fairfield, asks us to say no more than that about him in BOXOFFICE (we met him on the steps inside the air-conditioned Paramount offices, and boy, was it cold!).

---

Greetings to Buck DeNune's arm which is just out of the cast after being shut in for three weeks. Buck broke it by just slipping and falling down in DeWitt.

---

It was a no moose, no fish tramp for Hod Ingbertson of Decorah when he went to Canada recently . . . But at least it was a quick trip, Hod, and we hear you didn't waste any time going or coming.

---

These exhibitors were around the Row: C. A. Lane of Carroll; Joe and M. A. Fauver of the Broadway in Brooklyn and the Strand in Victor; C. H. Harris of the Princess in Gutenberg, and the Glen Nordykes of the Strand in Richland.

# DES MOINES

MRS. MYRON BLANK tells us A. H. is addicted to Coffee Diable, which is a de luxe brew of coffee, brandy, orange peel and lump sugar. He makes the beverage himself and has a special dish for it. When there are guests, he loves to turn out the lights and set fire to this patrician coffee, which is the accepted procedure.

*The Filmrow baseball team is now fully outfitted and ready for their first game in flashy new blue, gold and black suits. The name of each exchange contributing is lettered on the jersey. Even the bat boy has a uniform (it was contributed by Lee Township's Lou Kahn). Tri-States gang (about 40) pulled a surprise party on A. G. Stolte July 12 to celebrate both his birthday and his 25th wedding anniversary the day before. They presented him with a portable radio, so he took off almost immediately for Canada where he could use it. To date, the gang is still drooling for the fish he's supposed to send back. He's probably too busy taking pictures and listening to the radio to do much fishing.*

Now we know why we never see Mel Evidon at any of the hot spots in Des Moines. The Evidons each own a bicycle and probably when they get their strenuous cycling in, they're too tired to do anything else. S'funny we don't run into 'em sometimes when we're cycling, though. Lou Levy's clumsiness with a can opener shows he never had to help the little woman with her cooking. And here's a good spot to mention that A. E. Thiele is a Filmrow bachelor we didn't know about until this week. We hear he's been very finicky about the paint job on the floor at Des Moines Theatre Supply and demands impossible things like strawberries in the dead of winter. Oh yes, and gets very upset because the Des Moines police department won't let him park longer than other people.

*Opal and Louise Judd were planning on taking off for Salt Lake Thursday to visit Opal's mother. This leaves F. E. Judd to do his managing all alone, both at the home and at the Monogram offices . . . Terry DeLapp, Hollywood publicity director for Paramount, had to hunt all over the Des Moines Theatre lobby for a place to park his gum so he could speak to the assembled exhibitors.*

Swindle-sheeters in town include Warner's Rubinger and RKO's Denman. Rubinger doing his talking about "Daughters Courageous" to stiffen his own spine prior to a session in a New York hospital to have his nose carved, and Denman was trying to find publishable angles for "Bachelor Mother."

*Jerry Spandau's Omaha hospitalization should be eased by the full-page spread in tomorrow's* R&T *roto section of Universal's Baby Sandy. After giving Paramount and its own redhead contest a break last Sunday with Susan Hayward on the magazine cover, the* R&T *hands 20th Century-Fox the break tomorrow with Sonja Henie. But "Second Fiddle' has already shown here.*

Motion pictures of last year's Soapbox Derby finals at Akron, Ohio, were scheduled for use here today to provide instruction and pep talk material for state contestants here today . . . And the *R&T* is dickering with Paramount, etc., for newsreel shots of last year's big football games for showing in their exhibit at the state fair.

## Stan Goldberg to Manage Quality Premium Branch

KANSAS CITY—Stan Goldberg, branch manager for Metro Premium Co. the past year and a half, has resigned, effective July 29, and is opening a branch office for Quality Premium Co. of Philadelphia at 118-120 West 18th St.

Under the new setup, Goldberg will carry a full line of premiums—dishes, dresserware, glassware, bakeware, silverware, etc. Distribution will cover Missouri, Kansas, Oklahoma, Iowa, Nebraska. Goldberg, who has a background of film as well as premium experience, will be the westernmost representative of Quality. The Quality company, one of the oldest in the field, owns and operates a number of theatres in Philadelphia.

### Charles Abrams Takes Over At Kaycee Metro Premium

KANSAS CITY—Charles L. Abrams of Kansas City, who has been in the premium business at St. Louis recently, is taking over the Metro Premium Co. in Kansas City, succeeding Stan Goldberg. Metro will retain offices and display headquarters at 113 West 18th. Irving Zussman, sales manager for Metro, was here Wednesday to announce the change.

## Merle Potter "Find" Has "Victor Herbert" Role

MINNEAPOLIS—Paramount's signing of Suzanne Larson, 14-year-old Minneapolitan, to play a featured role in the forthcoming "Victor Herbert," under the stage name of Susannah Foster, is causing Merle Potter, *Journal* film editor, much exultation. She is the protegee of Potter and Carl Johnson, local orchestra leader, and is under their management.

Potter and Johnson induced M-G-M to sign up the young girl. But after a year it dropped her before she even had the opportunity to appear in a picture.

Recently Miss Foster came to the attention of Leroy Prinz, Paramount dance director, who was so impressed with her voice that he had his company take an option on her.

## Many Attractions Compete With Lincoln Theatres

LINCOLN—Theatres have a battery of competition here this summer—the biggest in any year for a long time.

Action houses are faced with Chick Boyes Players, a tent show which is doing better than in the last two seasons. All theatres lose to the four danceries, operating from one to three nights weekly. Friday nights, the midget auto races, which have climbed steadily in popularity, make it a brutal change night for theatres. Capitol Beach, the amusement park, gets in for its grab, and the baseball team, riding around third in the league, takes up about three nights weekly.

### Termer to Waxman

HOLLYWOOD—Franz Waxman, composer-arranger, has drawn a new Metro pact.

# MINNEAPOLIS

ERNOTT HILLER, Crookston, Minn., exhibitor, continues to scintillate on the golf courses. He was a finalist in the Breezy Point, Minn., tournament after winning the championship flight and being medalist at the Twin City Variety Club tournament at Oak Ridge. Speaking of golfing, Abe Kaplan finally found himself last Sunday, shot an 87, his season's lowest score, and won the class A sweepstakes for the day. Keep up the good work, Abe . . . Ben Friedman, another good golfer, has the sympathy of his many film contingent friends in the death of his mother-in-law in Los Angeles.

*Minneapolis gets its first circus in two years when Ringling Bros.' show plays here August 3 and 4 . . . Morgan Ames, Mort H. Singer's general manager, a visitor . . . Jack Thoma, Columbia exploiteer, off for Chicago again, after arranging campaigns here for "Good Girls Go to Paris" and the forthcoming "Blondie Takes a Vacation," Clouds Over Europe" and "Golden Boy" releases.*

Orpheum has booked still another big stage show, the newest "Folies Bergere," September 1, to follow Rudy Vallee and Paul Whiteman . . . John J. Friedl, Minnesota Amusement Co. general manager, in New York on business . . . As of July 6, the Minneapolis M-G-M branch was third in its division in the "Championship Contest" now under way, having 94.14 points against 105.76 for Chicago and 98.30 for Indianapolis. W. H. Workman, local exchange manager, delivers a punchy message on a decorative banner. "Hurry up, you kids," he says. "Get on top and stay there" . . . Phil Dunas, Columbia district manager, and the missus here for a week. Phil accompanied "Hy" Chapman, local exchange head, on a swing around the territory.

*Ed Cutter of the Paramount ad sales department vacationing at Mason City, Ia. . . . Roy Schlentz, Gopher Theatre manager, brought his dad back with him from Fort Worth, Tex., for a visit . . . Jack LaRue of the films, who headlined the reopening Minnesota Theatre show, appeared for Cedric Adams, Star columnist, at the latter's picnic party for underprivileged children. LaRue is accompanied on this tour by his pretty and charming sister, a singer . . . Gordie Greene of the Minnesota Theatre has booked in "Professor I. Q." as an added Tuesday night attraction . . . Ella Harrod, former National Screen office manager, has returned from New York to take over that position again, succeeding Kenneth Gray, resigned . . . Paul Mans, independent circuit operator, vacationing in California . . . M-G-M posted 50 24-sheets here for "Tarzan Finds a Son!" which played the Orpheum the past week.*

Fellow employes of Molly McGuire, head of the Warner billing department, presented her with a substantial gift when she departed to join her family in California. She resigned after 16 years service with the company . . . Morrie Abrams, M-G-M exploiteer, planted stories in all the local newspapers on the company's information booth at the New York World's Fair. He pulled a real nifty when he arranged with the *Star*, local daily, to select M-G-M as the only film exchange here to be visited by its roving radio reporter for "What's Behind the Movies?" interviews. Morrie followed that up by sending letters to all accounts to listen in on the radio results.

*Out-of-town exhibitors visiting Filmrow included George Schroeder, Elsworth, Minn.; Lowell Smoots, Little Falls, Minn.; Don Buckley, Redwood Falls, Minn.; Jack Heywood, New Richmond, Wis.; Ed Malone, Hammond, Wis.; Roy McMinn, Superior, Wis.; Clarence Kaake, Duluth, Minn.; L. Riddle, Cottonwood, Minn.; C. P. Knudsen, Red Lake Falls, Minn.; H. A. and John Klug, Zumbrota and Kenyon, Minn.; C. Bondra, Mahnomen, Minn.; Arvid Olsen, Gantsberg, Wis.; Ben Ashe, Fergus Falls, Minn.; Bill Smith, Menominee, Wis.; L. K. Kahnig, Wheaton, Minn., and John Kolden, Spring, Wis.*

Barrett Kiesling of the M-G-M Hollywood studio publicity department is due here August 2 for his annual visit. . He also will visit Duluth, Minn., Sioux Falls, S. D., and Fargo, N. D., in the territory in company with Morrie Abrams. As usual, he will address luncheon clubs and talk over the radio . . . Arnold Dobrin of Paramount's ad sales department made the prize fish catch of the season to date among film men—a 15½-pound deep sea Lake Superior trout. Arnold battled for 25 minutes to pull it in. He had gone out from Grand Marais, Minn., on the fishing expedition.

*Morrie Abrams completed a trip into South Dakota in the interests of "Goodbye, Mr. Chips" which just finished its third big week in downtown Minneapolis . . . M. L. Stern, distributor of Bank Night in the Omaha territory, here visiting his brother, Joe, owner of the Majestic exchange and this territory's Bank Night distributor . . . When the Grand National lease on its present quarters in the heart of Filmrow expires August 31 the premises will be taken over by Monogram. It's just across the street from M-G-M, Warner, Columbia and Paramount and next door to National Screen and United Artists . . . Max Roth, Republic district manager, a visitor . . . Harry Hirsch's burlesque season opening at the Gayety has been set back a week to August 25. House will have roadshows the coming season . . . Annual "Roller Derby" in the Auditorium opens August 1 for three weeks. .*

Bill Elson mighty proud of his golf prowess since he carried away four prizes from the Twin City Variety Club's annual tournament . . . .W. A. Steffes one of the guests in Chicago at the banquet in connection with the opening of the new 20th-Fox exchange there . . . M-G-M has launched a newspaper advertising campaign for the forthcoming "Wizard of Oz" similar to that which it had for "Goodbye, Mr. Chips" . . . Although it will be some time before the picture reaches a local screen, large display teaser ads are being run daily announcing that it's on the way.

## Charles Morehead Gets Transfer to Colorado

KANSAS CITY—Effective July 30, Charles Morehead, manager for Fox Midwest at Beatrice, Neb., will go to Ft. Collins, Colo., to manage the two houses operated there by the Fox Rocky Mountain Theatres, Inc. The transfer was arranged because of the health of Mrs. Morehead.

B. M. Montee, manager at Chanute, Kas., succeeds Morehead at Beatrice, according to Harry McClure, district manager for Fox Midwest.

Other changes consequent on the Morehead shift are: C. P. Forbes, Ft. Scott, Kas., to Chanute; H. D. Carrol, Carthage, Mo., to Ft. Scott. No assignment has been made at Carthage.

## McEwan Now Booking For Harmonica Band

KANSAS CITY—R. W. McEwan, Magic Eye distributor, is handling bookings for the Art Perry harmonica band. Harmonica prizes are offered in conjunction with contests. The band has been signed to appear at the Aladdin, Rosedale, Ashland, Park, the Tile, Deepwater, Mo., and the Ritz, Trenton, Mo.

The band has been popularized over Radio Station KITE with three programs weekly. Billie Papana is featured.

## Showman Rex Barrett Is Again Columbia's Mayor

COLUMBIA, MO.—Rex P. Barrett, local theatre owner, was re-elected mayor of Columbia at the special election held on July 25, defeating his Republican opponent, O. W. Boutwell. Barrett is a Democrat.

The election was necessary to fill the vacancy caused by the resignation of G. B. Sapp, Democrat, who quit the post because of poor health.

## Bill Knight Now Manager At Varsity at Lincoln

LINCOLN—Bill Knight, formerly assistant to Jerry Zigmond, manager of the Newman, Kansas City, has returned here to manage the Varsity.

Knight started in Lincoln at the Capitol, joined the Lincoln Theatres Corp. when Zigmond was top hand, then, after Zigmond left for the Kaycee berth, joined him there.

## Royal Adds 16 Films

KANSAS CITY—William Pincus, manager of the Royal Film Exchange, announces he has just signed for territorial rights to eight new Bob Steele westerns and eight new Melo-Plays from Metropolitan Productions.

## Bride to Daynosky

KANSAS CITY—Isadore Daynosky, manager of the Rivoli Theatre, St. Joseph, Mo., was married here Wednesday to Miss Bernice Rothman of that city. Rabbi Iser Levin of Shaare Shalom Synagogue, St. Joseph, performed the ceremony.

## Prize Handicaps Her

LEMARS, IA.—Mary Ruether, 20-year-old WPA worker, was a happy girl when she won a $350 Bank Night prize some time ago.

She used $200 of the money to pay past-due bills.

This week she received a letter from Shelby Reed, Plymouth county relief director, notifying her she was off relief because of her lucky winning.

Now she can't go to work until nearly nine months have rolled by, the WPA official ruling that the prize money should be spent at the rate of $40 per month.

# OMAHA

BOB JOHNSON of the Scott-Ballantyne Co., was the lucky winner in a raffle and won a new car for a two-bit ticket. Now he can take Bob Ballantyne's chief assistant riding, being daughter Beverly . . . Lee Mischnick, Dundee Theatre manager, on Filmrow and looking mighty prosperous.

*Norm Olson, manager of the Royal Theatre, Wisner, Neb., was in town handling details in connection with the recent death of M. E. Schreiber, Wisner exhibitor killed in an auto crash. Now Merlin Schreiber jr., 18-year-old son, is seriously ill in an Omaha hospital.*

Phil Lannon of the Nebraskan and Rivola theatres, West Point, Neb., operates a dance hall as a sideline, our scout tells us. Phil also raises high-grade hogs as a hobby, according to a sign we saw being painted in Omaha . . . Frank Good, Iowana Theatre, Red Oak, Ia., was in town.

*Jack White of Quality Theatre Supply caught his hand in a fan, but is getting along fine now. Jack is the son of the Quality owners and is studying medicine . . . Sol Yeager, RKO peddler, is back on the job now.*

George Weeks, Monogram vice-president in charge of sales, was here visiting Sol Francis, local franchise holder. Monogram sales in the Omaha territory have increased 500 per cent over a year ago and we've seen the figures to prove it. Since Sol has had the franchise only a few months, we say congrats!

*Ted Mendenhall, Paramount chief, is building a shack on the river near Omaha and the confidential reports tell us it's really something . . . Bessie Halstead, RKO steno, is vacationing in California.*

Omaha Variety Club will elect new directors to succeed Roy Palmquist of Universal and Earle Perkins of Warner, both transferred elsewhere . . . Irving Gossick, Muse Theatre, was spotted at a local picnic grounds the other eve, really stowing away the food.

*Sid McArdle, UA shipper, and John Winn, Grand National booker, challenged Tom Pilley, Filmrow postman, and your scribe to a golf game and for money, too. The results were very disastrous for McArdle and Winn . . . Our bid for the winner of the Variety Club golf tourney: Lou Egart, Brandeis Theatre treasurer.*

Martinas Biemond, Ord, Neb., and Sol Slomenski, Liberty Theatre, Loup City, Neb., were in town. Exhibitor Biemond's first name was a much-guarded secret until BOXOFFICE learned it . . . Roy E. Bott, Amuzu Theatre, Hooper, Neb., also in town. Earl Kerr, Iowa circuit owner, also on Filmrow.

*Mildred Bickler of Warner celebrated her second wedding anniversary this week . . . Birthdays included Ruth Cogley and Avis Gill, both of Warner . . . Eddie Forester, Omaha Theatre manager, his 11th wedding anniversary.*

Lou Levy, Grand National manager, was here doing double duty between Omaha and Des Moines . . . Joe Jenny, Malmo, Neb., operates five circuits covering 30 Nebraska towns, he told BOXOFFICE . . . Davenport street still in the throes of WPA work.

*It's strictly confidential, but watch for an important change in Omaha during the next few weeks. Sorry we can't tell more . . . A packed screening room was enthusiastic about "Each Dawn I Die" from the Warner layout.*

Frank Van Husan's pretty daughter is working at Western Theatre Supply, we are told. Howard Harvey is very negligent about introductions . . . Aside to all exhibitors about to visit Davenport street: That bright blue sports outfit is being worn by Harry Shumow, Metro boss.

*Filmrow is in a quandary about how to distinguish between Joe Jacobs, new Columbia chief, and Joe Jacobs, General Outdoor Advertising. Both are active in Omaha Variety Club. Prizes for the best means of proper identification are being offered by Joe Jacobs!*

## "Beau Geste" Lead Lady Shies at Scarlett Role

MINNEAPOLIS—Here to appear at exhibitor invitation previews of "Beau Geste," Susan Hayward, the film's leading lady, told local newspaper reporters she's glad she didn't get the role of Scarlett in "Gone With the Wind."

"I'd have had two strikes on me if they gave me the part," said Miss Hayward. "Imagine me, a beginner, being assigned the most discussed role in film history."

However, Miss Hayward says she's thankful she was tried out for the part because it led to the Paramount assignment in "Beau Geste." She thinks Gary Cooper, who played the lead opposite her, is "marvelous" because he's so relaxed and, in consequence, "charming."

Large audiences witnessed the "Beau Geste" previews at the Rialto and gave the picture their enthusiastic approval. Terry De Lapp, Paramount publicity department head, accompanied Miss Hayward here.

### Supplies the Booth

WICHITA, KAS.—Projection room equipment for the new Sandra Theatre opened here by Mr. and Mrs. Slothower was supplied by Wesley Trout, Enid, Okla., dealer.

"BOXOFFICE fills all my needs. When I started taking it four years ago, I subscribed to five other trade magazines. Now I just get Boxoffice."

*—E. L. Oschenbein,*
STATE THEATRE
E. LIVERPOOL, OHIO

*The Pulse of the Motion Picture Industry*

BOXOFFICE

THE INDUSTRY'S **MOST COMPLETE** TRADE PAPER

# INFORMATION BUREAU

**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

## ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

## AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

## DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

## MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

## PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

## SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

## SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

## STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, viterous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

## MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

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# Paper in Cleveland Boosts Ad Rates

CLEVELAND—Local theatre owners, faced with increased film costs and the inclusion of films in the state sales tax classification, are now confronted with a boost in newspaper advertising rates.

Before a group of affiliated and independent theatre representatives, W. C. Coutney, advertising manager of the *Press*, set forth his proposed new rates, effective as present contracts expire.

The proposed rate is an advance of 25 per cent to downtown houses and 9 per cent to subsequent independent houses using the classified theatre directory.

Specifically, for downtown houses, the current rate of 28 cents a line is boosted to 35 cents. Current rate for the classified motion picture directory is 27½ cents per line with a three-inch minimum. Proposed new rate is 30 cents per line with a one-inch minimum.

A reduction is offered to houses playing a combination motion picture and vaudeville program. The current rate of 28 cents per line for that portion of an ad referring to pictures is 28 cents a line, the same as for straight picture houses, and 47 cents a line for that portion of the ad referring to vaudeville. The *Press* now proposes a flat vaude-film rate to combination houses of 42½ cents per inch.

In 1932, the *Press* took a voluntary cut in film advertising rates. The proposed new schedule is a reinstatement of the old scale and is established on the basis of an alleged increase in the paper's circulation.

Coutney states the rates have been boosted similarly to all types of advertisers.

Present at the meeting of theatre owners at which Coutney presented the proposed new rates, were Nat Holt, RKO division manager; Nat Wolf, Warner zone manager; Col. Harry E. Long, Loew division manager, all representing the affiliated circuit houses; Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n, and G. W. Erdmann, association secretary, representing the independent subsequent run houses.

## *Effort to Modify Curfew Regulations in Detroit*

DETROIT—A change in theatre curfew regulations "in fairness to customers" is being sought by local exhibitors. Cooperative Theatres of Michigan, through Thomas McGuire, new contact man for the organization, are asking the city council to amend existing ordinances to exempt married persons.

Under the present ruling, minors are forbidden to attend theatres between 2 and 6 a. m. This rule affects a number of married women under 21 and has proved embarrassing to theatre operators.

### Closes for Summer

WHITEHOUSE, OHIO—The Empress here, operated by F. J. Sipher, has been closed for the summer. It will be renovated.

# *Eight New Houses Slated to Bow in Michigan in August*

DETROIT—A checkup of theatre openings slated for next month shows that Michigan will have eight new houses in August. This octet is almost without precedent in Michigan in recent years. Two are in Detroit suburbs, four others within 60 miles of here, and the other two farther upstate.

Most of the new houses are comparatively small and for smaller cities, although one is in Flint. Five, those listed for Blissfield, Beaverton, Charlotte, Milan and Van Dyke, are expected to replace older houses, so no overseating problem is likely to arise.

While the total investment in each house is small on the average, the total sum of the building jobs is a sizable one. Several of the new houses will be entirely new structures and the others are being remodeled from commercial buildings.

The eight theatres, their owners and dates of scheduled opening are:

Flatroc, Flat Rock; John Vlochos; August 15.

Milan, Milan; W. H. Storl; August 15.

Bliss, Blissfield; F. H. Guy; August 10.

Flint, Flint; Willard Johnson; August 15.

B, Charlotte; Cass Beechler; August 15.

Garden City, Garden City; Walter D. Shafer; August 12.

Motor City, Van Dyke; William Schulte; August 15.

Gem, Beaverton; James Methner.

In addition, Ashman Bros. are reopening their remodeled Strand at Caro, August 15.

## *MPTO Looking Forward To Record Corn Roast*

PITTSBURGH—The biggest turnout to date is expected by Dr. C. E. Herman, Carnegie theatre owner and chairman of local MPTO board of directors, at the annual corn roast to be held at his farm Sunday afternoon and evening, August 6.

Tony Vincent is in charge of the roasting ears and Harry Myers of the soft drink counter. Fred J. Herrington is in charge of tickets, available at $1.50, for this annual stag outing.

## *Liberty in Bentleyville Is Undergoing Remodeling*

BENTLEYVILLE, PA.—The old Liberty here is being remodeled for opening by mid-September, Matteo Faenza announces. Closed ten years, the building will be practically rebuilt.

Faenza manages the Roosevelt here and the Roosevelt at Republic, Pa., where he resides. The Liberty here, to seat 250, will be booked by Faenza's assistant, Joseph L. Fechek.

The project is expected to be completed within 45 days.



## *Helm ITO of West Virginia Meet—*

*The first annual convention of the Independent Theatre Owners of West Virginia will be staged at Clarksburg, September 26, according to Danny Davis, secretary. The one-day convention, which will include at least one important business session, will be held at the Waldo Hotel. A banquet will be featured in the evening. ITO of West Virginia voted affiliation with national Allied several months ago. The organization's officers, starting at the left are R. J. Hiehle, Parkersburg, president; Danny Davis, Lumberport, secretary; Richard Marks, Clarksburg, vice-president; Garland West, Buckhannon, treasurer.*

# Carl Buermele Sees Singles in Detroit

DETROIT—Single bills in most local houses are "likely" in the near future, according to Carl Buermele, general manager of Cooperative Theatres of Michigan. Nearly all theatres here now dual, but sentiment for singles, as previously reported in BOXOFFICE, is strong among exhibitors and the general public.

Duals have been discussed in recent weeks by directors of Coop, who represent most of the leading independent circuits, Buermele discloses, and action may be taken by some of the leading neighborhood exhibitors as a result.

Admission prices also have been the subject of numerous reports in recent weeks, some holding that a move to raise prices is likely, others that a cut in prices is probable in view of bad business. Buermele says: "Despite all rumors to the contrary, no Cooperative theatres are even contemplating any change in their admission prices."

## *New Theatre May Go Up In New Castle, Pa.*

NEW CASTLE, PA.—This city may have a new theatre as the result of the sale and transfer of the Fountain Inn Hotel, it is learned.

The four-story building has been sold to Speer Marousis, veteran exhibitor, who is considering converting the first floor into a modern theatre.

Fountain Inn Hotel, located on Diamond Square, faces on East Washington St., extending to Market St., the building being 54 feet wide and 180 feet deep.

Hotel and theatre architects are submitting plans for remodeling and modernizing the building. The hotel is practically across the street from Marousis' Regent Theatre.

Marousis stated he would make a complete study of plans submitted before he could make a decision as to the possibilities of converting the first floor into a theatre. Definitely, however, he will modernize the hotel floors above street level.

## *Slight Improvement Noted In Cleveland Territory*

CLEVELAND—The past week showed a slight improvement in the picture business throughout the territory. Exhibitors substituted the word "fair" for "lousy" when buttonholed for a statement.

A cool weekend contributed to the upswing. Also a run of better pictures.

## *Sink Second Well*

MAHONINGTOWN, PA.—A second 55-foot well has been sunk in the basement of the Crescent Theatre for use as a spray-water cooling system. The first was not giving proper satisfaction, according to Louis Peretta, manager.

## *Michigan Officials Shy at Proposal*

**Detroit—State officials were plainly hesitant when Michigan was selected as the subject of a safety film to be made by the federal bureau of roads. The state administrative board deferred action on the proposal, while Dr. Eugene B. Elliott, superintendent of public instruction, approved it with the proviso that the board would have the right to censor the film.**

# Matinee Experiment Is Tried by UDT

DETROIT—A new experiment designed to draw in summer time trade is being undertaken by United Detroit Theatres at two neighborhood houses.

Reversing the usual method of cutting down the number of shows during the hot months, UDT, on the contrary, is starting Wednesday matinees. The shows will be tried out in two remotely separated suburban houses, the Norwest and the Alger.

General trend locally is to cut out matinees. Wisper & Wetsman's Roosevelt has dropped them. In other cases, houses have shut down two or three days a week.

UDT, in banking on increased business by running still more shows, is appealing particularly to children.

## *RCA and Brenkert Deals Announced by Langford*

CLEVELAND — L. P. Langford of Oliver Theatre Supply announces his organization has taken over distribution of RCA sound equipment and also distribution of the new Brenkert 35mm projector which claims to offer an innovation in projection efficiency to the industry.

James Mullins also continues as RCA sound sales representative and will maintain his present office in the Keith Bldg. as formerly.

### Equipment Replacements Show Signs of Pickup

CLEVELAND—Theatre equipment replacements, which slowed down during the summer, are beginning to pick up. L. P. Langford of Oliver Theatre Supply reports he has installed two Brenkert copper oxide rectifiers at the Hilliard Square Theatre and has added rear shutters and other new improvements to its present Motiograph projector.

The Imperial has also installed the same type of Brenkert rectifiers. Both houses belong to the Associated Theatres circuit.

## *Two for Skirballs*

BRYAN, OHIO—The Skirball Bros. of Cleveland will erect a 750-seat theatre here, to cost approximately $100,000, which will open this fall. The Skirballs also will construct a similar house in Massillon.

# Louis Krieger Back To Distribution

PITTSBURGH—A pioneer film man has returned to the distributing field with the opening of International Picture Distributing Co. here at 1022 Forbes St.

Louis Krieger, manager for the local and Cleveland zones, opened one of the first film exchanges here 31 years ago, the Duquesne Amusement Supply Co., which was located in the Bakewell Bldg. It was about the same time that Richard A. Rowland opened the Calcium Light Co.

Krieger had engaged in the clothing business prior to entering the film industry. The pioneer sold his supply company to General Film Co. some years later and returned to the clothing business.

Krieger has lined up a dozen attractive film productions and is now selling an outstanding documentary release, "Crisis," or "The Rape of Czechoslovakia," a Herbert Kline production.

Krieger is also offering "Mayerling" and "Grand Illusion."

## *Stearn Signs Up Circuits For UA's New Product*

CLEVELAND—Bert Stearn, United Artists district manager, is back in town with a sheaf of new 1939-40 contract deals covering the largest circuits in the Indianapolis and Pittsburgh territory.

In Indianapolis he closed a 100 per cent deal with the Affiliated circuit covering 20 theatres, the Mallers circuit covering five theatres, the Rembusch circuit covering three theatres and the Dolle circuit, comprising six theatres operated by the Fourth Avenue Amusement Co.

Pittsburgh circuit situations closed to date include the Shea houses in Buffalo and the Scott circuit involving 12 situations.

Stearn also closed a new contract deal with Chris Velas for five houses in Ohio and two in the Pittsburgh area.

Warner has closed a national deal for United Artists product in all situations.

## *Operating Fate of UDT Is a Question Mark*

DETROIT—The operating fate of United Detroit Theatres remains a big question mark and the focal point of interest for the local trade, with the return of Leonard Goldenson, Paramount executive handling the situation, to New York. Probability is no decision will be made for several weeks, according to informed sources.

## *Controls 12 Units*

CINCINNATI — Following severance of marital relations, it is reported Mrs. Ethel Chesbrough will have full control of 12 of the 14 houses listed as the Chesbrough Circuit, Columbus. William Chesbrough, her former husband and partner will control the booking for the Empress and the Salem, both colored houses, at Dayton, Ohio.

# Close Catholic Eye On the Industry

PITTSBURGH—The *Pittsburgh Catholic,* official organ of the diocese, is still "Watching the Movies," as evidenced by the following editorial which appeared in the July 20 edition:

"Five years have passed since the Legion of Decency brought about the elimination from the motion picture of the flagrant immorality with which it had for a decade flooded the country and the world unchecked. With the Legion still active, the film industry no longer offends as it did in 1925-34; Hollywood has modified its formula so that its productions, in a large percentage, 'pass' the requirements of the code set up in response to the demands of decency. Movie magnates boast of this 'cleanliness' and proclaim that because few pictures today receive outright condemnation, from the moral standpoint, the industry has become a great educational and uplifting force.

"But watching the movies, as they assume a definite pattern after the denunciations of the recent past, and after the quieting down of some of the extravagances that were long associated with the industry, it is easy to see that they are far from being the helpful, or even the harmless, influence that their defenders claim. The films teach their lessons to far more pupils than do the schools, but they are not good lessons; they paint a picture of life that is artificial, distorted, unwholesome; if an occasional film appears that is free from these harmful qualities it serves only to emphasize how uniformly the others adhere to the standard, unhealthy pattern. The films set the fashions in dress, and they are not admirable; the films establish the general attitude toward marriage and domestic life, and who will say that attitude is not deteriorating steadily; film 'romances' and 'crime plays' all carry an atmosphere of sentimentality and emotionalism that is distinctly bad when attempts are made, as they are made, to transfer it into everyday life.

"Apart even from its productions, the movie industry in the conduct of its business affairs reveals itself as a harmful, dangerous influence. Monopolistic, ruthless methods in dealing with competitors and 'independent' exhibitors; salaries that pass all bounds of justification; resort to prize contests and other forms of near-gambling that have no place in any legitimate business enterprise; these are some of the features of the industry that indicate its possibilities for harm. Resistance to the demoralizing influence of the film industry must be cultivated; counteracting forces, in or out of the movies, must be encouraged or developed, or we shall find that in watching the movies we are watching the disintegration of society."

### May Move Radio Station

AKRON, OHIO—Allen T. Simmons, formerly owner of the Allen Theatre here, is considering moving his radio station WADC equipment, now located at nearby Tallmadge, eight miles north of that town.

## CLEVELAND

MARTIN PRINTZ of the Alhambra, booked four-day engagements of "Tumbleweeds" and held it a full week by boxoffice demand. This is the William S. Hart picture released in this territory through Big Feature Rights Exchanges, Inc.

*Barrett Kiesling, M-G-M's ambassador of goodwill, was guest of honor and chief spokesman at a luncheon last Thursday at the Statler Hotel, to which the leading local theatre owners were invited. John J. Maloney, district manager, and Frank Drew, branch manager, were hosts. Kiesling "sold" the* 1939-40 *M-G-M product to the boys via a detailed account of the program . . . R. O. Flemm officially took over the Tivoli Theatre, Akron, as of July* 12.

Nativa Roberts, for the fourth consecutive year, entertained the entire M-G-M personnel at her country home in Vermillion . . . Harry LaVine, Republic district manager, held a sales meeting here and then went home to Philadelphia to get acquainted with his wife and two sons from whom he had been absent some five weeks.

*Harry Brown jr. is no longer manager of the Highland in Akron. He turned the keys over to Ray Essick and went over to Atlantic City for a vacation before settling down to another theatre job.*

One of the ironies of fate—Ed Huegle of Loew's art and advertising department, driving a Bantam automobile in the recent Lakewood parade accompanied by a beautiful blonde and greeted with "Hello, Daddy" from the five little Huegles, who were on the sidelines . . . Visitors included Harry Reinhart of Canton, Earl Seitz of Sandusky, and Jack Gutilla of DeGraff.

*Harry Thompson, Schine booker, went east on a "vacation" which, it is reported, had as its object, matrimony. Following a honeymoon on the Atlantic seaboard, they will make their home in Bellefontaine . . . Warner's "Daughters Courageous" enjoyed a three-week run in Cleveland, two weeks at the Hippodrome and a move-over at the Allen.*

Ted Vermes of the Eclair Theatre, isn't wearing that smile because business has taken a sudden turn for the better, but because his 27-month-old daughter now has a brand new brother. All, including the father, are doing well.

*Nat Lefton, Sam Gorrel, Al Gregg and all of the local Republic outfit sent their best wishes to Herbert Yates and to Republic's ace star, Gene Autry, for a happy crossing to England and for a repetition of their American success on the other side of the pond. They sailed July* 26 *for a personal appearance tour of the British Isles.*

Julius Bossel, assistant booker at the local Republic exchange, and Miss Marion Wasserman of this city, selected August 27 as the date on which they will make their "I Do" pledge.

*Fred Meyers, director of publicity and advertising for the Cleveland Public Library, returns August* 2 *from California where he went to see how pictures are made . . . W. Ward Marsh, film editor of the* Plain Dealer, *is in Hollywood gathering that personal touch and first-hand information on the* 1939-40 *product.*

LeRoy Kendis of Exhibitors Poster Service Co. was in New York giving the Fair the onceover . . . Ralph Schaffer of the Park, Mansfield, is vacationing in Bermuda . . . Society note: Shirley Greenberger, daughter of Henry Greenberger of the Lefkowich-Greenberger circuit, has announced her engagement to Earl Rogoff of this city.

*Nat Lefton's son, Benson, recently graduated from the School of Architecture of the University of Virginia, is now in the office of George Burroughs, local architect, who specializes in theatre construction . . . L. P. Langford of Oliver Theatre Supply, Inc., denies the report the Detroit office, in charge of Ernest H. Forbes, is closed. The office is open and doing business, as usual.*

The question of the day on Filmrow is "Who is the Simon Legree of the Film Golfers?" Originally rumored and later confirmed by one of the foursome is the tale that one of our better known exhibitors who shoots a par at the Beechmont Country Club, recently threw his spoon further than he drove his ball and then blamed it on his caddy. The caddy later called his bet and told him what to do with his bag of sticks as he walked off the course.


**CRISIS**

**THE RAPE OF CZECHOSLOVAKIA**

Startling Graphic Picture Leading Up to the Nazi Aggression in the Sudetenland and Czechoslovakia.

Dialogue by Vincent Sheean and Spoken by Lief Erikson.

Successfully Played by Warner Bros. and Other Leading Circuits.

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"MAYERLING" and "GRAND ILLUSION" (Prize Winning Photoplays) NOW AVAILABLE.

# PITTSBURGH

JOHNNY HARRIS is assembling a new team to carry the Pittsburgh Hornets' colors in the hockey league this winter . . . Joe Delisi, Nanty Glo exhibitor, is at work again after a Canadian vacation and a lot of fishing . . . It's a girl at the M. Proctors, the Chicora exhibitor stated as he passed cigars the other day . . . Moe Levy, Roger Ferri and Edgar Moss were visitors at the 20th-Fox exchange for the first of the seventh annual Kent drive sessions . . . Lyle Harding, manager of WB's Sheridan Square, is much improved after a serious illness at Montefiore Hospital . . . Harry F. Grelle will handle a new exploitation attraction, "Forbidden Adventure."

*M. Akselrad, McKees Rocks theatre manager, has returned from Philadelphia where he took his son for treatment of a serious eye affliction . . . We got a big kick out of a recent screening of the Billy Conn-Melio Bettina fight pictures. The film is the next-best-thing to a ringside seat which would have involved a trip to New York plus other expenses. Irving Dietz and George "B" Josack are busy filling dates for this picture and there is still a demand for the Louis-Galento films . . . Our sympathy to the William H. Walker family on the death of Mrs. Walker's mother.*

Dick Brown, manager of the WB Rowland, Wilkinsburg, is vacationing in Atlantic City. Harold Banks, Brown's assistant, vacationed last week . . . Art Morrone's name was unintentionally omitted from the list of prize donors for the Variety Club's golf tournament. His prize was a fine gent's traveling kit and was won by Joe Misrach. Morrone will serve as King for the Day at the Monday Variety Club dinner, August 7 . . . Joe Hanna, 20th-Fox booker, vacationed this week in Kentucky . . . Mrs. Fred J. Herrington visited the World's Fair this week . . . Dave Broudy, Stanley's orchestra leader, is getting in a lot of golfing awaiting the opening of stage shows at the theatre (which may not be until after Labor Day).

*A new contract was signed here for the return of the Screen Guild Theatre radio show on the Columbia network, the new season to open Sunday, September 24. Film stars again will donate their services and the program sponsors (Gulf Oil Co.) will donate $10,000 for each broadcast to the Motion Picture Relief Fund. It is expected enough money will be accumulated at the conclusion of next season's broadcasts to build the Home dreamed of for sick and invalid actors and actresses.*

Variety Club's outing at Camp O'Connell, Monday, July 31, will find many guests present along with a large turnout of Barkers. Harry Kalmine is in charge of activities, including the dinner which replaces the regular Monday dinner at the club . . . A number of sportsmen of Filmrow and the local industry are supporting the Dapper Dan open golf tournament, for charity, scheduled for Wildwood Country Club, August 10-12 . . . Gabe Rubin has lined up a strong group of foreign pictures for the new season at his Art Cinema. He has been playing domestic reissues this summer, but will get back to the regular foreign film policy around Labor Day.

*Local radio stations voted with others of the National Association of Broadcasters in notifying Ascap that in the future they will pay only for music used and that they will no longer pay a fixed annual license fee to that group. Supporting the Broadcasters' vote on "the American way of buying what we need and paying for what we use" as against the license system were Sherman Gregory of KDKA; Leonard Kapner of WCAE; Ken Brennan of WJAS; Frank Smith of WWSW, and John Louck of KQV.*

Barry Theatre is scheduled to reopen September 1 . . . Fulton relights the second week in August with "Second Fiddle" and the Senator's policy in the fall may include vaudeville . . . For six Monday nights the Stanley will offer a stage feature in the form of the Dr. I. Q. Quiz half-hour national radio show which WCAE will feed to the networks . . . Roger McKelvey, veteran projectionist, has filed petitions for the Republican nomination for city council . . . Television was big news here just five weeks ago, as it has been on occasion for many years, but it seems the cycle has passed by again. It's not even news at present . . . Added attraction at the MPTO corn roast: Fred Solomon in person. (It's a promise).

*The M. A. Rosenbergs are home after vacationing at Conneaut and Erie . . . Floyd Bender reported he saw Jimmy Nash, Harry Rachiele and Jake Valdenzer at Geneva-on-the-Lake. When Floyd returned, his uncle, Louis Bender, headed for the same place . . . William Sharpe, ad sales supervisor for Paramount, is working here with Bob Clark, local ad sales manager . . . Mr. Chear of Raspin Production Co. was here in the interest of "Are We Civilized?" and was in conference with Milt Lefton . . . Joe Trivoli's Filmrow garage was held up. An attendant was tied to a car, the cash on hand was taken and the robber made his getaway in Irving (20th Fox) Stein's car. Several days later Irving located the car in the Oakland district.*

Saul Kleinerman, assistant to Mark Browar at the Roosevelt Theatre, and Miss Rae Levy will be united in marriage, Sunday, July 30 . . . Next Sunday, August 6, is the date which Eli Kauffman and Miss Rose Rosenfeld have set for their marriage. Bride-to-be is a niece of David Rosenfeld, manager of Independent Display Co., and she is a sister of Jack and Davie Rosenfeld, also of Independent. The groom, associated with the same company, is a brother of Joseph R. Kauffman, New Universal manager at Cleveland, and Morris Kauffman, former local exhibitor and well known in the local trade.

*Pinch-hitting the other day for Kaspar Monahan,* Press *theatre editor, William Boehnel, who does the picture stuff for the* New York World-Telegram, *stuck his head out and named the ten personalities most important in Hollywood. He selected Shirley Temple, Deanna Durbin, Frank Capra, Bryan Foy, Samuel Goldwyn, Walt Disney, Jack Warner, Darryl Zanuck, Spencer Tracy and Bette Davis . . . Ruth Willock of Carrick, last year's "Miss Western Pennsylvania," was named "Miss Pennsylvania of* 1939" *at the Lions International convention and she will go to Atlantic City for the second successive year to seek the title of "Miss America" at George D. Tyson's annual beauty pageant.*

Lou Hanna, Republic booker, is vacationing at Provincetown, Mass. . . . The Mark Goldmans caught up with the William Finkels and Mrs. Larry Katz in Atlantic City . . . Eddie Auger, RCA's genial field man, was here with Bill Jervis . . . L. C. Haughton has returned from his vacation, as has Joe Feldman . . . W. R. Stich, state manager for Artkraft marquees and displays, who resides at Spangler, is a candidate for a Republican nomination for Blair county commissioner . . . Mrs. Peter Profili was back on the job this week booking for the Profili theatres at Vestaburg and Fredericktown after a five-week vacation which included visits to both the New York World's Fair and the San Francisco Exposition, plus a side trip to Hollywood.

*Burton Jones was here in connection with exploitation for "Assassin of Youth," which is being distributed by Monogram . . . The Jack Judds returned from their vacation which was spent in Cleveland . . . William Serrao, Arnold exhibitor, has returned to theatre duties following his honeymoon which included an extended Canadian trip and a visit at the World's Fair . . . The Jimmy Totmans will vacation at Kane, Pa., and get in a lot of fishing now that B. F. "Dinty" Moore, another WB executive, has returned from a Canadian fishing expedition . . . Many friends here grieved the death of Raymond Stanley Sugden, 52, professionally known as "Tampa the Magician," who passed away*


COMING!

A Picture That Dares to Expose the Insidious Evils of

MARIHUANA

REEFER

"Assassin of YOUTH"

Distributed by

MONOGRAM PICTURES Inc.

Mark Goldman, Mgr.

86 Van Braam Street — ATlantic 3635

PITTSBURGH

*in St. Francis Hospital after a long illness.*

Vacationing this week are Mrs. Rae Bresnick (Miss "L") and John Navoney of Paramount; Minnie Gable of this office returned to work minus her tonsils . . . Joe Ornstein, 20th-Fox cashier, is in New York for two weeks visiting his brother, Bill Ornstein of BOXOFFICE . . . Also on leave are Cecelia Guehl of Monogram; Victoria Cooke and John Mayer of M-G-M; John Schultz, Republic; Dell Snyder, Independent Display; Jeanette Simpson, Monarch . . . Next week's list includes Miss Sylvia Zeisel and Max Shabason of M-G-M. Stanley Lieberfarb of Monarch, Harry Rees of UA and Dora Foster of Independent are among those who have returned from summer holidays.

*City council has a proposed ordinance increasing the annual license fee on pin-ball machines from* $1 *to* $25. *Mayor Scully introduced the measure. Machines vending articles of merchandise would continue to pay the* $1 *a year fee. Under the present licensing system, it's impossible to differentiate from a pin-ball or cigaret machine license. Pin-ball machines here are reported owned by about six men who are organized into a syndicate.*

Independent Display Co. donated the Duffle bag for the Variety Club golf tournament, instead of Ken Hoel, as reported . . . Lew Lefton, recuperating from an operation, hopes to shove off for Florida next week . . . Ed Stuve, dean of Paramount salesmen, celebrated a birthday . . . Happy birthday to Sam Fineberg and Peter Quiter, both August 4 . . . The August 4 meet of MPTO directors may be delayed.

## *Mary-Ann, Burgettstown, Will Reopen August 4*

BURGETTSTOWN, PA. — The Mary-Ann Theatre is ready for its third venture. Twice destroyed by fire, the completely rebuilt house will reopen August 4.

New fixtures, equipments and decorations are features of the new theatre. The Mary-Ann is operated by Tony and Dominick Mungello, also identified as Slovan, Pa., exhibitors.

## *Break Ground*

SMITHTON, PA.—Ground has been broken here for construction of a new theatre for the Sheppard brothers. The Opera House, operated for a long period by the Sheppards, is expected to be closed soon. The new house will be located approximately across the street from the Opera House.

## *"Greatest Remake"*

PITTSBURGH—Paramount had issued invitations extraordinaire for a trade showing of William A. Wellman's production of "Beau Geste" and a crowd had assembled at the Schenley Theatre for the event.

At the appointed time, the lights were dimmed, the curtain parted and on the screen was flashed the title: "Herbert Brenon production 'Beau Geste' with Ronald Colman, Alice Joyce, Neil Hamilton, Noah Beery, Mary Brian, William Powell, Norman Trevor, Ralph Forbes, Victor McLaglen."

Then followed the original silent version of the presentation of the mystery of the ghost fort of the Sahara—Fort Zinderneuf. It was a thrilling experience to see this again after twelve and a half years. The narrative as described by Major Percival Christopher Wren and Herbert Brenon's development of the solution was not screened, but most everybody in the audience would have enjoyed the experience of viewing the complete old silent masterpiece.

After the all-too-short silent "introductory" screening, the new Wellman production of "Beau Geste" was offered in full to the satisfaction and pleasure of all present. It is our opinion this is by far the greatest remake of a silent film hit of another day. The new production, with an outstanding cast, brings an amazing and beautiful story to life again. Gary Cooper, Ray Milland and Robert Preston are the loyal and loving Gestes, Beau, John and Digby. Brian Donlevy enacts his greatest role, that of the brutal sergeant.

We believe the new "Beau Geste" is eagerly awaited by all theatregoers who saw the silent version and the millions of new fans who will thrill to the story of brotherly love.

The old Herbert Brenon production opened at the Nixon as a roadshow, January 3, 1927. Joseph Josack jr. was business manager and Thomas J. MacEvoy company manager and E. H. Shank advertising agent. Otto Wick directed the orchestra, the musical presentation having been prepared by Hugo Riesenfeld.—R. F. K.


# REPUBLIC PICTURES ARE BOXOFFICE

Down in Arkansaw — Orphans of the Street

Woman Doctor — Storm Over Bengal

Man of Conquest — My Wife's Relatives

S-O-S Tidal Wave — She Married a Cop

GENE AUTRY — ROY ROGERS — THREE MESQUITEERS

*Lone Ranger* — *Dare Devils of the Red Circle* — *Dick Tracy*

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# DETROIT

CHARLIE PERRY of the Adams is still under the doctor's care. His cashier has a new system for remembering names. Try her . . . Bud Harris, chief projectionist for UDT, is convalescing in Harper Hospital, after two operations . . . John Howard of Paramount, is arranging a trade screening for "Beau Geste" at the Regent. Susan Hayward is to be here in person to greet the trade.

*Bob Corbin of the Michigan is opening a strong campaign on "Goodbye, Mr. Chips," with two special screenings, one for the press, the other for some socialites . . . Joe Busic, manager of the Fisher, is vacationing at Sand Lake, near East Tawas.*

J. C. Ritter is planning to lose the Boulevard because of street widening work in the block . . . Fred DeLodder jr. is off to California . . . Wisper & Wetsman's new Harper is already a member of Co-operative Theatres.

*Ben Cohen is getting around again, hale and hearty as ever . . . Allen Dowzer, booker for Mutual, is recovering from his recent illness . . . Pearl M. Sprott, Allied office manager, is back from a vacation in Florida—where it was cool!*

Suit of the realty owner of the Lincoln Square against I. J. London, present operator, for possession of the house—which Wisper & Wetsman have been after a couple of years—is set for trial in federal court, September 12.

*Dan Lewis, W&W booker, is off to Muskoka Lakes for a vacation, while Henry Koppin, Uptown manager, and Earl Wright, supervisor, are also away . . . Other W&W-ites just returning are Louis Goodman, manager of the Piccadilly; Jack Moule, manager of the Tuxedo, and John Wager of the Eastown.*

Grandfather Dow Thompson, Varsity manager, is back from a trip to Yellowstone . . . Derek Sydney, now National Screen Service manager at Denver, back in town for a visit, en route to New York.

*Ralph Ruben and Al Ruttenberg were out promptly to sample Mike Victor's Hungarian cooking . . . Col. Lawrence T. Lewis is going to Cincinnati. He will return here later.*

Charles Collins, asking a recommendation for a job, got this from Police Censor Charlie Snyder in a formal letter: "He has been the producer of many successful stag shows, and successful in eluding the law enforcement agencies. I recommend Mr. Collins to any person interested in legal violations and underhanded methods."

*Robert Corbin, manager of the Michigan, was in Chicago, inspecting the "Black Mikado" . . . Gus Greening, dean of local theatre managers, is in poor health at his home. He enjoys having visitors.*

Moe Levy and Roger Ferri of 20th-Fox were the "stars" at a pep meeting to start off the company's new drive . . . Jack Susami, formerly booker at Universal, is new city salesman.

*Kathleen Donnelly is the bright-eyed new billing clerk at Excellent . . . Clare Winnie has closed the Wolverine for general repairs . . . Art Robinson has closed the Savoy indefinitely.*

John Tatu and Victor Petriks have received a permit for a new marquee for the Casino on the east side . . . J. O. Brooks, Butterfield head booker, postcards from Lindsay, Ont., that there's "plenty of good fishing up here," with a picture of a fish about ten times his own size to prove it.

*William B. Chatman, premium distributor, is incorporating as Columbia Premiums, Inc. Capitalization is* $10,000, *with Chatman and Lillian Colton listed as stockholders . . . John B. Kennedy, radio commentator, was in town.*

Oriel Freer, Dave Newman's secretary, is off to Toronto for a two-week vacation . . . Jack Broder is incorporating the Time Theatre Co., using the title he recently assigned to the Franklin, for which he was negotiating. New company's capitalization is $50,000 and Broder is sole stockholder. Deal for the Franklin is reported off, and he is said to be planning a new theatre on Gratiot.

*Robert Malstrom is likely to be one of our younger theatre managers one of these days . . . Wayne Brenkert has returned from a trip to Los Angeles, Dallas, Houston, Kansas City and St. Louis.*

C. W. Beck, a member of the board of directors, and Fred Ford, treasurer of the Industrial Pictures, were in the Detroit-Mackinac 250-mile sailing race. Edmund J. Schaefer, vice-president, threw a party to see the boys off. Industrial, incidentally, is releasing "I Hand It to You," three-reel commercial, for General Motors.

*Alton Buck of the sales department of Industrial Pictures, was married in Chicago to Eleanor Shepherd of that city. They went to the Upper Peninsula on a combined fishing trip and honeymoon.*

Floyd Chrysler hosted a party on his yacht, including Filmites Bill Carlson and wife and Jack Douglas . . . Jake Schreiber, convalescing at his home on Trumbull Ave., says he does not plan to return to exhibition.

*Joseph A. Smith, head of Exhibitors Truck Service, is moving headquarters, now in the Film Exchange Bldg., to the Fox Theatre Bldg. Smith is suffering from rheumatism of the back and legs.*

Eddie Jacobson, manager of the Rainbo, received a nice writeup in *Paramount News* on his big kids' party at Belle Isle . . . Butterfield has begun excavating for their new north end theatre in Lansing.

*Bill Carlson has another job, entertainment chairman for the Moslem Shrine Bowling League. Bill's first love is a big lake cruise, August 6, with Mayor Reading, a Variety member, in attendance . . . David Korman, a brother, is head of Saul Korman's new Grant Theatre Co.*

Jack Broder discloses why the Rainbow Theatre has become the Rainbo. This little 250-seat money-maker has such a narrow front the new marquee sign wouldn't fit until they hit on the idea of leaving off the "w."

*Elmer C. Barg, who used to be a theatre manager here, visited Eddie Jacobson of the Rainbo and Donald Kuhn of the Riviera . . . Detroit's own radio program, "The Green Hornet," now a national feature, is to be made into a picture, either as a serial or feature, by Universal. The production is owned by George W. Trendle.*

Charlie Perry, keeping cool in his office at the Adams, is on a milk diet, the result of stomach trouble . . . Variety is sporting a bound volume of the minutes of the Detroit convention.

*George Trendle, retiring head of UDT, and Mrs. Alice Gorham of UDT's publicity staff, are on the advisory committee of the Michigan State Fair.*

Edward Hilke is thinking of air conditioning his Perrien Theatre . . . The Charles Theatre, turned into a beer garden about five years ago, may be reconverted into a theatre soon.

*Hal (Farmer) Burriss is a familiar sight now in that big straw hat . . . We saw Jim West wandering around with a puzzled air . . . Donald Shields has a hard time choosing desserts . . . Wayne Edwards, trumpeter for the Variety Syncopators, and seriously ill for sometime with heart trouble, has an o. k. from the doctor to toot the limit now.*

Censor Charlie Snyder is the gentleman disguised behind those dark glasses . . . Carl Shalit, Columbia division manager, has returned from a swing of Indianapolis, St. Louis and Kansas City. Shalit set "Parents on Trial" first run at the Adams . . . Ida Gottlieb, UA cashier, is vacationing.

*Ed Kirchner, back from his vacation at Whitefish Bay near the Soo, does not divulge how many fish he hooked . . . Variety clubrooms will open daily at 5:00 p. m. till September 1, when the regular schedule goes into effect.*

Harry Remington has returned from his vacation, largely spent around the Fox Theatre . . . Bill Jackson of the Fox, back from his on Lake St. Clair, is running a man-sized travel bureau, too.

*STORK NEWS: Ben J. Cohn of the Kramer and Senate has a new boy, his second child. The name is Yale . . . Howard Beck, M-G-M salesman, was presented a seven-pound boy by his wife and he took the gang out to lunch the same day . . .*

(Continued on page 74)

Build Profits—Patronage with
**PARAMOUNT PREMIUM CO.**
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

# Tables Go Fast for Tent No. 1 Dinner

PITTSBURGH—Less than two dozen tables are unreserved for the 11th annual banquet of the Variety Club, Tent No. 1, which will be held at the William Penn Hotel, Sunday, October 29, according to John H. Harris, president of the Variety Clubs of America and general chairman of the banquet committee.

There was a new demand for ticket reservations this week with the $10 price being retained at present for members. The price after July 1 was supposed to be $12.50.

The banquet this year honors Ira H. Cohn and his associate officers.

Father Edward J. Flanagan of Boystown will be one of the honor guests at the "Under the Big Top" event and many stars of stage, radio and the screen will be present along with numerous film and theatre executives.

## *A Big Detroit Variety Golf Tourney Aug. 21*

DETROIT—Date of the first annual golf tournament by Detroit Variety Club has been set for Monday, August 21, at Knollwood Country Club on West Maple Road, near Birmingham. This event will replace the several small golf meets usually held each season by Variety.

Special entertainment is under the direction of John Howard. Over 100 prizes are to be given.

A swimming pool will be available for players and non-players alike. Dinner will be served at the clubhouse following the meet. The affair will be strictly stag.

A bid for attendance of leading industry and Variety figures is being made. The date has been arranged so as to avoid conflict with other club activities.

The tax per player is $5; which includes green fees and dinner. Attendance will be limited to 150.

## *Dave Miller Makes Deals With Schine, Comerford*

CLEVELAND—Dave Miller, Universal district manager, has returned from Gloversville, N. Y., where he concluded a three-year product deal with Schine for the circuit's 150 theatres. While east, Miller also closed a 1939-40 product deal with the Comerford circuit, involving some 20 theatres in New York state.

Both District Manager Miller and Branch Manager Joe Kauffman state the local Universal office has ten times as many approved contracts as it had last year at this time. Subsequent run circuit deals have not been set as yet.

### New House Opens at Crestline

CRESTLINE, OHIO—The new Crest Theatre, built by R. T. Kemper Theatres, Inc., at a cost of $30,000, has been opened, with R. T. Crest in charge. Scale is 15 cents for matinee, 25 cents evenings with three film changes a week.

# CINCINNATI

J. J. GRADY of 20th-Fox and his personnel, consisting of approximately 50 persons, celebrated the local office triumph in carrying off first place in the National Newsreel contest, with dinner and a picnic at the Summit Hills Country Club, Friday evening, July 21. Irene Burke and Joe Sullivan carried off the prize for dancing and Helen McLaughlin won the bathing beauty contest. Jack Needham came on from Columbus to serve as judge for the merry occasion, which was strictly an office affair.

*Incidentally, 20th-Fox's "Stanley & Livingstone" is set for RKO Albee, Aug. 11 . . . C. D. Crawford, manager of the Beckley Theatre, Beckley, W. Va., is now a benedict . . . Carl Scheuch, former Cleveland manager for Big Feature Rights, has joined Max Margolis, and will handle West Virginia for Republic, succeeding Chic Weinberg. Margolis, recently returned from Johns Hopkins Hospital, is recuperating rapidly from his recent severe illness, and is much welcomed in the Row.*

Letters have gone forth from Pete Niland of Columbia, inviting all film salesmen to meet at the Variety Club, August 4, at 8 p. m., for the purpose of forming a Salesmen's Social Club. Officers are to be elected and Irving "Shoeshine" Sochin and Charles "McNasty" Palmer feted as Cincy's latest benedicts. Sochin is representative for UA and Palmer for Columbia.

*Taft interests in Cincinnati announced a new theatre will be built on the old Times' Star site, 6th and Walnut Sts., downtown Cincinnati, by the Gift's Amusement Co., of which Abe Libson is president. The new house will have 700 seats . . . Other movements noted are the reopening of the Stirrat Theatre, Stirrat, W. Va., by Messrs. Faulkner and Runyon.*

Carl Fitzpatrick, Van Leer, Jenkins and McRoberts, W. Va., operator for the Consolidated Coal Co., visited the Row for the first time in many months. RKO's A. A. Schubart, manager of exchange operations was also here for a short visit. Also H. H. Robey of Spencer, W. Va. . . . Gene Custer, his wife and daughter are vacationing in Canada. UA's Mrs. Mildred Gehler is leaving for a permanent vacation after six years of service, with this organization.

*UA's "They Shall Have Music" opens at Loew's Dayton, August 11, with the new "push-pull" sound equipment, this being the first house here to use the new sound track. Monty Burnett is the house manager . . . RKO office manager Gus Boudot, is vacationing in Petowsky, Mich. Their Wilbur Heatherington leaves for northern Michigan next week.*

Jean Burkhardt, daughter of Ed Burkhardt, 20th-Fox representative, has returned to her desk at RKO, following a minor operation. Burkhardt's new home in Fort Mitchell is attracting much attention for its horticultural exhibits; the garden being one of the show places in this vicinity . . . Mrs. Stanley Jacques is sojourning on the west coast with her two sons, stationed at Hollywood during the vacation period.

*Practically all operations in the coal districts are begun, the latest mines to begin working are Harlan, Ky., and Kingston Pocahontas and McKell Co.'s, W. Va., marking the end of the recent labor dispute.*

# COLUMBUS

CREDIT is due Tent No. 2 of Variety for unselfish devotion to charitable ideals. Each week the special film truck visits at least two hospitals, community houses and the like. C. Harry Schreiber and Lou Holleb are barkers in charge. Last week, as a special treat for the underprivileged, the club took kiddies from the local juvenile tuberculosis sanitarium to the zoo.

*Both Curt Littman and his wife are under the weather as result of having teeth extracted. "Pete" Wood is in the same boat . . . Despite published reports to the contrary, the East Columbus Theatre is closed and will remain dark for some time to come . . . Fox's big push (not putsch) is set for August 14, so for the next four months we can watch Jack Needham's smoke.*

The Rappold Brothers, owners of the southside Innis Theatre, are building another nabe in the vicinity. Work already has started, with cost estimated at $20,000. Hypp Dauben is the architect and James F. Adams is contractor for the new 600-seater which is scheduled to be open in the fall.

*Announcement is made of the division of the Chesbrough chain of nabe houses, formerly operated by Bill and Ethel Chesbrough in partnership. Dissolution of business association closely follows a breakup in marital relations. Mrs. Chesbrough will continue to operate the Drexel, Champion, Garden, Grandview, Hudson, Alhambra, Northern and Pythian in Columbus, and the Salem and Mecca in Dayton. He retains the Empress, Columbus, and the Classic, Dayton.*

"VANITY FAIR"
Is on the "Must Read" for Most High Schools—
But, More Important,
MYRNA LOY
and a notable cast make
"VANITY FAIR"
Worthy of Booking in the Best Houses.
Big Feature Rights Exchanges, Inc.

# LOUISVILLE

ERWIN RAU, who operates the Alice at Leitchfield, Ky., certainly has an eye for business. Rau catches them going and coming, so to speak, at his popcorn stand in the lobby. He grows the corn on a farm near Leitchfield . . . The Jamestown at Jamestown, Ky., formerly operated by John Story, has been leased to Joe Mitchell, who formerly was connected with the Strand at Lexington.

*Sarah Goldberg of the Cincinnati office of Big Feature Rights, vacationed in Louisville. Joseph W. Bohn, manager of BFR's Indianapolis branch, also was in for some business chats with Joseph W. Goldberg, Louisville, who travels Kentucky, Tennessee and southern Indiana for the firm.*

Hassler and Nunn are building a new theatre adjoining their Clinton at Albany, Ky. . . . Willard Gabbert, co-owner of the Opera House at Harrodsburg, Ky., was through here en route to Cincinnati to consult his architects regarding erection of his new theatre.

*M. A. Lightman, Memphis, Tenn., executive of the Malco chain, was elected president of the Alumni Association of Vanderbilt University. Lightman was on the west coast last week, vacationing in and around Hollywood. Malco's new theatre at Owensboro, Ky., will be completed shortly. It supplements Malco's Bleich and Strand there.*

The two little daughter of Oscar Hopper, who runs the Allen at Liberty, Ky., were hospitalized at the same time for tonsil removals.

*Maj. C. B. Blake, owner of the Savoy in Louisville; his son-in-law, William Williams, president of the company, and his daughter, Mrs. Williams, were vacationing in Oklahoma and Hollywood. Major Blake recovered recently from an illness which took him to the Mayo Clinic at Rochester.*

The Kentucky Department American Legion, in convention at Louisville, conducted business sessions in the old National Theatre Bldg. . . . Mr. and Mrs. A. E. Campbell left for the North Woods on vacation. Campbell is Louisville manager for the Williston interests, Indianapolis.

*A heavy downpour found a leak in the roof at the Falls City Theatre Equipment Co., Louisville, last week and flooded a section of the display room. Damage was nominal, but it put the entire staff to work bailing out.*

W. C. Durham, who sold his Majestic at Beaver Dam, Ky., a good while ago is back again as the owner. The place changed hands three other times before he came back . . . George M. Hunt jr., manager of Loew's, Louisville, left on his vacation.

## Invitation to Golf

CLEVELAND—Ladies and Gentlemen of the Fillum Business! Step up and listen to an important announcement which our old friend and exhibitor of Girard, Ohio, Pete Wellman, has to make.

Wellman, well-known owner of Mock's Theatre, also is owner of a fine country club and golf course in Girard, and he hereby issues an invitation (at $2.50 per person including golf fees and dinner) to all film men, exhibitors and exchangemen, to participate in a golf tournament at his place on Thursday, August 24, starting at 10 a. m. and lasting until unconscious.

Reservations should be made as early as possible (checks included). With requests for such a "get-together" coming in, Wellman anticipates a large crowd.

Girard is easily accessible from all points, being four miles from Youngstown.

Address reservations to Peter Wellman, Mock's Theatre, Girard, Ohio.

P. S.—Ladies are welcome.

## Report Two Changes Downtown Detroit

DETROIT—Two major changes in downtown theatres are reported here, although neither could be confirmed.

First is the possibility that United Detroit Theatres may restore vaudeville to the Michigan, which has shown straight pictures about a year. Such a move, before the Fox makes its anticipated return to vaudeville this fall, might even forestall the Fox change.

Second possibility is the reopening of the Madison, closed over a year. Some independents are understood to have been inspecting the house. Their identity could not be learned.

## McGuire Is Contact Man For Detroit Cooperative

DETROIT—A new post is created by Cooperative Theatres of Michigan, with the appointment of Thomas McGuire as director of public relations and contact man.

McGuire is no stranger to local show business. He was once manager of the Hollywood Theatre here.

## Variety Mushball Game

PITTSBURGH — Variety Club outing at Camp O'Connell Monday, July 31, will feature a mushball game between exhibitors and exchangemen, according to Chief Barker Ira H. Cohn. Other events will be three-legged races and there will be music and motion pictures in the evening. The outing replaces the regular Monday dinner at the club, and Harry M. Kalmine will preside as King.

### Heads Lions in Warren

WARREN, OHIO—Earl Bailey, manager of the Harris Theatre here, was recently elected president of the local Lions Club. He was one of the local group to attend the recent International convention in Pittsburgh.

### Two on Power Script

HOLLYWOOD—Sam Engel and Rowland Brown are collaborating on the script for "Johnny Apollo," next Tyrone Power starrer for 20th-Fox.

# DETROIT

(Continued from page 72)

*Robert Thompson, another M-G-M-ite, has a new daughter. Mother is Dolly Stuetzer, formerly cashier at the Macomb, Mount Clemens. Dow Thompson, manager of the Varsity, is, believe it or not, the grandfather . . . Eleanor O'Rourke (Eleanor Chekal) of Artists Service Bureau, is the mother of a six-pound boy, Michael Anthony.*

**Wolverine Doings:**

Glenn Wallace, who has houses at Scottville and Baldwin, was a visitor to the Big City . . . Claire Townsend is deserting his city beat at Columbia to help out upstate salesmen.

Frank Krueger of the Punch and Judy, Grosse Pointe, says he is holding down the "eastern front" . . . Walter Shafer has set September 1 as official opening date of his new Garden City at Garden City and he's off to the New York Fair for ten days.

E. P. Dalton of the State, Lake Orion, has completed remodeling of the front there as well as at the Dawn, Flushing . . . Stoia and Miskinis have closed the Alden at Dearborn for the summer.

The Nortown at Flint, under construction, has joined Cooperative . . . Mrs. Carl Buermele, wife of Co-op general manager, is vacationing at Escanaba.

'Tis rumored William Schulte may take over theatres at Tecumseh and Blissfield, lately reported going to the Ashman brothers of Caro.

Jack Stewart, state salesman for Universal, has returned from a trip to St. Ignace and northern Michigan . . . Charles T. Collins got the prize post as manager of the new Flint at Flint.

J. F. Cassin, IATSE business agent at Port Huron, has arranged for weekly showings of pictures at Camp Bentley for crippled children. Films and equipment are being supplied by Detroit Variety through Welfare Chairman Art Robinson.

## "Cubby jr." Wins

PITTSBURGH—Given his screen test following the judging, "Cubby jr." growled at the camera and the microphone and almost chewed up his prize check of $300.

The seven-week-old lion cub of Kalamazoo, Mich., was named "the most beautiful lion" at the 23rd International Lions' convention at Duquesne Garden and was officially crowned at the World's Fair, Saturday. "Cubby jr." owned by Mr. and Mrs. Ronn H. Abbey, will be used as the trade-mark for M-G-M's short subjects.

Havana was awarded the Lions' 1940 convention while M-G-M all but stole the show here. Charles Baron, exploiteer for the company in the local area, was active and courteous (as usual) in behalf of the unusual tieup.

Lion Tamer Clyde Beatty, one of the judges in the contest, disagreed on the selection of Cubby, who floored thousands of delegates when he growled his "thanks" to the lady judges.

# Product Elusiveness Testimonial Forte

BOSTON—Humor of a Damon Runyon type enlivened the Morse & Rothenberg anti-trust suit as Louis Simon, New York and New Jersey district manager for the circuit, continued to testify in the action that, after a seven-months's sitting is about to take an August recess.

George S. Ryan, attorney for the plaintiffs, continuing to concentrate on alleged difficulties incurred by Charles Morse and Louis Rothenberg in contracting for product at Elizabeth, N. J. and Newburgh, N. Y., gave Simon the typical question, "In February of 1935, did you go to see someone connected with Columbia in regard to product?"

"Yes."

"Whom did you go to see?"

"When I first went in there," said Simon, "there was some salesman there at that time, but Mr. Streiner wasn't in. And I happened to see Mr. Schnitzer walk in, and I walked in with him to his office. Mr. Schnitzer was the manager of Columbia Pictures at that time."

"Did you talk to him about product for the Capitol Theatre?" Ryan asked, referring to the Morse & Rothenberg house in Elizabeth, N. J.

"Yes, I told him that I was going to open up the Capitol; told him the same story I told the others as to admission prices, fixing up, etc., and that I wanted to buy some pictures. He says that offhand he would not say but he would like . . . he thinks he can sell me because he has some good pictures there, that Cocalis has been playing around with them, has not bought Columbia for that year and the previous year.

"He (Schnitzer) says 'It is almost two years that Cocalis has been playing with us and we have got those pictures.' He says, 'I would like to sell them. Come in and see me again. I will look into the situation and see what I can do'."

Simon said he went back the next day and, afterwards, returned at an even later date.

"I had a talk with them," Simon said, "and I told them . . . I asked him what about those pictures. I said, 'You told me that you got pictures there, that Cocalis is playing around with you and hasn't bought your pictures for the last year and for the previous season.'

"He says to me then, he can't do anything for me. He has been in touch, negotiating with Cocalis. He has got in touch with Cocalis, and he has a meeting or something to see Cocalis about the product. And until he sees him and knows what he is going to do, he isn't going to be able to sell me. He can't do anything until he sees Cocalis."

Simon told the court that he returned a number of times later, but at the time that the Capitol Theatre was open, Columbia had not sold any product to the situation. He went back after the house was operating, he said, and saw Schnitzer, and also Nat Cohn, head of the local exchange.

"I told Mr. Schnitzer that he has been holding this thing up on me," said Simon, "that I was in to see him in February, and I was in to see him several times before we opened up, and he is always telling that he is waiting to see what Cocalis is going to do.

**Asked for "Old Ones"**

"I said, 'It is getting late. I need pictures. I see no reason why you don't want to give me some of these pictures. Give me the old pictures if you don't want to give me the present product. Cocalis isn't going to buy those pictures off you. If he is going to buy your product, he is going to buy your brand new product. Give me the old ones.' I said, 'Give me some of your old stuff. You know very well, Mr. Schnitzer, that Cocalis isn't going to take that old stuff there.'

"He said, 'I can't sell you a thing now. I am not going to do anything in anyway to be criticized. I know that you have no pictures. I know that you have no major product.' He said, 'What major product have you got?'

"I said, 'I got United Artist.' He smiled and went on, and he said, 'I am not going to sell you now. I got to wait. I got to wait.'

"I went over to Nat Cohn," Simon continued. "I said, 'Mr. Cohn, this is your business.' I says, 'You got pictures there. I have come here. You have been calling Cocalis names.' I said, 'Schnitzer says you have been calling Cocalis all sorts of names for not buying your pictures. He tells me you are having an argument with him. Here you have old pictures, and you have new pictures. I am asking for pictures. I will run any kind of a picture that you can give me, and I can't get anywhere.'

"He says, 'You know you are not getting them anywhere else. We know that. Don't you think we know it?'

"I said, 'What has that got to do with it?' I said, 'You are having arguments with Cocalis, and all you can do is to sell your pictures and here I want to buy them. I will pay you a good price for the pictures. I need them, and I will pay you more than they are worth to me.' He says, 'We can't do anything here. You know how it is.' That is about most of the conversation that I can remember."

Attorney Ryan referred to previous testimony by Paramount Executive Joseph Unger that he had been unwilling to sell Paramount to the Rialto in Poughkeepsie because of the physical condition and particularly the alleged uncleanliness of the situation.

It was brought out at the time, that the brothers of Unger were operating the Lib-

(Continued on next page)

## *Collecting Becomes Difficult*

**Boston — Ascap legalities climaxed in violence here last week when three U. S. deputy marshals were beaten in the Little Dixie, Negro night club, when they attempted to serve a court order there. Two were treated at City Hospital, while the third was taken to the Massachusetts General. The writ of execution was to have been served for Gene Buck in an $808 judgment against the club owner.**

# Exchanges Cooperate On Industry Outing

BOSTON—Exchange managers will cooperate with sponsors of the second annual Boston motion picture and allied industry outing by letting out employes early on August 15 so that they may catch the 12:30 and 1:00 p. m. buses for the turnout at Seiler's Ten Acres in Wayland. Transportation, a comprehensive sports and entertainment card, and dinner, are to be included in the two-dollar tickets.

A committee at large has been appointed to aid running of the affair by Major P. J. Healey of the state censorship board, Steve Broidy of the Friars Club and William Cuddy of the Cinema Club. The aggregation includes: William H. McLaughlin, Kenneth Forkey, Cyril McGerigle, Ben Johnson and Harry Aaronson of the Theatrical Post of American Legion; Marty Moriarty, Ann Rolfe and Jack Hill of Local B3 exchange Employes.

Frank Lydon and Arthur K. Howard of the Independent Exhibitors, Inc.; John Loftus of M&P.; H. J. McKinney of National Theatre Supply; Joe Cifre of Eagle Advertising; Harry Decker of the Film Exchange Transfer.

Kenneth Douglass of Capitol; Maurice N. Wolf, Murray Weiss and A. C. Kilpatrick of the Friars; Morey Goldstein, Jack Gubbins and Harry Worden of the Salesmen's Club; Jack O'Brien and Arthur Nolan of TMAT; Frank Mahar of Stagehands; Sam Berg, Charles Repec, Harry Smith and Charles Wilson of the Cinema Club, and Joseph Brennan of the MPTOA.

## *New Theatre at Fall River Under Joelson Operation*

BOSTON—The Sidbar Co., controlled by Circuit Owner Julius Joelson, has taken over the new theatre erected in Fall River in opposition to the situations of the local Allied president, Nathan Yamins. The deal was culminated through the offices of Benjamin H. Green, local theatre broker.

The Sidbar Co., of Somerville, was incorporated under a Massachusetts charter issued by Secretary of State Frederick W. Cook. Incorporators are Irving Levenson, Robert Kaplan, and Harriett Ames. The capital is 500 shares of no-par stock.

## *Tax and Labor Committee Reports Still Awaited*

BOSTON—Legislative reports by the special committees on taxation and labor still are in abeyance. No reports of special investigating groups have been printed since May, in fact.

The industry has become apprehensive at rumors that efforts may be made to resuscitate the proposed state sales tax.

It was indicated, too, that Governor Saltonstall may hold the governing body in session throughout the summer.

# Conn. MPTO Tourney Holds Great Promise

NEW HAVEN—"A regular day with regular guys" is Connecticut MPTO's promise for the fourth annual Connecticut film golf tournament on August 1 at Race Brook Country Club, Orange. Over 30 prizes, including golf trophies, an assortment of de luxe desk and mantle clocks, telelists, silver bowls, onyx sets, smart ash receivers, lamps, cigarette cases, electric fan, calendars, and even radios, contributed by various trade papers, distributing and equipment companies, are awaiting distribution at the end of a long day to the winners among the 150 guests. Prizes for non-golfers and attendance prizes have been provided as well as awards for low scores. The day starts with a nine-hole qualifying round at 10:00 a. m., with luncheon set for 1:00, the 18-hole tournament at 2:00 p. m., and dinner, entertainment and award of prizes in the evening. Beer will be as free as the fresh air and beautiful scenery.

Irving C. Jacocks jr. heads the committee in charge, with Ed Levy as secretary, Ed Raffile, treasurer, and Lou Anger, Leo Bonoff, Harold Eskin, B. E. Hoffman, Adolph Johnson, Arthur Lockwood, Sam Rosen, Harry Shaw, and Max Tabackman, assisting.



## At the Studio—

*Gilbert W. Cox, of the Giles circuit, Boston, talks things over with John Garfield, starring in Warner's "20,000 Years in Sing Sing," during a recent visit to the studio.*

## Hearing on Adorno's Bid For Open-Airer Delayed

MIDDLETOWN, CONN.—Hearing on the permit of Salvatore Adorno to operate a 300-seat airdrome again has been postponed. Originally, Adorno had planned a 1,000-seat open airer, but was enjoined from such a venture by the corporation counsel's decision that a city ordinance regarding houses over 300 seats fronting on a city street had been violated. The hearing will be before superintendent of state police at Hartford.

### Swedish Aid Promised

HOLLYWOOD—The cooperation of the Swedish government has been promised to Warner Bros. in the production of a film based on the life of Alfred Nobel, sponsor of the annual peace, literary and scientific awards. The late eminent scientist was a native of Sweden.



## Before the Fair—

*Joseph Bean, manager of the Durfee Theatre, Fall River, Mass., stops in at Paramount while on a visit to the New York World's Fair.*

## TMAT Recognition Is Delayed by Protest

BOSTON—The question of local TMAT union recognition by Loew's, Inc., remained stymied after the state labor relations board met without handing down a decision on a joint protest of the eligibility of certain voters, the outcome of a recent sealed tabulation to determine union claims that it is supported by more than 50 per cent of Loew's State and Loew's Orpheum employes.

An AFL executive, speaking privately and unofficially, said that the Green organization's main objective in the disagreement was to keep the CIO out of the theatre field.

## 27 Features Get "Purity" Stamp in Bay State

BOSTON—Twenty-seven motion pictures were approved, as the Massachusetts bureau of Sunday censorship passed the entire list without a single deletion.

Eleven vaudeville routines, on the other hand, got one act that was black listed for Sunday and two that were ordered modified. The simon-pure celluloids include: Universal's "Forgotten Woman;" "Paramount's "Island of Lost Men;" United Artists's "Man in the Iron Mask," and Universal's "Unexpected Father."

### Metro Signs Machaty

HOLLYWOOD—Gustav Machaty has signed a new directorial contract at Metro.

# Product Elusiveness Testimonial Forte

(Continued from preceding page)

erty in Poughkeepsie where Paramount operated three first-runs.

"On the occasions that you saw the Rialto Theatre," Ryan said, "What would you say as to the condition of cleanliness of the lobby?"

"I would say it was spotlessly clean."

"On any occasions did you see any dirt or newspapers thrown around?"

"At no time did I see any newspapers around."

"Was the theatre in any way run down did you observe?"

"No," said Simon. "We always kept it up in good repair, and we are still doing it. We recently have been complimented by Mr. . . . "

"Just a minute" objected Edward F. McClennen, defense attorney.

"Never mind the compliment," broke in Ryan.

"A very important person it was," Simon observed.

"No, never mind," Ryan added.

**Refers to Data**

"In testifying, you have had before you quite a sheaf of typewritten memoranda?" Head Defense McClennen asked the Morse & Rothenberg district manager in cross examination.

"I had some memorandums before me," said Simon. "Yes, sir."

"Well, wasn't it quite a sheaf?" McClennen pressed.

"Well, I don't know exactly what you'd call 'quite a sheaf'!"

"About how many pages of typewritten memoranda did you have before you while testifying?"

"Well," said Simon, "I will see. There is one, two . . ."

"It won't be necessary to encumber the record with counting them out loud," said McClennen. "If you will count them and tell us what the number is."

Simon estimated that, "Between the three theatres, there is approximately about an average of eight or ten sheets for each theatre. All these sheets have figures and information that I would have to refer to."

"You are just asked the number of sheets," suggested George Ryan.

"Approximately about eight to ten for each theatre," said Simon.

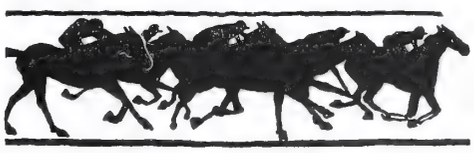
"Who prepared those sheets, if you know?" asked McClennen.

"I do know. All the sheets were prepared in the Boston office here, with the exception of one sheet which I worked with Miss Boyle on and told her what I wanted to know. Of course, I asked her to give me certain information and I had to do some figuring out myself on it."

"And in making many of your answers, you have been depending on referring to those sheets?"

"When it came to figures and certain dates that, in order to get them as correct as possible, I referred to the sheets, yes."

# CAPITOL
## CLEAN UP SHEET
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**2. NEW ART CLEANER** (*Never been headed*)

Only $3.25 — Scrubs and cleans floors quicker and easier — Perfect wax applicator — Fine duster — Ideal for shampooing rugs — Self-wringing — Sanitary.

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Especially prepared for general theatre maintenance —*Rubber Mats —*Rest Rooms —*Marble and Terrazzo —*General Cleaning.



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# PORTLAND

MAINE'S Sunday Blue Laws are now a thing of the past and fight fans, theatre-goers and boxing enthusiasts love it. Three first-runs, the Strand, State and Empire, and two subsequents, Maine and Colonial, are already enjoying their new freedom. Citizens in some spots in Maine, however, were not so fortunate. Up to Saturday, July 22, selectmen at Bridgton had not made up their minds whether to permit Sunday shows between July 20 and their scheduled municipal election this fall. A special town meeting had been called on that date to decide the issue.

*Maine seems to be a popular spot for theatrical stars, both legitimate and film, witness the fact that it counts among its present visitors such stars as Edward Everett Horton, who played a week's engagement at the Deertrees Theatre, Harrison; Elissa Landi, who stars in "The Swan" at the same theatre next week; Fay Wray, who is engaged with the Lakewood Players at Skowhegan; Eddie Beloin, ace script writer for Jack Benny, who recently purchased shore property in the state and is here to supervise last minute touches to an inn his father is building; Owen Davis, playwright and film actor, whose latest brainchild is being premiered at the Lakewood Playhouse next week, and Madge Evans of stage and screen, who is playing the lead in "Brief Moment" at Walter Hartwig's Ogunquit Playhouse the week of July 24.*

Owen Davis is a native of Portland and was reared in nearby Bangor. For nearly ten years now he has been a summer resident of Lakewood. While at Harrison, Horton was visited by many Portlanders who recalled the days in 1914-15 when the comedian played in stock at the old Keith's. Thursday evening, July 20, the Theatre Guild honored Horton by making him their first honorary member. The certificate was presented by Donald A. Ramsey, president.

*On the same day both Horton and Miss Landi were presented over the air, speaking briefly over WGAN . . . What may be the answer to the angler's prayer is the new streamer fly christened the "Fay Wray," which was tested and thoroughly approved by veteran Moosehead Lake fishermen, July 22. The streamer was presented to Miss Wray at a special banquet held at the Elmwood Hotel at Waterville on the same day.*

Returning vacationists: Leo Young, city supervisor of the Strand and Empire theatres; Bill Romanoff, chief-of-service at the State; Esther Jordan, State cashier . . . Still out: Mel Morrison of the Strand, Dover, who has Arthur Allaire subbing for him; Peggy Seyford, State cashier, and Dick Woodbury, *Sunday Telegram* film editor. Eleanor Moraghan is subbing for Peggy, Henry Beverage for Woodbury.

*The Maine, New Hampshire and Vermont district, supervised by A. J. Moreau, district manager for M&P, convened at Boston July 25 and 26 for its annual meeting . . . Barbara Casey, A. J.'s secretary, is weekending on Long Island in Casco Bay during the summer . . . Harry Botwick, State manager, is a bachelor again while his family vacations in New Haven. We can't say much for that woe-begone expression he's wearing.*

Filmrow visitors: Phil Brown, general manager, and Dan Sullivan, salesman for Transit Advertisers, Boston, who visited in both Portland and Waterville; Francis Gooch, manager of the Uptown Theatre, Bath, who was seen practicing up on his golf at Riverside recently; Carl DiVizia, RKO, Boston; Bill Benjamin, NS salesman, and Mrs. Benjamin; Earnie Warren, now covering Maine for Universal, with Mrs. Warren, who were "residence-hunting" in Portland, and "Jake" Coolidge, Paramount Newsreel cameraman for New England.

*Nathan Press, assistant manager of the State, leaves on his vacation July 30 . . . The Portland Motion Picture Council held a dinner meeting at the Eastland Hotel to formulate plans for their annual meeting in November. Former Governor Carl E. Milliken of New York was a guest, speaking on the "Development in the Motion Picture Industry."*

The racing card at Old Orchard Beach kite track reached $23,550 on July 15 . . . Paula Stone's new husband, "Duke Daly," known to Portlanders as Linwood A. Dingley, is a "native son." He visited his parents, Police Lieut. George A. Dingley and Mrs. Dingley, of 28 Wellwood Road, early in July . . . The International Water Follies of 1939 are due here August 1, 2 and 3. They will appear at the Portland High School Stadium.

# New England Allied Echoes Code Nix

BOSTON—National Allied's disfavor of the trade practice code acceptance was seconded at a meeting here of its affiliate, Independent Exhibitors, Inc., attended by some non-organization theatre men. There were no dissenters among the approximately 40 voters, which included the guests.

Senatorial support of the Neely bill by Walsh and Lodge was memorialized, and it was announced that pressure would be applied on all New England congressmen by individual Allied members.

The highlight of the meeting, insofar as Allied buildup was concerned, flopped. It had been planned to reproduce the transcribed records of Nathan Yamins, Col. H. A. Cole, Abe Montague and Abram Myers taken from their speeches on the code at the Minneapolis convention. The records were faulty, however. Yamins, armed with the written account, enacted the various parts, approximating the candor of Gradwell L. Sears and the fire of Al Steffes.

## *Heads Republic Exchange*

NEW HAVEN—Sam Seletsky has been appointed branch manager for the local Republic exchange by Herman Rifkin, franchise holder. He replaces George Rabinowitz, Rifkin's son-in-law, who has been transferred to the Boston sales force.

# PROVIDENCE

LONG-DARK Metropolitan Theatre will open for a week, August 20-27, when George Avdalas, Greek magician, will bring a 15-unit show into the house for engagement timed to match National Aheppa (Greek organization) convention to be held here next month. Morton & Reynolds will handle the magician's local publicity.

*Local theatremen and film circles are joining whole heartedly in plans for a memorial benefit performance to be staged at the Elks Auditorium here for the late Eddie Healy. Allan Cross, Healy's stage partner for years, is one of the Broadway contingent who plans to take part in the program.*

Manager Ed McBride off on vacation and Assistant Manager Vaughn O'Neill doing a good job at the manager's desk at Loew's State. District Manager H. M. Addison looked in on the Providence scene for a short stay last Saturday.

*Eddie Reed of the Strand is packing his sword-fishing equipment for a two weeks' quest of the big game fish scheduled to take place for a fortnight starting this Friday. Last year Reed had the laugh on the other boys, bringing back a swordfish catch which, sold at the dock, brought him a financial return more than enough to offset vacation expenditures.*

Arthur Slater, chief operator at Loew's State, got his 54-foot cruiser *Babs* into the water of Pawtuxet Cove last week and is as enthusiastic over the craft as any fond father might be over a new offspring. Resf of staff at the State are hoping that Art will invite 'em all for a sail before the season's over.

## *Manchester Newspaper Supports Neely Bill*

MANCHESTER, N. H.—In an editorial, the *Manchester Union* said there would be "wide satisfaction" over passage of the Neely "block booking" bill in the United States Senate.

"Obviously," said the newspaper, "there is no sound reason why an exhibitor should be required to take all or none of a group of films to get one that he wants, or to take films like a pig in a poke, without knowing exactly what he is getting. In this connection, the claim of Senator Capper that exhibitors are being victimized by 'a form of coercion,' and that block booking violates the principles of freedom of choice, appears to be pertinent."

## *G-E Hub Distributor*

BOSTON—Jones, McDuffee and Stratton Corp. has been named exclusive distributor here for General Electric commercial refrigeration products, which have been handled the past six months by the local G-E factory branch and prior to that by the W. L. Thompson Co.

### Script Autry Film

HOLLYWOOD—"When the Moon Comes Over the Mountain," a Gene Autry western, is being scripted by Dorrell and Stuart MacGowan for Republic.

# BOSTON

JAMES SHEERAN, state film censor, has been ill with arthritis at John Adams Hospital.

*Hannah Brand, formerly with Harry Asher and now with E. M. Loew, is mourning the death of her father who passed away at the Forest Hills Hospital.*

Arline Murphy of the local RKO Theatres left this week on a cruise . . . Frances Feeley of the RKO Boston has been at Virginia Beach . . . Harry Snyder, New England divisional manager for J. Don Alexander, was in New York on business last week.

*Tony Russo is managing the Colonial in Bethlehem, N. H., for Jack Eames . . . Meyer Marcus, M&P assistant publicist, and Norman Poretsky of Wholesome Film Service, has left for a proposed jaunt along the Gaspe Peninsula . . . Maurice Schwartz of M&P has been in Quebec . . . Red King, present assistant to Publicist Jack Granara at the local RKO Theatres, leaves August 7 to visit Producer John Hickey for a week and to spend a second week automobiling.*

Warren Nichols, Allied official from New Hampshire, is out of the hospital and convalescing at his Peterborough home . . . Tony Zinn, resident manager of RKO Boston, is out early every morning on the Wollaston golf course. A frequent greens companion is Dr. Charles Mahoney . . . Herman Rifkin, Republic distributor, gets in 18 holes three or four mornings every week.

*Thad C. Barrows, projectionist union head, has been in Atlantic City . . . Ben Domingo, RKO city manager, and Mrs. Domingo are taking the Bermuda sun . . . The family of Herbert Higgins, booker for a group of independent theatres, plans a Prince Edward Island sojourn. The former Warner head booker will probably go to Bermuda in the fall.*

Nat Haase, Detroit manager for Irving Zussman of Metro Premium Co., has returned to his territory following a flying trip here to attend the funeral of his mother-in-law . . . William Sussman of 20th-Fox was in town last week . . . Mary Trainor, veteran Columbia employe, continues to convalesce favorably following an operation.

*Sam Richmond, buyer and booker for Lockwood and Gordon circuit, and Mrs. Richmond have six pounds, one and one-quarter ounces of feminine citizen. She has the perhaps indicative name of Hope.*

Sam Ruttenberg of the Showboat in Auburn, Me., was in town last week . . . Ethel Simes of Netoco returns Monday from a Nantucket stay . . . Leila Clapp of the Lockwood and Gordon chain has been acquiring an Oak Bluffs tan.

*Al Swerdlove informed this publication this week, with a wink, that he was going to give up his premium business, so as to devote full time to giving casino lessons to Circuit-Owning E. M. Loew.*

Julian Rifkin, general manager of the Rifkin circuit, and Paul Kessler, manager of the Suffolk in Holyoke, were to have returned this week from an automobile tour that included Hollywood, San Francisco and Yellowstone National Park.

*Dave Grover, RKO booker, has been vacationing on Cape Cod . . . Harvey Isenberg, assistant to Manager Ben Rosenberg of the Fenway, is vacationing in Maine . . . Ben Rosenberg, formerly assistant manager at the Paramount in New York and later house manager of the local Metropolitan, may take to Maine during the first two weeks in August.*

Grace McGowan, Elizabeth Dervin, Dorothy Gardiner and Marion Bell entertained six New York home office girls, for several weeks at the local exchange, on the Sheraton Roof one night last week. Funds for the foray were forthcoming through courtesy of the M-G-M male sector, including the manager, office manager, booking manager and salesmen.

*George Rabinowitz is now Republic sales representative in Rhode Island and western Massachusetts . . . Sam Seletsky, who formerly had that territory, is now Republic manager in New Haven.*

Martin Mullin and Sam Pinanski, the M&P of the ditto circuit, have been vacationing at the latter's summer home in Beverly Farms . . . Mr. and Mrs. Rosenswig of Greenfield, who have closed their theatre for the summer, are beaching at Nahant.

*Harry Rosenblatt, M-G-M salesman, saw his wife, Fay, and son, George, off Monday for two months on the West Coast . . . Frank Perry, Foxboro exhibitor, plans a September vacation that may take in the proposed Allied New Jersey regional meeting and the World's Fair.*

Betty Ashe of National Screen Service is now Mrs. Leonard Strumph . . . The committee in charge of the forthcoming film district outing, which will be held at Seiler's Ten Acres on August 15, holds regular meetings every Monday evening at the RKO exchange.

*Harry Asher tacked up a "Beyond Bengal" poster backwards on his Piedmont Street office wall so as to use the white surface as a screen for a small projector incorporated in a new giveaway device. The reversed exploitation has drawn more comments than has the correctly mounted one-sheet on the film.*

Arthur K. Howard, Allied business manager, was in New York on business last week . . . Jack Findlay was in the district from Westerly, R. I. . . . Sayde Weiner has returned, after vacationing, to M-G-M.

*Al Kane, local Paramount exchange manager, is chairman in charge of arrangements for the forthcoming annual Boston Friars Club golf tournament.*

Mae Tully of the Lockwood and Gordon circuit goes on that regular thing the middle of August . . . Harry Kirchgessner, National Screen Service manager, returned this week . . . Alice Hayes of N.S.S. ceased vacationing Monday.

*Roy E. Heffner jr. handed out apparent checks to "John Q. Public," entitling the holders to: "Exactly 100.00 minutes of entertainment if you see 'Man of Conquest' at the Key Theatre, Middleboro."*

Louis Gordon and his garden furnish the flowers that daily decorate the Arlington Street offices of the theatre chain he operates in conjunction with Arthur Lockwood . . . The offices of Warner Theatres, located in the Statler Bldg., have moved from the fifth to the eighth floor.

*Frank Murphy, former local Loew's employe, now managing the State in Syracuse, banged the publicity brass for "On Borrowed Time" by admitting free the first 25 grandfathers who appeared at the theatre accompanied by one respective grandchild.*

William J. Mahoney, former Providence and Woonsocket exhibitor, may return to the film field . . . More than a few local theatremen are already getting in line for the motion picture golden jubilee commemorating a half century of increased celluloid prowess which gets underway in August and continues until October 7.

*Julius Joelson, chain owner, now has a Fall River link . . . Max Melincoff, Warner theatres executive, has a new Brookline home and is planning a house warming, possibly in September . . . Meyer Marcus of M&P was given a summons for "overspeeding a motor vehicle on Morton St." Marcus, who wants to sell the car, claims he is glad to have such a "recommendation" in writing.*

William Viano day and dated "Tumbleweeds" at his Teele Square, Broadway and Somerville theatres. Michael J. Hurney, Specialty Pictures salesman, closed the deal.

*J. Don Alexander's yacht, the "Three Smiles," may be in Boston the middle of next month. It was in New York last week . . . Alice J. McCarthy of Shubert's is World Fairing . . . C. F. Millitt, operator of the State in Bridgton, gave Booker Herbert Higgins a fishing weekend . . . Rose Eskin, M&P accountant, is visiting her sister in Rochester, N. Y.*

Jack Shea and his bride, the daughter of Circuit Owner John Deery, will be at home on Fifth Ave., New York, following their honeymoon in the Canadian Rockies.

*Charles Brent, local exhibitor and road show distributor, and his wife, Beth, left last week for four weeks or so at New Orleans, Tulsa, etc. . . . The Garden in Springfield has been darkened by Messrs. Cohen and Cohen, circuit owning brothers.*

The Crown in Lowell has been rejuvenated with complete sound equipment . . . New rectifiers and projectors have gone into the Morse in Franklin.

*Ben Greenberg, manager of the Stadium in Woonsocket, tied in at no cost with the largest restaurant in town on 100 menu checks, each plugging the M&P house on the reverse side . . . Leonard "Skip" Dunn, manager of the Olympia in Lynn, drew 612 admissions one Thursday afternoon as a result of a cooking school promotion. The average for the past four weeks had been but 278.*

# NEW HAVEN

THE ANNUAL film golf tournament at Racebrook Country Club on August 1 will hardly be a verdant memory, when film folk will be readying for the traditional film district outing at Rustic Inn, Lake Quanipaug, on August 10. Following the buffet luncheon at the Inn, the committee headed by Homer C. Downey is planning a baseball game, with some fancy pitching, batting and running by surprise players being groomed for the occasion, swimming, pie-eating contest, and various races. One of the famous chicken dinners in which the Inn specializes will be followed by dancing and other entertainment. The committee urges that reservations be made well in advance.

*George Rabinowitz of the Republic office changes posts with Sam Seletsky of Republic, Boston, this week. Seletsky will be in charge at New Haven, while Rabinowitz takes over the western Massachusetts and Rhode Island territory out of Boston.*

Morris Joseph, Universal exchange manager, who was winner of a prize in the recent Universal drive, was host to his office force and a few friends at a dinner party at Baybrook Inn last week.

*Joseph Walsh has opened the remodeled Rialto, Windsor Locks. Louis Philips of Modern Theatre Equipment, personally supervised the renovation . . . It's being whispered that "A Day at the Races" will have its world premiere in Bridgeport, home of the late P. T. Barnum, and that great plans are afoot to put the event over in a big way.*

Breaking ground: The John C. Hesses of Moosup have moved a steam shovel to their theatre site in Groton . . . The Shulmans of the Rivoli and Webster, Hartford, are reported digging in Windsor for the Windsor-Plaza Cinema. Plans call for a library for waiting patrons and illuminated wall for hanging paintings and other exhibits by local artists.

*Al Daytz of Metro Premium, flew back from Chicago after a month's leave during which his brother, Mick Daytz, took charge of the New Haven office . . . Martin Harris of the State, Hartford, is vacationing . . . Abe Fishman spent several days on Cape Cod . . . George and Selma Rabinowitz were visitors at the World Fair on Gene Autry Day, just before the idol of the wild west left for London, Silver and all . . . Katherine Fitzgerald of Republic is getting some rest and recreation at Ted Hilton's Hideaway, Moodus . . . Sara Magliola of Warner's is in Atlantic City, after visiting the Fair . . . Hannah Ginsberg, secretary to John Pavone, is on the sick list . . . Philip Saslau of Fishman Theatres, visited at Racquette Lake, N. Y. . . . .Governor Raymond Baldwin will vacation on the coast and look in on the studios . . . Jane Doohan of 20th-Fox, is sunning at Sunapee, Vt. . . . Lucy Zlotkowski of Universal is at her cottage at Indian Neck.*

Several continuances postponed decision on Savin Rock Bingo, for which fraternal groups had obtained a permit . . . Question to be answered is whether a permit issued for one location is applicable to additional premises as well. In the future, it is stated, 24 hours' advance notification to allow police investigation will be required for permits . . . New Britain common council has authorized Bingo.

*New crop of expectant fathers: Lawrence Caplan, executive secretary of Allied . . . Dr. Chasnoff, son-in-law of Zelig Fishman . . . George Rabinowitz, now of Republic, Boston.*

Lou Brown, Loew-Poli publicity head, and P. Jefferson of the New York National Screen Service office are making the circuit with an eye to lobbies . . . Harry F. Shaw just back after one of his frequent jaunts around the circuit . . . The Nathan Lamperts of Colchester are reported to have settled their family difficulties with respect to the "borscht" circuit houses.

*Morton Levy and Roger Ferri of New York and Tom Bailey of Boston, were the 20th-Fox executives who helped launch the seventh annual S. R. Kent drive in the local exchange last week. The drive, August 13-December 16 celebrates the 30th anniversary of Joseph M. Schenck in the industry . . . The 4,000-seat State, Hartford, goes back on full-time schedule September 1.*

Connecticut jobless placed at 101,580 at end of June, in spite of pickup in hotels, restaurants, transportation and agriculture . . . 1,200 WPA Hartford employes are off the list and back on local relief.

*David McGarry, usher at the Bradley, Putnam, was beaten up on his way home by four boys whom he had put out of the theatre earlier in the day for disorderly behavior . . . Julian Tuthill, film editor of* Hartford Times, *and new exhibitor at Sound View, poured out some grudges against film and trailer men, in a recent article on his theatre page. He promised to go on with "rackets encountered in the theatre business."*

Ben Simon, 20th-Fox, has moved to a new residence on Goffe Street . . . Emil Feldberg of National Screen Service has signed a new deal with the Princess, Hartford . . . N. C. Wrisley has sold his ovenware deal to the White Way Theatre . . . Connecticut Films reports a first Connecticut booking of William S. Hart in "Tumbleweeds" at Warner's Palace, Torrington, after successful runs in other states.

*Metro was more beehive than ever as July 31 and the close of the most recent sales contest approached with prizes in view . . . Jack Schaefer, editor of* Theatre News, *is the new editor of the* Journal-Courier . . . *Charles P. Ives II goes to the* Baltimore Sun *as associate editor.*

Theatre Row: With Bob Russell on vacation, Harry Shaw complains of being annoyed constantly by Nat Rubin who has a new exploitation idea per minute . . . Roger Sherman Theatre has used poster space on city trolleys for "Man in the Iron Mask" . . . Dixwell used this medium for several months . . . Jack O'Connell of the Sherman arranged a street ballyhoo for several days prior to the opening of the "Iron Mask" picture, dressing man in black gown and papier mache mask.

*Nat Rubin broke precedent when his doggedness resulted in a 9x12 banner on "On Borrowed Time" going up on the side of the Child's restaurant building in the center of the city. He also promoted 23 free spot announcements on WELI . . . Harry Shaw issued invitations to a special screening of the picture.*

Jack Simon of the Poli, Hartford, is visiting in Pittsburgh and Wallie Cooper is carrying on at the theatre in good style . . . George Reising vacationed in New Hampshire and Montreal . . . Matt Saunders of the Poli, Bridgeport, is off this week, following the return of Morris Rosenthal to the Majestic . . . Sam Badamo and Lou Cohen are only Loew-Poli men with vacations ahead.

*Instance of unusual cooperation for mutual benefit was evidenced by the Bonoff Theatre, Madison and Clinton summer playhouse. Tommy Lewis, appearing as the juvenile lead of "On Borrowed Time" at the playhouse, was loaned to Bonoff for a personal appearance at his cinema, the week preceding his opening with the picture. A party also arranged on the lawn of the playhouse at which Tommy was host to 500 children from Clinton and neighboring towns.*

Ward Morehouse, for many years drama critic of the *New York Sun,* is spending a week with Ned Armstrong, Clinton Playhouse publicity man. Morehouse is completing a new book, "Forty-five Minutes After Eight."

## As Bad as a Sales Tax

**Boston—The weekly pass output of one of New England's larger motion picture circuits fluctuates between two and three per cent of aggregated ticket sales, a chain executive informed this publication.**

## Brent's House in Mendon Goes to Dorris Andrews

BOSTON—Dorris Andrews, formerly of the Metropolitan, has taken over management of the Nipmuc Park Theatre in Mendon, summer house operated by Charles Brent. Miss Andrews' father, who died a number of years ago, was identified with early experiments in the present Technicolor process.

Brent, who left last week to be gone upwards of a month in the west, is operating the Bay State house with exploitation product.

### Replaces Bette Davis

HOLLYWOOD—Miriam Hopkins has replaced Bette Davis in the top feminine role in Warner's "All This and Heaven, Too," based on the story by Rachel Field. George Brent has the male lead and Edmund Goulding will direct.

# Curb on Providence Censors May Come

PROVIDENCE—The Rhode Island supreme court's ruling that the Providence bureau of police and fire was entirely within its merits in denying license for showing of "Professor Mamlock" here is likely to be followed by a movement to change the board's powers of censorship through revision of laws at next session of the state's general assembly. Court held the action by the bureau to be a "final determination" and there is no method of appeal under which the bureau's findings may be reviewed.

Says the Providence *Evening Bulletin*, editorially, in its issue of July 18: "By statute the bureau has tremendous power of censorship. This power enjoyed without the qualification of hearing or appeal, must be viewed with uneasiness in a democratic form of government; and it is entirely proper that the general assembly should be asked to provide relief. The banning of 'Professor Mamlock' by the bureau in March raised an issue which deserves to be publicly threshed out—that of political censorship, for that is what the bureau exercised in this instance. It classified the picture as communistic propaganda and as tending to provoke class and race hatred. Granting that it is propaganda, designed to expose the Nazis, does the picture do harm to the truth, does it exaggerate and distort facts out of proportion? . . . Truth, in the case of actual Nazi conduct, is even stronger than in the performance of film mummers. The argument of truth is, therefore, all against censorship.

"The constitutional liberties which allow newspapers to print the news from Germany, editorial writers to comment on it, magazines to cover the general field, speakers to discuss, protest or defend should not be denied to motion pictures . . . The bureau assumed an awful responsibility when it took upon itself to judge what is or what is not a 'controversial point of view.' There will be no end of its activities if it assumes to itself the censoring of controversy over political ideologies. The people have the right to form their own political opinions and they have the right of access to the sources which make opinion, among which is the motion picture.

". . . We believe that they (the Bureau members) exercised arbitrary power when they became censors of political points of view in motion pictures. The logical conclusion of this is the sterilization of controversy—and that is inimical to the institutions of free people.

"Because the court has confirmed the board's power, it is incumbent upon the members to exercise it with the greatest discretion and, in the case of items of political controversy, to resolve doubts in favor of liberty to expression. And the general assembly would be well advised to re-examine the power granted to the bureau and condition it in the traditional American way."

**Bank Night Under Fire**

Since the supreme court's upholding of the Providence bureau that body has again turned thumbs down on an application for staging of "Of Mice and Men" and "The Women" at the Albee Theatre here. The board gave approval to Jules Leventhal's representative's license application on "Susan and God," but with other plays banned it is unlikely that the legitimate producers will come back for an August run at the Albee, as had been planned.

Another recent R. I. court ruling watched by theatre operators was Judge G. Frederick Frost's superior court opinion that Bank Nights in the state are lotteries and therefore illegal under the criminal law. The decision adjudged the Big Chief Corp., grocery market operators, guilty on an indictment charging it with committing such an offense in operating a Bank Night drawing June 21, 1938. Defense counsel announced it would appeal the case to the supreme court.

# NEW HAMPSHIRE

METRO'S "Let Freedom Ring" was shown at the Somersworth Theatre for two days, with a special children's performance, to raise money to pay for the services of a nurse for Somersworth Chapter, American Red Cross.

*Seven annual fairs are booked in New Hampshire for this season. They are: Cheshire Fair, Keene, August 25-27; Lancaster Fair, September 2-4; Plymouth Fair, September 12-14; Hopkinton Fair, September 19-21; Rochester Fair, September 26-30; Deerfield Fair, October 4-5; Sandwich Fair, October 12.*

John P. Medbury, gag writer for Burns and Allen, spent his vacation at Bretton Woods, in the White Mountains.

*Patricia De Paul Palmer, New York actress, last seen in "The American Landscape," and Charles Hudson Ansley, actor in "Idiot's Delight" and "I Must Love Someone," were married recently in the Chapel of the Hours in Tamworth. Francis G. Cleveland, son of the late president and manager of The Barnstormers, Tamworth summer stock company, was an usher at the wedding, while his wife was matron of honor.*

James Ellison, film star, and his wife were recent weekend guests of Corey Ford, scenarist, at his summer home in Freedom. The Hollywood couple enjoyed sightseeing in the White Mountains during their stay.

*Like other state capitals, Concord had a preview of the film "Our Leading Citizen," July 27, when newspapermen and other guests were invited.*

Bernard R. Gendron has been appointed as new manager of the Capitol in Hillsboro. He comes from Groveton.

*The full string of thoroughbreds owned by Louis B. Mayer, M-G-M chief, are running during the current horse racing meet at Rockingham Park in Salem. This is their eastern debut.*

# BRIDGEPORT

HARRY ROSE, Globe manager, didn't see a single of any kind during his vacation.

*Marie Wilson has arrived at Ridgefield to begin rehearsals for "Gentlemen Prefer Blondes." Constance Collier, also of pictures, will be in the same play.*

The marquee and lobby at the American have received a coat of fresh paint.

*The Levine circuit softball team is far ahead in the theatre league.*

Thieves broke into the boxoffice at the Barnum Theatre, but got nothing for their trouble.

*Hank Keene's tent show is playing three-day dates through this territory.*

Manager Morris Rosenthal is back from his vacation that included his second visit to the New York World's Fair.

*Kitty Clancy did a one-day personal appearance at the Loew-Poli and Tex Fletcher was on the Globe stage three days.*

The Globe followed its bathing beauty contest with a jitterbug contest.

*Palace, Torrington, is featuring "giant show night" once a week.*

## *Two New England Chains Buy Republic's Output*

BOSTON—Republic has closed deals for its 1939-40 product with Interstate Theatres, operating 32 houses in the New England territory, and with Maine & New Hampshire Theatres, operating 21 units in the same territory.

J. R. Grainger, Herman Rifkin, New England franchise holder; and E. Morey, local office manager, negotiated the deals.

## *Louis H. Schwartz Dies After Long Illness*

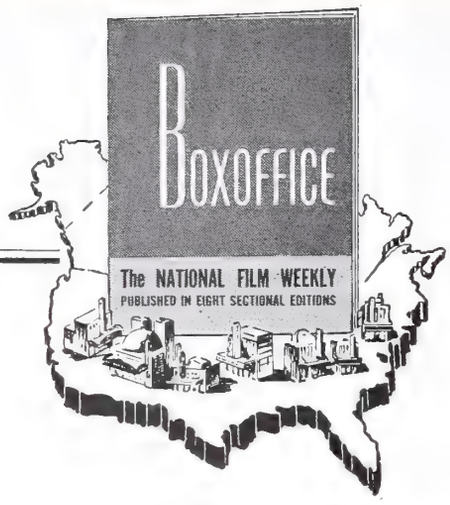
BRIDGEPORT, CONN.—Louis H. Schwartz, 59, for nearly 20 years a member of the New England Advertising Co. which handled all the advertising for the old Poli Theatre chain, died recently at the Noroton Hospital for Veterans after a long illness. He had been a resident of the city nearly 40 years.

## *"Devotion" to Hilton*

HOLLYWOOD—James Hilton will adapt "Devotion" for Warner from a story by Edward Beaudine and Theodore Reed, based on the lives of the three Bronte sisters. Bette Davis, Geraldine Fitzgerald and Olivia de Havilland are set for the top roles and Edmund Goulding will direct.

## *New Role for Rifkin*

BOSTON — Herman Rifkin, president of Republic Pictures Corp. of New England, is to become a grandfather. The parents will be his son-in-law, Republic Salesman George Rabinowitz, and his daughter, Selma.




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# Eleven Are Named in Athens 'Conspiracy'

BIRMINGHAM—A suit for $100,000 against 11 defendants, charging they conspired to monopolize the motion picture business at Athens, Ala., and to destroy his business there, has been filed in U. S. district court here by M. M. Buchanan and the Buchanan Amusement Co.

The defendants named are: Muscle Shoals Theatres, Inc., and Louis Rosenbaum, president; Crescent Amusement Co., Inc.; Paramount Film Distributing Corp.; RKO Radio Pictures, Inc.; Warner Bros. Pictures, Inc.; Vitagraph, Inc.; 20th Century-Fox Film Corp.; Loew's, Inc.; Metro-Goldwyn-Mayer Corp., and the United Artists Corp.

The suit charges the Crescent company and Muscle Shoals Theatres entered into a scheme to prevent the opening of a house which Buchanan was remodeling "with a deliberate and avowed purpose of putting the plaintiff out of business."

These two defendants are alleged to have conspired with the other defendants not to sell him pictures, at least pictures which would justify operation. The plaintiff further alleges United Artists refused to carry out a contract to supply him with pictures, except to offer him old film which had been rejected by Crescent.

## *R&R Texas at Sherman Opens, Entirely Modern*

SHERMAN, TEX.—All new from top to bottom and front to back, Robb & Rowley's new Texas Theatre has opened, replacing the former house which burned to the ground at the turn of the year.

There were Klieg lights for the initial showing and other features for first nighters. Several Dallas film men attended, among whom were Wallace Walthall, Joe Estes, Don Douglas and visiting R&R managers included Dave Callahan of Waxahachie; Taylor, Hillsboro; J. F. Jones, Palestine; Earl Shultz, Crockett, and McClain, Colorado. R. D. Leatherman, Interstate's manager at Denison, was there.

Manager H. E. Hardgrave had visiting guests in his office for refreshments.

The Texas is strictly modern in its front, equipment and furnishings. Especially for ladies are extra large mirrors at the stairs on either side of the foyer.

## *Grainger in Southwest for Republic Conferences*

DALLAS—James R. Grainger, president of Republic, was in town two days in conference with southwestern branch managers and franchise holders. The sessions were held in air-conditioned quarters at one of the big hotels. They were Sol Davis, of Oklahoma City; B. F. Busby, of Little Rock; C. E. Hilgers, southern division manager of Atlanta; W. G. Underwood and Lloyd B. Rust, of Dallas.

R. J. O'Donnell, Interstate vice-president, had them out for dinner and to the baseball game.

# *Griffith and Majors Ask for Specific Data in Motions*

OKLAHOMA CITY—Griffith Amusement Co. and affiliated companies and producer-defendants in the department of justice anti-trust suit here have filed motions in district court asking more detailed data against them from the government and additional time to file an answer. They also seek a specific bill of particulars.

The government complaint, filed April 28, charges the Griffith companies, none of which is affiliated with the eight majors, combined to monopolize first and second-run exhibition where Griffith operates. The theatre circuit operates in Oklahoma, Texas, Arizona and New Mexico as Griffith Amusement Co., Consolidated Theatres, Inc., R. E. Griffith Theatres, Inc., and Westex Theatres, Inc.

### Government Complaint "Vague"

The Griffith motion, filed in Judge Edgar S. Vaught's federal district court and asking the government to submit a bill of particulars covering their alleged violations of the anti-trust laws, asserts the government's complaint is too vague to permit preparation of a proper answer.

Separate defense motions were filed by Paramount, M-G-M and Loew's, Inc., RKO Radio, Vitagraph, Universal, 20th Century-Fox and Columbia. The distributor motions were similar to the Griffith motion and ask the government to give names and locations of theatres which, it claims, the Griffith interests have been able to take over or keep closed because of their alleged control of the territory.

The motions also ask specific data as to when and under what circumstances distributor defendants allegedly combined with Griffith companies in violation of the trust laws; the manner in which Griffith companies "compelled" distributor defendants to grant them exclusive privileges as charged, and more information on the alleged agreement allocating territory. They ask the government to number the feature pictures assertedly released by each of the distributing firms in the past five years and to detail the manner in which the "exclusive privileges," which the Griffith theatres allegedly enjoy, have prevented other exhibitors from obtaining enough first-class pictures to operate their theatres. The name and location of each theatre which the government claims was unable to obtain enough first-class product to operate successfully also are sought.

In their briefs distributors charge the government has defined certain trade terms in an "artificial way" and ask that it define, among other words and phrases, "first-run," "first-run clearance" and "first-class pictures," as commonly used in the industry.

United Artists, Columbia and Universal are represented by separate counsel, their motions differing in some particulars from those of the other distributors.

As predicted by BOXOFFICE, defense motions were filed several days in advance of the time alloted by Judge Vaught, in whose court the suit probably will be heard. He had previously granted them until July 27 to file answers. They were submitted July 19.

### Speedy Trial Sought

While defendants have asked for additional time to answer the government's petition, the department of justice already has made it known it will seek a speedy trial. However, the motions just filed in many instances are similar to those submitted during the early stages of the Momand cases which, after more than a year of motion filing, are ready for trial this fall. The subject matter of the Momand damage suits are akin to those of the department of justice case, in that both are based on the anti-trust laws and contain similar allegations.

Charles Dierker, U. S. district attorney for the western district of Oklahoma, when he returned from Washington a few weeks ago, announced his office would do everything possible to bring about a speedy trial date. It is thought in some film circles the local case may go to trial in advance of the divorcement action in New York state.

The Griffith action is supposedly a supplemental suit to the one in New York instituted by the department of justice, which involves only producer-controlled theatres. The local action involves an independent circuit.

Griffith, one of the largest independent groups in the country, had producer affiliations in its earliest stages of formation, using capital provided by Universal. This loan, however, was repaid and for a number of years the company has been independent of producer-distributors. The years of its greatest growth have been those since clearing the Universal obligation.

The department of justice suit will be heard in Judge Vaught's court, while the Momand action will be heard by Judge A. P. Murrah. Trial of the Momand cases probably will begin in September. Department officials also are striving for a September trial.

# K. Lee Williams Will Have Fordyce Duo

OKLAHOMA CITY—Purchase of the Amusu Theatre at Fordyce, Ark., and drafting of plans for construction of a new house there have been announced by K. Lee Williams, president of K. Lee Williams Theatres, Inc.

Construction on the new theatre will be started immediately under the direction of C. E. Parker, who has rebuilt five of the recently acquired Williams properties.

The new circuit takes over the Amusu August 12 and will operate it until the new house has been completed and is ready to open. At that time the Amusu will be closed for complete remodeling.

The chain now has theatre properties in Broken Bow, Okla., and Nashville, Fordyce, Dierks, DeQueen and Ashdown, Ark.

# Sights No Oklahoma Allied Dissension

OKLAHOMA CITY—"As far as I have been able to learn there is no organized dissent within our organization against its affiliation with Allied States," Orville Von Gulker, chairman of the organizing committee of Allied Theatre Owners of Oklahoma, tells BOXOFFICE.

"I have canvassed by telephone every member of the association's organizing committee in their various districts and all have been unable to find such dissatisfaction. I am at a loss to know where it exists."

Von Gulker released his statement to this publication following reports that rank-and-file membership of Allied of Oklahoma were disgruntled with the national affiliation and with what Allied has been doing nationally.

A meeting of the northwestern members of the state group has been set for the first week of August. At this meeting, recordings of speeches and copies of resolutions of the Minneapolis National convention of Allied will be presented to those attending the meeting in Tulsa, Okla.

Originally, the organization had been planned as an independent state group without any national affiliation. However, at an organization meeting, from which the trade press was excluded, here last spring the group voted to affiliate itself with Allied States after a discussion by Col. H. A. Cole, Allied president.

At that time plans of an independent organization were shelved.

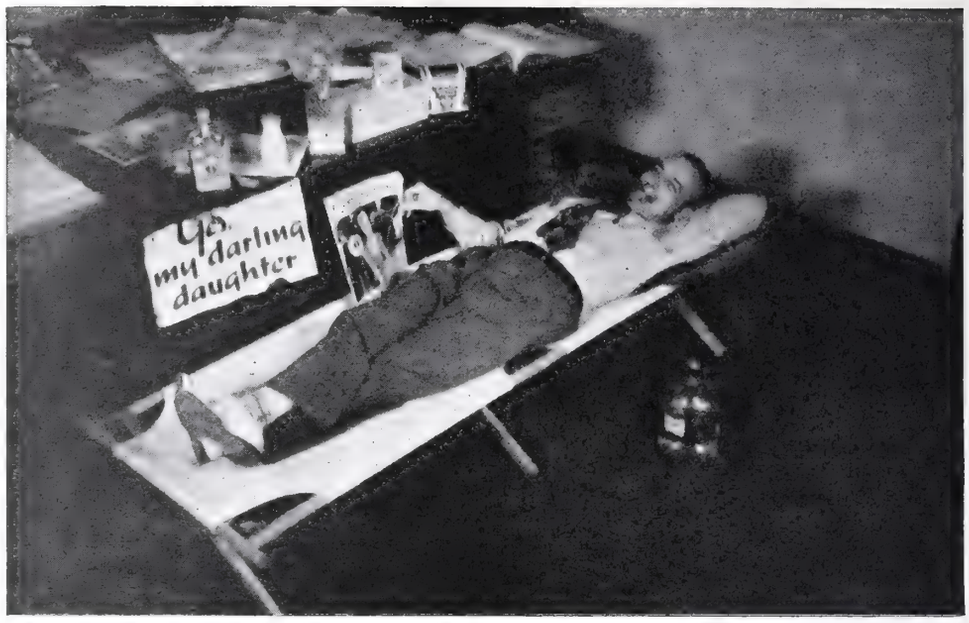
A later meeting of the committee membership also voted to withhold any sanctioning of the projected buying pool. However, several members of the Oklahoma unit later attended a meeting of the group sponsoring the buying pool plan which is to be set up as a separate corporation when, and if, it is started.

Those attending voted against starting the pool until a later date "when the Allied of Oklahoma organization would be stronger and more able to back the pool should such backing be needed."

During the Theatre Owners of Oklahoma, Inc., (MPTOA affiliate), convention George Sumner, Allied corresponding secretary, issued a bulletin to all Oklahoma exhibitors to attend the TOO convention as well as Allied's own convention scheduled for Oklahoma City in September. The reason advanced was to permit exhibitors to "compare the two associations and choose the one best suited to your purposes." Though Allied leaders attended some of the TO of Oklahoma sessions and were invited to speak to the group, they declined and none of the promised fireworks materialized.

## *New Victoria House*

SAN ANTONIO—The Griffith-Long Theatres which operate the Rita and Queen theatres at Victoria, are constructing a new house there to cost approximately $100,000. The new Victoria will seat 1,200.




## *Recovering, However—*

DALLAS—There was much ado in the R&R booking office last Wednesday. Fear was expressed for the well-being of a father as a girl was born this day to the Don Douglases. R&R executives, including C. V. Jones, and the women of the office, got busy in an effort to put Don at ease at the office. First a cot was placed beside his desk, all pillowed, and a water job within handy reach on the floor. On the desk were varieties of strong stimulants, cigars, chewing gum, paper napkins, milk, Wheaties and what not. On the wall, not seen in the photo, is a one-sheet on "How to Raise a Baby" by Robert Benchley. In view, is part of a sheet on the Warner film, "Yes, My Darling Daughter." A *Woman's Home Companion* is then and forevermore in papa's hands.

Wallace Walthall, W. G. Underwood and a few others were active in the gag. "How do you feel now?" we asked Don during the mid-afternoon. He answered, "Some better."

The baby's name is Donna Margaret Douglas, born July 19. The weight was seven pounds. "She has grey hair and dimples, which makes me feel awful proud," Don said.

Although able to leave the cot within a short time, Douglas was said to be uncontrollable throughout the day and had high temperature.

Both mother and baby are doing nicely. Mrs. Douglas is known to friends as Polly. The new arrival is their first in 15 years.

## *Theatre Building Pace In Houston Unchecked*

HOUSTON — With three neighborhood theatres now under construction here indications are that a fourth will soon be under way by reason of a charter granted to Glass Theatres Corp., with capital stock reported at $1,000 and with incorporators listed as R. Z. Glass, R. W. Glass, and C. D. Glass. R. W. is a former Dallas exhibitor. The new house here is to be called the "Studewood," it was said, with its location on that street at Eleventh. The cost was estimated at $25,000.

Charter was also granted to the same individuals to operate the Stude Building Corp. for purposes of operating in real estate and with capital stock of $1,500.

Interstate circuit is building a $125,000 theatre at West Alabama and Shepherd; Hugh Potter is building a $100,000 house at West Graym near Shepherd, and which Paul P. Scott of Dallas will operate, and W. V. Ratcliff is erecting a $60,000 theatre on Navigation Boulevard. A fifth show announced some weeks ago by still another party, at Shepherd and Richmond, is believed to have been abandoned.

### Signs One-Picture Deal

HOLLYWOOD—W. W. Watson has signed a one-picture writing contract at Columbia.

# "Appreciation Week" Aids Interstate

DALLAS—Indications were that "Appreciation Week" as observed currently by the Interstate circuit was going to be highly successful from several standpoints. In the campaign Interstate made a straightforward acknowledgement of its appreciation to the public for its loyalty and support during past seasons. In turn, circuit bookers set in the best pictures available for all theatres.

The idea, according to observers, went far to foster public consciousness as to the merits of film entertainment, and automatically built increased business for most of the theatres.

Publicity included photos in newspapers of all managers with their histories in brief under the title, "Meet Your Neighbor."

Bearing out the week's success angle, the R. E. Griffith circuit, it is understood, will stage an "Appreciation Week" in those theatres within a short time.

### Retitle "Tin Hats"

HOLLYWOOD—The title of 20th-Fox's "Tin Hats" has been changed to "We're in the Army Now."

## Points to Rapid Growth Of 16mm Exhibition

DALLAS—The growing popularity and usage of 16mm films and equipment in Texas was described Wednesday by a man closely identified with the industry, but who withheld his name.

Installations are constantly piling up, mostly in schools, some in clubs and other organizations. He cited catalogues widely distributed in the territory which list some 200 or more pictures of ancient vintage but with some as new as 1938, made by major companies for their school and non-theatrical lists.

Regardless of how these pictures are sold, whether non-theatrical or not, they are competition for theatres and will become increasingly so as the equipment installations grow, the man said.

He warned exhibitors that at the present rate there will be from 200 to 300 installations of 16mm equipment in the state within the next year.

## Austin Pickup Seen

AUSTIN, TEX.—The present heat wave is boosting business receipts at all of Austin's eight theatres. With the temperature hovering around the 100-degree mark, the people of the Capitol City flock to the downtown showhouses in order to escape the torrid spell.

# DALLAS

J O. (Buddy) Harris was rushed to Methodist Hospital Monday where the first diagnosis was appendicitis. Late reports on his condition were awaited with interest by friends on the Row.

*Lester Meyer, Strand at Chillicothe, and Mrs. Meyer are back in Texas after a month's vacation in California which included looking over the Golden Gate Exposition and Hollywood. He was in town the other day getting his hand back into booking and the routing of theatre operation. Meyer says his customers are throwing it up to him about some theatres in his section offering double bills at lower admission than is charged in Chillicothe.*

In the National Screen setup we find nearly all back from vacations safe and sound with but one still unaccounted for. The returners are Artist J. O. McClanahan, Wallace Walthall, branch manager, who got back from Alabama, and Dock Allen who went here and there. District Manager Paul Short was still fishing down around Aransas Pass with Henry Hall of Beeville.

*L. A. Franks, Rio at Waxahachie, was in Tuesday to book a few pictures and incidentally dropped by to insert a* BOXOFFICE *ad offering his theatre for sale. He lives at Midlothian.*

It was Moving Day on the Row Tuesday. The combination office of Lou Baxley, Burt King and Buddy Harris was moved from the sweltering upstairs corner of Harwood & Jackson down to the refrigerated second floor at 312½ S. Harwood which also houses the Jefferson booking offices.

*The second move was made by Walter Stoeppleman, who came over from Main St. to an attractive office at 302½ S. Harwood. Stoeppleman has about completed his setup for national distribution of a boxoffice stimulant which he will tell the trade about within the next few days.*

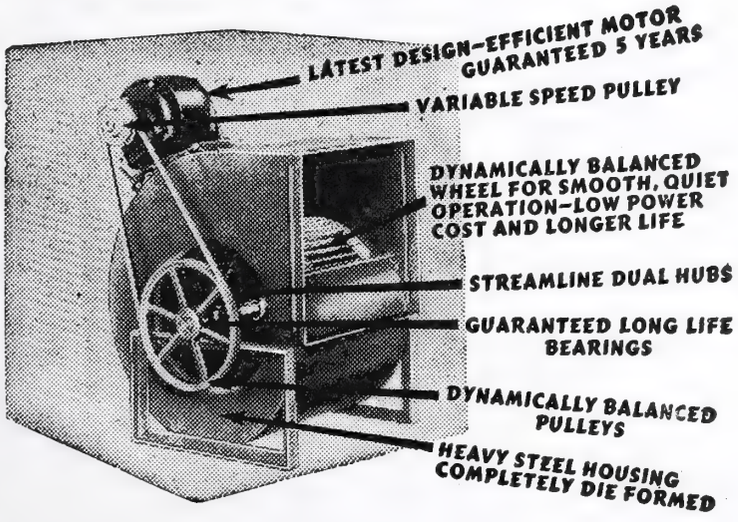
Joe Clemmons jr., manager of the Tower in Monahans, made his first trip to town since he moved to that far western part of the state.

*Visiting around to get acquainted was R. C. (Bob) Hill, supervisor of Columbia exchanges in Denver and Salt Lake. The Dallas branch serves R. E. Griffith theatres in New Mexico which ordinarily is handled out of Denver. J. B. Underwood, Dallas manager, escorted Hill about Film-row.*

And now its the "Charninsky Circuit" on Elm Street. Recently Interstate took over the Mirror Theatre. Louis Charninsky is the ace manager for that type of house,

(Continued on page 89)


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# CAROLINAS

ALL-STATES THEATRES, Inc., is opening the Ritz at Union, S. C. J. D. Luker will be in charge.

*W. H. Hendrix of Greensboro has opened his new house at Reidsville.*

A new colored house has opened at Gastonia under the management of Maurice Honeigman.

*The State Theatre will open at Shelby about September 1, under the direction of Jim Reynolds of the D&R Amusement Co.*

## Bradfield Takes Over as Fleischer's Publicist

MIAMI—W. E. Bradfield has arrived from Paramount's studios in Hollywood to become director of public relations at the Max Fleischer studios. Hampton Howard, who has been active here in that capacity, is being transferred to New York to work on the exploitation of "Gulliver's Travels."

Expected here for conferences the first of next month, are Al Wilkie of the New York Paramount office and Terry DeLapp of Paramount's Hollywood studios.

Work on the full length Technicolor feature, "Gulliver's Travels," is on the home stretch, with all studio activities concentrated on the completion of that production.

## Problems? They Solve 'Em

**Little Rock—Apparently Arkansas exhibitors find it necessary to solve their own problems. Not long ago a Morrilton exhibitor found it necessary to have a special seat built for one of his good patrons who weighs 265 pounds. The seat was constructed in the rear of the building with plenty of leg space. Now the patron can enjoy his shows with comfort.**

**Now comes O. W. McCutchen, owner of the Ritz at Blytheville, who has just installed what he terms a "Cry Room" —a soundproof enclosure where mothers may take their babies to do their crying while the mothers watch the picture from glassed-in windows.**

**Who's next?**

## Goff Opens Second

BRUCETON, TENN.—A 400-seat house, including balcony, has been completed by G. H. Goff here. A contest will determine the name of the theatre. Goff has operated the Rustic at Parsons the past two years.

## Build at Shelbyville

SHELBYVILLE, TENN.—Operators of the Princess here are building a new 500-seat theatre to be known as the Bedford.


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# CHARLOTTE

A FILMROW wedding was consummated when Sara Long Bradley and Max Holder, both employed at the local Metro office, were married Saturday.

*Another marriage ceremony was set for July 29 when Pauline Bradley, Carolina Theatre office secretary, becomes Mrs. Ross Farr.*

Charles Lester of National Screen of Atlanta was a brief visitor here en route to New York.

*Dot Caldwell of National Screen is back from a week's vacation at Myrtle Beach . . . Also Shipper Charles McGee is back from an Atlanta visit.*

Mildred Graham is the new cashier at the Dilworth Theatre . . . A new salesman at Paramount is W. A. Holliday, formerly of New York.

*Bob Simeril, manager of National Screen, is vacationing in Florida . . . Back from a vacation is Neil McGill, manager of the Imperial.*

Filmrow's sympathy to Frank Beddingfield, head of the Carolina Poster Exchange, who lost his mother last week in Unadilla, Ga.

*Jack Kirby, former manager of the local Paramount exchange and now at the Atlanta branch, was here for a short visit with Oscar Morgan, his company's southern district manager.*

Imperial Theatre lost a cashier this week when Miss Marjorie Lent married Loyd Boberg who is with the Paramount exchange in Dallas.

# TENNESSEE

TONY SUDEKUM, president, and other officials of the Crescent Amusement Co., Nashville, attended the opening of the new Capitol at Springfield, July 27. A. L. Hancock is manager of the 1,160-seat theatre.

*"Ritz" is the name for the new Bruceton theatre which opened this week. Owner G. H. Goff awarded a year's pass to Jack Hay, for selecting the name. The Ritz features RCA sound and upholstered seats. W. F. Bruster, manager, announces that for an indefinite period ten people will be awarded complimentary tickets each day. Winners will be notified by telephone, and each must name the title and two stars in the picture scheduled for that particular day. Those interested are urged to "watch our advertisements and keep informed as to who and what is playing at this theatre."*

Emmett Rogers, city manager of Eastern Theatres, Inc., Chattanooga, announces the promotion of W. H. (Dub) Butler jr., assistant manager of the Tivoli, to managership of the Bijou. He succeeds Marvin Warren, transferred to the Strand, Montgomery, Ala. Lewis Pence, chief usher, succeeds Butler at the Tivoli.

# NEW ORLEANS

BOB KELLY of Monogram has been out of circulation for the past three weeks. Cause, a major operation at the Hotel Dieu. He now is back at his desk looking a trifle weak but as good as new . . . Bob Tindle, executive secretary for the Gulf Coast Theatre Supply Co., is not at his desk any more. Bob didn't resign or get fired. He just quit. Fish are biting nicely these days, and that is given as a reason.

*Joe Alsina and his family are doing the New York World's Fair and the staff is holding down the Famous Theatre in a famous manner . . . Charles A. Tranpanier of the operating staff (room) is erecting a modern residence on Gentilly Blvd. Just when the house warming is scheduled has not as yet been announced.*

Bob Wood, UA press representative, paraded Canal St. in the boiling sun disguised as "The Man in the Iron Mask." There are many ways of making a living, but this is one of the best—especially when the thermometer is 98 in the shade . . . Mrs. Genevie Portwood, who less than a year ago covered the Row for Dad, is learning baby talk at her home in St. Louis. She sends her regards to everybody

*Five thousand persons attended the highbrow concert at West End Park last Sunday, to say nothing of the crowds at Audubon and City parks and the beach. The figures given out by publicity agents show that half a million more attended than there is population.*

Milton Starr's circuit has closed a deal with Paramount for product to play in the Starr houses throughout the southeast and in the Texas territory.

*Charles Karr, booker for the Martin Bros. circuit, was in New Orleans to book films. Martin has to book some houses through Atlanta, where he headquarters, and some through New Orleans.*

Claude Hazel has joined partnership with Milton Starr to continue operation of his Star Theatre at Shreveport.

*Miss Ferol Cabb, from 'way up in Mississippi, will be meandering up and down the Row about August first. The young lady is the new secretary to the architect of this column who has been sick for the past six weeks with eye and leg trouble, and will take some of the worry off the hands of the boss.*

## *Three Korn Shifts*

DALLAS—Three managerial shifts by the Oskar Korn circuit are announced, with Hubert Covington, manager of the Palace, Canadian, transferred to the Palace, Crane; C. W. Davis, moved from Canadian to manage the Grand, McCamey, and H. P. Priddy, manager at McCamey, shifted to Canadian.

### Azars Open Greenville House

GREENVILLE, MISS.—Mr. and Mrs. S. J. Azar have opened the Lincoln Theatre here for colored. The house seats 432.





—Photos by Al Wolf

## *At the Picnic—*

*Facing the camera up above is Harold B. Robb and his omnipresent cigar. Below, astride a non-bucking mule, is Paul Short, district manager of NSS. Scene of the activities is the Dallas Variety Club picnic attended by about 500 of the film fraternity.*

# ARKANSAS

JACK ARNOLD, representative of Bank Night, is in Tennessee and Mississippi this week . . . B. F. Busby, Republic Pictures, Little Rock, left for Dallas Sunday where he will spend several days.

*Work started recently on a new motion picture theatre at Elaine. The building will be 30 by 90 feet and is owned by W. F. Craggs. Seating capacity will be 350 or more, with an air-conditioning system and fireproof boxoffice. J. R. Wilson, who has been operating a tent theatre there for the past year, will be in charge of the new house.*

Monday, August 7, is the date set for the Van Buren world premiere of Bob Burns' picture, "Our Leading Citizen." Bob Burns is scheduled to be present. The premiere will be at the Bob Burns Theatre and Fort Smith's four film houses will also show the picture at the same time.

*The Strand Theatre Bldg., Paris, was bought recently by G. Carey. It is expected the building will be completely remodeled and that ventilation and other features will be changed. Judge Carey has operated the Strand at Paris since 1926.*

Installation of the Concord Theatre's new air-conditioning equipment has been completed, Manager Clyde Allard reports. The interior and exterior of the building will also be redecorated and remodeled . . . The Joie at Ft. Smith has put in an ice storage system of air-conditioning.

*Spa Theatre at Hot Springs gave free ice cream to children attending the matinee recently . . . Franze Taylor, manager of the Queen and Gem, De Queen, visited in Dallas recently . . . The Crystal Theatre, Lewisville's new film house, opened recently. Seating capacity is 340. Clifton Gillock, with Joe Williams, of DeKalb, Tex., as operator, will manager the house.*


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# MIAMI

FLEISCHER'S STUDIO technicians discovered this week the best heart around the premises was the heart of Stone—of Milton Stone, to be specific. After a series of heart beat amplifying—beginning with the studio's huskiest—it was discovered the bump-bump under the ribs of the studio's cafeteria manager was the most convincingly heartlike. And so Milton Stone's heart was placed under contract. The first two 200 pounders sounded for heart beats suprised the technicians and themselves by producing hop, skip and jump reverberations. The tests were made to secure the proper heart sound to be heard by the Lilliputians as they arrive at the conviction that Gulliver is not a mountain. Continued additions are being made to the studio's personnel which is nearing the 600 mark.

*Departing vacationists include the Walter Earlys and the Hal Luters. These two Paramount managers, Early of the Roxy and Luter of the Rex, will make "See Florida First" circle tours around the state. They will be accompanied by their wives . . . Jack Sawyer of the Paramount accounting division, is visiting friends and relatives in his former home, Boston . . . Back from New York, George Allen, who is assistant manager at the Sheridan during the winter, is now down at the Gables as assistant to Daniel Boone. Besides seeing the Fair, Allen took a "postman's holiday" at "Hellzapoppin" and "Goodbye, Mr. Chips" . . . Miss Catherine Flanders is the new girl on the switchboard at Paramount Enterprises, Inc.*

Air-minded vacationists from the north included Mr. and Mrs. Gustave Broche. He is a projectionist in Washington, D. C. . . . Sonny Shepherd isn't surprised when some of his friends who have not seen him for several months pass him on the street without recognizing him. His former George Raft-ish figure has been augmented by some 25 pounds . . . Miss Patricia Bethel of the Nassau theatrical family was a visitor via Pan American clippership.

*When Mr. and Mrs. I. J. McKinney leave Sunday on their vacation trip, they will head for Tennessee on a three-week stay with friends and relatives there. Most of their time will be spent in Memphis, Jackson and other parts of the western sector of the state. Prior to coming to Miami and the Wometco organization five years ago, McKinney was a Paramount Publix manager in Tennessee. Mark Chartrand, whose Mayfair is dark this summer, will manage the Grove and Ace theatres while McKinney is away.*

Two Fleischer Studio personalities made local news: Dave Fleischer and Pinto Colvig. The former brought to boat his first sailfish, a 73-pounder, while fishing in the Gulf Stream out from Fort Lauderdale. It has dubbed, appropriately enough, "Gulliver." It is to be mounted. Pinto broke down and made public his panacea for the tortured larynx he sustains after a long session of acting as the studio's human sound effect machine. It's a long tall chilled beaker of buttermilk. This professional No. 1 clown is known as the "voice of the studio." He also announces that he is the "world's cornest coronet player."

*Report has it that Cuba is slowly recuperating from the whirlwind created by two Wometco girls when they sped over to Havana for the weekend recently. The "prestidigators" were Jennie Rotfort and Madeline Tremblay of the accounting department. The "figgerers" are taking their their vacations early what with Jimmy Case already back from his during which he divided his time right here in the local territory, catching up with his swimming, fishing and golfing. Felce Schrater, leaves this weekend for North Carolina, and Sam Boring goes up to the National Guardsmen's camp at Jacksonville.*

When a group of Paramount managers went out to sea, Carl Mott, manager of the Hialeah Theatre, returned with the largest catch, while Al Weiss jr., Olympia manager, landed the heaviest fish.

*The new Mr. and Mrs. Thomas Manning are back from their mountain honeymoon this weekend, the former to his post as assistant manager at the Olympia and the latter as cashier at the Paramount . . . Besides having all three paint mills at the Fleischer Studios now grinding 24 hours a day, an additional outside mill has been secured for the studio's use. Some 60 more artists have been added since last week's announcement that the studio's staff had reached the 500 mark!*

Herman Polies, manager of the Harlaam Theatre, is spending his vacation at his former home in Minnesota. Another vacationist is Miss Lorraine Buzbee, cashier at the Rosetta. Don't look now, but she celebrated the first evening of her vacation by going to a movie with THE boy friend who also does his "chore" at a local theatre . . . Miss Martha Hickok of the Grove came up to the Rosetta to ask "How many?" while Miss Buzbee is away . . . W. S. Roberts, the Rosetta operator, is spending his vacation accumulating material for fish stores . . . Since the Mayfair has closed, Alfred Prescott of that house has been down at the Miami while Earl Potter rounds out his stay in the mountains.

*Changing of plans for the new Century Theatre here will include the reduction of the seating capacity from 1,300 to 1,100 to make room for a 50x25 stage which is to be built to accommodate "presentations." Construction will start soon.*






## Her "Six Best" for '39

SAN ANTONIO, TEX.—Mary Louise Walliser, *Evening News* drama critic, announces her choice of the "six best" films for 1939 as follows: "Dawn Patrol" (WB), "Pygmalion" (M-G-M), "Story of Vernon and Irene Castle" (RKO), "Stagecoach" (UA), "Juarez" (WB), "Dodge City" (WB). She selects "Union Pacific" (Para) in the event "Dawn Patrol" is listed with last year's pictures.

### Monogram Signs Two

HOLLYWOOD—Monogram has signed Charles Bickford and Barton MacLane for top roles in "Murder in the Big House." William Nigh will direct.

### Fineman Joins Selznick

HOLLYWOOD—B. P. Fineman, former RKO producer, has been added to the production staff at Selznick International.

### Small Holds Hayward

HOLLYWOOD—Edward Small, UA producer, has held Louis Hayward for another term.

# SANTONE

TRAVELERS: Miss Mary Healy passed through the city en route from Hollywood to New Orleans . . . J. J. Jimenez of the local Azteca Films office, has returned from a sojourn in New Orleans, accompanied by his wife, daughter and son . . . Mrs. Raymond B. Willie has returned to Dallas after a short visit here.

*Mrs. Virginia Thomas from Louisville, Ky., is visiting her uncle, Oliver "Buzzo" Thomas, who is manager of the above theatre, at his Penthouse atop the Majestic Bldg. . . . Roy Rogers, western film star, was a recent visitor here before returning to Hollywood.*

The new face in the Latin-American Film Exchange office here is Miss Trinidad Tijerina who replaces Violeta Balderas, resigned . . . Among the recent callers at this film mart were Mr. and Mrs. "Stout" Jackson, Robstown, and H. N. Britten, Texas Theatre, Pharr, Tex.

*A Mr. Arnold, skipper of the Avon Theatre, Poteet, Tex., dropped in the other day for a tete-a-tete at the Paramount Pictures shipping depot on Soledad St.; Bill Miller, owner of the Lyric, Flatonia, was also in.*

"Sinnett," the famous mystic, scientist, and crystal gazer, was held over a third week at the Texas Theatre last week so great was the public demand at this popular price Houston Street picture house.

*Cameraman Coleman Neely has taken off again, this time for Atlanta, Ga., where he has an assignment to cover a feature story in color for Paramount Pictorial.*

The kiddie show at the Empire Theatre last Saturday morning brought back our memories of the Palace Theatre stock company and the Gene Lewis Players, when Donald Woods, who performed with the organization, was shown in "Heritage of the Desert."

*Vacationists: Manager Edward E. Collins of the Majestic Theatre, is enjoying the cool climate down in Old Mexico City . . . Assistant Skipper Lawrence Arnold of the State Theatre, spent his final week at Buchanan Lake . . . Manager Maurice Gleaves of the Uptown Theatre, visiting friends and relatives up in Dallas, and Jack Chalman, local Interstate publicity director, and Johnny Floore, skipper of the Texas, are leaving for points of interest in New York City and Mexico City, D. F., via motor.*

Eric Brendler, secretary and treasurer at the Palace Theatre, no sooner back from his vacation in Corpus, was rushed to the M. and S. Hospital for an appendix operation. Eric is recovering rapidly and is expected back in harness within a short while.

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### Olivers Remodel at Shamrock

SHAMROCK, TEX.—A remodeling job that will provide greater seating capacity and facilities for stage shows is underway at the Liberty here, operated by Mr. and Mrs. Fred S. Oliver.

### *One of BOXOFFICE'S Younger Readers*

**Dallas—Tommy Wallace, a 12-year-old student down at Silsbee, Tex., has been wanting to learn about the motion picture business and has made the start. Most boys want to be an engineer or fireman, but Tommy makes it plain he has decided to become an exhibitor. Tommy expressed a wish for a trade paper so that he might keep informed and that wish is fulfilled. His brother-in-law, Walter Stoepplemen, handling theatre stimulants out of Dallas, ordered BOXOFFICE for one year sent to Tommy Wallace, Silsbee, Tex.**

## *Cupp Renovates Theatre At Arkadelphia, Ark.*

ARKADELPHIA, ARK.—One of this town's major improvements in the business section has been the remodeling of the interior of the Royal Theatre, managed by Cecil Cupp. A new cooling system has been installed, replacing the old one which was moved to Cupp's other house, the Co-Ed. The auditorium has been completely redecorated, as have the inner and outer lobbies.

For the summer the plate glass has been removed from the street doors and replaced with bronze wire screen and Venetian blinds.

R. C. Wightman, formerly of Little Rock, is assistant manager of Cupp's houses.

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## *Dallas NTS Sales Show Varied Equipment Sold*

DALLAS—A variety of equipment is reported in recent sales by the local National Supply branch as follows:

J. E. Costephens, Texas Theatre, Balmorhea, chairs; Rubin Frels, State, Bay City, carpet; H. H. Gluck, Belton, cooling system; L. M. Threet, Jackson, Jacksonville, push-pull attachment for sound equipment and hard-of-hearing devices; Mexico, Laredo, cooling system; Granada, Plainview, chrome furniture; Liberty, Rising Star, screen; W. W. Rucker, Rock, Round Rock, screen; Texas, Sherman, chrome furniture.

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## *Arkansas Amusement Co. Annexation Predicted*

DALLAS—There was some intimation of expansion in the Little Rock sector as Ralph Noble, city manager for Arkansas Amusement Co. visited in Dallas this week with his attorney and conferred with R&R officials. The Arkansas company is a Robb and Rowley subsidiary.

# DALLAS

(Continued from page 85)

so Boss O'Donnell made him the manager. Louis was already manager of the Capitol and Rialto which he has been handling with two staffs of assistants. So now he is manager of three houses and his friends call it "The Charninsky Circuit."

*C. E. Boyette, an old timer, was on the Row, Wednesday, going around with Le-Roy Bickel shaking hands with old friends. Boyette is from Bryan now. Through the first year of sound he operated theatres at Brownwood for 20 years, selling out in 1929 to the Dent circuit.*

W. B. Shuttee, the general manager of Standard Theatres, Oklahoma City, made his first visit to Dallas since his affiliation with that company. He was entertained by Wallace Walthall.

*The J. G. Long circuit has put in a new show at Bishop, Tex., the house name not being known here at this time.*

Harry Hardgrave, the R&R city manager in Sherman, was on the Row and taking a breather after the big opening of the new Texas there last week.

*Wallace Walthall of National Screen, had a summer cold which kept him at home for almost a day.*

Ben Ferguson is going to major in the bowling alley business. Previously he has been booking for the Ferguson Theatre, operated by his mother at Hamlin, but now he will open two alleys, one at Kilgore about September 1 and at Tyler on September 15.

*The R. E. Griffith circuit is putting in a new show at the new oil town of Allred, Tex., it was learned this week.*

Ray and Shelton Gerhard, who operate the theatres at Mt. Pleasant, and one in Mt. Vernon, have sold the latter town to T. M. Hasty, who owns a show in Dardenalla, Ark.

*Among the many vacationists are the Jack Lillys of Greenville, and the John Mitchells of Lubbock, who are together on a motor trip to New York. Mitchell is a former Texas exhibitor located at Honey Grove who now is a prominent banker in Lubbock.*

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# MEMPHIS

SATURDAY night was a big one at the Variety Club when they held open house. About 250 members and guests were present. Music was by Billy Hardwick's orchestra and dancing was enjoyed until early morning . . . Ed Rowley jr. of the local R&R office and Jimmy Scheibler, office manager for RKO, are back on the job after a motor trip through Texas and various points of interest in Mexico, including Mexico City . . . Bob Smallwood of the Ritz Theatre, Oxford, Miss., played host this past weekend to the entire Warner office at his lodge on Darden Lake, near New Albany, Miss.

*R. H. Conway, manager of National Screen Service, is vacationing at Daytona Beach and Atlanta . . . The many friends of Jess Norman of the Best Theatre, England, Ark., will be glad to know his condition is greatly improved. However, at this writing, he is still confined to St. Vincent's Hospital in Little Rock as a result of a heart attack . . . It was good to see Mary Lois Collier Lynn back on the Row this week, booking. She is now manager and booker for the Shelby Theatre at Shelby, Miss. . . . Mary Eleanor Williams, cashier at Monogram Southern, bought the first ticket on the LaSalle automobile the Variety Club is giving away on September 30 . . . Miss Juanita Adair, secretary of the Baldwyn Theatre at Baldwyn, Miss., paid Filmrow her first visit.*

Exhibitors seen along the Row: Whyte Bedford of Hamilton, Ala.; Al Wilson of Red Bay, Ala., Nathan Flexer of Waverly, Tenn.; Dave Flexer of New Albany; G. H. Goff of Parsons and Bruceton; Guy B. Amis of Lexington, Tenn.; R. R. McCormick of Senatobia, Miss.; J. F. Wofford of Union and J. W. Wofford of Eupora; C. N. Eudy of Ackerman; Steve Stein of the Met at Jackson, Tenn.; K. K. King, of Searcy; F. R. Watson of Elaine, Ark.; J. J. Rhodes of West Memphis; Lawrence Landers of the Landers at Batesville, Ark.; W. R. Tutt of the Savoy at Tunica; Grady Cook of the Joy at Pontotoc; C. H. Collier of Drew, Miss.; Sidney Wharton of Warren; Mr. and Mrs. John Shannon of Portageville, Mo.

*Odis Taylor of the Uptown at Dresden, Tenn., was in town for the first time in several weeks due to a tonsillotomy . . . The local R&R office has advised that effective July 28 it will open the Bauxite Theatre at Bauxite, Ark., which will have approximately 400 seats. This is the first theatre operation in this town since the silent days. Ed Rowley jr. will do the booking . . . W. F. Sonneman, who operates theatres at Fayetteville, Springdale and Bentonville, was in town for advance bookings and advising it was the last time he would be back until the weather cooled off.*

Judge Carey, who has operated the Strand at Paris, Ark., for a number of years, is now completing plans for another theatre in Poplar Bluff, Mo. . . . Mrs. Margaret Harkey Higginbotham of the Ozark at Hardy, Ark., paid Filmrow her first visit since the announcement of her marriage to the Senator from Arkansas . . . Tex Ritter, who has been making personal appearances over the G. W. Haynes circuit, was given a cocktail party at the Variety Club by the local Monogram office. A number of out-of-town exhibitors were there, as well as M. A. Lightman of the Malco circuit. The Monogram personnel went en masse to Marked Tree to attend one of his performances.

*Gordon Lee Hutchins of Corning, Ark., was a very unusual Filmrow visitor this week . . . J. N. Holder, who formerly operated the theatre at Jonestown, Miss., announces he has sold his theatre to Mrs. M. O. Stewart . . . R. L. Vanmeter of Judsonia, Ark., is remodeling his theatre . . . Guy B. Brandon of Mellophone Sound is whipping malaria and will soon be back on the job . . . Augustine Ciaicnolo of the Rosemary Theatre, Memphis, is the proud owner of a new cream colored Chrysler, which is a belated graduation gift.*

Filmrow was saddened on learning of the death of Lorenzo Pacini, who for a number of years operated the Palace and Rialto in Memphis. He had been ill for two months.



## *Southerner Signs Up—*

*J. M. Miller, manager and owner of the Dixie Theatre, Cordova, Ala., registers at the Loew-Metro-Goldwyn-Mayer information center while attending the World's Fair in New York.*


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### New Cooling Plant

SAN ANTONIO—The Rivoli Theatre, San Benito, has been air-conditioned. Contract for the installation of the cooling-plant system was let to the Straus-Frank Co., San Antonio. Edward F. Brady is manager of this Valley house.

# OKLA. CITY

THE STATE Theatre has shifted from a full week of a single double bill to a split week of double-bills now using four films a week in comparison with two in past summers.

*Efforts by L. C. Griffith to organize a local Variety Club are beginning to take shape, with a meeting scheduled at the Biltmore Hotel some time within the next few days.*

State Theatre last week put on a limerick contest in conjunction with radio station KOCY's film news daily broadcasts. Ducats were given for best last lines to this limerick:

A young waitress (she was quite good!)
Mused, "To Paris I'd go if I could."
Then she searched for a honey
Who had oodles of money

Best last lines won pairs of tickets to the State to see Columbia's "Good Girls Go to Paris."

*Spence Pierce whipped up his fourth and best Variety hour at the Midwest last week by using the March of Time reels on motion pictures, a new Paramount color cartoon, Fox fashion color short and newsreel.*

With baseball season oozing out, many film boys are heading for the bowling alleys; particularly the boys at National Theatre Supply who should be carefully watched on any kitty deals.

*Jimmy Burge, Criterion manager, is back from his vacation . . . Bob Pfotenhauer, State Theatre manager, also back at the desk from vacationland and so much in harness he's even forgotten that he had a vacation.*

We understand there are some remodeling plans buzzing around in Morris Loewenstein's head for his Majestic. Morris recently introduced two new serials with a 2-for-1 ticket stunt that got the big bunches in for the first episodes and set the serials off for a good start.

*J. S. Stribling sr. of the Rialto is subbing one feature and four shorts billed as a unit for double-bills at the local Griffith house.*

### Supplies Wichita Booth

ENID, OKLA.—Projection room equipment for the new Sandra Theatre opened in Wichita, Kas., by Mr. and Mrs. Slothower was supplied by Wesley Trout, local dealer.

### Partners Open in Lafayette

LAFAYETTE, TENN.—J. S. McMurry and Gene McIllwain, who operate the Eveska Theatre at Hartsville, Tenn., have opened the 388-seat Macon here. They are redecorating the Eveska.

### Directs Martha Raye

HOLLYWOOD—Having signed a new two-year directorial contract, James Hogan's next assignment for Paramount is "The Farmer's Daughter," starring Martha Raye.

# National Film Board For Canada Waits

OTTAWA—Nothing definite has yet been done by the Canadian government in the creation of the national film board which was authorized by Act of Parliament last May in the passing of a bill sponsored by Hon. W. D. Euler, federal minister of trade and commerce. The reason given for the delayed action is that the organization of the board was placed to one side because of duties in connection with the Royal Tour with government officials still busily engaged in the preparation of official films of the tour and in the filling of many thousands of orders for still photographs of Their Majesties.

Another visit to Ottawa of John Grierson of London, England, was announced some weeks ago but his arrival has not been recorded. Grierson was the advisor to Hon. Mr. Euler in the framing of the bill for the creation of the board, the British film authority having made a survey of the country for the purpose.

Statistics have been released showing the revenue and expenditures of the Canadian government motion picture bureau, Ottawa, which is to be continued under the direction of Frank C. Badgley as a division of the department of trade and commerce under the jurisdiction of the proposed national film board set-up. This bureau has been the chief film producing unit of the government for more than 20 years.

In the 1938 fiscal year, the revenue of the bureau from the sale of still photographs and rental of films totaled $17,574 while operating expenses totaled $37,065. The peak year was in 1937 when the revenue was $22,618 and expenditures were $40,571. The 1936 revenue was $12,027 and expenditures, $30,176; in 1935, 8,225 and $38,810 respectively; 1934, $6,271 and $40,-624, and 1933, $9,876 and $25,132. It is expected that both receipts and expenses for the current fiscal year will touch the high point because of the Royal Tour with Director Badgley having charge of all photographic arrangements for the visit including the pooling of all newsreel coverage.

## *First Outdoor Film Show At Dominion Exhibition*

TORONTO—For the first time in its 61 years, the Canadian National Exhibition at Toronto (August 25 to September 9) is to feature a film show. The attraction is the film review of the tour on the North American by the British Monarchs, this being a special feature released by Paramount.

Also unusual for the Dominion is that the performances will take place in an open-air theatre at the exhibition grounds, outdoor cinemas being unknown in Canada. The first show will start each night at 9 o'clock and the presentation is being offered in cooperation with the Toronto morning newspaper, the *Globe and Mail*.

### Hold Composer-Arranger

HOLLYWOOD—Frank Skinner, composer-arranger, has been held by Universal.

# *Precedent-Establishing Meet Is Held by F-P Canadian*

NIAGARA FALLS, ONT.—An epochal event in the history of Famous Players Canadian Corp., Toronto, was the holding of the 21st annual company convention in the General Brock Hotel, Niagara Falls, Ont., for the four days, July 24-27, which opened with an assembly of theatre managers from the Atlantic to the Pacific for the first time on record, all other gatherings of the chain having been of a regional nature. Clarence Robson, eastern division supervisor and one of the 20 original employes still with the corporation, presided at the opening business session and continued as chairman of the general meetings throughout the four days with the exception of the banquet on closing day when T. J. Bragg, secretary-treasurer, officiated as master-of-ceremonies.

The convention concluded with a flourish when distinguished guests delivered addresses to a large gathering of FP executives and managers, high representatives of the major film distributing companies of Canada and special visitors. These speakers included Hon. Mitchell Hepburn, Premier of Ontario; Hon. J. Earl Lawson, member of the Dominion Parliament for York South and one of the pioneer exhibitors of Toronto; Major John Bassett, president of the *Montreal Gazette* and a sparkling after-dinner speaker, and President Barney Balaban of Paramount, New York. With them at the head table sat N. L. Nathanson, president of Famous Players Canadian Corp., and a number of notables.

A special function at mid-day Thursday was the luncheon at which the speakers included the heads of the eight major film distributing companies of Canada while a special talk was given by A. Mike Vogel, trade paper exploitation specialist of New York. Representing the film exchanges were Henry L. Nathanson, general manager of Regal Films, Ltd.; H. M. Masters, United Artists Corp., Ltd.; J. P. O'Loghlin, 20th Century-Fox Corp., Ltd.; M. A. Milligan, Paramount Film Service, Ltd.; W. A. Perry, Empire-Universal Films, Ltd.; L. M. Devaney, RKO Distributing Corp. of Canada, Ltd.; Wolfe Cohen, Vitagraph, Ltd., and Louis Rosenfeld, Columbia Pictures of Canada, Ltd. Other invited guests included Col. John A. Cooper, president of the Motion Picture Distributors of Canada; Clair Hague, Canadian Universal representative and dean of the film exchanges in the Dominion; Paul Nathanson, son of President Nathanson, who is already making his mark in the business, and O. R. Hanson.

The continued progress of the big chain during the past difficult year under the policies laid down by President Nathanson was dwelt upon by leading executive officials of the company who spoke with confidence of the future. Routine details of theatre management were dealt with at round-table discussions at regional group meetings under the direction of district managers, the general subjects being booking, advertising, exploitation, policy, prices and theatre maintenance. The group meetings were held morning, afternoon and evening during the first three days, with general luncheons each day when all head office representatives and theatre managers gathered for brief talks and special announcements. Of special interest was the appearance of J. J. Fitzgibbons, vice-president and general manager of the company, who had recovered from a serious operation after a lengthy period of convalescence. His arrival at the convention was the signal for much enthusiasm.

There were no screenings of new season product as in former years but a feature of the convention was the "Show of Showmanship," comprising attractive exhibits by the film exchanges for forthcoming attractions, displays of latest models of theatre equipment and an array of exploitation campaigns by theatre managers. The interval between the luncheon and banquet on Thursday was occupied with a program of athletic effort of the picnic variety in which the more energetic competed, while the sedate-inclined participated in golf.

# Bulk of Equipment Imports From U. S.

OTTAWA—The imports of projection machines, arcs, spot lights, screens, portable projectors, sound equipment and parts into Canada during the fiscal year ending March 31 last had a valuation of $300,447, the greatest proportion by a considerable extent having been brought in from the United States. The 1939 total showed a decline from $325,016 which was the value of similar equipment bought by the Dominion in the previous fiscal period. Imports under this heading from the states totaled $293,999, compared with $319,709 for the previous year of 1937-38. Equipment imports from Great Britain last year totaled $1,285.

Imports for March, the last month of the fiscal year, aggregated $33,499 of which $32,875 were from the U. S. The total for February was $21,121 and for January, $23,626.

Motion picture cameras for production purposes were imported into Canada for the year ended March 31 to the value of $6,624, compared with $6,483 for the previous 12 months. The customs report showed that practically all moving picture cameras on which duty was assessed were bought from the United States.

During the past year only 1,000 feet of standard film was imported for "reproduction" in the 16mm width and this reel originated in England. During 1937-38, the imports for this purpose totaled 10,095 feet.

### Two-Year Producer Pact

HOLLYWOOD — Harry Joe Brown has drawn a new two-year contract as a producer for 20th-Fox.

# TORONTO

WHILE J. J. FITZGIBBONS, vice-president of Famous Players Canadian Corp., was able to make a comparatively short appearance at the "Record Royal Year" convention of the company at Niagara Falls, some concern has now been expressed for Mrs. Fitzgibbons, who has become ill after looking after her husband over a long and trying period.

*G. N. Ganetakos, general manager of United Amusement Co., Montreal, was in town on his way to Niagara Falls with a party of eastern theatre executives for the Famous Players sales congress. United Amusement chain of 27 theatres is affiliated with the big circuit.*

Harvey Hunt, head office booker of Famous Players, is going on his annual vacation and will not be back in time for the film industry's golf tournament at Oakdale Course, Toronto—which is good news for other golfers of the film trade in Canada because he is generally good for par on anybody's links.

*The transfer of Robert Eves to the management of the Oakwood Theatre from another chain suburban house has been followed by the organization of a new policy in which British pictures will be featured for extra-run engagements. The first attraction under the plan is "The Frog," an Edgar Wallace creation, which is having its initial Toronto showing at the Oakwood.*

When "Lucky Night," starring Myrna Loy and Robert Taylor, was playing at the Beach Theatre, a patron who had spotted the title on the marquee wanted to known from Manager R. Downey what the prizes were.

*Stewart Reburn, Toronto's skating star, brought the socialites and many others to the Uptown Theatre for "Second Fiddle" in which he appears as the skating partner for Sonja Henie and the picture was held over for a second week by Manager Jack Arthur.*

Andy Devine, screen star, and Abner, of Lum and Abner, have been discovered vacationing in open-air-roughing-it fashion at Cliff Lake in Northern Ontario. Walter Huston, screen and stage star who was born in Toronto, is expected shortly at his farm near Orangeville, Ont., in time for harvesting operations.

*The double-bill idea has been adapted to stage attractions in Toronto where "Double Bill Stage Shows" have been presented at the Casino Theatre, a unit of the Allen circuit, although only film feature is being screened. Two types of abbreviated stage performances are being offered in the one program.*

A visitor in Toronto during the course of a whirlwind tour was Barrett Kiesling, public relations man from the M-G-M studios in Hollywood, who took time to predict that "Goodbye, Mr. Chips" would get the Academy Award for 1939. Mr. Kiesling declared he had covered 37,000 miles since last March in his swing around the continent of North America.

*Manager W. K. Trudell of the Capitol Theatre in London, Ont., has been tickled pink with the way the air-conditioner has worked out at this theatre. Temperature-control plants have been installed in the two large opposition houses in the Forest City, the Capitol and Loew's.*

Jack Chisholm of Associated Screen News, Ltd., has been spending some time at Sarnia, Ont., on business. Sarnia is the big oil town of Imperial Oil, Ltd.

*Pete Egan, veteran theatre manager of Calgary, Alta, and an official of the Calgary Bronks of the Western Football Conference, has been scouting eastern cities in quest of football stars to reinforce the colorful Alberta squad for the coming fall season. Egan made offers to several Toronto gridiron celebrities.*

H. B. Shawn of Toronto, who spent some months in Winnipeg as manager of the Beacon Theatre and later joined the sales staff of Cosmopolitan Films, Ltd., here, has been appointed salesman of the Maritime Film Co. at St. John.

*H. M. Masters, local general manager of United Artists, and Mrs. Masters recently holidayed at the Hollywood Summer Hotel, Campbellford, Ont., operated by Abe Rappaport who also has the Hollywood Theatre in that town.*

Frank Calemeco, manager of the Palace Theatre, Timmins, and his young bride have returned from their honeymoon to New York. She is the former Miss Rose Palangio, member of a well-known family at North Bay, Ont., where the wedding took place.

*J. J. Allen of Toronto, theatre chain head with companies operating more than 30 houses in Ontario, is able to be up and around after illness in a local hospital.*

William Taylor, proprietor of the new College Theatre in Brantford, Ont., came to Toronto the other day and leased the house to Ben Borlack. Taylor is returning to the building contracting business. The college was opened last spring.

*Wolfe Cohen, general manager of Vitagraph, Ltd., Canadian Warner Bros. exchange, and family have taken a summer house in the Muskoka Lake district, north of Toronto . . . L. M. Devaney, general manager of RKO Distributing Corp. of Canada, and family are summering at Port Credit . . . J. Plottel, Toronto branch manager of Warner Bros., and family holidayed in the Orillia district.*

Toronto's Filmrow has been somewhat deserted and the odd out-of-town exhibitor who happens along is swept off his feet with service and attention.

# Reopening of Theatres Aids Quebec's Draw

MONTREAL—Circulation of the news that Quebec's theatre dispute is over, combined with good weather and good roads to increase the number of tourists who have found their way to the Ancient Capital. Another attraction was the presence of the United States Atlantic Fleet, with a personnel of over 4,000 and also several hundred midshipmen from United States naval colleges.

Theatres did only moderate business, however, for there was much to keep the Quebecers outside. One of the principal distractions and rivals of the theatres was the exhibition of motion pictures on the decks of the American battleships. This cost nothing to the onlooker and was a novelty of sufficient rarity to bring several hundred onlookers nightly. Then, there were other entertainments, outdoor and indoor, for the sailors, and the citizens participated. On the other hand sailors and their girl friends patronized the shows.

For the second week, the leading theatres presented good programs. At the Capitol, "Vernon and Irene Castle" proved a good draw. It was succeeded by "Dark Rapture," with "The Girl from Mexico" as an added feature. The Empire played "Captain Fury" and "Torchy Runs for Mayor," while the Cartier presented "Honolulu" and "Hotel Imperial," succeeded by "They Made Me a Criminal" and "The Road to Reno."

The Empire announced its prices as: Matinee, 21 cents plus four cents tax; evening, 35 cents plus five cents tax. The Cartier's prices are matinee 17 cents, evening, 26 cents, both plus tax. The Capitol charges 25 cents for matinee and 30 and 40 cents for evening, both plus tax.

# VICTORIA

FAMOUS-PLAYERS theatres in Victoria have originated a new type of adjustable schedule which is placed in the ticket office. The difference in this schedule and ordinary schedules is that this schedule has an adjustable indicator which points to the stage reached in the program. Attached to the indicator is a card marked with the words "NOW SHOWING." The schedule may be read from both sides, so that it is a convenience to both the girl in the boxoffice and the patrons.

*The most recent bit of mystery reported by Victoria theatres is the recent disappearance of the turtle "Donald Duck" from the Atlas Theatre aquarium.*

The Rio Theatre in Ladysmith and the Capitol Theatre in Duncan have found a way of advertising their pictures. Since there is no common newspaper for the district that they cover they publish a program once a month which advertises their pictures for the complete month. Each picture is listed with the dates that it will be showing and a short write up about each. The programs are distributed to the local residents and in places where the tourists frequent.

*Johnny Garrard, assistant manager of the Atlas Theatre, has joined the Royal Canadian Naval Officers Reserve and recently took his first examination in navigation.*

# WINNIPEG

D H. COPLAN, general sales manager of Columbia in Canada, on his arrival in Winnipeg, said hope of establishing a motion picture industry in Canada on a large scale has been seriously dashed by the action of the British government in raising the amount of money which has to be spent on film if they are to be included in the British quota. Coplan said the effect of the decision had been to make the United States companies go into production in England in a big way. Previously they had not taken production in England seriously, but now they are producing some of their finest pictures there. The difficulty in the way of film production in Canada is that the population of the Dominion is so small it could not return the investment on even low-priced pictures.

*Honoring Frank L. Willis, formerly manager of the Metropolitan here, who has been promoted by F-P to management of the Orpheum, Fort William, local showmen held a banquet at the Fort Garry Hotel. Frank Kershaw, vice-president and general manager of Western Theatres, Ltd., presided.*

Intensive use is being made of motion pictures in connection with the visual education classes conducted at the summer school of the University of Manitoba. A large number of films, of various kinds, have been shown to the students. In an introductory address, William Kristianson, director of visual education in Manitoba, stressed the importance of developing in the pupils a higher standard of film appreciation.

*A large contingent of western F-P managers arriving in the city over the week-end bound for the convention to be held at the General Brock Hotel at Niagara Falls were joined by a number of Winnipeg officials. The Winnipegers included: Frank Willis, formerly of the Metropolitan, Winnipeg, now of the Orpheum, Fort William; Don Gauld, newly appointed manager of the Metropolitan; Eddie Newman of the Lyceum; Leno Toraldo of the Uptown; Nathan Miles of the Gaiety; Harold Bishop of the Capitol. Already in the east were J. Miles, president of Western Theatres; Frank Kershaw, general manager of Western, and E. Zorn, district supervisor for F-P at Winnipeg.*

Bill Novak of the Capitol, Regina, and Mrs. Novak, passed through here . . . Mona Ripstein of the UA staff is back from a California vacation . . . Jack Reid of UA is out at Lac Victoria holidaying . . . Regal manager, T. J. Gould, is in Toronto . . . R. Conway, formerly of Toronto, is now a booker here with RKO . . . Mrs. H. Morton is spending the summer at Victoria Beach . . . Sim Rost, manager of the Garrick, left for Clear Lake . . . S. Rosenblatt of the Tower is holidaying.

### A Change in Dawson

DAWSON, YUKON—New owner of the Orpheum here is H. H. Gleaves. Philip J. Allen is manager.

# F-P's 21st Meeting Has Record Crowd

NIAGARA FALLS, ONT.—The largest attendance of head office officials and theatre managers of Famous Players Canadian Corp. was noted at the 21st annual convention of the company in the General Brock Hotel here, the reason for the extraordinary turnout being the presence of western Canadian representatives at the main meeting for the first time, the western regional conference having been dropped. More than 250 were present.

Montreal was represented by President Arthur Hirsch of Consolidated Theatres, G. N. Ganetakos, general manager of United Amusement Circuit; George Rotsky, Howard Knevels and Max Davey of Noranda, and T. J. Cowitney of Halifax.

Among those from the Toronto head office were the following: J. J. Fitzgibbons, vice-president and general manager; T. J. Bragg, secretary-treasurer; R. W. Bolstad, comptroller; Clarence M. Robson, eastern division manager; Ben Geldsaler, chief booker; N. G. Barrow, assistant secretary-treasurer; W. E. Kerr, chief accountant; L. G. Geering, general auditor; R. G. Darby, insurance department; A. McCunn, real estate department; Charles A. Dentelbeck, supervisor of projection; James Nairn, advertising manager; Clair Appel, assistant advertising manager; Ben Cronk, supervisor of displays; M. Perry, electrical department; J. A. Troyer, who was chairman of the convention sports committee; F. J. Justin, E. Harris, B. Whitham and J. J. Taylor. Representing Western Theatres, Ltd., Winnipeg, was Frank Kershaw, recently appointed vice-president and managing director of that company.

#### District Managers Present

The district managers in attendance included: Morris Stein, Toronto, central and northern Ontario; R. S. Roddick, western Ontario; L. I. Bearg, Vancouver; Frank H. Gow, Okanagan Valley and British Columbia interior; A. E. Zorn, Winnipeg and middle west, with C. M. Robson who looks after the Ottawa district and the Maritime provinces. Head office bookers included J. Carp and Harvey Hunt.

Austin C. Keough of Paramount Distributing Corp., New York City, replaced Stanton Griffis, who is across the Atlantic on a honeymoon, as one of the guest speakers for the banquet. Col. George A. Drew of the Ontario legislature, was guest speaker in place of Hon. Earl Lawson of the Dominion parliament. Banquet speakers included are Hon. M. F. Hepburn, premier of Ontario; Barney Balaban, president of Paramount; N. L. Nathanson, Famous Players president; J. J. Fitzgibbons, vice-president; Major John Bassett, publisher of Montreal, and T. J. Bragg, toastmaster.

Fitzgibbons was presented with an engraved silver table service by the managers as a tribute on his recovery from a long illness.

The delegation from British Columbia caused quite a stir, arriving with light overcoats, although the weather was sultry. President Nathanson, addressing the conference, gave this message: "For the first time in 12 years I have the privilege of welcoming all the managers and executives from coast to coast. Last year, our 20th, we met in various parts of the country with the fervent desire to make that year a memorable one. My thanks to all for keeping promises that made it possible for last year to be one of outstanding success. With fond memories of the visit of their Majesties to Canada we dedicate this year as a royal year which, with your efforts we hope will bring continued progress."

# SASK'WAN

OVER the weekend the Saskatchewan managers of the major Famous Players Canadian Corp. houses moved off to Winnipeg to join all western managers in a special train to the convention of Famous Players at Niagara Falls, Ont. Frank Miley of the Capitol and Bill Winterton of the Daylight, Saskatoon, with Clarence Marshall, of North Battleford, took the Canadian National Railways to the Manitoba Capital to be joined there by Bill Novak of the Capitol, Charlie Bahrynowski of the Metropolitan and Otis Bowes of the Grand, all of Regina, and W. P. "Jack" Fields of the Capitol, Moose Jaw, who traveled by Canadian Pacific.

*W. J. Passmore, manager of the Canadian champion touring ladies' softball team, and also manager of the Royal Theatre, Moose Jaw, brought his team back home after a visit to Chicago where the girls downed the best teams of the Illinois city. Passing through Regina they were guests of Manager H. A. Bercovich of the Rex at a showing of "Wuthering Heights."*

Dave Brickman, manager of Paramount's office at Winnipeg, is making a tour of Saskatchewan. Pepped up by the recent convention, he found no let-down when he arrived back in the province that is known as the "bread basket of the world." Good crops nearly everywhere presaged good business.

*Managers Bill Novak of the Capitol and Harry Bercovich of the Rex were judges at the first of a series of public amateur contests from Wascana Park staged over radio station CJRM. More than 5,000 people attended the first program. The theatremen escaped unscatched.*

Jack Zaitzow, owner of the Princess Theatre, Melville, and a string of some 20 smalltown houses, is holidaying on a motor trip to Los Angeles with his family . . . Harry Brooks of Indian Head is off on a holiday also . . . The Metropolitan, Regina, has tied in with the Regina Pure Milk Co. in a prize contest for children. Every week prizes are given from the theatre stage to children with the most carton tops of Banquet ice cream. Two bicycles will be given the holders of the greatest number at the end of the contest September 30.

### Adapts "Girl Crazy"

HOLLYWOOD—Leon Gordon is scripting "Girl Crazy" for Producer Jack Cummings at Metro.

# MONTREAL

SO FAR this season Montreal's tourist traffic has been away below average, due partly to the cool weather, and as a consequence the St. Catherine St. theatres have suffered. There are economic reasons, too, for the decline in attendance, but all are not suffering equally.

*Theatres which have maintained a high level of attendance throughout the summer include the York, of the United Amusement; the St. Denis, a France Film house showing only French pictures; the Savoy in Verdun, an air-conditioned Confederation Amusements theatre; the Imperial which gets second run of leading pictures, and the Empire, a small independent theatre in the north end of the city.*

Dullness on Filmrow has inspired most of the managers to set off on motor tours of the province seeking to get in early bookings for the fall. Sometimes the managers hunt in couples which has the double advantage of cutting the cost of gasoline and preventing the trips from being monotonous.

*Among the local managers who are seeking out of town for business are M. Isman of Warner-Vitagraph; H. Kauffman of Grand National, and A. J. Jeffery of United Artists. Mr. Jeffery has been as far as Baie Comeau, new city on the Gulf of St. Lawrence, which was built by the* Chicago Tribune *newsprint interests. Baie Comeau has one theatre, the Arcade, managed by H. Perron, formerly manager of independent theatres in Montreal. During Jeffery's absence the United Artists office is in charge of E. Schrider, assistant manager.*

Ed English, local manager of 20th-Fox, is preparing to put his office again in the forefront of the S. R. Kent Drive. The seventh drive starts August 13 and will continue until December 16.

*Nan Morris, who won the title of "Miss Toronto" the other day, says she doesn't want to be a film star. "I like the movies, though, and I go two or three times a week. My favorite players are Joan Crawford and her ex-husband, Franchot Tone."*

A Montrealer whose son is at a famous English public school was in New York the other day and dropped in to see "Goodbye, Mr. Chips." To his astonishment and delight he saw among the group of schoolboys in the picture his own boy.

*Guest theatre tickets were awarded by Phil Maurice, manager of Loew's, for the best candid camera shots of Montreal celebrities arriving to attend the Canadian premiere of "Goodbye, Mr. Chips" at Loew's, July* 20. *Contestants were instructed to mail photographs to Loew's by the following Monday, and tickets were mailed to the winners. Enlargements of the best photographs are being displayed in the theatre lobby during the engagement.*

Official sanction has been given Paramount Oshawa Theatres to decrease capital from $210,000 to $10,000 by cancelling 750 unissued seven per cent preference shares of $100 par and 1,250 issued shares of seven per cent preference called for redemption June 30 last. An increase of capital following that operation also has been sanctioned. It will be increased to $72,500 by creation of 625 of five per cent cumulative redeemable preference shares of $100 par.

*Allied Exhibitors of Nova Scotia elected W. H. Cuzner, Sydney Mines, president, succeeding A. J. Mason of Springhill. Others elected are Frank Sobey of Stellarton, vice-president, and T. J. Courtney of Halifax, secretary-treasurer.*

## *Film Section Trade Board Issues Golf Meet Forms*

TORONTO—Entry forms have been issued for the first annual golf tournament of the Toronto board of trade film section which has been dated for Monday, August 14, at the Oakdale Golf Club just outside of Toronto. The entry fee, which covers the banquet at night, greens fee and incidentals, is $5.

## *Roy Lerner GN Chief in Vancouver in August*

VANCOUVER—Early August will see management of the Grand National office here in the hands of a new man, as L. A. Allen will be succeeded by Roy Lerner, who for some time has been a salesman for the company in the east.

## *Fire Levels Minto*

MINTO, N. B.—A fire which cleaned out a lumber yard and damaged a hotel, destroyed the Minto Theatre, a 200-seat house built to accommodate miners of that district.



## *Privileged Showman—*

*That more than one showman (as at first believed) had the opportunity of meeting Their Majesties during the Royal Tour is here attested by this picture showing George McComber, secretary of the Lakehead Theatres Co., and his wife, being presented to the King and Queen. McComber also is an alderman at Port Arthur, Ont.*

# MARITIMES

HAROLD F. PARKER, manager of the Capitol, Yarmouth, N. S., twice a member of the Canadian Bisley Team, took part in the Nova Scotia Rifle Ass'n shoot held at Bedford, N. S. . . . Sympathy is extended to Margaret Lester, film inspectress at Paramount, and William Steen, shipper at United Artists, whose fathers passed away.

*After fire had destroyed the Gaiety, Fredericton, N. B., the safe, containing papers and money amounting to about* $300, *was stolen from the ruins. W. W. O. Fenety, the owner, reports the safe was found later in the woods near the town, but only a few papers had been left in it.*

T. J. O'Rourke of the Gaiety, Minto, N. B., a recent visitor to Filmrow, was delighted at the opportunity to cool off in Saint John after suffering from the intense heat which had been quite prevalent in the central part of the province.

*Mr. and Mrs. Norman W. Mason of the Roseland and Academy theatres, New Glasgow, N. S., called on Filmrow when they were en route home after their honeymoon in the United States.*

The Royal, Dominion, N. S., is now open only two nights a week.

## *Ottawa Civic Committee Plans Film Contest*

OTTAWA—The Civic Industrial and Publicity Committee of Ottawa, Ont., has hit upon a novel idea for an official motion picture of the Canadian Capital to be used for publicity purposes. The civic officials plan to offer a substantial cash prize for the best 1,000-foot film of Ottawa in a competition which will be open to all professional and amateur moving picture cameramen or commercial companies, the print to be new and original.

## *Draws $250 Fine*

NELSON, B. C.—Arthur Booth of Travel Films was hailed into court for exhibiting in a building in Kalso, B. C., which had no license for that purpose, and was fined $250.

# VANCOUVER

THE managers on Filmrow are in their shirt sleeves these days, not so much on account of the heat, but because, with the vacation season now in full swing, there are gaps in the staffs to fill.

*Miss Margaret Inglis of the RKO staff is receiving congratulations on her approaching wedding, set for some time in September . . . Bill Hansher of Paramount went over to the Island a few days to check up on business.*

Larry Bearg and his 15 Vancouver managers of Famous Players theatres, got off to a good start for that Niagara Falls convention. They all wore tartan caps with "British Columbia" in bold letters across the top. The Province has reason to be proud of these advertisers.

**Paramount (——)** **120 Minutes** **Rel. ————**

Percival Wren's glorious story of brotherly love and high adventure in the French Foreign Legion, which thrilled millions as a best seller and a silent picture of more than a decade ago, loses none of its universal appeal through the streamlining of modern and ultra-spectacular production treatment, returning to the screen as a solid hit, the destiny of which, as a money picture, appears certain. Gary Cooper gives his usual restrained and winning performance in the title role, while Ray Milland and Brian Donlevy, the latter particularly, are standouts in a generally fine supporting cast. William A. Wellman, credited with both production and direction, has mounted the action-laden melodrama so that in every phase it reflects its careful preparation and substantial budget, along with the entertainment punch of the original.

**Gary Cooper, Ray Milland, Robert Preston, Brian Donlevy, Susan Hayward, J. Carrol Naish, Albert Dekker.**

## *Beau Geste* F — Action Drama

**Paramount (——)** **62 Minutes** **Rel. July 28, '39**

A jungle adventure yarn, peopled with a strange set of characters, dressed up with attractive savage trappings and drawn along sinister lines, this offers good exploitation possibilities. It may be second or third string casting, but the script fits nicely. Background forms a fascinating lure for those who like their hokum spread on thick. The plottage is attuned to the atmosphere; a power crazed Eurasian defying the law to invade a kingdom he has set up of savages and white outcasts. J. Carrol Naish is the brains and a plenty tough hombre. One of his captors is an old Chinese general whom Naish has robbed and left to die. Anna May Wong, the general's daughter, weedles her way into the hideout and aided by a secret service man under the guise of a trusted outcast, causes Naish's downfall. Action and suspense are plentiful, and direction by Kurt Neumann is smart.

**Anna May Wong, J. Carrol Naish, Eric Blore, Anthony Quinn, Ernest Truex, Broderick Crawford.**

## *Island of Lost Men* F — Adventure Drama

**RKO Radio (——)** **65 Minutes** **Rel. Aug. 11, '39**

With a different locale and slight changes in plot development, this is an almost exact duplicate of the successful "Lost Patrol" made by the same company several years ago and will undoubtedly be recognized as such by many of those who enjoyed the earlier picture. Given a smaller budget and a much less impressive cast, however, it can classify only as a he-man western, in which category it will probably serve satisfactorily. The story, laid in Arizona in the 1870's, finds Robert Barrat, a sheriff, heading a posse of nine men out into the bad country in search of a half-breed killer. They are trapped by Apaches and besieged by their unseen enemy, a nerve-wracking situation in which each character betrays his strength and weakness. All but Barrat are killed before the murderer is caught. Lew Landers directed.

**Robert Barrat, Noah Berry jr., Guinn Williams, Douglas Walton, Paul Hurst, Robert Coote, Francis McDonald.**

## *Bad Lands* F — Western

**20th-Fox (001)** **82 Minutes** **Rel. Aug. 4, '39**

Eye-filling is the word for this saga of glamour girls in the big city. In keeping with the quantity of feminine pulchritude on exhibit, the production is ornately decorated. Dramatically, it is a pretty weak story of a girl who comes to New York for her home town lover only to find him cool. Within a month, she becomes the town's leading model. The boy friend realizes his mistake but they are only reconciled when the girl is a witness to a shooting fray at a wealthy man's apartment. The film serves to introduce comely Linda Darnell, a newcomer with considerable promise. Ann Sothern again steals a picture with a sparkling performance. Elsa Maxwell is good in a brief part. Gregory Ratoff directed.

**Ann Sothern, Linda Darnell, James Ellison, Jean Rogers, Lynn Bari, John Halliday, Alan Dinehart.**

## *Hotel for Women* F — Comedy Drama

**Paramount (——)** **75 Minutes** **Rel. Aug. 18, '39**

The British have turned out an amiable and diverting bit of comedy melodrama, which, despite the tendency to ape Hollywood mannerisms concerning reporters and their ilk, moves deftly along. Minus names, it should, nevertheless, make a good running companion on the duals. The story has bald-pated Alastair Sim as the managing editor who always is giving the sack to Reporter Barry K. Barnes who is on the spot because a gang thinks he knows too much about a murder. As a result, he is a marked man and scores a number of news beats. Definitely an asset and as refreshing as a long cool drink is Valerie Hobson who plays the part of Barnes' sympathetic and helpful wife with charm and poise. Donald MacDonald directed dextrously.

**Barry K. Barnes, Valerie Hobson, Alastair Sim, John Warwick, Philip Leaver, Edward Lexy, Garry Marsh.**

## *This Man Is News* F — Comedy Melodrama

**20th-Fox (951)** **70 Minutes** **Rel. July 28, '39**

This may be pegged several notches above the average boots-and-saddles offering and just slightly below the super sagebrush sagas of which several have been produced during the past year. For youngsters and western fans it is a bonus entertainment parcel possessing at the same time sufficient action to more than satisfy the less rabid action addicts. Made on a comparatively elaborate scale, from an action-laden story of Tombstone during its wildest days, directed with comparable speed and entrusted to a highly commendable cast, the feature is engrossing from start to finish. Randolph Scott, in the part of Wyatt Earp, sure-shot law enforcer and scourge of Arizona's bad men, comes through with a performance that will delight the hearts of those who like their heroes he-mannish and hairy-chested. Directed by Allan Dwan.

**Randolph Scott, Nancy Kelly, Cesar Romero, Binnie Barnes, John Carradine, Edward Norris, Eddie Foy jr.**

## *Frontier Marshal* F — Western

**20th-Fox (8014)** **72 Minutes** **Rel. July 21, '39**

One of those British drawing room triangle affairs in which hubby is a good-natured bounder, the wife is understanding and utterly loyal, and the third party is the mutual friend who has been hiding his love for the attractive wife for years. In addition, the wife's mean and wealthy brother is found dead and hubby is accused. The mutual friend helps him obtain an acquittal and when hubby returns he discovers the truth about the romance. So like a gentleman, he admits the truth about the crime and kills himself. Among the principals, Jane Baxter, as the wife, displays considerable charm and ability. Clive Brook handles the husband role in his usual static manner. Robert Stevenson directed. It is too, too British for general appeal.

**Clive Brook, Jane Baxter, Barry K. Barnes, Francis L. Sullivan, Edward Rigby, Peter Bull.**

## *The Ware Case* F — Drama

**Paramount (——)** **57 Minutes** **Rel. Aug. 4, '39**

It is easy to see why the Hopalong Cassidy series is rated as topnotch western entertainment. Despite the routine pattern of the plot, the principals maintain a standard of acting far above the usual sagebrush histrionics. William Boyd, Russell Hayden and Russell Hopton invest the proceedings with a convincing note. Action is naturally underlined in the story which has Boyd subdue a gang of rustlers. What passes as a "new twist" is the inclusion of a woman rancher whose convict husband returns to plague her. Before the convict can reveal the secret to his son, who believes his father is dead, the convict is killed and the secret remains undisclosed. The King's Men contribute a few spirited vocal numbers. Lesley Selander directed.

**William Boyd, George Hayes, Russell Hayden, Charlotte Wynters, Russell Hopton, Sonny Bupp, The King's Men.**

## *Renegade Trail* F — Western

**Republic (——)** **70 Minutes** **Rel. ————**

A brimming measure of action, comedy, hard riding and music, coupled with a well-slanted and original story, puts this near the top as a Gene Autry starrer and one that should be received with enthusiasm by all fans of the boots-and-saddles school. Autry has been surrounded with better support than usual, including such exploitable names as the Hoosier Hot Shots, radio and recording stars, and the Ranch Boys. This time he is a sergeant in the U. S. army. Military leaders require a certain stretch of ranch land to conduct war games, but meet opposition from the cattlemen. Autry, sent out on special assignment, poses as a cowboy to persuade the ranchers to back down, succeeding only after he uncovers considerable skullduggery. Directed by Joe Kane.

**Gene Autry, Smiley Burnette, June Storey, George Hayes, Hoosier Hot Shots, The Ranch Boys, William Hall.**

## *In Old Monterey* F — Western

**SELLING ANGLES:** **"Bad Lands"**

Build a false front resembling jagged stone cliffs. Create a lobby layout comprising cutout portraits of the ten principal characters, captioning each with a brief description of his character. Use the title in tieups with realtors on the angle that: "You'll find no 'Bad Lands' among the properties listed here." The story would be suitable for fictionizing or conversion into a cartoon strip for use in a newspaper. Dress theatre attendants in cowboy costumes.

**CATCHLINES:**

Breathless Suspense . . . And Action as You Love It . . . As Ten Iron Men Fight an Enemy They Cannot See.

One False Move Means Death . . . And One by One These Ten Men Give Up Their Lives in the Most Thrilling Man-Hunt Ever Filmed.

**SELLING ANGLES:** **"Frontier Marshal"**

Transform theatre front and lobby into a frontier-town effect, tacking up "Wanted!" posters and hanging braces of six-shooters and sawed-off shotguns around the walls. Swear in all juveniles as "deputy marshals" and give them inexpensive tin stars to wear. Promote a local championship pistol shoot. Arrange interviews with retired pioneer law enforcers. Arrange exploitation tieups with libraries on Stuart Lake's "Wyatt Earp, Frontier Marshal," on which the picture was based.

**CATCHLINES:**

He Tamed Turbulent Tombstone . . . Where They Boasted "A Man for Breakfast Every Morning!"

Tombstone Knew His Brand of Law and Order . . . To Shoot First—and Shoot to Kill . . . And Nobody Ever Beat Him to the Draw.

**SELLING ANGLES:** **"In Old Monterey"**

Most of the ballyhoo should, of course, center around Gene Autry and his running-mate, Smiley Burnette. Story is based on factual happenings. Perhaps it would be possible to obtain newspaper headlines relating thereto for a lobby centerpiece. Present in the cast are such radio names as the Hoosier Hot Shots, the Ranch Boys and Stuart Hamblin. These musical aggregations have all made phonograph recordings. Tie up with music stores and radio stations on them.

**CATCHLINES:**

A New Kind of Role for Gene Autry . . . An Army Man Who Had to Pose as the Fightin'est Cowpuncher in the West.

Gene Autry . . . Swinging Down the Trail Again With All the Action and Adventure That Make Him Public Cowboy No. One.

**SELLING ANGLES:** **"Island of Lost Men"**

Savage jungle wars, the treachery of renegades, a hidden kingdom, dangerous adventure, criminal outcasts and Singapore are a few of the items that either, individually or collectively, could serve as the springboard for your campaign. Your front can be particularly helpful. Jungle regalia should be tied in strongly with the title. You may be able to pick up newspaper headlines of prominent persons who have disappeared, using reproductions with the title. You may be able to get a loan from your local music store of tom toms or jungle drums. These could be played by "savages."

**CATCHLINES:**

Many Go to But Few Return From the Island of Lost Men.

Your Nerves Will Tingle With the Adventure of a Jungle Kingdom.

**SELLING ANGLES:** **"This Man Is News"**

This picture warrants slightly more than the usual exploitation. Start out by comparing it with the "Thin Man," but emphasize the newspaper angle. A tieup may be arranged to supply newsboys with aprons carrying the title and playdate of the picture. Another stunt is to have some extra copies remade with the title as a streamer and Barnes' picture on the front page for distribution over town. Don't overlook Miss Hobson for a buildup. Large cutouts of the stars should be placed in the lobby alongside a display portraying the melodramatic elements in the film.

**CATCHLINES:**

The Man Who Knew Too Much . . . He Makes Up a Murder and Then It Happens.

The British Go to Town . . . Funnier Than "The Thin Man."

**SELLING ANGLES:** **"Renegade Trail"**

All the drawing power in the name of "Hopalong Cassidy" should be exploited to the utmost. One way to keep the youngsters interested is by forming a Hopalong Cassidy Fan Club and enrolling them as deputies. Badges should be handed out to make it official. Window displays on books by Clarence E. Mulford should be obtained to plug the series. Don't overlook the King's Men, a popular male quartet, who introduce "Lazy Rolls the Rio Grande" and "Hi There! Stranger," published in sheet music form.

**CATCHLINES:**

Hopalong Cassidy's Most Dangerous Mission.

They Can Double-Cross Hopalong Only Once.

**SELLING ANGLES:** **"Beau Geste"**

Mount a large compo-board facsimile of the P. C. Wren novel above the marquee and capture the Foreign Legion atmosphere by decorating the theatre front with artificial palms and compo board painted to resemble a fortress. Strew sand along sides of the lobby. Don't overlook tieups with libraries and bookstores on the Wren novels, with marked attention to "Beau Geste." If deemed advisable, a lobby display comparing the new production with the silent version might be prepared. Give marquee credits to Gary Cooper and Ray Milland.

**CATCHLINES:**

The Most Glorious Saga of Adventure Ever Written Lives Again as Thrilling, Throbbing Screen Entertainment.

Death . . . Romance . . . Intrigue . . . In the Most Famous Story From the Vivid Pen of P. C. Wren.

**SELLING ANGLES:** **"Hotel for Women"**

Elsa Maxwell, who is well-publicized as one of the most original and popular of hostesses, should be the springboard for a campaign that certainly will have eye-appeal. The ads have drawings by Petty, Barclay, Crandell and La Gatta. Cutouts of models used by these illustrators should make striking lobby displays. Try and arrange a tieup with a local florist to have small bouquets of flowers sent to prominent women in town. The film is a natural for a contest to select the prettiest girl in town. This can be done in conjunction with a department store which would have the winner model clothes for a short time.

**CATCHLINES:**

A Saga of the Glamour Girls in the Big City.

Ask Elsa Maxwell . . . She Knows All the Answers.

**SELLING ANGLES:** **"The Ware Case"**

The picture should be aimed primarily at women and it can be done by poising questions concerning the propriety of a woman remaining with her husband under all circumstances. A street stunt that should attract attention is a man dressed in morning clothes parading with a sign which reads: "My Lawyer Is Unfair. He Won My Case, But Stole My Wife." Clive Brook's name is most familiar to American audiences and it should receive the most prominent billing, but don't overlook Jane Baxter who should click with audiences. Also, attention should be called to the director, Robert Stevenson.

**CATCHLINES:**

He Saved a Scoundrel's Life and Won His Wife.

Women! What Would You Do If You Were Margaret Ware?

# The Exhibitor Has His Say

## SHOW SHOPS

### The Small Exhibitors Sound Off On the 'Epics' Sent To Their Houses—Notes On the New Movies Booked for Downtown Theaters

By KASPAR MONAHAN

One of the biggest problems in movie-making is to please the customers in what is commonly referred to as "the sticks." Movies that ring up huge grosses in New York, Pittsburgh and other metropolitan areas often as not go into a tail spin when showing in the thousands of small towns and villages in the 48 states. And vice versa.

Small town showmen who in the aggregate represent a mighty factor in the amusement business are out-spoken fellows. Their one and only critic is the audience—and the paying customers' opinion is worth more to them than all the judgments, pro or con, pronounced on the movies by the film critics of the big cities.



Mr. Monahan

If the customers don't like a movie they tell the exhibitor just what they think. They know him well and address him by his first name. And he knows all of them by name, too. If Jim Jones, who brings his wife and three kids regularly every Tuesday night to the Bijou, thinks the picture is bad he'll say on the way out to Exhibitor Smith: "What a rotten picture, Bill—what do you show such junk for?"

When about 20 others of his "regulars" tell Bill about the same thing, he knows he has a lemon on his hands, no matter what the critic of the New Yorker had to say in praise about it or what virtues found in it by the erudite observer of the New York Times.

* * *

The publication Boxoffice conducts an open forum for the exhibitors and the showmen's complaints and approvals are printed at regular intervals. Theaters operated by these men range in seating capacity from 250 to 500. The towns have populations of several thousands or less. And the exhibitor usually knows everybody in town. That makes it tough on him when the pictures don't please. It becomes a personal matter, and he's in the same spot occupied by the corner grocer who is verbally assailed by a housewife because the steak is tough or the tomatoes over-ripe.

Hence the "Open Forum." A few examples:

A. N. Beezley, Grand Theater, Littleton, Col. (capacity 250) says of "Idiot's Delight":

"I have my doubts whether this one would even satisfy an idiot. Made myself scarce when patrons came out."

Of "Wuthering Heights," says George Comden, Westport, Conn.: "Very favorable for class trade. Play single feature with no dishes."

* * *

Tom McCaskey who runs a 562-seat house at Williamsburg, Va., writes concerning "Hotel Imperial":

"Presents a carbon copy of Dietrich in a picture just as weak as those given Marlene. As entertainment it suffers from unconsciousness at recurring intervals. The audience waited patiently through these, thanks to the cooling system."

Of "Cafe Society", E. A. Stein of Wickenburg, Ariz., sourly inquires:

"Do these actors have to spend all their time lighting cigarets for each other?"

The same Mr. Stein didn't think so much, either, of "Love Affair," which Pittsburgh "femmes" thought was so wonderful. As witness:

"An attempt to combine the outstanding qualities of "Magnificent Obsession" and "The Awful Truth," which curdled. It's hard to understand why producers spend so much time looking over their shoulders instead of keeping their noses into the wind."

* * *

*From*
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## The Exhibitors' OPEN FORUM

### Where "For 'Em" or "Ag'in 'Em"

### ALL MAY SPEAK THEIR MINDS

●

Published Regularly in

The Pulse of the Motion Picture Industry

BOXOFFICE

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.*

### B

**BEACHCOMBER, THE (Para)**
This picture should never have crossed the Atlantic. We have enough duds originating in this country to curse the public with and live down without accepting those made on foreign soil. Charles Laughton is a very good character and should not be sacrificed in such trash. It's a question who receives the benefit while we suffer. Wed., Thurs. Weather: Warm. Admission: 40-25-15-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**BLACKWELL'S ISLAND (FN)**
Did OK with help of giveaways. Tues., Wed. Weather: Hot. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 265.—C. W. Ritenour, Majestic Theatre, Milford, Ill.

**BRIDAL SUITE (M-G-M)**
This is a pretty good story idea that didn't "jell" very well—probably mostly because of the miscasting of Annabella. For some reason her part didn't mature like it should have and it is hard to figure out why too. She should have shone, but just didn't. Admission: 40-10. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**BROADWAY SERENADE (M-G-M)**
Another treat to lovers of singing. Story very weak. Looks to me Metro overlooked that point in this production. Thurs., Fri. Weather: Warm. Admission: 25-10. General patronage. Population: 152,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

### C

**CHARLIE CHAN IN RENO (20th-Fox)**
You won't have to hide at the break of this amusing little picture. Patrons are pretty sure to like it enough to express satisfaction. The series does not draw as well with the new Chan as formerly. There is something missing, but they are still absorbing filmfare. Wednesday. Weather: Fair-warm. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**CLOUDS OVER EUROPE (Col)**
Another striking example of what the English producers can turn out in the way of socko entertainment. Hollywood might do well to get John Bull's so successful formula for exciting film fare. Any theatre, from city to hamlet, can play this importation and send its patrons out so well pleased and thoroughly entertained. Business good. Wed. Weather: Clear, hot. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**COME ON, RANGERS (Rep) and NORTH OF SHANGHAI (Col)**
A couple of program pictures not outstanding and not much at the wicket where it counts for the exhibitor. A couple more dates sacrificed for the good of the cause. Fri., Sat. Weather: Hot. Admission: 40-25-15-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

### D

**DODGE CITY (WB)**
Excellent production that drew to capacity crowds, even though played late for this section. Saturday. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**DODGE CITY (WB)**
Played this one late, to very satisfactory business. Everyone well pleased, including myself. I think if it had been played on the nose, like "Union Pacific," it would have equaled that showing. As it was there is no complaint with the business. More like it, with extended playing time, would help the industry. Sun., Mon. Weather: Hot. Admission: 40-25-15-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**DOWN ON THE FARM (20th-Fox)**
This is a good series. Business average due to conditions here and celebration coming soon. Fri., Sat. Weather: Good. Admission: 35-15. General and farm patronage. Population: 500. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

### E

**EAST SIDE OF HEAVEN (Univ)**
This is one of the best of Bing Crosby's pictures. The baby, Sandy, was very good for the part. Picture did good business and should do good any place. Sun., Mon. Weather: Fair. Admission: 20-10. General patronage. Population: 1,000. Capacity: 305.—Logan Hedrick, Homer Theatre, Homer, Ill.

### F

**FAMILY NEXT DOOR (Univ)**
A new family series and one that is due to be a hit wherever played. My patrons ate it up. Give us more, Universal. Tuesday. Weather: Good. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300.—R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

**FAST AND LOOSE (M-G-M)**
Clever mystery drama. Played it on Dish Nite as main feature. A little slow moving in spots and not as fast as the title indicates. Tues., Wed. Weather: Cloudy. Admission: 25-10. General patronage. Population: 152,000. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

**FLYING IRISHMAN (RKO)**
Doug Corrigan is not an actor, but this is a little different and got by fairly well. Although the picture was better than I expected it did a flop at the boxoffice. Part of this was due to a revival in town. Thurs., Fri. Weather: Good. Admission: 20-10. Rural patronage. Population: 800. Capacity: 384.—L. B. Rockett, Wahoo Theatre, Dubach, La.

**FOR LOVE OR MONEY (Univ)**
This one will make you feel like you would love to have your rental money back. A Columbia Three Stooges' comedy will do more business for me. Will please 40 per cent and you will be lucky if that many come. Played Thursday only, July 13, to poorest attendance since the house opened March 18. Small town patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

### G

**GOODBYE, MR. CHIPS (M-G-M)**
One of the year's outstanding productions. You'll see a wonderful piece of acting by Robert Donat. Greer Garson, the lady lead, is good to look at and really can act. 100% show. Sun., Mon. Weather: Hot. Admission: 40-30. A and B patronage. Population: 75,000. Capacity: 2,700.—M. E. Berman, Orpheum Theatre, Springfield, Ill.

**GORILLA, THE (20th-Fox)**
Good picture. Good business. Very funny show. Mon., Tues. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

### H

**HONOLULU (M-G-M)**
A very good show which did good midweek business. Give it your best playing time. Wed., Thurs. Weather: Fair. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

### I

**I'M FROM MISSOURI (Para)**
This was a disappointment. Not up to Bob Burns standard. Will please most of the older folks. Does not compare with "Arkansas Traveler." Tues., Wed., Thurs. Weather: Good. Admission: 2 for 35 and 10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**INVITATION TO HAPPINESS (Para)**
Good entertainment and you won't have to hide when the patrons come out. Sun., Mon., Tues., Wed. Weather: Hot. Admission: 40-30. Population: 75,000. Capacity: 2,700.—M. E. Berman, Orpheum Theatre, Springfield, Ill.

**IT'S A WONDERFUL WORLD (M-G-M)**
A swell comedy. Don't pass this one up. Patronage up to usual Saturday-Sunday standard. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 900. Capacity: 170.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

### K

**KING OF THE TURF (Univ)**
Excellent picture that those who saw it, thoroughly enjoyed. No draw. Wednesday. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

### L

**LET FREEDOM RING (M-G-M)**
Top flight cast in an overworked story give an excellent performance for those you can get in. But don't depend on the picture pulling. It won't. Wed., Thurs. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

**LITTLE PRINCESS (20th-Fox)**
Good picture, but no draw for this high-class picture. Will please those who see it, if you can get them in. Mon., Tues. Weather: Fair. Admission: 25-10. Small town patronage. Population: 700. Capacity: 200.—Charles F. Dearman, Fox Theatre, Smithville, Tenn.

**LITTLE PRINCESS (20th-Fox)**
One of the best Shirley Temple features to date. Business folded here on this. They just don't care for Shirley any more. Fri., Sat. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**LITTLE PRINCESS (20th-Fox)**
Best Shirley Temple to date, but played to the poorest business. Why can't they get it into their heads that people are fed up on costume pictures? Sun., Mon. Weather: Good. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

## M

**MADE FOR EACH OTHER (UA)**
One of the finest pictures of the year and thoroughly enjoyed by all who came to see it. Very poor midweek business. Wednesday. Weather: OK. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**MAISIE (M-G-M)**
A feather in the cap for Young and Sothern both. Story a little far-fetched, but good entertainment just the same. Some of the backgrounds of the mountains were obviously backdrops and pretty corny attempts at that, but one can always hope that those above the eighth grade didn't notice. The kids sure did. Cosmopolitan patronage. Population: 500. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**MAN ABOUT TOWN (Para)**
A real "goodie." Rochester nearly steals picture from Benny. It's a wow from start to finish. Give it extra playing time as you'll need it. I did. Sun., Mon., Tues., Wed., Thurs., Fri. Weather: Hot. Admission: 40-30. A and B patronage. Population: 75,000. Capacity: 2,700.—M. E. Berman, Orpheum Theatre, Springfield, Ill.

## N

**NANCY DREW, DETECTIVE (WB)**
First of this series we have shown. Audience reaction good. Wed., Thurs. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 206.—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

## O

**OKLAHOMA KID (WB)**
In spite of what some critics say the picture turns out to be just about what you would expect from cast and title and where this suff goes over it's tops. We did very well on the Pix by selling James Cagney and his handling of the part, which is just what several critics griped about. Admission: 40-10. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## P

**PIRATES OF THE SKIES (Univ)**
Played this one on my bargain nite before the largest bargain nite crowd I have ever had. Plenty of action. Will go well in most spots. Tuesday. Weather: Good. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300.—R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

**PLAINSMAN (Para)**
Second time to play this. Subbed for "Zaza" and did OK. Still think it better than "Stagecoach" or "Dodge City." Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 265.—C. W. Ritenour, Majestic Theatre, Milford, Ill.

**PRIDE OF THE NAVY (Rep) and KING OF CHINATOWN (Para)**
Double billed for one day at reduced admissions. My public accepted both as entertaining and worth the time and money spent. Only fault I have to find is they are making too many pictures on the same order that have to be disposed of the same way. It simply cannot be done with only one theatre. Tues. Weather: Fair. Admission: 40-25-15-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

## R

**RADIO CITY REVELS (RKO)**
Just fair draw. Probably due to showing so late. Sun., Mon. Weather: Good. Admission: 35-15. General and farm patronage. Population: 500. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**RHYTHM OF THE SADDLE (Rep)**
Played with "Everybody's Baby" and between the two had an above average attendance. Autry and Jones Family draw well here. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**ROSE OF WASHINGTON SQUARE (20th-Fox)**
A thoroughly enjoyable musical film, but didn't draw as well as I had anticipated. My audience seemed to like it, and had favorable comment. Wed., Thurs., Fri. Weather: Fair, but hot. Admission: 25-10. Small town patronage. Population: 900. Capacity: 170.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

## S

**ST. LOUIS BLUES (Para)**
There was some good music in this picture, but the people just didn't come to see it. Fri. Admission: 25-10. Weather: Rainy. Rural patronage. Population: 600. Capacity: 270.—Mrs. M. H. Robertson, Joyo Theatre, Coleridge, Neb.

**SAINT STRIKES BACK, THE (RKO)**
A better than average picture that drew well on bargain night and received favorable comment. Thursday. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**SAINT STRIKES BACK, THE (RKO) and SECRET SERVICE OF THE AIR (WB)**
Used on a double bill, both carried a certain amount of action and while there was no boxoffice rush, those that came were satisfied. Fri., Sat. Weather: Cool. Admission: 40-25-15-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**SERGEANT MADDEN (M-G-M)**
It is 100 per cent Wallace Beery and he is about done for here. Sun., Mon., Tues. Weather: OK. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

**STAGECOACH (UA)**
Excellent picture of this type which drew very well, even though played late for this section. Pleased everyone, although a trifle too long. Wed. Admission: 25-10. General patronage. Population: 3,000. Capacity: 575.—Ritz Amusements, Inc., Park Theatre, North Vernon, Ind.

**SUSANNAH OF THE MOUNTIES (20th-Fox)**
Pretty good strategy on the part of Zanuck to put over Shirley Temple in an action picture for a change from her usual type. The girl handles the part well too. We played this picture just a few days after the 4th of July when we had an opportunity to see the real Indian dances at the pow-wow in Flagstaff and we can say the Indian stuff in the picture is good. Fox deserves credit for presenting this properly regardless of the tricks. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## T

**TARZAN FINDS A SON! (M-G-M)**
Proof that Weissmuller is the only really acceptable Tarzan as far as the theatre audiences are concerned. Very well done, and the little boy is worth seeing by himself. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**THANKS FOR THE MEMORY (Para)**
Pix not boxoffice. Apparently these two stars (Bob Hope and Shirley Ross) need a little more work as supporting players before they will be able to carry leads well. Admission: 40-10. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## U

**UNMARRIED (Para)**
Just another program picture. No good, but not bad, which is something these days. Tues. Weather: Hot. Admission: 20-10. Rural patronage. Population: 800. Capacity: 384.—L. B. Rockett, Wahoo Theatre, Dubach, La.

## W

**WOMEN IN THE WIND (WB)**
Good airplane picture with Kay Francis which pleased. Good business. Mon., Tues. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

## Y

**YOUNG MR. LINCOLN (20th-Fox)**
Henry Fonda does the most perfect job of his career in playing the part of Lincoln. It's a top piece of entertainment and nothing further need be said. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

# NEWSREELS

### TUESDAY, JULY 18

**Movietone News, No. 89:** Squalus sinks again; Admiral Yarnell inspects marines; spectacular forest blaze; dropping old cars; bull fighting returns; royalty in the news; King Leopold presides at air meet; Lew Lehr; Picard wins title and undersea boxing.

**News of the Day, No. 287:** Squalus sinks again; Far East crisis; Salinas rodeo sets record; Queen Mary meets young Britain; Kentucky mine blast kills 28; Hollywood game of errors, and Picard wins title.

**Paramount News, No. 100:** WPA strike situation; new icebreaker for Coast Guard; Kentucky mine blast; British undersea fight; news reporters win headliner's awards; Picard wins golf title, and Hollywood game of errors.

**RKO Pathe News, No. 104:** Nation's newsmen receive awards; G. M. strikers clash with police; film stars play baseball; Bloody Harlan torn by riots; Queen Mary meets young Britain; CIO votes to organize packers, and Picard wins title.

**Universal Newsreel, No. 789:** Squalus sinks again; WPA strike in Minneapolis; Kentucky mine blast; irate wives end beard derby; steers gore riders at rodeo; Queen Mary at garden party; tricky suits for kiddies seen; oriental King takes to air, and Picard wins title.

### THURSDAY, JULY 20

**Movietone News, No. 90:** Corrigan marries; tobacco auction; Coney Island; President's mother interviewed in Paris; army tests flying fortress; Paris fashions; Lew Lehr; Dempsey recovers; Wooderson makes comeback, and cheetah racing.

**News of the Day, No. 288:** France celebrates Bastille Day; Corrigan marries; Count Ciano visits Spain; harvest time in wheat empire; how wicked is New York?; women roll off bulges; new London dance craze; Dempsey recovers, and juniors in yacht classic.

**Paramount News, No. 101:** Bob Hope and parading mannikins; G-Men take over Louisiana investigation; Corrigan marries; Dempsey recovers; East Side mothers get vacation; Stanton Griffis marries Whitney Bourne, and tobacco chanters name new champ.

**RKO Pathe News, No. 1:** The migrant worker problem; Japan builds peace corps; fishing from a plane; rare birds at St. Louis zoo; new low cost housing venture booms; sheep head for mountain pastures, and Corrigan marries.

**Universal Newsreel, No. 790:** Refit Byrd ship for polar trip; the Grouch Club; big grain harvest in northwest; Dempsey recovers; Duchess renames cruiser; models show expensive furs; 1,000 twins at convention; woman sets globe air record; flames wreck school house; film stars try summer skiing, and girl loggers roll their own.

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Street Stunts Return As Selling Method

DETROIT—Sensational exploitation is being introduced into first-run situations here for the first time in years by the principal Detroit theatres—the Fox and the Michigan. A dignified method of exploitation is maintained, but the basic ideas represent a considerable departure from the standard advertising policies that have prevailed at these houses in recent seasons.

At the Fox, Col. Lawrence T. Lewis was engaged with his Hollywood gorilla, "Ingagi," and played in the lobby, as well as to some extent on the downtown streets, for the engagement of the Ritz Bros. "The Gorilla." Special stunts, such as having the gorilla faint on the streets during a heat wave, were tried.

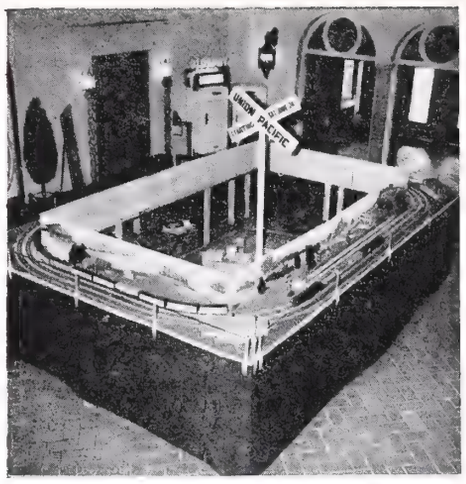
At the Michigan, "Tarzan Finds a Son" was the competing attraction. A year-old lion, weighing 250 pounds and managed by California Jack, was engaged to prowl the streets on a leash, as well as appear in the lobby.

The lion was put on the air during Harry Heilmann's "Man in the Street" broadcast from the front of the theatre, and growled over the ether for air fans.

The famous Tarzan love call, available on records, was widely heard by Detroiters crowding the city's principal park, Belle Isle, when it was given to boys who played it on phonographs in canoes all over the island, making the sound familiar to all outdoor pleasure seekers.

Colonel Lewis is working on a deal for Cooperatives Theatres, whereby most of the Co-op houses, particularly Krim and Associated circuits, would use "Ingagi" for exploitation. Deal would be used on second and key runs of "The Gorilla" or on return bookings of "The Jaws of the Jungle" in other theatres.

"Ingagi" will be used on the street, in the lobby, on stage and in front of theatres.




### Gets Attention—

*To promote "Union Pacific," Jimmy Long of the Fox Plaza, Kansas City, borrowed this elaborate miniature train system from the Vandenboom Furniture Co., Kansas City, and set it up in the lobby. Vandenboom furnished a man to operate it during show hours. The piece attracted more attention than anything the Plaza has had in its lobby for many and many a moon.*

## Miniature Dude Ranch and Two Sitters for "Maisie"

SALT LAKE CITY—A miniature "Maisie's Dude Ranch" was set up in the lobby of the Utah Theatre here, featuring a three-inch fan dancer which could be seen with the aid of a lense trick.

For the same film, two youths were hired to sit in chairs placed in parking stalls near the theatre. Paying nickels hourly for the privilege and outfitted with umbrellas and placards with picture copy, the pair, besides attracting attention for "Maisie," narrowly escaped a brawl with a motorist intent on parking his car.



### Giving the Patrons an Eyeful—

*These comely young women were entrants in a beauty contest at the Fox Theatre in Carlisle, Ark., under the auspices of th local Young Business Men. From the group of girls a queen was chosen with two maids of honor to represent the town at the Peach Festival in Forest City, Ark. The Rex, a unit of the G. W. Jones Theatres, is managed by Ted Wilson.*

## 84 Varied Stunts for "Only Angels"

PHILADELPHIA—No less than 84 different stunts were used in the campaign for "Only Angels Have Wings" arranged by Al Zimbalist and Jack R. Lexey for the Broadway. Among the stunts:

Letters boosting the film were obtained from Mrs. Eleanor Roosevelt, Steve Early, the President's secretary, and James A. Farley, postmaster general. All were placed in the lobby.

Postcards were sent from the World's Fair to a selected mailing list of 5,000.

Balloons were let loose from the roof, informing taxpayers and motorists that "Only Angels Have Wings."

Metropolitan Life Insurance first-aid booklets were obtained free, given out with stamped advertising material.

A billboarded truck drove through League Island, Philadelphia's "Coney"—the first time permission was ever obtained for such a stunt.

A truck drove around town with a flying school's airplane aboard.

The city council, represented by Bernard Samuels, presented a cup to a Columbia representative for producing the picture. (Cup ostensibly came from the city; but Lexey provided it).

Trailers were shown on 16mm film outside the theatre a week ahead, attracted literally thousands.

Fans were enrolled in a Jean Arthur Fan Club.

Letters were sent to 500 trade unions.

War veteran groups paraded to the theatre.

Result: Record-breaking business.

## Bathing Beauty, Double Contests Sell Rogers

NEW YORK — Ginger Rogers Bathing Beauty and Double Contests appear to be most popular with exhibitors who are plugging "Bachelor Mother."

In conjunction with a local paper, Manager D. B. Cottral of the Chief Theatre, Denver, staged a spectacular Rogers bathing beauty contest in the Garden of the Gods. Contestants were required to have with them an adopted "baby" in the form of a doll.

The girls in the contest were paraded in open cars starting from the front of the theatre. Then they were taken along "Pike's Peak and Colorado Avenues to Manitou Springs, thence to the Garden of Gods and the Hidden Roof, the observation roof of which is a natural stage.

In Atlantic City, Manager Morton Levin of the Warner, tied in with a department store for a sales girl beauty contest and with the Steel Pier for a Ginger Rogers double contest. Manager A. Jonason of the Mayfair, Asbury Park, used the title on diapered youngsters for a boardwalk ballyhoo.



# PARDON MY BLUSHES

**Matt Saunders, returning from a trip to Chicago recently, dropped me a few lines among which were the following: "My Theatre is a BOXOFFICE subscriber and it is read religiously by myself and my entire staff. When the present subscription runs out, you can rest assured that it will be renewed immediately." Matt runs the Loew's Poli at Bridgeport, Conn.**

* * * * *

It makes no difference what the governor of North Carolina said to the governor of South Carolina. I like very much what Bob E. Bryant of Rock Hill, S. C. says in a letter to us. Quote—BOXOFFICE is one of my favorite publications and I look forward to each issue, particularly The Modern Theatre, which are always kept on file for quick reference—unquote. Bob operates the Capitol show house 'way down in the South. (Harry Toler, editor of the Modern Theatre, take a bow).

* * * * *

**I sure like the way those Southern fellers talk! Listen at this feller named J. P. Harrison from Denton, Tex. Says this manager of the Texas Theatre: "I always look forward each week with quite a bit of pleasure to receiving my issue of BOXOFFICE because it is mainly through this medium that I keep posted on what is going on in our business. I especially like the local flavor you give it."**

* * * * *

Next to seeing autographs on sweet notes like the above, I like to see them on coupons like the one below. That's the first step in making exhibitors happy; and my publisher boss gets a kick out of it, too. Get the hint?

**—BOXOFFICE jr.**

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# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | | **PRISON SURGEON**—Walter Connolly, Onslow Stevens, Dougas Fowley, Iris Meredith, Paul Fix, Stanley Blystone, Bernard Nedell. Producer: B. B. Kahane. Director: Charles Vidor.<br><br>**FIVE LITTLE PEPPERS AND HOW THEY GREW** — Edith Fellowes, Dorothy Ann Seece, Clarence Kolb, Dorothy Peterson, Ronald Sinclair, Tommy Bond. Producer: Jack Fier. Director: Charles Barton. Original: Margaret Lothrop. | |
| GN | | | |
| M-G-M | **REMEMBER**—Robert Taylor, Greer Garson, Lew Ayres, Billie Burke, Lione Atwill, George Barbier, Sara Haden. Producer: Milton Bren. Director: Norman Z. McLeod. Original: Norman Z. McLeod, Corey Ford. | **DANCING COED**—Lana Turner, Richard Carlson, Ann Rutherford, Lee Bowman, Artie Shaw, Roscoe Karns, Sterling Holloway. Producer: Edgar Selwyn. Director: S. Sylvan Simon. | **THUNDER AFLOAT**—Wallace Beery, Chester Morris, Virginia Grey, Philip Terry. Producer: J. Walter Ruben. Director: George Seitz. |
| MONO. | **MURDER IN THE BIG HOUSE**—Charles Bickford, Barton MacLane. Producer: Scott R. Dunlap. Director: William Nigh. Original: Rev. Patrick O'Neil. Screenplay: Martin Mooney.<br><br>**SKY PATROL**—John Trent, Milburn Stone, Marjorie Reynolds, Jackie Coogan. Producer: Paul Malvern. Director: Howard Bretherton. Original Screenplay: Joseph West, Norton S. Parker. | | **IRISH LUCK**—Frankie Darro, Sheila Darcy, Dick Purcell, Lillian Elliott. Producer: Grant Withers. Director: Howard Bretherton. Screenplay: Mary McCarthy.<br><br>**OKLAHOMA TERROR**—Jack Randall, Virginia Carroll, Al St. John. Producer: Lindsley Parsons. Director: Spencer Gordon Bennett. |
| PARA. | **REMEMBER THE NIGHT**—Fred MacMurray, Barbara Stanwyck, Sterling Holloway, Beulah Bondi. Producer: Mitchell Leisen. Director: Mitchell Leisen. Screenplay: Rebecca West.<br><br>**TYPHOON**—Dorothy Lamour, Robert Preston, Lynne Overman. Producer: William LeBaron. Director: Louis King. Screenplay: Allen Rivkin, Steve Fisher. | **DIAMONDS ARE DANGEROUS**—Isa Miranda, George Brent, Nigel Bruce, John Loder. Producer: William LeBaron. Director: George Fitzmaurice.<br><br>**UNTAMED**—Ray Milland, Patricia Morison, Akim Tamiroff, Eily Malyon, William Frawley, Jane Darwell. Producer: Paul Jones. Director: George Archainbaud. | **ARE HUSBANDS NECESSARY?**—Fred MacMurray, Madeleine Carroll, Allan Jones, Akim Tamiroff, Helen Broderick. Producer: Jeff Lazarus. Director: Edward Griffith. Screenplay: Virginia Van Upp. |
| RKO RADIO | | **THE FLYING DEUCES** — Stan Laurel, Oliver Hardy, Jean Parker. Producer: Boris Morros. Director: Eddie Sutherland. Screenplay: Ralph Spence, Harry Langdon, Alfred Schiller.<br><br>**THE FIGHTING GRINGO** — George O'Brien, Lupita Tovar, Leroy Mason, Mary Field. Producer: Bert Gilroy. Director: Dave Howard. | |
| REP. | | **WALL STREET COWBOY** — Roy Rogers, Raymond Hatton, George (Gabby) Hayes, Craig Reynolds, Pierre Watkin. Producer: Joe Kane. Director: Joe Kane. Screenplay: Gerald Geraghty. | **MIDNIGHT FLIGHT**—Roscoe Turner, Phil Regan, Jean Parker, Robert Armstrong, Noah Beery jr., Harlan Briggs. Producer: Armand Schaefer. Director: Sidney Salkow. |
| 20TH-FOX | | **DRUMS ALONG THE MOHAWK**—Claudette Colbert, Henry Fonda, John Carradine, Eddie Collins, Dorris Bowden. Producer: Raymond Griffith. Director: John Ford. Original: Walter D. Edmonds.<br><br>**HERE I AM A STRANGER**—Richard Greene, Brenda Joyce, Richard Dix, Gladys George, Roland Young, John Arledge. Producer: Harry Joe Brown. Director: Roy Del Ruth. | |
| UA | **THE GREAT DICTATOR**—Charles Chapin, Paulette Goddard, Henry Daniell. Producer: Charles Chaplin. Director: Charles Chaplin. Screenpay: Charles Chaplin.<br><br>**REBECCA**—Laurence Olivier, Judith Anderson. Producer: David O. Selznick. Director: Alfred Hitchcock. Original: Daphne DuMaurier. Screenplay: Martin Berkeley. | **INTERMEZZO**—Leslie Howard, Ingrid Bergman. Edna Best, John Halliday. Producer: David O. Selznick. Director: Gregory Ratoff. Screenplay: George O'Neil. | **THE HOUSEKEEPER'S DAUGHTER**—Joan Bennett, Adolphe Menjou, William Gargan, Marc Lawrence, Donald Meek. Producer: Hal Roach. Director: Hal Roach. Original: Donald Henderson Clarke. |
| UNIV. | **MISSING EVIDENCE**—Preston Foster, Irene Hervey, Chick Chandler, Inez Courtney, Paul Guilfoyle. Director: Phil Rosen. | **ONE HOUR TO LIVE**—Doris Nolan, Charles Bickford, John Litel, Samuel Hinds, John Gallaudet. Producer: George Yohalen. Director: Harold Schuster. Original Screenplay: Roy Chanslor. | **OUTLAWED MARSHAL** — Johnny Mack Brown, Bob Baker, Fuzzy Knight, Anne Gwynne, Lane Chandler, Charles King. Producer: Albert Ray. Director: Ford Beebe. |
| WB-FN | | **TORCHY GOES TO TOWN**—Jane Wyman, Dick Foran, Maxie Rosenbloom, Gloria Dickson, John Ridgely, Tom Kennedy. Producer: Bryan Foy. Director: Noel Smith.<br><br>**THE ROARING TWENTIES**—James Cagney. Humphrey Bogart, Ann Sheridan, Jeffrey Lynn. Producer: Sam Bischoff. Director: Raoul Walsh. Original: Mark Hellinger. Screenplay: John Wexley, John Huston. | |

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**


A

Across the Plains (Mono) June 3 3855
Adventures of Huckleberry Finn (M-G-M) Feb. 18..... 923
Adventures of Jane Arden (WB) Feb. 18 ..... 321
Adventures of Sherlock Holmes (20th-Fox) ..... 005
Almost a Gentleman (RKO) Mar. 11 ..... 920
Along the Rio Grande (RKO)..
Andy Hardy Gets Spring Fever (M-G-M) July 15..... 944
Angels Wash Their Faces (FN). 367
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

B

Bachelor Mother (RKO) July 1 932
Back Door to Heaven (Para) Apr. 15 .....3833
Bad Company (Univ) .....
Bad Lands (RKO) July 29..... 933
Beachcomber, The (Para) Dec. 3.3863
Beauty for the Asking (RKO) Jan. 28 ..... 915
Behind Prison Gates (Col).....
Big Town Czar (Univ) Apr. 22 3018
Blackwell's Island (FN) Mar. 4
Blind Alley (Col) Apr. 29.....9016
Blondie Meets the Boss (Col) Mar. 4 .....
Blondie Takes a Vacation Col) July 22 .....9010
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boy Trouble (Para) Feb. 4.....3824
Boys Reformatory (Mono) May 6 3820
Bridal Suite (M-G-M) May 27.. 937
Broadway Serenade (M-G-M) Apr. 8 ..... 931
Bulldog Drummond's Bride (Para) June 24 .....3844
Bulldog Drummond's Secret Police (Para) Apr. 8.....3831

C

Cafe Society (Para) Feb. 11....3826
Calling Dr. Kildare (M-G-M) Apr. 29 ..... 932
Captain Fury (UA) May 13.....
Career (RKO) July 1.....
Charlie Chan at Treasure Island (20th-Fox) ..... 006
Charlie Chan in Reno (20th-Fox) June 3..... 948
Chasing Danger (20th-Fox) Jan. 7 ..... 941
Chicken Wagon Family (20th-Fox) ..... 002
Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
Coast Guard (Col) .....
Code of the Secret Service (FN) May 13 ..... 374
Code of the Streets (Univ) Jan. 28 .....3019
Colorado Sunset (Rep)..... 846
Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Cowboy Quarterback (FN) July 8 366
Crashing Through (GN)..... 327

D

Dark Victory (FN) Mar. 11... 354
Daughters Courageous (FN) June 24 ..... 360
Death of a Champion (Para)...
Desperate Trails (Univ) .....
Dodge City (WB) Apr. 8..... 304
Down the Wyoming Trail (Mono) June 17 .....3864

E

Each Dawn I Die (FN) July.22. 356
East Side of Heaven (Univ) Apr. 15 .....3006
Elsa Maxwell's Hotel for Women (20th-Fox) July 29.... 001
Everybody's Baby (20th-Fox) Dec. 3 ..... 935
Everything Is Rhythm (Astor).
Everything's on Ice (RKO).....
Ex-Champ (Univ) May 20.....3010
Exile Express (GN) Feb. 18..... 301

F

Fast and Loose (M-G-M) Feb. 18. 924
Family Next Door (Univ) Apr. 15 .....3020
First Love (Univ) .....
First Offenders (Col) Mar. 11..9030
Five Came Back (RKO) June 10 927
Five Little Peppers (Col).....
Fixer Dugan (RKO) Apr. 29... 922
Flight at Midnight (Rep).....
Flying Irishman (RKO) Mar. 11 919
For Love or Money (Univ).....3030 May 13 .....
Forged Passport (Rep) Feb. 11.. 823
Forgotten Woman (Univ) July 8..3031
Four Feathers (UA).....June 24
Frontier Marshal (20th-Fox) July 29 ..... 951
Frontier Pony Express (Rep) Apr. 15 ..... 854

G

Gay Nineties (Astor) .....
Girl and the Gambler (RKO) June 10 ..... 926
Girl From Mexico (RKO) May 20 928
Girl From Rio (Mono).....3825
Golden Boy (Col) .....
Good Girls Go to Paris (Col) June 24 .....9005
Goodbye, Mr. Chips (M-G-M) May 20 ..... 945
Gorilla, The (20th-Fox) May 27. 944
Gracie Allen Murder Case (Para) May 13 .....3839
Grand Jury Secrets (Para) May 20 .....3842
Gunga Din (RKO) Jan. 28..... 912

H

Hardys Ride High (M-G-M) Apr. 22 ..... 934
Hell's Kitchen (WB) June 24... 312
Heritage of the Desert (Para) Mar. 25 .....3843
Hidden Power (Col) May 27....
Hobby Family (FN) ..... 376
Hotel Imperial (Para) Apr. 22..3836
Hound of the Baskervilles (20th-Fox) Apr. 1..... 936
House of Fear (Univ) May 20..3038

I

I Stole a Million (Univ) July 22..
I Was a Convict (Rep) Feb. 25. 824
Ice Follies of 1939 (M-G-M) Mar. 11 ..... 925
I'm From Missouri (Para) Mar. 25 .....3830
Indianapolis Speedway (WB) July 15 ..... 315
In Old Caliente (Rep) July 15.. 856
In Old Monterey (Rep) July 29. 847
Inside Information (Univ) June 10 .....3040
Inside Story (20th-Fox) Oct. 22..934
Inspector Hornleigh (RKO) Apr. 22 ..... 945
Invitation to Happiness (Para) May 20 .....3841
Irish Luck (Mono) .....3826
Island of Lost Men (Para) July 29 .....3848
It Could Happen to You (20th-Fox) June 3 ..... 950
It's a Wonderful World (M-G-M) May 13 ..... 936

J

Jones Family in Hollywood (20th-Fox) May 27..... 946
Juarez (WB) Apr. 29..... 301

K

Kid From Kokomo (FN) May 27. 363
Kid From Texas (M-G-M) Apr. 8 929
King of Chinatown (Para) Mar. 11 .....3827
King of the Turf (UA) Feb. 18
Konga (Col) .....

L

Lady and the Mob (Col) Mar. 11.9013
Lady of the Tropics (M-G-M).. 947
Lady's From Kentucky, The (Para) Apr. 15 .....3834
Law Comes to Texas (Col) May 27 .....9214
Let Freedom Ring (M-G-M) Feb. 25 ..... 926
Let Us Live (Col) Feb. 18.....9007
Little Princess (20th-Fox) Feb. 25 ..... 932
Lone Star Pioneers (Col) Apr. 15 .....9213
Lost Horizon (Col) reissue.....1071
Lost Squadron (RKO) reissue.. 994
Love Affair (RKO) Mar. 18....916
Lucky Night (M-G-M) May 6... 933

M

Magnificent Fraud (Para) July 1.3847
Maisie (M-G-M) June 17..... 940
Man About Town (Para) June 17
Man From Sundown (Col).....9208
Man From Texas (Mono).....3865
Man in the Iron Mask (UA) July 8
Man of Conquest (Rep) Apr. 15.. 801
Man They Couldn't Hang (Col)
Man Who Dared (FN) Apr. 8... 375
Mexicali Rose (Rep) Apr. 1..... 843
Mickey the Kid (Rep) July 1.. 814
Midnight (Para) Mar. 11.....3828
Million Dollar Legs (Para) July 15 .....3846
Miracles for Sale (M-G-M)..... 946
Missing Daughters (Col) Apr. 29.9027
Modern Cinderella (Univ).....
Mountain Rhythm (Rep) July 8. 845
Mr. Moto on Danger Island (20th-Fox) Mar. 18 ..... 937
Mr. Moto Takes a Vacation (20th-Fox) Nov. 19..... 952
Mr. Wong in Chinatown (Mono) July 22 .....3807
Mutiny on the Black Hawk (Univ) June 24 .....
My Man Godfrey (Univ).....Reissue
My Son Is a Criminal (Col) Mar. 18 .....9029
My Wife's Relatives (Rep) Mar. 11 ..... 810
Mystery of Mr. Wong (Mono) Mar. 18 .....3806
Mystery of the White Room (Univ) Apr. 1 .....3037
Mystery Plane (Mono) Mar. 4....3809

N

Nancy Drew, Trouble Shooter (WB) July 15 ..... 324
Naughty But Nice (WB) June 10 311
Never Say Die (Para) Mar. 11..3832
New Frontiers (Rep) ..... 868
News Is Made at Night (20th-Fox) July 8..... 953
Night Riders (Rep) Apr. 8..... 865
Nightwork (Para) .....
North of Yukon (Col) July 8....9205

O

Of Human Bondage (RKO) reissue ..... 993
Oklahoma Kid (WB) Mar. 18...308
Oklahoma Terror (Mono).....3856
On Borrowed Time (M-G-M) July 8 ..... 942
On Trial (WB) Mar. 25..... 323
One Third of a Nation (Para) Feb. 11 .....3825
Only Angels Have Wings (Col) May 20 .....9001
Our Leading Citizen (Para).....
Out of Singapore (Astor).....
Outside These Walls (Col) June 3 .....9031

P

Panama Lady (RKO) May 13... 925
Panama Patrol (GN) Feb. 25.... 314
Pardon Our Nerve (20th-Fox) Nov. 19 ..... 931
Parents on Trial (Col) July 8...9032
Prison Without Bars (UA) Feb. 25
Pygmalion (M-G-M) Dec. 11.... 980

Q

Quick Millions (20th-Fox)..... 004

R

Racketeers of the Range (RKO) May 20 ..... 984
Renegade Trail (Para) July 29..3859
Return of the Cisco Kid (20th-Fox) Apr. 29..... 940
Riders of the Frontier (Mono) 3866
Risky Business (Univ) Mar. 11..3029
Romance of the Redwoods (Col) Apr. 29 .....
Rolling Westward (Mono) Apr. 1.3863
Rookie Cop (RKO) Apr. 29..... 923
Rose of Washington Square (20th-Fox) May 13 ..... 942
Rough Riders Roundup (Rep) Mar. 25 ..... 853

S

Saint in London (RKO) July 1.. 929
Saint Strikes Back (RKO) Feb. 18 ..... 918
Second Fiddle (20th-Fox) July 8
Secret Service of the Air (WB) Feb. 11 ..... 320
Sergeant Madden (M-G-M) Mar. 25 ..... 927
She Married a Cop (Rep) July 1 815
Should a Girl Marry? (Mono)..3823
Should Husbands Work? (Rep) July 22 ..... 816
Silver on the Sage (Para) Feb. 18 3858
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
Sky Pilot (Mono) .....
6,000 Enemies (M-G-M) June 3.. 938
Smuggled Cargo (Rep) .....
Society Lawyer (M-G-M) Apr. 1 930
Society Smugglers (Univ) Mar. 11 3024
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
Spirit of Culver (Univ) Mar. 4..3014
Spoilers of the Range (Col) June 10 .....9206
Stagecoach (UA) Feb. 11.....
Stanley and Livingstone (20th-Fox ..... 003
Star Maker (Para) .....
Star of Midnight (RKO) reissue
Star Reporter (Mono) Feb. 25..3822
Stolen Life (Para) Apr. 29.....3864
Story of Alexander Graham Bell (20th-Fox) Apr. 8 ..... 938
Story of Vernon and Irene Castle (RKO) ..... 838
Street of Missing Men (Rep) Apr. 29 .....
Streets of New York (Mono) Apr. 15 .....3802
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sudden Money (Para) Mar. 25
Sun Never Sets, The (Univ) June 10 .....3009
Sunset Trail (Para) Oct. 29.....3857
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Sweepstakes Winner (FN) Apr. 22 ..... 373

T

Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Tell No Tales (M-G-M) May 20. 935
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Made Her a Spy (RKO) Mar. 25 ..... 920
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Three Smart Girls Grow Up (Univ) Mar. 25 .....3001
Three Texas Steers(Rep)June 24 866
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Torchy Plays With Dynamite (WB) .....326
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Trapped in the Sky(Col)Feb. 18.9024
Trigger Smith (Mono) May 13...3854
Trouble in Sundown (RKO) Mar. 11 ..... 983
Tumbleweeds (Astor).....
12 Crowded Hours (RKO) Feb. 18 917

U

U-67 (Astor) .....
Undercover Agent (Mono) .....3824
Undercover Doctor (Para) May 27 .....3840
Underpup (Univ) .....
Unexpected Father (Univ)...July 22
Union Pacific (Para) May 6...3835
Unmarried (Para) May 27.....3838

W

Wanted by Scotland Yard (Mono) Apr. 29 .....3829
Ware Case, The (20th-Fox) July 29 .....8014
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
Whispering Enemies (Col) Jan. 7
Wife, Husband and Friend (20th-Fox) Feb. 18 ..... 930
Winner Take All (20th-Fox) Feb. 25 ..... 939
Winter Carnival (UA) July 22...
Within the Law (M-G-M) Mar. 18 ..... 928
Wizard of Oz (M-G-M)..... 949
Wolf Call (Mono) May 27.....3813
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) .....
Women in the Wind (WB) Feb. 4 ..... 316
World on Parade (Para) .....
Wuthering Heights (UA) Apr. 1
Wyoming Outlaw (Rep) July 15..867

Y

Yes, My Darling Daughter (FN) Feb. 11 ..... 357
You Can't Get Away With Murder (FN) Jan. 28 ..... 364
Young Mr. Lincoln (20th-Fox) June 10.....947

Z

Zenobia (UA) Mar. 18.....
Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1938, Unless Otherwise Specified.**
**(L)Indicates short of the week.**
**(C)Indicates color.**

# SHORTS

## Columbia

**ALL-STAR COMEDIES**

**A Star Is Shorn (17)....Apr. 21, '39**
**Boom Goes the Groom (17½).....Mar. 24, '39**
**Mutiny on the Body (17).....Feb. 10, '39**
**Not Guilty Enough (18).....Sept. 30**
**Now It Can Be Sold (17).June 2, '39**
**Pest From the West (..)....June 16**
**Rattling Romeo (17).....July 14**
**Swing You Swingers (18).....Jan. 20, '39**
With Andy Clyde.
**The Chump Takes a Bump (18).....May 5, '39**
**The Sap Takes a Sap (15½).....Mar. 10, '39**
**Trouble Finds Andy Clyde (18).....July 28**

**COLOR RHAPSODIES**

**Happy Tots (7).....Mar. 31**
**Hollywood Graduation (7)...Aug. 26**
**Lucky Pigs (..).....May 26**
**Nell's Yells (..).....June 30**
**Peaceful Neighbors (8)..Jan. 26, '39**
**The Gorilla Hunt (..)...Feb. 24, '39**
**The House That Jack Built (7).....Apr. 14, '39**

**COLUMBIA TOUR**

**Big Town Commuters (9).Feb. 3, '39**
**Colombia (10).....July 2, '39**
**Man Made Island (Frisco Fair) (..).....May 26**
**Province of Quebec (10).....Dec. 15**

**COMMUNITY SING**

**No. 7 Parade of Hits (9).Mar. 24, '39**
**No. 8 Strauss Waltzes (..).....Apr. 21, '39**
**No. 9 Songs of the West (..).....May 19, '39**
**No. 10 Songs of Romance (..) June 16**
Third Series
**No. 4 Sweetheart Melodies (11)Dec. 30**
**No. 5 Friendship Songs (10).....Jan. 27, '39**
**No. 6 Moon Songs (10)....Feb. 24, '39**

**KRAZY KAT**

**Golf Chumps (..).....Apr. 6, '39**
**Krazy's Bear Tale (7)....Jan. 27,'39**
**Krazy's Shoe Shop (..)..May 12, '39**

**MUSIC HALL VANITIES**
(New series)

**A Night in a Music Hall (10½).....Jan. 20, '39**
**A Night at the Troc (10)..Mar. 2,'39**
**Yankee Doodle Home (..).....May 19, '39**

**PICTUREGRAPH**

**No. 1 (..).....Jan. 15, '39**

**SCRAPPY CARTOONS**

**A Worm's Eye View (7)..Apr. 28, '39**
**Scrappy's Added Attraction (6).....Feb. 3, '39**
**Scrappy's Rodeo (..).....June 2**
**Scrappy's Sideshow (7)....Mar. 3,'39**

**SCREEN SNAPSHOTS (Series 17)**

**No. 5 (10).....Jan. 6, '39**
**No. 6 (10½).....Feb. 17, '39**
**No. 7 (10).....Mar. 17, '39**
**No. 8 (9½).....Apr. 8, '39**
**No. 9 (..).....May 12, '39**
**No. 10 (..).....May 26**
**No. 11 (..).....June 15**

**SPORT REELS**

**Diving Rhythm (..).....May 5, '39**
**Get Ready Navy (10).....Jan. 6, '39**
**Jockeys Up (..).....June 2**
**Navy Champions (10).....Mar. 17**
**Odd Sports (10).....Feb. 10**
**Technique of Tennis (..)....June 30**

**THREE STOOGES COMEDIES**

**A Ducking They Did Go (16½).....Apr. 7, '39**
**Saved From the Belle (17)..June 30**
**Three Little Sew and Sews (16).....Jan. 6, '39**
**We Want Our Mummy (17).....Feb. 24, '39**
**Yes, We Have No Bonzana (7).....May 19, '39**

**WASHINGTON PARADE**

**No. 2 Inside the White House (11).....Jan. 6, '39**
**No. 3 Inside the Capitol (..).....Apr. 28, '39**

## Grand National

**CAVALCADE OF STUFF**

**No. 1 (10).....Jan. 6**
Col. Stoopnagle.
**No. 2 (10).....Jan. 20**

## M-G-M

**CRIME DOESN'T PAY**

**Help Wanted (21).....June 10**
**Money to Loan (21).....Mar. 11, '39**
**While America Sleeps (21).....Apr. 15, '39**

**CAPTAIN AND THE KIDS CARTOONS**

**Petunia National Park (9)...Jan. 14**

**FITZPATRICK TRAVELTALKS In Technicolor**

**Ancient Egypt (9).....Jan. 21, '39**
**Colorful Curacao (9).....May 27**
**Glimpses of Australia (9)...Apr. 15**
**Imperial Delhi (8).....Feb. 18**
**Java Journey (10).....Mar. 18**
**Picturesque Udaipur (8)..May 13, '39**
**Rural Hungary (9).....Apr.29, '39**
**Singapore and Jahore (9)....Dec. 31**

**MINIATURES**

**Great Heart (11).....Dec. 31**
**Hollywood Hobbies (10)..May 13, '39**
**Ice Antics (9).....Feb. 11**
**Love on a Tap (11).....Mar. 18, '39**
**Prophets Without Honor (11).....May 20, '39**
**The Greener Hills (11)...May 27, '39**

**MUSICAL COMEDIES**

**Happily Buried (20).....Apr. 15, '39**
**Men of Steel (21).....Dec. 17**
Kenneth Stevens and Doris Weston in a musical saga of washing machines.
**Once Over Lightly (19).....Dec. 31**
The story of two barber colleges becomes a musical comedy plot by a close shave. Johnny Downs and Dixie Dunbar.
**Somewhat Secret (21)...Mar. 25, '39**

**M-G-M CARTOONS**
(New Series)

**Art Gallery (9) Technicolor...May 13**
**Goldilocks and the Three Bears (11).....July 15**
**Jitterbug Follies (9).....Feb. 25, '39**
**(L)Little Gold Fish (8)...Apr. 15, '39**
**Mama's New Hat (9).....Feb. 11**
**Seal Skinners (9).....Jan. 8, '39**
**The Bear That Couldn't Sleep (9) Technicolor.....June 10**
**Wanted No Master (8)...Mar. 18, '39**

**M-G-M NEWS OF THE DAY**
Released twice weekly.

**OUR GANG COMEDIES**

**Alfalfa's Aunt (11).....Jan. 7**
**Clown Princess (10).....Apr. 15, '39**
**Cousin Wilbur (10).....Apr. 29, '39**
**Dog Daze (11).....July 1**
**Duel Personalities (10)..Mar. 11, '39**
**Joy Scouts (10).....June 24**
**Practical Jokers (9).....Dec. 17**
**Tiny Troubles (10).....Feb. 18**

**PASSING PARADE (New Series)**

**Angel of Mercy (10).....May 20, '39**
**Giant of Norway (11) Sepia..June 24**
**New Roadways (10).....Jan. 28**
**Story of Alfred Noble (11)..Feb. 18**
**Story That Couldn't Be Printed (11).....July 22**
**The Story of Dr. Jenner (10).Mar. 18**
**Yankee Doodle Goes to Town (11) Sepia.....June 17**

**PETE SMITH SPECIALTIES**

**Culinary Carving (9).....July 1**
**Double Diving (10).....Jan. 14**
**(L)Heroes at Leisure (10).....Feb. 11**
**Marine Circus (9).....Mar. 11, '39**
**(C)Penny's Picnic (10).....Dec. 17**
**Poetry of Nature (8) Sepia..June 17**
**Radio Hams (10).....May 20, '39**
**Weather Wizards (9).....Apr. 8, '39**

**ROBERT BENCHLEY**

**An Hour for Lunch (9)..Mar. 18, '39**
**Dark Magic (10).....May 13**
**Home Early (9).....May 27**
**How to Eat (10).....June 10**
**How to Sublet (8).....Jan. 28, '39**
**Mental Poise (8).....Dec. 10**

## Paramount

**BETTY BOOP CARTOONS**

**Musical Mountaineers (7).May 12, '39**
**My Friend the Monkey (7).....Jan. 20, '39**
**On With the New (7).....Dec. 2**
**Pudgy in Thrills and Chills (7).....Dec. 23**
**Rhythm on the Reservation (7).....July 7**
**So Does an Automobile (7)..Mar. 31**
**The Scared Crows (7)....June 9, '39**
**Yip Yip Yippy (7).....Aug. 11**

**COLOR CLASSICS**

**Always Kickin' (7).....Jan. 27, '39**
**Small Fry (7).....Apr. 21, '39**
**The Barnyard Brat (Technicolor) (7).....June 30**

**COLOR CRUISES**
**(New Series in Cinecolor)**

**Costa Rica (10).....Dec. 2**
**Jamaica (10).....May 26**
**Land of Inca Memories (10)..Jan. 27**
**Republic of Panama (9)....Mar. 24**

**HEADLINER**

**A Song Is Born (10).....Jan. 6, '39**
**The Champagne Music of the Lawrence Walk (10).....Mar. 3**
Lawrence Walk and his Orchestra.
**Hal Kemp and His Orchestra (10).....Dec. 2**
**Music Through the Years (11).....Feb. 3, '39**
Jan Garber and Orchestra.
**Paramount Presents Hoagy Carmichael (10).....May 5, '39**
With Jack Teagarden and his orchestra.
**Tempo of Tomorrow (10)..June 2, '39**
Richard Himber and his orchestra.
**Three Kings and a Queen (11).....Apr. 7, '39**
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

**PARAMOUNT NEWS**
Released twice weekly.

**PARAGRAPHICS**

**Circus Co-Ed (10).....Mar. 10**
**Farewell Vienna (10).....June 23**
**Fisherman's Pluck (10)..Apr. 14, '39**
**Oh Say, Can You Ski? (10)..Dec. 16**
**Swans (10).....May 19, '39**
**That's Africa (10).....Feb. 10**
**Unfinished Symphony (10)...Jan. 13**

**PARAMOUNT PICTORIAL**

**No. 5 (9).....Dec. 9**
17 year locusts, outdoor scenes and the hit parade of yesterday.
**No. 6 (10).....Jan. 6, '39**
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
**No. 7 (10).....Feb. 3, '39**
The Mexican Charro at play, plumed birds and all about accordions.
**No. 8 (10).....Mar. 3**
**No. 9 (10).....Apr. 7,'39**
Sea police, animals after dark, fashions.
**No. 10 (11).....May 5, '39**
Gentlemen at work, Oriental craftsmanship and song of the year.
**No. 11 (10).....June 2, '39**
Three stories about water.
**No. 12 (10).....July 14**

**POPEYE CARTOONS**

**(C)Aladdin and His Wonderful Lamp (22).....Apr. 7, '39**
**Cops Is Always Right (7)...Dec. 30**
**Customers Wanted (7).....Jan. 27**
**Ghosks Is the Bunk (7)..June 16, '39**
**Hello, How Am I? (7).....July 14**
**It's the Natural Thing to Do (7).....July 28, '39**
**Leave Well Enough Alone (7).....Apr. 28**
**Wotta Nitemare (7).....May 19, '39**

**POPULAR SCIENCE**
(In Cinecolor)

**No. 2 (11).....Nov. 4**
**No. 3 (10).....Jan. 6, '39**
**No. 4 (10).....Mar. 10**
**No. 5 (11).....May 12, '39**
**No. 6 (11).....Aug. 4**

**GRANTLAND RICE SPORTLIGHTS**

**Death Valley Thrills (10)..June 9, '39**
**Diamond Dust (10).....May 12, '39**
**Frolicking Frogs (10).....Dec. 23**
Hijinks with trained frogs including a jumping contest.
**Good Skates (10).....Apr. 14, '39**
Ice skating with champions.
**Hold Your Breath (10).....Feb. 17**
Depicting a novel underwater track meet.
**The Sporting Irish (10).....Mar. 17**
Sports in Ireland.
**Two Boys and a Dog (10).Jan. 20, '39**
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
**Watch Your Step (10).....July 7**

**UNUSUAL OCCUPATIONS**
**(In Color)**

**No. 3 (10).....Dec. 2**
**No. 4 (10).....Feb. 3, '39**
**No. 5 (10).....Apr. 14, '39**
**No. 6 (Cinecolor) (10)....June 16, '39**

## RKO Radio

**DISNEY CARTOONS**

**Beach Picnic (8).....June 9, '39**
**Donald's Cousin Gus (7)..May 19, '39**
**Donald's Lucky Day (8)..Jan. 13, '39**
**Ferdinand the Bull (8).....Nov. 25**
**Goofy and Wilbur (8).....Mar. 17**
**Mother Goose Goes Hollywood (8).....Dec. 23**
**Practical Pig (8).....Feb. 24, '39**
**Sea Scouts (8).....June 30**
**Society Dog Show (8).....Feb. 3, '39**
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
**The Pointer (8).....July 21**
**(L)The Hockey Champ (7)..Apr. 7, '39**
**The Ugly Duckling (9).....Apr. 7**

**EDGAR KENNEDY COMEDIES**

**A Clean Sweep (17).....Dec. 2**
**Baby Daze (15).....May 19, '39**
**Clock Wise (16).....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.
**Feathered Pests (16).....July 28**
**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Romancing Along (21)**.....**Dec. 30**
Phil Harris and his Orchestra.
**Swing Vacation (19)**.....**Feb. 24, '39**

**LEON ERROL COMEDIES**

**Crime Rave (18)**.....**Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20)**.....**Mar. 10, '39**
**Moving Vanities (17)**.....**May 5, '39**
**Ring Madness (19)**.....**June 30, '39**

**MARCH OF TIME**

**No. 5 (18)** .....**Dec. 23**
The Refugee—Today and Tomorrow.
**No. 6 (18)** .....**Jan. 20, '39**
The State of the Nation.
**No. 7 (19)** .....**Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18)** .....**Mar. 17, '39**
**No. 9 (19)** .....**Apr. 14, '39**
Japan: Master of the Orient.
**No. 10 (20)** .....**May 12**
Dixie—The nation's number one problem.
**No. 11 (19)** .....**June 9**
War, Peace and Propaganda.
**No. 12 (22)** .....**July 7**
The Movies March On.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11)** ....**May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Cafe Rendezvous (10)**.....**Dec. 23**
Oshins & Lessy, Jack Arthur, Armida and The Kidoodlers.
**Hello Mama (11)** .....**Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sulivan.
**Readin, Ritin and Rhythm (10)** .....**Feb. 17, '39**
**Samovar Serenade (16)**.....**Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10)**.....**Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.

**PATHE NEWS**
Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16)** .....**Apr. 21, '39**
**Marriage-Go-Round (18)**.....**July 28**
**Plumb Crazy (16)**.....**Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9)** .....**Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bird Dogs (10)**.....**Nov. 4**
**Blue Grass (10)**.....**Dec. 2**
**Bow Strings (9)** .....**Jan. 27, '39**
Archery.
**Devil Drivers (9)** .....**June 16, '39**
**On the Wing (10)**.....**Dec. 30**
The hunting of wild geese.
**Riding the Crest (9)**.....**July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)**....**May 19, '39**
The golfers show how it's done.
**Snow Falls (9)** .....**Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Prairie Poppas (18)**.....**Dec. 16**
**Sagebrush Serenade (19)**.**June 16, '39**
**Ranch House Romeo (17)**....**Apr. 7**

**REELISMS (New Series)**

**Air Waves (10)**.....**Mar. 10**
**Gold (9)** .....**Feb. 10**
**Newsreel (10)** .....**Dec. 9**
**Pilot Boat (9)** .....**Feb. 3, '39**
**Soldiers of the Sea (9)**...**Apr. 7, '39**
**Swinguet (8)** .....**May 26, '39**
**Television (9)** .....**May 5, '39**
**World of Tomorrow (9)**.....**June 23**

**TWO-REEL SPECIAL**

**Five Times Five (19)**.....**July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

## 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Daily Diet of Danger (10)**.**Jan. 6, '39**
**Sand Hogs (10)**.....**May 12**

**ED THORGERSEN-SPORTS**

**Hunting Dogs (11)**.....**Mar. 3, '39**
**Inside Baseball (11)** .....
**Sand Hogs (10)** .....**May 12**
**Shooting for Par (10)**.....**Jan. 6**
**Sports Immortals (11)** .....**June 23**

**FASHIONS**

**Fashion Forecasts, No. 3 (11)** .....**Mar. 31, '39**
**Fashion Forecast No. 4 (..)**..**July 7**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS KINDERGARTEN**

**Muscle Maulers (11)** .....**April 14**
**What Every Inventor Should Know (10)** .....**Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (..)** .....**May 26**
**Isle of Pleasure (11)**.....**Feb. 3, '39**
**Mystic Siam (10)**.....**Mar. 17, '39**
**Tempest Over Tunis (11)** ....**June 9**
**Viking Trail (10)**.....**Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (..)**.....**June 16**
**Africa Squawks (7)** .....**June 30**
**Barnyard Baseball (7)** .....**July 14**
**Barnyard Egg-Citement (Technicolor) (11)** .....**May 5**
**Frozen Feet (7)**.....**Feb. 24**
**Gandy Goose in Doomsday (6)** .....**Dec. 16**
**Gandy Goose in G-Man Jitters (7)** .....**Mar. 10**
**Gandy Goose in the Frame Up (7)** .....**Dec. 30**
**Nick's Coffee Pot (7)** .....**May 19**
**Nutty Network (7)** .....**Mar. 24**
**One Gun Gary in the Nick of Time (7)** .....**Jan. 27**
**The Cuckoo Bird (7)** .....**April 7**
**Their Last Bean (7)** .....**April 21**
**The Old Fire Horse (..)** ....**July 28**
**The Owl and the Pussycat (7)** .....**Jan. 13, '39**
**The Prize Guest (7)**.....**June 2**
**The Three Bears (6)**.....**Feb. 10**
**Village Blacksmith (6)**.....**Dec. 2**

## Universal

**CARTUNE**

**One Armed Bandit (7)**.....**Mar. 27**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 57 ( 9)** .....**Nov. 28**
**No. 59 (9)** .....**Jan. 30, '39**
**No. 60 (10)** .....**Feb. 20, '39**
**No. 61 (9)** .....**Mar. 13**
**No. 62 (9)** .....**Apr. 10, '39**
**No. 63 (9)** .....**May 15, '39**
**No. 64 (9)** .....**June 26, '39**
**No. 65 (9)** .....**July 17**

**MENTONE PRODUCTIONS**

**Bank Notes (19)** .....**Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17)** .....**Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)**....**July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Music and Models (19)**.....**Dec. 14**
Jack Arthur, Carolyn Marsh, Six Debonairs, Irene Vermillion & Co.
**Nautical Knights (19)**....**Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Pharmacy Follies (18)**....**May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**With Best Dishes (17)**.....**Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

**OSWALD CARTOONS**

**The Big Cat and the Little Mousie (7)** .....**Aug. 15**

**WALTER LANTZ CARTUNES**

**Arabs With Dirty Fezzes (..)** .....**July 31**
**Baby Kittens (7)**.....**Dec. 19**
**Bird on Nellie's Hat**.....**June 19**
**Bola Mola Land (7)** ....**May 29, '39**
**Charlie Cuckoo (7)**.....**Apr. 30, '39**
**Crack Pot Cruise (7)**....**Apr. 10, '39**
**Little Blue Blackbird (7)**...**Dec. 26**
**Magic Beans (7)** .....**Feb. 13**
**Nellie of the Circus (7)**...**May 8, '39**
**The Birth of a Toothpick (7)** .....**Feb. 27**

**STRANGER THAN FICTION**

**No. 57 (9)** .....**Dec. 5**
**No. 58 (9)** .....**Jan. 2**
**No. 59 (9)** .....**Feb. 6**
**No. 60 (9)** .....**Mar. 6**
**No. 61 (9)** .....**Apr. 3**
**No. 62 (9)** .....**May 1, '39**
**No. 63 (9)** .....**June 5, '39**
**No. 64** .....**July 3**
**No. 65 (9)** .....**Aug. 7**

**TWO REEL SPECIAL**

**March of Freedom (21)**.....**June 7**

**UNIVERSAL NEWS**
Released twice weekly.

## Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..)** .....**Mar. 25**
**A Swing Opera (..)**.....**July 22, '39**
**Boarder Trouble (20)**.....**Dec. 17**
**Broadway Buckaroo (20) June 3, '39**
**Hats and Dogs (20)**.....**Dec. 31**
**Home Cheap Home (..)** .....**Mar. 18**
**Projection Room (..)** .....**Mar. 4**
**Rollin' in Rhythm (..)**.....**Apr. 15**
**Seeing Spots (20)** .....**Apr. 29, '39**
**Sophomore Swing (20)**.....**Jan. 21**
**Small Town Idol (20)**.....**Feb. 11**
**Stardust (22)** .....**Dec. 10**
**Sundae Serenade (20)**.....**Feb. 25**
**You're Next to Closing (20)** .....**May 13, '39**
**Wardrobe Girl (..)**.....**June 17, '39**

**THE COLOR PARADE (New Series)**

**For Your Convenience (10)** .....**May 20, '39**
**Mechanix Illustrated No. 2 (10)** .....**Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10)** .....**Feb. 25**
**Mechanix Illustrated No. 4**.**Apr. 22,'39**
**Mechanix Illustrated No. 5 (..)** .....**June 10, '39**
**Modern Methods (..)**...**July 15, '39**
**Nature's Mimic (10)**.....**Dec. 3**
**Points on Pointers (9)**.....**Jan. 28**
**The Roving Camera (10)**.**Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7)**.....**Apr. 1**
**It's an Ill Wind (7)**.....**Jan. 28**
**Polar Pals (..)**.....**June 3, '39**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky in Egypt (7)**.....**Nov. 5**
**Porky the Gob (7)**.....**Nov. 26**
**Porky's Movie Mystery (7)**..**Mar. 11**
**Porky's Picnic (..)**.....**July 15, '39**
**Porky's Tire Trouble (7)**.....**Feb. 18**
**The Lone Stranger and Porky (7)** .....**Jan. 7, '39**
**Christopher Columbus jr. (7)** .....**May 13, '39**
**Scalp Trouble (..)**.....**June 24, '39**
**Wise Quack (..)**.....**Aug. 5, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10)** .....**Apr. 29, '39**
**Blue Barron & Orch. (10)**.**Jan. 21, '39**
**Clyde Lucas & Orch. (10)**..**Jan. 7, '39**
**Clyde McCoy & Orchestra (10)** .....**Mar. 18**
**Dave Apollon and His Orchestra (11)** .....**Dec. 24**
**Dave Apollon and Orchestra (..)** .....**Apr. 8**
**Happy Felton & Orch. (..)**..**Dec. 3**
**Jerry Livingston & Orchestra (10)** .....**Feb. 4**
**Larry Clinton & Orchestra (10)** .....**May 20, '39**
**Leith Stevens & Orch. (..)**.....**June 10, '39**
**Rita Rio & Orch (..)**...**July 1, '39**
**Russ Morgan & Orchestra (11)** .....**Feb. 25**
**Will Osborne & Orch. (..)**.....**July 22, '39**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7)**.....**Mar. 11**
**Bars and Stripes Forever (7)**.**Apr. 8**
**Believe It or Else (..)**..**June 3, '39**
**Count Me Out (7)**.....**Dec. 17**
**Daffy Duck and the Dinosaur (7)** .....**Apr. 22, '39**
**Daffy Duck in Hollywood (..)**.**Dec. 3**
**Dangerous Dan McFoo (..)**.....**July 15, '39**
**Dog Gone Modern (7)**....**Jan. 14, '39**
**Goldrush Daze (7)** .....**Feb. 25**
**Ham-Ateur Night (7)**....**Jan. 28, '39**
**Naughty But Mice (7)** ..**May 20, '39**
**Old Glory (..)**.....**July 1, '39**
**Prest-O Change-O (7)**.....**Mar. 25**
**Robinhood Makes Good (7)**...**Feb. 11**
**Snow Man's Land (..)**..**July 29, '39**
**The Mice Will Play (7)**.....**Dec. 31**
**Thugs With Dirty Mugs (7)**.**May 6, 39**

**TECHNICOLOR**

**Bill of Rights (..)**.....**Aug. 12, '39**
**Lincoln in the White House (21)** .....**Feb. 11, '39**
**Quiet Please (..)**.....**July 1, '39**
**Sons of the Plains (19)**..**July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20)**.....**May 20, '39**
**Swingtime in the Movies (20)** .....**Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**The Master's Touch (10)**....**Feb. 18**

**VITAPHONE VARIETIES**

**Crawfords at Home (..)**..**Apr. 15, '39**
**Dean of the Pasteboards (10)** .....**May 27**
**Gadgeteers (10)** .....**Feb. 18**
**Tax Trouble (10)**.....**Mar. 18, '39**
**Robbin' Good (10)**.....**Dec. 10**
**Ski Girl (10)**.....**Jan. 14, '39**
**Witness Trouble (..)**...**July 29, '39**

**TRUE ADVENTURES (By Floyd Gibbons)**

**A Minute From Death (11)**...**Mar. 4**
**Chained (..)** .....**Apr. 1**
**Haunted House (..)**.....**June 3, '39**
**High Peril (12)** .....**Feb. 18**
**Lives in Peril (..)**.....**July 7, '39**
**The Human Bomb (12)**...**Jan. 7, '39**
**Three-Minute Fuse (..)**.**July 29, '39**
**Treacherous Waters (12)**....**Dec. 10**
**Voodoo Fires (11)** .....**May 6**

## SERIALS

**COLUMBIA**

**Flying G-Men** .....**Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.
**Mandrake the Magician**...**May 6, '39**
12 chapters.
**Secret of Treasure Island**...**Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle**
**12 Chapters** .....**June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
**Dick Tracy's G-Men** .....**Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.
**Lone Ranger Rides Again**.**Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers** .....**Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
**Oregon Trail (15 chapters)**....**July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
**Scouts to the Rescue**.....**Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

| | FEBRUARY 18 | FEBRUARY 25 | MARCH 4 | MARCH 11 | MARCH 18 | MARCH 25 |
|---|---|---|---|---|---|---|
| COLUMBIA | | 22 Action Drama 9029<br>**My Son Is a Criminal** (59)<br>Alan Baxter<br>Jacqueline Wells<br>R—Mar. 18 | 28 Drama 9007<br>**Let Us Live** (69)<br>H. Fonda-M. O'Sullivan<br>R—Feb. 18 | 8 Comedy 9009<br>**Blondie Meets the Boss** (70)<br>(For. Blondie Steps Out)<br>Penny Singleton<br>Arthur Lake<br>R—Mar. 4 | 16 Western 9213<br>**Lone Star Pioneers** (56)<br>Bill Elliot<br>Dorothy Gulliver<br>R—Apr. 15 | 24 Action Drama 9<br>**Whispering Enemies** (<br>J. Holt-D. Costello<br>R—Jan. 7<br>30 Outdoor Drama<br>**Romance of Redwoods**<br>C. Bickford-J. Parker<br>R—Apr. 29 |
| GRAND NAT'L | | | | | | |
| MGM | 17 Comedy 924<br>**Fast and Loose** (79)<br>Robert Montgomery<br>Rosalind Russell<br>R—Feb. 18 | 24 Drama With Music 926<br>**Let Freedom Ring** (85)<br>Nelson Eddy<br>Virginia Bruce<br>R—Feb. 25 | 3 Comedy 980<br>◐**Pygmalion** (87)<br>Leslie Howard<br>Wendy Hiller<br>R—Dec. 10 | 10 925<br>**Ice Follies of 1939** (82)<br>Joan Crawford<br>Jimmy Stewart<br>Lew Ayres<br>R—Mar. 11 | 17 Melodrama 928<br>**Within the Law** (65)<br>Ruth Hussey-Paul Kelly<br>R—Mar. 18 | 24 Action Drama 9<br>**Sergeant Madden** (80)<br>Wallace Beery<br>Alan Curtis<br>R—Mar. 25 |
| MONOGRAM | | 22 Action Drama 3822<br>**Star Reporter** (62)<br>W. Hull-Marsha Hunt<br>R—Feb. 25 | 1 Western 3863<br>**Rolling Westward** (57)<br>Tex Ritter<br>R—Apr. 1 | 8 Action Drama 3809<br>**Mystery Plane** (60)<br>(Form. Sky Pirate)<br>John Trent R—Mar. 4<br>8 Melodrama 3806<br>**Mystery of Mr. Wong** (67) R—Mar. 18<br>Boris Karloff-D. Tree | | 22 Western 38<br>**Trigger Smith** (59)<br>Jack Randall<br>R—May 13 |
| PARAMOUNT | 17 Comedy 3824<br>**Boy Trouble** (74)<br>(For. Two Weeks With Pay) C. Ruggles<br>R—Feb. 4 | 24 Western 3857<br>**Sunset Trail** (68)<br>W. Boyd R—Oct. 29<br>24 Drama 3825<br>**. . . one third of a nation** (75)<br>S. Sidney-L. Erikson<br>R—Feb. 11 | 3 Drama 3826<br>**Cafe Society** (83)<br>Madeleine Carroll<br>Fred MacMurray<br>R—Feb. 11 | 10 Comedy 3863<br>**Beachcomber, The** (89)<br>Charles Laughton<br>Elsa Lanchester<br>R—Dec. 2 | 17 Melodrama 3827<br>**King of Chinatown** (57)<br>Akim Tamiroff<br>Anna May Wong<br>R—Mar. 11 | 24 Comedy Drama 38<br>**Midnight** (93)<br>Claudette Colbert<br>Don Ameche<br>R—Mar. 11 |
| REPUBLIC | 15 Melodrama 823<br>**Forged Passport** (64)<br>Paul Kelly-June Lang<br>R—Feb. 11 | | | 6 Melodrama 824<br>**I Was a Convict** (62)<br>Barton MacLane<br>Beverly Roberts<br>R—Feb. 25 | 13 Western 853<br>**Rough Riders Roundup** (58)<br>R. Rogers-M. Hart<br>R—Mar. 25 | 20 Comedy 8<br>**My Wife's Relatives** (6<br>Higgins Family<br>R—Mar. 11 |
| RKO RADIO | 17 Action Drama 913<br>◐**Gunga Din** (117)<br>Fairbanks jr.-C. Grant<br>R—Feb. 4<br>17 Drama Reissue<br>**Lost Patrol** (73)<br>Victor McLaglen | 24 Comedy 915<br>**Beauty for the Asking**(64)<br>L. Ball-D. Wood<br>R—Jan. 28<br>17 Drama Reissue<br>**Star of Midnight** (90)<br>G. Rogers-Wm. Powell | 3 Action Drama 917<br>**12 Crowded Hours** (64)<br>Richard Dix<br>Lucille Ball<br>R—Feb. 18 | 10 Melodrama 918<br>**The Saint Strikes Back** (64)<br>Geo. Sanders-W. Barrie<br>R—Feb. 18 | | 24 Western 98<br>**Trouble in Sundown** (57)<br>Geo. O'Brien<br>R—Mar. 11 |
| 20TH-FOX | 17 Rom. Com. Drama 927<br>**The Three Musketeers** (72)<br>Ritz Bros.-Don Ameche-Binnie Barnes<br>R—Feb. 11 | 24 Action Drama 931<br>**Pardon Our Nerve** (68)<br>Lynn Bari-G. Williams<br>R—Nov. 19 | 3 Comedy 930<br>**Wife, Husband and Friend** (75)<br>Loretta Young<br>Warner Baxter<br>R—Feb. 18 | 10 Action Drama 934<br>**Inside Story** (61)<br>Michael Whalen<br>Jean Rogers<br>R—Oct. 22 | 17 Com. with Music 932<br>◐**Little Princess** (93)<br>Shirley Temple<br>Richard Greene<br>R—Feb. 25 | 24 Comedy Drama 93<br>**Everybody's Baby** (62)<br>Jones Family<br>R—Dec. 3 |
| UNITED ARTS. | 17 Action Drama<br>**King of the Turf** (87)<br>Adolphe Menjou<br>Dolores Costello<br>R—Feb. 18 | | 3 Outdoor Drama<br>**Stagecoach** (92)<br>Claire Trevor<br>John Wayne<br>R—Feb. 11 | | 15 Drama<br>**Prison Without Bars** (79)<br>Edna Best<br>Corinne Luchaire<br>R—Feb. 25 | |
| UNIVERSAL | 17 Comedy 3005<br>**You Can't Cheat an Honest Man** (76)<br>W. C. Fields<br>Bergen and McCarthy<br>R—Feb. 25 | 24 Drama 3024<br>**Society Smugglers** (70)<br>(For. Key Woman)<br>Preston Foster<br>Irene Hervey<br>R—Mar. 11 | 3 Melodrama 3029<br>**Risky Business** (78)<br>Geo. Murphy<br>Dorothea Kent<br>R—Mar. 11 | 10 Drama 3014<br>**Spirit of Culver** (90)<br>Jackie Cooper<br>Freddie Bartholomew<br>R—Mar. 4 | 17 Melodrama 3037<br>**Mystery of the White Room** (58)<br>B. Cabot-H. Mack<br>R—Apr. 1 | 24 Com. with Music 3001<br>**Three Smart Girls Grow Up** (87)<br>Deanna Durbin<br>Nan Grey<br>R—Mar. 25 |
| WARNER-F.N. | 18 Com. Drama FN372<br>**Nancy Drew, Reporter** (67)<br>B. Granville-J. Litel<br>R—Jan. 28 | 25 Comedy FN357<br>**Yes, My Darling Daughter** (85)<br>Priscilla Lane<br>Jeffrey Lynn<br>R—Feb. 11 | 4 Action Drama WB320<br>**Secret Service of the Air** (61)<br>Ronald Reagan<br>John Litel<br>R—Feb. 11 | 11 Outd'r Drama WB308<br>**Oklahoma Kid** (80)<br>James Cagney<br>Rosemary Lane<br>Humphrey Bogart<br>R—Mar. 18 | 18 Action Drama WB321<br>**Adventures of Jane Arden** (58)<br>R. Towne R—Feb. 18 | 25 Action Drama FN361<br>**Blackwell's Island** (71)<br>J. Garfield-R. Lane<br>R—Mar. 4 |
| MISCELLANEOUS | | | | | | |

| SEPTEMBER, 1939 | | | | | | |
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| OCTOBER, 1939 | | | | | | |
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| NOVEMBER, 1939 | | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| APRIL 1 | APRIL 8 | APRIL 15 | APRIL 22 | APRIL 29 | MAY 6 | |
|---|---|---|---|---|---|---|
| Action Drama **9205**<br>**rth of Yukon** (64)<br>as. Starrett<br>da Winters<br>-July 8 | 3 Comedy **9013**<br>**Lady and the Mob** (65)<br>Fay Bainter-Ida Lupino-Lee Bowman<br>R—Mar. 11 | 12 Drama **9030**<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western **9214**<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | 27 Western **9206**<br>**Spoilers of the Range**(58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | 4 Drama **9031**<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | COLUMBIA |
| | | | | | | GRAND NAT'L |
| Drama **930**<br>**iety Lawyer** (78)<br>Bruce-Walter Pidgeon<br>-Apr. 1 | 7 Drama with Music **931**<br>**Broadway Serenade** (113)<br>J. MacDonald-L. Ayres<br>R—Apr. 8 | 14 Rom. Comedy **929**<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy **934**<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | 28 Drama **932**<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | 5 Comedy **933**<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | MGM |
| | 5 Melodrama **3824**<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane | 12 Drama **3802**<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama **3829**<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | | 1 Action Drama **3820**<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | MONOGRAM |
| Comedy **3829**<br>**dden Money** (62)<br>Ruggles-M. Rambeau<br>-Mar. 25<br>Western **3858**<br>**ver on the Sage** (68)<br>n. Boyd (Hopalong)<br>-Feb. 18 | 7 Comedy **3830**<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 | 14 Comedy - Music **3832**<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>14 Melodrama **3831**<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama **3833**<br>**Back Door to Heaven** (85)<br>**Wallace Ford-Aline Mc-Mahon-Patricia Ellis**<br>R—Apr. 15 | 28 Comedy Drama **3834**<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | 5 Outdoor Drama **3835**<br>**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | PARAMOUNT |
| Western **843**<br>**xicali Rose** (58)<br>ne Autry<br>iley Burnette<br>-Apr. 1 | | 12 Western **865**<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western **854**<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | 25 Action Drama **811**<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | 5 Western **844**<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | REPUBLIC |
| Drama **920**<br>**most a Gentleman** (65)<br>Ellison-H. Wood<br>-Mar. 11 | 7 Comedy Drama **916**<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>7 Biog. Drama **919**<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 | 14 Action Drama **920**<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama **922**<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | 28 Melodrama **923**<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical **838**<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | 5 Comedy Drama **924**<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | RKO RADIO |
| Melodrama **936**<br>**und of the Basker-villes** (80)<br>Greene-W. Barrie<br>Rathbone<br>-Apr. 1 | 7 Melodrama **937**<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 | 14 Drama **938**<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama **939**<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama **945**<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 28 Outdoor Drama **940**<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical **8012**<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | 5 Action Drama **941**<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 20TH-FOX |
| | 7 Drama<br>**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 | | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | | | UNITED ARTS. |
| Comedy **3020**<br>**mily Next Door** (63)<br>igh Herbert<br>y Hodges<br>-Apr. 15 | 7 Comedy-Music **3006**<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 | 14 Action Drama **3019**<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama **3018**<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | 28 Comedy Drama **3030**<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | UNIVERSAL |
| Melodrama **WB323**<br>**Trial** (62)<br>hn Litel<br>argaret Lindsay<br>-Mar. 25 | 8 Outd'r Drama **WB304**<br>**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 | 15 Melodrama **WB316**<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama **FN354**<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | 29 Comedy **FN373**<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | 6 Action Drama **FN353**<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | WARNER-F.N. |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | MAY 13 | MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 |
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| COLUMBIA | 11 Action Drama **9016**<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | | 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | 15 Comedy **10**<br>**Awful Truth** (92) reis<br>Irene Dunne<br>15 Western **92**<br>**Western Caravans** (5<br>C. Starrett-I. Meredith<br>R—July 1 |
| GRAND NAT'L | 13 Drama **301**<br>**Exile Express** (70)<br>Anna Sten-Alan Marshal<br>R—Feb. 18<br>13 Western **WI-19**<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | 20 Action Drama **314**<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | |
| MGM | 12 Action Drama **935**<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | 19 Comedy **936**<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | 26 Comedy **937**<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **9**<br>**Tarzan Finds a Son!** (81<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 |
| MONOGRAM | | 18 Western **3864**<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull | |
| PARAMOUNT | 12 Drama **3836**<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | 19 Musical **3837**<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | 16 Drama **38**<br>**Invitation to Happines**<br>(99)<br>I. Dunne-F. MacMurra<br>R—May 20 |
| REPUBLIC | 15 Western **866**<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | 15 Outdoor Spectacle **801**<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western **855**<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette<br>R—July 8 | |
| RKO RADIO | 12 Melodrama **925**<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | | 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **9**<br>**Girl and the Gambler** (62<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 |
| 20TH-FOX | 12 Musical **942**<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | 19 Comedy **943**<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **9**<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 |
| UNITED ARTS. | | | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | |
| UNIVERSAL | | 19 Action Drama **3010**<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | 26 Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | |
| WARNER-F.N. | 13 Action Drama **WB322**<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | 20 Action Drama **FN364**<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 |
| MISCELLANEOUS | | | | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), reissue<br>Wm. S. Hart | 16 Musical **Asto**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pe |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JUNE 24 | JULY 1 | JULY 8 | JULY 15 | JULY 22 | JULY 29 | |
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| ] Action Drama 9012<br>**ouds Over Europe** (79)<br>orm. "Q" Planes)<br>Olivier-V. Hobson<br>—June 10 | 29 Drama 9032<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy 9005<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>10 Drama 9025<br>**A Woman Is the Judge**<br>Hudson-Kruger; R-July 8 | 20 Comedy 9010<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | 28 Action Drama<br>**Behind Prison Gates** (..)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells | COLUMBIA |
| Ua..<br>pply | | | | | | GRAND NAT'L |
| ] Comedy 940<br>**aisie** (74)<br>nn Sothern<br>obert Young<br>—June 17 | 30 Drama 941<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama 942<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy 944<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama 945<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat | MGM |
| | 1 Action Drama 3814<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | | 21 Western 3865<br>**Man From Texas** (60)<br>Tex Ritter | 24 Mystery 3807<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | MONOGRAM |
| ] Melodrama 3842<br>**rand Jury Secrets** (68)<br>Howard-G. Patrick<br>—May 20<br>] Western 3843<br>**eritage of Desert** (73)<br>Woods-E. Venable<br>—Mar. 25 | 30 Melodrama 3844<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama 3847<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama 3848<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | PARAMOUNT |
| ] Western 856<br>**Old Caliente** (57)<br>oy Rogers; R-July 15<br>] Western 867<br>**yoming Outlaw** (52)<br>hree Mesquiteers<br>—July 15 | | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | | 26 Comedy 816<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | REPUBLIC |
| ] Drama 927<br>**ve Came Back** (75)<br>hester Morris<br>endy Barrie<br>—June 10 | 30 Mystery Drama 929<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western 985<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83) (Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron** (79) reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama 931<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | RKO RADIO |
| ] Com. Drama 954<br>**savannah of the Mountains** (78)<br>hirley Temple<br>andolph Scott<br>—June 17 | 30 Comedy Drama 950<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night** (71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 | 28 Outdoor Drama 951<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 20TH-FOX |
| | | | | | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | UNITED ARTS. |
| | 30 Melodrama 3038<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama 3031<br>**Forgotten Woman** (63)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 | 14 Comedy<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 | | UNIVERSAL |
| 4 Action Drama FN363<br>**id From Kokomo** (92)<br>Wayne Morris<br>oan Blondell<br>—May 27 | 1 Com.-Music WB311<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | WARNER-F.N. |
| ] Melodrama Astor<br>-67 (65)<br>llan Hale | | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | | | MISCELLANEOUS |

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | AUGUST 5 | AUGUST 12 | AUGUST 19 | AUGUST 26 | SEPTEMBER 2 | SEPTEMBER 9 |
|---|---|---|---|---|---|---|
| COLUMBIA | 31 Action Drama<br>**Coast Guard** (..)<br>Randolph Scott<br>Frances Dee<br>3 Drama<br>**Hidden Power** (59)<br>Jack Holt-G. Michael<br>R—May 27 | | 17 Melodrama<br>**Man They Couldn't Hang** (..)<br>Boris Karloff | 22 Comedy Drama<br>**Five Little Peppers** (..)<br>Edith Fellows | 31 Drama<br>**Golden Boy** (..)<br>Barbara Stanwyck<br>Adolphe Menjou<br>William Holden<br>30 Wild Horse Picture<br>**Konga** (..) | |
| GRAND NAT'L | | | | | | |
| MGM | 4 Drama 946<br>**Miracles for Sale** (..)<br>Robert Young<br>Florence Rice<br>Henry Hull | 11 Drama 947<br>**Lady of the Tropics** (..)<br>Hedy LaMarr<br>Robt. Taylor | 18 Comedy Drama 948<br>**These Glamour Girls** (..)<br>Lew Ayres-Lana Turner<br>Anita Louise | 25 Comedy Fantasy 949<br>**Wizard of Oz** (..)<br>Judy Garland<br>Frank Morgan | 1 Comedy Drama<br>**The Women** (..)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell | |
| MONOGRAM | | 7 Musical Comedy 3825<br>**Girl From Rio** (..)<br>Movita-Warren Hull<br>9 Western 3866<br>**Riders of Frontier** (..)<br>Tex Ritter | | | 29 Western 3856<br>**Oklahoma Terror** (..)<br>Jack Randall<br>29 Melodrama 3826<br>**Irish Luck** (..)<br>F. Darro-D. Purcell | 9 Action Drama 3815<br>**Sky Patrol** (..)<br>John Trent<br>Marjorie Reynolds |
| PARAMOUNT | 4 Comedy<br>**Nightwork** (..)<br>Mary Boland<br>Charles Ruggles | 11 Comedy Drama<br>**Our Leading Citizen** (..)<br>Bob Burns<br>Susan Hayward | 18 Melodrama 3865<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western 3859<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy<br>**Star Maker** (..)<br>Bing Crosby<br>Louise Campbell | 1 Melodrama<br>**Death of a Champion** (..)<br>L. Overman-R. Paige | 8 Drama<br>**World on Parade** (..)<br>W. Henry-J. Barrett |
| REPUBLIC | 31 Western 846<br>**Colorado Sunset** (..)<br>Gene Autry-S. Burnette | 11 Western 868<br>**New Frontiers** (..)<br>Three Mesquiteers | 17 Western 847<br>**In Old Monterey** (70)<br>G. Autry-S. Burnette<br>R—July 29 | 24 Drama<br>**Smuggled Cargo** (..)<br>Rochelle Hudson<br>Barry MacKay | 31 Drama<br>**Flight at Midnight** (..)<br>P. Regan-J. Parker | |
| RKO RADIO | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western 933<br>**Bad Lands** (65)<br>R. Barrat-N. Berry Jr.<br>R—July 29 | | 25 Western<br>**Along the Rio Grande** (..)<br>George O'Brien | 1 Musical<br>**Everything's on Ice** (..)<br>Irene Dare | |
| 20TH-FOX | 4 Comedy 001<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 | 11 Comedy 002<br>**Chicken Wagon Family** (..)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver | 18 Drama 003<br>**Stanley and Livingstone**<br>Spencer Tracy<br>Nancy Kelly-R. Greene | 25 Comedy 004<br>**Quick Millions** (..)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington | 1 Mystery 005<br>**Adventures of Sherlock Holmes** (..)<br>B. Rathbone-I. Lupino | 8 Melodrama 006<br>**Charlie Chan at Treasure Island** (..)<br>S. Toler-P. Moore |
| UNITED ARTS. | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 | | | |
| UNIVERSAL | | 11 Drama<br>**Modern Cinderella** (..)<br>Charles Boyer<br>Irene Dunne | | 25 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin | 1 Comedy Drama<br>**Underpup** (..)<br>Gloria Jean-Ernest Truex-Nan Grey<br>1 Outdoor Drama<br>**Mutiny on the Black Hawk** (..) R—June 24<br>R. Arlen-A. Devine | 8 Drama<br>**Bad Company** (..)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Western<br>**Desperate Trails** (..)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight |
| WARNER-F.N. | 5 Melodrama WB315<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | 12 Com. Drama WB326<br>**Torchy Plays With Dynamite** (..)<br>J. Wyman-A. Jenkins | 19 Drama FN356<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy FN376<br>**Hobby Family, The** (..)<br>Irene Rich-Henry O'Neil<br>26 Drama FN367<br>**Angels Wash Their Faces** (..)<br>Ann Sheridan-R. Reagan<br>F. Thomas | | |
| MISCELLANEOUS | | | | | | |

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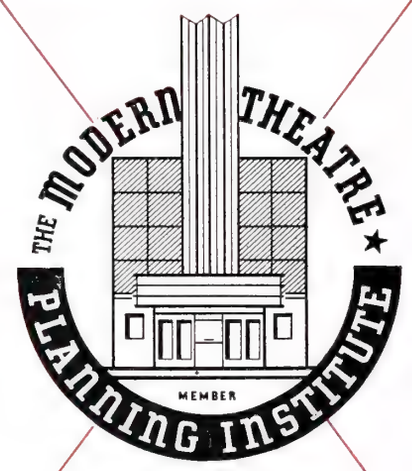
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This common cause, in which every theatre owner must be vitally concerned, will again be forcefully expressed to our readers in the next forthcoming issue of The Modern Theatre section . . . The editorial theme "THEATRE PLANNING" will cover the fundamental phases of House Appeal from start to finish. In the illustrative advertisements of our sponsors, all of whom are members of the Planning Institute, you will be given an unhurried opportunity to study and weigh the use values and advantages of what **constructive** competition has created to assure the final public approval of your new theatre . . . As usual, the editorial contents of this issue will be concise and to the point—plain statements of fact and finding to further the common objective . . . Many of the design and material specifications for your contemplated new building or remodeling project will be formed as a result of what you will find . . . . .

## "THEATRE PLANNING"

*in the* ***AUGUST 19th*** *issue of*

# The MODERN THEATRE

*The Pulse of the Motion Picture Industry*

# BOXOFFICE

AUGUST 5, 1939 25c Per Copy. Per Year $7.50 in U. S. and Canada. Foreign $10. NATIONAL EDITION




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Answered on Pages 4 and 5

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# *BRAIN, NOT DOLLAR, POWER*

THE executive who took his hair down on this page three weeks ago called the turn. He had been talking so frankly it was almost brutal about changing times and too expensive negatives. He voiced it as a pressing need an adjustment in mental processes so that out of such a procedure might emerge a rationalization in the point of view as it applied to this industry and its assured future.

He called the turn on the eighth paragraph of his quoted comment. This was when he observed:

"I appreciate that these soundings probably will be misunderstood. There will be some, no doubt, who will see in this a plea for chiseling in production quality, for salary slashes, for firing people. There must be no curtailment in production quality. There is no need to cut wages or to cut people loose from their jobs."

There has been some misunderstanding, revolving entirely around the argument that less dependence be placed upon the dollar stream and more on the brain to bring about sustained quality production at a cheaper cost. The antis, and they insist upon remaining as anonymous as the man who launched all of this, rest their case on what they say is the need for a constant flow of big pictures—big in theme, big in conception, big in execution and, perforce, big in point of money spent on them.

They insist such a policy is vital; that it is important for the industry to continue to demonstrate this intent via a preconceived plan of staggering the public with pyramided lavishness sprawled all over the screen. Otherwise, they maintain, there can be no progress and the business will stamp itself in the eyes of its consumers as one dedicated to a program of chiseling, which takes evidence in the shape of modestly made product at a price reasonable enough to guarantee costs, and the public be damned. Normally, it must be pointed out, this is exactly the formula in business which results in profits.

There is no blanket agreement here with such a theory. We fail to see how an attraction necessarily will take on added "oomph," which is by way of keeping this up-to-the-minute, merely because twenty-four dancing girls are swelled to ninety-six or because a couple of hundred extras swatting each other in a battle scene are turned into a holiday for the Central Casting Bureau, much as we should like to see the bit, and less, players in Hollywood kept gainfully and steadily employed.

The quick and obvious expediency of dipping into a well-stocked and inviting treasury on the assumption more of the same thing will make up for deficiencies in story, cast or directorial values again tends to stress one of the basic weaknesses of the whole production structure. It has to be admitted the expediency has been applied handsomely ever since the business shed its first diaper, yet we know of no conclusive argument to demonstrate any system is necessarily sound simply because it has been so long indulged that it is today an accepted procedure.

You will find here no ranting against the big picture, but a great deal against the big picture, so called. This industry, for its own economic comfort or discomfiture, dependent upon how you look at it, has led its public to expect large undertakings from Hollywood. Long since has it become a case of the bear and the tail that willy-nilly cannot be let go. Moreover, it need not be.

For the industry is important enough, well entrenched enough in point of resources and characterized enough with elements of the gamble to do things in the large and extensive manner. But there ought to be some sort of a limitation, suggested by market possibilities, if Hollywood ever heard of them, and voluntarily adopted as a matter of good business as against the take-a-chance venture with a million dollar, or more, cost launched on a vaguely outlined idea that everything will be jake.

To spend one million dollars is a serious piece of enterprise, particularly when the stockholders are the bosses even if they do not run the corporations they own. And, while no one can guarantee the future, every possible avenue ought to be explored in a serious, brain-applied effort to make certain there is reasonable chance of coming out. This could be done far more frequently, as everyone knows.

The man who took his hair down meant precisely this. He was thinking and talking in terms of more diligent application of brainpower and less dependence upon mere dollar power, coupled with a very large and pleasant dose of hope.

He is, of course, entirely correct.

Kann

# 67% OF NATION'S EXHIBITORS ARE FOR CODE, "BOXOFFICE" SURVEY OF THE COUNTRY SHOWS

## Self-Regulation Plan Wins Majority in Every Area; Ten States Go Solid

Over the nation exhibitors favor adoption of the trade practices code by a majority of 67 per cent to 33 per cent. And, in every section of the country, broken down territorially, it has the majority vote. It is wanted most in the western area, where ten states polled a return of 72 per cent "for" as compared to 28 per cent "against." Exhibitors want it least in the mideast and midwest, but they still desire it in the former by 55 to 45 and in the latter to the tune of 58+ to 41+.

Ten states vote solidly, 100 per cent, for the industry self-regulation plan. They are: Rhode Island, New Jersey, Florida, Louisiana, Tennessee, Arizona, Colorado, Nevada, Oregon and Utah. One state, Wyoming, is just as emphatic in its disapproval. The four states from which no votes were received are Delaware, Maryland, New Hampshire and New Mexico.

The chief objection to the code, coming from pros and cons alike, is the legalistic language in which it is couched, the contention here being that it is complicated and difficult to understand. Many approving the document do so with the observation that it is not all they desire but consider it a step in the right direction.

The vote sectionally, and by states within the sections, is given in the table on the adjoining page.

Typical of comment, are the following selected from the returns:

### Wants Cancellation and Not Wrestling Match

Urgently needed in any code are definite cancellation rights that mean right to cancel and not a wrestling match every time the exhibitor decides to eliminate a cluck.

—Indiana Exhibitor

### To Jointly Tackle A Sick Industry

Let's put the trade practice code in effect so that distributors and exhibitors may jointly tackle the problem of reviving an industry that is sick. Good faith must bind both parties or the old struggle will go on until both sides are exhausted, the public disgusted and the government in the driver's seat.

—Connecticut Exhibitor

### They Never Have And Never Will

Why kid ourselves with all this code talk? Before the distributors get through with the thing our voluntary arbitration will be compulsory, hence illegal; the boards will be stacked to the tune of two major agents to one independent, and the clearance issue will be sidestepped entirely as a subject for individual negotiation and outside the power of a board to correct. The distributors and exhibitors have never been able to get together on mutual working agreements and obviously they never will.

—Illinois Exhibitor

## *Editor's Note*

**What does the exhibitor think about the problems confronting the industry?**

**Some observers think they know. Others merely speculate. To prove those who think they know correct or otherwise and to remove those others who indulge in speculation, BOXOFFICE set out to find out.**

**To questionnaires mailed to theatremen in every state in the union, responses are in from all except four states. Forty-four states, therefore, are represented in a cross-section of exhibitor opinion on the first, which asked this question:**

**"Does the Proposed Trade Practice Code Meet With Your Approval?"**

**This will be followed in short order by other questions. All of the results are interesting, many of them revealing.**

### Says Special Privilege Still in Best Position

We do not agree that theatre owners can fight the film companies for necessary changes that ought to be forthcoming in the trade code. Special privilege is still in the best position according to the code. Many of us feel that it is far better to have the Neely bill than to permit the exchanges to continue stepping all over us.

—New York Exhibitor

### Would Have Government Arbitration Boards

One way to settle most of our problems would be to submit disputes to arbitration boards designated by the government as an adjunct to the judiciary.

—New York Exhibitor

### Would Eliminate Need For Legislation

If and when the producers will help the exhibitor by their efforts along the line of better production for American trade and cast aside the fact that they are in the "driver's seat" and enter into a sincere trade agreement with theatre operators, then the need for legislation will have been eliminated. I, for one, still believe in a little sincerity on the part of producer and exhibitor. Such a condition will certainly tend to give the average operator courage and determination in a business that stands alone in American industry and one that at this time is little less than an organized racket.

—Virginia Exhibitor

## May Not Be All Desired, But Showmen View It as a Starter

### Wants Code to Handle Clearance Problem

I can't see anything of value in a trade practice code unless the local boards also undertake the solution of clearance and protection problems. The large city near my situation has two-month clearance over me, so our trade depends on those people who have been too busy to see them or else too sick to get out of town while the pictures were playing the city.

—Pennsylvania Exhibitor

### Likes Cancellation Code Provision

The straight 20 per cent cancellation should help exhibitors to throw out the undesirables. This should also spur the producer on to make pictures which the exhibitor would not want to throw out.

—Michigan Exhibitor

### Relies on Allied Code Judgment

If National Allied can't find anything good about the trade practice code, then neither can I. That's what we pay good dough into the organization for.

—Illinois Exhibitor

### Sees Weeds Obscuring Movie Garden Flowers

We must admit that in the past few years we have allowed the weeds in our movie garden to all but obscure the flowers. I am firmly against outside intervention and in favor of self-regulation but if we can't clean up our own back yard then either Uncle Sam must save us from ourselves or some new form of entertainment will step in where we got lazy and relegate motion pictures to the past.

—Virginia Exhibitor

### Wants Assurance Of Fair Play

The fairness of the local arbitration board setup will determine the degree of success for the new self-regulation plan. I can't say I know just what is a fair setup, but I know it is important. Representatives from major circuits and distributors

(Continued first column next page)

# WEST WANTS IT MOST, MIDEAST AND MIDWEST LEAST; ALL SAY LANGUAGE IS FAR TOO LEGAL

## The Reasons Are Varied, But the Answers Are Much the Same

(Continued from preceding page)

as opposed to one from independent exhibitors obviously is not fair; neither would two independents to one major be fair. That is a tough problem, but it is one the master minds must solve if the system is to click.

—MICHIGAN EXHIBITOR

### Trade Should Do Own Policing

I am in favor of the code. The industry should do its own policing and should demand ethics of the highest standard, sadly lacking today. It should avoid politicians as it would the plague; they corrupt, not help.

—NEW YORK EXHIBITOR

### Wants Cancellation At Price Allocated

There should be a provision in the code definitely providing cancellation of any picture at the price allocated, particularly where objected to in a particular neighborhood because of any reason. For instance, costume pictures do not go over in my situation; that should be reason enough for cancellation by me.

—OHIO EXHIBITOR

### National, Not Local, Clearance Wanted

In drafting a trade code, clearance and protection should have a definite standard nationally, not in certain parts of the country to be governed according to somebody's power or strength.

—WISCONSIN EXHIBITOR

### Might Stop Non-Theatrical Competition to Theatres

The best code I can think of would be some manner of stopping free motion picture competition before it stops us.

—ILLINOIS EXHIBITOR

### Sees No Chance for "Reformation"

To expect these cut-throat distributors to "reform" with a smoke screen of trade practice rules is sheer idiocy.

—CALIFORNIA EXHIBITOR

### Urges Regulation From Within

Let the motion picture industry and the independent theatre owners regulate themselves within their own organizations and stop all government regulation.

—MONTANA EXHIBITOR

## *The Vote*

| | *Pct. "Yes"* | *Pct. "No"* |
|---|---|---|
| **EASTERN** | **64+** | **35+** |
| Delaware | 0 | 0 |
| Maryland | 0 | 0 |
| New Jersey | 100 | 0 |
| New York | 58 | 42 |
| Eastern Pennsylvania | 43 | 57 |
| Virginia | 84 | 16 |
| **NEW ENGLAND** | **78+** | **21+** |
| Connecticut | 34 | 66 |
| Maine | 84 | 16 |
| Massachusetts | 76 | 24 |
| New Hampshire | 0 | 0 |
| Rhode Island | 100 | 0 |
| Vermont | 98 | 2 |
| **SOUTHERN** | **69+** | **30+** |
| Alabama | 5 | 95 |
| Arkansas | 75 | 25 |
| Florida | 100 | 0 |
| Georgia | 75 | 25 |
| Louisiana | 100 | 0 |
| Mississippi | 71 | 29 |
| North Carolina | 57 | 43 |
| Oklahoma | 67 | 34 |
| South Carolina | 50 | 50 |
| Tennessee | 100 | 0 |
| Texas | 70 | 30 |
| **MIDEAST** | **55** | **45** |
| Kentucky | 66 | 34 |
| Michigan | 69 | 31 |
| Ohio | 50 | 50 |
| Western Pennsylvania | 50 | 50 |
| West Virginia | 40 | 60 |
| **CENTRAL** | **59** | **41** |
| Illinois | 74 | 26 |
| Indiana | 50 | 50 |
| Eastern Missouri | 50 | 50 |
| Wisconsin | 62 | 38 |
| **MIDWEST** | **58+** | **41+** |
| Iowa | 57 | 43 |
| Kansas | 70 | 30 |
| Minnesota | 67 | 33 |
| Western Missouri | 75 | 25 |
| Nebraska | 49 | 51 |
| North Dakota | 40 | 60 |
| South Dakota | 50 | 50 |
| **WESTERN** | **72** | **28** |
| Arizona | 100 | 0 |
| California | 81 | 19 |
| Colorado | 100 | 0 |
| Idaho | 25 | 75 |
| Montana | 50 | 50 |
| Nevada | 100 | 0 |
| New Mexico | 0 | 0 |
| Oregon | 100 | 0 |
| Utah | 100 | 0 |
| Washington | 64 | 36 |
| Wyoming | 0 | 100 |

### Sees Sincerity As Test of Value

If the distributors are sincere and do not adopt practices to defeat the benefits incorporated in the code it should be a good instrument for trade progress. Increased cancellations should be a very great help; producers, however, by increasing the number of pictures in the higher brackets, have entirely defeated the benefits given and make our deals worse than they were before.

—CALIFORNIA EXHIBITOR

## "Subterfuge" Say Some, "Salvation" for Small Man, Say Others

### Would Have It Include Curb on Rival Ads

I am in favor of the code, but I think it should prohibit chains from placing advertising and display boards in small towns where the chains have no theatres. The Schine circuit has a three-sheet not 20 yards from my theatre which advertises its programs in a nearby town.

—OHIO EXHIBITOR

### Seen As Subterfuge to Escape Regulation

The trade practice code is nothing but a subterfuge to avoid government regulation. Distributors are already getting around various provisions of it. Let every distributor stand by the code and act in good faith and exhibitors will have more confidence in it. The buyer cannot trust the seller in this business—the exhibitor is almost certain to be "gypped" in some way. More men like William F. Rodgers would help.

—OHIO EXHIBITOR

### Would Eliminate Some Of the Bickering

If the trade practice code will do no more than eliminate some of the unfavorable publicity caused by eternal bickering between exhibitor and distributor that now is attracting legislative eyes it will be worth while. When the government starts regulating, look out!

—WASHINGTON (state) EXHIBITOR

### Wants Score Charge Really Eliminated

What the trade code should do is to eliminate the score charge entirely, not just provide that it be absorbed in higher film rental. This, I am afraid, will never come about except by law; greed is seeded too deep in the powers that be.

—CALIFORNIA EXHIBITOR

### Approves If Small Man Gets Voice

The trade code has my approval if the small exhibitor will be given a chance for equal representation.

—MICHIGAN EXHIBITOR

# "BUSINESS APPEASEMENT" PROGRAM SEEN AS SPRINGBOARD FOR NEW KIND OF NRA PATTERN

## Capitol Conferences May Signal More Positive Assistance Plan

NEW YORK—In the eyes of impartial observers, President Roosevelt's "business appeasement" program may lead the industry back to a pattern not unlike that which existed during the NRA.

This is gradually being approached, informed sources say, through the conferences being conducted by the department of commerce with various industry leaders. Back of it all appears to be the identical desire of both the President and "big business" to have the department headed by Harry Hopkins "do in this country what it has done abroad."

Those who are close to major exchequers seem to be in agreement that the industry would long ago have been on the brink of financial disaster if it had not been for the system of foreign consular services inaugurated by Herbert Hoover when he was secretary of commerce in 1925. Hoover, runs this opinion, made it possible for the first time to open an uninterrupted flow of American commerce in foreign countries. Except in minor aspects, his system is said to have undergone little alteration since he instituted it, so successful has it been.

### Full Force Abroad

The department of commerce, under Hoover's administration, was one of the government's youngest cabinet departments. Economic conditions impelled its formation, industry veterans say, and likewise directed its full force toward opening new outlets abroad. But the department, as such, "never developed itself in the domestic market" in the sense that the department of agriculture tries to help farmers and the department of labor attempts to aid labor, goes the observation.

In some inexplicable fashion, this function fell to the Federal Trade Commission during the successive terms of commerce department secretaries Robert P. Lamont from 1929 to 1932; Roy D. Chapin, from 1932 to 1933, and Daniel P. Roper, from 1933 to early this year. In the appointment of Harry Hopkins, President Roosevelt has a "No. 1 new-dealer." One of his first steps, after recuperating from a three-months' illness, was to begin a series of conferences to "help commerce."

Executives who make a habit of watching Washington see in this effort a strategic move on the part of the President to put into effect a system of untrammeled commerce such as existed between this country and foreign nations during Hoover's administration of the department.

Just as Hopkins has asked leaders of the potash and oil industries to lay their problems before him, so is he proceeding with the film industry, according to those who claim to know what has occurred at meetings between Sidney R. Kent, Nicholas Schenck, Harry M. Warner, Abram F. Myers, Col. H. A. Cole, Ed Kuykendall, Harry Brandt and department officials.

"The department has asked us to cooperate in presenting a comprehensive outline of our business," is the way an executive quotes one of the Washington confreres. "Those fellows want to work out a plan to be of positive assistance. They admit they don't know how this will be set up, but we must first supply them with a sound understanding of the operations of the industry.

### Impartial Study Sought

"Undoubtedly Hopkins wants to know why we haven't cured our illnesses," continues the executive. "And, in this respect, how the department can help. They don't seem to be taking the attitude that this will cure all our ills. A thorough, intelligent, impartial study of the business is what is being sought."

In this respect and as an indication of the hopefulness engendered in executive chambers is the report just completed by Price, Waterhouse Co., accountants. The report, according to those who have seen it, is the most elaborate ever prepared. It came into existence under the direct supervision of company presidents. In it is a breakdown of every conceivable phase of operation embracing production, distribution and exhibition, going so far as to enumerate the aggregate paid out annually in social security, a compilation of grosses at affiliated theatres, the cost of production, cost of distribution, and innumerable statistics on costs of maintenance, advertising and publicity.

The report is due to come before the MPPDA board of directors for a final analysis and then will be taken to Hopkins by a committee, probably headed by Joseph H. Hazen, Warner vice-president.

This "sympathetic approach" by the commerce department is interpreted by certain executives as indicating that the President realizes the department of justice is proceeding with a "negative approach," not only in respect to the film industry, but generally.

"The FBI, the circuit courts, the FTC, Congress and the department of justice seem to be operating with a hostile attitude," observes one executive. It seems obvious, and maybe this is finally being realized, that the courts and Congress cannot approve what is being done, let alone offer constructive suggestions. Perhaps the commerce department can find a way."

"The way" may ultimately lead to something resembling the NRA, as interpreted in one quarter. "Not in the sense that business would be run by the government," goes this interpretation, "but to make the anti-trust laws virtually inoperative and let each industry work out its own code, with the government supervising and encouraging it. This is being done by the interstate commerce commission with railroads, the FCC on radio and statutory regulation of liquor. Maybe the commerce department has the formula we need."

## *Breathing Easier; Blame It on "Oz"*

**New York—Relaxation is in order around Loew's State Bldg. The Loew and Metro crowd, finally and at long last, has seen "The Wizard of Oz" which represents an investment of about $3,000,000 and probably the longest shooting schedule in the studio's history as well as one of its most expensive productions.**

**Not much secret about all of this. Loew and Metro-ites have been wondering, worrying and chewing nails. "Oz," to them, was an unknown quantity aside from studio reports which experience demonstrates, are not always removed from bias. Now, they say, it's all over. The sun shines and Leo has regained his vocal cords on this one, anyway.**

**The picture is set for the Capitol August 17. Judy Garland and Mickey Rooney will make personal appearances in connection with it.**

## Is Seen as Realization Justice Department's Approach Negative

## *Burstyn Finds No German Aid to French Films*

NEW YORK—Although he made numerous inquiries, Joe Burstyn, long associated with Arthur Mayer in the distribution of foreign films, reports he was unsuccessful in uncovering any information which would prove that German capital is financing French production.

Burstyn, who has just returned from a seven-week trip abroad, says all one heard was rumors.

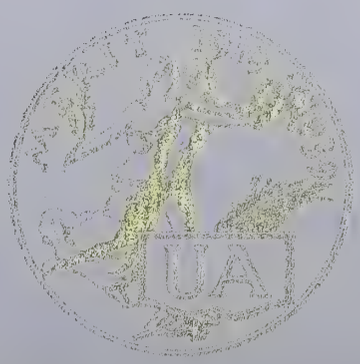
## A CORRECTION

**United Artists wishes to advise exhibitors that in its product announcement in this issue, DAVID NIVEN should appear as co-star with Loretta Young in the Walter Wanger Production, "ETERNALLY YOURS."**

# INDIVIDUALLY

"BACK OF EVERY GREAT PICTURE IS A GREAT PRODUCER"

Murray Silverstone



DISTINCTION and showmanship are the reasons why the public, exhibitors and critics alike look forward to each new DAVID O. SELZNICK production with an assured foreknowledge of quality. It is therefore with pride that UNITED ARTISTS announces continuance of its releasing agreement with Selznick International Pictures.

ORIGINALITY of the Selznick organization is reflected in the starring of Leslie Howard in INTERMEZZO, which introduces the beautiful new continental star Ingrid Bergman, with Edna Best, and will be released this season. Mirroring the infatuation of a famous musician for his young accompanist, and the swift events that engulf them, this newest Selznick production dares to depict problems found in the lives of millions concentrated in the lives of three.

SURPRISE and excitement, the two priceless ingredients of any motion picture, are what DOS has captured for the filming of REBECCA, the year's outstanding best-seller by Daphne Du Maurier, 400,000 copies of which have been sold since publication last fall. With Man-of-the-Hour Laurence Olivier in the leading role, Alfred Hitchcock—whose superb treatment of "The Lady Vanishes" and other films has earned him the title "Master of Melodrama"—will direct. Details of two more Selznick International pictures will follow soon.




DAVID O. SELZNICK

☆



# CHARLES CHAPLIN

Chaplin's first all-talking picture — Chaplin's first picture in three years — based on the most timely, most important topic in the world today, is now in production. CHARLES CHAPLIN in "THE GREAT DICTATOR", the season's big-news picture, will climax the magnificent career of the greatest of all screen stars. In connection with his plans, Mr. Chaplin says: "I am making a comedy picture on the lives of dictators which I hope will create much healthy laughter throughout the world."



# ALEXANDER KORDA

Five big, important scope pictures — all of them in the breathless beauty of final Technicolor perfection—will comprise Alexander Korda's box-office activities for 1939-40. First: FOUR FEATHERS . . . 7,200 seconds of flesh-and-blood excitement, filmed in actual locales in the heart of Africa, bringing authentic thrills no screen has ever held before. Directed by Zoltan Korda with Ralph Richardson, C. Aubrey Smith, John Clements and June Duprez. Second Korda hit: OVER THE MOON, giving Merle Oberon, star of "Wuthering Heights", her first comedy role in a story by Robert E. Sherwood. Third Korda hit: THE THIEF OF BAGDAD starring Sabu, Conrad Veidt and John Justin in a spectacle that promises to have the most unique appeal in years. Fourth Korda hit: Merle Oberon in SINNER, with Laurence Olivier, from "Manon Lescaut", the famous love story of a passion-swept man and woman. And Fifth: Kipling's THE JUNGLE BOY with Sabu in the title role.

Douglas Fairbanks resumes his production activities by presenting THE CALIFORNIAN, the kind of colorful, romantic, action picture which in the past made his own starring vehicles so sensationally successful at the ticket window. Now in the role of producer, instead of star, Mr. Fairbanks will soon announce a cast of vigorous marquee strength for this production based on the dramatic career of Lola Montez, dancer, adventuress and sweetheart of kings. The exploits of this exotic woman in the pioneer country of Southern California constitute one of the strangest and most glamorous stories in history.



# DOUGLAS FAIRBANKS



# SAMUEL GOLDWYN

Samuel Goldwyn Standards of Showmanship — Samuel Goldwyn Business — will be even higher this year than it was with "Wuthering Heights", "The Hurricane", "Dead End" or "Stella Dallas". For Goldwyn starts your new picture season with a new note in entertainment — Jascha Heifetz in [illegible] with Andrea Leeds, Joel McCrea, Walter Brennan and Gene Reynolds, directed by Archie Mayo. Back of this picture is the specific purpose of attracting new patronage for you thru the magic music of Heifetz, with all your regulars revelling in a down-to-earth story of kids with dirty faces and hungry hearts. Mr. Goldwyn's next picture will be Gary Cooper in a fighting role in [illegible] with Andrea Leeds and David Niven, under the direction of Henry Hathaway . . . a roaring thrill-and-action picture of American soldiers in the Philippines, always outnumbered . . . never outfought.

Famous for his showmanship innovations, Wanger leads off with WINTER CARNIVAL starring Ann Sheridan, the most exploitable star since he gave you Hedy Lamarr in "Algiers". This picture of winter sports, youth and fun, takes you behind the scenes at Dartmouth when 1,500 wild women hit the campus. Richard Carlson, Helen Parrish, Robert Armstrong, Marsha Hunt, James Corner and Alan Baldwin give additional cast interest, with Charles R. Riesner directing. Next will be Joan Bennett in THE HOUSE ACROSS THE BAY the story of a woman who dared hope for love while her man was in Alcatraz. MY PERSONAL LIFE by Vincent Sheean takes a reporter around an action-teeming world. ETERNALLY YOURS starring Loretta Young and directed by Tay Garnett, gives your audience the hilarious low-down on a magician with every trick up his sleeve except how to manage his women. Fifth from Wanger will be SEND ANOTHER COFFIN by F. G. Presnell, with more laughs per murder than "The Thin Man".

# WALTER WANGER





From the greatest stories of today and yesterday, the producer of "The Count of Monte Cristo" and "The Man in the Iron Mask", has shaped his new season's plans. Half a million readers of Howard Spring's best-selling novel, **MY SON, MY SON!**, are waiting for cast announcements on this story of two fathers and their dreams for their boys. Twelve thousand exhibitors are cooperating with Mr. Small on a direct-to-the-public poll for star selections. **TWO YEARS BEFORE THE MAST** by Richard Henry Dana, translated into 25 languages and reaching a book sale of 1,320,000 copies, will follow. Then watch for **THE HOUSE OF MONTE CRISTO**, unfolding the further amazing exploits of the most fabulous character ever written into a book or pictured on the screen; **KIT CARSON** based on the career of the colorful frontier hero and adapted from the newspaper serial read by 17,000,000 Hearst readers; **SOUTH OF PAGO PAGO**, a big production of tropic glamour; and finally **VALENTINO**, the life of the greatest of all popular idols, an idea which has brought Mr. Small congratulatory letters from thousands of exhibitors.

# EDWARD SMALL

# HAL ROACH

Hal Roach's five special feature productions cover the entire range of audience interest from gay laughter to stark drama. First will be a slight case of murder involving the only girl who's got more than the farmer's daughter—THE HOUSEKEEPER'S DAUGHTER, from the novel by Donald Henderson Clarke, co-starring Joan Bennett and Adolphe Menjou with Peggy Wood. Next the famous novel and play that shocked a million people by its realism, OF MICE AND MEN, by John Steinbeck, author of "The Grapes of Wrath". Lewis Milestone will direct. Thorne Smith, author of the "Topper" novels in TURNABOUT tells hilariously about a husband and wife who change places and sexes. For adventure follow CAPTAIN CAUTION by Kenneth Roberts, author of "Northwest Passage". And then the startling, astounding 1,000,000 B. C., dramatizing the birth of civilization at the dawn of time . . with special effects by Lewis Tallhurst who took similar credit on "The Good Earth". In addition to these five specials, LAUREL & HARDY will be re-united in FOUR 4-REEL FEATURES to carry them to new heights of popularity.



The box-office astuteness of SOL LESSER as a production expert is well known to every exhibitor. The box-office distinction of ERNST LUBITSCH as a director is recognized wherever pictures play. These two names are linked for the first time by UNITED ARTISTS which is happy to add them to its list of eminent producers. Mr. Lubitsch will personally direct an untitled ERNST LUBITSCH PRODUCTION, details of which will soon be announced. Mr. Lesser will produce the Pulitzer Prize Play of 1938, OUR TOWN by Thornton Wilder. Our Town is every American town superbly charged with humanness, romance and dramatic simplicity...so appealing that Alexander Woollcott said: "In all my days as a theatregoer, no play moved me so deeply."

# ERNST LUBITSCH ★ SOL LESSER






# DAVID L. LOEW

It is with a very special pride that UNITED ARTISTS welcomes to its organization a distinguished member of a distinguished motion picture family who have contributed their talents abundantly to the benefit of the film industry. DAVID L. LOEW brings to production a thorough, practical knowledge of theatres and theatre problems through years of experience in actual theatre operation. His long studio activity, too, has proved dramatically his qualifications as a top UNITED ARTISTS producer. His first release will be the picturization of A CELEBRATED PLAY now in the final stages of negotiation. Watch for the early announcement of its famous title and the stars who will appear in its cast.

# INDIVIDUALLY

**DAVID O. SELZNICK**
**CHARLES CHAPLIN**
**ALEXANDER KORDA**
**DOUGLAS FAIRBANKS**
**SAMUEL GOLDWYN**
**WALTER WANGER**
**EDWARD SMALL**
**HAL ROACH**
**ERNST LUBITSCH**
**SOL LESSER**
**DAVID L. LOEW**

RELEASED THRU UNITED ARTISTS



# NEUTRAL MEN, JOINTLY PICKED, WOULD HOLD BALANCE OF POWER UNDER NEW ARBITRATION

## Four Would Cast Three Votes When Clearance Problems Involved

NEW YORK—Neutral men, appointed unanimously by distributor and exhibitor panels in each major city, will hold the key to all arbitration decisions under the revised code plan, it is learned. Such men may be selected from local lists of retired judges who have either handled film cases or are familiar with the business, or attorneys who have a knowledge of the industry.

Where cases involving clearance and zoning come before local arbitration boards the boards will be made up of four men who collectively will cast a total of three votes. Grievances dealing with other alleged abuses will find only three men on the boards with as many votes.

### Each Has Half Vote

Under the clearance and zoning board setup, the defendant exhibitor and distributor each will have the right to cast a half vote. The complaining theatre operator will be represented by a man with a full vote, the same as the neutral representative.

It is pointed out each complainant will have to prove his case thoroughly before he will be able to win under this setup. While it appears natural independent exhibitors on the board, in many cases, may be inclined to vote for men in their classification and affiliated circuits and distributors will decide for major circuits, it will then become necessary to sway, by evidence produced, the impartial man in order to carry a two-to-one decision.

In the event distributor and affiliated exhibitor do not agree among themselves and the independent votes in favor of his class and the neutral man decides in favor of the affiliated circuit, the tie vote then will be called a no decision.

### Must Prove Damages

Whether further hearings will be granted on the grounds new evidence can be introduced is not known, but it is stated the independent exhibitor will have to prove the clearances being attacked are seriously hurting his business before he can get a decision.

As for grievances dealing with other alleged abuses, and not clearance and zoning, the one-two-one boards do not present any problems, it is said. For on such arbitration boards the distributor will have a full vote, the independent a full vote and the balance of power will be left in the hands of the neutral man.

There will be no general rehashing of existing clearance schedules, it is pointed out. Only the protection complained of and which local boards decide should be changed will be altered.

William F. Rodgers, M-G-M sales manager and distributor sub-committee chairman, met Tuesday with sales managers to study a number of suggestions made by Max A. Cohen, Allied of New York president, and his committee. Rodgers states several are worthy of consideration. These deal with clarity and intent of the code.

The plan to reduce the full vote of distributors and affiliated circuit men is a result of objections made by all of the exhibitor groups which sat in on the trade practice negotiations. Distributors feel that in reducing the vote of these interests to a half each they have found the solution to a ticklish problem.

Cohen ridicules reports he has been seeking a separate code for New York state. He informs BOXOFFICE he and his committee continue not in sympathy with national Allied's platform of rejecting the code and the suggestions made are in consonance with a harmony much desired to perpetuate the code, which Cohen, from time to time, has called "the bill of rights for the independent exhibitor."

Following Rodgers' meeting with distributors, the M-G-M sales head held another conclave with Cohen and further discussed the recommendations made at a previous meeting.

Attorneys for the distributors working on the draft are convinced Fox West Coast, which originally raised objections to the half vote allotted to affiliated theatremen and distributors have been ironed out satisfactorily. Several months ago, Charles Buckley, assistant to Charles Skouras and general counsel for FWC, came east to discuss the Pacific coast clearance situation with Spyros Skouras. It was decided to leave the zoning schedules undisturbed. As a result, new deals being made with M-G-M, Columbia, 20th-Fox and other major and independent companies are along these lines.

During the NRA, FWC was the defendant in one of the most important clearance disputes when a group of important independent exhibitors came on from Los Angeles and surrounding towns to work out new schedules before the Code Authority. However, in the past two years, Charles Skouras and Al Galston, head of the southern California independent exhibitor group, have been amicably working out their clearance differences. These men comprise two of a committee which hears zoning grievances and both have expressed satisfaction with the plan.

As soon as the arbitration boards are set up, a number of complaints are expected to be filed by Allied men in New York, principally in the upstate region. One complaint now is being worked out by H. M. Richey, field contact for RKO, with Si Fabian, head of the Fabian circuit, and John J. O'Connor, operating head of the RKO circuit.

Distributors are hopeful the final code draft will be ready by August 9 when Ed Kuykendall, head of the MPTOA, will be the principal speaker at the Southeastern Theatre Owners Ass'n meeting in Atlanta.

Charles Skouras, who had been in New York two weeks conferring with his

(Continued on page 26)

## *The Colonel Is Giving Odds*

By DAVE GOLDING

**New York—You can get three for your two if you think the majors will emerge victorious in their legal tussle with the government on theatre divorcement.**

**Col. H. A. Cole, president of national Allied, is pretty sure Washington is going to take the majors and he is willing to bet on it.**



**Leaning against the Penn-Astor drug store on Broadway the other night as he would on the main street of his home town, the colonel calmly discussed recent developments along the industry front.**

**He thinks the government has a good case. "You don't think they are going to tip their hand before trial," he asks. "A lot of people will be surprised at the calibre of witnesses when the government files a further bill of particulars 30 days before trial."**

**Concerning the fate of the Neely bill, the colonel is willing to wager even money it will pass the house when it comes to a vote.**

**"We won't push the bill at this session," Cole says. "It will have a much better chance at the next. In the meantime, we will have a lot of time to line up the votes in our favor."**

**What did the colonel think of the department of justice proposed probe on the west coast of labor racketeering, anti-trust violations and income tax evasions?**

**"The more the merrier," he retorted enthusiastically. "You know, if some people were put in jail for those offenses it would have a great moral effect on this industry."**

**By this time, it almost seemed pointless to ask the colonel about the trade practice code. He made it clear, however, that as far as national Allied is concerned, the code is a dead issue.**

**"How about New York Allied?"**

**"You better ask Max Cohen," he answered smilingly. "They seem to be doing their own negotiating."**

**Then interviewed and interviewer drifted off into the night.**

The Pulse of the Motion Picture Industry

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IN CANADA

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EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

FOR the common-sense brigade, there are coming up a few lines from now a handful of observations well worth the reading. Perhaps, firstly, however, you ought to be informed of how it came about:

It sprang from across the luncheon table. Talking was a chap who was the onetime general sales manager of Educational. That privileges him to a view from the distributor's angle. As the general operator of the former Publix chain, 1,100 houses strong and representative of an approximate $300,000,000 to $400,000,000 investment, he is qualified on his say as the industry's largest circuit executive as of a few years ago, of course. As the operator today of a small group of large theatres, he draws upon his experience as an independent, free of any affiliation with producers but certainly completely dependent upon them for his existence.

We now turn it over to Dave Chatkin:

"It has become increasingly evident to those engaged in our business that certain changes, which have been gradually taking place during the past four years, are going to be far reaching in their relationship to the producing of better motion pictures.

"For years, we have gone along in this industry minding only our own particular business. Production knew nothing about exhibition and vice versa. Each branch of our business lived within itself. Particularly is this true of producers. Very few knew or cared what happened to a picture after it left Hollywood. Theatre operation was a complete mystery and audience reaction to pictures after the first preview was unknown. Exhibitors, while they knew very little about the mechanics of picture making, did know more about the boxoffice value of stars and audience reaction to the types of stories than a good many producers and, for many years, have tried to impart this information but with no success. In fact whenever such information was offered, it was resented. Needless to say, this lack of interest and cooperation between production and exhibition, and I might add distribution, has cost this industry more time, effort and money than any other single contributing factor.

"It, therefore, became apparent to the men in control of the various companies that a closer relationship between these branches must be established if our business was to operate more efficiently and economically. They realized that the men who for years have sold pictures to the public were an integral part of our business—their knowledge and showmanship and judgment of the possibilities of story and star value at the boxoffice were very valuable and should be used, instead of ignored. They also realized that the only way this could be accomplished was by forcibly injecting men with this experience into top executive positions, which they proceeded to do, much to the annoyance of all concerned. The results so far achieved have been very gratifying and, in a few instances, have been outstanding. This has been going on now for the past four years and today quite a number of major companies have men with exhibition experience at the head of production and distribution organizations.

"Producers are now learning that all of the knowledge and experience is not concentrated in Hollywood and there are others who can make valuable contributions if given the opportunity. There is no reason why every branch of this business should not work in close harmony and cooperate—no single individual can be so wise as not to be willing to accept additional information, based on experience, that might aid him in achieving greater success.

## Eye to Tomorrow

"What has happened in the past four years to change and improve the deep-rooted precedents is only a beginning. There is opportunity and necessity for additional efforts in this direction. It is obvious we cannot continue to produce pictures regardless of cost—that with the proper experience as a guide would never be made, or if they were, would be vastly improved. The fact is, the producer, if he had sufficient knowledge and experience, or someone around him who had, would achieve a much better average of entertainment value.

"There are signs that the producer is beginning to be cognizant of what has been going on these past years and is changing his attitude, as well as accepting advice from sources he previously ignored. This is unquestionably helping him to make better pictures. To many others who are still resenting this aid it should become apparent that they cannot continue to ignore the exhibition branch of our business and hope to produce worthwhile pictures. It is time to cease guessing and utilize available facts.

"Getting more exhibition brains into production and distribution is going to aid materially in the future progress of our industry."

## House Ad

In a recent piece of trade paper copy Fox Movietone News declared "News is Boxoffice." With complete lack of modesty in the paraphrasing, we add ". . . and BOXOFFICE Is News." From the big towns and the little ones and proven every week of the year as a happy family of thousands demonstrates.



You don't have to

# WATCH THOSE FORDS GO BY...

With apologies to the Ford Motor Company

*Be smart and* ➡




# WITH

# PARAMOUNT'S SUMMER HITS!

**"UNION PACIFIC"**

**"MAN ABOUT TOWN"**

**"OUR LEADING CITIZEN"**

**"THE STAR MAKER"**

Paramount Pictures

# SOLO FEATURES ON AGAIN IN GREATER N. Y.; RKO WOULD USE STAGE NAMES AS ADDED DRAW

## Major Chain May Rotate Its Attractions Over 21 Units for Half Week

NEW YORK—Moves to reinstate single features, long in the rumored stage, will be initiated in the fall locally if plans now being developed materialize in the next few weeks.

RKO executives have been mulling over the idea for the past few months and are understood working on plans whereby stage names, such as Katherine Cornell, Tallulah Bankhead, Katharine Hepburn, Judith Anderson and others now appearing in successful Broadway shows, would be booked to appear twice a day in condensed versions of the shows.

The major circuit is planning to rotate the shows in approximately 21 theatres for the big half of the week, which is five days, and play double features for the other two days. Under the plan, the 21 theatres would open with a strong feature and at 2 p. m., the stage show, which will run about an hour, would then go on. This would be followed by picture showings until 8:30 p. m., when the stage show would go on again, followed by the picture until closing. Admissions may be scaled at 40 and 50 cents.

William Howard, booker for the RKO circuit, returned Monday from a vacation and since then has been conferring with John J. O'Connor, Fred Meyers and Max Fellerman on the newly projected policy.

RKO executives are figuring on 52 pictures less by the plan which also would provide a stronger picture for the two-day double bill, it is said.

The idea is something new in local showmanship and credited at RKO to a demand by the public for more than one or two pictures at neighborhood theatres. It is figured many patrons desire to see the successful Broadway shows but cannot afford the tariff. The RKO plan will not only afford a condensed version of these legitimate attractions, but also a top feature from the RKO booking lineup. The stage shows will be moved from one theatre to another for at least 100 days' booking if such schedules can be arranged with Broadway producers.

National Theatres and Paramount from time to time have booked roadshow companies of outstanding Broadway plays, but

(Continued on page 26)



—Metropolitan Photos

### *Eyes on the Fall—*

*George J. Schaefer, finally elected president of Radio-Keith-Orpheum, and Ned E. Depinet, vice-president of the subsidiary RKO Distributing Corp. as they left New York for Hollywood to take a gander at several of the company's bigger fall releases. They declare they will return to their commands in New York in two weeks.*

## Condensed Versions of Broadway Hit Shows In Tentative Plans

## *RKO Drops Majestic in Columbus From Chain*

NEW YORK—RKO has dropped another theatre, the Majestic in Columbus, Ohio, which has been leased for 10 years to High Street Amusement Co., of which Maury White is president.

The circuit's Shubert, Cincinnati, reopened July 28, after being dark several weeks, and the Colonial, Dayton, relighted August 4. Other reopenings scheduled are the Alden, Jamaica, L. I., and Albee, Providence, August 17; Palace, Chicago, August 11; Orpheum, Kansas City, August 18; Strand, Syracuse, August 25; Orpheum, Champaign, Ill., September 8.



### *First Published Photograph of the RKO World's Fair Lounge—*

—Photo by Cosmo-Sileo

*A New York mecca for visiting exhibitors in increasing numbers, this is what they see when they arrive at the RKO Building. The lounge, of course, is in charge of H. M. Richey. He's the chap readers see in many of the shots of exhibitor guests published regularly in* BOXOFFICE.

# SHE LIVED ON THE



WHEN

*National Release August 11th*

# BACK STREET of LOVE!

**(Here's a Selling Line and Message that will excite every woman in the country!)**

*It Lives and Breathes of the Greatest Moments in a Woman's Life!*

**John M. Stahl's Searching Artistry brought to you by Universal!**

# IRENE DUNNE ★ CHARLES BOYER

*in*

# TOMORROW COMES

with

Barbara O'Neil · Onslow Stevens
Nydia Westman · Fritz Feld

A **JOHN M. STAHL** PRODUCTION

Produced and Directed by JOHN M. STAHL

# No Underwriting Plan Yet Set For the Court-Released RKO

NEW YORK — No RKO underwriting agreement was forthcoming at the hearing before Federal Judge William Bondy, but Col. Hamilton C. Rickaby, representing the Atlas Company, proponents of the plan for reorganization, told the court that Floyd B. Odlum, president of the company, had informed him Atlas is willing at any time within the next 60 days to underwrite the new RKO stock for as many shares as is necessary to reach the $1,500,000 as provided by the plan.

The price is not yet determined and Odlum is willing to have the judge fix the price or have the board of directors determine it. As for compensation for underwriting, Odlum also is willing to leave that part to the court, have it fixed now or wait until the company puts in its bill for its services in the reorganization. Judge Bondy declared he would not want to fix the price until all persons involved have had a chance to have their say.

The judge then was informed by Rickaby that the price of the new stock would probably be under the market price of the stock on the curb as it was intended as a valuable right for unsecured creditors. It is believed an approximate figure will be $3. Rickaby also disclosed the certificate of incorporation of the reorganized RKO had been filed a week ago in Delaware.

This will call for the issuance of $130,000 shares of preferred stock—the plan calls for $127,000—and 8,000,000 shares of common. The common will be broken down by giving 602,697 to the old debenture holders, 400,000 to Rockefeller Center, Inc., and 800,000 for unsecured claims. The old common will rate 429,593 shares and the new stock to be offered the unsecured creditors will be 500,000 shares. The reserve for conversion on the preferred will be 1,040,000 shares of common and the reserve for option warrants for the common stock, 2,577,554.

The management will get 250,000 shares and option warrants, making a total of a little under 6,600,000 shares.

## Schaefer Denies Coastal Trip Is Base Switch

NEW YORK—As he left New York for Hollywood, RKO President George J. Schaefer spared little emphasis in denying his visit to the studios portended even a temporary switch in headquarters. He was accompanied by Ned E. Depinet, vice-president in charge of distribution.

For weeks before Schaefer and Depinet departed, rumors persisted the RKO head planned to remain west for a substantial period, perhaps up to two months. The idea is supposed to have been actuated by the success attributed to the personal touch and impetus given to production at Universal City by Nate J. Blumberg, its president, who has been at the studios for almost two months and who makes frequent and lengthy trips to the coast.

To round out the rumors, Depinet was slated to be in complete charge of the New York office while Schaefer remained on the coast. The vice-president, when asked about this, denied it. He said the only interest in going west was to look at "In Name Only," "Fifth Avenue Girl," and "Nurse Edith Cavell," all of which are finished, and to discuss plans on "Hunchback of Notre Dame," "Allegheny Frontier," "Vigil in the Night" and "Abe Lincoln in Illinois."

## Neutral Men Would Hold Arbitration Balance

(Continued from page 19)

brother, Spyros, left Monday night for the coast. Frank Newman sr., head of Evergreen States, another National Theatres' subsidiary, left the same night for Seattle where he makes his headquarters. Rick Ricketson, Denver; E. C. Rhoden, Kansas City, and Harold Fitzgerald, Milwaukee, all have gone back to their territories after discussing new product deals and clearances involved.

# Skouras Goes West Very, Very Bullish

NEW YORK—Charles Skouras expects Fox West Coast business to be "better than last year." Before departing for the coast the circuit executive told BOXOFFICE business for the first six months is "as good as last year." He was accompanied by his son, Charles jr.

All phases of the new trade practice code clearance arbitration board setup are satisfactory to the circuit, Skouras said. FWC had been charged with delaying completion of the code by objecting to being precluded from representation on arbitration boards in cases where 20th Century-Fox, which has an interest in the circuit, would be involved. Skouras dismissed the charge by saying "we tried to offer some suggestions."

If and when the code is generally adopted, the arbitration system set up by the ITO of Southern California about a year ago to settle disputes between its members, all independents and FWC will be abandoned, Skouras said.

Five and ten-cent reductions at first runs in San Francisco and Oakland, instituted about a month ago, are "working out all right," he observed, adding there is no disposition to raise the scales to former levels. As to a reduction on a blanket scale, Skouras said this was not even being remotely considered.

In justifying reinstatement of cash games where the practice had been abandoned about a month ago as an experiment, Skouras said: "There are not enough good pictures to go around. The patrons are losing the habit of going to the theatres. We don't want them to lose this habit, so we are playing games again, even if we lose money doing it."

The chain has three new houses under construction in the Los Angeles area and is planning two more in southern California, Skouras said.

He declared new season product deals have been "practically closed." They are for three years. The circuit will play Warner product in some spots, but Skouras added that deals have not yet been signed.

## RKO Plans Lead in N. Y. Single Feature Try

(Continued from page 23)

without picture attractions. These usually are for one and two-day stands.

Harry Brandt, head of the Brandt circuit of 70 theatres, is understood planning to revive vaudeville in about 20 Greater New York houses starting Labor Day. Band names also will be employed. Where "flesh" is booked, the second feature will be dropped, it is stated. Brandt experimented with band names at the Carlton, Brooklyn, last spring, and temporarily discontinued the idea for the summer. At the time, he said he would expand the idea if it proved successful. The Audubon, upper Manhattan and Windsor, Bronx, are among the theatres which are expected to have acts this fall, with other houses being lined up.

## Describes Chaplin as a "Moses"

Hollywood—Charlie Chaplin is revealed as a "20th century Moses" to tens of thousands of Jews awaiting a chance to leave Germany, the United Press reports from Vienna. The title was bestowed upon Chaplin by the Jews themselves for many of whom Chaplin's financial aid provides the only chance to begin a new life overseas, the dispatch continues.



"After devoting all the continental royalties from his films to Jewish relief, Chaplin is sponsoring a fund said to run into several million dollars to enable German Jews to emigrate to other countries while awaiting their turn to enter the United States.

"According to Jewish quarters in Vienna, a part of this fund recently was placed at the disposal of the Jewish community in Milan, Italy, where German Jews may wait until permitted to emigrate to other countries. For each of 1,000 Jews who left Germany under this arrangement last week, the Milan Jews posted a $50 bond with the Italian government so that the Jews would not become public charges in Italy. Milanese Jews also house and feed the immigrants."

# OUT OF RAGING SEAS AND HOWLING GALES...

*Is Born The Mighty Drama of America's "Navy of Mercy"!*

**Heroes all...of sea, land and air...ever ready for danger... or love...from the Equator to the Pole!**

# COAST GUARD

**RANDOLPH SCOTT ★ FRANCES DEE ★ RALPH BELLAMY**

**WALTER CONNOLLY**



**Unforgettable heart-throbs for the romantic! Roaring action for the adventurous! Inspiring thrills for every American! A sure-fire hit for your boxoffice! A great big thundering production...to bring sagging Summer grosses back with a bang!**

COLUMBIA PICTURES

Screen play by Richard Maibaum, Albert Duffy, Harry Segall

Directed by
EDWARD LUDWIG

**A COLUMBIA PICTURE**

# Atlas RKO Holdings Revealed in Report

NEW YORK—Atlas holdings in RKO, as of June 30 last, amounted to $2,169,850 Radio-Keith-Orpheum debentures at six per cent due 1941, represented by full-paid certificates, and $268,776 in Radio-Keith-Orpheum six per cent debentures due 1941, which had a combined market value of $1,639,976.29 on June 30, according to a six months' report issued by the company. In common stocks, the company held 17,400 shares, which had a market value of $28,275 in addition to another group of RKO stock purchased at $310,412 and which had a market value on June 30 of $504,419.96. The latter stocks are represented by full-paid certificates.

Preferred stocks held in Paramount totaled 4,300 of six per cent cumulative first preferred, valued at $382,700 on June 30, and 5,000 in second preferred six per cent cumulative stock valued at $45,000.

In regard to the $1,106,000 principal amount of six per cent gold notes, past due, and $1,254,626.05 principal amount of unsecured claim against RKO, the Atlas report states: "The amended reorganization plan of RKO approved by the federal court on January 17, 1939 provides that there will be received $481,000 par value of new $100 par preferred stock and 24,050 shares of new common stock for $481,000 of notes due in 1933; 62,500 shares of new common stock for the remaining $625,000 notes due in 1934, 1935 and 1936, and approximately 125,462 shares of new common stock for the unsecured claim."

## *Blank and RKO to End Pool in Des Moines*

DES MOINES, IA.—A. H. Blank and RKO will dissolve a five-year pooling arrangement here Labor Day, two years ahead of schedule, by mutual agreement.

Dissatisfaction in the last few months is said to be the reason for the Orpheum reverting to RKO operation and the Des Moines and Roosevelt to Central and Tri-States. RKO also operates in four other towns in competition to Blank.

With the return of Blank and his son, Raymond, from New York, the head of the Central and Tri-States says he will hold the annual managers' meeting in mid-September. Des Moines most likely will be the meeting place.

While in the east, Blank conferred with Barney Balaban, head of Paramount, urging the resumption of regular meetings among the theatre partners. While Balaban has not committed himself, indication is the Paramount president will call a general gathering of the partners in the fall, possibly in New York.

## *Brauer to India*

NEW YORK—Leroy Brauer, formerly in charge of Japan for Universal, will be shifted to India where he replaces John Taylor as general manager. This makes the second change in the Far East in recent weeks for Universal. Bob Lurie is new general manager in Japan.

## *Change LeRoy Pact For New Duties*

**Hollywood—With Mervyn LeRoy having his duties changed at his own request from a supervisor to director because he believes he is better suited for the latter, his long-term contract with M-G-M, it is reliably reported, has been altered to meet the new working provisions. While the news only broke this week, it has been a fact for some time.**

**The producer-director has completed "Wizard of Oz," which goes into the Capitol, New York, August 17. Mickey Rooney and Judy Garland are due to leave for the east shortly to appear at the Broadway showwindow in connection with the film. It is all in color. LeRoy's next is not set. He may go to New York for a vacation after putting the final seal on "Wizard."**

## *Podell Disqualification Notice Action Waits*

NEW YORK—No action has been taken by major company attorneys on the David L. Podell disqualification notice in the government suit. Film lawyers have not reached a decision whether to accept the disqualification or permit Podell to act on behalf of the government in the action, trial date for which was argued Thursday before Senior Judge John C. Knox.

Podell was previously connected with the industry when he made a survey for all the companies on the coast and submitted his recommendations. He also was associated with Adolph Zukor, Paramount chairman, as his personal counselor at the time of the stockholders action against the directors. These may be sufficient cause to disqualify the attorney. However, before going further into the government's case, Podell has made his position clear as to his background so that there can be no arguments later, if distributor lawyers fail to act on the disqualification angle.

## *Bernstein Extends Maine Stay; Rubin to Cruise*

NEW YORK — David Bernstein, vice-president and treasurer of Loew's, will not return from his Maine vacation until after Labor Day. He has been away about a month. J. Robert Rubin, M-G-M general counsel, is planning a vacation abroad, hoping to leave after Labor Day. It is understood there is some objection to Rubin's traveling in Europe at this time because of conditions. Bernstein had been figuring on a trip across the briny when Nicholas M. Schenck, president, asked him to forego the voyage.

## *Free FHA Short*

NEW YORK—The Federal Housing Administration is distributing gratis the Technicolor one-reeler, "Miracles of Modernization," which was reviewed in the July 15 issue of BOXOFFICE, from its New York office. William Waldholz is chief of motion picture distribution for the FHA. The review erroneously listed FHA as sponsor.

# Warner Ad Focus on Cooperative Style

NEW YORK — Warner advertising and publicity for new season product will be concentrated mainly on cooperative advertising, according to Mort Blumenstock, eastern advertising manager, who says there will be more money available for this medium than ever before.

Blumenstock is back from a month's visit to the coast where he conferred with S. Charles Einfeld on budgets and future plans. The department is planning to enlarge its field staff where special treatment is required, he said. Exploiteers will be selected from within the department for the new assignments.

One of the company's new services to exhibitors is a "Showmen's Manual" containing advance information on 1939-40 features and shorts. In it is a resume of the exhibitor and newspaper services available for preparing advance season campaigns.

An accompanying letter, over the signature of Gradwell L. Sears, general sales manager, says the attractions listed "are the materialization of our company's motivating thought, 'Quality Is Not a Passing Fashion,' and are being offered 'on a fair "live-and-let live" basis'."

## *Republic in Three of Five Chain Divisions*

NEW YORK—Republic has closed with National Theatres for three of its five divisions with James R. Grainger and Grover C. Parsons, the latter coast division manager for Republic, and William T. Powers, chief buyer, and George Balsdon sitting in for the circuit. The divisions covered are the Pacific coast, which includes Los Angeles and San Francisco; the northwest, covering Seattle, Portland and Salt Lake City, and the Rocky Mountain region, which includes Denver.

This is the fifth consecutive year Republic has concluded arrangements for these National Theatres areas. Grainger, after finishing the deal, left for Gloversville to attend the Schine convention, while Parsons returned to his San Francisco office. Grainger returned Friday from upstate.

## *Skirball-Columbia Deal For Two Is Expected*

HOLLYWOOD—Jack Skirball, former GN vice-president in charge of production, in association with John Wildberg, attorney, is expected to sign a two-picture distribution deal with Columbia.

Each film is budgeted at $300,000 and the deal calls for delivery at six-month intervals. A local bank and Erpi are said to be putting up most of the cash.

Sinclair Lewis's "Angela Is 22" is to be the initial production, to be followed by Ursula Parrott's "For All of Our Lives." Under the terms, production will be in the east.

Meanwhile, Columbia is said to be negotiating for Tony Martin to appear in one.

# CHARGE GOV'T TRIES TO TIE UP LAWYERS IN LEGAL MAZE TO FORCE TRIAL OF MAJOR SUIT

## Major Attorneys Asking March Trial Instead Of November Date

NEW YORK—Charges that the government is attempting to tie up the industry's legal forces by keeping them actively engaged in other suits while trying, at the same time, to force a showdown on the all-inclusive anti-trust action were made by several of the major company counsel this week as they appeared before Senior Judge John C. Knox in federal court here.

Unable to reach a trial date at conferences with Paul Williams, assistant to the attorney general and in charge of the all-industry suit, the attorneys appeared before the senior judge to ask for a March trial date rather than November 1, the date demanded by Williams. The government met with representatives of six major companies collectively and with UA and Columbia counsel privately. Both UA and Columbia have been acting independently all during the preliminary proceedings and intend to so follow through to the end.

**Pressing Elsewhere**

By the government seeking a November date, the industry's attorneys pointed out to the court that Thurman Arnold's men are pressing for an early trial in Oklahoma City, where the Griffith circuits are co-defendants with distributors and in Chicago where Federal Judge James Wilkerson has set September 29 for resumption of hearings in the B&K case abandoned for the summer.

In addition, Judge William H. Kirkpatrick in Philadelphia has designated August 14 as the definite date for taking affidavits, with briefs slated to be filed September 1 in the Vineland anti-trust charges.

While the government is not involved in the Quaker City action filed by Eugene Mori, Seymour Krieger sat through all the hearings when arguments by both sides were heard on preliminary injunctive moves. Krieger has been among the most active FBI men investigating exhibitor complaints in the eastern part of the country. Film company counsel noticed him in the court room close to State Senator Harry Shapiro and William B. Rudenko, counsel for the Landis Theatre.

It is expected reference to this case will be made in the all-industry suit, based on the information in previous anti-trust suits decided by the courts and mentioned in the government's bills of particulars.

Another point made by distributor counsel is that the government revealed so little, if anything at all, in its bills that it will be necessary for a day-by-day preparation of the case, contending there is no telling from the information supplied what the government will introduce or who will be among its leading witnesses.

What is seen as boomeranging on the government is the recent announcement from Washington that a number of other suits are contemplated, including the Schine action, scheduled for this month in Buffalo, and the contempt of decree proceedings against Fox West Coast in Los Angeles. Film counsel contend these suits and others to be instituted require the immediate services of lawyers for preliminary motions, et al., necessary in important cases. And since all anti-trust cases are regarded as vitally important, there can be no concentration on an individual case. And certainly, it is held, the all-industry suit will require the undivided time of every available home office attorney, plus additional counsel retained especially to assist such prominent attorneys as Col. William Donovan, John W. Davis, former Judge Thacher, Dennis F. O'Brien, and others.

Apparently, some industry observers believe, the government prides itself on such tactics. Reflection is made on the St. Louis case several years ago. Shortly after the criminal proceedings were begun in court, it is stated, an equity action was filed in the same federal court. During the criminal hearings in St. Louis, the attorney general with headquarters in Jefferson City, Mo., started a third action. Repercussions of the attorney general's move now are being heard in the Mound City where Harry C. Arthur jr., has started suit to recover payments made to John S. Leahy, who represented him at the time. This case will move along in the fall and, according to Arthur now in New York, will prove interesting in that it will show how he tried to stop the Jefferson City suit from being filed.

The three anti-trust suits filed in one week—one in Birmingham, Ala.; the second in Houston, Tex., and the third in Baltimore, Md.—name distributors as defendants which means more work for home office attorneys.

From Chicago comes word Lewis Jacobson, attorney for Frank Ford, has been taking deposition this week from Sam Meyers, co-defendant with B&K and major distributors. This is a suit charging violation of the Sherman act and is not connected with the independents' action.

**Boston Suit Rolls On**

In Boston, Louis Simon, booker for Morse & Rothenberg, continues to tell his experiences with sales executives in connection with several New Jersey and upstate New York houses operated by the circuit. The case has been going on for months with George S. Ryan, attorney for the independent operators, unrelenting in his prosecution. He also represents A. B. Momand who has a triple damage action pending in Oklahoma City. This case is due to be tried in September before Judge A. P. Murrah. Judge Vaught is scheduled to listen to the government's suit against the Griffiths and distributors about then.

While it is true the government filed the all-industry complaint July 20, 1938, long before many of the anti-trust suits now on court calendars throughout the country were filed, distributor attorneys claim they are finding it rather difficult to keep in touch with all that is going on. Additional counsel has been employed by every company and, notwithstanding, it appears more men will be retained before the hearings on the "big" suit get under way.

Spyros Skouras was in Washington, July 28, conferring with Arnold in connection with the contemplated contempt proceedings against FWC. Previously the National Theatres' operating head had held sessions with Williams.

Because the government is not a party to all the anti-trust actions now pending, distributors say they are entitled to and should be given more consideration.

### *Still Not a Chance For O'Mahoney*

**Washington—Despite Senator O'Mahoney's effort to get action, the bill seeking to make corporations, their officers and directors financially responsible for anti-trust violations, by every sign, will not be accorded consideration until Congress reconvenes in January.**

## "Trust-Busting" Will Hold T. Arnold

WASHINGTON—Assistant Attorney General Thurman W. Arnold will continue to serve as head of the anti-trust division and has no intention of resigning to return to Yale University, according to associates in the department of justice.

Commenting upon reports which have long been current that Arnold in September would return to his teaching at New Haven, colleagues at the department say that, far from thinking of resigning, he is planning new moves against monopoly in a number of fields.

His determination to stay with the department, it was said, has been intensified by the recent dismissal of three important anti-trust cases, which he plans to appeal. Two of the cases are considered exceedingly important, one involving the American Medical Ass'n and the other an alleged milk monopoly.

## Point Out Suits Already Taxing Personnel of Legal Departments

# Schenck's Return West Held Sign Tax Cases Are Clearing



—Metropolitan Photos

## Private Huddle in a Trainshed—

*Whenever Joseph M. Schenck, 20th Century-Fox's board chairman, arrives or leaves New York, his brother, Nicholas M., president of Loew's, is certain to be on hand for a welcome or a goodbye, as the case may be. It also works in reverse, or from "Joe" to "Nick." This candid shot was made a couple of seconds before the 20th Century pulled out of New York for Chicago with Joseph M. aboard, en route to Hollywood.*

HOLLYWOOD — The good humor which Joseph M. Schenck displayed as he changed over from the 20th Century to the Super Chief in Chicago en route here, plus the fact that he has returned to his normal capacities at the 20th Century-Fox studio after a prolonged stay in the east, lead to the impression that current tax difficulties with the government either have been amicably adjusted or are on their way.

Schenck has been involved in three cases. One, which recently hurried Darryl F. Zanuck and William Goetz east by plane, concerns these three and three others who have not been named in Washington for alleged tax deficiencies in connection with the merger of 20th Century and Fox Film. The second, concerning labor here, involves Schenck, Arthur W. Stebbins, his nephew; and William Bioff, IATSE leader and reportedly deals with failure of the latter to report payments presumably received from Schenck. The third deals with Schenck's personal taxes and also involves Joseph H. Moskowitz, New York representative of the 20th Century-Fox studio.

### Upswing in the Fall, Says Joseph Schenck

CHICAGO—Joseph M. Schenck was enthusiastic about prospects for business in the fall as he stopped here briefly while en route to Hollywood for conferences on 20th-Fox's new season's product schedule.

The 20th-Fox board chairman said he had "noticed quite an improvement in the last three weeks, with exhibitors in a cheerful frame of mind. With an outstanding lineup of product due, fall conditions should be even better," he declared.

He quashed with an emphatic "No" a report that he would become president of 20th-Fox, with Sidney Kent to become chairman of the board.

Schenck, who said he would spend about four months on the west coast, termed Linda Darnell, who appears in Elsa Maxwell's "Hotel for Women," as Darryl Zanuck's newest find, predicting "she will mean a lot at the boxoffice."

# Three New Variety Units in the Fall

NEW YORK—Formation of Variety Clubs in New York, Chicago and Los Angeles will get under way in the fall, according to Jack Flynn, M-G-M midwest district manager and national organizer of Variety under John H. Harris, national president.

Flynn is one of a committee of 11 appointed to start the Chicago organization. He will hold a meeting in Chicago in mid-September and each of the 11 committee men will sponsor five men who will be known as charter members, following which applications for membership will be taken.

George Hickey, western district manager for M-G-M, is in charge of the coast Variety Club formation. No one has been delegated to handle the New York organization, William F. Rodgers having been offered the post but declining on the ground he could not devote the proper amount of time to start the ball rolling.

Flynn previously organized clubs in Albany, Buffalo, Cincinnati, Cleveland and Detroit.

# A Milestone

NEW YORK—There have been many adventure films with the African veldt as a background. There also have been some attempts to film the tender story of Dr. David Livingstone and the exploits of Henry M. Stanley, cocky New York *Herald* star reporter. But Darryl F. Zanuck has caught the scope and sweep of a familiar adventurous episode on a canvas with Spencer Tracy painted as the fearless and capable news sleuth; Cedric Hardwicke as the renowned missionary doctor, believed dead; Henry Hull as the scrupulous and unswerving publisher, James Gordon Bennett jr.; Charles Coburn as publisher of the London *Globe* and destined to stand by the death of the famous doctor because his son, Richard Greene, erroneously reported it; Henry Travers as father of Nancy Kelly and temporarily in charge of the executive British post in Africa, and Walter Brennan as the gangling tobacco chewing aide of Tracy's.

The supporting cast is not to be overlooked, for even the natives in their gibberish language are as much a part of the canvas as the players listed. The photography is extraordinarily good, particularly the long range sepia shots on the veldt and the closeups of Tracy and Hull, which are very effective.

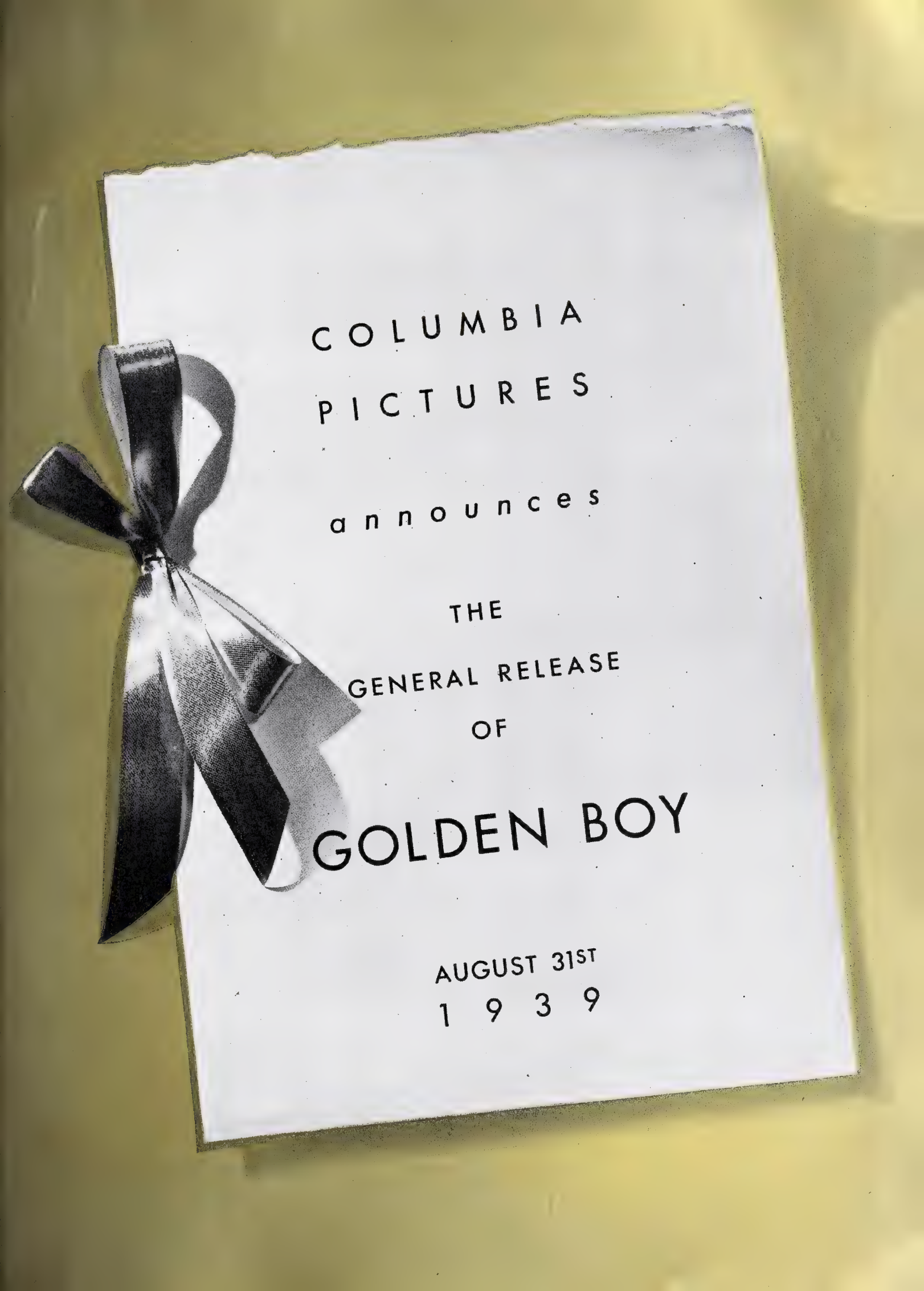
Tracy's performance is outstanding on more counts than one. His speech for assistance on behalf of Dr. Livingstone compares with that of George Arliss as "Disraeli" and Paul Muni as "Zola." There are some who may think Tracy's answer to his opponent's is far better than the other two.

It would be incomplete not to mention Sir Cedric's sincere and subtle effort as Dr. Livingstone, a shriveled but grossly content creature who counsels Tracy as he does the natives and wins him over, as he did the blacks. To Coburn, Brennan and Travers also a commentary on their good work. Miss Kelly and Greene unfortunately do not appear very frequently but their parts, as small as they are, contribute generously to the fabric so interestingly and suspensefully woven by 20th-Fox's artisans. Henry King produced and has delivered a proud production to Zanuck. Osa Johnson, who with her late husband, Martin Johnson, photographed many miles of African jungle footage, acted as technical supervisor on the Zanzibar and other native background material.

One feels for Tracy when he comes back after finding Dr. Livingstone alive and partially enjoying the fruits of his labors, to learn Miss Kelly has married Greene. But it could be no other way for the reporter who has been away almost two years and is destined to return to Africa as the doctor's aide.

Such is the story of the fearless reporter, who in 1870 scours unconquered Wyoming lands and braves a slew of Indian tribes to get an exclusive story before the president of the United States is informed. It is the same reporter who turns down the African assignment, but becomes suspicious when his publisher lets it drop quickly, well knowing Tracy will pick it up as soon as the echo dies down. Then adventure, romance, disappointment in love and finally adventure again, this time the real thing and not as a reporter.

—ORNSTEIN.


COLUMBIA
PICTURES
announces
THE
GENERAL RELEASE
OF
GOLDEN BOY
AUGUST 31ST
1939



*Joe Bonaparte*...HE WANTS TO BE A BIG SHOT



*Lorna*...SHE'S THE DAME FROM NEWARK

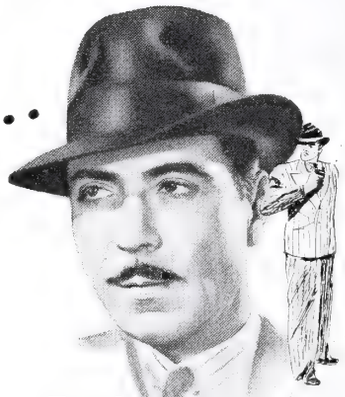


*Moody*...HE LOVES LORNA



*Papa Bonaparte*... HE WANTS HIS SON

*You've never met such fascinating people...*



*Fuseli*...HE WANTS A CHAMPION



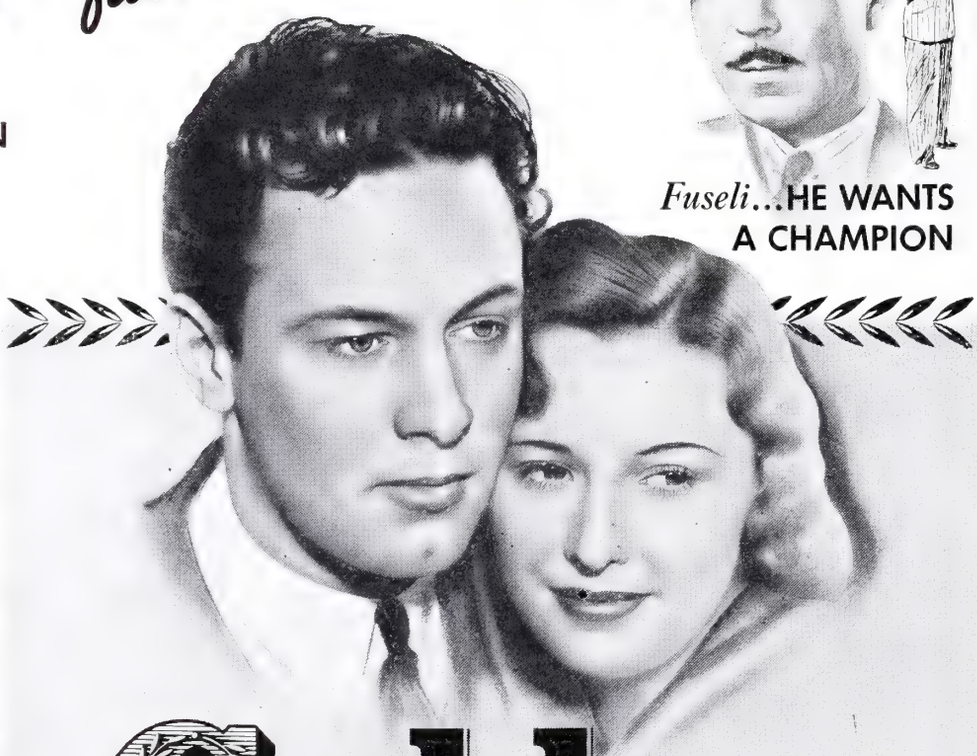
*Roxy*...HE WANTS THE BOY TO WIN



*Anna*...SHE LOVES SIGGIE




*Siggie*...HE LOVES THE DUCHESS



# Golden Boy

**Tenderly...The Screen Tells A Heart-Warming Story of Emotional Conflict and Romance!**

BARBARA **STANWYCK** · ADOLPHE **MENJOU** · WILLIAM **HOLDEN**

A ROUBEN MAMOULIAN PRODUCTION · Produced by WILLIAM PERLBERG

Screen play by Lewis Meltzer, Daniel Taradash, Sarah Y. Mason, Victor Heerman

Based upon the Group Theatre play by CLIFFORD ODETS · *A Columbia Picture*

COLUMBIA PICTURES

PRINTED IN U.S.A.

# Cowdin Has a Cure: 100 Hits Per Year



NEW YORK—"If the industry could turn out 100 to 120 top pictures a year, along with secondary product, you and I would never hear the expression 'bum business.'"

There's a curbstone opinion from J. Cheever Cowdin, chairman of the Universal board. It stems from a query concerning the state of Universal's business. In Cowdin's opinion, it is virtually impossible to chart the rise and fall of revenue unless a given picture's entertainment value in 1938 is matched in 1939, and this irrespective of general economic conditions.

**Offers His Help**

So convinced is he that the more and better entertainment "we can give John Jones and Mary Smith" only whets the public's appetite and awakens its theatregoing consciousness that he offered "any help I can give from this desk" toward that end, and that includes competitors.

"Universal has a niche in the industry that will be upheld to the fullest," he said. This embraces a policy of sound, moderately budgeted pictures that provide the fullest possible entertainment to the largest number of patrons. We are not geared for $2,000,000 productions," he commented. "But I applaud the ingenuity of any company whose $2,000,000 films clean up. And that goes for every good picture our competitors make, regardless of cost. Once the industry has the public believing they will enjoy every picture they see, then all the links in the chain have been completed.

**Should Look at Cause**

"The picture companies get a normal market and normal revenue, the theatre owners get their share and the public gets theirs. But instead of bemoaning the fact that business is bad, we should look at the cause. This will usually be found in the quality of pictures."

Cowdin's disclosure on cause and effect was brought about by the observation, gleaned on a recent trip abroad, that English producers are making higher quality product in an effort to maintain domestic playing time, which is gradually being threatened by American companies in their effort to recoup losses caused by dwindling markets in other countries.

# *"Our Territory," Mori Charges Warnerite Said About Vineland*

PHILADELPHIA — The charge that Ted Schlanger, Warner circuit district manager, accosted Eugene Mori of Vineland, N. J., with: "What right did you have in building a theatre in Vineland? This is our territory. You are infringing upon us," is contained in Mori's affidavit, one of a score submitted by plaintiffs in the anti-trust action brought by Cumberland Holding Co., operators of the Landis, Vineland, against the Stanley-Warner chain and major distributors. The hearing is before U. S. district Judge William H. Kirkpatrick.

Mori is president of Cumberland, a community project. The Landis was built, is owned and operated by Vineland citizens. The house has operated at a loss since it opened in March, 1937, Mori claims, because Warner, with two houses in Vineland, the Globe and Grand, has bottled up all product. Dividends due stockholders are in excess of $11,000 and taxes are unpaid, Mori says. He contends it costs $1,600 a week to operate the house and pay all carrying charges, while the income has averaged $1,250 a week.

Leading up to the alleged Schlanger incident, Mori claims he attempted to make product deals with all major branch managers here and was told "national connection" with Warner and the presence of "selective contracts" precluded the Landis from obtaining film. In one instance, Mori alleges, he was informed by a sales executive that it would be a "poor policy" to "deviate from that policy," meaning the Warner deal. All this took place early in 1935, when the Landis was under construction, Mori says.

Faced with little prospect of obtaining product other than "sluff-offs" and independents, yet claiming to represent a $200,000 theatre, in contrast to Warner's two "objectionable" houses, Mori says he was forced to tell his story to the department of justice, which, he adds, promised "cooperation."

It was in November, 1936, Mori alleges, that Schlanger, accompanied by Sam Schwartz, real estate operator, and A. J. Vanni, Warner district supervisor, accused Mori interests of encroachment. During the meeting, Mori says, Schlanger offered to lease the Landis for Warner at $15,000 a year for a 12-year period, close the Globe and renovate the Grand. The offer was turned down, Mori says, after stockholders declared they desired to operate the house themselves. Mori claims a later offer of $20,000 a year by Joseph Bernhard, head of Warner circuit operations, was likewise refused.

Here Mori makes the observation that the most modern theatre in a community with a drawing population of 75,000 is unable to secure product, while Warner "dissipates" product it does not use in Vineland from all majors on one day runs in the Grand and Globe, and that these pictures sometimes do not become available to the Landis up to six months after their national release date.

"The citizens of the town have complained of the double features, gangster pictures and giveaways that we have been using to attract patronage . . . and many of our stockholders have demanded that we operate the theatre in a decent and dignified manner," according to Mori.

"Some of the stockholders," he continues, "who are not so community-minded as most of us have been telling us that the thing to do is to give up the fight and lease the theatre to Warners which would result in a return on the money these stockholders put into the theatre."

Mori declares he announced plans for a new house in Woodbury and that when this "became common gossip along Vine St.," he was approached by Isadore Epstein and Ben Amsterdam of Atlantic Theatres, who offered to lease the projected house at a figure that would show a net return of 10 per cent. During the discussion Mori alleges Amsterdam said, "he could work out our Vineland situation," although the Woodbury house was in no way to be connected with the Landis, being a private deal with two associates. When Amsterdam, according to Mori, explained this involved merging the two houses and called for Warner to close the Globe, the offer was declined.

## *Atlanta Independent Asks New Product Bid Chance*

ATLANTA—Management of the Roxy, 2,400-seat house on Peachtree St., is asking major distributors for the "opportunity" to negotiate for 1939-40 product.

In letters sent to sales managers in New York, Robert R. Meyer, president of the Georgia Realty Co., which operates, states his organization "can offer your company more favorable terms and film rentals than you have heretofore obtained, quality and quantity considered."

Meyer desires to bid for new season product, "either all or part," and says Georgia Realty "is in a position to meet any fair terms or conditions." He describes the Roxy as a $1,000,000 investment.

## *Stanwyck in Second on Rowland UA Schedule*

HOLLYWOOD—Richard A. Rowland who will release two through UA on the latter's 1939-40 program, has signed Barbara Stanwyck to star in "Three Cheers for Miss Bishop," the second which Archie Mayo will direct, set for May, 1940, release. As previously reported, the first, "End of the Rainbow," will star Brian Aherne, and probably will be ready in January.

## *Consider Detroit Vaude*

NEW YORK—David M. Idzal, operating head for the Fox, Detroit, for National Theatres, says he is considering vaudeville for the theatre, "but nothing is definite yet." He also confirms reports acts may go into the Michigan.

# Morris and Schless Split Foreign Sales

NEW YORK—While Sam E. Morris continues to function as vice-president in charge of foreign distribution, the Warner overseas setup has been split with Robert Schless in charge of England and the Continent, and Morris, aided by Joe Hummel, handling South America, the Far East and Australia.

Morris' current nine-week trip to South America is not only his first business trip to that continent, but his first foreign foray since the realignment was made.

Harry M. Warner reaches New York from Hollywood, Tuesday, and the following day sails for Europe aboard the *Queen Mary*. Whether or not his trip bears on the frequently reported, and as frequently denied, consolidation of the Warner and First National distributing machines in England is not clearly defined at the company's home office, but the impression is current there this is one of the chief purposes of the journey. Warner and First National, for years, have been separately maintained in England. Max Milder is managing director of British Warner and D. E. Griffiths, managing director of British First National.

It was Hal B. Wallis, executive producer of the Hollywood studio, who first mentioned the consolidation on his recent return from the other side. Subsequent checks brought a mystery note into the situation insofar as executives of the home office foreign department were concerned and, later, denials.

### Morris and Reisman After Data On Buenos Aires Duals

NEW YORK — The knotty distribution problem in Buenos Aires, is due to get a first-hand inspection by the foreign managers of two companies. Sam E. Morris of Warner and Phil Reisman of RKO both are en route to South America.

As a result of the lack of cooperation among the major companies, the growth of multiple programs has increased sharply. Common practice of the subsequent spots in Buenos Aires is to have three to five features on a bill.

The fact the companies refuse to agree to selling on a percentage basis, according to one executive, is largely responsible for the "mess" that has accrued. There is no such thing as protection and clearance. This executive points out it is common practice for a number of houses to play day and date on the same feature.

Little is expected from the visits of Morris and Reisman except possible recommendations toward a solution. These, however, will have to wait until a Hays office meeting here.

It has been advanced by a number of companies for some time that a Hays office organization similar to those functioning in London and Paris "would bring order out of chaos" in Buenos Aires.

### Back From F-P Convention

NEW YORK—Barney Balaban is back from Niagara Falls where he attended the annual convention of Famous Players Canadian.



—Photo by Cosmo-Sileo

## *Hummel to Morris—*

*White-suited Joe Hummel, foreign sales manager for Warner, clasps in goodbye the hand of Sam E. Morris, vice-president in charge of foreign distribution, as the latter sails on the* Argentina *for a nine-week trip to South America.*

## *Four First-Runs in Brazil Tempt United Artists*

NEW YORK—United Artists is seriously considering the purchase of the controlling interest in four first-run houses in Sao Paulo, the second largest city in Brazil.

Last minute developments in the theatre situation there, it is understood, caused Walter Gould, UA's Latin America supervisor, to cancel his sailing and plane down to Brazil.

Arthur W. Kelly, vice-president in charge of foreign distribution, admits UA is interested in a number of houses, but beyond that he refuses to discuss the situation.

Sao Paulo is dominated by the Serrador circuit which has 28 houses throughout the city and suburbs. Loew's has the first-run Cine Metro for its outlet.

## *Both Litigants Planning "Letty Lynton" Appeal*

NEW YORK—The decision of the circuit court of appeals, reducing to one-fifth the award granted in the famous "Letty Lynton" case, will be contested by both litigants. Edward Sheldon and Margaret Ayer Barnes had alleged plagiarism of their play, "Dishonored Lady" and had won from Loew's and M-G-M $532,000 which the circuit court has now reduced by 80 per cent.

As the case was remanded to federal court again to fix the actual profits, based on several changes in accounting and computation, neither side is certain whether it will be compelled to wait until the court decides or to appeal from the latest decision.

In legal circles, the decision is viewed as the most important rendered thus far in a plagiarism action involving alleged piracy of a play or script by a film company.

# Film Exports Decline First Half of 1939

WASHINGTON—Providing a yardstick to gauge the standing of American distribution abroad, preliminary figures for the first six months of 1939 show film exports declined 8,070,745 linear feet as compared with the identical period of 1938. The statistics cover negative and positive shipments and were prepared by Nathan D. Golden, chief of the motion picture division of the bureau of foreign and domestic commerce.

Likewise did exports of sound reproducing equipment drop off to $515,529 as against $800,091 for the first six months of the previous year. But sound recording apparatus reflected a slight increase at $102,119 as against $125,694 for the first half of 1938. A slight gain was also reflected in exports of standard 35mm projectors. Shipped abroad were 596, valued at $194,951, as compared with 516 worth $171,008 in the first half year period of 1938.

For the first six months of this year a total of 79,402,568 linear feet of negative and positive film, valued at $1,724,237 was exported, as compared with 97,473,313 linear feet with a value of $2,122,719 for the first six months of 1938. Positive films for the first six months of 1939 totaled 75,734,690 linear feet with a value of $1,568,722 and negatives for this period totaled 3,667,878 linear feet valued at $155,515, as against 93,081,777 feet of positive film valued at $1,962,151 and negatives totaling 4,391,536 feet having a declared value of $160,568 during the same period of 1938.

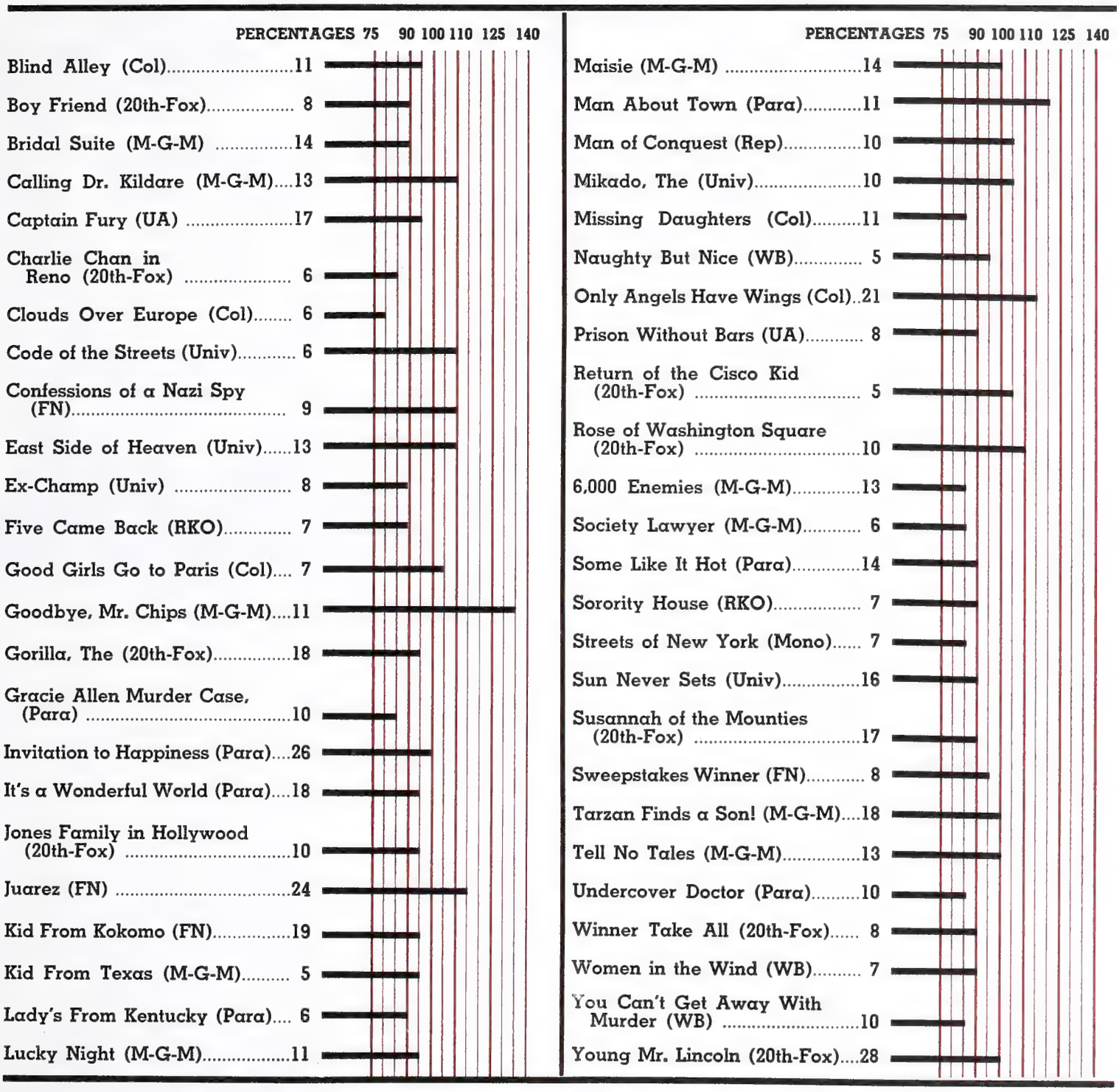
For the first time in the compilation of these statistics an attempt has been made to determine the number of feature prints the above positive and negative export footage represents. To all markets of the world, 10,438 separate postive and 515 negative prints of features of 4,000 feet or more were exported.

The five countries which were the largest importers of American motion pictures in point of footage, but not necessarily so in dollars and cents returns for the first six months of 1939 were Argentina, Brazil, United Kingdom, Mexico and France which rated in this exact order in the comparable period of the previous year. Golden, however, makes it clear the valuations do not represent the actual returns from abroad on rentals, but merely the declared worth of the film for export purposes.

Exports of sensitized positive film of 35mm width for the first six months of 1939 also show a decrease. During this period, 56,651,162 linear feet valued at $506,526 were exported, as against 64,227,616 linear feet valued at $615,258 for the same period of 1938. Negative sensitized film exports for the first six months of 1939 show a slight increase. During this period, 23,272,019 linear feet of film were exported valued at $549,896, as compared with 17,916,786 linear feet, valued at $478,538 for the first six months of 1938. Exports of positive and negative 16mm sensitized not exposed film during the first six month period of 1939 totaled 28,353,321 linear feet valued at $599,312, as compared with 28,018,064 linear feet valued at $683,739 for the first six months of 1938.

# Boxoffice Barometer

**A Computation of What the Pictures Did in Their First Runs in Principal Centers as Compiled From the Weekly Reports in BOXOFFICE. Number of Runs Follows Initials of Distributors. Pictures With Less Than 5 Runs Not Listed. Average Theatre Gross Figured at 100%.**




**CITIES FROM WHICH AVERAGES WERE COMPUTED: With comparative figures indicating the percentage of average business (100 per cent) achieved by individual cities as compiled from the first run records of each.**

| City | Pct. | City | Pct. | City | Pct. | City | Pct. |
|---|---|---|---|---|---|---|---|
| Boston | 85 | Denver | 105 | Minneapolis | 90 | Philadelphia | 95 |
| Charlotte | 95 | Detroit | 70 | New Haven | 85 | Pittsburgh | 90 |
| Chicago | 90 | Indianapolis | 90 | New Orleans | 105 | Portland, Ore. | 105 |
| Cincinnati | 120 | Kansas City | 105 | New York | 95 | Salt Lake | 110 |
| Cleveland | 95 | Los Angeles | 110 | Oklahoma City | 95 | San Francisco | 105 |
| Dallas | 110 | Milwaukee | 105 | Omaha | 125 | Seattle | 100 |






# Mid-Year Blue Ribbon Award Is Metro's for "On Borrowed Time"

For the third time this year the National Screen Council has selected an M-G-M feature to be the recipient of the monthly Blue Ribbon, awarded by the Council to the film deemed the best for the month. The picture to enjoy this rating for July is "On Borrowed Time," based on the 1938 stage hit of the same name.

"On Borrowed Time," whimsical in conception, carries that quality onto the screen, yet manages to present its characters as the human, down-to-earth folks they depict. Nucleus of the story is the successful capture of Death by "Gramps," beloved old veteran fighting to save his young grandson from the selfish and greed-inspired guardianship of a sanctimonious aunt. But treeing Death doesn't solve life's problems, Gramps finally realizes, and solves more with Death's release.

Excellent performances by Lionel Barrymore, and Sir Cedric Hardwicke and the child star, Bobs Watson, spangle the production.

## *Cast of Characters*

*Gramps* .....LIONEL BARRYMORE
*Mr. Brink*....SIR CEDRIC HARDWICKE
*Nelly* (Granny).....BEULAH BONDI
*Marcia Giles*.....UNA MERKEL
*Pud*.....BOBS WATSON
*Mr. Grimes* .....NAT PENDLETON
*Dr. Evans*.....HENRY TRAVERS
*Mr. Pilbeam*.....GRANT MITCHELL
*Demetria Riffle*.....EILY MALYON
*Sheriff Burlingame*....JAMES BURKE
*Reverend Murdock*
.....CHARLES WALDRON
*Charles Wentworth*.....IAN WOLFE
*Bill Lowry*.....PHILLIP TERRY
*James Northrup*....TRUMAN BRADLEY

## *Production Staff*

*Executive Producer*
.....LOUIS B. MAYER
*Producer*.....SIDNEY FRANKLIN
*Director*.....HAROLD S. BUCQUET
*Novel*....LAWRENCE EDWARD WATKIN
*Original Play*.....PAUL OSBORN
*Screenplay*
ALICE D. G. MILLER, FRANK O'NEILL and CLAUDINE WEST
*Music*.....FRANZ WAXMAN
*Recording*.....DOUGLAS SHEARER
*Art Direction*.....CEDRIC GIBBONS
*Associate*.....JOHN S. DETLIE
*Set Decorations*
.....EDWIN B. WILLIS
*Wardrobe*.....DOLLY TREE
*Makeup* .....JACK DAWN
*Photography*
.....JOSEPH RUTTENBERG
*Film Editor*.....GEORGE BOEMLER

***This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.***

# A JANUARY 1 TRIAL DATE FOR ALL-INDUSTRY SUIT INDICATED BY JUDGE KNOX AT HEARING

## Gov't Has Sought Nov. 1 Start, Distributors A Date in March

NEW YORK—Senior Federal Judge John C. Knox may compromise demands of the government with those of defendant distributors and set a January 1 trial date for the all-industry suit, indicating at a hearing Thursday he did not believe he could give Paul Williams, assistant attorney general in charge of the suit who sought a November 1 start, an earlier date. Distributors asked the trial to be delayed until March.

Stating the government's case would take about four months and that there was great public interest in the proceedings, Williams struck for a fall date in an effort to get quick disposal of the pending action.

### Need More Time

Admitting he had no objection to the preference on technical grounds and that the case should be tried at the earliest possible date, Col. William Donovan declared the government had been working on preparations for more than two years but that his firm has been on the case about nine months and more time was needed.

Donovan added distributors, in furnishing background for the defense, must cover 15,000 theatres and numerous independent producers. In the last few months, he went on to say, major companies have been working on a fair trade practice code which will eliminate many of the charges in the government's complaint. He also said there is no emergency existing at the present time and the matter can remain in status quo.

At this point, the judge interrupted to inform defense attorneys he had before him a 77-B bankruptcy proceeding for an uptown theatre which cannot secure pictures "for the love of money, thereby making its worth fall from $50,000 to $30,000 during the past year."

### Six Months Mentioned

Donovan then stated he did not believe the defendants would take more than six months in their presentation and normally the case would reach the calendar in March, provided no preferences were granted. Colonel Donovan represented RKO.

Speaking for Paramount, former Judge Thomas D. Thacher asserted he could not visualize the preparation of the case being completed before March. He added the government's case is predicated on inference from practice and the evidence must show this inference is unfair. "Inherently in clearance," Thacher said, "there is a discrimination between the cheap theatre and the better type one and the latter gets the best break. National economic affairs have placed the industry in its present predicament, not monopoly." Winding up his argument, Thacher concluded, "I have puzzled over the industry's difficulties for over a year without finding a solution."

The final speaker for distributors was Ralph G. Harris of Dwight, Harris, Koegel & Caskey, attorneys for 20th-Fox, who declared no emergency existed which would justify the court from taking the case out of its normal course. He asked no time should be set and the routine procedure of the court calendar should take its course.

### Judge Takes Issue

However, Judge Knox differed on this point, stating he would have to set trial for a particular time.

David L. Podell was the last speaker and acted for the government by backing up Williams' statements. He said, "We are not taking an unfair advantage. We have nothing like the office force the other side has. The question is not as serious as the defendants attempt to make it. They can take five years to prepare." He then went on to say that the government has over 100 cases and that the situation, as it presents itself, is whether the independent exhibitor or producer is to be allowed to survive or not.

### Attorneys Talks Fail

Meetings between Williams and distributor attorneys outside the court in an effort to reach a mutual agreement on a trial date previously failed to bear fruit.

Summing up the entire proceeding with his own views, Judge Knox said that in view of this action he had petitioned Congress for a judge but had been unsuccessful. He stated Judge Woolsey and Judge Caffey were unavailable because Judge Caffey's wife owns 100 shares of Loew's and Woolsey has been tied up and will be for another year on another anti-trust hearing.

Judge Patterson is now in the circuit court of appeals which, and through the process of elimination, removes 25 per cent of the entire federal court judicial staff.

Decision was reserved with the brief reminder by Judge Knox he did not believe the case could be heard before the first of next year.

## *Declines Dismissal Plea*

**New York—Federal Judge Edward A. Conger late this week declined to dismiss the government suit or grant a motion for a further bill of particulars to UA. The judge has had the motions since June 20. UA had sought 18 additional questions answered by the department of justice, all of which were denied with this brief comment:**

**"Motion denied. As to the items in dispute, the petitioner contends it has furnished in its bill of particulars all of the information it has. I think there has been a fair and reasonable compliance with the order of Judge Bondy." He ordered answers served in ten days, which means UA attorneys must file on or before August 13.**

**Previously, Columbia had been denied additional particulars.**

## Plaintiffs Wind Up In Vineland Case

*(More details on page 33)*

PHILADELPHIA—Plaintiff attorneys have wound up their case in the anti-trust suit brought by the Landis, Vineland, N. J., theatre against the Stanley-Warner circuit and major distributors. Defendants have until August 14 to file affidavits. Both sides will file briefs by the end of the month.

The last of the three days of hearings before U. S. District Judge William H. Kirkpatrick was highlighted by testimony from local heads of practically all major exchanges who were subpoenaed by plaintiff's attorneys, State Senator Harry Shapiro and William B. Rudenko.

Witnesses were Robert Lynch, M-G-M; Harry Bodkin, United Artists; Earle Sweigert, Paramount; Harry Weiner, Columbia; George Schwartz, Universal; William Mansell, Vitagraph, and Edgar Moss, 20th-Fox.

Questioning was routine being concerned mainly with getting details of local and master contracts and deal sheets. Attorneys for the Landis are expected to use the material in a suit for damages. The present action seeks only a preliminary injunction to restrain distributors from "discriminating" against the Landis in renting product in favor of S-W.

Questioning in one case brought out testimony indicating a few pictures had been sold to the Landis, second run, for a higher price than to the S-W Globe, first-run.

Local exhibitors are watching the trial with intense interest, as its outcome may determine the fate of several other suits known to be in the state of preparation against Stanley-Warner. George Graves, one exhibitor known to be planning a suit, was among the spectators.

The plaintiff's action specifically seeks an open market in Vineland and an end of the clearance system, with the Landis having the right to play pictures as early as S-W houses if it pays the same price.

# Film Division Raises Fund Contribution

NEW YORK — The motion picture division of the Greater New York Fund contributed $68,772 in the 1939 campaign, according to a report submitted by Chairman J. Robert Rubin. The total tops last year's figures by $8,216 and represents an approximate increase of 13½ per cent.

The number of donators also increased with 97 firms and employe groups contributing as compared with 37 firm and group contributions last year.

Under the chairmanship of Rubin, the drive was divided into four divisions with a vice-chairman heading each. The producers-distributors group, headed by Ned E. Depinet, turned in $60,433. Vice-Chairman Ben S. Moss reported $3,467 for the exhibitors group. A total of $652 came from the laboratory group under Herbert J. Yates and the allied accessory group under Herman Robbins reported $4,218.

The full list of contributors follows:

**Producer-Distributor Division**

| | Firm | Employe Group |
|---|---|---|
| Loew's, Inc. | $10,000 | $10,048.02 |
| 20th-Fox | 7,500 | 1,817.75 |
| Paramount | 5,000 | 2,199.00 |
| Warner | 3,000 | 4,000.00 |
| RKO | 2,500 | 4,395.73 |
| United Artists | 2,500 | 857.35 |
| Columbia | 1,000 | 2,316.75 |
| Universal | 750 | 494.84 |
| Walt Disney | 500 | .... |
| MPPDA | ... | 781.60 |
| Republic | ... | 590.00 |
| Monogram | ... | 137.50 |
| Technicolor | ... | 15.00 |
| Alliance Film | 10 | .... |
| Garrison Films | 10 | .... |
| Spectrum Pictures | 10 | .... |

**Allied Accessory Division**

| | | |
|---|---|---|
| National Screen Service | 1,500 | 500.00 |
| J. E. Brulatour, Inc. | 250 | .... |
| DuPont Film Co. | 250 | 78.25 |
| Willoughby Camera Stores | ... | 300.00 |
| Gen'l Theatres Equipment | 100 | .... |
| Agfa | 150 | 3.00 |
| International Projector Co. | 200 | .... |
| American Display Co. | ... | 155.35 |
| Quigley Publications | ... | 79.00 |
| Gallic Films | 50 | .... |
| Max Gordon Plays and Pictures | 50 | 10.00 |
| Pax Films | 50 | .... |
| Associated Display | ... | 44.45 |
| Eastman Kodak Stores | ... | 32.00 |
| Bee-Ko Co. | 30 | .... |
| Goldberg | 25 | .... |
| W. O. Gutlohn Co. | 25 | .... |
| J. H. Hoffberg | 25 | .... |
| Lloyd Film Storage | 25 | .... |
| Thom Films | 25 | .... |
| Unity Films | 25 | .... |
| Ulmer-Hayward | 25 | .... |
| Zinsser Co. | 25 | .... |
| Nat'l Board of Review | ... | 21.85 |
| Art Flag Co. | 20 | .... |
| Union Ink Co. | 20 | .... |
| Int'l Theatre Accessories | ... | 15.00 |
| Vedis Films | 15 | .... |
| Massce Co. | 15 | .... |
| K.-Art, Inc. | 15 | .... |
| Allied Carbon | 10 | .... |
| Bertram Mayers | 10 | .... |
| Modern Films | 10 | .... |
| Sphinx Film | 10 | .... |
| Isaac Lubin Co. | ... | 10.00 |
| Bonded Film Storage | 5 | .... |
| A. F. Cofod | 5 | .... |
| MacDonald Engraving Co. | 5 | .... |

**Exhibitor Division**

| | | |
|---|---|---|
| Consolidated Amusement | 250 | 476.62 |
| Century Circuit | 500 | .... |
| Trans-Lux | 100 | 59.25 |
| Charles H. Moses | 100 | .... |
| Fabian Theatres | ... | 439.02 |
| Skouras Theatres | ... | 608.27 |
| B. S. Moss | 250 | .... |
| Rugoff & Becker | 50 | 226.50 |
| Monarch Theatres | 25 | 75.00 |
| Lenauer International | 50 | .... |
| Arthur Mayer and Joseph Burstyn | 50 | .... |
| Rapf & Ruden | 50 | .... |
| World Picture Corp. | 50 | .... |
| Lincoln Theatre | 25 | .... |
| Preview Theatre | 5 | .... |
| Premiere Films | 25 | .... |
| Mid-Town Theatre | ... | 17.50 |
| ITOA | ... | 15.00 |
| Nathan Saland | 10 | .... |
| William Barnett | 5 | .... |
| Julian Leigh | 5 | .... |

**Laboratory Division**

| | | |
|---|---|---|
| Consolidated Film | 205 | 382.95 |
| H. E. R. Lab. Co. | 25 | .... |
| Malcolm Lab. Co. | 25 | .... |
| Mecca Film Lab. | 15 | .... |

## *Frank Walker V. P. Of the MPTOA*

**New York—Frank C. Walker unanimously has been elected first vice-president of the MPTOA, succeeding the late M. E. Comerford.**

**President Ed Kuykendall expressed himself as "very pleased" with the appointment.**

**Walker is vice-president and general counsel of Comerford Theatres and served temporarily as a government official during the first term of President Roosevelt.**

## *20th-Fox Half-Year Net Totals $2,325,525*

NEW YORK — Net earnings after all charges for 20th-Fox for the 26 weeks ended July 1 totaled $2,325,525. This compares with $3,419,658 for a similiar period last year. For the second quarter ended July 1 the consolidated net operating profit amounted to $1,101,275 as compared with $1,778,121 for the same quarter in 1938.

No dividends were received from National Theatres. After allowing for preferred dividends, the profit for the first half of the year was equivalent to 93 cents a share on the common. For the quarter ended July 1, the common dividend amounted to 43 cents.

## *Five Division Managers Map Columbia Drive*

NEW YORK—Five Columbia division managers met Friday and Saturday with Jack Cohn, A. Montague, Rube Jackter and Nate Spingold on campaigns for "Golden Boy" and "Mr. Smith Goes to Washington." Following the meetings, the men boarded Montague's cruiser for a sail on the sound and a charcoal steak dinner with Montague as chef.

Attending were Jerome Safron, western division; Sam Moscow, southern; Phil Dunas, midwestern; Carl Shalit, central; Sam Galanty, mideast.

## *RKO Closes One-Year Deal For New Warner Product*

NEW YORK—RKO has closed a one-year deal with Warner for 1939-40 product in its Greater New York houses. "The Old Maid" will be first under the new arrangement, which follows the conclusion of a four-year franchise. Sitting in on the negotiations for the circuit were John J. O'Connor, Fred Meyers and Max Fellerman, while for the distributors were Gradwell L. Sears, Carl Leserman, Roy H. Haines and Edward M. Schnitzer.

# UMPTO and Allied Vie for Members

PHILADELPHIA—UMPTO and Allied both have started vigorous organization drives throughout upstate Pennsylvania.

A new UMPTO section was formed at a meeting in Tremont, attended by exhibitors throughout the Lykens Valley, taking in towns between Pottsville and Harrisburg. Lewen Pizor helped set up the group and arranged to attend semi-monthly meetings.

Meanwhile, Sid Samuelson, Allied business manager, and Sally Fisher, his secretary, called a series of meetings of independents in Harrisburg, Shamokin, Allentown, Hazelton, Wilkes Barre, Scranton.

In a public statement, Allied declared the meetings ratified the national position of Allied on the industry code and also voiced support of the Neely bill.

## *Seasonal Shutdowns Still Have Inning in N. Y.*

NEW YORK—A number of closings, reopenings and the opening of a new house and two changes in ownership marked the week's activity in the metropolitan area.

Ben Brody is the new operator of the State, Marlboro, and Henry Malowitz acquired the Centre, Manhattan.

Hugh Kent has opened the new 440-seat Bond in Frenchtown, N. J.

The theatres shuttered for the summer are: City Hall, Manhattan; Navarre, Brooklyn; Lido, Bronx; Venice, Brooklyn; and the Terminal, Newark.

Reopenings include the Dale, Bronx; Edison, Manhattan; Concourse, Bronx; and the Rialto, Paterson, N. J.

The Lido, Long Beach, which usually reopens for summer, is remaining closed.

Adam Adams will reopen the Shubert, Newark, as a legitimate house Labor Day.

## *Local 306 and Circuits' Committees Will Meet*

NEW YORK—Major circuit representatives and Joseph D. Basson, president of Local 306, and his committee will meet in about two weeks for the first of a series of conferences to discuss new contracts. Whether the union will seek increases is not known at this time, but the indication is that several sessions will be held before a final agreement is reached on the new pact, probably for two years.

## *Rodgers Looks West*

NEW YORK—William F. Rodgers, general sales manager for M-G-M, and chairman of the distributors committee on trade practices is planning to head for the coast about August 17.

## *Morrison-Curtis Meld*

NEW YORK—Leo Morrison and Jack Curtis have arranged to combine their New York offices. The firm will represent artists for Broadway shows, radio television, vaudeville, and films to be produced in New York and London.

# Product to November In Capitol's Store

NEW YORK—With the booking of "Four Feathers," the first UA picture ever to play the house and now current there, the Capitol has sufficient pictures lined up to play into early November, according to Joseph R. Vogel, who has charge of the house in addition to out-of-town Loew theatres.

"The Wizard of Oz" and Mickey Rooney and Judy Garland on the stage open August 17 and will be followed by "Tropical Lady." Next will be "The Women," followed by "Babes in Arms."

"Miracles for Sale," originally dated to play the theatre this week, has been withdrawn in favor of the Korda picture.

There are no further negotiations for UA product for the Capitol, Vogel states. There is a supply of M-G-M output due in the next few months to keep Leo continuously on the screen without interruption, he adds.

Harry L. Gold, eastern sales manager for UA, had been negotiating with the Music Hall for the Korda film, but was unable to get the desired dates and sold away to the Capitol. This is the second time in recent weeks Gold has dated a UA film away from that house. "Wuthering Heights" had been sold to the Music Hall, but after UA could not get a secured date, the Goldwyn picture was dated into the Rivoli.

## *New Deal Gives Peskay A Thirteen-Unit Chain*

NEW YORK—Acquisition of the Vogue, Metro and Congress, in the Bronx, from Moe Rosenberg, as indicated exclusively on several occasions in BOXOFFICE, gives Edward Peskay a total of 13 houses in Greater New York and New England. M. Baranca is associated with Peskay in the new deal which had been on and off for at least three months.

## *Skouras Reopens One*

NEW YORK—Having spent $65,000 for alterations, George Skouras has reopened the Jackson, Jackson Heights. The house had been closed five days.

## *German Efficiency Gets Setback*

**Swinemuende, Germany (Censored Version)—The 2,000-ton German warship "Reiher" has a gaping hole in its starboard side, Emil Jannings got a severe shaking up and a crew of extras had to resort to lifeboats. All because an historical film called for a bomb explosion in a version of the story of the "Koenigin Luise," famed German ship, which ran a blockade to mine the mouth of the Thames River in August, 1914.**

**The producers exploded the bomb for theatrical effect and the "Reiher" has a hole in its side.**

## *Still After Code Clarification*

**New York—Further meetings by attorneys and William F. Rodgers, chairman of the distributors' sub-committee, on clarification on intent of the code's language will be held in a few days, according to Rodgers.**

**Several of the sales heads who attended Wednesday's meeting at the Astor, which lasted from 2:30 p. m. to 8:45 p. m., left town to attend the Schine managers' convention in Gloversville, N. Y.**

**Rodgers had planned to be present at the upstate session on Thursday, but was unable to attend due to pressure of business.**

**Max A. Cohen, head of Allied of New York, informed BOXOFFICE after his meeting with Rodgers that all his organization is interested in "is how the code has been clarified." Cohen and his committee presented a number of suggestions to Rodgers for clearing up some of the legal language into terms which exhibitors can understand.**

**The scheduled meeting of the ITOA, intended especially to discuss the revised code, was called off "because the code wasn't ready," a spokesman declared. The session also was intended to determine the extent of new season deals and a general product survey. No date has been set for a later meeting.**

**Rodgers stated the code is set except for clarification of one or two clauses and he hopes to have it cleared up with the lawyers by the end of next week, indicating the fifth printed draft will be mailed out in about ten days.**

**Two important points made by Allied of New York dealing with clarification are being seriously considered, the M-G-M sales head told BOXOFFICE.**

# *Actors, Stagehands Jurisdiction Battle Before AFL Council*

NEW YORK—Battleground of the approaching showdown between the actors and the stagehands shifts to Atlantic City Monday where the executive council of the American Federation of Labor convenes for its regular session.

The executive council has been requested by the international board of the Associated Actors and Artistes of America to direct William Green, president, to notify all state and city central bodies affiliated with the AFL that, since the American Federation of Actors has been lawfully expelled, it is no longer a part of the AFL.

A large delegation from the 4A's, headed by Frank Gillmore, president, and Ken Thomson, executive secretary of the Screen Actors' Guild, will attend the Atlantic City session to determine whether the executive council will uphold the granting of a charter to the AFA by the IATSE or consider it a direct jurisdictional violation.

In light of events which saw the jurisdictional threat of the IA materialize when George E. Browne, IA president, presented Ralph Whitehead with a charter granting the AFA jurisdiction over all actors in the theatrical field, every indication points to a fight to the finish between the 4 A's and Browne.

The SAG, most powerful adjunct of the 4 A's, has placed all its resources at the disposal of the parent body to prevent Browne from encroaching on its jurisdiction.

President Gillmore's comment on the proceedings in the IA office was as follows: "This is surely one of the most barefaced jurisdictional raids ever perpetrated in the American Federation of Labor." He also took a slam at the "dictatorship" exerted by Browne and Green.

"If the action of Mr. Browne is condoned by the executive council than no jurisdiction recognized by the AFL is safe," Gillmore added.

From one source in the 4 A's, came the word that if the executive council recognizes the "overt methods" of Browne, the 4 A's will withdraw from the AFL and set up its own white collar trade union.

Both factions are prepared to file lengthy counter charges at a session which promises to be filled with fireworks.

### AAAA Letter to Members Assails IA Chieftains

Events reached a boiling point when the 4 A's let loose a blast at the "domination" of the IATSE by George E. Browne in an open letter to 30,000 members. Purpose of the letter was to acquaint the membership with the "attempt of Mr. George Browne through the medium of his personally conducted IATSE, aided and abetted by his assistants, Willie Bioff and Ralph Whitehead, to take over the actors of this country and subject them to the control of racketeers such as Willie Bioff."

When appraised of the contents of the letter, an IA spokesman told BOXOFFICE, "the same people who are sending out the letter used Browne and Bioff to help the Screen Actors' Guild gain recognition on the coast."

Appended to the letter was a chronological list of Bioff's contacts with the authorities and the press. The letter charges "Bioff is the man who received $100,000 from a motion picture producer while supposed to be representing the interests of his union members in dealing with the motion picture producers. Browne is the man who, when Bioff resigned by reason of these facts, expressed his confidence in Bioff and held his position open for him."

Whitehead is described as "the pawn who would deliver the actors to Browne and Bioff."

The letter asks the 4 A's membership not to blame the rank and file members of the stagehands' union or the actors in the va-

(Continued on page 44-A)



—Blank and Stoller Photo

### *A New V.P. at Erpi—*

*This is T. E. Shea, elected vice-president of Erpi to succeed H. G. Knox, recently resigned. Shea, formerly of the Bell Laboratories, becomes director of engineering.*

# Paramount Earnings Show Marked Rise

NEW YORK—Paramount reports earnings of $830,000, after interest and all charges, for the second quarter ended July 1, 1939, compared with $394,945 for the same period in 1938.

Earnings for the six months ended July 1 are estimated at $2,130,000, compared with $1,225,811 in 1938.

The report states there were 144,672 shares of cumulative convertible $100 par value six per cent first preferred and 555,071 shares of cumulative convertible $10 par value second preferred outstanding as of July 1.

After deducting $300,268 of dividends accrued for the quarter on these preferred shares, the remaining $529,732 of estimated combined consolidated and share of undistributed earnings for the quarter represent 21 cents per share on the 2,465,927 shares of common stock, which compares with four cents per share for the quarter ended July 2, 1938.

Computed on the same basis, estimated combined earnings for the six months ended July 1 represent 62 cents per share on outstanding common stock, as compared with 26 cents for the same period in 1938.

### Claims "Beau Geste" Record

NEW YORK—The opening day of "Beau Geste" at the Paramount is said by Manager Bob Weitman to have topped all business in more than a year.

### Sunday Show Fine

REHOBOTH BEACH, DEL. — Charles S. Horn of the Blue Hen Theatre was fined $4 for violating the Sabbath.

# *Casey Predicts a Reunion of Greater Union and Hoyts*

CHICAGO — The re-alliance of Greater Union's 40 theatres and Fox-Hoyts' 200 houses in Australia for the new season after a two-year break, is seen by Dan Casey, Universal general sales manager in Australia, who conferred here with E. T. (Peck) Gomersall, district manager, and Mannie Gottlieb, branch manager, before going on to New York for home office conferences.

Casey said business conditions are on the uptrend "down under" and that American companies right now have little to fear in a competitive way from Australian production plans.

Nevertheless, with the New South Wales government having passed a bill giving exhibitors a 25 per cent rejection privilege on Australian and British product, local production is being encouraged, he added.

Double features are the thing in Australia and in New Zealand, which also encourages production. The government has guaranteed legitimate production companies against losses, and Sir Hugh Denneson's Argosy Films will produce four pictures a year starting in 1940.

Charles Chauvel will make two pictures a year at Argosy Pagewood studios in Sydney, center of production. These will be distributed by Universal, which company probably also will distribute Argosy product.

In addition, there will continue the regular production of six features by Cine-Sound in Sydney. This company also produces 52 newsreels annually called the Australian Gazette, while Movietone News issues its reel on an Australian basis. Ken Hall heads Cine-Sound production.

Casey, who has been with Universal 19 years in the Antipodes, said nearly every Hollywood success in the states goes over in Australia. Deanna Durbin pictures, without exception, play a five-week or more run at the State Theatre, Sydney, he said.

Casey, who will be away during the Australian convention of Universal's seven exchanges there, prepared a three-reel film talk while in Hollywood.

## *Ban on "Harvest" Termed "Bureaucratic" Action*

NEW YORK — Assailing the New York state censor board for setting "itself up as Puritanical guardian over our tastes and morals," the National Council on Freedom from Censorship has condemned the board's banning of the French film, "Harvest," as "capricious bureaucratic censorship." The film was banned for being "immoral" and "tending to corrupt morals," the council says, in offering to aid exhibitors in an appeal of the board's ruling to the courts.

### Protest "Harvest" Ban

ALBANY—A letter from M. Garreau Dombasle, counselor to the French embassy, protesting to Irwin Esmond, director of the censor board against Esmond's rejection of "Harvest," is part of the papers in the appeal which the board of regents will consider.

## *First Animated Cartoon Being Made in Germany*

WASHINGTON—News that Germany is producing its first animated cartoon highlights reports on the state of the industry abroad submitted by the respective commercial attaches to the department of commerce.

It is pointed out production of this type of film is noteworthy in that German newspapers recently commented ironically on the success of American cartoons. The initial effort will be in color and based on a fairy-tale plot.

American films lead in Ireland by a wide margin, according to one report. Of the 1,506 films imported during 1938, 82 per cent consisted of Hollywood product and 17 per cent British. Five new houses were constructed, giving Ireland approximately 200 theatres.

Official figures for the first half of 1939 in Japan show 226 Japanese films released for exhibition in addition to 64 American, seven British, four French and three German. Independent Japanese interests have recently imported 18 more German films from the Manchurian monopoly.

## *Eureka Moves to Appeal In Suit Over Print*

NEW YORK — Eureka Productions has filed intentions of appealing to the circuit court of appeals from the decision of Federal Judge Edward A. Conger, dismissing its $5,300 action against Raymond J. Mulligan for the destruction of a print of "Ecstasy."




### *"Queen of Redheads"—*

*She has another name and it's Susan Hayward who plays opposite Gary Cooper in "Beau Geste." The shot here reveals Miss H. arriving from Hollywood for a visit and such.*

# Nat Wachsberger to Make Two On Coast for Major Release

NEW YORK—Nat Wachsberger, circuit operator in Belgium and independent French producer, plans to produce two in Hollywood shortly for release by a major company.

Wachsberger, associated with Harry Brandt in Film Alliance, was among the many arrivals on the *Normandie*. He brought with him prints of six English and four French features which will give Film Alliance 15 foreign features for the American market.

Among the pictures is "Le Quames des Brumes," starring Jean Gabin and Michele Morgan. Charles Boyer, who docks in France today, is scheduled to make one for him, Wachsberger says.

Discussing recent developments on the French quota, it is Wachsberger's belief there will be no change in the market if the revision materializes.

As a result of the growing importance of French films in Central Europe and South America he looks for bigger and better pictures by French producers. He says the cost now will run from $125,000 to $150,000, as compared with the $75,000 now spent on a major French production.

Arthur Silverstone, third of the Silverstone brothers, who is assistant managing director of British UA, was an unheralded passenger. It is mainly a vacation trip for Silverstone who left over the weekend for Winnipeg to join his family. He said British production is picking up nicely.

RKO's "boy wonder" director, Garson Kanin, also returned from abroad where he vacationed for about a month. He returns to the studio shortly to start work on "Passport for Love," with Cary Grant and Irene Dunne. Kanin denies printed reports there is a rift between him and the studio and says his contract still has three years to run.

George West, Monogram franchise holder and eastern representative for Screeno, returned confident Parliament would legalize the game for the theatres there. He says arrangements have been made with approximately 300 theatres to use Screeno depending, of course, on the action taken by the government.

Max Gumpel, managing director of Denham laboratories, landed to renew business contacts.

## Loew May Construct New Links in Buenos Aires

NEW YORK—Loew's will probably construct a number of new theatres in Buenos Aires, BOXOFFICE learns. It is understood Sam Burger, special sales representative, who recently returned from a year's trip to South America and South Africa, is huddling with Arthur M. Loew on a further expansion policy.

Loew's is now building in Adelaide, Australia, and Cairo, Egypt. The policy of the company has been to construct a house wherever the first-run outlet is not up to the company's expectations. Buenos Aires appears to be the most logical spot at the moment since the release of pictures there is a current distributors' headache.

## Examine Europa Cinemas Before Trial August 16

NEW YORK—Supreme Court Justice Edward McGoldrick has ordered Europa Cinemas to submit to an examination before trial August 16, through its treasurer, William Goldberg, in connection with Michael J. Levinson's $10,000 action.

Levinson claims breach of an agreement made June 7, 1938, whereby the Europa, Philadelphia, agreed to play his picture, "Lash of the Penitentes." The defendants claim the film was never passed by the Pennsylvania board of review and, as a result, they could not play it.



—Metropolitan Photos

## An RKO Pride, Joy—

*Garson Kanin, distinguished young director, giving one of those pier interviews upon his return from Europe. He now is on his way to the coast and "Passport to Life," his next.*

## Burstyn & Mayer Release Eight Films First Half

NEW YORK—Arthur Mayer and Joseph Burstyn are releasing eight imported productions for the first half of 1939-40 season. The others, in addition to "Katia" and "Louise," announced on Burstyn's arrival from abroad, are: "Song of the Streets," Whirlpool," "Mozart," "Shadows of the Past," "The Revolt of the Dead" and an all-English speaking version of "Gulliver's Travels" featuring a cast of 5,000 puppets.



## It's Mr. and Mrs.—

*The bride, the former Rose Stradner, actress. The groom, Joseph Mankiewicz, writer long identified with M-G-M and well known in Hollywood.*

# Olney Is Discharged As Orpheum Referee

NEW YORK—Federal Judge Murray Hulbert has approved the application of Peter B. Olney jr., referee in bankruptcy of Orpheum Circuit and discharged him as referee.

The circuit, which operated theatres in St. Louis prior to 1933, filed a bankruptcy in April of that year and has been liquidating ever since. There remains but $28,516 to be divided among allowed claims and allowances. Of the first class, there is a total of $1,425,335 and the creditors will receive only 1-977/1000 per cent.

They include Irving Trust, as trustee of RKO for $770,706, based on a guartee of Orpheum's second mortgage bonds; RKO Orpheum, as assignee of Stadium Theatres, $510,807; Irving Trust, as trustee of RKO in a second capacity, $53,320 based on a note of Orpheum's for $44,000 plus interest since 1933; Paramount Pictures, $90,462 for rent, and RKO Distributing Corp., $38 for film.

Of the second class of creditors, Olney, referee, will receive $2,003; Kenneth B. Umbreit, as trustee, $495; his attorneys, Davis, Auerbach, Connell and Hardy, $1,500, and Frank Taylor, stenographer, $56.

## An August Business Drive On Skouras Calendar

NEW YORK—In an effort to offset bad business during the next few weeks, the Skouras circuit will hold a special drive for the month of August. George Skouras, William White, John Benas, and Division Managers Herman Starr, covering New Jersey; Jack Harris, Long Island, and D. Krepps, Manhattan, Westchester and the Bronx met three days, winding up the drive meetings Friday.



## *This Is What Happened When "Rich" Came to Town—*

*Paramount executives greet E. V. Richards of Saenger Theatres and his wife at the company's Fair lounge. Front row, left to right, this assemblage includes Mrs. Richards, Evelyn O'Connell, hostess, and Mrs. Claude Lee. Back row, in the same order: Monty E. Gowthorpe, Hugh Braly, southern district manager out of Dallas; Tracy Barham, Paramount partner in Ohio; Austin C. Keough, Oscar Morgan, Claude Lee, Barney Balaban, Richards, Leon D. Netter, E. Paul Phillips and Leonard Goldenson.*

# BROADWAY

MUSINGS of a reporter after a ship news assignment: Hollywood goes to sea and the departure of the *Normandie* is a little madder than usual . . . You never really know how big the boat is until you try to track down a group like Harry Cohn, Norma Shearer, Charles Boyer, Pat Paterson, George Raft, Bob Hope, Edward G. Robinson and the Milton Sperlings (Betty Warner), etc. . . . Knots of that strange species of American youth—the autograph hunter, collected outside of the respective staterooms of the stars . . . Overheard near Boyer's suite: "I hope that guy Milton Weiss ain't in there because we'll never get anywhere" . . . Then with Mel Heyman running into Boyer followed by horde of fans on the main decks . . . A brief word with the genial French actor who imparts the information he will be gone for eight weeks. In France, Boyer will do "The Pirate" for Producer Andre Daven. The officers and stewards greeted Boyer warmly and he appeared to be happy talking in his native tongue.

*Up to the promenade deck where Harry Cohn's suite was located. The Columbia president was talking with a group which included his brother, Jack, and Nate Spingold. "I have nothing to say. This is just a vacation trip," Cohn said dismissing the reporter with a friendly gesture . . . Then to Edward G. Robinson who was entertaining a party of friends. Son Emanuel all decked out in a sailor's suit hopping around the place. Robinson offered the reporter champagne but was turned down with "never touch the stuff before breakfast." He will be gone for three weeks and returns to do "Professor Ehrlich" for Warner. Robinson is proud of his role in "Confessions of a Nazi Spy" and states "I instigated the whole thing. No, I'm not going to Germany." Major Albert Warner and Karl Macdonald make an appearance. Robinson introduces the major to his friends as the "boss." Retorts the major: "A boss, huh, try and be a boss these days with the SAGees, SDGees and all those outfits."*

A chat with Bob Hope who seriously states he is going abroad to visit his grandfather, 96, who is known as the "grand old man of Surrey." Bob comments proudly, "He rode a bike until he was 94" . . . Greeting the Sperlings who will be gone for three months . . . Down the gangplank into a general interview with Norma Shearer, sort of exotic in a yellow turban and earrings and wearing a bizarre yellow striped suit. "Someone ought to tell her how to dress," sniffed a hardboiled woman reporter. Miss Shearer told the boys she "had a lovely time at Coney Island and was still dazed by the World's Fair." Her next will be "Tonight at 8:30" based on Noel Coward's one-act plays . . . Just a glimpse of Raft in a loud checked jacket before he retired with some friends . . . And the fitting madcap touch. "What do you guys mean by sailing this boat at midnight?" yelled a passenger as he dashed up with his papers and luggage a minute before the gangplank went up. It was 10 a. m.

*George (Sheriff) Hickey, M-G-M western district manager, gained ten pounds during his stay in the east for negotiations with National Theatres' executives on the three-year franchise . . . Julius Celler, manager of the Major, on August 9 celebrates his 30th year in the business and 25th wedding anniversary . . . Y. Frank Freeman is due from the coast for home office Paramount conferences August 21 . . . Charles E. McCarthy, 20th-Fox advertising and publicity head, returned from the coast late in the week . . . Earl Wingart, who is living at Atlantic Beach for the summer, manages to get his morning swim in the surf at 7 a. m.*

Bob Goldstein's Tavern was the scene of an informal luncheon tendered to Arthur Silverstone, one of the UA Silverstones who is here for a month's visit from London where he is assistant to joint managing directors Ted Carr and George Archibald in England. The hosts, all from UA, included Maurice and Emanuel Silverstone, Monroe Greenthal, James Mulvey, Paul Lazarus, Harry Gold, Jack Schlaifer, Arthur W. Kelly, Lynn Farnol, Lowell V. Calvert, J. J. Milstein, Len Daly, Harry Kosiner, Tom Walker, Sammy Cohen, Walter Liebler, Harry W. Schroeder, Harry Buckley, Al Margolies and Morris Helprin.

*Herbie Berg is back from his holiday. He (1) looked for a new place to live and (2) got in about a week of swell fishing off Montauk. Broke his young son into the mysteries of the rod, too . . . Roger Ferri, editor of* The Dynamo, *house organ of the 20th-Fox sales department, has returned from the coast . . . Eph Rosen is winding up his New York visit and expects to return to Minneapolis momentarily . . . Eddie Churchill is on a diet. It calls for quiet during meals and no discussion of business. Oscar Doob, therefore, suggested the other day they had better merely*

*shake hands and call off their date . . . Jules E. Brulatour returns from the coast Tuesday . . . Jack Cohn, one of the many from New York who attended the Schine convention, reached Gloversville over the road.*

Victor Saville, M-G-M producer, sails for England August 16 on the *Normandie* . . . Leslie Howard and Walter Futter also have reservations on the same boat . . . Columbia's manager for Japan, Michael Bergher, is on the coast where he leaves shortly for Tokyo. Charles Roberts, home office supervisor, is expected back in a few days from a short hop to Mexico . . . Mary Ramsey, secretary to Arthur W. Kelly, is vacationing in the Nutmeg State . . . Radie Harris, radio film commentator, is stopping at Dennis, Mass., and looking over summer shows in that region . . . Jeff Livingstone of the M-G-M short subject department on the phone to report that two women sitting on each side of him on the subway were reading BOXOFFICE . . . Senor Sam Burger, special sales representative of Loew's foreign department, has a pair of aching "World's Fair feet" after an intensive trip to Flushing Meadows . . . Thomas Patrick Mulrooney, UA's foreign sales manager, returns to his desk today from the cool, Poconos . . . Louise Rousseau, assistant to Frank Donovan at RKO Pathe, planed out to the coast over the weekend on a combination business-vacation trip.

*"Mr. Einfeld," says a Warner office communication, "has requested that everybody try to think up a suitable title" for the film now known as "Career Man" . . . Herbert Rudley and Howard Da Sylva, members of the original cast of "Abe Lincoln in Illinois," have gone to Hollywood to support Raymond Massey in RKO's film version of the play . . . Eddie Dowden of Loew's publicity is playing goat in the Poconos . . . Howard Dietz, M-G-M's director of publicity and advertising, had a last minute change of plan and instead of making the return flight from Marseilles on the* Yankee Clipper *switched to the* Queen Mary, *which arrives Monday . . . Steve Loewer of Warner's still department and Seagate is back on the job after a holiday spent at Seagate . . . Art Schmidt has returned to his Loew's desk after a vacation on most of Westchester's golf courses . . . Errol Flynn, accompanied by his father, Prof. Theodore Flynn, biologist of Belfast University, is in from the coast en route to South America on an eight-week vacation trip . . . S. Ernest Pelson, formerly with GN, has been appointed general sales manager of French Cinema Center . . . Lester Pollock, Loew manager in Rochester, and Mike Cullen, Columbus district manager, were home office visitors.*

Bill Brown, who books Eddie Peskay's Stamford and Greenwich houses, is handling the Peskay-Baranco recently acquired trio, the Vogue, Metro and Congress in the Bronx . . . Bobbie Ellsworth, chief booker at the local M-G-M exchange, celebrated another birthday Friday. He wouldn't admit it until Louis Goidel, the Brooklyn exhibitor, made him blush . . . Harry G. Kosch is still recuperating in the country from a recent breakdown . . . Lillian Jeffrey, Joe Vogel's secretary, is vacationing at Flushing Meadows, believe it or not. She says she's doing the Fair in Loew style . . . Max Milder, back from the coast, sails August 9 on the *Queen Mary.*

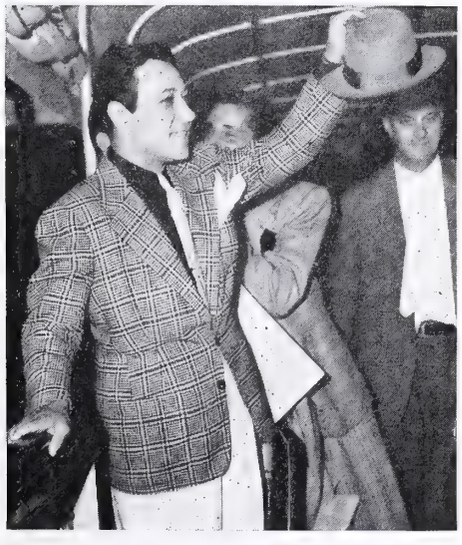
*Lester Pollock, Loew Rochester manager, spent a few days of his vacation in town and at the Fair . . . Joe Unger, Charles Reagan, Milt Kusell and Harry Katz lunching together the other day at the Astor Hunting Room . . . Herman Rifkin of Boston was a visitor during the week . . . Sig Wittman, former Universal district manager and later with GN, is expected to enter exhibition any day now. He's been working on several deals, one of which is due to materialize momentarily . . . Robert Stevenson, British director signed by Dave Selznick, is due to sail from England on the* Queen Mary *August* 9.

Dave Blum, who has turned farmer, went to Cleveland and attended the international poultry show. He was back before the end of the week . . . Elias Lapiniere of the M-G-M office in France, sailed on the *Normandie* Wednesday after several weeks here and on the coast . . . Sid Rechetnick has gone to Connecticut for a fortnight's vacation . . . Bob Rubin walked four miles last weekend, the first he has spent away from the city this summer . . . Ed Raftery, E. C. Grainger, just back from a two-week tour of Feiber & Shea houses, and Dick Kearny, in a sidewalk conversation in front of the F&S office, Raftery leaving later to attend a UA meeting . . . Jack Shea, nephew of Mort A. Shea, is back from a honeymoon in Canada and on the coast.

*"Red" Stong, Erpi's press representative, returns from two weeks of vacation Monday . . . Louis Weinberg is back from New Orleans and makes the statement that with the exception of the Saenger circuit, which occupied his southern trip, Columbia has closed all circuit deals for the new season . . . Marie McCarthy, booker with Max Fellerman's staff, is back from a swing of Deal, N. J. beaches . . . Harry Goldberg, in charge of Warner circuit advertising and publicity, is rounding out his second week of fun at his country place at Yardley, Pa., which is in Bucks County and hard by the "farms" of Dorothy Parker, George S. Kaufman, et al . . . Milton Mayer of RKO's real estate department has returned from a Lake Champlain vacation . . . Ditto Bill England, head of the circuit's personnel department, back from Muskogee Lake, Canada . . . Russell Emde, Westchester division manager, from Vermont . . . Ruth Lowenthal, circuit booker, from the Poconos . . . Frances Weil, J. J. Milstein's secretary, at her desk after a two-week cruise to Bermuda, most of which was spent at the Castle Harbor Hotel, where she reached the semi-finals in the tennis tournament.*

It was the *Northern Prince* on which Nat Liebeskind left these shores Friday for

(Continued on next page)







## *"Normandie" Sails, Studded With Hollywood Names—*

—Photos by Cosmo-Sileo

*For instance, there was George Raft, wearing a very fancy and strictly Hollywood-type sport jacket; Norma Shearer displaying the current style in turbans for women, and the newly-wed Sperlings, the bride being the former Betty Warner. Others aboard included Bob Hope and his wife, Edward G. Robinson, his wife and son; Harry Cohn, Roy Norr, Ben Lyon and Bebe Daniels, Charles Boyer and Pat Paterson, Norman Z. McLeod and his wife, Nat Deverich, Hollywood agent; Roland Young and Gilbert Miller, stage producer.*

# BROADWAY

(Continued from preceding page)

Buenos Aires . . . Charles Pettijohn is in Italy. He traveled over on the Italian liner *Saturnia* . . . Jack Hoffberg leaves for the coast in a handful of days, but will visit exchange centers on the road back . . . Florence Fineman is back from her vacation and says it was swell . . . H. M. Richey says he's gained eight pounds since he took over his current RKO job . . . Lou Lifton, his holiday making well behind him now, continues to think of it in pleasant retrospect . . . Carl Leserman in a West 44th St. palaver, hard by the Warner buildings, with Johnny O'Connor . . . W. G. Van Schmus reports his doctor reports him in fine fettle. Simply has to continue to watch the diet . . . Eddie Churchill and Lynn Farnol among the lone hands working on a hot summer Saturday.

*Edmund Mantell, who operates the Art and Tiffany in the Bronx, is planning to quit exhibition and build a hotel in Miami this winter, as Maurice Fleischman did two years ago. Mantell on July 31 celebrated his 35th wedding anniversary with a party at Fleischman's, where he and his family are spending the summer . . . Arthur Greenblatt has rounded out the personnel for the local Alliance Films Exchange, naming Julius Levine to handle Brooklyn and Long Island, Ben Rappaport to New York, and Sidney Hess to New Jersey and upstate New York . . . Among the RKO lounge visitors recently were Cecil and Mrs. Cupp of the Royal and Co-Ed, Arkadelphia, Ark.; D. B. Austell, Cabarrus, Concord, N. C.; Dan Austell, Rivoli Greenville S. C.; Pete and Mrs. Manes, Model, Philadelphia; O. Bowes, Grand, Regina, Sask. Canada and Victor Streul Roxy, Ottawa, Ill.*

Johnny Cassidy of the RKO circuit publicity department is a daddy for the second time, the latest arrival being a six and three-quarter-pound girl . . . Arthur Krim of the Philips & Nizer office returned Monday on the *Normandie* after a five-week European vacation . . . Leo McCarthy, former chief booker and buyer for Fox Midwest and now an independent producer, is around town these days and plans to head for Hollywood in a week or so . . . Leo Justin celebrated another birthday, July 28 . . . Harris P. Wolfberg, M-G-M district manager, has gone back to Kansas City . . . Frank Hensler, M-G-M Kansas City manager, and Lon T. Cox, chief buyer and booker for Fox Midwest, returned from Kansas City, after spending a few days there, to finish up details on the M-G-M product deal . . . Charles Moses, local independent, has contributed $100 to the Greater N. Y. Fund. Trans Lux is down for the same amount.

*Birthday party for Bob Wolff, RKO exchange manager, at Dinty Moore's. It is 43 for Bob. Those who ate cake with the guest include Morris Jacks and Leo Justin of the Reade circuit, Nat Cohn and Irv Wormser of Columbia, Eddie Schnitzer of Warner, Charlie Moses of Staten Island, Sam Rinzler of Randforce, Moe Streimer and Clarence Eiseman of UA, Harry Michalson and Cress Smith of the RKO home office, and Wally Howes of Trans Lux . . . Henry Suchman is the film buyer and booker for the Samuel Silver theatres, two in Brooklyn and one in Manhattan . . . Rita Cave, publicity and television director of the Odeon circuit of England, is back in London . . . L. J. Schlaifer, UA vice-president, is back from a tour of the company's exchanges in Los Angeles, San Francisco and Chicago.*

Arti Stebbins has gone back to the coast. He was on the same train with Joseph M. Schenck, George J. Schaefer and Ned E. Depinet . . . Jerry Safron is due to return to Los Angeles the latter part of the week . . . Tracy Barham, Paramount theatre affiliate in the south, has been in town conferring with Leon Netter . . . Arthur Brilant has joined RKO's advertising department under Ben Grimm . . .



—Metropolitan Photos

## Johnston Back With Four Films—

*In the center is the president of Monogram, in on the* Normandie *from a six-week trip abroad. In London, he arranged to distribute four Pathe films in this market. They are "My Irish Molly," "Dark Eyes of London" with Bela Lugosi, "Gang's All Here" with Otto Kruger, and "Trader Spy," now in work with Bruce Cabot. Monogram players will go to England for Pathe, but this does not involve any financing by Monogram. Johnston also reports plenty of capital appears available for British production which he finds steadily improving. On the left above is Ralph Bettinson, Pathe of London's Hollywood representative. On the right is George West, a Monogram franchise holder. Both of them left and returned with Johnston.*




—Photo by Ralph Morgan

## He's Looking 'Em Over—

*S. Barret McCormick, director of advertising and publicity for RKO, now is in Hollywood scanning a couple of his company's new ones with an eye to future advertising tempo and campaign.*

Henry F. Krecke is vacationing from the M-G-M foreign department . . . Herman Shiffrin, M-G-M receptionist, is anxious to turn aviator and go to Texas . . . Roy Haines, Carl Leserman, J. J. O'Connor, Fred Meyer and Max Fellerman got together for luncheon at the Astor Hunting Room early in the week. Meanwhile Jack Haley, who is in "The Wizard of Oz," is p a.-ing at the State with a plug for the picture, to boot . . . Claude Ezell standing under the State marquee and admiring the business "Goodbye, Mr. Chips" is doing at the Astor . . . Lou Pollock is back from that coast trip.

*Clayt Bond, chief film buyer for the Warner circuit, is off to Lake Louise on a month's vacation . . . Jack Lewis is back from a visit to the RKO studios . . . Charles Farrell is appearing in person in "Seventh Heaven" at Millburn, N. J. . . . Abe Schneider, Columbia treasurer, has returned from a brief business trip to the studio and, by Monday, Harry Cohn, the company's president, arrives in England. He's aboard the* Normandie, *as reported . . . Maurice Sloman, executive secretary of the Hoyts circuit in Australia, is on the way back to Sydney . . . Grad Sears has purchased a new home. It's on Ster-*

(Continued on next page)

# Seating Trade May Revise Its Code

WASHINGTON—Revision of the voluntary trade practice rules of the public seating industry will be discussed at a hearing called for August 17 by the federal trade commission, under whose auspices the original code was adopted in June, 1931.

The industry is composed of the manufacturers of fixed or connected seating for theatres and other public places.

The new rules submitted by the industry for commission approval deal with misrepresentation of products, false invoicing, use of false or deceptive selling methods, defamation of competitors, commercial bribery and acceptance of the provisions of the Robinson-Patman anti-price discrimination act adopted since the introduction of the orignal code.

## "Televisuals" Trade Name Of Merchandising Films

NEW YORK—The trade name "Televisuals" has been registered by Audio Productions to describe a new series of merchandising films now being made for television purposes.

Arrangements have been made with American Television Corp. whereby Audio will produce shorts which are to be televised through a self-contained system operating within large department stores.

## Particulars From Vocafilm Against AT&T by Aug. 31

NEW YORK—Federal Judge Murray Hulbert has allowed Vocafilm Corporation of America until August 31 to file a bill of particulars requested by AT&T, Western Electric and Erpi whom they are suing for $65,953,125 triple damages for alleged violation of the Sherman anti-trust law. Both side agreed to the postponement. The suit claims the defendants monopolized the sound accessory field and forced the plaintiff out of business.

## Form RKO Corp.

DOVER, DEL. — Radio-Keith-Orpheum Corp. has been formed here to deal in places of amusement. The company listed a capital of $10,900. The incorporators were Walter E. Berr jr., and David A. Stretch of New York City, and Horace J. McAfee, of Ardsley-on-Hudson, N. Y.

## RCA Dividend

NEW YORK—RCA reports a quarterly dividend of 87½ cents on the first preferred and $1.25 on the "B" preferred, payable September 30 to stockholders of record September 8.

### Dividend From K-A-O

NEW YORK—Keith-Albee-Orpheum has declared a dividend, out of operating surplus, of $1.75 per share on the seven per cent cumulative convertible preferred for the quarter ended Dec. 31, 1936, payable on October 2, 1939.

# BROADWAY

(Continued from preceding page)

*ling Ridge at Harrison, N. Y., and fairly close to the homes of the various Skourases, which is to say Spyros and George . . . Len Weisberg,* BOXOFFICE *staff reporter, has gone to Mexico for a vacation. Only this one is in Maine.*

Harry F. Karasek, east Bronx district manager for the Loew circuit, has gone to Mt. Prosper Manor, Wurtsboro, N. Y., for his vacation. He left over the weekend to join his family there . . . Johnny Murphy's mother is recuperating nicely at the Merrimac Hospital, Jamaica, after an operation . . . Matie Hammerstein, Lep Friedman's secretary, and Lillian Reis, who handles Dave Blum's notes in the M-G-M foreign department, are getting plenty of that sea air in Atlantic City. They are stopping at the Ambassador . . . Nat Sanders of Film Alliance is on a three-week tour of the country . . . Bob Gillham left Friday for Minneapolis to attend the premiere of "Our Leading Citizen" . . . Alec Moss, Joe Unger and Milt Kusell returned Thursday from Gloversville and the Schine convention . . . William P. Philips, treasurer and vice-president of Metropolitan Playhouses, has deferred his vacation until the fall. A. M. Georgia, assistant treasurer of the same circuit, has just returned from his respite.

*John Hay Whitney is spending the month of August in Saratoga attending the races. The family stable is not doing so badly, according to reports . . . Eddie Golden became a grandpappy early Thursday morning with the arrival of a six-pound five-ounce girl at the Cedars of Lebanon Hospital, Hollywood. Bob Golden, assistant film editor at Monogram, also is passing out the cigars . . . E. J. Stutz of the Sonotone, Chicago, and H. Engbertson of the Grant and Lyric, Decorah, Ia., were RKO home office lounge visitors the latter part of the week . . . Billy Ferguson is mourning the death of his father, John, who passed away at his home in Lynn, Mass., at the age of 92.*

## RKO Underwriting Plan Submitted by Odlum

**New York—A plan for underwriting an RKO loan has been submitted to federal court here by Atlas Corp. in a letter signed by Floyd Odlum, president. The plan provides an additional $1,500,000 in cash and sufficient number of shares to be offered for sale, subject to court approval, to unsecured claim holders and to the Rockefeller Center, Inc. Creditors would be allowed to subscribe in proportion to their claims, with such right being limited to 30 days after common stock is made available.**

**After all reorganization expenses have been met, Atlas desires that $1,000,000 remain for the development of RKO. The offer to creditors and the Rockefeller Center is to be made on or before August 29.**

# Committee of Eleven Will Serve Variety

PITTSBURGH—Eleven prominent editors and writers have been named on the nomination committee for the Variety Club's second annual humanitarian award, according to an announcement by National Chief Barker John H. Harris.

Acceptances to serve on the committee were received from the following: Harry M. Bitner, publisher of the *Pittsburgh Sun Telegraph;* Sumner Blossom, editor of *The American Magazine;* Charles B. Cheney, managing editor of the *Minneapolis Journal;* Edward J. Meeman, managing editor of the *Memphis Press-Scimitar;* Edward T. Leech, editor of the *Pittsburgh Press;* Burrows Matthews, editor of the *Buffalo Courier Express;* Channing Pollock, author and writer of Shoreham, Long Island, N. Y.; Lee Ellmaker, editor of the *Philadelphia Daily News;* John Manning, editor of the *Detroit Times;* Reverend E. J. Flanagan, founder of Boys Town, Nebraska, and Fulton Oursler, of *Liberty* magazine.

Father Flanagan received the first humanitarian award.

## Allied of N. J. Invites Prominent Politicians

NEW YORK—Gov. Harry A. Moore of New Jersey, Attorney General Wilentz, Senator Barbour and ex-Governor Harold Hoffman have been invited to address delegates to the Allied of New Jersey convention at the Ritz-Carlton Hotel, Atlantic City, September 6-8, according to E. Thornton Kelly, who has been appointed business manager. Election of officers will take place.

## 4 A's Blast "Domination" Of IA by George Browne

(Continued from page 39)

riety field. Referring to the granting of an IA charter to the AFA, the letter states, "neither group has had one word to say about this strange action."

Calling conditions a "public scandal," the 4 A's indicated its preparedness to meet any eventuality if the executive council failed to correct the situation.

The membership of the 4 A's also received a petition which they were asked to sign to signify their support against the encroachment of the IA and to strike if such action is deemed necessary.

Meanwhile, the "Ferrets," a minority group of the AFA, circulated petitions asking for amendments which would make possible either the absorption of the union by the recently formed American Guild of Variety Artists, dissolution of the AFA or ousting of present officials.

Build Profits—Patronage with
**PARAMOUNT PREMIUM CO.**
IKE KATZ, Sales Mgr.
210 H. St. N. W. WASHINGTON, D. C.

# PHILADELPHIA

DAVE GREENBERG, manager of the Variety Club, and his wife, Florence, are seriously ill with pneumonia. They contracted it from their baby son, who is recovering from the disease. Dave is in Mt. Sinai Hospital, his wife in Jewish Hospital . . . William J. Greenfield is taking over the Sherwood and the Baltimore from Earl and Joe Forte and will close the houses for renovations . . . The Susquehanna, former Affiliated house, has been taken over by Charles Stiefel. It's being remodeled for a September opening . . . Jack Beresin, Berlo Vending Co., is chairman of Variety Club's dinner committee.

*George Fishman, Republic, is rumored getting an important post with the Democratic city committee for the coming election . . . Raymond Rosen, phonograph distributor, and Benny the Bum, night club operator, both well known to film men, are reported to have made "killings"—*$20,000 *and* $12,000, *respectively—at shore houses of chance . . . Monogrammers Sam Rosen and Bill Porter are beaming over the unexpected publicity they're getting for their marihuana picture, "Assassin of Youth." City and federal authorities are making a drive against the weed and newspapers are giving it a big play.*

Paramount notes: Rose Weisman, ad sales stenographer, is back after a week at Loch Sheldrake, N. Y. . . . George Kelly, assistant shipper, is still trying to convince office skeptics his "trip to Canada" was the real thing, not a moving picture . . . Ann Bubeck, accounting department, is going around talking about the fish "that long" she caught at Moosehead Lake, Me. She has a photo to prove it, but "I haven't had time to get it developed yet" . . . Mert Nason, Jersey booker, forgot his feet hadn't tanned during his summer of tennis playing and exposed them to the sun at Margate. Result: Sun-poisoning. And it wouldn't hurt so much, he says, if his feet weren't so darn big.

*Chief Censor Edna R. Carroll expects to give her eyes a rest with a week's vacation starting some day this week . . . Harry Thomas, New York independent distributor, dropped into town . . . George Resnick, Cayuga, may take over the Grant . . . Milt Rogasner is teaming with Harry Ball, Landsdowne, in arranging the Variety golf tournament . . . The Showmen's Club will be holding its first clambake, August 16, at Kugler's Mohican Club on the Delaware . . . Jimmie Dormond, Warner, will go rustic on his vacation "somewhere in the honest-to-goodness country."*

Sam Blatt, one of the oldest exhibitors on the street, has been losing poundage filling in for Dave Barrist at Quality Premiums. Dave is expected back from the Argentine this week . . . Bill O'Neill, Ledger, is getting exhibitors out to the A's games to root for his kid brother, Harry "Porky" O'Neill, substitute catcher . . . Betty Brodell, Embassy singer, is looking forward to the new UA picture, "Winter Carnival." Her 15-year-old sister, Joan, has a part in it. Harry Bodkin is promising a private screening for friends of the girl.

*Bill Heenan, Peerless, is now representing Alexander Preview Co., trailer distributors . . . Leo Posel, erecting the Tyson in the northeast, is keeping an eye on a demolition operation a few blocks away, where Abe Feinstone is announcing erection of a new house, the Unruh . . . Syd Mesibov, Warner ad man, this week was faced with having to celebrate his wedding anniversary one day and his wife's birthday two days later. He solved the problem by taking a week's vacation . . . Mae Finlayson, pretty Monogram girl, is off on vacation to Wildwood, where all the handsome policemen go.*

Coroner Charles H. Hersch will boost local newsreel men when he shows a film of Holmesburg prison horrors at the National Association of Coroners' meeting in San Francisco this week . . . "Cow Time" Weller is what residents of Athens, Pa., are calling the operator of the Morley. He insists on going by standard time . . . Herb Pearlman, Paramount ad salesman, is off to the shore . . . Silvert Setron, Logan, tied up with the *Daily News* photograph contest by arranging to have one of the paper's photographers at the opening of "Captain Fury" . . . Lou Black, Warner, Wilmington, is house-hunting.

*Bill Israel, Earle, won applause for his clever "scientific" lobby display on "How Ann Sheridan Got Oomph." It was made up of old magazine shots . . . Jake Goldman, Imperial-60th, is on vacation . . . Lee Kline, Orpheum, got up a swell stunt on "Goodbye, Mr. Chips" by running an election among school pupils for the most popular teacher in Germantown. Winning teacher is to be theatre "host" opening night.*

Jack LeHota, assistant manager at the State, kept things humming while Marty Goldenberg was on vacation by getting a stuffed animal display installed in the local YMCA to boost "Tarzan Finds a Son." Free posters brought the kids out in droves . . . Herman Schuster, Wynne, another wide-awake assistant, ran an essay contest on "Young Mr. Lincoln" while Edgar Wolf was on vacation. Contest winner got an original scenario script . . . Harry Tarranto, Aldine, is sending out announcements about the reopening.

*Lou Black, Warner, Wilmington, boosted his theatre in a half page of cooperative ads . . . Fred Leopold, Grand, Wilmington, is being captioned "Warden" for his displays to ballyhoo "cops and robbers" pictures. Latest stunt was posting scores of "Wanted" circulars obtained from Department of Justice . . . Harry Olmsted, Ritz, York, is back from vacation.*

## *Film Delivery Drivers in Albany Strike 4 Hours*

ALBANY—A strike by union drivers for several trucking concerns seeking to force discontinuance of print deliveries by several independent chauffeurs and by occasional exhibitors, tied up local exchanges four hours on one of their busiest days.

A union official is said to have instructed drivers for Firlik Film Service, a local organization trucking films in this vicinity, and Smith & Howell, Syracuse company, to withhold delivery of prints to branch offices and to refuse to pick up others. Railway Express men joined in the strike, according to reports.

## *Field Sales Progress Is Columbia Meet Topic*

NEW YORK—Territorial sales progress was the subject at a meeting of five Columbia district managers and Abe Montague and Rube Jackter, general sales manager and assistant, in the home office Friday. Present were Sam Galanty, mideast; Phil Dunas, Chicago; Lou Moscow, south; Carl Shalit, Detroit, and Jerry Safron, Los Angeles.

# • REVIEW FLASHES •

**IN NAME ONLY (RKO)—Sophisticated and smartly dialogued society triangle drama possessing story ingredients and established names which should assure it wide patronage and audience acclaim. Carole Lombard, Cary Grant and Kay Francis in toplines of a fine cast. George Haight produced; John Cromwell directed.**

**LADY OF THE TROPICS (M-G-M)—Torrid love story of the "never-the-twain-shall-meet" variety which will be right down the alley of those who crave their film romance sizzling, and which temperature, more importantly, should mark its record at the turnstiles. Robert Taylor and Hedy Lamarr, the latter appearing to much greater advantage than heretofore, are splendid in a screenplay beautifully molded to their joint talents as screen lovers whose union is sure to please the fans. Sam Zimbalist produced; Jack Conway directed.**

**MAN FROM TEXAS (Mono)—With Tex Ritter as a railroad trouble-shooter protecting New Mexico ranchers from the inroads of a land-gathering schemer, this is the best of the 1939 Monogram series. A fine script keeps the film moving under the expert direction of Al Herman.**

**NIGHT WORK (Para)—A weak script and heavily over-drawn characterizations slow this comedy effort concerning the Fitch family down to a low-bracket classification. Mary Boland, Charles Ruggles, Joyce Matthews. George Archainbaud directed.**

**RANGE WAR (Para)—The redoubtable Hopalong Cassidy again throws lead and fists in the cause of law and order and with usual results, albeit his crusading for the right is not up to the high entertainment average of the popular series due to a below par story and the supporting cast. Harry Sherman produced; Lesley Selander directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# Schiners Cheer Radio Film Player Curb

GLOVERSVILLE, N. Y.—Schine managers and leaders in the trade applauded at the annual Schine Theatrical Enterprises convention here the statement of Herman Wobber, vice-president and general sales manager of 20th Century-Fox, that stars would be restricted in their appearances on the radio.

"Our company will do everything possible in the future to keep stars that belong to moving pictures and that were made by moving pictures from appearing on radio and television programs. I, personally, am strongly against it. Those stars are yours and they should remain yours," Wobber said.

His statement was considered one of the most important things to come out of the annual conclave, which wound up Friday at 2 p. m., after four days of intensive sessions, relieved by Thursday's big golf tournament and steak roast.

### Hear James Grainger

Other prominent industry leaders who spoke included James Grainger, president of Republic, who promised that the company's forthcoming "Wagons Westward" starring John Wayne would be "every bit as big and bigger" than "Man of Conquest."

"Republic has reached the point where major producers are compelled to give her the recognition she deserves," he said.

Leon Bamberger of RKO stressed the advantages of a personalized mailing list reaching key cities, while Rodney Bush of 20th Century-Fox told of the national publicity activities, and cited the news that is in the studios, as proved by the number of paid correspondents maintained in Hollywood by leading syndicates and newspapers.

Lou Pollock of Paramount stressed the importance of fan magazines. As an illustration, he took the nearby city of Amsterdam which has a population of approximately 35,000. In that city, he said, an average of 25,000 fan magazines are sold monthly, showing the wide, general appeal of the films and film art. "People want to know about their stars; they want to know what is going on in the industry," he said. "A great job of pre-selling is done by the fan magazines."

### Shorts Are Important

He said their advertising appeal was sharper than newspapers because better paper permitted better art and printing effects.

Lee Blumberg of Warner outlined the various steps producers take to pre-sell pictures, especially shorts. A short often "decides where a family is going to the movies when there is a choice of two or more theatres," he said.

Joe Unger of Paramount outlined the coming season's product, while Alec Moss took up the topic, "Does Showmanship Sell Seats?" He emphasized that showmanship was, after all, the main thing, that housekeeping, and everything else was secondary. Showmanship, in fact, he said, is so important that industry is borrowing it in increasing ratio, and in this connection he cited the General Motors exhibit at the N. Y. World's Fair.

Charles Casanave, vice-president and general manager of National Screen, contended that the lobby is the show window of the theatre and should be treated as such. Eddie Golden, vice-president of Monogram, spoke on the field of the independent, which he said is destined to grow more important with the years. Monogram's new feature, "Rip Van Winkle" would be previewed in this territory, he promised, and the company is setting aside a special fund for prizes for Schine managers who put on the best campaign.

Lou Weinberg of Columbia declared that his company "will take no back seat from anybody" in stressing that it plans the greatest product of its career during the coming season. Eddie McEvoy of RKO said that an analysis, town for town, showed the Schine houses were turning in better grosses than any other circuit. Morris Bergman paid tribute to the Schine new advertising campaign as the biggest advance made in years.

J. Myer Schine, president of Schine Enterprises, who introduced the speakers, kept the conclave moving swiftly. Harold F. Sliter was general chairman.

# ALBANY

ED HINCHEY, assistant buyer for the Warner theatre circuit, visited the upstate zone office and Chief Moe Silver . . . Ed Selette, manager of Warner's Albany, suffered a sprained ankle when thrown from a horse. He vacationed near Boston . . . James P. Faughnan, Warner contact manager, left on a trip to Thousand Islands . . . Al La Flamme, Madison manager, off for a vacation with Atlantic City as a stop . . . Eddie McEvoy, RKO division manager, stopped at the local branch office en route to Schine headquarters in Gloversville . . . Pete Dana, former Universal branch boss here and now top man in Kansas City territory, renewed acquaintances on Filmrow. He had been visiting New York.

*Milton Golden, former manager of Paramount, Schroon Lake, took over Strand in Cape Vincent, at tip of Thousand Islands. Harry Savett had been operating theatre . . . Charles Gordon of Olympic, Utica, commutes daily to his summer camp, 60 miles away . . . Cecil N. Patten of State, Adams, is planning an August vacation in Albany. A brother-in-law lives here. Adams, incidentally, is setting his evening shows back an hour, in order to please farmer patrons who observe standard time. Adams, like other towns in Watertown area, went on fast time this year, although the margin for adoption of daylight saving time was small at Adams. Second show in state starts at 10 p. m., daylight time.*

Fabian men on vacation: Friendly George Lofink of division office; Alex Sayles, manager of Palace, Albany; R. C. Murphy, manager of Proctor's, Schenectady; Guy Graves, manager of State, Schenectady . . . Chick Mlinarik, Columbia shipper, away for two weeks. Ditto, Georgette Bingham, secretary to Booker Stanley Goldberg . . . Camille Allie, secretary to Joe Miller, Columbia manager, weekending at Thompson's Lake . . . Mary Hawkins, Republic booker, and her mother motored to Yonkers for the weekend.

*Names that somehow miss news columns: Doug Klein, Columbia advertising department; Bill Cooper, Republic cashier (he originally worked in Consolidated Laboratories for Herbert J. Yates, now also head of Republic); Lee Beecher, Paramount adman; Chris Marks, operator of Rialto and Highland, Utica; Don Augello of Family, Utica . . . Grand National is reissuing in this territory two James Cagneys, "Great Guy," made 1936, and "Something to Sing About," produced in 1937.*

The World's Fair is a magnet for Filmrow vacationers . . . Winifred Allen, 20th Century-Fox cashier, and Kitty Heavenor, head inspectress in that exchange, saw Whalen's Wonders. Ditto, Alice Smith, switchboard operator in the Warner office. Miss Smith hopes to make another trip to Flushing before the exposition closes . . . Bill Kraemer, Schine booker in the Albany territory, took it in, too. He was on the Row for a day after returning from the metropolitan area. Helen Wisper, secretary to Moe Grassgreen, 20th Century-Fox manager, automobiled to Lake George, Montreal and Toronto on a week's trip. Oakdale, L. I., and Cape Cod were other places visited. Elmer (Bud) Dale, shipper and ad sales assistant, vacationed in Syracuse.

*Report of the impending transfer of Bill Kraemer, Schine booker in the Albany territory, to the circuit's Washington office, couples Harry Thompson with a return to this area in Kraemer's place. Thompson held the post before he was sent to the Bellefonte, Ohio, office. He was booker for the Smalley circuit and manager for First National in Albany prior to joining the Schine organization.*

## *He Still Believes Barnum Relative to Advertising*

GLOVERSVILLE, N. Y.—With the observation many of Barnum's showmanship methods "would not be considered so kosher today," Leon Bamberger, RKO's sales promotion manager, told delegates and guests to the Schine circuit convention he still agrees with Barnum's statement "'that advertising is the life, the breath and the soul' of the amusement business."

He said a good test for any advertising is to see if it meets the requirements laid down by the late Arthur Brisbane, who is credited with: "'Any advertisement, to be effective, must accomplish five things. The reader must see it, read it, understand it, believe it, and want what is advertised'."

## *Remodel at Troy*

TROY—The Troy, Warner's ace house here, has closed for remodeling, redecorating and re-equipping that will cost an estimated $40,000 to $50,000.

# WASHINGTON

PARAMOUNT'S "Vince" Dougherty had a birthday, July 29, so he and Mrs. Dougherty decided to celebrate with a dinner party at the Shoreham Hotel with Mr. and Mrs. Bob Grace and Dick Doyle as guests. From there, they visited the Variety Club where they were joined by Mr. and Mrs. Harry Bachman, "Terry" O'Connor, "Duchess" Hall, and "Buddy" Hanson. Needless to say, the event will be long remembered . . . Metro's Pete Prince returned from his vacation sporting a nifty tan and a misplaced eyebrow . . . Metro's Jack Goldberg, aided by Mrs. Goldberg, entertained Mr. and Mrs. Rudy Berger at the Woodmont Country Club . . . RKO's Helen Paulson, has been confined to her home with a severe eye ailment.

*Emerson Russell, Lyceum, Chestertown, is a yachting enthusiast and is always in attendance at the local regattas . . . RKO's Archie Rose is quite elated over the success of his softball team which took honors at the exchange's recent picnic. And, incidentally, John Caldwell of the Lee, Appomattox, advises his ball team journeyed to the capital and took the Loew's team into camp . . . Metro's Helen Pender has returned to her duties after a recent illness, while Mark Turner has departed on his vacation to Virginia . . . Earle Norris, Princess Anne, is spending a few days at the New York fair.*

John J. Payette, Warner general zone manager, has set August 9 for the annual outing for district and theatre managers, same to be held at Annapolis Roads with the local branch managers as guests . . . The Schine managers conventioned in Gloversville, August 1-4 . . . Metro's Phil Bobys is off for a swing through the Clinch Valley.

*Dan Tirrell also has returned, he having chosen Bethany Beach to acquire that envied coat of tan which serves as an ideal background for a newly grown mustache . . . Mrs. Isabelle Baugh, secretary to Bud McGowan, has returned from a visit with relatives in Chicago. And now it is Bud's turn for a two-week respite to be highlighted with a fishing trip . . . Katherine McGlynn, Warner booking department, is off for a two-week sojourn.*

## Grand National in a Deal For 8 Outdoor Features

NEW YORK—Grand National has closed a deal with Golden West Pictures, Inc., headed by Charles E. Goetz, prominent Arizona business man, for eight outdoor features, to be made in color.

First on the schedule is "Call of the Range," to be finished in Magnacolor. This is the first of a proposed series of outside producer deals.

### Wobber, Farnol to Coast

NEW YORK—Herman Wobber, 20th-Fox general sales manager, left Friday for Hollywood for studio conferences. Lynn Farnol planed to the coast Sunday for UA producer conferences. He is expected back in a week.

## Bid for Particulars Bill In Folly Suit to Wait

NEW YORK—Federal Judge Murray Hulbert has reserved decision on the application by all the majors, Republic, Monogram Distributing Corp., Randforce Amusement Co., Samuel Rinzler and Louis Frisch for a bill of particulars and a dismissal of the $750,000 suit of the Folly Amusement Co.

The plaintiff charges violation of the Sherman anti-trust act and claims his theatre, the Folly in Brooklyn, had been put out of business through acts on the part of the defendants in depriving it of product.

Only one defendant sought a dismissal. This was UA, which, through Benjamin Pepper, advanced the argument that, since the complaint charges interstate commerce and since there is no interstate commerce involved, the federal court has no jurisdiction.

# BUFFALO

INSTALLING William Dipson, son of Nikitas K., as manager, the Dipson-Basil interests marked their take-over of the erstwhile Shea's Century by replacing Michael's name with the symbol 20th, which caused a lot of speculation as to what 20th Century-Fox Film may think about it. Don Harpole, assistant manager at the Dipson Capitol in Wheeling, W. Va., has come here in a somewhat similar role, and Jerry Westergren, a former film company exploitation representative, is the advertising agent. A temporary policy of double-feature pictures was set up. Changes, according to Nicholas J. Basil, vice-president and general manager of Basil Enterprises, Inc., await completion of negotiations upon which he and Dipson sr. are working. Meanwhile re-seating of the theatre has begun, in night shifts.

*Simultaneous with its opening of the Century, the Basil-Dipson group took over the East Side community house, the Bailey, in Buffalo, and the Riviera, in North Tonawanda, both also former units of the Shea circuit. Edward Wise, a former Basil manager and recently a teacher in eastern New York, has returned to direct the Bailey. A manager for the Riviera will be named next week . . . The Keith-Garfield in Randolph, to have 400 seats, will be completed late this month. Merchants of the village, which is getting its first actual theatre building, are arranging to collaborate with the exhibitors in a gala opening September 9.*

Frank Quinlivan, manager of Shea's Elmwood for several years, has resigned to take a similar position at Schine's Riviera, Rochester. Succeeding him is Eddie Miller . . . Emile Giffoniello, who managed the Century through the latter years of the Shea regime, now is swinging about the circuit covering vacations . . . Jerome B. Harrison, manager of the Mercury, was married in Philadelphia this week. The bride is the former Rue Ball, a member of the staff of the Studio Theatre, formerly the Europa, which Harrison managed before coming to Buffalo.

# BALTIMORE

BUDDY SILVERBERG, Park, took a boat ride to Tolchester Beach with his heartbeat on a picnic and decided to go fishing. Results: Missed his boat back and the fish . . . Arthur Pacy and wife are vacationing at Ocean City for the summer . . . Arthur Soltz, formerly manager of the Lyceum, Sparrows Point, Md., is now managing the new Essex bowling alleys at Essex, Md. . . . Another fish story: Frank Stang, Casino manager, returned from his vacation on the Magothy River, claims he caught 17 rock fish from 12 to 17 inches long.

*Walter Silverberg, Park, home from the hospital and is now walking his pet dog around . . . Chief Barker Lou Rome held a midsummer get-together party in the new air-conditioned club rooms . . . Leon Bach is vacationing at Virginia Beach . . . Fred Eberline, assistant manager at the Casino, has given his girl friend an engagement ring . . . Harold Grott, manager of the Met, is sporting a new car . . . Phil Buck, Regent assistant manager, is vacationing at Atlantic City.*

James Dixon, Century doorman, is relieving David Marks, assistant manager of the Parkway, while Marks is relieving Boyd Sparrows, manager of Loew's Parkway, Wilmington. Boyd is vacationing . . . Chief Usher Schnepf at the Century, is the proud papa of an eight-pound boy.

*Rodney Collier, Stanley manager, returns from New York after doing the Fair . . . Eddie Wyatt, Preston manager, says he has added another 100 watts to his amateur radio station which boosts it up to 400 . . . Lyceum, Sparrows Point, is being redecorated outside. It is now managed by R. Vincetti jr.*

Herbert Hartman, assistant manager at the Boulevard, is on the sick list . . . Lillian Silberman, Preston cashier, is vacationing . . . Gene Freedland, Avenue manager, is celebrating his wooden anniversary . . . If anyone sees Morris (Pappy) Oletsky, please ask him to show you his baby's picture.

## Recent Ruling on German Raw Film Protested

WASHINGTON—American companies have protested a new ruling by the treasury department that films from Europe, printed here on basic German raw film be regarded as German films, and as such subject to the 25 per cent higher duty assessed against various German made products.

The protest is based on the contention that pictures produced outside of Germany and developed here will be included under the ruling, if they happen to be on German raw stock.

## Warner Petition Denied In "Nazi Spy" Action

NEW YORK—Federal Judge Murray Hulbert has denied the application of Warner for a bill of particulars from Katherine Moog, who is suing for $75,000 for alleged libel in "Confessions of a Nazi Spy."

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# AAAA MAPS BATTLE AGAINST IATSE; CHARGE ROBERT MONTGOMERY PARTLY FINANCED USTG

## Industry Labor Situation Is Daily Becoming More Complicated Than Ever

*By* IVAN SPEAR

The industry's "jigsaw puzzle" labor situation, so complicated as to defy analysis by any normal mind, has been further befuddled through the addition of two more many-sided pieces:

1. The Screen Actors Guild and other affiliates of the Associated Actors and Artistes of America are mapping plans for a fight to the finish against encroachment of the International Alliance of Theatrical Stage Employes, which in New York presented a charter to the American Federation of Actors as a step toward taking jurisdiction over every type of acting talent. The AFA's charter as an affiliate of the AAAA was recently revoked.

2. The studio labor battle between the IATSE and the United Studio Technicians Guild was made more confusing when Alex Saunders resigned as secretary of the USTG and, in an affidavit filed with the national labor relations board, charged the newly-formed union had been financed to the extent of $5,000 by Robert Montgomery of the Screen Actors Guild. He further contended the USTG had only 25 members when its NLRB petition was filed. The affidavit formed part of a petition filed with the NLRB by the IATSE asking that the USTG's request for a bargaining election be denied.

The IATSE's demands that producers immediately sign new closed shop agreements with 11 IA studio locals—disregarding the claims of the USTG—with the walkout of 12,000 studio workers the hinted penalty for refusal, caused the producers to call a special association meeting at which a negotiating committee, headed by Joseph M. Schenck, was appointed. This committee is studying the situation and holding conferences with IA representatives, and will present a report within a few days suggesting a plan of action. The IA, for the time being, apparently is content with this method of procedure.

**Met With Producers**

USTG leaders met with producers and NLRB leaders in connection with its plea a date for a collective bargaining election be set. IA representatives refused to participate in the conference. Simultaneously, the USTG moved to block signing of an IA closed shop contract by distributing pamphlets to Fox West Coast theatre patrons branding the IA as a "racket."

Charges Montgomery had financed the USTG were vigorously denied by SAG executives. In a special session of the board of directors, Sophie Tucker was suspended for her "flagrant offense" in accepting an IA charter for the AFA, and voted to place all of its resources at the AAAA's disposal to battle IA encroachment, with indications the fight will be taken to court and to the American Federation of Labor if necessary. The actors bowed out of the Central Labor Council when that organization refused to unseat five delegates from the local AFA chapter.

As a by-product of the USTG-IATSE feud, the IA's photographers' local has laid down an ultimatum to producers that a contract now held with the American Society of Cinematographers must be abolished.

Along less turbulent lines, developments included:

Orders have been received from Washington by the NLRB setting August 8 as the date for reopening of the Screen Writers Guild hearing, in which the SWG will request that producers be ordered to immediately negotiate a closed shop contract.

The NLRB is conducting a hearing to determine whether the Screen Cartoonists Guild shall be designated exclusive bargaining agent for the craft. The SCG claims jurisdiction in the Schlesinger, Lantz, Katz and M-G-M cartoon units.

Producers have signed a five-year agreement with the Scenic Artists Ass'n, calling for wage tilts and a six-hour day. Screen Publicists and Screen Readers Guilds' requests for working contracts have been sidetracked until more pressing labor matters are disposed of.

Second test case involving minimum wage clauses in the Society of Motion

(Continued on page 51)

### *All for Labor Peace*

**Plunged into one of the gravest labor situations to confront the studios in many years, the Producers Association has sidetracked all activities, save its most essential routine matters, and is pushing all effort toward an amicable solution of the complex jurisdictional dispute between the International Alliance of Theatrical Stage Employes and the United Studio Technicians Guild.**

**Consequently, any plans for Hollywood's participation in the industry's "Golden Jubilee" celebration this fall have been made virtually extinct. They already were seriously crippled when eastern executives of the Hays office refused to set aside an allowance to man and operate a local staff.**

**Will Hays, MPPDA president, who has been here for a month, is an ex-officio participant in association huddles dealing with the labor crisis.**

### *Actors Guild Set For Battle*

**The Screen Actors Guild has started circularizing petitions among actors calling for them to:**

**1. Pledge loyalty to the Associated Actors and Artistes of America.**

**2. Strike if "deemed necessary" to fight the threatened encroachment by the International Alliance of Theatrical Stage Employes.**

**IATSE and producer representatives are continuing conferences of the crucial situation.**

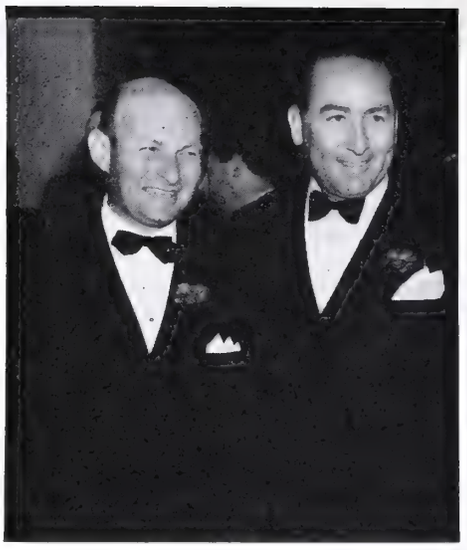
# Formal Premiere Is Dressing Filmites

Dress suits, ermine wraps and sundry trimmings, sparingly used by Hollywoodians in the past few months in connection with the industry's social functions, have gained a new lease on their existence in the face of an onslaught of one of the film colony's most revered pastimes—formal premieres of new super-budgeted productions.

The new cycle was launched when Warner premiered "The Old Maid," co-starring Miriam Hopkins and Bette Davis, for filmdom's elite and the press at the company's Beverly Hills Theatre. On schedule in the immediate future are similar lavish debuts for 20th Century-Fox's "Stanley and Livingstone," at Grauman's Chinese Theatre August 8, and Universal's John M. Stahl production, "When Tomorrow Comes," which will make its formal bow at the Pantages Theatre August 10.

(Continued on page 51)











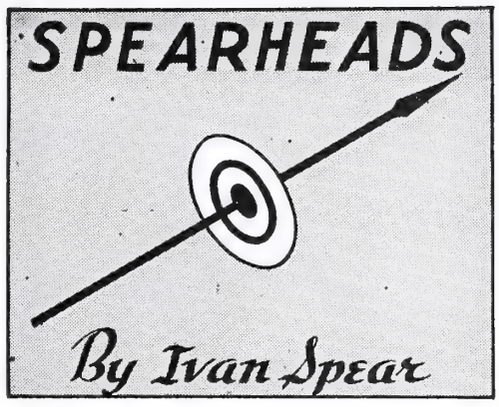




## "The Old Maid" Bows—

*Included among those present at the Hollywood premiere of Warner Bros. "The Old Maid" were film colony personalities shown here. Starting at the top left, jumping to the right and then back to the center column and thence to the bottom, they are: Jack L. Warner, production chief, giving the microphone a workout; S. Charles Einfeld, vice-president in charge of advertising and publicity, and Hal Wallis, production executive; H. M. Warner, WB president, between Mr. and Mrs. Neil McCarthy; Mr. and Mrs. Wayne Morris; Ann Sheridan and Cesar Romero; Jack L. Warner again; Mr. and Mrs. William Keighley (Genevieve Tobin), and in the final scene Mr. and Mrs. Mark Hellinger (Gladys Glad).*

## In Hollywood—




VALIANT was the effort of Howard Strickling's adjective agitators to ameliorate the news of Mervyn LeRoy's change of status in the M-G-M production setup. Witness:

"So he could return to his first love, directing, Mervyn LeRoy yesterday obtained consent of Louis B. Mayer to relinquish his post as executive producer and to devote his efforts in the future as a producer-director at M-G-M."

While not officially announced, it was generally reported that LeRoy's "return to his first love" was an expensive manifestation of ardor, having been made to the accompaniment of a salary reduction from $6,500 to $4,000 per week.

Certainly the erstwhile "executive producer" has the unqualified and unanimous good wishes of the industry in his romantic reunion, to say nothing of the wholehearted hope that he and his "first love" will manage to struggle along in their vine-covered cottage on so paltry a stipend.

→

*Pete Smith's latest specialty, "Turkey Carving" has been retitled "Let's Talk Turkey."*

*Subject to reissue at option time.*

→

**And 20th Century-Fox is changing the name of "Six Cylinder Love" to "The Simple Life."**

**John Barrymore doesn't think so.**

→

Names is Names Dept.:

On Sunset Blvd. a sign advertises the business of one "Bischoff, the Taxidermist." Sam's pictures get the birds, his namesake stuffs 'em.

On the same thoroughfare is a Dr. P. Disraeli, chiropodist. Despite which the epic based on the life of his illustrious forebearer still isn't on its feet.

Harry Loud is employed in Metro's Trailer department.

Robert Mark is head of Republic's makeup department.

→

*Broadcasts Harry Brand:*

*"To its final resting place, the junk heap, went one of the real veterans of the movies."*

*Then for 200 words—no less—is described the end of an ancient automobile, which found its way to the 20th Century-Fox lot after years of industry service in which it had transported many of filmdom's notables past the cameras. The decrepit chariot's demise, according to the studio publicist, came when it was careened into an iron pillar for a scene in a current picture.*

*To make the high requiem mass accorded the venerable vehicle complete it should have been buried in Brand's publicity releases.*

→

**With characteristic I-told-you-so smugness Columnist-Commentator Jimmie Fidler opines:**

**"So the advertising agencies are planning to cut salaries of movie stars who perform on radio. I've wondered just how long the ad men, basically bright business brains, would continue to ladle out $5,000 to $7,500 for single, 10 or 15-minute air visits of filmites."**

**Fidler might remember that the lightning which he hopes is contained in his comment might strike dangerously close to home. After all, $2,500 a week for alleged motion picture newcasts isn't exactly hay.**

→

Perhaps nothing in recent years better illustrates the futility of useless title changing—long the pet peeve of reporters, exhibitors and others who attempt to keep in touch with the Hollywood scene—than the recently completed Warner picture starring Bette Davis and Errol Flynn. Launched under the cognomen "Elizabeth and Essex," it became "The Knight and the Lady," which later evolved into "The Lady and the Knight." Now "The Private Lives of Elizabeth and Essex" has been established as "the final release title."

Considering the mechanical limitations of theatre marquees, it is a safe bet that theatres will still herald the picture as "Elizabeth and Essex."

So, for all practical purposes, it is right back where it started.

# *Spectacles, Spinsters, and Spurious*

Thespic royalty occupied the forefront of the week's preview situation with Academy Award Winners Spencer Tracy and Bette Davis starring respectively in the two features which commanded the most attention, both as to importance and merit.

Twentieth Century-Fox's "Stanley and Livingstone," in which the talented and versatile Mr. Tracy carried the topline, was far and wide the best picture of the week. In fact, not for months, and not too often in film history, has a picture reflected more careful and intelligent preparation, research, casting and filming than this spectacular and intriguing story of the American journalist who risked his life to find the lost explorer in the African jungles. Producer Kenneth Macgowan, Director Henry King and Scripters Philip Dunne and Julien Josephson are to be complimented for exercising commendable restraint in their substantially accurate treatment of one of the most thrilling reportorial assignments in newspaper history. There is no letdown in either the script or in King's smoothly-paced direction, while Macgowan saw to it that Tracy—who is superb, by the way—was given a wisely-selected and thoroughly competent supporting cast. As an adventure saga it has few peers and should be a money-maker for all concerned.

"The Old Maid," a Warner contribution, spells quality through and through. Essentially a woman's picture, it will cause many a lacy handkerchief to flutter with its emotional story of mother love and sacrifice. If Mrs. Housewife succeeds in talking Pa and the kids into accompanying her, however, they'll probably wish they had gone down the street to see Gene Autry, for it is short on action and long on dialogue. Miss Davis, as excellent as was to be expected, is given solid competition by her co-star, Miriam Hopkins, and the supporting cast is generally good. A top-bracket mounting was supplied by Producer Henry Blanke, and Edmund Goulding showed penetration and intelligence in his direction. Casey Robinson's screenplay draws full value out of the stage play by Zoe Akins and the novel by Edith Wharton.

"Hotel for Women," again from the Westwood Village plant of Messrs. Schenck and Zanuck, dominated its category, those pictures which proved beyond criticism as acceptable program features. Parading feminine pulchritude in huge quantities, it is an amusing showcase for the vigorous Elsa Maxwell, socialite party-thrower de luxe, albeit the story is none too strong dramatically. The cast, composed largely of screen neophytes, is given full opportunity to display its diverse charms and talents by Director Gregory Ratoff, working under the production guidance of Raymond Griffith.

Others in the second rank were Columbia's release of a Larry Darmour production, "Fugitives at Large," and Metro's "Miracles for Sale." Darmour's offering, starring Jack Holt, delivers the customary load of action and thrills and gives Holt a better opportunity to display his iron-man personality than he has had in recent vehicles. Screenplay by Eric Taylor and Harvey Gates is brisk and straightforward and Lewis D. Collins' direction possesses the same characteristics.

Trick photography, prestidigitators, spiritualists, phoney seances and the like provide "Miracles for Sale" with enough chills and novelty to make it a popular program offering. As a mystery shocker it proves that Tod Browning has lost none of his flair for directing spine-tinglers with deftness and character. Harry Rus-

(Continued on page 50)



## *Nanticoke Quigleys on Warner Lot—*

*Mrs. William Quigley, who operates the State and Rex theatres at Nanticoke, Pa., and her sons and daughter, visit Ronald Reagan (second from left) and Margot Stevenson (second from right) on the "Queer Money" set at the Warner studio in Burbank.*



## *Mandels and Cagney—*

*Harry Mandel, left, of the RKO Theatre circuit of New York, and his wife visit James Cagney on the "Roaring Twenties" set at the Warner studio in Burbank.*

# Heavy Parley Slate Before Schaefer

Planning to spend two weeks on the coast, President George Schaefer of RKO Radio has checked in at the studio after once postponing his arrival. He was accompanied here by Ned Depinet, vice-president and distribution chief, and was greeted by S. Barret McCormick, publicity-advertising director, who preceded Schaefer and Depinet to the coast. A busy schedule of production and distribution conferences confronts the RKO Radio pilot, chief among them the question of a replacement for Pandro S. Berman, current studio production head, who has resigned his post and will leave the setup in October. Schaefer is also due for huddles with various independent producer-directors who have signed for RKO releases during the 1939-40 season, and with Orson Welles, recently signed to a four-way, producer-director-writer-actor commitment. McCormick and Depinet are expected to remain about ten days.

To look over current product and huddle with Darryl Zanuck, William Goetz and other studio executives on forthcoming campaigns, Charles McCarthy, 20th Century-Fox's advertising-publicity director, has arrived at the studio from the east for a short stay.

M. J. Siegel, production chief at Republic, has returned to his desk after huddling in New York with Herbert J. Yates, the company's head man, concerning production matters. Conferences were wound up when Yates and Gene Autry sailed for London on a personal appearance tour.

Ballyhoo campaigns for several forthcoming Warner pictures are being shaped at the Burbank studio by Sam Clark, Chicago exploitation man for the company, who arrived for parleys with S. Charles Einfeld and Bob Taplinger. Max Milder, Warner representative in London, planed out for the east after three days of studio confabs. It was his first Hollywood visit in four years.

Expected in early next week after a short trip to New York, where he attended the premiere of his latest production, "They Shall Have Music," is Samuel Goldwyn. He made the rounds of the Broadway shows scouting stories and possible film talent.

## *Bert Wheeler Heads East For Club, Stage P. A.*

Bert Wheeler, stage and screen comedian, has pulled out for Chicago for a three-week personal appearance engagement at a night spot there, following which he continues on to New York for a stage commitment.

At least two months on the road have been mapped out for Harry (Parkyakarkus) Einstein, funster of radio and films, who opens August 7 in Atlantic City, continuing through eastern key centers.

Tom Keene, film cowboy, has returned from a 20-week p. a. tour through the eastern and southern territories.

Martha Raye has been booked by Billy Rose to headline the Casa Manana show in Fort Worth, Texas, for two weeks. Her husband, David Rose, accompanied her for the engagement.

## *Plans Scottish Yarn*

Herbert Wilcox is preparing to produce a film based on the historical love story concerning Flora MacDonald and Bonnie Prince Charlie of Scotland, with Anna Neagle in the feminine lead.

# GN Production Hope On New Financing

The Grand National studio, idle insofar as GN production is concerned for the past three months, will probably remain in its present lethargic status indefinitely unless President E. W. Hammons is successful in negotiating a $900,000 loan in New York from Felt and Co., financial firm, according to a reliable informant here. Of that sum, if secured, $750,000 will be devoted either to setting up a new GN production unit or to financing independent producers for GN release, the balance to be used in maintaining the company's distribution system. The $400,000 loan acquired from the Reconstruction Finance Corp. some time ago by GN is not to be used for production, this informant declared. More than half of it will be utilized to pay off a mortgage on the GN studio, the balance going in payment of attorney's fees and maintenance costs of the company's exchanges.

As to product from independent filmmakers, GN will acquire at least two pictures from Jack Skirball's Arcadia Productions during the new season. However, Skirball, who until recently was GN's production chief, declared a major release other than GN will be sought for "Angela is 22," from the Sinclair Lewis play, and one other vehicle he will produce in association with John Wildberg, Broadway stage impresario, in the east. Skirball has headed for New York for further conferences with Wildberg concerning their recently-signed deal.

Arcadia intends to make a minimum of five action dramas in Hollywood during the coming season, two of them for GN and the others for an as yet unannounced release. Skirball also has commitments for two Spanish-language features for 20th Century-Fox, with options for more.

Still to be determined is the release for Franklyn Warner's Fine Arts output, originally intended for GN. Having completed added scenes for "Isle of Destiny," first of 26 to be produced in Cosmocolor, FA has "At Your Age" slotted as its second, cameras to turn within two weeks. FA made four for GN last season, but Warner has not indicated whether he will continue the affiliation.

## *Team Ends Chore*

Victor Shapiro and Milt Gross have completed their first collaborative screenplay, titled "He Won a Medal." Shapiro is writing under the name of Victor Mansfield. The William Morris Agency is representing the team.

## *Roach Signs Chaney jr.*

Hal Roach has cast Lon Chaney jr. as Lennie in "Of Mice and Men," the John Steinbeck play which hits the cameras shortly. Chaney played the part on the west coast stage. Lewis Milestone will direct for United Artists release.

# Producer - Director Ranks Get LeRoy

Status of Mervyn LeRoy on the M-G-M studio payroll has been altered, with LeRoy relinquishing his title as an executive producer—under which he has been functioning for more than a year—to return to the ranks of producer-directors. Under the new setup he will immediately prepare to produce and direct "Ziegfeld Girl," "The Sea of Grass," co-starring Spencer Tracy and Myrna Loy," and "National Velvet." "The Wizard of Oz," LeRoy's final picture as an executive producer, is now being readied for release.

### Allan Hersholt to Assist Shaff

With the filming of its first picture, "Meet Dr. Christian," in the immediate offing, Stephens-Lang Productions has booked Monroe Schaff as production manager and casting chief, with Allan Hersholt as his assistant. Young Hersholt is the son of Jean Hersholt, who has the title role in the film. RKO Radio will release.

### Fred Storm With Goldwyn

Fred Storm has checked in at Samuel Goldwyn's to take over his new duties as advertising and publicity director for the United Artists producer. Formerly United Press correspondent in Washington, D. C., Storm has spent the past two weeks in Goldwyn's New York office acquainting himself with the routine.

### Lew Golder Warner Scout

Lew Golder, former agent, has joined Warner as a talent scout and has headed east on a 10-week hunt for new blood. Jeff Lazarus, who turned in his resignation as a Paramount producer some months ago, is preparing to check out in about two weeks, when his last picture, "Are Husbands Necessary?" is completed. It is now being edited.

### Three-Year Deal With Butler

Originally signed to direct "That's Right, You're Wrong" for RKO Radio, David Butler has also been set as associate producer on the Kay Kyser starrer, and has been optioned to produce one picture per year for the company for the next three years. Picture is slotted for a September 1 start.

## *Herbert Drake Takes Over Publicity for Welles*

Publicity and exploitation for the Orson Welles production unit at RKO Radio will be handled by Herbert Drake, former New York newspaperman, who has arrived here to take over his duties. He will also handle details of Welles' radio program when it resumes in the fall.

### "State Cop" for Morse

Warner has assigned Terry Morse to direct "State Cop," which goes into work next week with John Payne in the lead.

## *Report of Impending Loew Adieu to UA Is Growing*

Unofficial, although not entirely definite, confirmation of reports that David L. Loew will not re-enter production under his United Artists agreement until the 1940-41 season came from spokesmen for the producer, who admitted Loew has taken no steps to organize a production unit and has made no announcements as to the acquisition of story properties. He is committed to make two pictures yearly for two years.

Scheduled to start in mid-August as first in a group of six is "Trail Blazers," to be made by the newly-organized Retsama Productions, with Leonard C. Smith producing and directing. Retsama is being financed largely by Cinemachrome Laboratories, and the six pictures will be filmed in the Cinemachrome two-color process. Fred Keating, Helen Holden and Jayne Regan are set for leading roles.

With a major release being negotiated, Eugene Frenke has announced plans to produce "The Great Trek," dealing with the Boers in South Africa, from an original story by Niven Busch, who is now doing the script. Frenke will produce at the General Service studio.

## *Academy Committee Seeks New Acoustic Standards*

A newly-appointed sub-committee of the Academy Research Council's theatre standardization committee has undertaken an extensive investigation of theatre acoustics, in which it will attempt to work out standard methods for making acoustical measurements.

The committee will also consider possibilities for correlating studio review room acoustics with theatres to establish a "judgment factor" for evaluating listening tests.

Jack Durst is chairman of the committee, which comprises Fred Albin, Lloyd Goldsmith, Don Loye and Michael Rettinger.

# Tricolor Loses Patent Infringement Suit

A two-year-old patent infringement action filed by Tricolor, Inc., against Technicolor and several motion picture production companies ended in favor of the defendants when Federal Judge William P. James ruled against the plaintiff, Tricolor, Inc., and held that there had been no infringement as charged.

Tricolor had contended that Technicolor cameras incorporated several basic features which, the plaintiff claimed, it had patented in 1922. Technicolor's defense was based on the contention that the features to which Tricolor claimed patents was as old as the film industry itself.

## *Spur Script Preparation For Judell Features*

Full speed ahead on the preparation of scripts which are to be sent into work this month and in September has been ordered by Sig Neufield, executive producer for Ben Judell's Producers Pictures Corp.

First to get under way will be "Wanted for Murder," screenplay for which has just been completed by Carter Wayne. Sherman Scott will direct. George Sayre and Harvey Huntley are teamed on "Torture Ship," to be piloted by Victor Halperin from a story by Jack London. William Lively and Peter Stewart, the latter of whom will direct, are collaborating on the first of a series of eight westerns to star Bobby Clark, 13-year-old cowboy.

Also in the writing stages are "Hitler—Beast of Berlin" and "The Man From Oklahoma," first in a group of eight outdoor dramas featuring George Houston.

All will be released by Judell's Producers Distributing Corp.

### Salkow on "Headline News"

Republic has assigned Sidney Salkow to direct "Headline News," rolling August 7 as a Herman Schlom production.



## *Eastman Men on "Rio" Set—*

*On the "Rio" set, now in production at Universal, are, left to right, Denis Wratten, Eastman London representative; Nate Blumberg, "U" president; Cliff Work, studio chief; Director John Brahm, and Ted Curtis, Eastman executive. Sigrid Gurie and Basil Rathbone are starred in the film.*

# Cinémarks

Harold Hurley, Paramount production executive, is off on a three-month holiday . . . Leo Carrillo has been set to emcee a benefit show, attended by radio and screen stars, at the California Zoological Society, August 6 . . . Mrs. Walter Lang, wife of the 20th Century-Fox director, gave birth to a son at the Good Samaritan Hospital . . . Dr. Richard Hageman, Paramount composer-conductor, hosted John Erskine, novelist and Columbia university professor, during a visit to the studio. Attending a luncheon in Erskine's honor were William LeBaron, Frank Lloyd, Louis R. Lipstone, Lou Smith, Frederick Hollander and Sigmund Krumgold.

*

*Errol Flynn and his father, Prof. Theodore Flynn, planed out for the east en route to South America for a holiday. The actor stopped off in Chicago for a radio broadcast . . . Technical huddles concerning a coast guard film to be made by Producer Bryan Foy are under way at Warner, with Charles Schwartz, United States treasury department official, and Capt. George Gelly, coast guard commander, supplying the information.*

*

Edward H. Griffith, Paramount producer-director, is checking over summer stock in Colorado Springs, Denver and Kansas City for possible acting talent . . . George Sherman has returned to Republic from a New York vacation to begin preparations for his next directorial chore.

*

*Combining business and pleasure, Bee Ross, head of Republic's sales and promotion department, is a studio visitor from New York . . . William Berke is scouting hillbilly talent down in Tennessee for a number of forthcoming Gene Autry westerns . . . More than 2,200 Universal studio employes turned out for the studio club's anual picnic at Barney Oldfield's country club. White-collar delegation included President Nate Blumberg, Cliff Work, Dave Garber, Milton Feld and Jack Gross.*

*

Roy Del Ruth has planed to New York for a holiday, having completed his latest directorial assignment at 20th Century-Fox . . . John Stone, 20th Century-Fox producer, has returned from a Lake Tahoe vacation . . . Heading to Gotham for a holiday was Robert Mark, head of Republic's makeup department.

*

*Eddie Mills of Paramount's publicity staff and Marion Markham, portrait painter of Syracuse, N. Y., were married at the Church of the Blessed Sacrament here . . . Fred Datig, Metro casting director, has pulled out for a two-week vacation, with Billy Gordon taking over in his absence.*

*

With commitments for writing deals and a chore as technical advisor at Warner and other studios, Leon Turrou, ex-G-man, will return from New York next week. He was sent to London and Paris by S. Charles Einfeld, Warner advertising-publicity director, in connection with showings of "Confessions of a Nazi Spy," which he wrote, in those cities.

*

*George Sherman has returned from a New York holiday and is set to gun his next directorial assignment at Republic.*

*

Warner's studio club will hold its annual outing at Catalina Island either August 12 or August 13. Johnny Ketanan, of the studio accounting department, is in charge of arrangements . . . Producer Sam Zimbalist of M-G-M is planning a vacation in New York following the press previews of a pair of his pictures.

*

*Orry-Kelly, Warner fashion designer, is expected to return to the studio, August 22, from a vacation in Honolulu and Australia.*

*

The Veterans of Foreign Wars have conferred the Order of the Purple Heart on Jack Warner for his patriotic screen contributions . . . Harry Warner has left for New York, planning to sail to Paris to preside over the Warner sales convention there. He will return in five weeks . . . Columbia will send William Holden, star of "Golden Boy," to attend the picture's premiere in New York, August 18. He also is set to make personal appearances with showings of the film . . . The Masquers held their regular monthly luncheon meeting with Harry Rosenthal, Leo C. Rosten and others as honored guests.

*

*Al Doff, Far Eastern supervisor for Universal, came in from New York for a short studio visit before returning to his headquarters in Tokio . . . In for two weeks of conferences with Scott Dunlap, Monogram production chief, is Henri Elman, franchise holder for the company in Chicago . . . Howard Estabrook is spending a week at Boulder Dam on a fishing trip.*

## Goldstone Deeds $250,000 Property to Hospital

Phil Goldstone, film financier, has deeded $250,000 worth of his Hollywood properties to the Los Angeles Free Consumptive Hospital at Duarte, and is arranging liquidation of the gift in order to provide the institution with working capital. The sum will enable the hospital to pay off mortgages and other indebtedness on its property, which is valued at $3,000,000.

## Macgowan Assigned

Kenneth Macgowan has been assigned as associate producer on 20th Century-Fox's "Swanee River," which rolls in mid-August with Sidney Lanfield directing. Cast so far includes Al Jolson, Don Ameche and Nancy Kelly.

## Schutt and Krasna Form Correspondence School

Backed by the knowledge and experience of Scenarist Norman Krasna, who is interested financially in the venture, a correspondence school to discover and develop amateur writing talent, specializing in the screen technique, has been established in Hollywood under the name of Schutt-Krasna School, Inc.

Krasna, listed as president, has mapped out a 24-lesson course, administration of which is supervised by Warren E. Schutt, vice-president; A. M. Cheyne, treasurer, and a faculty of 12. Officials point out that the curriculum does not go into the mechanics of script writing, but concentrates on how to write a saleable short story aimed at motion picture adaptation. Likewise it holds out no promises of studio employment, but outlines the steps by which successful screen writers are developed.

Krasna himself was discovered and developed by Schutt, who has been a writing instructor for more than 20 years.

## Juridical Decisions on Films Are Compiled

Now available for distributors, exhibitors, producers and others connected with the motion picture industry, is the "Motion Picture Law Digest," a compilation of the decisions of all state and federal courts affecting films from 1900 to the present.

The volume was authored by Dennis Hartman of Los Angeles, and, it is claimed, covers the entire field of motion picture law from actors, censorship, lotteries and patents to taxation and zoning.

## SPEARHEADS

(Continued from page 47)

kin, Marion Parsonnet and James Edward Grant, authors of the screen story, whipped up a logical and highly unusual plot, well-timed and brightly dialogued.

* * *

Paramount brought up the rear with two entries—Harry Sherman's latest Hopalong Cassidy adventure, "Range War," and a Bob Burns starrer, "Our Leading Citizen." Sherman's sagebrusher falls short of the usually high average for this series because of a below-average story and an unimpressive cast in support of William Boyd. However, Lesley Selander's direction is capable, the outdoor photography is of an unusually high calibre and Cassidy fans should find it pretty much to their liking.

In "Our Leading Citizen" story trouble, again, dragged down what might have been an intensely entertaining and warmly human picture. The screenplay by John C. Moffitt, from an original by Irvin S. Cobb, undertakes a preachment in the Americanization vein, but soon loses itself in labyrinthial situations which nullify the patriotic message and negate other possible assets. Enthusiastic Burns fans, however, particularly in smaller cities, may receive it favorably. George Arthur functioned as producer and Alfred Santell undertook the directorial chore.

# IA's 'Encroachment' Forms Battle Lines

(Continued from page 45)

Picture Film Editors' producer contract came up when Holbrook Todd, film cutter and member of the SMPFE, filed a complaint with the state labor commission that he received only $300 for four weeks' work on a group of pictures for Sam Katzman, independent producer. Todd claims he is entitled to the $100 weekly minimum specified in the society's scale. Recently, Harry Webb of Metropolitan Pictures was charged with forcing Robert Jahns, another cutter, to "kick back" a portion of his wages.

Conferences are still under way between M. J. Siegel of Republic and Frank Capra, president of the Screen Directors Guild, concerning signing of an SDG agreement with the studio. The SDG protested to Herbert Yates, Republic's head man, some time ago when studio executives refused to negotiate a contract with the directors.

## *Film Completions Dip Total in Production*

The production total has dipped again, with the majors registering an aggregate of 40 in production and another nine in preparation for early starts.

Columbia gunned "Sundown in El Dorado," but finished "Five Little Peppers and How They Grew" and "Konga, the Wild Stallion" to wind up with only three in work. Metro scheduled no new starts and is idling along with six on its sound stages. Monogram has only one in work, a new start, "Murder in the Bighouse." Two others, "Sky Patrol" and "The Oklahoma Terror," were sent into the cutting rooms.

Paramount has ten in production, including two new ones, "The Life of Victor Herbert" and "Typhoon." RKO Radio launched "Vigil in the Night" to total five. Republic shoved off "Calling All Marines," sole film in work, as "Wall Street Cowboy" and "Dick Tracy's G-Men," a serial, were completed.

"We're in the Army Now" went into the cutting room at 20th Century-Fox, pushing that studio's total down to three. Among United Artists' producers only one picture, Walter Wanger's "Eternally Yours," is in production. Universal is filming seven, including "Chip of the Flying U" and "Call a Messenger" — new starts—and put "One Hour to Live" in the cans. Warner gunned "Philo Vance Comes Back" to chalk up a six-picture total.

## *Myke Lewis Is Director Of Sales for Sherman*

Myke Lewis has been appointed sales director for Harry Sherman's Paramount productions. Lewis has been a sales executive for Paramount for 25 years and just recently recuperated from a siege of ill-health at his ranch near Carlsbad. He will maintain offices with the Sherman unit and leaves soon on an extensive trip.

## *WB Adds New Subject to Patriotic Featurettes*

Continuing its production policy of blasting away at the totalitarian states, their preachments and war-like spirit, Warner has added a new subject to its series of patriotic featurettes for the new season.

Titled "They Fly Through the Air," it is based on a radio script by Norman Corwin, dealing with the bombing of defenseless cities in time of strife. The short will be filmed in Technicolor, with Gordon Hollingshead producing. Cast tentatively includes Dennis Morgan, Jeffrey Lynn, Ronald Reagan, John Litel and Henry O'Neill.

Production of Charles Chaplin's "The Great Dictator" came to a temporary halt when Chaplin, who is producing, directing and appearing in a dual role, returned to his typewriter to alter certain sequences in the script. Paulette Goddard and Henry Daniell are cast in support. Picture will be released by United Artists.

### A "Breather" for the Anti-Nazi League

After staging one of its most elaborate and successful affairs of the summer season, a gigantic mass meeting at Philharmonic Auditorium to expose "America's Secret Enemies," the Hollywood Anti-Nazi League has been content to rest on its laurels, gain a breathing spell and delegate activity in the cause of liberalism to other progressive organizations in the film colony.

However, on August 23 the HANL will join with the Associated Film Audiences in sponsoring a showing of two widely-discussed motion pictures, "The Four Hundred Million," a documentary study of the Sino-Japanese struggle, and "Boy Slaves," an RKO Radio production. They will be screened at the Filmarte Theatre.

Originally scheduled to be held late in July, a banquet scheduled by the Motion Picture Democratic Committee has been postponed for a short time. The affair will be staged in San Francisco, and an award will be made to the producer of the film which the MPDC considers to have made "the greatest contribution to democracy" during the 1938-39 season. Atty.-Gen. Frank Murphy has accepted an invitation to be the main speaker.

## *Lerner Expedition Prints Processed by Cinecolor*

Cinecolor, Inc., has obtained the processing chore on 30,000 feet of color film shot by the Michael Lerner expedition of the American Museum of Natural History, and has completed rush prints for editing by museum officials in New York. The Lerner expedition filmed the migratory habits of large game fish.

Cinecolor has transferred its advertising and publicity account to the J. Walter Thompson Co.

### Berkeley Will Direct

"Fast and Furious," forthcoming M-G-M detective comedy, will be directed by Busby Berkeley.

# Formal Premiere Is Dressing Filmites

(Continued from page 46)

In each instance, as was the case with "The Old Maid," all seats are to be reserved and formal dress will be *de rigeur*.

Virtually every 20th Century-Fox production executive from Darryl Zanuck down, as well as the leading moguls from other studios, will mingle with cast toppers of "Stanley and Livingstone" and scores of members of the acting, writing and directing professions at the premiere of the picture, for which the seating capacity of the Chinese Theatre is expected to be taxed to the utmost. Studio publicists are working out plans for a possible radio hookup, and the customary floodlights, commentators and autograph seekers will be in evidence.

Universal's "When Tomorrow Comes" will be the recipient of similar handling. Irene Dunne, Charles Boyer and other members of the cast, Producer-Director John M. Stahl, Universal executives including President Nate Blumberg, Cliff Work and Matty Fox, and industry dignitaries by the score, will turn out in full regalia. The film, incidentally, is the first to be accorded such treatment by Universal in more than a year, and will be given the benefit of a coast-wide radio hookup.

"The Old Maid" was presented sans radio, but with most of the other premiere formalities. Honored guests included Gov. Culbert L. Olsen and party, Mayor Fletcher Bowron of Los Angeles, and Charles Kettering, vice-president of General Motors. A few of the first-nighters included Director William Keighley and his wife, Genevieve Tobin; Mr. and Mrs. Jack L. Warner sr. and Jack L. Warner jr.; H. M. Warner, Mr. and Mrs. Hal Wallis, George Cukor, Mr. and Mrs. Harry Cohn, Mr. and Mrs. Hal Roach sr. and Hal Roach jr.; Mr. and Mrs. Y. Frank Freeman, Mr. and Mrs. Bob O'Donnell, Walter Wanger, Mr. and Mrs. Sam Briskin, Mrs. Darryl Zanuck, Mr. and Mrs. Nate Blumberg, the Harry Rapfs, Bette Davis, the Bing Crosbys, Andrea Leeds, Mr. and Mrs. Casey Robinson and scores of others.

## *WB Assigns Curtiz to Three Next 5 Months*

Three assignments have been lined up for Director Michael Curtiz by Warner for the next five months. First to go will be "Four Wives," a sequel to "Daughters Courageous," to be followed by "The Sea Hawk," starring Errol Flynn, and "Nevada."

Curtiz will have two production crews working with him continuously between now and January 1.

## *A Plum to Schaefer*

Production of Republic's high-budgeted "Storm Over India" has been delegated to Armand Schaefer. Picture is geared to start within two weeks.

## SCRIPTERS

**—Metro**
THAMES WILLIAMSON to "Bonanza." Wallace Beery will star.
JAMES K. McGUINNESS to an original, built around the title "The Rosary."
MYLES CONNOLLY to an untitled story which will be used as a Tarzan vehicle. Lucien Hubbard will produce.

**—Paramount**
LILLIE HAYWARD to "The Biscuit Eater." Jack Moss will produce.
LIEUT.-COMM. FRANK WEAD to "The Royal Canadian Mounted Police," collaborating with JEANIE MACPHERSON, JESSE LASKY jr. and ALAN LEMAY. Cecil B. DeMille will produce and direct.
LEONARD LEE teamed with W. P. LIPSCOMB on "Safari," a Madeleine Carroll starrer.

**—Republic**
AL MARTIN to "Heroes of the Saddle," a Three Mesquiteers western.
EARL FELTON to "Should Wives Work?"

**—20th Century-Fox**
CLAY ADAMS, LEONARD HOFFMAN and HAMILTON MacFADDEN teamed on "The Simple Life," remake of "Six Cylinder Love," in which Stuart Erwin will be featured. William Beaudine directs.
ROBERT ELLIS and HELEN LOGAN to "The Valiant," scheduled for an August 28 start.
JOHN HOWARD LAWSON to "Earthbound."

**—Universal**
ROY CHANSLOR to "Trouble's My Middle Name," which George Yohalen will produce.
LESTER COLE to "Bad Company."

**—Warner Bros.**
MAURICE HANLINE to "Where There's a Will."
CHARLES BELDEN to "The Singing Cop," being written as a John Payne starrer.
ABEM FINKEL to "Two Sons," which will co-star James Cagney and Pat O'Brien. Story was written by John Fante and Ross Wills.
KEN GAMET to "Granny, Get Your Gun," from his own original, in which May Robson, Humphrey Bogart and Jane Bryan will feature.

## *Garnett Is Ticketed for Two on Wanger List*

Walter Wanger has ticketed Tay Garnett to direct two films on his 1939-40 production slate. He leads off with "Send Another Coffin" after completing "African Intrigue" for Gene Towne and Graham Baker.

## *WB Signs Wm. Cagney*

William Cagney, brother of Actor James Cagney, has been signed as a Warner associate producer, working under the supervision of Hal Wallis. He has been given no assignment as yet.

## *Role to Hardwicke*

Sir Cedric Hardwicke has replaced Basil Rathbone in one of the featured roles in RKO Radio's "The Hunchback of Notre Dame," which is now before the cameras. Rathbone withdrew because of another film commitment.

### Julian Lesser to Principal

Julian Lesser, son of Sol Lesser, has joined his father's Principal Productions as an assistant to Louis Hyman, head of distribution.

### Paramount Borrows Ameche

Paramount has borrowed Don Ameche from 20th Century-Fox on a one-picture commitment. The actor reports in October.

### Title Starrett Western

Just completed, Columbia's latest Charles Starrett western has been titled "Riders of Black River." Sam Nelson directed.

## *Second British Director Is Signed by Selznick*

Selznick International has signed Robert Stevenson, English director, to a long-term contract. He sails from London, August 9, to report here for assignment. Stevenson directed, among others, "Nine Days a Queen." Another British director, Alfred Hitchcock, is megging "Rebecca" for Selznick.

## *Hyams Seeks Talent for Command Performance*

Seeking talent for a command performance stage show for the King and Queen of England, set for October 18 in London, Mickey Hyams, British theatre operator, has checked in for a short stay. He is associated with the Gaumont chain of theatres.

### To Direct "Swiss Family"

Edward Ludwig has been signed to direct "Swiss Family Robinson," first of the Gene Towne-Graham Baker productions for RKO Radio. Picture is scheduled to start in mid-September.

# REVIEW FLASHES

**IN NAME ONLY (RKO)—Sophisticated and smartly dialogued society triangle drama possessing story ingredients and established names which should assure it wide patronage and audience acclaim. Carole Lombard, Cary Grant and Kay Francis in toplines of a fine cast. George Haight produced; John Cromwell directed.**

**MAN FROM TEXAS (Mono)—With Tex Ritter as a railroad troubleshooter protecting New Mexico ranchers from the inroads of a land-gathering schemer, this is the best of the 1939 Monogram series. A fine script keeps the film moving under the expert direction of Al Herman.**

**NIGHT WORK (Para)—A weak script and heavily over-drawn characterizations slow this comedy effort, concerning the Fitch family, down to a low-bracket classification. Mary Boland, Charles Ruggles, Joyce Matthews. George Archainbaud directed.**

**RANGE WAR (Para)—The redoubtable Hopalong Cassidy again throws lead and fists in the cause of law and order and with usual results, albeit his crusading for the right is not up to the high entertainment average of the popular series due to a below par story and the supporting cast. Harry Sherman produced; Lesley Selander directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## OPTIONS

**—Columbia**
ALBERT DUFFY joins writing staff to work on an untitled vehicle for the "Blondie" series.

**—Metro**
RITA JOHNSON, featured player, held for another term.
JUNE PREISSER, featured player, held for another term.

**—Paramount**
DON HARTMAN, writer, held for his fifth year with the studio.
DR. E. F. WINCKLER, coffee plantation owner from Sumatra and Java, signed as technical advisor on "Typhoon."

**—RKO Radio**
BRENDA FORBES, stage actress and sister of Actor Ralph Forbes, given acting contract.
EDWARD STEPHENSON, fashion designer, held for another year.

**—Edward Small**
WINSTON MILLER added to writing unit.
PHILIP MacDONALD joins writing staff.

**—Universal**
JERRY MARLOWE held for another term as an actor.

## *Gulf Oil Lifts Option on Screen Guild Airshow*

Assuring the Motion Picture Relief Fund of continuance of its $10,000 weekly income for another year, the Gulf Oil Co. has picked up its option on the weekly Screen Guild airshow, which will resume September 24 over the Columbia network. Under terms of the tieup with the Screen Actors Guild, actors will donate their services and the sponsor will defray all production costs. New pact was signed by Jean Hersholt, president of the MPRF; Ralph Morgan, president of the SAG; Walter Wanger, Ralph Block and Conrad Nagel, Fund executives; and representatives of the oil firm.

## *WB "Nancy Drew" Series Become Two-Reelers*

Warner's "Nancy Drew" series has been converted from feature-length into two-reelers. First picture under the new set-up, "Dangerous Nancy Drew," starts late this month with Gordon Hollingshead supervising. Bonita Granville and Frankie Thomas have the title roles.

### Directs "Spook House"

Columbia has signed Edward Sedgwick to direct "Spook House," a Joe E. Brown comedy, which rolls next week. Robert Sparks will produce.

### Taurog Megs "Melody of 1940"

Norman Taurog draws the directorial assignment on Metro's "Broadway Melody of 1940," teaming Fred Astaire and Eleanor Powell.

### Foy Adds "Santa Fe"

Bryan Foy has added "Santa Fe," a western, to his Warner production schedule. Cameras turn in three weeks with George Amy directing.

### Tuttle to Meg "McCarthy"

Universal has signed Frank Tuttle to direct the next Edgar Bergen-Charlie McCarthy comedy, tentatively titled "Charlie McCarthy, Detective."

# S' FRANCISCO

WILLIAM DUGGAN has been appointed manager of the Monogram exchange under Mel Hulling, who was named new division manager. Duggan was formerly booker for Grand National exchange under H. Bradley Fish . . . United Artists Theatre has been equipped with Simplex new push-pull sound . . . Mrs. Seiter, operator of the Selma in Selma, has taken over the Temple here from F. Bluchel.

*Jim Riley has returned from a short tour of the east. Riley and the missus served tea in the Pacific Coast Theatre Supply Co. offices to celebrate the new sample International chairs he brought back. He also visited Coulter Premiums and has a new line of giveaways . . . Progressive Premiums' Bob Lippert was on his way to Seattle to open new offices there.*

Lieutenant Hoy was named manager of the new Army Theatre in the Presidio, opened by the war department . . . Reports are circulating of a deal between T&D circuit and Ned Steel . . . Bill Peters will take over management of his Escalon . . . The Ritz in Oakland is being painted.

*Vacationers: Gerald Karski to Salt Lake City, Boise and Portland combining business and pleasure . . . Rose Smith, Republic biller, away . . . Bob Wetzel of Republic, on a busman's holiday visiting the studios in Hollywood . . . Henry Przyborowski, Warner shipper, to Los Angeles . . . Lucille Glover, Warner stenographer, has returned from Sequoia National Park . . . Joe Hanley, Warner office manager, to Lake Tahoe . . . Clair Clancy taking it easy at Feather River.*

Band and legit notes: Charges are off at the boxoffice in the Music Hall at the Fair. Ted Lewis is featured with a dance program every evening. To date, the belated Greenwich Village is still closed and the Gayway below the Sally Rand show is seemingly dead, especially at night . . . Kay Kyser grossed $20,000 in one week at the Bal Tabarin . . . The newly-formed American Guild of Variety Artists, a rival of the American Federation of Actors, is planning a series of benefit vaudeville shows here this September . . . "The Swing Mikado" went into the Geary Theatre. The company is the one which made a big hit at the Fair . . . Starting August 14, "The Great American Family" will be shown at the Curran following "Outward Bound."

## *Feldstein and Dietrich Lease Colton Theatre*

COLTON, CAL.—Manny Feldstein and Paul Dietrich have leased the Colton Theatre from L. C. Meyers and will remodel the house extensively for an October 1 reopening. Feldstein and Dietrich, operating managers of the Oxnard Theatre circuit, now own six houses.

### Trade at Techmeyer's Debut

SAN FRANCISCO—Homer Techmeyer's new Vogue Theatre in Salinas was opened with many local trade figures present.

# A New Warner Deal With FWC Waits

LOS ANGELES—Consummation of a deal on 1939-40 product between Fox West Coast houses and local Warner exchanges, which will most probably follow as a result of peace established in New York by National Theatres, FWC parent company, and Warner sales executives, must await the return of Charles Skouras, FWC president, from the east and the arrival of official information and orders to N. H. Browar, local Warner exchange manager, from Gradwell Sears, Warner sales chief.

Despite Sears' declaration, at the time the controversy with NT and FWC arose several weeks ago, that the Warner policy would prescribe selling away from the Fox circuit in as many situations as possible, such contracts have been entered by Warner in only two spots in southern California. Warner product has been sold first-run, way from FWC, to Mrs. Frank Valuskis, operator of the Bell Theatre, Bell, and to Mrs. Jennie Dodge, owner of the Mission Theatre in Ventura.

Consequently, it is expected the ultimate Warner sales contract in the territory will be little affected by the delay in selling to FWC.

## *A Store's Request for Film Turned Down*

LOS ANGELES—On the grounds exhibitors already are overburdened with competition from free showings of motion pictures in public schools, at lodge meetings and other places of assemblage, the request of a large downtown department store to rent a number of Warner patriotic short subjects was refused by Jack Brower, local exchange manager for the company.

The department store, name of which Brower withheld for professional reasons, had intended screening the subjects in one of its auditoriums gratis as part of a "patriotism drive," the Warner exchangeman explained. Brower declared the store offered to pay regular rental charges and as an added remuneration offered to run "coming attraction" trailers for Warner pictures at the Warner Downtown Theatre.

Most downtown department stores from time to time screen amateur motion pictures of the travelogue and educational variety. This, however, is the first attempt made locally to book professionally-made subjects for free exhibition.

## *McGinley Goes East on Special Assignment*

SEATTLE—L. J. McGinley, branch manager for Universal, has gone east on a special assignment that will keep him away for three months.

McGinley has been chosen by W. J. Heineman, western district sales manager, as a field superintendent for Heineman in his territory which extends from Detroit west. Mac, who has been with Universal for the past 13 years, left on a few hours notice, and was escorted to United Airlines by a goodly crowd of well-wishers. A presentation of a brief case was made at the plane.

A. J. O'Keefe, western division manager, has named Les Theuerkauf as acting branch manager during McGinley's absence, with Cecil Farnes, formerly of Monogram in Portland, added to the local sales force. Theuerkauf has a total of 15 years service with Universal.

# PORTLAND

A. J. O'KEEFE went through here on his way to San Francisco and Los Angeles . . . Cecil Farnes has resigned as local Monogram representative and has joined the Seattle Universal exchange as a salesman for western Washington . . . Walter Wesling, formerly with Gaumont-British with headquarters in the Fox office here, takes Farnes' place with Monogram.

*Art Hile is booking for most of the 25-cent suburban houses here. Well known in Seattle and Portland and with Fox a long time in Bellingham, Art has office space on the Row in the Western Theatre Equipment headquarters . . . George Gould of Dallas is back from San Francisco and a trip through the Bay City's fair.*

Johnny Harvey, Universal's booker, reported a total of ten long distance telephone calls for booking during Portland's five-day heat wave . . . On the Row during the week, when exhibitors were a scarce article because of the warmth, were Loring Schmidt of Salem, Al Adams of Silverton and Jerry Randolph of Cathlamet.

*Tom Shearer out of town on business again . . . Walt Finney getting his shoes shined and giving an advance talk on "Tobacco Road" which will occupy his Mayfair Theatre stage during the latter part of August . . . Mose Mesher and his family are vacationing at Seaside . . . Zollie M. Volchok was married during the end of the week to Sylvia H. Lebenzon. They're honeymooning in San Francisco and at Lake Tahoe.*

Municipal Judge Julius Cohn assessed Eddie Lewis, manager of the Gaiety Theatre, $250 on a charge of permitting production of acts of an obscene nature on the stage of his house . . . Mrs. Kate Hartung, operator of the State Theatre, has resigned as a member of Portland's motion picture censor board. Mayor Joseph K. Carson named William Graeper to serve until December 31, the remainder of Mrs. Hartung's term. Graeper is president of the Motion Picture Owners' Ass'n of Oregon.

*Local theatres benefited probably more than usual as the result of Portland's annual Fleet Week because the city council refused to permit the West Coast Amusement Co. and the White City Shows to set up their carnival . . . Dellmore Lessard, attorney for the Esquire Theatre, will appeal to the city council from the censor board's condemnation of the picture, "Peter the First."*




## *Off to His New Assignment—*

*L. J. McGinley, former branch manager for Universal in Seattle, leaves for his new appointment as assistant to W. J. Heineman. McGinley (without hat on top of plane steps) is accompanied by Al O'Keefe, western division manager for Universal and Les Theuerkauf, new local branch manager, and Mrs. Grace McGinley. Included in the group are Hugh Bruen of Whittier, Cal.; Eddie Hudson of Portland; Danny Matin, George Blair, Bill Kostenbader, Art Kallen, Neal Walton, Patricia McGinley, Mrs. Bill Parker, Evelyn Taylor, Don Beckman, Jean Spear, Art Gollofon, Bill Stober, Keith Beckwith, Al Bloom, Bill Parker, Art Slater, Dick Ackles, L. J. Sullivan, Lloyd Lamb, Eddie Briggs, Leonard Raatz, Evelyn McGinley, Veronica Miller, Margaret Barrows, Roberta Tate and Irene Follett.*

# SEATTLE

WITH Seattle winding up its ten-day celebration of Washington's Golden Jubilee, many other cities in the state are preparing for their good time entertainment. Mount Vernon will stage its "Hickory Hat Days;" Ferndale its "Old Settlers Days;" Spokane, the "Columbia Cavalcade;" Anacortes, "Mariner's Pageant;" Centralia, "Pioneer Days;" Bothell, "Mardi Gras;" Snohomish, "Kla-Ha-Ya" Days; Buckley, "Peach-a-Reno" Days; Chelan, "Water Regatta;" Port Orchard, "Golden Jubilee;" Hoquiam, "Paul Bunyan Days;" while Auburn will celebrate its 50th Anniversary.

*The first public glimpse of the new television-radio will happen in a few days when General Electric holds its big showing of receivers. Sets are to be on display in various department stores. The new Century Theatre recently opened with a foreign film policy, is also featuring television demonstrations for its patrons . . . Results of the cruiser races from Everett to Nanaimo, B. C., show that A. C. St. John, exhibitor from Centralia, was in fourth place, with W. B. McDonald of Olympia in tenth spot.*

Jack Flannery of National Screen Service has a peeve. A columnist in Oregon writing for a trade paper stated that "Hank Glannery was in town" . . . A visitor this week is Willis Kent, independent film producer. While here he is making arrangements for distribution of his product . . . A special kiddies party was held on Filmrow in the quarters of B. F. Shearer. Celebration was in honor of Dick Mercy who has just attained the age of three. Ice cream, cake and pictures was the order of the day. Dick is the son of Junior Mercy of the Mercy circuit.



## *Reel Reading—*

*L. J. McGinley, seated aboard the United Airliner, takes along his* BOXOFFICE *to keep him company on his journey to New York to join the Universal home office staff.*

*Mrs. Brown, wife of Martin, of the Avenue Theatre in Yakima, will present hubby with an image some time next month. This will be the first for the Browns . . . Now that the young lady has gone on her vacation it can be told. Miss Bernice Zimmerman of the Metro office will wire her friends at the office that when she returns to work she will be Mrs. William Kelly.*

Al Goldstein, Monogram head in the Northwest, announces that Walter Wessling, former boss of Gaumont-British, will have charge of the Portland office for Monogram, taking the place of Cecil Farnes, who has joined Universal in Seattle as salesman . . . A visitor this week is Donald "Small Fry" O'Conner now a film star. Donald was here to see his folks who were appearing at the Palomar Theatre . . . George Hutchings, who has taken over the Dishman Theatre in Dishman, Wash., is on the Row arranging his bookings. George was formerly in Alberton, Mont., and sold his circuit in that state to Tom Cooper.

*Pete Constanti has closed his Harbor Theatre in Aberdeen for a couple of months so that the place can be remodeled and redecorated . . . A good crowd was on hand for the auction sale at the Mission in Mount Vernon . . . With the weather so hot here, and old Sol hitting the highest in years, Don Beckman of Western Poster moved his desk and typewriter on the sidewalk and did his letter-writing in the near-cool.*

Francis Glanfield of the Shell Theatre in Tacoma, is back from his trip to New York and was he surprised. During his departure, the building next to the theatre was torn down, but the retaining wall could not stand the pressure, so a supporting wall was built on the interior of the house, cutting the seating capacity about a quarter.

*Vergil Rogers, for the past few years booker for the Circle, Atlas and Rialto theatres, has resigned and moved south . . . Vacation time finds Hal and Ethel Daigler back from the Alaska trip, with Hal getting busy as chairman of labor relations for the theatres. The Theatre Employes Union have already presented their demands for next season.*

Bill Stober of "Tusco" theatre equipment, and his wife, Dorothy, are gone for a couple of weeks and located at Cammano Island. Bill's dad, mother, and sister came from Lewiston, Ida., to be with him on the trip . . . Bob and Celia Estill are spending their vacation near Twisp on his parents ranch. Bob is head booker for Paramount . . . Herb Sabottka and his wife, Marion, are vacationing on the Hood Canal. Herb manages the Paramount Theatre in Portland.

*Mildred Apperton, wife of Matt, manager of the Salt Lake office for Universal, is in town visiting her relatives. Matt will join her later . . . Morrie Nimmer, manager of the Evergreen houses in Wenatchee, here for a day then off to New York with his uncle, Frank Newman sr. . . . Mitch Grohstein, who managed Levy's Orpheum in the old days, and now is located in Lewiston, Ida., a visitor . . . Rufus Blair of the Paramount publicity staff in Hollywood, flew back south with the print of "Beau Geste." From there he will go to Denver for a special preview showing.*

Rad Pratsch, Tacoma exhibitor-sportsman, has his boat on the "ways" preparing for a cruise to Tahiti . . . Harry Cohen back to his bailiwick in Los Angeles after visiting with Eddie Lamb, local branch manager. Harry is the coast division manager for Radio Pictures . . . A. L. Rule of the New York publicity department for Radio Pictures here to assist with the campaign on "Bachelor Mother" . . . Claude and Mrs. Jensen, of the Jensen-von Herberg theatres, here from Portland for the horse show in which their daughter Joan is one of the stars.

# A Washington Film Tax Threat Dies

SEATTLE—Returning from Olympia, Jim Hone, executive secretary for the Motion Picture Theatre Owners of Washington, announces the threatened two per cent tax which would have applied on all film, has been dropped.

For the past few weeks local exchanges have been billing exhibitors for the tax, with many major exchanges putting in extensive bookkeeping systems.

The next serious item facing Washington exhibitors is the forthcoming court case of the American Society of Composers, Authors and Publishers. In 1937, the state passed a law regulating Ascap, but the organization did not comply with the law, filing suit in federal court in Tacoma to test the constitutionality of the law. After two hearings before a three-judge court, the case was dismissed because of lack of jurisdiction. Ascap then appealed to the United States supreme court and the Tacoma court was reversed, with the case being remanded back for a new trial date.

The board of the MPTO has appointed a special committee to handle the lawsuit, including John Hamrick, chairman; John Danz of Sterling Theatres, Leroy V. Johnson, general manager for Jensen-von Herberg; Cecil Gwinn of the Twin City theatres in Centralia and Chehalis, and L. O. Lukan, president of the MPTO.

## *L. A. Downtown Tests New Game Stimulant*

LOS ANGELES—First tests of Giant Ten-O-Win, a new type of cash business stimulator in this territory, are being made by Downtown Theatres, subsidiary of Principal Theatres, in its four metropolitan houses—the Orpheum, Tower, Rialto and Palace.

Each house is equipped with a wheel and giveaways are handled on an individual basis. Heretofore the four theatres were hooked in on one wheel.

## *Remodeling the Nuart*

SAWTELLE, CAL.—Redecoration and remodeling, including a new marquee, is underway at George Bourke's Nuart Theatre. The house will remain open during the face-lifting process under the management of Russell Hoss.

## *Contract to Moe*

SEATTLE—Bjarne Moe, architect, has been awarded the contract for the new Bungalo Theatre to be built in St. Maries, Ida. Fulton Cook is the exhibitor and builder.

### Reopens San Andreas

SAN FRANCISCO—B. Anderson, former roadshow man, has reopened the San Andreas Theatre, San Andreas, which has been dark for some time.

# *Coast Exhibitors Keeping Eye On Studio Labor Warfare*

## Await Rodgers Before Taking Code Stand

LOS ANGELES—With no definite announcement as to when William F. Rodgers, Metro sales chief and co-chairman of the trade practice committee, will arrive here from New York, the Independent Theatre Owners of So. Calif. and Ariz. has reached a stalemate in its consideration of the exhibitor-distributor code. Rodgers is expected to check in early this month but has set no exact date.

Immediately upon his arrival, Robert Poole, ITO secretary, and President Al Galston will confer with him on securing two important concessions affecting this territory—banning of commercialized previews and first-run moveovers, both of which are strenuously objected to by the exhibitor organization.

Both Poole and Galston have expressed confidence Rodgers will grant the amendments, upon which the revised code will be submitted for the approval of the ITO membership.

Rodgers, while here, also is expected to begin organizing local conciliation and arbitration boards, with the code to be in operation by September 1.

### Quinn Polishes Plans for Allied Membership Drive

LOS ANGELES—Beyond priming the pumps for its long-anticipated drive for members, opening of which will be signaled when plans for a campaign meeting in the near future are completed, the recently-organized local chapter of Allied States has been inactive since its "pep" meeting more than a week ago.

Secretary James Quinn is polishing plans for Allied's membership drive and will, within a few days, announce the date and locale of the next session. All independent exhibitors, whether affiliated with another showmen's organization or not, will be invited.

No direct appeals for membership were made at the initial "pep" meeting, which was confined to a discussion of Allied's stand in rejecting the exhibitor-distributor trade practice code.

## *Premier Office Opens in Northwest by Aug. 15*

SEATTLE—Henry Sonenshine, general manager for Premier Pictures, announces the opening of northwest offices for the company by August 15. Wayne Christy will be the northwest representative. Christy has leased the quarters just vacated by Republic for larger space.

Oregon, Washington and parts of Idaho and Montana will be covered by the offices in Seattle and Portland.

LOS ANGELES—Refusing to regard the situation as one immediately vital to their welfare, local chain and independent theatre operators nevertheless are keeping a close watch on the Hollywood studio labor front, in which the International Alliance of Theatrical Stage Employes, whose jurisdiction is challenged by the United Studio Technicians Guild, has delivered veiled threats of a studio and theatre walkout unless its closed-shop demands are met immediately.

Consensus of opinion of Fox West Coast and independent showmen is to the effect that the IATSE-USTG turmoil is primarily a concern of the producers, not the distributors or exhibitors, of motion pictures. All are keenly aware, however, of the consequences should the IATSE call a studio-theatre strike, as the IA has an almost 100 per cent representation among theatre projectionists here and throughout the nation.

The Independent Theatre Owners of Southern California and Arizona, representing more than 75 per cent of the unaffiliated operators in the territory, is eyeing developments closely, with Robert Poole, executive secretary, declaring that if an emergency arises which is vital to its members, the ITO board will immediately be called into session to formulate possible plans for combating a walkout.

The inter-union strife was brought close to home when USTG representatives stationed themselves at more than a score of local FWC houses, distributing circulars to patrons urging them to plead with producers not to sign any IATSE contracts, and charging the IA with being a "racket."

No attempt to combat the move was made by Cullen Espy, FWC city district manager, or other executives of the circuit, Espy holding with other theatremen that the situation concerns the studios and not the exhibitors.

Belief that FWC and other major operators will be the first to be hit in the event of an IA projectionists' walkout was expressed by Claude Spaeth, manager of the Congress, a small local house. His declaration typified the sentiments of most small exhibitors, who opined that the IA will not "waste time" on the little houses unless the fight becomes bitter and protracted.

## *Benny Record Again Postpones Closing*

**Los Angeles—Exceptional business chalked up by "Man About Town," Jack Benny starrer, in its third week caused Paramount Theatre officials again to delay plans to close the house for remodeling and alterations. Originally scheduled to shutter two weeks ago, the theatre was then set to close August 2. Now the operators have decided to shut down August 5, running "Man About Town" an extra four days.**

# DENVER

CARL MOCK, recently added to the sales force at the Universal exchange, is being transferred to Indianapolis.

*John Anderson, who recently sold his two theatres at Fort Morgan, Colo., to J. C. Parker of Dalhart, Tex., is leaving soon for California, where he will make his home.*

With a deal being set for the sale of his equipment, Ed Mapel was told by the landlord the 1,800-seat Tivoli was to be torn down to make space for a parking lot.

*Jack Langan, Universal exchange manager, took the force on a picnic to Bergen Park, in the mountains, one day after work. With games and good eats a fine time was had by all.*

Thos. Robinson, Columbia booker, back from his vacation, spent in Yellowstone, and all enthused over it.

*The Broadway, Fox first-run, has reopened after a face-lifting job. New seats were installed along with new carpet, and the place was entirely rewired. Unique features, such as the iron grill work, installed when the house was built in the early 90's, were retained. The work was done under the direction of Manager John Denman.*

Nat Wolfe went to Cheyenne to see his first Frontier Days celebration.

*Les Abbott, sales manager for Motiograph, spent some time here conferring with Graham Bros., his representatives in this territory. Both Abbott and the Graham Bros. say business is good and improving . . . Connie Rose, Monogram salesman, back from a trip through northern Colorado and western Nebraska, says sales are good.*

E. Wagner of the Wagner Sign Service was here from his Chicago headquarters conferring with the Graham Bros. He was on his way to the coast on a sales trip . . . Wallace E Addison has been sent out by Commercial Film exchange to sell "Lucky Color" game.

*G. Malafronte, Universal auditor, has settled here for an extensive stay . . . Most of the exhibitors are staying home, evidently getting ready to come in for the annual picnic and golf tournament of the Rocky Mountain screen club at Evergreen on August 18, but seen on the Row were Frank Barnes, Springfield, Colo.; Egon Weiselman, Limon, Colo.; E. K. Baione, Aztec, N. M., and Thos. Love, Hannah, Wyo.*

## Herman Sims Gets 10-Year Extension on the Iris

LOS ANGELES—A ten-year extension on the Iris Theatre property in Hollywood has been secured by Herman Sims of American Theatres from the Main Holding Co. The house is subleased from Sims by Fox West Coast.

## Two Conventions, Film Picnic Due Denver

DENVER—This city will be a busy spot for a week with theatre men swarming all over the place. Both Gibralter Enterprises, Inc., and the Fox Intermountain division will hold annual conventions, and on August 18 the annual picnic of the Rocky Mountain Screen Club will be held.

Thirty-eight managers as well as maintenance men, directors of advertising, bookers, directors and officers will be at the meeting of the Gibralter company, with Chas. R. Gilmour, president, presiding, August 11-15, at the Cosmopolitan Hotel. Matters pertaining to theatre operation will occupy the time. Directors of the company include seven of the best known theatre men in the Denver area, and are Ed Schulte, Casper, Wyo.; Wm. Ostenberg, Scottsbluff, Neb.; Everett Cole, Alamosa, Colo.; Thos. Murphy, Raton, N. M.; E. W. Ward, Silver City, N. M., and John Greer and Nathan Salmon of Santa Fe, N. M. Officers for the coming year will be elected by the directors.

About 55 will attend the annual Intermountain Fox convention at the Brown Palace Hotel August 16-18, with district meetings scheduled for the final day. Spyros Skouras is expected to attend the opening sessions, and Rick Ricketson, division manager, will preside. Talks will be built around "How to Sell Tickets." Bernie Hynes, manager of the Denver Theatre, is in charge of arrangements.

A record-breaking crowd is looked for at the annual golf tournament and picnic of the Rocky Mountain Screen Club to be held August 18 at Eddie Ott's Country Club and the Evergreen golf course at Evergreen, 40 miles from Denver. Besides the golf there will be a bridge tournament, other picnic diversions, with a banquet and dancing in the evening.

## Wicklund Is Assistant At Civic Auditorium

SEATTLE—Lawrence Wicklund, serving his third year as business agent for the Theatre Employes Union, Local B-22, announces he has accepted appointment as assistant manager of Seattle's civic auditorium.

Wicklund was one time manager of the Metropolitan Theatre.

The union's executive board will meet in the near future to discuss and recommend a successor. The board's action will be referred to the membership for action August 7. Upon Wicklund's departure, George T. Hood, treasurer, will become acting business agent until action at the August 7 meeting.

## A 99-Year Lease

SAN FRANCISCO—A 99-year lease on a new 1,000-seat theatre to be built here in the Missions district has been taken by D. B. Levin, general manager of San Francisco Theatres, Inc. Cost of the new house will approximate $250,000.

# SALT LAKE

ROBERT EMMET SHERWOOD, the playwright, stopped here briefly while on his way to Hollywood . . . Another film visitor was throaty Andy Devine . . . "On Borrowed Time" was enthusiastically received by a preview audience at the Centre . . . H. C. Fuller, local RKO head, is traveling Idaho . . . Artie Shaw was to swing it at Lagoon, mountain resort, August 2 . . . A long string of jitterbugs are jittering nightly at McCullough's Arena here for prizes, and they're not doing theatre business any good . . . Lee Scott, local NTS office manager, and Claire Burdette of Paramount's local staff are due back any day now from their west coast vacation. They were accompanied by their wives.

*Marian Steele of Universal is taking her time off in California . . . Phil Gus, manager of Intermountain Theatre Supply, is in California on business . . . James R. Keitz, Mercury manager, was in Denver several days . . . Bill Seib, Columbia's local head, is in Montana, getting film contracts signed . . . A number of local film folk are expected to attend the opening of the New Town Theatre, Great Falls, August 6. FWC has named Roscoe Kernan manager of the 800-seater . . . Arnie Eichenlaub, Fox manager in Missoula, Mont., is expected momentarily from his vacation . . . Service Theatre Supply has installed cooling systems in the Vogue, Vernal, Utah, operated by Mrs. E. R. Cooper, and the Royal, Rigby, Ida., operated by Helmer George.*

FWC managers in this section meet August 16-18 in Denver. Spyros Skouras of National Theatres is expected to attend the sessions . . . Harold Jones, FWC manager at Nampa, Ida., is planning a fishing trip . . . Joe Madsen, UA office manager, will vacation the first two weeks in August. Whereabouts, as yet, is undecided . . . Rick Ricketson, FWC chief, is back in Denver after two weeks of New York . . . Bill Borack is father of an 8-pound boy . . . Pete Peters and his family visited the Fred Glasses here. Peters handles FWC houses in Las Vegas, N. M. Glass is also with Fox . . . George Smith, Paramount western sales head, visited here, then left with Frank Smith, local exchange manager, on a survey of the Montana territory.

*Local Metro employes partied at Pinecrest Inn. It was all on Sam Gardner, exchange manager . . . Bob Dean is now managing the Fox Theatre, Butte, succeeding Johnny O'Neal, who has moved over to the renovated American . . . William Fowers gets an extra week's vacation for turning in eight successive profitable weeks for FWC at Ogden . . . Vaudeville is helping to pull in the patrons at the Roxy, managed by Andy Floor.*

## Free Dishes to Women at Drive-In in Burbank

BURBANK, CAL.—First giveaway ever booked in a drive-in theatre is being given a tryout at Seth Perkins' San-Val. Perkins is handing out free crockery to every woman patron once weekly.

## Called the Turn

CHICAGO—Now that Governor Horner has vetoed the Sandquist bill, which would, in effect have outlawed double features, it appears the *Aurora* (Ill.) *News* editorially called the shot on why the bill should have been vetoed a week before the action took place.

Entitled "Movie Seeing by Law," the editorial follows:

"People used to have a funny idea that there was a limit to the things you could do by law. Of course, we know better now.

"You can do anything by law. Why, not long ago we had a law telling people what they couldn't drink.

"Our own state is doing a bit of pioneering. Before the governor now is a bill passed by the legislature barring double features at picture houses.

"This, of course, opens the way for a lot of new laws which nobody had dared to think about before. Let your imagination go a little:

"How about a law prohibiting baseball doubleheaders?

"How about a law prohibiting people from showing more than once those movies they made on the vacation?

"How about a law prohibiting doubling at bridge? Or in brass?

"In short, how about a law?

"Well, how about it? You might think, in your innocence, that the question of how many pictures a movie was going to show would be a business question, purely between the people who make and sell the movies, the people who show them, and the people who go to see them.

"That would be the old-fashioned view. So purely private a matter as this, a matter so little tinged with the public interest, would scarcely have been considered a matter behind which to throw iron regulation and the majesty of the law.

"But Illinois legislators in majority say otherwise. Do the kids love to sit all afternoon watching an interminable show? No matter—the law knows best. Do the elders want to drift in, catch a quick show, and beat it? No matter, the law knows best.

"Any such law as that now offered us would certainly seem destined straight for a long career in the courts, which would then be faced with the difficult task of determining precisely how much movie the citizen should see for his quarter."

## New Louise Nearly Ready

LOUISVILLE, ILL.—Work on the marquee of the New Louise has been completed and plastering in the interior is finished. Plans call for opening the house shortly.

## Informs Row Before Daily Press

**Chicago — Exhibitors on Filmrow learned before the daily press that Gov. Henry Horner had vetoed the Sandquist picture-limitation bill through BOXOFFICE bulletins placed at vantage points.**

# Time Limit Ban Veto Leaves Open Field to Conjecture

*By* GENE RICH

CHICAGO—Aftermath of Governor Horner's veto of the measure proposing a time limit of two hours, 15 minutes to film programs in Illinois, is a flock of reports, in the main unconfirmed, and ranging from a belief that the Chicago city council will endeavor to limit showings, and thereby curb duals, to one that B&K would soon announce a policy of triple features for several of their bigger houses.

The threat of an anti-duals move by the Chicago city council occasions but few qualms in trade ranks since passage of such a measure, following failure in the state, is deemed most unlikely. The report of triples by B&K, though given versimilitude by the fact that the chain has found such operation profitable in one of its houses, still has to overcome the fact that B&K officials ridicule the idea.

On the legal front, with activity at a low ebb, the report that negotiations directed toward a settlement of the Frank Ford anti-trust suit against B&K and the majors—a settlement in the form of an offer of "C" week product—were underway, occupied the spotlight, though crowded by the fact that none could say "who was doing the offering."

### Pro and Con Messages Swamp Governor

CHICAGO—Gov. Henry Horner received approximately 2,500 letters and telegrams requesting him to nullify the Sanquist bill, which would have limited film programs to two hours and 15 minutes in Illinois.

He also received between 1,500 and 2,000 telegrams and letters from persons seeking to have him okay the bill.

Horner based his veto on an opinion by Atty-Gen. John Cassidy that the bill was unconstitutional.

Independent exhibitors were openly disappointed at the governor's action, many feeling he should at least have let the bill become law without his signature. Local newspapers devoted considerable space to the veto.

Morris Leonard, B&K general counsel, in agreeing with the governor's veto message, added that "it is unfortunate in the industry when it is found necessary to have to go to governmental agencies with our complaints . . . I am pleased that we have an honest governor."

Horner, a regular moviegoer prior to his recent illness, in his veto message said the attorney general, in citing the unconstitutionality of the bill, had shown that in the past the supreme court consistently had decided the power of the general assembly to regulate lawful occupation extends only to such measures as are "reasonably necessary and appropriate for the accomplishment of a legitimate object within the domain of the police power, and in such instances where the welfare of the public is at stake."

#### Morals Not Involved

"This bill contains no reference to the quality or character of motion picture films exhibited, and consequently, was not intended to protect public morals, safety or welfare. In the absence of competent scientific proof to the contrary, there is no reason to believe that public health will be adversely affected by motion picture exhibits lasting more than two hours and 15 minutes."

That the studios on the west coast also were interested in the bill, was reflected by the space devoted in her nationally-syndicated column by Louella O. Parsons, a day before the governor's veto. It ran:

"Far from being angry if the governor of Illinois signs the bill limiting movie shows to two and a quarter hours' running time, producers will breathe a sigh of relief over a move that will mean the death knell of the double feature menace. Parent-teacher and other associations have argued that long shows were detrimental to health. But on the other hand, the exhibitors have clamored for double features plus short attractions to give their patrons as much entertainment as possible for their money. Now the Illinois legislature may have solved the problem—for if one state adopts the measure, others are liable to follow suit."

E. C. Sandquist, the Chicago legislator who introduced the bill in the Illinois house of representatives, argued too lengthy film programs were injurious to the eyes and a menace to health. He particularly was harassed, he said, by the showing of three, and sometimes four, features, in some Chicago theatres.

# Temporary Restrainer To Fanchon & Marco

ST. LOUIS—Circuit Judge Charles B. Williams has issued a temporary restraining order preventing John S. Leahy, Lambert E. Walther and Harold F. Hecker, three local attorneys, from prosecuting five suits to collect $2,200 in notes against Fanchon & Marco and subsidiaries. The action was taken at the request of F&M, contingent on the posting of a $12,500 bond.

The suits were instituted after F&M filed an action against Leahy, Walther and Hecker seeking the return of notes totaling $42,800. Charging breach of duty on the part of the defendant attorneys, F&M contended the notes had been given for legal services in connection with F&M's efforts to obtain film from major distributors for the Ambassador, Missouri and New Grand Central theatres here.

In its suit F&M also asked the circuit court to compel the three attorneys to account for $42,200 allegedly paid them as legal fees and to enjoin the defendants from selling or transferring the notes.

Leahy earlier termed the F&M suit as "quite full of romance" and as "just an attempt to defer the day of payment of the notes."

# A Consistent Ruling Sought by Trampe

MILWAUKEE—Latest step in the move on the part of independent business men to eradicate Bingo was taken with the filing of a complaint by Charles W. Trampe, president of Film Service, Inc., and local exhibitor, against the owners of the Bahn Frei Hall here.

An order also was signed by Circuit Judge John C. Kleczka, requiring owners of the hall and the operators of a tavern there to show cause why a restraining order should not be issued against holding Bino games.

The Bino ban has been extended to State Fair Park in West Allis, where the game, together with a dart throwing game and shooting gallery have been closed following a conference between C. S. Rose, president of State Fair Park, Inc., operator of the concessions, and Dist. Atty. Herbert J. Steffes.

Rose told the prosecutor he has a 10-year concession contract with the state department of agriculture, which permits Bingo and dart games and a shooting gallery, but agreed to discontinue the games until Steffes consulted with state authorities as to their legality.

Rose contends that the Bingo and dart games, as played at the park, are games of skill.

Bingo games are banned in Waukesha and Sheboygan counties regardless of sponsorship. In the latter county, various agencies have protested the ban, including Charles E. Broughton, publisher of the *Sheboygan Press*, who has openly declared himself as favoring church and fraternal groups to be permitted to sponsor Bingo, if they so desire.

In Shawano county, various groups may plan retaliation against a tavernkeepers' reform group that has successfully applied pressure for elimination of raffles, lotteries and Bingo games. The movement started when tavernkeepers became angry because they had been deprived of slot machine revenues and decided gambling sponsored by churches, civic groups and others outside the tavern business was no more virtuous than the machines.

Milwakee county exhibitors are anxious to see Bingo eliminated since they have been hard pressed by this type of competition, particularly since the state supreme court's decision stamping Bank Night a lottery. As a result of this ruling, most theatre games in the state have been tossed overboard.

The *Times-Press* at Hartford, in an editorial on the matter, declares it believes there should be some consistent interpretation for the state as a whole as to the enforcement of Bingo bans. "Local authorities should not be allowed to place their own interpretation upon a matter that concerns the people of the entire state," the editorial states.

## *40% Ahead of Last Year, Says George W. Weeks*

CHICAGO—George W. Weeks, sales manager of Monogram, while here en route east after a lengthy swing about the company's exchanges as far west as Los Angeles, was enthusiastic over 1939-40 prospects for the company.

"We've got several big-budget films planned, and our deals already are about 40 per cent ahead of last year," said Weeks. He said the first big one will be "Murder in the Big House," due early in September, with Charles Bickford and Barton MacLane.

## *Sells to Kerasotes*

HIGHLAND, ILL.—Louis and Gus Kerasotes of Springfield have taken over the 500-seat Lory Theatre, operated here for several years by Herbert Lory. Details of the deal were not announced.



## *Bouquets for Monogram—*

*A wealth of flowers adorned Henri Elman's Capitol-Monogram exchange in Chicago on its recent opening day. Seated, left to right, are Birdie Newman, switchboard operator; Charlie Lindau, office manager; Alice Dubin, secretary to Henri Elman; Elman; Marjorie Brown, billing clerk; and Rube Leventhal, booker. Standing, left to right: Fred Mindlin, Charlie Kranz, Select Pictures, New York; Morris Hellman, state salesman, and Dan Roach, World-Playhouse press agent.*

# Merger 'Down Under' Of Theatre Chains

CHICAGO—The re-alliance of Greater Union's 40 theatres and Fox-Hoyts' 200 houses in Australia for the new season after a two-year break, is seen by Dan Casey, Universal general sales manager in Australia, who conferred here with E. T. (Peck) Gomersall, district manager, and Mannie Gottlieb, branch manager, before going on the New York for home office conferences.

Casey said business conditions are on the uptrend "down under" and that American companies right now have little to fear in a competitive way from Australian production plans.

Nevertheless, with the New South Wales government having passed a bill giving exhibitors a 25 per cent rejection privilege on Australian and British product, local production is being encouraged, he added.

Double features are the thing in Australia and in New Zealand, which also encourages production. The government has guaranteed legitimate production companies against losses, and Sir Hugh Dennenson's Argosy Films will produce four pictures a year starting in 1940.

Charles Chauvel will make two pictures a year at Argosy Pagewood studios in Sydney, center of production. These will be distributed by Universal, which company probably also will distribute Argosy product.

In addition, there will continue the regular production of six features by Cine-Sound in Sydney. This company also produces 52 newsreels annually called the Australian Gazette, while Movietone News issues its reel on an Australian basis. Ken Hall is in charge of Cine-Sound production.

Casey, who has been with Universal 19 years in the Antipodes, said nearly every Hollywood success in the states goes over in Australia. Deanna Durbin pictures, without exception, play a five-week or more run at the State Theatre, Sydney, he said.

Casey, who will be away during the Australian convention of Universal's seven exchanges there, prepared a three-reel film talk while in Hollywood.

## *Tickets Still Available For Splash in Chicago*

CHICAGO—Tickets are still available for the mid-summer splash party to be held by the Women's Film Industry Club and the Film Bookers' Club of Chicago Wednesday evening, August 16, at Medinah Club on North Michigan.

Four and a half hours of swimming will be offered, as well as buffet luncheon at 9:30 p. m. and an exhibition of swimming and diving.

Tickets are $1.00.

### Premieres "Mad Youth"

CHICAGO—"Mad Youth," being handled in the Illinois territory by Abe Teitel, had its first-run this week at the Clark Theatre. Fred Mindlin handled the exploitation campaign.

# Prize Money Given Out in B&K Drive

CHICAGO—Twenty-seven hundred dollars in prize money was distributed to winning managers of Balaban & Katz at the luncheon held Tuesday at the Bismark Hotel. Prizes went to successful house managers in the recent John Balaban Drive.

The first such drive ever conducted by B&K as a separate unit was well received by both the managers and company executives. In awarding the prizes, John Balaban said:

"The drive stimulated thinking, personal initiative, and showmanship among all the men . . . It helped maintain business at a healthy level at a time when it usually falls off."

Winners announced were:

Loop houses: Roy Bruder, Chicago, $250; Sam Soible, Apollo, $150.

"A" week houses: Ambrose Conroy, Southtown, $250; George Brandt, Tivoli, $150; Charles Cottle, Marbro and Ralph Wettstein, Riviera, tied for third, $100 each.

"B" week houses: Harry Odendhal, Congress, $250; Ed O'Donnell, Paradise, $150; Ed Dloughy, Gateway, and William Methe, Tower, tied for third, $100 each.

"C" week houses: George Romine, Senate, $250; Ted Boisemmeau, formerly at the Terminal and now at the Nortown, $150; Leonard Schiff, Central Park, $100.

General release houses: Bill Briscoe, Cine, $250; Harry Hadfield, Belpark, $150; Sam Levin, Luna, and McNeil Smith, Will Rogers, tied for third, $100 each.

Instead of splitting third place awards in the three ties listed above, B&K awarded each third place winner the full amount.

All B&K managers and executives attended the luncheon.

## *Trade Screening Series By UA in Windy City*

CHICAGO—Several trade screenings will be held in the next few weeks by United Artists at Henry Igel's screening room.

Next Tuesday and Wednesday, August 8 and 9, "Four Feathers" will be shown; the following Tuesday and Wednesday, August 15 and 16, "Winter Carnival," and the week following, August 22 and 23, "They Shall Have Music." All screenings will start at 1:30 p. m.

### A Special Preview Held For Goldwyn's Latest

CHICAGO—Art Catlin, United Artists exploiteer in this territory, handled all arrangements this weekend for a special preview showing of Sam Goldwyn's "They Shall Have Music" at the National Music Camp, Interlochen, Mich. The preview was to be held Sunday night, August 6.

### Bowles Vacations in Canada

PLYMOUTH, IND.—Tom Bowles, manager of the Rialto, is away for a two-week vacation through Canada where he expects to see a lot of country and also become acquainted with some Canadian exhibitors.



## *Luncheon With a Star—*

*Film critics and trade press members were guests of Paramount and B&K at a party in Chicago's Drake Hotel for Susan Hayward, starlet currently in "Beau Geste." Seated around the table, from left to right, are Donald Douglas, columnist; Clark Rodenbach,* Chicago Daily News *critic; Allen Usher, Paramount district manager; Susan Hayward, Doris Arden,* Chicago Times *critic, and Jim Donohue, Paramount branch manager. Standing, left to right: Herb Graffis,* Times *columnist; Abe Platt, Bill Hollander, Nate Platt, Dave Wallerstein and John Balaban.*

# INDIANAPOLIS

DON McLEOD, booker at the local Metro office, is vacationing in New York . . . Darlene Willman of the Metro office has just returned from a trip out west . . . Doris Rogers, also of Metro, will spend her vacation in New Jersey.

*Bill Studebaker, operator of the Logan Theatre, Logansport, recently created much interest with a local baby contest in which he tied up with the local newspaper.*

Harold Marshall, head of exploitation at the local Metro office, says that high praise should be given the following for their exploitation on "Goodbye, Mr. Chips," where very good boxoffice grosses were reported: L. Ward, Farrar, Loew's, Indianapolis; George M. Hunt, Louisville; Melvin Grundy, Muncie, H. J. Arnold, Terre Haute; H. Frederickson, Lafayette; Pete Panagos and Sam Neall of Kokomo; W. R. McCormack, Frankfort; Dale Loomis and Mr. Bachman, Peru; and Bill Studebaker, Logansport.

*Wade William, manager of Metro, is very proud of his staff these days. The Indianapolis branch has been leading the district under G. E. Flynn's division for the past six weeks in the national sales drive.*

Harold Marshall, local studio representative for Metro in Indiana territory, is conducting a search for the ideal Kentucky family as an exploitation promotion for the "Hardy Family" series. Tieups have been made with 250 Kentucky newspapers, the manager of the Kentucky State Fair, Governor Chandler and Mayor Schultz of Louisville, and 13 county fairs.

*A series of screenings have been arranged throughout Indiana for the exhibitors on "On Borrowed Time," released by Metro.*

Harry Van Noy, Paramount Theatre, Anderson, has been busier than a cranberry merchant these days. Last week he was trying to book pictures, get publicity out for the personal appearance of Deacon Moore and his orchestra, prepare the theatre for a big jitterbug wedding to be held on the stage and the first elimination of the "Miss Anderson" contest in conjunction with the Dunes Water Sports Carnival to be held at Michigan City.

*Joe Schilling, operator of the Auditorium, Lyric and Vaudette theatres, Connersville, has announced a big midnight show featuring a "jitterbug" revue.*

C. R. Jackson, Indiana representative of the Burch Mfg. Co. of Kansas City, manufacturers of popcorn machines, was in Indianapolis for a few days this week looking over new accounts.

*Merritt Hummer, ad salesman at Warner Bros., is another on vacation . . . Earl Bell, operator of the Howard Theatre, is commuting this summer between Manitou Lake and Indianapolis. He only comes to Filmrow about once a week to set his pictures.*

Earl Cunningham, manager of the Fountain Square Theatre here, featured Judy Allen, 17-year-old singer in her professional debut, in conjunction with the "Miss Indianapolis" elimination contests. Cunningham discovered Miss Allen several months ago and since that time she has been singing on Station WIRE.

*Mrs. Beatrice Lobdell of the local United Artists office is spending her vacation in Detroit and Windsor, Canada . . . Mrs. Melba Githens of United Artists will return soon from her vacation spent in the Black Hills of South Dakota . . . Miss Dorothy Wright, cashier at RKO, is in New York.*

The local branch of M-G-M has started sending out publicity to Indiana theatremen announcing the $10,000 independent exhibitor exploitation contest.

## A New Illinois Trucking Bill Signed by Horner

CHICAGO—Signed by Gov. Henry Horner was the new Illinois trucking bill, outlawing industry combinations in the trucking field, in addition to doing away with Illinois toll bridges, an aid to the film carriers in the state.

The bill transfers jurisdiction over trucks from the Illinois Commerce Commission to a new board to be appointed by the governor. It sets up various classifications of trucks for licensing purposes and imposes sweeping regulation on their operation.

## Plan New House to Join Theatrical Managers

MUNCIE, IND.—Plans are being drawn for a new 900-seat neighborhood theatre by Mrs. A. L. Kitzelman, to be constructed at University and Martin Sts. The theatre will be leased to Leonard S. Sowar and will be operated in conjunction with Theatrical Managers, Inc.

The house will be pooled with other Theatrical Managers' houses here, including the Rivoli, Strand, Wysor Grand, Hoosier and Uptown.

## Foster Norton Is Standard City Manager, Kenosha

KENOSHA, WIS.—Foster Norton has been named city manager of Standard Theatres' two houses here, the Kenosha and Vogue. Norton formerly managed houses in South Bend, Ind., and Green Bay, Wis.

## Egyptian Adds Link

ROSICLARE, ILL. — Egyptian Amusement Co., operating a string of houses in the southern Illinois section known as "Little Egypt," has taken over the 200-seat Capitol Theatre here from Mrs. W. E. Dimick. New owners have ordered new equipment for the house from National Theatre Supply Co., St. Louis.

## Leases Plymouth House

PLYMOUTH, IND.—Stewart Reese, operator of the Gem, has let the contract on his new theatre to Charles Badgley of Lebanon, Ind. In spite of the delayed start, an early November opening still is anticipated.

### Expect Erlanger Change

CHICAGO — Reports are circulating here that the Erlanger, legit theatre, will become another one of the loop's grind houses before fall.

## Chicago Stage Contests Face Opposition

**Chicago—The city again has given summons to B&K's State Lake Theatre for the jitterbug contests hearing set for August 15. Also, it is understood, "Dr. I-Q" is an object of investigation by city authorities.**



## A Lounge Visitor—

*Recently in New York was E. J. Stutz of the Sonotone Theatre in Chicago He is shown here relaxed in the RKO Radio exhibitor World Fair lounge.*

## RKO Redeals Stock To Harry Koplar

ST. LOUIS—Announcement that Harry Koplar, veteran local theatre owner and exhibitor, and associates are to receive 76,500 shares of new RKO stock in connection with a claim growing out of their sales of the St. Louis Theatre in 1929, again has focused attention on one of the most interesting film figures in this section.

Koplar and his fellow stockholders in the old Metropolitan Theatres Corp., which built the St. Louis, not only receive new RKO stock, but also the theatre. Principal stockholders in the Metropolitan company, in addition to Koplar, are his brothers, Sam and Nat; Emil Strauss and the David Sommers estate.

The new stock is to be issued on the basis of ten shares for each $100 in claims. It is said to have an over-the-counter market value of $4 per share. On that basis, the 76,500 shares would be worth upwards of $306,000.

Original cost of the St. Louis Theatre was about $1,500,000. Its sale to RKO interests reputedly involved $1,600,000. RKO is said to have paid $100,000 in cash and to have given a $600,000 first mortgage on the Sommers estate and a $900,000 second deed of trust to the Metropolitan company in the transaction.

The St. Louisians claim was allowed because of a guaranty by Radio-Keith-Orpheum Corp. of the $900,000 second mortgage bond issue placed on the theatre when it was sold to RKO.

After RKO went into receivership in 1933, it turned back the theatre to its original owners, remaining obligated on the mortgage bonds. At that time $320,000 had been paid on the secured debt, according to Koplar.

In 1934, the theatre, seating 4,000 and the second largest in St. Louis, was leased to Grandel Theatres Co., of which Koplar, Strauss and the Sommers estate are principal stockholders. Grandel sub-leased the house to Fanchon & Marco. It is now operated by St. Louis Amusement Co., F&M subsidiary.

## Superior and Mednikow to Share Office Quarters

CHICAGO—Superior Pictures has moved exchange quarters here from the old Universal Bldg. to 1300 South Wabash, sharing quarters with Johnny Mednikow.

James Jovaney, exchange owner, says the Superior lineup for 1939-40 will include 40 features, in addition to three roadshow specials. "Mutiny of the Elsinore," starring Paul Lukas, will be one of the specials. In addition there will be eight Bob Steeles, six Ken Maynards, one Gene Austin musical western, and three series of action dramas and melodramas. These also will be available from Superior's Milwaukee, Indianapolis and St. Louis exchanges.

## Mednikow Buys Building At 1300 South Wabash

CHICAGO—Johnny Mednikow has acquired the building at 1300-04 South Wabash and he plans to remodel the structure shortly. Plans call for the addition of two store buildings on the 13th St. side.

Ten new vaults and four inspection rooms will be added. Cost will be around $40,000. The building is expected to be ready for occupancy November 1.

## Plug Vallee's Birthday

CHICAGO — B&K's publicity department worked overtime in giving Rudy Vallee a birthday party on the star's 38th birthday anniversary while he was doing a personal turn at the Chicago Theatre. Result: Story breaks and photos in every one of the five local dailies.

## Kalvers Dig Well

DECATUR, IND.—I. A. and Roy Kalver, operators of the Adams, Cort and Madison theatres here, are sinking an eight-inch well, installing a pump capable of pumping 7,500 gallons of water per minute for the new cooling system. A new RCA sound system also will be installed.

## New Amusement Firm

ST. LOUIS—Footlight Attractions Corp. has been formed here with $5,000 capital to erect, own, lease, establish, manage, maintain and operate theatres and other places of entertainment and amusement. The incorporators: Alvin Wolff, I. Hyatt and B. Rosen, all of St. Louis.

## Two Minor Fires

CHICAGO—Two small theatre fires occurred on Monday with little damage. One was in the booth at the Southtown Theatre, the other on the marquee of the Woods.

# CHICAGO

## "Clouds Over Europe" Is Lauded by Film Council

CHICAGO — "Highly recommended" is "Clouds Over Europe" by the reviewing committee of the Better Films Council of Chicago in its July report.

The film is listed in the adult and young-adult group along with "Chasing Danger" (20th-Fox), "Maisie" and "Society Lawyer" (M-G-M), "Panama Lady" (RKO), "Panama Patrol" (GN), and "Stolen Life" (Para).

Family rating goes to "Man About Town" (Para), "Second Fiddle" and "Susannah of the Mounties" (20th-Fox), and "Torchy Runs for Mayor" (WB).

Adult listing goes to "The Kid From Kokomo" (FN), "Within the Law" (M-G-M), "You Can't Get Away With Murder" (FN), and "Orage," French production.

## Settos Circuit Effects Managerial Transfers

INDIANAPOLIS—Settos Theatre circuit, due to recent expansion, has announced the promotion and transfer of several managers.

Phillip Davidson, former manager of the Grove Theatre, Beech Grove, Ind., has been transferred to the newly acquired Irving Theatre, Indianapolis. Richard Nieman, assistant manager of the Ohio in Indianapolis, has been promoted to the helm of the Grove Theatre. Harold Fleming has taken over Nieman's former position of assistant manager at the Ohio.

## Elman and Hotel Crillon Teams in Tilt for First

CHICAGO—The Henri Elman and Hotel Crillon teams will fight it out for first place in the Filmrow Softball League next Monday night when they meet on one of the Grant Park diamonds.

Each won their last two games, the Elmans winning from Photoplay, 14 to 6, and 20th Century-Fox, 7 to 4. Likewise, the Crillon gang defeated 20th Century-Fox, 15 to 8, and Photoplay, 21 to 7. The Photoplay-20th Century-Fox game was called off on account of darkness.

## Held in Slaying

ST. LOUIS—Twelve Negro boys are being held in the slaying of Al Woodward, a "bouncer" for Barnett Brothers' Circus, who was stoned to death. Five were charged with manslaughter in temporary warrants issued by the circuit attorney's office, while the others were turned over to juvenile court authorities.

## New Armentrout Unit

PITTSFIELD, ILL.—Clark Armentrout, owner of the Clark Theatre, has announced plans for construction of a new theatre here. The house will seat 300. Armentrout operates houses in Louisiana and Shelbina, Mo., and Barry, Ill.

EMILE MONTEMURRO, Movietone News bureau head, had a close call with that four-lense camera of his, when his car was opened by burglars and the camera, worth $6,000, stolen. However, it was found later in a nearby parking lot, undamaged. The thieves kept a small hand camera.

*Henri Elman is on the west coast, conferring on next season's product at the Monogram studios . . . Alexander Prevue Films will be located in the old Capitol-Monogram Bldg., 839-843 South Wabash, shortly . . . Jimmy Asher, son of the late Chicago theatre pioneer, Nate Asher, has been moved up from the billing department at the Warner exchange, to be secretary and assistant to Sam Clark, exploiteer.*

Lou Abramson and the missus are vacationing at Lake Wawasee, Ind. . . . We can't help repeating what Susan Hayward, Paramount starlet, said when she left the press luncheon at the Drake: "Yes, Jimmy Savage was the first man I met in Chicago" . . . Bill Hollander, B&K press chief, is working under a heavy strain these days. He's soon to become a grandpappy.

*Sam Clark, Warner exploiteer, and his wife are vacationing in the west. They're visiting the studios and the Fair . . . Bob Montgomery, Essaness publicist, couldn't keep away from theatre-thoughts even while vacationing in the deep wilds of Ontario, Canada. Writing from Quintland, Callander, Ont., post-carded us: ". . . trying to arrange for an 'in person,' but they seem to be doing all right on the home grounds . . ."*

Bennett (Duke) Shumow, son of the M-G-M city sales manager, has returned from a visit with Gibby Courshon, exhibitor, at Neenah, Wis. . . . Kitty Handmaker, in the 20th Century-Fox billing department, is the newest victim of Cupid on Filmrow. She has announced her engagement . . . A. C. Binenfeld, Essaness Sheridan manager, is vacationing in Michigan City . . . Jim Booth, Essaness booker, is pinch-hitting for Ed Nikodem at the Woods while he is vacationing . . . Incidentally, Harry Brown, Vogue manager, has just acquired a new wife and a new car (both firsts), and is driving about the eastern states on his vacation with both.

*Gilbert Helmke is the new manager of the Rio Theatre, Chicago Heights. He was formerly manager of the Great States' Rex, Chicago Heights, which recently closed . . . Si Griever has added another theatre, the Don, at Downer's Grove.*

Margie Levin, wife of the 20th Century-Fox screening room operator, was one of the few we could find who was on the Futurity winner at Arlington Park last week . . . George Schaefer, RKO president, Ned Depinet, together with Walter Branson and Jack Osserman, who were at the track, just missed betting the winner, while Ben Kalmenson, Warner Pictures western district manager, was around telling everyone on Monday about how "a friend told me the winner, but I didn't believe him."

*Harry Asher, word comes to us, is now assistant manager to Dave Dubin, of the Grand Central Station Newsreel Theatre in New York.*

Jim Jovaney of Superior Pictures is vacationing in Hollywood, and incidentally, taking a look at some of his 1939-40 product . . . Tippy Harrison is spending a few days at Eagle River, Wis. . . . Howard DeTamble, 20th Century-Fox booker, is back from the coast, where he spent his vacation, raving about the 1939-40 product the company will offer, especially those two scenes he saw in shooting stages out there.

*Frank Ishmael, M-G-M city salesman, has received word that his son, Frank P. Ishmael jr., has been selected as one of the men from the U. S. War Department, to accompany Commander Richard E. Byrd on his trip to the South Pole this winter. The trip will take two years.*

Vance Schwartz and Howard Lubliner have been named local distributors for Quality Premium of Philadelphia. Their office will be in the Exhibitors' Bldg.

*Ann Hausman Rubin, formerly "hello" girl at Allied, is filling in at a temporary post at 20th Century-Fox.*

Christ Otto, Henry Porter, and Jack Bloom (not Katz), let it be known this week that the picnic next Sunday of the Photoplay-Film Carriers' employes is an open house affair to everyone on Filmrow. There will be refreshments, dancing, music, races and prizes. The picnic will be held at Thirty-first and Mannheim Road.

*Earl Kurtz, formerly head of the Artists' Bureau, Inc., here, has gone to the west coast, to take a post with Republic Pictures, under Moe Siegel. He retains his interest in the local agency.*

Harry Odendhal, manager of the B&K Congress Theatre, is combining his vacation and honeymoon. Harry was married last Saturday to Miss Virginia Prendergast. They are spending a three-week honeymoon touring the west, including the San Francisco Fair.


**TRADE DIRECTORY**

A Handy Guide for the Exhibitor

CHICAGO

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# Can't Stop Gifts, Wehrenberg; Can Stop Them, Says Arthur

ST. LOUIS—The pro and con battle over premiums in this "giveaway town" has evoked charges and counter-charges from embattled independents and circuits alike. Two viewpoints here are expresesd, that of Fred Wehrenberg, president of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, and the reply by Harry C. Arthur, chief of the Fanchon-Marco interests here. The viewpoints:

## Says Fred Wehrenberg—

It is impossible for the independently owned motion picture theatres of St. Louis County to follow the lead of the Fanchon & Marco interests in eliminating merchandise giveaways, Fred Wehrenberg, president of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, declared in discussing the giveaway situation in this vicinity.

"There hasn't been any change in the giveaway situation recently and there can be none in the immediate future," Wehrenberg declared.

"Overlapping contracts for premiums of various kinds and too many sluff pictures make it impossible at this time for other motion picture men in this section to follow the lead of the Fanchon & Marco houses, including the St. Louis Amusement Co. chain, in the elimination of merchandise giveaways.

"While some of the other exhibitors have complained that after the Fanchon & Marco houses eliminated the giveaways they cut their prices, the real drawback to the complete elimination of merchandise gifts is that all of the contracts for premiums do not expire at the same time.

"Usually the contracts made with the premium houses run from 20 to 30 to 40 weeks. The result is that when one of the exhibitors' gift contract expires he finds that his chief competitors in the same neighborhood continue to give away something, glasses, dishes, spoons, dresserware and the like. So instead of waiting until competitors' gift contract also runs out he immediately lines up something else to give away.

"Another decided factor against the elimination of giveaways is the number of sluff or crow pictures the industry unloads on the exhibitors. Many of the pictures he must play are such poor boxoffice draws they need some kind of a shot-in-the-arm to get the cash customers into the house.

"In most of our houses (the 11 theatres in St. Louis and St. Louis county, that are part of the Wehrenberg circuit) we have reduced giveaways to one night in the week. Usually on Friday, which is Family Night.

"At various of our meetings the exhibitors of St. Louis and St. Louis county have discussed the possibility and desirability of eliminating merchandise giveaways. Practically all have agreed that they would be much better off if they could eliminate gifts entirely and operate on a strictly cash basis. But the two handicaps that have always come up were the over-lapping premium contracts and the lack of a sufficient number of real boxoffice pictures to keep the cash customers coming to the shows in profitable numbers without a come-along in the form of a gift of some sort."

## Says Harry C. Arthur—

"It is not impossible for the independently owned motion picture theatres of St. Louis and St. Louis county to follow the lead of the Fanchon & Marco houses in eliminating merchandise giveaways. Such a happy result could be accomplished almost over night if Fred Wenrenberg would only take the lead in that direction. He is the key to the entire situation."

That was the comment of Harry C. Arthur jr., chief executive for the Fanchon & Marco interests in St. Louis when asked to express his views regarding the possibilities of all St. Louis theatres operating on a strictly cash basis in their relations with the patrons who occupy theatre seats.

"Wenrenberg need not worry about overlapping premium contracts stopping merchandise giveaways in this section," Arthur continued. "Fred evidently doesn't know his own strength among his fellow exhibitors. With perhaps only a few obscure neighborhood houses that really don't count excepted, practically every independent theatre in St. Louis district would quickly follow Wehrenberg's lead if he should decide to quit giving away merchandise, mercnants coupons and other gift arrangements and charge everyone the set cash price for each of his houses at all times. Even Clarence Kaimann would follow Wehrenberg in that respect. For Clarence is for anything Fred wants if it doesn't cost him money. He didn't go along with the Movie Quiz Contest last year because it meant so much per seat.

"About a year ago Wehrenberg issued a statement advising the members of the MPTO of St. Louis, Eastern Missouri and Southern Illinois against cutting admission rates and playing up merchandise giveaways, games of chance and other boxoffice hipos. He said that the best way for motion picture theatre owners to attract cash customers was to modernize their houses, provide comfortable seats, good sound equipment and attractive programs. Perhaps he didn't realize the soundness of the advice he was giving out.

**F&M an Illustration**

"Although the Fanchon & Marco houses are not members of Fred's organization we were the only ones to follow his advice. We have spent considerable money in remodeling our houses. The Union Theatre job was a fine example of what really can be accomplished in that direction. Similar programs are now in progress at the Mikado and the Pageant. Improvements at other houses are to follow. We eliminated merchandise giveaways. Modernized our houses. Gave the patrons comfortable seats and the best shows at fixed cash prices.

"We have no regrets. Wehrenberg's advice brought us money. Through the elimination of merchandise giveaways the St. Louis Amusement Co. houses have increased their net profits the cost of the merchandise we would have given away but did not.

"Our experience during the past year has conclusively demonstrated that in any given neighborhood the residents have just so much to spend on motion picture entertainment each week. Perhaps free gifts may increase the attendance on the gift night but at the end of the week or the month the total attendance is not greater than it would have been if there hadn't been any gifts on any night.

"Some of our managers have thought the elimination of merchandise gifts was hurting their totals. They would see crowds going into a rival house on a giveaway night but they didn't check on other nights when the cash customers were much fewer. But as the months rolled by and they checked against the experience of similar periods when they did give something to entice cash customers they awakened to the fact that they were still getting the same cash customers without a piece of chinaware, a dresser set or a silver spoon.

"We are primarily in the business of merchandising motion pictures. The business is big enough to operate on a cash basis without acting as a cut-rate outlet for merchandise that brings us into unfair competition with merchants in other lines of trade."

Arthur complained that Wehrenberg has an arrangement with merchants in the vicinity of the Savoy Theatre in Ferguson, Mo., and the Virginia Theatre at Virginia, in South St. Louis, under which patrons who obtain coupons from the merchants can obtain a 10-cent reduction in their theatre admission price. He said that in the case of the Virginia Theatre this discount reduces the net admission rate of that house for those customers to only 15 cents, the same price charged by the Melvin Theatre, which runs 14 days behind the Virginia and the Dakota, which must follow 14 days behind the Melvin. Arthur said he learned of this arrangement at the Virginia when the Fanchon & Marco interests took over the Dakota Theatre which formerly was part of the Greenman Theatres circuit.

Wehrenberg's houses, which include the Melba, Cinderella, Michigan, Virginia, Apollo and Melvin in St. Louis and the Savoy, Studio, Normandy, Lemay and Southway, are one of the two big chains here that use merchandise giveaways and have done so for years. The other big circuit using gifts, and playing them prominently in their ads from time to time, are the houses in the Kaimann circuit, billed as "The Show Places of North St. Louis." These houses include the O'Fallon, Baden, Ashland, Pauline, Bremen, Salisbury, Robin, Queens, Lee, Janet, Circle, Lowell and Bridge.

The possibility of the value of merchandise gifts being taken into consideration in fixing the price classification of houses for protection purposes was brought up in the discussion with Wehrenberg. His answer was that the independent theatres would oppose any change in the present clearance situation.

With the buying season just getting under way in this sector the matter of clearance and protection has not reached the point of final determination.

# ST. LOUIS

FRED WEHRENBERG has returned from a two-week vacation with his family at Detroit Lakes, Minn. He enjoyed some fishing while away . . . C. O. Womser has been doing the World's Fair in New York.

*Nicholas Bakewell, 19, son of Edward L. Bakewell, realtor of Village, St. Louis county, is homeward-bound after living three days on a motion picture lot without knowledge or permission of the studio. The story is that Bakewell walked through the gate at 20th Century-Fox studio with a group of "extras," casually watched the shooting of several pictures, ate meals at the studio coffee shop, and slept in a barber chair in a store room.*

All of the favorites at the St. Louis Zoo appear in a motion picture made by Pathe soon to be released. A preview of the film was held for members of the Zoological Board of Control. Two "big shots" in the film, Jackie, the playful gorilla, and his mate, have died within the past few days of a monkey disease.

*The first county fair held in Belleville, Ill., for many years opened August 1 and continued through August 5.*

Thomas J. Ward, 79, veteran employe of the internal revenue department and father of John J. Ward, production business manager of the St. Louis Municipal Opera, is in St. John's Hospital with a fractured left shoulder, suffered in a fall at his home.

*C. D. Hill, Columbia exchange manager, spent several days in the territory . . . Along the Row were: Ralph Widney, Mount Sterling, Ill.; Bill Hoffman, Arthur, Ill.; Noah Bloomer, Belleville, Ill.; W. Stone, Columbia, Mo., and Mrs. Georgiana Pitner, Fairfield, Ill.*

The new Uptown in Fairfield, Ill., will be opened early in September by Mr. and Mrs. Harry Pitner . . . Jack Harris is now booking for the State, Alton, and the new house in Hull, Ill. . . . Ray Colvin, head of Exhibitor Supply Co., and his wife, sister-in-law and other members of the family took in the World's Fair while in New York . . . The new Clark, Barry, Ill., was to open August 4 . . . John Marlowe was here buying equipment at National Theatre Supply for his new theatre at Herrin, Ill.

*Leslie Mace and his wife are vacationing in Old Mexico for three weeks. He's with NTS here . . . Harry Hoff of the same company is spending his time off at the home town in Arkansas—Bella Vista . . . Sol Goldfarb is adding 20 feet to the length of the Ritz, East Alton, Ill. He's also sinking a well for a new cooling system . . . Dave Komm of the Avenue Theatre, East St. Louis, has left Jewish Hospital and is now convalescing at home from a recent illness.*

### Gamet Adapts Original

HOLLYWOOD—Ken Gamet has been assigned to adapt his own original, "Granny, Get Your Gun," for Warner. May Robson, Humphrey Bogart and Jane Bryan will be featured.

## Depositions Delayed In Ford Suit

**Chicago—Judge Michael Igoe has ruled in federal court that, pending return to the case of Judge James Wilkerson, depositions in the Frank Ford anti-trust suit can be taken only from Sam Myers. Myers is a co-defendant with B&K and major distributors in Ford's suit on clearance and charges of monopolistic practices.**

**Igoe's decision will forestall the taking of depositions from all major company branch managers here and Elmer Upton, B&K comptroller.**

**The Myers' deposition was expected to be taken by Louis Jacobson, attorney for Ford, sometime this week.**

# SPR'GFIELD

A. R. ZIMMER, manager of the Fox-Lincoln Theatre, has returned from an extensive motor vacation trip with his family to California and other points west.

*Dave Jones, advertising manager of Kerasotes Brothers theatres, is spending his vacation with his wife in the north woods of Minnesota.*

Kerasotes Brothers have taken over the Lory Theatre at Highland, Ill., adding to their growing string of theatres in central Illinois. Bernie Palmer, manager of Kerasotes' "Modernistic" Theatre at Onarga, has been appointed new manager at Highland. Bill Kilgore manages at the Onarga theatre.

## Events for Pappes

PERU, IND.—Taki Pappes, manager of the Wallace Theatre, recently became the proud father of a girl. Just about a week later, another prize package arrived labeled mumps, which confined Pappes to his home and bed. He is back on the job again after all these eventful happenings.

## "Dr. I. Q." Moves Aug. 21

CHICAGO—The "Dr. I. Q." program, operating at present at the Chicago Theatre on a Cook county court injunction, closes its run here August 21, and moves the following Monday to the Stanley, Pittsburgh.

## Fire Destroys House

DEXTER, MO.—A fire of undetermined origin destroyed the 400-seat theatre operated here by C. W. Gordon of Bloomfield, Mo. The house opened in April.

### Plans September Opening

REDBUD, ILL.—A September 1 opening is planned for the new Red Bud Theatre which C. T. Dusinberre is building here. Dusinberre is a former RCA sound engineer.

### Fire Destroys Grandstand

CARUTHERSVILLE, MO.—The grandstand of the American Legion Park here was destroyed by fire.

# MILWAUKEE

"GOODBYE, MR. CHIPS," after three weeks at Fox's Palace, has been shifted to the circuit's Strand for a fourth week . . . Susan Hayward, Paramount player, stopped off here with her mother en route to New York for the premiere of "Beau Geste," in which she plays a part. The flicker was given a preview at the Varsity here for exhibitors and newspaper men. Terry De Lapp, chief of Paramount's studio publicity, accompanied Miss Hayward.

*"Meet Missus Janesville," special show aired every Thursday afternoon from the stage of the Myers in Janesville and sponsored by a group of local grocers, has been renewed for another 26 weeks.*

A large tractor and trailer drawing alongside the curb struck and damaged the marquee of the Palace in Wisconsin Rapids.

*Dick Pritchard, local theatrical agent, filed a voluntary petition in bankruptcy listing liabilities of $4,845 and assets of $400, with $200 exempt.*

The Mode, new 500-seat theatre at Oshkosh, was opened July 28 by the K&H Amusement Co., principals of which are Albert Kuehn and Dr. H. J. Haubrick.

*E. R. Brennan, formerly manager of Standard Theatres' Orpheum in Green Bay, has been named manager of the circuit's Kenosha in Kenosha, succeeding Foster Norton, who has been transferred to the circuit's Strand in Oshkosh.*

Pfister Hotel here plugs the silent flickers shown in its tap room on its canopy. Current attraction is "Cohens and Kellys in Africa."

*Tommy Tucker, Hollywood sound effect man, was the attraction at the annual picnic of the Milwaukee Retail Furniture Dealers' Ass'n.*

## Story Book Style

INDIANAPOLIS—Betty McNew, secretary to G. L. Heinrich, office manager at Indianapolis RKO branch, is, in a few weeks in film business, having a very exciting career.

After being hired by Heinrich a few short weeks ago as his secretary, at the instigation of her friends she entered the "Miss Indiana" contest and was selected to represent New Castle in the local elimination contest held by Theatrical Managers Circuit at the Castle Theatre.

Miss McNew was awarded her top place ribbon by Mayor Bufkin of New Castle and the theatre was packed for the contest.

Prizes won by Miss New Castle included a wrist watch, a formal dress, a bathing suit and a year's ticket to the Castle Theatre and flowers. Miss McNew, with her mother as chaperon, will be taken to Michigan City in a new Dodge coupe furnished by a local dealer and will compete in the "Miss Indiana" contest there held in conjunction with the Dunes Water Sports Carnival.

# INFORMATION BUREAU

**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

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MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
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MT497 Sound truck P. A. systems
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MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
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MT564 Lighting plants, individual

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MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
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MT593 Projectors, semi-portable
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MT599 Lamps, incandescent projection
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MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
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MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

## SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
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MT645 Insecticides
MT646 Disseminators
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MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
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MT655 Exhaust fans
MT656 Plumbing fixtures
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MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

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MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

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MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
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# Delay in Exhibitor Buying Reported

KANSAS CITY—Film salesmen here report sales to exhibitors lagging behind those of a year ago, but reports indicate that the lagging isn't as far behind as it is in some other sections. The same reason is assigned as is being given elsewhere; that is, that exhibitors are "waiting" until the code goes into effect.

The great mystery here seems to be as to who is going to give the signal for starting the arbitration boards? Exhibitors are waiting, but no one seems to know who is going to get them under way.

One film man pointed out that while sales had been off from a year ago substantially up to two weeks ago, during the last fortnight selling had picked up noticeably, and that his own company had taken up the slack between the season this year so far and that of a year ago. Today sales are running along even with 1938.

Another film man disclosed that sales were well ahead until a few weeks ago when they dropped behind a little. They now are almost even with 1938.

However, other exchanges report that their experiences reflect the national picture, though sales perhaps are not so far behind as in some sections.

## *Breach of Contract Suit Is Filed Against UA*

KANSAS CITY—A breach of contract suit for an amount over $2,500 has been filed in the circuit court at Trenton, Mo., by G. J. Spencer, who operates the Ritz there, against United Artists. The Spencer petition is returnable at the November term of the court, when United Artists' answer is due.

## *Doty and Stern Elected Variety Club Directors*

OMAHA—Leo Doty, United Artists office manager, and Meyer Stern of Capitol Pictures have been elected to the board of directors of Omaha Variety Club. They succeed Roy Palmquist of Universal and Earle Perkins of Warner, transferred to Kansas City and Minneapolis.

## *Police Search for Lutes*

ST. PAUL—Police here are searching for Randall Lutes, assistant manager of Bennie Berger's World Theatre, who failed to report for work and then dropped out of sight. S. J. Goldberg, manager, informed police that $300 was missing from the office safe.

## *UA-Central Pacts*

OMAHA—The local United Artists Exchange, headed by Don V. McLucas, has signed contracts with Central States Theatres of Des Moines for 1939-40 product in 33 situations in Iowa and Nebraska.

# *Minnesota Chain Launching "A Greatest Movie Season"*

## Minnesota Operators Feeling Optimistic

MINNEAPOLIS—Local interests operating the 4,000-seat Minnesota Theatre are highly encouraged and optimistic as the result of the initial fortnight's boxoffice accomplishments. Gordon Greene, managing director, claims that, under the setup now in vogue, each of the two weeks netted a substantial profit.

The theatre's sponsors are especially pleased because of the favorable audience reaction to the independent screen product to which the house now is limited. The first offering was Monogram's "Sidewalks of New York" and the second Republic's "Woman Doctor." Patrons' comment on each of these films was highly favorable, according to Greene.

**Gamble on Profits**

Under the present operating plan, ground and building rent and taxes and Greene's salary—all of them substantial amounts—are not charged as part of the "nut." In order to get the huge de luxe theatre reopened, fee and building owners agreed to forego rent and taxes and to take their gamble on a share of the operating profits to cover these items. Greene is employed by the Shubert corporation, owned by the Benz Bros., millionaire realtors, who are operating the theatre for the owners. His salary, paid by them, is a partial offset to the sacrifice of rent and taxes.

For the extremely low admission prices of 15 cents to 1 p. m. and 30 cents thereafter, Minnesota is presenting biggest sort of show, including feature photoplay and shorts, a stage show comprising four to five vaudeville acts, dancing by a line of 12 girls and a house master of ceremonies, music by an 18-piece orchestra and organ and one to two singers. It's being acclaimed considerable of an entertainment bargain.

Those in the know declare that if the house can consistently average a gross of from $7,000 to $8,000 a week its success is assured. In both of its first two weeks, according to Greene, it went well above those figures.

Regardless of its ultimate fate, the theatre, adding 4,000 seats to the loop, provides tough opposition for the city's other showhouses. Playing to from 30,000 to 50,000 people a week, it necessarily will divert much of its patronage from other houses, the trade points out.

## *Baers Add the Leb*

CLOQUET, MINN.—The Baer Bros., independent circuit operators, have acquired the Leb Theatre here from W. M. Miller. They also operate houses in Brainerd, Bemidji, Ely, International Falls and Park Rapids, Minn.

MINNEAPOLIS—With screen trailers and large newspaper display ads, the Minnesota Amusement Co. here has launched "A Greatest Movie Season" for the month of August. There will be intensive selling of attractions, with special efforts to publicize product and extra advertising campaigns. Ushers in all Minnesota Amusement Co. theatres are wearing badges calling attention to the season and the fronts of all houses are appropriately decorated.

Initial newspaper ads state "a new movie year brings the most amazing accomplishments, unexcelled pleasures of all your screen days." The ads continue: "Your greatest movie season. Entertainment soars to new heights with your favorite stars in their finest pictures. Stars, producers, directors, writers, technicians, extras—a million strong—are all dedicating their genius and unlimited resources to make this the outstanding year in screen history! And now hit after hit, day after day, they're yours to enjoy. Movies—your finest entertainment at lowest cost."

Publicity stories state that "the greatest movie season" is "making available for early showing the largest number and widest assortment of feature productions in years." Whereas, ordinarily, September is regarded as the first month in the motion picture year, the Minnesota Amusement Co., now is "stealing a march on the calendar" and getting it going in August. "The pre-release plan," it's declared, "will make it possible to present a month of outstanding attractions."

## *Goldhammer Testimonial Scheduled for Sept. 1*

MINNEAPOLIS—L. E. "Nickey" Goldhammer, recently promoted from RKO branch to district manager, will be honored at a testimonial dinner arranged by his friends in the industry here. The event is scheduled for September 1 at the Hotel Nicollet.

Committee handling the affair is headed by Syd and Bill Volk, Ben Friedman and Fay Dressell. Everybody connected with the film industry and Goldhammer's friends outside of it will be invited to attend.

## *Omaha Exhibitors Watch Spread of Polio Cases*

OMAHA—Local exhibitors are watching carefully recent developments of infantile paralysis cases in Omaha. Five such cases have been reported so far.

A polio epidemic here two years ago kept children from theatres under a city council ban and hurt boxoffices grosses considerably.

**Lorre Obtains Release**

HOLLYWOOD—With the shelving of the "Mr. Moto" series by 20th-Fox, Peter Lorre, who has played the title role, has obtained his release from the studio.

# Reopening of World Abets Minny Loop

MINNEAPOLIS—With the reopening of the World Theatre Friday with Universal's "The Mikado," scheduled for a run, all loop theatres, excepting the Palace and non-film spots, such as the Alvin, Lyceum and Gayety, are in operation again.

While closed for several months "because of inability to obtain satisfactory product," improvements were made at the World costing approximately $20,000. They include a new RCA sound system, redecorations and a new canopy. The house, owned by W. A. Steffes, also has United Artists' "Four Feathers" underlined.

The Minnesota's reopening with stage shows and pictures and the booking of a number of large stage shows into the Orpheum are expected to make things livelier downtown than at any time in years. Present plans are to reopen the Palace, loop 1,800-seater, with subsequent-run double features at a dime admission in the fall. However, a previous attempt to operate this house as a dime dual biller failed when film companies cut off its product. A threatened court fight to force the servicing never materialized.

## *Hellerich and Knight Are Again on Same Payroll*

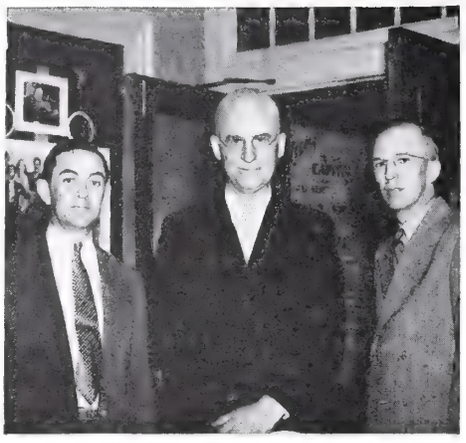
LINCOLN—It was sort of a theatrical family reunion here when both Harold Hellerich and Bill Knight joined the same payroll again.

Both men used to be employed by the Lincoln Theatres Corp., they each have managed the same house, and now they're working for the Nebraska Theatres, Inc., their former opposition.

Knight went from Lincoln to Kansas City, where he was under Jerry Zigmond at the Newman, while Hellerich resigned from LTC early in July. They work immediately under Howard Federer, general manager of the Varsity, Kiva, Liberty and Colonial.

### Writes "Blondie" Original

HOLLYWOOD—Albert Duffy is writing an original "Blondie" story for Columbia.



## *Sees "Citizen"—*

*Governor R. L. Cochran (Nebraska-center) made it a big day when he saw "Our Leading Citizen" as one of the 48 state chief execs so honored, and two minutes after he left the theatre, announced he was filing for the U. S. Senate. With him here is (left) Bob Livingston, owner-manager of the Capitol where the film was shown, and Ted Mendenhall, Omaha's Paramount exchange manager.*

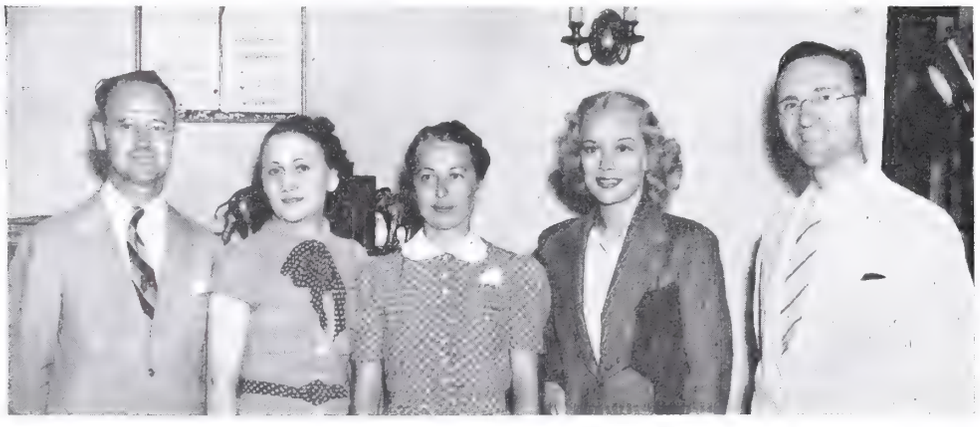
## *Kaplan's Theatre Service Merits Columnist's Plug*

MINNEAPOLIS—Local newspaper columnist, Cedric Adams, sat up and took notice of the newest thing in theatre service inaugurated by Manager Harold Kaplan at his St. Louis Park Theatre. He carried a lengthy item about it in the *Star*.

Kaplan has put into service a Crosley miniature auto with a pretty girl at the wheel to carry his motorist patrons from the parking lot which extends a block from the theatre to the entrance of the showhouse.

Ever since the house opened, Kaplan has had an employe stop the cars and advise others than driver to get out at the entrance in order to avoid the walk up the inclined drive. Now even the drivers do not have to walk.

House has been doing a remarkably fine business ever since it opened several months ago. Kaplan formerly managed the Minnesota and State theatres for the Minnesota Amusement Co.



## *From Iowa to Hollywood—*

*L. J. Wegener, left, theatre operator of Burlington, Iowa, and his party visit Jane Wyman on the set of "The Lady Dick" at the Warner studio.*

# Nebraska's Governor Okays Burns Film

LINCOLN — Paramount's "Our Leading Citizen," starring Bob Burns, was given a "plenty okay" ticket by Governor R. L. Cochran, who saw it at the Capitol here.

One of the 48 special screenings for each state's chief executive, the showing here also was attended by Lincoln's Mayor Copeland, Secretary of State Harry Swanson, Deputy Attorney General Beck, County Attorney Towle, Mrs. Cochran, City Directors Theo Berg and Cobe Venner, and former Mayor Frank Zehrung, who is one of the show world's old-timers.

Besides the print of the film Omaha Paramount Exchange Manager Ted Mendenhall brought with him to Lincoln Evert Cummings, Tri-States district manager; Bill Miskell, Orpheum manager; Ted Emerson, Tri-States ad head, and Keith Wilson, film critic on the *World-Herald*, all of Omaha.

"It is thoroughly enjoyable entertainment," said the governor, "both educational and constructive."

## *Telescope Peeking Cuts Theatre Attendance*

MINNEAPOLIS—Local showhouses had a new kind of opposition Friday of last week when more than 2,500 people were attracted to the University of Minnesota observatory to have a look through the telescope at the planet Mars. Institution had extended a blanket invitation to the public and crowd was so big that a traffic jam developed necessitating the services of three gunsquads to unscramble. Newspapers called it "turnaway business."

## *Now a Morning and Two Evening Papers in Minny*

MINNEAPOLIS—With the acquisition of the *Journal*, considered the leading local evening daily, by the *Star*, and the merging of the two sheets under the name of *Star-Journal*, Minneapolis is left with only one morning and two evening dailies. The *Tribune*, the other paper, has a morning and afternoon edition. Both papers will issue Sunday editions. The development leaves Merle Potter, veteran *Journal* film critic, out.

## *Four Roadshows Slated*

MINNEAPOLIS—Alvin Theatre here will have four roadshow attractions the coming season. The attractions in question are being sent out by Arthur Oberfelder, Denver impresario, on a subscription basis and include "On Borrowed Time" and "What a Life."

### Gets "Days Before Lent"

HOLLYWOOD—Metro's "The Days Before Lent," from a story by Hamilton Basso, will be scripted for Producer Harry Rapf by Bartlett Cormack.

# Two Downtowners in Omaha May Open

OMAHA—Two large theatres in the downtown Omaha area, one closed for many years, will be opened this fall, according to reports on Filmrow. Officials connected with the theatres declined comment.

One is the Paramount, beautiful 3,000-seat house under lease to Tri-States Theatres of Des Moines. Now ten years old, the theatre was once Omaha's showplace because of its style and architecture. Dark most of the last few years, it has become known as the city's "white elephant" in the theatre field.

The Paramount may be opened as a second-run theatre with a 15-cent matinee and 25-cent top at night, according to reports. Formerly it was the city's top price house.

The State Theatre, dark for many, many years, may be opened by Ralph Goldberg, local circuit owner. Once the Sun Theatre, the house was the first theatre property operated by the Goldberg family. Price policy of the State could not be ascertained.

## *Sales of 16mm Projectors Rise in Kaycee Area*

KANSAS CITY—Twenty-five new Ampro 16mm projection and sound equipments have been sold during the past six months by Paul Humston of the Kansas City Sound Equipment Co. About half of them went to schools, churches, manufacturers, etc., and the remainder to roadshow operators. Each equipment represents about four or five small towns.

Humston also has leased 35mm sound and projection, plus film, to Glen Neeley of the Arma, Arma, Kas., and to Louis Bedene, Frontenac, Kas. Neeley has his Empress at Arma closed for the summer, and will roadshow in Arma and nearby towns. Bedene, who formerly had the show at Frontenac, which now is closed, will operate there and in several nearby towns.

## *Omaha Paramount Branch Preparing Many Tieups*

OMAHA—Local Paramount officials, headed by Ted Mendenhall, are going wholehog on stunts here within the next few months.

Irvin S. Cobb will be honored at a Chamber of Commerce luncheon August 17. Lloyd C. Douglas, writer, will lecture here early this fall. Other tieups are being prepared.

## *Reissue Pulls Records*

MINNEAPOLIS—A sensational business chalked up by the Paramount re-issue, "Eagle and the Hawk," during a three-week run at the Time Theatre here, is the talk of local film circles. Attraction turned in a big profit for the Gilman sure-seater.



## *More Iowans in Hollywood—*

*Werner P. Grossman, Nevada, Iowa, exhibitor (right) and his wife and daughter visit with Crane Wilbur, director-writer, on the set of "The Monroe Doctrine" at the Warner studio.*

# LINCOLN

BARBARA ROBERTS and Laura Walker, cashiers at the Stuart and Lincoln, respectively, had birthdays on the same day, and lunched together in celebration . . . When Charlie Morehead kissed Beatrice goodbye and left for Ft. Collins, Colo., he threw himself a party, farewelling on his farm down near Noel, Mo. His guest list included H. D. Carroll, Carthage, Mo.; B. M. Montee, Chanute, Kas. and his Beatrice replacement; Ed Dorrell, Coffeyville, Kas.; C. P. Forbes, Ft. Scott, Kas.; Harley Fryer, Joplin, Mo.; Art Bowman, Nevada, Mo.; George Hunter, Pittsburg, Kas., all Fox managers. Distinguished guest was H. A. McClure, the Fox Midwest district manager, with his two sons, Al, manager of the Palace, Wichita, and 15-year-old Harry jr., who thinks Gene Krupa out-ranks Washington and Lincoln. Feature on the menu was Ozark chicken, the kind with one leg shorter than the other from walking on the sidehills.

*Ed Vaughan is out of circulation again. The gal is back in town . . . Glen Trump will take over* BOXOFFICE *in Lincoln, while the regular conductor of this column is playing soldier at the national guard encampment in Ashland, August 7-19. Tip to the show business: Any of you living within driving distance of Ashland can see some good scraps as the guard boys get together in the ring. Watch the daily papers for fight night dates.* BOXOFFICE *will be glad to have you there as a guest.*

M. E. McClain has been in Lincoln once since he became head man with the Nebraska portion of Central States Theatres. That's what is known as NOT wearing out one's welcome . . . No word from Nevins Lynn about when the stork visits his assistant in Kearney.

*With all these yarns Eddie Forester writes for* Liberty, *he must hide them in the typewriter backsided by boxoffice reports, to keep Evert Cummings from catching him novel-ing on company time. Reframes the old school-day trick of slapping the current Nick Carter inside the Georgraphy book . . . Gabbed with Faye Honey in Tecumseh last week, who says extra-curricular competition is devastating for small town showman. Faye's a grandfather a little more than two years now, but doesn't look much changed from 20 years ago. His number one assistant is Draucker Farrell.*

Interested to note George Hall, the Franklin, Neb., man, had taken to himself a wife. Hall was the man who showed the *Journal* and *Star's* Hollywood trip winner the pictures by which she was able to select the ten best and get the paper's biggest prize last winter.



## *In New York—*

*H. Engbertson of the Grand and Lyric in Decorah, Iowa, as he visited the RKO Radio exhibitor World Fair lounge in New York.*

# DES MOINES

TERRY DELAPP, Paramount's Hollywood publicity head, has a lot of time. When he was here he was wearing a tricky watch curved to fit the side of his wrist, but his favorite timepiece is one built in a slender gold band and given to him by the un-slender Mae (com'up sometime) West.

*Very special bull-etin for Lincoln's Barney Oldfield: You should be the last to complain, Barney, if a wise lady prefers newsmen to film stars . . . and even the modest Ken Clayton thought our being "aware" of him a mountain of understatement . . . as for the word in edgeways, you're welcome (lookit the eminent company you keep, too: Keith Wilson, Ed Sullivan, Sheila Graham, and H. H. Tammen), showman of them all.*

United Artists' press agent, Art Catlin, is doing a whoopee job of making people in this territory Catlin conscious . . . Leonard Gallagher of Inland is back from Mexico City despite a lot of tire trouble before he even got started . . . George Hatch is on his way to New York and Niagara Falls for a belated honeymoon . . . and if you wonder how belated, you can judge when we say he's taking the little woman and two little Hatches!

*Chick Friedman is so neat that he makes his secretary, Grace Simons, nervous. She says Chick is as fussy as a maiden aunt about keeping his desk and office in order . . . Lou Levy returned Mitzi's jumping rope, and didn't charge the two cents storage we made her believe he would.*

Elmer Tilton tells how Clyde Pratt and Bill Finter once called on an Iowa exhibitor. Failing to sell him, they went next door for refreshments. There was a piano in the joint, so Bill decided to play while Clyde whistled merrily. A crowd began to gather and the proprietor kept setting 'em up. Next day the irate exhibitor wrote the company's New York office: "Such a business I never did see. Just because your salesmen couldn't sell me your product, they give a free show next door and force me to close my house for the evening."

*S. Barret McCormick, RKO publicity head from New York, tells about surprising a mouse trap setting beside a White House fireplace when he and Ginger Rogers were wandering around before seeing President Roosevelt. We've been curious ever since as to what kind of bait such high society uses. Surely a White House rodent would bite on nothing less than caviar.*

We've been hearing that "Pudgy" Lee, who was cute that way, is changing it to "Slim" Lee and being pretty snappy-looking that way . . . That theatre going up on Ingersoll will be a pile of weather beaten brick before it's complete if they don't get going.

*Art Stolte finally got those muskies, but vehemently denies Nate Sandler's claim that they cost him 100 smackers per pound . . . Art think's he's got to allow something for all the years of fun he's had trying . . . (and you'd better allow a couple 100 for that 10-years-younger look you wore back this time too, Art).*

Art Anderson's sun tan, Art Anderson's sun tan, Art Anderson's SUN TAN! Three times, Art, to comply with your request that it not be mentioned once more in this column, and to show you that the press cannot be silenced. . . . If that was Lionel Wasson talking to Stan Mayer just before the "Man in the Iron Mask" screening, we didn't know it. We haven't seen the dapper Mr. Wasson for almost a year. We did recognize Harry Holdsberg, though, who was talking to Evan Jacobs and looking very beautiful in a green ensenada.

*Hal Herman, from Universal's Hollywood publicity studios was here this week complaining about the Iowa heat (he doesn't care if the corn does need it, the heathen!) . . . Emil Franke provided a showing of the current features, "The Magnificent Fraud" and "Hotel Imperial," a pair of Paramounts, when the R&T took over the Orpheum Theatre to show a reel of last year's soap box derby finals to this year's Iowa contestants Saturday morning.*

Paramount's plan to ship an orphan to Hollywood in conection with the August 22 "Star Maker" premiere is still on the fire . . . A. E. Denman's efforts to line up a "scientific study" of "Bachelor Mother" here by the use of Drake University's eye-camera were very nearly kayoed by RKO when Charlie Levy gave him marching orders to Saint Paul before arrangements were completed.

*Ted Ashby is fleeing with the very blonde Helen to the northwoods this weekend to escape being smothered by the bushels of red hair pouring in at the R&T for the red-head contest . . . Paramount's Susan Hayward may be getting a lot of publicity, Copeland, but she's not doing herself any good with Ted . . . The pictures of the entrants together with the hair samples are kept in Clayton's office —at least that's the way he explains those lapel giveaways.*

We looked all over the Amana Colonies for a theatre and found nary a sign, but did discover that a Cedar Rapids physician had taken some motion pix of Amana puppies over at the Koch Cocker Spaniel Kennels in Middle Amana . . . We nearly forgot to remind Filmrowers to watch Ashby's column while he's vacationing. You may find all 340,000 R&T customers avidly reading about your pink (or blue) undershirt.

*Speed Lambert, M-G-M's mouthpiece, dropped a couple of hot ideas in Clayton's lap again the other day. Ken talked on editing pictures to a short-course class at the State University of Iowa City Saturday and he says those Steffi Duna leg shots he took along didn't rate a second glance, but that when he mentioned he'd run a series on how to stuff a penguin if anyone wanted to know how to stuff a penguin, everybody was all attention and amused guffaws. There ought to be a hint for Hollywood there.*

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

Elmer Wesa of Hibbing, Minn., has traded the sky blue waters for tall corn . . . he's bought the Plaza Theatre at Monona from A. S. Filien.

Burton Jerrel's Paychek-Strickland fight films (hawked by Elmer Tilton) weren't getting the gong at the Rialto in Cedar Rapids last weekend if the enthusiastic crowds around the place were an indication.

Howard Pollard has sold his New Avon Theatre at Dysart to Otto Reinke of Garrison.

Why doesn't some theatre steal that animated snowman idea for air-conditioning ballyhoo from Cramer's in Cedar Rapids? The pitcher biz must be good in that town . . . people to the left of us and people to the right of us in the Hotel Roosevelt dining room were discussing the films and stars with as much vehemence as the Rotary Club discusses politics.

C. A. Memogh, former variety store proprietor at Strawberry Point, has purchased the theatre equipment at Nashua belonging to Mrs. Virginia Harris and one of the Cass chain theatres.

The Palace Theatre in Cedar Rapids flashes the most unusual sign and the prettiest ticket seller in the town, we think. The sign's of arrows and a target, while the girl is a stunning brunette.

The State Theatre has been completed at Lenox, Ia., at a cost of $18,000. It will be operated by Frank Shipley.

## Cars and Bank Books

DES MOINES—No wonder so many Iowa exhibitors are complaining about the summer slump. Iowans apparently are either saving their money or buying new cars with it, which doesn't leave much for motion pictures.

According to figures out of Washington, D. C., Iowans put more money in the banks the fiscal year ending June 30 than in previous years, and purchased more cars during the month of June, 1939 than in June, 1938.

Deposits in Iowa's 538 state banks increased $25,447.77 during the fiscal year ending June 30, 1939, D. W. Bates, state superintendent of banking reported Friday. A consolidated statement of the state banks on June 30 showed they held total deposits of $401,823,567.84.

# KAYCEE

BILLY ANDLAUER, photographer, shot about 600 feet of film at Lawrence, Kas., of the basketball game between a University of Kansas team and a team from Haskell Institute. Dr. Forest C. Allen's new basketball variation was used. The score was 36 to 16 in favor of the Jayhawkers.

*After serving the Newman here as theatre promotion man for almost a year, W. B. Knight has returned to his home town of Lincoln, Neb., to manage the Kiva Theatre.*

H. B. Snook, general manager of RCA, Camden, N. J., was here this week visiting Don Davis.

*The Oklahoma Theatre Supply Co. has installed air conditioning and hung Venetian blinds. The company, reports L. J. Kimbriel, is entering the field of distribution for RCA Photophone and Brenkert arc lamps, projectors and rectifiers in Missouri and Kansas.*

F. L. "Doc" Lowe is giving a show for the kids at Sterling, Kas., August 12 to celebrate the birthday of his own son, Richard. The celebration has become an annual event.

*A. E. Jarboe, Ritz, Cameron, Mo., has assumed full control of the house, following a booking arrangement with Dickinson.*

J. Allen Peek, general manager of the Oklahoma Theatre Supply, was here this week with Mrs. Peek visiting L. J. Kimbriel, local manager.

*Douglas Desch, Monogram, went out in his back yard Sunday in a pair of shorts and went to sleep. The next day, oh, boy did he have a fever! . . . Monogram has in some new frames . . . This pillar was initiated this week into the Screwball Club, Desch's all-inclusive fraternity of eccentrics.*

Sue Waters Hill, formerly secretary to the manager at Warner Bros., has a new daughter, Linda . . . Gretchen Brown, secretary to C. A. Schultz of Commonwealth, is in the deep, deep south—New Orleans and Vicksburg. Hester Catron is filling in for her.

*Hazel Kirkbride of Auburn, Neb., has succeeded Cleo Moudy as secretary to H. J. Griffith, Griffith-Dickinson Theatres, Inc. Miss Moudy has returned to Oklahoma City to be married.*

Bob Withers, manager of Republic-Midwest, and Mrs. Withers, left Wednesday evening for a week's business trip to New York . . . Bill Warner, former maestro here for Warner Bros., is in town from the coast.

*Dale Havelone, manager of the Fox Brookside, and Mrs. Havelone, and Harry Weissman, assistant at the Granada, Kansas City, Kas., and Mrs. Weissman, are motoring to West Yellowstone to visit Don Martin, manager of the Rustic there.*

On the Row: Harry Till, Hamilton, Mo.; Joe McClure, Commonwealth manager; H. B. Doering, Garnett, Kas.; Mr. and Mrs. Joe Ghosen, Sedalia, Mo.; M. S. Heath, Liberty, Mo.; George Nescher, Valley Falls, Kas.; Charley Fisk, Butler, Mo.; Bob Gorham, Horton, Kas.; Tom Wilhoit, Plattsburg, Mo.; E. P. Michaels, Braymer, Mo.

*W. W. Sherrill, Metro booker, is off on vacation . . . J. Walter Shreve, manager of the National Theatre Supply, and Mrs. Shreve, left last Sunday, July 30, for a motor trip to Texas, Arizona, California, and back by way of Colorado.*

Theodore Roosevelt Wilkerson has replaced C. L. Johnson in the RKO advertising accessories department. Johnson will leave for California. Wilkerson was formerly at National Screen Service.

*R. W. McEwan, who is handling bookings for the Art Perry harmonica band, announces an engagement for the Dixie at Odessa, Mo. There are no prizes or contests in conjunction with the act as reported last week. Billy Papon, 11-year-old harmonica wonder, who had a week's engagement at the Fox Tower Theatre last season, is a featured soloist with the band.*

Ben Shlyen, BOXOFFICE publisher, who is in Hollywood, writes that Harry Taylor, National Screen Service district manager, is telling the truth when he says everybody sleeps under blankets during the summer out there. The climate there is all Harry says it is. Incidentally, Harry and his new wife, the former Miss Mary Stivac of Chicago, are now visiting in Kaycee.

## That's Different

LINCOLN—One of the biggest howlers about film industry opposition to itself on radio, etc., has been Bob Livingston, the Capitol owner-manager and the trade's contact with the political setup.

However, when he was approached one night by a committee and asked to umpire an old-timer baseball game as a crowd puller for a league game to follow, he okayed it. Somebody hauled him aside, explained what he was doing—lending himself as a personality, to draw patronage away from himself as an exhibitor.

He was immediately scored with a balk.

## New Seat Installations Are Made by Bowen

KANSAS CITY—The Cozy, Joe Lenski's house at Pittsburg, Kas., is being entirely reseated with upholstered chairs—700 of them—by Frank Bowen, American Desk Manufacturing Co., of Temple, Tex.

Other recent installations reported by Bowen from Filmrow here are the new Roxy, Gus Diamond's new house at Eldorado, Kas., which he expects to open September 1; the Mary Lou, George Hayob's house at Marshall, Mo.; the Auditorium, Cherryvale, Kas., 1,192 seats, and the Auditorium, Harrisonville, Mo., 716 seats.

# TRADE DIRECTORY

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# OMAHA

JERRY SPANDAU, Universal manager at Des Moines and former Omaha lad, was here on business. Jerry also was operated on while here and has now returned home safe and sound . . . Eldon Rollin, assistant ad sales specialist at Paramount, is vacationing.

*Stuart Nesbit, Plainview Theatre, Plainview, Neb., is certainly a big, husky lad. Nesbit, you know, is a proud papa . . . Ethel B. Good, former secretary to Evert Cummings, Tri-States boss here, was here telling friends her husband has been transferred from Kansas to Washington.*

That important change we mentioned last week involves Solomon J. Francis of American Distributing Corp., who is moving his firm to larger quarters in a few weeks. A news story and ad in BOXOFFICE will tell all the details. Incidentally, Sol is on the short side of 35, yet has been connected with the film business for 15 years.

*Introducing to the Omaha territory, Joseph P. Smith, handsome new film peddler at the RKO hangout. Smith will handle the northeast Nebraska-northwest Iowa district. He's from New York and Boston and knew better than to expect Indians when he came to Omaha. He's young and single, gals!*

C. V. Roof, Imo Theatre, Blanchard, Ia., was on the Row. Filmites are wondering how-come the theatre's name. BOXOFFICE's guess is that it's a contraction of Iowa-Missouri, since Blanchard is near the state line. How about it, Exhibitor Roof?

*H. K. Diers, state senator and exhibitor, has shuttered the Diers Theatre at Gresham, Neb., due to lack of customers . . . Norm Nielson, RKO booker and alleged golfer, is back from his vacation . . . Mort Troxell, exhibitor at Wilber, Neb., set a new precedent by not showing up on Filmrow this week.*

In case you wondered why the cops on Filmrow this week, it's because of a squabble over some leases on some exchanges, our informers tell us . . . Hester Edwards, Paramount billing clerk, went to South Dakota on a vacation.

*Danny McCarthy, former United Artists salesman and now Universal salesman out of Des Moines, is a proud papa. It's a boy, born this week in Omaha and named after Leo Doty, UA office chief here . . . Gladys Pullman, Paramount inspectress, went to the mountains, lucky gal!*

Ed Wagner of Chicago, head of the sign company bearing his name, was here signing the annual contract with Western Theatre Supply . . . Howard Federer, Lincoln; A. R. Miller, Wahoo, Neb.; C. C. Moore, Dunlap, Ia.; Lou Ireland, Logan, Ia.; F. A. Bryceson, Moorhead, Ia., also on the Row.

*The local Universal exchange is leading the firm's national sales drive . . . The fireplace in Ted Mendenhall's new summer home will be dark blue. The "summer home" is just a shack on the river, Ted wants it explained.*

Filmrow celebrated Iowa day with the following exhibitors on the Row: Ray Brown, Harlan, Ia.; Carl Ernst, Avoca, Ia.; C. E. Werden, Hartley, Ia.; the Bowman Bros., McClelland, Ia. . . . Tom Seydlitz, Overland Theatre, Nebraska City, Neb., also was in town.

*Ralph Goldberg is having audition night at his Cinema Club now and welcomes any talent from Filmrow, he says . . . Replies to the BOXOFFICE survey in the Omaha territory are coming in fast. Exhibitors are asked to fill out the questionnaire and return as soon as possible in the envelope provided. It's all for the good of the industry.*

## Church Attendance Urged By Circuit on Screens

MINNEAPOLIS—Minnesota Amusement Co. on its theatre screens is urging patrons to attend church services. This is in line with circuit's efforts to build goodwill, according to Charlie Winchell, publicity head.

Trailers ask customers to attend some church or other on Sunday. They declare that if there were more consideration of religion there probably wouldn't be the strife and turmoil now prevalent in Europe.

John J. Friedl, manager of the chain, has received many letters of thanks and appreciation for launching the campaign.

## Toastmaster Elson Again Gets Call to Perform

MINNEAPOLIS—Bill Elson, whose clever toastmastering has won him considerable of a name in local theatrical circles, has been asked to be toastmaster at the 25th anniversary dinner to be given by the Twin City stage hands and operators' unions in St. Paul next November.

## B. M. Montee Succeeds Morehead in Beatrice

LINCOLN — New manager reporting for duty in this territory is B. M. Montee, formerly of the Chanute end of Fox Midwest, now in Beatrice, Neb. He replaces Charles Morehead, who was sent to Fort Collins, Colo., which moves him under Rick Ricketson's Fox Rocky Mountain division.

## Two Gopher Heroines

MINNEAPOLIS—State of Minnesota is getting into the film limelight of late. Two recent releases, "Good Girls Go to Paris" and "Second Fiddle," have had heroines hailing from the Gopher state.

## Dies in Auto Crash

LINCOLN—Frank Gillette sr., 75, father of Frank jr., the Varsity Theatre operator, was killed in an auto crash last week. Mrs. Gillette was badly injured.

### Marxes Finish One

HOLLYWOOD—Shooting on "The Marx Bros. at the Circus" was completed this week at Metro, the film going into the cutting room. Eddie Buzzell directed for Producer Mervyn LeRoy, with Florence Rice and Kenny Baker in featured roles.

# MINNEAPOLIS

HAROLD B. JOHNSON, Universal branch manager, in Chicago on business conference . . . Bill Mussman, 20th-Fox North Dakota salesman, fully recovered from severe auto accident injuries sustained when his car had a head-on collision with a truck. His auto was demolished, necessitating the purchase of a new one, and Bill was lucky to escape with his life . . . Gene Meredith of Warner is driving to the west coast with Sheldon Beise, assistant University of Minnesota football coach. Their wives are accompanying them on their vacation.

*Out-of-town exhibitors visiting Filmrow include Don Buckley, Redwood Falls, Minn.; Jack Heywood, New Richmond, Wis.; L. Riddle, Cottonwood, Minn.; Ernotte Hiller, Crookston, Minn.; Ray Hiller, Marshall, Minn., and Ray Blakeslie, Medford, Wis. . . . Lowell Kaplan and Bill Evidon of the Eddie Ruben and Columbia offices, respectively, back from their auto tour of California and intermediate points. They visited most of the studios and met many of the film beauties at Hollywood. Lowell will neither affirm nor deny a report that he was a frequent escort of Ann Sheridan, the "oomph" girl, during his stay in the film capital.*

Gertrude Guimont and Helen Pauly, Warner pretties, taking the boat trip from Duluth to Chicago for their vacations . . . Bill Watmough, a Filmrow veteran, off to New York to conquer new fields . . . United Artists' "Winter Carnival" played the Minneapolis and St. Paul Orpheums day and date the past week . . . Warner screened "Each Dawn I Die" and the boys are raving . . . When Gene Meredith's auto broke down the other day his Warner fellow workers ribbed him by posting a "for sale" notice. "A good (?) car cheap—how much am I offered?" the sign read.

*United Artists screened "Four Feathers" . . . "Buck" Tidwell, Warner traveling auditor, a visitor, apparently had to come all the way to Minneapolis to buy a new auto . . . Dorothy Duray of Universal office staff vacationing in northern Minnesota . . . Ben Blotcky of Paramount attended invitation breakfasts given for the governors of North and South Dakota at Fargo, N. D., and Huron, S. D., in connection with the screenings of "Leading Citizen."*

John Ash, M-G-M home office traveling auditor, in town . . . Attendance at Paramount's screening of "Beau Geste" here for exhibitors and newspaper people totaled 647. It was the best attended screening that the company ever has held . . . Barrett Kiesling, M-G-M's assistant publicity director at Hollywood, paid Minneapolis his annual visit the past week. The M-G-M "Good Will Ambassador" addressed several luncheon clubs and was interviewed over the radio by Cedric Adams, Star columnist. From here he went to Fargo, N. D., and Sioux Falls, S. D., to address meetings of the Minnesota Amusement Co. managers. Morrie Abrams, local live-wire M-G-M exploiteer, accompanied him.

*During August M-G-M will have no less than five pictures in loop houses here—*

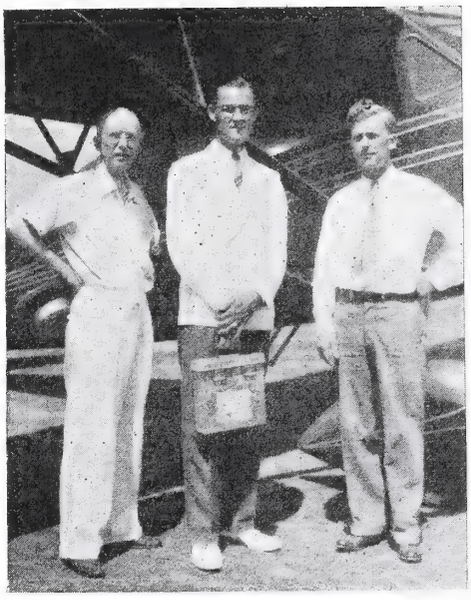
*three of them into the Minnesota Amusement Co. ace theatre, the State. The trio is "Andy Hardy Gets Spring Fever," "Lady of the Tropics" and "The Wizard of Oz." The Orpheum gets "Stronger Than Desire" and the Gopher "These Glamour Girls" . . . Now they're wondering whether Charlie Weiner's neckbands are big enough because his face has been so red with satisfaction since his "Sidewalks of New York" reopened the 4,000-seat Minnesota . . . Phil Dunas, Columbia district manager, back to Chicago after a week's business visit here.*

Morrie Abrams, M-G-M exploiteer, was in La Crosse, Wis., and Winona, Minn., working on "Goodbye, Mr. Chips" . . . The Minnesota Amusement Co. has called off its annual convention scheduled for Breezy Point, Minn., August 15 to 17 and, instead, will hold regional meetings for managers throughout the territory . . . Leo Sahlkin of the Consolidated Booking Office, which books the Minnesota theatre's vaudeville shows, a visitor . . . W. A. Steffes wants to bet $100 to $500, or $500 to $2,500, that Joe Louis will not go through his next two fights undefeated . . . Irene Junger, Universal's head inspectress, bought a new home . . . Because of bad business lower loop subsequent-run dime houses considering an indefinite closing.

## Orpheum Reopens Aug. 18

KANSAS CITY — The Orpheum, RKO's downtown first-run, is set for reopening with "Bachelor Mother" August 18. The house will be managed by Lawrence Lehman, formerly of the Mainstreet.

## A Short Subject Gives Holdrege a Premiere



OMAHA—Pictured (l to r) are Ted Mendenhall, Paramount exchange manager at Omaha; Ed Schoenthal, manager of the Sun at Holdrege, Neb., and the pilot.

A Holdrege doctor was featured in one of the "Unusual Occupations" shorts made by Paramount because he was the first flying doctor in the nation.

As a fitting touch, Schoenthal and the pilot flew the print from Omaha to Holdrege and a big celebration was held at the latter town in the doctor's honor.

## With All Trappings

DES MOINES—Billy Walker and his cousin, Bud, are operating what they hope is the first of a chain of children's neighborhood theatres in Des Moines.

Billy, owner of the eight-mm machine and manager-operator of the Walker & Walker Garage Theatre, is 13. Cousin Bud, who takes tickets and sees that a high-class victrola overture entertains the gathering audience continuously, is 10.

To date, the theatre has played to SRO!

"Our show is air-conditioned and every kid in the neighborhood comes to escape the heat," says Billy pointing to a fan blowing over a 50-pound cake of ice.

Walker & Walker also credit much of their success to the reasonable admission charge of three cents; the attractive five-cent "Bank Nite" purse; and their sterling double-feature program, usually a Mickey Mouse and a western thriller.

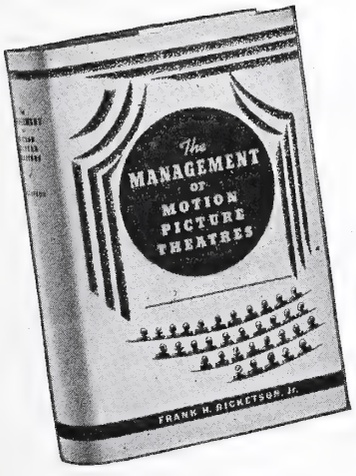
Says Billy: "No moth-eaten plots come outa this here projection booth" (it's a moth-proof clothes cabinet).

Says Bud: "We're in this fer the dough and we don't give out any oakleys—not even a cop or a newspaperman gets in without upping our grosses three cents."

### Signs "Professor I. Q."

MINNEAPOLIS—Minnesota Theatre has signed up "Professor I. Q." for a weekly Tuesday night feature. Appearance is under auspices of commercial concern for which he broadcasts over national network and includes distribution of cash prizes during his offering.


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THE INDUSTRY'S **MOST COMPLETE** TRADE PAPER

# DETROIT'S "OVERSEATING" SITUATION DRAWS COMMENT FROM ALARMED INDUSTRY LEADERS

## "Innocents," Often Taken In by Promoters, Warned To Watch Investments

*By* H. F. REVES

DETROIT—The problem of "overseating" in Detroit proper draws comment from leading exhibitors who long have viewed the situation with no little alarm. New houses, two of them in the neighborhood class, are now under consideration here.

Lew Wisper, head of Wisper & Wetsman, largest local independent circuit, tells BOXOFFICE:

"We have discussed this expansion problem in Detroit with other local leaders and all are of the opinion there is no room for additional theatres at the present time because of general overseating."

"In the discussions we have had, every exhibitor has agreed it is time that a halt was called to any theatre building for awhile. We have no way of even trying to stop anyone from building, but just from general discussion, I feel certain that a careful investigation will substantiate the fact that there is 'overseating' in this area."

Representatives of leading independent circuits, as well as of United Detroit Theatres, are agreed on this point, Wisper says.

**Sold False Notions**

The main danger of new construction is an investment in the business by "innocents" or would-be investors who know nothing of the business, but who have been sold the notion that a theatre in some neighborhood should be a money-maker, and accordingly proceed to sink their funds into it. The dangers of this situation cannot be too strongly emphasized, according to Carl Buermele, general manager of Co-Operative Theatres, who declares:

"The real danger lies in the many investors who may be 'taken in' through not knowing the business locally. There are a number of such theatrical promotions under way locally now, and, in some cases, there have been financial difficulties even before the houses have been completed."

"Some of it is due to unscrupulous promoters 'high-pressuring' innocent investors, making them absurd promises of rich rewards in the show business. The stock promotion worked on these 'innocent' investors is so arranged that if the house should 'go over' through some lucky, unforeseen combination of circumstances, the promoter holds control and the victim loses either way. These 'fast-ones' could not put this type of deal over on anyone experienced in the industry locally, ergo, the victim is picked from the ranks of the 'innocent' uninitiated."

Buermele adds: "A wise investor should carefully check the possibilities of any deal before making such an investment as the experience of recent years in Detroit is all against the investment safety of such promotions. There have been many millions of dollars lost this way in this city in the last ten years or so, and there is no need to make the total even larger.

"Too many partly completed theatre structures have been converted into stores and garages by the receivers of such 'lost' ventures to be encouraging to a wise investor," he concludes.

## *Schreiber Charges Michigan Coop Monopolizes Product*

DETROIT — Charging violation of the Sherman anti-trust act and monopolization of the product situation here, Ray Schreiber of Midwest Theatre Co. has filed a suit against Co-Operative Theatres of Michigan, Inc., its officers, directors and individual members for $200,000.

Schreiber, who recently took over the theatres from his brother, Jake, charges that the defendants are "combining, considering and conspiring to prevent the plaintiff from obtaining a license to display motion picture films manufactured by the major distributors in open competition with its natural competitors."

The action springs from preference allegedly shown in distributor contracts to the Roxy and Mayfair theatres, owned by Ben and Lou Cohen, Co-Operative members, and competitive to Schreiber's Colonial and Majestic. Schreiber also operates New Blackstone, Garden and Forest here.

**Buying Power "Restraint"**

The specific charge is made that the alleged conspiracy is carried out by vesting the sole bargaining right in Co-Operative for dealing with distributors in behalf of individual members and that the "purpose of vesting the sole bidding in Co-Operative is to tender each distributor a contract amounting to many thousands of dollars in excess of that offered by the plaintiff, thereby creating an undue restraint in the plaintiff's right to compete with his natural competitors on interstate commerce."

The petition sets out that the Majestic and Colonial theatres are "old and established houses and have existed for more than 20 years" and that up to 1932 had always enjoyed a key run. In that year Ben and Lou Cohen built the Roxy Theatre and shortly thereafter the Mayfair. They then, Schreiber charges, became members of Co-Operative with the result that the Colonial and Majestic key runs have been destroyed. It charges that Co-Operative, being "placed in a position of being able to control the actions of film distributors and to dictate to whom they sell," advised the individual distributors that unless the Roxy and Mayfair obtained prior runs and preferential treatment in rentals Co-Operative would not permit any members to buy the distributor's product. The petition argues that, therefore, the plaintiff is pitted in bidding against the more than 90 theatres which are members of Co-Operative instead of his individual "natural competitors."

Schreiber asks, in addition to $200,000 damages, an injunction to prevent negotiation of any contracts by Co-Operative in behalf of its members and specifically demands that the defendants be enjoined from cooperative booking under any single individual in competition with contracts offered by the Midwest Theatre Co.

Set forth in the petition are the following comparative figures Schreiber charges constituted film rentals for Warner and First National pictures at his Colonial and Majestic and defendants' (Cohen) Roxy and Mayfair when a product splitup deal was consummated:

| Colonial | | Roxy | |
|---|---|---|---|
| WB | | WB | |
| 3 at | $355.00 | 3 at | $290.00 |
| 5 at | 305.00 | 5 at | 255.00 |
| 18 at | 60.00 | 18 at | 65.00 |
| Majestic | | Mayfair | |
| FN | | FN | |
| 3 at | $355.00 | 3 at | $187.50 |
| 5 at | 305.00 | 5 at | 102.50 |
| 18 at | 70.00 | 18 at | 37.50 |

And for second runs on the same split deal, the following:

| Majestic | | Mayfair | |
|---|---|---|---|
| WB | | FN | |
| 3 at | $ 65.00 | 3 at | $ 62.50 |
| 18 at | 45.00 | 5 at | 42.50 |
| | | 18 at | 22.50 |

## *Michigan Sponsored Films Called Off for 30 Days*

DETROIT—Sponsored shows in Michigan have been virtually called off for 30 days, N. D. Reiss, sales manager of Modern Talking Picture Service, tells BOXOFFICE.

The shows have been held in theatreless towns in recent months, arousing some antagonism from local exhibitors, although the policy followed by exhibitors serviced by the Reiss organization has been to avoid any conflict with theatres.

Automotive manufacturers have been among the big sponsors of such shows, it is understood.

No reason is given for the sudden withdrawal of the shows in this territory. Plans after the 30-day suspension of activities remain uncertain.

**"Earthbound" to Lawson**

HOLLYWOOD—John Howard Lawson has been assigned to script "Earthbound" for 20th Century-Fox.

# Two Motions Parry Tax Suit in Ohio

COLUMBUS—Separate dilatory motions were filed Tuesday by Carlton Dargusch (ITO) and Robert Barton (MPPDA) in the two taxpayers' suits involving non-payment of sales tax on film rentals.

The motions, merely questioning the necessity of certain wordage used in the original suits, obviously were intended to delay action.

The court approved Frank Ferguson, exhibitor, for the ITO, and Universal and Cleveland Theatres, Inc., for the MPPDA, as "interested parties."

Judges of the Franklin county court of appeals presently are vacationing, consequently it will probably be a couple of weeks before a trial date is set for the fall term of court.

## *Cleveland Theatres Show Attendance Increase*

CLEVELAND—Attendance at motion picture theatres in this territory is on the up-and-up. Exhibitors of Cleveland and of surrounding towns report that July business was better than June business. They also report that the combination of a cool night and a fairly good picture can be counted on to attract an average audience. This is a big improvement over last month when neither favorable weather, outstanding screen entertainment nor premiums could coax the paying public into the theatres.

The general exhibitor outlook is much more optimistic than it has been at any time during the past six months.

First-run business has shown a corresponding improvement with the attendant optimistic outlook.

## *Blatts' Liberty at Mercer Set to Open Sept. 1*

MERCER, PA.—New Liberty Theatre construction is progressing rapidly and the opening is now expected around September 1, according to the Blatt brothers, owners. The former Liberty Theatre was destroyed by fire last winter. A new front, separate from the old building and which was not badly damaged, replaces the old front and will feature a modern marquee. Seating capacity of the old house was 500 while 750 seats will be installed in the new building.

## *Columbia Sales Ahead*

CLEVELAND—Lester Zucker, local Columbia branch manager, reports new season sales ahead of last year at a comparable period. Deals have been closed with all important circuits in the territory, including Schine and Shea.

### United Sound Systems Moves

DETROIT—United Sound Systems Co. has moved into new quarters at 5840 Second Blvd. here. James V. Siracuse is head of the company.

## *Kalafat Leaves CMPEA Labor Committee*

**Cleveland—The resignation of John Kalafat as chairman of the organization's labor committee was accepted Tuesday at a meeting of the Cleveland Motion Picture Exhibitors' Ass'n, called to discuss a new scale for operators to replace the one expiring the end of this month. Kalafat had been in the post 25 years.**

# ITO Surveys Sales Policies in Ohio

COLUMBUS—The Independent Theatre Owners of Ohio is making a survey of the sales policies of distributors in this state. A questionnaire sent to members throughout the state seeks accurate information and asks the following questions:

(1) Are distributors forcing shorts either directly or by insisting upon a contract for shorts before discussing features;

(2) Are distributors forcing foreign pictures, reissues or westerns;

(3) Are distributors insisting on increased flat rentals and/or increase in the number of percentage pictures to offset possible loss from exercise by exhibitors of the proposed cancellation privilege.

(4) Are distributors offering special inducements to waive the cancellation privilege.

(5) Are distributors waiving guarantees and selling on straight percentage in order to secure preferred playing time.

(6) Are distributors adding score charges to flat rentals or increasing film rentals to equal the amount of score charges formerly paid on percentage pictures.

(7) Have distributors discontinued national allocations thus retarding free use of the cancellation privilege and restricting the same to the lowest bracket.

## *Manos Takes Over Palace, Tarentum; to Remodel*

TARENTUM, PA.—Manos Enterprises, Inc., has purchased the Palace Theatre here, according to Michael Manos, president. Plans have been drawn for extensive remodeling.

The property and equipment was purchased at sheriff sale and as soon as the title is properly registered the modernization will be started. Manos said the name would be changed to the Manos Theatre. Interior will be newly decorated, new seats and other equipment and fixtures will be installed.

Manos reported progress in the construction of the new theater at Jeanette. He will vacation next week and then attend to other new theatre construction with first attention at Blairsville.

The Tarentum house was formerly owned by Mrs. Marie McGinley Myers and Mrs. Lefkowitz and had been operated for a number of years by William L. Brown.

# Liquor Store Films Meet Opposition

DETROIT—A plan to set up motion picture projectors in state-operated liquor stores (retail) is meeting with serious opposition from the federal government. According to a contract between the liquor control commission of Michigan and the Universal Poster Display, Inc., the projectors would be set up in the stores to advertise liquors.

W. S. Alexander, federal alcohol administrator, receiving a complaint from an unknown source, indicates such a contract would be construed as violating the law against a manufacturer subsidizing a retailer in any way and that prosecution would result.

## *Editor Cites 5 Reasons Against Free Shows*

CLEVELAND—Motion picture theatre owners have suffered in silence competition of free film shows in the small towns, but it took the editor of a small town newspaper to go on record as opposing them and giving his reasons for his opposition.

"So far as we can see," says this newspaper editor, "the free movie each Saturday night does several things as follows: (1) Keeps people awake in the adjoining neighborhood and is therefore a nuisance generally; (2) Keeps children out of bed later than they should be; (3) Draws trade away from stores; (4) Competes with a legitimate enterprise which operates year-round and brings trade to the community, and (5) Provides very bum entertainment at best."

## *Former Lando-Grand Is Reopened by Dascalos*

PITTSBURGH—The Central Theatre, formerly the Lando-Grand, Center Ave., was opened Sunday under the management of Steve Dascalos, former Wilkinsburg and Rankin exhibitor. The house has been remodeled extensively and new fixtures and equipments have been installed. Admission price is 10 and 15 cents, the policy being second and third-run pictures.

## *Discuss IATSE Scale*

CLEVELAND—Cleveland motion picture exhibitors are holding meetings with local officials of the IATSE to discuss the terms of a new operators' scale. The current two-year scale expires August 31. It is reported that the independent theatre owners are asking for a reduction.

## *A Second Change*

CLEVELAND—The Superior Theatre here, recently sold by Meyer Kaplan to Ben L. Cohen of Pittsburgh, has again changed hands. The new owner is Henry Barden of this city. Kaplan continues as managing director.

# ITO of W. Va. to Elect Officers Sept. 26.

CLARKSBURG, W. VA.—Election of new officers will feature the first annual convention of the Independent Theatre Owners of West Virginia at the Waldo Hotel here, Tuesday, September 26. Business session will be called to order at 1 p. m., with R. J. "Riney" Hiehle, president, presiding.

Danny Davis, chairman of the convention committee, states that "there will be fun, frolic, gayety and surprises galore." Banquet will be at 7:30 o'clock and a Motion Picture Ball is scheduled at 9:30. Registration fee of $5 includes the banquet for exhibitor and wife or lady friend.

Film and supply men of Pittsburgh and many independent exhibitors of western Pennsylvania will attend the banquet and dance, according to Richard Marks of this city, vice-president of the ITO.

C. C. Kellenberg of 20th-Fox has been appointed as Pittsburgh chairman for the convention. Tickets will be available from him. A number of the Pittsburgh film men and exhibitors are considering chartering a special bus to bring them to Clarksburg.

Industry representatives from Cincinnati and Cleveland also are expected to attend the ITO's first big shindig.

## *Detroit Equipment Jobs Are Off During Summer*

DETROIT—Although several major equipment installations in new theatres are being completed in the territory, remodeling has been off somewhat this summer. Bulk of reported business in recent weeks has gone to National Theatre Supply's Detroit branch.

Among jobs reported by this firm was one for new sound and projection equipment for two auditoriums in the new $1,500,000 high school in Grosse Pointe, suburb.

Phelps & Bernardi, architects, are installing a new modernistic front on the Grande for the Lancaster circuit.

## *Memorial in Press Club To Honor Butterfield*

DETROIT—The memory of the late Col. W. S. Butterfield, founder of the circuit bearing his name, will be perpetuated in a memorial—a Butterfield room—at the new Lansing Press Club at Lansing, Mich.

Furnishings for the room were donated by Edward C. Beatty, president of the Butterfield circuit.

Among theatre members of the Club are Frank H. Butterfield, manager of the Strand, and John H. Ross, manager of the Orpheum and Garden at Lansing.

## *PTA Film Chairman*

DETROIT—Mrs. Wayne Mhor of Detroit has been appointed chairman of the motion picture and visual education committee of the Parent-Teachers Ass'n. She serves one year.

# PITTSBURGH

LOUIS KRIEGER, pioneer film man who has returned to the industry here, offering "Crisis," "Mayerling," "Grand Illusion" and other outstanding productions, has acquired a dozen more pictures for the local market and is negotiating for another larger group. Krieger, who entered the business here 31 years ago, is manager of International Pictures Distributing Co., Inc., which has opened offices at 1022 Forbes St.

*Jimmy Stewart, M-G-M's fair-haired boy, visited his home in Indiana, Pa., last week. He took his parents to the Mountain Playhouse in Jennerstown and was mobbed by autograph hounds . . . "Bud" Friedman, manager of the WB Harris-Etna Theatre, flew to the coast last weekend for a vacation with his mother . . . Mr. and Mrs. Louis Michael will vacation at the World's Fair next week . . . Charles Eagle, Stanley Theatre manager, is vacationing in the mountains of Kentucky as he convalesces from his recent illness and operation . . . Charles Aiken, former Republic sales representative here, and a film salesman in southern states for six months, was a visitor.*

K. P. Kostan, son-in-law of Michael Manos, was taken to Ocean City for several days and was then to return to a New York hospital. Kostan, a physician and partner with Manos in the operation of the Manos Theatre, Elkins. Va., is the man who walked into an open elevator shaft on the 17th floor of a New York hotel last December and miraculously lived to tell the tale. He grabbed a cable wire and held on in the fall, tearing most of the flesh from his hands on the descent. He will be a hospital patient for three years.

*Two local Warner theatre managers were hitched this week: Martin Shearn of the Cameraphone being wed to Louise Mueller, and Henry Sutton of the Regent taking Geraldine Leiber as his bride . . . Catherine Bohn Flanagan of Republic is vacationing . . . Variety Club's outing at Camp O'Connell Monday afternoon and evening was attended by approximately 120 barkers and friends. No prizes were awarded, as planned, the fund being donated to Camp O'Connell which is conducted for underprivileged boys of the Hill district . . . Jack Marks, veteran Clarksburg exhibitor, passed the three score and ten years last week. Many happy returns of the day to you, Jack.*

Allegheny county's annual free fair at South Park opens August 29 for a week of competitions and displays illustrative of our resources and achievements. The fair has attained in a few years a position in the community life comparable to that held several decades ago by the now defunct Western Pennsylvania Exposition . . . John A. Reilly jr., son of the manager at Dave Leff's Metropolitan Theatre, has joined the house staff at the New Oakland Theatre as assistant to Tom Gilbert. Reilly sr. is a grandfather for the fourth time, his son Elmer's wife having given birth to a daughter, Maryann . . . Among those vacationing this week were Marcella Lavelle, 20th-Fox telephone operator; Frank Silverman and Mary Rice, Columbia; William Conway and Harry Rupp, New Universal; Nelle Reinstein and Alice Cunningham, Warner; Sabina Maltesta, Paramount; June Patterson, UA; Virginia Alexander and August Gonlin, Republic.

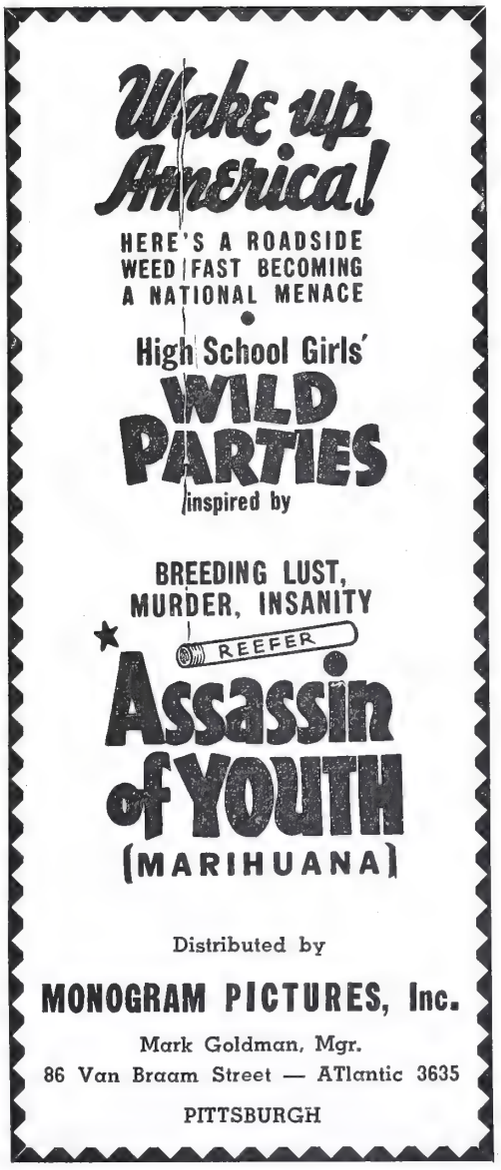
*J. B. Christy was in from Tidioute and reported that Mrs. Christy is well again following an appendectomy . . . Charlie Szewczky of Boswell has taken to golf in a big way . . . A Roosevelt Theatre patron has entered suit against Mark Browar in connection with a gift award. Browar states that the patron didn't make himself known in time to receive the cash prize . . . M. A. Rosenberg and Fred J. Herrington are completing arrangements for the annual MPTO convention, which*

(Continued on page 77)


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**Independent will take Long-Term Lease. Prefer Pennsylvania city of 10,000 to 25,000 population. Let us hear from you. Write: Box 85, BOXOFFICE, 1701 Blvd. of the Allies, Pittsburgh, Pa.**





# DETROIT

JACK BRODER'S Time Theatre Co. will build a new 700-seat house on Jefferson Ave., two blocks from the Cinderella . . . Mike Victor is getting to be a habit. One day we have lunch with him, the next day he drives us to work.

*Frank Stuart is supervising the reseating job at the Majestic . . . Ed Kirchner and Jack Saxe have returned from their vacations—but separately.*

Bob Fisher took Bill Flemion out to a ball game . . . Carl Zipper, Excellent booker, nearly started a fire in the exchange by throwing his lighted cigaret into the wastebasket. Now he smokes a pipe.

*Jacob Boodman has moved headquarters of Film Cleaning Service to Grand National offices on account of crowded conditions at Excellent . . . Bill Flemion's office secret is out. He uses an electric razor there.*

Thomas J. Sullivan is putting a modernistic front on the Grande. He just returned from the New York Fair. His son, Dallas, recently named assistant manager of the Grande, is off for the mountains in Alabama.

*Dave Diamond has a new motto: "All quiet on the summer front" . . . Charlie Curtis has moved his booking office to* 1224 *Michigan Theatre Bldg. . . . Jane Jacob is the new addition at the remodeled Jules Klein office.*

Earl Hudson, UDT exploitation chief, says somebody is always waiting for a woman. He's putting a sign on the dark United Artists Theatre reading "Reopens in August with 'The Women'."

*Thomas Smale, operator, and Theresa Geczy, cashier, at the Grande stole a march on everyone by going off to Fort Wayne, Ind., and marrying. The bride is keeping house . . . Chuck Stanley and wife have joined United Booking Ass'n.*

Madeline Coleman is new biller at 20th-Fox, replacing Dorothy Lemire, who left because of poor health . . . Mac Krim is selling his own acting now. He booked "Softball," in which he appears, into the Lasky, which he owns.

*Pete Simon jr. is down to a wee* 217 . . . *J. Ollie Brooks returned from his vacation near Lindsay, Ont., with a swell suntan . . . Irving Pollard is figuring out plans for that Bowling League outing.*


It's
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For
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BOOK THIS—
The Best Known of All JACK LONDON Stories. Filmed in Wonderful Style.
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# Variety Golf Tourney Draws Top Crowd

CLEVELAND—Everything, even the weather, favored the annual Variety golf tournament at the Beechmont Country Club with the largest attendance on record. Rain, threatening all day, held off until golfers were in from the links and had their feet under the tables.

Under the general chairmanship of "Duke" Clark, Paramount branch manager, everything went off like clockwork. There were more prizes this year than ever before, and almost all guests were lucky door prize winners.

Manny Landers, popular orchestra leader, took the lowest gross score and M. B. Horwitz, theatre circuit owner, held the lowest net score.

Prize winners are as follows:

Lowest gross score, trophy by Philip & Leroy Kendis, Manny Landers; second lowest gross score, bridge set by American Seating Co., Jack Shulman.

Lowest number of putts, electric shaver by Super Suction Cleaner, Manny Landers; second lowest number of putts, three golf balls by Vallen, Inc., Chas. Ginsberg.

Highest number of putts, flashlight by Nat'l Carbon Co., Joe Minsky; second highest number of putts, flashlight by Nat'l Carbon Co., Les Irwin.

Most fours, gloves by Schine Bros., Paul Ellis; second most fours, three golf balls by Walken Bros., Salem, O., Henry Greenberger.

Most fives, gloves by Schine Bros., Dick Deutsch; second most fives, three golf balls by Walken Bros., Jack Jossey.

Most sixes, three golf balls by Art Guild Studios, Albert Shulman; second most sixes, razor and blades by Schaeffer Blade Corp., A. M. Goodman.

Most sevens, three golf balls by Art Guild Studios, Lou Walters; second most sevens, razor and blades by Schaeffer Blade Corp., W. C. Kunzmann.

Most pars, slack suit by Nat Wolf, president Variety club, Jack Shulman.

Most birdies, duffle bag by P. L. Tanner, Eddie Brauer.

Lowest total on par 3 hole, box of cigars by Film Bldg. Cigar Store, Henry Greenberger; second lowest total on par 3 hole, service by Film Bldg. Barber Shop, Max Jacobs.

Highest total on par 3, razor and blades by Schaeffer Blade Corp., Joe Leavitt; second highest total on par 3, razor and blades by Schaeffer Blade Corp., Leonard Halper; third high total on par 3, razor and blades by Schaeffer Blade Corp., Charles Albert; fourth highest total on par 3, razor and blades by Schaeffer Blade Corp., Myer Fine.

Booby for highest gross, two golf balls by Art Guild Studios, Peter Klein; second booby for highest gross, one golf ball by Art Guild Studios, Bert Stearn.

Best dressed golfer, manicure set by N. R. Cornsweet, M. B. Horwitz.

Poorest dressed golfer, pretzel stand by Noss Pretzel Co., Dr. A. Bubis.

First blind poker tournament, auto dex by General Register, E. S. Johnson; second blind poker tournament, auto dex by General Register, Joe Oulahan.

**BLIND BOGEY**

Duffle by J. J. Maloney & Frank Drew, Eddie Johnson; Evening Set by "A Friend," Dick Deutsch; Parker Pen and Pencil by Bernstein-Fellinger, Inc., John Kalafat; Gloves, $7.50 by Schine Bros., H. E. Henderson; Gloves, $7.50 by Schine Bros., Nat Wolf; Gloves, $7.50 by Schine Bros., "Buck" Stoner; six Golf Balls by Hertner Electric Co., M. S. Fine; six Golf Balls by Hertner Electric Co., Milton Mooney; six Golf Balls by Hertner Electric Co., F. H. Hathaway; six Golf Balls by Hertner Electric Co., Ed Bang; Electric Clock by Berlo Vending Co., Frank Drew; Cocktail Shaker, Berlo Vending Co., Charles Albert; Gloves, $7.50 by Schine Bros., Lou Walters; six golf balls by L. C. Gross & E. S. Johnson, Jack Jossey; six Golf Balls by L. C. Gross & E. S. Johnson, Sam Lichter.

## *Orphan to Premiere*

DETROIT—Linda Ware (Beverly Jane Stillwagon), Detroit's singing starlet, who is co-featured with Bing Crosby in "The Star Maker," has invited a local orphan girl to visit Hollywood as her guest when the film is premiered there August 23.

# CINCINNATI

OVER 100 barkers and guests attended Queen City Variety Club's "members' picnic," at the Summit Hills Country Club, Dixie Highway. Harris Dudelson was chairman of the day. Charley Fine, Empire Theatre, proudly watched Junior Fine, who is two years old, draw the winning combination tickets and Mrs. Andy Niedenthal and Col. Harry "Pop" Wessel did a dancing specialty.

*Beautiful prizes are pouring in for the annual Variety Golf stag tournament at Summit Hills, August* 21. *Tickets are* $5 *and includes luncheon and dinner.*

Another outing in the offing is that of M-G-M's "Pep" club, which will picnic at LeSourdesville, August 7. Their Barrett Kiesling, publicity representative from the studios, addressed the Pep Club at its monthly meeting in the exchange, this week.

*Joe Spieker, manager of the Freeman Theatre here, died suddenly of a heart attack. Mr. Spieker was* 48 *years old.*

Martin Shear, manager of the Strand and Hippodrome, Newport, Ky., announced changes in the Strand schedule, which will be continuous daily with prices 10 cents until 6:00 p. m. when lower floor admissions will be 15 cents. Subsequent run attractions will be shown. The Hippodrome will discontinue double bills and run only A grade pictures, first run, being the only first run feature house in this section.

*W. R. Shafer has opened the Gray Theatre, Grayson, Ky. Other movements in the territory include the Delyn, New Straightsville, taken over by Mrs. John Robertson. Mrs. Robertson also operates two other houses. The Delyn is to be renovated and opened by August* 3.

Willis Vance will call his new house at Newport, Ky., scheduled for completion early in September, the State . . . Roy Warden's Union Theatre, Yukon, W. Va., was completely demolished by fire July 24. A new house probably will be built on the site.

*Jack Shea, booker for Shea's circuit out of New York, and a monthly visitor in exchanges here, is now a benedict . . . Freddie Krim, Columbia and Mayfair theatres, came down from Columbus to take in the Variety picnic. Warner's R. Smetzer was here on a visit. Mrs. C. D. Brown of Cabin Creek, W. Va., was here. Al Kinzler, Elite, Dayton, came in for the Reds and Bees double header at Crosley Field.*

Bert Fiata of the Alhambra, Dayton, is vacationing at Indian Lake. Roy Wells of St. Paul is away on a fishing trip. E. Bennett, Palace, Dayton, started the day with the film boys in the Moravia Grill, and stood treat for the java, on his recent visit.

*Rainy weather caused postponement of the much anticipated baseball game between Joe Goetz's bookers and the poster clerks and the half barrel prize still hangs in the offing.*

# Bolster With Films at Amusement Parks

CANTON—Eastern Ohio amusement parks are turning to free films to help stimulate patronage during the midweek of the fast waning season which has been none too good for many of the resorts. In some instances concessionaires kick in to the management to help pay the cost of the films and operating expenses.

Art Mallory, manager of Craig Beach Park, near Youngstown, offers free pictures nightly except Sundays. Innovation is catching on and is helping to build up business on slow nights, he reports.

At Seccaium Park, near Bucyrus, the idea was introduced shortly after the start of the current season, and according to the management flickers are doing their share in helping build up patronage through the week. Shows are offered out in the open and last about an hour.

Parker Beach, one of the first park executives to use free films, and who abandoned the idea two years ago, has them back at his Chippewa Lake park, near Medina. Pictures are presented on Mondays and Fridays, regarded as the leanest nights of the week. Adults are assessed a dime and children a nickel, sound pictures being presented in a large picnic shelter on the midway.

Other parks in the district, faced with dwindling crowds, are considering inaugurating the free film policy.

### "Dr. Christian" Rolling

HOLLYWOOD—"Meet Dr. Christian," first in a series planned by RKO on the popular radio program, is now before the cameras with Jean Hersholt in the title role. William Stevens is the producer, Bernard Vorhaus the director.

### Starting Move Coin Club

DETROIT—William B. (Bill) Chatman, manager of Columbia Premiums, Inc., is starting a Movie Coin Club at Jerry Schneider's Stratford Theatre.

## PITTSBURGH

(Continued from page 75)

*will include a banquet this year. Dates are October 23 and 24.*

Reunion of the Eighteenth Division (Blue Ridge boys of '17-'18) at Uniontown this week found several special features presented at the State Theatre there . . . John H. Harris and James G. Balmer were in Washington, D. C., to present the Variety Club's first annual award for outstanding charitable work to the Capital tent . . . Paramount exchange remodeling is shaping up as the neatest job on Filmrow . . . Burt Bishop is taking off a pound a day—that is his average for a month. He still wishes to reduce an additional 50 pounds . . . Lido Theatre, Philippi, was listed for sale the other day . . . Report that Izzy Hirst considered opening a burlesque house here is discounted on theatre Row. Izzy has been feeding shows to George Jaffe's Casino for some time, and this arrangement will be continued, it is understood.

## CLEVELAND

"REG" WILSON, assistant to George W. Weeks, Monogram sales manager, has been spending the week in and around Cleveland visiting exhibitors.

*Nate Bigelson, manager of the Union Theatre, is on his way to New York to give the Fair the onceover . . . Al Gregg, director of publicity and exploitation for Republic in Ohio, recently in Portsmouth to attend the run of "Man of Conquest" at the Garden Theatre, brings back friendly greetings from J. Knox Strahan, one-time manager of the Hippodrome here and now city manager for Warner houses there.*

Nate Schultz, Monogram franchise owner, took the week away from his office to pay his respects personally to exhibitors operating in the river territory . . . Joe Trunk of Youngstown was among the early arrivals for the Variety golf tournament. He came to town Thursday to be on hand bright and early Friday morning for the start.

*George Rossman, superintendent of service at the RKO Palace, and Mrs. Rossman are back from a trip to California . . . Visitors along Filmrow: George Otte of Wheeling, who books for Interstate Theatres . . . George Delis of Canton and the Constant circuit . . . J. O. Guthrie of the Karolyn, New London, and Bob Menches of the Liberty, Akron.*

While Irene Szabo, secretary to the boys who operate the Lake Shore Sales Co., is vacationing, her substitute is pretty Elaine Levy, daughter of Ben, manager of the Union Square Theatre.

*Tom Whyte, manager of the Garden Theatre, is visiting his folks in Canada . . . Ralph Redmond, manager of the Jewel Theatre, and his wife are guests of their respective families in Cincinnati and Chicago . . . BOXOFFICE extends its sympathy to Eddie Bergman, 20th-Fox city salesman, and Mrs. Bergman on the recent death of Mrs. Bergman's mother.*

Associated Fishing Club, composed of half a dozen managers of Associated Theatres houses, is losing some of its earlier enthusiasm for the water. Harry Henderson, admiral of the fleet, is offering a prize to anyone submitting a guaranteed cure for seasickness and, until such is submitted, the Tuesday fishing outings are off.

*Dan Stearns of the Willoby Theatre, Willoughby, is spending his spare time horseback riding, and staying on his horse for a change. At one time Stearns nearly rivaled the former Prince of Wales for first page publicity.*

It's common gossip around the Film Bldg. that Perc Essick, Myer Fine and John Kalafat, all prominent independent circuit owners, did not enjoy their recent weekend fishing excursion at Peley Island. Their description was the water was rough, the fish didn't bite, and all the liquid available was not just what was in the lake.

*A. F. Baldwin of the sales promotion department of National Screen Service was in town visiting local Branch Manager Nat Barach . . . Norman Moray, who heads Vitagraph, stopped off for a visit and a game of golf with Branch Manager Herbert Ochs. Moray came here from New York, and after conducting his business on the golf course left for Buffalo.*

Vincent Ochs, United Artists ad sales manager, has as his working companion an iron mask, duplicate of the one worn by the wicked Louis XIV in "The Man in the Iron Mask." It's available to exhibitors as an exploitation feature . . . Phil Harrington, M-G-M office manager, and Mrs. Harrington left their young daughter in the care of her grandmother, and went to Maine on a vacation.

*Fred Meier, who handles film advertising for the* News, *is vagabonding in the east, driving wherever the roads are good and stopping wherever an interesting golf course beckons . . . Bill Sheehan, M-G-M booker, is visiting members of his family in New York . . . Nat Levy, RKO district manager, came on from Detroit and stayed over for the Variety golf tournament.*

Best two-bit lunch in the city is served by the Warner Club . . . It seems to be an established fact that Charles Kates, Monogram ad sales manager, took a diamond solitaire along with him when he left for Muskoko Lakes . . . Roscoe Turner, ace flier, was due here August 5 to arrange participation in the National Air Races in September.

*Hilbert Horwitz, local sales representative for Bango, reports the game is now being played at the Carter, Temple, Marvel, Lorain-Fulton, Astor, Haltnorth, Globe and Plaza theatres of Cleveland and at the Falls and Alhambra in Cuyahoga Falls . . . Did you notice the plug Mrs. Eleanor Roosevelt gave "They Shall Have Music," the Goldwyn film starring Jascha Heifetz, in "My Day"?*

Milton Harris, director of publicity and advertising for Loew's here, was the busiest man in town last week. For his various stunts to exploit "Andy Hardy Gets Spring Fever," he scoured the town for "chickens" to command a fleet of information booths for the benefit of the thousands of people in town to attend the seventh International Poultry Show.

*Everett Steinbuck, manager of Loew's State, and Mrs. Steinbuck, just back from a trip through the National Parks, are so enthusiastic over their trip they already have started a savings for a return trip.*

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# COLUMBUS

THE Majestic Theatre reopens next week after a two-month dark period. RKO relinquished their lease to the High Street Theatre Corp., of which Maury White, associate of Ike Libson in Cincinnati, is president. W. Clifford Bozman, manager under RKO, will be retained. House will be a subsequent run, with a 20-cent top at night.

*Russ Bovim is back at the Ohio after a Florida vacation. Johnny Hardgrove moved on to Loew's in Dayton, the last jaunt in his current relief tour . . . Buddy Gray was in town plugging "Bachelor Mother."*

Our congratulations to the Robert O. Glicks, proud parents of a new son. He has been manager of Neth's Eastern Theatre since it opened in 1926 . . . Vacationing are Lee Fisher; RKO secretary, Margaret Price; RKO Grand manager, Buddy Winthrop, and Bert Williams of the Bexley Theatre.

*Gene Godding is remodeling a storeroom in Williamsport and will open a new theatre in a month. Building housed a drugstore, but prior to that was a motion picture house in the silent days. John Royal of Chillicothe is to help out on bookings.*

The Strand in Frazeyburg folded . . . Chet Miller, Chesbrough circuit booker, is contemplating reopening the East Columbus Theatre.

*August 27 is the date of the annual get-together of theatre managers from Ohio and the five surrounding states as guests of Gus Sun, head of the booking agency bearing his name in Springfield. This year's outing will be held at the Van Dyck Club, Mechanicsburg.*

The Hollywood actress, Florence George, has been named in an HOLC foreclosure suit in Springfield. She is listed as an heir of Mrs. Florence Guthrie, who died in 1934. The mortgage is for $7,163. Miss George is the wife of Everett Crosby, theatrical agent and brother of Bing.

*Paramount held a special screening of "Beau Geste" at the Grand. Duke Clark was in from Cleveland. Local newspapermen were guests. Highlight of the screening was the showing of the first reel of the silent version.*

## *Services Held at Akron For John G. Dietjen*

AKRON—John G. Dietjen, owner of the Royal Theatre, died at City Hospital Sunday. Cause of his death was peritonitis following an operation for appendicitis. Funeral services were held Tuesday. Surviving are his wife and a son, Paul.

John Dietjen had been active in the field of motion picture exhibition for many years, ever since he came to Akron from his home in New York. He was a fighter for the rights of the independent theatre owner and was one of a group who was responsible for keeping cash giveaways from the Akron theatres.

In addition to owning and operating the Royal Theatre, Dietjen was engaged in the contracting business.

## Candy, Popcorn Ruled Subject to 3% Tax

COLUMBUS—Candy and popcorn sold in theatres is subject to the state three per cent tax.

Although the Ohio supreme court has held that candy (including popcorn) is a food and not subject to the sales tax, last week the tax commissioner of Ohio ruled that candy sold in theatres was consumed upon the premises and would therefore continue to be subject to the sales tax.

In his ruling, the commissioner stated: "The word 'premises' as used in Section 5546-2, general code, exempting from the sales tax all sales of food for human consumption 'off the premises where sold,' is defined as the entire building, tent or other structure, together with contiguous lands or any lands whether inclosed or not, in or on any part of which the vendor by permission, license, grant, privilege or by any other right whatsoever, makes sales."

P. J. Wood, secretary of the Independent Theatre Owners of Ohio, in a bulletin to members compares this ruling covering the sale of candy in theatres to the ruling covering the sale of food in restaurants, both instances being identical and subject to the Ohio sales tax on the basis of consumption on the premises.

## *In Old Kentucky*

*By* SCOTTY DE VEAUX

VACATION season's call is being heeded by industry members throughout the state. Headed for the far west and the Frisco fair is Mrs. Frances Morris, secretary to Lee W. Moffett of the Seville at Owensboro. Niagara Falls and the New York fair beckon J. P. Masters, manager of Crescent's Capitol at Bowling Green.

Back from a Chicago vacation is Griff Head, manager of Crescent's Strand at Central City. Douglas Sly was relief manager during Head's absence. Another returning vacationer is F. M. Pittman, manager of the Palace at Greenville, whose trip took him into the southern states.

Films of a civic event, in the form of a barbecue, put on by the business and professional men of Owensboro, were made by Lee W. Moffett and screened at his Seville Theatre here.

A third theatre is being erected at Owensboro by the Malco Theatres. Opening is set for September 15.

"Andy" Anderson, who operates four houses in Kentucky, at Hartford, Eddyville, Cadiz and Hodgensville, has opened an office in Bowling Green. Cecil Taylor, manager of the house at Hartford, just returned to his post following the opening of the Hodgensville theatre.

Eddie Williams of Selma, Ala., has replaced Rama Oaks at the Princess in Hopkinsville. Oaks is at the Elite in Nashville.

Mac Porter, manager of Malco's Kraver Theatre at Henderson, is vacationing near Milwaukee, Wis.

Leon Pickle, manager of the Kentucky at Henderson, is away on a short fishing trip near his home in South Fulton, Tenn.

# LOUISVILLE

MRS. PAUL SAUNDERS, wife of the owner of the Alhambra at Campbellsville, Ky., underwent a major operation at St. Joseph's Infirmary here.

*A new cooling system has been installed at the Parkland Theatre, Louisville neighborhood house operated by F. W. Pflanz and W. S. Greer. A. R. Breeden, operator of the Midway Theatre at Midway, Ky., was in town on business.*

Falls City Theatre Equipment Co. installed a new amplifier at the Majestic at Beaver Dam, which recently came back to its previous owner, W. C. Durham.

*The A. C. Campbells were in Indianapolis for the wedding of Mrs. Campbell's sister, Miss Beth Ann Williston, to Joseph Barr, Bicknell, Ind., last week. The couple will live abroad for a year. The Williston interests include three Negro theatres in Louisville, with a new one going up now to replace the Palace.*

Cliff Lewis and Karl Kruger of Paramount were in town the other day to conduct a preview of "Beau Geste."

*The new Viv Theatre at Corbin, Ky., will be ready for grand opening shortly. Owned by H. K. Murphy of Big Stone Gap, Va., it was named after his daughter—Vivian . . . A number of Louisville exhibitors were in Indianapolis for the annual Variety Club festivities.*

O. J. Minnix, who operates the Southland Theatre at London, Ky., besides serving as county clerk, is out for re-election.

*Joseph Goldberg, Big Feature Rights representative in this territory, returned from a trip through southeastern Kentucky . . . E. W. Dozier has sold the Roxy Theatre at Earlington, Ky., to the Crescent Amusement Co. of Nashville, Tenn. Crescent operates another theatre there—the Earl.*

Harry Schwartz, of the Opera House, Lexington, Ky., is building a new house at Paris, Ky.

*S. R. Seale, who operates the Seale Theatre at Berea, Ky., also does the booking there for Berea College, which, on occasions, presents feature pictures.*

Price Coomer, owner of the New Harlan Theatre at Harlan, Ky., is quite a flier in his own right. He is flying for the government on an aerial photographic survey, and commutes between his Lexington home and his theatre at Harlan by plane—his own plane.

### Anti-Nazi Film by Judell

HOLLYWOOD—"Hitler—Beast of Berlin," an indictment of Nazi Germany and its fuehrer, will be made into a film by Ben Judell, independent producer.

## Clyde K. Tanner and Wife Killed in Plane Crash

DETROIT—Clyde K. Tanner, formerly manager of the Broadway Capitol Theatre, United Detroit's first run house, and his wife, were killed in an airplane accident near their home at Douglas Ga., recently.

He was formerly assistant manager of the Michigan, as well as holding other posts in the circuit. His wife was known professionally by her maiden name of Dorothy Downing, and had been pianist for the Michigan and organist for other local theatres.

## Vaude Gives In to Duals Policy at Akron House

AKRON—The Palace here, after one of the most consistent runs of stage entertainment in the history of the house, has reverted to dual first runs for the remainder of the summer. Plans are to reinstate a vaude-film policy after Labor Day. Henry (Bud) Sommers is manager.

## Enlarge at Philipsburg

PHILIPSBURG, PA.—Seating capacity of the Majestic Theatre, just reopened, is nearly doubled as the result of construction of a 45-foot addition to the rear of the building. Entire property has been remodeled and decorated and new equipments and fixtures have been installed. New glass front is one of the modernization features. Garth Lindsay, manager, operates the Majestic in association with the Odd Fellows.

## Repairs for McKee

PITTSBURGH—New glass front will feature the remodeling of the McKee Theatre. Alterations will include new wood panel doors, sheet metal ceiling in the lobby and remodeling of the ticket office. Air conditioning system has been installed. Victor A. Rigaumont is the architect.

### Warner Assigns Koch

HOLLYWOOD—"Eyes of the Army," co-starring George Brent and John Payne, will be scripted for Warner by Howard Koch.

## An Act Good Either Summer or Winter

**Leitchfield, Ky.—His perspiring face bowed downward and his eyes filled with tears, a distressed boy stood in front of the Alice Theatre here. The temperature stood fast around the 90 mark.**

**"I'm freezing to death," he sobbed, when asked what was the matter by Mrs. Erwin Rau, wife of the manager of the Alice.**

**The same boy, she then remembered, had successfully pulled the same act last winter.**

**And so, summer business being what it is perhaps, he saw a horse opera on the house.**

## 10 Years Ago
IN PITTSBURGH

DAVE ROSENFIELD moved his Independent Display Co. from Forbes St. to the building in the rear of the Metro exchange on the Blvd. of the Allies, and Harry Lande occupied office space here for the sale of Pacent sound equipment . . . Brooke Johns succeeded Charlie Melson as emcee at the Stanley . . . City council refused to finance free shows in the parks, but Mayor Charles H. Kline obtained private help and the first pictures screened were "The Big Parade," "Ben Hur," "King of Kings" and "Old Ironsides."

Jimmy Nash, Alexander Film Co. representative, returned from Colorado Springs with new fashion reels . . . Harry E. Reiff, unable to make film connections after 22 years in the industry, obtained a job as an insurance agent . . . Donn Wermuth, former publicity representative for Shuberts here, advanced to production post for Schwab and Mandel's musical comedy hit "Follow Thru," in Chicago . . . Strand, Zelienople, was taken over by H. J. Kifer.

## To Revamp Colonial

PITTSBURGH — Interior alterations are planned for the Colonial Theatre. Improvements will include plastering and painting and installation of new fixtures and carpets. New front will further the modernization. Hunting Davis & Dunnells are the architects.

### Teamed on "Safari"

HOLLYWOOD—Leonard Lee is teamed with W. P. Lipscomb on Paramount's "Safari," a Madeleine Carroll starrer.

## 16mm Projector as Means Of Economical Ballyhoo

DETROIT—Use of an ordinary 16mm projector can serve effectively as a method of exploitation for small theatres at low cost, Milton Jacobson, manager of the Monroe Theatre, has shown.

Jacobson has mounted one of the machines on a stand in the outer lobby beside the boxoffice. A small screen, about 12x15 inches, has been placed deep in a shadow-box to give maximum illumination. It faced toward the front of the house. The film is run through in reverse, showing through the screen.

An announcement, "Previews of Coming Attractions," is all that is necessary to herald the display. Sixteen mm films of Popeye and other comedies are available commercially.

## Notopoulos Reopens One, Slates Another Aug. 18

PITTSBURGH — The Penn Theatre, Ambridge, closed for three weeks for remodeling and decorating, reopened August 4 by A. N. Notopoulos.

A second Notopoulos theatre, the Capitol, Butler, is scheduled to relight August 18. Closed since mid-June the Butler house has been remodeled and the front has been modernized.

## P. A. for "Rochester"

AKRON, OHIO—Manager Henry Sommers of the Palace here has announced that Eddie Anderson, the "Rochester" of Jack Benny's air programs and his current film, "Man About Town," has been set for a personal appearance at the local house in the near future.


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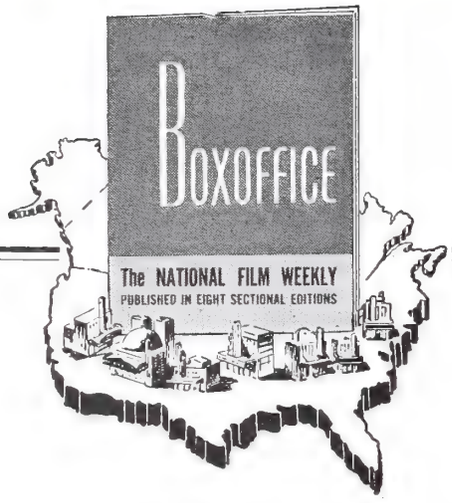
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# Labor Day Openings Set in New Haven

NEW HAVEN—Several new openings have been scheduled around Labor Day in this territory, and considerable remodeling and improvement jobs also will be completed by that time.

The 750-seat theatre, under construction by Joseph Quittner and Peter Perakos, is nearing completion. The 700-seat Park, Thomaston, now being built by Robert Schwartz, operator of the Paramount in the same town, will be ready by fall. Michael Cascioli plans to open the 900-seat Forest in the Allingtown section of West Haven on Labor Day.

About that time the 500-seat Windsor, newly acquired by Lockwood-Gordon-Lampert interests, and closed for remodeling, will be reopened. Some time this fall the new Windsor-Plaza Cinema, under construction by Max Schulman interests of Hartford, will be finished, as will the new J. C. Hess Groton Theatre. Whitney Theatre Co., a Bailey corporation, plans construction of a 900-seat theatre in Hamden this summer.

Some time this month Strand Amusement Co. plans to renovate the 900-seat Hippodrome, Bridgeport, which will reopen in September. The Rialto, Windsor Locks, closed over a month, has reopened after a complete remodeling.

This activity is in addition to a new 750-seat Avon, Stamford, and the 500-car Drive-In, Milford, opened this spring, and the renovated Bantam, Bantam, and Regent, Norwalk, reopened this summer.

## *The Windsor, 500 Seats, Is Purchased by Three*

WINDSOR, CONN.—The 500-seat Windsor Theatre, formerly operated by Nathan Lampert, has been purchased from the state and will be operated by the Lampert Theatre of Windsor, Inc., after complete renovation. The house has been closed. Incorporators are Arthur Lockwood of Middletown, Nathan Lampert of Colchester, and Mignon Clark of New Haven.

The Max Shulman interests, operators of the Webster and Rivoli theatres in Hartford, have broken ground for the construction of a new theatre to be known as the Windsor-Plaza Cinema.

## *Massachusetts's Labor Act Has Commission Scrutiny*

BOSTON—The Massachusetts Baby Wagner Bill, which would impose a 48-hour week and a 30-cent minimum upon bay state businesses, has been referred to a special legislative commission for study. A report and subsequent action on the measure is not expected until the 1941 session. The Massachusetts law-making body, which has been sitting since January, expected last week to adjourn shortly.

### Adapts "Bad Company"

HOLLYWOOD—Lester Cole is adapting "Bad Company" for Universal.

# *Litigants in M&R Suit Agree To a Six-Week Furlough*

BOSTON—The Morse & Rothenberg anti-trust suit has recessed until September 11. The litigation, which involves nine separate suits, went before Master Philip Hendrick on December 21, 1938. The respective cases were filed at different times during December, 1935 and June and September, 1936.

After resumption of testimony taken in September, the case will be suspended September 26 for several weeks. The trial of the suit is perhaps the longest of any film anti-trust matter.

Louis Simon, Morse & Rothenberg district manager, was still on the stand when on the 125th day, prosecution and defense agreed to a six-week furlough. Simon was cross-examined by Edward F. McClennen, head defense lawyer, for more than a week.

Simon outlined to the court an instance of an individual theatre acquisition by a circuit. He was talking about the Rialto in Poughkeepsie, New York, one of the houses in the litigation. He had been watching the operation of the house for about a year and a half previously, he stated.

"When you gave that testimony, how much did you mean by you 'watched that theatre'?" McClennen asked Simon.

### How Theatres Are Leased

"When I watched that theatre, I passed the town several times," Simon said, "and a friend of mine had a store on the main street, and I stopped over to see him. He had a ladies' ready-to-wear store. He was talking to me, and I got talking about theatres, and he seemed to be interested, and he says to me, 'There is a couple of theatres in Newburgh and Poughkeepsie that you ought to try to get.' He told me about the Cameo in Newburgh."

"What I have asked you," McClennen said, "is how much you watched that theatre."

"You asked him what he meant by that testimony," interposed George S. Ryan, prosecuting attorney.

"Is that what you meant by watching?" McClennen put.

"I think he ought to be allowed to proceed without any further question after that?" Ryan objected.

"He can tell what he saw and what he did," the master ruled.

"This fellow, whose name was Miller," Simon continued, "told me that the Rialto is a very fine location, and there is a fellow running that, and the way he runs that theatre, he said, 'I don't think he is doing so good, and if I were you I would watch it to see if you can get it.'

"In the meantime, he also spoke about the Cameo Theatre and told me about that. I went down, and I saw that. I rode over to Newburgh, and he went with me. He said he knew the president of the bank at Newburgh, and he was going in and talk for me, which was the very first time I went in there, which I did. After we succeeded in making a deal, I paid him some money (some commission) for getting that deal. That was Newburgh.

"Then he told me," continued Simon, "that I ought to try to watch this Rialto, Poughkeepsie, because it is a very fine spot and he said, 'You can go in there, and you will make money.'

"He also at that time introduced me to an agent in Poughkeepsie. I forget the fellow's name for the moment. This fellow said the owner lived down in New York, a party by the name of Werner. And I went down to New York, and I met him there; went up to Werner's office and got talking about this theatre.

### Rialto in Poughkeepsie Acquired

"In the meantime, Mr. Werner told me this fellow that is in the theatre now is having a lot of trouble in there and everything else. And although he couldn't give me the theatre at that time, I should keep watching and keep at it, because he thinks there will be something he will be able to do with me at a later date, and I did.

"And one day this Mr. Werner called me up and told me it is coming to a close, so he is going to dispossess this man; that he is having a lot of trouble with him, and he was willing to make a deal with me. He said he has looked us up, and he liked about the reference he found on us, etc., and we finally made a deal."

"During that year I was in Poughkeepsie, possibly passing by there, and stopped off for a couple of minutes or half an hour or so just looking over the general situation of the town, etc. And I think I once went into the theatre—paid an admission and went into the theatre once during that year, just to see how the thing was running and see what information I could get. That was what I meant when I said I was watching that theatre for a year and a half."

"That was all that you meant, was it?" McClennen said.

"That is what I was watching. That was approximately all I meant, yes."

"If there is anything else that you meant, what was it?"

"Nothing special, other than what I told you," said Simon.

"I was watching it, the location and all that, whenever I passed. I took a little time off whenever I did pass there to see how the trend goes on it. My main object was not to see what he was doing there. My main object was to see what the possibilities are in doing business if I was there."

"Well, I want to get you to tell all that you meant by that 'watching the theatre,' and when you have told all, just say that you have told all. Now, have you not told all?"

Simon said he could not think of anything else at the moment.

"Up to the time you took the lease on it, had you been in the theatre more than once?"

"Well, during the time of negotiations when the landlord actually came up to Poughkeepsie and met us there, I went into the theatre with him. I was there maybe once or twice with him, maybe. I think it was on two occasions I was there

(Continued on next page)

## New Haven Film District Planning 10th Outing

NEW HAVEN—Calling all film people from theatre and exchange, the committee working on the tenth annual film district outing promises a full day of activities in the great outdoors, topped off with a full-course chicken dinner, dancing and award of prizes at the picturesque Rustic Inn at Lake Quanipaug, August 10.

Buffet luncheon has been prepared to provide necessary energy for the many races, contests, swimming and rowing events on the program, the winners of which receive prizes.

The annual event has a long history in the territory, going back to the days when New Haven was new as a film center and special newspapers were printed for the big day.

Homer C. Downey of RKO heads the committee in charge, aided by George Weber of Metro, who is in charge of sports. In addition, the entertainment, luncheon, ticket and program committees have large membership and all have been cooperating on what promises to be the most novel and enjoyable outing yet held for the district.

## Property Owners Decry Drive-In as Nuisance

MILFORD, CONN.—Following receipt of a petition signed by 64 nearby residents and property owners against the Drive-In Theatre as a "public nuisance," and a detriment to their property, and asking that action be taken "to abate this nuisance," the board of selectmen have called a meeting to consider the matter.

Residents near the theatre have complained about the noise of the sound equipment, which they say can be heard a mile away. Members of the Town Plan and Zone Appeal boards, the building inspector, police authorities and the selectmen will confer with Manager Alan Schwartz before the meeting.

## M&P Houses Conducting Safety Show Series

BOSTON—A number of M&P theatres, following an annual custom, are conducting a series of morning safety shows in conjunction with Boston Police Commissioner Joseph Timilty and Superintendent John O'Dea. The special shows, designed to aid reduction of accidents to juveniles, consist of two-hour screen programs of short subjects and educational safety reels. Youngsters are admitted free.

The Paramount-affiliated houses putting on the safety shows include the Oriental in Mattapan, the Fairmount in Hyde Park, the Strand, Codman Square, Franklin, Fields Corner and Morton in Dorchester.

## Higgins Adds Accounts

BOSTON—Herbert Higgins, booker for some 30 independent New England theatres, is now handling the Strand in Randolph, Vt., for M. V. Carr; the Park in Spencer for Charles Kane, and the Balsams in Dixville Notch, N. H., for Circuit Owner Jack Eames.

# Prolonged Questioning Over Rialto Status

(Continued from preceding page)

with the landlord, Mr. Werner, before we actually signed the leases; before the negotiations were closed. I was up there twice that year, 1933, so far as I can recall."

"But in the course of your life, up to the time the lease was signed, had you been in the Rialto Theatre three times and no more?"

"I don't think so," said Simon. "As far as I can remember I don't think I was in there more than twice or possibly three times. But I think it wasn't more than twice that I was in there before we actually came to a final settlement on the theatre."

"What I asked you was, in the course of your life up to the time that the lease was signed had you been in that theatre three times and no more?"

**Master Cautions M&R District Manager**

"I don't think so," Simon stated. "To the best of my recollection . . ."

"This is all fine for the stenographer, but it all costs money," said the master. "You just answer the question. Pay attention to it. The answer to that was 'no,' you hadn't been in there?"

"No," said Simon. "I have not been in there more than three times to the best of my recollection."

"Had you made any inquiries of the prior operator of the theatre as to how it had done?"

"No."

"Had you been given any information as to how it had done?"

"Well, the only information . . ."

"First," McClennen interrupted, "had you been given any?"

"Yes."

"Who gave it to you?"

"This Mr. Miller," said Simon, "this party that owned, or had, a store on the main street, right close, not very far from the theatre."

"What information did Mr. Miller give you as to how the theatre had done?"

"He didn't tell me how it had done. He simply outlined to me that it was running very poorly, that this fellow that was in there was changing the prices, and one day it would be one price and another day it would be another price. If he had a better picture he would raise the price. And he thought it was a very bad way to run a theatre. And he thought from what he knew there was a chance of getting that theatre."

"When did the Rialto cease actually operating under the prior management?" McClennen asked.

"It must have been sometime in April. I don't remember the exact date they ceased, and I took over."

"Did they cease operating before you signed the lease in April, 1933?"

"I don't remember exactly," said Simon. "I know how it worked out. I had gone into the theatre with the landlord. That was right previous, the day or so before

(Continued on page 42)

## Exchanges May Be Rivals At Outing's Contests

BOSTON—Competition between exchanges may feature the Boston Motion Picture and Allied Industry Outing to be held at Seiler's Ten Acres on Tuesday, August 15. Baseball and other athletic events designed to include one and all will occupy much of the afternoon program, preceding a general banquet. Tickets, selling for two dollars, include everything.

Steve Broidy of Monogram, Frank Lydon of Allied and Zippy Goldman of Warner have been appointed to the prize committee by Major Patrick F. Healey, chairman in charge of the day.

Arthur K. Howard of Allied, Cyril McGerigle of RKO and Exhibitor Kenneth Forkey are in charge of sports.

Charles Repec of M-G-M and Harry Aaronson and Ben Johnson of the Theatrical Post of the American Legion have been assigned to make arrangements for transportation. The dinner committee is composed of Harry Martin of Universal, Sam Berg of 20th-Fox, Tom Duane of Paramount and Harry Rosenblatt of M-G-M.

## Low Gross Prize to Cohen At MPTO Golf Tourney

NEW HAVEN—A score of 75 brought Joseph Cohen, of the Boston Pouzzner circuit, the low gross prize at the fourth annual Connecticut MPTO golf tournament, held August 1 at the Racebrook Country Club.

The low net prize went to Milton Small of New Haven. Termed the best Connecticut exhibitor golfer was George Loukides, assistant at the Loew-Poli in Waterbury. Second prize went to Ralph Thurston of the Saybrook Theatre and third to Jim Casey of the Colonial at Canaan.

A total of 67 other prizes were distributed to golfers and non-golfers at the dinner which concluded the event.

This year's tournament was one of the best attended, numbering many guests from New York and Massachusetts.

## State Police Investigate Fire at Milford, Conn.

BRIDGEPORT, CONN.—State police are investigating the mysterious fire which damaged the screen of the Colonial at Walnut Beach, Milford. Firemen, who broke into the theatre at 4 a. m., were forced to battle the blaze half an hour before bringing it under control. Damage was estimated at $500.

"Confessions of a Nazi Spy" was playing at the theatre.

## Monogram Sales Soar

BOSTON—Monogram sales in New England are 80 per cent ahead of last year's Steve Broidy, local sales manager, has informed this publication. Broidy, who had figures on his desk to prove his contention, noted that last year's business, in turn, was appreciably ahead of that of the year before.

# BOSTON

DUDLEY MURPHY, the director, told the home town folks how to produce motion pictures last week. Murphy, whose latest release is "One Third of a Nation," spoke from the stage of E. M. Loew's Winchester in the Massachusetts town.

*William Cuddy of RKO, Charles Repec of M-G-M, and William Murphy of Imperial spent the other weekend at Chet Grenier's summer haunt in Humarock.*

H. M. Addison, Loew's divisional manager, was scheduled to leave this week on a swing of his northeast houses . . . Arthur K. Howard of the Independent Exhibitors, Inc., returned to New York this week on business.

*Harry Smith, RKO booker, left this week for a sojourn at New Gloucester, Me. . . . Dave Grover, fellow RKO booker, returned Monday from Provincetown.*

Gerald Partington has been promoted to assistant chief of service at Keith's Memorial . . . William McCourt pinch hit at the de luxe house during the absence of Bermudaizing city manager Ben Domingo.

*George Sargent, M&P manager, found a spelling bee drew unusually large Wednesday crowds to the Paramount in Rutland, Vt. . . . Howard Parker, manager of the Paramount in Newton, beat the heat recent Mondays with a cooking school promotion.*

Steve Broidy and Ben Welansky of Monogram were in New York Monday to meet Roy Johnston when the Normandie docked.

*The Paramount in Haverhill has been closed by the M&P Theatres Corp.*

Max Burlone, National Screen Service booker, returns Monday from New Hampshire . . . John Davin of NSS special service department was back this week from a trip which did not omit the World's Fair . . . Joe Barrila of the NSS poster department also returned from vacation leave.

*Al Herman, Universal executive, was in town last week . . . Warren Nichols, Peterborough exhibitor who has recently been on the sick list, dropped down from New Hampshire . . . Thad Barrows was out of town last week.*

Fred Morley of the R. E. Griffith circuit and Roy E. Heffner of Bank Night, former Oklahoma buddies, are due to wet a fly or two at Moosehead Lake in Maine.

*Recognition of the TMAT in Springfield has been taken under advisement by the state labor relations commission which held a hearing last week on union and Western Massachusetts Theatres, Inc., protests on the eligibility of seven present and former employes of the Goldstein Brothers' circuit . . . Loew's, Inc., and TMAT controversy in Boston also remained at a standstill.*

L. L. Foster, Capitol Theatre Supply Co. executive, goes to Harwichport the first two weeks in August . . . Mr. and Mrs. Arthur K. "Allied" Howard are spending August in Plymouth, the former commuting . . . Curtis Prest, horse-riding member of the Keith's Memorial staff, has returned from a Maine stay.

*Hugo Ugloni, assistant treasurer at the Metropolitan, has a new male citizen at his home.*

Frederick E. Lieberman, circuit owner, continues to hold "Ecstasy" at the local Newsreel Theatre. The feature, which seems due to fulfill its boast that it is set for the summer, is being distributed in New England through Edward Kleine of the Bay State Film Co.

*Walter Gillis, Cameo Screen Attractions office manager, left last week Wednesday for that usual thing . . . Frank Sullivan of Capitol returned this week from Alton Bay . . . Helen Fitzgerald, the smile at Nesti's, leaves August 12 for the World's Fair and points sundry.*

Tallulah Englesman of the E. M. Loew office made the World's Fair a focal point of a motor trip . . . Joan Long of Universal has been sunning at Nantasket . . . Annie Curran of United Artists has been taking a nutmeg state rest cure.

*James Sheeran of the Department of Public Safety continued to be hospitalized last week at the John Adams segment of the Soldiers' Home in Chelsea.*

Florence MacLean is now with the office force of National Screen Service. Frank Wolf, office manager, appointed her to succeed Louise Farrell who resigned.

*Salvatore DiManno, Loew's State treasurer who wields a better violin than Jack Benny, is now playing "Love in Bloom" in earnest. A wedding date with a music-publishing miss in New York looms near.*

Kenneth R. Douglass, Capitol Theatre Supply head, spent last weekend at Wolfeboro, lining up bass holes for a Lake Winnepesaukee fishing trip the last two weeks in August . . . Jake Coolidge of newsreel fame was in town last week . . . Harry Kirchgessner, National Screen manager, was at Newfound Lake the week before last, and at Fairlee, Vt., last week.

*The Straw Hat Theatre in Cambridge plans to move to permanent winter quarters at the culmination of the summer stage show season.*

George French, former manager at Keith's Memorial, has won several recent boat races here, as he makes a profession of a former hobby by designing and selling water craft . . . Ann Leavitt of Leavitt's in Ogunquit was in town last week . . . Jim Murphy, Universal booker here from Philadelphia, has been fishing . . . Marie O'Connor of National Screen began a two weeks' vacation this week.

*Al Hamilton, manager of the Empress in South Norwalk, has been working on a plan whereby Connecticut women's clubs in Norwalk, Westport and Darien and surrounding communities would sponsor a kiddie show Saturday mornings.*

Mary Trainor of Columbia, convalesc-

(Continued on page 85)


## CAPITOL WORLD CRUISES—1939-1940

***Mr. Exhibitor:***

Invite your patrons on the most adventurous world cruise they ever heard of. It will last twelve months and take them to thousands of places in every corner of the world.

Instead of the usual tourist sights where historic events once occurred, they will see things from the **inside** and witness historic events while they are actually happening.

***MEMBERS OF THIS CRUISE . . .***

Will visit the world's laboratories to see the wonders of science and miracles of medicine in the making.

*

Will meet the news-makers face-to-face and judge their doings by seeing their lives unfold before their eyes.

*

Will renew their acquaintance with the living art of the past and the outstanding art of today, much in beautiful color.

*

Will see the ways of the world's people at work and at play.

Let them have the comfort of **Ideal Chairs** and the clear bright view afforded by a combination of **Brenkert, Motiograph,** and **Da-Lite Screens.** You'll get a kick, Mr. Cruise Director, out of their increased pleasure and out of your increased patronage.

Bon voyage,

**capitol theatre supply company**

# NEW HAVEN

FOURTH annual film golf tournament was a great success and several of the boys are now sporting new watches and clocks, golf-figure trophies, silver pieces, sport shirts, clubs, ash trays, desk sets, sunburns, sore joints, blisters and other mementos. Ralph Civitello, Filmrow artist, invited contestants to warm up at his driving range the night before . . . The tenth annual film district outing on the 10th is next, and film magnates are practicing the three-legged race in their spare time. No practice is required on the pie-eating.

*Modern Theatre Equipment finished the extensive Rialto, Windsor Locks, remodeling job on the dot, and the house reopened on the 23rd under Dave Magliora's managership . . . Other improvements finished about the same time included installation of an air-conditioning system in the 730-seat Rivoli and 490-seat Brooklawn theatres, Bridgeport . . . The Strand Amusement 900-seat Hippodrome will be reseated and outfitted some time this month . . . The Regal, Hartford Warner house, will get a new marquee.*

National Theatre Supply will install new projectors, lamps, generator, sound and new screen in the new 750-seat Torans Amusement Corp. house in Jewett City, nearing completion. Quittner and Perakos are considering "Ritz" as a name. American Seating will furnish chairs. September 15 is tentative opening date . . . Robert Schwartz has contracted with American Seating for 700 chairs for his new Park, Thomaston, which should be ready Labor Day.

*The 500-seat Windsor Theatre, to be operated by Lockwood-Gordon-Lampert on reopening, closed for renovation . . . State fire marshal and state police have been called in to investigate the fire which did $500 damage to the Colonial, Walnut Beach. Investigators suspect some connection with "Confessions of a Nazi Spy," showing at the time at the theatre. Screen and drapes were burned. House had been cleaned at the close of performance and no defective wiring could be discovered.*


NOW BOOKING

Hedy Lamarr
in
"ECSTASY"

The World's Greatest Boxoffice Attraction

"HUMAN WRECKAGE"

"LOVE LIFE OF A GORILLA"

Cecilia Parker
in
"HIGH SCHOOL GIRL"
A Reissue

EDWARD KLEINE
31 Melrose St.—DEV. 7843
BOSTON

ALL MONEY MAKERS


First Bingo test case at Savin Rock resulted in a $250 fine to the operators of "Voley." Organization members hereafter will receive permits and be in charge of games in accordance with the new law . . . In Meriden, chief of police refused permits to organizations trying to get around the law, which prescribes merchandise prizes only, by giving out order slips for merchandising . . . Southington, New Britain and Derby authorities have given Bingo the required "Yes" . . . New Haven aldermen will consider the question this month.

*Litigation in the "borscht" circuit is rumored finished out of court, with Mrs. Nathan Lampert acquiring the Glastonbury Theatre and Morris Kempner in charge . . . Alexander annual all-day cruise was a double feature this year, with Wednesday reserved for Connecticut MPTO, and Thursday for Allied Theatres of Connecticut. Adolph Haas, Jules Livingston and Harry Green were hosts both days, the de luxe yacht leaving Milford Yacht Club early in the morning each time and returning at sunset . . . The new Alexander Preview Co. has sent Jules Livingston into the territory as Connecticut representative.*

Welcome Sam Seletsky, former western Massachusetts and Rhode Island Republic representative in Boston, who is new Republic manager for Connecticut. Jack Bellman also visited from Boston for several days . . . Meadow St. was sorry to see George Rabinowitz return to Boston, his native soil . . . Warner Club outing at Ye Castle Inn, Saybrook, reported a pleasant day, with Frank Flood in charge. Among those present were Mr. and Mrs. Cy Barrett, Mr. and Mrs. Larry Germaine, John Pavone, P. DeFazio, Tim O'Toole, I. H. Levine, Sidney Swirsky, Jeanette Berliner, Lenore LaVine and Jack O'Connell. Hardier souls braved the rain for a swim.

*Robbery of $216 reported at the Stuart Theatre, Lakeville, during the wee hours . . . Oddity in the news: Joe Faith has a neon sign at the Cinema, Collinsville, but he can't light it because it attracts too many mosquitoes . . . Fred Van Doren, as yet, has not started proposed construction of a new Waterbury theatre, because of his father's illness . . . G-men arrived in Manchester to check on bootleg films used at stag parties, and several citizens are nervous about the possibility of having to testify in court . . . WELI, New Haven's own station, used by several local theatres for regular programs, is soon to have full-time permit instead of sun-up to sundown.*

Lou Anger of the Anger circuit is devoting much time to fight-promoting activities these days. Anger is putting on an outdoor bout at Pleasure Beach Park. He also is spending a lot of time in Boston on the Morse & Rothenberg anti-trust suit . . . Dick Cohen is shouting his new Mirro-aluminum deal for September 1 use from the housetops . . . Emil Feldberg has signed the Hamilton, Waterbury and Capitol, East Haven, on National Screen deals . . . Lou Moscow has sold the burnished gold bak-serv deal to the Capitol, Bridgeport.

*Oscar Hausner has increased the Broadbrook Theatre to a full-week schedule. Policy under the Lamperts was four-a-week . . . Lyric, Hartford, is featuring bathing beauty contests for the choice of "Miss Hartford," who will compete for the "Miss Connecticut" title, who, in turn, will match figures on the Atlantic City boardwalk . . . The Dixwell, New Haven and Community, Fairfield, find it profitable to crow about "Cool comfort . . . no chills" in their daily ads . . . Rialto, Stamford, now has Wednesday bargain matinees for ladies at 10 cents . . . Julian Tuthill has many novel parties planned for the summer at Conrose's Cinema City, Sound View. Last week, a New Britain anniversary party came to the theatre in a group and stayed for mock marriage, impromptu vaudeville and dancing on the stage afterwards.*

Among the State, Hartford, fall stage bookings is Drummer Gene Krupa, on September 1, full time reopening date. Other name bands to follow include Sammy Kaye, Blue Barron and Charlie Barnet . . . Morris Jacobson of Bridgeport is vacationing in Monticello . . . Ben Simon made a flying trip to Casco, Me., to see his camper son . . . Tim O'Toole and Tom Donaldson were home office visitors in New York . . . J. M. Joyce is doing the territory as special RKO exploitation man on "Bachelor Mother" . . . Harry Leids of the Loew construction department is making a general survey of Poli houses . . . Joe Urdang of Aetna Windowcleaning was a visitor . . . Carmen Mascoli of the Alhambra, Waterbury, is on a fishing trip near Old Orchard, Me. . . . Emmett Cashman, traveling RKO auditor, is giving the New Haven office the o. o.

*E. H. Ralston of the Strand, Seymour, is threatening to close . . . Hymie Schwartz of the Hillcrest, Taftville, is holding open house at his Ocean Beach cottage . . . Mary O'Brien of United Artists is spending part of her vacation in New York . . . Hannah Ginsberg of the Warner exchange*

(Continued on page 88)

## Consolation

BRIDGETOWN, CONN.—Tony Kosinski got his radio after all.

When Matt L. Saunders, manager of the Loew-Poli Theatre, read that the state amatuer golf champion had been outlucked in the medalist round of the recent invitation tournament, he immediately set to work to see that Tony at least would have the consolation of having a duplicate radio.

As a result, the radio was presented to the golfer on the stage of the theatre. The presentation was made on behalf of Saunders by George Sparling, the veteran professional at the Brooklawn Country Club.

# BOSTON

(Continued from page 83)

ing from a serious operation, is expected to return to work in about a month . . . Fred Greenway, Loew's State manager, and his bride were back in the Hub this week after a session of Chicago . . . Edith (Goodwin) Moore of Capitol is scheduled to spend much of August at her camp in Wolfeboro, N. H.

*Ed Splaine of the accounting department of National Screen has been taking it more or less easy in Arlington . . . Bill Hawkins of Capitol is to divide two September weeks between New York and Cape Cod . . . Doris Vatcher of the RKO Boston has been in Canada.*

George Kraska, summering in Winthrop, is to reopen the Fine Arts in September . . . Leonard Kraska, Fine Arts house manager, has been in New Hampshire . . . Polly Berkowitz of NSS is back from Nantasket . . . Max Magovsky, first exchange employes union president, is back in town after a bit of the World's Fair.

*Charles White of Keith's Memorial has been vacationing . . . Ann McCarthy, new at the house, is in town from Cape Cod . . . Frank Hayner, also with the first run, has been at the World's Fair.*

C. J. Russell, manager of the Opera House in Bangor, learned that James Mutty, localite, had been in the same regiment with Vernon Castle during the war. Mutty, so Russell also learned, had pictures of Castle's crash in Canada and of his final crack-up in Texas. The business, strategically exploited, hypoed "The Castles" business at the M&P house.

*Frank Moore of the Motor-In Theatre in Saco, Me., was in town last week . . . Walter Silverman, Columbia booker, and his mother Bar Harbor it . . . Rose Steinberg of M&P has returned from New Hampshire . . . Meyer Marcus, M&P assistant publicist, has headed in the direction of Chicago . . . Maurice Schwartz of the same circuit is back from Canada.*

Boston figured intimately last week in a New York soiree at the RKO Palace, celebrating the 26th anniversary of the landmark which is about to be modernized. Ed West, only survivor of the first B. F. Keith vaudeville bill—which was presented in 1883 at Keith's Family Theatre in Boston—was present. Ray Conner, for some years manager of Keith's Memorial in Boston before becoming resident head of the Palace, was also on hand.

## *Shoot "Philo Vance"*

HOLLYWOOD—"Philo Vance Returns" this week went into production at Warner Bros. James Stephenson and Margot Stevenson, heretofore of the stage, have leading roles, with William Clemens directing from a script by Tom Reed.

### "Hunchback" Well Along

HOLLYWOOD—Well along in production this week was the RKO version of "The Hunchback of Notre Dame," starring Charles Laughton. William Dieterle is directing for Producer Pandro Berman.

## *Public Safety Requires Gold Digger Deletion*

BOSTON—A woman may not be referred to as a "little gold digger" with impunity on the Massachusetts silver screen. Deletions on "The Return of the Frog," the only film in the latest list of 36 releases to be cut by Bay State censors, was relieved of this dialogue item together with two "'ells" and a scene "showing Mum thumbing her nose."

The list included RKO's "Bachelor Mother," United Artist's "Winter Carnival," and Paramount's "This Man Is News."

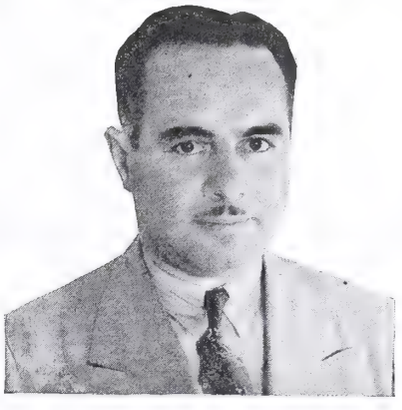
## *Tribute to a Native Son by Swanzey Townspeople*

SWANZEY, N. H.—Memories of the theatre of another day were recalled when "The Old Homestead," the melodrama that set a record with a four-year run in New York in the 80's, was staged by townspeople here—the home town of Denman Thompson, actor-playwright who wrote and staged the original production.

The play was presented in an outdoor theatre for three days and drew capacity crowds from all parts of New England.


# MONOGRAM

## NEWS OF THE WEEK



Phil Smith gets our nomination as one of the most handsome and most progressive executives in the exhibition end of the film industry. This young chap thrives on taking on seemingly impossible tasks which have been given up as lost by others. And he usually surmounts these obstacles, no matter how big they are. Beginning as a distributor several years ago, college-trained Phil Smith switched to the management end and now operates a string of outdoor theatres in Detroit and Cleveland. In addition, he has houses in Ipswich and South Boston, Mass., and New York. We are reminded by a former secretary to Phil who said that she heard the name Smith around his office all the time but didn't meet her boss until six months later. Phil may be busy but he still finds time for a round of golf or some fishing.

* * *

In this next photograph, we feature an exclusive shot of a man who has just become a father. Meet Tommy Fermoyle, the new papa. Lots of luck, "daddy," and don't forget the cigars. This fellow books as many films as practically any other New Englander. You see, Tommy books the local, downtown and subsequent run houses in the M&P chain, New England's largest circuit. Nevertheless, he is a movie fan. He attends all the screenings and still visits the theatre a couple of times each week. In recognition of his ability he was recently elected first vice-president of the Boston Bookers' Club.



* * *

Here's a little reminder on Monogram's "Mr. Wong in Chinatown," starring Boris Karloff. This is the third in the popular Mr. Wong series based on stories by Hugh Wylie from Collier's Magazine. Bookings are coming in fast and thick, so don't waste any time in arranging a date for your theatre from our booker, Tom O'Brien.

*Steve Broidy*

**MONOGRAM PICTURES, INC.**

39 CHURCH STREET • BOSTON

# PORTLAND

DUE to Sunday shows now being permitted in Portland, its three first-run houses have changed their opening days. Following the State's lead of switching from Wednesdays to Friday, the Empire decided on a Thursday opening and the Strand on a Sunday opening instead of Monday, as has been their practice for months.

*Fred Allen, film actor and radio comedian, is vacationing at Old Orchard Beach. On July 27 Allen accepted an invitation to serve as "guest" timer for the feature event of the Grand circuit program at the resort's famous kite track.*

Thanks to Phil Coolidge, Paramount's newsreel cameraman, and to Paramount's efficiency, the State Theatre was able to scoop the town with shots of the long search and final rescue of Donn Fendler, 12-year-old youth who successfully withstood 8 days in Maine's Mt. Katahdin region.

*The Maine Theatre, a second-run house, has changed its policy to three shows a week, effective Sunday, July 30 . . . The Colonial Theatre, a subsequent, has gone dark and will remain closed until August. Extensive alterations are being planned . . . Maine's only open-air drive-in theatre, located near Saco, has begun advertising over WCSH. Prices are 35c for adults, children and cars free.*

Filmrow visitors: Bill Benjamin, NS salesman, and Mrs. Benjamin; Tom Felony, Fox representative, Boston; Rudy Vallee, headliner at the Old Orchard Pier July 22, and Hal Kemp, orchestra leader, occupying the same spot a week later.

*"The World of Mirth Show," a carnival in South Portland, is giving the exhibitors something to think about this week . . . New signs and background are being installed in the State Theatre lobby . . . Nathan Press, assistant manager at the State, left July 30 to vacation in Boston.*

Some of the Maine boys who attended the recent M&P annual N. E. district meeting in Boston, are still marveling at their luck in being able to see a Red Sox double-header and such a double-header! With their favorite team winning, not one, but both games. "And how!" in the boys' lingo. A regular "Frank Merriwell" finish, they swear. They're convinced the "bosses" are psychic to be able to pick such a dilly.

*Gene Ford, who was recently named managing director of Loew's Capitol Theatre in Washington, D. C., replacing Howard Burkhardt, was born in Portland and is the son of Josephine Ford and the late Frank D. Ford. He was educated in Portland schools before going to New York City to continue his musical career and for further study and training.*

### Selznick Holds Stradling

HOLLYWOOD—David O. Selznick has held Harry Stradling, cameraman, for another term. His next assignment is "Rebecca."

### *Eeee—What a Vowel Jest*

**Boston — Harkening to oft-repeated lectures on summer economizing, a Maine manager for the M&P Theatres Corp., has been plugging along without having repairs made to his typewriter which, it seems, lacks the letter "e."**

**Th r sults ar oft n som what p culiar.**

## *A Modern Eve Resents An Apple Temptation*

BOSTON—There's always a dissenter. Joe DiPesa, Joe Longo and Al Longo promoted 1,000 apples and concocted a hypoing publicity gag for "On Borrowed Time."

Tags attached to the stems of the freely distributed fruit noted that each was "a forbidden apple . . . not to be eaten." The copy added that the "forbidden apple," as connected with the picture, "caused more excitement than the one Eve gave Adam."

Some woman telephoned the Loew's publicity office in great indignation and demanded to know what it was all about. Al Longo referred her to the Bible. Longo couldn't see that the stunt was anything but harmless.

"Not the way you meant it!" the lady interposed. She added, "You haven't heard the last of this, either."

## *NEW HAMPSHIRE*

ONE of the reasons why "Standing Room Only" signs are not being hung frequently at New Hampshire film houses during the summer, is that one of the Sunday crowds at Hampton Beach numbered 110,000.

*"How about 'The Courtship of Myles Standish?" suggests a theatreman, in response to the* Manchester Union's *recent suggestion that New England not be overlooked in the production of films depicting historic adventures.*

Despite damage done by last fall's hurricane, it is announced the annual Hopkinton Fair will be held in September.

*Film shows have been resumed at the Opera House in Alton . . . Clarence Mixer, manager of the Bay View Pavilion, summer dance-film spot at Alton Bay, attended the state convention of the American Legion in Lebanon. He is commander of the post in Alton.*

Lily Pons and her husband, Andre Kostelanetz, enjoyed a week's vacation at the Forest Hills Hotel, Franconia, in the White Mountains.

*Jim Irwin, manager of the Winnipesaukee Gardens, film and dance palace, is featuring "name" bands through the summer season at the Weirs. Included on the list are Tommy Reynolds, Mal Hallet (once a Gardens orchestra player), Bud Kelleher and others.*

Children under ten attending Wednesday matinees at the Palace in Manchester, have been receiving free Mickey Mouse magazines.

# Separate Deal Made For House Fittings

(Continued from page 38)

we signed the lease or the day after . . . It was before we signed the lease.

"I seen the other guy stripping the theatre. He was stripping the entire theatre, and I went in and I did talk to him. I says to him, 'What are you doing?' He says, 'When I am through here, I am going to make a wreck out of this theatre.'

"He was sore at the landlord for some reason. He said the landlord mistreated him.

"I said to the landlord, 'What are you doing about this? While it is true we are going to fix up the house, there are certain things here we can use.'

"He had already taken off the asbestos curtain which is required by law when you have a stage. That great big asbestos curtain if you go to buy one, costs a lot of money, and it would be a great expense when it isn't required. I said, 'What about that?'

"The landlord says to me, 'He is dispossessed, and I have an order for him being put out, and he claims it belongs to him, and I know it belongs to us. But it is up in the air. I am not going to fight about it.' I said, 'What are you going to do?' He said, 'I rent you the theatre as it is.'

**Made a Deal**

"I went in with the landlord and got hold of this fellow, and I made a deal with him right there and then during the several hours and bought the whole thing stock and barrel; gave him a certain amount of money for it.

"I think that was before the signing of the lease, a day before or two days before. He must have stopped operating a few days before we actually signed the lease to the best of my recollection."

McClennen asked Simon, "At the time you were negotiating for this lease, you knew that the three theatres that you had mentioned were operated by some Paramount subsidiaries?"

"Yes, sir."

"And you knew that the Liberty was operated by Joe Unger's brother?"

"Yes. I knew Joe Unger's brother . . ."

"Did you know that the operator was a brother of Joe Unger?"

"At the time I started to operate?"

"Yes," said McClennen.

"I certainly did," said Simon.

"Did you know that Joe Unger was in Paramount?"

"Joe Unger's brother made sure to tell me that."

"Before you took the lease?"

"No," the Morse & Rothenberg district manager answered. "We took the lease in April, and we opened the theatre in August, and in between that time he told me that."

"Was his telling you that the first time you knew of Joe Unger's being connected with Paramount?" inquired the attorney for the major distributors.

"It might have been. I am not sure. You see, Joe Unger was connected with the

home office, and at that time I hadn't known . . ."

"I am just asking you if his telling you that was the first you knew?"

"It might have been."

"When you found out that Joe Unger was connected with Paramount, what did you find out his position to be?"

"I don't know what it was," said Simon. "I know that his brother told me that he was a big shot in the home office."

"Up to that time you had not known that Joe Unger was a 'big shot in home office'?"

**Only Saw "Back of Neck"**

"I never met him, no."

"Have you ever met him?" McClennen asked.

"Not that I remember," Simon said. "I have seen the back of his neck when he was testifying in New York, when I came in to listen to our deposition; when I had some business to talk to Mr. Morse, and I saw the back of his neck. I did not see his face."

"Prior to seeing 'the back of his neck' when he was testifying in this case in New York, had you ever seen Joe Unger?"

"Not that I know of."

The premium question came up and was delved into at length. The handing out of mixing bowls was reached.

"No," McClennen said, "at this stage you were giving away kitchenware on these nights in value practically as much as the whole cost of the ticket, were you not?"

"No."

"How much in your estimate in making that answer did it fall short of the cost of the ticket?"

"A little over, about . . . Well, at that time it would be 15 cents. The thing actually cost, I think, 8 cents on that particular deal, and there would be 7 cents left approximately."

"You notice that according to the record of the hearing they cost 11 cents?"

"That was on one occasion, wasn't it, McClennen?" broke in Philip Hendrick. "Can't we handle this thing as a whole proposition? Some of it cost 8 cents and some of it cost 9 cents and some of it cost 11 cents. I don't want to have to go all through those things and pick out each one. Can't we handle it as a whole deal? It covers a period of 60 days, doesn't it?"

"I don't know how many weeks there are," said Simon, "but my recollection after I left there last night was that the deal cost about 8 cents apiece."

"Some costs 8 cents, some costs 9 cents, and some costs more," said Hendrick, "and I don't know whether some of it costs less than that. If this is important, I don't want to have to go through and pick out each one of those on separate nights, covering 60 odd performances."

**Time, Too, Is Premium**

"If your Honor please," said Edward F. McClennen, "I had in mind two things in these questions; one, getting these figures before you, and the other, bringing to your attention the character of the candor of the witness."

"I also have in mind my own labors if I have got to pick those all out on separate nights if it becomes important," the master said. "If 11 cents is picked out on one night as a criterion, and I know there is another night that it is 8 cents, I have got to go checking through the whole argument to find out if there is anything in it or not."

"I think we will be able to lay the figures before you so that you won't have to do that," McClennen said.

"All right, sir," Hendrick said. "All I pointed out to you was that 11 cents was not a criterion because there is already evidence in here of 8.4 and 9.6 cents."

McClennen withdrew the question and asked instead, "The supposed value of these gifts to your patrons at retail was greater than the cost to you at wholesale, was it not?"

"I don't know what it was to them," said Louis Simon.

## Quiz UA Girls

BOSTON — The far famed "Swedish Nightingale" was no other than nurse Florence Nightingale, Doris Berman of United Artists informed a WCOP radio audience last Saturday night. Agnes Donahue of the same exchange defined a "list" as "a roll to the left" and got 50 per cent for the answer.

The United Artists gals did all right, though, and defeated four Noyes Buick salesmen in a catch-as-catch-can information quiz. The Buick representatives, all males, were nothing if not diplomatic, however. Each one told the announcer that he'd rather try to sell a car to a woman than to a man. None of the UA quartet had a new Buick up to the time of going to press.

Sales manager's secretary Agnes Donahue, biller Frances Collie, cashier Louise Buckley, and receptionist Doris Berman represented the United Artists exchange. Someone asked Miss Donahue who her favorite film star was. It proved to be Metro's Clark Gable.

## Ginger Rogers Has 20 "Doubles" in Boston

BOSTON — At least 20 Greater Boston girls closely resemble Ginger Rogers, or think they do. This number of applicants answered a Keith's Memorial advertisement for a reasonable feminine facsimile of the star. Publicist Jack Granara, aided by Red King, assistant, surveyed the mob and selected one. It appeared to be the first applicant.

One young lady was accompanied by her mother. The dowager complained of having been hectored, following the advertisement's appearance, by telephoned insistences that her daughter was Miss Rogers' perfect double and the logical answer to Messrs. Granara's and King's printed prayer. The Messrs. saw no justifications for the hectoring.

The lucky lady, who also had a driver's license, was installed behind the wheel of a Crosley car, one of those miniature two-cylinder gadgets. To protect her from the wind, Cyl Champlin, RKO artist, arranged two 20x40 cards. Granara and King had the cards suitably inscribed: "Boston's Ginger Rogers on her way to see Ginger Rogers in 'Bachelor Mother.'"

# PROVIDENCE

EVERY Rhode Island theatre manager and employe was hoping that the Elk's Auditorium here would be packed for the Eddie Healy Memorial Show arranged by friends of the late vaudeville star. Allan Cross, Healy's partner back in the heydey of the two-a-day, headed the program arranged largely through efforts of "Doc" Breed of the Keith booking office; Harry McDonald, division manager for RKO; Edward Fay, Eddie Reed of the Strand; Jack Boyle of WJAR studio, and Martin Toohey of the Leroy, Pawtucket. Joe Spaziano and his orchestra from Fays donated their services to play for the show and local stage employes union members also contributed their services.

*Latest censor headache hereabouts was experienced by Manager Hy Rodman of E. M. Loew's Capitol, Pawtucket, last week. With window cards and other advertising matter out for "Ecstasy," billed for a week's run, Harry F. Curvin, Pawtucket public safety director, stepped in and said a decisive "No." In Woonsocket, the police commission last week banned showing of "Club des Femmes" at Laurier Theatre after one day's showing. Managers there now must submit list of bookings to police for O. K.*

Eddie McBride back in town this week after a pleasant vacation, he reports. And we noticed a not unfamiliar smiling Miss in the Strand's boxoffice last week whom we recognized as Louise Clark, formerly one of the Albee's ticket dispensors. Inquiry revealed she was "pinch-hitting" for Mary Kennedy, Strand's regular cashier who was spending ten days in New Hampshire.

*E. M. Milburn of United Artists' New York office in town this week doing special promotion work on "Four Feathers."*

## Sunday Pictures Make No Headway in Brunswick

BRUNSWICK, ME.—The right to hold Sunday motion picture in the interim from July 20 and the date of the next municipal election was denied local exhibitors by Brunswick voters at a special town meeting. The vote was 76 to 73.

The opposition was led by Selectman William B. Edwards, who said he spoke as a private citizen and not as an official. The Rev. Sheldon Christian, minister of the First Universalist Church, also opposed the measure while Joseph Belanger was the lone supporter.

Edwards warned the citizens against "letting down the bars," saying that too many had already been lowered, referring to pari-mutuel betting and liquor legislation. The Rev. Mr. Christian, who claimed himself to be a "movie fan," pleaded that the sanctity of the Sabbath be preserved.

Brunswick is the only town in Maine thus far to be denied the privilege of Sunday shows.

### Metro Story Buy

HOLLYWOOD—"Tomorrow Never Comes," a story by Fred Rinaldo and Robert Lees, has been purchased by Metro. Lucien Hubbard produces.

## Finds Town Fickle

BOSTON—Dominic Tuturro has been readying to open in Millbury where somewhat of a situation exists. Tuturro was exhibiting the community's only films at the Town Hall before the hurricane deroofed the same. The theatre man, who claimed he had been assured exclusive run in the town by the selectmen, began to renovate a former church for film showings.

In the meantime, three other applications for a theatre were filed. The board of selectmen approved only one, that of J. Feldman, Winchendon partner of Joe Mathieu. The former is now building. Tuturro, who has been fighting the situation, is said to plan to open without a license if none is forthcoming.

## Carnival's Open Air Film Show Is Main Feature

BOSTON—An impromptu open-air theatre proved to be the main feature at a carnival at the Orleans County Fair Grounds in Barton, Vt. Charles Fish, Capitol Theatre Supply Co. technician, engineered the project for the local supply house.

Fish set up two projectors in a grandstand and shot across the race track to a screen 125 feet away, projecting a 20 foot by 15.6 foot frame. Loud speakers were put up on each side of the screen and the sound synchronized from there. Three different Columbia features were shown on successive evenings.

## Early Percentage Deals Were Deemed Publicity

BOSTON — Percentage bookings vaulted into existence during industry infancy, a recently uncovered herald reveals.

"Be sure and come to the Town Hall tonight if you want to see pictures that dance and actors that open their mouths like they are talking," urged the handbill. "This is a slide lantern show and the cost will only be an offering at the door. What monies are collected in this way will have half of it used for the poor and needy of the town and the other half will go to me, Frederick Randall Craft, who is badly in need of same."

### Producing "Three Sons"

HOLLYWOOD—"Three Sons," an original by Lester Cohen, is now in production at RKO, with Edward Ellis, Kent Taylor and William Gargan featured. Jack Hively is directing from a script by John Twist.

## Perhaps in Trade Terms

**Boston—"You didn't know, did you, that I'm taking a course in public speaking?" a film man asked another in the Independent Exhibitors Inc., offices.**

**"Is that so?" said the skeptic. "In what language?"**

# NEW HAVEN

(Continued from page 84)

*office is relaxing at Candlewood Lake . . . Sidney Levine of the Warner office is back from a Maine vacation . . . William Hutchins of National Theatre Supply can't wait for those Asbury Park letters . . . Morris Kaufman of Strand Amusement describes his vacation as an "upstate auto trip" . . . Marjorie Levine, daughter of Charles Levine, will marry Dr. M. Nusenfeld in September . . . Grace Cusanelli of Columbia will see the Fair during her vacation.*

Matt Saunders, George Freeman and Sam Badamo are the last three Loew-Poli managers to take their summer leave . . . Emil Feldberg is weekending at Kent Cliffs in Peekskill . . . Francis Clark of Universal will divide her vacation between New York and Pond Point . . . Michael Daly of the Daly, Hartford, returned from a rest at Atlantic City . . . Phil Schwartz is coming into New Haven by train these days because of car trouble . . . Salesmen enjoy air-conditioned business discussions at the Rivoli, Bridgeport, with Athan Prakas these days . . . Mrs. Philip Saslau of the Fishman circuit, confined to her home with a back injury sustained in a recent auto accident . . . Abe and Jack Fishman spent a long weekend in the White Mountains.

*House doings: Matt Saunders presented the popular local golfer, Tony Kosinski, with a consolation prize of a radio which he just missed winning in an important local tournament on the stage of the Loew-Poli, Bridgeport. The papers generously approved . . . Bravos to Nat Rubin, assistant at the Poli, New Haven, in charge during Bob Russell's vacation. He accomplished several difficult stunts on "On Borrowed Time" and "Andy Hardy." Rubin broke Child's restaurant resistance of years with a 9x12 banner on the Crown St. side of the building; he persuaded Pepsi-Cola to distribute 15,000 bottles of the cold drink in the lobby of the theatre; he got National Biscuit to distribute sample boxes of shredded wheat imprinted with "Andy Hardy" copy and, on the following week "Bachelor Mother" copy, 5,000 boxes in all, to outgoing patrons. Nat also put a man to sleep on a cot outside the theatre night before opening, with sign "I may be a bit early, but I want to be first in line to see 'Andy Hardy Gets Spring Fever.'"*

Jack O'Connell of the Roger Sherman reports an amazing number of wires received in song-guessing contest on WELI which carries guest ticket prizes . . . George Raft played simultaneously in "Each Dawn I Die" at the Roger Sherman and "I Stole a Million" at the Paramount . . . New England Warner theatre department is working on the fourth stretch of its drive, after leading the country three-quarters of the year.

*Wally Cooper, assistant at the Poli, Hartford, got the Hartford Health Department to snipe all health posters with copy on "Andy Hardy." Cooper distributed 10,000 heralds three days in advance of picture, placed 200 window cards, carried through a seven-day collegiate flivver street ballyhoo, planted 25 hangers in store windows and, otherwise, made the city*

## Always Has an Answer

BRIDGEPORT, CONN.—Manager Harry Rose of the Globe is seldom at a loss for a comeback.

Recently, a breathless old lady dashed into his office and said she lost a Victorian umbrella valued at $50. Theatre attaches searched the powder room and the entire house. Shortly after, someone spotted a woman leaving the theatre with a brown umbrella and yellow handle.

Harry pursued her several blocks before catching her. And it was only after a policeman's persuasion that she turned over the heirloom to its owner.

After the excitement died down, Harry, asked the name of the owner of the valuable rainstick, wistfully smiled:

"I'm not sure. I think it was Mrs. Chamberlain."

*Andy Hardy-conscious . . . With an extended run on "Each Dawn I Die," "Four Feathers" will bring the Roger Sherman back to a Friday opening . . . "Mr. Chips" may be brought back for a repeat engagement at the College.*

Harry Shaw held a managers' meeting on new season product. Jack Simon and Bob Russell were absent on vacation . . . Bill Castle, Stony Creek strawhat director, has the sensational German actress, Ellen Schwanneke, under a five-year contract. Appearing in "Not for Children," she is receiving ovations nightly.

## The Hardy Families Are Guests at 'Spring Fever'

PROVIDENCE—Gathering on the Mall in the heart of the downtown section and going from there en masse to Loew's State as guests of the theatre at the premiere of "Andy Hardy Gets Spring Fever," members of local Hardy families helped Vaughn O'Neill, assistant manager, sell the film to the public. Other stunts:

Planting of co-op ads with city's leading department stores, promotion of 4,000 candy kisses for distribution by pretty girls on city's streets in bags imprinted: "Here's a Kiss from Mickey Rooney who gets Spring Fever in his latest picture now showing at Loew's"; distribution of 2,000 flower pot contest circulars by Postal Telegraph two days in advance of opening; giant heart passes to girls about the city good only for first morning matinee; tieups with soda fountains and candy stores.

The old "wallpaper gag" was resurrected, with 2,000 8x10 wall paper sheets imprinted "They're tearing the paper off the walls to see Rooney in 'Andy Hardy Gets Spring Fever'" and put out in spots where they'd be sure to create comment.

## A Case Where No Rain Pleases

**Bridgeport, Conn.—The current drought has caused considerable damage in this section to gardens and foliage, not to mention theatres, but carnivals and circuses are more than pleased with the rainless nights.**

# Neely Bill Law by Winter, Says Cole

DALLAS—Back from a trip to Washington and New York, Col. H. A. Cole says that the Neely Bill will pass the House and become a law next winter. "I see nothing to stop it," he said, "unless the film companies get wise and stop it themselves, which I don't think they will do."

Col. Cole said he had a very pleasant meeting with department of commerce attaches in Washington who have been endeavoring to find out what present day legal battles in the industry are all about. Cole told them, he said, "to go two blocks to the department of justice and that there they would find plenty."

It was an informal affair, Cole said, and no records kept. Secretary Hopkins was ill and did not attend any of the conferences.

Things are relatively quiet now on the Allied front, Col. Cole said, with nothing of great importance coming up within the next few weeks concerning activities over which he has jurisdiction.

## *Oklahoma Allied Bulletin Urges Neely Support*

OKLAHOMA CITY—A two-page special bulletin to its membership has been mailed by Allied Theatre Owners of Oklahoma, Inc., pointing to the passage of the Neely bill in the senate and urging support of the measure in the house.

The bulletin also asks its members not to buy any product before September except where it is absolutely necessary to keep operating.

The bulletin scored tradepapers severely for carrying news that there is friction among members of the state association with regard to affiliation with Allied States.

## *Van Buren Premiere Will Witness Burns Reunion*

VAN BUREN, ARK.—The visit by Bob Burns here for the world premiere of his latest picture, "Our Leading Citizen," which will be held August 7, will also provide the occasion for an old-fashioned family reunion of members of the Burns clan of Arkansas, to honor their famous kinsman.

Burns will be joined in Van Buren by Susan Hayward, who plays the romantic lead in the film. Visitors from all over the state and several neighboring states are expected to attend the premiere which will be nationally broadcast over the Columbia Broadcasting network.

## *Exchange Enlarged*

DALLAS—Addition of a third floor to the Paramount exchange is rapidly nearing completion and will be ready when the company moves its San Antonio shipping branch to Dallas to consolidate that service with that of the Dallas branch, with the move to occur about the middle of this month.

# *Extensions Move Injunction Suit Hearing to Sept. 15*

OKLAHOMA CITY—September 15 probably will be the next date at which Judge Edgar Vaught will hear the department of justice injunction suit against the Griffith companies and distributor defendants in federal district court here.

At a hearing which lasted all day, Judge Vaught decided that he needed additional time in which to become more thoroughly familiar with all aspects of the case and suggested that attorneys for both sides file memorandum briefs with him on the question of motions before the court. These motions filed by defendants asked that the governments bill of complaint be made more definite and certain and that the government be forced to fill a bill of particulars.

Judge Vaught granted defense attorneys until August 20 to file their memorandum briefs in support of their motions then gave government attorneys an additional 15 days thereafter in which to file their answering briefs. He granted a further extension until September 15 to the defendants to file reply briefs if they so desired.

The government was represented at this first hearing by Charles E. Dierker, federal district attorney, Robert L. Wright and Seymour Simon, special assistants from the attorney general's office in Washington. The defendants were represented by D. I. Johnston, Judge Roy Cochran and R. W. MacKenzie.

Defendants Griffith Amusement Co., Consolidated Theatres Inc., R. E. Griffith Theatres Inc., Westex Theatres Inc., L. C. Griffith, H. J. Griffith and R. E. Griffith had filed one motion asking that the government's bill of complaint be made more definite and certain and asked for a bill of particulars. Other motions upon which hearing was held at the same time were as follows:

By United Artists Corp. for an extension of time to plead or answer.

By United Artists Corp. for a bill of particulars.

By Universal Film Exchange, Inc. for extension of time in which to plead and answer, and a separate motion for a bill of particulars.

By Columbia Pictures Corp. for an extension of time in which to plead and answer and a separate motion for a bill of particulars.

By Metro-Goldwyn-Mayer Distributing Corp. of Texas and Loew's, Inc. to make more definite and certain and for a bill of particulars.

By RKO Radio Pictures Inc. to make more definite and certain and for a bill of particulars.

By Paramount Pictures Inc. to make more definite and certain and for a bill of particulars.

By 20th Century-Fox Corp. and 20th Century-Fox Film Corp. of Texas to make more definite and for a bill of particulars.

By Vitagraph Inc. to make more definite and for a bill of particulars.

Defense attorneys, at the hearing, pointed out that the alleged violations were so broad that the counsel and defendants alike could not understand with what they had been charged or as to whether there is alleged to be one combination or 35 different combinations.

They asked for more clarification of the subject of picture contracts and a statement as to whether the complaint was based on a single contract or a number of contracts, and if the latter, that these all be named.

They also asked the court to have the issues limited so that time might not be wasted on discussions of useless issue. New rules of procedure which seek to prevent a party from being taken by surprise were quoted and attorneys pointed out that these rules enabled the party to see what the evidence was going to be.

"We are merely asking for a statement with regard to the ultimate facts," said Judge Cochran.

He pointed out that the motions were not filed for the purpose of delay but that they were filed in good faith because the defense believed it necessary that it have the information asked in the bill of particulars for the proper conduct of the trial.

### Favors October Trial

Representing Universal, United Artists and Columbia, Mr. Mackenzie stated that much of the language of the government's bill of complaint was beyond understanding and asked that the government be forced to clear this up. He stated that the government should expose to the defendants what "avenue" they wish to travel "so that we don't go up a blind alley." He pointed out that these three companies were strictly producing companies without any theatre holding affiliations whatsoever.

Robert Wright, speaking for the department of justice, assured the court that the government was agreeable to simplifying the case but that it took issue with defense attorneys upon the question as to when and how this was to be done.

Judge Vaught then pointed out that the government should state what specific act was done by each of the defendants connecting him with the conspiracy and stating specifically what they did.

"It then becomes a question of whether what they did was illegal," Judge Vaught told the attorneys.

After granting the extensions of time Judge Vaught intimated that he hoped to have all preliminaries of the case cleared up by the first of October so that the case could be brought up for immediate trial at that time.

However it is doubtful, with the extension of time to September 15 for a decision on the current motions, if any trial can be started in October. It is understood that defendants will file, among other things, a general motion to dismiss, the hearing upon which would extend well into October.

As reported previously the department of justice is however doing everything possible to speed up trial of the case here.

# *Suit for Earlier Availability Planned by Dallas Nabes*

DALLAS—A move on the part of several Dallas neighborhood theatre operators is on foot to file a suit asking earlier availability of pictures for their theatres, BOXOFFICE learned early this week.

Details of the action could not be obtained, nor was it learned who the defendants will be, whether distributors, theatres or both. The general complaint, however, is that some of the Dallas houses charging 25 cents have 90 days clearance, while others with same admission have 75 days availability, according to one of the interested parties.

One exhibitor charged he is losing $100 weekly in gross because his theatre waits too long for pictures. He gave his opinion that all pictures should clear even the 15 cent runs in 90 days.

## *H. Wall Plans Another*

ROCKINGHAM, N. C.—H. C. Wall is planning a $25,000 theatre on West Washington St., adjacent to the bus station. This will give him two houses—the Richmond and this, the new Little Theatre.

### Vickers Charities Head

CHARLOTTE—John Vickers, head of the Carolina Delivery Service, has been named chairman of the prospects committee of the Charlotte Community Chest.



# Building, Remodeling Is Paced by R&R

DALLAS—New theatres and remodelings in the Robb & Rowley circuit will stand out in 1939 as major undertakings of that organization, according to jobs thus far completed and those under way.

The Grand at Mineral Wells will blossom out for its reopening August 11. The remodeling started July 27 with the house closing down completely on July 31 for ten days to allow redecoration of the interior.

The sound and all mechanical equipment will be modernized.

When the Palace work is completed, the Gem will be given similar treatment with the cost of improvements at both houses totaling $10,000.

The Mineral Wells theatres are owned by Resort Amusement Co., of which T. M. Dunn and J. W. Courtney are resident partners and managers. This company is affiliated with the Robb & Rowley circuit.

### Modernize at Terrell

TERRELL—Complete modernization of the Iris here will start when the house closes on August 8 to reopen August 20. Leaman Marshall is the resident partner and manager with R&R affiliation and interest.

### Replace Destroyed Houses

WAXAHACHIE—R&R built two new theatres here, an A and B house, and one new theatre in Sherman, an A. Both A houses replace complete fire losses.

### Build in Oklahoma

DALLAS—Among new theatres now under construction for fall opening are the State at Sapulpa, Okla., owned by Jimmie Zardaludes and Griffith, to be ready August 15, and the theatre on Navigation Blvd., owned by Navigation Theatre Corp., of which Ben McKinney is president, to open August 20.

### Remodel at Wichita Falls

DALLAS—Remodeling of the old Opera House at Wichita Falls now under way by Texas Consolidated Theatres, is expected to be completed for opening in October. The circuit has renewed its lease on the State which for a brief time was held by V. E. Hamm, although Texas Consolidated was in continuous operation of the house.

## *Strand in Montgomery Reopens Remodeled*

MONTGOMERY, ALA.—The Strand Theatre has reopened after extensive remodeling. It has been repainted, replastered, recarpeted and an electric drinking fountain has been installed, along with new projection equipment. New seats will be installed within the next two weeks.

The theatre opened under new managership, Marvin Warren, a native of Alabama, who has been with the Wilby Theatre in Chattanooga, taking over.





## *RKO World Fair Lounge Visitors—*

*In New York these days one of the relaxation spots for the tired exhibitor is the RKO Radio World Fair lounge in Radio City. Above are Southerners enjoying the hospitality. TOP: D. B. Austell of the Cabarrus Theatre at Concord, N. C., and Don Austell of the Rivoli in Greenville, S. C. CENTER: Mr. and Mrs. Cecil Cupp and son of the Royal and Co-Ed theatres at Arkadelphia, Ark. BELOW: Mr. and Mrs. W. L. Mack and friends of the Strand at Jonesboro, Ark.*

# DALLAS

HISTORICAL data on what Variety Club, Tent No. 17, has accomplished since birth, is now in the making and the committee has called for photographs of its 265 members, resident and non-resident. Photos should be sent to Miss Bonnie Long, Variety Club secretary, Adolphus Hotel.

*Mart Cole of Rosenberg and Rudy Garbade of Yoakum drove up Wednesday for a two day visit on the Row.*

Mrs. C. W. Matson of Caldwell plans to renovate the Matsonian there within a short time.

*Mrs. Morris Schulman and sister, Mrs. Larzarus, of the Bryan Amusement Co., Bryan, were in Dallas this week in advance of their vacation trip to California and other points on the west coast.*

Back from his first trip to Hollywood, the San Francisco Fair, and other points of interest, Karl Lybrand jr., is on the job of operating the Majestic in Wills Point. He took three young men from his town along. Their trip included a tour to the Warner studio.

*A. M. Whicher, Columbia booker, and Mrs. Whicher leave soon on a vacation to the western part of the country and en route he will make Clarendon to attend Homer Mulkey's 29th anniversary celebration.*

Col. Chas. E. Kessnich, M-G-M's southern division manager, was in town on one of his regular rounds of exchange centers.

*M. J. (Dutch) Konneman of National Theatre Supply Co., and former football ace from Georgia Tech, is vacationing in Atlanta and in his home town, Columbus, S. C.*

Louis Charninsky and Duke Evans, on behalf of Variety, took 49 boys to the Belton camp and brought back 50 from West Dallas.

*R. Z. (Bob) Glass flew up in his own plane from Houston Wednesday on business in connection with the new Stude Theatre he is building there. He hopes to have it ready by October 15.*

Joe Estes, National's special trailer expert, had served six years in the cavalry during his earlier years and had ridden all along the border on numerous occasions. Last Sunday, however, he went along with the film riding club and very promptly fell off a horse.

*Siegle Fry jr., son of S. G. and Mrs. Fry, was recently elected president of the Junior Chamber of Commerce in Tyler. The Frys are taking an active part in that city's affairs. Besides operating two theatres there, the father is a member of the city council.*

Theo Miller was in town from Quitman

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## "Boycott" Plans in Pelly Are Dropped

PELLY, TEX.—A city council does not have the legal right to sponsor a "boycott," according to an opinion of the city attorney here. Aldermen had asked for an opinion on the city's liability if the council sponsored a "boycott" against the East Texas Theatres, Inc., owners and operators of the Tri-Cities theatres at Goose Creek, Baytown and Pelly.

The "boycott" was planned to force the circuit to resume daily showings at the Alamo Theatre here. The opinion said the council would be liable to both criminal and civil prosecution on charges of conspiracy in restraint of trade, so the "boycott" idea was dropped.

## *Firemen Are Relieved of A Duty in San Antonio*

SAN ANTONIO—Detailing of firemen to duty in downtown theatres has been discontinued here at a saving of $30 daily and $35 on Sunday to the city's coffer. Fire and Police Commissioner Louie Lipscomb announced the discontinuance.

Ushers at theatres, drilled twice weekly on what to do in case of fire, will take over.


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210 SOUTH HARWOOD DALLAS, TEXAS

# MEMPHIS

ADDYS BROWN, who has for the past two years operated the Nevada and Gem theatres, in Prescott, Ark., has announced that plans have been completed for the construction of her third house in Prescott. This theatre, which is to be completed around October 1, will have approximately 500 seats, and will feature the latest type equipment and air conditioning, at a total cost of $25,000.

*"Buster" Clark of the Alamo Theatre, Pine Bluff, Ark., is very "chesty" these days since the birth of a "bouncing boy," who is now some three weeks old. His name is William Gordon Clark, and he weighs nearly eight pounds. This is Buster's first baby . . . Winfield Snelson, branch manager for Republic, has just returned from a flying trip to Atlanta where he attended a sales meeting conducted by A. C. Bromberg and J. R. Grainger.*

Exhibitors seen along the Row: Dave Flexer, New Albany; "Slim" Brewer, Savoy at Clarksdale; J. A. Launius' Marvel, Ark; J. T. James, Cotton Plant, Ark.; K. K. King, Searcy, Ark.; Orris Collins, Paragould; Clyde Browning, O. K. Theatre, Ecru, Miss.; Clyde Westbrook of Rosedale; Jack Marshall of Dyersburg; Tom Ford, Rector; Ned Greene, Mayfield; R. H. Fisher, Crescent, Belzoni, Miss.

*We understand the reason for Paul Shaffer's "unhappy" expression these days is due to the fact last week he invited a party of friends over for a day's fishing. Before he had gone more than a half mile up the canal, his new $200 outboard motor decided to take a nosedive and settled in 16 feet of water. However, Paul proved master of the situation, and without further ado, started diving into the depths in order to locate same. After he located the motor, on his next trip to the bottom of the canal he took a rope and lassoed same, while the other members of the party pulled it to the surface. However, in spite of everything, the fishing trip was a success, but Paul says, five o'clock in the morning is not his preferred swimming time. Incidentally, Paul is manager of the Star Theatre at Marked Tree, Ark.*

Sol Sachs, southern district manager for RKO, spent a couple of days in Memphis conferring with his manager, Al Avery . . . Edward Inderbitzen has announced plans for the opening of the Harlem Theatre in Jackson, Tenn., on or about August 2. This is to be a colored operation, and this theatre was formerly known as the Savoy . . . W. H. Caver jr. of the Von Theatre, Booneville, Miss., was in this week completing his bookings for the next 90 days, and had with him his little five-year-old daughter Rachel, who is quite talented as a singer, having won practically all the amateur radio contests in the tri-states.

*John Staples of the Franklin Theatre, Piggott, Ark., was in town and advised he had completely remodeled his theatre . . . A. J. Tillman was in Memphis negotiating for pictures in his theatre in Tchula, Miss., which he advised he was taking over as of August 1. This house has been closed for several months. However, it has been completely remodeled and modernized, having installed entire new equipment and seats.*

Col. Chas. E. Kessnich, district manager for M-G-M, spent two days in Memphis . . . Abe Suzore, formerly of the Bristol Theatre, Memphis, and who is on an extended vacation, postcards from Omaha, that all is well and that it looks like the

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## *Lunsford in Texas*

HEREFORD, TEX.—G. R. (Speck) Lunsford of Clovis, N. M., is now manager of the Star, replacing John Roberts who has moved to Fort Morgan, Colo., where he will manage a theatre.

### Remodel at Crosbyton

CROSBYTON, TEX.—Jack Arthur has refloored the Queen, including its stage, and has rearranged seating to allow more room for patrons.

### Cooling at Eagle Lake

EAGLE LAKE, TEX.—A washed air system has been installed in the Cole Theatre, one of the Mart Cole circuit, with R. L. Cole as manager.

### Working on Beach Novel

HOLLYWOOD—Richard Carroll has joined the Harry Sherman writing staff, working with Wanda Tuchock on "The Ne'er-Do-Well" from the Rex Beach novel.

# ATLANTA

JOE YOUNG of Paramount has returned from a brief trip to Memphis.

*J. S. Carscallen spent the weekend in Charlotte . . . J. R. Grainger, president of Republic Pictures, held a sales meeting with branch managers over the weekend, and then left Atlanta for Dallas. He was accompanied by Claire Hilgers . . . Jack Lamont is in Alabama.*

Carl Krueger of Hollywood, Paramount publicity department representative, is in town working on the showing here of Bing Crosby's new picture, "The Star Maker."

*Marjorie May of the Paramount office force was recently married . . . Dave Prince has returned from a trip in the territory.*

F. J. H. McCarthy of New York, Universal division manager, was in town for a few days.

*Fred Dodson, Florida Fox salesman, was a recent Row visitor . . . Shag Jordan, Universal salesman, spent the weekend in the territory.*

Glenna Morgan, daughter of Oscar Morgan, Paramount southern division manager, and Frank N. Neel, Paramount booker, were recently married.

*Mrs. Sandra Huckman, Ted Toddy's secretary, is on a vacation trip to New York.*

Mike and Dave Alterman, those genial brothers, are on their annual visit to New York where they visit the folks at home. Mike is booker for R. B. Wilby and Dave is booker for Warner.

*George Wilby is still in Savannah in connection with opening the drive-in theatre there, which he hopes to open within a week.*

Along the Row: Perry (Violatin') Taylor, from Columbus, Ga.; Wendel Welsh, Dallas, Ga.; H. J. Woodward, Winder, Ga.; Nat Hancock, Jefferson, Ga.; Ernest Ingram, Ashland, Ala.; John Carter, Brook-

(Continued on page 96)

# Mulkey to Celebrate 29th Anniversary

*By* V. W. CRISP

DALLAS—Homer Mulkey, the exhibitor at Clarendon, Tex., who has been in the business there for 29 years, will celebrate another anniversary on Sunday, August 13, to which he has invited all exchange bookers from the Dallas branches. For individual operation, he has been a Texas exhibitor longer than any other man, it is believed.

Dallas bookers will leave next Saturday for Clarendon where they will be guests of Mulkey on Sunday at a barbecue on the big Blocker ranch. There will be other entertainment. Mulkey chose to entertain the bookers on his anniversary because, he says, they, more than anyone in the business, render the most service to theatres.

Mulkey arrived in Clarendon in 1904 after taking a course in photography at Effington, Ill. He bought a studio and in 1906 won a second prize for portrait photography.

The same year saw the opening of Clarendon's first picture show, which was operated under several managements during the following four years. Mulkey bought the theatre on Friday, August 13, 1910. Today he operates two houses.

"I bought my first service from Bill Underwood, who at that time was operating the U. S. Amusement Co. at Amarillo. Just a little later General Film Co., Pathe, Select, Mutual and several other exchanges opened in Dallas," Mulkey said, in recounting to this writer something about his experiences.

"In 1912 we organized what was known as the Motion Picture Exhibitors League of America, and I have belonged to some kind of exhibitors' association since that time, failing to attend only one convention in November, 1937. The reason—I was sick," he said.

"I opened the Queen Theatre on Friday, November 13, 1925, as a 'B' house, but closed it when I installed sound in the Pastime during 1929. I opened the Cozy on Friday, October 13, 1935, and am still operating it as a 'B' theatre."

"I can recall many changes in show business since 1910. Our first service consisted of several subjects on one reel and when we later started getting two and three-reelers, we sure told the world about it. Among the first of these features was 'Tess of the Storm Country,' 'Queen Elizabeth' and 'Two Orphans.' The picture, I think, which had more to do with getting the preachers to let up on picture shows was the serial, 'Million-Dollar Mystery.'

"I have seen good times and bad times in show business. Although I am showing partiality to the bookers in the celebration of my 29th anniversary in this business, I also want to extend my appreciation to exchange managers with whom I have done business. As I look back, I see branch managers today as the equal of any managers of the past and I see them as a fine bunch of men. I have had a partner all through these years. She is my wife, Mrs. Mulkey, who has served continuously as cashier."

Many honors have been heaped upon



HOMER MULKEY

Homer Mulkey as a citizen. He has been president of the Clarendon chamber of commerce, president of the Lions Club, master of the Masonic Lodge and president of the Clarendon Golf Club. His highest honor came during the depression when he was chairman of the Red Cross for his district and when two and one-half cars of flour and $1,800 in cash was turned over to him for distribution to the distressed. Mulkey is a director of Allied Theatre Owners of Texas.

### Doris Nolan and Bickford

HOLLYWOOD—Doris Nolan and Charles Bickford have top spots in "One Hour to Live," completed this week at Universal. Harold Schuster directed for Producer George Yohalen.

# ARKANSAS

THE Concord at Springdale has installed a new marquee. Work is also continuing on the interior . . . Bob Burns will return to his home town of Van Buren, August 7, for the world premiere of his latest picture, "Our Leading Citizen." Arrangements have been completed for a coast-to-coast broadcast over the Columbia net.

*A film theatre at Dyer has been opened. This community is in the eastern part of Crawford county . . . The New Dixie at Ashdown has completed installation of new equipment. An air conditioning system will be installed soon. New rugs for the inside lobby and aisles are to be added in the near future. New seats have been installed and the walls redecorated.*

The interior of the Judd Theatre, Judsonia, has been remodeled . . . Wallace Kauffman, who operated the Imp at Benton for 18 years, recently opened a film house at Bauxite. New sound equipment was installed. The house will seat 500 and will be operated four nights a week. Both the Imp and the Bauxite, at Bauxite, are affiliated with the Robb and Rowley circuit.

## *New Five Points House Ready Thanksgiving*

EL PASO, TEX.—The new $50,000 theatre at Five Points should be ready for opening Thanksgiving Day, according to R. J. O'Donnell, general manager of Texas Consolidated Theatres. The location is Pershing Drive and Piedras St.

After conferring with City Manager John Paxton on construction plans, O'Donnell left by plane for the west coast.


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## *Exhibitor's Family and Star—*

*Guests of Dick Foran on "The Lady Dick" set at the Warner Studio in Burbank were Mrs. William K. Jenkins, right, of the L&J circuit, Atlanta, and her daughter.*

# SANTONE

NEWS IN TABLOID: Al White has been appointed chief of service at the Empire Theatre; Miss Doris Null is new relief cashier at the same house, while Ann Kuykendall vacations at the Frisco Fair . . . Mrs. Mary Welker has returned to the Aztec Theatre boxoffice following a recent illness . . . New chorus producer at the Joy Theatre is Blanche Livingston . . . Ripley's "Believe It or Not Girl," Monette Divney, played a week's engagement at the Nite Spot Cabaret . . . Uptown Manager Maurice Gleaves' pet hobby is breeding and raising horses on his farm near the city limits; Maurice recently had an addition to his colt family and it's a beauty, too . . . Mary Lou Walliser is planing that Frisco vacation.

*"Goodbye, Mr. Chips" was moved over to the Texas from the Aztec Theatre for an extended week's run . . . Midnight Spook Show at the Majestic, Saturday, was "The Gorilla" as the feature with 'Ghosts" and "The Haunted House" as short subjects on the Lights Out owl program. All the sound effects were thrown in, too.*

Roadshowman A. M. "Pappy" Cauble was in town the other day and looking for a helper to travel with his picture tent show now playing at Wimberly, Tex. . . . Visitor from Dallas was Bill Wesley, film salesman, calling on Paul Garza at the Obrero Theatre . . . Don Lozano in town from San Diego.

*Aztec Cashier Aileen Herndon spent her vacation over in Gonzales, Tex. . . . A former Kaycee theatreman, Carl H. Graff, is a beer distributor in this territory . . . Joe McGarrigle and Eddie Moran, former motion picture actors, are now working with "Doc" Alarkin's Medicine Show . . . Joy Hodges, Hollywood singing star, spent the week in Santone.*

In a sponsored program by Sommers Drug Stores here, Radio Station KTSA put on an amateur program Sunday billed as the "Major Bowes Tryouts" to find a boy and girl to join the Major's Fourth Anniversary Unit Show playing the Majestic here the week of August 5. The winners will be eligible to appear on a network program in New York this fall.

*The only dark theatre in San Antonio this summer is the Ritz, Negro house, located at Iowa and Pine Sts. . . . One of the latest Azteca Films to play the El Nacional Teatro here was "Un Domingo En El Tarde" . . . A new Latin-American daily tabloid newspaper is scheduled to make its local appearance here shortly, using columns and stories of radio, stage and screen.*

"Maisie" was the offering at the Majestic last week along with the stageshow attraction billed as "Major Bowes' Fourth Anniversary Revue." The first Bowes' presentation appeared at this ace Interstate house exactly four years ago this week.


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## *Suggest Music Festival For Free Show Funds*

NEW ORLEANS—A music festival which would be presented by the New Orleans civic symphony with the co-operation of various civic and social groups, has been suggested by George A. Chittenden, as a means of securing funds for purchasing modern equipment for the revival of motion pictures at Audubon Park. Mr. Chittenden who said that no films of note have been presented at the park for the past nine years, recalled a similar festival was sponsored some years ago for the benefit of the Audubon zoo, and proved highly successful.

# NEW ORLEANS

THREE young college boys seeing the country dropped into Loew's State the other night and during the screening visited the wash room. While there a revolver dropped from the pocket of one of them and was discharged. Result police rushed in, captured the "desperadoes" and landed them in jail on a charge of carrying concealed weapons and discharging them in the city limits. After a night in confinement the judge dismissed the visitors with a warning.

*Hugh Beaumont, winner of the RKO talent search in this region some months ago has tied up with a radio broadcasting station on the west coast . . . The First Summer School of Catholic Action composed of delegates from Louisiana and Mississippi held in New Orleans went on record against indecent films.*

The Circle Theatre, operated by Henry Lazarus and others will open for business about September 1.

*Joy Houck, president of Joy's Theatres is reported in Mexico enjoying a well earned vacation. He will return in two weeks . . . Miss Lois Cooper of Joy Shows, Inc., is on a two weeks' vacation in Arkansas.*

Miss Helen Englert, 17, over a field of 18 others, was named Miss New Orleans jr., at a contest at Ponchartrain Beach and will be sent to the Hollywood Beauty contest in September . . . Helen Moore will visit Hollywood when Mary Healy returns.

*Jack Dicharry, owner of the Lincoln Theatre in the upper section of the city, spent some time visiting the New York World's Fair. On his return he treated his son Jack junior, to a trip to the Exposition in San Francisco. Now watch out for yarns as to which was the biggest and most entertaining.*

The State has fallen into the idea of "holding over" for a second week lately—this time it is "Andy Hardy Gets Spring Fever"—with business tops . . . Midnight shows at the downtown theatres have become a habit lately—one week the Orpheum opens its doors after the regular; the following week the Saenger gathers in the coin. The State so far has refrained from the habit.

*Miss Bernice Tassin, dancer, flesh and film (occasionally) is in the city for a visit . . . A total of 122 members of the Federal theatre project was released August 1, after a layoff of 30 days with pay . . . Frances Daye, a former screen star, is in New Orleans and playing the lead in "Hot Cop," a Civic Theatre production . . . Light opera will open on the lake front September 2 by the New Orleans Light Opera Festival. "The Mikado" will be the first offering.*

The Lincoln Theatre these days shows up like a sore thumb at a picnic. Reason: Uncle Sam has torn down three blocks of shacks on either side of the theatre and work has started temporarily. There seems to be a little difficulty between the government and the owner Jack Dicharry over a fair price for the property.

# MEMPHIS

(Continued from page 92)

San Francisco Fair will be his next stop . . . Mrs. L. W. Mercer, who operates the Star Theatre at El Dorado, Ark., was an unusual Filmrow visitor, this being her first trip in over two years.

*Claire Hilgers, Republic's southern sales supervisor, was a guest of the Variety Club for a few hours Sunday while he was en route back to his office in Atlanta . . . J. E. Baker opened his new house last Sunday in Altus, Ark., which will be known as the Altus. Baker was on the Row getting his bookings set, and advised this was in the mining section of the state, and that this was the first theatre ever to be operated in the town. His house has approximately 300 seats.*

W. F. Ruffin of the Ruffin Circuit, and who about six weeks ago underwent a major operation, was able to leave the hospital this week, and return to his home in Covington. However, his first request after leaving the hospital was that he be driven along Filmrow, where many of his friends greeted him in his car. He says about September 1 he will be back on the job, and that he has no intention of regaining the 18 pounds of avoirdupois that he has lost . . . John Lee Woods of the Crossett Theatre, Crossett, Ark., together with his wife have just returned from a long vacation on the west coast. Mrs. Woods advises that she is going to operate the theatre from now on, in order that John Lee can devote his time to his various other business interests.

*Thursday, July 27, was a gala occasion for southeastern Arkansas, and especially for Forrest City due to the annual Peach Festival being held there. Throngs of people from far and near crowded the streets, which resulted in Louie Haven doing capacity business in both of his houses in this town . . . Harry Martin, editor of* Footlight and Flicker, *and ace motion picture reviewer of the* Commercial Appeal *is at the present time vacationing in Hollywood, where he is being highly entertained by the various studios and officials.*

# AUSTIN

MAJOR BOWES' Fourth Anniversary Unit Show played the Paramount in Austin, July 26-27, with business well above average. The price was raised slightly for the two-day "flesh" engagement.

*Phil Alexander, former San Antonian, is now announcing for KTBC, owned and operated by the State Capitol Broadcasting Co. Exhibitors in Austin and central Texas may send in their news items to the above station, in care of Jack Silver, and they will be printed in this column the following week.*

The visual education bureau at the University of Texas here is sending out free sound pictures dealing with nature study, animals, and manufacturing to clubs, schools and institutions in the Lone Star State.

## *Lester Sack Will Helm Branch in New York*

DALLAS—Lester J. Sack was to leave Saturday for New York where he will be manager of the new Sack branch. The home office will remain in Dallas. Other Sack branches are in Atlanta and Chicago.

Alfred N. Sack, president of the company, returned this week from New York where he completed all arrangements and plans for that new office.

## *Plan Larger House*

DALLAS—Plans are in the making for building a balcony into the Varsity Theatre, located near Southern Methodist University and operated by Interstate. The work will be done some time between now and the fall, it was learned.

### Celebrate Third Anniversary

SEMINOLE, TEX.—The Palace, owned by Audrey Cox, of Lamesa, and operated by his son, W. E. Cox, has celebrated its third anniversary.

### Modernize Carlisle Rex

CARLISLE, ARK.—The Rex Theatre has modernized its front with red and blue Neon. A washed air cooling system also has been installed. Ted Wilson is manager.

# OKLA. CITY

GOOD NEWS! Business has shown considerable signs of picking up during the last few days. While grosses still are far from a good line, they, nevertheless, grow more encouraging weekly . . . Bob Gallman, Pix Theatre manager, is doing nicely after a hernia operation.

*Joe Wallace has been named assistant manager of the State by T. B. Noble jr., managing director . . . More people are in the coffee shops on Filmrow of late, as the boys and girls return from vacations.*

A. B. Momand was in town and interested, of course, in the department of justice suit against Griffith.

*Spence Pierce, Midwest Theatre manager, is back from a short vacation . . . Two reissues are going to split a week at the Tower, we understand: "Mutiny on the Bounty" and "Rose Marie."*

F. M. Swigar's hay fever is considerably improved. He manages the Plaza . . . Sam Caporal has put his Mayflower back on singles.

*Griffith is trying a feature and four shorts program at the Rialto here and advertising same along the lines of a double bill.*

# DALLAS

(Continued from page 91)

reporting fair business in his theatre there and at Emory which he opened a few weeks ago. Bob Hooks, of Mineola was among other east Texans on the Row.

*It was a fine example of father and son on the Row, Tuesday. W. M. Shields, Interstate city manager at Tyler, and his son, Berman, manager of the Texas at Troupe, were doing business together as the father shook hands with friends and introduced the son to numbers of film and supply men.*

The Film Exchange Cafe is no more. It closed the other day after continuous operation under three managements since Filmrow moved to Harwood St. about 15 years ago. Now it's sandwiches and cold drinks right on the Row or take a little walk for a meal.

*After years of association with cool theatres, theatre men this year are looking to the cooling of their homes. Don Douglas of the R&R circuit; John Stewart of Kaufman, and Rip Condron of Forney, are among those buying small washed air units from Herber Bros.*

Johnny Blevins of Dublin, was one of the week's booking visitors, and Homer Mulkey of Clarendon, was on hand for a last roundup for the big party he will give for bookers on his 29th anniversary, August 13.

*Alfred Sack is back in town after three weeks in New York working out plans for opening a Sack branch in the film capital.*

Buddy Harris was downtown Tuesday after a short visit to the hospital. Doctors at first wanted to "excavate" for appendicitis, but Harris won the toss and is back on the job intact.

*Lee Threet was here Monday and Tuesday getting new equipment out to the new Jackson Theatre in Jacksonville, which will open about the middle of August.*

## *N. H. Waters Vacations*

BIRMINGHAM—N. H. Waters, head of the Waters Theatres here, and his family, are vacationing in San Francisco and Honolulu.

### Termer to Bebe Anderson

HOLLYWOOD—Bebe Anderson has been given a term acting contract at Warner Bros.

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# Ed Kuykendall Will Attend SETOA Trade Code Talks

ATLANTA—Ed Kuykendall, of New York, president of the MPTOA, will attend the meeting of the board of directors of the affiliated Southeastern Theatre Owners' Ass'n here Sunday.

Discussion will revolve principally around the controversial fair trades practice code.

President of the association is Milton C. Moore, of Jacksonville. Georgia officers include Oscar C. Lam, of Rome, national representative, MPTOA; J. H. Thompson, of Hawkinsville, state vice-president; Mrs. H. T. Wood, of Washington, secretary, and R. B. Wilby, Atlanta, treasurer.

Georgia directors include Nat Williams, Thomasville; Hal Macon, Statesboro; J. C. H. Wink, Dalton; R. E. Martin, Columbus; Arthur Lucas, Atlanta; William Karrh, Swainsboro; Mrs. Violet Edwards, Monticello, and Fred Weiss, Savannah.

## Atlanta's New Barkers Map Out Big Future

ATLANTA—Atlanta's recently-formed Variety Club, Tent 21, is making big plans for the future, Earle M. Holden, chairman of the publicity committee, reports.

Holden announces tentative plans have been made for the charter presentation September 14, when a ball and other "big doings" will take place.

Bingo parties will be held in the club's attractive rooms at the Henry Grady Hotel at 8 p. m. Thursday and Saturday, with club members and their wives cordially invited.

A meeting of the club is scheduled for August 14, when a luncheon will be served in the club rooms with R. L. McCoy of Warners, as King for the day.

## Waycross Pushes Plans for Civic Motion Picture

WAYCROSS, GA.—Plans are underway, following endorsement by the chamber of commerce, for a motion picture showing natural and industrial resources of Waycross and surrounding territory.

The films will be shown for a week in local theatres. W. H. Kimberley and Ted Edwards, of Visugraphic Film Co., Atlanta, visited here to arrange for the filming.

### Start Next "Blondie"

HOLLYWOOD—"Blondie Brings Up Baby" went into production this week at Columbia. Frank R. Strayer again directs from a script by Gladys Lehman.

### RKO Signs Stage Actress

HOLLYWOOD—Brenda Forbes, stage actress and sister of Actor Ralph Forbes, has been given an RKO contract.

### Rita Johnson Held

HOLLYWOOD — Rita Johnson, featured player, has been held for another term by Metro.

# L&J Managers Hold Parley and Outing

ATLANTA—Point Peter, furthermost strip of land in Georgia and location of Lucas Lodge, was the meeting place of all Lucas & Jenkins executives and city managers for a round-table discussion of theatre problems and an outing which included fishing, swimming and other sports.

Attending the meeting-outing were Arthur Lucas, president; William K. Jenkins, vice-president; E. E. Whitaker, district manager; and city managers and partners Charles Powell of Moultrie, A. Latimer Heard of Elberton, Moon Corker of Athens, O. L. Benson of Gainesville, Earle M. Holden of Atlanta, Art Barry of Macon, Bill Wilson of Waycross, Mrs. Alma King of Brunswick, Hudson Edwards of Savannah, Willis J. Davis of Atlanta, E. B. Whitham of the purchasing department; C. P. Rhino, of the accounting department; A. C. Cowles, of the booking department; I. L. Shields of Columbus.

Special topics were discussed by Mrs. King, Whitaker, Whitham, Cowles, Rhino, Davis, while all participated in general discussion.

As for recreational features of the three-day outing, the managers enjoyed the health-giving qualities of the sulphur-fresh water pool in the yard. Others enjoyed river fishing from the pier, which extends some 200 yards from the lodge over the St. Mary's River.

A deep-sea fishing trip on the Atlantic resulted in prizes for Rhino, Shields, Powell, Jenkins and Edwards.

## Jolly Club Outing Held At Lithia Springs

ATLANTA—The annual outing of the Jolly Club was held recently at Lithia Springs, a few miles from here.

Officers in charge of the outing included George Jones, president; Riley Davis, vice-president; M. Savini, treasurer, and Bill Hames, secretary.

The club, organized five years ago, does a lot of good work in a quiet way, without much fanfare or publicity. The organization sees that medical supplies, rent, food, and clothing are provided for widows and orphans of unfortunate workers, and also aids in securing jobs.

### In the Cutting Room

HOLLYWOOD—Into the cutting room this week went "Intermezzo," David O. Selznick production starring Leslie Howard. Gregory Ratoff directed from a script by John Van Druten and George O'Neil.

# ATLANTA

(Continued from page 92)

haven, and Jack Frost, Buckhead.

*Miss Thelma Rowden, bookkeeper for Affiliated, is recovering from a recent operation . . . Mr. and Mrs. Wallace Smith were in from Barnesville . . . Howard Wallace, Sack Amusement, spent the weekend in Dallas, returning there with Alfred Sack, who was in town last week.*

John Jenkins is on a trip around the circuit . . . Claire Hilgers is in Oklahoma City on a trip . . . Clyde Vaughn, former branch ad sales manager for RKO, has been promoted to booker, and Charlie Jordan, formerly assistant poster clerk, has been promoted to branch ad sales manager.

*Joe Brecheen, new RKO branch manager, is winning friends along the Row . . . Paul Barron, drive leader for Universal, was a recent visitor . . . Harry Graham has returned from Charlotte . . . Salesmen Elliott, Falis, Cox and Jordan spent the weekend in Atlanta.*

J. W. Greenleaf, Universal salesman at Charlotte, was a weekender here . . . Bill Speck planned an automobile trip to the Blue Ridge mountains . . . Mrs. Lee Fuhrman, wife of Atlanta's BOXOFFICE representative, attended the annual home-coming at Young Harris College last week.

*Mrs. C. F. Baker, better known as Miss Foye Gay, attractive and courteous secretary to RKO's Hubert Lyons, spent a weekend in Chattanooga . . . Speaking of RKO, Mildred Matthews, of the office force, left Saturday by plane for Miami and Nassau on her vacation; Mrs. F. L. Sacha has returned from a vacation trip to the New York World's Fair; ditto Miss Polly Hayes and Mrs. Edna Timms.*

Raymond Lewis plans to open the Atlanta Theatre, former stage house . . . Miss Marion Watkins, UA cashier, caught a 100-pound tarpoon off Florida waters . . . And speaking of fishing, J. U. McCormick of Amity Exchange, and his son-in-law, Major L. H. Brown, of Washington, D. C., each caught a big sail fish during a recent trip to Florida.

*Solomon Miller of Atlanta, has purchased the Fairview and Temple theatres from George Wilby and Associates . . . John Cunningham was in from Miami Beach . . . J. S. Carscallen is on a trip to Memphis and St. Louis.*

Along the Row: Roth E. Hook of Aliceville, Ala.; Ben Neal of Villa Rica, Hugh Manning of Etowah, Tenn.

*Mrs. Ethel Blanton has returned to Cairo, Ga., from Atlanta, where she spent several days buying pictures for her Zebulon and Syrup City theatres.*

### New Sound at Homerville

HOMERVILLE, GA.—New sound equipment has been installed in the Liberty Theatre. A new screen is scheduled to be installed.

# 39 Juvenile Admission Cases Are Cleared

MONTREAL—A sum of $450 rolled into municipal coffers as a result of a considerate disposition by Recorder Plante of 39 old court cases involving admission of minors under 16 years of age to several local moving picture theatres. A plea of guilty was entered in each case, and Recorder Plante ordered a fine of $40 and $15 in costs in two instances and of $10 and costs in the other 37 cases.

The court's verdict cleared all such cases before the municipal tribunal from the rolls. The 39 disposed of were the last of those hanging fire since the question of the recorder's court jurisdiction in such cases was challenged in the superior court and established by the latter. According to police officers, there have been no such offences committed by accused since the superior court judgment was returned.

In view of the latter fact, Recorder Plante took a lenient attitude in the 37 cases where he ordered $10 and costs each. He pointed out that according to charges, the offense in each case was a first one, but that if any of the accused operators repeated the offense, it would be taken note of on the charge. In such event, he warned, the fine can be not less than $40 and for third offense, the minimum fine can not be less than $100.

## Denis-Roosevelt Party To Film Inland China

MONTREAL—To film actual conditions in beleaguered China and the little-known provinces of the Tibetan frontier, the Armand Denis-Leila Roosevelt Asiatic Expedition left Rangoon, Burmah, early in July to complete preparations for its 2,000-mile motor journey along the mountain route to Chungking and central China.

This expedition, according to word received locally, is probably the most hazardous project of its kind undertaken in recent years as it will be the first to follow in the footsteps of Marco Polo. Many lonely stretches of the route are through districts which have been lawless since Marco Polo first traveled through them.

Armand Denis and his wife, Leila Roosevelt, producers of the African moving picture "Dark Rapture," which received wide acclaim last year, came to Burma from London by airplane accompanied by Hassoldt Davis, Leroy G. Phelps, veteran cameramen, and American and Chinese assistants met them in Rangoon.

## Film Plugs University

MONTREAL—Aptly titled "Paths of Learning" a new and significant sound motion picture has been recently released by the authorities of Queen's University, Kingston, Ontario. Produced by Associated Screen Studios of Montreal the picture gives an interesting and thorough resume of the various undergraduate activities and campus life.

# Report European Money Flow To Canada for New Chain

## He Remembers Gus

BANFF—A friendship of 15 years was picked up when Jack Benny stopped here at Banff Springs Hotel to say hello to Gus.

When the waiter captain came to his room, Benny, shaking his hand, greeted him with an enthusiastic "Hello, Gus."

When the film and radio comedian was gaining an entertainment toehold 15 years ago in the Little Club, New York, Gus was a waiter there.

Benny, accompanied here by Jesse Block of New York, spent several days between Banff and Lake Louise, golfing and, generally, taking things easy.

## Underground Camera to Record Earth Layers

BLACK DIAMOND, ALTA.—Turner Valley oil field has installed its first underground camera, capable of recording strata formations to a depth of 12,000 feet. The electric log, or "Jeep" as the oilmen term it, is mounted on a truck and is complete with a "dark room" for developing, and an operating room and control room to guide, the 12,000-foot cable.

An electrode containing motors timed with similar motor above the surface is suspended from the cable. Light is reflected to the electrode through mirrors and a galvanometer registers variations on a negative.

Indentures are recorded on a graph as the electrode passes through structure layers and the operator translates the meaning of variations.

The camera records 350 feet a minute and complete pictures of a shaft can be completed in an hour and a half.

## Franklin Opens Seventh, Community, Yarmouth

TORONTO—On a visit to Ontario as a guest of the National Conference of Famous Players Canadian Corp., Joseph M. Franklin, head of the Franklin-Herschorn circuit in the Maritime Provinces, announced that he had just opened his seventh theatre, the Community, at Yarmouth, N. S. The manager of the new house is Al Foster.

Franklin, who is one of the most widely known theatre men of the Dominion, also announced that his son, Mitchell, of Halifax, had been appointed supervisor of theatres for the rapidly growing circuit.

## Start "Victor Herbert"

HOLLYWOOD—"The Life of Victor Herbert" went into production this week at Paramount, with Andrew Stone directing from a script by Russell Crouse and Robert Lively. Allan Jones and Mary Martin have the topline roles.

OTTAWA—A report which may have some basis in fact but which is closely guarded with other matters of international import by the Canadian immigration department and the secretary of state for external affairs, provides an intimation that European funds are to be brought into the Dominion for use in the establishment of a circuit of theatres.

This is said to be in line with the flight of capital, industries and machinery from middle Europe because of the menace of confiscation and persecution and the already apparent dictatorial restrictions. It is admitted in official circles in Ottawa that countless applications have been received by the government for the admission of persons and capital for the establishment of new enterprises in the Dominion and, among these, it is said, there are several former leaders in the theatre field who are faced with elimination by the dictators or the threat of further aggression.

### Dominion as Refuge

The rumor is that the "exiled" theatre men who desire entry into the Dominion have been able to retain substantial funds and look to Canada as a land where they can become re-established now that hope has been abandoned for continued business existence in the dictator states. One report has the amount of available cash so high that it borders upon the ridiculous, but it is taken as an indication that the so-called refugees are in a position to talk business once they have been admitted to the country.

The situation has almost embarrassed the Canadian government, which is anxious to protect Canadian interests but also recognizes the importance of further population, capital and business in the young country. Already a million-dollar shoe industry and other enterprises from Central Europe have made a start in the Dominion and more are appealing for admission. Incidentally, the big shoe company already has announced its plan for a company theatre but apparently it does not intend to go further than this in the establishment of film entertainment facilities. The rumor concerns a European theatre group, the identity of which has not been disclosed in accordance with the policy to handle immigration matters privately unless they are otherwise voluntarily revealed. The availability of screen product for a new circuit has not been touched upon, it is understood, and there is a possibility that this angle to the situation is not appreciated but a solution is possible if new money is readily available.

## Filming "Abe Lincoln"

HOLLYWOOD—Filming of Robert Emmet Sherwood's stage success, "Abe Lincoln in Illinois," started this week at RKO, with Raymond Massey, who had the lead in the stage version, in the title role. John Cromwell is directing for Harry Goetz and Max Gordon, co-producers.

## Convention Notes

(Continued from preceding page)

was out of the room when the draw for prizes was under way at the final luncheon, but returned in time to hear Al Troyer, stunt chairman, call out his number for the last time for the last prize on the list. Long gave a shout, rushed to the head table and received an electric fan. "I was going to buy a fan tomorrow," declared Lucky Tubby.

The unluckiest man was Manager H. G. Copley of the Grandview out in British Columbia, who was taken off the train at Winnipeg with an attack of illness which kept him in a hospital several days. The only accident of the convention befell D. D. Bloom of Regal Films, Ltd., Toronto, who had a car fender crumpled in a minor collision in front of the General Brock Hotel.

The man who perspired most was Walter Kennedy, director of publicity for Empire-Universal Films, Ltd., Toronto, who got out a special convention newspaper of four full pages, presented a Republic yearbook to every manager, placed a Baby Sandy cutout standee on the dresser in every hotel room, extolled the merits of forthcoming hits, entertained the mob in his suite of rooms, and swelled with deserved pride for his campaign on "Moonlight Sonata."

The envy of all was Ed Harris of the FPCC head office, an authority on projection and photography, when he won a 16mm picture camera in the prize draw. "Ed Harris of all people—as if he needed a camera," chorused the 400.

Capt. Pete Egan's sturdy westerners outpulled and outsmarted Capt. Syd Scott's eastern team in the tug-of-war feature. Scott's argument that his eastern managers had lost too much avoirdupois going after bigger summer grosses, literally carried no weight and the cowhands from the Prairies each received a leather-bound clock-calendar desk set. You could have knocked the eyes off the losers when they spotted the prizes.

A family reunion took place at the conference when Leonard Bishop of the Tivoli, Hamilton, Ont., met his brother, Harold, manager of the Capitol in Winnipeg. They talked things over hours on end.

W. A. Summerville of Toronto, manager of the Prince of Wales Theatre and a member of the Ontario legislature, was as busy as a politician the day before an election. He divided himself between the convention in Niagara Falls and his annual electoral picnic in the east end of Toronto which occurred during the FP conference.

Two film executives flew to the convention from the United States. One was Matty Fox, vice-president in charge of Universal west coast studios, and the other was Monroe Greenthal, director of publicity for United Artists.

The most valuable display at the Record Royal Year Rally was presented by M. H. Wilkes, special representative of United Artists, which was the original oil painting, "The Real Glory," by Dean Cornwell. The impressive work was inspired by the feature starring Gary Cooper. The painting carried special insurance for its exhibition in Niagara Falls.

The FP managers looked at only one picture during the conference and it was non-theatrical. It was a private film of the Royal Visit to Halifax which had been taken by T. J. Courtney, manager of the Casino Theatre, Halifax, who brought it to the convention as a community boost.

Occupying a prominent place in the main lobby of the convention hotel was a Super Simplex projection machine shown by General Theatre Supply Co., Toronto.

Manager Charlie Querrie of the Toronto Palace vied with President N. L. Nathanson of FPCC in the number of telegrams received during the conference. Querrie celebrated his 60th birthday and the "Old War Horse" was remembered by hundreds, including fellow-managers, at the convention who presented him with a wrist watch.

G. Cass of Toronto's Filmrow revealed at the banquet that his automobile had been stolen and asked BOXOFFICE to mention it in this paper—which we refused to do on the ground that we did not have that kind of readers.

When Famous Players Canadian Corp. does things it does not go half way. Even the special tickets on the Canadian National Railways were printed for the occasion with the name of the company and other appropriate details.

W. K. Trudell, manager of the Capitol in London, Ont., prepared a special treat for his many friends at the film congress in the form of souvenir printed book matches. They did not go very far because the box was cleaned out in the matter of seconds by the managers who happened to be on the spot when he raised the lid. In this connection, Syd Scott of Sudbury, Ont., was accused of having the biggest hands of anybody at the meeting.

J. V. Ward, manager of FP's Capitol Theatre in Niagara Falls, played "Juarez," "Farewell Again" and "South Riding" during the convention days. He never saw the inside of his theatre during the strenuous period.

The scores of managers at the sessions saw a bit of international trade competition when they scanned the local newspaper to discover the display advertising of three theatres on the United States side of the Niagara River. These were the Strand, New Cataract and Shea's Bellevue of Niagara Falls, N. Y. The houses in the Canadian city at the Falls are the Capitol and Hollywood.

The *Niagara Falls Review* seized the opportunity presented in the presence of many film executives from both Canada and the United States to suggest the Niagara district was "rich in scenic and historic values" for the making of future pictures.

The M-G-M exploitation department worked overtime in providing stunts at the conference. Giant M-G-M automatic pencils with the notation, "M-G-M always does things in a big way," were distributed to all; there were plenty of book matches while cutout novelties were found at every plate at the final banquet. Jules Levy of RKO presented every manager with an elaborate announcement book.

# Golf Tournament Is A Torrid Affair

NIAGARA FALLS—The golf tournament of Famous Players Canadian Corp. in connection with the national convention was a torrid session, both in the matter of heat and the keen competition. What with handicaps and the top form of the turf-diggers, it took some time for the committee to figure out the winner and, even then, it was necessary to resort to a deck of cards to declare the 1939 champion, a half-dozen of the divoteers being tied for the Charlie Dentelbeck Trophy and the silver cigar case for the low net player.

The cut of the cards by both players and proxies, after several unsuccessful tries, finally resulted in the award of the silverware to Ken Craig of the Capitol Theatre, Cobourg, Ont., whom, they claimed, had been practicing for the event for months past. Jack Arthur, manager of the Toronto Uptown, learned long afterwards that he had been awarded the silver water bottle for second but he protested that he could not carry the bottle with him around a golf course and wanted the golf balls instead. R. G. Darby upheld the honors for the headoffice staff by taking third prize; R. McClelland of the Capitol, Toronto, walked off with fourth, while J. McDonough of the Grand, Galt, Ont., was granted fifth place after a lengthy parley regarding the cards.

The net score? After it was all over, nobody could remember although Jack Arthur swore he made the first nine holes in 35 but had lost his scorecard on the way back to the hotel.

### Western Managers Get In an Extra Day

NIAGARA FALLS—The western Canadian managers of FPCC had an extra day of conventioning following the close of the four-day program when they traveled on their special railway coaches to Toronto for further conferences at the company's home office.

Next followed the four-day ride to the Pacific Coast with the managers of Vancouver, Victoria, New Westminster and Prince Rupert finally getting back to their desks after an absence of approximately two weeks.

Walter Kennedy, publicity director, Empire-Universal; Mike Wilkes, publicity director, United Artists; Dewey D. Bloom, publicity director, Regal Films; S. Brent, Universal manager, Toronto; Frank O'Byrne, Toronto branch manager, Associated Screen News, Ltd.; Don Henshaw, RKO manager, Toronto; Gordon Lightstone, Toronto branch manager, Regal Films; Barney Harris, Toronto; Howard Knevels, Montreal; Joseph M. Franklin, president of Franklin-Herschorn circuit, Halifax; Jake Miles, Winnipeg; Frank Kershaw, vice-president, Western Theatres, Ltd., Winnipeg; J. Burko, General Theatre Supply, Toronto; Harold Pfaff, Toronto; G. Cass, Toronto; John Dixon, Toronto; W. M. Gladish, Toronto, and many others.

Employes of the head office staff and theatres, as well as guests, who took part in the annual picnic sports at Niagara Falls Park were thrilled with the magnificence of the prizes which had been donated for the occasion by supply and equipment houses. The array included radios, desk sets, perfumes, smoking requisites, jewelry, time pieces, electrical household equipment, leather goods and many other attractive articles.

The donors were listed on a large display card as follows:

Northern Electric Co., Ltd., Toronto Carpet Co., Barrett Roofing Co., Canadian General Electric Co., Canadian Automatic Confections, Ltd., Dunlop Tire & Rubber Goods Co., General Brock Hotel, Niagara Falls; General Register Co., Hertner Electric Corp., Interior Hardware Co., International Projector Co., Trane Co., Vitrolite Products, Ltd., Weathermakers, Ltd., Irish & Maulson, Ltd., Kaplan & Sprachman, theatre architects; Macey Neon displays, Pilkington Bros., RCA-Victor Co., E. L. Ruddy Co., Ltd., Robert Simpson Co., Ltd., Toronto department store, Sheldons, Ltd., and Canadian National Carbon Co.

The sport events were of the picnic type and included appropriate foot races, biscuit-eating, balloon blowing, shoe kicking, three-legged sprint and relay race, with first and second prizes for each contest.

## American Pictures Mould Life in Buenos Aires

MONTREAL—That American films have been a big factor in the life of Buenos Aires is conceded in the debate over the agitation for production of pictures in Argentina on a big scale.

Palatial downtown theatres of the city owe their success to the fact they are always able to obtain high grade pictures produced in the United States. The entire center of Buenos Aires has been turned from the Avenida de Mayor to Calle Corrientes by American pictures. That one city block, with its adjacent block or two housing large film theatres, is ablaze at night, while the Avenida de Mayor, with no theatres of distinction, is drab and unattractive.

American films are also credited with teaching South American housewives the use of electric ice boxes.

# VICTORIA

ED MORBEY of the Dominion Theatre, Martin Cave of the Capitol, and Johnny Garrard of the Atlas, managed their respective houses during the absence of Managers Cliff Denham, J. M. Robertson, and Marc Prieswerck, who attended the Famous Player convention at Niagara Falls.

*For the showing of "Mutiny on the Blackhawk," Morbey of the Dominion arranged an appropriate theatre front. The marquee was decorated with port and starboard lights, life buoys, ships' lanterns and a flashing mast light. Anchors, wheels, and coils of rope in the lobby also helped to give the atmosphere of the picture. Tie-ups were arranged with the local ship chandlers.*

Capt. V. G. Brodeur, in charge of the western division of the Royal Canadian Navy, and Commander Hart and Commander Stevens of the Royal Canadian Navy were guests of Cave at the Capitol. They saw newsreel pictures of the raising of the *Squalus*.

*As there are at least* 800 *school teachers attending summer school in Victoria, Garrard of the Atlas extended an invitation to* 36 *members of the history class to attend an afternoon performance of "Juarez." In addition libraries and book stores were contacted for window displays.*

Five tieups were arranged by Cave of the Capitol for the showing of "Daughters Courageous." A five and ten-cent store had a full window tieup of powders and lotions featuring a "for your daughter angle." A beauty salon advertised "Four Smart Girls in Daughters Courageous. Bert Waude's Permanents for Smart Girls." Since *Liberty* had a full-page preview on the picture, programs advertising the showing at the Capitol were distributed with copies of the magazine. A local cafe had a five-foot string advertising a "Daughters Courageous Sundae." A department store had a full window tie-up connecting ladies' sports wear with the picture. Lights were played on the window in the evening.

*Due to the widespread interest in the Royal Visit and the great deal of criticism in Victoria over the school children missing a good view of the King and Queen, Garrard of the Atlas promoted a story in newspapers informing the public of details of the feature to be made showing the Royal Visit to Canada and the United States, which will play later at the Atlas.*

Members of the Victoria Model Airplane Club were guests of the Capitol Theatre at a showing of "Five Came Back." A tieup with a five and ten cent store featured model airplane kits. Model airplanes made by members of the Model Airplane Club were hung around the lobby.

# Convention Notes

NIAGARA FALLS—In passing out bouquets the considerable printed matter for the conference including the banquet menu, for work accomplished in connection with special arrangements for the Record Royal Year Convention of FPCC, the following should be mentioned:

James R. Nairn, director of advertising, for the really strenuous job of preparing which was a work of art, program folders, inserts for managers' year books, his advertising brochure, special illustrations and the convention front page in the *Niagara Falls Review* newspaper which was a big stunt in itself.

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Also, Al Troyer as chairman of the sports committee, his supervision of the program, work in connection with prizes and the memorable draw at the luncheon in which his Lions Club experience was valuable.

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To N. L. Jackson and A. MacCunn of the FPCC head office staff for their organization of many details for the special train from Toronto to Niagara Falls and back which carried 116 persons, their supervision of parking arrangements and the transportation of everybody to their homes in Toronto at four o'clock in the morning after it was all over.

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A hand to J. Cameron for hours spent at the convention registration in the General Brock Hotel for the assignment of rooms, distribution of badges and instructions and the answering of a million-and-one questions.

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To Frank Justin of FPCC head office, Charlie Querrie of the Palace, Dan Krendel of the Tivoli, Pete Egan of the Calgary Capitol and Ray Tubman of the Ottawa Capitol for their assistance as members of the convention sports committee.

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To the "Forgotten Women" from the head office—four in number—who looked after much stenographic work at the hotel during the convention. They were the Misses Patricia Freeman, Flora Hayes, Jessie Budman and Lillian Cox. It was 96 in the shade and they worked like trojans. Applause also to R. G. Darby of head office for making everybody comfortable.

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There was an outcry from the east when the Calgary deputation walked off with two of the main prizes in the luncheon draw. Pete D. Egan of the Calgary Capitol won an order for a tailor-made suit of clothes while his side-kick, L. J. Chown, of the Calgary Strand, drew the number which gave him a valuable portable radio.

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The luckiest man at the convention was H. T. "Tubby" Long, general manager of Associated Theatres, Ltd., Toronto. He

(Continued on next page)

# 400 at Brilliant Banquet for Famous Players Managers

NIAGARA FALLS—The final banquet of the national managers' conference of Famous Players Canadian Corp., in the ballroom of the General Brock Hotel here, with 400 present, was regarded as the most outstanding function in the history of the film industry in Canada with respect to the brilliance of personnel in attendance, importance of the speeches and the value of the goodwill and inspiration engendered.

The addresses of Premier M. F. Hepburn of Ontario, Col. the Hon. George A. Drew, leader of the opposition in the Provincial legislature, Major John Bassett, publisher of the *Montreal Gazette;* President Barney Balaban of Paramount Pictures, New York; Mayor C. D. Hanniwell, President N. L. Nathanson and Vice-President J. J. Fitzgibbons of FPCC aroused wide general interest and secured many columns of space in the daily newspapers throughout the Dominion. From the viewpoint of the big Canadian theatre chain and of the Canadian film industry as a whole, nothing more satisfying or as generally effective has happened in the years of the business than this banquet, the chairman of which was T. J. Bragg, secretary-treasurer of FPCC. The whole program, which did not include one entertainment feature by the way, was eminently impressive not only to the representatives of the trade but to the political leaders who were the guests of honor, in whose minds was undoubtedly stamped the indelible thought that the film industry possesses unquestioned substance.

### Warns Against Japan

Premier Hepburn gave warning of a new menace from the east when Japan had conquered China and of the prospect of an immediate economic evolution in the Dominion and, after outlining the work of the Ontario government in providing for the welfare of its population, concluded with a eulogy of J. J. Fitzgibbons, vice-president of Famous Players, in which he congratulated him on his recovery from severe illness.

Colonel Drew called for a new spirit among Canadians and drove home the fact with convincing forcefulness that democracy was founded on freedom of expression in speech, the printed word, motion pictures and radio, limited only by a consideration of what is proper in the public interest. Colonel Drew aroused cheers when he declared that the freedom and peace of the world depended upon a perfect understanding between the British Empire and the United States. There should be no government control or interference with respect to the motion picture industry because this was characteristic of the dictatorial states but he did feel that more Canadianism could be injected into motion pictures and there should be more Canadian newsreels so that the youth of the Dominion would have a better appreciation of Canada.

Responding to the Toast to the Empire, Major John Basset drew cheers when he declared that the British Empire would "come through as it always has done in the past." He referred to the basic principle of freedom enjoyed by the English-speaking nations of the world as found in the Magna Charta and declared that the people of the United States were not alien but were of our own flesh and blood. The British Monarchs had brought new life, new hope and fresh confidence to Canadians and had shown the people of this Continent that service to all was true royalty. The speaker looked upon President N. L. Nathanson as a friend to all regardless of color, class or creed and complimented him for his broad outlook.

President Balaban spoke in highest terms of the Famous Players Canadian Corp. and eulogized Nathanson and Fitzgibbons, both of whom were held in the greatest esteem by his own company. He stressed the splendid friendship which existed between the two companies in Canada and the United States and, going a point further, expressed the view that the two countries lived almost as one.

Fitzgibbons expressed appreciation for the cooperation which had been extended by the Ontario government and gave assurance of support for any public welfare undertaking. He lauded the newspapers as the most effective medium, declared that the motion picture business had a real responsibility to the public and praised Nathanson for his constructive leadership.

In welcoming the many guests, Nathanson pointed out that it was the first national gathering of the company in 12 years and expressed appreciation for the loyalty and teamwork of employes throughout the organization.

Included among those present: President N. L. Nathanson, Vice-President J. J. Fitzgibbons, Secretary-Treasurer Thomas J. Bragg, who was the toastmaster, and many other officials of Famous Players Canadian Corp.; President Barney Balaban and Joseph J. Unger, eastern sales manager of Paramount Pictures, New York; Austin Keough, chairman of the Paramount board, New York; Hon. W. D. Ross, former lieut.-governor of Ontario; Hon. Mitchell F. Hepburn, premier of Ontario; Col. the Hon. George A. Drew, leader of the opposition in the Ontario legislature; Major John Bassett, president of the *Montreal Gazette;* James R. Grainger, president of Republic pictures; Jack Cohn, vice-president of Columbia Pictures, New York; Col. John A. Cooper, president, Motion Picture Distributors of Canada; Frank J. McCarthy, Universal Pictures, New York; Matty Fox, vice-president in charge of Universal west coast studios; Carl Leserman, Warner Bros., New York; Jules Levy, RKO Pictures, New York; M. A. Schlesinger, president of General Talking Pictures of South Africa; Monroe Greenthal, director of publicity, United Artists, New York.

### Prominents Present

O. J. Silverthorne, chairman of the Ontario board of censors; Abe Montague, sales manager of Columbia Pictures, New York; Herman Wobber of 20th Century-Fox, New York; Walter Hayner, Canadian district manager, M-G-M; Arthur A. Lee, GB Pictures, New York; H. M. Masters, Canadian general manager, United Artists; M. A. Milligan, Canadian general manager of Paramount; B. E. Norrish, president, Associated Screen News, Ltd., Montreal; J. Arthur Hirsch, president, Consolidated Theatres, Ltd., Montreal; N. Lawand, managing director, Confederation Amusements, Ltd., Montreal; George N. Ganetakos, managing director, United Amusements Corp., Montreal; Clair Hague, Canadian representative, Universal Pictures; George Rotsky, general supervisor, Consolidated Theatres, Montreal; William A. Summerville, member of the Ontario legislature, Toronto; Roy Elmhurst, private secretary to Premier Hepburn of Ontario; Harold T. Long, general manager, Associated Theatres, Ltd., Toronto; Henry L. Nathanson, general manager, Regal Films, Ltd., Toronto; President O. R. Hanson and Vice-President Paul Nathanson, Empire-Universal Films, Ltd.; Louis Rosenfeld, general manager, Columbia Pictures of Canada, Ltd.

Harry J. Allen, vice-president and general manager, Grand National Films, Ltd., Toronto; Charles Mavety, president, Mavety Film Delivery Service, Toronto; Leo M. Devaney, general manager, RKO Distributing Corp. of Canada, Ltd.; A. W. Perry, general manager, Archie J. Laurie, assistant general manager, Frank Fisher, Toronto branch manager, Empire-Universal Films; J. J. Allen, general manager, Theatre Holding Corp., Toronto; Raymond S. Allen and Herb Allen, Premier Theatres, Toronto; Wolfe Cohen, general manager, Vitagraph Ltd.; Sam Fine and Elmer Bloom, B&F Theatres, Toronto; Ray Lewis, publisher of *Canadian Moving Picture Digest;* Jack L. Hunter, Toronto branch manager, Paramount Film Service; Joe Plottel, Toronto branch manager, Warner Bros.

Frank Meyers, Toronto branch manager, RKO Distributing Corp.; Sam Glazer, Toronto branch manager, United Artists;

## Slogans

NIAGARA FALLS—Thought-provoking slogans on attractive display cards, along with other spectacular embellishments, hit the eye on all sides at the Famous Players Canadian convention as silent messages to the chain managers from coast to coast. Some of these were:

"New ideas create new business."

"Don't neglect the youngsters. It does not take long to grow up into regular patrons."

"No matter how swell an ad looks, it's not worth a dime unless it sells tickets."

"Eight per cent of the tourist's dollar goes for amusements. Why not more?"

"We're in the finest business in the world. Let's prove it."

"It takes new patrons to break old records."

"I'll get my share of the $5,000 bonus contest."

"1939-40—A year to remember."

"Charlie Querrie says—

"On your toes
"On the floor
"And the place you sit on
"Will never get sore."

## List of FPC Managers at 21st Annual Convention

NIAGARA FALLS, ONT. — In addition to those reported last week attending the 21st annual convention of Famous Players Canadian Corp., were the following managers:

F. E. Petch, D. B. Roberts, Brandon; D. D. Egan, L. J. Chown, R. Micheltree, Calgary; W. P. Wilson, A. Entwisle, Edmonton; G. Carson, Fort William; A. W. Shackleford, Lethbridge; E. P. Fields, Moose Jaw; C. Dellay, G. J. McComber, Port Arthur; William Novak, C. Bahrynowski, S. Bowes, Regina; Frank Miley, W. Winterton, Saskatoon; H. K. Durham, Shaunavon; R. C. Sutherland, Weyburn; Don Gauld, Harold Bishop, Winnipeg; Stan Derry, Kensia; M. S. Joiner, N. J. Duncan, C. E. Hector, H. Creasey, Phil Tazker, H. G. Copely, K. C. McRae, J. Millman, H. Thompson, A. L. Zetterman, L. New, Vancouver; Cliff Denham, J. M. Robertson, M. Prieswerck, Victoria; W. Bennett, C. J. Hughes, C. G. Smith, E. C. Lackey, L. C. Campbell, J. M. Gow; S. P. McMordie, J. P. Pitner, J. H. Black, D. G. Borland, W. Harper, all of various British Columbia points.

Representatives of Toronto theatres were: Jack Arthur and Fred Trebilcock, Uptown; Tom Daley, Imperial, J. Shea and W. Graydon, Hippodrome; Dan Krendel, Tivoli; Al Ritchie, Alhambra; Robert Downey, Beach; Walter Hunt, Bedford; Al Sedgewick, Belsize; Jack Laver, Bloor; Vern Hudson, Capitol; M. Margolius, College; Jack Purves, Eglinton; Robert Eves, Oakwood; C. L. Querrie, Palace; M. J. Doyle, Parkdale; James Lynch, Runnymede; G. Morrell, St. Clair; A. Easson, Village.

Manager of theatres in Ontario comprised: Hamilton, C. T. Spencer, George Stroud, Leon Bishop, H. R. Hutchinson; Windsor, Robert Knevels, H. C. Merritt, J. J. LaFave, E. Lamoureux, S. C. Clayman; London, W. K. Trudell, J. Preston; Ottawa, Chris Holmes, T. R. Tubman, I. Singerman, A. Stevens; Kingston, Ernie Smithies, T. McCoy; Woodstock, H. V. Neun, A. Scandrett; Brantford, E. A. Moule, W. J. Burke; Guelph, R. McKibbin, S. Andrews; Belleville, G. Forhan; Cobourg, K. Craig; North Bay, Jack Nelson; Oshawa, Leon Osier; Peterboro, A. E. Cauley; Port Hope, J. S. Smart; Sault Ste. Marie, W. P. McGeachie; Sudbury, Syd Scott; Trenton, G. W. Martin; Brockville, F. McLennan; Chatham, A. P. Drohan; Sarnia, W. J. Fawcett; St. Thomas, Ted Doney; Gault, E. J. Landsborough and J. McDonough; St. Catharines, R. J. Harrison; Niagara Falls, J. V. Ward; Welland, T. Forhan; Owen Sound, Chris Georgas; Cornwall, Clarence Markell; Fort William, Frank Willis.

Those from Quebec and the Maritime provinces included: Hull, Robert Maynard; Rouyn, S. Korman; Quebec City, P. Valliere; Three Rivers, G. T. Robert and A. J. B. Robert; Halifax, L. M. Graburn, R. J. Machdam and J. M. Franklin; St. John, W. H. Golding; Sydney, D. P. MacDonald; Moncton, F. W. Winter, and Glace Bay, J. Connor.

### Scripts Next "Tarzan"

HOLLYWOOD—Myles Connolly is scripting the next "Tarzan" vehicle for Metro. Lucien Hubbard will produce.

## They're No Gentlemen

REGINA, SASK.—What with all the fan magazines and the like, why anyone should want to steal lobby pictures has Manager H. A. Bercovich of the Rex here puzzled, especially the "ladies."

For, despite efforts of the staff to keep a lookout, framed pictures of the stars have been stolen, time and again, right off the walls of the ladies' powder room at the new Rex Theatre. When the picture frames were securely screwed to the wall the picture gatherers ripped them off, leaving holes as mute testimony.

The most blatant attempt at theft was the removal of a picture of Deanna Durbin from the main foyer wall. The frame was found later in the ladies room. The rolled-up picture dropped from a woman's coat as she was leaving the theatre, so she ran.

## Arctic Color Films

MONTREAL—Franz Johnston, Canadian artist, took color motion pictures of the Arctic when he was at Great Bear Lake in the spring and the early summer. He reports the color-effects as marvelous; so much so that the Eldorado Gold Mining men admitted that his hand-painted sketches were "O. K." because they conformed to the color they have seen on the screen. Johnston sold his color-camera up north, for some mining man to carry on art work up there.


# How to operate motion picture theatres *profitably*




Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

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President, Fox Inter-Mountain Theatres, Inc.

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## "Almost Innocent"

MONTREAL—The American who has the most influence as far as England is concerned, according to the Marquess of Donegal, *London Sunday Dispatch* commentator, is Will Hays. He notes Hays' life is insured for half a million dollars. Through his work on the censorship bureau, he exerts a great influence on the world, from a moral point of view.

He was born of Scottish-Irish parents. He reduced his middle name Harrison to the initial H because he felt the full word sounded ostentatious, yet he tried to call the talkies "auricular films."

He is thin, five-foot-two in height. He is a staunch Presbyterian and as a youth pumped the church organ for sixpence a service.

Hays was postmaster-general under Warren Harding, whose campaign he helped to win, when 17 years ago he became czar of the film world.

Though there are some who call him unprintable names, his office genially refers to him as "General." Some of the rulings in his office are peculiar. For instance, "Revenge in modern times is not justifiable" seems rather optimistic in this super-revenging world.

However, he never imposes his own views and "I have even heard him call himself a movie fan."

When Louis Selznick and Sol Rogers proffered the movie czar proposition, according to Donegal, Hays said he accepted because his children adored Big Bill Hart and he reckoned there must be something to an industry which could produce such lovable characters on so wide a scale.

Will Hays lives mostly in New York, where one often sees him at film first nights, and in Hollywood, but he remains a country lawyer-politician, calling his native town of Sullivan, Ind., home.

He loathes the word "censorship" and prefers the term "self-regulation."

Once, while crossing Broadway, he was asked his opinion of censorship. Dodging cars, he replied, "Censorship is contrary to everything this country fought for at Bunker Hill. Besides, it doesn't work."

He has a ten-year contract at a "colossal salary" the Marquess adds. "A friend of mine who sometimes takes him to a premiere, declares Hays is still almost completely innocent, and that many of the implications in risque pictures escape him."

## *British War Office Post To Harold Fortington*

OTTAWA—Harold A. Fortington, C.B.E., of London, England, a brother of A. E. Fortington of Ottawa, Ont., a former film and musical critic, has been appointed director-general of progress and statistics in the British war office, according to information received at the home of Ottawa relatives.

The appointment is of special interest to the film industry on both sides of the Atlantic because of the fact that Harold A. Fortington went to the United States from England in 1920 and built up a considerable fortune in his connection with Paramount Pictures and allied industries.

# Church Films Nearer Through Coop Plan

MONTREAL — The churches are rather conservative about taking up new inventions and using them to instill religious ideas in the minds of people, but to a number of church members it is somewhat of a surprise that more has not been done to adapt the motion picture to religious purposes—both educational and inspirational. In the United States and Great Britain this comment does not apply so generally as in Canada, and especially Montreal.

At the present time, however, there are several clergy sufficiently film minded in the city to be definitely committed to the use of motion pictures, Rev. J. O. Peacock, assistant minister of St. Matthew's, Town of Hampstead, and Rev. Clarence Halliday, minister of the Montreal West United Church, are both pioneers in the movement to get the most possible out of this popular art in the interests of religious education and spiritual development for Greater Montreal churches.

Under these two ministers a cooperative organization has been formed to handle religious films and with this beginning an expansion of the use of the moving pictures by the churches is expected in the autumn when congregations, depleted by the summer holidays, have returned to normal conditions of church life again.

Mr. Peacock has been particularly active in getting the products of the religious film industry recognized locally among the clergy and a few of the lay leaders. The Associated Screen News has given ready cooperation with the churches in showing religious films for experimental purposes. Already plans are under way for much greater activity in the use of films commencing next September.

The main problem in this new venture with the clergy has been that of the financing of the films and it is on that score that the enterprise of a cooperative nature has been undertaken. Sharing the expense by a number of churches brings the best religious films into the reach of the average congregation. As one minister stated, the use of the films will help to determine the real limitations which they have for the clergy in their instruction of their congregations and other objectives. Until one tries the moving pictures on religious themes it is difficult to tell what are the objectionable or commendable features of them in church life, he stated.

Up to the present there has been more interest in showing the available films to the youth of certain congregations than to adults. The securing of enough suitable films is one of the problems. Efforts have been made to interest the clergy in the use of the film in their work and following the last Anglican Diocesan Synod annual service a small group of clergy were given a demonstration. A number of lectures on the use of films in Christian education were given by Mr. Peacock at Divinity Hall to classes of teachers. The Montreal Ministerial Ass'n set apart time for a lecture and demonstration of religious films at one of their meetings prior to the end of the 1938-39 sessions.

There has been very enthusiastic backing in this field of religious education given by Dr. A. O. Dawson of Montreal, who has long been favorable to more extensive use of religious moving pictures in the city. Local circles planning for the development of the religious films here expect that Dr. Dawson will bring from England this summer information of value in launching the movement here more generally this autumn. The Harmon Foundation in the United States has been responsible for the supply of religious films to churches.

Among demonstrations in local churches that proved very successful this year was the showing of six reels of the silent film entitled "The King of Kings" at St. Matthew's. Suitable musical accompaniment was successfully arranged by means of gramophone records.

# MARITIMES

THE ORPHEUS and Oxford theatres, Halifax, N. S., owned by the Halifax Theatres, Ltd., formerly a subsidiary of the F. G. Spencer Co., Ltd., are now affiliated with Famous Players Canadian Corp. William Gates has been retained as resident manager.

*R. G. March, 20th Century-Fox branch manager, has returned home after attending a "Kent Drive" meeting at the Boston exchange. Mrs. March and their daughter, Constance, accompanied him on the trip.*

Miss Alice L. Fairweather, executive secretary of the Maritime film board of trade, has been visiting friends in Moncton, N. B.

*C. E. Murray is operating a theatre one night a week for the summer months at Imperoyal, N. S. . . . J. E. Butler of the Imperial Theatre, Moncton, N. B. and Colin Danson of the Strand, Sussex, N. B., were recent visitors to Filmrow.*

John Connor jr., of the Savoy Theatre, Glace Bay, N. S., represented the most eastern point in Canada at the Famous Players convention held recently at Niagara Falls. It was a long trip for Johnnie, but well worth while.

*Don Messer and his orchestra of Saint John, often heard over the Canadian broadcasting network, are filling engagements at various theatres throughout the territory.*

After controversy lasting a year, the picture "Damaged Goods" has finally been approved by the Nova Scotia board of censors.

*A washout on the trans-Canada Highway near Edmundston, N. B., caused by torrential rains, was the scene of an automobile accident recently in which Hon. Dr. P. H. LaPorte, minister of health and labor for New Brunswick, lost his life. For many years, Dr. LaPorte operated a theatre in Edmundston, more or less as a hobby, and his estate owns the building which houses the present Capitol Theatre. His only son, George, is very well known by the film fraternity.*

# MONTREAL

SWELTERING with the thermometer in the nineties, motion picture fans have shown appreciation of air conditioning by their increased patronage of the theatres so equipped.

*Programs this summer have been more tempting than ever before. Everyone cannot find an opportunity to see new films in the first run houses, but sooner or later the fans catch up with the attractions, having ample opportunity to do so as the pictures make the rounds of the chain theatres.*

Filmrow managers continue to compete for rural business, and the motor trips in the country are themselves an inducement to look for out-of-town bookings.

*John Levitt of Regent Films, has been summering or "simmering" in New York City during the heat wave which made even the World's Fair a test of endurance. Mr. Levitt, however, was in New York on business and even the torrid temperature did not prevent him accomplishing it. He will have some new films to interest exhibitors.*

Many Montrealers have been getting acquainted with rural theatres in the past week or two, finding it pleasant to take a run into the country, have dinner at the local inn, and then lounge through a couple of hours at a show. In Adirondack resorts where Quebec cars are always to be found parked outside those places where cooling drinks are dispensed, posters and cards advertising motion picture theatres often many miles away are displayed in the hotels.

*Schroon Lake, one of the favorite halting places for Montreal motorists en route to New York, boasts an air-conditioned theatre, the Paramount, which gives a midnight show every night commencing at* 11:30.

Quebec city council has given final reading to the motion retarding for a year collection of the ten per cent admission tax.

*A short history of the cinema as a form of art, assembled by the March of Time editors, is being shown as an added attraction at the Palace.*

Newsreel cameramen had a field day in Montreal, Sunday, July 23, when competing crews filmed the mass wedding ceremony at the baseball stadium where 106 couples went through the marriage ceremony.

*Victor Moore, Broadway musical comedy star, has been fishing in New Brunswick. Two grilse, one four, the other five pounds, are estimated to have cost him* $175 *apiece. Declaring they were the most expensive fish he ever caught, he left for Long Island to see whether the tuna fishing would be less costly.*

Errol Flynn, who was originally discovered at Teddington studios in England, will return there this fall to play the part of Captain Horatio Hornblower, adventurous English sailor of Napoleonic times. He now is playing Sir Francis Drake opposite Bette Davis in "The Lady and the Knight," being produced at Hollywood.

*Sir Edward Beatty, president of the CPR, is back from England where he attended the opening by the Duke of Gloucester of an exhibition of photographs of the Royal visit to Canada.*

The trend towards topical films is mentioned in the Ontario board of film censors report which foresees more and more films dealing with world-wide events, and expresses the belief that "it is impossible to avoid reference through the cinema to the 'isms' of Europe and worldwide conditions."

*A charge against Julius Belson of admitting children under* 16 *to the Midway Theatre fell through when the Crown was unable to prove that he was the manager of the theatre after witnesses testified that he held the restaurant concession and was therefore a lessee, not an employe, of the theatre.*

Duncan MacD Little, New York camera enthusiast, exhibited films of French-Canadian life taken by himself to illustrate an address to the Quebec Kiwanis Club on the friendship between Canada and the United States.

*British United Press recalls the early days of the "kinema" when delays in reeling off a film produced whistles and catcalls from the audiences. "The films were not shown in palatial halls, but in any place that would hold a few chiars. There was no music apart from a bored pianist who hammered the same old tunes, show after show. There was no action on the screen for which he could not find appropriate music. At the end of each reel there was a pause while another reel was put on. Some cinemas showed a slide asking the audience to be patient while this was done."*

# CALGARY

NEWSPAPER reporters let Jack Benny slip in and out of Calgary without seeing him. The screen and radio comic came by car from New York, accompanied by a man friend from Manhattan, stopped long enough at the Palliser here to phone for a room at the Banff Hotel, buy a cigar and a beer. He spent the weekend in the Rocky mountain resort.

*Glen Peacock and his wife returned from a ten-day jaunt to Waterton Lake reserve. A well deserved vacation for this hard working exhibitor.*

Pete Egan joined the group of Famous Players managers from the west on their trip to the Famous Players convention at Niagara Falls. The manager of the Palace here will be joined by his wife and daughter, who go by car to Ontario. A two-week vacation will be spent by the Egan family in the east. Roy Chown, manager of the Strand, accompanied Egan.

*Les Litch, manager for the new interests controlling the suburban Crescent, opened the house with a dual bill, July* 29.

# SASK'WAN

OFFICIALLY there aren't supposed to be any Bank Nights in Saskatchewan but so far the government has looked on leniently as operators in the smaller centers have tried to boost attendance in the poorer crop areas by offering the financial tidbit for certain nights of the week. Currently the Viscount Theatre, Viscount, A. E. Dodds, manager, has a pay night with a top of $15. There's a $10 booster prize at the Watson, at Watson, Fridays and Saturdays. Milestone's showplace, Town Hall Theatre, also has a $10 top on Saturday nights while Nipawin has one for $15 on Monday evenings.

*Theatres in the smaller centers are finding it tough to buck the free stage shows and amateur nights being sponsored from place to place by the warring oil companies as customer getters. Some of the showmen have deliberately junked their picture plans on hearing such a show was scheduled for the town and tried to rent their theatre as the spot. A thousand people turned out at the Olympia, Assiniboia, for the Imperial Oil show, held afternoon and night, without admission charge.*

The Roxy, Regina, is looking smart under a new paint job on the exterior . . . Harry Bercovich of the Rex, Regina, and Bill Novak of the Capitol, have been acting as judges at the city's weekly amateur contest at Wascana Park . . . Maria Sokil and Anton Rudnitsky, stars of a comparatively recent U. S.-made Ukrainian film, are touring the province and making personal appearances, she is a singer and he as accompanist.

*To aid the Boy Scouts of Lloydminster to attend the Jamboree at Fort Qu'Appelle, the Empress management let them push the sale of tickets to "Imitation of Life." The campaign filled the theatre, helped the boys along and got the theatre some swell publicity.*

With Manager Charlie Bahrynowski away at the Famous Players Canadian convention in Niagara Falls, the boys and girls back home at the Metropolitan, Regina, thought up a slick campaign and tiein with the British American Oil Co. for Saturday. It was in holding a Jimmy Allen Cadet rally at the theatre Saturday morning for the opening of "Sergeant Madden." It got the theatre a big crowd of pay customers, plugs on the radio which carries the Jimmie Allen series, and plenty of nice placards at all of the oil company's stations in Regina and district.

*Backed by the board of trade, the Dreamland at Rockglen has been reopened as one indication of the come-back the droughtlands are staging this year with prospect of good crops for the first time in a decade. Gordon Hoffos is manager.*

The Orpheum at Nipawin features a local newsreel compiled by General Films of Regina and Toronto. Latest event was the July 1 sports . . . Harry F. Brooks, manager of the Imperial at Indian Head, played a prominent part in the Grenfell Old Home Week celebrations. He also is chairman of the school board . . . Renovations on a small scale are being undertaken by the Plaza at Shaunavon.

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **BLONDIE BRINGS UP BABY**—Penny Singleton, Arthur Lake, Larry Simms, Danny Mummert, Daisy. Producer: Robert Sparks. Director: Frank R. Strayer. Screenplay: Gladys Lehman. | **KONGA, THE WILD STALLION**—Fred Stone, Rochelle Hudson, Dick Fiske, Robert Warwick. Producer: Wallace MacDonald. Director: Sam Nelson. Screenplay: Harold Shumate. | **FIVE LITTLE PEPPERS AND HOW THEY GREW** — Edith Fellowes, Dorothy Ann Seece, Clarence Kolb, Dorothy Peterson, Ronald Sinclair, Tommy Bond. Producer: Jack Fier. Director: Charles Barton. Original: Margaret Lothrop. |
| GN | | | |
| M-G-M | | **REMEMBER**—Robert Taylor, Greer Garson, Lew Ayres, Billie Burke, Lionel Atwill, George Barbier, Sara Haden, Paul Hurst, Reginald Owen. Producer: Milton Bren. Director: Norman Z. McLeod. Original: Norman Z. McLeod, Corey Ford.<br>**ANOTHER THIN MAN**—William Powell, Myrna Loy, Tom Neal, Patric Knowles, Marjorie Main, Nat Pendleton, Don Costello. Producer: Hunt Stromberg. Director: W. S. Van Dyke II. | **THE MARX BROTHERS AT THE CIRCUS**—The Marx Brothers, Florence Rice, Kenny Baker, Nat Pendleton. Producer: Mervyn LeRoy. Director: Eddie Buzzell. |
| MONO. | | **MURDER IN THE BIG HOUSE**—Charles Bickford, Barton MacLane, Dennis Moore. Producer: Scott R. Dunlap. Director: William Nigh. Original: Rev. Patrick O'Neil. Screenplay: Martin Mooney. | **SKY PATROL**—John Trent, Milburn Stone, Marjorie Reynolds, Jackie Coogan. Producer: Paul Malvern. Director: Howard Bretherton. Original Screenplay: Joseph West, Norton S. Parker. |
| PARAMOUNT | **THE LIFE OF VICTOR HERBERT**—Allan Jones, Mary Martin, Susannah Foster, John Garrick. Producer: William LeBaron. Director: Andrew Stone. Screenplay: Russell Crouse, Robert Lively.<br>**FEDERAL OFFENSE**—William Henry, Lyle Talbot, Anthony Quinn, Harvey Stephens.. Producer: Edward T. Lowe. Director: Robert Florey. Original: J. Edgar Hoover. Screenplay: Horace McCoy, William R. Lipman. | **REMEMBER THE NIGHT**—Fred MacMurray, Barbara Stanwyck, Sterling Holloway, Beulah Bondi. Producer: Mitchell Leisen. Director: Mitchell Leisen. Screenplay: Rebecca West.<br>**TYPHOON**—Dorothy Lamour, Robert Preston, Lynne Overman, J. Carrol Naish. Producer: William LeBaron. Director: Louis King. Screenplay: Allen Rivkin, Steve Fisher. | |
| RKO RADIO | **ABE LINCOLN IN ILLINOIS**—Raymond Massey, Mary Howard, Howard de Silva, Alan Baxter, Gene Lockhart, Elisabeth Risdon, Charles Middleton. Producer: Max Gordon, Harry Goetz. Director: John Cromwell. Original: Robert E. Sherwood.<br>**MEET DR. CHRISTIAN**—Jean Hersholt. Producer: William Stevens. Director: Bernard Vorhaus.<br>**THREE SONS**—Edward Ellis, Kent Taylor, William Gargan, Barbara Pepper, J. Edward Bromberg, Alex D'Arcy. Producer: Robert Sisk. Director: Jack Hively. Original: Lester Cohen. Screenplay: John Twist. | **THE HUNCHBACK OF NOTRE DAME**—Charles Laughton, Maureen O'Hara, Sir Cedric Hardwicke, Alan Marshal, Thomas Mitchell, Walter Hampden. Producer: Pandro Berman. Director: William Dieterle. Original: Victor Hugo. Screenplay: Bruno Frank. | **THE FIGHTING GRINGO** — George O'Brien, Lupita Tovar, Leroy Mason, Mary Field. Producer: Bert Gilroy. Director: Dave Howard. |
| REP. | **CALLING ALL MARINES**—Donald Barry, Helen Mack, Robert Kent, Leon Ames, Warren Hymer. Producer: Armand Schaefer. Director: John H. Auer. Screenplay: Earl Felton. | | **WALL STREET COWBOY** — Roy Rogers, Raymond Hatton, George (Gabby) Hayes, Craig Reynolds, Pierre Watkin. Producer: Joe Kane. Director: Joe Kane. Screenplay: Gerald Geraghty. |
| 20TH-FOX | **TOO BUSY TO WORK**—Jed Prouty, Spring Byington, Florence Roberts, June Carlson, Kenneth Howell. Producer: Sol Wurtzel. Director: Otto Brower.<br>**HIGH SCHOOL**—Jane Withers. Producer: Sol Wurtzel. Director: George Nichols jr. Screenplay: Robert Ellis, Helen Logan. | **CITY OF DARKNESS**—Sidney Toler, Lynn Bari, Harold Huber, C. Henry Gordon, Douglas Dumbrille. Producer: John Stone. Director: Herbert I. Leeds. | **WE'RE IN THE ARMY NOW**—Jane Withers, Ritz Brothers, Lynn Bari. Producer: Sol Wurtzel. Director: H. Bruce Humberstone. |
| UA | | **THE GREAT DICTATOR**—Charles Chaplin, Paulette Goddard, Henry Daniell. Producer: Charles Chaplin. Director: Charles Chaplin. Screenplay: Charles Chaplin. | **INTERMEZZO** — Leslie Howard, Ingrid Bergman, Edna Best, John Halliday. Producer: David O. Selznick. Director: Gregory Ratoff. Original: Gustav Molander, Gaesta Stevens. Screenplay: George O'Neil, John Van Druten. |
| UNIVERSAL | **LEGION OF LOST FLYERS** — Richard Arlen, Andy Devine, Anne Nagel, Guinn Williams, William Lundigan. Producer: Ben Pivar. Director: Christy Cabanne.<br>**CALL A MESSENGER**—Huntz Hall, Billy Halop, Little Tough Guys, Mary Carlisle, Milburn Stone, Victory Jory, Robert Armstrong. Producer: Ken Goldsmith. Director: Arthur Lubin. Original: Sally Sandlin, Michael Kraike. Screenplay: Arthur T. Horman.<br>**CHIP OF THE FLYING U**—Johnny Mack Brown, Doris Weston, Fuzzy Knight, Bob Baker. Director: Ralph Staub. | **RIO**—Sigrid Gurie, Robert Cummings, Basil Rathbone, Leo Carrillo, Victor McLaglen, Lane Chandler. Director: John Brahm. Screenplay: Roland Leigh, Charles Grayson.<br>**MISSING EVIDENCE**—Preston Foster, Irene Hervey, Chick Chandler, Inez Courtney, Noel Madison, Paul Guilfoyle. Director: Phil Rosen. | **ONE HOUR TO LIVE**—Doris Nolan, Charles Bickford, John Litel, Samuel Hinds, John Gallaudet. Producer: George Yohalen. Director: Harold Schuster. Original Screenplay: Roy Chanslor. |
| WB-FN | **PHILO VANCE RETURNS** — James Stephenson, Margot Stevenson, Henry O'Neill, Edward Brophy, Martin Kosleck, Ralph Forbes. Producer: Bryan Foy. Director: William Clemens. Original: S. S. Van Dine. Screenplay. Tom Reed. | **WE ARE NOT ALONE**—Paul Muni, Dolly Haas, Una O'Connor, Raymond Severn. Producer: Henry Blanke. Director: Edmund Goulding. Original: James Hilton. | |

**20th-Fox (003)** **100 Minutes** **Rel. Aug. 18, '39**

Truly a great adventure picture, produced with all the resources at Darryl F. Zanuck's command and looming now as one of the ten best of the year. Loaded with exploitation possibilities, a dash of showmanship will help make this a boxoffice natural. Characterizations are top-notch, Spencer Tracy giving a sterling account of Henry M. Stanley, New York Herald reporter, and Cedric Hardwicke as the sympathetic missionary, Dr. David Livingstone. It is the latter who devotes his life to succor and to educate the African natives and the reporter who disavows his profession to follow in the doctor's footsteps. There is much to recommend: sweeping sepia landscapes of the veldt, Tracy's plea on behalf of Livingstone before the Royal Geographers' Society and a well-rounded plot highlighted by disillusioned romance. Otto Brower directed adroitly.

**Spencer Tracy, Nancy Kelly, Cedric Hardwicke, Richard Greene, Walter Brennan, Henry Travers, Henry Hull.**

## *Stanley and Livingstone* F **Adventure Drama**

**M-G-M (946)** **70 Minutes** **Rel. Aug. 4, '39**

This generates plenty of high voltage entertainment as a mystery shocker, through the adroit use of trick photography, and with a bumper crop of prestidigitators, spiritualists and phoney spook-hunters supplying further bafflement. The film should rate popular acceptance through its novelty, and most audiences should be intrigued by the manner in which a number of puzzling magical stunts are staged and exposed. An unusually competent cast is headed by Robert Young and Florence Rice, with Henry Hull supplying the menace. Young conceives and constructs sleight-of-hand illusions and campaigns against fraudulent occultists. He is called upon by Miss Rice to expose Gloria Holden, a quack ghost-chaser, and in the process finds himself in the midst of a pair of baffling murders. Tay Garnett directed.

**Robert Young, Florence Rice, Henry Hull, Frank Craven, Lee Bowman, Cliff Clark, Astrid Allwyn.**

## *Miracles for Sale* F **Mystery-Drama**

**Paramount (——)** **90 Minutes** **Rel. Aug. 12, '39**

The preachment in the currently popular Americanization vein which this undertakes is so completely lost in a labyrinthial and unbelievable screenplay that the attempted message is rendered ineffectual and the entertainment values which might have been built into a warmly human part for Bob Burns are discounted. Nor is the general situation helped through direction which is heavy-handed throughout, placing a second hurdle in the path of the cast. The feature may find favor in smaller cities and among enthusiastic Burns fans. The comedian is cast as a philosophical and kindly lawyer. His town is thrown into the turmoil of labor-capital-isms strifes from which apparently insurmountable difficulties he extradites the community, which manifests its gratitude by sending him to Congress. Directed by Alfred Santell.

**Bob Burns, Susan Hayward, Joseph Allen, Charles Bickford, Elizabeth Patterson, Clarence Kolb, Paul Guilfoyle.**

## *Our Leading Citizen* F **Drama**

**First National (367)** **86 Minutes** **Rel. Aug. 26, '39**

For those who played "Angels With Dirty Faces" here is a sure-fire followup with the Dead End Kids coming through again to make audiences laugh and cry, but most of all it is a good show. For those roustabouts are up to their old pranks, until Frankie Thomas and his sister, Ann Sheridan, move into the neighborhood. It isn't long before Frankie becomes one of the boys. His reform school record is against him and makes for an easy target for the racketeers to shoot the blame for neighborhood fires they cause. The death of "Sleepy" in a fire starts the boys working. Backed by Ronald Reagan, assistant D. A., they get their men. How, your patrons will agree, is entertainingly told and with plenty of movie license. Ray Enright directed.

**Ann Sheridan, the Dead End Kids, Ronald Reagan, Bonita Granville, Frankie Thomas, Henry O'Neil.**

## *Angels Wash Their Faces* F **Melodrama**

**Warner Bros. (——)** **.... Minutes** **Rel. ——**

Melodrama of the maternity ward, with women bringing life into the world, some joyfully, others resentfully; with eager would-be mothers, on occasion, denied fulfillment, is fare the women will devour and that, of course, means the men will come along. Focusing the story is the young imprisoned wife, brought to the hospital to have her child, and who, upon learning that only one has a chance to live, chooses that the baby live. The swift transitions from comedy to tragedy, relieved not by returning to the mundane but by carrying the action into the next concentric ring that surrounds the inevitable climax, is masterly direction. Davis' thespic stature, by the way, goes up another notch with this. Lloyd Bacon directed.

**Geraldine Fitzgerald, Jeffrey Lynn, Gale Page, Gladys George, Spring Byington, Johnnie Davis.**

## *A Child Is Born* F **Melodrama**

**20th-Fox (004)** **61 Minutes** **Rel. Aug. 25, '39**

Lightweight divertisement for the program. It is another in Jones Family series. In this, the Joneses inherit a gold mine and trek west to determine if the property is really valuable. In the meantime, a notorious bank robber is using the place for a hideout. All sorts of customary complications ensue with Papa Jones emerging as the hero when he is instrumental in badgering the criminals. The reward money compensates for the disappointment caused by the absence of gold in the mine. A burlesque comedian of the old school, Eddie Collins, provides a number of chuckling moments with Jed Prouty, but overdraws his characterization too broadly. What the Joneses need is a cliche-less script. Mal St. Clair directed.

**Jed Prouty, Spring Byington, Ken Howell, George Ernest, Florence Roberts, Eddie Collins, Robert Shaw.**

## *Quick Millions* F **Comedy**

**Warner Bros. (——)** **95 Minutes** **Rel. ——**

If there is soundness in the theory that the women control that part of the family budget allocated to motion picture patronage, this highly emotional drama of mother love and sacrifice should be on its way to a high place among the season's best boxoffice bets. But while the femme contingent is enjoying a field day with the refined tear-jerker, pa and the kids may find it too slowly paced and too abundantly dialogued to serve their entertainment tastes. It is a quality picture from every standard of evaluation—scripting, direction and production. The cast is flawless, with First-Lady-of-the-Screen Bette Davis, credited with her usual fine-grained performance, being pressed for honors by Miriam Hopkins. George Brent, only important male cast name, has little to do but does it well. Directed by Edmund Goulding.

**Bette Davis, Miriam Hopkins, George Brent, Donald Crisp, Jane Bryan, Louise Fazenda, James Stephenson.**

## *The Old Maid* F **Drama**

**Warner Bros. (326)** **59 Minutes** **Rel. Aug. 12, '39**

Harum-scarum comedy with enough melodramatic action in it to keep things from growing too dull. Jane Wyman and Allen Jenkins make their bow as woman reporter and friend detective in the latest of the "Torchy Blane" pictures. Miss Wyman makes a very cute reporter and is definitely a decorative asset. Jenkins delivers in his customary, effective style. Almost everything happens as Torchy gets herself jailed so that she can get next to a gangster's girl friend for the big scoop. Torchy becomes friendly with the girl when she saves her life and they break jail together. The gangster is finally trapped and Torchy gets the story. Eddie Gribbon and Tom Kennedy provide a few hilarious moments with an amusing wrestling sequence. Noel Smith directed.

**Jane Wyman, Allen Jenkins, Sheila Bromley, Tom Kennedy, Eddie Gribbon, Aldrich Bowker, Eddie Marr.**

## *Torchy Plays With Dynamite* F **Comedy**

**Columbia (——)** **63 Minutes** **Rel. ——**

Replete with action and suspense, this gives iron-jawed Jack Holt a greater opportunity to display his virile, two-fisted personality than have his recent vehicles, and one that should score on all counts with Holt fans. Producer Larry Darmour has surrounded his star with a better-than-average cast and direction by Lewis D. Collins is brisk and straightforward. Screenplay finds Holt in a dual role—as a gangster, hiding out from the law, and as a construction engineer, newly arrived in this country from South America. Taking advantage of the resemblance, the gangster frames the engineer in a payroll robbery, and the innocent victim is sent to a prison camp while the mobster escapes with the money. Justice triumphs, however, after some sleuthing, thrilling chases, and fisticuffs.

**Jack Holt, Patricia Ellis, Stanley Fields, Guinn Williams, Arthur Hohl, Jonathan Hale, Cy Kendall.**

## *Fugitive at Large* F **Melodrama**

**SELLING ANGLES:** **"Our Leading Citizen"**

Bob Burns is the name to sell in this. Select, by popular vote, your city's "leading citizen" and have him or her appear at the first showing of the picture. Hold special screenings for civic and business leaders and, with Burns portraying an attorney, for lawyers also. Don't neglect tieups on Kraft dairy products with local grocers and delicatessen stores, on the strength of Burns' regularly weekly appearance on the Kraft Music Hall broadcast. Give supporting credits to Charles Bickford and Susan Hayward.

**CATCHLINES:**

Bob Burns . . . America's Favorite Homespun Philosopher in a Human, Wholesome Story of the American Way.

It Will Make You Prouder Than Ever to Be an American . . . This Story of an Average Community and How It Solved Its Problems.

**SELLING ANGLES:** **"Quick Millions"**

There are a number of tieups which can be made in connection with series. All families named Jones can be invited to attend at reduced rates, with prizes going to the largest Jones family in town. For a lobby display, a large cutout of the Joneses wearing mining lamps would do. The head dress of a miner can be worn by the doorman or barker. A mailing list should be used so that all the Joneses in your community can be informed of the picture. Another stunt would be to give free tickets to any Joneses that have birthdays or anniversary celebrations during the run of the picture.

**CATCHLINES:**

Your Favorite Family . . . Inheriting a Gold Mine and Loads of Trouble and Fun.

The Joneses Go West . . . But Are Glad to Get Home.

**SELLING ANGLES:** **"Fugitive at Large"**

Jack Holt remains a strong draw in the action field, and his name should receive the lion's share of advertising and exploitation. Basing the stunt on the dual-identity motif in the picture, admit all male twins at a special cut-rate price. Plant "Reward!" posters, with Holt's picture on them, around town. Hold a "look-alike" contest on the stage, in which persons who are not related to each other are eligible as entrants. Use spot radio announcements in the "calling all cars" vein, broadcasting a description of Holt.

**CATCHLINES:**

An Amazing Resemblance Between Two Men That Lead to a Daring Robbery and a Thrilling Man-Hunt.

Here's Jack Holt Again . . . As You Like Him . . . In a Two-Fisted Story of a Man Unjustly Condemned.

**SELLING ANGLES:** **"Miracles for Sale"**

This presents opportunities for unusual exploitation stunts. Hire an amateur magician to perform stunts with cards, etc., on the street in front of the theatre or on a specially-constructed stand in the lobby. Hold a conclave of local sleight-of-hand artists on the stage of the theatre as an added attraction. Tie in the title with local merchants on such an angle as: "We can't guarantee to sell you miracles, but you'll get your money's worth here." Give the title credits to Robert Young and Florence Rice.

**CATCHLINES:**

See a Woman Sawed in Half . . . A Girl Catching a Bullet in Her Teeth . . . And a Pair of Mystical Murders That Baffled the World's Greatest Magicians.

The Hand Is Quicker Than the Eye . . . And on That Theory an Unknown Killer Struck Twice Before He Was Caught.

**SELLING ANGLES:** **"A Child Is Born"**

Invite your patrons to submit pictures of their babies and rig up a lobby display with these pictures, numbering each one. Then let your ticket taker hand each patron a sheet of paper on which he can mark the number corresponding with his choice of favorite baby and drop the ballot in a box. The results can be announced opening night, with a prize or prizes awarded the winners. Placard a man to walk the streets: "Even Blank's Drugstore doesn't have Twilight Sleep. The Rialto needs it for 'A Child Is Born.'" The tieup with the drug store is for them to pay the ballyhoo man.

**CATCHLINES:**

The Maternity Ward—Where Mankind's Greatest Drama Is Enacted as New Life Comes Into the World.

**SELLING ANGLES:** **"Torchy Plays With Dynamite"**

The "Torchy Blane" trade mark is already well popularized. Added interest can be created by calling attention to the fact that Jane Wyman is the new Torchy Blane. There are a number of stills of Miss Wyman which can be utilized for tieups with women's stores. For a throwaway, prepare a tabloid one-sheet with large headlines. A novel lobby display would be a cutout of Jane Wyman gingerly holding a few pieces of dynamite in her hand with a fuse that flickers on and off. Another lobby display would have a cutout of Miss Wyman seated on a barrel labeled "dynamite."

**CATCHLINES:**

Did You Ever See a Dream Reporting? . . . Wait Until You See Jane Wyman as Torchy Blane.

Public Enemy No. 1 Is Just Another Number for Torchy Blane.

**SELLING ANGLES:** **"Stanley and Livingstone"**

Contact geographic societies which should be glad to cooperate on tieups, the story being one that is well known. Comments from such societies should be prominently featured in ads and lobby copy. Pictures of the wild life in the African veldt would make good lobby displays. Solicit editorials from local newspaper editors and publishers. Invite educational groups and nimrod clubs by holding especially designated nights. Display in lobby stuffed specimens of unusual animal life, particularly birds.

**CATCHLINES:**

His Yen for a Story Finds Something Greater, Something Words Can Not Describe.

He Lives and Learns the Secret of the African Veldt.

Guided by Romance He Conquers All Obstacles Except One—Nancy Kelly's Love.

**SELLING ANGLES:** **"Angels Wash Their Faces"**

Have four young boys with the sign, The Dead End Kids, walk down the main thoroughfare giving out throwaways directing attention to your attraction. Give out small soap samples at an advance performance with the title of the picture. Contact boys clubs and local reform institutions and cooperate with them for whatever publicity you may secure. Newsboys should be invited to a special matinee performance. A natural tieup should be with your local fire departments since the theme aims to promote protection against fires in thickly populated neighborhoods.

**CATCHLINES:**

The Dead End Kids Are Back Again . . . Laughs, Tears, Pathos and Stirring Drama . . . A Story That Will Make You Sit Up and Take Notice.

His Past Was Against Him But He Never Veered From the Straight Path.

**SELLING ANGLES:** **"The Old Maid"**

Bette Davis, Miriam Hopkins and George Brent are bright names for the marquee. Call attention in advertising and exploitation to the fact that the picture is based upon a successful stage play of the same name. Prepare advertising copy in the form of "Advice to the Lovelorn," advising an "old maid" how to "get her man." Use the title in tieups with beauty shops and with drug stores on displays of various types of cosmetics. As a gag, dress an usher or usherette in fussy "old woman" clothing for street ballyhoo.

**CATCHLINES:**

The Greatest Star in the Film Firmament . . . Bette Davis . . . In the Role That Will Rocket Her to New Heights.

It Was Sensational As a Stage Play . . . And It Becomes a Picture That Will Add New Distinction to the Screen.

**Columbia (9208)** **59 Minutes** **Rel. July 15, '39**

Best of this season's Charles Starrett hoss-opuses from Columbia, this picture should be handed the guarantee of the management to its patronage. It has one element of suspense interlocking with another throughout the short hour's running time. The rangeland is over-run with a gang notorious for killing any eye-witnesses of its various atrocities, and Starrett, as a ranger, has the trick to turn. Familiar roles are played by Iris Meredith, his girl, and the Sons of the Pioneers musical crew led by Bob Nolan. All music is swell for its kind. It is Paul Franklin's original screenplay, with Sam Nelson doing directorial chores. Action is the principal ingredient, and a constant quality, which is important in these sagebrushers if they're to satisfy.

**Charles Starrett, Iris Meredith, Sons of the Pioneers, Richard Fiske, Jack Rockwell, Alan Bridge, Richard Botiller.**

## *Man From Sundown* F Western

**Monogram (3823)** **57 Minutes** **Rel. June 10, '39**

Blackmail is a subject that has a number of intriguing possibilities and Monogram makes the most of them in a sturdy program picture. Dramatically, it is a static account of how a blackmailer almost wrecks the career and romance of a promising young surgeon. Suspense is carefully sustained until the climax under Lambert Hillyer's direction. Warren Hull is the young doctor who takes a long chance on saving the life of a rival physician who was ready to make capital of the fact that Hull's sweetheart, Anne Nagel, was born in a prison. Weldon Heyburn, the blackmailer, is injured fatally in an auto accident, but the rival doctor obtains the information and is shot by Heyburn's wife, Mayo Methot, who helps the young couple. Then Hull operates and saves his enemy.

**Warren Hull, Anne Nagel, Mayo Methot, Weldon Heyburn, Aileen Pringle, Lester Mathews, Gordon Hart.**

## *Should a Girl Marry?* F Melodrama

**Merit Pictures (SR)** **62 Minutes** **Rel. ———**

"Wings Over Africa" is a moderately interesting adventure thriller, depending chiefly on authentic African backgrounds to lift it from the usual run of action films. There's no denying the realism of a safari, by plane, for a cache of diamonds hidden in the veldt by a prospector. The story holds together effectively, although too much cutting makes it jerky in spots. Abundant wild life, expertly photographed from land and air and colorful activities of Africans, including native mouthings and tribal dances, are added starters. The English cast is good. A timorous, middle-aged clerk departs with others for jungle where his deceased brother has hidden the diamonds. To get a guide and two planes, he is forced to cut the others in. Suddenly becoming crazed with greed, he murders two men and in an effort to pilot his own way out of the jungle with the stones, crashes to death. Directed by Ladislaus Vajda.

## *Wings Over Africa* F Adventure Thriller

**Republic (846)** **64 Minutes** **Rel. July 31, '39**

Honestly written, humorous, teeming with action and designed to satisfy most ages, this western passes muster in a substantial way. Big factor is the soundness of the story, which is carried out to a turn by an earnest cast, headed by Gene Autry. Early portion bears heavily on comedy and song and clicks, as does some fresh treatment later in the footage when Autry's boys are campaigning for his election as sheriff. The menace factor is nicely subdued, yet engenders the necessary suspense. Autry and other cattlemen are being badgered by a gang of racketeers, with a local veterinarian of repute as their "front," and the sheriff's office behind them. The cattlemen can't get their milk to market. The "vet" wants to start a "protective association," but Autry's boys break through his scheme and expose him, while putting Autry in as sheriff. George Sherman directed.

**Gene Autry, Smiley Burnette, June Storey, Barbara Pepper, Larry "Buster" Crabbe, Robert Barrat.**

## *Colorado Sunset* F Western

**Universal (3055)** **58 Minutes** **Rel. Jan. 13, '39**

Only a fair amount of action is included in this western which has some personable features. The most notable is Bob Baker who makes a likeable hero. Unfortunately, he is provided with a sub-standard, stereotyped script. He also sings nicely but is restricted to a couple of numbers. In addition, the heroine, Marjorie Bell, is a dulcet young thing who displays little acting ability. Baker here is known as the "Singin' Sheriff" who forsakes the rodeo to track down the cattle rustlers. When he finds his best friend, Carleton Young, mixed up with the gang, Baker resigns rather than arrest him. Young is killed protecting Baker from the gang, with the posse arriving soon after to settle matters decisively. The outdoor photography is nicely done. George Waggner directed.

**Bob Baker, Marjorie Bell, Carleton Young, Jack Kirk, Dick Dickenson, Frank O'Connor, Glenn Strange.**

## *Honor of the West* F Western

**Alliance (SR)** **69 Minutes** **Rel. ———**

Possessing a good selling title, an effectively creepy performance by talented Emlyn Williams and enough treatment to heighten its more gruesome aspects, this mystery thriller should keep fans who like chills with entertainment in a fairly constant state of jitters. After it's all over an observer might remark that it is positively too fantastic. It is just that. But between the last reel, when the suspense of the previous footage breaks to reveal a Dr. Jekyll and Mr. Hyde character and the sinister machinations of Williams, plus some nicely etched characterizations and a throbbing pace, there is sufficient excitement to forgive its incredibility. The matron of a boys' school wins a French lottery. She falls into the hands of Williams, financial agent, who murders her. Williams also murders a student and an accomplice. David MacDonald directed.

**Emlyn Williams, Sara Seegar, Hugh Williams, Marius Goring, Lesley Brook, Christine Silver.**

## *Dead Men Tell No Tales* F Mystery Thriller

**Columbia (9033)** **62 Minutes** **Rel. July 28, '39**

Prison melodrama cut from the standard pattern which should fit the need of subsequent spots in rounding out a suitable program. It is a fairly compact job with the exception of too much emphasis on prison mannerisms, such as speaking out of the side of one's mouth. Otherwise, it is a realistic tale of a detective, Brian Donlevy, who adopts the guise of a criminal and enters a state penitentiary, where he hopes to track the loot and criminals of a bank robbery. He plays the two accomplices against each other, but the word gets out he is a "copper." When they get to the hiding place, the accomplices kill each other off as Donlevy is saved by a fellow detective. Jacqueline Wells lends a minor, feminine touch. Charles Barton directed.

**Brian Donlevy, Jacqueline Wells, Joseph Crehan, Paul Fix, George Lloyd, Dick Curtis, Richard Fiske.**

## *Behind Prison Gates* F Melodrama

**French Film Center (SR)** **80 Minutes** **Rel. ———**

It is difficult to see why this French importation ran afoul of the New York censors. It is an adult picture, simple and austere, and devoid of any suggestiveness whatsoever. The story concerns a woman who leaves an itinerant scissor-grinder for a peasant farmer. The peasant is the last of the villagers, but the love of the woman, who marries him, inspires him to make fertile again the soil wasted by others. It is fairly inspired and effective film poem that suffers mostly from poor cutting. There is a striking musical score by Arthur Honneger. Acting and direction, nevertheless, are first rate. Fernandel displays rare comic talents as the scissor-grinder with Gabriel Gabrio and Orane Demazis more than competent as the couple. Marcel Pagnol did the adaptation and directing.

**Fernandel, Gabriel Gabrio, Edouard Delmont, Orane Demazis, Le Vigan, Henri Poupon, Odette Roger.**

## *Harvest* F Drama

**J. H. Hoffberg (SR)** **75 Minutes** **Rel. ———**

Produced in Australia, the picture deals with the timberland country and will please fans who like this sort of stuff. However, the cockney accents of the cast, all of whom are unknown to American audiences, makes it hard to understand the dialogue. The story deals with two timber companies bidding for a construction contract, the heroine being an adopted daughter of one contractor, in love with the partner of the competitive company until she meets Frank Leighton, a life guard who has saved her and goes to work for her foster parent. There is a lot of underhand work and as expected the honest man wins and his adopted daughter gets her man. The outdoor scenes are attractive and the workings of the timber companies are not new. However, there is enough suspense to hold the interest. Ken G. Hall directed.

**Shirley Ann Richards, Frank Leighton, Frank Harvey, Campbell Copelin, Eileen Briton, Harvey Adams.**

## *Timberland Terror* F Melodrama

**SELLING ANGLES:** **"Wings Over Africa"**

Perhaps the most important aid in exploiting this would be graphic; telling just enough of the story in enlarged scene stills to entice the action fans. You may be able to arouse some interest with an impressive-looking glass case in your lobby. In it should be the "diamonds" found in the film, and around it should be a number of uniformed "armed" guards. Native African regalia, such as spears, shields, tom-toms, etc., should also find a ready lobby audience. It may be worth your while to send a "native" African through your main streets, without any sandwich signs; just as a street walker that winds up in the lobby.

**CATCHLINES:**

Seven Are Caught in a Maze of Treachery and Greed . . . But Only Two Came Back.

Action and Adventure in Darkest Africa.

**SELLING ANGLES:** **"Dead Men Tell No Tales"**

As a creepy murder yarn, this deserves selling treatment in kind. If your situation isn't too touchy you might try sending a hearse through the main streets with the title spread around it. You may be able to set up some simulated tombstones in empty lots, with the title and theatre imprinted. Don't forget to inject the Scotland Yard angle. It might be judicious to stay away from the school angle, as this might mislead adult patrons. If you are located in a metropolitan situation you may be able to take advantage of Williams' name; he is the author of "Night Must Fall." Rig up a Jekyll and Hyde composite display for your front.

**CATCHLINES:**

Master of Murder! King of Crime! Killing Was His Business!

Death Stalks the Winner of a Sweepstakes in a Spine-Chilling Adventure.

**SELLING ANGLES:** **"Timberland Terror"**

Large cutouts of the timberland country would make for interesting lobby displays. Have a paper mache front built with a log effect, particularly around the box-office. If you can get an open truck to parade the streets with a bare tree, this will attract attention. If there is a woodman's club in your vicinity contact the organization and post bills for the members to see the picture. If you can secure some of the implements used by tree choppers they would make an interesting lobby display.

**CATCHLINES:**

Romance in the Timberland Country . . . He Saved Her Life and Then Her Foster Father's Timber Business . . . A Drama of the Timberlands, Packed With Action and Romance.

**SELLING ANGLES:** **"Should a Girl Marry?"**

The story of the film is appearing in the August issue of Screen Romances which should not be overlooked for tieups and exploitation aids. The blackmail angle should be emphasized strongly. Panels with huge hands squeezing humans and dollar signs underneath it can be used for lobby displays. The title is good for a number of stunts. An interesting feature which might be planted in the papers is an article by a prominent woman on when is the proper time for a girl to get married. Along that line, get leading physicians to comment on the proper time for young doctors to get married.

**CATCHLINES:**

The World Called Her Scandalous. Was She?

Ruined by Gossip. "Should a Girl Marry?" Tells How.

**SELLING ANGLES:** **"Honor of the West"**

A number of Bob Baker Safety Clubs have been formed throughout the country. You can cash in on the popularity of the western star by starting one now. The formation of the club should be plugged on the screen, newspapers and in the lobby. Membership cards and buttons go to those with special autographed photos offered as an inducement. Baker should be sold with an eye-catching marquee that features a large pennant on which the star's name is painted. Hanging from the marquee should be an attractive valance.

**CATCHLINES:**

Riding . . . Fighting . . . Shooting . . . All the Action You Want.

Here He Is . . . The Newest Western Star.

**SELLING ANGLES:** **"Harvest"**

The fact the film was banned in New York state on the ground that it was "immoral and would tend to corrupt morals" should make for an effective campaign. The sensational should be avoided, but what should be emphasized is the inexplicable attitude of censors. Prominent people should be invited to a special screening in addition to newspaper editors and critics and it is a pretty safe bet they will voice disapproval of the action of the New York censors. Book tieups should be arranged, since the film is based on Jean Giono's novel.

**CATCHLINES:**

Why Was "Harvest" Banned in New York?

A Rare Film Poem . . . Simple and Austere.

**SELLING ANGLES:** **"Man From Sundown"**

Any gag the house manager may have been saving for a good western with which to add prestige to his spot, should be hauled out for this one. It is a satisfier among western addicts, if ever one was made. Trio or foursome of cowboy harmonizers to make the street corners, or the heavily patronized eating places calling attention to the film would be good, because music is one of its strong points. A cowboy cavalcade, with each rider backed with a letter of the title, would be a good main stem eye catcher opening day. A horse race from a mile out of town to the front of the theatre in smaller stands, might be built into a swell crowd stopper.

**CATCHLINES:**

Border Wolves Trapped by Their Own Bait.

A Girl Runs the Race of Her Life, in a Race With Death.

**SELLING ANGLES:** **"Colorado Sunset"**

Since the focal point here is the difficulty which cattlemen have in delivering their milk, you may be able to develop a tieup with your local milk company, the point being that no obstacle stands in the way of prompt delivery to their customers. This might be handled with an imprint on a sticker of Autry, pasted to bottles, which might make a hit with the kids. There's a bit where one of the new, popular powered scooters gets a play. You may be able to organize a squad of these, ridden by youngsters, for a cooperative parade, plugging the film and the fact that the scooters can be rented at "Joe Blank's Garage." If the stunt isn't too awkward, you ought to have a lot of fun with the kids in a cow-milking contest.

**CATCHLINES:**

When There's Trouble Abrewin' You Can Count on Gene Autry to Stop It.

**SELLING ANGLES:** **"Behind Prison Gates"**

In emphasizing the prison angle, an inexpensive, but dynamic front with a few compo-boards as prison bars can be constructed in the way of lending atmosphere to the lobby. A large sign should be placed over the lobby entrance reading: "What Goes on Behind Those Prison Gates?" Back copies of detective magazines containing snipes are good for a buildup. They should be distributed well in advance of the opening. For street ballyhoo, trot out the old reliable of a man dressed in a convict attire and have him parade the streets handing out heralds.

**CATCHLINES:**

The Grapevine Telegraphs the Fury of a Thousand Caged Men.

No. 6621 Is a Prison Spy . . . His Life Is in Danger!

# Short Subject Reviews

## Overland With Kit Carson

*Columbia* (Serial, 12 Chapters) 28 *Mins.*

A red-blooded action thriller that has just a bit too much hokum for the oldsters. It stars Bill Elliot who impressed in "Wild Bill Hickok" and, on the basis of the opening chapter, bids fair to repeat. The story concerns itself with a group of renegade whites, headed by a ruthless killer known as Pegleg, whose aim is to prevent the whites from settling the west. Pegleg introduces a new twist in killing people. His stallion, Midnight, tramples them to death. Elliot, as Kit Carson, is designated to stop the attacks which he does eventually after undergoing various perils at the end of each chapter. Iris Meredith is the girl. Sam Nelson and Norman Deming co-directed.

## Seeing Red

*Vitaphone* (Broadway Brevity) 20 *Mins.*

Red Skelton is up to his old tricks. If your audiences like Skelton, his latest activities have him haunting his boss who has fired him for playing a prank. Interspersed are acts which include A. Robin, the Walking Music Store; the Merry Macs, singing quartet; Harris and Shore, eccentric dancers; and Louis Da Pron, tap dancer. Of the group, the Merry Macs are tops with Da Pron running a close second. The other two acts are so old, it's about time they got at least one new idea between them.

## Three-Minute Fuse

*Vitaphone* (True Adventure) 11 *Mins.*

Here's one subject where Floyd Gibbons fails to give the author of the story his $250 check before the camera. While the story may be true, the suspense for a smash surprise is definitely lacking. It deals with a well-digger who almost loses his life while dynamiting the bottom. Luckily, his two co-workers save him. All along one feels the vital rope will snap and the man in danger will meet a horrible death.

## Will Osborne and His Orchestra

*Vitaphone* (Melody Master) 10 *Mins.*

Swell entertainment for the band fans with Osborne changing his routine slightly. Dick Rogers sings a fast number while Lynn Davis croons a fair ditty. The orchestra leader more than swings a baton which means his followers are provided with an hour's entertainment boiled down to ten minutes.

## Wise Quack

*Vitaphone* (Looney Tune Cartoon) 7 *Mins.*

Only fair, with little ingenuity surrounding the arrival of four new ducklings, one being carried off by a condor, and the subsequent rescue by Porky and his ducky friends. Old stuff and nary a new idea.

## SHORT OF THE WEEK

### Five Times Five

**RKO Pathe** **20 Minutes**

**Yvonne, Marie, Emilie, Cecile and Annette are cute and lovely and all the adjectives parents use to describe their children. Antics of the Dionne Quints, accordingly, multiply themselves into a delightful treat. Up to the Ontario hamlet, which Papa and Mama Dionne helped put on the map, went Director Frank Donovan and Cameraman Harold Smith to record for posterity the Quints celebrating their fifth birthday. It is all very simple, unaffected and very impressive. The Quints are shown playing games in their nursery garden, ready to leave to meet the king and queen and amusing themselves at the birthday party with Dr. Dafoe and Narrator Alexander Woollcott. Incidentally, Woollcott's narration makes this a document of unusual warmth by a series of well-chosen phrases. There is a choice scene of Woollcott sitting in the Quints' swing which should become a collector's item. Some fine portrait shots of the five girls conclude the subject.**




## Modern Methods

*Vitaphone* (Color Parade) 10 *Mins.*

With the exception of the episode dealing with making and designing new hats, the oddities hold very little interest to the average patron. Scientific-minded folks may be interested in the remote control sequences, all of which is not fully explained, and the workings of the bureau of statistics on tides in New York. Just a so-so subject.

## Saved by the Belle

*Columbia* (Three Stooges) 17 *Mins.*

The Three Stooges at their best or worse, depending on how audiences take to them. Regardless of the direction one looks, they look the same. As salesmen for arctic clothing, they wander by mistake into a tropical earthquake belt and become involved in a local revolution. Their escape is beset with perils, but they make it.

## Officer Duck

*RKO* (Walt Disney) 8 *Mins.*

Not one of the best Disney shorts, but enough laughs to keep the Donald Duck fans happily satisfied. Donald is a radio car copper who is ordered to get Tiny Tim and bring him in. The way he does it makes for an amusing episode, with Donald playing the part of a baby, but getting his man.

## There Goes Rusty

*Columbia* (World of Sports) 10 *Mins.*

A study of the racing greyhounds which should prove interesting to sports followers. "Rusty" is the mechanical rabbit that the dogs chase around the track. The reel traces the development of these fine animals from the training stage to the time when they are ready to take to the track.

# NEWSREELS

**Tuesday, July 25**

**Movietone News, No. 91:** Roosevelt deeds library to nation, cadets get lessons in long-range firing, pictures of the Mongolia battlefront, mass wedding unites 105 couples, U. S. sailors visit Peru, army bombers in formation flight, Lew Lehr, Johnstown loses in upset, water sports, Kayak II wins Gold Cup.

**News of the Day, No. 289:** Army bombers in flight, mass wedding, freak Mississippi shipwreck, moral re-armament rally, Kayak II wins, Johnstown loses, Galento mixes with kangaroo, catapult diving, water sports.

**Paramount News, No. 102:** Mass wedding, Louis and Pastor sign for title fight, moral re-armament rally, South Pole runabout, Gov. Dickinson, golden anniversary for the hot dog, Roosevelt deeds library to nation, Johnstown loses, water sports.

**RKO Pathe News, No. 2:** F. D. R. deeds library, mass wedding, shoe king opens American plant, unitwin plane makes first test hop, moral re-armament rally, catapult diving, Johnstown loses.

**Universal Newsreel, No. 791:** Army bombers in daring tests, mass wedding, WPA workers in protest rally, mishap halts endurance contest, seeks new speed record, water sports, skaters thrill fans at Fair, Johnstown loses, catapult diving.

**Thursday, July 27**

**Movietone News, No. 92:** Bastille Day celebration, Queen Mother Mary, London and Moscow stress preparedness, Ciano and Franco, avalanche buries climbers, Farley, Hamilton and the John Roosevelts sail, Tyrone Power and Annabella in Rome, Louis and Tunney meet, a new mountain sport, Lew Lehr.

**News of the Day, No. 290:** Paris thrills to British-French display, Hamilton and Farley sail, Leo jr. makes film debut, Zog and Queen head for Paris, avalanche buries climbers, three-ton Adam art sensation, Oxford and Cambridge track teams versus Yale and Harvard, the international CYO bouts.

**Paramount News No. 103:** Avalanche buries climbers, masters of politics try 1940 forecast, first pictures of boy found after eight days, and a special sequence on Today and 25 years ago when the World War began.

**RKO Pathe News, No. 3:** Bastille Day celebration, Farley and Hamilton sail, Mars, Ciano and Franco, fishing for cultured pearls, old-time pistol match, Oxford and Cambridge track teams versus Yale and Harvard.

**Universal Newsreel, No. 792:** Bastille Day celebration, avalanche buries climbers, Mars, Farley and Hamilton sail, Russians prepare for air raids, army transport off to Hawaii, Queen Mary inspects Hussars, autos blessed in quaint rites, papoose beauty contest held, three-ton statue baffles critics, foreign chefs display art.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, Boxoffice, 4804 E. 9th St., Kansas City, Mo.*

## A

**ANDY HARDY GETS SPRING FEVER (M-G-M)**
This series seems to get better with every pix. Rooney is showing signs of settling down to the business of being a real actor. About average at BO. Admission: 40-10. General patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## B

**BACK DOOR TO HEAVEN (Para)**
Just another picture to fill in space. If this picture ever gets to heaven it will have to go in the back door. Tues., Wed. Weather: Fair. Admission: 15-10. Small town patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy Theatre, Dardanelle, Ark.

**BACK ROOM MYSTERY (Col)**
Double bill horror pictures with "Behind the Mask." Good picture for those who like them. Fair business. Sat., Sun. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

## C

**CAFE SOCIETY (Para)**
Rather good dialogue with some good comedy. Not a good title for a draw in a small town. Wed., Thurs. Weather: Cool. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**CALLING DR. KILDARE (M-G-M)**
A very good picture and pleased all. Played to average business. Thurs., Fri. Weather: Fair. Admission: 15-10. Small town patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy Theatre, Dardanelle, Ark.

**CONFESSIONS OF A NAZI SPY (FN)**
Good beginning, but very weak ending. Warner missed an opportunity here. They could have done big things but didn't. Very poor at BO. Trailer approaches subject matter from wrong angle. Should play up Robinson breaking up ring—instead it makes you feel afraid of the subject matter. Admission: 40-10. General patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## D

**DARK VICTORY (FN)**
A very good show from an artistic and action point of view. No draw and no appeal to general run of fans. Business very poor. Admission: 35-25-15. Rural and small town patronage. Population: 2,000. Capacity: 500. — Beatty & Johnson, Capitol Theatre, Red Deer, Alta, Canada.

**DODGE CITY (WB)**
One of the best of the year. In my opinion it was as good as "Jesse James." Did well at boxoffice. Wed., Thurs. Weather: Good. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300.—R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

**DRUMS (UA)**
Used on Bank Night and very important to have a large giveaway. I don't think my audience was favorably impressed. The comments I did receive from a few patrons was too much shooting, too noisy, too much English accent, etc. Wed., Thurs. Weather: Hot. Admission: 40-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

## E

**EAST SIDE OF HEAVEN (Univ)**
This is the best Crosby I've ever seen. Played to one of my biggest crowds this season. Keep up the good work Universal. Sat., Sun., Mon. Weather: Good. Admission: 25-10. General patronage. Population: 1,500. Capacity: 300.—R. L. Hall, Aztec Theatre, Van Alstyne, Tex.

## F

**FLYING IRISHMAN (RKO)—STORM OVER BENGAL (Rep)**
A fair double bill program with business below par, nothing to attract the masses. The public knows in advance it's no bargain, so they go where there is more excitement. Fri., Sat. Weather: Plenty hot. Admission: 40-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**FRONTIER PONY EXPRESS, (Rep)**
Roy Rogers and Mary Hart always welcome sign at the boxoffice. A good western with a little less gun powder. Played Friday and Saturday with amateur vaudeville program. Thurs., Fri., Sat. Weather: Fair. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

## G

**GOOD GIRLS GO TO PARIS (Col)**
Here's a pip of a comedy that will be ideal entertainment in any season. Fast, zippy dialogue, side-splitting situations, and perfect timing make it tip-top fun. The customers will go for this dish in a great way, and you'll wonder how some of the lines got by Hays' strict censorship. Business was good here. Friday. Weather: Very hot, fair. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**GUNGA DIN (RKO)**
Very good picture. Liked by every one who saw it. Not much drawing power, plenty of action and suspense. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

## H

**HARDYS RIDE HIGH, THE (M-G-M)**
This is one of the best. Mickey Rooney is always good. Did average business. Sun., Mon. Weather: Fair. Admission: 15-10. Small town patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy Theatre, Dardanelle, Ark.

**HONOLULU (M-G-M)**
A natural. This picture will go over any place. Don't be afraid to give it your best spots. It has everything. Wednesday. Weather: Good. Admission: 20-10. Rural patronage. Population: 800. Capacity: 384.—L. B. Rockett, Wahoo Theatre, Dubach, La.

## I

**IDIOT'S DELIGHT (M-G-M)**
Put all the bad reports together that you have seen on this and they still won't describe this picture. The best I can say for it is: Terrible. Sat., Sun. Weather: Fair. Admission: 20-10. Rural patronage. Population: 800. Capacity: 384.—L. B. Rockett, Wahoo Theatre, Dubach, La.

**INVITATION TO HAPPINESS (Para)**
Here's a problem picture for small towns. On the cast strength it opened big but nosedived sharply when the women patrons found out what it was all about. Word-of-mouth reaction was bad—in fact ruinous. Chief complaint was that it was too sad. Business was far below expectations and well under par. Mon., Tues. Weather: Cool, fair. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## L

**LAW WEST OF TOMBSTONE (RKO)**
Harry Carey western. Fair—drew in quite a few old timers along with a fair crowd. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

**LITTLE ADVENTURESS (Col)**
Almost a retake of the old picture "Broadway Bill," except the horse didn't die. Good program entertainment. Played with professional vaudeville. Thursday. Weather: Warm. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**LUCKY NIGHT (M-G-M)**
Opinions on this feature were divided. Some of my patrons said it was swell, while others felt it was "lousy." In my estimation parts of the picture could have been pepped up considerable. Also, the feature is chiefly for adults, as the gambling plot is of questionable ethics. Patronage up to Saturday-Sunday standard. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 876. Capacity: 170.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

## M

**MIDNIGHT (Para)**
"Zaza" has evidently ruined Claudette Colbert here and it's a shame, as she is a splendid actress. Sat., Sun. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,100. Capacity: 206.—A. B. Jefferis, Piedmont Theatre, Piedmont, Mo.

**MIDNIGHT (Para)**
A very good show, but Colbert is just plain poison to the boxoffice. Pleased all who came which were few. Sun., Mon. Weather: Fair. Admission: 15-10. Small town patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy Theatre, Dardanelle, Ark.

**MIKADO, THE (Univ)**
Here's something to really get worked into a lather on. It is boxoffice without much work, but with plenty of plugging it should be a bonanza. This version of Gilbert and Sullivan's opera is perfect! Oldtimers will wring your hand for it. Everybody will get full enjoyment from this excellent film. Saturday. Weather: Warm, clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## N

**NAUGHTY BUT NICE (WB)**
Not so naughty, but quite nice, light entertainment. After this Warner will regret letting Powell out. He should have been a

comedian all along. Chief comment was that "It is Powell's best picture." It did business for us, in spite of softball, and a warm, moonlit night. Plenty of gags that audiences will eat joyously. Saturday. Weather: Warm, clear. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**NEVER SAY DIE (Para)—TWELVE CROWDED HOURS (RKO)**

On a double bill for the Fourth of July, at bargain prices with everyone away for the holidays and temperature way above normal, we still managed to break even, and those who came considered it a very good show. Admission: 40-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**NEXT TIME I MARRY (RKO)**

Fair picture, nothing outstanding. Good business, but I guess its because there was a litle harvest which means quite a bit here. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

## O

**OKLAHOMA KID (WB)**

Good picture and good business. A really well-made western with James Cagney at his best. Mon., Tues. Admission: 35-25-15. Rural and small town patronage. Population: 2,000. Capacity: 500.—Beatty & Johnson, Capitol Theatre, Red Deer, Alta, Canada.

**OKLAHOMA KID (WB)**

Ran this on our Phil Sheridan Day celebration and played to good houses both days. Cagney may be miscast, but pleased everyone anyway. Fri., Sat. Weather: Fair. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**ON BORROWED TIME (M-G-M)**

Here's something real solid in the way of an audience picture. Don't underestimate this picture, give it everything in the book and you'll never regret it. Metro has been over modest in their claims for this show. It's even better than the ads say—and that is sumpin'. It gave us the top business for the summer thus far. Saturday. Weather: Rain, cool. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

## P

**PACIFIC LINER (RKO)**

No drawing power, but I heard no kicks from those who came. Might do very well on a double bill. Thursday. Weather: Warm. Admission: 20-10. Rural patronage. Population: 800. Capacity: 384.—L. B. Rockett, Wahoo Theatre, Dubach, La.

**PYGMALION (M-G-M)**

I ran the risk of using this on Sun., Mon., and my judgment was not so bad. The patrons liked the show and it did a fair business. Weather: Fair. Admission: 40-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

## R

**ROMANCE OF THE REDWOODS (Col)**

Very good action pix which succeeds in bringing to the screen the dramatic punch London puts into his books. If this would have been made in color it would have been tops. Admission: 40-10. General patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## S

**SHE MARRIED A COP (Rep)**

A very nice program picture that will please any audience. Good comedy and good acting. Played Friday and Saturday with serial and amateur vaudeville program. Business good considering warm weather. Fri., Sat. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600. —L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**SONS OF LIBERTY (Vita)**

This is not a feature, but it is fully worth advertising like one. This featurette has so much power behind it and is done so perfectly that it must surely find its way to every screen in America. It has worlds of appeal to all classes and will make for a merry boxoffice if given the right plugging. Don't skip this subject. If you do it will be like throwing money down the drain. Book it and plug it as a feature. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**STAR REPORTER (Mono)**

It ain't so hot, boys! Just a picture with a muddling of everything. Played on Tuesday with Cash Nite. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**STORY OF VERNON AND IRENE CASTLE (RKO)**

I thought it one of their best, but evidently the audience didn't—they sure stayed away. Sun., Mon. Weather: Good and hot. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Majestic Theatre, Milford, Ill.

**STORY OF VERNON AND IRENE CASTLE (RKO)**

One of the best Astaire-Rogers ever made. If you can get them in they will enjoy this very much and will tell you so. Tues. Wed. Weather: Good. Admission: 2 for 35-10. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**STRONGER THAN DESIRE (M-G-M)**

If your customers like courtroom dramas, they will be well entertained by this one. For those that didn't see this movie when it was called "Evelyn Prentice" it is fairly absorbing, especially the ending which was masterfully acted. Walter Pidgeon is getting quite a following in these parts. Business okay. Wednesday. Weather: Cool, cloudy. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**SUSANNAH OF THE MOUNTIES (20th-Fox)**

Shirley has been slipping fast enough by herself of late without having a millstone tied to her neck in the form of a dull, slow story. Only at times is she her old wistful and charming self. And the business reflected this mistake too well here. Lowest of all the Temples. Mon., Tues. Weather: Cool, clear. Admission: 40-30. General patronage. Population: 3,000. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**SWEETHEARTS (M-G-M)**

Nelson Eddy and Jeanette MacDonald are very good in this picture. Did a little above average business. Sun., Mon. Weather: Good. Admission: 35-15. General and farm patronage. Population: 500. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

## T

**TERROR OF TINY TOWN (Col)**

Good novelty—wouldn't want one of these very often, but alright for a change. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

**TEXAS STAMPEDE (Col)**

Very good western, this series pleases. Just enough music to break the monotony of sameness of westerns. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Rural and small town patronage. Population: 400. Capacity: 300.—Mrs. Carl Beard, State Theatre, Lewellen, Neb.

**THREE SMART GIRLS GROW UP (Univ)**

A swell movie that more than pleased the cash customers. Played it in connection with a Girls Scout tieup, with them selling the tickets. The clever ending was a surprise to everyone. Sun., Mon., Tues. Weather: Fair. Admission: 35-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Camden Theatre, Camden, Me.

**TRADE WINDS (UA)**

This company's product was bought late and consequently played late. It gave general satisfaction and did about the same amount of business as the others. Not outstanding but fairly interesting. Sun., Mon. Weather: Normal. Admission: 40-10. General patronage. Population: 3,000. Capacity: 480.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

## U

**UNION PACIFIC (Para)**

A real boxoffice and entertainment picture, if there ever was one. Well liked and they told us so. Business good. Mon., Tues. Admission: 35-25-10. Rural and small town patronage. Population: 2,000. Capacity: 500. —Beatty & Johnson, Capitol Theatre, Red Deer, Alta, Canada.

**UNION PACIFIC (Para)**

Pleased 100 per cent. Best business since January 1. Far ahead of other pictures of same type. Sun., Mon., Tues. Weather: Fair. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

## W

**WARE CASE, THE (20th-Fox)**

Pretty heavy British courtroom drama that has difficulty getting started. It is quite slow and over talkative for the first two reels, but picks up from there and develops interest. Clive Brook was the only name in the very adequate cast that my patrons knew, but they came in anyway. Friday. Weather: Rain, cool. Admission: 40-30. General patronage. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**WIFE, HUSBAND AND FRIEND (20th-Fox)**

Should have sent sardines back with it. My boxoffice still smells. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Majestic Theatre, Milford, Ill.

## Y

**YES, MY DARLING DAUGHTER (FN)**

A good show all the way, but we still could have used the bedroom scene. Also, she forgot to say "Damn This Sex" which was in the stage play and had plenty of punch—God bless Will Hays et al. Lakewood summer theatre played the show last year and many came to see the movie this year. Sun., Mon. Weather: Wet. Admission: 35-10. General and summer patronage. Population: 3,500. Capacity: 550.—Scott Roberts, Camden Theatre, Camden, Me.

**YOUNG MR. LINCOLN (20th-Fox)**

I consider this as one of the finest pictures I have shown, but didn't get them in on this one. Perhaps the extremely hot weather kept them away. Wed., Thurs., Fri. Admission: 25-10. Rural and small town patronage. Population. 876. Capacity: 170.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

# "EACH DAWN I DIE" HITS 200% IN NEW YORK

AVERAGE IS 100%

## BOSTON

Fenway—**Daughters Courageous** (FN), 2nd run; **Code of the Secret Service** (FN)..... 75
Memorial—**Good Girls Go to Paris** (Col); **I Stole a Million** (Univ) ..... 65
Metropolitan—**Second Fiddle** (20th-Fox); **It Could Happen to You** (20th-Fox), 2nd wk.. 55
Orpheum—**On Borrowed Time** (M-G-M); **Maisie** (M-G-M) .....120
Paramount—Same as the Fenway..... 70
State—Same as Orpheum .....105

## CHARLOTTE

Broadway—**Ex-Champ** (Univ) ..... 95
Carolina—**Second Fiddle** (20th-Fox) .....100
Imperial—**On Borrowed Time** (M-G-M), 1st half .....105
Imperial—**Unexpected Father** (Univ), 2nd half. 95
State—**Secrets of a Nurse** (Univ), 1st half.....100
State—**Racketeers of the Range** (RKO), 2nd half. . . . . .100

## CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), held 6th wk. ..... 90
Chicago—**Daughters Courageous** (FN), plus stage show .....100
Garrick—**Second Fiddle** (20th-Fox), 2nd loop wk. ..... 90
Oriental—**The Gorilla** (20th-Fox), 2nd loop wk.; **Exile Express** (GN), plus stage show.. 90
Roosevelt—**Susannah of the Mounties** (20th-Fox) .....100
State-Lake—**Return of the Cisco Kid** (20th-Fox), plus stage show ..... 90
United Artists—**Andy Hardy Gets Spring Fever** (M-G-M), held 2nd wk. .....105

## CINCINNATI

Albee—**Daughters Courageous** (FN), held.....130
Capitol—**Second Fiddle** (20th-Fox), 2nd wk.....120
Keith's—**On Borrowed Time** (M-G-M), 3rd wk..130
Lyric—**Man About Town** (Para), 3rd wk.....120
Palace—**Andy Hardy Gets Spring Fever** (M-G-M), 3rd wk. .....120

## CLEVELAND

Allen—**Daughters Courageous** (FN), 3rd wk...105
Hippodrome—**Second Fiddle** (20th-Fox) .....120
Palace—**Hell's Kitchen** (WB), 10 days..... 95
State—**On Borrowed Time** (M-G-M) .....110
Stillman—**Maisie** (M-G-M), 2nd wk..... 80

## DALLAS

Capitol—**White Zombie** (SR) .....100
Capitol—**Mr. Moto Takes a Vacation** (20th-Fox). . . . . 90
Majestic—**Bachelor Mother** (RKO) .....160
Palace—**Man About Town** (Para) .....150
Rialto—**Kid From Kokomo** (FN).....150
Rialto—**Bridal Suite** (M-G-M).....100
Tower—**Second Fiddle** (20th-Fox) .....100

## DENVER

Aladdin—**The Hurricane** (Col); **Dead End** (UA), reissues. . . . . .100
Denham—**Gracie Allen Murder Case** (Para).... 80
Denver—**The Sun Never Sets** (Univ).....110
Orpheum—**Andy Hardy Gets Spring Fever** (M-G-M); **Panama Lady** (RKO), after 4 days last week ..... 95
Paramount—**San Francisco** (M-G-M); **Clouds Over Europe** (Col) .....100
Rialto—**When Germany Surrendered** (A. L. Rule); **A Woman Is the Judge** (Col).....100

## DETROIT

Adams—**Second Fiddle** (20th-Fox), after wk. at Fox; **Parents on Trial** (Col) ..... 75
Fox—**Unexpected Father** (Univ); **Ex-Champ** (Univ) ..... 80
Michigan—**Daughters Courageous** (FN); **Million Dollar Legs** (Para) ..... 85
Palms State—**Magnificent Fraud** (Para); **Unmarried** (Para) ..... 70

## INDIANAPOLIS

Alamo—**Three Texas Steers** (Rep); **Whispering Enemies** (Col) ..... 90
Apollo—**Unexpected Father** (Univ); **Ex-Champ** (Univ). . . . . 75
Circle—**Second Fiddle** (20th-Fox); **It Could Happen to You** (20th-Fox), 2nd wk..... 80
Loew's—**Maisie** (M-G-M); **Stronger Than Desire** (M-G-M) .....175

## Top Hits of the Week

EACH DAWN I DIE—New York.....200
MAISIE (dual)—Indianapolis .....175
BACHELOR MOTHER—Dallas.....160
ANDY HARDY GETS SPRING FEVER (dual)—Kansas City .....150
MAN ABOUT TOWN—Dallas.....150
KID FROM KOKOMO—Dallas .....150
SECOND FIDDLE (dual)—Los Angeles .....150
MAN IN THE IRON MASK (dual)—New Haven .....145
DAUGHTERS COURAGEOUS—Kansas City .....140

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 11th wk., New York City; 5th wk., Seattle; 4th wk., Philadelphia; 3rd wk., Milwaukee, Minneapolis.

**Lenin in 1918,** 6th wk., Cameo, New York City.

**Second Fiddle,** 4th wk., New York City; 3rd wk., Seattle.

**Daughters Courageous,** 3rd wk., Cleveland, Portland, Ore.

## KANSAS CITY

Esquire—**Second Fiddle** (20th-Fox), holdover.. 70
Midland—**Andy Hardy Gets Spring Fever** (M-G-M); **Clouds Over Europe** (Col).....150
Newman—**Daughters Courageous** (FN), held...140
Uptown—Same as Esquire ..... 85

## LOS ANGELES

Chinese—**Second Fiddle** (20th-Fox); **It Could Happen to You** (20th-Fox) .....150
Downtown—**Daughters Courageous** (FN).....125
Four Star—**On Borrowed Time** (M-G-M) .... 75
Hillstreet—**I Stole a Million** (Univ); **Blondie Takes a Vacation** (Col) .....125
Hollywood—Same as Downtown .....125
Pantages—Same as Hillstreet ..... 90
Paramount—**Man About Town** (Para), plus Eddie (Rochester) Anderson on stage, 2nd wk. .....100
State—Same as Chinese .....125

## MILWAUKEE

Palace—**Goodbye, Mr. Chips** (M-G-M), 3rd wk..110
Riverside—**S. O. S. Tidal Wave** (Rep), plus Joe Sanders Orchestra .....100
Strand—**Second Fiddle** (20th-Fox); **The Gorilla** (20th-Fox) ..... 85
Warner—**Five Came Back** (RKO); **Career** (RKO). . . . . .120
Wisconsin—**Andy Hardy Gets Spring Fever** (M-G-M); **They All Come Out** (M-G-M).....130

## MINNEAPOLIS

Aster—**Hell's Kitchen** (WB); **Mr. Moto Takes a Vacation** (20th-Fox) ..... 90
Century—**Goodbye, Mr. Chips** (M-G-M), 3rd wk..100
Gopher—**Naughty But Nice** (WB) .....100
Minnesota—**Sidewalks of New York** (Mono), plus **Jack LaRue** stage show .....150
Orpheum—**Tarzan Finds a Son** (M-G-M) ..... 70
State—**Second Fiddle** (20th-Fox) ..... 90

## NEW HAVEN

College—**Second Fiddle** (20th-Fox); **Mr. Moto Takes a Vacation** (20th-Fox), 2nd wk..... 75
Loew-Poli—**On Borrowed Time** (M-G-M); **Good Girls Go to Paris** (Col)..... 85
Paramount—**Ex-Champ** (Univ); **Sudden Money** (Para). . . . . 65
Roger Sherman—**The Man in the Iron Mask** (UA); **Beauty for the Asking** (RKO), held 5 days. . . . . .145

## NEW ORLEANS

Center—**Hotel Imperial** (Para) ..... 80
Globe—**East Side of Heaven** (Univ) ..... 75
Liberty—**Tell Your Children** (SR), adults only.. 75
Orpheum—**Daughters Courageous** (FN) ..... 85
Saenger—**Second Fiddle** (20th-Fox), 2nd wk....125
State—**Andy Hardy Gets Spring Fever** (M-G-M) .....125
Tudor—**Ramona** (WB) ..... 75

## NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 10th wk., held .....120
Capitol—**Andy Hardy Gets Spring Fever** (M-G-M) .....105
Criterion—**This Man Is News** (Para) ..... 65
Globe—**Dead Men Tell No Tales** (Alliance).... 85
Paramount—**The Magnificent Fraud** (Para), plus stage show .....110
Radio City Music Hall—**Man in the Iron Mask** (UA), 2nd wk., plus stage show..... 95
Roxy—**Second Fiddle** (20th-Fox), 4th wk., plus stage show ..... 90
Strand—**Each Dawn I Die** (FN), plus stage show .....200

## OKLAHOMA CITY

Criterion—**Second Fiddle** (20th-Fox) ..... 90
Liberty—**The Girl From Mexico** (RKO); **Trouble in Sundown** (RKO)..... 95
Midwest—**On Borrowed Time** (M-G-M)..... 85
Plaza—**Juarez** (WB), moveover from Midwest. . . . . 90
State—**Good Girls Go to Paris** (Col); **First Offenders** (Col) .....110
Tower—**Unexpected Father** (Univ) ..... 70

## OMAHA

Brandels—**Five Came Back** (RKO); **Blondie Takes a Vacation** (Col).....140
Omaha—**Captain Fury** (UA); **Bridal Suite** (M-G-M). . . . . .135
Orpheum—**Naughty But Nice** (WB); **Jones Family in Hollywood** (20th-Fox) .....110

## PHILADELPHIA

Boyd—**Goodbye, Mr. Chips** (M-G-M), 4th wk..100
Earle—**They All Come Out** (M-G-M)..... 90
Fox—**Second Fiddle** (20th-Fox), plus stage show with Three Stooges ..... 95
Karlton—**Good Girls Go to Paris** (Col), 2nd run ..... 75
Palace—**Invitation to Happiness** (Para), 3rd run ..... 90
Stanley—**The Man in the Iron Mask** (UA).....100
Stanton—**Daughters Courageous** (FN), 2nd run.100

## PORTLAND, ORE.

Broadway—**Winter Carnival** (UA); **They All Come Out** (M-G-M) .....100
Mayfair—**Daughters Courageous** (FN); **The House of Fear** (Univ), 3rd wk..... 90
Orpheum—**Five Came Back** (RKO); **The Saint in London** (RKO), 2nd wk..... 90
Paramount—**Second Fiddle** (20th-Fox); **Undercover Doctor** (Para) ..... 90
United Artists—**Goodbye, Mr. Chips** (M-G-M)..150

## SALT LAKE CITY

Centre—**Daughters Courageous** (FN).....105
Paramount—Closed for the summer.
Studio—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk.....105
Utah—**It Could Happen to You** (20th-Fox); **King of the Turf** (UA).....110
Victory—Closed for the summer.

## SEATTLE

Blue Mouse—**Second Fiddle** (20th-Fox); **Almost a Gentleman** (RKO), 3rd wk. ..... 90
Fifth Avenue—**Daughters Courageous** (FN); **Undercover Doctor** (Para) .....100
Liberty—**Winter Carnival** (UA); **Trapped in the Sky** (Col) ..... 90
Music Box—**Goodbye, Mr. Chips** (M-G-M), 5th wk. .....100
Orpheum—**Frontier Marshal** (20th-Fox); **Big Town Czar** (Univ), plus Jay Clarke on stage 90
Palomar—**Hell's Kitchen** (WB); **Sweepstakes Winner** (FN), plus stage show ..... 90
Paramount—**Andy Hardy Gets Spring Fever** (M-G-M); **Inside Information** (Univ)..... 90

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.


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Career (RKO) July 1.....
Charlie Chan at Treasure Island (20th-Fox) ..... 006
Charlie Chan in Reno (20th-Fox) June 3..... 948
Chasing Danger (20th-Fox) Jan. 7 ..... 941
Chicken Wagon Family (20th-Fox) ..... 002
Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
Coast Guard (Col) .....
Code of the Secret Service (FN) May 13 ..... 374
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Colorado Sunset (Rep) Aug. 5... 846
Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Cowboy Quarterback (FN) July 8 366
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D

Dark Victory (FN) Mar. 11... 354
Daughters Courageous (FN) June 24 ..... 360
Death of a Champion (Para)...
Desperate Trails (Univ) .....
Dodge City (WB) Apr. 8..... 304
Down the Wyoming Trail (Mono) June 17 .....3864

E

Each Dawn I Die (FN) July.22. 356
East Side of Heaven (Univ) Apr. 15 .....3006
Elsa Maxwell's Hotel for Women (20th-Fox) July 29.... 001
Everybody's Baby (20th-Fox) Dec. 3 ..... 935
Everything Is Rhythm (Astor).
Ex-Champ (Univ) May 20.....3010
Exile Express (GN) Feb. 18..... 301

F

Family Next Door (Univ) Apr. 15 .....3020
Fifth Avenue Girl (RKO).....
First Love (Univ) .....
First Offenders (Col) Mar. 11..9030
Five Came Back (RKO) June 10 927
Five Little Peppers (Col).....
Fixer Dugan (RKO) Apr. 29... 922
Flight at Midnight (Rep).....
Flying Irishman (RKO) Mar. 11 919
For Love or Money (Univ).....3030 May 13 .....
Forgotten Woman (Univ) July 8..3031
Four Feathers (UA).....June 24
Frontier Marshal (20th-Fox) July 29 ..... 951
Frontier Pony Express (Rep) Apr. 15 ..... 854

G

Gay Nineties (Astor) .....
Girl and the Gambler (RKO) June 10 ..... 926
Girl From Mexico (RKO) May 20 928
Girl From Rio (Mono).....3825
Golden Boy (Col) .....
Good Girls Go to Paris (Col) June 24 .....9005
Goodbye, Mr. Chips (M-G-M) May 20 ..... 945
Gorilla, The (20th-Fox) May 27. 944
Gracie Allen Murder Case (Para) May 13 .....3839
Grand Jury Secrets (Para) May 20 .....3842

H

Hardys Ride High (M-G-M) Apr. 22 ..... 934
Hawaiian Nights (Univ).....
Hell's Kitchen (WB) June 24... 312
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Heritage of the Desert (Para) Mar. 25 .....3843
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I

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I Was a Convict (Rep) Feb. 25. 824
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I'm From Missouri (Para) Mar. 25 .....3830
Indianapolis Speedway (WB) July 15 ..... 315
In Name Only (RKO).....
In Old Caliente (Rep) July 15.. 856
In Old Monterey (Rep) July 29. 847
Inside Information (Univ) June 10 .....3040
Inside Story (20th-Fox) Oct. 22..934
Inspector Hornleigh (RKO) Apr. 22 ..... 945
Invitation to Happiness (Para) May 20 .....3841
Irish Luck (Mono) .....3826
Island of Lost Men (Para) July 29 .....3848
It Could Happen to You (20th-Fox) June 3 ..... 950
It's a Wonderful World (M-G-M) May 13 ..... 936

J

Jones Family in Hollywood (20th-Fox) May 27..... 946
Juarez (WB) Apr. 29..... 301

K

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Kid From Texas (M-G-M) Apr. 8 929
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L

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Lady of the Tropics (M-G-M).. 947
Lady's From Kentucky, The (Para) Apr. 15 .....3834
Law Comes to Texas (Col) May 27 .....9214
Let Us Live (Col) Feb. 18.....9007
Little Princess (20th-Fox) Feb. 25 ..... 932
Lone Star Pioneers (Col) Apr. 15 .....9213
Lost Horizon (Col) reissue.....1071
Lost Squadron (RKO) reissue.. 994
Love Affair (RKO) Mar. 18....916
Lucky Night (M-G-M) May 6... 933

M

Magnificent Fraud (Para) July 1.3847
Maisie (M-G-M) June 17..... 940
Man About Town (Para) June 17
Man From Sundown (Col) Aug. 5 .....9208
Man From Texas (Mono).....3865
Man in the Iron Mask (UA) July 8
Man of Conquest (Rep) Apr. 15.. 801
Man They Couldn't Hang (Col)
Man Who Dared (FN) Apr. 8... 375
Mexicali Rose (Rep) Apr. 1..... 843
Mickey the Kid (Rep) July 1.. 814
Midnight (Para) Mar. 11.....3828
Million Dollar Legs (Para) July 15 .....3846
Miracles for Sale (M-G-M) Aug. 5 946
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Mountain Rhythm (Rep) July 8. 845
Mr. Moto on Danger Island (20th-Fox) Mar. 18 ..... 937
Mr. Moto Takes a Vacation (20th-Fox) Nov. 19..... 952
Mr. Wong in Chinatown (Mono) July 22 .....3807
Mutiny on the Black Hawk (Univ) June 24 .....
Murder in the Big House (Mono)
My Man Godfrey (Univ).....Reissue
My Wife's Relatives (Rep) Mar. 11 ..... 810
Mystery of Mr. Wong (Mono) Mar. 18 .....3806
Mystery of the White Room (Univ) Apr. 1 .....3037
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N

Nancy Drew, Trouble Shooter (WB) July 15 ..... 324
Naughty But Nice (WB) June 10 311
Henry Goes to Arizona (M-G-M)
Never Say Die (Para) Mar. 11..3832
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North of Yukon (Col) July 8....9205
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O

Of Human Bondage (RKO) reissue ..... 993
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On Trial (WB) Mar. 25..... 323
$1,000 a Touchdown (Para).....
Only Angels Have Wings (Col) May 20 .....9001
Our Leading Citizen (Para) Aug. 5
Out of Singapore (Astor).....
Outside These Walls (Col) June 3 .....9031

P

Panama Lady (RKO) May 13... 925
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Q

Queen of Destiny (RKO) Nov. 6 ..... 961
Quick Millions (20th-Fox) Aug. 5 004

R

Racketeers of the Range (RKO) May 20 ..... 984
Renegade Trail (Para) July 29..3859
Return of the Cisco Kid (20th-Fox) Apr. 29..... 940
Riders of the Frontier (Mono) 3866
Rio (Univ) .....
Risky Business (Univ) Mar. 11..3029
Romance of the Redwoods (Col) Apr. 29 .....
Rolling Westward (Mono) Apr. 1.3863
Rookie Cop (RKO) Apr. 29..... 923
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Rough Riders Roundup (Rep) Mar. 25 ..... 853

S

Saint in London (RKO) July 1.. 929
Saint Strikes Back (RKO) Feb. 18 ..... 918
Second Fiddle (20th-Fox) July 8
Secret Service of the Air (WB) Feb. 11 ..... 320
Sergeant Madden (M-G-M) Mar. 25 ..... 927
She Married a Cop (Rep) July 1 815
Should a Girl Marry? (Mono) Aug. 5 .....3823
Should Husbands Work? (Rep) July 22 ..... 816
Silver on the Sage (Para) Feb. 18 3858
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
Sky Pilot (Mono) .....
6,000 Enemies (M-G-M) June 3.. 938
Smuggled Cargo (Rep) .....
Society Lawyer (M-G-M) Apr. 1 930
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
Spirit of Culver (Univ) Mar. 4..3014
Spoilers of the Range (Col) June 10 .....9206
Stagecoach (UA) Feb. 11.....
Stanley and Livingstone (20th-Fox) Aug. 5 ..... 003
Star Maker (Para) .....
Stolen Life (Para) Apr. 29.....3864
Stop, Look and Love (20th-Fox)
Story of Alexander Graham Bell (20th-Fox) Apr. 8 ..... 938
Story of Vernon and Irene Castle (RKO) ..... 838
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Streets of New York (Mono) Apr. 15 .....3802
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sudden Money (Para) Mar. 25
Sun Never Sets, The (Univ) June 10 .....3009
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Sweepstakes Winner (FN) Apr. 22 ..... 373

T

Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Television Spy (Para).....
Tell No Tales (M-G-M) May 20. 935
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Made Her a Spy (RKO) Mar. 25 ..... 920
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Three Smart Girls Grow Up (Univ) Mar. 25 .....3001
Three Texas Steers(Rep)June 24 866
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Torchy Plays With Dynamite (WB) Aug. 5 ..... 326
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Trapped in the Sky(Col)Feb. 18.9024
Trigger Smith (Mono) May 13...3854
Trouble in Sundown (RKO) Mar. 11 ..... 983
Tumbleweeds (Astor) May 27...
12 Crowded Hours (RKO) Feb. 18 917

U

U-67 (Astor) .....
Undercover Agent (Mono) .....3824
Undercover Doctor (Para) May 27 .....3840
Underpup (Univ) .....
Unexpected Father (Univ)...July 22
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W

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Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
When Tomorrow Comes (Univ)..
Whispering Enemies (Col) Jan. 7
Wife, Husband and Friend (20th-Fox) Feb. 18 ..... 930
Winner Take All (20th-Fox) Feb. 25 ..... 939
Winter Carnival (UA) July 22...
Within the Law (M-G-M) Mar. 18 ..... 928
Wizard of Oz (M-G-M)..... 949
Wolf Call (Mono) May 27.....3813
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) .....
Women in the Wind (WB) Feb. 4 ..... 316
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Y

You Can't Get Away With Murder (FN) Jan. 28 ..... 364
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Z

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# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1938, Unless Otherwise Specified.**

**(L)Indicates short of the week.**

**(C)Indicates color.**

# SHORTS

## Columbia

**ALL-STAR COMEDIES**

**A Star Is Shorn (17)....Apr. 21, '39**

**Boom Goes the Groom (17½).....Mar. 24, '39**

**Mutiny on the Body (17).....Feb. 10, '39**

**Not Guilty Enough (18).....Sept. 30**

**Now It Can Be Sold (17).June 2, '39**

**Pest From the West (..)....June 16**

**Rattling Romeo (17).....July 14**

**Swing You Swingers (18).....Jan. 20, '39**
With Andy Clyde.

**The Chump Takes a Bump (18).....May 5, '39**

**The Sap Takes a Sap (15½).....Mar. 10, '39**

**Trouble Finds Andy Clyde (18).....July 28**

**COLOR RHAPSODIES**

**Happy Tots (7).....Mar. 31**
**Hollywood Graduation (7)...Aug. 26**
**Hollywood Sweepstakes (8)...July 28**
**Lucky Pigs (..).....May 26**
**Nell's Yells (..).....June 30**
**Peaceful Neighbors (8)..Jan. 26, '39**
**The Gorilla Hunt (..)...Feb. 24, '39**
**The House That Jack Built (7).....Apr. 14, '39**

**COLUMBIA TOUR**

**Big Town Commuters (9).Feb. 3, '39**
**Man Made Island (Frisco Fair) (..).....May 26**
**Province of Quebec (10).....Dec. 15**
**Sojourn in India (..).....July 7**

**COMMUNITY SING**

**No. 7 Parade of Hits (9).Mar. 24, '39**
**No. 8 Strauss Waltzes (..).....Apr. 21, '39**
**No. 9 Songs of the West (..).....May 19, '39**
**No. 10 Songs of Romance (..) June 16**
Third Series
**No. 4 Sweetheart Melodies (11)Dec. 30**
**No. 5 Friendship Songs (10).....Jan. 27, '39**
**No. 6 Moon Songs (10)....Feb. 24, '39**

**HAPPY HOUR**

**No. 1 (10½).....Feb. 22**
**No. 2 (10½).....Mar. 23**
**No. 3 (11).....Apr. 21**

**KRAZY KAT**

**Golf Chumps (..).....Apr. 6, '39**
**Krazy's Bear Tale (7)....Jan. 27,'39**
**Krazy's Shoe Shop (..)..May 12, '39**

**MUSIC HALL VANITIES**
(New series)

**A Night in a Music Hall (10½).....Jan. 20, '39**
**A Night at the Troc (10)..Mar. 2,'39**
**Montmarte Madness (10½)...June 30**
**Yankee Doodle Home (..).....May 19, '39**

**PICTUREGRAPH**

**No. 1 (..).....Jan. 15, '39**

**SCRAPPY CARTOONS**

**A Worm's Eye View (7)..Apr. 28, '39**
**Scrappy's Added Attraction (6).....Feb. 3, '39**
**Scrappy's Rodeo (..).....June 2**
**Scrappy's Sideshow (7)....Mar. 3,'39**

**SCREEN SNAPSHOTS (Series 17)**

**No. 5 (10).....Jan. 6, '39**
**No. 6 (10½).....Feb. 17, '39**
**No. 7 (10).....Mar. 17, '39**
**No. 8 (9½).....Apr. 8, '39**
**No. 9 (10).....**
**No. 10 (..).....May 26**
**No. 11 (..).....June 15**
**No. 12 (10).....July 28**

**SPORT REELS**

**Diving Rhythm (..).....May 5, '39**
**Get Ready Navy (10).....Jan. 6, '39**
**Jockeys Up (..).....June 2**
**Navy Champions (10).....Mar. 17**
**Odd Sports (10).....Feb. 10**
**Technique of Tennis (8½).....**
**There Goes Rusty (10½).....July 15**

**THREE STOOGES COMEDIES**

**A Ducking They Did Go (16½).....Apr. 7, '39**
**Saved by the Belle (17).....June 30**
**Three Little Sew and Sews (16).....Jan. 6, '39**
**We Want Our Mummy (17).....Feb. 24, '39**
**Yes, We Have No Bonzana (7).....May 19, '39**

**WASHINGTON PARADE**

**No. 2 Inside the White House (11).....Jan. 6, '39**
**No. 3 Inside the Capitol (..).....Apr. 28, '39**
**No. 4 Library of Congress (..).....July 21**

## Grand National

**CAVALCADE OF STUFF**

**No. 1 (10).....Jan. 6**
Col. Stoopnagle.
**No. 2 (10).....Jan. 20**

## M-G-M

**CRIME DOESN'T PAY**

**Help Wanted (21).....June 10**
**Money to Loan (21).....Mar. 11, '39**
**While America Sleeps (21).....Apr. 15, '39**

**FITZPATRICK TRAVELTALKS**
In Technicolor

**Ancient Egypt (9).....Jan. 21, '39**
**Colorful Curacao (9).....May 27**
**Glimpses of Australia (9)...Apr. 15**
**Imperial Delhi (8).....Feb. 18**
**Java Journey (10).....Mar. 18**
**Picturesque Udaipur (8)..May 13, '39**
**Rural Hungary (9).....Apr.29, '39**
**Singapore and Jahore (9)....Dec. 31**

**MINIATURES**

**Great Heart (11).....Dec. 31**
**Hollywood Hobbies (10)..May 13, '39**
**Ice Antics (9).....Feb. 11**
**Love on a Tap (11).....Mar. 18, '39**
**Prophets Without Honor (11).....May 20, '39**
**The Greener Hills (11)...May 27, '39**

**MUSICAL COMEDIES**

**Happily Buried (20).....Apr. 15, '39**
**Men of Steel (21).....Dec. 17**
Kenneth Stevens and Doris Weston in a musical saga of washing machines.
**Once Over Lightly (19).....Dec. 31**
The story of two barber colleges becomes a musical comedy plot by a close shave. Johnny Downs and Dixie Dunbar.
**Somewhat Secret (21)...Mar. 25, '39**

**M-G-M CARTOONS**
(New Series)

**Art Gallery (9) Technicolor...May 13**
**Goldilocks and the Three Bears (11).....July 15**
**Jitterbug Follies (9).....Feb. 25, '39**
**(L)Little Gold Fish (8)...Apr. 15, '39**
**Mama's New Hat (9).....Feb. 11**
**The Bear That Couldn't Sleep (9) Technicolor.....June 10**
**Wanted No Master (8)...Mar. 18, '39**

**M-G-M NEWS OF THE DAY**
Released twice weekly.

**OUR GANG COMEDIES**

**Alfalfa's Aunt (11).....Jan. 7**
**Auto Antics (10).....July 22**
**Clown Princess (10).....Apr. 15, '39**
**Cousin Wilbur (10).....Apr. 29, '39**
**Dog Daze (11).....July 1**
**Duel Personalities (10)..Mar. 11, '39**
**Joy Scouts (10).....June 24**
**Practical Jokers (9).....Dec. 17**
**Tiny Troubles (10).....Feb. 18**

**PASSING PARADE (New Series)**

**Angel of Mercy (10).....May 20, '39**
**Giant of Norway (11) Sepia..June 24**
**New Roadways (10).....Jan. 28**
**Story of Alfred Noble (11)..Feb. 18**
**Story That Couldn't Be Printed (11).....July 22**
**The Story of Dr. Jenner (10).Mar. 18**
**Yankee Doodle Goes to Town (11) Sepia.....June 17**

**PETE SMITH SPECIALTIES**

**Culinary Carving (9).....July 1**
**Double Diving (10).....Jan. 14**
**(L)Heroes at Leisure (10).....Feb. 11**
**Marine Circus (9).....Mar. 11, '39**
**(C)Penny's Picnic (10).....Dec. 17**
**Poetry of Nature (8) Sepia..June 17**
**Radio Hams (10).....May 20, '39**
**Weather Wizards (9).....Apr. 8, '39**

**ROBERT BENCHLEY**

**An Hour for Lunch (9)..Mar. 18, '39**
**Dark Magic (10).....May 13**
**Home Early (9).....May 27**
**How to Eat (10).....June 10**
**How to Sublet (8).....Jan. 28, '39**
**Mental Poise (8).....Dec. 10**

## Paramount

**BETTY BOOP CARTOONS**

**Musical Mountaineers (7).May 12, '39**
**My Friend the Monkey (7).....Jan. 20, '39**
**On With the New (7).....Dec. 2**
**Pudgy in Thrills and Chills (7).....Dec. 23**
**Rhythm on the Reservation (7).....July 7**
**So Does an Automobile (7)..Mar. 31**
**The Scared Crows (7)....June 9, '39**
**Yip Yip Yippy (7).....Aug. 11**

**COLOR CLASSICS**

**Always Kickin' (7).....Jan. 27, '39**
**Small Fry (7).....Apr. 21, '39**
**The Barnyard Brat (Technicolor) (7).....June 30**

**COLOR CRUISES**
(New Series in Cinecolor)

**Costa Rica (10).....Dec. 2**
**Jamaica (10).....May 26**
**Land of Inca Memories (10)..Jan. 27**
**Republic of Panama (9)....Mar. 24**

**HEADLINER**

**A Song Is Born (10).....Jan. 6, '39**
**The Champagne Music of the Lawrence Walk (10).....Mar. 3**
Lawrence Walk and his Orchestra.
**Hal Kemp and His Orchestra (10).....Dec. 2**
**Music Through the Years (11).....Feb. 3, '39**
Jan Garber and Orchestra.
**Paramount Presents Hoagy Carmichael (10).....May 5, '39**
With Jack Teagarden and his orchestra.
**Tempo of Tomorrow (10)..June 2, '39**
Richard Himber and his orchestra.
**Three Kings and a Queen (11).....Apr. 7, '39**
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

**PARAMOUNT NEWS**
Released twice weekly.

**PARAGRAPHICS**

**Circus Co-Ed (10).....Mar. 10**
**Farewell Vienna (10).....June 23**
**Fisherman's Pluck (10)..Apr. 14, '39**
**Oh Say, Can You Ski? (10)..Dec. 16**
**Swans (10).....May 19, '39**
**That's Africa (10).....Feb. 10**
**Unfinished Symphony (10)...Jan. 13**

**PARAMOUNT PICTORIAL**

**No. 5 (9).....Dec. 9**
17 year locusts, outdoor scenes and the hit parade of yesterday.
**No. 6 (10).....Jan. 6, '39**
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
**No. 7 (10).....Feb. 3, '39**
The Mexican Charro at play, plumed birds and all about accordions.
**No. 8 (10).....Mar. 3**
**No. 9 (10).....Apr. 7,'39**
Sea police, animals after dark, fashions.
**No. 10 (11).....May 5, '39**
Gentlemen at work, Oriental craftsmanship and song of the year.
**No. 11 (10).....June 2, '39**
Three stories about water.
**No. 12 (10).....July 14**

**POPEYE CARTOONS**

**(C)Aladdin and His Wonderful Lamp (22).....Apr. 7, '39**
**Cops Is Always Right (7)...Dec. 30**
**Customers Wanted (7).....Jan. 27**
**Ghosks Is the Bunk (7)..June 16, '39**
**Hello, How Am I? (7).....July 14**
**It's the Natural Thing to Do (7).....July 28, '39**
**Leave Well Enough Alone (7).....Apr. 28**
**Wotta Nitemare (7).....May 19, '39**

**POPULAR SCIENCE**
(In Cinecolor)

**No. 2 (11).....Nov. 4**
**No. 3 (10).....Jan. 6, '39**
**No. 4 (10).....Mar. 10**
**No. 5 (11).....May 12, '39**
**No. 6 (11).....Aug. 4**

**GRANTLAND RICE SPORTLIGHTS**

**Death Valley Thrills (10)..June 9, '39**
**Diamond Dust (10).....May 12, '39**
**Frolicking Frogs (10).....Dec. 23**
Hijinks with trained frogs including a jumping contest.
**Good Skates (10).....Apr. 14, '39**
Ice skating with champions.
**Hold Your Breath (10).....Feb. 17**
Depicting a novel underwater track meet.
**The Sporting Irish (10).....Mar. 17**
Sports in Ireland.
**Two Boys and a Dog (10).Jan. 20, '39**
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
**Watch Your Step (10).....July 7**

**UNUSUAL OCCUPATIONS**
(In Color)

**No. 3 (10).....Dec. 2**
**No. 4 (10).....Feb. 3, '39**
**No. 5 (10).....Apr. 14, '39**
**No. 6 (Cinecolor) (10)....June 16, '39**

## RKO Radio

**DISNEY CARTOONS**

**Beach Picnic (8).....June 9, '39**
**Donald's Cousin Gus (7)..May 19, '39**
**Donald's Lucky Day (8)..Jan. 13, '39**
**Ferdinand the Bull (8).....Nov. 25**
**Goofy and Wilbur (8).....Mar. 17**
**Mother Goose Goes Hollywood (8).....Dec. 23**
**Practical Pig (8).....Feb. 24, '39**
**Sea Scouts (8).....June 30**
**Society Dog Show (8).....Feb. 3, '39**
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
**The Pointer (8).....July 21**
**(L)The Hockey Champ (7)..Apr. 7, '39**
**The Ugly Duckling (9).....Apr. 7**

**EDGAR KENNEDY COMEDIES**

**A Clean Sweep (17).....Dec. 2**
**Baby Daze (15).....May 19, '39**
**Clock Wise (16).....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.
**Feathered Pests (16).....July 28**
**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Romancing Along (21)**.....**Dec. 30**
Phil Harris and his Orchestra.
**Swing Vacation (19)**.....**Feb. 24, '39**

**LEON ERROL COMEDIES**

**Crime Rave (18)**.....**Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20)**.....**Mar. 10, '39**
**Moving Vanities (17)**.....**May 5, '39**
**Ring Madness (19)**.....**June 30, '39**

**MARCH OF TIME**

**No. 5 (18)** .....**Dec. 23**
The Refugee—Today and Tomorrow.
**No. 6 (18)** .....**Jan. 20, '39**
The State of the Nation.
**No. 7 (19)** .....**Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18)** .....**Mar. 17, '39**
**No. 9 (19)** .....**Apr. 14, '39**
Japan: Master of the Orient.
**No. 10 (20)** .....**May 12**
Dixie—The nation's number one problem.
**No. 11 (19)** .....**June 9**
War, Peace and Propaganda.
**No. 12 (22)** .....**July 7**
The Movies March On.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11)** ....**May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Cafe Rendezvous (10)**.....**Dec. 23**
Oshins & Lessy, Jack Arthur, Armida and The Kidoodlers.
**Hello Mama (11)** .....**Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sulivan.
**Readin, Ritin and Rhythm (10)** .....**Feb. 17, '39**
**Samovar Serenade (10)**.....**Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10)**.....**Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.

**PATHE NEWS**

Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16)** .....**Apr. 21, '39**
**Marriage-Go-Round (18)**.....**July 28**
**Plumb Crazy (16)**.....**Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9)** .....**Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bird Dogs (10)**.....**Nov. 4**
**Blue Grass (10)**.....**Dec. 2**
**Bow Strings (9)** .....**Jan. 27, '39**
Archery.
**Devil Drivers (9)** .....**June 16, '39**
**On the Wing (10)**.....**Dec. 30**
The hunting of wild geese.
**Riding the Crest (9)**.....**July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)**....**May 19, '39**
The golfers show how it's done.
**Snow Falls (9)** .....**Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Prairie Poppas (18)**.....**Dec. 16**
**Sagebrush Serenade (19)**.**June 16, '39**
**Ranch House Romeo (17)**....**Apr. 7**

**REELISMS (New Series)**

**Air Waves (10)**.....**Mar. 10**
**Gold (9)** .....**Feb. 10**
**Newsreel (10)** .....**Dec. 9**
**Pilot Boat (9)** .....**Feb. 3, '39**
**Soldiers of the Sea (9)**...**Apr. 7, '39**
**Swinguet (8)** .....**May 26, '39**
**Television (9)** .....**May 5, '39**
**World of Tomorrow (9)**.....**June 23**

**TWO-REEL SPECIAL**

**Five Times Five (19)**.....**July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

## 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Daily Diet of Danger (10)**.**Jan. 6, '39**
**Sand Hogs (10)**.....**May 12**

**ED THORGERSEN-SPORTS**

**Hunting Dogs (11)**.....**Mar. 3, '39**
**Inside Baseball (11)** .....
**Sand Hogs (10)** .....**May 12**
**Shooting for Par (10)**.....**Jan. 6**
**Sports Immortals (11)** .....**June 23**

**FASHIONS**

**Fashion Forecasts, No. 3 (11)** .....**Mar. 31, '39**
**Fashion Forecast No. 4 (..)**..**July 7**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS KINDERGARTEN**

**Muscle Maulers (11)** .....**April 14**
**What Every Inventor Should Know (10)** .....**Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (..)** .....**May 26**
**Isle of Pleasure (11)**.....**Feb. 3, '39**
**Mystic Siam (10)**.....**Mar. 17, '39**
**Tempest Over Tunis (11)** ....**June 9**
**Viking Trail (10)**.....**Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (..)**.....**June 16**
**Africa Squawks (7)** .....**June 30**
**Barnyard Baseball (7)** .....**July 14**
**Barnyard Egg-Citement (Technicolor) (11)** .....**May 5**
**Frozen Feet (7)**.....**Feb. 24**
**Gandy Goose in Doomsday (6)** .....**Dec. 16**
**Gandy Goose in G-Man Jitters (7)** .....**Mar. 10**
**Gandy Goose in the Frame Up (7)** .....**Dec. 30**
**Nick's Coffee Pot (7)** .....**May 19**
**Nutty Network (7)** .....**Mar. 24**
**One Gun Gary in the Nick of Time (7)** .....**Jan. 27**
**The Cuckoo Bird (7)** .....**April 7**
**Their Last Bean (7)** .....**April 21**
**The Old Fire Horse (..)** ....**July 28**
**The Owl and the Pussycat (7)** .....**Jan. 13, '39**
**The Prize Guest (7)**.....**June 2**
**The Three Bears (6)**.....**Feb. 10**
**Village Blacksmith (6)**.....**Dec. 2**

## Universal

**CARTUNE**

**One Armed Bandit (7)**.....**Mar. 27**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 57 ( 9)** .....**Nov. 28**
**No. 59 (9)** .....**Jan. 30, '39**
**No. 60 (10)** .....**Feb. 20, '39**
**No. 61 (9)** .....**Mar. 13**
**No. 62 (9)** .....**Apr. 10, '39**
**No. 63 (9)** .....**May 15, '39**
**No. 64 (9)** .....**June 26, '39**
**No. 65 (9)** .....**July 17**

**MENTONE PRODUCTIONS**

**Bank Notes (19)** .....**Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17)** .....**Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)**....**July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Music and Models (19)**.....**Dec. 14**
Jack Arthur, Carolyn Marsh, Six Debonairs, Irene Vermillion & Co.
**Nautical Knights (19)**....**Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Pharmacy Follies (18)**....**May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**With Best Dishes (17)**.....**Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

**OSWALD CARTOONS**

**The Big Cat and the Little Mousie (7)** .....**Aug. 15**

**WALTER LANTZ CARTUNES**

**Arabs with Dirty Fezzes (7)**.....
**(..)** .....**July 31**
**Baby Kittens (7)**.....**Dec. 19**
**Bird on Nellie's Hat**.....**June 19**
**Bola Mola Land (7)** ....**May 29, '39**
**Charlie Cuckoo (7)**.....**Apr. 30, '39**
**Crack Pot Cruise (7)**....**Apr. 10, '39**
**Little Blue Blackbird (7)**...**Dec. 26**
**Magic Beans (7)** .....**Feb. 13**
**Nellie of the Circus (7)**...**May 8, '39**
**The Birth of a Toothpick (7)** .....**Feb. 27**

**STRANGER THAN FICTION**

**No. 57 (9)** .....**Dec. 5**
**No. 58 (9)** .....**Jan. 2**
**No. 59 (9)** .....**Feb. 6**
**No. 60 (9)** .....**Mar. 6**
**No. 61 (9)** .....**Apr. 3**
**No. 62 (9)** .....**May 1, '39**
**No. 63 (9)** .....**June 5, '39**
**No. 64** .....**July 3**
**No. 65 (9)** .....**Aug. 7**

**TWO REEL SPECIAL**

**March of Freedom (21)**.....**June 7**

**UNIVERSAL NEWS**
Released twice weekly.

## Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..)** .....**Mar. 25**
**A Swing Opera (..)**.....**July 22, '39**
**Boarder Trouble (20)**.....**Dec. 17**
**Broadway Buckaroo (20) June 3, '39**
**Hats and Dogs (20)**.....**Dec. 31**
**Home Cheap Home (..)** .....**Mar. 18**
**Projection Room (..)** .....**Mar. 4**
**Rollin' in Rhythm (..)**.....**Apr. 15**
**Seeing Spots (20)** .....**Apr. 29, '39**
**Sophomore Swing (20)**.....**Jan. 21**
**Small Town Idol (20)**.....**Feb. 11**
**Stardust (22)** .....**Dec. 10**
**Sundae Serenade (20)**.....**Feb. 25**
**You're Next to Closing (20)** .....**May 13, '39**
**Wardrobe Girl (..)**.....**June 17, '39**

**THE COLOR PARADE (New Series)**

**For Your Convenience (10)** .....**May 20, '39**
**Mechanix Illustrated No. 2 (10)** .....**Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10)** .....**Feb. 25**
**Mechanix Illustrated No. 4**.**Apr. 22,'39**
**Mechanix Illustrated No. 5 (..)** .....**June 10, '39**
**Modern Methods (..)**...**July 15, '39**
**Nature's Mimic (10)**.....**Dec. 3**
**Points on Pointers (9)**.....**Jan. 28**
**The Roving Camera (10)**.**Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7)**.....**Apr. 1**
**It's an Ill Wind (7)**.....**Jan. 28**
**Polar Pals (..)**.....**June 3, '39**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky in Egypt (7)**.....**Nov. 5**
**Porky the Gob (7)**.....**Nov. 26**
**Porky's Movie Mystery (7)**..**Mar. 11**
**Porky's Picnic (..)**.....**July 15, '39**
**Porky's Tire Trouble (7)**.....**Feb. 18**
**The Lone Stranger and Porky (7)** .....**Jan. 7, '39**
**Christopher Columbus jr. (7)** .....**May 13, '39**
**Scalp Trouble (..)**.....**June 24, '39**
**Wise Quack (..)**.....**Aug. 5, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10)** .....**Apr. 29, '39**
**Blue Barron & Orch. (10)**.**Jan. 21, '39**
**Clyde Lucas & Orch. (10)**..**Jan. 7, '39**
**Clyde McCoy & Orchestra (10)** .....**Mar. 18**
**Dave Apollon and His Orchestra (11)** .....**Dec. 24**
**Dave Apollon and Orchestra (..)** .....**Apr. 8**
**Happy Felton & Orch. (..)**..**Dec. 3**
**Jerry Livingston & Orchestra (10)** .....**Feb. 4**
**Larry Clinton & Orchestra (10)** .....**May 20, '39**
**Leith Stevens & Orch. (..)**.....**June 10, '39**
**Rita Rio & Orch (..)**...**July 1, '39**
**Russ Morgan & Orchestra (11)** .....**Feb. 25**
**Will Osborne & Orch. (..)**.....**July 22, '39**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7)**.....**Mar. 11**
**Bars and Stripes Forever (7)**.**Apr. 8**
**Believe It or Else (..)**..**June 3, '39**
**Count Me Out (7)**.....**Dec. 17**
**Daffy Duck and the Dinosaur (7)** .....**Apr. 22, '39**
**Daffy Duck in Hollywood (..)**.**Dec. 3**
**Dangerous Dan McFoo (..)**.....**July 15, '39**
**Dog Gone Modern (7)**....**Jan. 14, '39**
**Goldrush Daze (7)** .....**Feb. 25**
**Ham-Ateur Night (7)**....**Jan. 28, '39**
**Naughty But Mice (7)** ..**May 20, '39**
**Old Glory (..)**.....**July 1, '39**
**Prest-O Change-O (7)**.....**Mar. 25**
**Robinhood Makes Good (7)**...**Feb. 11**
**Snow Man's Land (..)**..**July 29, '39**
**The Mice Will Play (7)**.....**Dec. 31**
**Thugs With Dirty Mugs (7)**.**May 6, 39**

**TECHNICOLOR**

**Bill of Rights (..)**.....**Aug. 12, '39**
**Lincoln in the White House (21)** .....**Feb. 11, '39**
**Quiet Please (..)**.....**July 1, '39**
**Sons of the Plains (19)**..**July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20)**.....**May 20, '39**
**Swingtime in the Movies (20)** .....**Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**The Master's Touch (10)**....**Feb. 18**

**VITAPHONE VARIETIES**

**Crawfords at Home (..)**..**Apr. 15, '39**
**Dean of the Pasteboards (10)** .....**May 27**
**Gadgeteers (10)** .....**Feb. 18**
**Tax Trouble (10)**.....**Mar. 18, '39**
**Robbin' Good (10)**.....**Dec. 10**
**Ski Girl (10)**.....**Jan. 14, '39**
**Witness Trouble (..)**...**July 29, '39**

**TRUE ADVENTURES (By Floyd Gibbons)**

**A Minute From Death (11)**...**Mar. 4**
**Chained (..)** .....**Apr. 1**
**Haunted House (..)**.....**June 3, '39**
**High Peril (12)** .....**Feb. 18**
**Lives in Peril (..)**.....**July 7, '39**
**The Human Bomb (12)**...**Jan. 7, '39**
**Three-Minute Fuse (..)**.**July 29, '39**
**Treacherous Waters (12)**....**Dec. 10**
**Voodoo Fires (11)** .....**May 6**

## SERIALS

**COLUMBIA**

**Flying G-Men** .....**Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.
**Mandrake the Magician**...**May 6, '39**
12 chapters.
**Secret of Treasure Island**...**Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle**
**12 Chapters** .....**June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
**Dick Tracy's G-Men** .....**Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.
**Lone Ranger Rides Again**.**Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers** .....**Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
**Oregon Trail (15 chapters)**....**July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
**Scouts to the Rescue**.....**Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

| | MARCH 4 | MARCH 11 | MARCH 18 | MARCH 25 | APRIL 1 | APRIL 8 |
|---|---|---|---|---|---|---|
| COLUMBIA | [28] Drama 9007<br>**Let Us Live** (69)<br>H. Fonda-M. O'Sullivan<br>R—Feb. 18 | [8] Comedy 9009<br>**Blondie Meets the Boss** (70)<br>(For. Blondie Steps Out)<br>Penny Singleton<br>Arthur Lake<br>R—Mar. 4 | [16] Western 9213<br>**Lone Star Pioneers** (56)<br>Bill Elliot<br>Dorothy Gulliver<br>R—Apr. 15 | [24] Action Drama 9023<br>**Whispering Enemies** (63)<br>J. Holt-D. Costello<br>R—Jan. 7<br>[30] Outdoor Drama<br>**Romance of Redwoods**(67)<br>C. Bickford-J. Parker<br>R—Apr. 29 | [30] Action Drama 9205<br>**North of Yukon** (64)<br>Chas. Starrett<br>Linda Winters<br>R—July 8 | [3] Comedy 901<br>**Lady and the Mob** (65<br>Fay Bainter-Ida Lupino<br>Lee Bowman<br>R—Mar. 11 |
| GRAND NAT'L | | | | | | |
| MGM | [3] Comedy 980<br>◐**Pygmalion** (87)<br>Leslie Howard<br>Wendy Hiller<br>R—Dec. 10 | [10] 925<br>**Ice Follies of 1939** (82)<br>Joan Crawford<br>Jimmy Stewart<br>Lew Ayres<br>R—Mar. 11 | [17] Melodrama 928<br>**Within the Law** (65)<br>Ruth Hussey-Paul Kelly<br>R—Mar. 18 | [24] Action Drama 927<br>**Sergeant Madden** (80)<br>Wallace Beery<br>Alan Curtis<br>R—Mar. 25 | [31] Drama 930<br>**Society Lawyer** (78)<br>V. Bruce-Walter Pidgeon<br>R—Apr. 1 | [7] Drama with Music 93<br>**Broadway Serenade** (11<br>J. MacDonald-L. Ayres<br>R—Apr. 8 |
| MONOGRAM | [1] Western 3863<br>**Rolling Westward** (57)<br>Tex Ritter<br>R—Apr. 1 | [8] Action Drama 3809<br>**Mystery Plane** (60)<br>(Form. Sky Pirate)<br>John Trent R—Mar. 4<br>[8] Melodrama 3806<br>**Mystery of Mr. Wong** (67) R—Mar. 18<br>Boris Karloff-D. Tree | | [22] Western 3854<br>**Trigger Smith** (59)<br>Jack Randall<br>R—May 13 | | [5] Melodrama 3824<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane |
| PARAMOUNT | [3] Drama 3826<br>**Cafe Society** (83)<br>Madeleine Carroll<br>Fred MacMurray<br>R—Feb. 11 | [12] Comedy 3863<br>**Beachcomber, The** (89)<br>Charles Laughton<br>Elsa Lanchester<br>R—Dec. 3 | [17] Melodrama 3827<br>**King of Chinatown** (57)<br>Akim Tamiroff<br>Anna May Wong<br>R—Mar. 11 | [24] Comedy Drama 3828<br>**Midnight** (93)<br>Claudette Colbert<br>Don Ameche<br>R—Mar. 11 | [31] Comedy 3829<br>**Sudden Money** (62)<br>C. Ruggles-M. Rambeau<br>R—Mar. 25<br>[31] Western 3858<br>**Silver on the Sage** (68)<br>Wm. Boyd (Hopalong)<br>R—Feb. 18 | [7] Comedy 3830<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 |
| REPUBLIC | | [6] Melodrama 824<br>**I Was a Convict** (62)<br>Barton MacLane<br>Beverly Roberts<br>R—Feb. 25 | [13] Western 853<br>**Rough Riders Roundup** (58)<br>R. Rogers-M. Hart<br>R—Mar. 25 | [20] Comedy 810<br>**My Wife's Relatives** (65)<br>Higgins Family<br>R—Mar. 11 | [27] Western 843<br>**Mexicali Rose** (58)<br>Gene Autry<br>Smiley Burnette<br>R—Apr. 1 | |
| RKO RADIO | [3] Action Drama 917<br>**12 Crowded Hours** (64)<br>Richard Dix<br>Lucille Ball<br>R—Feb. 18 | [10] Melodrama 918<br>**The Saint Strikes Back** (64)<br>Geo. Sanders-W. Barrie<br>R—Feb. 18 | | [24] Western 983<br>**Trouble in Sundown** (57)<br>Geo. O'Brien<br>R—Mar. 11 | [31] Drama 920<br>**Almost a Gentleman** (65)<br>J. Ellison-H. Wood<br>R—Mar. 11 | [7] Comedy Drama 916<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>[7] Biog. Drama 919<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 |
| 20TH-FOX | [3] Comedy 930<br>**Wife, Husband and Friend** (75)<br>Loretta Young<br>Warner Baxter<br>R—Feb. 18 | [10] Action Drama 934<br>**Inside Story** (61)<br>Michael Whalen<br>Jean Rogers<br>R—Oct. 22 | [17] Com. with Music 932<br>◐**Little Princess** (93)<br>Shirley Temple<br>Richard Greene<br>R—Feb. 25 | [24] Comedy Drama 935<br>**Everybody's Baby** (62)<br>Jones Family<br>R—Dec. 3 | [31] Melodrama 936<br>**Hound of the Baskervilles** (80)<br>R. Greene-W. Barrie<br>B. Rathbone<br>R—Apr. 1 | [7] Melodrama 937<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 |
| UNITED ARTS. | [3] Outdoor Drama<br>**Stagecoach** (92)<br>Claire Trevor<br>John Wayne<br>R—Feb. 11 | | [15] Drama<br>**Prison Without Bars** (79)<br>Edna Best<br>Corinne Luchaire<br>R—Feb. 25 | | | [7] Drama<br>◐**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 |
| UNIVERSAL | [3] Melodrama 3029<br>**Risky Business** (78)<br>Geo. Murphy<br>Dorothea Kent<br>R—Mar. 11 | [10] Drama 3014<br>**Spirit of Culver** (90)<br>Jackie Cooper<br>Freddie Bartholomew<br>R—Mar. 4 | [17] Melodrama 3037<br>**Mystery of the White Room** (58)<br>B. Cabot-H. Mack<br>R—Apr. 1 | [24] Com. with Music 3001<br>**Three Smart Girls Grow Up** (87)<br>Deanna Durbin<br>Nan Grey<br>R—Mar. 25 | [31] Comedy 3020<br>**Family Next Door** (63)<br>Hugh Herbert<br>Joy Hodges<br>R—Apr. 15 | [7] Comedy-Music 3006<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 |
| WARNER-F.N. | [4] Action Drama WB320<br>**Secret Service of the Air** (61)<br>Ronald Reagan<br>John Litel<br>R—Feb. 11 | [11] Outd'r Drama WB308<br>**Oklahoma Kid** (80)<br>James Cagney<br>Rosemary Lane<br>Humphrey Bogart<br>R—Mar. 18 | [18] Action Drama WB321<br>**Adventures of Jane Arden** (58)<br>R. Towne R—Feb. 18 | [25] Action Drama FN361<br>**Blackwell's Island** (71)<br>J. Garfield-R. Lane<br>R—Mar. 4 | [1] Melodrama WB323<br>**On Trial** (62)<br>John Litel<br>Margaret Lindsay<br>R—Mar. 25 | [8] Outd'r Drama WB304<br>◐**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 |
| MISCELLANEOUS | | | | | | |

| SEPTEMBER, 1939 | | | | | | |
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| OCTOBER, 1939 | | | | | | |
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| NOVEMBER, 1939 | | | | | | |
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

# Booking Chart

A GUIDE TO CURRENT RELEASES

| APRIL 15 | APRIL 22 | APRIL 29 | MAY 6 | MAY 13 | MAY 20 | |
|---|---|---|---|---|---|---|
| 12 Drama 9030<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western 9214<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | 27 Western 9206<br>**Spoilers of the Range**(58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | 4 Drama 9031<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | 11 Action Drama 9016<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | | COLUMBIA |
| | | | | 13 Drama 301<br>**Exile Express** (70)<br>Anna Sten-Alan Marshal<br>R—Feb. 18<br>13 Western WI-19<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | 20 Action Drama 314<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | GRAND NAT'L |
| 14 Rom. Comedy 929<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy 934<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | 28 Drama 932<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | 5 Comedy 933<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | 12 Action Drama 935<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | 19 Comedy 936<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | MGM |
| 12 Drama 3802<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama 3829<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | | 1 Action Drama 3820<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | | 18 Western 3864<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | MONOGRAM |
| 14 Comedy - Music 3832<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>4 Melodrama 3831<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama 3833<br>**Back Door to Heaven** (85)<br>Wallace Ford-Aline McMahon-Patricia Ellis<br>R—Apr. 15 | 28 Comedy Drama 3834<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | 5 Outdoor Drama 3835<br>**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | 12 Drama 3836<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | 19 Musical 3837<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | PARAMOUNT |
| 12 Western 865<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western 854<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | 25 Action Drama 811<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | 5 Western 844<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | 15 Western 866<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | 15 Outdoor Spectacle 801<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western 855<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | REPUBLIC |
| 14 Action Drama 920<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama 922<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | 28 Melodrama 923<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical 838<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | 5 Comedy Drama 924<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | 12 Melodrama 925<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | | RKO RADIO |
| 14 Drama 938<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama 939<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama 945<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 28 Outdoor Drama 940<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical 8012<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | 5 Action Drama 941<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 12 Musical 942<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | 19 Comedy 943<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | 20TH-FOX |
| | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | | | | | UNITED ARTS. |
| 14 Action Drama 3019<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama 3018<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | 28 Comedy Drama 3030<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | | 19 Action Drama 3010<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | UNIVERSAL |
| 15 Melodrama WB316<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama FN354<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | 29 Comedy FN373<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | 6 Action Drama FN353<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | 13 Action Drama WB322<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | 20 Action Drama FN364<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | WARNER-F.N. |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 | JULY 1 |
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| COLUMBIA | 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama **9012**<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 | 29 Drama **903**<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy **900**<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas |
| GRAND NAT'L | | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | | | |
| MGM | 26 Comedy **937**<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama **94**<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 |
| MONOGRAM | 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 | | | 1 Action Drama **381**<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 |
| PARAMOUNT | 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | 16 Drama **3841**<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama **384**<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 |
| REPUBLIC | 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette<br>R—July 8 | | 23 Western **856**<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western **867**<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 | |
| RKO RADIO | 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **926**<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama **92**<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July<br>30 Western **98**<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 |
| 20TH - FOX | 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **948**<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama **95**<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 |
| UNITED ARTS. | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | | | |
| UNIVERSAL | 26 Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | | | 30 Melodrama **303**<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 |
| WARNER-F.N. | 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB32**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama **FN363**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music **WB31**<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 |
| MISCELLANEOUS | | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), reissue<br>Wm. S. Hart<br>R—May 27 | 16 Musical **Astor**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale | |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUGUST 5 | AUGUST 12 |
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| | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama 9025<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 | 20 Comedy 9010<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | 28 Action Drama 9033<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells<br>R—Aug. 5 | 4 Action Drama<br>**Coast Guard** (..)<br>Randolph Scott<br>Frances Dee | |
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| 7 Drama 942<br>**n Borrowed Time** (99)<br>ionel Barrymore<br>obs Watson<br>—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy 944<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama 945<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama 946<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 | 11 Drama 947<br>**Lady of the Tropics** (..)<br>Hedy LaMarr<br>Robt. Taylor |
| | | 21 Western 3865<br>**Man From Texas** (60)<br>Tex Ritter | 24 Mystery 3807<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | | 7 Musical Comedy 3825<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>9 Western 3866<br>**Riders of Frontier** (..)<br>Tex Ritter |
| 7 Musical 3845<br>**Ian About Town** (85)<br>ack Benny<br>orothy Lamour<br>—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama 3847<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama 3848<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy<br>**Nightwork** (..)<br>Mary Boland<br>Charles Ruggles | 11 Comedy Drama<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 |
| 3 Drama 814<br>**Hickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | | 26 Comedy 816<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western 846<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 | 11 Western 868<br>**New Frontiers** (..)<br>Three Mesquiteers |
| 7 Melodrama 930<br>**Career** (78)<br>nne Shirley<br>dw. Ellis<br>—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama 931<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western 933<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 |
| 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>. Lorre-V. Field<br>—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night**(71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 | 28 Outdoor Drama 951<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy 001<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 | 11 Comedy 002<br>**Chicken Wagon Family** (..)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver |
| | | | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 |
| 7 Drama 3031<br>**Forgotten Woman** (63)<br>Ingrid Gurie-Don. Briggs<br>—July 8 | 14 Comedy<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 | | | 11 Drama<br>**When Tomorrow Comes** (..)<br>Charles Boyer<br>Irene Dunne |
| 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama WB315<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | 12 Comedy WB326<br>**Torchy Plays With Dynamite** (59)<br>J. Wyman-A. Jenkins<br>R—Aug. 5 |
| 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | | | | |

COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | AUGUST 19 | AUGUST 26 | SEPTEMBER 2 | SEPTEMBER 9 | SEPTEMBER 16 | SEPTEMBER 23 |
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| COLUMBIA | 17 Melodrama<br>**Man They Couldn't Hang** (..)<br>Boris Karloff | 22 Comedy Drama<br>**Five Little Peppers** (..)<br>Edith Fellows | 31 Drama<br>**Golden Boy** (..)<br>Barbara Stanwyck<br>Adolphe Menjou<br>William Holden<br>30 Wild Horse Picture<br>**Konga** (..) | | | |
| GRAND NAT'L | | | | | | |
| MGM | 18 Comedy Drama **948**<br>**These Glamour Girls** (..)<br>Lew Ayres-Lana Turner<br>Anita Louise | 25 Comedy Fantasy **949**<br>**Wizard of Oz** (..)<br>Judy Garland<br>Frank Morgan | 1 Comedy Drama<br>**The Women** (..)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell | 8 Comedy<br>**Henry Goes to Arizona** (..)<br>Frank Morgan | | |
| MONOGRAM | | 25 Western **3856**<br>**Oklahoma Terror** (..)<br>Jack Randall<br>22 Melodrama **3826**<br>**Irish Luck** (..)<br>F. Darro-D. Purcell | | 9 Action Drama **3815**<br>**Sky Patrol** (..)<br>John Trent<br>Marjorie Reynolds | | 20 Drama<br>**Murder in the Big House** (..)<br>Chas. Bickford<br>Barton MacLane |
| PARAMOUNT | 18 Melodrama **3865**<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western **3859**<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy<br>**Star Maker** (..)<br>Bing Crosby<br>Louise Campbell | 1 Melodrama<br>**Death of a Champion** (..)<br>L. Overman-R. Paige | 8 Drama<br>**Television Spy** (..)<br>W. Henry-J. Barrett | 15 Drama<br>**Beau Geste** (120)<br>Gary Cooper-R. Milland<br>R—July 29 | 22 Comedy<br>**$1,000 a Touchdown** (..)<br>Joe E. Brown<br>Martha Raye |
| REPUBLIC | 17 Western **847**<br>**In Old Monterey** (70)<br>G. Autry-S. Burnette<br>R—July 29 | 24 Drama<br>**Smuggled Cargo** (..)<br>Rochelle Hudson<br>Barry MacKay | 31 Drama<br>**Flight at Midnight** (..)<br>P. Regan-J. Parker | | | |
| RKO RADIO | 18 Drama<br>**In Name Only** (..)<br>Carole Lombard<br>Cary Grant-K. Francis | 25 Western<br>**Along the Rio Grande** (..)<br>George O'Brien | 1 Drama<br>**Nurse Edith Cavell** (..)<br>Anna Neagle<br>Geo. Sanders | 6 Drama **967**<br>**Queen of Destiny** (95)<br>(For. 60 Glorious Years)<br>Anna Neagle<br>Anton Walbrook<br>R—Nov. 6 | | 22 Comedy Drama<br>**Fifth Avenue Girl** (..)<br>Ginger Rogers<br>James Ellison |
| 20TH-FOX | 18 Adventure Drama **003**<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly-R. Greene<br>R—Aug. 5 | 25 Comedy **004**<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 | 1 Mystery **005**<br>**Adventures of Sherlock Holmes** (..)<br>B. Rathbone-I. Lupino | 8 Melodrama **006**<br>**Charlie Chan at Treasure Island** (..)<br>S. Toler-P. Moore | 15 Musical<br>**Hollywood Cavalcade** (..)<br>Alice Faye-Don Ameche | 22 Comedy<br>**Stop, Look and Love** (..)<br>Jean Rogers<br>William Frawley |
| UNITED ARTS. | 18 Drama<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 | | | | | |
| UNIVERSAL | | 25 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin | 1 Comedy Drama<br>**Underpup** (..)<br>Gloria Jean-Ernest Truex-Nan Grey<br>1 Outdoor Drama<br>**Mutiny on the Black Hawk** (69) R—June 24<br>R. Arlen-A. Devine | 8 Drama<br>**Bad Company** (..)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Western<br>**Desperate Trails** (..)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Musical<br>**Hawaiian Nights** (..)<br>Johnny Downs<br>Mary Carlisle | 22 Drama<br>**Rio** (..)<br>Sigrid Gurie<br>Basil Rathbone |
| WARNER-F.N. | 19 Drama **FN356**<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy **FN376**<br>**Hobby Family, The** (..)<br>Irene Rich-Henry O'Neil<br>26 Drama **FN367**<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan-R. Reagan<br>R—Aug. 5 | | | | |
| MISCELLANEOUS | | | | | | |

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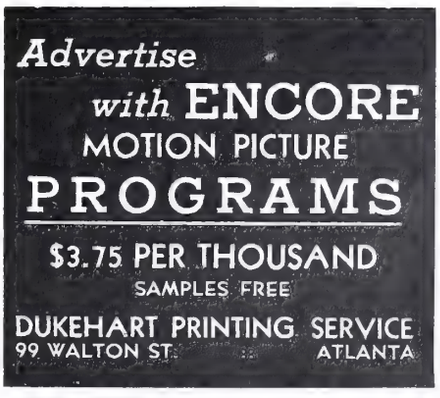
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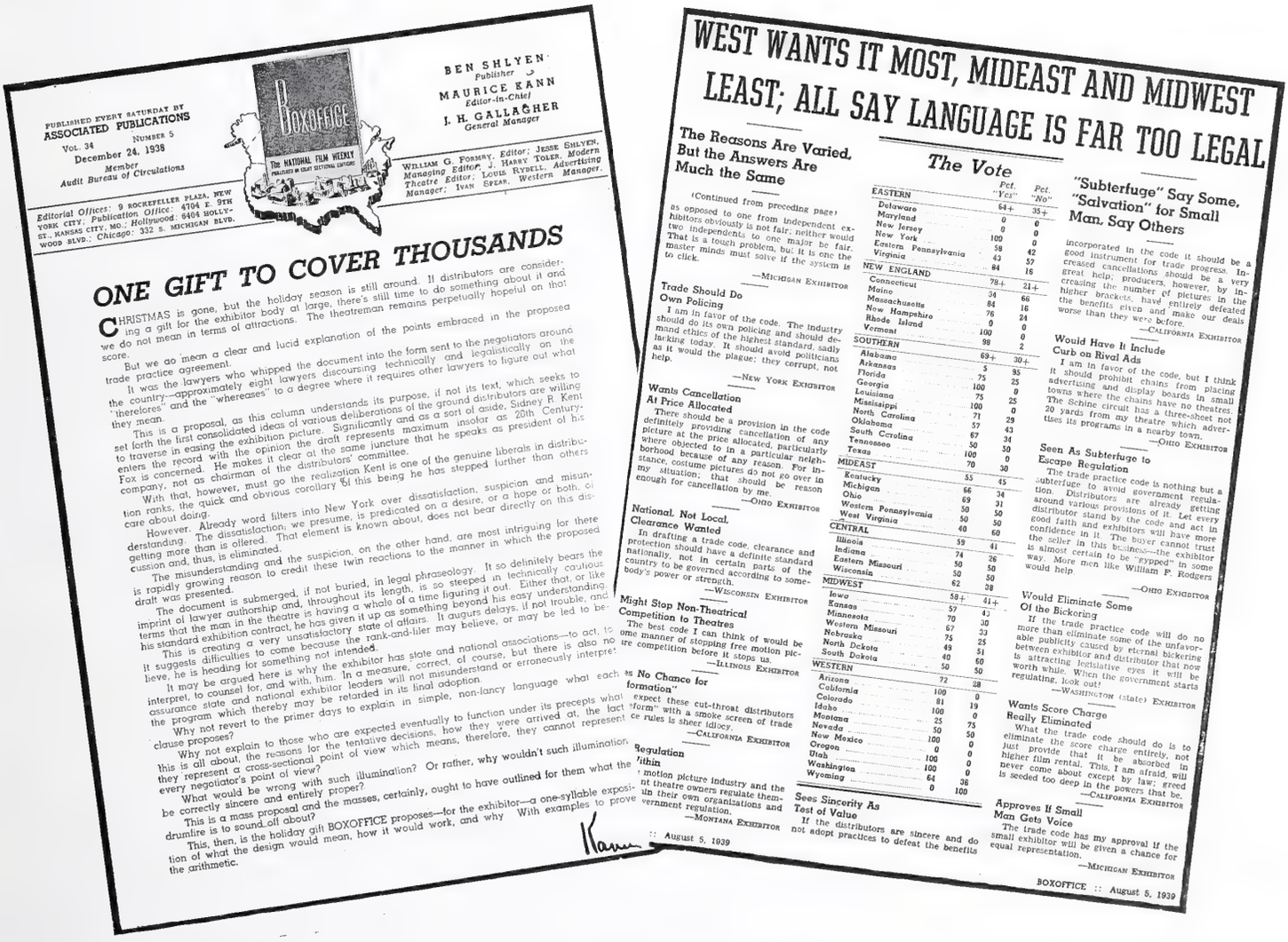
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# *IT TELLS ITS OWN STORY*



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## ONE GIFT TO COVER THOUSANDS

CHRISTMAS is gone, but the holiday season is still around. If distributors are considering a gift for the exhibitor body at large, there's still time to do something about it and we do not mean in terms of attractions. The theatreman remains perpetually hopeful on that score.

But we do mean a clear and lucid explanation of the points embraced in the proposed trade practice agreement.

It was the lawyers who whipped the document into the form sent to the negotiators around the country—approximately eight lawyers discoursing technically and legalistically on the "hereforeses" and the "whereases" to a degree where it requires other lawyers to figure out what they mean.

This is a proposal, as this column understands its purpose, if not its text, which seeks to set forth the first consolidated ideas of various deliberations of the ground distributors are willing to traverse in easing the exhibition picture. Significantly and as a sort of aside, Sidney R. Kent enters the record with the opinion the draft represents maximum insofar as 20th Century-Fox is concerned. He makes it clear at the same juncture that he speaks as president of his company, not as chairman of the distributors' committee.

With that, however, must go the realization Kent is one of the genuine liberals in distribution ranks, the quick and obvious corollary of this being he has stepped further than others care about doing.

However. Already word filters into New York over dissatisfaction, suspicion and misunderstanding. The dissatisfaction, we presume, is predicated on a desire, or a hope or both, of getting more than is offered. That element is known about, does not bear directly on this discussion and, thus, is eliminated.

The misunderstanding and the suspicion, on the other hand, are most intriguing for there is rapidly growing reason to credit these twin reactions to the manner in which the proposed draft was presented.

The document is submerged, if not buried, in legal phraseology. It so definitely bears the imprint of lawyer authorship and, throughout its length, is so steeped in technically cautious terms that the man in the theatre is having a whale of a time figuring it out. Either that, or like his standard exhibition contract, he has given it up as something beyond his easy understanding.

This is creating a very unsatisfactory state of affairs. It augurs delays, if not trouble, and it suggests difficulties to come because the rank-and-filer may believe, or may be led to believe, he is heading for something not intended.

It may be argued here is why the exhibitor has state and national associations—to act, to interpret, to counsel for, and with, him. In a measure, correct, of course, but there is also no assurance state and national exhibitor leaders will not misunderstand or erroneously interpret the program which thereby may be retarded in its final adoption.

Why not revert to the primer days to explain in simple, non-fancy language what each clause proposes?

Why not explain to those who are expected eventually to function under its precepts what this is all about, the reasons for the tentative decisions, how they were arrived at, the fact they represent a cross-sectional point of view which means, therefore, they cannot represent every negotiator's point of view?

What would be wrong with such illumination? Or rather, why wouldn't such illumination be correctly sincere and entirely proper?

This is a mass proposal and the masses, certainly, ought to have outlined for them what the drumfire is to sound off about?

This, then, is the holiday gift BOXOFFICE proposes—for the exhibitor—a one-syllable exposition of what the design would mean, how it would work, and why. With examples to prove the arithmetic.

Kann

:: August 5, 1939

## WEST WANTS IT MOST, MIDEAST AND MIDWEST LEAST; ALL SAY LANGUAGE IS FAR TOO LEGAL

### The Reasons Are Varied, But the Answers Are Much the Same

(Continued from preceding page)

as opposed to one from independent exhibitors obviously is not fair; neither would two independents to one major be fair. That is a tough problem, but it is one the master minds must solve if the system is to click.

—MICHIGAN EXHIBITOR

**Trade Should Do Own Policing**

I am in favor of the code. The industry should do its own policing and should demand ethics of the highest standard, sadly lacking today. It should avoid politicians as it would the plague; they corrupt, not help.

—NEW YORK EXHIBITOR

**Wants Cancellation At Price Allocated**

There should be a provision in the code definitely providing cancellation of any picture at the price allocated, particularly where objected to in a particular neighborhood because of any reason. For instance, costume pictures do not go over in my situation; that should be reason enough for cancellation by me.

—OHIO EXHIBITOR

**National, Not Local, Clearance Wanted**

In drafting a trade code, clearance and protection should have a definite standard nationally, not in certain parts of the country to be governed according to somebody's power or strength.

—WISCONSIN EXHIBITOR

**Might Stop Non-Theatrical Competition to Theatres**

The best code I can think of would be some manner of stopping free motion picture competition before it stops us.

—ILLINOIS EXHIBITOR

**No Chance for Reformation"**

expect these cut-throat distributors form" with a smoke screen of trade ce rules is sheer idiocy.

—CALIFORNIA EXHIBITOR

**Regulation Within**

motion picture industry and the nt theatre owners regulate themun their own organizations and vernment regulation.

—MONTANA EXHIBITOR

### The Vote

| | Pct. "Yes" | Pct. "No" |
|---|---|---|
| **EASTERN** | | |
| Delaware | 64+ | 35+ |
| Maryland | 0 | 0 |
| New Jersey | 0 | 0 |
| New York | 100 | 0 |
| Eastern Pennsylvania | 58 | 0 |
| Virginia | 43 | 42 |
| | 84 | 57 |
| | | 16 |
| **NEW ENGLAND** | | |
| Connecticut | 78+ | 21+ |
| Maine | 34 | 66 |
| Massachusetts | 84 | 16 |
| New Hampshire | 76 | 24 |
| Rhode Island | 0 | 0 |
| Vermont | 100 | 0 |
| | 98 | 2 |
| **SOUTHERN** | | |
| Alabama | 69+ | 30+ |
| Arkansas | 5 | 95 |
| Florida | 75 | 25 |
| Georgia | 100 | 0 |
| Louisiana | 75 | 25 |
| Mississippi | 100 | 0 |
| North Carolina | 71 | 29 |
| Oklahoma | 57 | 43 |
| South Carolina | 67 | 34 |
| Tennessee | 50 | 50 |
| Texas | 100 | 0 |
| | 70 | 30 |
| **MIDEAST** | | |
| Kentucky | 55 | 45 |
| Michigan | 66 | 34 |
| Ohio | 69 | 31 |
| Western Pennsylvania | 50 | 50 |
| West Virginia | 50 | 50 |
| | 60 | 60 |
| **CENTRAL** | | |
| Illinois | 59 | 41 |
| Indiana | 74 | 26 |
| Eastern Missouri | 50 | 50 |
| Wisconsin | 50 | 50 |
| | 62 | 38 |
| **MIDWEST** | | |
| Iowa | 58+ | 41+ |
| Kansas | 57 | 43 |
| Minnesota | 70 | 30 |
| Western Missouri | 67 | 33 |
| Nebraska | 75 | 25 |
| North Dekota | 49 | 51 |
| South Dakota | 40 | 60 |
| | 50 | 50 |
| **WESTERN** | | |
| Arizona | 72 | 28 |
| California | 100 | 0 |
| Colorado | 81 | 19 |
| Idaho | 100 | 0 |
| Montana | 25 | 75 |
| Nevada | 50 | 50 |
| New Mexico | 100 | 0 |
| Oregon | 0 | 0 |
| Utah | 100 | 0 |
| Washington | 100 | 0 |
| Wyoming | 64 | 36 |
| | 0 | 100 |

**Sees Sincerity As Test of Value**

If the distributors are sincere and do not adopt practices to defeat the benefits

**"Subterfuge" Say Some, "Salvation" for Small Man, Say Others**

incorporated in the code it should be a good instrument for trade progress. Increased cancellations should be a very great help, producers, however, by increasing the number of pictures in the higher brackets, have entirely defeated the benefits given and make our deals worse than they were before.

—CALIFORNIA EXHIBITOR

**Would Have It Include Curb on Rival Ads**

I am in favor of the code, but I think it should prohibit chains from placing advertising and display boards in small towns where the chains have no theatres. The Schine circuit has a three-sheet not 20 yards from my theatre which advertises its programs in a nearby town.

—OHIO EXHIBITOR

**Seen As Subterfuge to Escape Regulation**

The trade practice code is nothing but a subterfuge to avoid government regulation. Distributors are already getting around various provisions of it. Let every distributor stand by the code and act in good faith and exhibitors will have more confidence in it. The buyer cannot trust the seller in this business—the exhibitor is almost certain to be "gypped" in some way. More men like William F. Rodgers would help.

—OHIO EXHIBITOR

**Would Eliminate Some Of the Bickering**

If the trade practice code will do no more than eliminate some of the unfavorable publicity caused by eternal bickering between exhibitor and distributor that now is attracting legislative eyes it will be worth while. When the government starts regulating, look out!

—WASHINGTON (state) EXHIBITOR

**Wants Score Charge Really Eliminated**

What the trade code should do is to eliminate the score charge entirely, not just provide that it be absorbed in higher film rental. This, I am afraid, will never come about except by law; greed is seeded too deep in the powers that be.

—CALIFORNIA EXHIBITOR

**Approves If Small Man Gets Voice**

The trade code has my approval if the small exhibitor will be given a chance for equal representation.

—MICHIGAN EXHIBITOR

BOXOFFICE :: August 5, 1939

On the left, a reprint of an editorial from BOXOFFICE of December 24, 1938. On the right, a reprint of the second of two pages published last week on the results of a nation-wide exhibitor survey seeking, among other matters, an answer to the direct question, "Does the Proposed Trade Practice Code Meet with Your Approval?"

Eight months ago the prediction was made confusion, and perhaps beyond, would trail the lawyers' emphatic impress on the code. That forecast is now borne out by exhibitor opinion representing forty-four states. The distributors' sub-committee cannot well ignore this cross-sectional reaction of the men for whom the trade practice draft is intended. What will they do about it? This becomes the question.

Kann

# ATTORNEYS APPROVE REVISED TEXT OF CODE; DISTRIBUTORS READY TO MAKE IT OPERATIVE

## See No 'Misunderstanding' Of the Language Now: Is the Fifth Draft

*By* BILL ORNSTEIN

NEW YORK—With attorneys putting the final approval stamp on the language of the fifth, and what is hoped the final, trade practice draft, distributors are ready to put the code into operation. Application of the pact was discussed Wednesday by the lawyers who are now convinced there will be no "misunderstanding" of the language, following suggestions of various exhibitor groups which have been incorporated in the fifth draft.

The two clauses on arbitration, one for the special boards which are to hear complaints dealing with clearance and zoning and overbuying, and the other having to do with general complaints are admitted by attorneys to have been most complex, but finally written to the satisfaction of all parties concerned.

### Urge Quick Signing

Exhibitor groups are being asked to sign as quickly as possible and also to get their members to affix signatures so that the process of establishing local boards can be expedited. In territories where there is only one exhibitor organization and such unit does not sign there will be no arbitration for that area, regardless of how many individual theatre owners sign.

Defendant exhibitors, whether independent or affiliated, will be entitled to one half vote, the same as the distributor, on all cases before the special boards. The plaintiff will be represented by a full vote and the neutral man also will have the power of a full vote. In other words, it is pointed out, complaining exhibitors will have to prove their case and win over the impartial arbiter in order to get a decision.

### Clarify Provision

The no decision means, it is stated, that the complaint on clearance or overbuying, whichever it may be, will continue as heretofore. In cases of this kind exhibitors who have brought the complaints will not be permitted to present similar claims involving the same situations until the next selling season.

Neutral men will be chosen unanimously by distributors and exhibitors in each territory. Bankers, retired or active, prominent and respected business men in the respective localities, former judges and attorneys, or in other words citizens who have standing in the communities, will be chosen for the neutral panels. This plan follows along the lines of the NRA boards, but differs in that there will be no appeal boards. The decision of the local men most familiar with conditions in their territories will be final.

General boards set up for hearing alleged abuses other than clearance and overbuying will be made up of a distributor, an independent exhibitor and a neutral, all having a full vote. Again, it is pointed out, the complainant will have to win the impartial vote to carry off the decision. "The exhibitor bringing the case," it is stated by one of the attorneys who has been working on the code, "will have to make out a case and prove it to the satisfaction of a disinterested party."

Distributors have been working for more than a year on the drafting of the code. During the past week, finalization has been entirely up to the lawyers who have taken all the suggestions made in recent weeks and boiled them down into "understandable" language.

Among the first two exhibitor groups slated to sign up are the ITOA and Allied of New York. There have been indications from other parts of the country that similar action will be taken shortly after the final draft is in the hands of local exhibitor organizations.

Despite inferences by Ed Kuykendall, president of the MPTOA, in his recent bulletin that the code will apply to all contracts made after June 1, William F. Rodgers, M-G-M sales manager and chairman of the distributors' sub-committee, informs BOXOFFICE this is not the case and the trade practices, as originally planned, will be retroactive to January 1.

Kuykendall, in his bulletin, stated: "However, as we understand it, when the proposed code is actually adopted by one or more of the distributing companies, it will apply without exception to all of their contracts entered into after June 1, 1939, for any and all product released during the 1939-40 releasing season. If this is correct, the cancellation provisions, both as a contract right and for cause, the score charge elimination, the proposals on designated play dates, etc., then become available to every exhibitor who accepts the code, regardless of any waivers or 'understandings' secured from the exhibitors, by chiseling salesmen who are trying to outsmart the exhibitor."

While it is admitted many independent exhibitor deals were not being made this year until after June because of new franchise arrangements with major circuits, distributors hold there has been no change in the retroactive date of the code.

### No Gov't Approval Hope

Distributors, for some time, have banished the thought of securing approval by the department of justice. Copies of the various drafts have been sent to Thurman Arnold in Washington to keep him posted on what the industry is doing, and trying to do, in bringing about harmony among independent exhibitor accounts.

Kuykendall, however, has this to say about the department of justice in his latest bulletin:

"The distributors imposed as a condition that the code is offered 'subject to the approval of the department of justice.' Many exhibitors inevitably suspect this condition will prevent the code from actually being adopted by any of the distributors, as such approval seems impossible to secure. Persistent reports and complaints of conduct and statements of distributor sales representatives, who are accused of doing their best to undermine the code and the principles set forth in its proposals, are disquieting and discourag-

(Continued on page 26)

## *$1,000,000 Cost To Fight Suits*

NEW YORK — With approximately 52 suits pending against major companies, exclusive of the all-industry action, in various parts of the country, attorneys for distributors figure the approximate cost of the handling of these suits will tally about $1,000,000. This includes long-distance telephone calls, traveling expenditures of attorneys and witnesses for depositions and examinations before trial, retainers for special counsel and other expenses which go hand in hand with every legal action filed.

### Jacksonville Hears Report of Sparks Suit

JACKSONVILLE—Reports are current the department of justice is planning to file an anti-trust action against the Sparks circuit which operates in partnership with Paramount in many Florida cities. E. J. Sparks also has a number of theatres, such as the Tallahassee situation, in which Paramount is not interested.

The reports are the result of the government's recent announcement all big independent circuits will be involved in anti-trust suits in an effort to open the market for free competition.

### Justice Department Reported Checking Into Prudential

NEW YORK—Although official confirmation is lacking, it is learned department of justice operatives are checking into the Prudential Playhouses, important local independent circuit, with a view of bringing an action along the same lines as the Schine circuit suit filed in Buffalo early in the week. Distributor attorneys are aware of the investigation being made as well as those involving other circuits such as Skouras, Brandt and Century.

## Provisions Retroactive To January 1, Last; Copies to Capitol

# GOV'T SEEKS TO SMASH ALL LARGE CHAINS; AIMS TO MAKE MARKET OPENLY COMPETITIVE

## Part of National Drive On "Local Monopoly" By Justice Dept.

*By* EARLE A. DYER

WASHINGTON—Dissolution of all large independent exhibitor chains throughout the country may be asked by the department of justice in cases to be filed during the next six weeks under a program developed by Attorney General Frank Murphy for a nationwide and concerted attack on crime, corruption and anti-trust violations.

The impending actions against this industry are designed to open the market on a competitive basis, open to all comers.

Plans for the campaign were perfected at a conference of justice, treasury and postal officials at the department of justice, one of the first results of which was the filing of a suit in equity in the federal district court at Buffalo, asking dissolution of the Schine circuit.

In its petition, the department charges that the chain, which it alleges is exercising a monopoly in exhibition in New York, Ohio, Kentucky, Maryland and Delaware areas in which it operates, restrains trade in the distribution of motion pictures by combining unreasonably with all the major producing companies.

**Similar to Griffith Suit**

Department of justice officials said that the suit is similar to one instituted on April 28, last, against the Griffith Amusement Co. and its associated companies operating in the states of Oklahoma, Texas and New Mexico, in which dissolution of that circuit was asked.

"At the time the Griffith suit was filed it was stated that there were a number of other independent theatre chains operating in the United States whose situation was similar to that of Griffith, and that additional suits would be brought as the investigation developed," it was pointed out.

In an official statement announcing the filing of the Schine suit, the department explained that the proceeding "is designed to break the monopoly control exercised by the Schine Theatre organization in the exhibition of motion pictures in parts of New York, Ohio, Kentucky, Maryland and Delaware.

"While operations of this organization are not nationwide," it was stated, "its effect upon the independent theatre owners in its area of operation is substantially similar to that of the major producing companies within the area of their operations. Because of the control by this chain of a large number of theatres, it is able to make blanket contracts for all desirable pictures for all its theatres without competing with local independent exhibitors.

"This action seeks, among other things, to break the monopoly combination in the area in which it operates. To effect such object, this suit asks that the exhibitor defendants be dissolved and their properties rearranged under several separate and independent corporations in such manner as to create competitive conditions and prevent further violations of the Sherman Act.

"It also seeks injunctive relief by directing that practices resulting in this monopoly control and its oppressive exercise be enjoined. In addition, it seeks to enjoin the producers from licensing pictures except on a local competitive basis. Finally, it seeks an injunction against the acquisition of additional theatres or financial interest therein by the defendant chain."

It was disclosed at the department that a large number of cases will be filed in the courts or presented to grand juries during the next month or six weeks with a view to securing trial of as many as possible in September and October.

## U. S. WOULD CRUSH CHAIN BUYING AND OPEN MARKET WIDE ON A 'HIGHEST BIDDER' BASIS

BOXOFFICE :: July 22, 1939

**Independents Not Exempt Where Government Sees Grounds for Action**

***But Published First in "BOXOFFICE"—***

*Reproduction of a headline which appeared in the issue of July 22. That story first conveyed to the industry light on what may prove to be the ultimate objective of the government in its "trust-busting" program of lawsuits.*

# *Schine Litigation Discounted; It's Been Expected for Weeks*

NEW YORK—Filing of the anti-trust suit by the government in Buffalo against the Schine circuit occasioned little surprise in the industry, the contemplated action being known for some time. BOXOFFICE reported it impended as far back as May 6.

Some eyebrows arched at the suddenness of the suit following the annual convention of the circuit's managers. As a matter of record, Paul Williams, assistant to the attorney general, instituted the suit on the fourth day after the upstate meetings.

First intimation of the government's legal intentions against the Schine group was indicated at the examinations before trial of several UA executives in connection with the all-industry suit. Attorneys for the government harped on the upstate situation, which gave distributor counsel an inkling of what was in the wind.

The next indication was the Allied of New York difficulties on clearances, topped by the Michael Boumansour complaint involving his Plaza, Malone. Efforts by Harry G. Kosch, attorney for the local exhibitor affiliate of Allied, were unavailing with distributors, following which a conference was held with Seymour Krieger, FBI agent, who took up from that point.

In BOXOFFICE'S story of May 6, the following was reported on the Schine situation, although no names were mentioned:

"The upstate action is predicated upon Seymour Krieger's intensive study of complaints by Allied members. Additionally, Harry G. Kosch, attorney for the unit, is withholding a contemplated suit against major distributors in connection with Michael Boumansour's Plaza, Malone, the understanding being that the department of justice will take over and incorporate the issues in the action reported due."

Subsequently, BOXOFFICE stated the Schine suit would be filed late in August, this being the original intention of Thurman Arnold, head of the anti-trust division in Washington.

With distributors and Schine having until August 28 to answer it is expected demands for further bills of particulars will be made by all defendants. This procedure has been followed in the all-industry action as well as the Oklahoma City suit against the Griffith circuits, and other pending cases.

The Schine Chain Theatres and six subsidiaries are defendants along with the eight major companies. None of the independent distributors is involved.

# WILL FILE ALL OF U. S. SUITS BY OCTOBER 1; LEGAL BARRAGE CONFRONTS EAST, SOUTH, WEST

## Delay in Filing Admitted As "Final Red Tape" in Important Actions

NEW YORK—All of the contemplated government anti-trust suits against independent exhibitors and major circuits for alleged monopolistic tactics are scheduled to be filed in federal courts throughout the country by October 1, according to informed sources at the local department of justice offices. This source has been so advised by Washington which is handling the contemplated actions.

Delaying numerous cases, it is frankly admitted, is the "final red tape" which goes with actions of such importance. Thorough investigations are made into all complaints before the department in Washington proceeds with court moves, it is added.

**Admit Skouras-Brandt Plaints**

That "some complaints" have been registered in Washington against the Skouras and Brandt circuits in Greater New York also is admitted, upon questioning. However, officials at the local FBI office state they will not discuss any grievances filed in Washington until every angle is checked into. The reason for this, it is stated, is because the government wants to be certain there are enough facts involved before legal means are attempted to straighten them out.

First of the new series of suits to be filed is the action in Buffalo against the Schine Enterprises which operate approximately 140 theatres in New York, Ohio, Indiana and Kentucky.

**Checking Mobeel Suit**

With the institution of an anti-trust action against the Century circuit by Mobeel Enterprises alleging discrimination in protection by the recently opened New College in the Flatbush section of Brooklyn over the Glenwood, operated by the plaintiff, the government now is checking into details. This follows along the same lines adopted by the department of justice in the Eugene Mori conspiracy action against the majors in connection with his Landis Theatre in Vineland, N. J. Seymour Krieger, special assistant to the attorney general, sat through the three-day hearings in Philadelphia and is understood to have been in steady contact with State Senator Harry Shapiro and William B. Rudenko, attorneys for Mori.

The second case most likely will be that against Wometco, the Miami circuit operated by Mitchell Wolfson and Sidney Meyer. Pending now is a triple damage action by Herman Weingarten of the Surf and Cameo there against the S. A. Lynch-Paramount operated circuit and major companies.

Whether or not Paul Williams, in charge of the government's all-industry suit, will head for the coast soon to participate in the expected action for alleged violation of a 1932 consent decree by Fox West Coast is up to Thurman Arnold, head of the anti-trust division in Washington. Krieger was a candidate for the trip and is understood to have been withdrawn to concentrate on government investigation in the east.

While Williams may go to the coast to assist Albert J. Law and Harold Collins in the filing of the proposed action, it is learned Spyros Skouras has been conferring with Arnold at the capitol in an effort to convince the latter that the conciliation committee set up by FWC and the ITO of Southern California is clearing all complaints against the major circuit by arbitration with Charles Skouras personally sitting in on the hearings.

Meanwhile, independent anti-trust suits

(Continued on page 30)

## *"Who's Next Around N. Y. ?" Lawyers Asking One Another*

NEW YORK—With the long-expected action against the Schine circuit coming to a head this week, industry attorneys are now speculating over the government's next move in the local area.

One of three suits will be filed shortly, according to downtown sources identified with the department of justice, but how soon any of the actions get under way is contingent on the rapidity with which the government can secure the necessary information desired for its cases.

Century circuit may be the first from present indications, it is said. The Mobeel Amusement Co., which operates the Glenwood in the Flatbush section of Brooklyn, as an individual corporation has started an action against the circuit because of the College's clearance over the smaller house. The government admits it has one or two other complaints and parties who have sent in letters to Washington are reluctant to talk allegedly, because of fear of reprisals. However, now that the Mobeel action has been started, FBI men are already checking into the background for information to tie in with the other complaints.

**Skouras Seen as Target**

George Skouras may find his circuit the chief defendant in the second action. There have been a "few" complaints against the circuit, a department of justice agent reveals to BOXOFFICE, but not sufficient to warrant an action in court. Jack Fields of the Cameo, Jersey City, through Emil K. Ellis, his attorney, has threatened an anti-trust suit unless he can get his clearances adjusted. Ellis is on the coast now and already has had some meetings with distributor attorneys on the matter. This case is not expected to reach the courts as it is believed every stone will be turned to stave off legal proceedings, as in the case of Edward Peskay who complained bitterly over the Skouras protection in Port Chester over the Pickwick, Greenwich, Conn. Although the latter situation has temporarily been adjusted, Peskay finds the new protection is not working out as he would like it; hence, there will be another parley next month in a further effort to readjust the New York-Connecticut boundary protection dispute.

The third circuit being investigated is the Brandt string. Department of justice men say they have a number of complaints against Brandt, but that until there is sufficient evidence to present a case no action will be taken.

## Buffalo Busy Doping Outcome on Schine

BUFFALO—Filing of the government's monopoly suit against the Schine circuit, long anticipated by the local trade, has some of the industry's members guessing at the possible outcome. In some quarters, the speculation is the suit will never come to trial and that J. Myer and Louis W. Schine will consent to a decree based on a set of clearances governing each of their situations and also whereby they will refrain from further expansion.

Although distributors would not be quoted, it is privately held Schine has been unreasonable in many of his demands for protection, something that was bound to result in the action instituted by the department of justice. Among the two chief complainants are William Smalley, who has been at odds with Schine for some time, and Michael Boumansour, operator of the Plaza, Malone, N. J., and an Allied member.

Seymour Krieger, department of justice agent, and E. Thornton Kelly, executive secretary of Allied of New York, some time ago visited some 50 to 60 theatres getting data for the government suit. The complaints, as received by Allied headquarters in New York, were confirmed by Max A. Cohen, president, who signed an affidavit which ran to 50 pages.

Cohen, it is understood, has been in touch with the Schines and asked them to correct the situations complained of with little results.

# 4 BIG ONES FINISHED!

•

# 4 BIG ONES SHOOTING!

...AND MORE ON THE WAY FROM RKO RADIO..




GINGER ROGERS · CAROLE LOMBARD · CARY GRANT KAY FRANCIS · ANNA NEAGLE CHARLES LAUGHTON · ANNE SHIRLEY · JOHN WAYNE CLAIRE TREVOR · HELEN VINSON · RAYMOND MASSEY DAVID NIVEN · CHARLES COBURN · FRANK ALBERTSON MAY ROBSON · EDNA MAY OLIVER · ZASU PITTS H. B. WARNER · GEORGE SANDERS · WALTER CONNOLLY · VERREE TEASDALE · FRANKLIN PANGBORN · BRIAN AHERNE SIR CEDRIC HARDWICKE WALTER HAMPDEN MAUREEN O'HARA




GARSON KANIN · JOHN CROMWELL · HERBERT WILCOX · GREGORY LA CAVA GEORGE STEVENS · WILLIAM SEITER · WILLIAM DIETERLE

# BACHELOR MOTHER

THE NEW SEASON'S FIRST BIG HIT! . .

*starring*

## GINGER ROGERS
## DAVID NIVEN

*with*

**CHARLES COBURN**
**FRANK ALBERTSON**
**E. E. CLIVE**

DIRECTED BY GARSON KANIN
PRODUCED BY B. G. DeSYLVA
PANDRO S. BERMAN IN CHARGE OF PRODUCTION
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**Now playing to peak midwinter grosses in first runs throughout the country! . . . Held over at Radio City Music Hall after a first week that lifted it to that coveted $100,000-a-week class! . . . AS BIG AS THEY MAKE 'EM—AND PRESENT GROSSES PROVE IT!**

Carole LOMBARD

and Cary GRANT

and Kay FRANCIS

in





# IN NAME ONLY

**RADIO CITY MUSIC HALL**
**ATTRACTION**
**STARTING AUGUST 3**

*with*

**CHARLES COBURN**
**HELEN VINSON**
**KATHARINE ALEXANDER**
**JONATHAN HALE**
**MAURICE MOSCOVICH**

PANDRO S. BERMAN in charge of production. Directed by JOHN CROMWELL. Produced by GEORGE HAIGHT. Screen Play by Richard Sherman

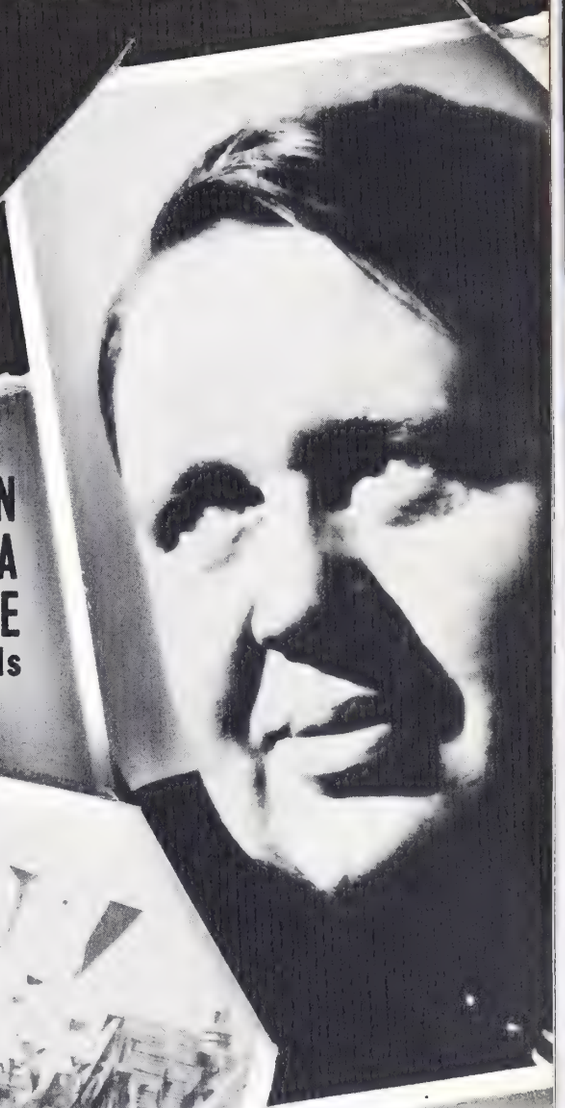




**STARS, STARS, STARS . . . Carole and Cary and Kay . . . the biggest box-office threesome of the season . . . all in the Park Avenue-flavored drama of a blonde-brunette battle for the love of a man worth fighting for! . . . A BIG-TIME SHOW NOW SET FOR PRE-RELEASE RUNS IN KEY SPOTS COAST TO COAST!**

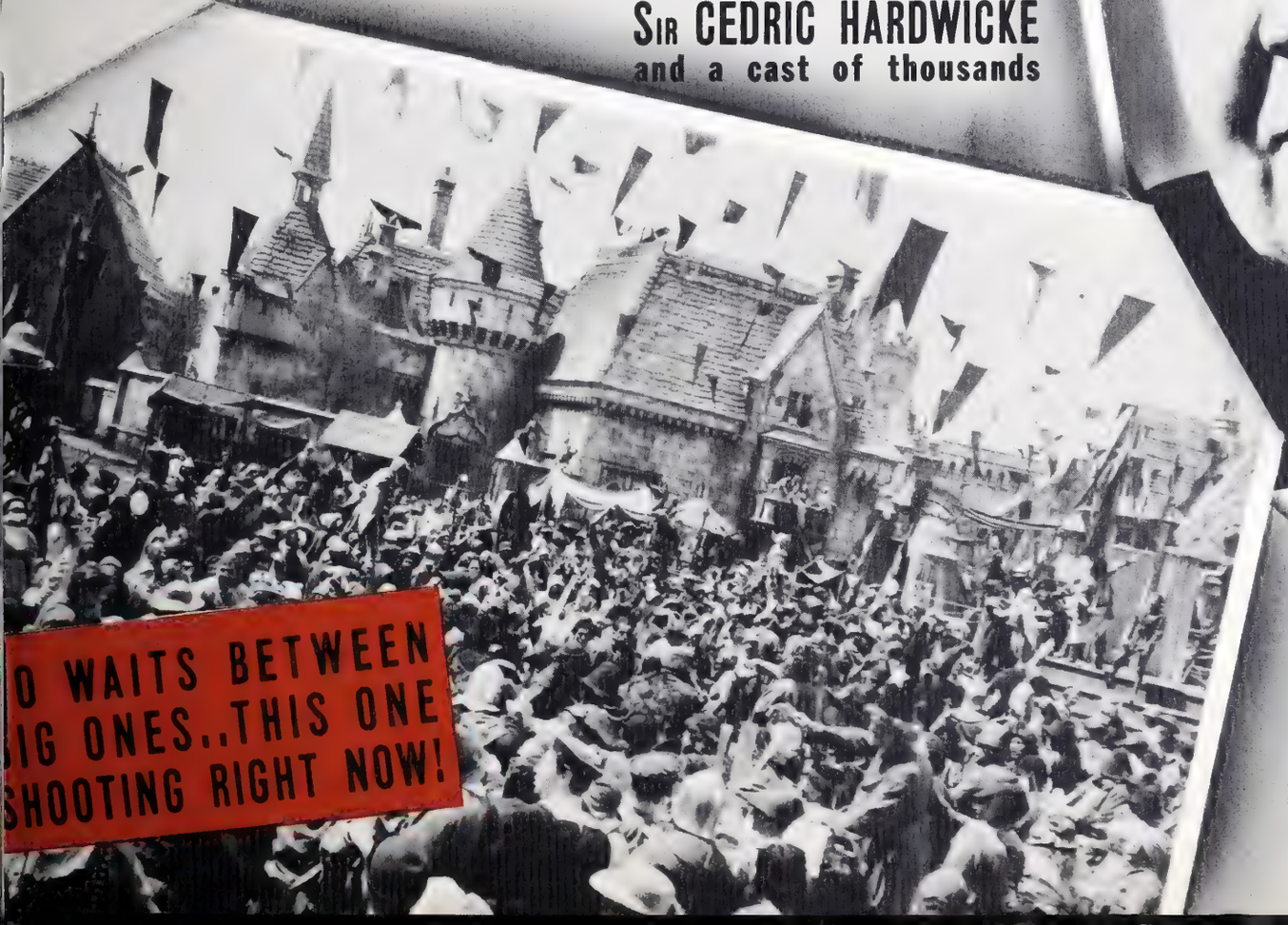
# CHARLES LAUGHTON

# THE HUNCHBACK OF NOTRE DAME



*with* **WALTER HAMPDEN**
**MAUREEN O'HARA**
**SIR CEDRIC HARDWICKE**
**and a cast of thousands**

**PANDRO S. BERMAN** IN CHARGE OF PRODUCTION



**O WAITS BETWEEN**
**IG ONES..THIS ONE**
**SHOOTING RIGHT NOW!**

**VICTOR HUGO'S**
**mighty novel,**
**directed by**
**WILLIAM DIETERLE**

[by special arrangement with Warner Bros.]




PRODUCED AND
DIRECTED BY
GEORGE
STEVENS

CAROLE LOMBARD

# VIGIL IN THE NIGHT

A. J. CRONIN'S GREATEST STORY SINCE "THE CITADEL"

PANDRO S. BERMAN IN CHARGE OF PRODUCTION

*with* BRIAN AHERNE ANNE SHIRLE

# NURSE EDITH CAVELL



OPENS RADIO CITY MUSIC HALL IN AUGUST!



*starring* **ANNA NEAGLE**
*with* **EDNA MAY OLIVER · GEORGE SANDERS · MAY ROBSON · ZASU PITTS · H. B. WARNER** · RKO-IMPERADIO PICTURE

Screenplay by Michael Hogan. Musical score by Anthony Collins





**IT'S MORE THAN A BIG PICTURE... it's the screen's greatest tribute to the glory of woman's courage and the wonder of her unpredictable heart! . . It's Hollywood's newest note in super thrillers, with England's greatest actress in the role that will make her one of America's most popular stars!**

Produced and directed by HERBERT WILCOX

# "STAGE DOOR" LA CAVA'S

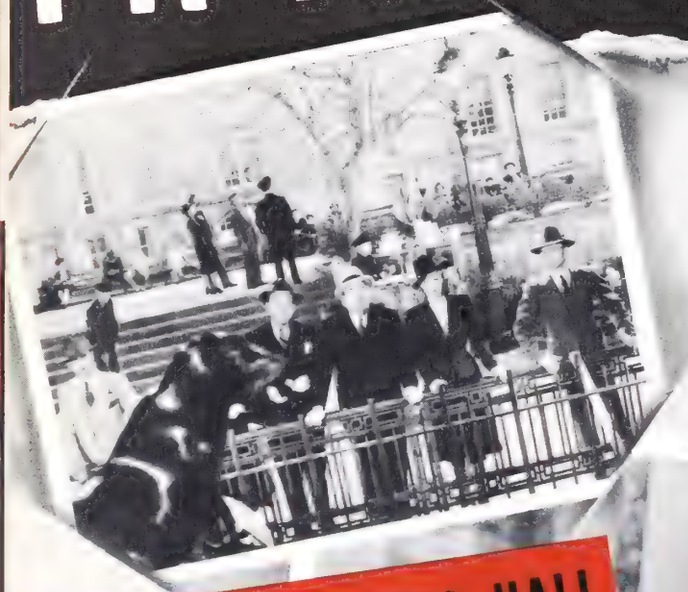
# FIFTH AVENUE GIRL

*starring*

## GINGER ROGERS *with*

WALTER CONNOLLY · JAMES ELLISON
TIM HOLT · VERREE TEASDALE
KATHARINE ADAMS · FRANKLIN PANGBORN

Produced and directed by **GREGORY LA CAVA**



**RADIO CITY MUSIC HALL**
**LABOR DAY WEEK!**



**PANDRO S. BERMAN**
IN CHARGE OF PRODUCTION

**Streamlined Cinderella in sables! . . . Joyous Ginger in the perfect role for a picture to cause the "Ohs" and "Ahs" and heart-throbs! What a set-up for the producer-director who wrapped up your heart with "Stage Door." . . . Soon ready for pre-release runs everywhere!**

NO WAITS BETWEEN BIG ONES..THIS ONE SHOOTING RIGHT NOW!



## THE GREATEST ACTION SPECIAL

**you'll get this year! . . . The screen's mighties moving drama of pioneers against the wilderness . . . It's all excitement, thrill and wonder . . . Out doors on the grandest scale the movies have eve seen! . . . ONE OF THE BIGGEST AND MOST IMPORTANT PICTURES ON RKO RADIO'S GREAT LIST FOR 1939-40!**

# ALLEGHENY FRONTIER









**Played by a cast of thousands of settlers, Indians, soldiers, scouts, wagon-trainmen and backwoods statesmen headed by**

## JOHN WAYNE · CLAIRE TREVOR
## GEORGE SANDERS

. . DIRECTED BY
## WILLIAM A. SEITER

**PANDRO S. BERMAN**
IN CHARGE OF PRODUCTION

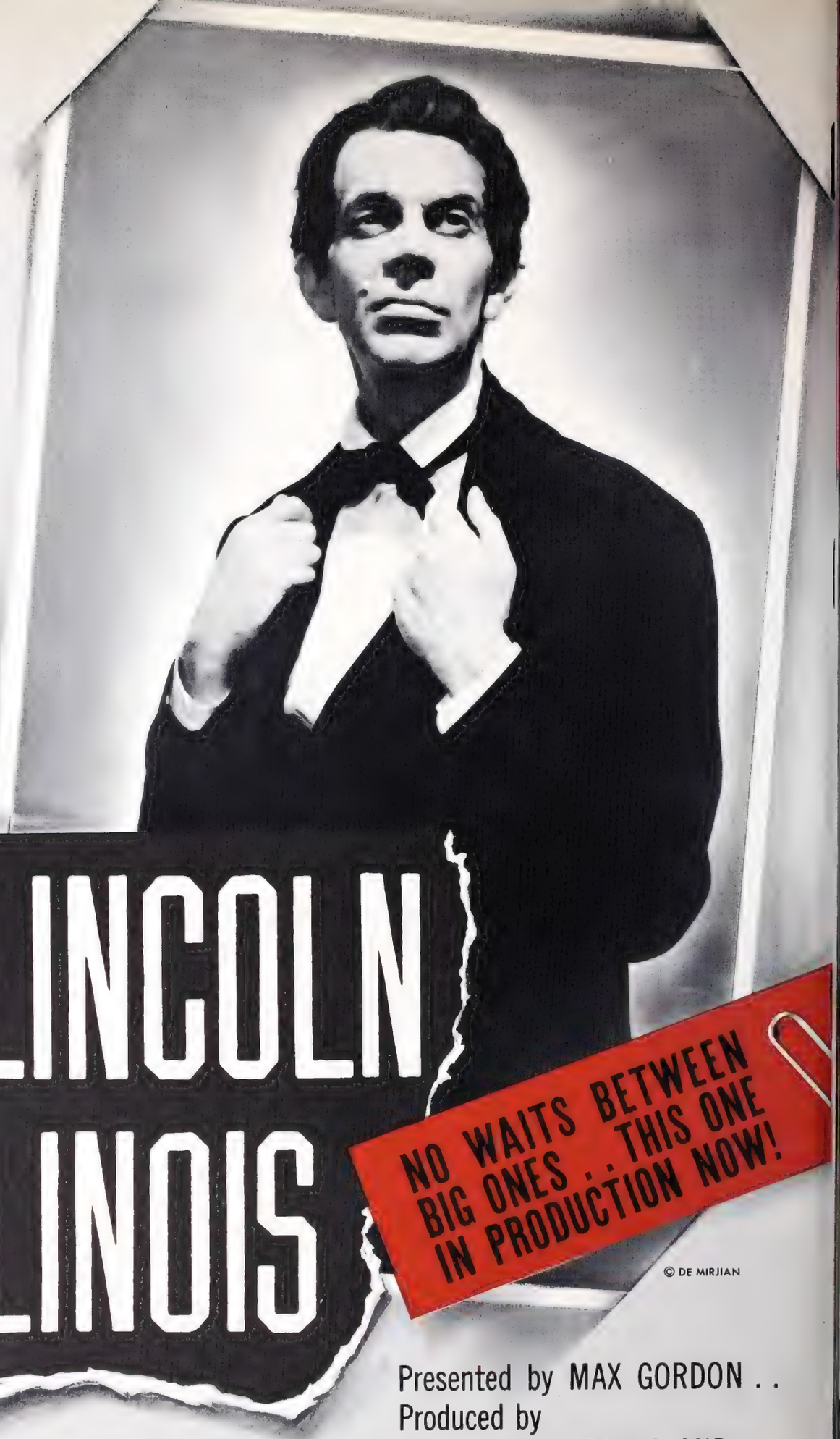
From the stirring pages of the novel, "The First Rebel," by Neil Swanson.

THE ONE GREAT LINCOLN SHOW OF ALL TIME!

RAYMOND MASSEY

*in*

ROBERT E. SHERWOOD'S PULITZER PRIZE PLAY..



# ABE LINCOLN IN ILLINOIS

NO WAITS BETWEEN BIG ONES . . THIS ONE IN PRODUCTION NOW!

© DE MIRJIAN

Directed by
**JOHN CROMWELL**

Presented by MAX GORDON . .
Produced by
MAX GORDON PLAYS AND PICTURES, INC.,
HARRY M. GOETZ, President
MAX GORDON, Vice-President

# EIGHT OF THE BIGGEST SHOWS YOU EVER HAD THE LUCK TO PLAY!

***Top-Bracket Pictures . . Every One!***

# BIG IN STAR NAMES!

# BIG IN DIRECTORS!

# BIG IN QUALITY!

# BIG IN ENTERTAINMENT!

# BIG AT THE BOX OFFICE!

***AND COMING SOON!..***

"THE AMERICAN WAY"

MARCH OF TIME'S
"THE RAMPARTS WE WATCH"

"IVANHOE"

LESLIE HOWARD IN
"THE MAN WHO FOUND HIMSELF"

GEORGE STEVENS' "PARTS UNKNOWN"

LAUREL AND HARDY IN "THE FLYING DEUCES"

"TOM BROWN'S SCHOOL DAYS"

JEAN HERSHOLT AS "DR. CHRISTIAN"

"THE SWISS FAMILY ROBINSON"

"AFRICAN INTRIGUE"

"THE DEERSLAYER"

HAROLD LLOYD'S "CHASING RAINBOWS"

CARY GRANT IN "PASSPORT FOR LIFE"

RKO RADIO PICTURES

**JUST SIGNED!**

**KAY KYSER** and his orchestra, hottest thing in Entertainment, to be directed in a spectacular musical by DAVID BUTLER. Titled from the "Old Professor's" own radio line: "That's Right—You're Wrong."

**ORSON WELLES** . . Spectacular genius of the Show World —brilliant actor and director, to make one picture a year . . . and what a picture is planned for his first!

LITHO U

# BACHELOR MOTHER

THE NEW SEASON'S FIRST BIG HIT!....

*starring*

## GINGER ROGERS
## DAVID NIVEN

*with*

CHARLES COBURN
FRANK ALBERTSON
E. E. CLIVE

DIRECTED BY GARSON KANIN
PRODUCED BY B. G. DeSYLVA
PANDRO S. BERMAN IN CHARGE OF PRODUCTION
SCREEN PLAY BY NORMAN KRASNA
STORY BY FELIX JACKSON



# HELD OVER

BOSTON · ROCHESTER · SYRACUSE · CINCINNATI
DAYTON · CLEVELAND · DALLAS · HOUSTON · INDIANAPOLIS
LOUISVILLE · LOS ANGELES · NEW ORLEANS · NEWARK
BROOKLYN · ATLANTIC CITY · TRENTON · PITTSBURGH
ST. LOUIS · SAN FRANCISCO · WASHINGTON

# EVERYWHERE

THAT'S WHAT WE MEAN WHEN WE SAY **BIG ONES!**

***...RKO RADIO PICTURES***

# ANOTHER SUMMER SENSATION FROM RKO RADIO

# HELD
## RADIO

## Carole Battles Kay for Cary...*and the New York Critics Say:*

"Magnificently done...has superior quality... one of the most adult and enjoyable pictures of the season." —*B., N. Y. Times*

"A first-rate emotional film that will bring tears to the eyes . . . fine and entertaining." —*R. W. D., N. Y. Herald-Tribune*

"A fully grown-up drama of love . . . will interest the women, for it deals with their problems not only realistically but boldly." —*Bland Johaneson, N.Y. Daily Mirror*

"Fine direction and splendid acting." —*Kate Cameron, N. Y. Daily News*

"Easily one of the better bets for moviegoers." —*B., N. Y. Journal & American*

"Realistic, beautifully executed and fascinating . . . absorbing in its character studies." —*Sidney B. Whipple, N. Y. World Telegram*

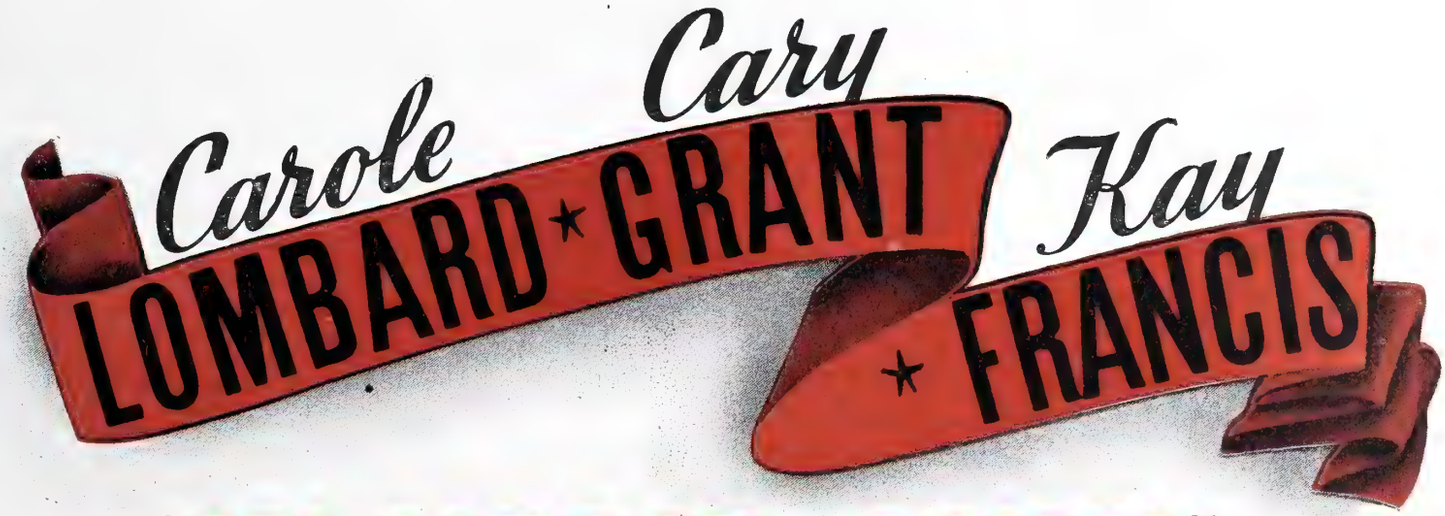
"Romantic drama with glittering cast...should prove a profitable tear-jerker." —*Eileen Creelman, N. Y. Sun*

"Good . . . glorifies the other woman . . . yesterday's crowded houses seemed enormously pleased." —*Archer Winsten, N. Y. Post*

***That's the kind we mean whe***

# OVER...
# CITY MUSIC HALL!..

***Right on top of "Bachelor Mother"...currently playing to tremendous business and holding over in theatres everywhere...comes "In Name Only," zooming the Music Hall to its biggest opening day in three years on any RKO Radio Picture...and readying now to hit pre-release key runs Coast to Coast!***




# "IN NAME ONLY"

**CHARLES COBURN • HELEN VINSON • KATHARINE ALEXANDER**
**JONATHAN HALE • MAURICE MOSCOVICH**

PANDRO S BERMAN in charge of Production • Directed by John Cromwell
Produced by George Haight • Screen Play by Richard Sherman

# re say BIG ONES from RKO RADIO!

# ITS CHIN IS BEING POUNDED, ALLIED ADMITS; AWAITS "DER TAG," MEANWHILE CHECKS SALES

## Distributors, "Venal Trade Paper Editors" Accused Of Leading Assault

WASHINGTON—National Allied admits it has been taking it on the chin since the close of the Minneapolis convention from "distributors, venal trade paper editors, puppet leaders taking their orders from the MPPDA (Hays association) and individuals eager to wreck Allied in order to curry favor with the powers that be and hoping that they themselves will achieve the status of the national leaders."

All this and more are contained in a bulletin now in circulation among Allied members, but not released to trade papers whether conducted by "venal editors" or not. Members, further, are provided an explanation why the association has been taking it. "This abuse has been endured in patience partly because Allied has been too busy with the Neely bill and other pressing matters to engage in controversy and partly because it is always advisable in situations of this kind to wait until the attack has exhausted itself so that all charges can be answered at one time. Recently, a few men in the field have become restive under the barrage and have suggested that Allied begin to fight back," the confidential bulletin goes on.

### Preparing Rebuttal

Allied apparently is preparing its rebuttal. The preparation takes the form of a series of seven questions, all of them dealing with selling conditions. But let the bulletin tell it:

"Are the distributors making good on the assurances thus far given? Are steps being taken to circumvent provisions of the code which may (or may not) later be put into effect?

"Please write this office fully concerning any information you may have on this subject. You do not need to cite names unless you want. The information released by this office will be general and individuals and theatres will not be identified. However, make sure that the information is accurate. I especially want information as to whether distributors—

"(1)—Are forcing shorts either directly or by insisting upon a contract for shorts before discussing features.

"(2)—Are forcing foreign pictures, reissues, westerns or foreigns.

"(3)—Are insisting on increased flat rentals and/or increase in the number of percentage pictures to offset possible loss from exercise by exhibitors of the proposed cancellation privilege.

"(4)—Are offering special inducements to waive the cancellation privilege.

"(5)—Are waiving guarantees and selling on straight percentage in order to secure preferred playing time.

"(6)—Are adding score charges to flat rentals or increasing film rentals to equal the amount of score charges formerly paid on percentage pictures.

"(7)—Have discontinued national allocations thus retarding free use of the cancellation privilege and restricting the same to the lowest bracket."

On code action, the bulletin has this to say:

"The following organizations have already taken formal steps to approve and uphold the report to the negotiating committee recommending rejection of the code: New Jersey, Eastern Pennsylvania, Western Pennsylvania, Cleveland Exhibitors' Ass'n, Texas, Northwest.

"So far as this office is aware, no exhibitor association has as yet formally approved the code. MPTOA and unaffiliated organizations have for the most part postponed action and in some cases this was tantamount to disapproval.

"The nearest approach to approval was Harry Brandt's ITOA which approved it provided certain changes are made—whatever that may mean.

"And Bill Rodgers still talks about that 'small minority'."

### Barbs at Rodgers

Narrowing its comment, the bulletin concludes with a couple of paragraphs dealing with the M-G-M sales manager. They follow:

"Incidentally, word comes from one territory that Metro salesmen are asking exhibitors to write Mr. Rodgers telling him that he is a fine fellow and that they appreciate his efforts in behalf of the code. Far be it from us to discourage spontaneous expressions of friendship and good feeling. The only danger is that expressions concerning Rodgers' work for the code already have been and will be used in an attempt to show a division in Allied ranks. Obviously, Rodgers referred to

(Continued on page 26)

## *California Complaints for Solo Handling, Not Through Code*

### *Sees No Curves In the Code*

**New York — Answering exhibitors who contend the code is too legalized, William F. Rodgers, distributors' subcommittee chairman, states:**

**"There are no curves in the code. However, there is some legal protection to both sides, but every provision is as it was intended and will be so applied when adopted.**

**"Anyone who has taken enough interest to read the code from beginning to end knows the benefits."**

LOS ANGELES—The two important concessions being sought by the ITO of Southern California and Arizona will be dealt with individually by major companies and will not be part of the code, it is learned by BOXOFFICE, following a receipt of a telegram from William F. Rodgers, general sales manager for M-G-M and sub-committee chairman for distributors.

The local independent exhibitor group is objecting to the commercialized previews and first-run moveovers and seeks elimination of the practices via the code. However, distributors view this as a local condition and not as part of the national trade practice problem.

Rodgers is due to arrive from the east the week of August 21 to confer with Al Galston, president, and Robert Poole, business manager of the ITO, and discuss the two issues again. When Galston and Poole were in New York during the trade practice conferences they took the matter up with Rodgers and S. R. Kent, president of 20th-Fox, and chairman of the main distributors' committee. Assurances that remedies would be made were given the men at the time.

Principal objection to previews is that all the studios advertise them in advance, which practice the independent exhibitors want eliminated. The exhibitors do not mind previews, if advertised as such.

In connection with moveovers, the contention of the theatre operators affected is that an independent exhibitor's house automatically becomes a third run where he has been operating on a second run, and that he is paying for a second run while under the switch in the moveover process his theatre is relegated to a third run for films so booked.

Distributors hold each company will have to go into the matter separately. Unless such a procedure is taken, they argue, it would be tantamount to a concerted move which may be construed by some as a restraint of trade.

### Rodgers to Coast to Study ITO Concession Demands

NEW YORK—William F. Rodgers, who had planned to leave for the coast after the Allied Minneapolis convention, intends to depart Friday, under present plans. He will visit the M-G-M studios for conferences with Al Lichtman and also confer with directors and members of the ITO of Southern California and Arizona.

There are two local concessions desired by the coast exhibitor group to be discussed, one being moveovers and the second commercialized previews. Rodgers believes he can straighten out the two points.

# THE THEATER

By RICHARD WATTS Jr.

IT STRIKES me that when I go on to say that Walt Disney is another film man without pretentiousness or side, that I am trying to write fan-magazine stuff. Nevertheless, it is the only way in which Disney can be described, and I think it is important to say so in a community ridden by phony pretentiousness, since the creator of Mickey Mouse, Donald Duck and "Snow White and Seven Dwarfs" is the one person working out here who can with any justification be referred to as a genius. It is strange that in so many years of connection with stage and screen I had never before met Mr. Disney or visited his studio, and it is only fair for me to report that I was delighted with both. One of the most loathsome traits of Hollywood is its insistence on caste, and it is therefore all the more pleasant to find that the Walt Disney studio is a completely democratic community in which all the employees actually do seem to be fellow workers engaged in the pleasant manufacture of masterpieces. It is not my purpose, however, to write about a studio, or even about the conversation of the man responsible for the cinema's most definite works of art. I have something more pleasant to say. I have seen parts of "Pinocchio," the next full-length Disney film.

What I saw was a rough draft, without color and with intermittent synchronization and most of the characters merely sketched in. Yet, even from this somewhat primitive version of what is to come I can tell you that here is an authentic masterpiece in the making which already makes "Snow White and the Seven Dwarfs" look like a scratch-pad exercise. I should warn all of the critics who raved about the earlier work to start looking up new superlatives, for here is a thing that for really lovely imagination is far ahead of anything in its field. I should tell you, also, that it contains at least two new characters —in the persons of Jiminy, a cricket, and Figaro, a kitten—that join Dopey, Mickey and Donald in the rich field of the Disney imagination and will occupy a place with them in our modern folklore.

NEW YORK HERALD TRIBUNE,

The Pulse of the Motion Picture Industry

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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

IMAGINATIVE and beautiful are twin words to describe "The Wizard of Oz." As all and sundry are pretty much aware, this is the film which has had one of the longest shooting schedules in Metro's history. It is also the film which ran to an approximate $3,000,000 in cost.

"Oz" is far off the beaten track. To begin with, it is a fantasy—the dream wish fulfillment of a Kansas farm girl who is conveyed to a land she has conjured up in her mind, a land where she thinks she will find no troubles and a land which teaches her that contentment, if it is to be found at all, is most likely waiting in her own backyard.

The very nature of the familiar work by L. Frank Baum suggests that, of all possible mediums, it is the screen that might do the job best. There can be little argument over the results. "Oz" is magnificent in point of sets, costuming, fantastic production conceptions. It is likewise a triumph for Technicolor.

It is blessed, too, in music and in its homely and kindly philosophy, in its comedy touches and in the calibre of the performances of its leading players. Judy Garland, as the youngster, is excellent. The familiar Straw Man, essayed by Ray Bolger, the Tin Man of Jack Haley, the bombastic and friendly Wizard of Frank Morgan and the deliciously cowardly Lion of Bert Lahr—all of these parts are drawn with expertness and emerge as a sort of rare joy to behold. Yet, of them all, it is Lahr in his grotesque leonine outfit and with his own style of comedy who leads the remainder of the formidable cast by a substantial margin.

Around the M-G-M office, they have been comparing "Oz" with "Snow White." The comparison is inevitable, for their general pattern is identical. This, at once and automatically, places "Oz" in the infrequent presence of very distinguished company.

Its future at the boxoffice? We dodge that and we hope we can manage it gracefully, but with reason. For pictures of this kind, following little precedent, fall into the division of the unpredictable.

We do know, however, that on the basis of merit, M-G-M's unusual effort rates every possible support from the men who run theatres to the public in whose hands the final judgment, as always, rests. That much about "Oz" is incontrovertible.

## *Goldwyn Talks*

Sam Goldwyn on one side of a desk in his suite at the Waldorf. Your reporter on the other. In any Goldwyn interview, it is the producer who does most of the talking. His observations:

"Double features definitely are on the way out. It may take time, but it will happen because it is right that it should.

"Double features place a value on mediocre product to which such product is not entitled. They hamper production and set up a place for B output far beyond its worth or its need.

"You have heard me say many times that fewer pictures must be made. After all these years, I find no reason to change my mind. It still goes so far as I am concerned. If this means a change in exhibition, as it operates today, must follow in order to give the worthwhile producer the extended playing time to which, by right, he is entitled, I see no reason to view such an outlook with alarm. On the contrary, exhibitors ought to be far-sighted enough to realize this is about the best thing that could happen to them.

"You know, I could make much more money for myself if I made a lot of pictures each year. I never have done it and I never will. I do not propose at any time to undertake any picture unless I am certain the picture has something to say dramatically. By that, I don't mean propaganda. I am opposed to propaganda in pictures. The theatre is a place where the public goes for relaxation. It pays for relaxation, should get it and not be presented with a problem on the screen and the need to attempt to solve that problem, whatever it may be."

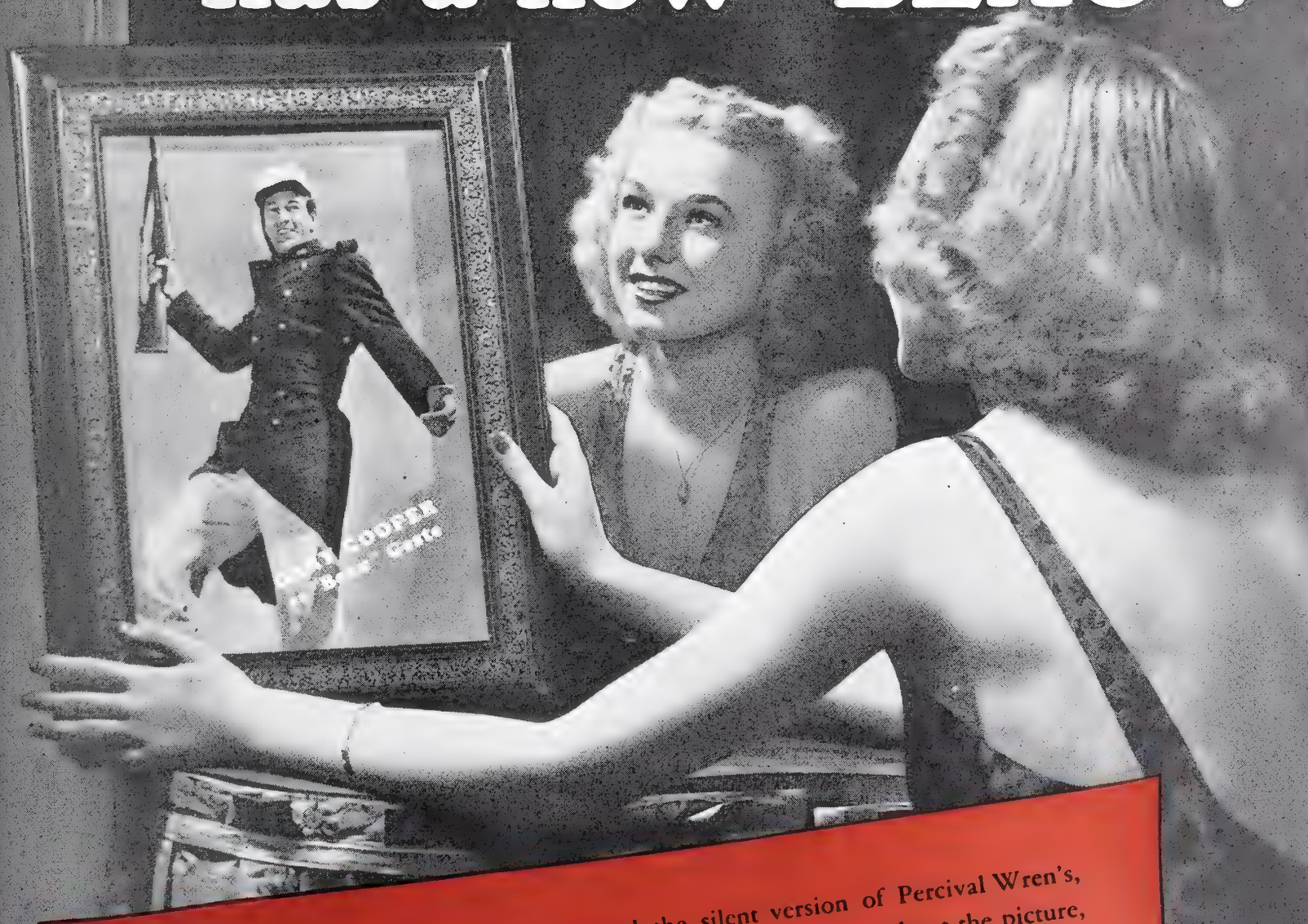
On styles and cycles:

"This seems to be the day for action pictures, so called. Put a couple of guns in the hands of a couple of characters and some think a picture results. I believe in action, too, but only when the story under consideration properly calls for it.

"Much has been said about styles in pictures. Nonsense. Remember the public doesn't know what it wants. It's up to me, and others like me, it's our job to create styles. If they are good and well done, the public will go for them. It's always been that way. Why should it change?"

With a bow to Darryl Zanuck for "Stanley and Livingstone," wholesale praise for which Goldwyn voluntarily offered, handshakes and goodbyes followed.

# MISS AMERICA has a new "BEAU"!



Fifteen years ago when Paramount released the silent version of Percival Wren's, **"Beau Geste"**, the women of America went absolutely hysterical about the picture, which piled up never to be forgotten grosses. Now Miss America has a new "Beau" . . . Gary Cooper in Paramount's new **"Beau Geste"** . . . Already at sneak previews women are weeping, cheering, going completely haywire about the William A. Wellman production. And those who saw the old **"Beau Geste"** tell us we've surpassed our earlier triumph by miles. "A great cast". "Gary is wonderful". "Ray Milland and Bob Preston are great". "Brian Donlevy makes a perfect Sergeant Markoff". . . and there's gold in those words. **"Beau Geste"** is set to start another parade of women to the box office.

**Paramount is set to start the season with another in Paramount's mounting succession of box office smashes.**

Paramount Pictures

# It's Paramount's Year!

# Judell Launches New Program August 14

HOLLYWOOD—Producers Pictures Corp. launches production on its 60-feature schedule for 1939-40 when "Torture Ship," first in the lineup, goes before the cameras on August 14. Being prepared for additional October releases are "The Sagebrush Family Trails West," "Hitler—Beast of Berlin," "Wanted for Murder," and "The Man From Oklahoma."

The schedule will include nine "Four Star Specials," four melodramas based on Jack London stories; eight "Tales of Billy the Kid" westerns, featuring George Houston; 23 action, mystery and horror melodramas; eight "frontier marshal" westerns starring Tim McCoy; and eight of the "Sagebrush Family" series, which will feature 13-year-old Bobby Clark, champion junior cowboy.

The "Four-Star Specials" include, "Hitler—Beast of Berlin," "End of the Road," "Dope," "Youth on Trial," "Sins of the Parents," "Brigham Young—Utah Miracle Man," "Gold Star Mothers," and "20,000 Leagues Under the Sea" and "The Mysterious Island," both from the stories by Jules Verne.

Based on the Jack London stories will be "Torture Ship," "Wolf Dog of the North," and two others to be announced.

The 23 action, mystery and horror melodramas: "Wanted for Murder," "Arson Squad," "The Devil Bat," "Police Woman," "Chinatown Patrol," "Air Base Murders," "Queen of the Underworld," "The Monster's Bride," "Rescue Ship," "Shanghai Passage," "Radio Police," "Special Duty," "Mystery Express," "Voice of the Dead," "Chain Gang," "Murder on Parole," "Mercy Plane," "Gorilla at Large," "Calling All Leathernecks," "Buried Alive," "Hot Cargo," "The Fighting Marines," and "Fire Fighters."

## *Central and Western UA Divisions Top Drive*

NEW YORK—First prize to the leading district manager in the UA's 20th anniversary sales drive is divided between Bert Stearn of the central district and Ben Fish of the far west district, who finished in a dead heat.

James Hendel, Cincinnati, nabs honors as the leading salesman in the eastern division. A similar award goes to F. M. Higgins of Seattle as leading salesman in the western division.

Guy Navarre, Seattle, gets the prize for the manager of the leading branch in the western division. Eastern honors go to D. Griesdorf, Winnipeg.

Each employe of the San Francisco exchange will receive a prize for exceeding by the widest margin its played and earned quota during the drive.

A prize goes to each of the following bookers of the leading branches in each district: Ray Curran, St. Louis; Elmer McKinley, Washington; Jerry Reid, Winnipeg; Roy Sachs, Dallas; Harold Hardin, Seattle, and David Brown, Pittsburgh.

Prizes for the drive which ended July 1, consisted of cash awards.

## *Another Goldwyn For UA*

**New York—UA is to get at least one more from Samuel Goldwyn for 1939-40. It will be "Raffles" starring David Niven with Olivia De Havilland in the support. Sam Wood will direct.**

**This represents the first simon-pure Goldwyn specifically declared for the new season. While "They Shall Have Music" and "The Real Glory" appear on the distributor's forthcoming schedule, actually Goldwyn announced them for 1938-39. While they were not delivered, UA, nevertheless, sold approximately 8,000 domestic accounts on each.**

# Warner-FWC Breach Healing Gradually

NEW YORK — The Warner-Fox West Coast breach has not been exactly healed, but the recovery process is working and is expected to take form in a three-year deal whereby FWC will play Warner product over the circuit with the exception of the accounts already sold away.

An understanding has been reached, but no contracts have been signed. As a matter of fact, it will take months before any master agreement is in shape for signatures by either party. It is further reported each FWC situation will be worked out on the basis of an individual deal, thereby entailing vast detail which both parties appreciate will require considerable time to straighten out in terms of mutual satisfaction.

## *Eighteen Metro Features In Exploitation Contest*

NEW YORK—Approximately 18 pictures will be released during the period of M-G-M's $10,000 exploitation contest for independent exhibitors in the United States and Canada. Exhibitors may submit campaigns on one or more of these pictures released by the company between September 1 and January 1, 1940. Although a current release, "The Wizard of Oz" will be eligible.

Identical prizes will go to first run and subsequent run exhibitors, with first place in each category winning $2,500; second, $750 and third, $500. There also will be 100 additional prizes of $25 each for runners-up in both sections. The contest closes March 1, 1940.

### Negotiating New Lease

NEW YORK—George Skouras is negotiating a renewal of the Beacon lease with the bondholders' committee. The current lease expires next month.

### Makes Columbia Tours

NEW YORK—Andre de LaVarre, world-traveler and well-known cameraman, will produce six Columbia Tours for release the 1939-40 season.

# Lawyers O. K. Code; Majors Are Ready

(Continued from page 4)

ing. There is also the lingering suspicion in the minds of many that the actual placing of the code into effect is being delayed until the selling season is well along, because so many of the proposals apply to the sales negotiations rather than to the completed exhibition contract."

The MPTOA head reiterates his former stand of not playing politics, adding, "we have worked for almost four years steadily and consistently to get the best sort of a code possible for the benefit of all independent exhibitors. It is significant that none of the trade proposals presented by us was of any benefit to the affiliated circuits, with the possible exception of the general idea of bringing some semblance of order and goodwill into the business. On the contrary, several of our own proposals would tie their hands in certain respects, for the benefit of independent competitors. But several other exhibitor organizations have just worked as honestly and earnestly to get a practical trade practice program adopted. And we are more than glad to cooperate with them, just so we can get something done on the matter."

Kuykendall then goes on to say that acceptance or rejection should be based on hard-headed business sense.

## *Allied Blasts the Code; "Bad Faith" Charged*

(Continued from page 22)

these letters in a recent speech when he said, in effect, that he had received letters which convinced him that the rank and file were not in sympathy with Allied's stand.

"If your members feel that they want to accommodate Metro salesmen by writing such letters, why not just say

"Dear Bill:

"You are a fine fellow.

"Yours very truly."

In one of the most extensive bulletins it has ever issued, Allied, on August 8, reviewed the entire code situation from its point of view, charging distributors with bad faith. "Allied has not been opposed to a code which would make presently available to members some of the benefits which they hoped to reap from the government suit and the Neely Bill," the bulletin states, "providing that acceptance thereof did not involve or imply that such moderate concessions were all that exhibitors needed or desired. From the reception given by distributors to Allied's proposals and the intemperate utterances of Messrs. Rodgers and Kent, it is easy to discern the policies and attitudes of major companies.

"Pending and prospective proceedings by the United States government are regarded with contempt. In the meantime, the only concern of distributors appears to be to run exhibitors into a corner, silence the 'agitators' and proceed in the full enjoyment of their monopolistic privileges."

# THE STORY OF

# PRE-SELLING

# *Golden Boy*

*here's how*

## THIS WEEK MAGAZINE

Full-color ad in This Week Magazine, with a circulation of six million, will hit every important newspaper in the country. Here is real direct-to-the-consumer merchandising, backed up by all the resources of the magazine.

## THE AMERICAN WEEKLY

With a circulation of fifteen million, blanketing the country to the benefit of every exhibitor.

## ADS IN ALL FAN MAGAZINES

Including: Modern Screen, Screenland, Silver Screen, Screen Romances, Hollywood Magazine, Screen Book, Motion Picture Magazine, Movie Story Magazine, Movie Mirror, Photoplay, Picture Play, Modern Movie, Movie Life, Personal Romances, Screen Guide.

## NATIONAL NEWSPAPER ADS

Spotted in key cities and carefully planned to benefit every type of theatre.

## SUNDAY MIRROR MAGAZINE

A full-page ad in this important medium, with a circulation that hits every part of the country.

## MAGIC KEY—GOLDEN BOY BROADCAST

One of the most popular programs on the air will dedicate its program on Monday, September fourth, to "GOLDEN BOY" with one of the most unusual presentations ever conceived for a radio show.

# GOLDEN BOY

*starring*

**BARBARA STANWYCK · ADOLPHE MENJOU · WILLIAM HOLDEN**

A ROUBEN MAMOULIAN PRODUCTION • Produced by WILLIAM PERLBERG

Screen play by Lewis Meltzer, Daniel Taradash, Sarah Y. Mason, Victor Heerman

Based upon the Group Theatre play by CLIFFORD ODETS

*A Columbia Picture*

COLUMBIA PICTURES

PRINTED IN U. S. A.

# INDUSTRY PARLEYS WITH HOPKINS SEEN AS NO DETERRENT TO GOV'T TRUST SUIT POLICY

## Industry's "Lowest Ebb in Capital" Termed Due to Lawyers' "Bad Advice"

NEW YORK—Intensive efforts on the part of industry leaders to ease the blow of the government's anti-trust suit by courting the department of commerce notwithstanding, the action will be pressed to a final determination. Furthermore, there will be no respite from the frequency with which exhibitors are filing conspiracy litigation or the freely predicted wave of actions on the part of the department of justice.

These observations, according to informed sources, are directly attributable to "bad advice from the lawyers" and assertions that "the industry is at its lowest ebb in Washington."

There appears to be unanimity in the opinion that the report prepared by major companies for the department of commerce, as a result of recent meetings between department officials and company heads, is hopefully designed to remove the sting from the government suit. A closely held interpretation is that exhaustive compilations contained in the report should prove many of the allegations against distributors to be without foundation, thus paving the way for their abandonment or easement.

### Cite Report Premise

For example, a prime premise of the report, according to those who have worked on it, is to show that domestic revenue barely covers the negative cost of pictures; that the first profits come from foreign markets and that these are fast dwindling. "Therefore," goes a private opinion, "if the companies prove with figures they are not the racketeers they have been made out to be, perhaps the commerce department can convince Thurman Arnold that he's barking up the wrong tree."

A paradox of this opinion is that the very necessity for the report, *per se*, is the result of "bad advice" from company lawyers to their superiors, according to sources that ought to know.

### Rap Legal Lights

"The lawyers are having a three-ring circus and have been for the past few years," goes an observation from an executive. "They convinced their respective companies that all legal actions should be handled as they saw fit, which may or may not have been the proper approach. They said they would make their own decisions, especially in contractual matters, without consulting other companies so that there would be evidence of conspiracy. Well, all I know is that when the department of justice got busy they found plenty of evidence purporting to show that the lawyers got together among themselves, anyhow. And that's what is disturbing their superiors now.

"You know, there is a limit to the legal expense any company can stand. It is costing all of them millions of dollars a year. Whatever the cost was last year it will surely be doubled this year, with anti-trust suits coming through at the rate of about three a week. This cost is the deadliest of all. It is purely non-productive. But just as long as the lawyers have the power to sway their superiors they are going to have their three-ring circus. That's why I think the government suit is going to trial.

"The irony of it is that, while the heads of all companies are trying to convince Arnold through the department of commerce that he hasn't a right to all those things, the lawyers in these same companies are entering the denials."

### Irony Is Sighted

The frequency with which anti-trust suits are being filed, and will so continue, according to observers, also is laid at the lawyers' doorstep, correctly or unfairly. This reasoning stems from the correspondence said to accompany most of the complaints to the department of justice, which an informant claims to have seen, and which states that company attorneys seldom take the attitude that any exhibitor "has any rights."

That the industry is "at its lowest ebb in Washington" seems to be accounted for in the correspondence that reaches congressmen when anti-trust suits are filed or when an exhibitor seeks to have his representative intervene in an effort to get him some relief.

These letters invariably point out, it is said, that there is not a single agency in the industry from or through which an exhibitor "can get help;" that there "is no justice in the motion picture industry," and "you must help us."

## No Letup Seen in Flood Of Individual Actions Throughout Country

### Chicago Deposition Due

CHICAGO—Plaintiff counsel was scheduled to start the deposition Friday of Sam Myers, co-defendant with B&K and major distributors in the Frank Ford anti-trust suit. The action has been delayed twice.

## *Mayer Comes Into the East, Brimful With High Optimism*

CHICAGO—Louis B. Mayer, through Chicago en route to New York, was all optimism as he stepped off the Santa Fe Chief to take a short stroll between trains. "We've got some great pictures coming," said the M-G-M studio chief, by way of explaining that Leo the Lion hopes to lead the parade in fall product.

Asked about "Gone With the Wind," most of the rushes of which he has already seen, Mayer's comment was a mysterious, "Ah-h-h," with a glint in his eye implying Metro has another boxoffice success in the can. He talked of "Northwest Passage," "Wizard of Oz," "The Women," and others, but, was particularly enthusiastic about "Babes in Arms."

Actually, he appears to feel that "Babes in Arms" will be M-G-M's top film of the first part of the season, describing it as a picture that "is positively going to be a sensation."

As most executives have said as they passed through here recently, Mayer looks for a quick upturn after the summer slump and said that business in the fall should be much better than usual.

### Mayer Withdraws Racing Stable From Coast

NEW YORK—Dissatisfaction over the weights assigned to his horses and other actions of tracks in California have caused Louis B. Mayer to withdraw his racing stable from competition in that state and confine his activities to the eastern states and Florida.

Mayer, who has spent $300,000 in the past year acquiring a racing stable, now is in Saratoga. Breeding activities will be transferred to the Kentucky bluegrass, on the Claiborne Farm of Col. Arthur B. Hancock, near Paris.



# RKO Financing Plan Seemingly in Clear

NEW YORK—With the presentation of the RKO underwriting agreement to Federal Judge William O. Bondy, the Atlas Corporation, proponents of the plan of reorganization find almost a complete approval of their suggestions.

The agreement proposed by Floyd B. Odlum had been presented to the RKO board on two successive days and was passed unanimously. Three directors, however, were not present. They were George J. Schaefer, Ned E. Depinet and Conde Nast. All the others thought the agreement fair and the best that could be secured.

At the hearing before Judge Bondy, Hamilton C. Rickaby placed N. Peter Rathvon, a director of RKO and Odlum's representative, on the stand to testify as to how the figure of $4 had been arrived at.

It was the contention of Rathvon that, after an examination of the market and discussions with independent bankers, the figure of $4 a share was the highest suggested with the average running almost $1 less. That figure was submitted to Mr. Odlum, who, while he considered it high, accepted it.

This statement was backed up by Frederick L. Ehrman, investment banker of Lehman Brothers and another RKO director. Others who spoke in favor of the agreement were Carlos Israels, representing unsecured creditors, and George L. Schein, of the Stockholders' Protective Committee.

The one dissentor was Nathan Rosenberg, appealing creditor, who claimed the agreement was a "subterfuge" whereby Atlas would make over $2,000,000 more on RKO stock. Rosenberg asserted the stock should be purchased by Atlas for a price of $10 a share.

Judge Bondy suggested that Rosenberg bring in an underwriter who would pay more and thus earn the gratitude of the court. He then assured the attorney that it was up to him to decide whether the figure of $4 a share was fair or not. Odlum has agreed, declared the judge, to accept whatever figure the court decides is fair even if it is $5, $10, or $20 a share. "Is that not so, Mr. Rickaby?" the judge inquired. "That's what he said your honor," declared the Atlas attorney in such a sour tone that a wave of laughter swept the courtroom.

Judge Bondy refused to consider the agreement on the spot, but ordered that all creditors who wished to object were to have five days in which to indicate as much and postponed consideration of the agreement until that time elapsed.

## Republic-Griffith Deal

NEW YORK—Republic has closed a one-year deal with the Griffith circuits operating in 42 Oklahoma towns and 35 Texas cities, according to James R. Grainger. Horace Falls represented the circuits while William Underwood, Texas franchise holder; Sol Davis, Oklahoma franchise holder; and Claire Hilgers, southern district manager, acted for Republic.

# This Is How Atlas Would Do It

NEW YORK—*Highlights of the underwriting plan drawn up for RKO by the Atlas Corporation, as outlined in a letter to the company from Floyd B. Odlum of Atlas, and approved for the corporation by William Mallard, its secretary:*

"The plan of reorganization of RKO provides as follows: To provide RKO with additional cash in the amount of $1,500,000, a sufficient number of shares of new common stock of RKO will be offered for sale at a price per share which shall be subject to the approval of the court, to the holders of unsecured allowed claims and to Rockefeller Center, Inc. Such creditors shall be entitled to subscribe substantially in proportion to their respective allotted claims, but such right will be limited to a period not exceeding 30 days after said new common stock is available for distribution. Such amount of new cash so to be provided may be increased or decreased subject to the approval of the court. Atlas Corporation undertakes to underwrite or procure a responsible underwriting of the purchase of said shares to the extent necessary to produce $1,500,000 at a price per share and upon terms to be proposed by it at the time of such underwriting, which shall be subject to the approval of the court. This plan shall not be consummated until an agreement providing for such underwriting has been approved by the court.

**375,000 Non-Assessable Common**

"After further discussion with your directors, Atlas Corporation now understands that, pursuant to said plan of reorganization, you propose to offer 375,000 shares of full paid non-assessable common stock to the holders of unsecured allowed claims and to Rockefeller Center, Inc., all at a price of $4 per share. Upon the basis of the foregoing, you agree with us as follows:

"1. On or before the 29th of August, 1939, you will make the offer to such creditors and to Rockefeller Center described in the preceding paragraphs of this letter. The right of the creditors and of Rockefeller Center to subscribe to the stock shall be evidenced by transferrable subscription warrants, exercisable at or before the close of business on the 20th day following said date. You will give us as promptly as possible and, in any event, within two business days after the expiration date of the subscription warrants, notice in writing of the number of shares of unsubscribed stock.

"2. Subject to the terms of this agreement, you agree to sell to Atlas Corporation and Atlas Corporation agrees to purchase at $4 per share the unsubscribed stock.

"3. Atlas Corporation will specify a date not less than two nor more than seven business days after the date on which you notify of the amount of the unsubscribed stock as the date for the delivery of the unsubscribed stock against payment therefor to you by cashier or certified check in New York Clearing House funds. Delivery of and payment for the unsubscribed stock shall be at the office of Atlas Corporation, 1 Exchange Place, Jersey City, at 11 o'clock in the forenoon. Certificates for the unsubscribed stock shall be delivered in such names and denominations as shall be requested at least one full business day before the delivery date by Atlas Corporation.

"4. We may at our discretion by notice to you terminate this agreement if the offer described in Paragraph 1 shall not be made on or before the date therein specified or if prior to the date of your making the offer described in Paragraph 1 (a) a war in Europe shall be commenced or shall seem so imminent that there shall have occurred a general severe depression in the market value of securities; (b) the New York Stock Exchange shall be closed for trading on a day or days on which it would usually be opened; (c) a substantial loss to RKO or any of its subsidiaries shall have been sustained by fire or other calamity which, in our judgment, would materially and adversely affect your business and earnings on a consolidated basis. The termination of this agreement in accordance with the provisions of this paragraph shall be without liability or obligation on our part or on yours.

"5. We shall be adequately compensated for our commitment hereunder either in cash or in shares of your common stock, or partly in cash and partly in shares. Such compensation to be fixed by the court and awarded to us either separately or as part of the general award and when the court determines our award for services rendered in connection with the reorganization proceedings and the plan.

"6. So that your company may have $1,000,000 of cash on hand after payment of costs and expenses of said reorganization proceedings, exclusive of the amount awarded to Atlas Corporation, we agree that, to the extent necessary to leave you in that position, compensation for our services and reimbursement for our expenses may be awarded to us in stock or option warrants of your company in lieu of cash on such basis and in such amount as the court may fix. This agreement is subject to the approval of the court in the reorganization proceedings above mentioned and shall not bind either party unless so approved."

## Government to File All Industry Suits by Oct. 1

(Continued from page 6)

continue to be filed without government assistance. The latest is that of Midwest Theatre Co., headed by Ray Schreiber, against Co-Operative Theatres of Michigan, a buying and booking combine, charging monopoly and seeking $200,000 in damages. The plaintiff operates five houses and alleges the defendant has tended to close the competitive market insofar as it is concerned.

Considerable interest in distributor legal circles centers about the government's announced plans for a batch of new suits.

# the box office facts on "STANLEY AND LIVINGSTONE" ROXY RECORDS!

★ *OPENING day of world premiere grossed more than four times the business of "Kentucky"!*

★ *WEEK-END topped every 20th hit but two in entire Roxy history... despite unparalleled exodus of people from city's heat!*

★ *ATTENDANCE over week-end greater than any other theatre in New York City.*

★ *AUDIENCE reaction enthusiastic beyond precedent, reports theatre management!*

★ *SMASH PACE continues unabated into 2nd RECORD WEEK!*

*the new season's biggest news*

*Naturally from* 20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

# Industry Slides by Congress Unhurt

WASHINGTON—Sixteen measures dealing with motion pictures were introduced during the session of Congress just ended; none was enacted and two were passed by the Senate but failed to receive consideration in the House. Fourteen were introduced, referred to committees and forgotten.

The motion picture score of the session was on a par with that normally registered, and occasioned no surprise in either political or administration circles in Washington.

The industry, however, was covered by some of the general legislation enacted, as, for instance, the revenue bill which extended the life of the federal admission tax.

The Neely bill to prohibit block booking was the subject of hearings before a subcommittee of the Senate interstate commerce committee from April 3 to 17, was reported by that committee June 1 and was passed by the Senate July 17. The scene of action next year will be the House, where the bill now is in the custody of the interstate and foreign commerce committee.

No new issues were raised by any of the legislation introduced during the session, as will be seen by the following list of measures submitted:

H.R. 145 (January 3) to prohibit block booking, by Representative Edmiston (Dem., W. Va.).

H.R. 244 (January 3) to prohibit block booking, by Representative Culkin (Rep., N. Y.).

H.R. 250 (January 3) to create a federal film commission, by Representative Culkin (Rep., N. Y.).

H.R. 926 (January 3) to amend the copyright law, by Representative Daley (deceased) (Dem., Pa.).

S. 280 (January 4) to prohibit block booking, by Senator Neely (Dem., W. Va.).

H.R. 1651 (January 4) to ban the entry of alien actors, by Representative Dickstein (Dem., N. Y.).

H.R. 1810 (January 5) to prohibit block booking, by Representative Celler (Dem., N. Y.).

H.R. 2203 (January 10) for the use of motion pictures in court trials, by Representative Hobbs (Dem., Ala.).

H.R. 2319 (January 11) for establishment of a fine arts bureau, by Representative McGranery (Dem., Pa.).

H. J. Res. 149 (February 2) for establishment of a fine arts bureau, by Representative Sirovich (Dem., N. Y.).

H.R. 4871 (March 8) for revision of the copyright law, by Representative Daly (deceased) (Dem., Pa.).

S. 2047 (April 3) for repeal of the fight film act, by Senator Barbour (Rep., N. J.).

H.R. 6160 (May 4) for revision of the copyright law, by Representative McGranery (Dem., Pa.).

H.R. 6244 (May 9) for establishment of a fine arts division in the interior department, by Representative Moser (Dem., Pa.).

H.R. 6401 (May 18) to repeal the fight film act, by Representative Osmers (Rep., N. J.).

## *Lashes Out at New York Censors*

**New York—Taking further pokes at the New York censor board, the "Daily News" editorially turns to the board's rejection of "Harvest" as its reason for another blast at "this censorship business" which the editorialist finds "grows more and more ridiculous in New York state.**

**"Harvest" is a French-made film barred as "immoral and tending to corrupt public morals." The "News" describes it as "an epic of French peasant life" and concludes "there is about as much sex in such a theme as there is in a department of commerce report on the state of American foreign trade for the month ended March 15, 1939.**

**"But it appears that, though the peasant hero of 'Harvest' keeps speaking of the heroine as 'my wife,' there is no scene in the picture showing them actually getting married. So the board of censors concludes that they are living in sin and that for New Yorkers to see such a picture will corrupt a lot of morals all the way from Staten Island to Ogdensburg."**

**Then the "News" remarks, "As the old phrase goes, good grief! Do we have to see a picture of a marriage certificate every time a movie shows some man and some woman acting as a husband and a wife? Do we have to look at a birth certificate to prove that every child actor or actress taking part in a movie is not portraying a little illegitimate? . . . We hope the next legislature will seriously entertain a proposal simply to abolish the state board of censors."**

**In its review of the film, BOXOFFICE said, in part, "It is difficult to see why this French importation ran afoul of the New York censors. It is an adult picture, simple and austere, and devoid of any suggestiveness whatsoever."**

**Eastern Production Code Administration, operating out of the Hays office, declares "Harvest" has not been seen as yet.**

# *Columnist Finds Hollywoodite Who Sees a Rebirth Via Neely*

DETROIT—Hollywood's big brains are up to their necks in new worries over the Neely bill, but many of the creators there predict an industry renaissance if the measure is enacted, Harold Heffernan declares he has discovered in a copyrighted article for the *Detroit News* and the North American Newspaper Alliance.

"You would see the greatest inspirational boom Hollywood has experienced since the talking pictures came in," he quotes one "prominent producer whose name cannot be mentioned."

From the same source, this:

"Unshackled from block booking, we would be forced to get down to work. Competition among studios would be increased ten-fold. Automatically, all the laggards would take to the outer gates.

**Sees Story Improvement**

"Naturally, the most important and immediate improvement would be noted in stories. The bill requires film companies to display a synopsis of the story to the exhibitor, as well as a title, before he can be asked to purchase. That means the end of substituting as we have been doing for years out here. And the story synopsis must stand up or the exhibitor might decide his public won't go for it. That leaves the producer holding the bag—not the exhibitor, as is the case under the present sales system of job-lotting 50 or more 'sight unseen' pictures each year.

"This individual and direct method of sale on merit alone would put it straight up to the studio, the author, the cast and the director. If any of the group faltered, out they would go—and I believe it would be in a very great hurry. All hands, in effect, would be salesmen, obligated to deliver—or else."

At this point, Heffernan steps in with an observation or two of his own. "For many years Hollywood has been severely criticized for not getting the most from its high-salaried writing departments, conceded to include some of the most brilliant minds in the literary field," he states. "Instead, it has seemed content to follow the easiest route—depending on purchase of big name stage plays and published novels (many unadaptable for movies and resorting in too many emergencies to stop-gapping production programs with old stories produced in screen form twice and even three times before."

His unnamed source then further remarks, "A child would realize that such a condition is not a healthy one to be found in the world's leading amusement medium. The proposed new order would awaken screen writers to their responsibilities. Possibly, if we had to face realities—real bread-and-butter competition—we could whip up literary works in our own writing departments that would compare favorably with the big-selling books and plays for which we must now bid exorbitant prices in open market competition."

"Enactment of the Neely bill would end that, too," believes this individual in discussing remakes released under new titles which Heffernan says has angered the public and brought stormy protests from exhibitors forced to take them in their block purchases. "Can you imagine a film salesman calling on an exhibitor and showing him the synopsis of an old picture his company intends remaking? Unless it happened to be the revise of some sensational smash success, you could just about see the exhibitor showing the salesman the door with the parting word that he's no longer buying old stuff for his clientele."

# THIS BUSINESS DOESN'T NEED *anything* HALF AS MUCH AS IT NEEDS *Stimulation!*

Emphatically not the kind that comes in bottles and tastes like boiled shoe laces, but—

Lots of good, dramatic entertainment tonic—
PROFITABLE PICTURES—

at regular intervals from an assured, courageous, energetic and enthusiastic source, the sort of Pictures that are the bone and sinew of the Greatest Business on Earth . . . .




## *The Show Business!*

**YOU CAN'T GET AROUND THAT, SO . . .**

# PRODUCERS DISTRIBUTING CORPORATION

BEN JUDELL *President*

## is honestly proud to offer for the 1939-1940 EXHIBITOR SEASON

## 60 PROFITABLE PICTURES!

When you're ready to measure your theatre for its 1939-1940 Profit Capacity throw away all your old-time yard-sticks. Art and "delayed tempo" productions have their places, to be sure, but MILLIONS of theatregoers on whom exhibitors depend for steady, profitable patronage will continue to steadfastly refuse to pay for anything except moving pictures!

Hence, the policy of Producers Distributing Corporation will be to distribute only such Pictures as merit definite audience-acceptance. Positive dynamic Box Office productions high in entertainment and exploitation value — moving pictures!

Our production schedule consists of SIXTY pictures, from choice, closely-knit, entertaining stories, directed by masters of their craft, with stellar "name" casts.

**Pictures** that have life, action, thrills, suspense and down-to-earth *melodrama;*

**Pictures** the theatregoing public needs, wants and for which it is willing to *pay!*

**WITH OUR 60 PROFITABLE PICTURES, EVERY LAST ONE OF THEM DELIVERED PER SCHEDULE, EXHIBITORS CAN REVIVE, REAWAKEN, RE-ESTABLISH, THE OLD-TIME BOX-OFFICE SPIRIT AND GET BACK WHATEVER PATRONAGE THEY LOST THROUGH NO FAULT OF THEIR OWN.**

That's a big promise, but we **CAN** keep it—we **WILL** keep it!

**9** **4-STAR SPECIAL PRODUCTIONS**—Conceived, designed and presented for **SHOWMEN** who know exceptional screen merchandise when it's offered them. Timely in theme and intelligent in treatment. Big ideas handled in a big way—for **BIG**, profitable exploitation campaigns.

**4** **MIGHTY JACK LONDON MELODRAMAS,** based on narratives by one of literature's immortals. The clash of gigantic, red-blooded heroes in epic struggles for power, possessions and—**LOVE!** Filmed against spectacular backgrounds of primitive grandeur.

**5** **HORROR PICTURES.** Deliberately and painstakingly produced to meet popular demand for the unusual, the bizarre, the unique in screen entertainment. **EXAMINE THE BOLTS ON YOUR SEATS BEFORE YOU SHOW THESE!** They're that kind.

**6** **MYSTERY MELODRAMAS.** Not cut-and-dried "whodunits" based on old formulas, but **NEW** stories with sleuth heroes who mix brains with plenty of brawny, physical action.

**12** **MELODRAMAS WITH ROBUST ACTION.** Pictures that start with a bang and end with explosive climaxes; with stories that never falter, never halt, until their objectives are reached.

**8** **"TALES OF BILLY THE KID,"** featuring **GEORGE HOUSTON.** Based on the career of the Southwest's most misunderstood character, who wrote his laws on curtains of gunfire with bullets of flaming lead.

**8** **TIM McCOY WESTERNS,** with a star now at the zenith of a glorious screen career, with millions of loyal fans. These are "investments," not "speculations."

**8** **"THE SAGEBRUSH FAMILY,"** a **De Luxe** series for **De Luxe** and other theatres, featuring **Bobby Clark,** world's champion Junior Cowboy. A "family" series that upsets screen traditions and pleases everyone in the household.



# 8 TIM McCOY WESTERNS

The One Sure Box-Office Western
"NAME" Everywhere!





Only the West could spawn a man like this—
Only the Frontier could give him elbow room!

## 8 Tales of BILLY the KID

FEATURING GEORGE HOUSTON



Fresh as a mountain breeze—New as a pioneer's trail—Penetrating as an Indian chief's war whoop!

## 8 "THE SAGEBRUSH FAMILY"

Featuring BOBBY CLARK
World's Champion
JUNIOR COWBOY

PRODUCERS DISTRIBUTING CORP.

# PRODUCERS DISTRIBUTING CORPORATION

1436 N. BEACHWOOD DR., HOLLYWOOD, CALIF. EXCHANGES EVERYWHERE

# "NO MONOPOLY," SAYS JOSEPH SCHENCK; IS RESENTFUL OF GOVERNMENT "INTERFERENCE"

## Charges "Blackmail" by Small Exhibitor "Who Seeks Advantage"

NEW YORK—Denying that monopoly exists in the film industry, and declaring that the sooner the government stops suing, the better off people in it will be, Joseph M. Schenck, chairman of the board of 20th Century-Fox, in a press interview before planing west declared "there could not be a monopoly in this business. If anyone," he added, "produces a good picture he will get an outlet, no matter who tries to stop him; hence there can be no monopoly."

There are a "a lot of independent producers," whom Schenck branded as "squealers," who "run to talk to anyone with a receptive ear." He compared them with disgruntled minority stockholders who sue majority stockholders in a company "looking for an advantage."

As for many complaints on clearance and the all-industry suit, Schenck said: "There's a great deal of blackmailing going on in this business, particularly by the small exhibitor who thinks he can run to the government to espouse a cause which would make the majors give him everything he wants.

"There never was any necessity to run to the government on clearances. Distributors in the past have cleared up situations which have come to their attention," he said, pointing out that when a west coast independent exhibitor group complained to him about the Fox West Coast circuit the matter was "quickly adjusted without resort to the government." He then analyzed the theatre charging 50 cents admission with that charging 10 cents, adding that whatever clearance prevails between the two houses cannot be unjust.

When questioned about Darryl F. Zan-

(Continued on page 44)

### *"Stanley" $59,000 Hit at Roxy*

**New York—Except for the first two weeks on "Jesse James," the seven-day take on "Stanley and Livingstone" hit the record for the year at the Roxy. The tally was approximately $59,000. Indications are the picture will play a minimum of three and possibly four weeks, to be followed by "Hotel for Women" and "The Rains Came." The latter is due to start September 8.**

**Monday's $5,825 jumped to $8,034 on Tuesday. By that evening, the gross already had touched $45,582, with the last two days of the first stanza clinching the $59,000.**

## *"Advocates Murdered Code, Not Enemies"---Myers*

WASHINGTON—"The code was murdered not by its enemies, but by its advocates," charges Abram F. Myers, chairman of Allied's board, in a lengthy bulletin reviewing his association's participation in the negotiations. "Whatever chance the code had of approval by the convention (Minneapolis) was killed by the proceedings at this session. Everyone who attended the sessions, or who overheard the talk of exhibitors in the lobby of the Nicollet Hotel that night knows that this is true," he continues.

The latest bulletin is designed as an answer to various charges made against Allied on code formulation. Much of it is directed at William F. Rodgers, chairman of the distributors' sub-committee.

"If Allied committeemen did not want to work out an amicable solution of trade problems, they squandered a great deal of time and money in attending the conferences in New York, Chicago and Washington. And the distributors, if they were convinced of the truth of that assertion, certainly wasted a lot of time in dealing with them," he states at one point.

### Slaps Rodgers Hard

Myers is vitriolic in his answer to Rodgers, adding, "The facts are that when Rodgers early in the negotiations informed the Allied representatives that his committee was not prepared to discuss the abolition of compulsory block booking and blind selling, or divorcement of theatres, Allied men told him frankly that they could not abandon their efforts to secure those reforms. Moreover, the Allied men demanded of Rodgers whether the distributors took the position that participation in the conferences would prevent them from seeking further relief by other means, and Rodgers assured them that such was not the case. This circumstance was set forth in the negotiating committee report and was not denied by Rodgers in his statement."

Tending to clear up the organization's position, Myers continues, "If Allied were to abandon the Neely bill and decline to cooperate in the prosecution of the government suit in consideration of the doubtful provisions of the Rodgers' code, they would be branded as traitors and repudiated by the independent exhibitors of the country."

Myers claims the board did not pass on the report rejecting the code until after all the advocates were heard in Minneapolis. He contends further that a copy of the fourth draft was received in Minneapolis, June 12, the night before the convention opened when the board informally met and discussed its provisions. It was turned down orally and then put in writing, but the written report was withheld until after Rodgers, Gradwell L. Sears, Abe Montague, Harry Brandt and Milton C. Weisman spoke, he says.

Rodgers repeatedly has stated that many Allied members he talked to in the hotel that night assured him they would sign the code regardless of Allied's action.

Myers then goes on to list excerpts from Rodgers' speech at the convention and takes him to task for criticizing Allied, particularly M-G-M's policy of advertising in *The Independent*, ITOA of New York organ, which was used "by Harry Brandt as a sounding board for a vicious attack on the general counsel of Allied."

Referring briefly to Sears' talk at the convention, Myers says "with this colloquy the code's goose was cooked." References are made to Nathan Yamins and Al Steffes who questioned Sears on the 20 per cent cancellation provision.

"Allied makes no prediction as to how the intensive drive to secure approval of the code will turn out," the bulletin continues. "It is likely that some of the MPTOA units, with a full attendance of circuit managers, will ratify the code. It is probable that some, or even many, independent exhibitors will sign the code in order to participate in its benefits. So long as the campaign is conducted fairly and without coercion, it is a matter of indifference to Allied, since it, as an organization is in the clear and will not be affected by their individual signatures. But if it becomes apparent," Myers warns, "that coercion is being used to induce exhibitors to sign the code against their will, Allied will be both interested and active."

### Sees Attitude in Reaction

In conclusion, Myers states, "From the reaction of the distributors to Allied's proposals and the intemperate utterances of Rodgers and S. R. Kent, it is easy to discern the policies and attitudes of the major companies. The pending and prospective proceedings by the government are regarded with contempt. They have fought for delay that would prevent the case from coming to a head until the time when a change in administration would be possible. Current feverish efforts to avoid a trial of the New York case this fall apparently were stimulated by trade paper rumors that Mr. Arnold might retire after January 1. The Neely bill, first thought to be tied up in a supposedly hand-picked senate sub-committee, now is thought to be safe in the pockets of Chairman Lea of

(Continued on page 44-B)



—Photo by Cosmo-Sileo

## *Holds Fort for Blumberg—*

*Matty Fox, who does important work at the Universal studio without benefit of title, goes west after N. J. Blumberg, "U's" president, returns from a summer in Hollywood in a couple of weeks. Meanwhile, Fox is eastern envoy for the top kick.*

# Universal "Splurge" Mapped for Star

NEW YORK—Gloria Jean, Universal's starlet who makes her debut in "The Under Pup," will receive a ballyhoo sendoff when the company stages one of the biggest premieres in its history for the film in Scranton, August 24.

Scranton is selected since it is Gloria's home town. The picture will show at both the Strand and Comerford on opening night and continue its run at the Strand. In addition to Gloria and her family, critics and correspondents from every key city and trade paper editors will be present, Universal declares.

The buildup starts when Gloria comes east shortly. She will be guest of the World's Fair on "Gloria Jean Day" and will make several appearances over national network programs. Newspapermen will be invited to witness the activities in New York. A special train will carry the press and the guest of honor to Scranton.

Part of the extensive campaign consists of consumer and trade paper advertising with full page ads scheduled for *Life* and *Look*. A four-page mailing piece is going to every exhibitor in the country.

## *Confab With Blumberg Calls Cowdin to Coast*

HOLLYWOOD—J. Cheever Cowdin, chairman of the board, and Charles Prutzman, general counsel, arrived here Sunday for studio conferences with Nate Blumberg, Universal president. Cowdin and Prutzman expect to be here for about two weeks.

# *"They Thought We Were Crazy"*

*By* B. O. TELLER

NEW YORK—Surrounded by bridge tables bedecked for lunch and trade paper men, Matty Fox, vice-president and executive assistant to the president of Universal, remarked:

"They thought we were crazy when we first walked into the studio."

He was referring to the creators on the lot who were wondering what breed of men this was that had barged through the studio door and, without production experience of any kind, were endeavoring to tell supervisors and directors all the answers.

"It was a job and the pressure was terrific in those days. But we finally won out because we made it clear that we—Cliff Work and the others—were not producers, made no pretense about it and were merely in Universal to help the men who made pictures with the benefits of our experience as practical theatremen.

"We sought to persuade them to make pictures for the market, not to make pictures for the market to absorb. When they began to understand this and when they further realized nobody was trying to walk off with production credits to which the men who did the actual job were properly entitled, the turn came and we got all the cooperation we ever sought or expected to get.

"All of this took time, but today we feel the point has been reached where Universal marks its real start. In a way, what has taken place until now might be described as reorganization. Aside from additions in men like Work, Jack Gross, Milton Feld and Milton Schwarzwald, the studio organization is essentially intact. Some of the men of the lot today have held their jobs for 25 years.

"We are operating on a basis now which gives all responsible production and department heads a voice in the plans. We hold daily meetings at which pictures in progress is reviewed and plans mapped for each day's work. As a result, each man knows what goes on in the other man's department.

"In addition to this," he added, "we are getting, and depending upon, advice from exhibitors on all important production setups. This has advanced to a point where we make no really important decisions unless we feel that we have the feel of substantial segments of theatre opinion around the country."

Universal's survival under its current regime, headed by Nate J. Blumberg, is attributable directly to exhibitors, Fox added. "They saved us beyond all doubt. In some cases, they advanced money. In others, they gave added dates. We recognize that and we do not propose forgetting it."

Spontaneously arrived at and now assuming shape is a theatre movement called "Exhibitors' Testimonial to Universal and Nate J. Blumberg." Fox explained exhibitors conceived the idea and are carrying it forward with an approximate 700 accounts already lined up to give Universal product as much playing time as possible this month and the following two. Spyros Skouras of National Theatres is national chairman; Mort Singer of Chicago, western chairman, and N. L. Nathanson, president of Famous Players Canadian, Dominion chairman. "When Joe Seidelman, foreign sales manager, heard of it," Fox continued, "he thought it ought to be extended outside the domestic market. The result is that the voluntary recognition over which we are obviously happy bids fair to become world-wide."

The Universal executive's talk, informally held, was in the frank vein. Fox admitted a number of releases until now had been turned loose on the market under great studio pressure. "However," he added, "that's over now. We have reached the point where we have the time and the money to go through a refining process with the product so that, where possible, we can put it in better shape before letting it go. As an instance of how we are set these days, you may want to know that we will have 14 of the next season's releases finished by September 1."

He revealed the company is planning an extensive merchandising campaign to the public "but, because we know this is the way to do it, we are naturally proposing to acquaint the exhibitor fully with our plans first so that his enthusiasm can be filtered through to the customers."

## *TMAT Pickets Causing Concern in the Bronx*

NEW YORK—Intensive picketing activities by the TMAT at Ed Peskay's recently acquired Vogue, Congress and Metro in the Bronx is causing considerable concern among independent exhibitors in the local area. The TMAT recently was granted an AFL charter.

Delegates of the theatre managers' union have requested conferences with a number of unaffiliated circuit operators who are reported to have refused to sit down and talk contract terms. However, the same exhibitors have not intimidated or made efforts to stop managers from joining the union.

Previous to Peskay's taking over the Bronx trio, Moe Rosenberg experienced some difficulty with the TMAT and finally settled. Peskay, it is said, refuses to recognize the union or its demands. Hence the picketing at the three houses.

## *General Columbia Denial To Government Charges*

NEW YORK—A general denial to the government's charges against it in the industry suit was filed Friday by Columbia, with the company seeking dismissal of the action on grounds of *res ajudicata*, holding practically all issues alleged had been decided by final decree in the Texas Interstate case.

In answering the government's charges, Columbia asserted it never forces compulsory block booking. Its production costs were approximately $11,500,000 for 1937-38 and $9,500,000 for 1938-39, Columbia's answer also revealed.

# Believe Distribution Meld Warner Goal

NEW YORK—Harry M. Warner, who is due in London Monday, will personally supervise steps leading to a consolidation of the now separately maintained Warner and First National distributing machines in England, it is believed. This is reliably reported the sole reason for his journey overseas.

For years there have been a Warner and a First National sales machine there. Max Milder, who sailed on the *Queen Mary* with Warner, is managing director of that company. D. E. Griffiths occupies the same post with First National. Exchanges and sales forces are now separately maintained.

Robert Schless, formerly in charge of Continental Europe, is now handling England as well and, as such, will be the head man over British selling activities. As exclusively reported in BOXOFFICE, the Warner foreign organization recently was split up under an arrangement which places Sam E. Morris and Joe Hummel in charge of South America and Australia and Schless at the helm of all other territories.

Prior to his sailing, Warner said no further changes are contemplated in the European setup. Formal word of the consolidation, however, awaits completion of details and may be released while Warner is still in London.

On the state of the industry, Warner was more than optimistic. "Hollywood is making better pictures now," he asserted. "I have seen more important pictures in the last two months than ever before in the history of this industry."

Warner would not go into details over the company's production plans in England but did say "we will make at least two big ones."

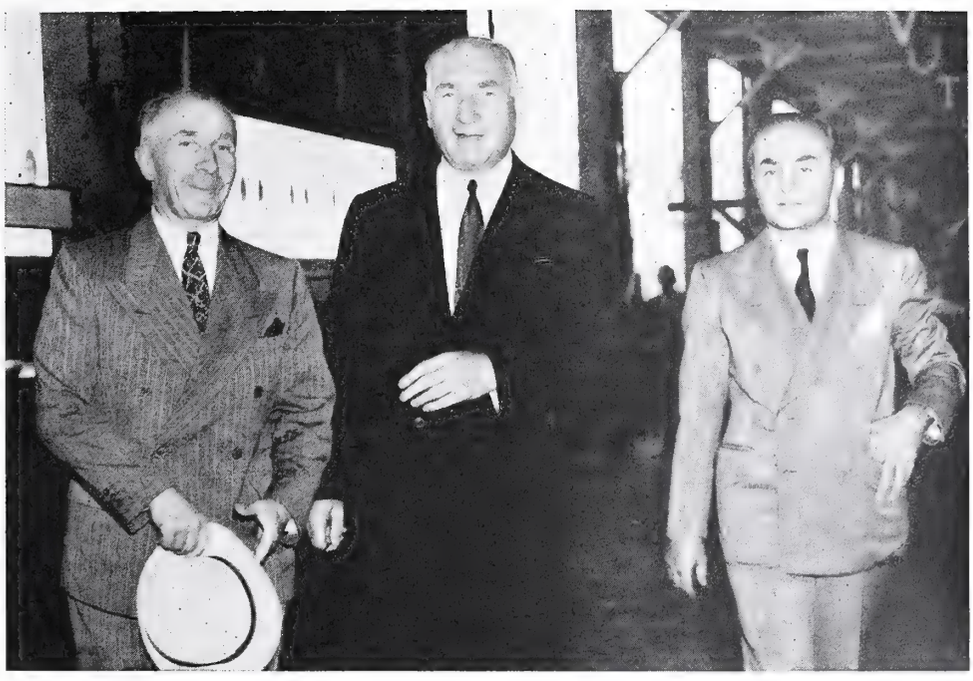
When asked for an estimate of the gross of "Confessions of a Nazi Spy," he pointed out, "I am not interested in the gross, but in the number of people who see the picture." He strongly indicated the company would continue to make important films based on contemporary and vital issues and had no desire to abandon its stand on the matter.

Warner plans to return on the same boat August 21.

## *Paramount Deal for Eight Odeon Houses Possible*

LONDON—Paramount will make a long-term leasing deal with Odeon for its eight theatres here if a suitable arrangement can be reached. The arrangement will not include the Plaza, which would continue under Paramount operation as a show-window. Paramount has long-term land leases on the properties it built. It is understood the pending deal will call for 21-year leases and a franchise.

Reports Stanton Griffis, chairman of the executive committee, now honeymooning in Europe, is handling the discussions are erroneous. When Griffis was here last, he made a survey with the idea of expanding the company's theatre interests. However, there is no definite indication of a deal with Oscar Deutsch, head of Odeon.



## *Majors Foresee Brighter Film Prospects in Italy*

NEW YORK—Out of the welter of numerous reports about Italy, an unheralded, but concrete development, comes to light which may yet be the bridge the Italian government can cross without losing "face" in bringing the majors back.

Only recently a supplementary decree to one establishing the monopoly was published. It reiterated the fact that foreign films can only be distributed by licensees of ENIC, the government monopoly.

But the important thing is that the supplementary decree gives full power to a committee of nine members who can liquidate the monopoly when they see fit.

It is this point which causes a prominent executive here to remark: "You certainly can say the decree is not as stringent as it might be. Until now we were faced with printed law. Human beings are more flexible than the law and willing to listen to reason."

A canvas of foreign department executives finds them of the opinion that overtures for the majors' return will be made soon. The reasons advanced are (1) an acute product shortage will make itself felt in September (2) the entertainment tax has diminished along with theatre receipts. In its present straits, the government needs all the revenue it can obtain.

## *Kilroe to Plane From Europe After Survey*

NEW YORK—Edwin P. Kilroe, copyright advisor to 20th Century-Fox, is scheduled to leave Europe Wednesday on a Clipper plane. Kilroe, who also represents the copyright committee of the Hays office, returns from a five-week survey of European sentiment with reference to the conference to be held in Brussels in the spring to amend the Berne convention.

While in England, Kilroe obtained a favorable action for 20th-Fox in his appeal to the privy council in the "Monte Carlo" case. The litigation concerned the right to use the title in Canada.



## *Head of the House Sails—*

*Harry M. Warner just before the* Queen Mary *pulled out for Southampton where he is due Monday. In the dark suit is Major Albert Warner. On the right is Sam Schneider, home office executive, who handles many of H. M.'s business affairs. Below are Max Milder and Mrs. Milder. He is managing director in Great Britain.*

## *Hoyts and 20th-Fox Close 20-Year Franchise Deal*

NEW YORK—Hoyts of Australia and 20th Century-Fox have closed a 20-year franchise deal. The contract is the longest ever negotiated between an Australian circuit and a major company.

Charles E. Munro, managing director of Hoyts, will leave for the coast in a few days after final details are completed. He sails from Los Angeles on the *Monterey* September 12.

Leaving on the same boat is Dan Michalove, assistant to S. R. Kent, who goes to Australia on a special mission for National Theatres.

# Talent Stands Firm Against Compromise

ATLANTIC CITY—After two days of intensive debate at the American Federation of Labor executive council sessions, AAAA leaders at press time late Friday remained firm against compromise offered by a committee of three AFL mediators.

Strongly insistent there was nothing to mediate, AAAA officials demanded the council affirm its jurisdictional rights and its right to expel. Indignation ran rife among the AAAA group as claims were parried by continued meetings behind closed doors.

Spokesmen for both sides met with the mediation committee consisting of Matthew Woll, photoengravers' union; John Coffield, plumbers' union, and Thomas J. Rickert, united garment workers' union.

Seriousness of the situation was emphasized by the large 4-A's delegation which was on hand despite the fact William Green decreed the sessions would be closed.

A chartered plane from Newark carried Miriam Hopkins, Peggy Wood, Lawrence Tibbett, Binnie Barnes, Ralph Morgan, Edward Arnold, Wayne Morris, Jean Muir, Lucile Gleason, Henry Hull, Mischa Auer, Frank Gillmore, Ken Thomson, Maida Reade, AGVA's executive secretary; Emily Holt, AFRA's executive secretary; Leo Fischer, AGMA's executive secretary, Henry Jaffe, counsel for several 4-A's unions; Mrs. Florence Marston, eastern secretary of the SAG, and Edward Harrison.

Another contingent arrived here by train. It included Tallulah Bankhead and Fredric March, who came with their make-up boxes; Paul Dullzell, executive secretary of Equity; Paul Turner, counsel for the 4-A's; Rebecca Brownstein of the Equity counsel and a handful of AGVA rank and file members.

### To Fight It Out

In the general press conference at the Roosevelt Hotel which took place in New York immediately after the plane load of Hollywood stars arrived in New York City, Ralph Morgan, president of the SAG, had made clear the position of the actors.

According to Morgan, if the AFL repudiates the international board of the 4 A's, the SAG will stick by its parent body come what may.

"We are going to fight it out in the AFL," he affirmed. "We would like to bring this battle to a conclusion because we want peace."

It was pointed out to Morgan that in a Chicago interview by BOXOFFICE, he declared "we'll definitely break from the AFL if the 4 A's is not upheld."

"I don't know anything about that," he answered. Morgan apparently did not want to make any positive statements in speaking for the 4 A's, but left no doubt where he stood.

However, in expressing his personal feelings, Morgan was more outspoken. "I believe we are right. There is no question about it. If the AFL remains honest, I will stay with them. I will not stay with any organization that has a dishonest constitution."

He did say the SAG was prepared to face any eventuality that might occur as a result of an adverse decision by the executive council of the AFL. According to Morgan, the response to the strike petition was overwhelmingly in favor of such action.

### "Heart Rules Head"

Concerning the status of Sophie Tucker, who was suspended temporarily from the SAG, Morgan had this to say: "We all love her. Sophie's heart, however, rules her head."

Although it was declared Miss Tucker's action in standing by the AFA has caused "irreparable" damage, officials of the 4 A's gave the impression her reinstatement would follow at once if matters were satisfactorily settled.

Morgan later characterized George Browne's action in granting the suspended AFA and IA charter as "slapping each one of us in the face." He declared Browne is "reneging" on the honest vote of every committee member of the 4 A's.

Earlier developments in the week showed a victory for the 4 A's in court when Supreme Court Justice Edward J. McGoldrick denied the application of the AFA for a temporary injunction restraining the 4 A's from interfering with its organization, its members or its contracts with producers.

Justice McGoldrick ruled that, although the papers submitted were insufficient to justify a temporary injunction, the issues involved were of such great importance that they should be "disposed of at the earliest possible date."

### Cantor Wires Green

As a condition for the denial of the application, the court called for the 4 A's to stipulate for a trial on the first available date at the opening of the court's fall term. If the parties want an earlier trial, Justice McGoldrick ruled, the matter will be heard by a specially designated referee.

In his capacity as president of the American Guild of Variety Artists, the union formed to take the place of the AFA, Eddie Cantor urged William Green by wire in the interests of honest unionism "to repudiate the IATSE raid on actors and affirm the right of actors to govern themselves."

Miss Bankhead entered the fray to characterize Browne's action as "an outrageous piece of banditry." "On what meat does this our Caesar feed that he has grown so great?" she poetically inquired.

Calling Browne's a "stock company Hitler," she went on to say: "Let Browne stick to his last. Does he promise never to undertake to tell me how to act, when to act or where to act, in turn I'll promise never to coach him in the technique of fouling a drop, short-circuiting a switchboard or eating the edible props."

## *"You Can't Bioff Us," It Read*

**New York—As the scene of action shifted to the breezes of Atlantic City, the "Ferrets," minority organization in the AFA who are opposed to the Whitehead regime, on the hot pavements of Broadway, continued to picket the AFA offices demanding a meeting so their claims can be heard. They carried with them petitions signed by over 200 members.**

**The sign which gained the biggest laugh was: "You Can't Bioff Us." Another carried this inscription: "Everyone meets but AFA members."**



—Metropolitan Photos

## *Make Plans for Two They Think Big—*

*Columbia's divisional managers and others at their New York meeting when plans for "Golden Boy" and "Mr. Smith Goes to Washington" were aired. Traveling left to right identifies Abe Montague, general sales manager; Sam Moscow, southern division manager; Sam Galanty, mideast; Jerome Safron, west; Louis Weinberg, circuit sales; Maurice Grad, George Josephs, Max J. Weisfeldt, shorts, and Rube Jackter, assistant sales manager. Seated, in the same order, are Phil Dunas, midwest; Carl Shalit, central, and Louis Astor, circuit sales.*

# PROVED DEPENDABLE

THE proving period for Eastman's new negative films has been left far behind. With their special emulsion qualities reinforced by typical Kodak dependability, *Plus-X*, *Super-XX*, and *Background-X* are firmly established as successors to other notable Eastman films for the motion picture industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

## EASTMAN

**PLUS-X**
***for general studio use***

**SUPER-XX**
***for all difficult shots***

**BACKGROUND-X**
***for backgrounds and general exterior work***



—Metropolitan Photos

## Now Back to Work—

*Cary Grant arrives from Europe, next to do "The Bigger They Are" for Columbia, although the title may be changed. Grant's last before leaving Hollywood was "In Name Only" for RKO.*

JAKE MILSTEIN, eastern representative for Edward Small, shoved off for Europe aboard the *Yankee Clipper*, as per schedule on Saturday. He is credited with being the first film man to fly over on a regular business trip. Other transatlantic air travelers, however, have been Howard Dietz and Colonel William ("Wild Bill") Donovan, thus far. But there will be more, never fear . . Phil Spitalny celebrated the fifth anniversary of his all-girl band at the Paramount, Friday evening, in case you want to know . . . Betty Field has flown west to play the feminine lead in "Of Mice and Men" for Hal Roach. That means ultimately UA, of course . . . John Grierson and Robert J. Flaherty have been given honorary memberships in the newly organized Association of Documentary Film Producers.

*Jimmy Grainger passes on the word he has received an enthusiastic cable from Herbert J. Yates who tells of the receptions accorded Republic's cowboy star, Gene Autry, in London, Cork, Limerick and Dublin. According to the cable, over* 10,000 *stormed the Cinema Royal in Dublin to greet Autry . . . Back at their desks at the Altec home office are L. W Conrow, president, and Bert Sanford jr., district manager, from Gloversville; G. L. Carrington, vice-president and general manager, from Oklahoma and Texas; and Stanley Hand, staff representative, from an extended trip through the south. A. J. Rademacher, branch manager, is vacationing . . . Walter J. Hutchinson and the 20th-Fox foreign staff lunching at Jack Dempsey's with all the tourists . . . Jean Lenauer is getting all set to open the Filmarte, September* 11, *with "The End of the Day" . . Charlie Prutzman, Universal general counsel, has been so busy he hasn't had time to take the family vacationing. So when he left for the coast on business, Prutzman took the family with him on the condition they would amuse themselves.*

Howard Strickling, M-G-M coast publicity head, has followed in the footsteps of Dave Blum and gotten himself a chicken farm . . . Earl (Pinky) Wingart has relatives from Peoria in town and that's the reason he's seen at the Fair so much these days . . . Will H. Hays isn't expected back from Hollywood until after Labor Day . . . Harry Brandt can be seen around the Spa track these days. Brother Bingo paid him a weekend visit . . Joseph M. Schenck flew in from the coast the other day and was expected to return over the weekend. On the labor situation . . . Dave Palfreyman left over the weekend for a holiday at Lake James, Ind. It's golf and country air he's after.

*The Gene Pickers and Bill Moses spent the weekend at Lake George . . . Joe Felder, local Monogram branch chieftain, is back from Fitchville, Conn., where he spent his vacation . . . Harry Pimstein, RKO attorney, has finished another season of golf at Tupper Lake, N. Y., his vacation practice grounds . . Jerry Brandt expects to leave for the coast momentarily, having finally signed his deal with Monogram where he joins E. B. Derr as associate producer . . . John Nolan of the Comerford circuit was in town several days on the M-G-M deal, with Bob Lynch, Quaker City district manager for the distributor, sitting in . . . Harold Rinzler says he hasn't lost weight, although he looks as though he had, blaming the mirage on his physical development brought about by his golfing.*

Add these visitors to Paramount's Fair lounge: Nathan Levin, manager of the Dudley, Roxbury, Mass.; Maurice Streletsky, assistant manager of the Capitol, Allston, Mass.; David and Mrs. Payne of Lakeland, Fla., where Mrs. Payne is identified with the Sparks circuit . . . Ted Reed is due from the coast Monday, accompanied by Don Hartman who wrote the script for "What a Life" which Reed directed . . . Frederick Ullman jr., is due back from the west shortly. He's been arranging detail for several new Pathe shorts . . . Luncheon combinations; Martin Smith and Dave Palfreyman; Grad Sears, Bill Rodgers and Abe Montague . . . Gabe Hess returns from a vacation at Murray Bay the end of the month . . . Joe Mazer, formerly with Republic, has joined Variety Film Distributors . . . Jack Davis, who operates a number of newsreel theatres in London, arrived on the *Britannic* Sunday . . . Arthur W. Eddy is on his way back to the coast by auto, having spent a vacation in Rhode Island.

*Leopold Friedman spent several days in Saratoga, joining Louis and Mrs. Mayer at the races . . . David Bernstein's summer hideout is Rangley, Me., where Sidney R. Kent used to spend the hot months . . . George Lynch, Schine buyer, was a Main Stem visitor during the latter part of the week . . . Betty Field, Broadway actress, flew to the coast Thursday via TWA to appear in Hal Roach's "Of Mice and Men" . . . The Samuel Goldwyns are back on the coast, having escaped the local humidity just in time . . . Louis Silvers, musical director for 20th-Fox, left for the studios the latter part of the week after returning from a European vacation . . . Nicholas M. Schenck is expected to make at least two visits to Saratoga before the racing season draws to a close . . . Martin G. Smith, Toledo exhibitor, spent a few days here, met Mrs. S. in Baltimore, Friday night, and spent the weekend with Abram F. Myers at the latter's home on Gibson Island in Chesapeake Bay.*

Loew notes and high ones: Anna D. Ellmer, Oscar Doob's right-hand bower, who is celebrating 25 years with Loew's, is vacationing at Lake George . . . Eddie Dowden cut his vacation short to handle ballyhoo details for the reception of Mickey Rooney and Judy Garland . . . Ben Simon, Loew's Metropolitan manager, is finding



—Metropolitan Photos

## Eastern Production, a Rare Sight—

*Because it is, it makes this photograph newsworthy. The occasion is the second of Pathe's "Information, Please" shorts. John Kieran is listening to Franklin P. Adams, the latter behind cupped hands. Then, Oscar Levant eyes Clifton Fadiman—he's on his feet—as Gene Tunney, guest, smiles.*



## *Before They Sailed for the Other Side—*

—Photo by Cosmo-Sileo

*On-the-boat scene as Gene Autry, in white, sailed for personal appearances in Europe. Next to him is his wife. In the Homberg is Herbert J. Yates of Consolidated and very much of Republic.*

Scroon Lake, N. Y., a pleasant vacation spot . . . Joe Vogel is making a tour of the Loew-Poli New England houses, personally supervising Rooney-Garland personal appearances . . . Gene Murphy of the ad staff has quite a sunburn, according to latest reports from Fire Island.

*Gangplank Notes: Little excitement over the* Queen Mary *sailing except in Harry M. Warner's suite where a number of home office executives and friends came to say goodbye. Mrs. Warner arrived a half hour ahead of her husband who later hurried up the gangplank accompanied by his brother, Major Warner, and Sam Schneider. It must have been something important because Warner closeted himself with J. D. Hazen, Warner counsel, in a serious conversation right up to sailing time. Waiting around were Joe Bernhard, Jake Wilk, Jules Brulatour and his wife, Hope Hampton; Mrs. Schneider, Bill German, Al Manheimer, Al Levy, Joe Hummel and, as usual, dependable Karl MacDonald who took care of all the arrangements. Max Milder and his wife, and Max Gumpel, manager of Denham laboratories in London, came up from their staterooms to say hello. Press of business caused J. Robert Rubin to cancel his passage at the last minute.*

The New York Film Board is getting a new coat of paint. In the meantime, Seymour Peyser is vacationing in Maine, and Josephine Langfelder is enjoying the cool sea breezes of Long Island. Florence Mendelsohn is back from a sojourn in the Poconos . . . Business took Louis Phillips to Chicago for a few days . . . Benjamin Knoble is another who left New York on a business trip . . . A note from Walter Gould who is in Rio de Janeiro. He writes that he finished "Grapes of Wrath" by the time he reached San Juan. Otherwise, it was a delightful flight, smooth and uneventful . . . Lawrence Tibbett was host at a dinner Wednesday night for the Hollywood committee of the Screen Actors' Guild. The party included Ralph Morgan, Olivia de Havilland, Binnie Barnes, Jean Muir, Lucile Gleason, Edward Arnold, Mischa Auer, Wayne Morris, Henry Hull and Larry Steers.

*Eddie O'Connor, M-G-M manager in Cuba, is visiting the home office and renewing acquaintances . . . Budd Saunders, son of the M-G-M western division head, has succeeded Stan True in the handling of American Airlines accounts such as theatrical films and radio. True is now in charge of the Hollywood office . . . George Skouras says business in his theatres this summer is worse than in* 1932 *. . . S. Mixson of Gainesville, Fla., and Gene Peffley of Richmond, Ind., dropped into the Paramount World's Fair lounge the other day . . . RKO had a host of visitors, including Richard Lutter of the Warner-Saxe Egyptian, Milwaukee; R. Mayworm of the Milwaukee, Milwaukee; Stanley Staskevich jr., Hollywood, Hollywood, Cal.; Henry Stefanik, Capitol, Los Angeles; Frank V. King, Midland, Newark, Ohio; William H. Rippard, Eaco and Lee, Farmville, Va., and Dan Wilkinson, Neighborhood, Richmond, Va. William Sistrom, the director, paid the home office a visit . . . J. Robert Rubin still hopes to sail for an European vacation soon.*

Ward Scott, 20th-Fox's midwest division manager, and Ben B. Reingold, St. Louis branch manager, are in town for home office talks . . . Water on the knee is responsible for the cane Dick Condon is using these days . . . Joe Vogel taking his life in his hands as he crosses Broadway against the lights to keep a luncheon appointment at Dinty Moore's . . . Audrey Davis, secretary to Eddie Zabel, is keeping her eye peeled for trade paper reporters who barge through swinging doors with reckless abandon . . . Harry Brandt is visiting his youngsters up at Maine . . . Lionel Toll left for Saratoga, Thursday, where he will spend a few days.

*Stuart E. Dunlap, general manager for Metro in South America, is on his way back to Buenos Aires, with Dave Lewis, Argentina manager, due here shortly . . . Col. Frederick L. Herron of the Hays office is vacationing, but the site of his country place is a secret . . . Running into Earle W. Hammons who says he will leave for the coast as soon as the lawyers finish whipping the papers in the Grand National deal into shape . . . Arthur Silverstone, brother of Murray, is visiting in Chicago for a few days . . . Another vacationeer from the Hays office is Joel Swenson who is enjoying the scenery at Greenwich, Conn. . . . Charles E. McCarthy planed in from the coast Wednesday excited over "The Rains Came" . . . Monroe Greenthal, teamed with Mrs. B. R. Theise, captured the mixed two-ball foursome at the Metropolitan course over the weekend.*

Louis Frisch, back from a three-week vacation at Ridgefield Springs, N. Y., where he recuperated from a serious throat operation, is making the rounds again with his partner, Sam Rinzler, and glad to meet up with old friends and associates . . . Charles Kessnich, M-G-M district manager with headquarters in Atlanta, is visiting the home office. Sam Sherman, Milwaukee branch manager; Jack Flynn, midwest district manager with offices in Detroit, and Frank Hensler, Kansas City branch head, returned late in the week to their territories after finishing up with National Theatres buyers on a new three-year franchise . . . Irving Moross, Columbia attorney, has gone to Lake Kokomo, Pa., for a vacation, and Abe Schneider, treasurer of the same company, is back from a week in the Adirondacks.

*Maurice Sloman of Hoyts is still on the coast and will sail for Sydney, Australia,*

(Continued on page 44-D)



—Photo by Cosmo-Sileo

## *Flynn, Ascot and All—*

*Errol hits the town from Hollywood. He's on a three-month vacation, having finished "The Private Lives of Elizabeth and Essex." Next for Warner is "The Sea Hawk." In New York, he removed his dark glasses for the photographer. In Chicago, he didn't. He also walked out on interviewers there and was rapped accordingly in Windy City newspapers.*

# Special Hearings on RKO Common Price

NEW YORK — Federal Judge William Bondy declared Friday he was unable to reach an opinion as to whether the price of $4 per share for new RKO common is fair in connection with the Atlas underwriting agreement and is sending the entire proceedings to George W. Alger, special master, to hold hearings to determine the price. He also is calling on the Securities Exchange Commission to submit an opinion.

Argument at the hearings held during the week centered on the fact minority interests insisted Atlas would make too much money from underwriting at a $4 a share figure. Opponents suggested figures ranging from $4.50 a share to $10 a share.

Among those objecting are the firm of Kummel and Rosenberg, representing $175,000 of debentures; Abraham K. Webber, for a stockholder; John S. Stover, for a stockholder; H. B. Spring, for himself as a debenture holder, and Russell McKirk, vice-president of Farley and Company, holders of 101,000 of bonds. McKirk's argument was the most impressive, as he presented letters from Atlas to its own stockholders showing a tentative valuation of RKO common at $5.37 a share. Judge Bondy appeared impressed with the argument and requested a memorandum from McKirk.

Hamilton C. Rickaby, representing Atlas, placed George Leib, investment banker, on the stand to testify that his firm would not pay $3 a share for the stock. A number of the larger interests also spoke through representatives, approving the agreement.

Rickaby, however, withdrew his former statement that Floyd B. Odlum would accept any figure set by Judge Bondy no matter what it was. The attorney confessed himself in error in making that statement.

## *Leslie Howard Sued for Alleged Breach of Pact*

HOLLYWOOD — United Players Productions, Inc., has filed suit in superior court against Leslie Howard seeking $91,128 damages for alleged breach of contract. The plaintiff also is asking for an injunction to restrain Howard from acting for any other film company.

Howard is supposed to have signed a contract in 1935 to appear in "Bonnie Prince Charlie."

## *Yugoslavian Manager Is Warner Contest Winner*

NEW YORK—Richard Richter, Warner manager for Yugoslavia, is the first prize winner in the European Exploitation Contest for 1939-40 sponsored by Robert Schless, Warner managing director for Europe. Jack Kamras, manager for Finland, is the runner-up. Honorable mention goes to Dr. B. Jankolowicz, manager for Poland, and Victor Michaelides, manager for Greece.

## *"No Industry Monopoly," Joseph Schenck Asserts*

(Continued from page 37)

uck's recent observation in the *Saturday Evening Post* article about the life of a picture as three months, Schenck asserted that Zanuck is an excellent producer and not a business man and should not make statements of this kind "because we get revenue from pictures a year to a year-and-a-half old."

As for the code, he said: "I understand it is very fair."

Reiterating his stand on cancellations, Schenck said: "If I had anything to say about it I would give one per cent cancellation. A man shouldn't buy pictures he does not want. If block booking were declared illegal," he commented, "a lot of theatres would be forced to close because theatres need pictures and they must buy a lot of them in order to keep up the supply. Exhibitors should not be allowed to cancel pictures. Anyway, they do not pay too much for them."

The 20th-Fox chairman revealed that he had lunch with President Roosevelt Thursday at Hyde Park, which was "purely social," and at which Schenck was presented a tablet on behalf of the infantile paralysis drive. However, he stated that at a meeting with Roosevelt sometime ago he (Schenck) had expressed the view the government should not interfere with business "but the President differs with me and believes it should."

Schenck then figured if theatre divorcement should come, 20th-Fox would benefit, the divorcement bringing about conditions which would result in getting more money for product.

"Divorcement wouldn't do us a bit of harm," he said. "This doesn't mean the government has a right to do it. I resent government interfering with my business. I want to run my own business even if the government may be better managers," he added.

The current 20th-Fox program has been completed and the company will spend about $25,000,000 next season, which Schenck said "is about what we have been spending."

The executive was not perturbed over the current IATSE situation, declaring "it is bunk that actors will strike at the studio." He pointed out that the ten-year contract signed two years ago with the Screen Actors Guild precludes strikes. He admitted he was in sympathy with the actors and could not see why the American Federation of Labor gave the American Federation of Actors an IATSE franchise when it had one with Actors Equity.

He also added that working conditions under the new IATSE five-year contract had been agreed upon with John Gatelee for the IA and that the pact being drawn provides for annual agreement on wages. There will be no closed shop, as the IA agrees with producers that they must respect contracts made with other crafts, he said.

As head of the producers association, Schenck said he was charged with doing all the disagreeable work. "I'm a man who doesn't seek publicity, and it is forced upon me occasionally," he observed.

Then pressed by newspaper reporters on the William Bioff situation, Schenck admitted that a $100,000 loan was made and paid off. Persistent questions on that situation brought about this: "You fellows are looking for dirt and I haven't any to dish out." Schenck was surprised to learn of a pamphlet being distributed by the AAAA dealing with Bioff's record.

An added reason the Screen Actors Guild cannot strike, said Schenck, is that the organization is not a labor union but a corporation with which the producers have made contracts. As far as the stagehands union is concerned, he said a clause in their pact provides a ten-day notice before a strike. "We accept no ultimatum from anybody," he concluded. "The only reason we made a deal with IATSE was because we had one previously."

# Reserves Decision on Suit Dismissal Bid

NEW YORK—Federal Judge Edward A. Conger has reserved decision on applications of Paramount Pictures, the officers and directors of the company, American Telephone and Telegraph, Western Electric, and Erpi, the most important of which was to dismiss the $30,000,000 minority stockholder action brought by Frank Jablow and Sam Acker.

The defendants claim that, under rule 23-B of the federal rules of civil procedure, no stockholder may sue for damages on an action which occurred prior to his acquisition of his stock. Since the plaintiffs in this case acquired their stock in 1937 and most of the allegations of the complaint precede that date, it is the contention of the defendants that the complaint is not a proper one.

Other applications were to force the plaintiff to state separate causes of action, to dismiss portions of the complaint as redundant and impertinent, and for a bill of particulars.

It was disclosed the defendants intend to rely for their defense on decisions of Federal Judge Alfred C. Coxe in approving their plan of reorganization in 1935 and that no stockholder may bring an anti-trust action in an accounting.

The plaintiffs are hopeful of securing an early fall date for trial of the action, which claims waste and mismanagement and asks dismissal of all responsible officers.

## *Fox Trustees Removal Request Is Denied*

NEW YORK—Federal Judge John C. Knox has denied the applications of the Trust Co. of Georgia, appealing Fox Theatres' creditor to remove Milton C. Weisman and Kenneth Steinreich from office, to appoint a new trustee in place of them and to prevent them from dealing in Fox Theatres securities.

The judge declared the federal court has no jurisdiction over the matter as the case has been removed to the supreme court. He also declared that, in the denial, he was not passing on its merits.







## *Flashback to the . . .*

*For instance, above left, are Charlie Smakwitz and Roy Haines of Warner. The man on the golf course and with the funny hat is James Ross Grainger, president of Republic. At the extreme right is a group including E. A. Golden, Monogram, vice-president; Willard S. McKay, attorney for the Schines; Frank Boucher, a Schine district manager, in the white suit, and Grainger, this time in more normal attire.*

## *Schine Convention—*

# ALBANY

WARNER'S Utica managers were here for a Monday huddle with Charles E. Smakwitz, district director . . . Nat Levy, RKO Philadelphia manager, and Herb McIntyre, district manager with offices in Boston, were callers at the local branch. Margaret Buckley, assistant cashier of RKO, is on vacation.

*Son of Louis Klein, operator of the Hunter in Hunter, died . . . Sam Davis, of Phoenicia, Phoenicia, has many fishermen among his summer patrons. Davis operates part time during winter and full time in summer . . . Lou Bucken, Amenia exhibitor, and wife have returned from a round robin to World's Fair in New York and Golden Gate Exposition in San Francisco.*

Jim Papayanakos will redecorate the Gralyn in Gouveneur. Potsdam is another of his stands. Brother Alex holds forth in Canton . . . Ben Hobbs runs the Dannemora in Dannemora four nights a week . . . Joe Sternberg of the Franjo, Boonville, owns a boat and does a lot of fishing in the Thousand Islands area.

*Sol Edwards, Grand National division sales manager, stopped briefly at Saratoga . . . Alan Jones, booker for Mitchell Conery, was on Filmrow . . . Virginia Sawyer, secretary to Arthur J. Newman, Republic manager, vacationed in old home town, Whitehall . . . Mrs. Paul J. Richrath and son, Paul jr., were at Saratoga for a day's racing. Richrath sr. is Grand National branch boss.*

Bill Murray, Grand National booker, emulated the busman, on a weekend in Boston. He visited the exchanges, including 20th Century-Fox, where brother Norbert works.

*Arthur M. Loew is a Saratoga Springs cottager. He arrived in his private plane for racing season . . . Saratoga, Schenctady and Albany papers front-paged story that Louis B. Mayer was withdrawing his horses from California competition and was leaving for Saratoga. L. B. was a big purchaser of 1938 yearlings at the Spa.*

Proctor's, Fabian's ace house in Schenectady, advertises "good seats" 'til 5 p. m. Saturdays, and child always 10 cents. State, Fabian's other first run, has an all-seat scale of 25 cents for adults and 10 cents for children, Saturdays.

# *Crescent Target in Third of Gov't "Local Trust" Suits*

WASHINGTON—Carrying out his policy of "hitting 'em hard and often," Assistant Attorney General Thurman Arnold, government trust-buster, has filed the third of a series of suits for dissolution of large independent exhibitor chains, this time directing his fire at the Crescent organization.

Filing a petition in equity in the district court for the middle district of Tennessee, August 11, the department of justice named as defendants the Crescent Amusement Co., Inc.; Cumberland Amusement Co., Lyric Amusement Co., Inc.; New Strand Co., Strand Enterprise Corp., Rockwood Amusements, Inc.; Cherokee Amusements Co., Inc.; Kentucky Amusement, Inc., and Muscle Shoals Theatres, Inc., together with their officers and directors, on the ground the organization, together with major producing companies, was restraining trade in the distribution of motion pictures in Tennessee, Kentucky, Alabama and parts of Mississippi and Arkansas.

The petition seeks dissolution of the circuit and rearrangement of its properties in several separate and independent corporations in such manner as to create competitive conditions, injunctions against the practices resulting in the alleged monopoly control and its oppressive exercise, and an injunction against the acquisition of additional theatres or financial interests therein.

Also named in the petition were Paramount Pictures, Inc.; Paramount Film Distributing Corp.; Loew's, Inc.; Radio-Keith-Orpheum Corp.; Universal Pictures Co., Inc.; Universal Film Exchanges, Inc.; 20th Century-Fox Film Corp.; United Artists Corp.; Columbia Pictures Corp.; Warner Bros. Pictures, Inc., and Vitagraph, Inc., which the department asked be enjoined from licensing pictures except on a local competitive basis.

As in the dissolution suits filed against the Griffith Amusement Co. on April 28, last, and Schine Chain Theatres, Inc., August 7, the department of justice charged that while the operations of the Crescent circuit "are not nation-wide, its effect upon the independent theatre owners in its area of operation is substantially similar to that of the major producing companies within the area of their operations," it was explained in a formal announcement of the filing of the petition. "Because of the control by this chain of a large number of theatres," it was alleged, "it is able to make blanket contracts for all desirable pictures for all of its theatres without competing with local independent exhibitors."

With the filing of two suits against exhibition circuits within a single week, the department was seen as geared up for its avowed plan of fighting monopoly by bringing a number of suits in various sections of the country at the same time, all based on the same grounds. The current series of suits are held to be necessary complementaries to the suit pending against the major companies in the New York federal court.

Thus far, the department has covered operations in 12 states, the Griffith circuit operating in Oklahoma, Texas and New Mexico, and the Schine chain having houses in New York, Ohio, Kentucky, Maryland and Delaware.

# United in Intent to Battle Rental Tilt

PHILADELPHIA—Both exhibitor organizations, Allied and UMPTO, are considering a battle against the current increases in film rental prices.

At a special board of managers meeting of UMPTO, Lewen Pizor, president, announced that a survey by a committee discovered that every distributor, major and independent, was asking higher rentals this year. The investigating committee is mapping a campaign against higher prices, he said, but would not reveal what form it will take.

Meanwhile, UMPTO members are cautioned to go easy on contracting for films until the committee reports at a meeting September 2.

Pizor also reported a successful drive to organize exhibitors of the Lykens Valley region at a meeting in Lycoming, Pa. He discussed results of a conference in Washington with Secretary of Commerce Harry Hopkins, which was attended by Ed Kuykendall and other leaders.

Allied officers presented results of a comparison study of 1938 and 1939 product deals at a membership meeting. A plan of action was discussed.

## *Trustee Asks Court to Cut Six RKO Claims*

NEW YORK—Irving Trust Co., as trustee of RKO, has petitioned the federal court to allow it to reduce six claims filed against RKO in the amount of $2,241,463 to $411,695 and allow them in that amount. Judge William Bondy set Friday, as the date for a public hearing of the application.

The first claim is that of Alfred E. Fiegal filed for $24,061 for breach of billboard advertising to be reduced to $11,629 and allowed as an unsecured claim. The second is that of the Criterion Advertising Co. for the same cause with a $404,686 claim reduced and allowed as an unsecured claim as $314,333.

The claim of the Chemical Bank and Trust Co., as trustees prior to RKO's receivership, under the July 1, 1931 collateral note indenture for $4,568 is allowed at that amount as a preferred claim. The claims of the Orpheum Theatre Co., Ltd., for $124,083 and that of the Publix Indiana Corp., for $1,602,900 which were assigned to the RKO Orpheum Corp. were expunged in December, 1938. RKO Orpheum had released the parent company from any liability.

The last claim is that of the U. S. National Bank of Denver based on a guarantee of the principal and interest on the mortgage bonds of the Denver Orpheum which was filed and allowed at $81,165 as an unsecured claim.

### Alliance to Popular

NEW YORK—Budd Rogers, vice-president and general manager of Alliance Films, has sold the New England franchise to Popular Pictures of Boston, owned by Ben Rogers.

## *Capitol Zone WB Managers Hold Parley on Product*

WASHINGTON—Warner theatre managers in this zone gathered at the Mayflower Tuesday in annual meeting to discuss forthcoming product. John J. Payette, zone manager, conducted the session.

Robert Smeltzer, Warner district manager, represented the distribution department and outlined his company's lineup. Frank La Falce, advertising head of the theatre zone, undertook an analysis of product from other sources. Speakers included George A. Crouch, assistant zone manager; Guy Wonders, Maryland district manager; Nat Glasser, Virginia district manager; A. Julian Brylawski, in charge of real estate; C. E. McGowan, contact manager; Louis Ribnitzski, booker; J. Alton Pratt and Walter Pettus, in charge of projection and sound, respectively. The group went on an outing Wednesday at Annapolis Roads. Managers of all exchanges in Washington attended as guests of Payette.

Managers present were: Fred Thomas, Earle; Charles Grimes, Metropolitan; Robert Etris, Ambassador; James Glennon, Apollo; Theodore Lohmeyer, Avalon; Nelson Smith, Avenue Grand; Alan Bachrach, Calvert; Maynard Madden, Central; Sidney Hoffman, Colony; Ernest Wells, Home; Claude Land, Kennedy; Henry Coon, Penn; Le Roy Sherman, Savoy; Raymond Burch, Seco; Lawrence Snoots, Sheridan; Wm. Cleveland, Takoma; James Root, Tivoli; Walter Cersley, Uptown; Earl Heatwole, York, all of Washington; Rodney Collier, Stanley, Baltimore; Ted Crowther, Opera House, Frederick; Jack Forney, Tivoli, Frederick; Joseph Cumiskey, Academy, Hagerstown; George Payette, Maryland, Hagerstown; Lou Kusner, Apollo, Martinsburg; Henry Clark, Arcade, Waynesboro; C. H. McKinney, Masonic, Clifton Forge; Don Nichols, Virginia, Harrisonburg; Ralph Daves, State, Lexington; Frank Shaffer, Dixie and Strand, Staunton, and Lamar Keen, Capitol, Winchester; and Fred McMillan, the Silver, Silver Springs, Md.

## *Kuhn Files Particulars In "Spy" Libel Action*

NEW YORK—Fritz J. Kuhn, as president of the German American Bund, has filed a bill of particulars in the federal court in connection with his $5,000,000 libel action against Warner over "Confessions of a Nazi Spy."

The bill gives particulars about the Bund's "Americanism," cites requisites for membership, and recites its constitution and purposes.

## *Defense Spending May Net Canal Zone Boom*

NEW YORK—Increased appropriations for the army and navy are expected to boom conditions in the Canal Zone, reports William W. Sullivan, 20th-Fox manager there. He says all the distributors are looking forward to a good year as a result of the added expenditures for national defense. Sullivan remains here for another two weeks for home office talks.

# Fox Creditors Seek "Recapture Suits"

CAMDEN, N. J.—Federal Judge John B. Avis has taken under advisement a proposal of seven creditors of William Fox, former producer, to institute "recapture suits" satisfy claims.

"At least $1,500,000 could be realized from the All-Continent Co. and $9,000,000 more from Fox debtors," declared Samuel B. Stewart jr., counsel for the Capital Company of California.

Stewart denounced a plan for settling the $55,000,000 in total claims for $600,000—a plan proposed by Hiram Steelman, trustee in bankruptcy for the Fox interests. He said the Fox firm owed his company $5,190,000, and that the "trustee is trying to force a settlement on the creditors instead of pressing recovery suits to increase the estate's assets."

"But," countered Elmer Brown, counsel for Trustee Steelman, "the creditors have come forward with nothing concrete to show where recapture suits would increase assets."

Thurman Hill, special assistant counsel for the U. S. treasury department, which has a $4,900,000 tax claim against Fox, told Judge Avis his department would cooperate with Steelman in any attempt to obtain revenue from debtors.

## *Protests "Anti-Labor" Tenor Of "Our Leading Citizen"*

NEW YORK—A nation-wide campaign against "Our Leading Citizen" is in store for the picture unless Paramount makes the changes requested in an open letter by Edward K. Kern, director of activities of Film Audiences for Democracy.

Addressed to Barney Balaban, the writer points out it is the conviction of the organization the picture is anti-labor. "We do not believe that it will serve the cause of democracy, or even an abstract Americanism," he contends.

The objections of the organization against the film are described in detail. Kern says the early portion of the film is a "demagogic attempt to curry favor for the underdog" and that "Comrade Peters is one of the 'phoniest' creations to have hit the screen in some time."

## *Charges Its Advocates "Murdered" Code*

(Continued from page 37)

the house committee. In the meantime, the only concern, silence the 'agitators,' and proceed in full enjoyment of their monopolistic privileges."

Reports from various parts of the country indicate that (a) shorts are still being forced, (b) the customary score charge is being added to the film rental, but not as a separate item, (c) distributors are demanding higher prices with a larger number of percentage pictures, and (d) distributors are waiving guarantees in order to exact preferred playing time, according to the bulletin.

# PHILADELPHIA

THE Stanley-Warner circuit will make another of its series of switches in house policy August 25, BOXOFFICE has learned. The Earle orchestra, on a visit to the Fox, comes back, bringing with it the Fox's vaudeville . . . The Fox goes back to its old policy of first runs with no flesh shows . . . And the Earle's three-hour show policy goes to the Capitol, with Herman Comer the new manager there . . . George Balkin is filling in at the Fox while Hal Seidenberg vacations. Marty Goldenberg, State, is boosting show dates between dads and daughters of the neighborhood as a build-up for "Daughters Courageous."

*Charley Goldfine has his old Falls Theatre up for auction and his new Alden is being advertised for sale . . . Christopher Carey, assistant at the Karlton, has a date at the altar September 9 . . . It's a boy for Iz Litwin, assistant purchasing agent at Warner . . . And a boy also for Jack Flynn, Warner city zone manager . . . Sam Crayder, Princess, is back from vacation, which he spent partly in the mountains and partly with his daughter, Elsie Finn, the* Record *critic.*

Everett Callow, Warner advertising boss, gives a lift to his weary assistants these blistering days by ordering a round of drinks (Coca Cola) at his expense . . . Winnie Mohan, secretary to J. Ellis Shipman, is back from her honeymoon as Mrs. Caulfield . . . Skip Weshner has moved into town—Rittenhouse Plaza—so he can keep a closer watch on things . . . Stanley-Warner is opening two new houses August 16—the State, Chester, Pa., and the Levoy, Millville, N. J. . . . Milt Young, Warner publicity man, cut short his vacation when his daughter, Patsy, caught a cold.

*Bill Hopkins, Metro shipper, has popped the question and got the right answer. The ceremony is this week . . . Emma Culbertson, Metro cashier, is getting her share of the Wildwood sun . . . Other Metroites on vacation—Mary Ginther, telephone girl; Frank Sculli, booker, and Ada Norvick, secretary of Ben Hayney . . . Florence Averell, secretary of Bob Lynch, Metro, and Kay Milner, secretary of Oscar Neufeld, Horlacher, show how versatile they are by filling in at the switchboard when vacations make the office shorthanded.*

Few exhibitors know that Walter Betts of the Ball, Millsboro, Del., is the famous Huck Betts who used to pitch for the Phillies . . . The Showmen Club's clambake has been called off. They had plenty of clams, but too many prospective clam-eaters were away on vacation . . . William Goldberg, Europa Cinemas, was in town from New York, visiting the Studio Theatre and the Variety Club.

*Dave Greenberg, Variety Club manager, was expected to leave the hospital last week after a siege of pneumonia, and to go to a convalescent home. His wife, Florence, was also reported on the recovery road . . . Benny the Bum's closed for the summer, first time in the nitery's career . . . Harry Chertcoff has taken over two houses in Middletown, owned by Aaron Palmer.*



## *Visitor From Virginia—*

*Willis Grist, manager of the Paramount, Lynchburg, Va., visits Paramount's Fair lounge in New York. With him are Mrs. Grist and their daughter, Virginia.*

## *Charges French Officials Aided in Film Smuggling*

NEW YORK—A federal grand jury has handed up a public presentation to Judge John C. Knox in the federal court, charging that the French Ministry of Foreign Affairs has permitted its diplomatic pouches to be used in the smuggling of commercial films into the United States. The charges were sent to Secretary of State Cordell Hull, by John T. Cahill, U. S. attorney.

It was charged Andre De La Varre, commercial photographer, known as "The Screen Traveler," during the summer and fall of 1938 took the pictures in Algeria, France, Holland, Hungary, Morocco, Switzerland and Tunis, and smuggled in 37,000 feet. De La Varre was held in $2,000 bail by Federal Judge Henry W. Goddard.

He is said to have approached the ministry about seeking a method of getting in the films duty free. The ministry presumably agreed to aid and nine packages were made of them and placed in diplomatic pouches for shipment on the *Paris*, leaving Havre Jan. 4, 1939. Because of their official nature, the customs officials did not open the pouches which were admitted duty free and the French Tourist Bureau then notified De La Varre who claimed the film, it is charged.

## *Rites for John J. Reilly*

NEW YORK—Funeral service for John J. ("Pop") Reilly, former stage doorman of the Radio City Music Hall, were held here. Reilly, who retired a few months ago when his son inherited a considerable sum of money from a patron of the theatre, was 70.

# WASHINGTON

PLANS for the exhibitor-sponsored testimonial to Universal were launched at a meeting held by Branch Manager B. B. Kriesler at the local exchange with all employes in attendance. Based on past performances, the local exchange group is determined to cop the top prize for the three-month period ending October 29 . . . Birthday greetings to RKO's Al Folliard . . . Bedford's Danny Weinberg vacationed at Virginia Beach recently and returned with the fish story that on one expedition his catch was sufficient to feed everyone in the hotel . . . Ellison Loth, Waynesboro, has returned from vacation.

*RKO's Agnes Turner is en route to the coast for her vacation by plane and train, with visits to Hollywood and Catalina highlighting her itinerary . . . Monogram's "Pat" Smith celebrated a wedding anniversary, August 4 . . . Eleanor Harper, UA, is getting set for her vacation which starts August 14 . . . RKO's Gladys Sweeney was pleasantly surprised to meet an old acquaintance on the train while en route to Arkansas, and by coincidence he also returned by the same train . . . Leonard Lee, Schoolfield, is having new seats installed in the Broadway, Danville.*

E. J. McEvoy, RKO's eastern and Canadian division manager, visited with Branch Manager Bob Folliard for a few days recently and hopes to return for the testimonial dinner for Al Lichtman . . . The 20th-Fox salesmen and bookers were awarded second prize in the recent short subject contest . . . Ira Sichelman, Fox booker, is still confined to his home with a severely sprained ankle which remains to be evidence of his having reached first base for once . . . Buck Wilder, Norfolk, and Grace Fisher, Cumberland, visited the Row.

*The New Universal Club held its annual outing August 5 at Bay Ridge . . . Tommie Taylor, UA shipper and Filmrow veteran, is convalescing from an operation at Sibley Hospital . . . RKO's Pete Whittington was presented with an 8½-pound boy, July 31 . . . Columbia's Rosalie Schwab is spending her vacation at Rocky Mount.*

Fred Rohrs, UA branch manager, has returned from a business conference in Charlotte, N. C. . . . Curtis Hildebrand just returned from a vacation that was spent mostly on the links . . . Grace Dyer, secretary to RKO's branch manager, is looking forward to her coming trip to New Jersey . . . Sam Tabor, Universal, is sporting a new car . . . Harry Bachman, Monogram's branch manager, en route to New York for a home office conference . . . Mary Janin, RKO, is suntanning at Virginia Beach.

## *Eastman Charges Agfa With Infringement*

NEW YORK—Eastman Kodak Co. in a federal court action charges the infringement by Agfa Ansco Corp. of its patent, "Method of Producing Motion Picture Film."

An injunction, accounting of profits and damages are sought.

# BROADWAY

(Continued from page 43)

*the end of the week . . . Cary Grant, Phyliss Brooks and Mrs. Erich Pommer were* Ile de France *arrivals early in the week, most of them coast-bound by this time . . . Jack Skirball, who says he has set a two-picture deal with Columbia, plans to leave for the coast Wednesday or Thursday . . . William Borack of Intermountain Theatres, Salt Lake City; Harold Buser, Roxy, Ottawa, Ill.; A. W. Lillie, Rialto, Greenville, Tex., and J. D. Mitchell, same theatre as Lillie, visited the RKO lounge during the week . . . William F. Rodgers spent the weekend with the missus, visiting their sons at a New Hampshire camp . . . Homar Harman of the Roxy is looking for a residential site in Jersey, a place with a lawn and a back yard where the kiddies can romp . . . J. J. Friedl and his son left for Minneapolis after another few days in town . . . John Manheimer, secretary of the ITOA, has gone to Ridgefield Springs for a vacation.*

Leo Cohen of Loew's leaves August 18 for the Wayne Country Club at Tyler Hill, Pa., where he will spend his two-week vacation . . . Hugh Huber, secretary-treasurer of Hal Roach Studios, is back on the coast after a 10-day visit here . . . Paramount lounge visitors of the week included William N. Wolfson, manager of the Paramount, Montgomery, Ala.; Herbert Ettelson and his son, Julian, of the Lake Shore, Chicago; Harry David, Paramount partner in Salt Lake City, and William Borach, booker for the circuit . . . And at RKO: M. S. Hirlekar of the Indian M. P. Congress, Bombay, India, and M. D. Blieden of the Forsythe, East Chicago, Ind. . . . Hussein Yateem, who says he operates the only film theatre on the Bahrein Islands, in the Persian Gulf, is visiting these parts and contends the Arabs prefer Arabic films and the Indians their own, both classes showing a distaste for American films. He tells the story when he exhibited "Modern Times" the natives called Charles Chaplin "a crazy infidel who could not even talk."

*Jack H. Hoffberg left for the coast Thursday on the first lap of a six-week cross-country tour. Flying is out, he said before entraining, due to objections from the missus . . . More out-of-town exhibitor visitors of the week at RKO, included Earl H. Zimmer of the Weedsport, Weedsport, N. Y.; Eugene Venne, manager of the Radio, Longueuil, Quebec; M. A. Markley of the State, New Castle, Pa.; Walter P. Wilson, resident manager of the Capitol, Edmonton, Alberta, Canada . . . Natalie Hammerstein of Loew's is back from her vacation in Atlantic City . . . James R. Grainger flew to New Orleans, Wednesday, on circuit deals for Republic . . . Milt Kusell, lunching with Walter Reade jr. at the Astor, says he has closed a deal with the circuit for Paramount product and the Century negotiations are still on . . . Louis Nizer and his bride sailed over the weekend for a honeymoon in Brazil.*

### Adds New Censor

PHILADELPHIA—Gov. Arthur H. James has announced the appointment of Mrs. Beatrice Miller as assistant state censor.

## *Gotham Exchange Union To Make Wage Demands*

NEW YORK—Within the next few weeks, delegates of Local B-51, exchange employes' union, will make demands on distributors for increases, it is learned. The current contract expires in November.

The men who walked out in the strike which tied in with local operators some months ago have yet not been awarded the two weeks' salary which they have been claiming. Indications are they will not get the back pay because the walkout was in sympathy with Local 306 and not as a result of B-51 differences with exchanges.

### Theatrical Union Re-elects Officers

NEW YORK—The United Theatrical and Motion Picture Workers of America, an independent union of motion picture operators and stagehands, marked its seventh anniversary by reelecting the entire slate of officers.

Union officials are: Bernard Deckoff, president; Freeman Horner, vice-president; Alexander Roth, business agent; Peter Waxberg, secretary; William Marom, treasurer; J. Rockman, sergeant-at-arms, and James Coyle, Edward Palone and Rudy Palone, executive members.

## • REVIEW FLASHES •

**NEW FRONTIERS (Republic)—A seed of dramatic conflict flourishes here as the ranchers battle the attempt of the state to take over the valley to build a dam. With the Three Mesquiteers leading the way, there is considerable doings toward the latter portion of the film. But the story doesn't maintain itself and tends to slow up the action. George Sherman directed.**

**PORT OF HATE (Metropolitan)—Tropical adventure done in the manner of the old melodramatic school. Little here in the way of entertainment. It is a poor effort about the discovery of an oyster-bed rich in pearls and the subsequent attempt of two unscrupulous capitalists to locate the site. Polly Ann Young, sister of Loretta, heads the cast. Harry S. Webb directed.**

**WHEN TOMORROW COMES (Univ)—Reuniting Charles Boyer and Irene Dunne in a tender romance which will add substantially to their popularity stature as screen lovers. Picture is carefully and unstintingly produced, which fact, coupled with the established drawing power of the star combination, should assure it solid patronage. John M. Stahl produced and directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# BALTIMORE

TOMMY GOLDBERG, Walbrook, is taking pinochle lessons at Moe Cohen's Lexway . . . Ted Routson, publicity chief at the Hippodrome, is in New York buying costumes for the Baltimore Rockettes, who appear on the Hipp stage soon . . . Morris Shapiro, RKO, is a bachelor these days as his wife is in Atlantic City with her mother . . . Henry Hornstein and William Zell recently returned from Atlantic City . . . Leo Fleshman, recently on the staff at the Broadway, now is doorman at George Jacobs Goldfield . . . I. M. Rappaport, Hippodrome executive, is vacationing in Maine . . . There is a sign in Parkville, Md., a few miles above Durkee's Northway, which announces a new theatre will be built there.

*Wilbur Brizendine, Rialto manager, is off to Florida for two weeks . . . Harold Grott, Met, taking over at Rialto while Wilbur is away . . . R. Marhenke, Broadway, and John Novak, member of the house of delegates, went to New York to celebrate Maryland Day at the World's Fair, attending a banquet given by Grover Whalen . . . Cliff Jarrett, assistant manager at the Hippodrome, is sporting a new car . . . M-G-M pictures go into the York Theatre after a six-year absence.*

Ed Wyatt is back at the Preston after relieving Edward Kimple sr. at the Capitol during the latter's vacation . . . Tommy Fisher, doorman at the Broadway, announces his engagement to Dolores Biekich . . . Wm. Doyle, Met electrician, off on his vacation to Doylestown, Pa., then to Atlantic City.

*Morris A. Mechanic, president of the New, pulled a novel publicity stunt by inviting members of the amateur press club on opening night to review "Hotel for Women." Prizes were given for the best reviews and the first prize winner will have his review published in the* Baltimore News-Post . . . *Sympathy to Norman and Sidney Gladstone, Globe Poster, whose father died recently . . . The theatre league softball scores are as follows: Met* 4, *Apollo* 1; *Broadway* 14, *Century* 2.

Jean Rome, relief manager of Rome theatres, and Pete Rome, went on a fishing trip down the bay, getting seven rock fish weighing from 8 to 12 pounds.

*Al Cohen and wife, Pennington, are off to Virginia . . . Mr. George Mitchel, new chairman of the Maryland censor board, has arrived from the World's Fair . . . Report is that a theatre will be built on Eastern Ave., near the Grand, by Mr. Leivowitz.*

## *Trans Lux Net $39,126*

NEW YORK—Trans Lux and wholly-owned subsidiaries report a net of $39,126 for the six months to June 30, after all charges and income taxes. This compares with $90,590 for the same period last year.

Eastman Kodak and wholly owned subsidiaries show a net of $8,688,870 for the 24 weeks ending June 17, comparing with $7,051,673 for the identical period in 1938. Current earnings are at the rate of $3.43 on each of the 2,476,013 shares of outstanding common.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# *Proximity of Peace in Ranks Of Labor a Moot Subject*

Whether or not the dove of peace is hovering over Hollywood's warring labor battalions depends upon the perspectives from the various trenches occupied by the many factions involved in the complicated fight for control of celluloid workers.

From the standpoint of the producers and the powerful International Alliance of Theatrical Stage Employes, an announcement to the effect that a tentative five-year closed-shop agreement for five IA studio unions had been reached, and that contracts embodying terms of this agreement are being drafted, can definitely be considered a substantial step toward solution of the employer-worker problem—which for many months has been the highest hurdle in the path of harmonious production activity.

On the other hand, those aligned under the banners of the Screen Actors Guild and of the United Studio Technicians Guild are of the opinion that the befeathered harbinger of harmony is nowhere in sight.

### Returns Several Unions

The IA-producer agreement, covering propmen, grips, electricians, laboratory workers and technicians, brings back into the basic agreement those unions which withdrew more than a year ago when the IA voted to give them local autonomy. Schenck, however, reiterated his statement that negotiations with the IA will neither involve nor affect the status of any other contracts with other studio unions—specifically the American Society of Cinematographers and the SAG. It was considered significant in some quarters that, shortly before the IA-producer peace pact was announced, William Bioff, ex-IA representative on the Pacific Coast, arrived by air from New York.

Meantime developments along the SAG-IATSE front, in which the actors are fighting the IA's threatened jurisdictional encroachment, found an SAG committee flying to Atlantic City to present the Guild's case to the executive council of the American Federation of Labor. Also planing east was J. W. Buzzell, secretary of the AFL's local Central Labor Council, who bore with him a resolution adopted by the CLC calling for a general AFL studio strike, if necessary, to defeat the USTG, demanding a government investigation of the local National Labor Relations Board and the appointment of an unbiased NLRB regional director. The SAG continued circularizing strike petitions and gave a rousing sendoff to its Atlantic City delegation, which included President Ralph Morgan, Binnie Barnes, Mischa Auer, Larry Steers, Jean Muir, Lucile Gleason, Edward Arnold, Wayne Morris and Henry Hull. They planned to demand that the AFL declare invalid a charter issued to the American Federation of Actors by the IATSE, the AFA having been expelled from the Association of Actors and Artistes of America a short time ago.

President George Browne of the IA, also in Atlantic City, declared that if the 4-A and its affiliates call an industry strike, he will be forced to call a retaliatory walkout.

Further developments in the SAG-4-A-IATSE-AFA turmoil, included plans for a mass meeting to be staged August 13, attended by the SAG and other 4-A affiliates, with Melvyn Douglas named as chairman.

In the face of the obvious setback to the USTG's cause, Howard Robertson, chairman of the craft, declared the tentative IA-producer agreement "is not worthy the paper it is written on, for it violates not only the spirit but the letter of the Wagner act."

Of significance also was the disclosure that the NLRB has issued amended complaints charging eight film companies with unfair labor practice in connection with the Screen Writers Guild's fight for recognition. A new hearing will get under way August 17.

Other labor developments:

Signing of a contract with the Screen Directors Guild with Republic was expected as the SDG issued an ultimatum to the studio declaring it would accept no changes in the basic scale which has been accepted by every other major and most independent producers. Negotiations are being conducted by Frank Capra, for the SDG, with M. J. Siegel, Republic production head.

Despite the major labor problems, producers are still engaged in active negotiation with the Screen Readers and Screen Publicists Guilds, in which the setting of minimum wage scales remains the chief stumbling block. The United Office and Professional Workers Ass'n has opened a drive to organize unaffiliated studio office workers. All of the major studios and 27 independents have signed the new Society of Motion Picture Film Editors modified contract.

## *Studio-IA Pact Hits Snag*

**The new five-year contract between producers and the IATSE received a setback in a ruling by the national labor relations board that the pact is contingent upon the outcome of a board hearing, August 16, on the collective bargaining petition filed by the United Studio Technicians Guild. The board may order a general election of film workers.**

### Wanger Elected to Producer Association Membership

The board of directors of the producers association, which held a lengthy weekly session and emerged with the announcement of a tentative five-year agreement with the IATSE, also elected Walter Wanger, head of Walter Wanger Productions, to membership in the association.

Its time devoted almost entirely to the crucial studio labor situation, the Hays office nevertheless sponsored the usual monthly meeting of the studios' foreign publicity directors. The session was held at Paramount studio, however, instead of at the association offices, usual meeting place. Attending were Tom Petty and Geraldine Espee of the Hays office; Robert Vogel, Metro; Carl Schaefer, Warner; Norman Rivkin, Universal; Niguel de Zarraga, Columbia; Nick Ermolieff, RKO Radio; Fred Frederickson, Selznick International; Doc Bishop, 20th Century-Fox, and Luigi Luraschi and Edward Schellhorn, Paramount.

Charles C. Pettijohn, the association's general counsel, terminated a short stay in Hollywood by returning to New York en route to Europe.

## *New Lantz Cartoons*

"Adventures of Tom Thumb" and "Kittens' Mittens" have been placed in work as cartoon shorts by Walter Lantz. Being produced in Technicolor, they are for Universal release.

### Fenton's Next for Metro

"Days Before Lent," a story by Hamilton Basso, will be Leslie Fenton's next directorial assignment at Metro.

# Major Production Is Down Third Week

Major studio production has taken another nosedive for the third consecutive week, with the total in work standing at 36. Another seven are being prepared for immediate starts.

Columbia launched "Spookhouse" to raise its total to three. "Fast and Furious" got underway at M-G-M to hold that studio's total at six. Monogram is idling along with only one picture in production.

Harry Sherman gunned "Knights of the Range" as a Paramount release. At the same time the studio sent "Our Neighbors—the Carters" into the cutting room to emerge with a nine-picture total. The Gordon-Goetz unit at RKO Radio signaled the start of "Abe Lincoln in Illinois" on location. However, the recently-launched "Vigil in the Night" will be slowed for six weeks because of the illness of Carole Lombard. Five films are thus in work.

Republic, with one in production, listed no new starts. Twentieth Century-Fox has three in work, "Here I Am a Stranger" having been completed. Two of them, "High School" and "Too Busy to Work," are new starts. Universal reports a five-picture total, starting "The Tower of London" but finishing "Missing Evidence" and "Chip of the Flying U." United Artists is temporarily inactive with the completion of Walter Wanger's "Eternally Yours." "State Cop" is underway at Warner, which plant has seven in work.

### Studio Employment Rol's Holding Up

Dwindling production schedules during the past three months have, as yet, had no noticeable effect on the studio employment index, which finds most plants operating with larger-than-average summer payrolls. Twentieth Century-Fox's personnel, for example, currently numbers more than 3,200, a new high for the season, with no indication it is to be pruned. Furthermore, the number of construction workers used at Paramount for the last three months has broken all summer records, with an average of more than 700 listed on the daily call-sheet.

Leaving RKO Radio after a four-year association, P. J. Wolfson will join Columbia in November on a producer-director-writer ticket similar to his present contract with the former company. His present production is "Allegheny Frontier," now in work.

Releases from their 20th Century-Fox contracts have been secured by Robert Kellard and Richard Bond, featured players. Eleanor Harris has also left the lot, having completed her stint as a contract writer.

Ralph Byrd has obtained a release from his Republic acting contract after two years with the studio. He plans to freelance.

The Play's the Thing Productions unit, piloted by Gene Towne and Graham Baker, has added Don Ehlers to the staff as Towne's assistant. Ehlers is a nephew of George Schaefer, president of RKO Radio.

Don Racey has been promoted from M-G-M's accounting office to the post of assistant to Fred Gabourie, construction supervisor.

## Directorial Credits Correction

**Two errors in directorial credits were made in the reviews on current pictures printed in last week's issue of BOXOFFICE. Henry King directed 20th Century-Fox's "Stanley and Livingstone," while Tod Browning should have been similarly credited for M-G-M's "Miracles for Sale."**

## Second Douglas-Blondell Starrer by Columbia

Columbia will re-unite the Melvyn Douglas-Joan Blondell team in "The Incredible Mr. Williams," from a story by Sy Bartlett. Alexander Hall will direct for Producer Everett Riskin.

## Lesser's Last Breen

Sol Lesser has signed Erle Kenton to direct "Escape to Paradise," final Bobby Breen starrer to be made under his supervision before Lesser swings into action with his United Artists unit. Future Breen pictures for RKO Radio will be produced by Bernard Briskin of Principal Pictures.

# Cinémarks

David Niven has pulled out for New York, en route to England for a month's vacation . . . Director Theodore Reed and Scenarist Don Hartman are spending three weeks in New York gathering material for a forthcoming Paramount picture . . . The Masquers Club will hold its annual outing at the Uplifters' Ranch, September 10.

*

*Director James Hogan is scouting locations in Texas for his next Paramount assignment. He is accompanied by Horace McCoy and William R. Lipman, scripters . . . E. Y. Harburg, who collaborated on the music for Metro's "The Wizard of Oz," is off to England to stage a preview of the score for radio and band leaders. He plans a similar stunt in Sweden . . . Robert Vogel, head of Metro's international department, is vacationing in northern California . . . Newlyweds are Joseph Lyons of Metro's publicity art department and Helen Nagel of Pomona, Cal.*

*

S. Charles Einfeld, Warner advertising-publicity director, leaves August 18 on a two-week business trip to New York. In the east he will launch advertising and exploitation campaigns on three of the company's forthcoming big releases . . . Several hundred studio employes attended the Warner Club's annual outing at Catalina Island . . . Norman Reilly Raine has returned from the east to begin a new Warner writing assignment . . . Don King, Paramount publicist, is battling an intestinal flu attack at his home . . . Brenda Marshall, new Warner player, trained for New York, planning to vacation until September 15.

*

*Director Henry King has flown to New York in his private plane to pick up background shots for his next 20th Century-Fox assignment. Robert Webb accompanied him . . . Randolph Scott has reported to 20th Century-Fox after a short vacation in the east . . . Mrs. and Robert Z. Leonard are holidaying in San Francisco and at Yosemite.*

*

Gale Page has returned to Warner after a three-week vacation in Spokane . . . Norman Reilly Raine, Warner writer, pulled out for the east on a business trip.

*

*Mr. and Mrs. Lewis Stone have sailed to Honolulu for a two-month holiday . . . Leo McCarey is scouting locations around Colorado Springs for his next RKO Radio assignment . . . Universal has sent Maurice Pivar to the New York office with a print of "When Tomorrow Comes" for delivery to eastern executives.*

*

The Walter Lantz cartoon staff was handed a week's vacation with pay as a bonus for completing the entire 1939-40 Lantz lineup for Universal far ahead of schedule . . . Frank Capra returned from a vacation at Huntington Lake to begin editing his final picture for Columbia.

*

*To establish locations for Harry Sherman's next picture, Director Lesley Selander, Cameraman Russell Harlan and D. M. Abrahams, assistant director, planed out for Minden, Nevada . . . Betty Field, Paramount starlet, has returned to New York for a vacation.*

*

Sol Lesser is scouring the waters around San Diego for fish on a four-day vacation . . . C. Roy Hunter, head of Paramount's camera department, and his wife celebrated their 28th wedding anniversary by entertaining close friends and members of the immediate family at dinner at their home . . . Louis Lipstone, Paramount music chief, entertained Leonard Liebling, music critic and lecturer, and Dmitri Tiomkin at luncheon at the studio.

*

*Producer Paul Malvern and Trem Carr have flown to Tunnel Lake, in the High Sierras, for a few days of trout fishing.*

*

Jack Jungmeyer jr. and Edith Skouras have pulled out for New York on a belated honeymoon, having completed their latest scripting chores for 20th Century-Fox . . . Leon Turrou, the ex-G-man who worked on Warner's "Confessions of a Nazi Spy," has checked in from a three-month tour of England and France in conjunction with showings of the picture.

# PROVED DEPENDABLE

THE proving period for Eastman's new negative films has been left far behind. With their special emulsion qualities reinforced by typical Kodak dependability, *Plus-X*, *Super-XX*, and *Background-X* are firmly established as successors to other notable Eastman films for the motion picture industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

## EASTMAN

**PLUS-X**
***for general studio use***

**SUPER-XX**
***for all difficult shots***

**BACKGROUND-X**
***for backgrounds and general exterior work***











## *At "Stanley and Livingstone" Premiere—*

*The scene: Grauman's Chinese Theatre in Hollywood. The people: Top right, Fred Fisher (Detroit auto body manufacturer), John G. Bryson, Mrs. Will Rogers, Mrs. Will H. Hays, Will H. Hays, Miss Ona Munson, Jesse Jones, Mrs. Fred Fisher. Lower right, Mr. and Mrs. Darryl F. Zanuck and Gregory Ratoff. Upper left, Kenneth MacGowan, associate producer of the film, and his daughter. Center left, Douglas Fairbanks jr. and his bride. Lower left, Joan Crawford and Charles Martin.*

# Ermine and Tuxedos Out of Moth Balls

Apparently formal premieres, at least for the time being, will continue to be the piece de resistance of the film citadel's social menu, necessitating overtime shifts for dress suits, ermine wraps, floodlights and autograph hounds.

Lavish local debuts were given 20th Century-Fox's "Stanley and Livingstone" and Universal's "When Tomorrow Comes" during the week, and a new candidate was added to the schedule with the announcement that Metro will premiere "The Wizard of Oz" locally August 15 at Grauman's Chinese Theatre.

The impressive guest-list for the "Stanley and Livingstone" premiere at the Chinese Theatre was headed by Mr. and Mrs. Darryl F. Zanuck, who hosted a theatre and supper party which included Mr. and Mrs. Jack Warner, Virginia Bruce and J. Walter Ruben, Joan Bennett and Walter Wanger, Lili Damita and Errol Flynn, Mr. and Mrs. Richard Barthelmess, and Mr. and Mrs. Douglas Fairbanks jr. Mr. and Mrs. Will Hays' dinner-and-premiere guests included Mrs. Will Rogers, Stewart McDonald—Federal Housing Administrator—and Mr. and Mrs. Jesse Jones, of the Federal Refinancing Commission. Other first-nighters included Henry King, who directed the picture, his wife and son; Paulette Goddard and Charles Chaplin, Linda Darnell, Alice Faye, Tony Martin, Margaret Lindsay, Ann Sheridan, Cesar Romero, Nicholas Nayfack, Mr. and Mrs. Kenneth MacGowan, the William Koenigs, Mr. and Mrs. Sol M. Wurtzel, hosting 16 guests, Sam Briskin, Milton Bren, Sam Engel, Robert Lord, Charles R. Rogers, Mack Sennett and literally scores of other notables in the film world.

A duplicate in magnitude was Universal's premiere of the John M. Stahl production, "When Tomorrow Comes," at the Pantages Theatre. Guests smiled their prettiest for the newsreels which covered the event, and said their "hellos" over the air, via a local radio station, prompted by Commentator George McCall. Headlining the guest list were Nate Blumberg, Cliff Work and Milton Feld, Universal executives. Other distinguished guests included Mae West and W. C. Fields, Edgar Bergen (without Charlie McCarthy), Dorothy Lamour, Mischa Auer, Joan Bennett and Walter Wanger, Ann Sothern and Roger Pryor, Mr. and Mrs. Stuart Erwin, Gail Patrick, Irene Dunne and a party of 20, Hal Roach, Charles R. Rogers and dozens of other production and creative names. Stahl, who has never attended a premiere of one of his pictures, preserved his perfect record by failing to appear.

Metro's introduction of "The Wizard of Oz," according to preliminary plans, promises to be equally brilliant. Producer Mervyn LeRoy placed reservations for a party of 60; Director Victor Fleming will host another large aggregation of first-nighters. Most of the cast, including Frank Morgan, Ray Bolger, Billie Burke and Jack Haley, as well as such Metro stars as Robert Young, Rosalind Russell, Florence Rice, Wallace Beery, James Stewart and Walter Pidgeon, and executives including Harry Rapf, John W. Considine jr., Larry Weingarten, Jack Conway, Robert Z. Leonard and others will be on hand.

# Progressives Marshal Energies for Autumn

Relatively quiet and inactive for the second consecutive week since the Hollywood Anti-Nazi League's gigantic "America's Secret Enemies" mass meeting, the film colony's progressive groups are apparently conserving their energies for renewed campaigns in the fall in the cause of liberalism.

The Motion Picture Artists Committee is sponsoring an exhibition of "Guernica," a painting by Pablo Picasso depicting the destruction of that Spanish city during the country's recent civil war. Patrons and patronesses include Dolores Del Rio, Paulette Goddard, Bette Davis, Cedric Gibbons, George Balanchine, Vera Zorina, George Cukor and other film celebrities.

After viewing a preview of Paramount's "Our Leading Citizen," the Associated Film Audiences registered a protest with the studio, requesting that certain sequences which it deems anti-labor be removed. Spokesmen for the AFA declared the film does not present a "true or probable picture of a strike situation." However, AFA representatives hastened to add that the script contains much laudable pro-democratic material which "softens the blow."

A recapitulation by liberal leaders here reveals that 141 Spanish children have been "adopted" by Hollywood studio workers. Warner studio employes are responsible for 108 of them. Another 25 have been "adopted" at United Artists, and eight are registered with "foster" parents at Paramount.

The HANL is sponsoring a showing of "Boy Slaves" and "The 400 Million," two widely-discussed sociological motion pictures, at the Filmarte Theatre, August 23.

## *Longest-Married Couple Search as Exploitation*

As an exploitation tieup for "Eternally Yours," Walter Wanger's publicity staff, under the supervision of John LeRoy Johnston, is undertaking a nation-wide search for America's longest-married couple. The winners will be Wanger's guests at the New York World's Fair, provided free transportation and special guides, and will be honored guests at the picture's premiere in that city.

## *Banker in Pictures*

Darryl Zanuck has dispatched Edwin Blum to Pikesville, Ky., to gather material for a screenplay based on the life of John Marvin Yost, banker of that community. Yost made a fortune by lending money to students, coal miners, farmers and others without security.

### Borrows Arleen Whelan

Republic has borrowed Arleen Whelan from 20th Century-Fox for the feminine lead in "Headline News," which Harold Young will direct.









## *When Hollywood Welcomed "Abe"—*

*Top left: Mary Howard, chosen to play Ann Rutledge in RKO's "Abe Lincoln in Illinois," meets "Abe," Raymond Massey, at the station. The other shots were gleaned from a press reception and cocktail party the studio tossed in the star's honor. Top, right: Maureen O'Hara and S. Barret McCormick, head of RKO publicity and advertising. Center: Charles Koerner, coast division manager for RKO Theatres; Ned E. Depinet, vice-president in charge of distribution, and Raymond Massey. Bottom: Raymond Massey; Max Gordon, producer; Robert E. Sherwood, author of the play and scenario; Harry Goetz, co-producer with Gordon, and John Cromwell, director.*

# Judell Shift; Other Indes Are Active

A shift in schedule by Ben Judell's Producers Pictures Corp. finds "Torture Ship," based on a Jack London story, now slotted for an August 14 start as the first in the company's 1939-40 schedule of 60 pictures, which will be distributed by the Producers Distributing Corp., also headed by Judell. This shoves "Wanted for Murder," which had previously been set as the company's initialer, back to second spot. Following at one-week intervals will be "The Sagebrush Family Trails West," first in a new western series featuring Bobby Clark, 13-year-old junior cowboy; "Hitler—Beast of Berlin," and "The Man From Oklahoma." All will be made under the executive supervision of Sig Neufield.

Judell's writing staff currently includes Robert Emmett, Harvey Huntley, George Sayre, William Lively, Carter Wayne and Sherman Lowe. The complete production lineup comprises nine "Four-Star Specials," four Jack London melodramas, eight "Tales of Billie the Kid" westerns, 23 action, mystery and horror melodramas, eight "Frontier Marshal" westerns, and eight "Sagebrush Family" films.

### GN Still Stalemated

Still stalemated as to its production future, Grand National's distribution setup is being revived with a new flow of product for the coming season, although the studio here remains idle, operating with a skeleton maintenance crew. Word was received on the coast that GN's president, E. W. Hammons, had closed a deal to distribute eight westerns and action features set for production in Arizona by the recently-organized Golden West Pictures, Inc., headquartering in Phoenix. At least four will be released during 1939-40, it was announced. First of the series, "Call of the Range," has been completed. All will be made in color.

Possibility of a GN distribution revival appeared stronger when Franklyn Warner, president of Fine Arts Pictures, planed for the east to reopen conferences with Hammons. Warner, who has had an on-again-off-again GN affiliation, will discuss a releasing deal for a series of 26 features, one already completed, in the Cosmocolor process. It is reported locally that his attitude will depend largely on Hammons' success in obtaining a requested $900,000 loan from Felt and Co., New York financiers, a substantial portion of which is required to re-man GN exchanges throughout the country.

Another erstwhile GN executive, Jack Skirball, is in New York setting releases for two pictures produced under the Arcadia banner, which company he heads, and is discussing plans for the filming of "Angela Is 22," the Sinclair Lewis play, which he will make in the east in association with John Wildberg. Skirball plans to produce at least two pictures for GN during the coming season, and will make a minimum of five features in Hollywood.

Details of the reorganization of Commodore Pictures, to be known henceforth as Samuel Bronston Productions, are being discussed in New York by Bronston in conferences with his financial backers. He has closed deals for the filming of several Jack London stories.

Amplification of the newly-formed Retsama Film Productions' plans discloses that the schedule will comprise a number of four-reel "featurettes," all to be produced in the Cinemachrome color process and designed for use in dual-billing situations. First of these, "Trail Blazers," goes into work August 15 with Geraldine Spreckels, socialite-heiress, heading the cast.

## *Steinbeck Approves "Grapes" Script*

**John Steinbeck has placed his seal of approval on Nunnally Johnson's shooting script of "The Grapes of Wrath," and the picture, on which Johnson will function as associate producer, is being prepared for an early camera start at 20th Century-Fox.**

## *"Out of Darkness" Will Be Welles Vehicle for RKO*

Orson Welles has selected "Out of Darkness," a sea story by Joseph Conrad, as the vehicle for his RKO Radio deal. Welles, who will star, produce and direct, is working on the screen adaptation in collaboration with John Housman and Herbert Drake.

## *"Vigil in the Night" Is Insured Against Delay*

The six-week delay in production of RKO Radio's "Vigil in the Night," necessitated by the hospitalization of Carole Lombard for an emergency operation, will cost the studio nothing, as it has been disclosed that the picture was amply insured against such eventualities.

## *Wm. B. Dover to Orsatti As a Vice-President*

William B. Dover has joined the Orsatti agency as a vice-president. He was an executive assistant to Darryl Zanuck at 20th Century-Fox for several years, during which time he negotiated most of the studio's contracts with important creative talent.

## *Making More Ad Room*

The present quarters of Paramount's studio advertising department will be doubled when a new addition, construction of which has just been launched, is completed. Cliff Lewis, studio advertising director, is supervising the expansion.

### "Mortal Storm" to Franklin

Sidney Franklin draws "The Mortal Storm," from the Phyllis Bottome novel, as one of his forthcoming production assignments at Metro.

# Johnstone Slated for Hollywood Huddle

Expected to arrive here late next week for at least two weeks of conferences concerning launching of the company's 1939-40 production schedule is W. Ray Johnston, Monogram president, who returned to New York recently from a trip to London. He will huddle with Scott R. Dunlap, production chief, and other local executives. Ralph Bettinson, Hollywood representative for Pathe Ltd. of London, who accompanied Johnston abroad, has checked back at the local studio. He conferred in London with William Gell, Pathe's managing director, concerning a Monogram-Pathe tieup in England, whereby two or more pictures are to be made by Monogram abroad for distribution by Pathe.

Lynn Farnol, United Artists exploitation chief, spent a week here huddling with Walter Wanger and John LeRoy Johnston, Wanger's publicity director, concerning advertising campaigns for the recently-completed "Eternally Yours." Farnol also spent some time looking over the newly-finished product of other UA producers, including Hal Roach, Selznick International and Samuel Goldwyn.

Combining business with pleasure, Louis B. Mayer, M-G-M's studio chief, trained out to spend a week at Saratoga, following which he continues on to New York for home office executive huddles.

Samuel Goldwyn returned to his studio desk after a jaunt to New York and Washington. He stopped off in Chicago to attend the opening of "They Shall Have Music," his latest production for United Artists, en route.

Sales campaigns on a number of forthcoming pictures, including "The Rains Came" and "Hollywood Cavalcade," brought Herman Wobber, 20th Century-Fox's sales head, to the coast. He conferred with Darryl Zanuck and William Goetz, and attended the preview here of "Stanley and Livingstone."

## *"Hello, Stranger" to Show Baby Sandy as Herself*

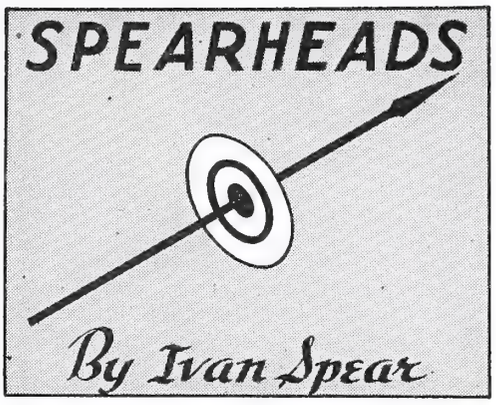
Next starring picture for baby Sandy Henville at Universal has been titled "Hello, Stranger," in which the infant actress will discard her male impersonation and appear as a girl. Hugh Herbert draws the chief supporting role. Producer-Director Charles Lamont rolls the film August 14.

## *Again Gets "Rangers"*

Paramount has assigned James Hogan to direct "The Texas Rangers Ride Again" and Hogan has pulled out for Texas to hunt locations. Picture will follow "The Farmer's Daughter," rolling August 28, on Hogan's slate as a Harold Hurley production.

### To Producer-Director Rank

Paramount has elevated Edward H. Griffith to producer-director status, with "South of Samoa" as his initial chore.




IN VIEW of his youth, Orson Welles is undertaking to fill a sizeable order in his RKO Radio contract which provides that he write, produce, direct and star in the picture he will make for that company. Only one other man in Hollywood, Charlie Chaplin, assumes a comparable amount of responsibility for the features he delivers. Additionally, there is Sacha Guitry, the French writer-producer-director-star, who does quadruple duty in the celluloid vineyards.

Judging from his splendid and meteoric record in the entertainment world, it is a reasonable assumption that Welles will fulfill his four-way assignment with satisfaction and distinction, an assumption which is crystallized by the very favorable impression the Broadway boy genius is creating in the film capital.

Incidentally, the outcome of Welles' first film production efforts may result in an epidemic of red faces among the local graybeards whose ponderous viewpoints and methods — usually accompanied by comparably ponderous salaries—are prone to over-emphasize the importance of Hollywood experience and minimize the possibility of benefit to the industry through the transfusion of new blood.

➞

*First publicity release to come from Fred Storm after his formal assumption of duties as Samuel Goldwyn's latest flack carries the following startling lead:*

*"It's the little things that annoy movie producers."*

*Such as changing publicity directors with every new moon?*

*Anyway, the Hollywood Anti-Nazi League won't stand for the Goldwyn department to be called Stormtroopers.*

➞

**Meow Department:**

**Hedda Hopper's comment on Elsa Maxwell's work in 20th Century-Fox's "Hotel for Women."**

➞

For a gal who combines acting with columning, Hedda certainly leads with her chin. In view of several recent Hopper observations, it will be interesting to watch what Louella Parsons has to say when she reviews her rival's work in Metro's "The Women."

➞

*The Hollywood Clipper, "Oldest Community Newspaper," is being circulated in new format.*

*It is not a trade paper for agents.*

➞

**Dog Bites Man Note:**

**Humphrey Bogart is cast in WB's "20,000 Years in Sing Sing."**

Says Howard Benedict:

"Approximately 500 pigeons were given screen tests to select fifty birds to appear in 'My Fifth Avenue Girl' . . . the birds had to possess a low, soft coo . . . "

For the rich they sing.

➞

*Salesmen for bomb-proof shelters should find an easy customer in Scenarist Dalton Trumbo, to whom Columnist Erskine Johnson credits the remark:*

*"Hollywood pays too much attention to directors. They are merely translators of the writer's work."*

➞

**Glamour comes to the sagebrush. Marlene Dietrich is cast in the femme lead opposite James Stewart in Universal's "Destry Rides Again." Great Garbo will wind up in the "Hardy Family" series yet.**

➞

Boris Morros is planning to produce "If I Were President," from an idea of his own.

With slight apologies to Frank Lloyd's "If I Were King." Or maybe it's the new democratic touch.

➞

*Latest and thus far unpublished Goldwynism:*

*Sam recently saw his first sun-dial, and observed, "What will they think of next?"*

# *Ardent and Arduous*

The tender passion ran rampant through the Hollywood preview scene—confined, of course, to the limitations prescribed by the well-known production code—with the two outstanding features debuting during the week finding their motivation and entertainment values in the love department. Both are made-to-order for those who demand large slices of romance on their celluloid bills of fare and both, consequently, should establish their imprints on the right side of the distribution and exhibition ledger.

Metro's "Lady of the Tropics" serves up a torrid story of exotic ardor in the "never-the-twain-shall-meet" vein which, with Hedy Lamarr and Robert Taylor as the lovers, should make boxoffices boil in every situation. The joint talents of Taylor and the glamorous Miss Lamarr are given a splendid opportunity in the well-executed screenplay by Ben Hecht, and Producer Sam Zimbalist and Director Jack Conway have united to present the foreign star to much greater advantage than ever before. It is a picture that will undoubtedly have the fans clamoring for a Taylor-Lamarr repeat, with every indication that revenue returns will make such a reunion a strong probability.

Not so torrid, but equally as entertaining, is RKO Radio's "In Name Only." Sparkling and sophisticated, smartly written by Richard Sherman from a novel by Bessie Breuer, this carries with it all the proven factors which have always insured wide patronage and acclaim. No less distinctive is John Cromwell's able direction, while Producer George Haight turned out a tailored vehicle which showed unstinting and intelligent plotting. A fine cast is headed by Carole Lombard, Kay Francis and Cary Grant, who divide the acting honors about equally.

* * *

Of three offerings in the rank-and-file category, two were contributed by Paramount.

Second in the "Fitch Family" series, "Night Work" was slowed down considerably as a comedy effort through a lagging screenplay and laboriously over-drawn characterizations—no fault, however, of either Mary Boland or Charlie Ruggles, whose past success has proved them worthy of better opportunities. George Archainbaud directed for Producer William H. Wright.

Spreading the hokum on with a heavy trowel, "Island of Lost Men" is a suspenseful jungle melodrama the exploitation possibilities of which should be plentiful. Kurt Neumann's direction is smartly attuned to the adventurous pitch struck in the screenplay by Horace McCoy and William R. Lipman. Picture served as the debuting vehicle for Eugene Zukor as an associate producer.

Somewhat overburdened with cliches, but possessing a satisfactory rating as lightweight entertainment, was 20th Century-Fox's "Quick Millions," newest in the "Jones Family" series. Vehicle conforms to the standards of the series in every detail and emerges as no worse, but no better, than its forerunners. Mal St. Clair directed for Producer John Stone.

## SCRIPTERS

**—Metro**
ALICE D. G. MILLER to "Smilin' Through," a remake, which Robert Z. Leonard will produce as a Jeanette MacDonald vehicle.
RICHARD ENGLISH to "Forty Little Mothers," which Harry Rapf will produce as an Eddie Cantor starrer.

**—Paramount**
S. K. LAUREN to "I Want a Divorce." George Arthur will produce.

**—Producers Pictures**
SHERMAN LOWE to "Mystery Express," from an original by Harvey Huntley.
GEORGE SAYRE and HARVEY HUNTLEY complete "Torture Ship," based on the Jack London story, "A Thousand Deaths."

**—Republic**
JOSEPH MONCURE MARCH and JAN FORTUNE teamed on "The Lady From New Orleans."
OLIVE COOPER teamed with JOSEPH KRUMGOLD on "Abraham Lincoln Boggs." Edward Ellis will be starred.

**—20th Century-Fox**
BARRY TRIVERS to "The City," an original by John Larkin.
FRANCES HYLAND to an untitled "Cisco Kid" feature, to star Cesar Romero.
DARRELL WARE to "He Married His Wife." Raymond Griffith will produce.
JOHN LARKIN to "The City," Lou Wertheimer has been assigned to produce.
KENNETH EARL and JESSE MALO to "Screen Test," designed as a sequel to "Hollywood Cavalcade."

**—Universal**
EVE GREENE to "Hello, Stranger," for Producer Milton Schwarzwald.
LESTER COLE to "Bad Company."

**—Walter Wanger**
KEN ENGLUND to "Send Another Coffin."
KATHRYN SCOLA to an untitled story which Archie Mayo will direct.
ROBERTSON WHITE to "World Cruise," which Tay Garnett will direct.

**—Warner Bros.**
MARIAN JACKSON to "The Last Bad Man," slated to star Dick Foran.
EARL BALDWIN to "Brother Rat and the Baby," from an original by Fred Finklehoffe and John Monks jr. It is a sequel to "Brother Rat."
JO PAGANO to "Bridge of Sighs."
FRED NIBLO jr. and DEAN FRANKLIN to "Santa Fe."
HOWARD KOCH to "The Sea Hawk," starring Errol Fynn; RAYMOND SCHROCK and ANTHONY COLDEWAY teamed on an untitled story for use in the "Secret Service" series starring Ronald Reagan.
JAMES HILTON to "The Miracle," forthcoming Bette Davis starrer, which will be produced in Technicolor.
CHARLES BELDEN teamed with LEE KATZ on "Timber Wolf," which will have Dennis Morgan and Gloria Dickson in the leads.

## *Hebert to Write on Film Publicity for Brittanica*

An exposition of motion picture publicity methods will be written for the Encyclopedia Brittanica by William Hebert, advertising-publicity director for Selznick International, as the first treatment of this phase of the industry ever to appear in the reference volume. Hebert has also been assigned to polish up the entire section on motion pictures. He conferred briefly on the assignment with Walter Yusy, editor-in-chief of the tome, who left for the east after a short stay.

## *To Meg Lawes Yarn*

Warner has assigned Lloyd Bacon to direct "Invisible Stripes," the Warden Lewis E. Lawes prison story, which will co-star George Raft and James Cagney. Picture rolls September 5.

### Cortez Draws "City"

Twentieth Century-Fox has assigned Ricardo Cortez to direct "The City," a Sol Wurtzel production. Based on an original screenplay by John Francis Larkin, it goes into work August 21.

# A Turn by "Hardys" Before Royalty

Leading members of Metro's "Judge Hardy Family" series, including Mickey Rooney, Lewis Stone, Cecilia Parker, Fay Holden and Ann Rutherford, have been booked as a unit for personal appearances before the King and Queen of England at the annual benefit sponsored by the British Cinematography Trade Benevolent Fund. They are dated to appear October 18, the trip having been okayed by Louis B. Mayer.

Rooney, meantime, has been teamed with Judy Garland in a series of p. a.'s in conjunction with openings of "The Wizard of Oz" in eastern key spots. They are accompanied by Roger Edens, voice teacher; Georgie Stoll, musical conductor, and Les Peterson of the M-G-M publicity department. Dates were arranged in Washington, New Haven and Hartford, to be followed August 17 by a two-week engagement at the Capitol in New York.

Shirley Ross, Paramount player, is scheduled to appear as guest of honor at the annual Fresh Air Benefit show to be staged by the *Toronto Star* in Toronto, Canada, August 23. Miss Ross will participate in a Canada-wide broadcast of the affair.

Having obtained a release from his Republic acting pact, Ralph Byrd is lining up a series of p. a. dates which will take him through the east and midwest.

## *Jeanette MacDonald Signs Two-Year Metro Pact*

A new two-year acting contract with M-G-M has been signed by Jeanette MacDonald, the pact allowing her to travel 25,000 miles each spring on concert tours. The singing star has abandoned plans for a fall tour and will, instead, co-star with Nelson Eddy in "Lover Come Back to Me," a Sigmund Romberg operetta, which goes before the cameras next month with Robert Z. Leonard producing.

## *Giannini Names Olesen On Community Drive*

Dr. A. H. Giannini, general chairman of the California Community Chest campaign, has appointed Otto K. Olesen head of the drive in Hollywood. Campaign gets under way late this fall.

## *Paramount Megaphone Is Handed Hugh Bennett*

Paramount has elevated Hugh Bennett, film cutter, to a directorship and has assigned him to "The Biscuit Eater," a Jack Moss production, as his first chore.

### "Timber Wolf" for WB

Warner has added "Timber Wolf," a logging story by Lee Katz, to Bryan Foy's production schedule. Dennis Morgan, Alan Hale, Ronald Reagan and Gloria Dickson are spotted in the leads.

## OPTIONS

**—Columbia**
ALBERT DUFFY, writer, given contract extension.
ROBERT KALLOCH held for another term as fashion designer.

**—Metro**
PAUL KAMB handed writing ticket.
JACK CHERTOK, short subjects producer, signs new term deal.
COREY FORD added to writing staff in the Milton Bren production unit.
JOHN HIGGINS and FREDERICK FAUST, writers in short subjects department, given new contracts.
WILLIAM THIELE, director-writer, held for another term.
JOHN NESBITT, shorts commentator and writer, handed new contract.
JOE YULE, burlesque comedian and father of Mickey Rooney, given three-year contract.
ED WESTRATE handed writing contract.

**—Paramount**
LEONARD LEE joins writing staff on term ticket.
LILLIE HAYWARD and FERDINAND REYHER join writing department.

**—Principal**
LUD GLUSKIN signed to direct musical score for "Everything's on Ice," Irene Dare starrer, which RKO Radio will release.

**—Republic**
BETTY BURBRIDGE, writer, held for another term.
HAROLD YOUNG signed on one-picture deal to direct "Headline News."
GEORGE SHERMAN given extension on his directorial contract.

**—Hal Roach**
RIAN JAMES signs writing ticket. He will adapt a Thorne Smith novel.
BURGESS MEREDITH and LON CHANEY jr. handed long-term acting contracts. Both are set for leading roles in "Of Mice and Men."

**—20th Century-Fox**
PEVERELL MARLEY, cameraman, given new contract after four years with the studio.
SIDNEY TOLER given new acting contract. He will continue as "Charlie Chan."
WALTER LANG, director, held for another year. His next is "The Bluebird," starring Shirley Temple.
KENNETH MacGOWAN given new contract as associate producer.
BINNIE BARNES, featured player, and DOROTHY DEERING, stock actress, held for renewed terms.
JOHN HOWARD LAWSON and DAVID BURTON, writers, given new contracts.
GEORGE BARNES, cameraman, held for another year.
RAMON ROMERO joins writing staff to develop an original for Producer Harry Joe Brown.

**—Universal**
HENRY KOSTER, director, held for another term.
RITA QUIGLEY, moppet actress, signed to term pact.
PEGGY MORAN given acting contract.

**—Warner Bros.**
ANN SHERIDAN given new long-term acting contract.
LUCILE FAIRBANKS given term acting contract. She is a niece of Douglas Fairbanks sr.

## *Assign Nunnally Johnson*

Nunnally Johnson has been assigned to produce "Scotland Yard," starring Warner Baxter, for 20th Century-Fox. Al Werker will direct. Picture starts September 11 from a script by John Balderston and William Drake.

## *Borrow Jon Hall*

Edward Small has borrowed Jon Hall from Samuel Goldwyn to head the cast of "South of Pago Pago," first on Small's 1939-40 program for United Artists. Production starts about September 1.

## *Team Signs Ludwig*

Gene Towne and Graham Baker have signed Edward Ludwig to direct "Swiss Family Robinson," first of the Play's the Thing Productions for RKO Radio release, which starts September 1.

# In The Making

| STARTING | WELL ALONG | COMPLETED | |
|---|---|---|---|
| **THE MAN TRAILER**—Charles Starrett, Bill Elliot, Dick Curtis, Iris Meredith. Producer: Leon Barsha. Director: Norman Deming. | **BLONDIE BRINGS UP BABY**—Penny Singleton, Arthur Lake, Larry Simms, Danny Mummert, Daisy. Producer: Robert Sparks. Director: Frank R. Strayer. Screenplay: Gladys Lehman. | **KONGA, THE WILD STALLION**—Fred Stone, Rochelle Hudson, Dick Fiske, Robert Warwick. Producer: Wallace MacDonald. Director: Sam Nelson. Screenplay: Harold Shumate. | COL. |
| | | | GN |
| **FAST AND FURIOUS** — Franchot Tone, Ann Sothern, Lee Bowman, Allyn Joslyn. Director: Busby Berkeley. Original: Marco Page. | **HENRY GOES TO ARIZONA** — Frank Morgan, George Murphy, Virginia Weidler, Ann Morriss, Henry Hull, Guy Kibbee, Porter Hall, Douglas Fowley. Producer: Harry Rapf. Director: Edwin L. Marin. Original: W. C. Tuttle. | | M-G-M |
| | **MURDER IN THE BIG HOUSE**—Charles Bickford, Barton MacLane, Dennis Moore. Producer: Scott R. Dunlap. Director: William Nigh. Original: Rev. Patrick O'Neil. Screenplay: Martin Mooney. | | MONO. |
| **KNIGHTS OF THE RANGE**—Russell Hayden. Producer: Harry Sherman. Original: Zane Grey. Screenplay: Norman Houston. | **THE LIFE OF VICTOR HERBERT**—Allan Jones, Mary Martin, Susannah Foster, John Garrick. Producer: William LeBaron. Director: Andrew Stone. Screenplay: Russell Crouse, Robert Lively.<br>**FEDERAL OFFENSE**—William Henry, Lyle Talbot, Anthony Quinn, Harvey Stephens. Producer: Edward T. Lowe. Director: Robert Florey. Original: J. Edgar Hoover. Screenplay: Horace McCoy, William R. Lipman. | | PARAMOUNT |
| **VIGIL IN THE NIGHT**—Carole Lombard, Anne Shirley, Helena Grand. Producer: George Stevens. Director: George Stevens. Original: A. J. Cronin. | **ABE LINCOLN IN ILLINOIS**—Raymond Massey, Mary Howard, Ruth Gordon, Dorothy Tree, Howard de Silva, Alan Baxter, Gene Lockhart, Elisabeth Risdon, Charles Middleton. Producer: Max Gordon, Harry Goetz. Director: John Cromwell. Original: Robert E. Sherwood.<br>**THREE SONS**—Edward Ellis, Kent Taylor, William Gargan, Barbara Pepper, J. Edward Bromberg, Alex D'Arcy. Producer: Robert Sisk. Director: Jack Hively. Original: Lester Cohen. Screenplay: John Twist. | | RKO RADIO |
| | **CALLING ALL MARINES**—Donald Barry, Helen Mack, Robert Kent, Leon Ames, Warren Hymer. Producer: Armand Schaefer. Director: John H. Auer. Screenplay: Earl Felton. | | REP. |
| **THE SIMPLE LIFE** — Stuart Erwin, Marjorie Weaver, June Gale, Chick Chandler. Producer: Sol Wurtzel. Director: William Beaudine. Original: William Anthony McGuire. Screenplay: Clay Adams, Leonard Hoffman, Hamilton MacFadden.<br>**SWANEE RIVER**—Al Jolson, Don Ameche, Nancy Kelly. Producer: Kenneth Macgowan. Director: Sidney Lanfield. | **TOO BUSY TO WORK**—Jed Prouty, Spring Byington, Florence Roberts, June Carlson, Andrew Tombes, Kenneth Howell. Producer: Sol Wurtzel. Director: Otto Brower. Screenplay: Stanley Rauh.<br>**HIGH SCHOOL**—Jane Withers, Marvin Stephens, Lillian Porter. Producer: Sol Wurtzel. Director: George Nichols jr. Screenplay: Jack Jungmeyer jr., Edith Skouras, Harold Tarshis. | | 20TH-FOX |
| | **REBECCA**—Laurence Olivier, Judith Anderson. Producer: David O. Selznick. Director: Alfred Hitchcock. Original: Daphne DuMaurier. Screenplay: Martin Berkelery. | **ETERNALLY YOURS** — Loretta Young, David Niven, Hugh Herbert, Raymond Walburn. Producer: Walter Wanger. Director: Tay Garnett. Screenplay: Gene Towne, Graham Baker. | UA |
| **TOWER OF LONDON** — Basil Rathbone, Boris Karloff, George Sanders, Barbara O'Neill, Nan Grey, John Sutton. Producer: Rowland V. Lee. Director: Rowland V. Lee.<br>**SOUTH OF THE AMAZON**—Douglas Fairbanks jr., Joan Bennett. Producer: Harry Edington (Famous Productions). Director: James Whale. Original: Frances Marion. | **LEGION OF LOST FLYERS** — Richard Arlen, Andy Devine, Anne Nagel, Guinn Williams, Jack Carson, William Lundigan. Producer: Ben Pivar. Director: Christy Cabanne.<br>**CALL A MESSENGER**—Huntz Hall, Billy Halop, Little Tough Guys, Mary Carlisle, Larry Crabbe, Milburn Stone, Victory Jory, Robert Armstrong. Producer: Ken Goldsmith. Director: Arthur Lubin. Original: Sally Sandlin, Michael Kraike. Screenplay: Arthur T. Horman. | **MISSING EVIDENCE**—Preston Foster, Irene Hervey, Chick Chandler, Inez Courtney, Noel Madison, Paul Guilfoyle. Director: Phil Rosen. | UNIVERSAL |
| **FOUR WIVES**—Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page, Jeffrey Lynn, Fay Bainter. Director: Michael Curtiz. Screenplay: Phillip and Julius Epstein.<br>**STATE COP**—John Payne. Producer: Bryan Foy. Director: Terry Morse. | **PHILO VANCE RETURNS** — James Stephenson, Margot Stevenson, Henry O'Neill, Edward Brophy, Martin Kosleck, Ralph Forbes. Producer: Bryan Foy. Director: William Clemens. Original: S. S. Van Dine. Screenplay. Tom Reed.<br>**LADY DICK**—Jane Wyman, Dick Foran, Maxie Rosenbloom, Gloria Dickson, John Ridgely, Tom Kennedy. Producer: Bryan Foy. Director: Noel Smith. | | WB-FN |

# Six Unions Present New Agreements

SEATTLE—New agreements, affecting six unions, have been mailed to Seattle theatre operators, according to Basil Gray, labor relations representative of the Seattle Theatrical federation. The contracts are dated to become effective with September 1, running one year.

The contracts call for slight wage increases in some brackets. All unions seek two weeks vacation with pay for their members. Unions sending notice to owners include stage employes, musicians, building service workers, theatre employes and bill posters. There will be approximately 1,000 employes affected by the new agreements, Gray said. "The new agreements have been studied and were unanimously adopted at a conference of the Theatrical Federation. The contracts are to become effective on September 1, when our current pact expires."

It is expected that the labor relations board of the theatres owners will meet with the federation in the near future to discuss the new agreements. Hal Daigler is chairman of the theatre board.

### Show Box and Seattle Union Sign Agreement

SEATTLE—Agreements have been signed by the Stage Employes union, Local 15, and by the Show Box, Seattle's newest entertainment palace, according to Basil Gray, secretary to the union.

The agreement places the Show Box 100 per cent unionized, Gray said, with about 70 employes affected. Agreements have been signed with other unions involved, setting forth working conditions, hours and wages.

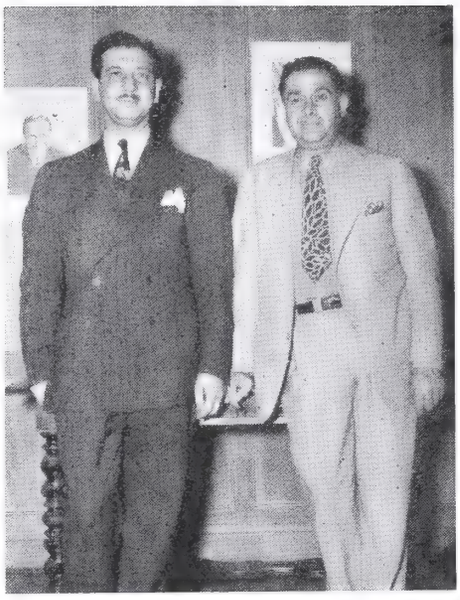
## *Allied Membership Drive Is Still in Abeyance*

LOS ANGELES—No further or more definite plans have been announced by Allied States in connection with its long-awaited drive for exhibitor members in this territory. James C. Quinn, executive secretary, who is polishing plans for the campaign, is also occupied with the construction of a new theatre in the eastern part of the city.

Allied plans a "pep" meeting to signalize the opening of its drive, and will issue invitations to all independent showmen in the territory, whether or not they may be affiliated with some other organization.

## *Bob Lipperts Visit Seattle; Open Premium Branch*

SEATTLE—Mr. and Mrs. Bob Lippert of San Francisco are here combining pleasure with business. While here, Lippert is establishing a northwest branch of Pacific Premium Co., distributors of glass and chinaware, and other theatre stimulants. A northwest representative has not yet been announced, but Lippert hopes to have the offices all in working order within the next two weeks.



## *At the Fair—*

*William Borack, booker, and Harry David, Paramount partner in the Intermountain circuit at Salt Lake City, visit the Paramount World Fair lounge while in New York.*

## *Northern California Tops Showmanship Campaign*

NEW YORK—Charles Skouras' northern California division chalked up more district winners than any of the four other National Theatres groups in the Spyros Skouras Showmanship Campaign which ran 13 weeks. The winners will be named when Spyros Skouras appears at a special meeting in Los Angeles to distribute the awards.

Skouras arrives in Milwaukee, Monday, to address the Fox Wisconsin group. The following day, he will speak to the Fox Midwest gathering in Kansas City. From there, Skouras hops to Denver where he will be the main speaker at a Fox Intermountain meeting Wednesday. Thursday, Skouras will address the members of the Evergreen State in Seattle, winding up his speaking tour Friday in Los Angeles.

### Change in Ferndale

SAN FRANCISCO—The Harts Theatre in Ferndale has been taken over by Donald Patten.

## *Taping the Nudies*

**Los Angeles—Too much nudity in lobby posters advertising "Elysia," nudist-camp film, at the Central Theatre, caused police officials to step in and force operators of the house to make discreet use of tape masking certain portion of human figures in the illustrations. Simultaneously, a traffic-stopping window display at the Astor Pictures exchange, created by Manager Lou Goldman to ballyhoo distribution of the picture, was pulled out at police request.**

# Film Rentals Escape Sales Tax Gouge

SEATTLE—With reference to the proposed two per cent sales tax on film in the state of Washington, exhibitors may now rest easy. Jim Hone, executive secretary of the Motion Picture Theatre Owners of the state of Washington, has received the following letter from Olympia:

"In response to your letter of June 21, 1939, we wish to advise that the two per cent retail sales tax, as amended May 1, 1939, does not apply to the so-called rental of motion picture films by a distributor to a motion picture house. From an examination of the terms of the license agreements entered into between distributors, such as Universal Pictures, Warner Bros., and First National Productions, and the motion picture houses, it appears that the agreements grant to the exhibitors a limited license to exhibit publicly the motion picture films referred to, and it is our opinion that such agreements do not constitute bona fide rentals of tangible personal property within the terms of the retail sales tax law."

The letter is signed by Lloyd Schram of the legal department of the excise tax division of the state of Washington.

## *Los Angeles Universalites Into Drive August 12*

LOS ANGELES—Participation by the local exchange in Universal's national playdate drive was set to get underway August 12 with the arrival of L. J. McGinley, Seattle branch manager and leader of the campaign in the western territory.

McGinley, working under the supervision of W. J. Heineman, western district manager, will conduct a local "pep" meeting to instill enthusiasm for the 13-week event. The company has set aside $10,000 as prizes for winning branch managers and salesmen.

## *Bryan Foy Buys Thomas' Globe at San Pedro*

SAN PEDRO, CAL.—Bryan Foy, Warner producer in Hollywood, has branched out into exhibition by purchasing the Globe Theatre, a 650-seat house, from L. R. Thomas. Foy has appointed George Calviers manager of the theatre and has closed it temporarily for extensive alterations and redecoration.

One of his early bookings will be "Elysia," nudist camp picture, which Foy produced some years ago as an independent.

## *Remodeling Temple*

SAN BERNARDINO, CAL.—Milt Arthur and Bill Braman are completely remodeling their Temple Theatre, including installation of a new marquee, carpets, sound and projection equipment, air conditioning and re-seating. National Theatre Supply is handling the job.

# CROWDS!! CROWDS!! CROWDS!!

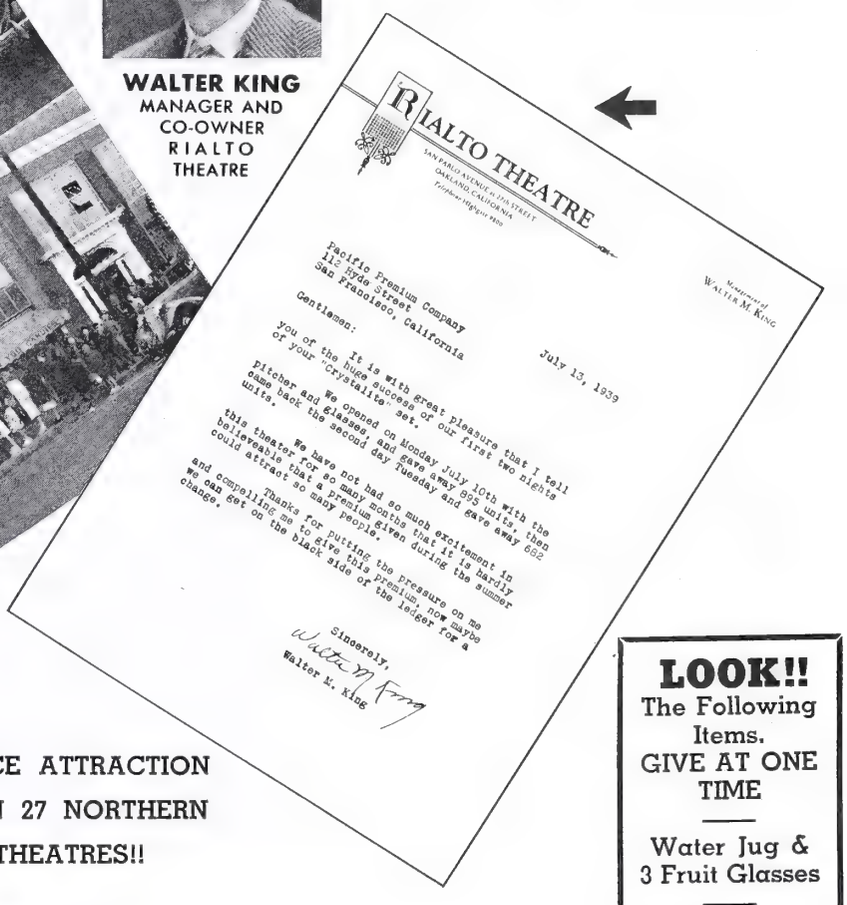
Photographs Taken Monday Night — 7:15; Tuesday Night at 7:30 P. M.






**WALTER KING**
MANAGER AND CO-OWNER RIALTO THEATRE

Oakland, California's Smartest Showman Offers This Statement!



RIALTO THEATRE
SAN PABLO AVENUE AT 20th STREET
OAKLAND, CALIFORNIA

Manager
WALTER M. KING

Pacific Premium Company
112 Hyde Street
San Francisco, California

July 13, 1939

Gentlemen:

It is with great pleasure that I tell you of the huge success of our first two nights of your "Crystalite" set.

We opened on Monday July 10th with the pitcher and glasses, and gave away 882 units, then came back the second day Tuesday and gave away 662 units.

We have not had so much excitement in this theater for so many months that it is hardly believable that a premium given during the summer could attract so many people.

Thanks for putting the pressure on me and compelling me to give this premium, now maybe we can get on the black side of the ledger for a change.

Sincerely,
Walter M. King
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# S' FRANCISCO

JACK HALEY will lead a contingent of film players who will appear here the latter part of the month at the Policemen's Ball to be held in the Civic Auditorium . . . The Alcazar, reopened after a dark spell, is showing an uncensored version of "White Cargo" . . . To big crowds, Charlie McCarthy and Edgar Bergen teamed up with Ted "Kid" Lewis on Treasure Island at the Fair.

*Along the Row: Carl Milton, back from his vacation looking very brown . . . D. B. Levin, paying one of his visits . . . Lloyd Owenby, National Theatre Supply prexy, back from his sojourn . . . Ed Morris of All-Star, starting on his trip into the Valley . . . Pat Patterson of Treasure Chest and Atlantic exchange, back in town . . . C. Goldsmith, owner of the New Hopkins, in Jim Riley's . . . Riley's Pacific Coast Theatrical Supply also hosting John Di Staccio of Sacramento.*

Added to the growing staff of Sonney's Roadshows, is Bill Moore, former city manager for Golden State Theatres here . . . Tom Bellis was in town visiting . . . A clean-up at Warners seems to be in motion, with maintenance men washing the skylights . . . Jackie Rush of Warners is vacationing in Sacramento.

*Yellow Cab officials here are advertising with "Visit the Fair the Glamorous Way in a Yellow" . . . Laurence Borg's President Theatre here, managed by Clarence Gabriel, is being dolled up . . . Ed Bower of NTS is pacing the floor. He may be a proud father by the time you read this.*

Herb Rosener left for Seattle where he will spend three weeks . . . Roy Cooper returned from Seattle after two weeks . . . Mary Clark is back from Honolulu, a picture in tan . . . "Bachelor Mother" is in its third week at the Golden Gate. The Gate is still holding to a 55 cent policy, with all other local first runs down to 40 cents.

*Aaron Goldberg is back from Los Angeles . . . Doorman Frank Austen of Goldberg's Egyptian is vacationing in L. A. . . . Reek Feliziani, the Golden State casanova of Ten-O-Win, has been transferred to the Midtown Theatre.*

## *John Danz Closes Capitol Upon Lease Expiration*

SEATTLE—The Capitol Theatre, for many years one of the John Danz, Sterling chain houses, has closed. Some years ago Danz sold the building and property, retaining the lease. With the expiration of this lease, the new owners will tear down the building and a store will be erected on the site. The location is in downtown Seattle.

With the Capitol closing, Bill Forman, general manager of the circuit announces that Manager Palo of the Winter Garden Theatre, will move over to the Colonial Theatre, and Si Danz, manager of the Capitol, will take over the operation of the Garden.





## *Visitors to Warner—*

*At the top it's Lloyd Claver, exhibitor from Coquille, Ore., who is guided around the studio by Margot Stevenson, currently in "Queer Money." Directly below, Humphrey Bogart and Joseph Koehler, exhibitor-mayor from Twin Falls, Ida., discuss films on the set of "The Roaring Twenties."*

## *Dickson, McCullough at Great Falls Opening*

LOS ANGELES—Opening of Fox West Coast's new $65,000 Town Theatre in Great Falls, Mont., was attended by Dick Dickson, Montana district manager, and R. H. McCullough, circuit maintenance chieftain, both of whom headquarters here. The new unit, an 800-seater which opened August 5, replaces the 1,100-seat Rainbow, which has been closed for modernization.

### Handwriting Expert Booked

LOS ANGELES—The Orpheum, one of the Principal Theatres in the downtown area, booked Doma, handwriting expert, for a week's engagement. Spotted in the lobby, she analyzes the handwriting of patrons every evening.

# PORTLAND

EVERYTHING is in readiness for the fifth Oregon annual motion picture golf tournament August 22 and 23. Every exhibitor and his wife are invited to attend the affair at the Portland Golf Club whether they play golf or not. Ladies will be entertained, golfers or non-golfers.

*More than 100 trophies are expected by tournament time, according to Tom Shearer, head of the trophy committee, and the turnout, judging from present indications, will exceed 200. Members of the executive committee have exceeded all previous efforts to make this get-together the finest and greatest film men have ever attempted in the Northwest.*

Holders of golf tickets will be eligible for three magnificent door prizes, according to Shearer. Wednesday evening, following the tournament play, those in attendance will enjoy a sport dinner-dance and floor show. Trophies will be awarded at this time. Trophies are still coming in and filling Shearer's salesroom to capacity. It appears that by next week there will be at least a prize for every entrant.

*Vete Stewart of Warner Bros. has arranged for an Errol Flynn-Bette Davis trophy . . . Denny Hull is vacationing in Victoria . . . Spotted on the Row during the week: George Hunt, Medford; S. G. Mendenhall, Grants Pass; Kap Kuhn, Lebanon; Mrs. L. A. Moore, Hermiston and Goldendale; W. H. Hibbert, Sheridan; Harry Percy, White Salmon, and J. A. Spears, Winlock, Wash.*

Ben Shearer paid an unexpected visit to the Portland office of B. F. Shearer Co. a few hours on his return to Seattle from the opening of Shearer's new Los Angeles office . . . Bessie Pancake of 20th-Fox billing fame is spending the second half of her vacation climbing Mt. Olympus in Washington with the Mazamas . . . A. L. Rule, RKO exploiteer working out of the New York office, was a recent Portland visitor . . . So was Guy Navarre of United Artists.

*Jack Callahan, operator of the Strand Theatre in Seaside, has leased a 60x90-foot lot at the southwest corner of Columbia drive and Broadway in Seaside. He will erect a $50,000 modern concrete house there.*

Portland's Pix Theatre has dropped its vaudeville. According to Manager Archie Holt, John Danz will pick up the stage unit in September when he opens the Orpheum as a combination stage and film house . . . W. A. Graeper of Portland played in the Oregon coast golf championship at the Astoria Golf and Country Club.

*RKO has taken over Eugene for the making of "Abe Lincoln in Illinois." Heading the staff for the Raymond Massey starring picture are Director John Cromwell, Assistant Director Dewey Starkey and Cameraman James Wong How. Harold Lewis, location director, has built a set nine miles up the McKenzie river, Ex-President Herbert Hoover's favorite fishing stream, from the University City.*

# LOS ANGELES

JAY SUTTON of the Marcal and Centre theatres dropped in along the Row after attending the Optimists' International convention at Richmond, Va. . . . Visitors from Kansas City, in which territory they operate seven theatres, are Sam Abend and George Harttmann . . . Booking visitors: Harry Melinkoff of Torrence and Gardena; Kelly Seligman, of the Dorkel; John Keogh, Keogh circuit, San Diego.

*Howard Ralston, manager of Warner's Granada Theatre, came in to talk things over with N. H. Brower of the local Warner exchange . . . Renewing acquaintances was George Montgomery, former operator of the now-extinct All-Star exchange.*

Maurice Sherman, assistant manager at the Four Star Theatre, has been transferred to the Carthay Circle, where he continues in the same capacity . . . Fox Westcoasters, recreational club comprising Fox West Coast circuit workers, will hold its fourth annual outing and golf tournament August 25 at the Riviera Country Club. W. H. (Bud) Lollier is in charge of arrangements.

*Cullen Espy, Fox West Coast district manager, has embarked on a two-week vacation tour through the northwest . . . Ben Fish, United Artists' western district manager, checked in after a short trip through his territory . . . B. F. Shearer came in from Seattle to look over the new headquarters into which his local office just moved . . . Gene O'Keefe, Maywood exhibitor, wandering around the Row with Warren Dietrich, Long Beach architect, and an old friend of his from Montana . . . Al Bowman, who is building a theatre in Bell Gardens, came in to line up product. He plans to open the house in a few weeks.*

Claude Hawk, Salt Lake City exhibitor, and Mrs. Hawk are vacationing here after taking in the San Francisco Fair . . . Bill Swanson, booking for his Ojai Theatre, Ojai, reports more than 100,000 persons have seen "White Cargo," stage play which he is presenting at his Beaux Arts Theatre here . . . Floyd Lewis, who handles pottery giveaways in various theatres, was a Filmrow visitor . . . Harold Glass boasting that his Gordon Theatre is the "most beautiful in America" . . . Paul Baker, Fox city manager for three houses in Bellingham, Wash., visited Sam Milner, Universal salesman, during a trip here.

*Booking: Buddy Gore, Manhattan Beach; L. W. Allen, Southgate, Southgate; Al Martin, Strand; Glenn Harper, who owns houses in Corona and Fontana; Jack Mingus, Florence Mills and Green Meadows theatres; C. A. Ferry, Granada, Alhambra; Jimmy Graff, Hub; Bob Tengberg, Majestic, Santa Monica; Claude Davis, Seville, Inglewood; Paul Dietrich, Oxnard Theatres Corp.*

Filmrow twosomes: Harry Milstein of Torrence and Gardena, and Bill Reider, local Grand National exchange manager . . . M. R. Kirsten, Whittier Blvd. Theatre, and Herman Lewis of the Whitson-Lewis circuit . . . Art Bayliss, Warner salesman, chatting with George Bromley of the Campus Theatre . . . Frank Martin, theatre operator from Clifton and Morenci, Ariz., and Frank Plumley, who books for the Louis Long circuit in that state.

*Booking: Art Brick, New Palace, Las Vegas; Joe Venable, Manny-Venable circuit; Jules Wolf of the Lincoln; Glenn Cooper, Hugh Bruen circuit, Whittier; Al Minor, in from Burbank . . . C. T. Lynch, Metro's branch manager, pulled out for Arizona on business . . . Doris Johnson, secretary to Ralph Carmichael, Metro's office manager, back on the job after her marriage in Yuma, Ariz., to William Randle.*

Jean Shapiro, Universal office worker, back on the job after a one-week holiday. She'll take the second week later . . . Al O'Keefe, western division manager for Universal, in from a jaunt around his territory . . . Alex Mounce, Charlie Bragg and Murray Hawkins formed a luncheon threesome . . . Doing a solo job at the luncheon table was Morris Safier, Grand National's district manager.

*Boris Posner, Arlington Theatre, came in for bookings . . . On the same errand were George Landers, of the Washington; Claude Davis, Seville, Inglewood; Harvey Levinson, Cozy Theatre; Bill Knotts, in from Covina; Max Gardens of the Roslyn; Jack Goldman, Pico and Park theatres; Mr. and Mrs. Hal Moore of the Dixie.*

Arch Bowles, Fox West Coast's northern California manager, came in for home office conferences . . . Charles Feldman and Al O'Keefe of Universal lunched with Jimmy Edwards, head man at the Edwards circuit . . . Chet Black has installed air conditioning in his office out at the Pico Drive-In Theatre—"so I can see my way through the cigar smoke," he explained . . . Sam Nathanson of Coast Pictures lunched with Harry Vinicof and Sol Moehler of the Vinicof circuit . . . Mike Newman, Columbia exploiter, chatting with Lon Hoss and Buck Wade, Universal salesmen.

*Joe Green, Raymond Theatre, Pasadena, was a booking visitor . . . Ditto Charlie Olds, Arroyo, Arryo Grande; Harry Hoffman, Soboba, San Jacinto; Jack Mingus, Green Meadows and Florence Mills; Manny Hoffman, Arvin, Carmen and Lux; Harry Goldfarb, National, National City; Mason Seiler, Newport Beach; Ray Robbins, Variety; Ernie Silcox, Studio, Studio City; Jack Goldberg, Garden, Belvedere Gardens; Al Snadow, Bill Robinson.*

Leslie Taylor, manager of Mac Sinift's Del Mar Theatre, is vacationing in Kansas City . . . William Kohler of Astor Pictures believes in service. He minded Mrs. Frank Valuskis' dog while she went booking for her theatre in Bell.


## TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

### LOS ANGELES

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starring
Gregory Ratoff
Binnie Barnes

"THE SECRET OF STAMBOUL"
starring
Valerie Hobson

Edgar Wallace's
"THE CRIMSON CIRCLE"
starring
Noah Berry

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# DENVER

RESERVATIONS indicate a big crowd at the annual picnic and golf tournament of the Rocky Mountain Screen Club to be held August 18 at Eddie Ott's Country Club and the Evergreen golf course at Evergreen, 40 miles from Denver. With the cost set at $2.50 each, exclusive of golf, many are attending that stayed away formerly because of cost of golf being included. A bridge tournament will be held in the afternoon, along with picnic games and a dinner-dance will occupy the evening. The Gibralter Enterprises, Inc., convention is in progress at present with 38 managers, besides maintenance men, publicity directors and directors and officers. This meeting runs from August 11 to 15. The Fox convention starts August 16, with about 55, including managers and Denver headquarters men, in attendance. Spyros Skouras is attending the opening day sessions. Rick Ricketson, division manager of the Intermountain division, will preside, and the district meetings will occupy the final day, August 18.

*Inquiries are being made by Mary A. Rice, business manager of the* Gillette Daily Journal, *as to the availability of Plans call for the house to open about* 200, *to be put into a remodeled building. Plans call for the house to open about September* 1, *to be named the America . . . Glen Gregory, recently manager of the Grand National exchange, is selling roofing and reports contracts are being signed regularly. Frank Milton, former theatre man, also is selling roofing with insulation as a sideline, and reports he is doing all right . . . Si Gertz, with the Civic theatres for several years, and editor of their publicity paper, the* Civic News, *has resigned. Says he may go to California.*

Harry Kerer of Premier Pictures exchanges was here conferring with his brother, George. They expect to open a Denver office soon, having secured for this and Salt Lake territories, where Harry is located, as well as Seattle and Portland, these films: Principal Productions, consisting of 20th Century-Fox releases, Geo. O'Brien Pictures, Tim McCoys, Ken Maynards, Actions, a Gene Austin and "Human Wreckage" and "Sinful Souls."

*G. L. Blakeslee of the Grand at Lander, Wyo., was in Denver for treatment of an infected hand . . . Fox is doing some remodeling, including the installation of a ventilating plant in the Isis at Trinidad, and will reopen the house. It has been closed for some years. It will be a* 15-*cent house.*

Harold Woods has been promoted by Fox from assistant manager at Helena, Mont., to the city managership at Walsenburg, Colo., where he will manage the Valencia and Rialto. Woods succeeds Ed King, who goes to Boulder, Colo., to manage the Isis. Ben Benda, manager of the Isis, is at Sterling, Colo., relieving Chet Miller, who is on an extended vacation . . . Ross Bluck, assistant manager of the RKO exchange, is on vacation, spending one week in Salt Lake City, but was undecided as to the rest of the time . . . J. T. Sheffield, owner of the Republic franchise here, in Salt Lake City and the Pacific northwest, was in town a few days on his way from New York back to his Seattle headquarters.

*A complete remodeling job is being done at the Empress, Laramie, Wyo., with installation of complete new booth equipment,* 800 *seats, carpets and ventilating equipment, all bought from the National Theatre Supply Co. . . . "The Memory Lingers On," a one-reel film containing shots of stars of yesteryear, has been booked by Mercury Film Exchange to show at the Denver and Aladdin for a week each. The Aladdin date will be a carryover and will follow the Denver run.*

J. J. Sarah has sold the Rialto at Fruita, Colo., to John Mattern, connected with the Princess at Del Norte, who will reopen the house after doing some remodeling . . . George P. Weirick, who formerly was in the theatre business in Glenwood Springs, Colo., is building a new theatre there to seat about 400. The house has not yet been named nor has an opening date been set. Weirick was here getting prices on equipment and product.

*With no theatre in the summer resort town of Evergreen, pictures are being shown Monday nights at Eddie Ott's-by-the-Lake. The place is used for dancing other days . . . Miss Audrey McAllister, one of the shorts bookers at Fox Intermountain headquarters, is on vacation . . . "Union Pacific" broke the house record by a few dollars at the Trail Theatre at Deertrail, Colo. . . . Bob Spawn, booker at Gibralter Enterprises, is on a two-week vacation . . . Fox is adding a house at Longmont, to seat about* 800. *A garage is being remodeled into a thoroughly modern and up-to-date theatre.*

The "Folies Bergere" broke the house record for anything ever to play in Denver, at least since the crash in 1929. This stage show, direct from the San Francisco Fair, packed the house every day and for nearly every show, for the full seven days, and with the price boosted from the usual 25-35-40 to 20-40-50.


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### Al Minor Buys Fillmore

FILLMORE, CAL.—Al Minor, operator of three houses in Burbank, has purchased the Fillmore Theatre from A. K. Wise.

# SALT LAKE

THE second annual "Movie Day" was set to be celebrated August 10 at Lagoon (between Salt Lake City and Ogden). The general committee includes Harold Chesler, chairman; E. L. Winward, Stan Samuelson, John Craig, Joe Madsen, Ralph Piza, Bob Haas and Helen Garrity. Sports, dancing, prizes and cash awards will mark the affair. All exhibitors, exchange employes and others connected with the trade are invited.

*H. D. Jorgenson, operator of the Main Theatre at Rigby, Ida., is visiting here . . . Numerous visitors are expected here for the Sun Valley rodeo which will be held August* 12-13.

Service Theatre Supply is reported to have supplied the entire equipment for Johnnie Griffin's new house at Chinook, Mont. Carl Veseth of the Grand Harlem and Liberty theatres at Chester, and the New Point Theatre at Wolf Point also are recent purchases of equipment.

*A big trade turnout was enjoyed by the Town Theatre at Great Falls, Mont., when the new house made its debut August* 5. *The house seats* 730 *and is managed by Roscoe Kernan for Fox.*

Lou Sorenson, assistant at the Utah Theatre, is vacationing . . . Paramount recently held a special trade showing of "Beau Geste" at the Studio Theatre . . . Lon T. Fidler, district manager for Monogram was a recent visitor, conferring with local Manager W. W. McKendrick . . . A trip into Idaho and Montana is among the plans of James R. Keitz, in charge of the Mercury exchange.

*Mattie Turville, Fox shorts booker, is expected back from a trip to Denver . . . Among returned vacationists are Lee Scott, former office manager for National Theatre Supply and Claire Burdette of the Paramount office staff . . . Phil Guss, of Intermountain Theatre Supply, is due back from a business trip to California . . . Bill Seib, branch manager for Columbia, prolonged his stay in the Montana district.*

Barbara Louise Smith, 21-year-old Logan girl, and a winner in the Lasky talent hunt, has a contract with the Myron Selznick actors' agency in Hollywood . . . Republic Branch Manager G. S. Pinnell and Paul McElhinney, sales representative are making exhibitor rounds in Idaho and southern Utah, respectively.

*Thomas George,* 67, *of Rigby, Ida., a theatre operator since* 1907, *died August* 2 *in his home, following a seven month illness.*

Mat Aparton, local Universal branch chief, is due back from a sales trip . . . Joe Madsen, office manager for United Artists, is vacationing in the northwest . . . Sales Manager Tony Hartford of the exchange is due back after ten days on the road.

*Will Rock and his troupe of magicians appearing at the Roxy, entertained the patients of the Shriners' Hospital for crippled children at St. Mark's.*

# SEATTLE

WE start this week with a correction. It is Marty Weiser, who is handling publicity and exploitation in the northwest for Warner exchanges . . . More trouble for the film boys and theatre managers who live on the various islands for the good old summer months. A ferry strike is on and it looks like it will be a little while before it terminates. During this bad session, Jimmy O'Neal, Eddie Lamb, George Blair, J. von Herberg and a host of others are driving to Tacoma, miles out of their way, to get home. Film shipments are being made by special boats and trucks.

*Fortified with a slug of spinach juice, Seattle police are on the trail of a stolen Popeye reel. "Leave Well Enough Alone," a cartoon depicting the adventures of Popeye, was stolen from the Paramount exchange . . . Visitors of renown included Reginald Owen, film actor who got by autograph hunters very nicely. Owen was en route to British Columbia for some salmon fishing . . . The next chap in was John Charles Thomas, the noted singer, who only spent a few seconds changing planes, so that he could get to Vancouver, B. C., in time for a concert . . . The third man to call was Frederic McConnell, dynamic director of the community playhouses in Cleveland, Ohio. McConnell spent some time with Glenn Hughes of the University Showboat and paid a visit to the Repertory Playhouse. He is on a special tour that will take him through Canada, then down the Pacific Coast.*

Delbert McMullen, local musician, is gaining national recognition as a songwriter. He has just had published his third and most successful song, "In My Dream." . . . When Jona Jensen, 12-year-old Portland girl, came out on her horse, Bourbon Surprise, the competition for the three-gaited class was over as far as the judges were concerned at the horse show. Joan, one of the outstanding riders in the west, had the competition won. She added the trophy to the many she already has collected from the Tanbark arena in Portland and other riding exhibitions. Joan is the daughter of Claude Jensen, president of the Jensen-von Herberg theatres in the Northwest.

*Puget Sound waters near Seattle will soon be the scene of motion picture activities on a scale unusual for these parts. Warner Bros. have just completed plans to send a company of 100 players and technicians here for four weeks to film a major portion of "The Sea Hawk" . . . Herb Rosener of Los Angeles is negotiating for the Metropolitan Theatre in which to exhibit his foreign films this coming season. The deal is not to interfere with regular bookings of shows and concerts at the Met. Rosener, who has theatres in Portland, San Francisco and Los Angeles, recently relinquished the Montlake Theatre, where he housed his foreign product the past few years.*

The Northwest Film Club has once more opened its doors after being closed for the past few summer weeks. A good crowd was on hand for the reopening. Plans are now under way for the annual picnic which will take place the end of this month . . . Fulton Cook, who is building the new Bungalo Theatre in St. Maries, Ida., has sailed for a three-week vacation with his wife in Alaska . . . Dorothy Mercy was honored with a birthday dinner at the Olympic Hotel. Senior and Beryl Mercy came over from Yakima for the party, hosted by Eddie and Marion Walton. Others attending were Mr. and Mrs. Roy Cooper, from San Francisco; Mr. and Mrs. Jimmy O'Neal, and Mrs. Mercy's brothers-in-law.

*Al Rosenberg is expected home from his four-week trip to California, while Frank Newman sr. is returning to New York for extended business activities . . . Mrs. Don Glover of the Audion Theatre in Pullman suffered a broken arm when her gee-gee threw her . . . "Mac" McLeod, up from Portland to handle the Tusco office during the vacation of Bill Stober. Incidentally, Mac's father Hugh McLeod, 89 years old, of Kewenee, Ill., is visiting him . . . The Hugh Bruens of Whittier, Cal., have gone back home after spending 10 days here as guests of the Art Gollofons . . . Al Rule of the RKO exploitation department is here from New York for some special work at the local exchange. Eddie Lamb, local branch manager, is showing Rule around.*

Charles Gompertz of San Francisco, on the Row with Roy Peacock of the B. F. Shearer Co. . . . George Mitchley, local manager for General Films, is now in Vancouver, B. C., after a couple of days with his boss, Eddie Hudson, in Portland . . . Ray Paulson, noted film cameraman, in Seattle on a visit with his special truck loaded with equipment. Ray is making an industrial reel for the Pacific Power and Light Co. . . . Les Theuerkauf, new manager for Universal, off on a business trip to Grand Coulee . . . Fred Hartman and his wife to Wallace, Ida., for a month's vacation and fishing.

*Ben Shearer, to Los Angeles and San Francisco to visit his branches in those cities . . . Doctor Parsley, back from his vacation in the south and a visit to the San Francisco Fair . . . Don Beckman, supervising work on his new offices and hoping to get settled soon . . . Al Finkelstein, division manager in Oregon for Evergreen Theatres, spending some time on Row and being glad-handed by everyone . . . Mrs. Abbie Thompson, exhibitor from Pomeroy, doing her booking in Seattle for a change . . . Mrs. J. J. Ball, from San Francisco, attending Filmrow previews . . . Bill and Beverly Parker, guests of Jack Rosenberg, who took them cruising around the sound . . . Guy Navarre, off to Portland for a business confab with the office there . . . Meredythe Goldsmith, in the Swedish Hospital coming along nicely after an appendectomy.*

Mrs. Norma Shein, in from New York to visit her sister, Mrs. Bill Parker . . . Bill Englen, Grand National booker, back on the job again but still taking things easy . . . Mr. and Mrs. Robert Fundenberg and Mr. Fundenberg's sister, who is visiting them from Maryland, motoring from Portland to visit Al and Evelyn Oxtoby in San Francisco . . . Billy Hartford, city manager for Evergreen in Everett, back from his vacation and looking up the boys on the Row . . . George Smith, district sales manager for Paramount, here for a few days with Morrie Segel, local branch manager . . . W. G. Whitman, salesman for Universal, has gone back to his territory east of the mountains where the weather is good and hot . . . A. G. Basil, in from Raymond, with his daughter doing the driving . . . Lloyd Lamb, getting ready for an extended trip to the Oregon territory.

*Harry Ulsh, making a tour of his circuit and staying longer in Cle Elum than any other spot . . . J. T. Sheffield, writing he is now visiting his relatives in North Carolina. From there he will stop at his Republic offices in Denver, Salt Lake, Butte and Portland . . . Glen Haviland, over from Spokane for a few days . . . Visitors: Cecil Gwinn and Mrs. Gwinn, in from Centralia; Carol Barney, from Arlington; Ernie Shields, from Kent; Mr. and Mrs. Cochrane, from Snoqualmie . . . Wayne Christy, busy putting up curtains on his new office and watching the man paint the window sign at the same time . . . Sammy Seigel, off for Portland in the interest of another United Artists picture . . . Bill Forman and John Danz, confabbing in front of the Palomar . . . Murray Peck, entertaining a visitor from Yakima while trying to shave.*

## *New C-S House to Make Three in Neighborhood*

LOS ANGELES—With the announcement that the Carlin-Sinker circuit is drawing up plans for construction of a 900-seat de luxe house, the vicinity of Alvarado and Eighth Sts. here soon will have three theatres in operation within a block of each other. The C-S chain already owns the Alvarado and, upon completion of its new house, will drop the price of the former to 15 cents. This will be in direct competition to the Lake Theatre, now under construction by John Drew, and also designed to operate on a 15-cent scale.

### $60,000 in Two Weeks

SAN FRANCISCO—"Ladies and Gentlemen," starring Herbert Marshall and Helen Hayes, grossed $60,000 during its two weeks here. It will return here after an engagement in New York, it is reported.

### New Alexander Contract

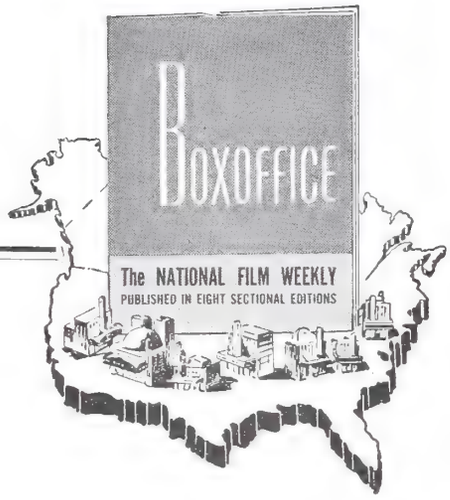
DENVER—Redwood Theatres, Inc., of California, has signed a new contract for 22 theatres with Alexander Film Co., according to the Colorado Springs studio.

### Oakdale to Wilkens

SAN FRANCISCO—Harvey Amusement Co. has sold the Oakdale Theatre, Oakdale, Cal., to Alfred Wilkens.

### "Big Top" to Frisco

SAN FRANCISCO—Ringling Brothers-Barnum & Bailey will show here September 8, 9 and 10.




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# "Dr. I. Q." Test Case Still May Be Tried

CHICAGO—It is likely the test case in regard to the "Dr. I. Q." radio program being used in Chicago theatres still may be tried in local municipal court.

The city has filed its answer to the temporary injunction recently obtained by the Grant Advertising Agency, which handles the program for the Mars Candy Co., sponsors of the show. The injunction was obtained to permit the show to finish out its contract to August 21 at the Chicago Theatre.

Whether the case gets to hearing stage in court before the finish date locally, it still probably will be heard. Artists' Bureau, Inc., local agency headed by Earl Kurtz, which handles radio talent for theatre personal appearances, is now handling the "Dr. I. Q." show for personal appearances on nights other than when the NBC broadcast is held. For that reason, the agency may go ahead to try to get a favorable court decision that the program is not a lottery so it can be sold to local theatres.

### "Dr. I. Q." Chicago Theatre Hearing Before a Master

CHICAGO—Judge Philip Finnegan of municipal court has set the "Dr. I. Q." city case against the Chicago Theatre down for a master in chancery hearing. Judge Finnegan will determine whether the plan is a lottery or not under the city's ordinance after the master makes his report.

### May Bring Jitter-Bugs Into Court To Prove Contest Not "Lottery"

CHICAGO—A jitter-bug contest, together with orchestra and all, soon may find its way into one of the Chicago municipal courts.

Recently, Sam Herman, vaudeville agent, who has been handling the jitter-bug shows at the B&K State-Lake Theatre, was told that the city considered his contests there a "lottery," with a summons going to the theatre's manager. Finally, B&K's Morris Leonard and Herman, explained to Corporation Counsel Barnet Hodes of the city that all of the contestants were hired by Herman and that this was clearly not a lottery. It was agreed to permit the jitter-bugs to continue. But a week later another summons was given the theatre.

B&K decided to give up the attraction in order not to run anything that the city might consider a violation.

Meanwhile, the case has been set for Tuesday, August 15, and Herman has been considering bringing his entire show into court to prove his point that the jitter-bugs are not a violation of the city lottery code.

### Stage Unit for Palace Reopening

CHICAGO—"Career," the RKO film, and a Folies Bergere unit, were the opening attractions of the RKO Palace Theatre at its reopening for the fall on Friday.

# *Product Parleys in Chicago For New Season Start Soon*

*By* GENE RICH

CHICAGO—The "bid-and-ask" period for 1939-40 product is expected to get under way this month, with practically all film companies sending out city salesmen to begin talking deals with Chicago exhibitors.

While first product for next season will not be ready for "C"-week and general release houses until about the first week in October, dickering, in some instances, already is under way. And, as it now stands, three of the companies—M-G-M, RKO and Warner—are expected to stand pat and seek percentage deals from Chicago subsequent-run exhibitors.

If this happens, it will be the first season that companies other than M-G-M have asked—and obtained—percentage deals. As usual, there are expected to be four M-G-M percenters, while RKO and Warner each are expected to ask 40 per cent for two and 35 per cent for six. While 20th Century-Fox's national policy calls for percentage deals on several, it has not yet been determined whether that will be done here.

United Artists will not have any percentagers except Chaplin's "The Great Dictator," which may or may not be bought on the 1939-40 deals. All other companies, too, are expected to make flat deals again. These refer, of course, only to the subsequent runs such as "C" and general-release week houses.

Work has been progressing on B&K deals, with 20th Century-Fox understood to have completed its deal for next season, according to B&K executives. This is one reason why "Stanley and Livingstone," one of next season's pictures from 20th Century-Fox, is having its world premiere this week at the Chicago Theatre.

M-G-M has another year to go on its franchise deal, with Paramount naturally a standing deal. Warner's Ben Kalmenson and Henry Herbel have been talking contract with B&K and it is practically set.

Again this season, most distributors are expected to refuse deductions for second features on percentage pictures at the bigger houses, such as those in "A" and "B" week, with the same condition only spasmodically in the "C" and general-release houses.

Most of the exchanges are doing well on their out-state accounts for 1939-40, with several already well ahead of last season. Practically all circuit deals are under their belt, with deals going ahead rapidly for the independents.

### *A New Twist to Premiums*

**Chicago—Here's a new way to give out premiums and sell tickets at the same time:**

**The G. C. S. circuit has house-to-house salesmen and women offering housewives a seven-piece cutlery set for $3.00, with which goes full-value admission tickets of the same amount to the G. C. S. Drake Theatre. The $3.00 worth of tickets are good any time.**

# 931 Theatres Served In Chicago Area

CHICAGO—There are 931 theatres in the Chicago exchange territory, according to the Chicago film directory, which has been compiled by Emma Abplanalp, former secretary of the Chicago Film Board of Trade. Of this number, 806 are in Illinois, 123 in northern Indiana, and two in Michigan.

The total seating capacity of the 931 houses is 683,611, of which 634,514 represent those of theatres that are open.

There are 131 affiliated theatres operating in Illinois and eight in Indiana. Of the unaffiliated circuits in Illinois, there are 293 theatres, and 35 unaffiliated circuit houses in Indiana. These 467 houses represent a seating capacity of 481,421. The 464 independent houses represent a seating capacity of 202,190. There are 382 independent houses in Illinois, with a seating capacity of 170,771; eight in Indiana, with a seating capacity of 30,884; with the two in Michigan, totaling 535 seats.

Of the 929 theatres in the territory, 118 were closed at the time that Miss Abplanalp made her survey. The four silent houses are closed.

## *Delay Myers Deposition In Frank Ford Suit*

CHICAGO—Postponed until Friday is the taking of the deposition of Sam Myers in the Frank Ford anti-trust and monopoly suit. It was not certain, however, that Louis Jacobson, Ford's attorney, would take Myers' deposition. Recently, Federal Judge Michael Igoe had refused Jacobson permission to take depositions of the eight branch managers and B&K's comptroller, Elmer Upton, until the return of Judge James Wilkerson to the case.

Granting of the right to take the Myers' deposition was made because Myers had made an answer to Ford's suit. Jacobson's office said he might await Judge Wilkerson's return and take all depositions at once.

## *Gets Adult Seal*

CHICAGO—It is learned the short subject, "How to Undress Before Your Husband," which starred Elaine Barrie Barrymore, has been granted an adults-only permit by the Chicago censor board. The short has not been set in anywhere.



### *Luncheon Ends the Drive—*

*John Balaban distributed $2,700.00 among 17 managers at a luncheon at the Bismarck Hotel, which climaxed the recent 13-week business drive. Seated, left to right, are Jack Sampson, Harry Lustgarten, Nate Platt, John Balaban, Walter Immerman, David B. Wallerstein, drive committee chairman; Jack Abraham, Bill Hollander and Abe Kaufman. The standing lineup includes Leonard Schiff, Harry Hadfield, Sam Levin, George Brandt, Charles Cottle, Roy Bruder, Sam Soible, Ed O'Donnell, Ted Boissemeau, George Romine, Bill Briscoe and Abe Platt, district manager. Other prize winners, away on vacation, were A. P. Conroy, Harry Odendhal, Bill Methe and Ralph Wettstein.*



### *Winners' Reward—*

*Three collect for five, the winners in the John Balaban Drive. Left to right are Balaban, Roy Bruder, Bill Briscoe, George Romine, and Walter Immerman, general manager of B&K. Two other winners are Ambrose P. Conroy and Harry Odendhal, at present vacationing.*

# Morgan Heads Stars To an AFL Parley

CHICAGO—Ralph Morgan headed a troupe of Hollywood stars eastward on Wednesday on their way to the executive council meeting of the American Federation of Labor in Atlantic City, which was to hear the current dispute between the IATSE and the Screen Actors Guild.

They stopped off here from the TWA Sky-Chief and were met by the cast of the John Barrymore play, "My Dear Children," and numerous local radio actors. After the conference, they continued their trip.

Accompanying Morgan were Olivia De Havilland, Mischa Auer, Edward Arnold, Henry Hull, Wayne Morris, Lucile Gleason, and Jean Muir.

# Bingo by Church Is Upheld by Clergy

MILWAUKEE—There were two developments in the local Bingo situation during the past week. Circuit Judge John C. Kleczka adjourned until August 14 the action of Charles W. Trampe, head of Film Service, Inc., to restrain the Bahn Frei hall from holding Bingo games, and Archbishop Samuel A. Stritch in a statement upheld the games when conducted under church sponsorship as "clean recreation."

Judge Kleczka recommended to Benjamin J. Miller, attorney for Trampe, that he bring the alleged gambling law violation to the attention of the district attorney and criminal courts before appealing to the circuit court.

Miller explained he had not presented his evidence to these agencies because in a similar action he obtained an injunction from Circuit Judge Gustave Gehrz halting Bingo and other games of chance at Milwaukee's midsummer festival.

He also declared that his action was similar to that by which Circuit Judge Robert S. Cowie of La Crosse had procured a supreme court ruling that Bank Night is gambling, whereupon the attorney for the defendants said that the Cowie case went into circuit court because there had been refusal to prosecute.

Judge Kleczka said he considered the midsummer festival case different, in that the police and the sheriff were named defendants. "Therefore," he said, "it could be assumed that they had been asked to act and had failed."

Although four local churches had suspended Bingo temporarily prior to Archbishop Stritch's statement, in the light of the prelate's opinion, it is believed they will again resume the game and indications were that pressure might be brought at Madison to exempt church sponsored games from the gambling statutes.

# 119 Contestants in Variety Golf Meet

INDIANAPOLIS—The annual Variety Club golf tournament held at the Broadmoor Country Club drew 186 theatre men and their friends from all over the middle west. Arrangements for the outing were in charge of George Landis, 20th-Fox manager; Joe Neger of 20th-Fox; Kurt Butler of Columbia; Milton Krueger of United Artists; Claude McKean of Warner Bros., and Fred Wagoner of M-G-M.

Variety members from Cincinnati, St. Louis and Detroit were represented at the annual meet.

One hundred and nineteen entered the golf tournament and the balance sat around the spacious shady grounds of the club and sipped "Bubble Water."

Shorty Phillips, National Screen salesman, winner of the tournament with a low gross of 79, was almost "gagged" out of the trophy by Gordon Craddock, branch manager at Universal.

As a gag, Craddock turned in a score of 71 and was awarded the trophy at the banquet. However, one of the local Variety members protested the award on the ground that he had worked in the Portland, Ore., territory and knew that Craddock was known there as a professional golfer. Craddock returned the trophy to Landis and it was then presented to Phillips.

The winner of the $200 golf outfit was Jeff Davis of Atlanta, Ga. His number was drawn from the box by Fred Dolle, president of Fourth Avenue Amusement Co. of Louisville, Ky.

Immediately following the banquet, the prizes, which were numbered, were awarded, the participants drawing numbers from a barrel and claiming the prize with the corresponding number. This resulted in many bachelors ending up with electric irons, toasters and coffee makers, which was followed by much "horse-trading."

The veteran showman of Muncie, Ind., George Challis, gave his usual exhibition of trick and fancy golf shots on the Broadmoor green before a large and appreciative audience.

His prowess was shown in a 45-foot putt.

## *"Miss Indiana" Search Is Drawing to Close*

INDIANAPOLIS—The search for "Miss Indiana" is closing. The finals have been held in the various towns around the state and the lucky contestants now are in Michigan City to compete for the title of "Miss Indiana."

The latest selection was that of Maxine Wycoff, who will represent the city of Bedford. Miss Wycoff was selected in an elimination contest at the Indiana Theatre, managed by H. E. McCarrell and operated by Theatrical Managers, headed by V. U. Young and Marc Wolf.

Earl Cunningham wound up with the selection of "Miss Indianapolis" this week on the stage of the Fountain Square Theatre.

# Ill. Veto Procedure Faces a Challenge

CHICAGO—Though the attorney general of Illinois has ruled that the 10-day period in which the governor of the state may either reject or okay bills passed by the state legislature runs from the time the governor receives the bills, Roland Libonati, local attorney, has filed suit challenging the constitutionality of the vetoes Gov. Henry Horner affixed to several bills of the last legislature at Springfield.

Included in those bills is the Sandquist bill to limit moving picture programs to 135 minutes.

Libonati contends that the 10-day period begins immediately after both houses have passed any particular bill. While the actual law to the letter could be interpreted thusly, a consensus of opinion from local attorneys shows that in the past the 10-day period has always been counted from the time the governor actually received the bill.

Lawyers point out that it would be physically impossible for any chief executive to do justice in perusing the bills before he signs them if the interpretation of Libonati was used. Always at the last day or two sessions, the legislature jams through scores of bills which could not be acted upon ten days immediately after the close of the session.

### Wisconsin Press Hails Veto Of Illinois Dual Ban

MILWAUKEE—Vetoing of the proposed Illinois law by Governor Horner to prohibit double features was hailed by several Wisconsin newspapers in editorials as a wise move.

Sample comment was the editorial in the *Superior Telegram* captioned "A Sound Veto," which read as follows:

"The proposed Illinois law to prohibit double features at the movies has been vetoed by Governor Horner.

"This will save the courts a good deal of trouble, for any such law would certainly have a long career there. Certainly the length of show presented by movie theatres to their customers would seem to be a matter between the movie producers and distributors and the exhibitors, with due regard for what the customers seem to want. To see such a bill passed by a state legislature on the ground that public health considerations demand that shows be no longer than two hours and 15 minutes, anything longer being harmful to the eyes, is to make mockery of all reason. For such a law, to afford any real protection to public health would have to provide that all children be ejected after seeing the picture through once, and of course no child would stand for that.

"The whole thing is a rather ridiculous effort to settle by law a problem that is essentially a business problem with no vital public interest at stake. In such cases, Governor Horner is right; the law does best to stay in its own back yard."

This type of editorial comment is interesting in view of a proposed move on foot by local exhibitors to ask the city council for an ordinance limiting the length of shows in Milwaukee county.

# Roller Derby Drive In Indianapolis

INDIANAPOLIS—Passage of a proposed city ordinance which would place a $500 daily city license fee on roller derby and similar contests is advocated in a resolution adopted by Theatrical Stage Employes' Union, Local No. 30.

The ordinance, now pending before the city council, is designed to "fee" the roller derby out of business because residents in the vicinity of Butler Field House, where a roller derby last was held, oppose it as a nuisance.

D. R. Barneclo, business agent of the union, declared labor opposes the derby because the management refuses to use organized labor.

## *Starts Brazil House*

BRAZIL, IND.—Samuel Grimes has begun work on his 450-seat Cine Theatre here. The house is expected to be open by September 15. All equipment is being furnished by Stanley Theatre Supply of Chicago.

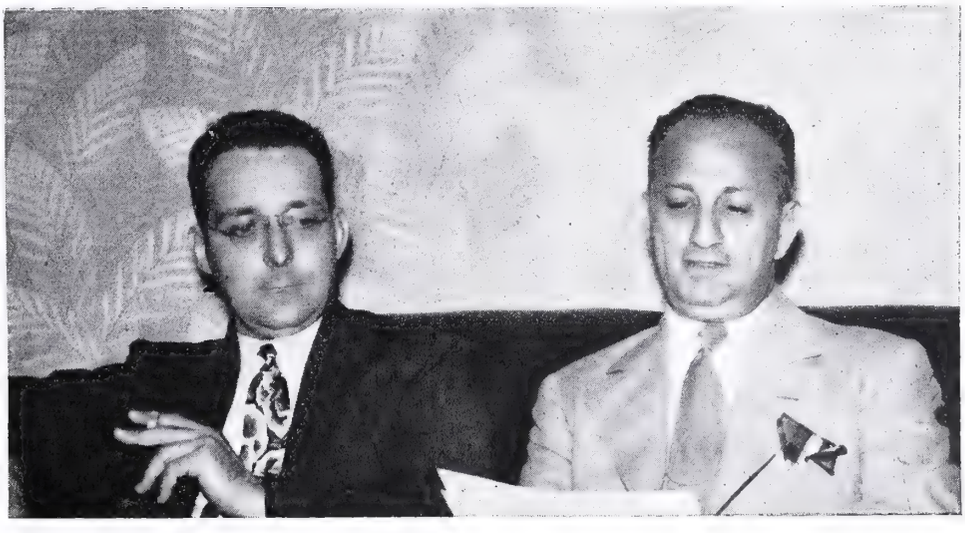
## *Ill. State Fair Presents Television Broadcasts*

SPRINGFIELD, ILL.—Television tests and actual broadcasts are being conducted at the Illinois State Fair here. Programs will be offered daily from 10 a. m. to 10 p. m., with receivers used in nearby rooms.

Tests are being made by WLS, Chicago radio station. The WLS Barn Dance players, are making a personal appearance at the Fair.







## *Call Upon RKO—*

*Visitors to New York and the RKO World's Fair lounge are, at the top, Mr. and Mrs. Herbert W. Wheeler, district manager for Warner Theatres in Chicago. Directly below are Mr. and Mrs. Charles H. Ryan and their sons. Ryan is assistant zone manager for Warner Theatres, and also from Chicago. In the lower panel sits C. O. Wormser on the left, and H. R. Johnson on the right, both of the Merrywidow Theatres in St. Louis.*





## Paramount Guests—



*At the company's World Fair headquarters in New York are, on the left, Aaron Feinberg of the maintenance department of the B&K Theatres; in the center, Herbert Ettelson of the Lake Shore Theatre, and his son Julian, and on the right Joseph Krafcisin of the Cornell Theatre, Chicagoans all.*

# ST. LOUIS

MARCUS STEINBERG, son of Nat Steinberg, co-manager of the local Republic exchange, was winner of the boys' (9 to 13 years) diving competition at Shaw Park, Clayton, Mo.

*Harold W. "Chick" Evens, manager of Loew's, has a fool-proof plan for vacationists who forget to send back those "Wish You Were Here" cards to friends. He recommends that one write and address the cards (while names and addresses are fresh in mind) before leaving home and then mail them from distant loafing spots.*

Richard Berger, production manager; Paul Beisman, manager, and Mona B. Crutcher, secretary of the St. Louis Municipal Theatre Ass'n, which sponsors 12 weeks of al fresco entertainment in the Municipal Theatre, Forest Park, each summer, have been signed to new long-term contracts.

*Stage fright, or perhaps a femme red hat, caused a pure-bred Holstein bull to go loco at the St. Louis County Fair in Belleville, Ill. As the bull made a dash for freedom, spectators scattered. Three persons were injured slightly before the animal could be roped and led back to the enclosed judging space.*

"Tobacco Road" will open the American Theatre's 1939-40 season October 1 with a two-week stand. It has played this port five times previously for a total of seven weeks.

*James E. Darst, manager of the Municipal Auditorium, is recovering from a recent illness at a Michigan resort.*

The fall meet of the Fairmount Jockey Club, Collinsville, Ill., which gets a heavy play from St. Louisians, will open September 2.

*The St. Louis Federal Orchestra is still furnishing competition for the local motion picture shows. Under the baton of Frank Panus it gave five concerts in various public parks the past week alone.*

Harold W. "Chick" Evens, manager of Loew's Theatre, is back from an enjoyable vacation spent in Plattsburg, N. Y.

*Paul Beisman, manager of the Municipal Opera Theatre, former Mayor Henry W. Kiel, president of the opera association; Dicker Berger and Martin Collins, other bigwigs of the Muny Opera organization, went to Louisville, Ky., to view the opening of an open air theatre in that city.*

Ivy Waterstreet of the local M-G-M office has been transferred to Kansas City. His post here is filled by Claud Morris, formerly at Kansas City.

*Fanchon & Marco's Fox Theatre recently grabbed off some nice spot announcements on radio station KWK in a tieup arranged by Gene Kemper, KWK publicity chief. In return for the radio announcement the Fox Theatre gave space for a lobby display in which the radio station boosted its personnel, local and network programs and stars and starettes, transmitter and studios, etc. The display continued in the lobby for two weeks. Both sides were happy with the deal, so it must have been sort of* 50-50.

Harry Crawford, manager of Fanchon & Marco's Ambassador Theatre, spoke on "I Knew Them When—" at a luncheon meeting of the Downtown Lions Club at Hotel Statler August 2.



## Chicago Visitor—

*Randolph Scott as he boarded the Sky Chief bound for Hollywood after a week in Chicago visiting friends and attending the two Arlington racetrack classics. His last picture was "Frontier Marshal." While here his name was linked romantically with Eleanor Thompson, local socialite.*

### Dave Jones Back From Vacation

SPRINGFIELD, ILL.—Dave Jones, advertising manager of the Kerasotes chain, and his wife have returned from a two-week vacation in northern Minnesota where he reported the fishing, swimming and boating fine.

### Mallers Vacation in West

BLUFFTON, IND.—Charles Mallers of the Grand and Roxy theatres here is vacationing on the west coast with his family. They will visit the Fair in San Francisco and the film studios in Hollywood. Mack McCarty is in charge of the theatres here during Mallers' absence.

# CHICAGO

BEN BARTLESTEIN of the Elma and Annetta is vacationing, now that Brother Ben is back from his.

*Lester Sack of the Sack Amusement Enterprises stopped off here for a day of conferences with Saul Goldman of the Chicago office, en route to New York, where the company will open offices.*

Louis Bromfield, author of "The Rains Came," just completed on the 20th Century-Fox lot, stopped off here en route to his home in Ohio. Bromfield is hoping to be able to be in Bombay, India, for the opening there of "The Rains Came," during Christmas-New Year week when the 20th Century-Fox Indian convention is held.

*John Burke, for many years manager of the Congress Hotel for Ralph Hitz, and well-known to the industry here, has been named executive assistant to A. S. Kirkeby of the Kirkeby group of hotels. He will headquarter at the Blackstone Hotel here. The Kirkeby group also includes the Drake Hotel here.*

Mort Simon has opened his own office on the second floor of the Exhibitors' Building. He has been handling the local distribution of the Movi-News programs, and reports business good.

*Roy McMullen, Granada manager and president of the B&K Employes' Club, is starting his seventh year with B&K.*

Here and gone: Mickey Rooney and Judy Garland, with their mothers, were hosts to the press, as the M-G-M stars passed through en route to Washington and New York stage dates . . . H. M. Warner, through here between trains, stopped for a conference with Jimmy Coston . . . Others arriving on the Santa Fe Chief this week were Peggy Wood, Douglas Fairbanks jr., Song-Writer Max Gordon, Ben Hecht and Charlie Murray, silent days' star.

*The 20th Century-Fox Employes' Club will hold its annual summer picnic at Round Lake, next Saturday, August 19 . . . Fred Wagner, 20th Century-Fox booker, was in Hines Hospital for a checkup this week.*

Chicago is still leading in Jack Flynn's division in the M-G-M mid-summer drive. Other exchanges in his district, in order, are: Indianapolis, Minneapolis, Milwaukee, and Detroit.

## *Boat Outing Aug. 17 by Chicago Warner Club*

CHICAGO—The Warner Club of Chicago will hold its boat outing aboard the *S. S. Roosevelt* next Thursday, August 17. A trip will be made to Benton Harbor and St. Joseph, Mich. Filmrow is invited to attend. Tickets may be obtained from Herb Wheeler at the Warner Theatre office. They are $1.15 each.

### Scripts "Last Bad Man"

HOLLYWOOD—"The Last Bad Man," slated to star Dick Foran, will be scripted for Warner by Marian Jackson.

## *Flynn's "Coyness" Irks Windy City Writers*



CHICAGO—Errol Flynn, shown above with his sister, Rosemary, on his arrival in Chicago for the CBS Knickerbocker Playhouse broadcast of "Holiday," gave studio publicity directors a headache by his conduct toward the press and photographers. Charged against Flynn's record during his short stay here were:

Refusal to remove his dark glasses for photographers at the airport; brushing aside of reporters and autograph seekers; refusal to pose for the Drake Hotel staff photographers for hotel bulletin material; breaking of appointments with film critics and newspaper feature writers for CBS-arranged interviews; ducking out on the radio program after doing his stint and before the broadcast officially ended.

"Maybe there's more than one way to kill film stars off radio—and the screen," muttered one scribe darkly.

## *All Is in Readiness for Chicago Splash Party*

CHICAGO—All is in readiness for the splash party to be given by the Women's Filmrow and Bookers' Club at the Medinah Club on North Michigan Wednesday night, August 16.

Plans call for a series of aquatic demonstrations by members of the Medinah team. Tickets are still available for both spectators and swimmers, each being $1.00. A buffet lunch will be served at 9:30 p. m.

## *Golf Tourney Aug. 17 by Chicago Booker-Agents*

CHICAGO—The annual golf tournament and outing of the Theatrical Bookers and Agents of Chicago will be held next Thursday, August 17, at the Bon-Air Country Club. Jack Kalcheim of the William Morris Agency is in charge.

Tickets at $4.00 per person include lunch and dinner at Bon-Air, plus golfing, bathing, locker fees, etc.

# RACINE

MR. AND MRS. LEN S. BROWN of the Mainstreet Theatre, have returned home after a visit of several weeks on the west coast. They spent some time at Catalina Island and visited several of the major studios around Hollywood, visiting sets on which "Gone With the Wind" was being completed, "The Hunchback of Notre Dame" was being remade, and the Marx Brothers were filming "A Day at the Circus." Brown's nephew, Stanley Brown, is receiving an increasing number of assignments in pictures. He recently had an important role in the Blondell-Douglas film, "Good Girls Go to Paris."

*Henry Quartemont, known as Happy Hank through his radio and stage work with the Badger State Barn Dance unit, has been transferred from the managership of the Fox-Midwesco Uptown Theatre here to a Milwaukee house in the same organization. His successor is Gordon Dimmit, formerly of Green Bay.*

To provide additional service to its readers and to cooperate with local theatres, the *Journal-Times* has just started a new column in which the time schedules for feature showings at the first run houses are published.

*Elmer Zeman, associated with the Fox organization in Racine some years ago and now in the theatre business in New York City, was a visitor with local friends.*

Bright yellow cards, 12 by 18 inches, were the invitations sent by Manager Harvey Kny of the Warner Venetian Theatre to all the Hardy families in Racine, inviting them to be guests of the theatre and "Judge Hardy" during the showing of "Andy Hardy Gets Spring Fever." These invitations carried the warning "void if folded."

*Manager Steve Dorece of the Crown Theatre, with his family, is spending all of his leisure time at his summer home at nearby Eagle lake.*


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## Lost? No, Gained Says Richey

New York—"Those Detroit reports which had me dropping away to a shadow since taking over my current post with RKO are screwy," remarks H. M. Richey.

"As a matter of fact, I've gained eight pounds," he continues.

## Outdoor Weather Takes Its Toll of Theatre Grosses

CHICAGO—It was another case of "ideal weather for picnics and bathing" last weekend, with the result that Saturday and Sunday business continued to be off in the Windy City. Thus far, there has been only one weekend with rain since Decoration Day, and that was only a drizzle.

However, "Goodbye, Mr. Chips," refuses to say goodbye to the B&K Apollo Theatre and this week was in its seventh stanza at the house, apparently headed for a record in the loop. Most other houses in the loop were only ordinary or below par.

## "Four Feathers" Trailer Gets Special Treatment

MILWAUKEE—A magna-screen effect was used by Harry McDonald, manager of the Warner Theatre, in presenting the trailer for UA's "Four Feathers."

McDonald cut the trailer into the newsreel and had the stagehands enlarge the screen as the operator widened the picture to take in the magna-screen effect. The result was considerable comment from patrons and "return" business during the run of the picture.

## Elmans Down Crillon to Take Lead in Softball

CHICAGO—The Henri Elmans are now leading the Filmrow Softball League as they defeated the Crillon Hotel, 18 to 8, in the only game played this week. Current standings:

| | W | L |
|---|---|---|
| Henri Elmans | 8 | 2 |
| Hotel Crillon | 7 | 3 |
| Photoplay-Film Carriers | 4 | 5 |
| 20th-Fox | 3 | 6 |
| Filmack | 1 | 7 |

## Renamed the Rio

ROCKPORT, IND.—Howard L. Hargis, operator of the Alhambra here, has renamed the house the Rio. New Neon lighting and a new marquee have been installed.

## Indiana, Salem, Opens

SALEM, IND.—The 500-seat Indiana Theatre, recently remodeled, has reopened. The work included installation of new seats, flooring, carpeting, and lighting effects.

### Pre-release for "Each Dawn"

CHICAGO—Warners' "Each Dawn I Die" went into the Chicago Theatre Friday on a pre-release engagement.

# MILWAUKEE

LAWRENCE J. McGINLEY, Seattle branch manager, was in town to promote a nation-wide bookings contest as a testimonial for Nate J. Blumberg, onetime local newsboy and president of Universal Pictures . . . Nick Coston will stage a contest at the Regal here to determine the city's most beautiful colored girl. The Regal is located in the city's Negro district.

*Lanny Ross packed 'em in to the tune of* 40,000 *at his concert at Washington Park.*

Herman A. Zeitz, 76, onetime director of orchestras in leading downtown theatres here, died last week. He is survived by his wife and sister.

*A. C. Berkholtz, West Bend exhibitor, is back on the job after being confined to his home by illness for ten days.*

C. H. and F. L. McDonald are planning improvements to their Grand in Mondovi.

*Eskin Theatres, Inc., announced plans for alterations to their Salem Theatre in West Salem.*

Latest houses to inaugurate Book Night with encyclopedias as giveaways are the Gateway in Kenosha, the Rialto in Kaukauna, and the Rivoli, Cedarsburg. Originators were the Tower and Oriental here.

*Charles Farrell and his wife, Virginia Valli, a former screen star, are in Oconomowoc for the former's appearance with the Coach House Players, summer theatre troupe.*

C. B. Dalrymple, an official of the Lloyd Manufacturing Co., makers of theatre seats, addressed the Kiwanis Club in the Hotel Marinette on the firm's activities.

*The Gateway Theatre in Kenosha is now operating from* 1 *to* 11 *p. m. daily with continuous shows, according to Tom Reilly, manager.*

Fair Oaks Theatre Co., which is contemplating erection of a house in Madison, has been granted permission by the city council to build within four feet of the 12-foot alley running through the block. A city ordinance provides that commercial buildings be kept 15 feet from the center of an alley.

*The Bay in Green Bay staged an "Old-Settler's Night" with those who have resided in the city for* 50 *years or more admitted as guests of the theatre.*

E. J. Weisfeldt's Riverside here staged a puzzle contest in cooperation with the *Milwaukee Sentinel* as a plug for the appearance of Paul Whiteman at the house the week of August 4.

*Harry McDonald, manager of the Warner Theatre, makes an excellent "chef" making his own sandwiches out at "Sahib's" after screenings. Incidentally, when UA's exploiteer, Art Catlin, is in town, he becomes "soda jerk," and makes swell sodas.*

## He Paid Two Bits For a "Ticket"

Superior—An inebriate standing in front of the Savoy Theatre here protested when told to move by a policeman. He said he had bought a ticket for the show from a man for two bits and was waiting for it to open. The theatre has been dark seven years.

## Utility Company Named In $100,000 Damage Suit

ST. LOUIS—A $100,000 damage suit has been filed against Union Electric Co. of Missouri in St. Louis county circuit court at Clayton, Mo., by the Mor-Lite Service Co. The petition charges the utility company attempted to harass and destroy its business.

The Mor-Lite concern states that since its organization in August, 1938, it has had exclusive metropolitan rights for letting at $1 a month a lighting unit reflector-holder and socket which, it claims, cuts the monthly electrical load one-third.

## Projector Display Proves Attraction for Patrons

CHICAGO—Institutional exploitation of a different type was employed by Ted Grant, manager of the Essaness Lamar Theatre in suburban Oak Park. Grant installed a projector in the lobby of the house, explaining with signs that it is similar to the one used in the theatre's booth.

So much interest was shown in the machine that Grant found it necessary to have an usher handy at peak hours to explain in more detail the operation of the projector.

## The Demand for Records In Chicago Increases

CHICAGO—A. O. Casey, manager of the radio and television department of Marshall Fields, says that demand of records of music used in motion pictures and radio has increased so much the company now is devoting five times as much space to the record section as before.

He said more than 90,000 people attended recent television tests held at the store.

## Rudy Vallee's Last Day at Chicago Packs Theatre

CHICAGO—The final day of Rudy Vallee's week at the Chicago Theatre was practically SRO all afternoon and evening. The night SRO was due to the Vallee show, Columbia's "Good Girls Go to Paris," which was well-received by Chicago Theatre audiences, and the fact a sneak preview was held that night.

### Re-equips in Osgood, Ind.

OSGOOD, IND.—Louis Damn, proprietor of the Damn Theatre here, has installed new projection and sound equipment.

# Chicago Allied Unit Rejects Trade Code

CHICAGO—The local Allied unit will follow the national group in rejecting the code as it now stands, Jack Kirsch, president of Allied of Illinois, tells BOXOFFICE.

"Of course, should they amend it satisfactorily, we would go for it, as will the national organization, too," said Kirsch, "but, naturally, being a member unit of Allied, we must follow what the national does."

## *Carnival Operators Held On White Slave Charge*

BOONVILLE, IND.—FBI agents have arrested three operators of a carnival here on charges of white slavery in connection with the interstate transportation of four 15-year-old girls used as "actresses" in nude shows.

The girls, all residents of Indiana, have been used in nude shows at carnivals in Brazil, Ind. and Pana, Ill. This is the first time the section of the white slave statute prohibiting interstate transportation of females for "debauchery and immorality," has been invoked in Indiana, FBI men said.

The carnival operators under arrest are Irvin Lewis, his wife, Rose Lewis, and John Morton.

## *Chi's Legitimate Erlanger May Join Film Ranks*

CHICAGO—One of Chicago's oldest legitimate theatres, the Erlanger, on Clark St., across from the city hall, is expected to go the way of other legitimate theatres this fall, when it becomes a film theatre.

David W. Kahane, member of the law firm of Trude and Kahane, attorneys for the estate who owns the theatre, was expected to be in New York this week, talking with several interested groups. Kahane said that no announcement would be made as to whether the theatre will become a film house or who will operate it until his return from the east.

Report is that the house would become a grind house similar to the Clark and Monroe theatres, should films be introduced there, with the possibility that the front would be modernized.

### Watson Plans New Theatre

BLANCHARD, WIS. — Thomas Watson of Warren, Ill., has made arrangements to purchase a building on the main street here and will remodel the first floor into a theatre.

### Griggsville Theatre Burns

GRIGGSVILLE, ILL. — The Wade Theatre here was recently destroyed by fire, believed started by a "short" in the projection booth.

### New Macgowan Pact

HOLLYWOOD—Twentieth-Fox has given Kenneth Macgowan a new contract as an associate producer.

# INDIANAPOLIS

KEN COLLINS, manager of the Apollo Theatre here, has slipped away for a vacation, leaving no inkling of his destination . . . George Settos, president of Settos Theatres, announces has has signed for RCA service for the Irving Theatre, Indianapolis, recently acquired.

*V. U. Young, president of Theatrical Managers, recently gave Steve Povilinsky, Indiana University freshman, Bloomington, a real thrill. Steve was on his way from the campus at Bloomington to his home in Gary when Young took him into his automobile and asked him how he would like to fly home. Steve didn't take him seriously till Young drove to an Indianapolis flying field, wheeled his airplane from a hangar and took off. Inside of an hour, Steve was in Gary.*

Mary Wehling, secretary to George Landis at 20th-Fox, is on vacation at a northern Indiana lake . . . Shirley Ten Eyck, telephone operator at Warner Bros., is also vacationing, as is Helen Barbour of the inspection department.

*Kenny, son of Frank Reimer of the Warner office, is visiting here from his home in Chicago . . . The Warner Club will hold its annual picnic and outing Wednesday, August 16, at Riverside Park.*

G. L. Heinrich, office manager at RKO, is vacationing in Michigan where he hopes to catch many fish . . . Don R. Rossiter, executive secretary at the ATOI office, will spend next week traveling the northern part of Indiana, contacting exhibitors.

*Among employes of the Columbia exchange on vacation are Larry Shubnell, booker, who is fishing in Michigan, and Robert Arvin of the shipping department, who will visit a dude ranch out west . . . Carl Shalit, district manager for Columbia, was a visitor two days at the Indianapolis office.*

## *St. Louis Mikado, Dark Since May, to Reopen*

ST. LOUIS—The Mikado Theatre, a St. Louis Amusement Co. unit which has been closed since early in May, was to reopen August 12, following completion of a $50,000 remodeling, redecorating and refurnishing program.

The remodeled Mikado now includes a new front and marquee, upholstered seats, a year-round air-conditioning system and the latest type of sound and projection equipment.

## *Seven Deemed July's Best By Tribune's Mae Tinee*

CHICAGO—Mae Tinee, *Chicago Tribune* film critic, listed July's best pictures as: "Maisie," M-G-M; "Susannah of the Mounties," and "Second Fiddle," 20th-Fox; "Stolen Life," Paramount; "Clouds Over Europe," Columbia; "Daughters Courageous," Warner, and "Orage," French Foreign production.

# Variety Club Takes Shape in Chicago

*By* B. O. TELLER

CHICAGO—With several preliminary meetings already having been held, plans are under way for the organization of the Chicago Variety Club.

Expected to be announced shortly are the 11 men who will form the organization committee. Following that, charter members will be chosen and the initial meeting will be held.

The first open meeting to formally announce the club's organization is expected to be held some time in September. One of the larger Chicago hotels is expected to serve as the home of the Windy City barkers, as members of Variety are called.

Since its organization in Pittsburgh by 11 men headed by John Harris, Pittsburgh exhibitor and national chief barker (president) ever since its inception, Variety has worked for the betterment of the industry. Worthwhile charities, such as children's homes, hospitals and care of the sick, have been the goal of Variety. Last year over $250,000 was spent by the 21 clubs for charitable work.

National Chief Barker Harris and chief barkers of several nearby clubs are expected to come to Chicago for the initial meeting in the early fall.

Among those instrumental in the organization of the Chicago tent are Jack Flynn, M-G-M district manager, who has been one of the early Variety workers in other cities, chiefly Detroit and Cleveland where he was chief barker; Mannie Gottlieb, branch manager, Universal, and W. E. (Doc) Banford, M-G-M branch manager, who were charter members in other cities; John Balaban and Jules Rubens of B&K and Great States, respectively; Eddie Silverman of Essaness; Clyde Eckhardt, 20th Century-Fox branch manager; Jack Osserman, RKO branch manager; Jack Kirsch, president of Illinois Allied.

## *M. E. Berman Scoops Trade With Endurance Fliers*

SPRINGFIELD, ILL.—M. E. Berman, manager of the Orpheum, performed a theatrical beat and booked at his theatre the first and only public personal appearance in Springfield of the flying Moody brothers, Hunter and Humphrey, who three days before had set a new world endurance record for light planes of 353 hours and 46 minutes, flying over the local airport.

## *Chicago May Buy Sites of Two Legitimate Theatres*

CHICAGO — Phillip Harrington, Chicago subway and traffic engineer, said that the city may acquire six parcels of loop property, including the sites of the Selwyn and Harris legitimate theatres at Lake and Dearborn, for the Lake Street section of the new Chicago subway. A price of $162,000 has been set for the two theatre sites.

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# LOWER FILM RENTALS, FEWER BUT BETTER FILMS, FAVORED BY OMAHA AREA EXHIBITORS

## Opposition to Duals and Block Booking Also Voiced in Survey

OMAHA—Exhibitors in the midwestern states are taking a strong stand for lower film rentals, fewer but better pictures on a high plane of production and elimination of "inferior" product, in a survey being conducted by the Omaha headquarters of BOXOFFICE.

Exhibitors also are expressing themselves against double features and block booking in answer to the question: What can be done to improve the industry from the standpoint of the exhibitor?

John L. Anderson, South Dakota exhibitor, was outspoken in his discussion of the problem. Anderson operates AnJune Theatre at Plankington, S. D.; Aurora, White Lake, S. D., and Gem, Kimball, S. D. He declared:

"All we need are good pictures at reasonable prices. The distributors have gone crazy this season. In the face of the worst grosses in the history of show business they are asking outrageous terms."

**For Cycle Discontinuance**

On the other hand, Larry E. Day, Clarion, Clarion, Ia., said, "If the industry producers would discontinue the idea of cycles in pictures it would mean considerable. If one company makes a musical hit, let the others leave that type of picture alone for a while."

J. Erle Kirk, North Star, Omaha, one of the midwest's veteran exhibitors, declared: "For 25 years the answer has been —Better Pictures."

"Film rentals must find some fixed, just way for the small exhibitor to stay in business," is the opinion of Alton F. Smith, Murray, Murray, Ia.

Oscar Johnson, Rivoli, Falls City, Neb., and E. S. Tompkins, Winfield, Winfield, Ia., blame the operation of theatre chains for the present situation. Tompkins suggested, "Crack down on the chains."

"If the distributors continue to hike prices, it will be a matter of time until all independents will be out and the chains will buy direct from New York or Hollywood. It will mean the closing of the exchanges, and managers and salesmen will be out," Johnson declared.

DuWayne H. Hartzell, Rivoli, Charter Oak, Ia., believes it is up to the exhibitor himself to solve the problem "by refusing to play a lot of the lousy shows the producers are dishing out to us."

**Wants Duals "Ousted"**

Double features should be "ousted" and the policy of distributors to produce "too many short, mediocre features" should be changed, said Elias J. Kleinsasser, Met, Freeman, S. D. This exhibitor suggested that the production of quality shorts be increased.

"If the small town exhibitor could buy fewer shows from the major companies, the industry would be improved from the standpoint of the exhibitor," said J. V. Frank, Harvard, Harvard, Neb. "Do away with free shows and cheap admissions, too."

**Favors Code and Neely Bill**

Henry E. Rehfield, Iowa, Bloomfield, Ia., has been in the theatre industry for 30 years. Eleven years have been spent at his present location. Exhibitor Rehfield suggested:

"Adopt the fair practice code and pass the Neely bill or be able to buy fewer pictures from all companies and above all, at reasonable prices, and in small towns at flat rental."

Other exhibitors throughout the midwestern area expressed themselves as follows:

"Make more down to earth pictures," H. P. Borah, Bryant, Bryant, S. D.

"More good pictures," Bob Oliver, Iowa, Onawa, Ia.

"Make good, general pictures, plus honesty on the part of distributors," Murrel Simpson, Palace, Clearwater, Neb.

"Better pictures and eliminate block booking," J. Morgan Reynolds, Elwood, Elwood, Neb., and Bertrand, Bertrand, Neb.

**For September Bow**

POCAHONTAS, IA.—Pointed to an early September opening is Jack Bauma's new house here. It is a 600-seater, as yet not named.

## *Buying Slow, Say Exhibitors; "Not So," Distributors Retort*

MINNEAPOLIS—Conflicting claims are made in distributor and exhibitor circles regarding the progress of the new selling season. While the distributors declare business is going ahead "as usual or better," prominent exhibitors here, who assert they've checked up the situation, insist that buying is practically "at a standstill."

A representative group of independent exhibitors, discussing the situation at an informal meeting here, insisted that "even the out-of-town theatre owners" are "laying off" deals because the distributors are asking as much, if not more, money than last year.

It amounts almost to "a buyers' strike," according to these claims. Leading independent chains and the more important individual independent exhibitors have held off signing contracts, it's asserted.

These independent exhibitors say that the present conditions and the outlook call for a reduction of at least 25 per cent in film costs. They call attention to the WPA layoffs, depressed industry and "ruinously low farm prices."

But the branch managers say it "isn't so." Every company, without exception, claims that sales are right up with the corresponding period a year ago. Moreover, they declare, the vast majority of exhibitors expect a decided business turn for the better the coming fall and winter and they're genuinely optimistic.

C. K. Olson, Warner branch manager, believes his company's experience is typical. Out-of-town sales have been "entirely satisfactory" and business is running "about the same" as a year ago. It's too early yet for negotiations with the Twin City accounts, but Minneapolis and St. Paul exhibitors are making plenty of inquiries and showing plenty of interest, according to Olson and the others.

No further announcement regarding plans for a proposed buying and booking combination has come from the Northwest Allied office. Apparently no date has been set yet for the meeting at which the plans would be discussed.

## Independents May Supply Minnesota

MINNEAPOLIS—Present indications are that independent exchanges may be able to provide the 4,000-seat Minnesota Theatre here with sufficient satisfactory screen product to meet its needs and that inability to obtain any of the major companies' releases will not handicap the big showhouse, now being operated by local independent interests, as much as anticipated.

The Minnesota Amusement Co. has all the major product sewed up. Even if it were available, however, it is a moot question in local film circles if the Minnesota Theatre could utilize it under its present policy, the reason being that the heavy cost, added to the otherwise high nut, would make it prohibitive. Undoubtedly it would be necessary to raise admission prices above the 15 and 30-cent level now in vogue, it's pointed out.

There has been general audience satisfaction thus far with the independent films thus far shown, according to Gordon Greene, managing director. The first three pictures—Monogram and Republic releases —have been favorably received, he says. A Grand National picture, "Exile Express," is the current offering.

# Griffith-Dickinson Staffs Are Set

KANSAS CITY—The personnel setup of the Griffith-Dickinson Theatres has been fairly completely worked out. The lineup, which reflects several changes made in the past week, is as follows:

Dickinson, Beloit, Kas., Bill Gabel; Rio Grande, Chillicothe, Mo., Glen W. Dickinson jr., who formerly was at Manhattan, Kas., assisted by Jack Sage, who has been manager at Macon, Mo.

Dickinson, Creston, Ia., Charles Kirkpatrick; Fayette, Fayette, Mo., Irwin W. Tucker; Chief, Hiawatha, Kas., Francis Wright; Booth, Mainstreet and Beldorf, Independence, Kas., William H. Wagner, manager, and Royce Aydelotte, assistant. The latter formerly was at Parsons.

Dickinson and Cozy (the latter closed), Junction City, Kas., Ken Prickett, assisted by Mark Cadle, who has been assistant at Manhattan.

Macon, Macon, Mo., Temple DeVilbiss, construction engineer for the circuit, who will handle this resident managership in addition to his other duties. He is being assisted by Burton Pacey, formerly assistant at Manhattan. Carlton, Wareham and Dickinson (closed), Manhattan, Kas., Harry Wareham; assistant, Stanley Gartside, formerly in Texas and New Mexico.

Chief and Uptown, Marceline, Mo., Doyle Mowrey; Dickinson, Olathe, Kas., Charles Hoge; Dickinson, Osage City, Kas., Sam Carr; Osawa and Kansan, Osawatomie, Kas., R. W. "Sippi" Ferguson; Dickinson, Paola, Kas., W. G. McKinney.

Kansan and Uptown, Parsons, Kas., David Dallas. His assistant is Jack Scott, formerly manager at Paola. Jack is the son of Ward Scott, district manager of 20th-Fox.

People's, Pleasant Hill, Mo., Wayne Jenkins; Kiva, Slater, Mo., Harold Sachse.

At Fredonia, Kas., where, on August 1, Partnership-Morley took over the Klock from Glen Klock and the Whiteway from Art Pugh, Bob Morley, who formerly was at Roswell, N. M., for Griffith, is managing.

The Williams-Griffith Theatres, Inc., which has Auburn and Nebraska City, Neb., has placed Stanley McSwain, formerly in Carlsbad, N. M., in charge of the Booth and Auburn at Auburn, and has named Roscoe Hopkins, who has been at Plainview, Tex., for Griffith, as assistant to R. R. Booth at the Booth and Paramount, Nebraska City. The Williams-Griffith theatres are being handled out of the Griffith-Dickinson offices here.

## *Shifts at Commonwealth Affect Three in Field*

KANSAS CITY—Joe McClure, formerly manager of the Kansan Theatre, Osawatomie, Kas., for Commonwealth, has been transferred to the Cozy, Norton, Kas., in the same capacity.

Ray Holmes, manager of the Cozy at Norton, goes to the Granada, Lawrence, Kas., as manager. Stanley Schwahn of the Granada becomes city manager of the four Lawrence theatres for Commonwealth.

## *A Sure Way to See Film He Missed*

**Minneapolis—Having missed "Winterset" each of the first three times that he played it at his Seventh Street Theatre, Bill Elson booked it back for a fourth engagement last week "just so that I could see it." Picture, however, did a nice business, warranting its return visit.**

## *Two New Equipment Lines For Independent Supply*

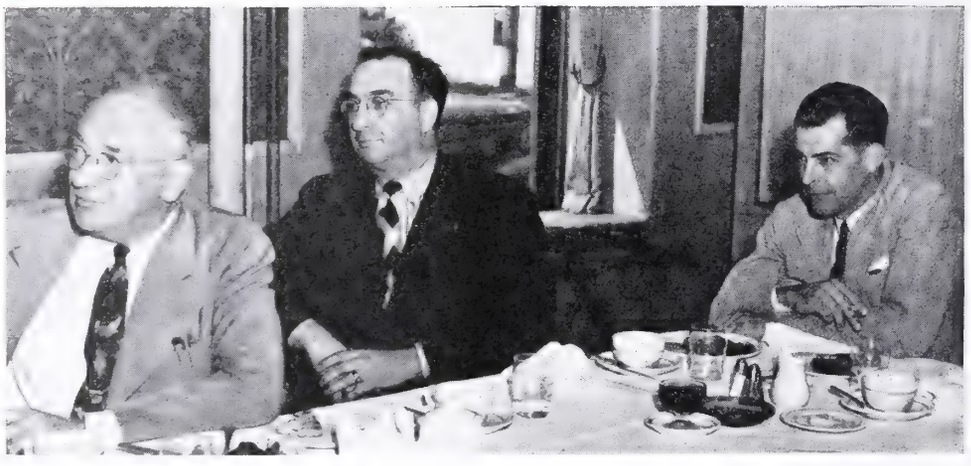
KANSAS CITY—The Independent Theatre Supply Co. has taken over distribution in western Missouri and Kansas for Universal 16mm and 35mm projectors, manufactured by the Central Safety Control Corp., Philadelphia. Jim Foland and Ed Cheatham will handle theatrical distribution. Atherton Warrell will contact schools and churches.

# Says RKO-Tri-State Pool Will Continue

DES MOINES—Tri-States Theatres Corp. and RKO will continue joint operation of the Orpheum here, according to G. Ralph Branton, general manager of the former company.

"This arrangement will continue through 1941," Branton said in denying reports of an impending dissolution of the operating pool. "I have just returned from New York where we have discussed operating policies and purchase of new pictures with J. J. O'Connor, general manager in charge of RKO Theatres.

"The advantage of operating jointly has been evident in the past two years by a continuous flow of good pictures, reduction of admission prices and the ability to bring to the screen in Des Moines all of the motion pictures produced in the industry (both American and foreign) and to present them to the Des Moines public under the most favorable circumstances."



## *Attend Governor's Screening—*

*Among the theatre executives who attended the special governor's screening of "Our Leading Citizen" at the Fargo Theatre, Fargo, N. D., were Al Anson, district manager for the Minneapolis Amusement Co.; Ben Blotcky, Paramount, Minneapolis manager, and Charles Winchell, Minneapolis Amusement Co. advertising manager. Preceding the screening for Governor Moses a special breakfast was held at the Gridiron Club with more than 50 press and political guests in attendance.*

## *Can't Be Bothered*

SPIRIT LAKE, IA.—Ho Hummm, just another world premiere! Ray Hilary will be opening the "Wizard of Oz" at his Royal Theatre in Spirit Lake on the same evening it world premieres at the Astor Theatre in New York. But Ray can't be bothered with fanfare. He'll be attending a sales meeting in Minneapolis!

## *Stebbins Equips Owen*

KANSAS CITY—The Stebbins Theatre Equipment Co. announces the installation of new equipment in Jim Owen's theatre at Branson, Mo. Furnished were Strong lamps, Duo Sound Master, Da-Lite sound screen and Kaplan projectors.

## *Cooper Slates Roberts for Theatre Operations Job*

LINCOLN—Frank Roberts, who has been an auditor with the J. H. Cooper Enterprises of Colorado and Nebraska for several years, is through with his portion of setting up the books here. He is on vacation for two weeks, and upon returning will probably have a berth in the theatre operations end in Colorado under L. J. Finske, Cooper's division manager.

Roberts was moved in here from Denver several months ago, when the Paramount-Cooper audit started, after which papers for a permanent partnership here are to be considered. Book work for Paramount has been supervised by Vincent J. DiFiore, who came out from New York, with assistance from Roberts and Charlie Shire.

# Skouras Will Attend Fox Midwest Meet

KANSAS CITY—Fox Midwest will hold its annual convention for managers of some 100 theatres in Excelsior Springs, Mo., Tuesday and Wednesday, August 15 and 16.

Attending the two-day program will be Spyros Skouras, in charge of National Theatres, who will speak Tuesday; E. C. Rhoden, president of Fox Midwest and in charge of the convention; Senn Lawler, publicity and advertising director for Fox Midwest; Lon Cox, film buyer and district manager here; H. E. Jameyson, Wichita district manager; L. E. Pope, purchasing agent, and Lou Honig, in charge of real estate.

Fred Souttar, St. Louis district manager, will preside.

Following an open forum discussion of business Wednesday morning, Fox Midwest will host film men and friends at a golf tournament and banquet.

For the golf tournament, Harry McClure, district manager, who is in charge, with Lawrence Breuninger, manager at Topeka, and Frank Ritter, manager of the Uptown here, have arranged four flights: one for executives, one for home office bookers, etc., one for each district (five), and a guest flight for others. No one is entitled to a prize unless he plays—or walks—18 holes, McClure said.

Skouras will present plaques and prizes to winners in the Skouras drive that ended July 8.

In charge of general arrangements are McClure, Ed Haas and Senn Lawler; banquet, McClure and T. S. "Curly" Wilson, Excelsior Springs manager, and decorations, Jimmie Long, Plaza, Kansas City, and Tom Garrison, home office.

District managers of the circuit met here last week with executives to complete plans for the convention.

## *Hear of Universal Drive At Kaycee Meeting*

KANSAS CITY—The Universal exchange here was closed Tuesday morning while executives and all employes were meeting with L. J. McGinley, Seattle branch manager for the company and captain of the current campaign Universal is conducting for new business.

Some $10,000 in prizes are being given by Universal. The campaign lasts August, September and October.

McGinley met at the Hotel Muehlebach here with branch executives, salesmen and bookers.

He has completed meetings in Detroit, Milwaukee, Chicago, Minneapolis, Indianapolis and St. Louis and left here for Des Moines and Omaha. He is conducting meetings also in Denver, Salt Lake City, Los Angeles, San Francisco and Seattle before returning to his home berth.

### Two Get New Pacts

HOLLYWOOD—John Howard Lawson and David Burton have been given new writing contracts by 20th-Fox.



# Honor Ed Burgan on 25th Trade Year

KANSAS CITY—It was a real surprise to Ed Burgan, owner of the Tenth Street, Home and Gauntier theatres in Kansas City, Kas., when he was taken to the Milburn Country Club and found 22 film and theatre people there for a dinner honoring him on his 25th anniversary in the theatre business.

Edmond F. Burgan, Ed's son who is active in the operation of the theatres, arranged the party.

Burgan entered the business 25 years ago in Beloit, Kas., where he operated the Grand (now the Dickinson) for five years. Coming to Kansas City, he ran the old Ellsworth at 39th and Prospect for more than five years. He then went to Kansas City, Kas., where he has been active in theatre operation since.

Attending the party, which was informal and without speeches, were R. C. LiBeau, Joe Manfre, Roy Young, George Hinton, Jim States, Al Chaffee, M. S. Anderson, Charley Gregory, George Fuller, Gus Kubitzki, Charley Decker, Douglas Desch, LeRoy J. Miller, Joe Maguire, Bill Bradfield, Zack Beiser, Bob Withers, Tommy Thompson, Fred Meyn, F. J. Latz, Dick Biechele and Jesse Shlyen.

### Columbia Extends Duffy

HOLLYWOOD—Albert Duffy, writer, has been extended by Columbia.

# Record Opposition Is Felt in Minny

MINNEAPOLIS—Theatres here the past week encountered their heaviest opposition in all history and, with a few exceptions, took a bad beating. Neighborhood houses were particularly hard hit.

Instead of helping the boxoffice, the American Legion state convention actually seemed to hurt, even though it attracted thousands of visitors to the city. Afternoon and evening parades kept localites as well as transients away from the showhouses and on Tuesday night the Legion had a big show of its own which drew 65,000 people to the University of Minnesota Stadium. During the first four days of the convention only 500 coupons were turned in to six loop theatres by convention visitors. Every convention visitor received these coupons redeemable at the boxoffices on payment of a cut-price admission.

Rudy Vallee, at the Orpheum, did considerably less business than on previous visits. The 4,000-seat Minnesota also slipped far under its first two weeks. The only other house to pull respectable trade was the State with "Andy Hardy Gets Spring Fever," but here, too, the takings were undoubtedly much less than they'd be under more normal conditions.

Last Thursday and Friday the Ringling circus, paying its first visit here in two years, drew tremendous crowds and cut heavily into the theatres. The annual roller derby, in the Auditorium for three weeks, is pulling turnaway crowds of 10,000 nightly, with admission only 15 cents and that's tough opposition, too.

The Minneapolis baseball team, battling for first place, is playing night ball every day except Sunday and attendance runs from 3,000 to 10,000 per game, making things that much worse for the theatres.

## *Former Film Critic Potter May Become Exhibitor*

MINNEAPOLIS—Merle Potter, veteran local film critic, is planning to enter the field as an exhibitor. The *Journal*, of which he was film and drama editor for many years, recently was absorbed by the *Star* and publication discontinued. Potter says he has had several newspaper offers, but prefers to forsake writing.


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# DES MOINES

BING MILLER in at Columbia was in a vile mood Monday. He said he had the sniffles, Evelyn (Hedy) Rosen had the sniffles, and BOXOFFICE doesn't give Columbia the attenion it deserves. Then Bing flatly refused to tell us what he was doing in Omaha last weekend. Cowboy Altshuler's pony is chafing at the bit to be off from the Columbia range.

*Now Don Allen's trying to do an Emil Franke (but Ashby's on his vacation, Don) . . . Don's Des Moines Theatre lobby sported a 40 by 60 poster, announcing the coming of "Batchelor Mother." Someone noticed it after a few days and the "t" was omitted on the new sign . . . Nickey "Eightball" Goldhammer, RKO district manager, was in over the weekend.*

The girls at National Screen are complaining because Doyle Anderson has quit shaving . . . Dale Butler, admittedly the cutest of the cute in Friedman's establishment, is so ticklish he can't even stand to talk about it . . . Bill Dippert of the red and yaller sox and Ruby Stacy are vacationing . . . Ray Butcher just returned . . . Jean Wylie was weeping over her coke because she's too new for a vacation. Nate Sandler is reported to have been working with spades until 7:00 a. m. Monday morning, and he wasn't digging ditches.

*F. E. Judd drove to Omaha to pick up George Weeks, Monogram sales manager. Mr. Weeks went from here to New York . . . J. F. O'Donnell left Monogram here for the Omaha offices this week . . . Monogram is planning to add its nickel's worth to the model plane contest prizes offered by the R&T . . . Tailspin Tommy is the reason.*

Paul Walsh stuck his head in the door to tell us we think we're smart because we aired the Filmrow skeletons via Ashby's "Getting Around" column . . . Well, ain't we? Sid Rose strutted by and stared in, but said nothin'. Woe is us! . . . G. Ralph of Tri-States telephoned, but not to give us news. He once said he fancied we had a grudge against Tri-States, but darned if we don't think Tri-States has a grudge against us.

*We notice Louis Alleman who was here during "Career," is judging babes down in New Orleans—of the seven-month-old variety, however—and quite impersonally. He's getting plugs there for "Bachelor Mother."*

Was that "Cannonball" Lee with Don West and Myron Blank Thursday eveing? He slipped into the booth before we could see and we forgot to peek in on the way out. Central States must have been relaxing en masse that night, because we ran into Ruth Stafford at the Val-Air dancing too. She was wearing a pair of shoes just like ours on those feet of hers that always hurt. Wonder if she bought them for $2.94 like us, or if she purchased early in the season and got stuck for $8.95?

*Note to Hollywood columnist Harrison Carroll: Your parenthetical comment that the Lane Sisters' father is now divorced from their mother is a little posthumous; he is dead . . . Jess Collins, Monogram salesman, is in fourth place nationally in the company sales drive; the local office holds sixth position . . . We picked up a clever little folder in a Hiland Park camera shop and discovered it was ballyhoo for Morris Crewse's picture show.*

# IOWA NOTES

CHARLIE PETERSON of the Windsor Theatre in Hampton has been busy remodeling his new office and apartment since his return from California last spring. He intends to redecorate the foyer and the theatre before completing the modernization. When the work is completed he will have a luxurious apartment above the theatre.

F. W. Damon of the Park Theatre, Ft. Dodge, left town with his wife and daughter to attend the Rodeo at Cheyenne, Wyo., and to visit Yellowstone National Park and points in Montana. He is due back around the middle of August.

The front of the Elite Theatre in Laurens is being rebuilt by J. G. Fair. Also a new marquee is being installed.

C. Z. Scofield of the Blackhawk Theatre, Lansing, is contemplating remodeling the front of his theatre and installing a new marquee.

Dan Cota and family of the Cota Theatre in Waukon recently returned from a three weeks' trip to Washington, D. C., and Canada. Fishing was one of their chief pastimes.

### "Brother Rat" Sequel

HOLLYWOOD—"Brother Rat and the Baby," a sequel to Warner's "Brother Rat," will be scripted by Earl Baldwin for the same company from an original by Fred Finklehoffe and John Monks jr.

**FOR SALE** Complete equipment consisting of 300 late type American spring cushion chairs, Simplex projectors, Peerless L. I. Arc lamps and rectifiers, late type RCA sound equipment, screen and complete miscellaneous booth equipment. Everything in excellent condition. Theatre closes on August 15th and equipment must be removed by September 1st. Will sacrifice for immediate sale. Write at once to A. R. THOMPSON, Mills Theatre, Lake Mills, Iowa.

## *Decade in Des Moines Celebrated by Judd*

DES MOINES—F. E. Judd, youthful Monogram manager here, is launching his Ten-Year Drive September 20. It will last through October 25, and is to celebrate ten years of Des Moines distribution. Judd's first contact with the film business was 19 years ago when he passed bills for Harry Barker of the Benton Theatre in Kansas City. In 1925, as assistant manager of the Prospect Theatre there, he was bill poster, sign painter, janitor, doorman, relief projectionist and hauler of film—all for $8.00 a week. Later, he opened the Oak Park Theatre with the "Keeper of the Bees," an FBO picture.



F. E. JUDD

He then got a job as third assistant in the Paramount poster room. Here he worked with Arthur Cole, now Paramount office manager; Merle Hillyer, present manager of the Strand in Creston, Ia.; and Lester Levy, who is now office manager for Monogram in St. Louis.

Judd's next theatre venture was as manager of the Maple Theatre. His landlord was a struggling young man (Hi, Benny!) who was publishing a regional trade paper called "BOXOFFICE." The Maple is now headquarters for this same "BOXOFFICE," a national publication which has the other trade papers jealously agog (editorial). At this time, Judd had also acquired the Empire Theatre along with the Maple. He promptly went broke. Gus Kubitzki, Fox manager, hired him as poster clerk. Kubitzki believed that anyone who would pay $100 to run "What Price Glory" with a $100 orchestra in a ten-cent show had imagination (I think he was cracked).

When Stanley Mayer, then city salesman for Fox in Kansas City, came to Des Moines as manager in 1929, Judd came along as booker. He served this company in various capacities for seven years before going with Midwest Film Distributors to work for C. A. Schultz, E. C. Rhoden and Leo McCarthy. In 1935-6, Judd opened the Republic offices here.

Judd became Des Moines Monogram manager in March of 1937, and in the same year won first prize in the company's national sales drive. The stock in the company here is owned entirely by members of Mr. and Mrs. Judd's families.

### Names Glen Folsom as New Monogram Booker

DES MOINES—F. E. Judd, Monogram manager, has announced the appointment of Glen Folsom as booker.

Folsom has been connected for the last three years with Warner Bros. as contract clerk, assistant booker and ad sales manager.

### Get "Lincoln Boggs"

HOLLYWOOD—"Abraham Lincoln Boggs," starring Edward Ellis, will be adapted for Republic by Olive Cooper in collaboration with Joseph Krumgold.

# KAYCEE

D A. HOOVERSON is the new house manager at the Rialto, St. Joseph, Mo. He was on Filmrow this week with Frank Cassil.

*Others on the Row: Cle Bratton, Council Grove, Kas.; Crump Taylor, Appleton City, Mo.; K. H. Gaston and daughter, Florence, Kas.; L. O. Ringler, Peabody, Kas.; H. F. Strowig, Abilene, Kas.; William Welton, Chapman, Kas.; Joe Ghosen, Sedalia, Mo.; H. I. Hyde, Geneseo, Kas.; A. H. Dula, Holyrood, Kas.*

Charles Burns, who moved his Premier Advertising Service to 1710 Wyandotte recently, reports business considerably improved in the new ground floor location.

*Francis Smith, biller at Republic, is on vacation . . . Jim Weakley, booker, is fishing in the Ozarks.*

Nat Hechtman, Hollywood Advertising Co., and his wife are recuperating from an automobile accident last week in Colorado. Their 4-year-old son was not injured.

*Rube Melcher, former film salesman, visited for a few days in Milwaukee, his former home. Rube is now managing the Poppers Supply Co. here.*

Bill Warner, former Warner exchange manager, is back in Kansas City for a while, he said. He had been in Los Angeles for three months.

*Film Salesmen George Hinton, Bill Bradfield and Joe Maguire were having it out about who has the best dog last Monday evening at the Burgan anniversary dinner. If you ask us we don't know who won, but Hinton has "dared" Bradfield to face his chow terror and be convinced.*

"Tumbleweeds," famous western with Bill Hart, which has been reissued, has been set in at the Kansas Theatre, Wichita, Kas., August 20, for a week's run. Jimmie Foland, who is handling the picture here, made the deal with W. P. Huston last week.

*On the Row: George Hayob, Mary Lou, Marshall, Mo.; O. F. Sullivan, Civic, Wichita, Kas.; O. L. Christian, Parker, Kas.; E. Van Hyning, Parsons, Kas.*

Jay Means of the Oak Park and Bagdad left last week with Mrs. Means and their son, Ronald, for a motor car tour of the west.

*R. W. Small of the Cozy, Wymore, Neb., has purchased 200 new upholstered seats from the Oklahoma Theatre Supply here. L. J. Kimbriel also reports the sale of lobby lounge and rest room furniture for the new Tivoli, C. E. Cook's house at Maryville, Mo.*

Al Tanner of 20th-Fox lost a print of "Frontier Marshal" and Zack Beiser of Columbia one of "Romance of the Redwoods" August 1 when 18 boxes of film burned on a Chicago & Milwaukee car north of here.

*They threw a party Friday evening (August 4) for Ralph Adams, Fox Midwest booker, who has just returned from his honeymoon. Hosts were Leon Abraham of RKO and Mrs. Abraham; Douglas Desch of Monogram, and Mrs. Desch; Chet Hylton of Fox Midwest, and Mrs. Hylton; Leland Allen of Commonwealth, and Mrs. Allen, and Buddy Brown of Fox Midwest with Windy (his pooch). They decorated the Adams' apartment with various and sundry film titles, appropriate to the occasion, such as "News Is Made at Night," "It Could Happen to You," "Calling Dr. Kildare" and "It's a Wonderful World" when you're "Made for Each Other."*

Ward Scott, 20th-Fox midwest division manager, is in New York for home office conferences. Frank Hensler, M-G-M branch manager, was due back from New York this weekend.

## Toilet Facilities Are Sought for Booths

KANSAS CITY—Wage and hour provisions of the new contract between IATSE motion picture operators local 170 and subsequent run theatres are the same as in the old agreement, but there is a new provision which calls for toilet facilities and running water in every booth. This affects 80 per cent of subsequents, since only about eight of more than 40 are so equipped.

The new contracts expire Aug. 31, 1940, at the same time that those for downtown first runs expire. The latter have not yet been negotiated, but are being handled this month by Walter S. Croft, business manager of the local. Included in the contracts are all subsequents but the Palace and Circle, Croft said.

## *Shift William Laughlin To Crane in Carthage*

WICHITA, KAS.—William Laughlin, manager of the Fox Midwest Regent, Wellington, Kas., has been made manager of the Crane Theatre at Carthage, Mo. H. E. Jameyson, district manager here, has transferred Al McClure, manager of the Palace, Wichita, to Wellington.

## *One Idea of Utopia*

**Lincoln—Exhibitor's dream of Utopia: No cars allowed driven unless paid for.**

**Nothing on the radio on Sunday, except sermons.**

**Gasoline at 25 cents a gallon.**

**One theatre to each 25,000 population.**

**The dreamer, Bob Livingston, at the Capitol here.**


# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

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# MINNEAPOLIS

BILLY EVIDON, Columbia head booker, still raving about those Hollywood film beauties whom he met on his west coast vacation trip . . . Morrie Abrams, M-G-M exploiteer, accompanied Barrett Kiesling, assistant M-G-M publicity director at the Hollywood studios, to Fargo, N. D., Sioux Falls, S. D., and Duluth, Minn. After his visit here Kiesling made the other jaunts. He addressed luncheon clubs and spoke over the radio in Minneapolis and talked before Minneapolis Amusement Co. managers at the other spots.

*Paramount screened "Our Leading Citizen" and A. Selby Carr, office manager, says it's surely "a picture every exhibitor in this territory will be more than proud to show, particularly Minnesota theatre owners" . . . Marvin Maetzold, Columbia head shipper, fishing in northern Minnesota . . . William Blake, assistant State manager, to wed Audrey Peterson September 28 . . . Charlie Milkus, local program man, has gone to Philadelphia to publish the Galento-Nova fight program.*

After going with the girl 28 years, Warren Branton, National Screen salesman, finally found courage enough to pop the question and now the former Christine Klotz is Mrs. Branton . . . Edna Walsh of the Columbia inspection department has plighted her troth to John Dunleavy . . . Gertrude Guimont and Helen Pauly, Warner beauties, back from a wonderful Great Lakes boat tour . . . Signs adorn the W. H. Workman establishment advising exhibitors to "Make Money With M-G-M."

*Out-of-town exhibitors visiting Filmrow included Bill Haswell, Waterville, Minn.; Don Buckley, Redwood Falls, Minn.; Jack Heywood, New Richmond, Wis.; Paul Perizzo, Winnebago and Blue Earth, Minn.; George Schroeder, Elsworth, Minn.; George and Arnold Crane, Cambridge and Lake City, Minn.; Porter Ashley, Lakeville, Minn.; Laurel Lano, Long Prairie, Minn., and Bill Zimmerman, Lakota, N. D.*

What happened to Lowell Kaplan and Ben Spewak in San Francisco the night they left Bill Evidon, their traveling companion, in the hotel and didn't return until the early hours of the morning? Get Spewak to tell you. It's a very interesting story . . . Clayton Bosted, Seventh Street Theatre assistant manager, wedded to a Northfield, Minn., miss and honeymooning in northern Minnesota . . . If you have a half-hour to consume, get Charlie Weiner of Monogram to tell you about his tiger muskies . . . Eddie Ruben, the circuit operator, and his missus celebrated a wedding anniversary last week.

*Ben Ash, Fergus Falls, Minn., exhibitor, reports it's easier to get up a cribbage game these days than to coax the same number of people into his theatre . . . After Ben Spewak returned from his lengthy California sojourn he started talking about a new theatre project for the district adjacent to Victory Drive . . . Sam Cummings of Jewel Productions, New York City, a visitor . . . Helen Hillman, formerly of the Ruben and the Gilman circuits, back from Hollywood, tells of seeing Lowell Kaplan of the Ruben offices having lunch with pretty Nancy Kelly, film actress, at the Trocadero.*

Lester Martin here from Chicago to promote "Theatre Book Night" and has closed with a number of Twin City theatres. Eddie Burke has been appointed his representative in the territory . . . Leonard Grossman has come to Minneapolis from Milwaukee to handle publicity and exploitation for Tom Burke's "Movie Cash" . . . Joe Behan, Warner head booker, mourning the loss of his mother-in-law, Mrs. Joseph Billert, who passed away last week . . . Raymond Haberland of M-G-M a bridegroom . . . Two Warner employes have chosen the New York World's Fair for their vacation destinations. They're Jerry Weisfeldt, booker, and Esther Bolnick of the office staff . . . Moe Levy, 20th-Fox district manager, and S. R. Kent, drive leader, spending ten days here after a lightning tour of all the country's exchanges. He returns to the Hollywood studio before starting his second nation-wide jaunt . . . Eddie Stoller, United Artists office manager, spending his vacation with a rod and reel at northern Minnesota fishing resorts.

*Hazel Champlin, for many years 20th-Fox chief inspectress, resigned to devote herself entirely to her domestic duties, she having been married recently . . . Eleanor Johnson has been promoted to succeed her and Ann Wyatt is an addition to the staff . . . John B. Cliplef, manager of the Hollywood Theatre, Montivideo, Minn., a proud daddy. It's a girl and his first child . . . "Nickey" Goldhammer elated over the 12-day spotting of "Bachelor Mother" at the Orpheum here . . . Evelyn Wyck of National Screen wedded to Edwin Roe . . . Bennie Berger told his managers at the circuit convention at Bemidji that expansion would be held in abeyance for the present.*



## In the Home Office—

*Joe Deitzh, booker and buyer for the Tri-States Theatres, Des Moines, visits Paramount's World Fair headquarters.*

## Union Studio Group in Kansas City Pause

KANSAS CITY—En route to the American Federation of Labor meeting in Atlantic City, a group of film stars, members of the Screen Actors Guild, paused here briefly in a chartered plane. The mission is to protest jurisdiction accorded the IATSE via a charter granted that union branch for the American Federation of Actors, with which SAG is affiliated. The group carries an implication of a studio strike unless the trouble is ironed out.

Headed by Frank Morgan, the studio contingent also included Edward Arnold, Binnie Barnes, Lucile Gleason, Henry Hull, Wayne Morris, Mischa Auer and Jean Muir.

## K. C. Variety Club Aids Orphan Guest Search

KANSAS CITY—Cooperating with Paramount, a committee from the Variety Club this week is aiding a group of prominent Kansas City women to select from local orphanages a young girl who will go to Hollywood next week as guest of Paramount and Linda Ware. The committee aiding in the selection is composed of Finton Jones, George Baker, Bob Withers, Jerry Zigmond, Arthur Cole and Kenneth Force. The committee is working with Mrs. W. S. Barnes, Mrs. W. E. Kemp and Mrs. C. M. Woodard, prominent in Kansas City charity and civic work.

## Wm. F. Gleason, Veteran Exhibitor, Dies at 77

KANSAS CITY—William F. Gleason, veteran theatre owner, died Wednesday at the General Hospital following a complication of ailments. He was 77 years old.

Gleason had operated 12 theatres at various times, mostly neighborhood houses. The Strand and Roanoke were among them. He entered exhibition at Moberly when he was 30.

He leaves his wife, Mrs. Josephine Gleason, 2512 East 42nd St.

## Reopening of Uptown Is Likely in Early Winter

MINNEAPOLIS—Minnesota Amusement Co. will reopen its principal neighborhood house, the Uptown, in the fall, or early winter, after extensive remodeling and improvements. Theatre has been closed since being damaged by fire several months ago.

## Postman's Spare Time Occupied at Golf

**Omaha—There's the exhibitor who went to see a motion picture on his vacation and now there is a new angle. Tom Pilley, Filmrow's postman, spends his spare time trudging around a golf course.**

# LINCOLN

ORVILLE RENNIE, the Hastings theatre manager; Keith Wilson, who works for that paper in Omaha, and the Lincoln BOXOFFICE man, have been asked by the York, Neb., chamber of commerce to be judges at their "Little World's Fair" August 26, when they stage the beauty contest . . . Ed Vaughan climbed aboard the girl friend's car and went to Colorado for his vacation . . . Harvey Traylor says lipstick isn't shaped like a bullet for nothing—it's just as deadly, or more so, in case it's smeared on a married man's coat.

*Bob Huffman looped a Postal Telegraph gal by dictating this wire to his boss, J. H. Cooper, in New York: "How about pulling 'Unexpected Father,' and playing 'Naughty, But Nice' Monday through Friday?" . . . No sooner did Bill Knight get used to sitting in his office chair, after switching here from the Newman, Kansas City, than his boss, Howard Federer scrammed out of town—on business . . . Bob Livingston's brother in Pittsburgh, Pa., is very ill, and Bob expects to fly back almost any time . . . If Governor Cochran is elected to the senate, he'll probably act as an anti-toxin for Senator Neely.*

D. V. McLucas dropped by to tell Lincoln Theatre-rowers how the Omaha exhibitors are fighting to get United Artists pictures . . . Joe Scott was around, too, threatening checkers, because he couldn't believe business was so bad . . . Sam Clark, the Warner exploiteer who handles Chicago and mid-western points in a 600-mile radius, has been huddling with Charlie Einfeld and Bob Taplinger on the coast, about some big pictures.

*Artie Shaw, having finished his M-G-M stint, is again in the midwest and is scheduled to play here in September, which may be day and date with the film, "Dancing Co-ed" . . . Horses start running at the fairgrounds track here on August 26, which catches half of Filmrow only halfway through paying bills laid over while the Omaha nags ran . . . Jesse L. Lasky's promise to make one of his nine talent-search towns Lincoln, has not yet materialized. In fact, nobody's heard a thing about it since he wired John Archer, when the latter personal appearanced here at the Varsity . . . Showmen who've been east to the fair and come back through Iowa, get a big laugh out of that roadside evangelist's sign: "J. Arnold Lewis, Evangelist, reformed theatre manager."*

Leo Drennan is top man at the Nebraska for the next few weeks . . . Every time Joe Cooper does a quick-change booking at the Stuart, his manager, M. E. Lofgren, pulls out another handful of hair. A couple more pulls and Lofgren will be doing an imitation of Ed Kennedy and Leon Errol, from a bird'e-eye view . . . Harold Hellerich, during the summer slump, has been reduced to status of a doorman.

*Carl Rose agrees with Groucho Marx: Once he thought a boy always stepped in the footprints of his father, but now that he's got one, he finds he only STEPS ON his father.*

For the next two weeks, Glenn Trump, *Nebraska State Journal* sports writer, is the BOXOFFICE man in Lincoln. He replaces Barney Oldfield, who is two-weeking off Theatre Row at the National Guard encampment in Ashland.

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

J. Arnold Lewis, a roadside evangelist, has opened his tent in Mason City and billed himself ouside as follows: "J. Arnold Lewis, Reformed theatre manager!"

Ben Lass tells us that Bob Bernau has changed the face of his Iowa Theatre in Lake City considerably with extremely colorful display frames.

Joe Smith is fast becoming the lousiest pitch player in existence. He plays with the Peterson's in Hampton, and he says they won't do business with him if he wins.

We ran into Vance Smith and his young son, Dean, at Columbia. Vance was kidding Dean about the blonde back in North English, who is making Dean think North English and the Orpheum good places to be.

W. E. Yeast, manager of the State at Milton, has entered Margaret Roberts in the *R&T* redhead contest . . . Yeast says she weighs 102, is 18 and blue-eyed. Earleen Gaughenbaugh, another entry, says she won a contest five years ago at the Strand in Fort Madison by impersonating Clara Bow. A beauteous young lady from Marshalltown was also entered by the Casino Theatre there.

Earl Kerr, the bachelor from Council Bluffs, is inviting managers from here to his Denver cottage for an outing, we hear.

Another father-son duo is Delbert and G. A. Sharp who operate the Community Theatre in Algona . . . a coupla nice people.

Julius Gertz of the Uptown and Zenith theatres in Davenport was one of the fight fans here Monday for the Paychek opus.

We chatted with J. E. Cass of Strawberry Point up at Warner. He told us a lot about flying and that he is going to Lock Haven, Pa., August 17, to get his new plane. It's a Cub Coupe, he says.

If you want to get Ed Mason of Osage unwound, ask him about his last fishing trip to Canada.

F. H. Bandy of Britt, Ia., says that after 28 years in the business he has made enough money to buy a new sign.

## *Lehman Will Operate RKO Orpheum in Kansas City*

KANSAS CITY—Lawrence Lehman, long associated with RKO in the operation of its theatre properties here, will be in charge of the Orpheum, RKO's present first run, when it reopens for the season August 18.

# OMAHA

W. S. "Bill" Bogart, Orpheum Theatre, Rock Valley, Ia., wants the Omaha territory to know that he is highly in favor of the trade practice code. At the recent MPTO of Nebraska and western Iowa meeting, Bill made the motion to "take no definite action" on the code because he was afraid it might be rejected if put to a definite vote. Glad to print your explanation, Bill!

*Faye Honey, Tecumseh, Neb., exhibitor, says he is a mushroom "picker but not a grower." Faye explained he goes out in the forests around Tecumseh and picks a few mushrooms for the annual feed he gives the Warner gang. He doesn't grow them himself, so the Warner gang better look twice before they eat!*

John Metzger, Oriental Theatre, Beaver City, Neb., being secretary of the county fair board, decided on a beauty contest for kiddies on August 15. Judges will be (of all people) the following film peddlers: Mike Roth, National Screen; Charlie Lieb, Metro; Larry Hensler, Universal; Leon Mendelson, Warners; Joe Rosenberg, RKO, and Ike Rubin, Paramount.

*Russell Egner, RKO boss, boasts two tennis playing daughters, Alice and Adele, who are among the best in the city. Daughter Alice is one of the local park champs and runnerup in the state meet.*

John Winn, Grand National booker, has hayfever . . . We'd like to record here that Winn and Sid McArdle, UA shipper, trimmed Tom Pilley, Filmrow postman, and your scribe in a return golf match. McArdle was positively unconscious . . . Jules Serkowich, RKO traveling horn blower, here ahead of "Bachelor Mother." The picture went over great at a screening.

*Stanley Blackburn, Mainstreet Theatre, Fremont, Neb., is certainly a quiet, studious looking young fellow. He looks more like a young college prof than an exhibitor . . . Henry Hower, well known Minnesota exhibitor, and Mrs. Hower have moved to Florida to make their home there. Son Guy will manage both Hower houses at Windom and Worthington, Minn.*

Dr. A. J. Dixon, once a well-known exhibitor at Mitchell, S. D., went through Omaha recently. The doctor is now in California selling antiques. No gags about Hollywood, please, fellows . . . Mort Troxell, the dapper Wilber, Neb , exhibitor back on the Row with no explanation as to his absence last week.

*Augie Herman, Muse Theatre, has a birthday next week . . . Orville Rennie, Rivoli, Hastings, Neb., celebrates his wedding anniversary next week.*

"SINCE asking you to insert our advertisement in four issues of your magazine, we have sold the theatre in question. We, therefore, will ask that you do not run this advertisement in any more issues.*

We have received the various replies that you have forwarded to us and congratulate you on the returns that you get from classified advertisements in your weekly paper."

*—W. N. Pettibone,*
HANNIBAL, MO.

*The Pulse of the Motion Picture Industry*

BOXOFFICE

THE **RESULT-GETTING** MEDIUM

*It required only TWO issues to make this theatre sale.

# W. Va. Managers Slate Meet August 30-31

RONCEVERTE, W. VA.—Announcement is made of plans and dates for the fifth annual convention of the West Virginia Managers' Ass'n. J. C. Shanklin of Ronceverte, chairman of the convention committee, states that the Greenbrier Hotel, White Sulphur Springs, has been selected as "the place" for the fifth successive year. The dates are Wednesday and Thursday, August 30 and 31.

Several business sessions will be held, according to early plans. Important industry topics will be discussed and there will be reports from the secretary and treasurer. Sol J. Hyman of Huntington, president, will preside and other officers and members will be among the speakers. Many guests are expected, these including out-of-state exhibitors and film distributors and theatre supply dealers.

Shanklin stated this week that "we expect this year's meeting to be the best" of the five conventions.

West Virginia Managers' Ass'n is composed of theatre owners and managers and was organized as an instrument to fight adverse legislation which threatened in the Mountain State. The association's efforts, for the most part, have been successful. The original officers are still in office. In addition to Hyman and Shanklin, W. H. Holt of Richwood is secretary and treasurer.

Shanklin describes White Sulphur Springs' beautiful Greenbrier Hotel in the "cool" Allegheny Mountains as having all the facilities of a vast country estate. There are three golf courses, stable of thoroughbreds, tennis, skeet, large indoor pool, two polo fields and an airport within a mile. Special convention rates will prevail by making reservations with Shanklin at the Grand Theatre (P. O. Box E), Ronceverte, W. Va.

## *Allied of Michigan to Pick Convention Date*

DETROIT—Directors of Allied Theatres of Michigan were to meet this week to select a date and place for their annual convention. Opinion of members is divided between a Detroit location, traditional for several years, and an upstate location.

## *New Service by Gregg*

CLEVELAND—Al Gregg, publicity director for Republic Pictures in this area, has instituted an exploitation bulletin service to Republic accounts. Outlined are stunts that Gregg has found profitable through years of activity in his field.

### "Hallelujah" in Comeback

PITTSBURGH—"Hallelujah," King Vidor's all-colored picture which was released ten years ago this week, has staged a comeback. The M-G-M production of a decade ago opened Sunday at Mark Browar's Roosevelt Theatre in the black belt.

# *Jacob Schreiber Sues Nephew; Seeks Interest in Theatres*

DETROIT—For the second time in two weeks, Detroit's theatrical center, the Woodward Ave. theatres just above the downtown district, have become the subject of a lawsuit.

Jacob Schreiber, who ran the circuit of five houses for several years until a few months ago, has filed suit in circuit court against Raymond Schreiber, a nephew, who now controls the theatres as Midwest Theatres. He seeks to regain an interest in them or an accounting of profits.

Suit was filed by Jacob Schreiber, his wife Magdelle, and six theatre corporations which he controls as plaintiffs, against Ray Schreiber, Samuel Shapero, now Ray Schreiber's attorney; Sidney Foreman, accountant for Jacob Schreiber; R. S. Holding Co., described as a general holding company for the circuit, and Midwest Theatres, Inc.

### Attorney Tells Story

A lengthy bill of complaint has been filed. J. R. Newman, attorney for Jacob Schreiber, explained his side of the case to BOXOFFICE as follows:

"Mrs. Jacob Schreiber is very ill, suffering from tuberculosis, and Mr. Schreiber himself was not in good health. Both were told by doctors three years ago to get out of active management of the theatres.

"In the summer of 1936, Ray Schreiber presented Jacob Schreiber with an agreement to sell for $150,000, but Jacob didn't like the terms. In 1937, he sold to Jack Broder for $125,000, but that deal fell through ultimately, for various reasons.

"Then the two Schreibers made an agreement under which Ray would take over the theatres, getting $125 a week, with Jake to be paid $150 a week while they were run by Ray, with the understanding that Jake could take them back at any time. It was also agreed that Ray would assume all the debts of Jake, his wife, and the theatres, as they then were, including income and other taxes, due or delinquent. In a schedule attached to the agreement, the taxes amounted to about $75,000, but some were omitted.

"Any credits Ray Schreiber got in the way of a discount on these accounts, he was supposed to pay to Jake.

"Jacob Schreiber was represented by Sam Shapero as attorney, and Ray by Maurice McMahon.

"It is claimed that Shapero drew up an absolute bill of sale for $29,000, leaving out the Fine Arts Theatre, also leaving Jacob Schreiber and his wife to pay their income taxes, then some $7,000 delinquent, and also leaving out the provisions about the discount credits.

"Raymond Schreiber renewed a lease which expired on a parking lot adjoining the Colonial Theatre in his own name instead of that of his uncle.

"The agreement was also drawn to provide that stock of the new Midwest Theatres should be issued to Ray only, and he was to hold it for benefit of Jacob in escrow.

### "Board of Arbitrators"

"Shapero and McMahon were to act as a board of arbitrators to decide when the debts should be paid.

"As soon as the agreement went through, McMahon was put out, and Shapero became attorney for Ray Schreiber, and has been on his payroll since.

"We are asking for either a modified agreement to include the points omitted, or the appointment of a receiver for the theatres to handle the payment of the debts."

Newman said it was understood that Ray Schreiber never put any money into the deal, although he was supposed to have put $5,000 into Midwest Theatres. He added that "the only reason for organizing either Midwest or R. S. Holding Co. was to make it so complicated Jacob Schreiber couldn't understand it."

Ray Schreiber declined to answer the points charged at this time, saying, "I deny all allegations made. A detailed answer will be filed shortly."

Status of the suit filed in federal court a week ago by Ray Schreiber against Cooperative Theatres may be affected by the outcome of this new one, inasmuch as Ray Schreiber would have little interest, aside from his own Palmer Park Theatre, in prosecuting the case if he should lose control of the Woodward Ave. houses involved in the latest suit.

# Suit Against Co-op Remains Unchanged

DETROIT—The suit filed by Midwest Theatres against Cooperative Theatres and members remained "in *status quo*" this week. Because of the large number of defendants, it is thought several weeks or even months may be required to make legal service on them all.

Officials of Cooperative declined to comment on the suit. Carl Buermele, general manager, has not been legally notified of the suit and was not in a position to comment before consulting an attorney.

Discussion in Cooperative circles and among other interested observers suggests the points raised by the suit were largely answered some five years ago in a similar conspiracy suit against the organization. Unofficial spokesmen for the plaintiffs, however, say there is considerable new evidence now available which gives them a much stronger case.

## *New Premium Vendor*

CLEVELAND—Harry Lande of Independent Film Service, 308 Film Bldg., has taken over a line of theatre premiums, making him the sixth such vendor in the Film Bldg. Type of premiums available and shortness of the deal are outstanding features of the new proposition.

# Formulate Basis for New Operator Scale

CLEVELAND—The Cleveland Motion Picture Exhibitors Ass'n is holding a series of meetings to formulate the basis of a new operators' agreement on which the wage scale for the coming year will be based. The present scale, in force for two years, expires August 31.

The independent theatre owners who comprise the membership of the association are earnest in their declaration that they must have some relief from the IATSE. Relief suggested has been a cut in scale, elimination of the required two men in a booth, increased free time and a re-classification of theatres so as to lower the rate for houses having under 1,000 seats.

While it is reasonably sure that it will be impossible to secure all of these benefits, by presenting the operators this list of cures for present exhibition ills, it is hoped some relief will be granted.

G. W. Erdmann, secretary, has been named chairman of the labor committee succeeding John D. Kalafat, who resigned following 25 years' service as head of the committee.

Present scale calls for $98.14 per week for two men in class "A" houses having less than 500 seats; $112.87 for two men in class "B" houses having from 500 to 800 seats; and $127.58 for class "C" houses having 800 and more seats, and $166.85 for de luxe evening theatres. This scale is a ten per cent increase over the scale in effect prior to 1937.

## *Richard Lucas Arouses Autry Song Interest*

PITTSBURGH—Western songs written by Gene Autry and featured by him in his new pictures will be more widely broadcast in the local territory following a visit of Richard C. Lucas of the Western Music Publishing Co. of Hollywood.

Lucas stimulated interest in these new numbers by contacts with distributors, music stores, radio program directors, theatre broadcasters, orchestra and band leaders and theatre owners and managers. Songs featured by Roy Rogers in his new film productions and other music from Republic Pictures will benefit from contacts made by Lucas while here.

## *Wedding Invitation*

CLEVELAND — M. B. Horwitz, general manager of the Washington circuit, and Mrs. Horwitz announce that the marriage of their daughter, Selma, to "Sandy" Leavitt, son of Mr. and Mrs. Joe Leavitt, will be solemnized with an open ceremony and reception on Sunday, August 20, at 8:30 p. m. at the Statler Hotel. Friends are invited to both the ceremony and reception. The young couple will honeymoon in Nassau and upon their return will move into their completely furnished apartment on Overlook Road.

## *Cleveland's Penn Square To Play Foreign Films*

CLEVELAND—The Penn Square Theatre, Euclid Ave. and East 55th St., will reopen on or about September 15 with a foreign film policy, according to Ralph Rose, lessee.

For several years prior to last season, the Penn Square was the only local theatre playing a straight foreign film policy. Last season the City Theatre, located in the downtown area, opened with foreign pictures and the Penn Square reverted to home made product. It is currently reported the City Theatre, which closed in June, will not reopen.



## *They Present Proof—*

*Here Harry Anderson and Urban Anderson of the Associated circuit in Cleveland present proof of their prowess with rod and reel to silence the hecklers trailing their recent fishing foray.*

# MPEA of Cleveland Ranks Still Firm

CLEVELAND—The threatened break in the ranks of the Cleveland Motion Picture Exhibitors Ass'n, one of the oldest organizations of theatre owners in the country, has not yet materialized.

Although it is known that the small exhibitor members—the owner of one or two theatres—are not in sympathy with the policies of the large independent circuit owners, nothing has been done about it as yet. The small theatre owners have talked about pulling out of the association and forming one of their own. To date, such action is still in the "talking stage."

# Cleveland's Variety Praised by Paper

CLEVELAND—Editorial praise was heaped on the local Variety Club in the *Press* for making it possible for 350 underprivileged Cleveland children to have summer vacations at camps.

Captioned "A Generous Act," the editorial:

"One day last spring, Nat Wolf, president of Variety Club, looked out of the window of his offices at Payne Ave. and E. 23rd St., to an empty lot where a group of youngsters were starting a ball game.

"That gave Mr. Wolf an idea which the board of the club approved. And so the club raised $3,000 which is being used this summer to send 350 underprivileged children to Cleveland camps, each child getting 12 days at camp. Details were handled by a committee headed by Frank Boyd.

"So successful was the project and so pleased were the members by it that they are already at work raising a fund twice as large so that 700 children can be taken care of next year. A series of club affairs are being arranged to raise the necessary money.

"Cleveland theatre and motion picture executives and others who belong to the Variety Club deserve the highest praise for this worthwhile, humanitarian project. It speaks well for the hearts of Variety Club members."

## *Outing Near Lewistown For Trade August 23*

LEWISTOWN, PA.—Film distributors, salesmen and exhibitors are invited to attend the first annual inter-territorial stag and goodwill outing which will be staged at Johnson's Lodge, Center county, 18 miles north of here on Route No. 322, Wednesday, August 23.

Paul O. Klingler, Ike Berney and Harold Cohen, local showmen, will be honored on this occasion and will be presented with goodwill tokens.

Members of the industry are urged to assemble at the Rialto Theatre at 2 p. m. (eastern standard time) for a street demonstration. Following the ceremonies, the party will caravan to Johnson's Lodge.

Burtus Bishop jr. will make the presentations to the three local theatre executives.

Eastern and western Pennsylvania film men, exhibitors and other members of the trade will attend the stag outing. Tickets are $2.50.

Amusements will include mushball games, horseshoe contests and other games, and a buffet supper will be served.

Jack Judd is chairman of the committee on arrangements and he is being assisted by George Tice and Joseph C. Shapiro.

### Reopen Youngstown Park

YOUNGSTOWN, OHIO—After being dark a month, the Park Theatre here has reopened with a dual film policy.

# PITTSBURGH

DR. C. E. HERMAN has the thanks of all members of the trade who attended the seventh annual MPTO corn roast at his farm on Campbell's Run Road last Sunday. As in past years, the corn was the best of the season and all the other good eats were just that, probably even more tasty than before. Three-decker sandwiches with hard-boiled eggs, beer and soft drinks were popular throughout the afternoon and evening. "Doc" has installed an electric pump since our last visit there and he is now engaged in rolling a tennis court. So next year you might bring your tennis racquets along. Again, the appreciation of everyone present for a grand outing and thanks too to Tony Vincent, Dr. Herman's manager at his Carnegie theatres, who was in charge of foods, etc.

*John S. Goshorn, the Irwin Seating Co. and NTS special representative, here on business this week, announced a new type of theatre chair was being manufactured at Irwin's Grand Rapids factory. He renewed his subscription for the National edition of* BOXOFFICE *. . . John Walsh, Fulton Theatre manager, returned to the city for the reopening of the house, August 16, with 20th-Fox's "Second Fiddle," after vacationing and serving as relief manager in Shea theatres in New England and Ohio. Owen Cleary, Fulton house superintendent, remained on the job and was in charge of modernizing the property, which included, painting and extensive roof repairing . . . C. J. Latta, B. F. "Dinty" Moore and Art England enjoyed a hurried fishing trip to Ocean City, Maryland, although there was no biting.*

Robert S. Higgins of Washington, Pa., and Madonna G. Dunham of Charleroi, Pa., applied for a marriage license the other day . . . Variety Club will hold a special meeting following the regular dinner Monday evening, August 14, at which time plans for the co-sponsoring of Camp O'Connell will be formulated. Committee in charge of the drive which is to benefit under-privileged children of Pittsburgh who are enrolled at Camp O'Connell includes I. Elmer Ecker, chairman; John H. Harris, Harry M. Kalmine, Dr. L. G. Bienhauer, Dan Hamill, Larry Katz, Art Levy, Burt Bishop, Archie Fineman, Jerry Deasy, Al Abrams and Ira H. Cohn . . . Following Burt Bishop, who presides as King at the August 21 dinner, Harry Seed will have charge August 28.

*Lou Vogel, NSS representative covering the local southern territory, was around town . . . Jack Bowman, just named vice-president of the Dancing Masters of America, announces this association has selected Pittsburgh as the site for its 1940 convention . . . Miss Emily B. Rosky, secretary at the Lipman Manufacturing Co., will vacation next week . . . William Hewett, cub engineer for Herb Lipman, spent last week visiting his fraternity house . . . Alvin Seiler, who doesn't get around to his Filmrow office very often, has been flying around the south and central states on business and pleasure . . . James W. Cocke, district manager for RCA, and William C. Jervis, in charge of sales for the local territory, presented themselves at the MPTO corn roast and shook hands with a number of exhibitor friends . . . E. C. Cahill, RCA Photophone manager, was here from the Camden home office . . . The Samuel Richmans are looking forward to the arrival of the stork this winter.*

Eugene Levi, operator for 13 years at the Brozier Theatre, Avella, Pa., for genial Phil Brozier, departed for Europe where he will vacation and recoup his health . . . Charlie Anderson and Walter Urling, the Alpine circuit exhibitors, were on a fishing trip around Baltimore . . . The Lou Hannas returned from a New England vacation and stopped in Atlantic City where they chinned with Harry Myers, Bus Poke, Nat Cherkosley, Jim Balmer and Max Steinberg, former city exhibitor, and where they were the guests of the N. A. Malanoses at their Ventnor home . . . Lou Rothenstein of Cambridge Springs visited at the World's Fair . . . Guy Peterson, Paramount's southern area salesman, is now residing at Morgantown, W. Va.

*A large crowd of friends attended the Beth Shalom Synagogue wedding of Eli E. Kaufman and Rose Rosenfeld, niece of David Rosenfeld, Sunday evening and then saw the couple off on their honeymoon to Nova Scotia . . . John B. "Pop" Kane's son, William E. Kane and Catherine Elizabeth McFeaters were joined in marriage last week and are honeymooning at Quebec. Young Kane is a school teacher and has assisted "Pop" at his Nemo Theatre, Pitcairn . . . Leona Kiefer of the Paramount exchange changed her name to Felix last week.*

The Mort Englands are due from their South American honeymoon within a few days . . . Steve Rodnenok vacationed in Delaware . . . The Lew Leftons are taking in a lot of sunshine at Miami. Lew is convalescing very nicely . . . The Mario Battistons have returned from a vacation at Geneva-on-the-Lake . . . A weekend five-some at the Conneaut links included Art Morrone, "B" Josack, Art England, Max Shulgold and Herb Shearer . . . L. C. Smart, Monogram auditor, is looking over the books at the local branch . . . Vacationing this week were Nettie Engel and Jack Kohler, Columbia; Cecelia Kieselbach, Dora Sharapin and Mary Carroll, RKO; John Mayer and Jim McGinniss, M-G-M; Al Lostetter, Universal, and Catherine Bohn Flanagan, Republic.

*Andy Szwedko, Etna steelworker who won the national public links golf championship at Baltimore two weeks ago, was the guest of the Strand Theatre, Sharpsburg, Tuesday evening at a public demonstration. John J. Maloney congratulated the 32-year-old millworker during a special program. Others in the local film and theatre industry were among those present.*

Edward Salamon has taken up duties as manager of the WB Regal Theatre, Wilkinsburg, having been promoted from his assistant manager's post at the Arsenal Theatre, Lawrenceville. Salamon succeeds James McHugh, who has been transferred to the Plaza Theatre, Bloomfield . . . A number of Pittsburgh's leading citizens were guests of Dave Kimelman at a screening of "Our Leading Citizen," which stars Bob Burns . . . Variety Barkers are giving a glad hand to Maurice Spitalny and his music-makers at The Pines . . . "Senator" Bob Smeltzer, Vitagraph district manager, was here on business last week with Harry Seed, branch manager . . . Contact C. C. Kellenberg at the 20th-Fox exchange regarding tickets for the first annual banquet of the ITO of W. Va., to be held at

(Continued on page 80)

*ANNOUNCING*

**A GIGANTIC SUPER COLOSSAL FILM FOLK FROLIC**

AT

MAHONING COUNTRY CLUB

GIRARD, OHIO

**Thursday, August 24th — Starting 10:00 A. M.**

TICKETS $2.50

Includes Golf All Day — De Luxe Dinner — Dancing — Entertainment — Music

SOUVENIRS FOR EVERYONE

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Liberty Street Extension, Girard, Ohio

# CINCINNATI

RKO Shubert downtown, closed for the summer months, reopened August 3. RKO Colonial, Dayton, also threw open its doors . . . The Hippodrome, Newport, Ky., has inaugurated a Cash Night, $100 giveaway, this being the first house in northern Kentucky to go in for cash prizes . . . J. H. Davidson, Davidson circuit, Lynchburg, W. Va., left on a Canadian vacation and fishing expedition . . . J. H. Whitmar, RKO publicity department, is vacationing at Buckeye Lake.

*The new salesmen's social club elected officers at the Variety Club, August 4. Although night ball game proved much opposition, a goodly number turned out for the election. Rudy Knoepfle of Republic heads the new organization; M-G-M's John Allen is vice-president, and Columbia's Pete Niland, secretary and treasurer. The first regular meeting will be held August 20 at 1:30 p. m. in the Variety clubrooms, when a new and permanent name will be adopted for the organization.*

Mrs. Phil Chakeres and Mrs. Walter O'Brien motored down from Springfield to see the mighty Red's at Crosley Field, but a downpour of rain called the game . . . Mike Chakeres is vacationing in New York.

*John Powell, Matoake, W. Va., visited the Row. Others seen at the exchanges were George Fettick and Jonas Thomas; George Delos, booking for the Delos, Canton, and Garden City, Portsmouth, and Charles Behlen, Lexington.*

Fred Thabet sold his house at Nelas, W. Va., which has been closed since April 22 to J. C. Perkins . . . Universal is inaugurating an "Exhibitor-Sponsored Testimonial Drive," with cash awards and a trip to the west coast to the winning office manager. The drive, which began August 1, winds up October 28.

*Joe Goetz, prexy of Cincinnati's Bookers Club, is off on his annual vacation . . . Lee Goldberg of Big Feature Rights returned to his office after several weeks at Atlantic City . . . The Majestic, Columbus, has changed policy and is now showing subsequent runs at 10-15-20 cents.*

Pete Niland, Columbia representative, and his wife were royally feted at the Beverly Hills Country Club, the occasion being the celebration of their 20th wedding anniversary, and also Niland's birthday, making the occasion doubly congratulatory.

*Chick Weinberg is booking for Grand National . . . J. J. Maloney, M-G-M district manager, spent the week here for discussions on the closing of the M-G-M "Midsummer Contest," which is working out very satisfactorily.*

Republic's "She Married a Cop" is now ready for release. "In Old Monterey," the latest Gene Autry, is also ready for release.

*Wess Huss, prexy of Greater Cincinnati independents, is opening a new parking lot at his Americus Theatre, Cincy. Louis Wiethe is also throwing open ample parking space adjoining his new theatre in Latonia, Ky.*

Warner's Y. Miller, Sophie Ringer and Booker Jimmy Brunetti are vacationing . . . Local exchanges report a general business improvement in smaller towns in Ohio.


An Opportune Time to Book
"ABRAHAM LINCOLN"
with
WALTER HUSTON
Directed by D. W. GRIFFITH
— Also —
"VANITY FAIR"
with
MYRNA LOY
**Big Feature Rights Exchanges, Inc.**
Cleveland - Indianapolis - Cincinnati




## *Before the Sights—*

*Tracy Barham, Paramount theatre operator, calls on the home office's World's Fair headquarters while in New York.*

## *Laud RKO Film*

CLEVELAND—George Lefko, local RKO branch manager, is receiving reports from all over the territory of the success of "Bachelor Mother," the current Ginger Rogers picture, which made a fine showing last week at Warner's Hippodrome here and moved over to the Allen for a second week. It grossed 25 per cent better than average business at the Hippodrome.


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Motion Picture Screen Resurfacing Co.
White and Silver Screens
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# CLEVELAND

PAUL GUSDANOVIC, it is a pleasure to relate, is practically recovered from his recent illness which took him out of circulation about a month. He is back at his desk in the Film Bldg., holding his theatre reins as fast as ever.

*Milton Mooney announces he has added several new members to his Coooperative Theatres of Ohio group. They are Earl Seitz Strand and Star theatres in Wadsworth and the Royal at Chillicothe, operated by John Kaiser.*

Leslie Dowell, United Artists booker, left no trail when he left this week on a vacation. Following the custom, he's probably spending the time around the picture theatres.

*Carl Evers of Sunray Films, Inc., is in New York looking over the non-theatrical field. Next season, he says, his company will concentrate on distribution of educational and non-theatrical films exclusively. Last season, Sunray handled theatrical distribution of "The Little Flower."*

Commander Howard Roth of Variety Post of the American Legion, who is also a Paramount booker, has set September 8 as the date of the first fall meeting of the Post after a summer of inactivity. Business of the day will be election of officers.

*Amelia Madison, secretary to Milton Mooney, head of Cooperative Theatres of Ohio, is vacationing at Oak Harbor, Ohio, and Mrs. Milton Mooney is substituting for her.*

Aaron Wayne has joined Grand National as salesman in the northern Ohio territory. The affairs of the local office are under the direction of Mae Vincent Rosian, who is acting manager, office manager, booker and "man"-of-all-work.

*Lester Zucker, Columbia branch manager, invites your inspection of his remodeled exchange. It has been enlarged, redecorated and rearranged for better service to the exhibitors. Come in and have a look. And, incidentally, you will learn about "Golden Boy," to be released Labor Day, and "Mr. Smith Goes to Washington," in which Director Frank Capra is said to have outdone previous film efforts.*

"Pop" Johnson, commander of the Warner Bldg. elevator who knows all, sees all and tells nothing, has gone to Omaha, the city made famous by "Idiot's Delight." He'll tell us all about his vacation when he returns next week.

*Manny Pearlstein of the Warner theatre publicity department and Mrs. Pearlstein were all set to celebrate their first wedding anniversary last week by repeating their honeymoon trip, but the gods willed otherwise, so it was just a small family party in town.*

Very brown and full of pep is Dave Bachner, another member of the Warner theatre publicity department, who has just returned from a couple of weeks at Winona Beach, Mich.

*Harry Henderson and Nelson Spoth of the Lorain Fulton Theatre have gone into*

*the parking lot business as a side line. As H&S Enterprises, they have leased a lot at West 33rd St. and Lorain Ave. and when the books show more black than red ink they will expand to other locations. Good luck, boys!*

Charlotte Bobin, secretary to Bob Bial of Art Guild Studios, is back from a vacation at Lakeside, Ohio . . . Howard P. Zimmer of the State Theatre, Napoleon, and the Grand Theatre, Palding, was a Filmrow visitor.

*The local burlesque season got under way with the reopening of the Roxy. Complimentary to the World Poultry Congress, the opening show was called "Cock-a-Doodle-Doo."*

"Four Feathers," United Artists' de luxe thriller, had the boys of the press glued to their chairs during a recent screening of this really stupendous Technicolor picture of England's battles in the Sudan.

*The Majestic Theatre, Columbus, has been added to the chain of houses owned and operated by the Ellaness Amusement Co., Inc., headed by I. Libson of Cincinnati and William N. Skirball of Cleveland. The Majestic is the 18th theatre to come into the Libson-Skirball circuit.*

Milton Staub of the Gustav Hirsch organization of Columbus has been awarded the contract to remodel the marquee of the Majestic, Columbus, for the new owners.

*Winsor French, film critic of the* Press, *has gone to Hollywood on his annual pilgrimage to collect first-hand information on stars and pictures.*

## *Plans Are Outlined for Bowling in Pittsburgh*

PITTSBURGH—Art Levy, president of the Filmrow Bowling League, presided at the initial meeting of captains his week when plans were outlined for the new season.

The league voted to accept a bid from the Triangle Bowling Parlors, new recreation center now being prepared for opening at 529 Penn Ave. This modern bowling parlor will be managed by Bob Hendel, nephew of Harry Hendel, city exhibitor. For a number of years the league's patronage had been given to the New Club Alleys.

At least eight teams are being lined up for the new season which will open Friday evening, September 29.

A new ruling has disqualified all former league members not actually employed at a business establishment on Filmrow. A team to qualify under a trade name must be represented by at least three employes of that particular company. Teams will be limited to six men, with the five highest scores counted. All games will be started promptly at 8:30 p. m.

Complete lineups will be announced within the next week or two, according to Levy, who always takes an active interest in the league, and who is serving his first term as president.

### New Paramount Writer

HOLLYWOOD—Leonard Lee has joined Paramount's scripting department.

# Theatre for a New Shopping Center

PITTSBURGH—The John Lachman property fronting on Brownsville Road has been selected as the site for a centralized shopping center which will include a modern theatre in Brentwood borough.

A super market and 19 other stores with the theatre, representing an investment of $200,000, will be included in the venture at Mock Ave. and Clairton Blvd.

### Boothman Is Remodeling Wheeling Acquisition

PITTSBURGH — The Temple Theatre, Wheeling, W. Va., has been acquired by K. F. Boothman and the house is now closed for modernization.

Boothman, who specializes in the operation of theatres for colored patronage, operates the Mingo at Mingo Junction.

The Temple will be ready for reopening on Labor Day, Boothman states.

### The Yukon Is Leveled by Fire in Yukon, W. Va.

PITTSBURGH—Yukon Theatre, Yukon, W. Va., was destroyed by fire last week. The house was operated by Roy Warden.

### Malanos to Build in East McKeesport, Pa.

PITTSBURGH—Mr. and Mrs. N. A. Malanos, East Pittsburgh theatre owners, now vacationing in the east and at the World's Fair, will start construction of a new theatre at East McKeesport upon their return, they stated before departing.

### Modernize Hilltop and Capitol in Pittsburgh

PITTSBURGH—Hilltop and Capitol theatres, owned by the Buena Vista Amusement Co., have been modernized and new fixtures have been installed. Both houses have been freshly decorated by William Naidenoff of Pitt Art Studios.

### Marousis May Build New Theatre in New Castle

PITTSBURGH—Speer Marousis, New Castle exhibitor, is studying plans for the possible entry of a new theatre for that city. He announced the purchase of the Fountain Inn Hotel there last week, stating he was considering converting the first floor into a modern theatre.

### Construction Starting on 300-Seater, Pine Grove

PITTSBURGH—Construction was to start this week on a new 300-seat theatre at Pine Grove, W. Va., for Lem Harvey.

Lem Harvey is an exhibitor at Moundsville, W. Va., and is a former court magistrate. James Works recently opened the Grove, a second-floor auditorium house at Pine Grove.

### New Marquee for Rowland Theatre, Phillipsburg

PHILLIPSBURG, PA.—A modern marquee, constructed by the Superior Sign Co. of Elizabethtown, Pa., has been installed at the Rowland Theatre here. Other modernizations have been completed.

## *Film Golf Tourney Near Girard Taking Shape*

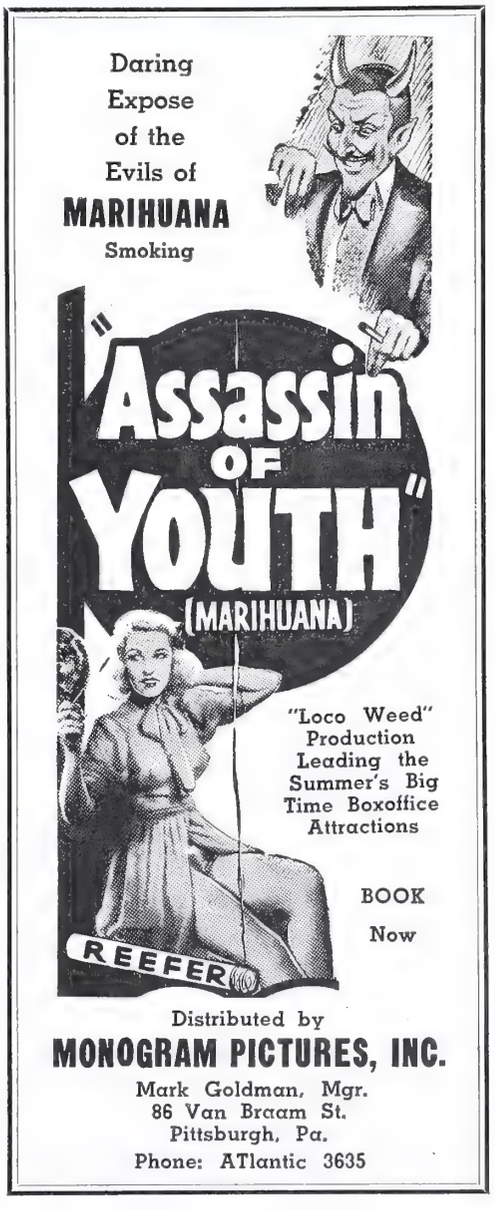
GIRARD, OHIO—Plans for the golf tournament for film exchange employes and exhibitors of Ohio, western Pennsylvania and West Virginia, to take place at Pete Wellman's Mahoning Country Club near here on August 24 are fast taking shape.

A committee of prominent exchange men and exhibitors have been named to pep up the territory, including Joe Trunk, Youngstown; Joe Kauffman, Cleveland; Paul Ellis, Warren; Ira H. Cohn, Pittsburgh; Jim Alexander, Pittsburgh; M. A. Goodman, Cleveland and Peter Wellman, Girard.

The fee is $2.50 per person.

## *Control of State Theatre In Rivesville to Raspa*

PITTSBURGH—John Urse and Joseph Morrone have withdrawn their interests from the State Theatre, Rivesville, W. Va., with Frank Raspa now in complete charge. Urse and Morrone are interested in the Eastland Theatre, Fairmont, W. Va., and they have other interests.



## At the Annual Corn Roast—

*At the seventh annual corn roast at the Carnegie, Pa., farm of Dr. C. E. Herman were these film men, starting in the upper left hand corner and then reading down in "U" fashion: F. A. Thomassey jr., Harry Fleishman, Peter Alderman, Louis Indo, M. A. Rosenberg. Standing—M. A. Rosenberg, A. I. Weiner, Jules Lapidus, Ira H. Cohn, Mr. Staaf. Seated—Lou Vogel, Sam Steinberg, Herb Greenblatt, Jake Soltz, Dave Kimelman, Jim O'Keefe, George Geinzer, R. J. Jeffries, Jake Soltz, Hymen Goldberg, Ed Stuve. Lou Vogel, Frank Panoplos, Abe Steinberg, Ben Stahl, Harry Fleishman. Standing—Junior Dortic, Charles Dortic, F. A. Thomassey jr. Seated—Bill Scott, Vince Josack, Alvin Seiler. Standing—Peter Quiter, Harry Passarell. Seated—C. C. Kellenberg, Dave Brown. Some of the ball players—Melvin Mann, Bud Thomas, A. Sims, Elwood Olegher, Bud Rosenberg, Jimmie Sippey, Lloyd Hay, Jack Ellstrom, Al Corbett, Francis Fleishman, Milton Frankel, Junior Fleishman. Standing—Carl Miller, Duddy Lefton, Eddie Moriarty, Irving Jacobs, Charlie Mergen. Seated—George Ball, Jack Graham, Dave Silverman, C. C. Kellenberg, John Zomnir, Floyd Bender. A. I. Weiner, Jules Lapidus, Herbert Greenblatt, David Kimelman and Ira H. Cohn.*

# COLUMBUS

FILM ACTRESS Kay Francis has been visiting with Novelist Louis Bromfield at his country home near Mansfield. He returns to Hollywood in three weeks for a final check on the Fox adaptation of his "The Rains Came."

*Pete Wood has parted with his tonsils and is back on the job now. The doc says he'll be a new man in six weeks.*

Duke Clark was in the territory with Bernie Gardner for a few days. Paramount, incidentally, screened "Our Leading Citizen" the other night at the censor board for Governor Bricker.

*Mr. and Mrs. Earl Eveland of McConnelsville have returned after a vacation in Washington, D. C. . . . Ray Miller of the Fifth Avenue Theatre is back following a Michigan vacation . . . And Bill Pullin, Variety Club prexy, is back from Tennessee.*

Schine managers from this territory in Gloversville for the convention included: Frank Nolan, Athens, Athens; John Manuel, Strand, Delaware; Jim Platt, Vernon, and Ron Sturgess, Vine, Mt. Vernon; Bill Selman, Forum, Newark; Ed Mott, Wooster, Wooster, and Bob Anthony, Piqua, Piqua.

*Maurice Ridge, manager of the old Paramont exchange about ten years ago, is visiting friends . . . John Frye, RKO treasurer, is vacationing . . . In case you have been wondering, Ethel Chesbrough is not affiliated with Theatre Service, Inc., although Bill Chesbrough is connected.*

The annual outing of the Variety Club was held Monday afternoon and evening. Despite threatening weather nearly 300 attended. Our vote for the barker having the best time goes to Leo Yassenoff.

# Free Shows in Canton Territory a Target

CANTON, OHIO—A ray of light for those theatre owners who suffer from the competition of free outdoor shows is reported by the ITO of Ohio. At least a dozen communities in the greater Canton area enjoy free shows one night a week, through cooperation of merchants or through efforts of out-of-town promoters.

Commenting on the practice of small town merchants offering free outdoor films, one small town newspaper seems to be definitely opposed to the idea, putting thumbs down in these words:

"So far as we can see, the free movie each Saturday night does several things, as follows:

"1—Keeps people awake in the adjoining neighborhood, and is therefore a nuisance generally;

"2—Keeps children out of their beds later than they should be;

"3—Draws trade away from the stores;

"4—Competes with a legitimate enterprise, which operates year-round and brings trade into the community;

"5—Provides very bum entertainment, at best."

## Monarch Pictures Renews Franchise With Judell

PITTSBURGH—Monarch Pictures has renewed its franchise with Producers Pictures Corp. for local release of the product for the 1939-40 season from this up-and-coming independent company headed by Ben Judell.

A new contract was signed several months ago, Milton Lefton of Monarch stated this week. The local exchange has entered into negotiations with other independent producers and has signed contracts with others for new product. The Judell deal alone guarantees approximately a release a week, Lefton announces.

## Krieger Makes Deal for New Hoffberg Product

PITTSBURGH—Louis Krieger, manager of International Pictures Distributing Co., Inc., 1022 Forbes St., has acquired the local rights for the new J. H. Hoffberg product. Initial release will be "Escape From Yesterday," he announced this week.

In addition to this new product, Krieger, who pioneered in film distribution here 31 years ago, has signed with other producers and distributors for additional product.

### Father Denied Guardianship

DETROIT—Probate Judge O'Brien having denied a petition filed by her father, George W. Stillwagon, to appoint him her guardian, Linda Ware, 14-year-old Detroit film star, will remain under the guardianship of her aunt, Mrs. Anna K. Stillwagon.

# DETROIT

W J. TURNBULL is displaying Variety golf tournament prizes in National Theatre Supply windows. Those noted to date include: Sam Ackerman, military brush set; Paramount, grill sandwich set; Universal, coffee maker; Excellent, toaster set; M-G-M, electric percolator set; Film Exchange Drugs, clock, binoculars, and pipe rack; Art Kaplan, candid camera; George McArthur, flashlight.

*Barney Kilbride and associates are going to remodel the Alhambra . . . Jack Haley of Jam Handy has bought an airplane for his various travels.*

Charlie Garner spends a lot of time swimming during hot weather . . . Mrs. Irving Belinsky has spruced up the Film Drug Cafe. Note those new tablecloths.

*J. B. Krul's Fredro, retitled the King Theatre, is getting a new front . . . George Flucksa and John Tatu are spending* $64,000 *on remodeling their Cameo.*

Joseph Ellul is engaged in altering his Regal . . . Saul Korman is getting new marquee and signs for the Grant . . . Building permit for Jack Broder's new Time Theatre has been issued. It will be a miniature type.

*The name of Koppin, once that of two of the largest Detroit circuits operated by brothers, disappears as a Detroit street name, with Koppin Ave. being renamed Hillcrest. Henry Koppin jr. is now manager of the Uptown.*

E. D. Straight of Bennett & Straight, Detroit theatre architects, is vacationing in Minnesota with his family . . . Harold Lund, division manager of Ross Federal Service, spent several days in Detroit on a business trip.

*Your scribe's absence was the occasion of a trip to the Smokies, Muscle Shoals, the Ozarks and points between, including a visit at the home of* BOXOFFICE *in Kansas City. Statistics: We covered 4,700 miles and 17 states. Saw the birthplace of Bob Burns at Van Buren, Ark., and they are doing a real job in the Ozarks on the world premiere of "Our Leading Citizen," with one-sheets all over the hills.*

Harold Wendt, watchman at Wilding Picture Productions, died as the result of gunshot wounds, which, police said, were self-inflicted. His mother survives . . . "Goodbye, Mr. Chips" set a house record at the Michigan, playing two weeks.

*Bea, baby elephant hailing from Detroit, and who was the "little" pet for Tarzan's son in the film, is dead . . . Abe Schiller has booked the big Soap Box Derby at Akron, with a "Barker" as the keynote of the presentation.*

John Manning, managing editor of the *Detroit Times*, is on the committee to select the second national Variety Humanitarian Award.

*Susan Hayward was the stellar attraction at the preview of "Beau Geste" at the Regent. Paramount's John Howard was genial host-in-chief . . . The Z boys—M. Zala and M. Zipperman—are expected to reopen the Cinema next month, continuing a special film policy.*

Pete Simon, Universal newsreelman, busy redecorating his home, was called out to "shoot" the GM strike but nothing exciting happened. Pete may be official cameraman at the Variety golf tournament . . . Harry F. Nichols, well known to most Michigan exhibitors, is a visitor from Hollywood.

*That recommend (?) for Charlie Collins in this column a couple of weeks back was just a gag, in case you didn't recognize it. Charlie's ability is really appreciated around here.*

Nat Haase of Metro Premium has returned from a quick trip to Boston, attending the funeral of his wife's mother, Mrs. Besse Kasson . . . Irwin Pollard grabbed our reportorial pencil to do some reporting of his own.

*John Dembeck and Carmen Morales, seen coming into the building together, but it was mere coincidence . . . A certain brunette at RKO says there's nothing to those rumors about Oscar.*

Gus Greening, dean of Detroit managers, is in better health and spirits, friends report . . . Dorothy Schechter and Jack Sturm of 20th-Fox are off on vacations.

*Film baseball team will play General Tobacco with the prize to be a new ball and bat . . . Lloyd Hammond has returned from New York and Chicago arranging the national release date for "Film Fumbles" for September 17.*

Max Roth, Republic division manager, was in town from Chicago . . . George Cuser, Monogram booker, has returned from a vacation at Fonda Lake . . . Ann O'Donnell was out of town Monday. Was it Chelsea again?

*Jack Ferentz, business agent of the musicians, is vacationing . . . Winner of Variety's golf tournament will have a chance to go to the national at the Dallas convention next year . . . Walter Stebbins is vacationing in town.*

Harold Robinson's Film Truck Service has a completely remodeled office, new wood paneling, air conditioning and all . . . Al Rupert, owner of the Rupert, is off to California.

*Terry DeLapp, Paramount publicist, stopped off to see John Howard for a couple of days on his way east with Susan Hayward . . . Bob Gillham, director of advertising for Paramount, was in from New York in connection with the advertising campaign on "Beau Geste," to open at the Michigan the first week of September.*

John Howard advises that reservations for the golf tournament are closing Friday, August 18, and last-minute entries are out. Starting times will be posted Saturday morning.

*John Dembeck, M-G-M booker, was "crippled" after a friendly ball game at Stony Point . . . Joe Tracy, Vitagraph, got a 369-pound tuna (he says) at Plum Island, Mass., on his vacation.*

Variety Barker Richard W. Reading is filing petitions for reelection as mayor of Detroit . . . Price Premiums name has disappeared from Art Robinson's door. What's the reason? Art, anyway, has a beautiful new silverware deal to get enthusiastic over.

*Jack Saxe and J. Ollie Brooks entertained Harlan Starr and Claire Townsend at their cottage. The guests decamped with all the dough; Jack and Ollie have decided to give up playing cards . . . Frank Wetsman, after a life-time of fishing on the Au Sable, has come down to lake fishing and he's using worms!*

E. T. (Peck) Gomersall and L. J. McGinley of Seattle were in town in connection with the exhibitor-sponsored testimonial to Universal's Nate Blumberg. McGinley held a meeting of the Universal staff here before flying to Milwaukee.

*Mary Blackburn, Mutual Theatres' telephone girl, is vacationing up north . . . Helen Brown, Metro Premium secretary, spent hers at home, golfing daily . . . Sylvia Schiffman seen making a big rush down the hall.*

Persida (Petey) North of Grand National is leaving for a trip to Key West, Fla. . . . Eddie Heiber's big excitement these days is over the prospects for that big new feature, "When Tomorrow Comes."

*Bud Cusick is vacationing in northern Michigan, with Roy Ruben reported down east, and Owen Blough on a trip to parts unknown . . . Jack Ferentz booked LeRoy Smith's band for a repeat date at Veterans' Hospital . . . Chuck Scher is the gentleman frequently adorning the fireplug where the Colonial Theatre gang hangs out.*

Harvey Trombley, M-G-M shipper, returned from a vacation to Minneapolis where he saw Art Zuelch, formerly booker here. Art will be back here for a visit in September . . . Film ball team won a new baseball this week and another victory over the Bengal Athletic Club.

### Wolverine Doings

Bob Pennell, live-wire young exhibitor formerly at Berrien Springs and lately manager of a house at Albion, has taken over the Coliseum at Bronson from R. R. Thick and Gale Werner . . . Pontiac's six houses, Butterfield owned, are cooperating on 300 passes to be given to courteous car drivers by local police.

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The new Esquire Theatre at Grosse Pointe is being seated now, George W. Carr, International representative, reports.

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W. G. Thick and son, Bob, of Marshall were in town booking. Garth, the other partner-son, is recovering slowly from paratyphoid, one of the rarest of all diseases.

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Henry Galster of the Temple, Petoskey, is

(Continued on next page)

# DETROIT

(Continued from preceding page)

donating an electric fan as a prize in the Variety golf tournament . . . Jim Olsen, the Clare exhibitor, has bought himself an airplane and now flies to Detroit to book.

Leland Sanshie, 20th-Fox booker, has returned from a vacation at Kalamazoo with ten more pounds . . . Frank Lee, owner of the Lee's at Three Oaks, is reported building a new and larger house of the same name.

Maj. Herbert Schilds, Columbia salesman stationed at Grand Rapids, was in on his periodical visit Monday . . . Mrs. Alice Cornell, manager of the Galewood at Grand Rapids, is recovering from an appendectomy.

Joe Dabek and wife of the Senate, Saginaw, are vacationing in northern Michigan . . . Mrs. William Murray, wife of the manager of the Savoy, Grand Rapids, died from cancer. Her husband and two children survive.

Pearl Sprott, Allied Theatres office manager, was on a goodwill tour in the eastern side of the state. She reports business much better than anticipated.

Fred Pennell, who has the house at Decatur, has taken over the State at Hartford from Walter Woodward and renamed it the Heart . . . Frank I. Wixom's annual Lumberjack Picnic, attended by tens of thousands, will be held August 23 at Edenville. His son is Clyde Wixom, former manager of the Columbia.

Rex Beach, born at Atwood, Mich., just isn't interested in having a marker put up there at his birthplace, a local committee who worked on the idea, reports . . . William Schulte has definitely taken over the Strand at Tecumseh from Floyd Guy and the Elvona at Blissfield from Lee Corbett. Guy is also reported building at Blissfield.

William S. Roberts is taking over the Our at Berrien Springs from Hall Radliff . . . Walter Shafer has set a September 1 opening for his Shafer at Garden City. George McArthur is furnishing the equipment. Likewise for the Esquire Theatre at Grosse Pointe, set to open August 22.

An upstate exhibitor's idea of heaven, we are told, is a job as a manager in the big city. And we know some big town managers who would like to run a small town house where they could be their own boss.

Mrs. William Millard, 63, proprietor of the Star at Gladwin, died in Saginaw General Hospital. Her daughter, Mrs. Pauline Heslop, who has managed the house for the past year, will continue to run it.

Hal Burriss of Coulter Premiums is back from three weeks at Grayling, shooting, hunting and fishing on the Au Sable . . . Fred C. Dickely and Cliff Giesseman of Altec were also at Grayling.

## *Testimonial in Detroit In Honor of Nat Levy*

DETROIT—A testimonial dinner to Nat Levy, RKO division manager, who has been transferred from Detroit, will be given here September 30. The event is being sponsored by Variety Club.

Eddie Heiber of Universal is chairman of the committee in charge, which includes other branch managers including John Howard, Paramount; Lester Sturm, 20th-Fox; William Flemion, Excellent; Sam Seplowin, Republic; Harlan Starr, Monogram; Moe Dudelson, United Artists; Frank J. Downey, M-G-M; F. E. North, Vitagraph; Carl Shalit, Columbia, and James F. Sharkey, RKO.

## *Frank M. McBride Dies in A Wilkinsburg Hospital*

PITTSBURGH—Frank M. McBride, veteran exhibitor at Trafford City, Pa., died last week at Columbia Hospital, Wilkinsburg.

Funeral was from the home of his daughter, Mrs. J. M. Malley, Trafford City, with requiem mass in St. Regis Catholic Church. Interment was at the new St. Joseph's Cemetery, East McKeesport.

The deceased was a merchant at Trafford City, as well as owner of the McBride Theatre.

## *In Old Kentucky*

*By* SCOTTY DE VEAUX

AFTER taking his 13-year-old daughter to a summer camp at Cumberland Furnace, Va., W. P. Horsefield, who operates the Morgan Theatre, Morganfield, went on to Washington. He made a sightseeing tour of the capitol and caught some forthcoming features at major exchanges.

Cale B. Seale of Ravenna has taken over the 320-seat Palace at Sebree and will remodel the house. Seale, for 15 years a railroad man, is new in the industry.

Leo Keiler, president of Columbia Theatres, operating four houses in Paducah, who is summering at his Charlevoix, Mich., home, is contemplating a fishing trip into Canada.

In Pikesville, John Marvin Yost, vice-president and cashier of the First National Bank, is a great believer in the honesty of mankind. He makes many loans to students, without security, who desire a higher education but who are unable to afford one. One of Darryl Zanuck's agents, Edwin Blum, was here recently getting information from Yost for a film to be built around the adage, "Honesty is the best policy."

A new 1,000-seater will be built by Crescent in Princeton. Structure will include a 200-seat balcony and will cost about $70,000. T. J. Simmons, who managed Crescent's Savoy here and which was torn down, will be in charge of the new house.

Crescent has taken over the Roxy, Earlington, from E. W. Dozier. B. S. Murphy is being retained as manager.

# PITTSBURGH

(Continued from page 75)

the Waldo Hotel, Clarksburg, Tuesday, September 26.

*Those who attended the Lewistown-Mifflin County Fair last week were made "Chips" conscious by Paul O. Klingler, manager of the Rialto there and Charles Baron, representative of M-G-M. A* 12x35 *foot banner on "Goodbye, Mr. Chips" draped the main entrance of the Grandstand and could be seen for a quarter of a mile. Another* 12-*foot banner was placed near the stage. Both signs were illuminated. Although there was no MPTO directors meeting last Friday several members were present at headquarters for an informal session. They discussed film contract terms, the coming convention and the corn roast . . . Homer Michael is looking after things on the South Side as his dad and mother, the Louis Michaels vacation at Atlantic City . . . The John O. Hooleys enjoyed a Canadian boat trip . . . Irving Dietz has returned to New York and George "B" Josack is handling all the fight pictures here.*

Michael Karolcik, Perryopolis exhibitor and Fayette county commissioner, has been endorsed and slated by three tickets for re-nomination. A Filmrow booker the other day, Mike stated that Mrs. Karolcik had returned from a vacation at the World's Fair. He renewed his BOXOFFICE subscription and hurried back to Fayette county to get his political campaign under way . . . Leon Reichblum, who operates theatres at Charleroi, Wilkinsburg and Castle Shannon, advises those interested in visiting the World's Fair to go now. Everything's ready and there are many exhibits, demonstrations and "color" to please, educate and amuse one and all, Leon says . . Edgar Moss, 20th-Fox district manager, was in and out the other day.

*Rhumba Theatre Circuit Day will be celebrated at the Variety Club Monday, August* 14. *Jake Soltz will be King for the Day . . . M-G-M Day will be observed the following Monday with Burtus Bishop jr. as King . . . Variety Club will open the new season of Family Nights early in September with Saturdays designated as Family Night instead of Fridays, according to Ira H. Cohn, chief barker . . . Bob Freeman is still working on a proposed theatre equipment agency for the local area . . . Ben Amdur says the nicest things about* BOXOFFICE. *So does Al Weiss.*

Many members of the local industry moved to Wildwood this week to "take in" the open golf tournament sponsored by the Dapper Dans. Some even postponed vacations in order not to miss this big event which was covered by all newsreels . . . Here's another plug for the World's Fair (we just can't seem to get away from it): The Variety Club is distributing a 16-page booklet which describes a "planned" visit to "The World of Tomorrow." These guides are free . . . Mannie Greenwald, who has spent a large part of the summer golfing hereabouts, is returning to the Barry Theatre which he will open around September 1. The Penn avenue house is being renovated.

# RKO Boston Resumes Vaude in September

BOSTON—Vaudeville is scheduled to return to de luxe Boston next month when the RKO house will swing back into stage shows. Tentative plans are for City Manager Ben Domingo to book three-day weekend flesh into the 3,246-seater. The footlight sequences will be supplemented by single features, whereas double features was the general rule for the part-week booking last year.

The new policy will probably start September 22. Films will be generally second-run, but occasional new product will be interspersed. Double features will be run on the fleshless days, Mondays through Thursdays.

Red King, present publicity assistant to Jack Granara, will again double in the role of RKO Boston stage manager.

### Burlesque Will Supplement Films at Loew's Gayety

BOSTON—E. M. Loew plans to supplement film with burlesque in the Gayety Theatre in the new booking policy scheduled to get under way September 14. The Gayety, which has been grinding out subsequent-runs these past few years with occasional stretches of vaudeville, is one of the Hub's old-time burlesque palaces.

## *Independent Exhibitors Meeting September 12*

BOSTON—Arthur K. Howard, business manager of the Independent Exhibitors, Inc., has tentatively scheduled the next general meeting of the Allied segment for September 12 at 20 Shawmut St. headquarters.

### Allied's Eastern Directors May Convene in Atlantic City

BOSTON—Frank Lydon, Allied eastern regional vice-president, told BOXOFFICE this week that the long-scheduled eastern directors' meeting might take place in Atlantic City during the September convention of New Jersey Allied.

## *Malcarni Acquires Pratt Theatre at Deep River*

DEEP RIVER, CONN.—Essex Square Theatre, Inc., of which Lee Malcarni is the principal, has purchased the 499-seat Pratt's Theatre here, formerly operated by Louis E. Pratt, and has closed the house for complete renovation, and reopening on a full-time schedule on or about October 1. Pratt will be retained as floor manager.

In addition to a new front, the interior will be redecorated, new seats, slanted floor, new projection, screen and other equipment will be installed and the house will be air-conditioned.

Malcarni also operates the Essex and Clinton theatres.

# *M&R Suit Testimony Dwells on Newburgh Labor Troubles*

BOSTON—Testimony in the Morse and Rothenberg anti-trust suit for $2,100,000 recessed for the next few weeks, gave a detailed once-over to recent labor trouble at the Cameo in Newburgh, N. Y. The matter was pressed at length as an incident allegedly diminishing monetary claims of the independent circuit against major distributors, when distributor attorney Edward F. McClennen cross examined Morse and Rothenberg's district manager, Louis Simon.

"In the year 1935," began McClennen, "was there something that came to your attention, besides the dearth of major pictures, affecting attendance at the Cameo Theatre?"

"Nothing of any special . . . Nothing special," said Louis Simon.

"You spoke of it as being a union house," continued the lawyer for the majors. "Was there a time when it was subjected to union picketing?"

"Not that I know of," said Simon. "I know that we had union men in the house at all times, but I remember there was some trouble between the men in the house, the union men in the house, and Mr. Tweed, Jim Tweed, but as far as we were concerned we had the same men there all the time."

"Didn't you know that it was picketed?"

"I never heard of it being picketed. I don't remember of it being picketed."

"Didn't it come out publicly that it was being picketed?" pressed McClennen.

"I don't remember whether there was any picketing. I know there was some trouble between the men in the house, who were union men, and Jim Tweed. What the incident was at the time, whether they picketed or not, I don't remember exactly, whether it was picketed or not. I know there was some trouble there between Jim Tweed, and the operators at the house."

"He was the business agent of the union, wasn't he?" Master Philip Hendrick put in at this point.

"He was president of the union, and there was some controversy with the operators, with his own operators there," responded Simon.

"About the latter part of 1935 he was re-elected mayor, was he not?" inquired McClennen.

"I don't remember the date," said Louis Simon.

#### "Kick-Back Suit"

"Now, from Exhibit 4077, I call this to your attention, from the daily report for June 27, 1935: 'These reports mailed late. I was in court all day and night yesterday on Early's union kick-back suit.' Did you ever hear of Early's kick-back suit?"

"Yes. That was Early—I don't remember the name, but that was the operator in the booth, who was a member of the union that was having a controversy with Tweed. He claimed at that time that Tweed was taking a certain amount off his salary each and every week and it came into an open fight with the union there about it."

"What was the kick-back suit, do you know?"

"I have some idea of it."

"What was the suit for?"

"It seemed that Jim Tweed was collecting each and every week for himself part of the salary that this Early, the other fellow, was getting."

"No, who said that?" questioned McClennen.

George S. Ryan, attorney for the independents, interjected, "Just a moment."

Master Hendrick stated, "You asked him if he knew anything about the kick-back suit."

"I didn't want to stop the answer. I wanted to get this clear as he went along," said McClennen.

"Who told him about the kick-back suit? Is that what you mean?" queried the Master.

"Well, I was trying to find out who told him about that feature, but I will withdraw my comment."

"No, no. It is perfectly all right. I want to get it clear in my own mind, that is all."

"Forget my interruption and start again with your answer, will you?" McClennen told the witness.

#### Alleged Graft

"When this controversy was going on of course the manager, Mr. Goldberg, informed me about it, and when I came up there I heard the story, naturally. That was my business, to see that everything is going along smoothly in the house, and I had these operators that were in the booth come down and talk to me, and Goldberg, and there was quite a rumpus about it, I understand. As far as I remember, at that time Jim Tweed and his men had a fight in the union headquarters with this Early operator, and they threw him out. He made accusations there, and he came out in the open—I don't remember how it was, but he hired a lawyer, or something, to get his money back from Tweed."

"Was this thing that was spoken of as a kick-back suit a suit by Early against Tweed?"

"Yes, that was a suit started by Early against Tweed."

"And was Early still in your employ?"

"Yes."

"And did he remain in your employ?"

"Yes."

"Now, it appears from this report that that suit was apparently on trial on June 27, 1935. Have you any idea when it was that your operator sued Tweed?" questioned McClennen.

"I don't know exactly when he sued him," replied the witness.

"At this time you knew of Tweed as an influential man in Newburgh, did you not?" said McClennen.

"At this time I knew of Tweed. I don't know how much influence I knew about," said Simon.

"Do you know when it became gener-

(Continued on page 85)

# MPTO's Tournament Classed a Success

NEW HAVEN—Perfect skies complemented the "regular day for regular guys," Connecticut MPTO's fourth annual film golf tournament at Racebrook Country Club, and made it a memorable occasion. Following a full day of golf and friendly reunions, a full course dinner was served at the clubhouse, and 71 prizes were awarded. High spot of the evening came when Irving C. Jacocks jr., MPTO president and chairman of the day, presented George Wilkinson, operator of the Wilkinson Theatre, Wallingford, with a silver plaque on behalf of the organization, inscribed, "To Connecticut's Pioneer Exhibitor by his MPTO friends and associates." Wilkinson was recently tendered a testimonial dinner by the entire film district.

Among those who went home with valuable prizes were the following: Low gross, 75, Joseph Cohen, clock given by RKO Radio; low net, Milton Small, clock; low net, Chick Lewis, BOXOFFICE golf trophy clock; low scores: George Wilkinson, dozen golf balls; Herbert McIntyre, dozen golf balls; A. J. Smith, onyx ash tray; I. J. Hoffman, desk set, by National Screen; Tony Boscardini, silver bull; Charles Casanave, silver table platter; Foursomes: electric razors to J. F. Mitchell, Si O'Toole, Adolph Haas and H. R. Miller; flannel coats to Lou Brown, Max Tabackman, Maurice Wolfe, and Herman Rifkin; Hollywood shirts to Harry Green, Lewis Ginsberg, William Hutchins, L. Saviteer; basque shirts to P. Zimmerman, Rev. Manning, M. E. Kornbluth, Chester Grenier; traveling set, Maxwell Hoffman; mantel clock, P. Murray; MPTO cup, Ralph Thurston; radios, Barney Pitkin and Thomas Donaldson, George Loukides, score 81, best exhibitor golfer, *Showmen's Trade Review* trophy, to be won three times; Ralph Civitello, telelist; Jim Casey, 20th Century-Fox trophy; Al Pickus, onyx ash tray; Jim Maloney, Herman Rifkin, desk set; Maurice Bailey, golf raincoat; I. H. Rogovin, B. E. Hoffman, clocks given by Reliable Seating; Nathan Mathok, golf bag given by Wagner signs; Edward Ruff, Meyer Bailey and Lou Wechsler, Sandy Andy irons given by National Screen Accessories; Ben Simon, Venetian glass desk set; George Weber, sweater; Ben Lourie, silver pitcher; Henry Germaine, cocktail set; Adolph Johnson, rubber electric fan given by National Theatre Supply; Lou Brown, portable radio. Attendance prizes included a set of bridge chairs contributed by American Seating; portable radio by Warner Theatres; cocktail set by N. C. Wrisley; dish set by Adolph G. Johnson and numerous others.

Non-golfers putting contest was won by T. Boscardini; driving contest by Larry Miller, 282 yards. Booby prize of a child's driver went to Morton Katz, for a score of 133.

### New Pact to Cameraman

HOLLYWOOD—Peverell Marley, 20th-Fox cameraman, has been given a new contract after four years with the studio.

### *A Perennial Convalescent*

**Boston—"Business is looking up," quips a suburban theatre owner. "It's flat on its back."**

## *New Haven Film Outing Abundantly Eventful*

NEW HAVEN—With enough events to fill a printed program and more fun between the lines, the annual film district outing at Lake Quonnipaug Thursday was pronounced a complete success once more. The opening gun was the buffet luncheon at 1:00 p. m., followed by a softball game, tug-o'-war, 3-legged race, row boat race, pie-eating contest, swimming contest, shot put, peanut race, horseshoe pitching, chicken dinner at 7:30, award of prizes, dancing and dancing contest. A big hand was given Morris Joseph, Universal manager, who distributed the score or more of prizes, and Homer Downey, RKO ad sales manager, who headed the committee, assisted by Jack Mullen, George Weber, Jerry Massimo, Irving Cooper, Peter Canelli, Katherine Fitzgerald, Katherine Higgins, and Freda Kogan. Prizes were contributed by BOXOFFICE, Yale Co-Op, Adolph Johnson, Morris Nunes, Herman Pickus, N. C. Wrisley, Marion Berryman, McDonald's Coffee House, Backer's Men's Shop, J. Johnson, Jordan-Howe Co., Harry's Shoe Store, N. H. Shoe Repair, Gambardella's the Exhibitor, and others.

## *Friars Fourth Annual Tourney August 22*

BOSTON—The Boston Friars Club will sponsor its fourth annual film district golf tournament at Pine Brook Valley in Weston on August 22, Tuesday. A luncheon at the club will precede fairway activities. A dinner, at which the many prizes donated by various film concerns will be awarded, is to climax the evening.

Al Kane, manager of the local Paramount exchange, is chairman in charge of the fourth Friars foray. Ted Fleisher, Interstate booker, is treasurer. Morey Goldstein of M-G-M, Tom Duane of Paramount, and Maurice Green are also prominent on the committee.

## *Abundance of Prizes Are Assured Film Outing*

BOSTON—Plenty of prizes for all events are promised by the committee in charge of the film district outing which will be held Tuesday at Seiler's Ten Acres in Wayland, Mass. Heading the committee in charge, which includes representatives of all film district fraternities and business enterprises, are Major Patrick F. Healey of the department of public safety, Steve Broidy of Monogram, William Cuddy and Jack Granara of RKO, and Harry Browning of M&P. Buses will leave the film district at 12:30 and 1:00 p. m. Ducats are going for a deuce.

# Citizens Gird Against Milford's Drive-In

MILFORD, CONN.—Property owners surrounding the Drive-In Theatre, operated by the Guarino-Mekelberg interests on the Milford Turnpike, have announced their intention and gathered a war chest for a court battle to close the theatre as a public nuisance, charging excessive noise. Following a hearing called by members of the boards of selectmen and police commissioners on petition of the citizens' committee, a subsequent meeting was called in the Town Court building. The committee claims that the effect of the sound system can be heard more than a mile from the scene until very late hours every night. Expert sound engineers testified, however, that there was no cause for complaints. The Drive-In is the first such venture in the state, and was opened this summer.

## *Portland Police Round Up Cash Game Operators*

PORTLAND, ME.—Thirty-five persons were arrested in York county beach raids conducted by state police August 4 and 5 when they decided to put a stop to "skill-ball" and various other forms of the alleged gambling game. By noon, Saturday, more than $15,000 worth of prizes and equipment had been seized and stored in the basement of the county jail at Alfred, pending the decision handed down by the South Berwick municipal court Monday, when the cases will be heard.

Three of the busiest spots at Old Orchard Beach the past several weeks and one each at Wells Beach and York Beach, were dark Saturday as a result of the raid.

At Old Orchard Beach it was reported that another spot, scheduled for a grand opening Saturday night, August 5, failed to open, although equipment was in place.

In Cumberland county at South Portland's Willard Beach, "Skill-dart," a game somewhat similiar to "skill-ball," has been conducted for a short time, but was banned by South Portland police and the proprietor ordered into court August 7.

"Skill-ball" or "knock-knock," as it is sometimes called, has become almost as popular as "Beano" or "Quizzo" was before they were driven out of Maine.

### Legalization Petition Has Non-Residents' Names

NEW HAVEN—Discovery that a petition to legalize Bingo in New Haven contained 40 per cent of names without addresses or of non-residents, again delays consideration of the game by the board of aldermen. Many other communities in Connecticut have legalized the game many weeks ago.

### Filmites Are Married

BOSTON—Jean Eaton of Columbia and Jack Hill of Monogram were married here Sunday at St. Peters Church. They are honeymooning at Penobscott Bay.

# BOSTON

GINA COHEN, sister-in-law of E. M. Loew and employed at the latter's independent circuit headquarters, is expecting a new citizen . . . The former Ada Hurwitz, who resigned from the Loew circuit following her marriage several years ago to John Trager, is paralleling . . . Ditto for Jack Loew, operator at E. M. Loew's Gayety in Boston.

*Marguerite Engs of Paramount Studios was here at the Ritz Carlton last week renewing an acquaintance with Thad C. Barrows, Metropolitan chief projectionist, formed during the recent SMPE convention on the West Coast.*

Sal DiManno, assistant to Manager Fred Greenway of Loew's State, has been vacationing this week and last at South Coventry, Conn. . . . Emil Weretelnyk, student assistant, is filling in as treasurer during DiManno's absence.

*John Hutchens, dramatic editor of the* Boston Transcript, *has been vacationing . . . Helen Eager, film critic for the* Traveler, *has been cruising of late on Tom "A. P." Hogan's yacht, together with other theatre figures . . . Marjory Adams, celluloid coverer for the* Globe, *is back from the West Coast studios, re-enforced with a batch of personal interviews.*

Stage shows return to de luxe Hub theatres next month when the RKO Boston gets going with flesh, probably September 22.

*James Tibbetts, treasurer at Loew's Orpheum and Mrs. Tibbetts have a new male citizen. The youngster weighed in at seven pounds.*

John Carroll, resident manager at the Paramount and supervisor of the Majestic, goes south for a sojourn. He was formerly a ranking Paramount Theatre executive down yonder . . . Les Armstrong, assistant manager at the Paramount, is back from a rest which included several trips on the sailboat he keeps anchored at Dorchester Bay.

*Al Kane, Paramount exchange manager, announces that the fourth annual Friars Golf Tournament will take place at Pine Valley on August* 22.

Jack Martin of Republic is at Hyannis for two weeks. Louis Zaccardo is covering . . . Mary Grady of Monogram left this week for the usual . . . Esther Sharps of Republic has been acquiring the Connecticut sun . . . The mother of Steve Broidy, New England sales manager for Monogram, underwent an operation last week at Beth Israel.

*Herb Bloom, manager of the Ware in Beverly for E. M. Loew, has been on vacation leave . . . Vernon Payne, manager for the independent circuit in North Adams, may hit the World's Fair on his vacation . . . Roland Carter, manager of the Winchester in Winchester, is a sojourner.*

Joe Longo, UA advance man, has been working with Joe DiPesa and Al Longo on the opening of "Four Feathers" at Loew's State and Orpheum.

*Susan Hayward was at the Metropolitan last week in advance of "Beau Geste" in which she plays opposite Gary Cooper. Just before she caught the Boston plane out of New York, a summons was served her in a* $100,000 *suit, charging breach of contract, brought by Walter Thornton, operator of a models' bureau. Thornton claims a percentage of the former's Hollywood earnings is due him.*

Howard Burkhardt, manager of Loew's Orpheum, has been away on vacation leave . . . Joe Boyle, former Orpheum assistant and present assistant to Frank Murphy at Loew's State in Syracuse, was in town to handle the local first-run.

*E. M. Loew plans to convert the Gayety, for years a grind house, into a burlesque location next month . . . Julian Rifkin, manager of the Rifkin theatre circuit, has been covering the Majestic in Holyoke during the vacation of Manager Al Desautels . . . Herman Rifkin plans to open the Academy in Northampton in September.*

Louis Gordon, partner of Arthur Lockwood in the operation of a New England independent theatre circuit, was the host of film bookers and their wives at his home in Egypt, Mass., Sunday.

*Catherine Horace has resigned from the office force of Monogram to go with United Artists . . . Julia Sullivan has filled the Monogram vacancy . . . Betty Moulin, for years at the Scollay Square, has filled the vacancy left at the Paramount by soon-to-be-wed Ethel Moore.*

A Boston record was established this week with four of the Hub's first-run houses holding pictures for a second week . . . Eleanor Hughes, film critic of the *Herald,* is back from vacation . . . Peggy Doyle, film critic for the *American,* is postponing her summer vacation in anticipation of a winter cruise.

*Theatre opposition has been instrumental in the banning of outdoor carnivals this year by Rockland, Me., and Barre, Vt.*

Harold Friary, manager of the Fields Corner in Dorchester, tied in with the local Woolworth store on a Junior Aviation Club which meant considerable at the boxoffice. Models made from kits purchased at Woolworth's were judged for prizes at the theatre. On the first day that the tieup was advertised, the store sold no less than 178 outfits. The Fields Corner received a substantial amount of display, newspaper, and word-of-mouth advertising as a result of the campaign.

*Mario Daru is back from a week of fishing at Buzzards Bay. The assistant to Publicist Jack Saef of the Paramount and Fenway plans to take a second week later this month . . . Florence Buckley, short subjects booker for the E. M. Loew circuit, left last Saturday for a Canadian trip . . . Tony Zinn, manager of the RKO Boston, is at Buzzards Bay.*

Camille Carpentier and Wini Coyle of the local RKO theatre are vacationing in Maine . . . Jack Granara, RKO publicist, takes a second week in September . . . Charles Brent, roadshow man and operator of the Nipmuc Theatre, was in Arkansas last week . . . Harry Smith, RKO booker,

(Continued on page 88)

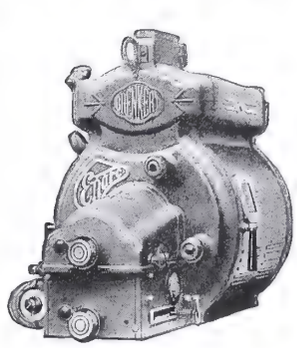
SIMPLIFIED High Intensity PROJECTION

INTERSTATE MADE NO MISTAKE!

AT THE SCENIC—ROCHESTER, N. H.

AND NEITHER WILL YOU IF YOU, TOO, CHOOSE

BRENKERT ENARC PROJECTION LAMPS



CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

# Must Define Degree of Lighting for Safety

NEW HAVEN—In a unanimous decision, written by Judge Hinman, the state supreme court of errors has defined the duty of a theatre operator to the patron in its application to the amount of light required in a theatre during projection. Frances Miller, the plaintiff, brought suit against Poli's New England Theatres, Inc. (affiliated with Loew's, Inc.), to recover damages for injuries allegedly suffered in a fall in the Palace Theatre, Waterbury, last year. On a judgment for the plaintiff to recover $643 and costs, Poli's appealed the case to the highest court of the state, where error has been found and a new trial ordered. Morris Mendelsohn of the New Haven division represented the appellant.

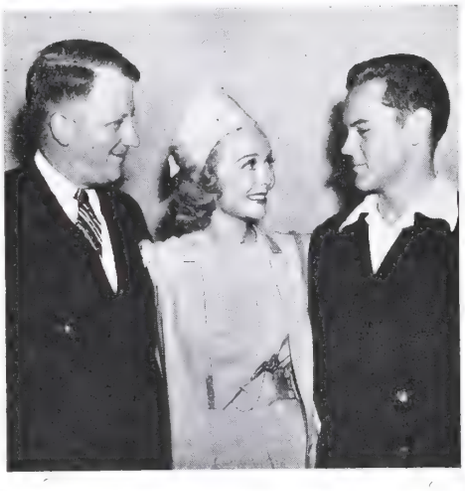
The patron had seated herself in the last row of the theatre which is on a platform 7½ inches above the aisle because of the slanting of the floor. At the time she entered and throughout the time she was there, lighting was from a ceiling fixture above the row of seats, in which eight blue and eight red 25-watt bulbs were lit; from a similar ceiling panel, 9 or 10 feet from the floor, in which four red and four blue 25-watt bulbs were lit; and a rear wall bracket with three 25-watt orange amber lights. She and her sister seated themselves without the assistance of an usher. However, in stepping from the platform to the aisle again, as she started to leave the theatre, she missed her footing and fell, allegedly injuring her back. The light from overhead, it is charged, shone directly on a white line which was painted at the edge of the platform from which the patron fell. The lights were diffused lights for the usual purpose of avoiding interference with vision of the screen. The operator had caused inspection of the lights to be made before and during the showing of the pictures.

**Supreme Court Disagrees**

The supreme court disagreed with the trial court finding that the painted white line "reflects white only in a white light; it did not reflect white in red and blue beams from the ceiling panels." The opinion states: ". . . in finding this fact the trial court resorted to judicial notice. However, we cannot agree that this is a matter of such 'common and general knowledge' and authoritatively settled 'beyond doubt or uncertainty as to be a proper subject therefor.'"

As to the trial court's finding that the plaintiff was unable to observe the difference in levels of the platform and the aisle, the supreme court finds this unwarranted, since "it would seem reasonable that as when she entered from daylight the lighting was sufficient to enable her to find her seat unaided and to see and step up on the platform, the same lighting would have enabled her to see even better when leaving."

The legal aspect of the decision is of great interest in that it disproves that "it is the duty of the defendant to make the theatre reasonably safe for its patrons," but defines that duty "to use reasonable care in the construction, equipment and management of it, having regard to the character of the entertainment given and the customary conduct of the persons attending." It continues, "A moving picture theatre necessarily operates in partial darkness while pictures are being shown; to provide too much light would spoil the entertainment for patrons. On the other hand, there is to be considered the customary entering and leaving by patrons during the showing of a picture and the dangers to them of too great darkness. Therefore, . . . the degree of illumination consonant with reasonable care must be something of a compromise between two opposing objectives—successful showing of the picture, which calls for darkness, and the safety of those for whom the entertainment is provided, which calls for light. The criterion adopted is that the theatre operator's duty is satisfied if the condition of light was that ordinarily used in exhibiting moving pictures to enable the audience to get a reasonably clear view of the image thrown on the screen. Under the general rule of duty the issue is not to be decided solely upon the degree of visibility afforded an individual patron, as an isolated fact, without regard to the necessities arising from the nature of the entertainment, and as to those prevailing practice appears to afford a logical standard or test."



## *A Pleasant Visit—*

*Wilbur Peterson, left, a Somerville, Mass., exhibitor, and a friend, Mr. Healy, are given the benefit of a little charm as Jane Wyman, Warner starlet, entertains them on the set of "The Lady Dick" at the studio.*

## *Believe Arnold Affected By Law School Shift*

NEW HAVEN—Speculation was rife in Yale University circles on the drop in academic rank of Lafayette S. Foster, professor of law, to a lecturer in law, of Thurman W. Arnold, assistant attorney general in the U. S. department of justice and power behind the government anti-trust suits.

Arnold was expected to return to teaching law at Yale by February, 1940, but it is believed that this unannounced change presages a delay in his return here.

# Bank Night to Appeal Rhode Island Rap

*By* BRAD ANGIER

BOSTON—Roy E. Heffner will appeal the decision of the superior court in Providence, Rhode Island, that Bank Night is a lottery. The finding was based on a test case involving Bank Night operation at Wilson's Chief Market in Providence, following waiving of a jury trial and acceptance of an agreed statement of facts.

"There is no suggestion from the state that the 'Bank Night' wasn't fairly and opening carried out by the defendant corporation," the edict read in part. "It was unquestionably a clever and ingenious advertising scheme designed to attract people to the defendant's place of business. It appears to have been successful in drawing people to the Market not only on the nights when drawings were made but also on other days and nights."

This part of the decision, suitable for a Bank Night ad, was followed, however, by the statement:

"Notwithstanding what appears to be the fact, that 'Bank Night' was fairly and openly carried on by the defendant, the question remains, was it nevertheless a lottery or a scheme in the nature of a lottery and so a violation of the statute law of this state? Upon the agreed statement of facts, the court has no difficulty in reaching the conclusion that the defendant corporation in operating a 'Bank Night' was operating a lottery and therefore was acting in violation of law."

**Decision Awaited a Year**

The Rhode Island decision had been hanging fire for a year, following arrests made June 21, 1938, after an evening drawing in the presence of some 3,000 people.

The statement of facts agreed that: "No charge was exacted of one desiring to register, nor was it necessary that one purchase merchandise to be in a position to register. It was possible for anyone of the age of 16 years or over to register one's self, and this could be done at the Market or at one's home or place of business, since solicitors brought registration blanks to both houses and places of business."

The Big Chief corporation had the names of 17,000 registrants upon its books on the day the test case was inaugurated.

"It is generally admitted that a scheme must contain three elements if it is to be termed a lottery," the superior court rescript read. "There must be a prize, a distribution of money or things of value by chance, and consideration received in return for prizes given. In the situation under discussion, the first two of three elements were admittedly present. There were many prizes, and they were distributed through a method involving chance."

The law of which the acts of the defendant are claimed to be a violation is section 1 of chapter 401 of the General Laws of Rhode Island, Revision of 1923, and reads as follows:

"Section 1. Every person who shall directly or indirectly, set up, put forth, carry on, promote or draw, publicity or private-

ly, any lottery, chance, game or device of any nature or kind whatsoever, or by whatsoever name the same may be called for the purpose of exposing, setting for sale or disposing of any money, houses, lands, merchandise or articles of value, or shall sell or expose to sale lottery policies, purporting to be governed by the drawing of any public or private lottery, or shall sign or indorse any book, document or paper whatsoever, for the purpose of enabling others to sell or expose to sale lottery policies, shall be deemed guilty of a misdemeanor and shall be imprisoned not exceeding two years or be fined not exceeding $2,000."

Said the court:

"The word 'lottery' is not a technical legal term but has been stated to be 'a species of gaming, which may be defined as a scheme for the distribution of prizes or things of value by lot or chance among persons who have paid, or agreed to pay, a valuable consideration for the chance to obtain a prize; or as a game of hazard in which small sums of money are ventured for the chance of obtaining a larger value, in money or other articles.' "

"The element of consideration, while less obvious, seems to the court to be clearly present, although in fairness it must be said that some courts have found it in similar schemes to be wholly lacking.

"From the agreed statement of facts it appears that no charge of any kind was made for registration or participation in the plan; no purchase of any kind at the store was a condition of registration or participation and purchases at the store did not entitle customers to participate.

"Upon such facts, registration and the necessity of being present at a given place at a given time and the necessity of acting within a given time to obtain a prize have been considered to be acts or detriments which could answer the need of consideration in a contract and therefore acts which would be sufficient to supply the element of consideration in a scheme of the kind here shown.

"Undoubtedly many persons who were present at the drawing on the evening of June 21 were registrants and had paid no money directly or indirectly for the right to participate but it is no doubt equally true that many others had purchased merchandise because attracted to the store by the desire to register and so participate in the drawings.

"The self-respect, if one may term it that, of many persons, is such that they would prefer to buy something if they were intending to register. Others desiring to register would be induced to purchase by reason of the display before their eyes, although perhaps having no intention of purchasing anything when first entering the store for the purpose of registration.

"Without attempting to speculate as to how the appeal of 'Bank Night' has worked with the individual, it does appear from the agreed statement of facts that attendance at the store of the defendant was increased.

"It seems to the court a fair inference then that the money of many customers was expended because they were drawn to the store not by the merchandise alone but by a desire to register and so participate in the drawings. Money was spent not only for merchandise but for the purpose of participating in 'Bank Night.'

"The fact that some did not purchase anything and so did not expend any money does not save the scheme.

"Upon the facts before it, the court is of the opinion that the defendant corporation in operating 'Bank Night' was operating and carrying on a lottery. Its own opinion based upon the facts is supported in the absence of an expression of the Supreme Court of this state upon the subject, by what it thinks are well considered opinions of other courts. The court finds the defendant guilty as charged in the indictment."

# Probe Labor Tiffs In M&R Hearing

(Continued from page 81)

ally known that he was going to run for mayor again that fall?"

"I think it was brought to my attention towards the end of that—previous to the election, whenever the nominations came out in public, it was brought to my attention."

"Do you remember when the nominations were?"

"I don't remember that, no, not exactly."

"Do you remember whether or not Tweed was denying this charge that he had taken money from your operator?"

"I know he was denying, denying it all the time until he was convicted. I remember him denying it all the time."

"Was there anything brought to your attention about the discharge of any operator from your theatre or the demand for the discharge of any operator, on the ground that he was not in good standing in the union?"

**Brought Nephew for Job**

"There may have been some demand after that, some time after that fight with the operator and Tweed, that he told the manager."

"As I remember at that time, as it was told to me by the manager, Tweed came in with a nephew of his and said, "This man is going to go into the booth."

"Meaning the nephew?" clarified McClennen.

"That Tweed's nephew was going into the booth. And the manager of the theatre said, 'I can't take that man. He is green.' He knew him and he hadn't been an operator before. He says, 'I am satisfied with the man I have in the booth.' The man he offered to give him, his nephew, didn't know a thing about operation, as the manager told me, and he told him he didn't want that man."

"Was that demand of Tweed's before the trial of this kick-back suit or after?"

"The trial of the kick-back suit had been going on from the time it started until not long ago, when Tweed was convicted of the charge," stated Louis Simon.

"By 'not long ago' you mean the year 1939?"

"No. About a year and a half ago somewhere. I have the clippings that Mr. Goldberg sent me, of the final disposition of the case."

"That is, from 1935 or so up until some time in 1938 there was this contest on, your man Early charging that Tweed had exacted money from him and Tweed denying that?" continued McClennen.

"Did you say 1938? I didn't say a year ago. I call it recently," said Simon.

"You said a year and a half ago. From some time in 1935 until after you ceased your connection with the Cameo Theatre, this contest was on, your operator contending that Tweed had exacted money from him and Tweed denying that?"

"That is right."

"Did that operator stay on as your operator?"

"Yes."

"Right up to the time that you were operating there?"

"I think he was there to the end. I don't remember the entire thing."

"Going back again to this 'all day in court June 27, 1935,' can you tell me whether or not Tweed had made his demand that you install his nephew in your theatre, before that trial?"

"I cannot say exactly when the demand was made."

"Didn't Tweed make the claim that this suit of Early's had been instigated by Mr. Goldberg to get back at him (Tweed)?" I am not asking you whether there was any basis for such a claim, but didn't Tweed make that claim?" pressed McClennen.

"No, not that I know of."

"You never heard anything of that kind?"

"That Tweed made the claim that Goldberg instigated it?"

"Instigated the Early suit?"

"I never heard of it," stated Simon.

"When Tweed demanded that you install his nephew in your theatre was it in the place that Early held?"

**Proved Membership**

"I don't know whose place. He demanded that he wants him put in the booth. Whether it was for Early's job or not I don't remember. I do remember in this controversy that this Early had a whole lot of the union members on his side and he stayed in the union for quite some time; I don't know how long, but he was there. In spite of this suit he was still in the union. What the final thing became of it I don't remember."

"Do you know whether he was put out of the union some time?"

"I don't remember the time. I think at a very late date, the following year or something, something happened when Tweed got control of the rest of the members of the union, and then he was able to talk to this Early. During all this wrangling Early had a lot of his friends in the union that stuck up for him. In fact, I came there one day while this thing was going on, this suit, and in conversation he pulled out his card and he said, 'I'm a union man'."

"Who said this?"

"This Early said to me in the conversation while the suit was going on."

"You were there?" queried McClennen.

"I made visits there every once in a while," replied Simon.

"You were there when this occurrence took place?"

"This particular occurrence, yes."

"At this time he pulled out his card and

(Continued on next page)

# PORTLAND

THE third city in Maine thus far to turn its thumbs down on Sunday shows, is Wiscasset, which banned the shows at a special town meeting August 2, by a three to one vote. Bath led the parade over a month ago, followed by Brunswick, who on July 29 also voted against the measure.

*Local exhibitors were doubly thankful this week—for an unusually heavy rain which sent customers scurrying into their theatres seeking shelter as well as entertainment, and for the seven-day presence of the* U. S. S. New York *in Portland Harbor.*

Report has it that Leon P. Gorman, operator of the Cape Theatre at Cape Elizabeth and the Cameo Theatre, Portland, has leased certain Lewiston property from Abraham Goodside, former local exhibitor, and will open a theatre there in the fall. Neither Gorman nor Goodside could be located to confirm this report.

*Arthur Allaire, M&P relief manager for New England, was to have gone to Waterville, August* 6 *to relieve J. K. O'Donald, manager of the Haines Theatre there.*

Fred Eugley, manager of the Star Theatre, Westbrook, is back on the job after a two-week vacation . . . Seven new employes have been added to the State Theatre service staff since July 20, when Sunday shows were inaugurated by the house . . . The annual Gorham Fair, with pari-mutual betting, gets under way August 7 for a week, the first of a number of Maine agricultural exhibitions which feature light harness racing. The fair at Acton, scheduled for August 21-26 has announced a $6,000 purse.

*Filmrow visitors: Carl DiVizia, RKO salesman, Boston; Bill Benjamin, NS representative, Mrs. Benjamin and her mother; Dan Sullivan of Transit Advertisers, Boston; Al Bevan of the Boston M&P office, who is spending a part of his vacation in Maine; Dame May Whitty, London stage and screen star, who arrived in Portland August* 4 *en route to the Deertrees Theatre, Harrison, where she is to appear in the American premiere of "Viceroy Sarah," the week of August* 14. *She will share stellar honors with Mady Christians, Viennese actress, and will be directed by her daughter, Margaret Webster, of New York and London.*

The Theatrical Guild of Portland honored Edith King, actress, this week by making her an honorary member of the Guild. Miss King is well known in Portland for her performances as a member of the old Jefferson Theatre stock company . . . Sinclair Lewis, author and actor, is appearing in one of his own stories, "Our Town" at Walter Hartwig's Ogunquit Playhouse.

*Keenan Wynn, son of Ed Wynn, radio, stage and screen comedian, was to have been one of the judges at the auto races to be held at New Gloucester August* 6. *Wynn, who is appearing with the Lakewood Players at Skowhegan this summer, is a member of the Auto Racing Club of America.*

## *Try Stench Bombs On Drive-Ins*

**Boston—An open-air theatre innovation has been recorded in New England with the stench bombing, no less, of Thomas DiMaura-James Guarino ozoners in Weymouth, Saugus, and Worcester. Substances which defied counteractives were deposited by persons unknown at the entrances of the three locations. The Drive-In Theatre Corp. has been having labor disagreements following its contention that its type of operation will not permit the hiring of (higher priced) AFL projectionists.**

# Probe Labor Tiffs In M&R Hearing

(Continued from preceding page)

said, 'I am a union man,' was anyone else there?"

"Possibly Goldberg, the manager, and I don't know who else was there."

"Was Tweed there?"

"I don't think—I don't know if Tweed was there or not. I don't think so."

"Can you remember whether it was before or after that that Tweed had demanded that his nephew be put into the booth?"

"Tweed's demand was practically at the instigation of the fight—of the argument between them, after he had the fight, within that period of time."

"Early was in the booth, was he?"

"Yes."

"That is where he was employed?"

"Yes."

"And the contention was that the Tweed crowd, we will say, was trying to get Early out in order to put Tweed's nephew in?"

"It may be—yes, that would be the idea, to get Early out, to put his nephew in."

"And Goldberg backed up Early?"

"Goldberg, when Tweed presented his nephew to him, Goldberg as the manager knew his nephew was not an operator before in any house, and he only wanted to have good operators in the theatre. That was his contention. He was interested in having good operators."

"And in keeping Early in?" pressed McClennen.

"Yes; that meant keeping Early in."

"That controversy went on for months in 1935, did it not?"

"There was some decision shortly afterwards, where Early got a decision, and I understand that afterwards Tweed appealed it or something."

"That controversy was on for months in 1935?

"That controversy, I know, was on. I don't know how long," replied Simon to McClennen's questioning.

"There came a time when there was some kind of a fight between Tweed and Goldberg, did there not?"

"There was some argument there they had, yes."

"When I asked you if there was something else affecting the Cameo Theatre in 1935, did you remember about this matter that we have been talking about recently?"

"Which matter?" said Simon.

"This contest with the head of the union on the one hand and one of the operators in your employ on the other?"

"When you were talking to me on the matter I told you what I knew about it."

"That matter had been in your mind, had it, right along?" pressed McClennen.

"There wasn't any special reason. It was the same as any other matter that comes up; no special significance attached to it."

"This was all given quite wide publicity in Newburgh, wasn't it?"

"It was in the newspapers?"

**Newspaper Exhibit Admitted**

"I offer the *Newburgh News* of November 4, 1935. I was going to say the first page, and then it was my impression that it carried over on to another page," McClennen said.

"It carries on to the second page," said George S. Ryan.

"Take off a single sheet," suggested Master Hendrick.

"I am going to object to its admission," stated Ryan.

"I am offering it pursuant to a contention that this sort of publicity concerning a theatre may account for some of the effect on the attendance at the theatre."

"I take it you are not offering the statement as proof of any of the facts stated therein?" questioned Ryan.

"No," McClennen stated.

"I shouldn't think that would be its object. As I recall the testimony, there was a drop in the receipts between 1934 and 1935 in the Cameo Theatre, and there is evidence that there was some controversy going on at the time and that that controversy had received publicity, and this is offered for the purpose of showing that some publicity was had. I shall admit it," said the Master.

"At about that time, Mr. Simon, you knew, didn't you, of this paper with this very large headline 'Movie Man Flashes Gun on Tweed'?" McClennen continued.

"Yes; I knew about this, now that you show it to me."

"You knew that the movie man referred to was the manager of the Cameo Theatre?"

"Yes."

"And you knew that the only issue in the controversy was which threatened first?"

"I read here—"

"You knew at the time that Goldberg admitted that he had drawn a gun and claimed that he had done it in self defense?"

"With this recollection, I knew it."

"What was the date that Goldberg had on his daily report that he was in court?" asked the Master.

"June 27, 1935?" said McClennen.

"Do you remember that this episode was the night before election?"

"Now that you call my attention to it, I remember. I don't remember the full details. I knew there was a controversy."

"This little matter attracted some considerable attention from you at the time, didn't it?"

"I knew about it. I told you I knew about it. If you want me to start off on a

long speech again, I can do it. I am trying to confine myself to 'yes' and 'no'."

"You knew that this was after differences that had existed for several months, didn't you, between this leader of the union and the manager of the Cameo Theatre?"

"Well, if you say that the thing happened in June—if you will refresh my memory?"

"The trial in the kick-back suit, so-called appears from the daily report to have been on June 27, 1935. We have not yet learned for a certainty when the differences came out into the open. That is the date of the trial. We want to get all the assistance we can from you as to the length of time that that controversy between a man soon to be elected mayor of the city and a union leader and the manager of your theatre, had been on?"

"It might have been on since that time that you mentioned, the time of the trial and the time of the fight. I don't know how long it is."

"Had you heard that shortly before the election the manager of the theatre had made a speech from the stage of the theatre, between the shows, on a Saturday night?"

"No, I had not heard that."

"Had you heard that the manager, Goldberg, said that the theatre had been picketed for a period of 15 weeks at that time?"

"I don't recall it. If it was in the newspaper I may have seen it in that, but I don't recall it at this time. I most likely must have read the newspaper but I don't recall the incident you mention."

"You were up at this theatre at frequent intervals?"

"Yes."

"In the last half of 1935, weren't you?"

"Yes, sir."

"Don't you remember learning, at any of your visits, of the theatre being picketed?" McClennen asked.

"As I told you before, I had no recollection of it right now. Now that you recall, reading from the newspaper, I may have known about it. I don't even recall it after reading that. I am trying to think back to see whether I remember some of these incidents, and I don't," said Simon.

"Was the union that you dealt with an affiliate of the International Alliance of Theatrical Stage Employes, when you started out to operate the Cameo Theatre?"

"I believe an affiliate of the I. A."

"The I. A. meaning International Alliance?"

"They call it I. A. all the time."

"And you had dealt with Tweed at that time, in the beginning 1933?"

"When we opened the theatre?"

"Yes."

"Yes; I saw Tweed."

"Did you have any talk with Goldberg in November, 1935, as to what he had said from the platform in the theatre?"

"I don't remember that. Had you not read it to me from the paper I wouldn't know it at all."

"Did you hear that Tweed claimed that it was an attack made upon him, that this speech was an attack made upon him for political purposes?"

"I will take it for granted I heard everything you are reading there, but I really don't remember it."

"You heard when this revolver episode resulted in Tweed's lodging a complaint against Goldberg in the local court?"

"Yes, sir."

"And on that, without going into a trial, Goldberg was held for the Grand Jury?"

**"Goldberg Was Cleared"**

"I think so. I don't remember what he was held for," Simon said.

"I offer the *Newburgh News* of November 27, 1935, an article on the front page in the lower left-hand, entitled 'Jury Trial for Goldberg on Gun Charges," said McClennen.

"This, I take it, is admitted subject to the same restrictions as the previous one," Ryan interposed.

"In the *Newburgh News* for Wednesday, November 27, 1935," said the Master, "appears an article that Joseph Goldberg, a theatre manager, alleged to have threatened Mayor-elect Tweed, will be tried on a disorderly conduct charge by a recorder's court jury on December 6."

"In the same way," said McClennen, "without marking the newspaper, I call your Honor's attention that in the *Newburgh News* of December 6, 1935, in the center of the front page, is a display heading, 'Tweed Assault Case Postponed by Goldberg's Court Motion,' and below it, in ordinary type, is a description of that matter.

"In the same way I bring to your Honor's attention, without marking it as an exhibit, that the *Newburgh News* of Friday, April 24, 1936, has at the center of the first page at the top, in large type, 'Goldberg Cleared in Tweed Case. Grand Jury No Bills Cameo Theatre Man Charged With Disorderly Conduct in Pre-Vote Fracas'."

"I assume that Mr. Ryan desires that this be taken as no evidence of the truth of the statements contained in the paper," the Master put in."

"That is right," said George S. Ryan. "Goldberg was cleared just the same."

## *Link New England Cities For New Season Bally*

NEW HAVEN—Joining forces with Boston and Providence, the annual Loew-Poli cavalcade to start the new film season with a bang, will this year start ten specially constructed automobiles and a fleet of pretty girls from Boston, with all the usual and some unusual publicity stunts attending. The caravan will then proceed to Worcester, Providence, Springfield, Hartford, Meriden, Waterbury, New Haven, Bridgeport, with each manager planning events for his town, and wind up at the New York World's Fair. The date has not yet been announced. Preliminary meeting was held last week with H. M. Addison, New England district manager; Harry F. Shaw, Loew-Poli division manager; Joe DiPesa, Boston publicity head; Lou Brown, New Haven publicity head; Elliott Kronish and Joe Longo attending.

## *Local Angle Plugged for "Winter Carnival" Run*

MANCHESTER, N. H.—When Walter Wanger's "Winter Carnival" was shown at the State Theatre here, it was advertised as "A 'Must See' Picture for All New Hampshirites . . . Because It's the First Big All-New Hampshire Movie Ever Made!"

A preview of the film, which was "shot" during the 1939 winter carnival at Dartmouth College in Hanover, was staged for Manchester Dartmouth alumni, officers of the Uncanoonuc Ski Club and guests at the Strand, in advance of its showing at the State.

Producer Wanger is a Dartmouth graduate, as are Robert Allen, '29, cast as a professor; Budd Schulburg, '36, and Maurice Rapf, '35, authors of the production, and Werner Janssen, who wrote the musical score.

### Two Stories for Warner

HOLLYWOOD—Warner has purchased two story properties, "You Have to Learn Some Time" by Richard Wormser and "The Mutineer" by Allan Vaughan Elston.

## *NEW HAMPSHIRE*

ALL RECORDS were shattered at the opening of the seventh season of horse racing at Rockingham Park in Salem, when 15,000 attended and tossed $260,127 through the mutuel windows . . . Popular priced films and vaudeville are being featured at the Wyman Stadium, an outdoor amphitheatre opened just off Route 12 in Keene.

*The Jitney Players, under management of Ethel Barrymore Colt, niece of John Barrymore, presented S. N. Behrman's "End of Summer" in the University of New Hampshire theatre in Durham.*

This has been a great season for small shows in New Hampshire. Animal acts, magicians, suitcase carnivals and other low-priced attractions have appeared in even the smallest towns, which haven't been visited by troupers for years.

*Mal Hallett, recording orchestra maestro, had the title "Chief Great Fox" bestowed upon him by Hopi Indians while his band and the Redskins were appearing simultaneously at the Winnipesaukee Gardens, summer film-dance spot.*

The former Colonial Theatre, Somersworth, has been reopened as headquarters of a fraternal organization, the Macabees.

*Walter Young, owner of the Strand in Farmington, and his wife and children, Walter jr. and Norma, are spending the rest of the summer at a lakefront cottage at Alton Bay.*

Mrs. Flora Kendall Edmond, a theatre owner for several years, died at her home, 145 Russell St., Manchester, August 3. She was a native of Bedford and was prominent in social and civic organizations. Before she entered the theatre business, she served as society editor of Manchester newspapers.

*The franchise for selection of "Miss New Hampshire," who will participate in the New York World Fair beauty pageant, has been awarded to the Colonial Theatre in Nashua, according to Manager Ben Gold.*

# NEW HAVEN

WITH the golf tournament, the district outing, and the Warner outing pleasant memories, practically all theatre managers back at their posts, and many other vacationers drifting back, the social calendar looks pretty bleak these days . . . Exhibitors who were guests of Alexander Film Co. on its 85-foot yacht for two successive all-day cruises reported enthusiastically on both the entertainment and the hosts. Film men who attended the tournament at Racebrook will need several offices and plenty of leisure to use all those desk sets and golf shirts . . . Seventy-one prizes were awarded in all, not counting the beautifully mounted silver testimonial plaque which Connecticut MPTO presented to George Wilkinson as its addition to the recent feting of the state's "pioneer exhibitor."

*Lee Malcarni, who now adds the former Pratt's, Deep River, to his circuit, will operate the house full time, with Louis E. Pratt as floor manager. Malcarni, who will redecorate the theatre, also recently spruced up the Clinton Theatre, installing new standee rail, new curtains and new drapes.*

Operation of Bingo at the Savin Rock concessions as a commercial enterprise seems definitely out unless some effective way of tying in with organizations according to the letter of the law is found . . . In Plainville the board of selectmen has voted against authorizing Bingo for the coming year, fearing relief recipients would patronize the games. New Haven decision is not yet in.

*Speculation along the street is that the Milford Drive-In may be forced into the individual speaker system by the "public nuisance" charges of the town's citizens' committee, which announces it will fight the theatre.*

Salvatore Adorno has been granted a permit to operate his airdrome in Middletown, provided he can obtain three additional rights of way, remove concrete posts prepared for the planned 1,000 seats, and meet additional fire prevention regulations.

*The Metro office is well up in the lead in the drive which ends August 31 and which is keeping the whole force stepping at a dizzy pace.*

In one of the best attention-getting stunts of these months, Harry Shaw, Lou Brown and the theatre staffs prepared for the Mickey Rooney-Judy Garland personal appearance at the Loew-Poli, New Haven, Thursday and Loew-Poli, Hartford, Friday with a contest open to high school boys and girls. Blanks distributed in the lobby and signed by the young ones, were drawn on the stage of each theatre on the circuit the previous Wednesday night. Three couples were chosen from Worcester, one from Springfield, two from Hartford, one from Meriden, one, Waterbury, three, Bridgeport, and three, New Haven. These formed a reception committee for the two stars at a luncheon at the Hotel Taft, which was attended by film editors from Boston and all Poli towns.

*Susan Hayward, new Paramount starlet of "Our Leading Citizen" playing at the Paramount, was also through on a personal appearance tour at the Paramount, New Haven, and Allyn, Hartford, and received notice in the* Register.

National Theatre Supply will install the booth equipment in the new 700-seat Park Theatre, Thomaston, under construction by Robert Schwartz. Contract for sound installation in Salvatore Adorno's airdrome, interrupted by legal difficulties, went to RCA.

*Visitors in for the golf tournament: Herman Rifkin, Adolph Haas, Harry Green, Jules Livingston, M. E. Rosenbluth, George Dembow, Charles Casanave jr., Maurice N. Wolfe, Chester Grenier, Sam Torgan, George Loukides, Ralph Thurston, Jim Casey, Joe Cohen, I. H. Rogovin, Jim Mahoney, Chick Lewis, Tony Boscardini, Herbert McIntyre, George Wilkinson and many others. Ed Hartley of National Theatre Supply, manager sound department, also attended the tournament . . . Herbert Elwes of RCA in for a few days . . . Mrs. Nicholas Schenck stopped on her way through town to see Harry Shaw and look admiringly through the Loew-Poli Theatre . . . Glenda Farrell is still visiting in the Nutmeg State, mostly appearing in "Brief Moment" at Ivoryton . . . Joseph Quittner, rare visitor to Meadow St., in this week.*

Plans are in the works for remodeling of the entire second floor of 70 College for Warner theatre department offices, with private offices for executives and warehouses and poster department over to Crown Street . . . Strand, Winsted, is showing vaudeville . . . . Report is Capitol, Danbury, lease has been renewed in spite of rumors Warner's might close the house.

*Both Abe Fishman and Mrs. Philip Saslau, his sister, are recuperating at home after stays in the hospital . . . Tom Thornton, Paramount ad sales manager is on vacation in Boston . . . Margaret McKinnon, secretary to Edward Ruff, also off for two weeks at the beach . . . Mrs. Edward Ruff is summering at Naples, Me., and the Paramount manager is a bachelor these days, weekending at Racebrook Country Club.*

Dick Cohen and his family attended the World's Fair and visited in New York for a few days . . . Katherine Fitzgerald and Katherine Higgins learned all about tap-dancing at Ted Hilton's Hideaway . . . That far-away look in Hymie Levine's eye is for Lennye Barbara Botwick, a young lady from Portland . . . Beatrice Levenstein of Warner's is a late vacationer, as is Sidney Lax of Columbia . . . Bill Hutchins, determined not to be a bachelor any longer, drove to Asbury to collect the family.

*The White Way says "Thanks for the Memory" of last Saturday when the picture, a new dish deal, and the blessed rain combined to bring in the business . . . Wrisley has sold his new 44-week glass deal to Community, Oakville and Rialto, Stamford, to start August 24 and September 28.*

## *Adolph Bendslev Dies In Wellesley, Mass.*

BOSTON—Adolph P. J. Bendslev, Danish immigrant who became a nationally known Massachusetts independent theatre owner, died suddenly of a thrombosis condition at the age of 69 at his home in Wellesley last Friday. He was prominent in the affairs of Independent Exhibitors, Inc., serving as secretary of the organization.

Bendslev had been in retirement from active management of his Community Theatre for a number of months, leaving the house in the hands of his son.

# BOSTON

(Continued from page 83)

has been taking the water at New Gloucester, Me.

*Sam Seletsky former local Republic salesman who has been promoted by Herman Rifkin to the post of New Haven branch manager, was honored at a Hotel Statler luncheon Monday by fellow members of the Motion Picture Salesmen's Club. He was presented with a set of golf clubs. Maynard Sickles, Capitol Theatre Supply Co., was secretary for the committee.*

Refunds were in order at the Fields Corner in Dorchester the other night when electricity failed . . . Sara Laurie, Columbia cashier, plans to hit Atlantic City on her present vacation . . . Eleanor Ahern of Columbia has been at Oak Bluffs . . . Meyer Fox, assistant to Bernard Levin of Columbia, returned Monday from a motor tour.

*Jane Cowl is to operate the County Playhouse at Westport, Conn., next year . . . Harry Paul, in charge of Irving Berlin musical interests here and former advance man for Rudy Vallee, is now a benedict . . . Wedding bells likewise for Jack Hill of Monogram and Jean Eaton of Columbia.*

Charlotte Frank of the Advertising Bureau, was sojourning in New York last week . . . Herb Frank, bureau manager, plans to head to the mountains . . . Hy Teich of the Four Star Press has Provincetown sand in his shoes.

*Marty Glazer, Metropolitan assistant publicist, and Jack Saef, Paramount and Fenway advertising manager, talked over the former's recent trek the other evening at the Cocoanut Grove. Leo Levenson, head of the candy sales at the M&P Theatres Corp., made it a trio.*

Helen Soule, Specialty Pictures booker who is an art student on the side, vacationed last week in Gloucester . . . May Fox Woolfall, cashier at Loew's State for many years, spent two weeks at Ogunquit, Me.

*Paul Ketchum, formerly manager of the Tower in Lowell for Roy Heffner, is back from Oklahoma and again with the Schine circuit. Ketchum is manager in Hamilton, N. Y., seat of Colgate College . . . Martin Sheridan, Monogram publicity manager here, has been named New England script writer for NBC's "We, the People." Sheridan already covers local angles for "Inside Story."*

# Variety Club Formed By Okla. Showmen

OKLAHOMA CITY—Twenty-four state theatre executives met here last week and formed a proposed chapter of the Variety Clubs of America, making their application for a charter to Pittsburgh, electing officers, setting dues and naming committees to investigate possible quarters, proposed charities and establish standards of membership.



L. C. GRIFFITH

L. C. Griffith, president of the Griffith Amusement Co., was elected chief barker. Other officers named were Morris Loewenstein, MPTOA secretary and president of the Theatre Owners of Oklahoma, Inc., as first assistant; W. P. Moran, of Southwestern Theatres Corp. as second assistant; W. B. Zoellner, manager of M-G-M exchange here, as treasurer; B. J. McKenna of the Griffith Amusement Co. as secretary, and Ralph Talbot, head of Talbot Theatres, Inc. of Tulsa; Max Brock, theatre owner at Lawton; Otto Rohde, Vitagraph manager here; Jack Curry, Paramount; Horace R. Falls of the Griffith Amusement Co. and Sol Davis of Republic as directors.

Among others attending the organization meeting, charter members, were Claude Fulgum, Griffith district manager; Bill Slepka, Okemah; Orin Nuchols; Jimmy Hobbs, Universal; Ralph Williams, RKO; Harry McKenna, K. Lee Williams Film Exchange; Carl Burton of Cordell; L. E. Brewer of Pauls Valley; Homer Jones of Alva; Jake Watkins of National Theatre Supply Co.; Leonard White of Weatherford; Phil Isley, president of Southwestern Theatres; Claude Motley, Griffith division manager, and Johnny Giffin of Miami, Okla.

Initiation fee for local members was set at $25 with annual dues at $25 also, while non-resident initiation fee will be $15 and annual dues $10, according to present plans.

It is understood that arrangements are now being made for headquarters in a local hotel.

## *Dallas Variety Quarters Undergo Improvement*

DALLAS—Larger and better quarters for the Dallas Variety Club are now becoming a reality, with work under way on the 17th floor of the Adolphus Hotel. There will be an extra large room which will be used for luncheons and dancing.

The expansion is being made with Variety's national 1940 convention, to be held here, in mind. The new quarters will be ready about the middle of September when regular Monday noon luncheons, recessed for the summer, will be resumed.

# *Oklahoma Income Tax Returns Indicate a Decline in Profit*

OKLAHOMA CITY—If income tax reports have anything to do with it state theatremen made a lot less money in 1937 than they did in 1936 for the Oklahoma state tax commission has just released detailed analysis of income tax returns for 1938 covering 1937 incomes as compared with reports of the previous years.

Examination of figures for the theatre industry in the state by BOXOFFICE as carried in the commission's special reports, reveals the following information:

There were 33 corporate returns in the theatre industry in 1937 on 1936 incomes showing a tax liability of $33,559.28 as compared with 28 returns in 1938 on 1937 income showing liability of $17,535.83.

The 1937 figures showed 3 returns for $12,086.60 in the $50,000 to $100,000 class and one in the over $100,000 class for $9,844.95 while the 1938 figures showed 2 in the $50,000 to $100,000 class only with $7,326.40 tax liability.

Other breakdowns show three for $6,769.23 in 1937 and three for $4,672.07 in the $25,000 to $50,000 class; one for $1,307.40 in 1937 and one for $1,302.00 in the $15,000 to $25,000 class; three for $2,069.86 in 1937 and three for $2,308.59 in 1938 in the $10,000 to $15,000 class. Returns in the $500 and less class showed 13 for $163.69 in 1937 as compared with 8 for $68.48 in 1938.

Number of returns during each of four past years on the incomes of the previous year in the state corporate theatre business were shown as follows: 1938—28; 1937—33; 1936—30 and 1935—21. The 28 for 1938 represented .99 of all returns.

Tax liability reported for the same periods were as follows: 1938—$17,535.83; 1937—$33,559.28; 1936—$18,215.41 and 1935—$9,137.14. The $17,535.83 in 1938 represented 37 per cent of total tax liability reported by all lines of business.

Indications of trends in theatre income can readily be gleaned by reports for the same four years on the average tax liability reported which was listed by the commissions as follows: 1938—$626.28; 1937—$1,016.95; 1936—$607.18 and 1935—$435.10.

### Oklahoma City Figures

Figures broken down for Oklahoma City firms alone showed six reporting $6,754.39 in 1938 as compared with nine paying $17,589.14 in 1937. In the 1938 Oklahoma City returns they were broken down into the following groups: Up to $500 class, one return for $7.83; $1,000 to $2,000 class, two returns for $163.51; $15,000 to $25,000 class, one return for $1,302.000; $50,000 to $100,000 class, one return for $3,736.32.

The Oklahoma City break-down figures for 1937 on 1936 income was as follows: $500 class, five for $64.74; $1,000 class, one for $494.05; $25,000 to $50,000 class, one for $1,931.58; $50,000 to $100,000 class, one for $5,253.83 and over $100,000 class, one for $9,844.95.

The same break-down for the theatre industry was also compiled for Tulsa, second largest city in the state, which had six returns for $5,459.37 in 1938 on 1937 income as compared with five for $5,854.46 in 1937 on 1936 income.

The Tulsa 1938 figures showed the following classifications: $500 class, one for $1.78; $500 to $1,000 class, one for $39.07; $2,000 to $3,000 class, two for $282.43; $25,000 to $50,000 class, one for $1,546.01 and $50,000 to $100,000 class, one for $3,590.08.

The Tulsa 1937 figures on 1936 income showed two for $28.90 in the $500 class; one for $62.68 in the $1,000 to $2,000 group; one for $2,568.09 in the $25,000 to $50,000 class and one for $3,194.79 in the $50,000 to $100,000 class.

A comparison of tax liability reported for the two cities for each of the last four years on the previous year's income reveals the following:

| | Oklahoma City | Tulsa |
|---|---|---|
| 1938— | $ 6,754.39 | $5,459.37 |
| 1937— | 17,589.41 | 5,854.46 |
| 1936— | 7,316.27 | 3,469.15 |
| 1935— | 2,288.43 | 2,633.80 |

# Personal Property Tax Still Stands

NEW ORLEANS — Filmrow exchanges, which have been battling an arbitrary personal property tax of $50,000 on each exchange, regardless of whether they are majors or independents, found this week that they were still assessed for that amount and would be billed on that amount during 1940.

The discovery came upon inspection of the books by an office manager who was surprised that the figure was carried at that amount, in view of the suit the majors have filed on the subject. Inquiry disclosed the tax assessor's figures stand until the court rules.

The suit, which seeks to have the tax reduced to an equitable figure, has been in court for months while lawyers for the film interests and for the state tried to work out a compromise. One appeared certain for a time with the state accepting a valuation on film based upon the physical value when new, but rejecting attempts to include depreciation over a period of months.

## *Checks In Johnson*

RISING STAR, TEX.—Elmer Gordon, field man for the Liberty theatre circuit owned by E. E. Lutz of Dallas, has been here checking in H. H. Johnson, formerly of RKO Theatres at Pecos, who is now local manager, replacing Frank Cross, who moved to Lovington, N. M., and a manager's job.

# A Jam in Van Buren As Burns Returns

VAN BUREN, ARK.—This Ozark hamlet of 5,000 was swelled to 105,000 for the homecoming of native son Bob Burns and the world premiere of his new Paramount picture, "Our Leading Citizen."

Representatives from nearly every state in the south, including figures high in politics, took part in the celebration which started early Monday morning and continued until the early hours next day.

Noted were Gov. Carl E. Bailey; Crip Hall, secretary of state; Gray Albright, superintendent of state police; Gov. James E. Berry of Oklahoma; Mayor John V. Satterfield of Little Rock; Mayor Thomas English of Van Buren, and Mayor James Jordan of Fort Smith.

Impromptu celebrations started several days before the premiere and the arrival of the Hollywood contingent, which included Burns, Susan Hayward and Joseph Allen. The latter two enact the romantic leads in the picture.

Festivities formally began when Burns lost in an early morning horseshoe pitching contest at the American Legion jubilee picnic at Election Park, midway between Van Buren and Fort Smith.

**A Dream Fulfilled**

A luncheon welcoming Burns back to Van Buren and honoring Miss Hayward and Allen was presided over by Governor Bailey. Answering the welcoming remarks by Bailey, Burns said, "I used to sit on a truck by the Missouri Pacific-Iron Mountain-Southern-Fort Smith and Van Buren Railroad and watch the trains go by and see the rich folk eating in the dining car. I dreamed that some day I'd go to the city and be a big man. Then I'd come back. Well, I have come back and the dream of my life is fulfilled."

After the luncheon, Allen lost his coat in a tussle with a mob of girls. He was rescued by Arkansas state troopers. Miss Hayward escaped similar treatment, only because she was protected by a detail of Oklahoma highway patrolmen. Burns shook hands for two hours before he was whisked away to Fort Smith for safe keeping.

In the afternoon, a huge throng paraded through Van Buren, then continued on to Fort Smith.

CBS carried a coast-to-coast broadcast of a radio program held in connection with the celebration and which originated in the Bob Burns Theatre.

Governor Bailey made the opening address, followed by Burns, Miss Hayward, Allen, and Mrs. Frances W. Shaver, Burns' former high school teacher in Van Buren. Others on the program were Dorothy Gibson, organist; Martha Taylor, who sang "The Call of the Ozarks;" Joseph Ropollo, who sang "Go Fly a Kite," from Bing Crosby's new film "The Star Maker," and Eunice Benefield, who sang "God Bless America." Music was furnished by Jimmie Grace and his Ozarkians.

**From Theatre-to-Theatre**

Burns, Miss Hayward and Allen were in for their most intensive work of the day when they raced from one theatre to another, six in all, making personal appearances before the start of "Our Leading Citizen." Tickets were sold to five theatres, only the Bob Burns being reserved for the press and leading citizens of towns nearby Van Buren and Fort Smith.

After the premiere, Miss Hayward and Allen attended the official dance at "21 Club." Burns, exhausted, didn't go.



## *Meet Daisy, Louise, Leona and Ava—*

*The four Bernette sisters of Charlotte, N. C., who won a three-day trip to New York in a contest sponsored by the Carolina Theatre, the* Charlotte News *and Warner Bros., as part of the campaign for "Daughters Courageous."*

### Police of Three States Handle Premiere Crowds

VAN BUREN, ARK.—Police of three states were mobilized to handle crowds and traffic in connection with the world premiere of Paramount's "Our Leading Citizen" and Bob Burns' homecoming jubilee here Monday.

At the request of Mayor Tom English of Van Buren, Governor Bailey of Arkansas, assigned 30 state troopers to special duty here and in nearby Fort Smith; Governor Stark of Missouri assigned 10 Missouri state police to the event, and Governor Phillips of Oklahoma sent a similar contingent.

## *H. S. Cole Builds Third House in Bonham, Tex.*

DALLAS—Maj. H. S. Cole is putting in a new and third theatre at Bonham. A building has been leased and the working plans are ready. It will be a "C" house to be known as the "Elite" with admission prices of 5, 10 and 15 cents. His other houses are the Grand and Best.

J. T. Darsay of Grapeland was on the Row Wednesday and bought equipment for a new theatre he has under way in Lindale, between Tyler and Mineola. The town has been without a regular theatre but has been a favorite stand for tent shows. Darsay said he is new in the business but anxious to learn. He subscribed to BOXOFFICE for a year.

## *Malco Adds Winona*

MEMPHIS—M. A. Lightman, president of Malco Theatres, has added another theatre to his circuit. He advises that effective August 15 he is taking over the Winona Theatre at Winona, Miss. This theatre has been operated for the past 28 years by Max Davitts. Other houses operated by Lightman in Mississippi are located at West Point, Columbus and Tupelo.



## *The Official Barkers Smile—*

*Snapped at the informal party opening of the Atlanta Variety Club, Tent* 21. *Left to right: Harry Ballance, Bob Wilby, W. K. Jenkins and Charles Kessnich, officers of the newly-formed organization.*

# DALLAS

EN ROUTE to Clarendon in a chartered new air-conditioned bus, 25 bookers of Dallas Filmrow were ready to set out on the 350-mile journey shortly after dawn Saturday to join Homer Mulkey in a two-day celebration of his 29th anniversary in show business. The tourists were to be V. J. Gregg, Claud Atkinson, Wylie Leverett and T. P. Tidwell of 20th-Fox; Charles Kelly, C. H. Brooks, Leroy Whittington and Jack Garretson, M-G-M; Cotton Vogelpohl, Phil Morand, Mart Dowell and Smith of Warner Bros.; Sebe Miller, Andrew Sisk, Bill Rau and Lawrence Jones, Paramount; Johnnie Cummins, Jack Walton, Harold Wilson and Lynn Harrington, RKO; E. V. Green, Universal; Max Sexton of Republic; Tim Stamps and Mon Whicher, Columbia; Bob Euler and Forrest White, independent bookers; J. M. Reynolds of Allied, and V. W. Crisp of BOXOFFICE. Tidwell, Brooks and Sexton arranged the trip.

*Hal Norfleet, publicity man for Republic, is back in town after four weeks in the wilds of Broadway and the New York World's Fair. He was with the party of Republic officials who entered the Gotham press at the company's cocktail party which celebrated the exit of Gene Autry for England on a personal appearance tour. Norfleet recommends a show on 42nd St. for the tired film man.*

Lloyd Rust, manager of the Republic exchange, was rushed to St. Paul's Hospital for an appendectomy. He is in room 301.

*P. G. Cameron, owner of the Peak and just back from a vacation in California, said his plan to buy the Arcadia in Dallas did not materialize.*

The J. W. Curleys and their son, Stephen, were on the Row, Wednesday. Stephen, a graduate of A&M, is now active in the family's National Theatre in Bridgeport, handling booking and advertising.

*Operating a hardware store in Midlothian and managing the Key Theatre there, is the combination worked out by Clovis Britton, who was in town Tuesday. The theatre is owned by J. O. "Buddy" Harris.*

Rumor which appears to have strong foundation is that there will be as many as three additional independent theatres in Houston if certain other theatres now building or in preparation are realized.

*News reaches the Row that Mrs. Maggie Scott, owner of the Rio at Odessa, is vacationing in California for a month.*

Also in California is the Fred Canata family. He is general manager of the Horwitz theatres in Houston.

*Buddy Harris is back on the job after a short visit to the hospital and a few days' rest at home during which time he beat the surgeon's knife. He did lose a little weight, however.*

Leslie Wilkes, who left with his family for New York two weeks ago, has landed in St. Louis and is working for RKO.

*J. C. Chatmas of Marlin was on one of his breezy booking trips Tuesday. He's a busy man with his two theatres, but last week he found a few hours to golf in Waco with Leroy Bickel. Chatmas has just completed revamping the Palace. He says you just have to do those things once in a while. He has held Marlin, uncontested, for many years.*

Tex Ritter and Jack Randall, Monogram stars, presented a regulation boxing ring to the Variety Club boys' recreation camp at the R. E. Griffith farm near Belton. Marshall Brown, director of the camp, says the boys are getting a big kick out of their bouts and that a new champ may be developed. John Franconi was more than pleased about the whole thing.

*E. P. and B. G. Herber spent last Sunday in Austin, visiting and celebrating with their father on his 81st birthday.*

Harrowing thrills of a would-be fishing trip into the wilds of Mexico were told to friends by C. V. (Uncle Vic) Jones, R&R

(Continued on page 95)


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# TENNESSEE

NASHVILLE's newest and one of its finest neighborhood theatres, the Woodbine, is scheduled to open August 17. Charlie Bess, formerly with Fifth Avenue, is slated to be the manager. Manning of this and other new theatres will give several members of the personnels of older theatres a chance to "move up." The opening film will be "The Lady From Kentucky."

*Thaxton H. Stafford, Griffin, Ga., theatre manager, recently married Miss Irene Butler, a Chattanooga school teacher. After the wedding in Deland, Fla., they honeymooned at Daytona Beach.*

Complimentary theatre tickets are being given in Chattanooga to autoists whose careful driving attracts attention of the police. They are presented by the police. It is proving a pleasing diversion in a city-wide safety program. The theatres like it too.

*Cumberland Amusement's new theatre at McMinnville, has been named "The Park" and will open September 1. Eight persons were presented with month's passes for giving this title in a contest for selection of the name.*

Center Theatre, McMinnville, established May 27 by Carter Welburn, of Guntersville, Ala., has been purchased by Ray Smith, who will make many improvements. Smith recently disposed of a theatre in Woodbury.

*Harry Carey, Hollywood motion picture actor, remembered best for a part in "Trader Horn," was the recent guest of Tony Sudekum, president of the Crescent Amusement Co., Nashville.*

In an unexpected flood doing $100,000 damage to the business section of the city, the Princess Theatre, Lebanon, was heavily damaged by water that stood three feet deep in the aisles. A cloudburst, flooding a creek that runs through the city, caused the damage.

*Tony Sudekum, who served as master of ceremonies at the opening of the new Capitol Theatre at Springfield, expressed his appreciation for the fine reception given the latest unit in the Crescent Amusement Co. group. Films of the opening were taken by Dewet Mousson of the Knickerbocker, Nashville. A. L. Hancock is manager of the Capitol.*

## *Emma Cox Building Her Second at Osceola*

OSCEOLA, ARK.—The building on highway 61, north of Cramer's Cafe, is being remodeled and equipped for a second-run theatre by Miss Emma Cox, owner of the Gem Theatre here. The new house will seat 300 and will be provided with cushioned seats and other modern equipment, including a cooling system. Work is being pushed as fast as possible in order to open the first week in September.

Name of the new house has not been selected. Miss Cox is sponsoring a contest and is offering a pass for every show for 90 days to the one suggesting the winning name.



## *A Studio Visitor—*

*J. L. Woods, exhibitor from Corssett, Ark., chats with Frank McHugh, costumed for his role in "The Roaring Twenties" on the Warner lot.*

## *East on Film Deals*

DALLAS—R. J. O'Donnell, Interstate vice-president and general manager, was to leave late in the week by plane for New York to negotiate next year film deals.

### Turns on Cooling System

SAN BENITO, TEX.—Ed Brady has turned on the new air conditioning plant in the Rivoli here.


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## *World Fair Interlude—*

*Hugh Braly, Paramount's district manager in Dallas, stops off at the company's Fair headquarters in the home office.*

# SANTONE

IN TOWN the middle of last week was our old friend, Taylor Byars of Dallas. Taylor is a cinematographer of no mean ability and had been out in west Texas shooting a scenic travelogue dealing with the many beauty spots in the Lone Star state.

*The new director and producer at the Joy Theatre is Teddy Harris, who hails from California . . . Major Bowes' stage show revue at the Majestic Theatre brought back a familiar face to the orchestra pit, Ernest Hauser, widely known in music and radio circles as an orchestra leader-violinist.*

Assistant Chief-of-Service Byron "Barney" Lane of the Texas Theatre, is on a fishing excursion along the Gulf Coast.

*Miss Rebecca de la Garza, employe of the Latin-American Film exchange here, has returned from a delightful vacation in Laredo, Tex., and Monterey, Mex.*

Visiting showmen at the Azteca Films office here were Rubin Frels, Uptown, Victoria, and Senor and Senora M. Benitez of the National Theatre, Weslaco. They were in setting release dates for their houses. Newest release for the week is entitled "Juan Sin Miedo," which played the Teatro Nacional last week.

*Other visitors included Gaston Levy, Major Bowes' advance agent; Russ Morgan, band leader, and Marc Daniels, casting director for Jesse Lasky.*

After experiencing poor business at Berg's Mill near here, "Doc" Alarkin and His Medicine Show have struck out to try their luck along the Texas Gulf Coast. The troupe will play Corpus Christi and Robstown.

*Our news scout informs us Doorman Tommy Lee at the Majestic Theatre looks a great deal like Kenny Baker.*

# MEMPHIS

PAUL BARON, Universal's Charlotte branch manager, who has been eleceted eastern drive leader for the 13-week drive, spent Sunday in Memphis, where he held a very enthusiastic meeting. After the meeting he and Jimmy Prichard, local branch manager, were hosts at a luncheon at the Variety Club for the entire personnel . . . Lyle Richmond of the Missouri Theatre, Senath, and John Mohrstadt of the Missouri, Hayti, were in town this week and advised they were just back from two grand weeks' vacation, with their wives. The first week was spent in Sangatuck, Mich., and the second one in Muskogee. They reported one of the highlights of the trip was aboard the steamer across Lake Michigan into Milwaukee. The cool nights were most enjoyable.

*Bailey Prichard of the Peerless Poster Exchange is back on the job after an absence of several days due to a summer cold . . . R. H. Collins, who has for the past year operated the Country Show at Maben, Miss., was in town this week, together with J. D. Courtney, whom he advised was taking over the show as of August 1. Collins was assisting him in arranging his bookings, and seeing that he met the bookers and managers of the various film exchanges. Courtney was formerly connected with the Rosedale Theatre at Rosedale, Miss.*

Exhibitors seen along the Row: R. V. McGinnins of the New at Hope, Ark.; Burris and Henley Smith of Pocahontas; K. K. King, Searcy, Ark.; J. W. Crabtree jr., Cotton Plant; C. W. Tipton, Manila, Monette and Carraway; G. H. Goff, Parsons and Bruceton; Don Landers, Radio, Harrisburg; Otis Taylor, Dresden; and Mrs. Mark Attwood, Amusu, Fordyce, Ark. . . . Jack Watson of the Palace Theatre at Tunica, Miss., is back after a vacation spent in Hot Springs. Tom Ballas of the Madison Theatre, Memphis, is driving a new Hudson . . . C. P. Lester, southern district manager for National Screen, spent several days in Memphis this week with his local manager, R. H. Conway.

*This past weekend seems to have been the official 'outing' week for Filmrow. The RKO gang closed the office at noon Saturday and drove out to Harbin's Lake, heavily laden with good things to eat. While about a mile further down the highway, Tom Young and his 20th Century-Fox gang were enjoying similar festivities at Cobb's Lake. In the afternoon, Jimmy Scheibler, office manager, together with Zula Wehrum, also of RKO office, decided to be sociable and visit the Fox party. In their haste and anxiety to get there as quickly as possible, it seems they over-stepped the speed limit. This fact was very forcibly and suddenly called to their attention by the shrill siren of a motorcycle cop, much to their chagrin. During the next few minutes Scheibler's vocal cords seemed to have become completely paralyzed. However, Zula came to the rescue and convinced the officer they were traveling at a mere snail's pace.*

R. H. Conway, branch manager of NSS took his gang and went to Maywood. After having partaken of food until they were in misery, Conway decides to stage a jitterburg contest, and we hear from reliable sources that he is now "King of the Jitterbugs," and plans on entering all Jitterbug contests in the future . . . Jimmy Prichard and his Universalites spent the week-end enjoying the hospitality of Bob Smallwood's Lodge at Darden Lake, Miss. . . . Charles McElravy, who is well known in the theatre circles, and who has been manager of the Ellis Auditorium in Memphis for many years, has just been elected secretary of the National Auditorium Managers' Ass'n.

*Louie Weaver, manager of the local Capitol Theatre and Lew Andrews, office manager for the Malco circuit, have just returned from a trip to Atlanta. Louie went on to West Point, Ga., where he visited his sister, Mrs. Hugh Allen, who is manager of L. J. Duncan's West Point Theatre . . . Floyd Murphy, salesman for United Artists out of New Orleans was a recent Memphis visitor . . . Bill Scruggs of the RKO office is now vacationing in the Smoky Mountains in east Tennessee.*

H. K. Keitle, branch manager of Ross Federal Service in Dallas, and his wife, spent several days in Memphis, prior to going on to Lexington, Ky., where they spent the balance of their vacation. Cliff Wallace of the local office, despite a dislocated shoulder, was busy showing them the city . . . The reason for "Shine" Tyson's big smile these days is because of the huge success of the Watermelon Festival which has just been held in Water Valley, Miss. He says watermelons and his Grand Theatre were what put Water Valley on the map.

*Charles Collier of Shaw and C. H. Collier of Drew have advised they will fly to the Fair in New York the latter part of the month. They will make the trip in Charles' plane, as he is now a full fledged pilot. They expect to be gone about ten days . . . Bernard Haberfeld of the Varsity at Amory, accompanied by his wife and daughter, are off to San Francisco and Hollywood. While in Hollywood they will visit several of the studios.*

From Memphis at the "Our Leading Citizen" premiere at Van Buren, Ark., were Mr. and Mrs. M. A. Lightman, Mr. and Mrs. Ed Sapinsley, M. A. Lightman jr., and Mary Jo Tate of the Malco circuit; Al Avery and R. V. Reagin of RKO; Frank Willingham and Todd Ferguson of M-G-M; Tom Young of 20th-Fox; Bill Bugie, Tom Watson, Jim Wheatley and Howard Dean of Paramount; Jimmy Rogers, Herb Kohn and Tommy Haynes of Columbia; Ollie Williamson and Tony Carruth of Vitagraph, and Jimmy Prichard and Ben Jordan of Universal.

## *Lasky Talent Hunt Visit Is Eagerly Awaited*

HOUSTON—This town is agog over the forthcoming visit of the Lasky talent hunt players, Edmund Lowe, Anita Louise and Wendy Barrie, who will appear in stage skits at the Metropolitan with the 36 boys and girls selected as Houston contestants. The skits will be given the week of August 10.

Several members of Margo Jones' Intimate Theatre group, a local company sponsored by the city recreation department, are said to have made a real impression on Marc Daniels, the Lasky scout who is holding preliminary auditions for the talent contestants. Rita Moise, a pretty brunette, has been given unusual plugs by the local dailies.


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OKLAHOMA CITY

# OKLA. CITY

TEN thousand dollars was set as the capital paid in Oklahoma on K. Lee Williams Theatres, Inc., Delaware charter, registered with the Oklahoma secretary of state last week . . . Calvin Council goes to Claremore as manager of the Yale and Palace theatres from Wellington, Tex. He has been associated with Griffith since 1935, first having been employed in theatres at Wink, Tex. In 1936 he was promoted to management of theatres at Kermit and Goldsmith, Tex.

*George Laham writes Bob Pfotenhauer he is having a fine time in California on his vacation, and is due back here the middle of this month . . . Emery Austin, assistant general manager of Ralph Talbot Theatres at Tulsa, is vacationing.*

T. B. Noble jr., managing director of the State, is off to Pueblo, Colo., on business . . . Paul Townsend, manager of the Liberty, Providence, R. I., is visiting friends . . . Kenneth Knight, assistant manager of the Tower, is also visiting friends, but on the west coast.

*Lewis Barton, the mayor of Stroud, is all set to reopen his Ritz Theatre there . . . Glen Thompson has opened his new Thompson Theatre at Tishomingo. It replaces the Princess, which was destroyed by fire a while back. We also understand Glen is building a new theatre at Colbert, Okla., which, at present, is without a house.*

Paramount Pep Club members are now recuperating from their all-day picnic at Camp Don Shelley, near Oklahoma City, which some 70 film people and their friends attended. There were plenty of games for all.

*The new State Theatre at Sapulpa, Griffith house, will be opened within the next week, it is understood. It is to be a "B" house of some 550 seats and will be in charge of Jimmy Zartuludes.*

A number of Griffith home office executives, including L. C. Griffith, H. R. Falls, B. J. McKenna and H. O. Stark, went to Ardmore to attend the funeral of Jeanette Herzmark, sister of Harry Loewenstein, Griffith partner at Ardmore.

*Sol Sacks, southern district manager for RKO, is in town working on a deal with Griffith . . . Louis Groves is getting set to open his new Villa Theatre here. It will have 600 seats . . . Norma Rylander will open the New Theatre at Langley, Okla., shortly.*

Mr. and Mrs. J. D. Lankister, owners of the Majestic Theatre at Allen, Okla., are taking in the New York World's Fair. They plan on being gone about a month. Leon Kidwell is in charge of the theatre during their absence. He has been with the Lankisters for six years.

## *Walnut Ridge Opening Set for September 1*

WALNUT RIDGE, ARK.—Work is being completed on the new theatre here. The house belongs to the New Theatre Co. J. J. Sharum will manage the house, which will be the second film theatre for Walnut Ridge. Opening is scheduled for September 1.

## *Holds Formal Opening*

ALTUS, ARK.—The Altus Theatre, owned by J. P. Baker and operated by James Baker and Jack Pitts, held its formal opening last week. A large crowd was on hand for the opening. The house seats 240.

### Termer to Chertok

HOLLYWOOD — Metro has given Jack Chertok, short subjects product, a new termer.






# ARKANSAS

GERRY L. DOIG, who has been associated with the K. Lee Williams Theatres for the past six years, has assumed the managership of Nashville's two houses, the Howard and the Liberty, both of which belong to the K. Lee Williams group. Doig replaces Louis Littlefair, who has been transferred to Dallas. Doig has managed several houses for the circuit in the Nashville vicinity, being stationed at DeQueen for several months. He was also at Broken Bow, Okla., for some time . . . The Ritz, Morrilton, has announced that Sunday night shows have been inaugurated.

*The Treece Theatre, Marshall, announces the installation of new projection equipment . . . The Dixie at Ashdown, recently gave a free show to children . . . It is announced that Fox Movietone men will be on hand at the White River Water Carnival, Batesville, this week . . . Miss Emma Cox, owner of the Gem, Osceola, was hostess to all her employes and a number of guests at a picnic and fish fry at Horseshoe Lake last week . . . Extensive repairs and redecorations have been made at the Pastime Theatre, Danville.*

"Abner," member of the radio team of "Lum and Abner," received a big welcome at Texarkana last week when he went there from his Mena home to be the guest of a noon-day luncheon by the Texarkana Junior Chamber of Commerce. "Abner," who, in real life, is Norris Goff, was greeted by Mayor Elrod and other officials . . . Miss Marie Benton, executive managerial secretatry for the Robb & Rowley theatre, Little Rock, will be the official chaperone for Annis Edgin, 13-year-old member of the Arkansas Children's Home, who will go to Hollywood soon as the guest of Linda Ware, who is featured in "The Star Maker." Miss Benton and Annis will leave Little Rock, August 17, for Kansas City, where they will join 24 other girls from orphanages to make the trip to Hollywood.

*Mr. and Mrs. Stanford Hiley are parents of a nine pound boy, born July 22. Hiley is chief operator for the Joy Theatre at Dardanelle, Ark.*

## *Bradley-Farr Nuptials*

CHARLOTTE—Miss Pauline Bradley, secretary to the city manager of the Kincey theatres, was married last week to Rosser C. Farr. He holds a position with the advertising department of the Wilby-Kincey corporation.

## *Projectionist Burned*

NEW ORLEANS—John Reisch, operator at the Bell Theatre, was severely burned on the hands and face when film in his projector caught fire recently. One reel of film was damaged, but the fire was speedily brought under control.

### Scripts Cantor Starrer

HOLLYWOOD—Richard English will script Metro's "Forty Little Mothers" for Producer Harry Rapf as an Eddie Cantor starrer.

# DALLAS

(Continued from page 91)

official as he returned from a business trip to Laredo. In south Texas, he met up with Fred Jack and Doak Roberts, district and branch managers for Warner, who persuaded Jones to go with them 80 miles into Mexico where fishing is the best in the world. Jones agreed on condition that a Mexican union truck driver be employed for the trip. They were riding southward on the beach when about 40 miles from their goal the Mexican ran off into the gulf, the story goes. The motor was filled with salt and stalled. Jack and Roberts went onward in a sail boat while Jones called a halt and "thumbed" a ride back to Brownsville in a fish truck, returning from that point to Dallas.

*E. B. Coleman, M-G-M southern publicity manager, went up to Oklahoma City to start a campaign on "The Wizard of Oz."*

Lou Baxley and Mrs. Baxley entertained a few close film friends in the backyard of their new home. Evidence of Lou's skill in building trellises and keeping the lawn was plain, according to one of the guests. Baxley, incidentally, a crocket shark, allows no one other than himself to cut the grass.

*Lew Bray, Interstate's city manager at Brownwood, was up for a visit to the general office and made several calls on Filmrow.*

Bob Blair of Paramount-Richards Theatres, New Orleans, and his wife passed through on their way to Colorado. They were entertained here by Joe Estes and Mrs. Estes, old friends. The little Estes daughter, Bobby Lee, is named for the Blairs.

*The top and fifth floor of the Majestic Theatre Bldg. is being remodeled and handsomely equipped for officials and executives of Interstate circuit, formerly quartered on the third floor. Private sanctums of Karl Hoblitzelle and R. J. O'Donnell will be five flights up starting soon.*

Will Wade, restaurant owner, stock farmer and theatre operator, all under his personal supervision, is en route from San Augustine to the New York World's Fair. With him are Mrs. Wade and their son, Nelson. They will return home about August 20.

*Ed M. Schoolfield, in the employ of Texlite, Inc., for 20 years, died Wednesday in a Dallas hospital. He had called on many east Texas exhibitors.*

Boys of the rear end of film exchanges and others are talking about a little social club about to be organized with quarters on Jackson St. There will be just tables at first with an ice-box to be added and other entertainment features planned as the circle grows. Fifteen or 20 members were contemplated at first but now it looks as if there might be 30.

*Ed Blumenthal of Monogram returned from one of his periodical two-week selling trips to south Texas.*

Wallace Rucker, former Dallas booker, was up Wednesday from Round Rock where he operates the neat little Rock Theatre. He had been on Filmrow with several exchanges for many years but lost out as Texas sales manager for GB when that office went with 20th-Fox. Rucker came back, however, by analyzing the Round Rock situation where shows previously had been failures, made contacts with important and able people there, put in the right kind of show and now he, Mrs. Rucker and Wallace jr., are all working together and getting along nicely. Furthermore, Rucker has become one of Round Rock's most active citizens.

*George W. Weeks, Monogram's general sales manager, made a statement in Hollywood the other day that sales nationally were up 40 per cent, which goes hand-in-hand with the record at Blumenthal and Franconi's exchange, which is delivering accordingly.*

John Jenkins, home office representative of Million Dollar Productions, Inc., arrived Wednesday morning to spend a few days in and around Dallas setting key runs for the company's all-Negro pictures, including a series of shorts. He remarked there are 160 new colored theatres in the United States since he engaged in distribution to those theatres two years ago, which brings the total up to about 500.

*Employes of Interstate were to treat themselves to a party and dance Friday night at the Plantation, one of the new and better night spots on the outskirts of town. The family has social get-togethers several times each year.*



## *Double Pleasure—*

*A. W. Lillie and J. D. Mitchell of the Rialto at Greenville, Tex., visit the RKO Radio World Fair lounge while in New York and shelve the trade's favorite trade paper long enough for this informal shot.*

# Dallas Row Shocked By Death of Tomes

DALLAS—Filmrow was shocked Wednesday as wires reached here telling of the sudden death of Floyd A. Tomes, United Artists representative, who passed away at noon in a San Antonio hospital, with the cause given as internal hemorrhage.

Tomes lived here but worked out of San Antonio. He was on his way to Rock Springs early Monday morning when stricken and was rushed to the emergency hospital. From there he was transferred to a general hospital. San Antonio doctors, in long-distance conversations to Dallas Tuesday, reported Tomes recovering, the hemorrhage following a few hours later.

C. W. Allen, RKO branch manager, was with Tomes in San Antonio Sunday. He said Tomes worked all day in his hotel writing out recommendations and that they had midnight supper together. Tomes apparently was in the best of health, Allen said.

Tomes first worked here in the United Artists exchange under Uncle Joseph E. Luckett nearly 20 years ago. He later became branch manager for Educational, salesman for Paramount, and Paramount branch manager under the late J. B. Dugger, who at the time was district manager. From there he joined United Artists as south Texas representative.

The body arrived here Thursday morning and funeral services were held in the afternoon from the Sparkman-Holtz-Brand funeral chapel. The body was then sent to Battle Creek, Mich., for burial.

Tomes was 48 years old and is survived by his wife and mother, Mrs. Sarah Tomes, of Battle Creek.

### Scripts Wanger Film

HOLLYWOOD—Robertson White will script "World Cruise" for Producer Walter Wanger. Tay Garnett directs.

### Two Do "Santa Fe"

HOLLYWOOD—Fred Niblo jr. and Dean Franklin will collaborate on the script of "Santa Fe" for Warner.

**Variety Club of America,**
**Adolphus Hotel,**
**Dallas, Texas.**

**Gentlemen:**

**We wish to thank you on the behalf of the Film Exchange Employes Union, Local No. B-53, for the splendid picnic that was given us, by you, recently at Vickery Park. We wish to assure you that a good time was had by all.**

**Again thanking you, we remain,**

**Yours truly,**

**Signed: (Mrs.) Minnie Morrow,**
**Secretary.**

**BUFFALO COOLING EQUIPMENT**
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# NEW ORLEANS

PAUL H. ALLEN, animator for Walt Disney studios, Hollywood, has arrived here for his vacation. He came to visit the exchanges and the restaurants for which New Orleans is so famous—and he got a square meal . . . All book stores have tied in with Loew's State and have placed on display huge stacks of "The Man in the Iron Mask."

*Walter Fowler has returned from a visit to Hollywood and brings back wonderful stories of that city. While there he witnessed the filming of "The Hunchback of Notre Dame" and was much surprised in discovering that it wasn't a football picture. Walter said the title is a misnomer, as there were more than 22 in the cast. While the advertisements in the daily papers say that iced tea has a cooling effect on the system, now the question is how many tall glasses did Walter drink, as he said the temperature in the film capital was cold enough for him to wear a sweater, overcoat and ear muffs at the same time? Or did he get an icy stare from one of Hollywood's queens?*

Seeing the walking advertisement for "The Man in the Iron Mask," dressed true to form, Tom Mix said that must be a film salesman and was afraid to be recognized for fear he would have to pay the cash register 50 cents he'd been wearing on his cuff since Christmas . . . T. O. Watts of Oil City has taken over a new theatre in Brookhaven, Miss. . . . Tilden Landry was going to Hollywood for the purpose of seeing Madeleine Carroll, but she heard that Madeleine had gone to England so she plans to drive out to Hollywood, anyway, about August 19.

*Frances Langford and her husband, Jon Hall, were honeymooning in New Orleans Friday night. The wedding ceremony was 14 months ago, but Miss Langford said they have never had their honeymoon . . Estelle Taylor, former wife of Jack Dempsey, may come to New Orleans to sing in a Hawaiian Blue Room Production.*

About August 18 the audiences at Loew's State will hear "push-pull" sound recording system. It is said that Loew's State is, so far, the only one in local territory ready to offer the double track . . . P. J. Aubin of Altec spent his vacation in Galveston, where it rained the entire time . . . Philip Sliman is the father of twins. Sliman is the head of Atlantic Pictures, an independent exchange here.

### Evans Theatre Nearly Ready

MOUNTAIN HOME, ARK.—The new theatre being constructed here by Herbert Evans of Harrison is almost completed and is expected to open the latter part of August.


Build Profits—Patronage with

**PARAMOUNT PREMIUM CO.**

IKE KATZ, Sales Mgr.

210 H. St. N. W. WASHINGTON, D. C.


## *Interstate Employes Show Appreciation*

**Dallas—Interstate, which recently thanked the public for its patronage during an "Appreciation Week," was not to be outdone by employes of the circuit over the southwest who just observed an "Employes Appreciation Week." They presented Karl Hoblitzelle and R. J. O'Donnell with a silver plaque, finely engraved, which read: "To the two grandest bosses in the world"—from "Interstate employes 100 per cent."**

## *Slocum Rejoins Griffith As El Reno Partner*

OKLAHOMA CITY—E. R. "Red" Slocum, former district manager of the Griffith Amusement Co. who resigned to build and operate his own El Caro Theatre at El Reno, Okla., is back in the Griffith organization but this time as a partner and city manager in El Reno, following purchase of the El Caro by Griffith interests. It has been added to the Royal, Empress and Criterion theatres to give Griffith four houses in El Reno.



"RED" SLOCUM

Kenneth Blackledge, former city manager at El Reno, has been transferred to the city managership of Okmulgee, Okla., where Griffiths have the Orpheum and Yale theatres.

Calvin Council, city manager at Wellington, Tex., has been moved to city managership at Claremore, Okla., to succeed Turner Morrisett, resigned.

Council's place at Wellington is to be filled by W. L. Lusk of Sunray, Tex , whose city managership spot at Sunray is to result in a promotion for Charles Oliver, now assistant manager at Pampa, Tex., for Griffith.

## *Film Transit Adopts Air Service for a Delivery*

MEMPHIS—A delivery of a print from L. B. Clark's Rialto at El Dorado, Ark., to the Linden Circle, a Lightman house, at Memphis, a distance of some 300 miles, was effected by Film Transit by the use of a plane within a period of two hours after notification that the print was not on hand at the Memphis house.

The print was flown for Film Transit by E. E. Paxton, well known sportsman of El Dorado, and was on the screen at the Linden Circle but ten minutes after scheduled time.


**The Queen Feature Service, Inc.**

Quality Theatre Equipment & Supplies

1912½ Morris Ave. Phone 3-8665

BIRMINGHAM, ALA.


# HOUSTON

FRANK DEERING, Mrs. Deering and baby Diana Reed are in Hollywood where Frank is touring the studios and seeing pictures. He is manager of Loew's State here, the only Loew's theatre in Texas.

*"Bachelor Mother" has set some sort of a record here as a farce favorite with fans. It is held over a second week, one of the very few holdovers this summer.*

Hubert Roussel, critic for the *Houston Post*, and John Rosenfeld, the *Dallas News* amusement and music editor, are indulging in a wordy duel through their daily columns anent the virtues (or lack of them) in the symphony orchestra group of the northern Texas city.

## *Okla. Theatre Supply Has RCA Sound Distribution*

OKLAHOMA CITY—RCA Sound distribution as well as distribution for Brenkert projectors and arc lamps has been placed with the Oklahoma Theatre Supply Co. of which J. Eldon Peak is manager.

The Oklahoma City office will cover the territories of Arkansas, Oklahoma and parts of Texas in distribution of the new lines while the firm's Kansas City offices will serve western Missouri, Kansas and parts of Iowa and Nebraska for the same lines.

## *Recent Sales by NTS*

DALLAS—Recent sales reported by the local branch of National Theatre Supply Co.: Rewind table, film cabinet, film splicer and applicator, Mrs. F. Farias, Empress, Benavides; lighting fixtures, Ritz, Big Spring; all-steel reflectors, R&R's Ritz and Palace, Corpus Christi; screens, R&R's Mexico and Azteca, Laredo; p. a. system, B. R. McLendon, Texan, Atlanta; projectors, bases, sound, lamps, transverters, lenses, carpet, padding, screen, display boards, lighting fixtures booth table, automatic rewind, film cabinet, storage cabinet, reels, changeovers and chairs, Maj. H. S. Cole, Elite, Bonham.

## *Mobile Azalea Open*

MOBILE, ALA.—The Azalea Theatre, a new house, has opened here. Equipment includes RCA Sound, 750 air cushion seats, four-way cooling system, concrete floors, interior decorations in neon tubing, as well as other features.

### Making Opening Arrangements

BEARDEN, ARK.—L. B. Brazil of Hot Springs is here making arrangements for the opening of the Rex Theatre, Saturday, August 12.

### Team March and Fortune

HOLLYWOOD—Joseph Moncure March and Jan Fortune have been teamed to script "The Lady From New Orleans" for Republic.

# Ottawa Bid for Next Convention of FP

TORONTO—Suggestions already are flying around for the 1940 meeting place for the convention of Famous Players Canadian Corp., following the magnificent success of the recent managers' conference at Niagara Falls.

One bid comes from Ottawa, the Canadian capital, with the suggestion extended that the opportunity would be afforded for the chain managers to meet various government officials and members of Parliament in round-table discussions which would be of mutual benefit and that the theatre men, particularly from distant points, would be able to get a personal impression of the functioning of government offices.

J. M. Franklin of Halifax, visiting here, offered the comment that a FP convention in Ottawa would enable government officials to see what a fine bunch of fellows the theatre managers were. Incidentally, Franklin resided in Ottawa for years and has a wide circle of friends in official circles.

Another suggestion is that the 1940 conference should be held at Bigwin Inn in the Muskoka Lakes district which would have the advantage of isolation—and also would be cooler than the humid air of Niagara Falls.

It has been intimated, however, that the big chain is not likely to hold a national convention next year.

## *Clarence Robson Ordered To Take Complete Rest*

TORONTO—Following a strenuous period of work in connection with details of the annual convention of the company, Clarence M. Robson, eastern division manager of Famous Players Canadian Corp., has been compelled to take a complete rest under medical care for an indefinite time. Robson is one of the score of original officials and employes of the chain with continuous service of 21 years. His illness follows the recent serious operation which Vice-President J. J. Fitzgibbons was forced to undergo.

Further disconcerting news is that Walter F. Hayner of New York, Canadian and eastern sales manager of M-G-M, was rushed to the Marine Hospital at Collingwood, Ont., during a short vacation trip to Georgian Bay after attending the FP conference at Niagara Falls.

## *R. J. Flaherty in Quebec En Route to Washington*

MONTREAL—Canadian-born Robert J. Flaherty, native of Port Arthur, Ont., who directed Alexander Korda's famous film, "Elephant Boy," and a score of others, arrived in Quebec on the Canadian Pacific liner *Empress of Australia,* en route to Washington to make a film for the United States government. He will cooperate with Pare Lorentz, who made "The River" for the government. Similar technique will be employed in turning out this new production, a documentary film dealing with the American farmer. The name and locale of the film are not yet known.

"What I would like to tell you reporters," Flaherty said, "is that there should be more of this documentary film work done in Canada. All the opportunities are here. Take the French-Canadian, for instance. A wonderful picture could be woven about him."

One of "Bob" Flaherty's earliest films was "Nanook of the North," made about 1910 while he was exploring Hudson's Bay. Flaherty's home town is Port Arthur.

## *Barrie Bans Ad Bills*

TORONTO—The municipality of Barrie, Ont., has adopted a by-law prohibiting the posting of bills or advertising cards on poles, trees, fences and walls throughout the town and restricting the use of posters to licensed billboards or fronts of places of business, including theatres. The by-law also prohibits sandwich signs on streets or sidewalks, whether carried by persons or not.

# Toronto Prosecutes Sunday Violators

TORONTO—After a lapse of two years, local police have suddenly become active in the prosecution of those who carry on any kind of business on Sunday. Fines have been imposed in several instances, although there had been an announced tendency for leniency on the part of authorities on the ground that modern conditions had brought a change in Sunday observance. There had even been an intimation the way was being paved for Sunday amusements.

The police, however, dug up a law adopted in 1859—80 years ago—and got busy on their own account under that ancient act.

## *Choose "Geneva" as Name For New Orillia House*

TORONTO—The name of the new theatre under construction at Orillia, Ont., by Champlain Theatres, Ltd., is "Geneva," which was selected in a contest conducted by the company, this being the suggestion of Miss Elizabeth Mitchell of Orillia who won the cash prize of $50.

Heading Champlain Theatres is Les Gregory, veteran exhibitor of Hamilton, Ont., where he owns the Royal and Gregory theatres, and owner of a new house at Leamington. The Geneva will be a unit of the Associated Theatres' chain.





—Photos by James

## *At the Famous Players Canadian Convention—*

*Top shot shows a group at the recent meeting in Niagara Falls, Ont. Seated in the center is President N. L. Nathanson, with Comptroller R. W. Bolstad and Ben Geldsaler. Leaning forward in left center is Vice-President J. J. Fitzgibbons. The lower scene takes in most of the circuit employes attending the convention.*

# CBC Officially Declares New Policy of Freedom of Air

TORONTO—The Canadian Broadcasting Corp. has officially declared for itself a policy of freedom of the air along democratic lines, as outlined in a statement by the board of governors of which N. L. Nathanson, president of Famous Players Canadian Corp., is a member. This is in line with the declarations of various guest speakers at the annual banquet of Famous Players, including representatives of the state and press, that the basic principle of democracy is freedom of expression, whether it is the printed word, the screen or radio—with recognized limitations in the public interest.

The CBC has laid down the policy that its broadcasting facilities will be available, without charge, to experienced speakers for a discussion of subjects of general interest and importance, and that it will broaden the scope and nature of controversial broadcasts for which the time will be provided free, with the exception that political organizations will not be permitted the use of the air within 48 hours of an election to avoid the possibility of eleventh-hour claims which could not be answered through the same medium because of the lack of time.

It is also laid down that the ability to pay for broadcasts should be the governing factor in granting the use of networks or individual stations, the point being taken that "on the exclusive basis of purchase, those opinions would be disseminated most effectively which were supported by the largest purse." The policy of the CBC is to prevent the air from falling under the control of wealth or any other power and "to bring the voice of all representative groups and bodies of opinion to the forum of the nation. As such it is believed to be a democratic policy."

At the same time, the CBC will not permit the sale of networks to commercial organizations for the broadcasting of opinions "and this applies to network programs originating outside of Canada." Non-commercial organizations or societies interested in public affairs may, however, purchase subsidiary hook-ups only, including time on individual privately-owned stations, the broadcaster accepting all responsibility and the indemnification of the CBC against the possible consequences of libel or slander.

The new policy, already in effect, was the reason Lowell Thomas, for instance, was removed from the air in Canada, namely because of commercial sponsorship.

### Juveniles Recommend Safety Films

MONTREAL—Moving pictures on safety topics would be the best means of impressing on children the necessity of learning and observing traffic regulations, a youthful delegation of playground safety directors has unanimously agreed in an interview with officials of the local traffic department.

# Television to Debut Publicly in Canada

TORONTO—Television is to have its formal public introduction in the Dominion at the Canadian National Exhibition here from August 25 to September 9 when a complete RCA Victor visual broadcasting installation will be demonstrated in the National Industries Bldg. The annual Toronto fair attracts a patronage of 2,000,000 persons or over. Previous television demonstrations have been of an experimental nature for the benefit of engineers and government officials. Arrangements are being made to have selected persons televised at the Toronto exhibition.

Two different prints of the entire Royal Tour of Their Majesties in Canada and the United States are to be presented at the C.N.E. as special attractions, these being the feature-length releases of Paramount and Associated Screen News. It is understood the official picture of the Royal Visit, under the preparation of the Dominion government, will not be ready for the screen for some months. A tour print will be presented once each night in an open-air theatre at the permanent exhibition grounds.

## A Manual on Newspaper Display Ads by Nairn

TORONTO—A practical and valuable manual on the preparation of newspaper display advertising and the making of illustrations in the form of a 28-page booklet has been turned out by James R. Nairn, director of publicity for Famous Players Canadian Corp., for the guidance of the many managers of the extensive Canadian circuit.

One department is devoted to "Planning Your Campaign," while other chapters deal with the preparation of copy, the use of matrices, the processing of engravings and stereotypes, the selection of type faces and proper color combinations, six pages being used for displays of popular type faces in appropriate sizes.

The author offers advice on many points in simple language, the whole procedure of advertising from layout to the printed page being outlined along with suitable illustrations. The concise book, which is titled "Your Ad," has already proved a valuable contribution in the field of graphic arts for the enlightenment of company employes.

### Directs Musical Score

HOLLYWOOD — Lud Gluskin has been signed to direct a musical score for "Everything's on Ice," Irene Dare starrer, which RKO will release.

# BBC Board Chairman 'Bull' on Television

MONTREAL—A network television to every home in the United Kingdom is a possibility in the near future, according to Sir Allan Powell, chairman of the board of governors of the British Broadcasting Corp. who arrived in Montreal on Sunday, July 30, on board the Cunard-White Star liner *Ansonia*. Sir Allan claimed that Britain easily surpassed the world in the development of television with a regular and often elaborate daily schedule of programs.

"We are favorably placed for the construction of a complete television service," said BBC chairman. "We have not had to face competition in any form, so we have been able to pool our best brains in developing the science and the art."

Although programs are at present restricted to an area of between 50 and 70 miles in the neighborhood of London, plans already are underway to establish a center for television in Birmingham which will be hooked up with the London studios. And from there, according to the distinguished visitor, it should be possible eventually to extend the sight and sound network to each city of size throughout England and Scotland.

Sir Allan described the success of television in the broadcasting of the return of Their Majesties the King and Queen from their visit to Canada and the U. S. "I sat in my study at home and watched Their Majesties step off the train at the railway station, I followed in part their drive to Buckingham Palace and then saw them come out on the balcony to acknowledge the greetings of the people." Sir Allan spoke also of sporting events like the Davis Cup matches, and the two-hour plays and three-hour musical comedies which were being brought directly into the homes from London theatres.

The BBC is rendering a great service to the British government by its daily broadcasts in German, Sir Allan maintained. "We give the German people the news and we leave propaganda to the German stations. We feel that the plain facts speak for themselves and need no adorning. And we have every evidence that the BBC has a big public of listeners in Germany, who want to hear the truth and not the doctored stuff they are supplied with at home.

The British people are perfectly satisfied with non-commercial radio, Sir Allan emphasized. "The BBC is not a government organization, as many people erroneously imagine. The sole concession made to the government is the right to make announcements to the country through the facilities of the BBC. The system is actually a public utility run by an executive and with a board of governors acting in a non-executive capacity. Our revenue is derived solely from the license fee of less than $2.00 a year and from our publications."

### "Bridge" to Jo Pagano

HOLLYWOOD—Jo Pagano will adapt "Bridge of Sighs" for Warner.

# Grierson May Bring Board to Australia

MONTREAL—Bound for Canberra, Australia, where it is believed he will begin organization of a national film board, John Grierson of London, British government motion picture expert, arrived at Quebec on the liner *Empress of Australia*, and proceeded to Ottawa where he will spend a few days.

Last year he helped the Canadian ministry of trade and commerce draft the recently passed act for the formation of a film board here.

He refused to discuss definite plans for the Australian government other than that he was going there.

Grierson feels that a change has come over the public in regards to the pictures they attend. "John Q. Public today goes shopping for pictures and by a process of elimination sees only the best."

"Yes," he continued, "a new audience has made its appearance in the past two years, an audience that has developed film taste."

## *Talk Already of Making 'Boxing Day' a Holiday*

TORONTO—Although it is literally as hot as August, there already is a general discussion regarding the advisability of government action to the end that "Boxing Day" will be widely and formally observed as a holiday this year, thus adopting the practice in the United Kingdom of a workless day for 24 hours after Christmas Day.

In 1938 the observance of Boxing Day was purely voluntary in various communities, but the move proved genuinely successful with no apparent business loss to stores and factories which were closed and with obvious gain to theatres.

Boxing Day this year falls on Tuesday which would provide a full three-day recess for the working classes during which the theatres would enjoy a harvest.

The Retail Merchants Ass'n of Canada is organizing a move throughout the Dominion for the official recognition of the day-after holiday.

## *A Race in Prospect*

TORONTO—An entirely new town is in the making in Canada at Malton, Ont., which was a bare four-corners a year ago.

A townsite has been laid out and preparations are in hand for the erection of the first 400 houses as well as other facilities all because of the establishment there of an airport terminal of the Trans-Canada Air Lines and the erection of two large airplane factories, one of which is already employing more than 800 men, with many coming to work each day from population centers as far as 35 miles away.

Several theatre men have already looked over the situation and, as soon as the houses go up, there is bound to be a cinema. In fact, a race is in prospect.

# TORONTO

THE roll call along Toronto's Filmrow these days finds many executives and office employes among the missing with the call of the wild having been heard for annual vacations, the number of both local and out-of-town exhibitors also being reduced to the minimum for the same reason.

*One of the beauties selected for its pictorial series "Today's Prettiest Business Girl" by the* Toronto Globe and Mail *was Miss Jean McLeod, cashier of the York Theatre, a unit of the B&F chain. Miss McLeod was introduced to readers as a "charming young lady with the winsome smile" and her description: "This lovely brunette has glistening black hair and long black eyelashes that contrast prettily with her lily-white skin." She just kept on selling tickets.*

In the course of a few days, L. M. Devaney, general manager of RKO Distributing Corp. of Canada, visited the Niagara district, Montreal, Lake Placid, N. Y., and back to Toronto. "I should have a private airplane," he remarked.

*Gordon Lightstone, Toronto manager of Regal Films, covered eastern Ontario in a quick business trip and then spent a short holiday at his summer home at Havelock, Ont.*

Wedding Bells have rung for a younger member of the film set, Jack Willard, manager of the Royal at Parry Sound, Ont., and formerly with the Toronto office of Columbia Pictures, the marriage taking place in Toronto. The charming bride was Miss T. Wilson of Toronto. Among the prominent guests were Louis Rosenfeld, general manager of Columbia Pictures of Canada, and Ray Allen, general supervisor of the Allen Theatre chain.

*B. W. Silver, president of Colonial Pictures, Ltd., Toronto, is planning an early trip to New York to arrange for the Canadian distribution of new season product to be released by the B. N. Judell interests.*

Thos. S. Daley, manager of the big Imperial Theatre, Toronto, is away on his holiday and left no forwarding address. Before his departure, Daley received a break from a Canadian news syndicate in sending out pictures of the new jail at Hull, Que., under the title of "Prison Without Bars." The title of his current attraction was "Prison Without Bars."

*With two new theatres, the Lincoln and the Centre, having recently opened in St. Catharines, Ont., the Capitol of the "Garden City," of which R. J. Harrison has long been manager, is being renovated and modernized by Famous Players. The Major Theatre on St. Clair Ave. West, Toronto, operated by the Allens, is also undergoing extensive alterations. The front of the Toronto Imperial has been redecorated in vivid colors.*

Syd Scott, manager of the Capitol at Sudbury, Ont., has been enjoying a vacation in the Muskoka Lakes District; Walter Kennedy, exploitation expert of Empire-Universal Films, Toronto, has been basking at Waubaushene; John Dixon, accountant, has been having a fine trip to the Saguenay River in eastern Quebec, and Archie Laurie, assistant general manager of Empire, is on a vacation jaunt.

*Several veteran exhibitors of western Ontario have been in town on business: Simon Meretsky, owner of a group of theatres in Windsor; the Robert Hambletons of Simcoe and other points, and Bill Stewart, dean of showmen at London, Ont. Another business caller was C. T. Scott, owner of the Royal Theatre, Bowmanville.*

Regal Films employes have been free with hot-weather kisses—the candy kind, with special wrappers advertising M-G-M's "The Women."

*Manager Leon Bishop of the Tivoli Theatre, Hamilton, Ont., is busy lining up material for his popular stage stunt, the Dr. Query Prize Contest, which will be resumed as a weekly one-night feature as soon as the weather turns cooler. The stunt will again be broadcast over Station CKOC with generous plugs for the screen attractions.*

P. D. Egan, manager of the Palace, Calgary, secured a raft of printed publicity during a visit to eastern Canada with every sports editor interviewing him about the Calgary Bronks football team of which he is the business manager.

*V. Simone, proprietor of the Beverly, Toronto, has started another series of chinaware premiums which are given to lady patrons Monday, Tuesday and Wednesday nights. Mystery Nights are held Thursday and Friday while, on Saturday afternoons, the added inducement for juveniles is the "Lone Ranger" serial.*

Anna Neagle, British star, and Producer Herbert Wilcox, who had previously visited Toronto for the Canadian premiere of "Victoria the Great" several years ago, are scheduled to pay a return visit during the Canadian National Exhibition for the opening of "Nurse Edith Cavell."

*John Sturgess, Toronto vocalist, who has appeared on the stage of a number of theatres in New York state during a two years' stay in the United States as a stage and radio star, has returned to his home town for a series of broadcasts each week over the national network of the Canadian Broadcasting Corp. until the fall.*

Lord Maugham, lord chancellor in Chamberlain's cabinet, has accepted an invitation to open the Canadian National Exhibition at Toronto on August 25. He is a brother of W. Somerset Maugham, British novelist and screen writer, whose plays have been produced by Paramount, M-G-M, United Artists and Warner Bros. during the past ten years.

*Syd Taube, former film exchange manager and now sales manager of Canadian Automatic Confections, Ltd., Toronto, which operates candy and gum vending machines in scores of Canadian theatres, is very popular these days. He has brought out a private brand of cigars bearing his own name on the wrapper and the demand from exhibitors is terrific. Syd is bearing up with a smile.*

# MONTREAL

WHILE children of Quebec province are still obliged to seek their amusement in the streets and kindly theatre managers who yield to pressure and admit them to see films apparently suitable to the juvenile intellect are fined, it is announced 4,000,000 children in the United Kingdom attend the cinema. For the past two years the Odeon chain in Britain has been giving children's matinees. Richard Ford, organizer of these matinees, declares the children's first demand is for "action." To them, he says, dialogue "is just a waste of time." The second essential is morality —right must always triumph, and the third is aggressiveness, plenty of shooting and fisticuffs in which the hero comes out ahead. Little profit is made by children's matinees, Ford says, but they build up useful goodwill.

*Here is a letter received from a child patron by a theatre manager: "Dear Pictures Palace Man—I like your Mickey Mouse pictures and Jane Withers better than the boo and hooray cowboys, and I am interested in the serial, too. I like your Mickey Mouse picture better than the Silly Symphony."*

Canadians will have an opportunity this fall to see a color film of the ceremonies at Domremy, France, June 4, when Rodrigue, Cardinal Villeneuve, Roman Catholic Archbishop of Quebec, served as Papal representative at the festival held there in honor of St. Joan of Arc. Rev. M. Danion, superior of the chaplains of the Basilica of St. Joan, will sail from Cherbourg for Quebec September 2 and bring the film with him.

*A record for summer runs has been achieved by Emile Chalifoux, manager of the Cinema de Paris, where Marcel Pagnol's masterpiece, "La Femme du Boulanger," with the Parisian star, Raimu, is running for its seventh week, accompanied by "Le Soldat Inconnu Vous Parle," described as "the story of the next war," but consisting largely of films of the Great War.*

Rarely does a week pass in which some Montreal theatre is not playing one or other of the Hardy Family pictures. The latest of the series, "Andy Hardy Gets Spring Fever," has been launched at the Palace. The Princess is showing "The Magnificent Fraud," starring Akim Tamiroff, while Elisabeth Bergner, long absent from Montreal theatres, leads in "Stolen Life" at the Capitol.

*Filmrow managers and salesmen are taking full advantage of the good weather, making almost daily motor trips to outlying towns in the interests of fall bookings.*

A "drive" meeting was held in the Montreal office of 20th-Fox to stimulate competition. J. P. O'Loghlin, Canadian district manager, Toronto, attended, and Mort Levy, this year's drive leader, gave an inspiring talk to the sales staff on coming productions . . . John Casey of 20th-Fox is back from his honeymoon feeling, in his own words, "better than ever."

*Harry Paynter, Quebec manager for Empire-Universal, and Larry Druxerman, salesman for that company, are away on a long trip to Val d'Or and other centers in the northern Quebec gold mining area. The expedition will keep them away about a fortnight.*

Quebec's three leading theatres took larger space in the local English daily to announce programs for the third week since reopening. "Clouds Over Europe," with Laurence Olivier, star of "Wuthering Heights," is the fare at the Empire; Shirley Temple in "Little Princess" holds the fort at the Capitol, and "Out West With the Hardys" and "Wings of the Navy" share attention at the Cartier.

*A number of exhibitors from Quebec points attended the Famous Players convention in Niagara Falls, including J. A. Hirsch and George Rotsky of Consolidated Theatres and George Ganetakos of United Amusement Corp., Montreal, Paul Valliere of the Capitol, Quebec, and M. Robert of the Capitol, Three Rivers.*

More than usual summer activity prevails around headquarters of Associated Screen News. Four pictures are under production, two in the studio and two outside. Newsreelers are also busy and ASN sent a crew of four to film the arrival of the transatlantic flying boat Caribou, which opened the official airmail service between Britain and Canada. A man was also sent to Botwood, Newfoundland, to film the arrival there. ASN is not only making newsreels but a motion picture of this event. Newsreelers were also engaged in filming the recent mass wedding in the baseball park, and Lucien Roy of the ASN Vancouver office is in Alaska accompanying the highway commission on a survey of the route of the proposed road between Alaska and the state of Washington.

*C. J. Cons of Goldsmith's College, London, an expert on visual education, is delivering a series of lectures on the use of motion pictures in visual education before the Ontario summer school.*

While churches, particularly the Roman Catholic Church, have shown themselves hostile to motion pictures on occasions, they appear to have developed a shrewd realization of the benefits to be derived from motion picture publicity. Several times recently cameramen have been called to record in film religious events in the province of Quebec.

*John Grierson, documentary films expert of the United Kingdom, who inspired Canada's new National Film Board, passed hurriedly through Montreal on his way to Ottawa where he is spending a few days before continuing to Australia. Grierson immediately got in touch with Captain Badgley, head of the Dominion Motion Picture Bureau, with whom he will be in daily conference during his stay in the Canadian capital.*

Famous Players Canadian Corp. has advised the Montreal Stock Exchange that under the option agreement with N. L. Nathanson, dated April 15, 1936, arrangements are being made to extend the option with respect to the block of 11,000 shares to be taken up as of July 31, 1939. The option agreement has been amended so that these 11,000 shares may be taken up at any time between now and Jan. 15, 1940.

*While all other westend suburban theatres have abandoned revivals for the summer, Phil Godel, manager of the Westmount, United Amusement Theatre, is adhering to that policy . . . One of the most popular revivals in Montreal theatres is "39 Steps," which was enthusiastically received at the Plaza.*

Probably by the end of this month, the Dominion motion picture bureau will have ready for a formal showing before Premier King and cabinet a full-length feature film of Their Majesties' recent tour of Canada.

# WINNIPEG

A FORMER Winnipeger, Dr. Harry Benaron, director of the Chicago Maternity Center, is in Hollywood where he will appear in a film based on Paul De Kruif's book, "The Fight for Life." Dr. Benaron gained acclaim in De Kruif's book for his work at the Center.

*Another local figure who may soon be seen in films is Jack Thompson, radio announcer. Thompson and the Sunny Boys Orchestra, of which Harry Martin is the leader, have received an offer from the Artists Bureau, Inc., Hollywood. Thompson has had considerable experience in news reel shorts as the Winnipeg News Reel talking reporter.*

The "Folie Bergere," a featured revue show at the San Francisco exhibition, is coming to Winnipeg the end of August when it will play the Walker.

*The outstanding newspaper ads which are distinctive of the Garrick, are appearing again in local papers publicizing Walter Wanger's "Winter Carnival."*

Winnipeg representatives to the FP convention at Niagara Falls have returned and report a marvelous time. Included in the convention party were: E. Zorn, supervisor at Winnipeg; J. Miles, president of Western Theatres, Ltd.; F. H. Kershaw, vice-president of Western; Harold Bishop of the Capitol; Don Gauld of the Metropolitan; Eddie Newman of the Lyceum, and Leno Toraldo of the Uptown.

*While it is still in its early stages, great things may be heard in the near future concerning the ingenious filing system Eddie Newman has installed in his office. The system may revolutionize something or other but just what is not known.*

E. Zorn, district supervisor for FP, has gone to the Head of the Lakes on business . . . J. Miles left for Watrous, Sask.

# CALGARY

IN THE absence of Ivan Ackery, who was attending the Famous Players convention, his assistant, Stan Pooley, promoted a clever piece of publicity to lure the sunners and bathers from the beaches to attend the production of "Good Girls Go to Paris." He had a small yacht make a tour of all the beaches on the mainsail of which, in large letters, was the name of the production at the Orpheum Theatre with the names of the stars featured. The novelty of the plan met with instant appeal which was reflected in the theatre's boxoffice.

*Dave Griesdorf, Winnipeg manager for UA, flew into town for a somewhat extended stay in connection with business for his company.*

Maynard Joiner, Capitol Theatre, is spending a short vacation in Edmonton, Alta., where he has many friends.

*Norman Clavir has gone east with "Assassin of Youth" which had a successful run at the Plaza. It is his intention to promote this film in all the provinces.*

Larry Bearg, FP district manager, is back from Niagara Falls and the company's convention.

*Ken McRae, Kerresdale Theatre; Harry Black, Capitol Theatre, Penticton; and Mel Gow, Capitol Theatre, Nanaimo, went to New York at the termination of the Niagara Falls convention, to visit the World's Fair.*

There was a horse race sponsored by the Orpheum to mark the 30th anniversary of Lionel Barrymore's "stage entrance" as well as to plug "On Borrowed Time," showing at that theatre. San Pooley is proudly showing a wired message from Barrymore, expressing his appreciation.

## *Ken Wilson Leaves 16mm Circuit; Joins Chain*

TORONTO—The retirement of Ken Wilson of Oshawa, Ont., from the 16mm circuit field in the Dominion is announced in the sale of his complete mobile unit with which he had built up one of the most successful "routes" in eastern Canada, comprising six towns in Ontario. Wilson will become identified with the rapidly-growing group of theatres operated in northern Ontario by Cinema Rousson-Trudeau, Ltd., of Kirkland Lake.

His withdrawal from the field is regarded as an indication that the 16mm business in rural areas has limited possibilities.

Louis Rousson, president of the Rousson-Trudeau chain, Mr. Trudeau and Ted Soucie, manager, recently spent some days here when it was revealed the company had undertaken theatre expansion in the northern mining country. Two of their new theatres are the LaSalle at Kirkland Lake and the Cartier at Timmins.

### 20th-Fox Extends Two

HOLLYWOOD—Binnie Barnes and Dorothy Deering, stock actress, have been renewed by 20th-Fox.

## *Copy by Kennedy*

TORONTO—Victim of the recent hot wave, Walter Kennedy, exploitation manager of Empire-Universal Films, Ltd., took time out from his summer vacation to turn out a piece of theatre advertising copy which looks like the dream of a sleepless night and which, incidentally, has produced many laughs in the film fraternity. The display was prepared for the "Takem Theatre," the location of which is given as "Just Around the Corner."

A 2 for 1 bargain night is offered for the "Quints Bill—Five Features," the remainder of the program being made up of "Two Serials—14 Shorts—Five News Weeklies" with the following added attractions: "Screeno—Country Store Night—Comedy Gift Night—Dishes—Bank Night—Lucky Number Draw—Quiz Night—Amateur Night (Cash Prizes)—Latest Illustrated Songs."

The announcement is made: "We Never Close—We will keep open as long as Niagara Falls runs—Should you live that long."

# MARITIMES

H B. MILLER, RKO salesman from Montreal, is working in this territory for a while and renewing many acquaintances made during his three months here last year . . . Harry Martin, Universal office manager at Boston and a former resident of Saint John, spent part of his vacation in this territory.

*Friends will be sorry to hear that N. W. Mason of the Roseland and Academy theatres, New Glasgow, N. S., has been confined to his home on account of illness.*

W. H. Golding and J. M. Franklin of Saint John, F. W. Winter of Moncton, L. M. Graburn, T. J. Courtney and W. Gates of Halifax, C. E. Vail of Sydney, and John Connor jr. of Glace Bay, have returned to their homes after attending the Famous Players convention at Niagara Falls.

*Harold Parker of the Capitol Theatre, Yarmouth, N. S., when taking part in the Nova Scotia Rifle Shoot at Bedford, N. S., made the team for the Dominion of Canada Rifle Association Shoot to be held at Ottawa this month, the results of which determine the Canadian Bisley Team for next year.*

Charles Chaplin, United Artists branch manager, is keeping fit by playing softball on the "Golden Ball" team in the Saint John Twilight League. This team just got into third place so they now have a chance in the play-offs for the city championship.

*M. S. Bernstein and J. Lieberman of the Maritime Film Co., distributors of Columbia pictures, have returned from the longest sales trip in this territory, which is to Newfoundland.*

Lloyd Blackford is supplying most of the entertainment in Freeport, N. S., where he operates the NuEra Theatre, as he has now opened a dance hall in connection with the theatre where dancing is enjoyed after the show.

*Lou Wener of the Russell Theatre, Glace Bay, N. S., a former Fox Film employe, called on Filmrow recently while en route to New York on his vacation . . . Other visitors were Lloyd Mason of the Capitol Theatre, Springhill, N. S., and R. R. Kertson of the Opera House, Grand Falls, N. B.*

# OTTAWA

ISSER SINGERMAN, manager of the Ottawa Imperial, had good luck with a pair of strong revival features on a reissue program for the three days, Wednesday to Friday, pictures being "The Bad Man of Brimstone" and "Big City." Reissues were highly successful at the Imperial last summer.

*The Rideau Theatre, Ottawa, has continued the policy of presenting French dialogue double bills on Wednesdays only through the summer. There was a good turnout for "Les Nouveaux Riches" and "Le Secret de l'Emeraude."*

Speaking of reissues, the Elgin played "Mutiny on the Bounty" for a solid week at regular prices. Manager Lloyd Mills called it "the greatest return engagement in the history of Ottawa."

*The Somerset went to the cleaners for an interesting tieup. For one week the Star Cleaners and Dyers of Ottawa gave free matinee tickets to this house with every order for clothes re-conditioning, the firm using generous newspaper advertising space to announce the stunt which was intended to draw attention to the company's new telephone number.*

Betty Low, Ottawa stage and screen dancer, is having a holiday with her parents in the Canadian capital after a busy season. One of her engagements was with the Covent Garden Ballet Russe of London, England. Her professional name is Ludmila Loba.

*One of the features of the Ottawa Fair, August 21 to 26, will be Mitchell Ayres and his orchestra which has been seen in film shorts and heard on the radio. Max Linderman of the World of Mirth Shows again has the midway contract—and the local theatres are looking forward to a weak week because of the opposition.*

Eastern managers of Famous Players Canadian Corp. became personally acquainted with a newcomer to the personnel of the chain out west in Eddie Zorn, who is district manager with headquarters at Winnipeg. A year ago he became manager of the Capitol at Calgary after 12 years with the Paramount circuit in the United States, in charge of theatres at Boston, Springfield and Long Island. He was promoted to the western district post shortly before the FP national conference where he made a fine impression with all managers.

## "Lights Out," the Title?

TORONTO—A lively electric storm created a novel twist of fate for the Orillia Theatre in Orillia, Ont., which recently figured in a spirited dispute between the municipal council and the Provincial government over the renewal of the annual operating license.

Lightning struck the municipally-owned theatre during a performance, ripping a side of the tower on the building and putting the electrical equipment out of commission. The crash and accompanying darkness brought momentary consternation to the audience, which included several officials of the town, but calm was restored and the patrons indulged in community singing for half an hour until the show could be resumed.

Until June 30 the theatre was operated as a unit of Associated Theatres on which date it had been leased by the town council to L. H. Vicary, an Orillia independent. The government had ordered the closing of the theatre but the order was revoked when the town objected to the loss of rental revenue. A few nights later came the lightning!

### Rule Music Venders Taxable

MONTREAL—In a decision handed down by Recorder Roderigue Bedard in recorder's court in Hull, Quebec, music is a commodity which can be purveyed by automatic machines, therefore the machines can be taxed by the city, on the same basis as peanut and chewing gum vending machines.

# British Entertainment Anticipates Setback

*By* ROY CARMICHAEL

MONTREAL—The gloomy European outlook has brought long faces to Britain's entertainment world, for it is widely believed the next war will permit no stage, motion picture or television production.

Many theatre owners are resigned to the probability they will have to close at the outbreak of hostilities, because the government's Air Raid Precautions policy calls for the greatest possible dispersal of population.

Motion picture producers see little hope of keeping cameras grinding in such an emergency, as this country takes 80 per cent of their output and there would be no profit in trying to operate on the remaining 20 per cent foreign market.

Experts claim that the British Broadcasting Corp.'s television service will have to be closed because the ultra-short wave band it uses will be needed to transmit domestic military traffic. Television programs are broadcast on the seven-metre band which has a short range and is not subject to atmospheric or far-off man-made interference. It would be particularly useful in wartime for short distance transmission because it could neither be heard nor jammed by an enemy at a greater distance than about 50 miles.

Some actors and actresses who believed themselves too old for ordinary active service in any of the numerous defense forces have decided they will entertain soldiers or civilians at camps or hospitals if hostilities occur and authorities approve.

Apart from them, it is believed, the population will have to rely on whatever radio channels the administration will reserve for the BBC's ordinary programs.

It is considered likely the government will approve radio entertainment, particularly in times of keen stress, aerial bombardment or the like when inaction might lead to nervous collapse or panic among some sections of the population.

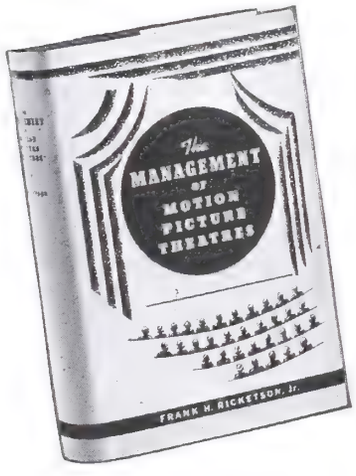
Radio appears the most feasible form of entertainment because it is accessible whether or not electrical power services are available.

## A Screen Bride

PRINCE ALBERT, SASK.—Two lustrous black orbs and a husky voice singing a haunting refrain, seen and heard two years ago at the Strand Theatre here by Doug Lindsay, then a department of natural resources radio operator at Emma Lake, began a romance that bridged a world between and culminated in matrimony recently.

Lindsay left Canada for Great Britain where he found employment with an aviation company. He had done some flying here. From there he went to Australia where he met and wed Lillian Gray, the black-eyed, husky-voiced singer he had seen and heard in the local theatre, half-a-world away. She was appearing in "Woman Alone" as a singer of "Black Eyes." He saw the picture again and again, he told reporters in Johannesburg, South Africa, where he was interviewed.


# How to operate motion picture theatres *profitably*




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**RKO Radio (936) 92 Minutes Rel. Aug. 18, '39**

Sophisticated and smartly-dialogued society triangle drama, possessing sufficient story ingredients and established names, to assure wide patronage and audience acclaim. A thoroughly fine cast has Carole Lombard, Cary Grant and Kay Francis in the toplines, all of whom deliver superior performances. The picture has been produced unstintingly and direction is of highest calibre. Grant is married to Kay, a scheming and heartless woman who reveres his social position and wealth but does not love him. Unable to gain a divorce, Grant seeks refuge through the love of Miss Lombard. His wife remains adamant, however, until she learns her schemes have been overheard by Grant's parents, whereupon she realizes the cause is lost and backs out, clearing the way for Grant and Miss Lombard to marry. John Cromwell directed.

**Carole Lombard, Cary Grant, Kay Francis, Charles Coburn, Helen Vinson, Katharine Alexander.**

## *In Name Only*

F — **Drama**

**20th-Fox (006) 73 Minutes Rel. Sept. 8, '39**

Another in the Charlie Chan series which keeps the audience guessing who is the mysterious killer. This one has Treasure Island in San Francisco's World Fair as a background and the suspense is well manifested. The real thrill followers may uncover the murderer, but chances are they won't guess the right party until the last reel. The usual trick of parlaying suspicion on several persons who have good reasons for committing the crime, is capably handled. Sidney Toler gives another good performance, as do other members of the cast. The story deals with two magicians, each an expert in his own art and jealous of each other. The crimes committed are incidental, particularly the first on a plane bound from Honolulu to San Francisco, which isn't satisfactorily explained. However, it serves the purpose for a quick start. Norman Foster directed.

**Sidney Toler, Cesar Romero, Pauline Moore, Sen Young, Douglas Flowley, June Gale, Sally Blane.**

## *C. Chan at Treasure Island*

F — **Mystery Melodrama**

**United Artists 95 Minutes Rel. ————**

Produced by Atalaya Films for the Latin market and those American houses with exclusive Spanish patronage, this is probably an impressive offering in its field. There is absolutely nothing in it, however, to offer entertainment to those who do not understand Spanish. It runs long on dialogue and short on action. Production values are substantial, direction is efficient and the cast appears entirely capable. The male lead is entrusted to Fortunio Bonanova, personable, albeit paunchy, to whom the motivation affords an opportunity for several vocal offerings in acceptable voice. A wealthy playboy, he falls in love with and marries a simple country girl, tires of her, becomes afflicted with paralysis, and disposes of himself when he finds she loves another. Too late, however, for her new love has married someone else. Louis Gasnier directed.

**Fortunio Bonanova, Andrea Palma, Milissa Sierra, Tana, Luis Dias Flores, Daniel Rea, Julia Montoya.**

## *La Inmaculada*

F — **Drama in Spanish**

**M-G-M (947) 91 Minutes Rel. Aug. 11, '39**

Torrid love story of the "Never-the-twain-shall-meet" variety which will be right down the alley of those who crave their film romance sizzling, and which temperature, more importantly, should mark its record at the turnstiles. Robert Taylor and Hedy Lamarr, the latter appearing to much greater advantage than in any of her previous appearances and oozing glamour at every turn, are splendid in a screenplay, which despite certain obvious weaknesses is beautifully molded to their joint talents as screen lovers, the joining of whom is sure to have general fan approval. The production is impressively mounted and the supporting cast, although of small importance, with the exception of Joseph Schildkraut as a hissable heavy, is acceptable. Ably directed by Jack Conway.

**Robert Taylor, Hedy Lamarr, Joseph Schildkraut, Gloria Franklin, Ernest Cossart, Mary Taylor.**

## *Lady of the Tropics*

F — **Romantic Drama**

**Monogram (3865) 60 Minutes Rel. July 21, '39**

With Tex Ritter as a railroad trouble-shooter protecting New Mexico ranchers from the inroads of a land-gathering schemer, this film is the best of the 1939 Monogram series. It has two Frank Harford authored pieces, "Men Who Wear Stars," and "Prairie Lights," which are good as hill-billy tunes. To Al Herman, director, and Robert Emmett, the scenarist, go a great deal of the credit for keeping the picture moving, because action has been a short point for most of the Ritters. Charles B. Wood, Hal Price and Vic Demoruelle jr. carry the bulk of the male performance load, and Ruth Rogers is the cast's only woman. In territory where Ritter has been dropping back, this may act as a stop loss, and where he figures, it'll do him good.

**Tex Ritter, Charles B. Wood, Hal Price, Vic Demoruelle jr., Ray Barcroft, Frank Wayne, Kenneth Duncan.**

## *Man From Texas*

F — **Western**

**Monogram (3825) 62 Minutes Rel. Aug. 7, '39**

A neat effort of melodrama against a musical background which is bound to please. There are a number of entertaining elements on which exhibitors can capitalize. The songs, composed especially for the film, have a tuneful rhythm and the attractive Movita does them justice. She plays the role of a South American singer who hastens to New York to save her brother from a false arrest. A night club owner, Clay Clement, is responsible for framing her brother. Movita, with the aid of her fiance, Warren Hull, obtains a job in Clement's night club and scores an immediate hit. Movita helps gather the evidence which convicts Clement and frees her brother. The singing sequences are blended smoothly without disturbing the continuity. Lambert Hillyer directed.

**Movita, Warren Hull, Alan Baldwin, Kay Linaker, Clay Clement, Adele Pearce, Dennis Moore.**

## *Girl From Rio*

F — **Drama with Music**

**Paramount (——) 65 Minutes Rel. ————**

The redoubtable Hopalong Cassidy, in the person of William Boyd, again throws lead and fists in the cause of law and order in his beloved west, and with the usual results, albeit his crusading for the right is not up to the high entertainment average of the popular series. This is due, chiefly, to a below-par story and undistinguished supporting cast. The mounting supplied by Producer Harry Sherman, however, is well in line with his past efforts, with some striking outdoor photography among its most valued assets. Ranchers, constructing a railroad trunk line for the shipment of their cattle when an unscrupulous land-holder raises the toll for use of his thoroughfare, are mysteriously hindered in their efforts. Hopalong plunges into action and sets things aright. Lesley Selander directed.

**William Boyd, Russell Hayden, Britt Wood, Pedro de Cordoba, Willard Robertson, Matt Moore, Betty Moran.**

## *Range War*

F — **Western**

**Paramount (3849) 61 Minutes Rel. Aug. 4, '39**

If Paramount aims to perpetuate the Fitch family, the studio is going about it the hard way. A script of minor stature with characterizations heavily over-drawn slows this comedy effort down to a low-bracket classification. The Fitches consist of Mary Boland and Charlie Ruggles with Joyce Matthews as the daughter. Donald O'Connor and Billy Lee are the adopted sons. Donald's grandfather, Clem Bevans, a tough steeplejack, drops in to survey Donald's prospective parents. He is skeptical of the Fitches because of Charlie's Casper Milquetoast personality. But Charlie proves his courage when he saves little Joey from falling off the building. Bevans is then satisfied and permits Donald to remain. Miss Boland's performance lacks restraint. Other roles are capably handled. George Archainbaud directed.

**Mary Boland, Charlie Ruggles, Joyce Matthews, Donald O'Connor, Billy Lee, John Hartley, Clem Bevans.**

## *Night Work*

F — **Comedy**

**SR (——) 63 Minutes Rel. ————**

And the audience goes out on this one. Produced as a quota quickie for one of the major companies, the only authentic thing about it is its Canadian flavor. Aside from that, it bears little resemblance to anything that may be constituted as dramatic entertainment. There is a story which deals with intrigue in the North Woods. A calculating wife aids in the murder of her husband with the male conspirator conspiring to obtain some valuable timber lands. But Mountie Edgar Edwards is on the job and unearths the murderer. Inferior photography and lighting characterize the production. The only familiar name in the cast is Sheila Bromley, but she will be hard to recognize. Rin Tin Tin jr. shares the acting honors. Frank McDonald directed.

**Edgar Edwards, Sheila Bromley, Jameson Thomas, Dorothy Bradshaw, Walter Byron, Rin Tin Tin jr.**

## *Death Goes North*

F — **Action Drama**

**SELLING ANGLES:** **"La Inmaculada"**

Both Fortunio Bonanova and Andrea Palma are well known to Latin American stage and screen fans, Bonanova having achieved fame in motion pictures, the concert stage and opera. Interest can be aroused by inviting students of Spanish to attend a special showing, at reduced admission, as part of their course. Sponsor a short radio program of Mexican music, using, if possible, some of Bonanova's recordings. Decorate lobby in Mexican style, using travel posters describing Mexico City and other places of interest.

**CATCHLINES:**

Married to One Man . . . In Love With Another . . . She Was Fated to Lose Both.

Fortunio Bonanova . . . Idol of Latin America . . . In a Tender, Romantic Tale of Love.

**SELLING ANGLES:** **"Girl From Rio"**

The songs in the picture are "Romance in Rio," "The Burro Song" and "Daddy Mine," all of which can be used to attract attention to the picture. Tieups with music stores for displays are the thing. Recording should be obtained and played over the local radio station with a plug for the film. Travel agencies should be interested in stills of Movita as part of a window display exploiting South America. Incidentally, a great variety of stills of Movita are available for retail tieups with women stores. A song-writing contest can be conducted with a prize going to the best song that has the title of the picture in it.

**CATCHLINES:**

She's the Talk of the Tropics.

She'll Steal the Heart of Any Man.

**SELLING ANGLES:** **"Death Goes North"**

There is no need on going beyond your advertising budget on this one. Exploitation should be restricted to gaudy lobby displays emphasizing the title and the Northwest Mounted Police. A compass can be constructed easily enough for the lobby with a figure of Death pointing north. Rin Tin Tin jr. should be given prominent mention in the billing. A German police dog can be used for a street ballyhoo stunt. A sign should be draped over the dog's back with appropriate copy mentioning the dog star.

**CATCHLINES:**

Death Strikes in the North Woods.

Terror Reigns . . . As All Hell Breaks Loose.

**SELLING ANGLES:** **"Charlie Chan at Treasure Island"**

Dress up your lobby with some accessories used by magicians, which should create interest, particularly if you can get someone to write an expose on how some of the sleight of hand tricks are performed. Invite plainclothesmen and members of clubs interested in the art of magic. Distribute to patrons before the booking some of the rings, or other inexpensive trick gadgets, which make for a good pastime. A novel stunt would be to call in a select group of your local townspeople for the first showing and have them try to solve the murder after half of the film is run. If not this, register patrons ahead of time to compete in a guessing contest, but use the same idea about showing only half of the film, with a prize to the winners.

**CATCHLINES:**

Murder in a New Setting . . . When Magicians Fall Out, Murder Sinks In.

**SELLING ANGLES:** **"Man From Texas"**

Since there's a studio arranged tieup between Tex Ritter and Dixie Cups (Ice Cream), an opening day stunt could be the offer of 50 or so free Dixies to the first in line. Ice cream dispensers in the community played should go easily for cooperative deals and counter plugs in same connection. Good western music opens the way for music shop ties, since Decca has Ritter songs on 14 sides. If territory has an accessible radio station, a "Tex Ritter Salute" program might be arranged with the playing of Ritter transcriptions, and inserting a few film plugs.

**CATCHLINES:**

Hired Guns and Killers Can't Stop Tex Ritter.

With Outlaw Barons Placing a Price on His Head, Tex Ritter Gun-Storms the Border.

**SELLING ANGLES:** **"Night Work"**

Since the central figure in the film is a steeplejack, several exploitation stunts can be worked out on that angle. If possible, hire a steeplejack to sit atop a flagpole or some other precarious perch as a means of attracting attention. Copy on a sign can read: "I'm waiting for my NIGHT WORK to begin." A stunt that should attract attention is a special show late at night or early in the morning when night workers either begin or end their shifts. A series of features can be planted dealing with the various kinds of night work in a city.

**CATCHLINES:**

Meet the Fitches . . . The Funniest Family in Town.

A Cargo of Laughs . . . Night Work Is a Pleasure With the Fitches.

**SELLING ANGLES:** **"In Name Only"**

The triumvirate of Carole Lombard, Cary Grant and Kay Francis should prove a strong draw on the marquee. Exploitation and advertising should be directed principally to the feminine trade. Hold special "housewives' matinee" showings at special rates. Prepare newspaper advertising in the form of "Advice to the Lovelorn" letters, stating Cary Grant's problem. Secure reactions to the picture from local divorce attorneys, ministers and others with something to say on the subject of marriage.

**CATCHLINES:**

Married to a Woman He Could Not Love . . . Loving a Woman He Could Not Marry . . . That Was the Problem This Man Could Not Solve.

Soaring to New Heights of Tenderness . . . A Picture That Every Woman Will Want Some Man to See.

**SELLING ANGLES:** **"Lady of the Tropics"**

Sell this as the most fervid love story of the season, giving the predominant marquee and advertising credits to Hedy Lamarr and Robert Taylor. Follow the tropical motif in lobby decorations, using palm fronds and dressing the boxoffice as an Oriental temple. Conduct a poll among your patrons to determine which is their favorite screen love team of all time—Garbo and Gilbert, Janet Gaynor and Charles Farrell, Ronald Colman and Vilma Banky—and with Taylor and Lamarr as the newest candidates for top position.

**CATCHLINES:**

The Exotic Star the World Has Been Waiting to See . . . In a Story of Tempestuous Love Under Tropical Skies.

Two Who Loved Vividly, Hopelessly . . . Amid the Languorous Fascination of the Far East.

**SELLING ANGLES:** **"Range War"**

Use lobby cutouts, life-sized, of William Boyd in his characterization as "Hopalong Cassidy." Make the usual library and bookstore tieups on the Clarence E. Mulford books from which these pictures are made. Dress attendants as cowhands and plant a "ranch boys" musical aggregation in the lobby. Hold a junior rodeo for kids at Saturday matinee performances, and start a "Hopalong Cassidy Junior Rangers" club for the juveniles if you have not already done so.

**CATCHLINES:**

Out of the Roaring, Rugged West Comes Hopalong Cassidy in His Favorite Assignment as a Two-Gun Peacemaker.

Hopalong Cassidy Goes Into Action Again . . . For Justice and Honor . . . In the Heart of the West.

# Short Subject Reviews

## The Phantom Creeps

*Universal* (12 Chapters) *Aver.* 21 *Mins.*

The title is the tipoff; it's as creepy as incredibility will allow and fantastic as impressionistic youth desires. It has Bela Lugosi in a typical role; mad scientist who would rule the world, surrounded by the dangdest collection of laboratory gadgets, grotesque robots, sliding panels, hidden vaults and secret formulae. Suspended animation and invisibility are his specialties. To keep him from selling this stuff to foreign powers, the army intelligence bureau, represented here by Robert Kent, attempts to control Lugosi. Regis Toomey is Kent's aide, Dorothy Arnold is a newspaper reporter and Jack C. Smith is Lugosi's convict partner. Production is scaled to adequate proportions, but there's plenty of emphasis on the suspenseful side.

## Screen Snapshots

*Columbia* (No. 12) 10 *Mins.*

Too bad anniversaries come once a year because this reel, marking the 18th year of Screen Snapshots, is the best that has come along in some time. One, incidentally, that could stand exploitation. For in it, Noah Beery acts as commentator and rolls back the pages of time. Remember Rudolph Valentino, William S. Hart, Lillian and Dorthy Gish, Mabel Normand, Betty Blythe, Noah Beery, himself, and a host of others? They are all back on the screen in brief, inimitable glimpses. Here is a reel the film fan ought to go for in a big way.

## One-Day Stand

*Vitaphone* (Variety) 10 *Mins.*

Nothing of unusual interest in this subject, everything in it dealing with a circus which is put up and taken down after a one-day stand. This stuff has been seen on the screen many, many times before. Clyde Beatty, the lion tamer, is briefly pictured doing his stuff in a cage of lions and tigers. Even that is familiar and unexciting.

## The Barnyard Brat

*Paramount* (Color Classic) 7 *Mins.*

This introduces Spunky and Hunky, new mule characters. Spunky might be a Dead End kid in his field. He's first-class brat and bully, going about making things miserable for the barnyard families. When things become unbearable and an appeal to his mother fails, the animals take things into hand and properly even things up.

## Hare-Um Scare-Um

*Vitaphone* (Merrie Melody) 7 *Mins.*

When old John Sourpuss finds meat prices soaring he decides to go ahunting. There's a wise old rabbit who makes it pretty uncomfortable for the hunter and his bloodhound. The youngsters may like it. Color and music are much better than the material content.

# NEWSREELS

**Tuesday, Aug. 1**

**Movietone News, No. 93:** The Far East crisis, French navy holds maneuvers, parade of freckles, Pope goes to summer home, Wyoming rodeo, beach fashions, Saratoga season starts, Dempsey looks fit, new diving star, and 28-1 shot wins Futurity.

**News of the Day, No. 291:** French navy holds maneuvers, Far East crisis, Pope goes to summer home, Army air force marks 30 years of progress, search for modern cinderella, Queen Elizabeth attends garden fete, freckles on parade, motorbikes roar on English track, Dempsey looks fit, and new diving star.

**Paramount News, No. 104:** Saratoga season opens, Far East crisis, steel worker wins public links title, International Poultry Congress, summer fetes for youngsters, and riots break out in Cleveland strike.

**RKO Pathe News, No. 4:** Army air force marks 30th birthday, Dr. Mayo dies, Ironside joins Polish war conclave, new trains revive railroad rivalry, Irene Castle dances once more, world pro outboard mark shattered, and public links crown to steel worker.

**Universal Newsreel, No. 793:** Japs blockade British, Polish army girds for Nazis, speed ace hurt as car burns, Pope goes to summer home, king of freckles is selected, modern cinderella chosen, Texas grid star joins "pros," 28-1 shot wins Futurity, and Wyoming rodeo.

**Thursday, Aug. 3**

**Movietone News, No. 94:** Survey of the world of aviation, Admiral Leahy, Admiral R. Stark, Francis B. Sayre, Empress of Annan, California motorboat speedsters in action, girls stage tug-of-war, Don Fendler made governor for a day, sheep in search of fresh pastures, Coney Island Venus, fur styles and Lew Lehr.

**News of the Day, No. 292:** Army displays aviation might, mystery target plane makes debut, sheep search for new pastures, King Zog and his Queen in Sweden, China fights on, teaching the art of making love, and the Gold Trophy regatta.

**Paramount News, No. 105:** Moody Brothers set mark, rush work on N. Y. river tube, the China war, sea going exile, storm upsets English garden party, daredevil trapeze artist, liner travel booms, and highlights of the Army air celebration.

**RKO Pathe News, No. 5:** Stark and Sayre new appointees, Japan pushes war, radio plane acts as target, Holland completes fortifications, Hiwassee dam construction speeded, machine changes sound into words, and tennis.

**Universal Newsreel, No. 794:** Bomber spans U. S. in nine hours, China fights on, radio plane, Stark sworn in, Coney Island Venus, wild ponies caught, veteran bike fan on tour, outboard aces race, kid stars in midget race and kid bike stuntsters.

## Zoo

*RKO Pathe* (Reelism) 9 *Mins.*

A visit to the St. Louis Zoo which both adults and youngsters should enjoy. The St. Louis plant is an unusual one since the animals are afforded ample room in which to frolic about. The camera catches the antelopes bounding around, elephants practicing their stunts and a trainer with lions and a leopard. Antics of the chimpanzee troupe will be the highlight of the reel since they provide the most laughs.

## Hollywood Sweepstakes

*Columbia* (Color Rhapsody) 8 *Mins.*

When the animators let their imagination run away with them, as in this case, the humor content diminishes in proportion. So there is little left in this cartoon version of a horse race.

## Metropolis—1939

*RKO* (March of Time, No. 13) 18 *Mins.*

A comprehensive presentation dealing with the vastness and complexity that is New York City. And a few deserved bouquets in the general direction of New York's police department for protecting the people who live in the city. Out-of-towners will find it most interesting since the customary, sightseeing approach is dropped, giving them a good idea of what makes New York tick. New Yorkers, themselves, will be astonished at the largeness of the city. It covers 325 square miles. There are other amazing facts. How the police performs its countless duties is in itself another story. All of it is contained in this subject done in the usual commendable manner.

## The Memory Lingers On

*Progress Films* 10 *Mins.*

A collection of rare film clips that roll back the pages of time and are bound to enthrall audiences. Highlight of the reel is scene of the memorable Dempsey-Firpo fight. Others are shots of Theodore Roosevelt, Amelia Earhart's solo hop, the formation of United Artists by D. W. Griffiths, Mary Pickford, Doug Fairbanks and Charlie Chaplin, and a sequence from another Fairbanks success. A sequence that impressed was the sinking of the *Maine* following the explosion. It was well-received by a Radio City Music Hall audience.

## Stranger Than Fiction

*Universal* (No. 64) 10 *Mins.*

The usual collection of interesting oddities is highlighted by an electrician who manufactures the smallest motors in the world; no bigger than the head of a pin. Other items include a pawn shop patronized exclusively by Indians, a love bird that is especially devoted to its mistress; glass balls that float in on northwest beaches from Japanese fishing grounds, and a retired carver who goes in for miniature merry-go-rounds.

## The Stubborn Mule

*Universal* (Walter Lantz Cartune) 7 *Mins.*

Fairly routine animation, although the kids won't be disappointed. Little Eight Ball, new pickanniny character, employs a heap of ruses to get a stubborn mule off its haunches. There's a lot of effort but little action until a bolt of lightning does the trick.

## Arabs With Dirty Fezzes

*Universal* (Walter Lantz Cartune) 7 *Mins.*

Grandpa mouse is telling his grandson about his exploits in the foreign legion. It makes for amusing fantasy. The adults should get a kick out of it, too. The patriarch, in flashback a lowly shoe shine boy, rises to a hero when he holds off hordes of enemy Arabs.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, Boxoffice, 4804 E. 9th St., Kansas City, Mo.*

### B

**BOY FRIEND (20th-Fox)**
Jane Withers, without question, is a good drawing card, but she has played in a few pictures that were very superior to this one. Mon., Tues. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

### C

**CAFE SOCIETY (Para)**
A fair show. My customers shyed away from it because of the society angle in the title. Some commented that they would like to see MacMurray in something more rugged. Wed., Thurs. Weather: Good. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**CAFE SOCIETY (Para)**
A very good comedy. Don't be afraid of this. Will please at least 90 per cent. Some extra good wisecracks. Madeleine Carroll is a honey. Fri., Sat. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**CALLING DR. KILDARE (M-G-M)**
A perfect show for any day in the week. Again my customers asked me "When is the next Kildare picture." A lot of good comment on every member of the cast. Sun., Mon., Tues. Weather: Rain. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

### D

**DARK VICTORY (FN)**
Dark Victory failed us. It just didn't seem to hit just right. It may have been because we were a little late in running it. But I doubt it. People here just don't like to cry. I think the picture was swell and Bette couldn't have been better. I think she is a good choice for the Academy Award for her work in this picture. Population: 1,500. Capacity: 300.—Leon Kidwell, Majestic Theatre, Allen, Okla.

**DEVIL DAYS OF THE RED CIRCLE (Rep)**
Just ran the 9th chapter. This is a honey of a serial. It is built up good. Every chapter ends just right to get them in next time. Every one liked this one better than any one we've shown lately. Don't play it too close to Dick Tracy. Population: 1,500. Capacity: 300.—Leon Kidwell, Majestic Theatre, Allen, Okla.

**DODGE CITY (WB)**
For us this has been another "Jesse James" in acceptance. The color is beautifully done and adds much to this picture. Natalie Kalmus has been taught to use pastel shades by the crowd at Metro, for ever since "Broadway Serenade" there has been a noticeable absence of those harsh and "loud" colors that nearly ruined former Technicolor pictures. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**DR. JEKYLL AND MR. HYDE (Para), reissue**
I realize this picture is old, but did more business with this than the regular pictures. Had a very crowded house. Can't give the picture itself very much, but sure did draw. Monday. Weather: Clear. Admission: 25-10. Population, 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

### F

**FAST AND LOOSE (M-G-M)**
Fairly good picture with no extra business. Wednesday. Weather: Good. Admission: 35-15. General patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

### G

**GRACIE ALLEN MURDER CASE (Para)**
Gracie is as dumb as ever in this one, but your patrons will enjoy it. Attendance up to average. Wed., Thurs. Weather: Hot. Admission: 25-10. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

### H

**HIGH FLYERS (RKO)**
Lost money on this show. Wed., Thurs. Weather: Good. Admission: 35-25-15. General patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**HONOLULU (M-G-M)**
Very good. We could use more like this. Sunday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 220.—Mrs. M. H. Robertson, Joyo Theatre, Coleridge, Neb.

### I

**I WAS A CONVICT (Rep)**
Barton MacLane and Beverly Roberts in a fairly good program picture for Bank Night or a single date. The story is a bit farfetched, but no complaints. Tuesday. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

### K

**KID FROM KOKOMO (FN)**
This one's a honey. Sell this with May Robson as a successor to "Lady for a Day." Should do business everywhere. Seemed to please everyone that came. Population: 1,500. Capacity: 300.—Leon Kidwell, Majestic Theatre, Allen, Okla.

**KING OF THE TURF (UA)**
Good show but did not mean a thing at the boxoffice. More horse racing and my patrons don't go for it. Wed., Thurs. Weather: Good. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

**KING OF THE TURF (UA)**
A good racing story. Enjoyed by all who came. "Goldie" a fine actor and keeps pace with Adolphe Menjou. Wed., Thurs. Weather: Good. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

### L

**LET FREEDOM RING (M-G-M)**
A feature that pleased the comparatively few people who saw this film at my theatre. It seems my patrons thought there would be too much operatic music in the picture, but there isn't a bit. I enjoyed it. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 170.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**LET US LIVE (Col)**
Interesting story, but a little drab. Henry Fonda seems to be on the way up. Fine acting. Wed., Thurs. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

### M

**MAD MISS MANTON, THE (RKO)**
A good program picture with a lot of suspense and comedy. One of RKO's best efforts. Wednesday. Weather: Good. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**MADE FOR EACH OTHER (UA)**
A swell title, good cast, but because it was so depressing to many people it failed to do good business. We had a number of walkouts. Second and third nights were terrible. Sun., Mon., Tues. Weather: Rain. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**MAN OF CONQUEST (Rep)**
Many more like this from our little Republic Studios and it will be closed as a major studio. This will stand your best playing time if you have not played to many westerns. If you can get them in they will like it. Some may stay away thinking it will be too much history. Population: 1,500. Capacity: 300.—Leon Kidwell, Majestic Theatre, Allen, Okla.

**MAN TO REMEMBER, A (RKO)**
If you can get them in, they will like it. Edward Ellis was splendid and this new director (Garson Kanin) really shows some of the so-called directors how to make a picture without spending a million. Wed., Thurs. Weather: Fair. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**MIDNIGHT (Para)**
One of the handfull of good shows that Paramount has made this year. Business average. Sun., Mon., Tues. Weather: Rainy. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**MYSTERIOUS MISS X (Rep)**
Nice program picture with a lot of comedy. Played with an amateur stage show. Fairly good business. Fri., Sat. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**MYSTERY PLANE (Mono)**
Well, I don't know. Few people really liked it. A lot of action, but a bit too simple. Ran two days with a giveaway. Business not so good. Wed., Thurs. Weather: Fair. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

### N

**NANCY DREW, TROUBLE SHOOTER (WB)**
Played this on Sunday and not sorry. A nice little picture. Plenty of thrills and laughs. Will please the average. Population: 1,500. Capacity: 300.—Leon Kidwell, Majestic Theatre, Allen, Okla.

### O

**OKLAHOMA KID (WB)**
Tried this on a Sunday date and was surprised at the draw. Cagney still pulls them in. Weather: Rainy. Admission: 25-10. Rural patronage. Population: 600. Capacity:

220.—Mrs. M. H. Robertson, Joyo Theatre, Coleridge, Neb.

**ONLY ANGELS HAVE WINGS (Col)**
This was a good show, but did not have any drawing power. The picture was too long for this type of show. Pleased 80 per cent. Sun., Mon. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 342.—Ted Wilson, Rex Theatre, Carlisle, Ark.

## P

**PERSONS IN HIDING (Para)**
Very good G-man story to fair business. Too many pictures of this type available now, but this is the best of them all. Fri., Sat. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Iowa.

**PYGMALION (M-G-M)**
Another piece of smooth entertainment that is so slick it just tickles you to watch it unwind. English background may make it difficult to put over in some sections, but with proper selling of the characters and the parts they play it can be put over very well. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## R

**ROMANCE OF THE REDWOODS (Col)**
A fair program picture, just the kind there seems to be so many of right now. Fri., Sat. Weather: Good. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

## S

**SAINT IN LONDON, THE (RKO)**
There hasn't been a poor "Saint" film made yet and this one continues the RKO success story on the series. George Sanders is the perfect Saint. The role fits him exactly. Exhibitors will get few squawks about the newest adventure. This is excitement plus! Friday. Weather: Clear, warm. Admission: 40-30. Population: 3,500. Capacity: 562.—Tom McCaskey, Williamsburg Theatre, Williamsburg, Va.

**ST. LOUIS BLUES (Para)**
A good musical. Will please if you can get them in. I couldn't. Wed., Thurs. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**SERGEANT MADDEN (M-G-M)**
A fair program picture, but not as good as some of the other Wallace Beery pictures. Story none too plausible, but attendance was fair. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 170.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**SERGEANT MADDEN (M-G-M)**
Proof that Beery gets his best audience acceptance as a "bum." Our audience took this one all right, but they showed no enthusiasm when they went out as they did with "Stablemates," "The Old Soak," etc. Cosmopolitan patronage. Population: 550. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**SHINE ON, HARVEST MOON (Rep)**
They liked Lulu Belle and Scotty. Play up that angle—otherwise, only fair western. Tuesday. Weather: Good. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

**SOME LIKE IT HOT (Para)**
This was a fair picture for a light musical show. Played on my Money Nite. Did fair business. Bob Hope should have better parts than this. Tuesday. Weather: Fair. Admission: 25-10. Population: 1,000. Capacity: 342.—Ted Wilson, Rex Theatre, Carlisle, Ark.

**SPOILERS OF THE RANGE (Col)**
Good Charles Starrett western with good music by Sons of Pioneers. Lots of fast action in this one. Pleased all. Fri., Sat. Admission: 25-10. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Iowa.

**STAGECOACH (UA)**
You can't go wrong on this one. Book it by all means if you haven't already played it. Attendance little below par because of stiff competition. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**STAGECOACH (UA)**
A good western but not the epic they would have you believe. Sun., Mon. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

## T

**THREE MUSKETEERS (20th-Fox)**
A nutty comedy that is a flop in any language. Leave this in the can and play the cheapest western you can find, for it will please more. Fri., Sat. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams. Tivoli Theatre, Knoxville. Ill.

**TOPPER TAKES A TRIP (UA)**
Did not please. Far below original "Topper." Fri., Sat. Weather: Good. Admission: 35-10. Rural patronage. Population: 800. Capacity: 200.—E. L. Danielson, Castle Theatre, Mabel, Minn.

## U

**UNION PACIFIC (Para)**
On a picture like this there isn't much comment as far as faults. Everyone seemed to rave about this one. Had very good attendance. A very careful selection of characters. Fri., Sat. Weather: Clear. Admission: 25-10. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**UP THE RIVER (20th-Fox)**
Despite adverse reviews on this picture, I couldn't see anything radically wrong with it. It's a combination of a prison, comedy and musical picture. Your none-too-critical patrons will enjoy it. Also, good double bill fare. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

## W

**WIFE, HUSBAND AND FRIEND (20th-Fox)**
Was disappointed in this. However, it had enough comedy for relief from yodeling. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**WINGS OF THE NAVY (WB)**
A thrilling picture. The sight of those big "flying boats" were breath-taking. Sunday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 220.—Mrs. M. H. Robertson, Joyo Theatre, Coleridge, Neb.

## Y

**YES, MY DARLING DAUGHTER (FN)**
A fair picture. Nothing big, just a little feature that Warner called a special. Sun., Mon. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.




EVERYTHING about the Gotham bespeaks gracious living . . . its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent; economy not forgotten.

Under the same Management as
The Drake
CHICAGO
The Blackstone
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EVANSTON, ILL.
The Town House
LOS ANGELES
A. S. Kirkeby
Managing Director

The Gotham
5th Ave. at 55th St. NEW YORK CITY

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Quits Giveaways and Finds It Profitable

DETROIT—The small neighborhood theatre can successfully dispense with giveaways in a territory where double bills are the rule and thereby reduce operating expenses, says Edward Hilke, who operates the Perrien Theatre here. Hilke's own experience is the basis for his statement.

"I dropped giveaways two years ago," he told BOXOFFICE, "and I haven't lost any business. In fact, I'm making more money now than when I had dish giveaways.

"There has been no change in admission price, either. We are at the same price level with competing houses who are all giving away premiums.

"Frankly, I think people are tired of dishes as a giveaway. Too many have been given away. However, some people are greedy for dishes and they will travel a long way to get them. I had two customers who came several miles on the street car because we gave them dishes, but those two are about the only ones we lost.

"The policy has been very successful at the Perrien, although it might not be so in a larger theatre. My overhead is small, but the big house might feel unable to take the risk."

## *Car Parade in Victoria For "Man About Town"*

VICTORIA, B. C.—The highlight of the exploitation campaign conducted by Martin Cave of the Capitol to advertise "Man About Town" was a parade of 12 new Chevrolet cars through the city of Victoria one Saturday morning. The first car had a one-sheet cutout on the front bumper and a cutout on each side, all three advertising Jack Benny now showing at the Capitol Theatre.

The cars following spelled out the word "Chevrolet" with a big cutout letter on each car. The last car displayed two big banners advertising the new Chevrolet for the "Man About Town." Leading restaurants and grocery stores featured Jello tieups.

## *"Clinic" Cooperation*

YORK, PA.—Paul Harvey of the Strand has taken the highly unpopular institution—the dental clinic—and used it for a kiddie tieup with his theatre.

The trick was to get the schools to let kids off a few hours earlier if they attended the clinic. The schools also advertise a special "clinic show" at the Strand, when Harvey gives them three hours of entertainment, including plenty of cartoons. The clinic also advertises the shows.



## *"Home Made"—*

MONTICELLO, FLA.—This "home made" stagecoach was outfitted with a p. a. system and driven through the streets, selling "Stagecoach." Its foundation is an old-fashioned surrey. Miss Katherine Johnson, manager of the Katherine Theatre, who supervised the job, can be seen, but barely, seated in the stagecoach.

## *Crashes Parade to Sell Attractions at Loew's*

CLEVELAND—When Lakewood, residential suburb, celebrated its 50th birthday last week, Ed Huegle of Loew's Theatres art and publicity department crashed the parade with a fleet of seven little Bantam automobiles. Each floated a banner advertising current attractions at Loew's four theatres.

"Maisie," as exemplified by a beautiful blonde riding with Huegle in the leading car with the other six following in triangle formation, stole the show. The picture played a first week at Loew's State, moving over to Loew's Stillman for a second week downtown.

## *He Solicits Ghost Stories For Midnight Showing*

CEDARBURG, WIS.—In connection with a midnight ghost show held at the Rivoli here, Mark Morgan, manager, offered a number of passes to persons submitting the best ghost stories in condensed form. Winners' names were posted in the theatre boxoffice window. Flicker shown in connection with the special show was "The Crime of Dr. Crespi."

## *Sponsors Ball Team*

FORT WAYNE, IND.—Ralph Fisher, operator of the Maumee Theatre here, is sponsoring a kid's ball team. He matches his team against other local teams and then issues passes to the winning team in each instance. Two or more games are played each week and the stunt is creating a lot of interest in the games staged.

# NUGGETS

AL BARBER of the Cameo, South Orange, N. J., devised a four-day Spring Music Festival when he was faced with a shortage of product. On the program were: "The Life and Loves of Beethoven," "100 Men and a Girl," "Moonlight Sonata" and "Maytime." Ninety per cent of those who came were not his regular customers. This is a specialized venture which can be carried through anytime with the cooperation of local music schools and board of educators.

•

*Dave Kamsky of the Byrd and State, Richmond, Va., tied in with the Crosley Auto Co. for a "Bachelor Mother" ballyhoo. Four cars were obtained, one spotted in each of the lobbies while the other two toured the town. The cars in the lobbies were loaded with bathing beauties while those on tour carried ladies with babies, along with appropriate billing.*

•

The selection of Priscilla Lane by the Gold Star Mothers as "the typical American daughter" prompted Warner to tie in with Postal Telegraph to commemorate National Daughter's Day and plug "Daughters Courageous." Over 1,500 window cards carrying Miss Lane's photo are posted in branch offices of the telegraph company.

•

*Columns of publicity were snared in the* Rochester Evening News *by Manager Lester Pollock of Loew's, Rochester, N. Y., when he conducted a "Mr. Chips" Dog Contest for the run of "Goodbye, Mr. Chips." Two toy bulldogs, "Mr. and Mrs. Chips" and "Runaway" were awarded to two young girls who wrote the best letters on "Why Every Home Should Have a Dog." The pups were kept on display in the lobby until the contest was decided.*

•

United Artists is distributing large straw fans with the following copy: "To Keep You Cool While 'Four Feathers' Gets Hot at Your Boxoffice." The note is signed by Alexander Korda. Perspiring trade paper editors, at least, found it effective during the hot spell.

## *An Unscrambling Contest Held for "Daughters"*

APPLETON, WIS.—The Rio here tied up with the local daily in a contest exploitation on "Daughters Courageous," which provided for selecting the correct answers from those scattered about the classified section of the newspaper to problem pictures appearing daily for six days in the form of stills from the flicker. Twenty-five pairs of guest tickets were awarded in the contest.

## *Newspapers, Billboards To Exploit 'Livingstone'*

NEW YORK—The special advertising and exploitation campaign worked out by Charles E. McCarthy, 20th-Fox's director of advertising and publicity, for advance showings of "Stanley and Livingstone" sets a new company record for newspaper and billboard advertising.

More than 2,000 billboards are being used throughout the country in addition to the increased advertising space in newspapers. Space has been taken in the following national magazines: *Life, Look, Saturday Evening Post, Boys Life* and *National Geographic.*

Arrangements also have been made to display six pictorial bulletins, 20x30 inches, in 1,400 public libraries throughout the country. These pictorial displays will show graphically the work that goes into the production of a picture of such magnitude.

Locally, the campaign for the Roxy premiere was augmented by a display bulletin in 200 Postal Telegraph windows throughout the metropolitan area, and 2,000 nationally.

## *"Stronger Than Desire" Candid Camera Tieup*

INDIANAPOLIS—A contest has been announced by Manager L. Ward Farrar of Loew's Theatre, Indianapolis, with $5 in prizes for the candid camera fan who can make the best scene from Loew's screen, without flashlight or disturbance, during the run of "Stronger Than Desire," now showing at the theatre.

The award was inspired by the fact that a candid camera picture which shows the reflection of the camera-clicker in the eyes of the photo subject, solved an important mystery in the picture.

Consolation prizes of guest tickets will be awarded the five next best photos. The contest is being staged with the cooperation of the H. Lieber Co.

## *Red Cross Course*

A service staff completely trained in first aid administration for theatre patrons was achieved by the Paramount Enterprises, Inc., of Miami when 26 key employes (two from each of the 13 Paramount theatres) were graduated in Red Cross first aid course. Taking the course, which extended over a period of five weeks, with classes meeting twice weekly for a two hour period, were managers, assistant managers, department heads and chief ushers. Red Cross instructors supervised the classes and awarded certificates.

The new graduates include Brooks Clements, George Manley, Carl Mott, Eddie Carmichael, Dave Goyen, General Manager W. R. Lynch, Tommy Manning, Hazen Witt, Jimmie Love, William Barnett, Jack Worley, Fred Pope, Herbert Watson, Ross Henderson, Randall Miller, John Dwyer, George Allen, Lynnwood Darter, Paul Lee, William Merrill, Ted Otstott, William Mount, Bernard Harris, Dick Carlson, and Dave Alcock.




## *Critic's Endorsement—*

*An unusual selling point for a film was the publishing of the above photo in the Dallas* Dispatch-Journal *of Film Critic Eddie Barr and his personal endorsement of "Goodbye, Mr. Chips" at the Palace Theatre in Dallas.*

## *Pari-Mutuel Atmosphere On "King of the Turf"*

SALT LAKE CITY—The lobby and the foyer of the Utah Theatre took on a race track atmosphere to exploit "King of the Turf." Manager Sprowl arranged for a "prop horse" with a racing gear in the lobby, surrounded by a cutout of Adolphe Menjou and the rest of the cast. Over the horse's neck was a wreath of fresh cut flowers.

On one side of the foyer an alcove was built to represent a box-car with straw and a cutout of Menjou as a tramp. Also a betting window was arranged with copy on one side reading: "100 to 1 you'll like the show" and on the other side: "Today's winners" (announcing the names of the cast). Hanging in the foyer were pennants across the theatre with the names of famous race tracks. Staff employes wore jockey caps and uniforms.

## *500 Kids Participate in Beloit Costume Parade*

BELOIT, WIS.—Beloit Theatres Enterprise, Inc., staged a costume parade participated in by some 500 youngsters who were guests of the firm's Majestic at a morning show.

Object of the parade was to concoct the funniest costume. The kiddies marched in groups according to their playgrounds and their age divisions and carried signs identifying themselves. They had a police escort and their leaders accompanied them.

## *Usher Plugs Film*

CHICAGO—For "Winner Take All" at the Hamilton Theatre an usher was dressed in bathing suit with sweat shirt and walked up and down the street with a sign reading: "I'm in training to take all. See 'Winner Take All' at the Hamilton now."

# Unique Campaign by Loew's for "Oz"

NEW YORK—Loew's circuit is conducting a unique campaign to publicize "The Wizard of Oz" opening at the Capitol August 17. The idea is to select a boy and girl of high school age in each of the Loew metropolitan theatres to act as the theatre's representative on a city-wide reception committee to greet Judy Garland and Mickey Rooney who will make a personal appearance at the Capitol.

The committee will be on hand to meet Mickey and Judy when they arrive from Hollywood Monday and the 142 lucky ones will be guests at a luncheon staged by the stars.

The campaign in addition to publicizing the opening of the picture and the personal appearance of the two stars, is timed to ballyhoo "Andy Hardy Gets Spring Fever" now making the rounds of the circuit and an advance plug for Mickey and Judy in "Babes in Arms."

Every girl and boy of high school age was invited to fill out a blank which was available in the lobby. All coupons were kept in the box until Friday night when the name of the lucky boy and girl was chosen.

## *Summer Festival Week Observed at Theatre*

SYCAMORE, ILL.—Stewart Tomber used the installation of a new air-conditioning plant in the local Fargo Theatre as the occasion for a Summer Festival Week celebration at the theatre. The local *Sycamore Tribune* tied in with the event with special advertising and stories. Tomber had the Chamber of Commerce sponsor the event with its endorsement.




## *And It Was Free—*

*Here is how Dave Martin, manager of the Paramount in Hollywood, promoted a public address system gratis to plug "Stagecoach." A* 30x40 *card, spotlighted, was set up by way as explanation with an acknowledgement to the firm which supplied the equipment. Two men in attendance played recordings and plugged the picture in advance of the opening.*

# "CHIPS" AND "ON BORROWED TIME" AT ZENITH

AVERAGE IS 100%

## Top Hits of the Week

GOODBYE, MR. CHIPS (dual)—Omaha .....175
ON BORROWED TIME (dual)—Indianapolis .....175
ANDY HARDY GETS SPRING FEVER (dual)—Boston .....145
BACHELOR MOTHER (dual)—Los Angeles .....140
MAN IN THE IRON MASK (dual)—Portland .....140
ANDY HARDY GETS SPRING FEVER—Cleveland .....135
GOODBYE, MR. CHIPS (dual)—Omaha .....135
DAUGHTERS COURAGEOUS—Pittsburgh (2nd wk.) .....130
EACH DAWN I DIE—New York City (2nd wk.) .....130
ISLAND OF LOST MEN (dual)—Oklahoma City .....130

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 12th wk., New York City; 7th wk., Chicago; 6th wk., Seattle; 4th wk., Milwaukee.

**Lenin in 1918,** 7th wk., Cameo, New York City.

**Daughters Courageous,** 4th wk., Portland.

**Man About Town,** 3rd wk., Los Angeles.

**Andy Hardy Gets Spring Fever,** 3rd wk., Cincinnati, Seattle.

**Each Dawn I Die,** 3rd wk., New York City.

### BOSTON

Fenway—**Hell's Kitchen** (WB); **Million Dollar Legs** (Para) ..... 75
Memorial—**Bachelor Mother** (RKO); **Saint in London** (RKO) .....110
Metropolitan—**Each Dawn I Die** (FN); **Night Work** (Para) .....105
Orpheum—**Andy Hardy Gets Spring Fever** (M-G-M); **They All Come Out** (M-G-M)....145
Paramount—Same as Fenway ..... 75
State—Same as Orpheum .....120

### CHARLOTTE

Broadway—**Never Say Die** (Para) 1st part.... 90
Broadway—**Grand Jury Secrets** (Para), 2nd part ..... 90
Broadway—**Mr. Moto on Danger Island** (20th-Fox), 3rd part ..... 90
Carolina—**Daughters Courageous** (FN) .....100
Imperial—**Winter Carnival** (UA), 1st half.... 90
Imperial—**Miracles for Sale** (M-G-M), 2nd half.100
State—**Where the Buffalo Roam** (Mono).....100

### CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), held 7th wk. ..... 90
Chicago—**Good Girls Go to Paris** (Col), plus stage show (Rudy Vallee).....100
Garrick—**6,000 Enemies** (M-G-M) ..... 80
Oriental—**Man of Conquest** (Rep); **Bridal Suite** (M-G-M), both return first runs, plus stage show ..... 90
Roosevelt—**Daughters Courageous** (FN), 2nd loop wk. ..... 90
State-Lake—**Gracie Allen Murder Case** (Para), plus stage show ..... 90
United Artists—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. ..... 90

### CINCINNATI

Albee—**Bachelor Mother** (RKO), held over....130
Capitol—**Daughters Courageous** (FN), 2nd wk..120
Family—**Heritage of the Desert** (Para).....120
Keith's—**Blondie Takes a Vacation** (Col).....120
Palace—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk., held over.....120

### CLEVELAND

Allen—**Second Fiddle** (20th-Fox), 2nd wk.....120
Hippodrome—**Bachelor Mother** (RKO) .....125
Palace—**Indianapolis Speedway** (WB)..... 85
State—**Andy Hardy Gets Spring Fever** (M-G-M) .....135
Stillman—**On Borrowed Time** (M-G-M), 2nd wk. .....100

### DALLAS

Capitol—**Girl and the Gambler** (RKO), 1st half.110
Capitol—**Million Dollar Legs** (Para), 2nd half. 85
Majestic—**Captain Fury** (UA) .....100
Palace—**Daughters Courageous** (FN) .....125
Rialto—**Sorority House** (RKO) .....115
Tower—**Bachelor Mother** (RKO), 2nd wk.....100

### DENVER

Aladdin—**A Star Is Born** (UA), reissue; **Adventures of Tom Sawyer** (UA)..... 80
Broadway—**Andy Hardy Gets Spring Fever** (M-G-M); **Panama Lady** (M-G-M), after a wk. at the Orpheum .....110
Denham—**Stolen Life** (Para) ..... 50
Denver—**Daughters Courageous** (FN) .....105
Orpheum—**On Borrowed Time** (M-G-M); **Girl and the Gambler** (RKO) .....100
Paramount—**Naughty But Nice** (WB); **Waterfront** (WB) .....115
Rialto—**Hurricane** (UA); **Dead End** (UA), reissues, after a wk. at the Aladdin..... 75

### DETROIT

Adams—**Unexpected Father** (Univ), after a wk. at Fox; **Big Town Czar** (Univ)..... 75
Fox—**I Stole a Million** (Univ); **Career** (RKO).. 70
Michigan—**Goodbye, Mr. Chips** (M-G-M); **Indianapolis Speedway** (WB) ..... 90
Palms State—**Daughters Courageous** (FN), after wk. at Michigan; **Mickey, the Kid** (Rep) ..... 80

### INDIANAPOLIS

Alamo—**Trigger Fingers** (Sup); **Stunt Pilot** (Mono) ..... 70
Apollo—**Magnificent Fraud** (Para); **Million Dollar Legs** (Para) .....100
Circle—**Bachelor Mother** (RKO); **Career** (RKO) .....110
Loew's—**On Borrowed Time** (M-G-M); **Good Girls Go to Paris** (Col) .....175

### KANSAS CITY

Esquire—**Unexpected Father** (Univ) ..... 90
Midland—**Man in the Iron Mask** (UA); **Blondie Takes a Vacation** (Col) ..... 80
Newman—**Daughters Courageous** (FN), holdover ..... 70
Uptown—**Unexpected Father** (Univ) ..... 75

### LOS ANGELES

Chinese—**Winter Carnival** (UA); **Charlie Chan in Reno** (20th-Fox)..... 50
Downtown—**Daughters Courageous** (FN); **Sweepstakes Winner** (FN), 2nd wk..... 90
Four Star—**On Borrowed Time** (M-G-M), 2nd wk. ..... 70
Hillstreet—**Bachelor Mother** (RKO).....125
Hollywood—Same as Downtown ..... 90
Pantages—Same as Hillstreet .....140
Paramount—**Man About Town** (Para), 3rd wk.; **Magnificent Fraud** (Para) ..... 75
State—Same as Chinese ..... 50

### MILWAUKEE

Palace—**Good Girls Go to Paris** (Col); **Clouds Over Europe** (Col) .....110
Riverside—**Inside Information** (Univ), plus stage show .....100
Strand—**Goodbye, Mr. Chips** (M-G-M), 4th d. t. wk. ..... 90
Warner—**Each Dawn I Die** (FN); **Cowboy Quarterback** (FN) .....100
Wisconsin—**Andy Hardy Gets Spring Fever** (M-G-M); **They All Come Out** (M-G-M), 2nd wk. .....100

### MINNEAPOLIS

Aster—**Missing Daughters** (Col); **News Is Made at Night** (20th-Fox) ..... 90
Century—**Second Fiddle** (20th-Fox), 2nd wk.... 80
Gopher—**Five Came Back** (RKO) ..... 90
Minnesota—**Woman Doctor** (Rep), plus stage show (Evans & Mayer) .....100
Orpheum—**Winter Carnival** (UA) ..... 70
State—**On Borrowed Time** (M-G-M) ..... 80

### NEW HAVEN

College—**On Borrowed Time** (M-G-M); **Good Girls Go to Paris** (Col), 2nd wk. ..... 80
Loew-Poli—**Andy Hardy Gets Spring Fever** (M-G-M); **Chasing Danger** (20th-Fox).....*120
Paramount—**The Magnificent Fraud** (Para); **Million Dollar Legs** (Para) ..... 65
Roger Sherman—**The Man in the Iron Mask** (UA); **Beauty for the Asking** (RKO), 2nd wk., 5 days ..... 50
*Moved to College for 2nd wk.

### NEW ORLEANS

Center—**6,000 Enemies** (M-G-M) ..... 90
Globe—**Calling Dr. Kildare** (M-G-M), 2nd wk.. 70
Liberty—**Daughters Courageous** (FN) ..... 85
Orpheum—**Bachelor Mother** (RKO) .....125
Saenger—**Man About Town** (Para) .....125
State—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. .....100
Tudor—**Naughty But Nice** (WB) ..... 80

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 11th wk., held .....120
Capitol—**Andy Hardy Gets Spring Fever** (M-G-M), final 9 days ..... 60
Criterion—**Of Human Bondage** (RKO), reissue .....115
Globe—**Mr. Wong in Chinatown** (Mono)..... 80
Paramount—**Magnificent Fraud** (Para), 2nd wk., plus stage show ..... 90
Radio City Music Hall—**Winter Carnival** (UA), plus stage show ..... 90
Rivoli—**They Shall Have Music** (UA) .....120
Roxy—**Frontier Marshal** (20th-Fox), plus stage show ..... 90
Strand—**Each Dawn I Die** (FN), 2nd wk., plus stage show, held .....130

### OKLAHOMA CITY

Criterion—**Daughters Courageous** (FN) .....100
Liberty—**Gracie Allen Murder Case** (Para); **Nancy Drew, Detective** (WB), 4 days..... 80
Liberty—**Island of Lost Men** (Para); **The Girl and the Gambler** (RKO) .....130
Midwest—**The Mikado** (Univ), 5 days..... 40
Plaza—**Second Fiddle** (20th-Fox), moveover from Criterion .....100
State—**Mountain Rhythm** (Rep); **Parents on Trial** (Col), 3 days .....100
State—**Blondie Takes a Vacation** (Col); **Orphans of the Street** (Rep), 4 days.....115
Tower—**The Sun Never Sets** (Univ)..... 80

### OMAHA

Brandeis—**Each Dawn I Die** (FN); **The Girl From Mexico** (RKO) .....135
Omaha—**Goodbye, Mr. Chips** (M-G-M); **Boy Friend** (20th-Fox) .....175
Orpheum—**Maisie** (M-G-M); **Hell's Kitchen** (WB) .....120

### PHILADELPHIA

Boyd—**Andy Hardy Gets Spring Fever** (M-G-M) .....100
Earle—**Indianapolis Speedway** (WB) ..... 90
Fox—**The Mikado** (Univ), with Littlefield Ballet on stage .....100
Karlton—**Clouds Over Europe** (Col)..... 75
Palace—**The Sun Never Sets** (Univ), 2nd run.. 95
Stanley—**The Man in the Iron Mask** (UA), 2nd wk. ..... 75
Stanton—**Second Fiddle** (20th-Fox), 2nd run... 90

### PITTSBURGH

Alvin—**Unexpected Father** (Univ) ..... 80
Penn—**Andy Hardy Gets Spring Fever** (M-G-M) .....125
Stanley—**Hell's Kitchen** (WB) ..... 85
Warner—**Man About Town** (Para), 2nd d. t. wk. .....100

### PORTLAND, ORE.

Broadway—**The Man in the Iron Mask** (UA); **Sweepstakes Winner** (FN) .....140
Mayfair—**Daughters Courageous** (FN); **The House of Fear** (Univ), 4th wk..... 90
Orpheum—**The Magnificent Fraud** (Para); **Indianapolis Speedway** (WB) .....100
Paramount—**Second Fiddle** (20th-Fox); **The Lady and the Mob** (Col), 2nd wk.....100
United Artists—**Goodbye, Mr. Chips** (M-G-M), 2nd wk. .....125

### SALT LAKE CITY

Capitol—**The Lady and the Mob** (Col); **San Francisco** (M-G-M), reissue .....105
Centre—**Bachelor Mother** (RKO) .....105
Studio—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. .....105
Utah—**Good Girls Go to Paris** (Col); **Blind Alley** (Col) .....105

### SEATTLE

Blue Mouse—**Andy Hardy Gets Spring Fever** (M-G-M); **Torchy Runs for Mayor** (WB), 3rd wk. ..... 90
Fifth Avenue—**Daughters Courageous** (FN); **Saint in London** (RKO), 2nd wk..... 90
Liberty—**Blondie Takes a Vacation** (Col); **A Woman Is the Judge** (Col) ..... 90
Music Box—**Goodbye, Mr. Chips** (M-G-M), 6th wk. .....100
Orpheum—**Each Dawn I Die** (FN); **Bulldog Drummond's Bride** (Para), plus Jay Clarke in person .....100
Palomar—**Should Husbands Work?** (Rep); **Mr. Moto Takes a Vacation** (20th-Fox), plus stage show ..... 90
Paramount—**Man in the Iron Mask** (UA); **Nancy Drew, Trouble Shooter** (WB), 2nd wk..100

# PRODUCTION INDEX

## A CHECK-UP ON FEATURE RELEASES

**Releases of 1938-39 for a seven-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ✪ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.**

## *Columbia*

**A Woman Is the Judge..9025..(60).....July 10**
Drama. A woman judge finds the girl being tried for murder is her daughter who disappeared with her husband 17 years ago, and resigns her post to defend the girl. Frieda Inescort, Otto Kruger, Rochelle Hudson. Director: Nick Grinde.

**Awful Truth, The..1072..(92)..reissue.....June 15**
Comedy. A gay succession of events begin rolling when hubby steps out on his wife, but objects when she retaliates in like manner. Irene Dunne, Cary Grant, Ralph Bellamy. Director: Leo McCarey.

**Behind Prison Gates..9033..(62).....July 28**
Melodrama. A detective, posing as a criminal, barely escapes with his life when he enters a prison in the endeavor to track down his bank robber quarry. Brian Donlevy, Jacqueline Wells, Joseph Crehan. Director: Charles Barton.

**Blind Alley..9016..(71) .....May 11**
Action Drama. A killer escapes from prison, and he and his gang take refuge in the home of a psychology professor, where the latter attempts to analyze the fugitive. Chester Morris, Ralph Bellamy, Ann Dvorak. Director: Charles Vidor.

**Blondie Meets the Boss..9009..(70).....Mar. 8**
Comedy. Sequel to "Blondie," in which Dagwood, cheated out of a vacation, resigns, but finds himself doing housework when Blondie, who tries to get him his job back, winds up by taking the job herself. Penny Singleton, Arthur Lake, Larry Simms. Director: Frank Strayer.

**Blondie Takes a Vacation..9010..(68).....July 20**
Comedy. The Bumsteads finds themselves up to their necks in complications when they set out to save a hotel they want to stay in, from bankruptcy. Arthur Lake, Penny Singleton. Director: Frank Strayer.

**Clouds Over Europe** (formerly "Q" Planes) **9012..(79) .....June 20**
Action Drama. Scotland Yard is called upon to solve the disappearance of secret planes, and uncovers an espionage system operating a powerful destructive ray. Laurence Olivier, Valerie Hobson, Ralph Richardson. Director: Tim Whelan.

**Coast Guard..(..) .....Aug. 4**
Action Drama. Randolph Scott, appealed to by his wife, Frances Dee, saves Ralph Bellamy, who has been lost in a polar blizzard. The coast guard helps things along. Scott, Dee, Bellamy, Walter Connolly. Director: Edward Ludwig.

**First Offenders..9030..(61).....Apr. 12**
Drama. An attorney, concerned with the problem of rehabilitating wayward youngsters, gives up his job to carry out his idea. Walter Abel, Beverly Roberts, Iris Meredith. Director: Frank McDonald.

**Good Girls Go to Paris..9005..(73).....June 30**
Comedy. A pretty waitress from Minnesota with a yen to go to Paris, solves her problem in hilarious fashion, lining up four boy friends to take her there. Melvyn Douglas, Joan Blondell, Walter Connolly. Director: Alexander Hall.

**Lady and the Mob, The..9013..(65).....Apr. 3**
Comedy. A dainty, old lady bank owner sets out to rid the town of racketeers preying on dry cleaners. Fay Bainter, Ida Lupino, Henry Armetta. Director: Ben Stoloff.

**Law Comes to Texas..9214..(57).....Apr. 16**
Western. Wild Bill Hickok brings law and order to a small Texas town run by a crooked sheriff in cahoots with the judge. Bill Elliott, Veda Ann Borg. Director: Joseph Levering.

**Let Us Live..9007..(69).....Feb. 28**
Drama. A girl with a dauntless spirit battles to save her lover who was convicted unjustly. Maureen O'Sullivan, Henry Fonda, Ralph Bellamy, Alan Baxter. Director: John Brahm.

**Lone Star Pioneers..9213..(56).....Mar. 16**
Western. A U. S. Marshal joins a gang of train-robbers to locate the leader, and succeeds in rounding up the whole gang. Bill Elliott, Dorothy Gulliver. Director: Joseph Levering.

**Lost Horizon..1071..(118)..reissue .....June 1**
Drama. From the James Hilton novel, in which a group of travelers are kidnaped and brought to a strange, Tibetan civilization, where they find happiness and contentment. Ronald Colman, Jane Wyatt, Sam Jaffe, Margo. Director: Frank Capra.

**Man From Sundown..9208..(59).....July 15**
Western. The rangeland is over-run with a gang notorious for killing any eye-witnesses of its various atrocities, and Starrett, as a ranger, has a trick to turn. Charles Starrett, Iris Meredith. Sam Nelson directed.

**Missing Daughters..9027..(58) .....May 22**
Melodrama. A columnist solves the mystery of a missing girl, who is found murdered, and uncovers the dangerous ring responsible for this and other cases of missing girls. Richard Arlen, Rochelle Hudson, Marian Marsh. Director: C. C. Coleman jr.

**My Son Is a Criminal..9029..(59).....Feb. 22**
Action Drama. A retired police chief is unaware of his son's criminal activities, but is brought face to face with the tragedy when the police net closes in. Alan Baxter, Jacqueline Wells, Gordon Oliver. Director: C. C. Coleman, jr.

**North of Shanghai..9038..(59).....Feb. 10**
Action Drama. A woman reporter falls in love with a hard-boiled cameraman, and together they track down a spy ring while on assignments in China. James Craig, Betty Furness. Director: D. Ross Lederman.

**North of the Yukon** (formerly Mounted Police)**..9205..(64) .....Mar. 30**
Action Drama. Suspended for failing to capture a suspect, a Mountie does some undercover work of his own and gets involved in a murder, a kidnapping and a fur-raiding band. Charles Starrett, Linda Winters, Bob Nolan. Director: Sam Nelson.

**Only Angels Have Wings..9001..(122)....May 25**
Action Drama. A hard-boiled manager of a South American aviation line finds love and adventure in the air. Cary Grant, Jean Arthur, Richard Barthelmess. Director: Howard Hawks.

**Outside These Walls..9031..(61).....May 4**
Drama. Released from prison, a young man finds employment closed to him because of his past. With the help of the Warden he starts a newspaper, and again fights to prove his innocence when someone implicates him in a robbery. Michael Whalen, Dolores Costello, Virginia Weidler. Director: Raymond B. McCarey.

**Parents on Trial..9032..(57).....June 29**
Drama. A plea for patience and understanding by parents, especially in cases involving adolescent romances and elopements. Jean Parker, Johnny Downs, Noah Beery jr. Director: Sam Nelson.

**Romance of the Redwoods..9019..(67).....Mar. 30**
Outdoor Drama. Two log cutters, working at the same machine, are in love with the same girl. One of them is accidentally killed when the machine jams and the other, suspected of jealousy, is accused of murder. Charles Bickford, Jean Parker, Gordon Oliver. Director: Charles Vidor.

**Spoilers of the Range..9206..(58).....Apr. 27**
Western. Charles Starrett helps the ranchers recover the money stolen from them which was to pay for a new dam. Charles Starrett, Iris Meredith. Director: C. C. Coleman jr.

**Texas Stampede..9204..(57) .....Feb. 9**
Western. A sheriff risks his life trying to make peace between the sheep raisers and cowmen of his town. Charles Starrett, Iris Meredith. Director: Sam Nelson.

**Thundering West..9203..(57).....Jan. 12**
Western. A former member of an outlaw gang is appointed sheriff. He captures his own gang and becomes an honest citizen. Charles Starrett, Hank Bell. Director: Sam Nelson.

**Trapped in the Sky..9024..(61) .....June 1**
Action Drama. Portrays the efforts of a spy ring to destroy a new airplane development by the U. S. Army. Jack Holt, C. Henry Gordon, Katherine DeMille. Director: Lewis D. Collins.

**Western Caravans** (formerly Arizona Cowboy) **9207..(58) .....June 15**
Western. A sheriff prevents trouble that threatens when government settlers arrive to take up their claims. Charles Starrett, Iris Meredith, Russell Simpson. Director: Sam Nelson.

**Whispering Enemies..9023..(63).....Mar. 24**
Action Drama. A cosmetic manufacturer is forced into bankruptcy when a rival concern launches a whispering campaign against his product. He retaliates in a manner that gets him in trouble with the law. Jack Holt, Dolores Costello. Director: Lewis D. Collins.

## *First National*

**Blackwell's Island..361..(71) .....Mar. 25**
Action Drama. A gang lord takes over an island prison, where he lives in splendor, but a reporter spikes the efforts of the crooks and politicians. John Garfield, Rosemary Lane, Stanley Fields. Director: William McGann.

**Code of the Secret Service..374..(62).....May 27**
Action Drama. The secret service trail a band of counterfeiters operating from an old monastery in Mexico. Ronald Reagan, Roselle Towne, Moroni Olsen. Director: Noel Smith.

**Confessions of a Nazi Spy..353..(102).....May 6**
Action Drama. Based on Leon G. Turrou's articles dealing with the activities of the Nazi spy ring in America. Edward G. Robinson, Paul Lukas, Francis Lederer. Director: Anatole Litvak.

**Cowboy Quarterback..366..(56) .....July 29**
Comedy. A Montana cowboy sets a professional football league on fire until he gets mixed up with a couple of city slickers. Bert Wheeler, Marie Wilson. Noel Smith directed.

**Dark Victory..354..(106) .....Apr. 22**
Drama. A spoiled, flippant millionairess learns from her doctor-husband that her life is limited to months and that blindness will be the warning sign. Bette Davis, George Brent, Geraldine Fitzgerald. Director: Edmund Goulding.

**Daughters Courageous..360..(107) .....July 22**
Drama. A deserted wife, about to re-marry, is confronted by her returned husband. She, however, goes ahead with her plans and also manages to save her daughter from erring as she did. John Garfield, Claude Rains, Jeffrey Lynn, Fay Bainter. Director: Michael Curtiz.

**Kid From Kokomo..363..(92) .....June 24**
Action Drama. A country orphan boy becomes heavyweight champion through the efforts of a fight promoter and the motherly affection bestowed upon him by an aging erstwhile actress. Pat O'Brien, Wayne Morris, Joan Blondell, May Robson. Director: Lewis Seiler.

**Man Who Dared, The** (formerly I Am Not Afraid)**..375..(60) .....June 3**
Melodrama. A remake of "The Star Witness," in which an aging Spanish war veteran wipes out a gang of racketeers who try to intimidate him at a grand jury hearing. Charley Grapewin, Jane Bryan. Director: Crane Wilbur.

**Nancy Drew, Reporter..372..(67).....Feb. 18**
Comedy Drama. A girl, the ward of a wealthy woman, is held for the woman's murder, but Nancy finds the real culprit. Bonita Granville. John Litel. Director: William Clemens.

**Sweepstakes Winner..373..(59) .....Apr. 29**
Melodrama. A gullible blonde is taken in by a couple of race horse phonies, but beginners luck aids her in winning the sweepstakes. Marie Wilson, Johnnie Davis, Allen Jenkins, Charles Foy. Director: William McGann.

**Torchy Blane in Chinatown..371..(58)....Feb. 4**
Action Drama. Torchy Blane solves the Oriental murder mystery of three men who had received death threats. Glenda Farrell, Barton MacLane. Director: William Beaudine.

**Yes, My Darling Daughter..357..(85).....Feb. 25**
Comedy. Adapted from the sophisticated Broadway stage play. Two lovers, doomed to a two-year separation plan an unchaperoned weekend together, which results in a riotous family turmoil. Priscilla Lane, Jeffrey Lynn, May Robson, Roland Young. Director: William Keighley.

**You Can't Get Away With Murder..364 (78) .....May 20**
Action Drama. A boy of the slums pals around with a police character, who kills a pawnbroker, for which murder his sister's patrolman fiance is charged. Humphrey Bogart, Gale Page, Billy Halop, Harvey Stephens. Director: Lewis Seiler.

# Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

## Gaumont British

**Pagliacci..(78)** .....
Musical Drama. Based on the famous opera, "Il Pagliacci," in which a jealous husband kills his unfaithful wife and her lover. Richard Tauber, Steffi Duna. Director: Karl Grune.

## Grand National

**Exile Express..301..(70)** .....**May 13**
Drama. The chemist a girl works for is found dead and she is ordered deported. A reporter follows the girl, rescues her from abductors, and gets the story and the girl. Anna Sten, Alan Marshal. Director: Otis Garrett.

**Frontier Scout..325..(62)** .....**Oct. 21**
Western. A western with a Civil War background, in which Wild Bill Hickok as a Kansas town marshal saves his friend's cattle-commission house from cattle rustlers. George Houston, Al St. John, Dave O'Brien. Director: Sam Newfield.

**Panama Patrol..314..(69)** .....**May 20**
Action Drama. Uncle Sam's Cipher Bureau intercepts a note which leads to the uncovering of foreign spies operating in the Panama Canal zone. Leon Ames, Charlotte Wynters, Abner Biberman. Director: Charles Lamont.

**Singing Cowgirl** (formerly Lady Buckaroo) **W1-3..(57)** .....**May 31**
Western. A scheming lawyer discovers gold on an adjoining ranch, has the couple who owns it killed but is trapped when he tries to do away with the child. Dorothy Page, David O'Brien. Director: Samuel Diege.

**Six-Gun Rhythm..W1-19..(57)** .....**May 13**
Western. A college football hero returns to his ranch to find his father murdered and the murderers ruling the countryside. His football pals lend a hand and they clean up the mob. Tex Fletcher, Joan Barclay. Director: Sam Newfield.

## Metro-Goldwyn-Mayer

**Andy Hardy Gets Spring Fever..944..(87)..July 21**
Comedy. Mickey, as the hero of the annual high school play, manages to fall in love with the dramatics instructor, an infatuation that lasts clear up until a "man to man" talk with the judge. Lewis Stone, Mickey Rooney, Cecilia Parker. Director: W. S. Van Dyke II.

**Bridal Suite** (formerly Maiden Voyage) **937..(69)** .....**May 26**
Comedy. A spoiled playboy, after dodging his wedding three times, finally settles down when he falls in love with a maid in Switzerland. Annabella, Robert Young, Walter Connolly, Billie Burke. Director: William Thiele.

**Broadway Serenade..931..(113)** .....**Apr. 7**
Drama with Music. A success vs. marriage vs. career combination, in this story of a struggling song composer whose wife becomes a prima donna, which ultimately leads to their estrangement. Jeanette MacDonald, Lew Ayres, Frank Morgan. Director: Robert Z. Leonard.

**Calling Dr. Kildare..932..(86)** .....**Apr. 28**
Drama. A doctor's assistant in a clinic in a tenement district becomes involved in a murder case when he keeps secret a call he makes to help a wounded boy. Facing disgrace, he sets about to absolve the boy and to clear his own name. Lionel Barrymore, Lew Ayres, Lana Turner, Lynne Carver. Director: Harold S. Bucquet.

**Fast and Loose..924..(79)** .....**Feb. 17**
Mystery-Comedy. A dealer in rare books turns detective to save his life when he is accused of the murder and subsequent library raid of an eccentric book collector. Robert Montgomery, Rosalind Russell, Ralph Morgan. Director: Edwin L. Marin.

**Four Girls in White..921..(70)** .....**Jan. 27**
Drama. A selfish, student nurse, with a gold digger complex, is finally redeemed through sacrifice after the death of an innocent girl. Florence Rice, Alan Marshal, Ann Rutherford, Una Merkel. Director: Sylvan Simon.

**Goodbye, Mr. Chips..945..(114)** .....**July 28**
Drama. A schoolmaster becomes headmaster through the inspiration and love of his young wife which carries him to success even after her death. Robert Donat, Greer Garson. Sam Wood directed.

**Hardys Ride High, The..934..(81)** .....**Apr. 21**
Comedy. The Hardys are about to come into a large inheritance, but evidence is found to disprove their rights, and the family settles down to normal living once more. Lewis Stone, Mickey Rooney, Fay Holden, Cecilia Parker. Director: George B. Seitz.

**Honolulu..922..(85)** .....**Feb. 3**
Comedy with Music. An actor and a Hawaiian plantation owner, exchange places because each thinks the other has a more enviable life. Comic and romantic complications ensue. Eleanor Powell, Robert Young, Gracie Allen. Director: Edward Buzzell.

**Huckleberry Finn..923..(91)** .....**Feb. 10**
Comedy Drama. From Mark Twain's story of the lad who runs away with a Negro slave, the town believing the slave murdered the boy. Mickey Rooney, Rex Ingram, Walter Connolly. Director: Richard Thorpe.

**Ice Follies of 1939, The..925..(82)** .....**Mar. 10**
Musical. Two talented professionals elope, but their careers clash and false pride causes them to drift apart. The girl becomes a famous film star and her husband starts the "Ice Follies." Success for both, after years of separation, reunites them. Joan Crawford, James Stewart, Lew Ayres. Director: Reinhold Schunzel.

**Idiot's Delight..920..(107)** .....**Jan. 27**
Comedy Drama. From the Pulitzer Prize play. Two small-time vaudevillians, who fall in love in Omaha, meet years later in Geneva. The girl, mistress of a munitions manufacturer, is left flat in an air raid and goes back to her old love. Norma Shearer, Clark Gable, Edward Arnold. Director: Clarence Brown.

**It's a Wonderful World..936..(86)** .....**May 19**
Comedy. A private detective, assigned to guard a millionaire playboy, finds himself trying to solve a murder to keep his boss from going to the electric chair for the crime. Claudette Colbert, James Stewart, Ernest Truex. Director: W. S. Van Dyke II.

**Kid From Texas, The..929..(70)** .....**Apr. 14**
Romantic Comedy. A Texas cowhand shows society back east a few fancy ways of playing polo. Dennis O'Keefe, Florence Rice. Director: S. Sylvan Simon.

**Lady of the Tropics..947..(91)** .....**Aug. 11**
Drama. Torrid love story of the "never-the-twain-shall-meet" variety. Robert Taylor, Hedy Lamarr, Joseph Schildkraut. Director: Jack Conway.

**Let Freedom Ring..926..(85)** .....**Feb. 24**
Drama With Music. A film with a patriotic theme, the story centering around the attempts of railroad operators to steal the settlers' lands. Nelson Eddy, Virginia Bruce, Victor McLaglen, Lionel Barrymore, Edward Arnold, Charles Butterworth. Director: Jack Conway.

**Lucky Night..933..(82)** .....**May 5**
Comedy. A bored daughter of wealth meets a young man on a park bench, and after embarking on a night in search of excitement, they wind up married. But when the spirit of excitement dies down, the marriage is threatened. Myrna Loy, Robert Taylor. Director: Norman Taurog.

**Maisie..940..(74)** .....**June 23**
Comedy. A showgirl, stranded in Wyoming, gets a job on a cattle ranch, and shows the woman-hating foreman a few tricks of her own. Robert Young, Ann Sothern. Director: Edwin L. Marin.

**Miracles for Sale..946..(70)** .....**Aug. 4**
Mystery-Drama. Called upon to expose a quack ghost-chaser, a young magician soon finds himself in the midst of a pair of baffling murders. Robert Young, Florence Rice, Henry Hull. Director: Tay Garnett.

**On Borrowed Time..942..(99)** .....**July 7**
Drama. The story of a beloved grandfather who fights death to keep the grandson he adores from the clutches of a scheming aunt. Lionel Barrymore, Bobs Watson, Sir Cedric Hardwicke, Beulah Bondi. Director: Harold S. Bucquet.

**Pygmalion..980..(87)** .....**Mar. 3**
Comedy. From George Bernard Shaw's story, in which a professor of speech sets out to win a wager by transforming a poor, ignorant flower girl into a lady. Leslie Howard, Wendy Hiller. Director: Anthony Asquith.

**Sergeant Madden..927..(80)** .....**Mar. 24**
Action Drama. The story of an American cop, whose pursuit of justice made him unrelentingly trail his own son who had gone from cop to killer. Wallace Beery, Tom Brown, Alan Curtis, Fay Holden. Director: Josef von Sternberg.

**6,000 Enemies..938..(61)** .....**June 9**
Melodrama. A hardboiled district attorney who sent scores of framed men to prison is himself framed and put behind the bars with 6,000 enemy inmates plotting against him. Walter Pidgeon, Rita Johnson, Paul Kelly, Harold Huber. Director: George B. Seitz.

**Society Lawyer..930..(78)** .....**Mar. 31**
Drama. A remake, in which a conservative lawyer resigns his position to be a criminal lawyer, and loses his fiancee as a result but is called in to defend his rival in love on a murder charge. Walter Pidgeon, Virginia Bruce, Leo Carrillo. Director: Edwin L. Marin.

**Stronger Than Desire..941..(78)** .....**June 30**
Drama. Remake of "Evelyn Prentice" in which a brilliant criminal lawyer learns his wife is involved in a murder, through the reflection in the eye of a snapshot of the murdered man. Virginia Bruce, Walter Pidgeon. Director: Leslie Fenton.

**Tarzan Finds a Son!..939..(81)** .....**June 16**
Action Drama. The King of the Jungle returns to share his glory with the crown prince of Tarzania. Johnny Weissmuller, Maureen O'Sullivan, John Sheffield. Director: Richard Thorpe.

**Tell No Tales..935..(69)** .....**May 12**
Action Drama. A newspaperman, into whose hands falls a hundred-dollar bill that is part of the ransom money paid in a kidnapping, trails its source, and at each step a drama is uncovered which involves a group of individuals through whose hands the money has passed. Melvyn Douglas, Louise Platt, Douglas Dumbrille. Director: Leslie Fenton.

**They All Come Out..943..(70)** .....**July 14**
Drama. Authentic shots of the interiors and system of the Federal Bureau of Prisons form the background of this story of a hungry, ragged youth who aligned himself with a gang of criminals and is sent to a reformatory. Rita Johnson, Tom Neal. Director: Jacques Tourneur.

**Within the Law..928..(65)** .....**Mar. 17**
Melodrama. A remake of the famous play by Bayard Veiller. A girl serves three years in prison for robbing her employer, a charge on which she is innocent. When released, she plans to marry boss's son for revenge but falls in love with him. Ruth Hussey, Paul Kelly, William Gargan. Director: Gustav Machaty.

## Monogram

**Across the Plains** (formerly Riders of the Rio Grande)..3855..(53) .....**June 1**
Western. Two brothers are separated in childhood, one is reared by Indians, the other by renegades. The first swears vengeance on the renegades, not knowing that his brother is at the head when their paths cross years later. Jack Randall, Dennis Moore, Joyce Bryant. Director: Spencer Bennett.

**Boys' Reformatory..3820..(61)** .....**May 1**
Action Drama. A young lad takes the rap so that his buddy can stay out of the reformatory and save his face with his mother. Frankie Darro, Grant Withers. Director: Howard Bretherton.

**Convict's Code** (formerly Parole) **3822..(63)** .....**Jan. 18**
Action Drama. A man paroled from prison, sets out to clear his name and to find the party who framed him. Robert Kent, Anne Nagel, Sidney Blackmer. Director: Lambert Hillyer.

**Down the Wyoming Trail..3864..(62)**.....**May 18**
Western. A ranch foreman dresses as Santa Claus to capture a cattle rustler. Tex Ritter, Mary Brodell, Horace Murphy, Charles King. Director: Al Herman.

**Drifting Westward..3854..(59)** .....**Jan. 25**
Western. It's the old story of the hidden gold mine, who has the map and how it turns up accidentally after the hero is called into service. Jack Randall, Edna Duran. Director: Bob Hill.

**Gang Bullets..3818..(63)** .....**Nov. 23**
Melodrama. A district attorney "joins" a racketeering mob, finally driving them out of Bridgetown. Robert Kent, Ann Nagel, Charles Trowbridge. Director: Lambert Hillyer.

**Girl From Rio..3825..(62)** .....**Aug. 7**
Musical Comedy. A South American singer comes to New York to save her brother from a false arrest. A job in a night club leads her to the owner and his conviction as the man who framed her brother.

**Little Pal** (formerly The Healer)..**Reissue** **..3828..(66)** .....**Feb. 3**
Drama. A young doctor, operating a small town orthopedic clinic, effects cures that win him fame as a miracle healer. Ralph Bellamy, Karen Morley, Mickey Rooney, Judith Allen. Director: Reginald Barker.

**Man From Texas..3865..(60)** .....**July 21**
Western. A railroad trouble shooter protects New Mexico ranchers from the inroads of a land-gathering schemer. Tex Ritter, Charles B. Wood. Director: Al Herman.

**Mr. Wong in Chinatown..3807..(70)**.....**July 24**
Mystery. Wong captures the killer of a Chinese princess, who was a guest in his own house, while on a mission to purchase airplanes for her brother's province. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

**Mystery of Mr. Wong..3806..(67)**.....**Mar. 8**
Melodrama. The Oriental sleuth tracks down an invisible killer. Boris Karloff, Dorothy Tree, Grant Withers. Director: William Nigh.

**Mystery Plane** (formerly Sky Pirate) **..3809..(60)** .....**Mar. 8**
Action Drama. An inventor of a bombing device outwits a spy who kidnaps him to get the

plans, and escapes in a plane, the spy in pursuit. An air fight ensues. John Trent, Milburn Stone, Marjorie Reynolds. Director: George Waggner.

**Navy Secrets**..3805..(60) .....**Feb. 1**
Action Drama. Two Naval Intelligence Service workers find romance when they meet while working on the same case. Grant Withers, Fay Wray, William von Brincken. Director: Howard Bretherton.

**Riders of the Frontier**..3866..(..) .....**Aug. 9**
Western. Tex saves the girl ranch owner from the schemes of her ranch boss. Tex Ritter. Director: Spencer Bennet.

**Rollin' Westward**..3863..(57) .....**Mar. 1**
Western. Tex joins a gang of homesteaders but learns that their claims in the cattle country are illegal, and crime runs rampant until the guilty parties are brought to justice. Tex Ritter, Dorothy Fay. Director: Al Herman.

**Should a Girl Marry?** (formerly Girl From Nowhere)..3823..(57) .....**June 10**
Melodrama. Unaware that she was born in prison, a young bride is victim of a blackmail plot being aligned against her. But the blackmailer's wife prevents the plot from taking form. Anne Nagel, Warren Hull, Lester Mathews, Mayo Methot. Director: Lambert Hillyer.

**Starlight Over Texas**..3859..(59).....**Sept. 7**
Western. The first in the series of eight prairie operas Monogram will make. Story concerns a Texas ranger in pursuit of cattle rustlers. Tex Ritter. Director: Al Herman.

**Star Reporter**..3822..(62) .....**Feb. 22**
Melodrama. A young newspaper publisher inaugurates a campaign against crime, and gets himself in deep when he learns prominent people are involved. Warren Hull, Marsha Hunt, Morgan Wallace. Director: Howard Bretherton.

**Streets of New York**..3802..(73).....**Apr. 12**
Drama. A lad of the slums sets up Abraham Lincoln as his ideal and strives to become a lawyer in the face of poverty and a gangster brother. Jackie Cooper, Martin Spellman, George Irving. Director: William Nigh.

**Stunt Pilot**..3814..(62) .....**July 1**
Action Drama. Second of the "Tailspin Tommy" series. A stunt pilot for a motion picture company, while making a war film, is involved in a murder mystery when real bullets are substituted for blanks and he innocently kills another pilot. John Trent, Marjorie Reynolds, Milburn Stone. Director: George Waggner.

**Sundown on the Prairie**..3862..(53).....**Feb. 8**
Western. A mountain pass is dynamited to trap a gang of cattle smugglers. Tex Ritter, Dorothy Fay. Director: Al Herman.

**Tough Kid**..3819..(61).....**Dec. 28**
**Action Drama. A tough kid keeps his brother's fight manager from resorting to trickery to throw the championship fight. Frankie Darro, Dick Purcell, Judith Allen. Director: Howard Bretherton.**

**Trigger Smith**..3854..(59) .....**Mar. 22**
Western. The sheriff's son cleans up a gang of bank robbers who had killed his brother. Jack Randall, Frank Yaconelli, Dennis Moore, Joyce Bryant. Director: Alan James.

**Undercover Agent**..3824..(56) .....**Apr. 5**
**Melodrama. A postal inspector finds the party behind a counterfeit sweepstakes ticket racket, thereby clearing his girl's father of the charge.** Russell Gleason, Shirley Deane, J. M. Kerrigan. Director: Howard Bretherton.

**Wanted by Scotland Yard**..3829..(62).....**Apr. 19**
Melodrama. An ex-convict is framed into going back into a criminal career when he is led to believe his sweetheart has betrayed him. James Stephenson, Betty Lynne. Director: Norman Lee.

**Wolf Call**..3813..(65) .....**May 22**
Action Drama. Adapted from Jack London's novel, of a New York playboy whose father, in order to make a man of him, sends him into the Northern wilds to operate a radium mine. John Carroll, Movita. Director: George Waggner.

## *Paramount*

**Ambush**..3820..(62) .....**Jan. 20**
Action Drama. A gang of bandits kidnap a girl working in a bank because she recognized her brother as one of the bandits. The boy loses his life to save his sister. Gladys Swarthout, Lloyd Nolan, William Henry. Director: Kurt Neumann.

**Back Door to Heaven**..3833..(85) .....**Apr. 21**
Drama. Five people in the same graduating class meet ten years later as a lawyer, a night club dancer, a bank president, a dishonored ship's captain, and a fugitive from the law. Wallace Ford, Aline McMahon, Stuart Erwin, Patricia Ellis. Director: Wm. K. Howard.

**Beachcomber, The**..3863..(89) .....**Mar. 10**
Drama. A shiftless drifter in the Dutch East Indies tropics wages a strong fight against a woman missionary who tries to reform him. Charles Laughton, Elsa Lanchester. Director: Erich Pommer.

**Boy Trouble**..3824..(74) .....**Feb. 17**
Comedy. Two adopted youngsters nearly wreck a household and almost cause a divorce, but the family is drawn together when one of the boys becomes ill. Charles Ruggles, Mary Boland, Billy Lee, Donald O'Connor. Director: George Archainbaud.

**Bulldog Drummond's Bride**..3844..(57)....**June 30**
Melodrama. Drummond finally marries his fiancee, despite interruptions by a bank robbery and a midnight murder. John Howard, Heather Angel. Director: James Hogan.

**Bulldog Drummond's Secret Police**..3831..(55) .....**Apr. 14**
Melodrama. A valuable King's treasure is lost, and Drummond unearths a torture chamber in the secret passages of Rockingham Towers, and murder, explosions and horror prevail until the mystery is solved. John Howard, Heather Angel, Reginald Denny, E. E. Clive. Director: James Hogan.

**Cafe Society**..3826..(83) .....**Mar. 3**
Drama. A glimpse into the Gotham circle of cafe society, where a news reporter meets and falls in love with a wealthy girl. Madeleine Carroll, Fred MacMurray, Shirley Ross. Director: Edward H. Griffith.

**Gracie Allen Murder Case**..3839..(75).....**June 2**
Comedy. Gracie sends the wrong man to jail, the police to an insane asylum and falls in love with the murderers, before she and Philo Vance solve a murder mystery. Gracie Allen, Warren William, Kent Taylor, Ellen Drew. Director: Alfred E. Green.

**Grand Jury Secrets**..3842..(68).....**June 23**
Melodrama. Two brothers, one a star reporter and the other, an assistant district attorney, fight against each other for honors and scoops. John Howard, Porter Hall, Gail Patrick. Director: James Hogan.

**Heritage of the Desert**..3843..(73) .....**June 23**
Western. A city-bred lad matches fists and wits with land thieves who try to deprive him of a ranch he inherits. Donald Woods, Evelyn Venable, Robert Barrat, Sidney Toler. Director: Lesley Selander.

**Hotel Imperial**..3836..(80) .....**May 12**
Drama. A war drama of a young woman who, in search of an officer responsible for her sister's suicide, falls in love with the man she hates. Isa Miranda, Ray Milland, Gene Lockhart, Reginald Owen. Director: Robert Florey.

**I'm From Missouri**..3830..(77).....**Apr. 7**
Comedy. Burns goes to London to interest the British army in his thoroughbred mules, and meets stiff competition when a tractor mogul tries to sell the government calvary tanks. Bob Burns, Gladys George, Gene Lockhart, Judith Barrett. Director: Theodore Reed.

**Invitation to Happiness**..3841..(99).....**June 16**
Drama. A low-brow prize fighter marries a high-brow girl. He loses the world's heavyweight championship and his wife, but wins the latter back again. Fred MacMurray, Irene Dunne, Charlie Ruggles. Director: Wesley Ruggles.

**Island of Lost Men**..3848..(64).....**July 28**
Drama. A crazed Eurasian, who has set up a kingdom of savages and outcast whites is foiled by the daughter of a Chinese general he had robbed and left to die. Anna May Wong, J. Carrol Naish. Kurt Neumann directed.

**King of Chinatown**..3827..(57).....**Mar. 17**
Melodrama. A Chinese woman doctor nurses a gangster leader back to health after he had been shot, despite her hatred for him, and he falls in love with her, but is later killed by his henchmen. Anna May Wong, Akim Tamiroff, J. Carrol Naish. Director: Nick Grinde.

**Lady's From Kentucky, The**..3834..(77)..**Apr. 28**
Comedy Drama. A hard-boiled bookmaker learns the real meaning of sportsmanship when he falls in love with a Kentucky belle. George Raft, Ellen Drew. Director: Alexander Hall.

**Magnificent Fraud**..3847..(78) .....**July 21**
Action Drama. An actor masquerading as the president of a Latin American republic, at the behest of conspirators, gives his life for a democratic government. Akim Tamiroff, Lloyd Nolan, Patricia Morison. Director: Robert Florey.

**Man About Town**..3845..(85).....**July 7**
Musical. A shy producer, in love with his star who is unaware of the fact, creates some hilarious situations when he pretends to be a gay Casanova. Jack Benny, Dorothy Lamour, Edward Arnold. Director: Mark Sandrich.

**Midnight**..3828..(93) .....**Mar. 24**
Comedy Drama. A young woman, stranded in Paris, pretends she is a Baroness, and a taxi driver aids her by posing as her husband. Claudette Colbert, Don Ameche, Francis Lederer, John Barrymore. Director: Mitchell Leisen.

**Million Dollar Legs**..3846..(63).....**July 14**
Comedy With Music. A bunch of college kids put their school on the athletic map in defiance of the wishes of the founder. Betty Grable, Jackie Coogan, John Hartley, Donald O'Connor. Director: Nick Grinde.

**Never Say Die**..3832..(80) .....**Apr. 14**
Comedy With Music. A man with 30 days to live marries an heiress who is running away from a fortune hunter. Martha Raye, Bob Hope. Director: Elliott Nugent.

**Night Work**..3849..(61) .....**Aug. 4**
Comedy. A pair of foster parents prove their mettle when they save their adopted son from falling off a building, thereby having the adoption approved by the lad's steeplejack grandfather. Mary Boland, Charlie Ruggles, Donald O'Connor. Director: George Archainbaud.

**. . . one-third of a nation . . . 3825..(75)..Feb. 24**
Drama. A story of the housing problems, that deals with the slum sections. Sylvia Sidney, Leif Erickson. Director: Dudley Murphy.

**Our Leading Citizen**..3850..(90).....**Aug. 12**
Drama. A seat in Congress is the reward of a kindly lawyer who extricates his home town from a series of labor-capital-isms strifes. Bob Burns, Susan Hayward. Director: Alfred Santell.

**Paris Honeymoon**..3821..(85) .....**Jan. 27**
Musical Comedy. A wealthy American goes to Europe to await the Paris divorce of his fiancee. In the interim he falls in love with a beautiful peasant girl. Bing Crosby, Franciska Gaal, Edward Everett Horton, Akim Tamiroff. Director: Frank Tuttle.

**Persons in Hiding**..3823..(69).....**Feb. 10**
Action Drama. The astonishing story of a female Svengali who turns a small-time crook into America's most dangerous criminal. Based on the book by J. Edgar Hoover. Lynne Overman, Patricia Morison, J. Carrol Naish. Director: Louis King.

**St. Louis Blues**..3822..(87).....**Feb. 3**
Musical Romance. A showgirl, fleeing a ruthless manager, joins a show boat troupe as a singer, and saves the owner from bankruptcy. Dorothy Lamour, Lloyd Nolan, Tito Guizar. Director: Raoul Walsh.

**Silver on the Sage**..3858..(68).....**Mar. 31**
Western. Hopalong poses as a gambler to find the leader of a gang of rustlers, who uses a double as his alibi. William Boyd, George Hayes, Russell Hayden. Director: Lesley Selander.

**Some Like It Hot**..3837..(65).....**May 19**
Musical. A jam session of swing music aided by laughs and romance. Bob Hope, Shirley Ross, Una Merkel, Gene Krupa and orchestra. Director: George Archainbaud.

**Stolen Life**..3864..(90) .....**May 26**
Drama. The story of twin sisters of opposite types, one of whom marries an explorer and is accidently drowned, whereupon the other assumes her identity. Elisabeth Bergner, Michael Redgrave. Director: Paul Czinner.

**Sudden Money**..3829..(62) .....**Mar. 31**
Comedy. What happens when Mr. Average American Family wins the sweepstakes. Charles Ruggles, Marjorie Rambeau, Charles Grapewin. Director: Nick Grinde.

**Sunset Trail**..3857..(68) .....**Feb. 24**
Western. The murder of a wealthy rancher climaxes a series of stagecoach robberies and murders by a cunning gambler and his outlaw gang. Hopalong poses as a wealthy tenderfoot to bring about their capture. William Boyd, George Hayes, Russell Hayden, Jane Clayton. Director: Lesley Selander.

**Tom Sawyer, Detective**..3816..(68).....**Dec. 23**
Comedy Drama. Huck Finn and Tom Sawyer, while on a country visit discover a murder and solve the case in their own way. Donald O'Connor, Billy Cook, Porter Hall. Director: Louis King.

**Undercover Doctor**..3840..(67) .....**June 9**
Action Drama. Based on the activities of J. Edgar Hoover in his expose of doctors who get rich by treating wounded criminals. Lloyd Nolan, J. Carrol Naish, Janice Logan. Director: Louis King.

**Unmarried**..3838..(66) .....**May 26**
Comedy Drama. A tough prizefighter and speakeasy proprietress find regeneration through love of an orphan boy. Helen Twelvetrees, Buck Jones. Director: Kurt Neumann.

**Union Pacific**..3835..(137) .....**May 5**
Outdoor Drama. The history of the building of the Union Pacific railroad. Barbara Stanwyck, Joel McCrea, Robert Preston, Lynne Overman. Director: Cecil B. DeMille.

# Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

## Republic

**Blue Montana Skies..844..(56) .....May 5**
Western. A band of Canadian Northwest fur smugglers use a Montana dude ranch as their front, but a Canadian cattleman seeks them out to avenge the murder of his partner. Gene Autry, Smiley Burnette, June Storey. Director: B. Reeves Eason.

**Colorado Sunset..846..(64) .....July 31**
Western. A veterinarian's "protective association" is exposed, and with it the sheriff's protection. Autry wins the election, and the cattlemen's market again is open. Gene Autry, Smiley Burnette. Director: George Sherman.

**Fighting Thoroughbreds..808..(65) .....Jan. 6**
Action Drama. The offspring of a thoroughbred they had tried to disqualify, grows up, enters the derby and wins the race. Ralph Byrd, Mary Carlisle, George Hayes. Director: Sidney Salkow.

**Forged Passport..823..(64) .....Feb. 15**
Action Drama. After getting fired for being too ready with his fists, a government man goes after a gang of alien smugglers and is reinstated in the service. Paul Kelly, June Lang, Lyle Talbot. Director: Joe Kane.

**Frontier Pony Express..854..(57) .....Apr. 19**
Western. A Pony Express Rider saves the army's documents from Confederate spies. Roy Rogers, Mary Hart, Don Dillaway. Director: Joe Kane.

**Home on the Prairie..842..(58).....Feb. 10**
Western. The singing cowboy turns cattle inspector and solves the mystery of the hoof-and-mouth disease in his district. Gene Autry, Smiley Burnette, June Storey. Director: Jack Townley.

**I Was a Convict..824..(62).....Mar. 6**
Melodrama. A multi-millionaire befriends two paroled convicts he had met while in prison for income tax evasion. One of them, intending to rob him, is rehabilitated when he falls for the man's daughter, and saves his benefactor from a kidnap plot. Barton MacLane, Beverly Roberts, Clarence Kolb. Director: Aubrey Scotto.

**In Old Caliente..856..(61).....June 23**
Western. Rogers, through the aid of friends, traps the real thief and clears himself of a theft charge brought against him by his employer. Roy Rogers, Mary Hart, Jack LaRue. Director: Joe Kane.

**Man of Conquest..801..(97) .....May 15**
Historical Drama. The story of Sam Houston and his fight for Texan independence from Mexico, and Texas' ultimate entry into the Union. Richard Dix, Gail Patrick, Edward Ellis. Director: George Nicholls jr.

**Mexicali Rose..843..(58) .....Mar. 27**
Western. Oil stock swindlers victimize a girl who runs an orphanage in Mexico. Gene Autry, Smiley Burnette, Noah Beery. Director: George Sherman.

**Mickey, The Kid..814..(66) .....July 3**
Drama. A gangster's boy, born into a life of crime, fights his way out, after the taste of a better environment, in his determination to become an honest citizen. Bruce Cabot, Tommy Ryan. Director: Arthur Lubin.

**Mountain Rhythm..845..(59) .....June 9**
Western. Gene Autry uncovers a plot to deprive the ranchers of their grazing lands. Gene Autry, Smiley Burnette, Maude Eburne. Director: B. Reeves Eason.

**My Wife's Relatives..810..(65).....Mar. 20**
Comedy. Mr. Higgins' home-made candy business takes a sudden rise when a valuable diamond is lost, and his son, deducing it had fallen into the candy, advertises the fact to the public. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

**Mysterious Miss X..809..(62).....Jan. 10**
Melodrama. An actor, accused of murder, is freed by a peculiar twist of fate. But he and the dead man's daughter together solve the murder. Michael Whalen, Mary Hart, Chick Chandler. Director: Gus Meins.

**New Frontier..868..(..) .....Aug. 11**
Western. A fight for a water pipe line to their desert land motivates this Three Mesquiteers yarn. John Wayne, Ray Corrigan. Director: George Sherman.

**Night Riders..865..(58) .....Apr. 12**
Western. The Three Mesquiteers defy a gambler who uses a forged land grant to oust ranchers. John Wayne, Ray Corrigan, Max Terhune. Director: George Sherman.

**Pride of the Navy..822..(63).....Jan. 26**
Drama. A young seaman, who fails in the initial test of his torpedo-boat invention, later wins success and the captain's daughter. James Dunn, Rochelle Hudson. Director: Charles Lamont.

**Rough Riders Roundup..853..(58).....Mar. 13**
Western. Two Border Patrolmen are suspended for allowing an outlaw gang to escape. They follow the leader to his hideout and capture the gang, which wins their reinstatement. Roy Rogers, Mary Hart, Raymond Hatton. Director: Joseph Kane.

**She Married a Cop..815..(65) .....July 15**
Musical Comedy. A singing policeman is framed into "doubling for a pig" by an animated cartoon producer. Phil Regan, Jean Parker. Director: Sidney Salkow.

**Should Husbands Work?..816..(62).....July 26**
Comedy. A wife beats her husband to a job but after queering a big deal, all is straightened when it is found the family holds a key block of stock. James Gleason, Lucile Gleason. Director: Gus Meins.

**S. O. S. Tidal Wave..813..(60).....June 2**
Action Drama. A television news commentator combats gangsters using a rival television station to telecast a horror film. Ralph Byrd, George Barbier, Kay Sutton. Director: John Auer.

**Southward Ho!** (formerly Headin' for Texas) **855..(58) .....May 18**
Western. Conflict arises between two ex-Confederate soldiers and their ranch co-owner when they learn the latter was a Union officer. Roy Rogers, Mary Hart, George Hayes. Director: Joe Kane.

**Street of Missing Men..811..(65) .....Apr. 25**
Action Drama. Upon his release from Alcatraz, a former gangster leader sets out to wreck the newspaper which sent him to prison. Charles Bickford, Harry Carey, Tommy Ryan, Guinn Williams. Director: Sidney Salkow.

**Three Texas Steers..866..(59) .....May 15**
Western. A young girl is led to believe the ranch she inherited is worthless, but the Three Mesquiteers save her from being duped. John Wayne, Ray Corrigan, Max Terhune, Carole Landis. Director: George Sherman.

**Woman Doctor..808..(65) .....Feb. 10**
Drama. A woman surgeon, with little time for her husband and child, is faced with a divorce threat when her husband falls for a charmer. They are reconciled when their child is injured in an accident. Frieda Inescort, Henry Wilcoxon, Claire Dodd, Sybil Jason. Director: Sidney Salkow.

**Wyoming Outlaw..867..(62) .....June 21**
Western. The Three Mesquiteers smash a political relief racket after the gang forces an innocent boy to turn outlaw. John Wayne, Ray Corrigan, Raymond Hatton, Donald Barry. Director: George Sherman.

**Zero Hour, The..812..(62) .....May 27**
Drama. How a stage star, with loyalty and courage, faces a tangled problem, when the man she is about to marry is hopelessly crippled in an automobile accident. Frieda Inescort, Otto Kruger, Don Douglas. Director: Sidney Salkow.

## RKO Radio

**Almost a Gentleman..920..(65).....Mar. 31**
Drama. A canine shows his love for, and proves his real worth to, his master, who had first befriended him after he had been condemned as an outcast, and then had defended him in court on a murder charge. James Ellison, Helen Wood, June Clayworth. Director: Leslie Goodwins.

**Arizona Legion..982..(58) .....Jan. 20**
Western. The hero, working secretly as head of a vigilante group, rids Arizona of marauding bandits. George O'Brien, Laraine Johnson. Director: David Howard.

**Bachelor Mother..932..(81) .....Aug. 4**
Romantic Comedy. A sales girl finds herself the "mother" of an abandoned baby on the day she is fired. The situation is brought to the attention of the owner's son, and he is jockeyed into a spot where he is the "father." Ginger Rogers, David Niven. Director: Garson Kanin.

**Bad Lands..933..(65) .....Aug. 11**
Western. A trapped posse of nine men, besieged by Apaches and a half-breed killer reveals the individual strength and weaknesses of its members' characters. Robert Barrat, Noah Berry jr. Director: Lew Landers.

**Beauty for the Asking..915..(64).....Feb. 24**
Comedy. A young beautician markets a new face cream, and complications ensue when her advertising agency secures financial aid for her through the wife of the man who had jilted her. Lucille Ball, Donald Woods, Patric Knowles, Frieda Inescort. Director: Glenn Tryon.

**Boy Slaves** (formerly Pure in Mind)..911 **(71) .....Feb. 10**
Melodrama. A gang of road kids are paroled to a man who pretends to befriend them, but they become prisoners in his turpentine camp. Anne Shirley, Roger Daniel. Director: P. J. Wolfson.

**Career..930..(78) .....July 7**
Melodrama. A homespun yarn of the lives of two families in a small Iowa town, which film introduces the two winners of the "Gateway to Hollywood" contest, John Archer and Alice Eden. Anne Shirley, Edward Ellis, Samuel B. Hinds. Director: Leigh Jason.

**Fisherman's Wharf..844..(71) .....Feb. 3**
Comedy Drama. A fisherman nearly loses the adopted son he loves, when he falls in love with a worthless woman. Bobby Breen, Leo Carrillo, Lee Patrick. Director: Bernard Vorhaus.

**Five Came Back..927..(75) .....June 23**
Drama. A passenger plane crashes in a Brazilian jungle, and a drama of courage and cowardice is unfolded when four people have to be left behind before the plane can take off safely. Chester Morris, Kent Taylor, Lucille Ball. Director: John Farrow.

**Fixer Dugan..922..(68) .....Apr. 21**
Action Drama. Romance and tragedy wend their way into this human story of circus folks, and how the "fixer" helps adjust their personal problems. Lee Tracy, Virginia Weidler, Peggy Shannon. Director: Lew Landers.

**Flying Irishman, The..919..(73).....Apr. 7**
Biographical Drama. A dramatization of the life of Douglas ("Wrong Way") Corrigan. Douglas Corrigan, Paul Kelly, Robert Armstrong. Director: Leigh Jason.

**Great Man Votes, The..913..(70).....Jan. 13**
Comedy. An academic scholar turns to drink when his wife dies, but reforms when the Children's Society threatens to take away his two children. John Barrymore, Peter Holden, Virginia Weidler. Director: Garson Kanin.

**Girl and the Gambler, The** (formerly The Dove)..926..(62) .....June 16
Western Melodrama. A Latin-American Robin Hood with a dash of caballero wagers that he can woo and win a certain maiden's heart in 24 hours. Leo Carrillo, Tim Holt, Steffi Duni. Director: Lew Landers.

**Girl From Mexico, The..928..(71) .....June 2**
Comedy Melodrama. An advertising man flies down to Mexico to sign a radio personality for a new program and falls in love with his new fiery, Spanish star. Lupe Velez, Donald Woods, Leon Errol, Linda Hayes. Director: Leslie Goodwins.

**Gunga Din..912..(117) .....Feb. 17**
Action Drama. British military adventure in the mountain passes of Northern India, suggested vaguely by Rudyard Kipling's famous poem of the Indian water boy. Cary Grant, Victor McLaglen, Douglas Fairbanks jr., Sam Jaffe, Eduardo Ciannelli. Director: George Stevens.

**Lost Patrol..(reissue)..(73) .....Feb. 17**
Drama. A group of white men, lost in the desert, are shot down one by one by hostile Arabs, until only the leader is left to face the murderous tribe. Victor McLaglen, Boris Karloff, Wallace Ford, Reginald Denny. Director: John Ford.

**Love Affair..916..(87) .....Apr. 7**
Comedy Drama. A couple break their engagement and agree to meet in six months, at the end of which time the girl is crippled in an accident. Irene Dunne, Charles Boyer. Director: Leo McCarey.

**Of Human Bondage..993..(83)..Reissue...July 14**
Drama. A dramatization of W. Somerset Maugham's modern classic of the deep and tragic love of a medical student for a cheap waitress with a cold heart. Leslie Howard, Bette Davis. Director: John Cromwell.

**Panama Lady..925..(65) .....May 12**
Melodrama. A wealthy oil prospector goes through a complete rehabilitation at the hands of a dance hall girl. Lucille Ball, Allan Lane. Jack Hively directed.

**Racketeers of the Range..984..(60) .....May 26**
Western. A cattleman fights a slick attorney who tries to sell his girl client out to a big packing company. George O'Brien, Marjorie Reynolds. Director: D. Ross Lederman.

**Rookie Cop..923..(60) .....Apr. 28**
Melodrama. A young policeman shows his superiors the importance of police dogs in criminal detection. Tim Holt, Virginia Weidler, Janet Shaw, Ace the wonder dog. Director: George Howard.

**Saint in London, The..929..(70).....June 30**
Mystery Drama. The Saint picks up a wounded man on a country road, who leads him into a web of intrigue and super-crime, with death a constant companion. George Sanders, Sally Gray. Director: John Paddy Carstairs.

**Saint Strikes Back, The..918..(64).....Mar. 10**
Mystery-Melodrama. The Saint helps a San Francisco lassie clear her name and to wipe out a band of thieves who had framed her father, the police commissioner. George Sanders, Wendy Barrie, Jonathan Hale. Director: John Farrow.

**Sorority House..924..(63)** .....**May 5**
Comedy Drama. Presents a celluloid argument against the existing dangers of snobbishness among college sororities. Anne Shirley, J. M. Kerrigan, Barbara Read. Director: John Farrow.

**Spellbinder..931..(70)** .....**July 28**
Melodrama. A lawyer kills the client, for whom he had obtained acquittal when the latter marries the lawyer's daughter as protection. He then obtains clemency for himself. Lee Tracy, Barbara Read, Patric Knowles. Director: Jack Hively.

**Star of Midnight..Reissue..(90)** .....**Feb. 17**
Mystery Comedy-Drama. A Broadway star disappears, a columnist is murdered, and numerous suspects are rounded up before the mystery is cleared. William Powell, Ginger Rogers. Director: Stephen Roberts.

**Story of Vernon and Irene Castle, The..838 (92)** .....**Apr. 28**
Musical. The rise of the two internationally successful ballroom dancers, taking the period from 1911 up to the death of Castle as a flying instructor in Texas during the war. Fred Astaire, Ginger Rogers. Director: H. C. Potter.

**They Made Her a Spy..920..(67)** .....**Apr. 14**
Action Drama. In the belief that sabotage was responsible for her brother's death, a young woman joins the intelligence bureau and rounds up a foreign spy ring. Sally Eilers, Allan Lane, Larry Blake. Director: Jack Hively.

**Timber Stampede..985..(58)** .....**June 30**
Western. A railroad man and a lumber baron, who together plot to strip government land of timber, are halted in their ruthless attempts. George O'Brien, Marjorie Reynolds. Director: David Howard.

**Trouble in Sundown..983..(57)** .....**Mar. 24**
Western. The town banker, victim of a trumped-up charge of robbery and murder, is in the soup until the perpetrators are found. George O'Brien, Rosalind Keith. Director: David Howard.

**12 Crowded Hours ..917..(64)** .....**Mar. 3**
Action Drama. A reporter exposes the policy racket in order to clear his sweetheart's brother. Richard Dix, Lucille Ball, Allan Lane, Cyrus W. Kendall. Director: Lew Landers.

**Way Down South..947..(62)** .....**July 21**
Musical. Bobby balks a scheming executor of his estate who would sell the plantation Negroes. Bobby Breen, Alan Mowbray. Director: Bernard Vorhaus.

## State Rights

**Alexander Nevsky..(92)** .....**Amkino**
Epic Drama. The invasion of Russia by the Order of Teutonic Knights in the 13th Century. Nickolai Cherkassov, N. P. Okhlopkov. Director: Sergei Eisenstein.

**Bizarre Bizarre..(84)** .....**Lenauer**
Comedy. A French satire of British customs, with an underlying plot centering around a botanist who writes mystery stories under an assumed name. Louis Jouvet, Francoise Rosay, Michel Simon. Director: Marcel Carne.

**Black Limelight..(63)** .....**Alliance**
Melodrama. A man's mistress is murdered, but his wife helps clear him of the murder charge by trapping the family lawyer who is obsessed with a homicidal mania during a full moon. Raymond Massey, Joan Marion. Director: Walter C. Mycroft. 7-39

**Bouquets From Nicholas..(75)** .....**Walch Mar. 1**
Satire. A French satire on American gangs, the story revolving around a simple flower vender who becomes the dupe of gangsters. Noel-Noel, Madeliene Robinson. Director: Maurice Cammage.

**Bronze Buckaroo, The..(59)** .....**Hollywood Pict.**
Western with All-Colored Cast. Villains attempt to acquire a piece of land containing a valuable gold mine. Herbert Jefferey, Spencer Williams, "Four Tones." Director: Richard C. Kahn.

**Champs-Elysees..(89)** .....**Tri-National**
Comedy. A narration of the history of the Champs-Elysees in which the love life of Louis XV is highlighted. (In French with English subtitles.) Sacha Guitry, Jacqueline DeLubac, Lisette Lanvin. Director and author: Sacha Guitry.

**Concentration Camp..(69)** .....**Amkino**
Drama. Soviet propaganda depicting the struggle of the German workers against Hitler's regime. O. Jakov, S. Shirokova, S. Mezhinsky.

**Crisis..(86)** .....**Herbert Kline**
Documentary. A graphic illustration of the events leading up to Nazi aggression in the Sudetenland and Czechoslovakia. Leif Erikson. Dialogue by Vincent Sheean.

**Curtain Rises, The..(85)** .....**Frank Kassler**
Drama. Two girls in a French Academy are in love with the same fellow. One girl commits suicide, disguising it as murder, so that the blame will be placed on her rival. Louis Jouvet, Claude Dauphin, Janine Darcey, Mady Made. Director: Marc Allegret.

**Double Crime in the Maginot Line..(83)..Tower**
Mystery Drama. Several military men are suspected of the double murder in France's world-famed Maginot Line, until the net closes in on a German spy. Victor Francen, Vera Korene, Fernand Fabre. Director: Felix Gandera.

**Escape From Yesterday..(88)** .....**Hoffberg**
French Drama. A man-hunt that leads to adventure in North Africa with the Spanish Foreign Legion. Jean Gabin, Annabella. Director: Julien Duvivier. 7-39

**Foolish Virgin, The..(80)** .....**Walch**
Drama. An elderly lawyer runs off with a young girl. Her brother follows and the girl is shot by mistake in a scuffle. Victor Francen, Juliette Faber, Gabrielle Dorziat. Director: Henry Diamant-Berger.

**Forbidden Music..(64)** .....**World Pictures**
Musical Satire. Dictator of a mythical kingdom puts a ban on music so his subjects can concentrate on the national debt. Jimmy Durante, Richard Tauber, Diana Napier. Director: Walter Forde.

**400,000,000, The..(55)** .....**Garrison**
Documentary. The real facts behind the undeclared war in China as narrated by Dudley Nichols, from the camera record of Joris Ivens, the Dutch producer, and John Ferno. Fredric March. Music by Hanns Eisler.

**Friends..(97)** .....**Amkino**
Outdoor Drama. How the Caucasian tribes were welded together as a revolutionary force in 1917, against their oppressors. Boris Babochkin, Nikolai Cherkassov, S. Kayukov, K. Daushvill. Director: L. Arnshtam.

**Grand Illusion..(92)** .....**World**
Drama. The effects of war are presented in this drama depicting the hardships endured by French army officers in a German prison camp. (In French with superimposed English dialogue titles.) Eric von Stroheim, Jean Gabin, Pierre Fresnay, Dita Parlo. Director: Jean Renoir.

**Great Citizen, The..(114)** .....**Amkino**
Historical. Portraying the events in 1925-26 in Leningrad at the Red Metal Workers factory, which led to the downfall of the Trotskyites, and are purported to be a prelude to the "Moscow Treason Trials." N. Bogoliubov, I. Bersenov, O. Zhakov. Director: Friedrich Ermler.

**Hatred..(..)** .....**World**
Drama. A story of the sea, from the novel by O. P. Gilbert. (In French with superimposed English dialogue titles). Starring Harry Baur.

**Heroes of the Marne..(85)** .....**Spectrum**
French war drama. The story of undying love in a strife-torn world. Raimu, Albert Bassermann, Jacqueline Porel. Director: Andre Hugon.

**Housemaster..(85)** .....**Alliance**
Comedy Drama. From the English stage play, "Bachelor Born," in which 500 harassed school boys revolt against the reforms of a new headmaster. Otto Kruger, Diana Churchill, Phillips Holmes. Director: H. Brenon.

**In Old Montana..(61)** .....**Spectrum**
Western. An army lad returns to his dad's ranch to help settle the cattlemen-sheepherders' feud, which is being kept alive by the local banker. Fred Scott, Jean Carmen. Director: Raymond K. Johnson.

**Indiscretions..(80)** .....**Tri-National**
French Comedy. A middle-aged woman has an affair with a young man and her husband cleverly makes her regret it. Sacha Guitry, Betty Dausmond, Jacqueline Delubac. Director: Sacha Guitry. 6-39

**Lenin in 1918..(130)** .....**Amkino**
Historical Drama. Russian film with English titles. A biographical portrayal of Lenin, his early struggles to keep his party in power, and the events leading up to an attempt on his life. Russian cast. Director: Mikhail Romn. 7-39

**Mamele..(100)** .....**Sphinx**
Comedy-Drama. Yiddish film about a widowed mother who continually makes sacrifices for an unappreciative clan. Molly Picon, Edmund Avenda, Max Bozyk. Directors: Joseph Green, Konrad Tom.

**Man and His Wife, A..(77)** .....**French Films**
Drama. How a middle-aged man sucessfully wins his young wife away from her young lover. Harry Baur, Suzy Vernon. Director: Jean Dreville.

**Man With the Gun, The..(88)** .....**Amkino**
Drama. The screen version of a true story of the peasant whose accidental meeting with Lenin impressed him so much that he joined the revolutionary forces of Lenin and Stalin against Kerensky. M. Shtraukh, M. Gelovani, Boris Tenin. Director: Sergei Yutkevich.

**Manhattan Shakedown..(57)** .....**Warwick**
Melodrama. A Broadway columnist risks his life to find the man who is blackmailing his friend. Rosalind Keith, John Gallaudet. Director: Leon Barsha.

**Marseillaise..(..)** .....**World**
Drama. A dramatization of the French Revolution. (In French with superimposed English dialogue titles.) Pierre Renoir, Louis Jouvet. Director: Jean Renoir.

**Mothers of Today..(90)** .....**Apex**
Drama. A Yiddish film portraying the story of a mother whose one daughter marries a gangster and a son who almost forsakes his rabbinical career for a worthless woman. Esther Field, Simon Wolf, Paula Lubelska. Director: Henry Lynn.

**Murder Is News..(55)** .....**Warwick**
Action Drama. A columnist predicts the divorce of a wealthy businessman, who later is found murdered. John Gallaudet, Iris Meredith, John Hamilton. Director: Leon Barsha. 7-39

**Mutiny of the Elsinore..(73)** .....**Regal**
Action Drama. From Jack London's forceful drama of adventure and mutiny on the high seas, and the hopes and desperations of these sea-faring men. Paul Lukas, Lyn Harding. Director: Roy Lockwood.

**Neighbors..(90)** .....**Best Films**
Comedy. A Jewish comedy of errors in which a mixup in names brings confusion and romance into the life of a radio announcer. Helen Gross, Joseph Orwid. Director:

**New Horizons..(92)** .....**Amkino**
Melodrama. The birth of the U.S.S.R. and Maxim's appointment as commissar of the government bank. M. Shtraukh, M. Gelovani, Boris Chirkov. Directors: Gregory Kozintsev, Leonid Trauberg. 7-39

**Oppenheim Family, The..(97)** .....**Amkino**
Drama. Based on the novel by Leon Feuchtwanger. Portrays the life of the Oppenheims under the Nazi regime terror. Russian cast. Director: Gregory Roshal. 7-39

**Outlaws' Paradise..(55)** .....**Victory**
Western. A G-Man goes on the hunt for stolen bonds and the gang responsible for the robbery. Tim McCoy, Joan Barclay. Director: Sam Newfield.

**Puritan, The..(85)** .....**Lenauer**
Drama. A psychological study of a young man who dedicates himself to the cause of erasing immorality in others, and uses that as an excuse to justify his own vile acts. Jean-Louis Barrault, Pierre Fresnay, Viviane Romance.

**Rangle River..(72)** .....**J. H. Hoffberg**
Outdoor Drama. The importance of the river to cattle raisers, in this story from the pen of Zane Grey. Victor Jory, Margaret Dare. Director: Clarence Badger. 6-39

**Sable Cicada..(87)** .....**Modern Film Corp.**
Historical. A Chinese historical classic of the fall of the Han dynasty. Violet Koo, Y. L. Wei, I. E. Koo. Director: R. Poh.

**School for Husbands..(72)** .....**J. H. Hoffberg**
Comedy. An adult film, portraying a philanderer who demonstrates to two conventional husbands the advisability of flirting with one's respective spouses. Diana Churchill, Henry Kendall, Romney Brent. Director: Andrew Marton.

**Scorched Earth, The..(50)** ....**B. V. Mindenburg**
Documentary. An indictment of Japanese aggression in China, the film composed entirely of newsreel clips. Narrator: Cliff Howell. 7-39

**Soviet Border..(94)** .....**Amkino**
Action Drama. Japanese aggression in the Soviet Far East, and how an heroic Soviet family repelled the invader. E. Tiapkina, E. Federova. Director: A. G. Ivanov.

**Special Inspector..(55)** .....**Warwick**
Melodrama. A government agent is assigned to get fur hijackers smuggling their loot across the Canadian border. Charles Quigley, Rita Hayworth. Director: Leon Barsha. 6-39

**Spy of Napoleon..(77)** .....**Unity**
Historical Melodrama. English-made film portraying the intrigue and machinations surrounding the reign of Napoleon III, war with Prussia in 1870, and the downfall of the French ruler. Richard Barthelmess, Dolly Haas. Director: Maurice Elvey. 7-39

**Texas Wildcats..(58)** .....**Victory**
Western. Tim McCoy poses as the "Phantom" to avenge the death of his partner. Tim McCoy, Joan Barclay, Forrest Taylor. Director: Sam Newfield. 7-39

**Three Waltzes..(80)** .....**Vedis Films**
French Operetta. Depicts the loves of the Grandpres and the de Chalencey of 1867 France, covers three generations and Strauss's music, and brings the story to a halt in a modern film studio. Yvonne Printemps, Pierre Fresnay. Director: Dr. Ludwig Berger. 6-39

**Tiger Hunt..(54)** ◎ .....**World**
Adventure Travelog. The story of a tiger that terrorized a native jungle village and evaded all traps set for him, until a beautiful girl is offered as prize to the hero capturing the beast. Native cast. Producer: Marquis de la Falaise.

**Tumbleweeds..(82)..Reissue..Astor** .....**June 9**
Western. The same picture produced by Wil-

liam S. Hart in 1925, with Hart speaking to the audience for the first time in an 8-minute prologue. William S. Hart, Barbara Bedford, Lucien Littlefield. Director: King Baggot. 7-39

**Typhoon Treasure..(68) .....State Rights**
Outdoor Adventure. A pearler whose schooner is wrecked in a typhoon trails through a perilous jungle to save the treasure from thieves. Campbell Copelin, Joe Valli. Director: Noel Monkman. 7-39

**Will of the People, The..(55).....States Right**
Documentary. A documentary compilation from the government's film archives and newsreel clips showing the Loyalist struggle against the combined Fascist forces of Franco, Germany and Italy. Commentary: By Producer Louis Frank.

**With a Smile..(78).....Malmar**
Comedy with Music. Paris's leading impresario hires back his former boss whom he supplanted and convinces him that everything in life awaits those who learn to smile. (In French with English sub-titles.) Maurice Chevalier, Marie Glory. Director: Maurice Tourneur.

**Without a Home..(88).....Foreign Cinema Arts**
Drama. A man brings his family to America, but in his eagerness to make good in the land of opportunity, neglects his family for his job. (A Yiddish film with English sub-titles). Ida Kaminska, A. Marten, Warsaw Synagogue Choir. Director: A. Marten.

## 20th Century-Fox

**Arizona Wildcat..929..(69) .....Feb. 3**
Comedy. When her foster-father is accused of lawlessness, Jane organizes a band of night-riders to find the guilty party. Jane Withers, Leo Carrillo. Director: H. I. Leeds.

**Boy Friend..943..(70) .....May 19**
Comedy. When a murder occurs in the police training school which Jane's brother attends, she and her sweetheart turn sleuths and capture the crooks. Jane Withers, George Ernest, Arleen Whelan. Director: James Tinling.

**Charlie Chan in Honolulu..928..(65).....Jan. 13**
Mystery. While at home in Hawaii, awaiting the birth of his first grandchild, Chan solves a murder committed on a tramp steamer. Sidney Toler, Phyllis Brooks. Director: H. Bruce Humberstone.

**Charlie Chan in Reno..948..(71) .....June 16**
Mystery Drama. Charlie Chan finds the solution of a murder by the elimination process difficult because of dislike for the victim by so many individuals. Sidney Toler, Ricardo Cortez, Phyllis Brooks. Director: Norman Foster.

**Chasing Danger..941..(60) .....May 5**
Action Drama. Second of the "Camera Daredevil" series, in which two newsreel cameramen are thrown on the track of gun runners supplying an Arabian leader with ammunition for an uprising. Preston Foster, Wally Vernon, Lynn Bari. Director: Ricardo Cortez.

**Chicken Wagon Family..002..(..) .....Aug. 11**
Comedy. Leo Carrillo takes his family, chicken wagon and all, to New York, where they regain a sound economic footing with the aid of Jane Withers. Carrillo, Withers, Spring Byington. Director: Herbert I. Leeds.

**Climbing High..8012..(71) .....April 28**
Comedy. The plot evolves around an advertising model, a millionaire, a phoney countess, a jealous brother, a Communist and a madman. Jessie Matthews, Michael Redgrave. Director: Carol Reed. Gaumont British produced.

**Elsa Maxwell's Hotel for Women..001..(82) Aug. 4**
Comedy. A home town girl wins back her boy friend when, in addition to becoming New York's leading model, she also saves him from a shooting charge. Ann Sothern, Linda Darnell, James Ellison. Director: Gregory Ratoff.

**Everybody's Baby..935..(62) .....Mar. 24**
Comedy Drama. One of the Jones family series, in which a quack child psychologist hits the town and the young mother falls for his fraud. Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason. Director: Malcolm St. Clair.

**Frontier Marshal..951..(70) .....July 28**
Outdoor Drama. How a sure-shot he-man proved the scourge of Arizona's early bad men and brought law enforcement upon wild Tombstone. Randolph Scott, Nancy Kelly, Cesar Romero. Director: Allan Dwan.

**Gorilla, The..944..(66) .....May 26**
Comedy Mystery. A mad gorilla, on the loose, terrorizes a vicinity, and the Ritz Brother Detectives are assigned to the case. Ritz Bros., Anita Louise, Patsy Kelly. Director: Allan Dwan.

**Hound of the Baskervilles, The..936..(80)..Mar. 31**
Melodrama. A. Conan Doyle's fictionized detective comes to the screen to end the terror of a 300-year-old curse. Richard Greene, Basil Rathbone, Wendy Barrie. Director: Sidney Lanfield.

**Inside Story..934..(61) .....Mar. 10**
Action Drama. A newspaper man, who meets a night-club hostess through a "stunt" ad, saves her from being killed by the owner of the club who feared her disclosure of a murder to which she had been an eye-witness. Michael Whalen, Jean Rogers, Douglas Fowley. Director: Ricardo Cortez.

**Inspector Hornleigh..945..(76) .....Apr. 21**
Melodrama. A detective with a stamp collecting hobby solves a most baffling murder mystery. Gordon Harker, Alastair Sim, Hugh Williams. Director: Eugene Forde.

**It Could Happen to You..950..(72).....June 30**
Comedy Drama. A faithful wife didn't think it could happen, but a dead woman is found in the back of her husband's car when he returns from his boss's party. Stuart Erwin, Gloria Stuart, Douglas Fowley. Director: Alfred Werker.

**Jesse James..921..(105) ◎ .....Jan. 27**
Outdoor Drama. The tragic destiny of America's boldest desperado. Tyrone Power, Henry Fonda, Nancy Kelly. Director: Henry King.

**Jones Family in Hollywood, The..946..(60) June 2**
Comedy Drama. The family of Pa Jones tags along when he goes to Hollywood as a delegate to the American Legion convention, and are bitten by the motion picture bug. Jed Prouty, Spring Byington, Shirley Deane. Director: Malcolm St. Clair.

**Little Princess..932..(93) ◎.....Mar. 17**
Comedy with Music. Little Shirley is treated like a princess until her father is reported killed in the Boer War. She doubts the reports and runs away from school in search of her father. Shirley Temple, Richard Greene, Anita Louise, Arthur Treacher. Director: Walter Lang.

**Mr. Moto on Danger Island..937..(64).....Apr. 7**
Melodrama. Mr. Moto is called upon by a diamond syndicate to run down a gang of clever gem smugglers. Peter Lorre, Jean Hersholt, Warren Hymer. Director: Herbert I. Leeds.

**Mr. Moto's Last Warning..926..(71).....Jan. 20**
Melodrama. Moto masquerades as an Oriental shopkeeper to trap a renegade who tries to blow up the French fleet as it enters Port Said, thus averting a world war. Peter Lorre, Ricardo Cortez, Virginia Field. Director: Norman Foster.

**Mr. Moto Takes a Vacation..952..(65).....July 7**
Melodrama. By dint of brainwork and jui-jitsu Mr. Moto saves the crown of the Queen of Sheba, reposing in a museum, from the itchy fingers of an arch-criminal. Peter Lorre, Joseph Schildkraut, Virginia Field. Director: Norman Foster.

**News Is Made at Night..953..(71).....July 21**
Action Drama. An editor and his cub reporter unmask a "friend" who is responsible for a wave of murders designed to cover his own criminal record. Preston Foster, Lynn Bari. Alfred Werker directed.

**Pardon Our Nerve..931..(68).....Feb. 24**
Comedy Drama. Two girls, jobless and broke, find adventure and profit in managing a prize fighter. Lynn Bari, June Gale, Guinn Williams, Michael Whalen. Director: H. Bruce Humberstone.

**Return of the Cisco Kid, The..940..(71)..Apr. 28**
Outdoor Drama. The Cisco Kid bucks the boss of the countryside to help a girl recover the deed to her ranch. Warner Baxter, Lynn Bari, Cesar Romero, Henry Hull. Director: Herbert I. Leeds.

**Rose of Washington Square..942..(86)....May 12**
Musical. The songs of yesteryear are highlighted in this story of a burlesque showgirl who turns down a theatrical contract to marry a confidence man. Alice Faye, Tyrone Power, Al Jolson, Marie Wilson. Director: Roy Del Ruth.

**Second Fiddle..949..(85) .....July 14**
Musical Comedy. A school teacher wins a screen test contest, and a press agent tries to promote a publicity romance between her and a waning matinee idol, but falls in love with her himself. Sonja Henie, Tyrone Power, Rudy Vallee. Director: Sidney Lanfield.

**Smiling Along..933..(85) .....Jan. 20**
Musical Comedy. The adventures of a troupe of musical comedy artists which goes on its own when the manager tries to chisel on a benefit show. Gracie Fields, Roger Livesey, Mary Maguire. Director: Monty Banks.

**Story of Alexander Graham Bell, The**
**..938..(97) .....Apr. 14**
Epic Drama. The story of a great love that was responsible for one of the greatest inventions of all mankind. Don Ameche, Loretta Young, Henry Fonda. Director: Irving Cummings.

**Susannah of the Mounties..954..(78).....June 23**
Outdoor Adventure. Shirley, as sole survivor of an Indian massacre, is taken under the wing of a Canadian Mountie. She averts another uprising and saves the latter's life when the Blackfeet tribe try to burn him at the stake. Shirley Temple, Randolph Scott, Margaret Lockwood. Director: William A. Seiter.

**Tail Spin..925..(83) .....Feb. 10**
Action Drama. A saga of pulchritudinous women fliers who risk their lives in speed planes, competing for honors in airway races. Alice Faye, Constance Bennett, Nancy Kelly. Director: Roy Del Ruth.

**Three Musketeers, The..927..(72).....Feb. 17**
Romantic Comedy Drama. A musical comedy version of Alexander Dumas' novel of the love of a swashbuckling adventurer for a lady-in-waiting. Don Ameche, Ritz Bros., Binnie Barnes, Gloria Stuart. Director: Allan Dwan.

**Ware Case, The..8014..(72) .....July 21**
Mystery Drama. A mutual friend frees a bounder husband from a murder charge. When the husband learns the friend loves his wife, he admits the crime and kills himself. Clive Brook, Jane Baxter. Director: Robert Stevenson.

**While New York Sleeps..934..(61).....Mar. 10**
Action Drama. A newspaper man, who meets a night-club hostess through a strange ad, saves her from being killed by the owner of the club who feared her disclosure of a murder to which she had been an eye-witness. Michael Whalen, Jean Rogers, Douglas Fowley. Director: Ricardo Cortez.

**Wife, Husband and Friend..930..(75).....Mar. 3**
Comedy. A business man with a wife aspiring to operatic ambitions, takes voice lessons himself to wean her away from the idea. Loretta Young, Warner Baxter, Binnie Barnes, Cesar Romero. Director: Gregory Ratoff.

**Winner Take All..939..(61).....Apr. 21**
Comedy Drama. A crooked promoter makes a boxing sensation out of a cowboy by fixing his fights for him, but it took a girl to turn him into a real fighter. Tony Martin, Gloria Stuart, Henry Armetta, Robert Allen. Director: Otto Brower.

**Young Mr. Lincoln..947..(101) ◎ .....June 9**
Historical Drama. A portrait of Lincoln's earlier years as a rail-splitter, humorist, pie-eating contestant, and his experiences as a lawyer. Henry Fonda, Alice Brady, Arleen Whelan. Director: John Ford.

## United Artists

**Captain Fury (90) .....May 26**
Action Drama. An exiled Irelander breaks the rule of a tyrant and saves the land holdings of the Austrian Colonists. Brian Aherne, Victor McLaglen, George Zucco, June Lang. Director: Hal Roach.

**Duke of West Point, The..(105).....Dec. 29**
Drama. An arrogant cadet proves to his classmen his unselfishness when he takes the blame for an infraction of rules to save a friend. Louis Hayward, Joan Fontaine, Tom Brown. Director: Alfred E. Green.

**Four Feathers..(109) .....Aug. 4**
Adventure Drama. A military spectacle of the British Sudan. A man wins redemption from the charge of cowardice over overwhelming odds. Ralph Richardson, C. Aubrey Smith, June Duprez. Director: Zoltan Korda.

**King of the Turf..(87).....Feb. 17**
Action Drama. After years of bad breaks, a former race track biggie comes back because of his interest in a young jockey, whom he later learns is his son. For his son's sake, he tries to throw the race, but the boy "double crosses" him and wins the big handicap. Adolphe Menjou. Roger Daniel, Dolores Costello, Walter Abel. Director: Alfred Green.

**Made for Each Other..(85).....Feb. 10**
Comedy Drama. The story revolves around the love, trials and tribulations of a couple of newlyweds. Carole Lombard, James Stewart. Director: John Cromwell.

**Man in the Iron Mask (110).....June 15**
Melodrama. Semi-historical spectacle of the legendary twin of Louis XIV, condemned to life imprisonment as a masked mystery man. Louis Hayward, Joan Bennett, Warren William. Director: James Whale.

**Prison Without Bars..(79) .....Mar. 15**
Drama. The new superintendent of a women's prison in France introduces more humane methods of penology, but loses her lover to an inmate she had befriended. Corinne Luchaire, Edna Best, Sally Wisher, Barry Barnes. Director: Brian Desmond Hurst.

**Stagecoach..(92) .....Mar. 3**
Outdoor Drama. Portrays the harrowing events that transpire during a stagecoach journey. Claire Trevor, John Wayne, Andy Devine. Director: John Ford.

**They Shall Have Music..(120).....July 15**
Drama with Music. Jascha Heifetz makes his first screen appearance, as a conductor who saves a tenement district music school from financial collapse by conducting a concert with the children as musicians. Jascha Heifetz, Andrea Leeds, Joel McCrea, Walter Brennan. Director: Archie Mayo.

**Topper Takes a Trip..(78).....Jan. 12**
omedy Fantasy. Continues the adventures of opper and his spiritual ghost. Topper's wife eks a divorce because of "another woman" io turns out to be a ghost. Constance Bennett, Roland Young, Billie Burke. Director: rman Z. McLeod.

**er Carnival..(90) .....July 28**
medy. Dartmouth College's annual winter rnival is background for this campus romance winter sport and tender love. Ann Sheridan, Richard Carlson. Director: Charles F. iesner.

**hering Heights..(103) ◎ .....Apr. 7**
rama. From Emile Bronte's novel of a love-azed man whose unrelenting hatred in his re-nge against a lost love, warped the lives of ose around him. Merle Oberon, Laurence Olier. Director: William Wyler.

**obia..(71) .....Apr. 21**
omedy. A village doctor treats a sick elephant, who develops a strong affection for her benefactor and becomes a 6,000-pound pest. liver Hardy, Harry Langdon. Director: Gordon Douglas.

## Universal

**Big Town Czar..3018..(66) .....Apr. 21**
Action Drama. A big shot gangster makes a strong impression on his younger brother, who leaves school to join his gang. But tragedy soon takes the place of glamour. Barton MacLane, Tom Brown, Eve Arden. Director: Arthur Lubin.

**Code of the Streets..3019..(70).....Apr. 14**
Action Drama. "The Little Tough Guys" come to the rescue of an innocent man, doomed to die. Harry Carey, Frankie Thomas, Paul Fix, "Little Tough Guys." Director: Harold Young.

**East Side of Heaven..3006..(88).....Apr. 7**
Comedy With Music. A singing cab driver helps a mother by watching her child, but gets involved in a city-wide kidnap hunt. Bing Crosby, Joan Blondell, Mischa Auer, Sandy. Director: David Butler.

**Ex-Champ..3010..(72) .....May 19**
Action Drama. A retired ex-champ loses his job as doorman, and takes on the training of a young lad who wins the coveted belt and the ex-champ's daughter. Victor McLaglen, Nan Grey, Tom Brown. Director: Phil Rosen.

**Family Next Door..(63).....Mar. 31**
Comedy. A couple spend their savings to buy land and are about to lose their investment when they discover rich mineral deposits in the soil. Hugh Herbert, Ruth Donnelly, Joy Hodges. Director: Joseph Santley.

**Forgotten Woman, The..3031..(63).....July 7**
Drama. A young woman becomes innocently involved in a crime mesh and is sent to prison, where her baby is born. She is almost the forgotten woman, until one of the gangsters makes a deathbed confession. Sigrid Gurie, William Lundigan, Eve Arden. Director: Harold Young.

**For Love or Money..3030..(66) .....Apr. 28**
Comedy Drama. Two employes, entrusted with $50,000, lose the money, and their boss gives them 36 hours to produce. June Lang, Robert Kent, Edward Brophy. Director: Albert S. Rogell.

**Gambling Ship..3023..(60) .....Jan. 20**
Action Drama. A young girl takes over the operation of her father's gambling vessel when he is murdered by a notorious rival. Romance blooms when a G-Man comes to the rescue. Robert Wilcox, Helen Mack, Irving Pichel. Director: Aubrey Scotto.

**Honor of the West..3055..(58).....Jan. 13**
Western. A sheriff resigns rather than arrest his pal whom he knows is guilty of cattle rustling, but he captures the gang after his friend is killed. Bob Baker, Marjorie Bell, Carleton Young. Director: George Waggner.

**House of Fear, The..3038..(66).....June 30**
Mystery Drama. A producer restages a play to track the murderer of a Broadway stage star. William Gargan, Irene Hervey, Alan Dinehart. Director: Joe May.

**I Stole a Million..(78) .....July 14**
Drama. A criminal, through no fault of his own, in fighting back to go straight, sacrifices his own life to ensure the happiness of his wife and child. George Raft, Claire Trevor, Dick Foran. Director: Frank Tuttle.

**Inside Information..3040..(62).....June 2**
Action Drama. A rookie cop uses scientific methods to capture jewel robbers. June Lang, Dick Foran, Harry Carey, Mary Carlisle. Director: Charles Lamont.

**Lady in the Morgue, The..2027..(70).....Apr. 22**
Mystery Drama. A Crime Club mystery wherein the body of a murdered woman disappears from the morgue. Preston Foster, Frank Jenks. Rowland Drew, Patricia Ellis. Director: Otis Garrett.

**My Man Godfrey..(93)..Reissue.....June 2**
Comedy. A "socialite hobo" lands a butler's job in a wealthy, madcap household with two wild daughters who cause no end of trouble when they both fall in love with him. William Powell, Carole Lombard. Director: Gregory La Cava.

**Mystery of the White Room..3037..(58)...Mar. 17**
Melodrama. Mystery stalks through hospital corridors when the head surgeon is killed while performing an operation. Bruce Cabot, Helen Mack, Joan Woodbury. Director: Otis Garrett.

**Pirates of the Skies..3033..(61).....Feb. 3**
Action Drama. A daredevil transport flier joins the State Air Force and uncovers a gang of crooks who have been transporting their stolen loot by plane. Kent Taylor, Rochelle Hudson, Lucien Littlefield. Director: Joe McDonough.

**Risky Business..3029..(78) .....Mar. 3**
Melodrama. A hard-boiled newspaper columnist interests himself in the news angle behind the abduction of a movie financier's daughter, but loses his life to save the girl. George Murphy, Dorothea Kent, Eduardo Ciannelli, Frances Robinson. Director: Arthur Lubin.

**Society Smugglers** (formerly Key Woman) **3024..(70) .....Feb. 24**
Drama. A member of the Treasury Department trails a gang of international smugglers operating as luggage manufacturers. Preston Foster, Irene Hervey. Director: Joe May.

**Son of Frankenstein..3004..(94).....Jan. 13**
Horror Drama. A scientist's son sets out to redeem his father's name and succeeds in destroying the monster. Basil Rathbone, Boris Karloff, Bela Lugosi. Director: Rowland V. Lee.

**Spirit of Culver..3014..(90).....Mar. 10**
Drama. A war orphan in a military school is embittered over the belief his father was killed in action in the World War. Jackie Cooper, Freddie Bartholomew, Henry Hull, Andy Devine. Director: Joseph Santley.

**Sun Never Sets, The..3009..(94).....June 9**
Drama. Two brothers in the British civil service find themselves faced with an international crisis that might rock the entire world if their heroic efforts fail. Douglas Fairbanks jr., Basil Rathbone, Barbara O'Neil, Lionel Atwill. Director: Rowland Lee.

**They Asked for It..3040..(61) .....May 26**
Action Drama. A small town newspaper, trying to capitalize on sensational news, points to the death of a farmer as murder, and gradually uncovers enough evidence to prove it was real murder. William Lundigan, Joy Hodges, Michael Whalen. Director: Frank McDonald.

**Three Smart Girls Grow Up..3001..(87)...Mar. 24**
Comedy With Music. Sequel to its predecessor, "Three Smart Girls," in which complications and misunderstandings arise when one sister becomes engaged. Deanna Durbin, Nan Grey, Helen Parrish. Director: Henry Koster.

**Unexpected Father** (Formerly Sandy Takes a Bow)..**(89) .....July 7**
Comedy. Baby Sandy, the child sensation in "East Side of Heaven," plays the starring role in her second film, as an orphan who is cared for by her mother's dancing partner. Measles and the authorities intervene, but the baby goes on a hunger strike until she is returned. Baby Sandy, Shirley Ross, Dennis O'Keefe, Mischa Auer. Director: Charles Lamont.

**When Tomorrow Comes..(..) .....Aug. 11**
Drama. Irene Dunne and Charles Boyer fall in love, but she agrees to forget about him when Boyer introduces her to his wife, who is mentally ill. Boyer, Dunne, and Nydia Westman. Director: John Stahl.

**You Can't Cheat an Honest Man..3005..(76)..Feb. 17**
Comedy. Gags and guffaws against a circus background. W. C. Fields, Edgar Bergen, Charlie McCarthy. Director: George Marshall.

## Warner Bros.

**Adventures of Jane Arden..321..(58).....Mar. 18**
Action Drama. From the newspaper comic strip cartoon, detailing the adventures of the feminine star reporter, who is assigned to trace down the mysterious killing of a society girl. Rosella Towne, William Gargan, James Stephenson. Director: Terry Morse.

**Dodge City..304..(104) ◎.....Apr. 8**
Outdoor Drama. A spectacle of the west back in '72 when the railroad reached Southwest Kansas and the steers out of Texas made that outpost town a roaring beehive of activity. Errol Flynn, Olivia De Havilland. Director: Michael Curtiz.

**Hell's Kitchen..312..(81) .....July 8**
Action Drama. A philanthropic gangster on probation takes charge of a wayward home for boys, but pandemonium breaks out when the gangster is framed and the institution threatened. Dead End Kids, Grant Mitchell, Stanley Fields, Ronald Reagan, Margaret Lindsay. Directors: Lewis Seiler and E. A. Dupont.

**Indianapolis Speedway..315..(82) .....Aug. 5**
Drama. A racer tries to keep his kid brother from the track and from the latter's girl. He fails in both, but reconcilation comes when both ride to victory in the big race. Pat O'Brien, Ann Sheridan. Director: Lloyd Bacon.

**Juarez..301..(127) .....June 10**
Historical Drama. An Indian boy becomes Mexico's liberator in its fight for Democracy in 1864. Paul Muni, Bette Davis, Brian Aherne. Director: William Dieterle.

**King of the Underworld..317..(69).....Jan. 28**
Melodrama. A woman doctor avenges the murder of her husband by temporarily blinding a mob of gangsters, thus aiding the police in their capture. Humphrey Bogart, Kay Francis, James Stephenson. Director: Lewis Seiler.

**Nancy Drew, Trouble Shooter..324..(69)..June 17**
Drama. Nancy does some more detectifying in her own way to save an innocent man from the electric chair. Bonita Granville, Frankie Thomas, John Litel. Director: William Clemons.

**Naughty But Nice..311..(90) .....July 1**
Comedy With Music. A music professor, raised by maiden aunts, goes to New York to market his rhapsody, and meets a fourth aunt who shows him the swing side of music. Dick Powell, Ann Sheridan, Gale Page. Director: Ray Enright.

**Off the Record** (formerly Unfit to Print) **314..(68) .....Jan. 21**
Drama. A girl reporter marries a newspaperman so they can care for a youngster who has been made the tool of a gambling ring. Through the boy they find the leader. Joan Blondell, Pat O'Brien, Bobby Jordan. Director: James Flood.

**Oklahoma Kid..308..(80) .....Mar. 11**
Outdoor Drama. A notorious outlaw avenges the murder of his father and brother, at the same time ridding a pioneer town from the rule of the gambler responsible for the murders. James Cagney, Humphrey Bogart, Rosemary Lane. Director: Lloyd Bacon.

**On Trial..323..(62) .....Apr. 1**
Melodrama. A dramatization of Elmer Rice's play, in which the main character, on trial for murder, refuses to lift a finger in his own defense. His wife disappears but turns up at the right moment to convince the jury that her husband's act was justified. John Litel, Margaret Lindsay, James Stephenson. Director: Terry Morse.

**Secret Service of the Air..320..(61).....Mar. 4**
Action Drama. Based on the federal government's activities in rounding up a ring of crooks smuggling aliens into the country across the Mexican border. Ronald Reagan, Ila Rhodes. Director: Noel Smith.

**They Made Me a Criminal..307..(89).....Jan. 13**
Comedy Drama. The social reform of a hard-boiled fighter who, thinking himself guilty of murder, hides out on an Arizona fruit ranch. John Garfield, Claude Rains, Ann Sheridan, Dead End Kids. Director: Busby Berkeley.

**Torchy Plays With Dynamife..326..(59)..Aug. 12**
Comedy. Newspaperwoman Torchy goes to jail to get next to a gangster's girl. In a jailbreak she saves the girl's life and the gangster is apprehended. Director: Noel Smith.

**Torchy Runs for Mayor..322..(60).....May 13**
Comedy Drama. When Torchy's paper refuses to print an expose of crooked city politics, she decides a new mayor is necessary and through the perpetration of a practical joke becomes the winning candidate. Glenda Farrell, Barton MacLane. Director: Ray McCarey.

**Waterfront..325..(59) .....July 15**
Action Drama. The lives, loves and hates of the longshoremen and stevedores. Gloria Dickson, Dennis Morgan, Ward Bond. Director: Terry Morse.

**Wings of the Navy..309..(89).....Feb. 11**
Action Drama. A pilot, jealous of his brother's success in the naval air service, sets a record of his own. George Brent, Olivja de Havilland, John Payne. Director: Lloyd Bacon.

**Women in the Wind..316..(65).....Apr. 15**
Action Drama. An aviatrix, in need of money for an operation on her crippled brother, enters the women's air derby, and ends up a la "Wrong Way" Corrigan. Kay Francis, William Gargan, Victor Jory. Director: John Farrow.

# Alphabetical Index of Feature Releases

**Designed as a Time-Saving Guide for Exhibitors Who Know the Title of a Picture, but Do Not Recall the Producer or Distributor. All Pictures Listed Here Appear in the PRODUCTION INDEX in Alphabetical Order Under the Proper Company Headings. Date Following Title is Issue of Review.**

**A**

**A Woman Is the Judge** (Col) July 8
**Across the Plains** (Mono) June 3
**Adventures of Jane Arden** (WB) Feb. 18
**Alexander Nevsky** (Amk) Apr. 15
**Almost a Gentleman** (RKO) Mar. 11
**Andy Hardy Gets Spring Fever** (M-G-M) July 15
**Arizona Legion** (RKO) Jan. 14
**Arizona Wildcat** (20th-Fox) Nov 12
**Awful Truth** (Col) reissue

**B**

**Bachelor Mother** (RKO) July 1
**Back Door to Heaven** (Para) Apr. 15
**Bad Lands** (RKO) July 29
**Beachcomber, The** (Para) Dec. 3
**Beauty for the Asking** (RKO) Jan. 28
**Behind Prison Gates** (Col) Aug. 5
**Big Town Czar** (Univ) Apr. 22
**Bizarre, Bizarre** (Lenauer) Apr. 15
**Black Limelight** (SR) July 8
**Blackwell's Island** (FN) Mar. 4
**Blazing Sixes** (WB)
**Blind Alley** (Col) Apr. 29
**Blondie Meets the Boss** (Col) Mar. 4
**Blondie Takes a Vacation** (Col) July 22
**Blue Montana Skies** (Rep) May 6
**Boy Friend** (20th-Fox) May 13
**Boy Slaves** (RKO) Jan 21
**Boys Reformatory** (Mono) May 6
**Boy Trouble** (Para) Feb. 4
**Bridal Suite** (M-G-M) May 27
**Broadway Serenade** (M-G-M) Apr. 8
**Bulldog Drummond's Bride** (Para) June 24
**Bulldog Drummond's Secret Police** (Para) Apr. 8

**C**

**Cafe Society** (Para) Feb. 11
**Calling Dr. Kildare** (M-G-M) Apr. 29
**Captain Fury** (UA) May 13
**Career** (RKO) July 1
**Champs-Elysees** (Tri-National) Feb. 25
**Charlie Chan in Honolulu** (20th-Fox) Dec. 24
**Charlie Chan in Reno** (20th-Fox) June 3
**Chasing Danger** (20th-Fox) Jan. 7
**Chicken Wagon Family** (20th-Fox)
**Climbing High** (20th-Fox) Apr. 22
**Clouds Over Europe** (Col) June 10
**Coast Guard** (Col)
**Code of the Secret Service** (FN) May 13
**Code of the Streets** (Univ) Jan. 28
**Colorado Sunset** (Rep) Aug. 5
**Concentration Camp** (Amk) Mar. 25
**Confessions of a Nazi Spy** (FN) Apr. 29
**Convict's Code** (Mono) Feb. 18
**Cowboy Quarterback** (FN) June 8
**Crisis** (Kline) Mar. 25
**Curtain Rises, The** (Frank Kassler) Apr. 29

**D**

**Dark Victory** (FN) Mar. 11
**Daughters Courageous** (FN) June 24
**Dodge City** (WB) Apr. 8
**Double Crime in the Maginot Line** (Tower) Apr. 29
**Down the Wyoming Trail** (Mono) June 17
**Drifting Westward** (Mono) Mar. 25
**Duke of West Point** (UA) Dec. 24

**E**

**East Side of Heaven** (Univ) Apr. 15
**Easy Money** (Inv)
**Elsa Maxwell's Hotel for Women** (20th-Fox) July 29
**Escape From Yesterday** (SR)
**Everybody Dance** (GB)
**Everybody's Baby** (20th-Fox) Dec. 3
**Exile Express** (GN) Feb. 18
**Ex-Champ** (Univ) May 20

**F**

**Family Next Door** (Univ) Apr. 8
**Fast and Loose** (M-G-M) Feb. 18
**Federal Man-Hunt** (Rep) Jan. 14
**Fighting Thoroughbreds** (Rep) Jan. 21
**First Offenders** (Col) Mar. 11
**Fisherman's Wharf** (RKO) Feb. 4
**Five Came Back** (RKO) June 10
**Fixer Dugan** (RKO) Apr. 29
**Flying Irishman** (RKO) Mar. 11
**Foolish Virgin** (SR) Jan. 21
**For Love or Money** (Univ) Apr. 22
**Forbidden Music** (SR) Jan. 14
**Forged Passport** (Rep) Feb. 11
**Forgotten Woman, The** (Univ) July 8
**Four Feathers** (UA) June 24
**Four Girls in White** (M-G-M) Jan 28
**400,000,000, The** (Garrison) Mar. 25
**Friends** (SR) Jan. 21
**Frontier Marshal** (20th-Fox) July 29
**Frontier Pony Express** (Rep) Apr. 15
**Frontier Scout** (GN) Sept. 17

**G**

**Gambling Ship** (Univ) Dec. 24
**Gang Bullets** (Mono) Dec. 10
**Gang's All Here, The** (Asso.-British) Apr. 29
**Girl and the Gambler, The** (RKO), June 10
**Girl From Mexico** (RKO) May 20
**Girl From Rio** (Mono) Aug. 12
**Good Girls Go to Paris** (Col) June 24
**Goodbye, Mr. Chips** (M-G-M), May 20
**Gorilla, The** (20th-Fox) May 27
**Gracie Allen Murder Case** (Para) May 13
**Grand Jury Secrets** (Para) May 20
**Grand Illusion** (World)
**Great Man Votes** (RKO) **Jan. 14**
**Gunga Din** (RKO) Feb. 4

**H**

**Hardys Ride High, The** (M-G-M) Apr. 22
**Hatred** (World)
**Hell's Kitchen** (WB) June 24
**Heritage of the Desert** (Para) Mar. 25
**Heroes of the Marne** (SR) May 6
**Home on the Prairie** (Rep) Feb. 18
**Honolulu** (M-G-M) Feb. 4
**Hotel Imperial** (Para) Apr. 22
**Hound of the Baskervilles, The** (20th-Fox) Apr. 1
**Housemaster** (Alliance) Apr. 15
**House of Fear, The** (Univ) May 20
**Huckleberry Finn** (M-G-M) Feb. 18

**I**

**I Stole a Million** (Univ) July 22
**I Was a Convict** (Rep) Feb. 25
**Ice Follies of 1939** (M-G-M) Feb. 18
**Idiot's Delight** (M-G-M) Feb. 4
**Illegal Traffic** (Para) Nov. 5
**I'm From Missouri** (Para) Mar. 25
**Indianapolis Speedway** (WB) July 15
**Indiscretions** (SR) May 20
**In Old Caliente** (Rep) July 15
**In Old Montana** (Spectrum) Apr. 8
**Inside Information** (Univ) June 10
**Inside Story** (20th-Fox) Oct. 22
**Inspector Hornleigh** (20th-Fox) Apr. 22
**Invitation to Happiness** (Para) May 20
**Island of Lost Men** (Para) July 29
**It Could Happen to You** (20th-Fox) June 3
**It's a Wonderful World** (M-G-M) May 13

**J**

**Jesse James** (20th-Fox) Jan. 21
**Jones Family in Hollywood** (20th-Fox) May 27
**Juarez** (WB) Apr. 29

**K**

**Kid From Kokomo** (FN) May 27
**Kid From Texas, The** (M-G-M) Apr. 8
**King of Chinatown** (Para) Mar. 11
**King of the Turf** (UA) Feb. 18
**King of the Underworld** (WB) Jan. 14

**L**

**Lady and the Mob** (Col) Mar. 11
**Lady in the Morgue** (Univ) Oct. 23
**Lady of the Tropics** (M-G-M) Aug. 12
**Lady's From Kentucky** (Para) Apr. 15
**Law Comes to Texas** (Col) May 27
**Lenin in 1918** (SR) July 8
**Let Freedom Ring** (M-G-M) Feb. 25
**Let Us Live** (Col) Feb. 18
**Little Pal** (Mono)
**Little Princess** (20th-Fox) Feb. 25
**Lone Star Pioneers** (Col)
**Lost Horizon** (Col) reissue
**Lost Patrol** (RKO) reissue
**Love Affair** (RKO) Mar. 11
**Lucky Night** (M-G-M) May 6

**M**

**Made for Each Other** (UA) Feb. 11
**Magnificent Fraud** (Para) July 1
**Maisie** (M-G-M) June 17
**Man About Town** (Para) June 17
**Man and His Wife, A** (French Films) Apr. 15
**Man From Sundown** (Col) Aug. 5
**Man From Texas** (Mono) Aug. 12
**Man in the Iron Mask** (UA) July 8
**Man of Conquest** (Rep) Apr. 15
**Man Who Dared** (FN) Apr. 8
**Manhattan Shakedown** (Warwick) Apr. 22
**Marseillaise** (World)
**Mexicali Rose** (Rep) Apr. 1
**Mickey the Kid** (Rep) July 1
**Midnight** (Para) Mar. 11
**Million Dollar Legs** (Para) July 15
**Miracles for Sale** (M-G-M) Aug. 5
**Missing Daughters** (Col) Apr. 29
**Mountain Rhythm** (Rep) July 8
**Mothers of Today** (Apex), Mar. 25
**Mr. Moto on Danger Island** (20th-Fox) Mar. 18
**Mr. Moto Takes a Vacation** (20th-Fox) Nov. 19
**Mr. Moto's Last Warning** (20th-Fox) Dec. 24
**Mr. Wong in Chinatown** (Mono) July 22
**Murder Is News** (SR) July 8
**Mutiny on the Elsinore** (Regal) Feb. 25
**My Man Godfrey** (Univ) reissue
**My Son Is a Criminal** (Col) Mar. 18
**Mystery of Mr. Wong** (Mono) Mar. 18
**Mystery of the White Room** (Univ) Apr. 1
**Mystery Plane** (Mono) Mar. 4

**N**

**Nancy Drew, Reporter** (FN) Jan. 28
**Nancy Drew, Trouble Shooter** (WB)
**Naughty But Nice** (WB) June 10
**Navy Secrets** (Mono) Feb. 18
**Never Say Die** (Para) Mar. 11
**New Frontier** (Rep)
**New Horizons** (SR) May 27
**News Is Made at Night** (20th-Fox) July 8
**Night Riders** (Rep) Apr. 8
**Night Work** (Para) Aug. 12
**North of Shanghai** (Col) Mar. 11
**North of the Yukon** (Col) July 1

**O**

**Of Human Bondage** (RKO) reissue
**Oklahoma Kid** (WB) Mar. 18
**On Borrowed Time** (M-G-M) July 8
**On Trial** (WB) Mar. 25
**Only Angels Have Wings** (Col) May 20
**Oppenheim Family, The** (SR) June 3
**Orphans of the Pecos** (Vic)
**Our Leading Citizen** (Para) Aug. 5
**Outlaws' Paradise** (Victory) Apr. 29
**Outside These Walls** (Col) June 3

**P**

**Pacific Liner** (RKO) **Dec. 31**
**Pagliacci** (GB)
**Panama Lady** (RKO)
**Panama Patrol** (GN) Feb. 25
**Pardon Our Nerve** (20th-Fox) Nov. 19
**Parents on Trial** (Col) July 8
**Paris Honeymoon** (Para) Dec. 24
**Persons in Hiding** (Para) Jan. 28
**Pirates of the Skies** (Univ)
**Pride of the Navy** (Rep) Jan. 28
**Prison Without Bars** (UA) Feb. 25
**Puritan, The** (Lenauer) Mar. 25
**Pygmalion** (M-G-M) Dec. 10

**R**

**Racketeers of the Range** (RKO) May 20
**Rangle River** (SR) May 20
**Red River Range** (Rep) Apr. 29
**Return of the Cisco Kid, The** (20th-Fox) Apr. 29
**Riders of the Frontier** (Mono)
**Risky Business** (Univ) Mar. 11
**Rollin' Westward** (Mono) Apr. 1
**Romance of the Redwoods** (Col) Apr. 29
**Rookie Cop** (RKO) Apr. 29
**Rose of Washington Square** (20th-Fox) May 13
**Rough Riders Roundup** (Rep) Mar. 25
**Rough Riding Rhythm** (Conn)

**S**

**Saint in London** (RKO) July 1
**Saint Strikes Back, The** (RKO) Feb. 18
**Scorched Earth** (SR) May 27
**Second Fiddle** (20th-Fox) July 8
**Secret Service of the Air** (WB) Feb. 11
**Sergeant Madden** (M-G-M) Mar. 25
**She Married a Cop** (Rep) July 1
**Shine On, Harvest Moon** (Rep) May 27
**Should a Girl Marry?** (Mono) Aug. 5
**Should Husbands Work?** (Rep) July 22
**Silver on the Sage** (Para) Feb. 18
**Singing Cowgirl** (GN) June 3
**Six-Gun Rhythm** (GN) Feb. 18
**6,000 Enemies** (M-G-M) June 3
**Smiling Along** (20th-Fox) **Dec. 17**
**Smoky Trails** (SR)
**Society Lawyer** (M-G-M) Apr. 1
**Society Smugglers** (Univ) Mar. 11
**Some Like It Hot** (Para) May 13
**Son of Frankenstein** (Univ) Jan. 21
**Sorority House** (RKO) Apr. 22
**S. O. S. Tidal Wave** (Rep) June 3
**Southward, Ho!** (Rep) June 17
**Special Inspector** (SR) May 6
**Spellbinder** (RKO) July 15
**Spoilers of the Range** (Col) June 10
**Spirit of Culver** (Univ) Mar. 4
**Spy of Napoleon** (SR) May 27
**Stagecoach** (UA) Feb. 11
**Stand Up and Fight** (M-G-M) Jan. 7
**Stand-In** (UA) Oct. 9
**Starlight Over Texas** (Mono)
**Star of Midnight** (RKO) reissue
**Star Reporter** (Mono) Feb. 25
**St. Louis Blues** (Para) Jan. 28
**Stolen Life** (Para) Apr. 29
**Story of Alexander Graham Bell** (20th-Fox) Apr. 8
**Story of Vernon and Irene Castle** (RKO) Mar. 18
**Stranger From Arizona** (Col) Sept. 24
**Street of Missing Men** (Rep) Apr. 29
**Streets of New York** (Mono) Apr. 15
**Stronger Than Desire** (M-G-M) July 1
**Stunt Pilot** (Mono) July 8
**Sudden Money** (Para) Mar. 25
**Sun Never Sets** (Univ) June 10
**Sundown on Prairie** (Mono) Apr. 1
**Sunset Trail** (Para) Oct. 29
**Susannah of the Mounties** (20th-Fox) June 17
**Sweepstakes Winner** (FN) Apr. 22

**T**

**Tail Spin** (20th-Fox) Feb. 4
**Tarzan Finds a Son!** (M-G-M) June 3
**Tell No Tales** (M-G-M) May 20
**Texas Stampede** (Col) June 10
**Texas Wildcats** (SR) June 24
**They All Come Out** (M-G-M) July 8
**They Asked for It** (Univ) July 8
**They Made Her a Spy** (RKO) Mar. 25
**They Made Me a Criminal** (WB) Jan. 7
**They Shall Have Music** (UA) July 15
**Three Musketeers** (20th-Fox) Feb. 11
**Three of a Kind** (Inv)
**Three Smart Girls Grow Up** (Univ) Mar. 25
**Three Texas Steers** (Rep) June 24
**Three Waltzes** (SR) May 20
**Thundering West** (Col) Apr. 15
**Tiger Hunt** (World) Apr. 29
**Timber Stampede** (RKO) June 24
**Tom Sawyer, Detective** (Para) Dec. 24
**Topper Takes a Trip** (UA) Jan. 7
**Torchy Blane in Chinatown** (FN)
**Torchy Plays With Dynamite** (WB) Aug. 5
**Torchy Runs for Mayor** (WB) Apr. 1
**Tough Kid** (Mono) Jan. 14
**Trapped by G-Men** (Col) reviewed under title (River of Missing Men) Sept. 11
**Trapped in the Sky** (Col) Feb. 18
**Trigger Smith** (Mono) May 13
**Trouble in Sundown** (RKO) Mar. 11
**Tumbleweeds** (SR) reissue May 27
**Twelve Crowded Hours** (RKO) Feb. 18
**Typhoon Treasure** (SR) May 27

**U**

**Undercover Agent** (Mono)
**Undercover Doctor** (Para) May 27
**Under Suspicion** (Col) Nov. 27
**Unexpected Father** (Univ) July 22
**Union Pacific** (Para) May 6
**Unmarried** (Para) May 27

**W**

**Wanted by Scotland Yard** (Mono) Apr. 29
**Ware Case, The** (20th-Fox) July 29
**Waterfront** (WB) July 1
**Way Down South** (RKO) July 15
**Western Caravans** (Col)
**When Tomorrow Comes** (Univ)
**While New York Sleeps** (20th-Fox) Oct. 22
**Whispering Enemies** (Col) Jan. 7
**Wife, Husband and Friend** (20th-Fox) Feb. 18
**Will of the People** (SR) Mar. 4
**Winner Take All** (20th-Fox) Feb. 25
**Wings of the Navy** (WB) Jan. 21
**Winter Carnival** (UA) July 15
**Within the Law** (M-G-M) Mar. 18
**Without a Home** (Foreign Cinema Arts) Apr. 15
**Wolf Call** (Mono) May 27
**Woman Doctor** (Rep) Feb. 4
**Women in the Wind** (WB) Feb. 4
**Wuthering Heights** (UA) Apr. 1
**Wyoming Outlaw** (Rep) July 15

**Y**

**Yes, My Darling Daughter** (FN) Feb. 11
**You Can't Cheat an Honest Man** (Univ) Feb. 25
**You Can't Get Away With Murder** (FN) Jan. 28
**Young Mr. Lincoln** (20th-Fox) June 10
**Youth Takes a Fling** (Univ) Oct. 1

**Z**

**Zenobia** (UA) Mar. 18
**Zero Hour, The** (Rep) May 27

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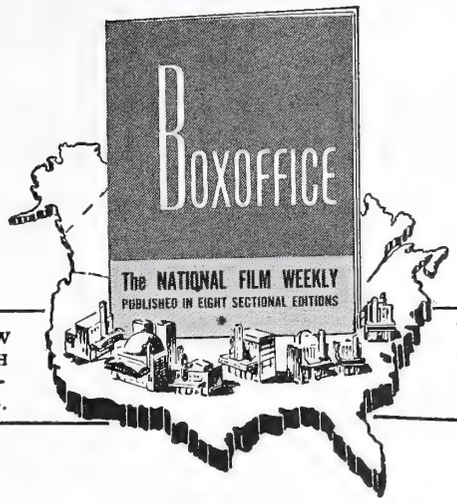
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# *LIKE THE BABBLING BROOK*

"UNTIL now Allied States Association has chosen to ignore the attacks made on it and its leaders by certain distributor representatives, trade paper editors and subsidized and over ambitious exhibitor leaders following Allied's rejection of the proposed code at the Minneapolis convention. This was because the motives of Allied's critics were so well known to the independent exhibitors that, so far as they were concerned, the poison carried its own antidote."

Which is why, it might be supposed, Allied follows this opening paragraph of its latest bulletin with approximately five thousand words seeking to explain what presumably requires no explanation.

It is an old device, but its age gives it no greater respectability than it does added conviction. The inordinate lengths to which Allied resorts in its effort to chronologically tell what happened to this and to that incident in code negotiations is in itself a damaging sign of weakness, a desire to split hairs or a scheme to plug large and gaping loopholes. This department, as one of its many and frequently tiresome duties, read that bulletin from one end to the other and catalogues it on the boresome side. A lot of Allied members for whom it is intended, no doubt, will agree before they finish the scanning, if they do.

For the history which Allied essays is ancient stuff by this time. The recollection is it has been warmed over in one form or another a number of times and now the hash is no more appetizing for the latest browning. Yet, because the record, oftimes swollen with futilities, ought to be maintained, perhaps some attention should be directed to this latest gurgle from the Allied babbling brook.

Here and there and more or less at random, then:

Allied, which has little cause to beef about the treatment accorded it by the industry's press, complains that "there has been no trade paper criticism whatever of the reckless policy of the Big Eight which has brought down upon their heads the four pending government prosecutions and the prospect of more, countless private suits and the imminent passage of the Neely bill and possibly other more onerous legislation."

Speaking on behalf of BOXOFFICE now, memory and the files show this publication, at any rate, has been sharply critical of the iniquities largely inherent in the current clearance situation, for instance. Editorial warnings, too, have been sounded on at least several occasions that economic might is not necessarily synonymous with economic right.

Allied views as "trivia" editorial attacks against it for having tricked major sales executives to Minneapolis to discuss the code when the organization already had determined to turn it down, for its board to have voted code rejection before those executives had been accorded a hearing and for "minor" inaccuracies in the rejection report of the negotiating committee. As effective an answer as any on those points is to dismiss the difference of opinion as a variance in point of view. BOXOFFICE, let it be said, sticks to its original conclusion that Allied indulged in chicanery and bad faith on all three.

Departing completely from the truth, however, the bulletin states those trade papers "most critical of Allied," of which this is most certainly one, ignored the report of that committee. As a matter of fact, this paper not only published the text in full, but published it ahead of all others in its eastern and national editions of June 17 and picked up for other editions the succeeding week. It is in the record and nothing can alter that, not even falsification in an Allied bulletin.

In the column of untruths, as well, is a charge trade papers stimulated the rumors Thurman Arnold might retire from the department of justice after the first of January, the idea here tying in with Allied's conception of why the lawyers for the majors were endeavoring to block the government case by every possible legal means, and from the attorney's angle why not? The Arnold report first appeared in the daily press and only then reached into the trade press, as Allied and the author of its bulletin either know or now learn.

But regardless of all this or of all that, the inescapable conviction sitting alongside this typewriter is that Allied currently reaches out in some form of desperation to justify its position in turning down the code for its campaign of relief by legislation and litigation. From time to time such a right has been recognized on this very page as Allied's privilege, but the boys don't have to strive so frantically to overload the proof.

It gets to bad technique after a time.

Kann

# THEATREMEN CAST MAJORITY VOTE AGAINST CURRENT CLEARANCES; WANT THEM REVISED

## Seems Most Troublesome In Central, Midwest, Least in the East

The consensus of exhibitor opinion throughout the country is opposed to current clearance schedules by a percentage of 58.04 to 41.06, the second in the series of BOXOFFICE surveys of industry problems reveals. Specifically, the answers to the question, "Are You Satisfied With Your Current Clearance Schedules?" broke as: "Yes" 41.06 per cent, "No" 58.04 per cent.

Apparently, the majority of those who want the trade practice code also are dissatisfied with their clearance schedules, the BOXOFFICE survey in the issue of August 5 disclosing a preference for the self-regulation plan by a vote of 67 per cent for to 33 per cent against.

Territorially, however, the results differ widely. Where ten states voted solidly in favor of the code, only two (Arizona and Nevada) express themselves as satisfied with their clearance setups. Three states, however, take a rap at clearance by registering 100 per cent in the "No" column. They are Rhode Island, Alabama and Wyoming. Only Wyoming voted 100 per cent against the code.

Clearance, or protection, apparently supplies the most trouble in the central and midwest territories, rating the boot by slightly over 68 per cent in each area. It seemingly causes less bother in the eastern states, current schedules there getting the nod by a fraction over 55 per cent, the only territory, incidentally, to rack up a majority in the satisfied column.

Into such computation is not figured the "maybes," the "don't knows" or the "yes, buts." Only straight "yes" and "no" are considered. The fringe-riders are interesting chiefly because of the reasons advanced for not falling into a definite column. Some say certain companies are considerate about clearance, others severe. Still other showmen say they are not satisfied now but see indications that they might be on the new season's product, asking that their answers be qualified to that extent.

All in all, and sectionally through to the national picture the replies are revealing. A geographical breakdown for detailed study appears in the table on the opposite page.

And what showmen have to say individually on the subject proves thought-provoking, as some of the comments selected from the survey for reprinting here disclose:

### Would Let First Come Be First Served

Let's stop all protection. Fair competition is good and will help any business, so let first come be first served. We all know that clearance is just a racket and is putting the people who built this business on the rocks. If the producer-exhibitors and large chains cannot compete with independent theatres they should close up shop.

—MAINE EXHIBITOR

### Local Option on Clearance Seen As One Solution

Much of the trouble about clearance, or protection, and zoning would disappear if the local district and branch managers were permitted to have a voice in the protection their companies accord the circuits. These managers know something about the potential income if clearance periods were reduced, but their home offices seemingly consider them as big yokels as they do the exhibitors.

—WISCONSIN EXHIBITOR

### Finds Majors Fair in Working Out Schedules

The complaints against clearance and protection and zoning leave me cold. In the midst of chain operation, I find that my clearance period works out okay. I pay $25 a few months after first run that costs that first run from $500 to $2,000. That's not a bad bargain any way you look at it.

—ILLINOIS EXHIBITOR

### Product Limitation to Circuits Urged

Nearly all of the agitation against excessive clearance would disappear if exhibitors were able to get at least part of their supply nearer to national release date. Why not limit to 50 per cent the amount of product available to major chains on a protected playdate arrangement and let the independents play the rest when they want to. Some of pictures that turn out to be clucks for the first runs would make real money for us if we could get them earlier, and the distributors would profit accordingly.

—INDIANA EXHIBITOR

### Termed Worst Enemy Of Small Towns

Clearance is the worst enemy of the small town showman. It is unfair when a circuit operating within 30 to 50 miles away can have my pictures delayed or withdrawn because they are not ready to play them. Protection in the same town is not so bad, provided it is reasonable, but I can see no sense in the system that takes in the entire countryside.

—INDIANA EXHIBITOR

### Quicker Playdates Seen As Comeback Incentive

One way for this business to bounce back to normal would be to give the small theatre man a chance to play his pictures sooner after first run. In too many spots in the cities the big fellows always try to crowd out the little ones. We would all make more money if the big guys would limit their pressure to a drive for decent

(Continued First Col. Next Page)

## *Majors Stand Firm on Schedules; Say Changes Imply They're Guilty*

**New York—Despite the suits filed against independent circuits by the government which alleges monopolistic activities, major distributors, co-defendants in all of the actions, state they have no intention of changing present clearances. The reason, according to sales executives, is that if voluntary changes in protection were to be made, it would be tantamount to an admission of guilt.**

**Some companies admit they do not care to sell second run in certain situations, regardless of what other distributors may do. It is held that the reason for not selling other types of theatres is because the practice encourages reopening of "dumps" and the conversion of halls into theatres. These buildings, it is argued, are so outmoded they should have been torn down ten to 20 years ago.**

**Further, it is concluded, the distributor has a right to protect his revenue in any given situation. By selling "outmoded" second and third runs, it is felt the income from the first runs will be materially pared.**

## *Expect Squawks From Small Situations*

**New York—Most of the complaints on clearances and overbuying, as provided in the special arbitration provision of the code, are expected to be registered by exhibitors whose rentals average from $10 to $30 a picture, according to a major company attorney. These exhibitors, in order to have present conditions changed will have to prove their cases to the satisfaction of the neutral arbiters who will hold the key vote to all decisions, it is pointed out.**

# 58.04% OF BALLOTS IN "BOXOFFICE" SURVEY, LED BY CODE ADHERENTS, ARE FOR NEW DEAL

## Suggestions Range From Scrapping Clearance To "Divorcement"

(Continued from preceding page)

profits instead of a program of eradication of the independent.

—ILLINOIS EXHIBITOR

### Suggests Protection Based On Value of Each Picture

While I am not content with my present clearance, I realize a first run paying a high rental deserves a reasonable period of protection against other theatres. But why should the protection be the same on every picture, regardless of its value? Why not base subsequent playdates on the gross at the first runs and push through faster those films that don't click too heavily? What they miss first run they may make up for subsequents, with everybody reaping the benefits. This idea, which I know would prove complicated at the start, might work out.

—MISSOURI EXHIBITOR

### Says Shorter Clearance Would Build Patrons

In their greed the big chains are killing the business when they think that by long clearance they are increasing their profits. Excessive protection is slowly weaning film fans from the neighborhood houses. When they are killed, the film business dies, because in their appeal to family trade the neighborhood houses are the cradle of the film patrons of the future.

—OREGON EXHIBITOR

### Clearance No Concern; Wants "Bellylaughs"

Take all the clearance you want and you can't hurt me if the producers will give me some pictures with good old-fashioned bellylaughs. My patrons are tired of stifling yawns and laughing softly; they want to lean back and roar when somebody gets socked with a custard pie.

—ILLINOIS EXHIBITOR

### Base It Solely on Prices, Is Urged

A fairer type of clearance is based solely on admission prices, and I would like to see the value of the giveaways figured and deducted from the admission prices to set the bargain dealing theatre owners further back on the schedule.

—MINNESOTA EXHIBITOR

### Still Gets Results From Discussion

Many of the clearance and zoning problems can be adjusted by a friendly discussion with the independent's circuit competitor. Bear in mind that too often the opinion held of the independent by the chain man has been put there by the independent. Instead of letting the bitterness back up, and instead of calling my circuit opposition nasty names to anyone who will listen, I go to him when he squeezes me too hard and we manage to work out a better deal for me.

—OHIO EXHIBITOR

## *The Vote*

| | *Pct. "Yes"* | *Pct. "No"* |
|---|---|---|
| **EASTERN** | 55+ | 44+ |
| Delaware | 0 | 0 |
| Maryland | 0 | 0 |
| New Jersey | 34 | 66 |
| New York | 57 | 43 |
| Eastern Pennsylvania | 60 | 40 |
| Virginia | 71 | 29 |
| **NEW ENGLAND** | 27+ | 72+ |
| Connecticut | 35 | 65 |
| Maine | 50 | 50 |
| Massachusetts | 25 | 75 |
| New Hampshire | 0 | 0 |
| Rhode Island | 0 | 100 |
| Vermont | 0 | 0 |
| **SOUTHERN** | 45+ | 54+ |
| Alabama | 0 | 100 |
| Arkansas | 83 | 17 |
| Florida | 50 | 50 |
| Georgia | 75 | 25 |
| Louisiana | 60 | 40 |
| Mississippi | 50 | 50 |
| North Carolina | 57 | 43 |
| Oklahoma | 38 | 62 |
| South Carolina | 50 | 50 |
| Tennessee | 35 | 65 |
| Texas | 48 | 52 |
| **MIDEAST** | 42+ | 57+ |
| Kentucky | 12 | 88 |
| Michigan | 47 | 53 |
| Ohio | 74 | 26 |
| Western Pennsylvania | 50 | 50 |
| West Virginia | 25 | 75 |
| **CENTRAL** | 31+ | 68+ |
| Illinois | 35 | 65 |
| Indiana | 32 | 68 |
| Eastern Missouri | 50 | 50 |
| Wisconsin | 8 | 92 |
| **MIDWEST** | 31+ | 68+ |
| Iowa | 15 | 85 |
| Kansas | 29 | 71 |
| Minnesota | 30 | 70 |
| Western Missouri | 46 | 54 |
| Nebraska | 20 | 80 |
| North Dakota | 20 | 80 |
| South Dakota | 62 | 38 |
| **WESTERN** | 49 | 51 |
| Arizona | 100 | 0 |
| California | 38 | 62 |
| Colorado | 50 | 50 |
| Idaho | 25 | 75 |
| Montana | 43 | 57 |
| Nevada | 100 | 0 |
| New Mexico | 0 | 0 |
| Oregon | 40 | 60 |
| Utah | 50 | 50 |
| Washington | 44 | 56 |
| Wyoming | 0 | 100 |

## Some, Dissatisfied, Are Hopeful for New Deal Under Trade Code

### "Divorcement" Seen As Only Solution to Clearance

Nearly everything else has been tried and has failed. The only thing left to settle troublesome clearance and zoning seems to be complete divorcement of producers and exhibitors from the theatre business.

—NEW YORK EXHIBITOR

### Says Clearance Schedule Inconsiderate

The clearance schedule in this territory is very unfair. It is set up with no thought for the welfare of the independent exhibitor.

—WISCONSIN EXHIBITOR

### Sees Zoning of Vital Importance Now

Now, more than ever before, the problem of zoning becomes more important. There is need of a shrinkage of the protection AREA accorded a chain. Nobody reasonable complains of reasonable clearance within the same town, but there is nothing except coercion that prompts a distributor to grant a circuit house protection over another house in another town 30 miles or more away.

—NEW YORK EXHIBITOR

### Competitive Bidding For 1st Runs Asked

My solution for the clearance problem is 100 per cent open buying for independents and chains, with first runs going to the individual theatre with the ability to pay. Set up zoning with no special privilege to affiliated theatres.

—CALIFORNIA EXHIBITOR

### Says Regulation The Only Way

After 20 years in the business I am firmly convinced that strict federal regulation is the only thing that will make the circuits give up the advantage they have gained by buying power and the ability through it to enforce unjust clearance.

—IOWA EXHIBITOR

### Says Theatre Value Should Govern Clearance

Whenever clearance is granted to the best and most modern house in a town, regardless of whether it is affiliated or independent, that problem will be solved.

—KANSAS EXHIBITOR

# 5 NAT'L CIRCUITS DID $200,000,000 IN 1938; 7 MAJORS SPEND $130,000,000 ON PRODUCTION

## Chain Interests Touch 2,800 Houses With 3,000,000 Seats

(Copyright, 1939, Associated Publications)

WASHINGTON — Approximately $200,000,000 were taken in at the boxoffices of the five major circuits—Paramount, Warner, National Theatres, Loew's and RKO—in 1938, it is understood, according to a consolidated report submitted by seven major companies to Harry Hopkins, secretary of commerce.

Cost of feature production for the 12 months totaled about $130,000,000 and domestic distribution approximately $50,000,000. The total number of theatres which the majors either own or in which they have partnership interests aggregate 2,800 with a combined seating capacity close to 3,000,000. The five circuits held 100 per cent interest in about 1,000 theatres. Of the remaining 1,800, it is shown that the circuits held less than a 51 per cent holding in the majority of the situations.

With production costs as a basic figure, the total number of shorts and features released during 1938 resulted in a substantial net loss for domestic operations, the report shows. This is said to prove the contention of distributors that foreign markets are vitally necessary. With trade in foreign countries constantly dwindling distributors are faced with a serious problem in future years unless there is an alleviation in restrictions abroad, the report maintains.

### UA Not Included

United Artists, which has been playing a lone hand in the defense of the government's anti-trust suit, is not included in the consolidated report. This company, through its various producers, is reported to have spent in the neighborhood of $25,000,000 on production.

The average admission price has dropped from 48 cents in 1929 to 30 cents in 1938, the consolidated analysis shows. The figure applies to major circuit operations only.

The information in the consolidated report is the result of a questionnaire sent out following meetings here with top executives, representing the seven companies which gathered the information. Producers are now waiting word from Hopkins.

Questions included in the survey are understood to have pivoted around production costs of features, shorts and other subjects, costs of independent productions distributed by major companies, taxes and amortization, the number of theatres owned outright by each circuit and the number of partnership arrangements with each deal broken down as to percentage of interest by the major company, pooling

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## *Hopkins Studying Trade Data; Meets Topliners Again Later*

WASHINGTON—Experts of the department of commerce now are studying the factual data submitted in a consolidated report by seven major companies dealing with their operations in the domestic and foreign markets. The report was sent to Harry Hopkins, secretary of the department, three weeks ago following meetings with top-line executives. Government statisticians also are going into various verbal and written information presented to Hopkins by independent exhibitor leaders and Ed Kuykendall, president of the MPTOA, and his committee.

As soon as the analysis is completed by the experts and presented to Hopkins in brief form, another meeting of New York executives is scheduled to be called here. Independent exhibitors who conferred with Hopkins also will meet with him again for a further study of the digested data.

When Will H. Hays, Nicholas M. Schenck, George J. Schaefer, Harry M. Warner and Joseph H. Hazen met with Hopkins here in the first of the series of industry meetings it is understood these men gave a historical picture of the industry since its inception, relating the enormous costs of operations in theatres and exchanges and also rendered as a combined opinion why it is impossible to compare the film business with any other.

The general belief here is that Hopkins, through his analyses, is seeking a solution of the industry's ills. The study is not without the knowledge and full consent of the department of justice, it is stated. Further, Hopkins' procedure has the blessing of the President, it is said.

That it is unfair to compare the industry with any other business was pointed out to Hopkins by reason of the need to deal with an inflammable film which makes it impossible to distribute at a low cost.

In this respect, it was pointed out the expense in handling shipments is not paralleled in any other industry. The cost of constructing fireproof exchanges throughout the country and the use of specified ICC regulated containers for interstate shipments and other outlay for protecting employes is a dominant factor in bolstering costs of operations, Hopkins was informed. A non-inflammable film, handled at a low cost, has not yet been found to provide the solution.

Considerable detail on the cost of operating theatres, film rentals paid by the major circuits and admission prices was included in the consolidated report to show why distributors cannot treat the smaller theatre on the same basis in regard to financial return as the de luxe house.

Film leaders are understood hopeful that Hopkins is fully cognizant of their position by this time and that he may offer a compromise which may bring about a better understanding of intra-industry relationships.

### Kuykendall Is Hopeful Over Hopkins' Meetings

NEW YORK—Declaring he has no inside information and he is not authorized to speak for the department of commerce, Ed Kuykendall, president of the MPTOA, in his latest bulletin, pointed out: "If the department has a definite plan in mind to accomplish its objectives it has not been revealed to us. It seems that whatever they ultimately have in mind, their first step is to acquire a sound, thorough understanding of just how our business operates now, why it operates that way, what are its important problems, and why they are problems.

"Charges have been raised already that this is another form of government interference and regulation. Maybe it is, but our impression is that it is quite different than the sort of government regulation sought by the department of justice and the Neely bill, which offer a purely negative approach to our business problems. Neither the courts nor special criminal statutes can, by their very nature, offer positive constructive methods and practices, they cannot offer or establish any better plans. Perhaps the department of

(Continued on page 22)

## *Admit More Than Gov't Claims*

**New York—In the government's petition in the all-industry suit, the five major circuits are down for a total of 2,421 theatres. According to the figures furnished by the major companies, the department of justice is off approximately 400.**

**The government also listed the average of playing time allocated to major company releases in the circuits. It is understood these percentages do not match with the figures compiled by the distributors.**


Hello-
Gloria Jean



Say "Hello!" and get on to what's happened! Universal has found a new star! A girl with a thrill-ion dollar voice, an amazing faculty for being herself. A star who's first picture finds her surrounded by the top favorites of Hollywood and backed by the production genius of Joe Pasternak, unerring creator of successes!

## Robert CUMMINGS • Nan GREY

## and Gloria JEAN in

# "The UNDER-

## —There's one in every family!

*with*

Beulah Bondi • Virginia Weidler • Margaret Lindsay
C. Aubrey Smith • Billy Gilbert • Ann Gillis
Raymond Walburn • Paul Cavanaugh • Samuel S. Hinds

Original story by I. A. R. Wylie • Screenplay by Grover Jones • Directed by RICHARD WALLACE

## A JOE PASTERNAK Production




PUP"

# HERE'S A STORY SO HUMAN YOU COULD CAST IT WITH ANY FAMILY, ANY YOUNG LOVERS, AND ANY SHINING YOUNGSTER—PROVIDED SHE HAD THE VOICE IN A MILLION THAT IS GLORIA JEAN'S!

Nothing ever happened to this family until Pip-Emma wrote about trees . . . . . .



*But that did it! That brought on the people... and the Penguins . . . and the kind of happenings that could occur only in—and out of—a typical American home!*

## *HERE'S HOW 'OE PASTERNAK (Creator of the Deanna Durbin successes) CAST "THE UNDERPUP"*

1. Gloria Jean's first movie role is that of "Pip-Emma," a girl full of pranks and golden voice.
2. Robert Cummings, star of "3 Smart Girls Grow Up," plays breezy "Denis," imaginative football star.
3. Nan Grey plays "Priscilla," who, for a time, denies Denis' claim that life's best things are free.
4. Beulah Bondi is inimitable as a chilly old maid with a reserve like the Federal Bank.
5. Virginia Weidler was assigned as "Shy Janet."
6. Margaret Lindsay plays Mrs. Cooper, Janet's troubled mother.
7. C. Aubrey Smith, irascible, dominating as "Grandpa."
8. Billy Gilbert got the part of "Tolio" frantic father of two T.N.T. boys.
9. Ann Gillis was handed the part of "Letty-Lou," red-headed "stooge."
10. As the moneyed Mr Layton, Raymond Walburn really swings his weight.
11. Paul Cavanaugh plays the good provider but bad father.
12. Shirley Mills is the dictatorish president of the "Penguins."

## AUGUST 24th SEES the WORLD PREMIERE of UNIVERSAL'S "THE UNDER-PUP"

*—There's one in every family!*

*at the Strand Theatre,* SCRANTON, PA.

GENERAL RELEASE SEPTEMBER 1st

Backed by a $75,000 National Promotion Campaign



UNIVERSAL FILM EXCHANGES, INC.
ROCKEFELLER CENTER
NEW YORK

OFFICE OF
W. A. SCULLY

August 16, 1939

TO ALL BRANCHES:

Note following letter to all of our customers.

"We had expected to release during August 1939 a DEANNA DURBIN picture in the course of production, under the title of FIRST LOVE.

We now find that due to unforseen circumstances it will be impossible for us to have this picture available for release during the current releasing season.

In view of the support and cooperation extended to us during the past year by our customers, we will deliver this DURBIN picture under our 1938-39 contract, even though under our contract we are not obligated to do so."

Please be governed accordingly.

Sincerely,

W. A. Scully

GENERAL SALES MANAGER

WAS L

# THE ROLL CALL OF SUCCESS!

# CLEAN SWEEP OF SMASHING,

# FOR THE GREATEST WOMAN'S



177% OF TOP BUSINESS

**LOS ANGELES** "Absolutely the biggest Friday business in years . . . tops everything we ever had!"



150% OF TOP BUSINESS

**ASHEVILLE, N. C.** "Biggest Friday opening in years. Audience reaction and reviews marvelous."



131% OF TOP BUSINESS

**ROCHESTER** "A box-office smash. Beat everything in sight!



175% OF TOP BUSINESS

**SAN FRANCISCO** "Seems like all the women in town were waiting for this . . . and they all came at once to see it!



120% OF TOP BUSINESS

**STAMFORD** "Women wild about picture . . . sock business in Waterbury and Danbury too."

# IRENE DUNNE and CHARLES BOYER

# UNIVERSAL'S PRESENTATION of

# TEN WEEK-END OPENINGS AND A RECORD BREAKING GROSSES PICTURE IN TWENTY YEARS!



165% OF TOP BUSINESS

**SYRACUSE** "Excellent smash opening with Boyer and Dunne dynamite with audience."



135% OF TOP BUSINESS

**CINCINNATI** "It slayed the gals for a better opening than any Universal picture in two years!"



125% OF TOP BUSINESS

**NEW ORLEANS** "Biggest day's business in months!"



153% OF TOP BUSINESS

**LOUISVILLE, KY.** "Exceptional! Almost double the previous big ones we've had!"



156% OF TOP BUSINESS

**SEATTLE** "Best opening in months. Comments excellent. The femmes are in hysterics about it!"

## in "WHEN TOMORROW COMES!"

## JOHN M. STAHL'S TOP TRIUMPH!

The Pulse of the Motion Picture Industry

# BOXOFFICE

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VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

A NUMBER of conclusions might be drawn from the thirty-nine attractions listed by Will H. Hays in his widely released statement popping the starter's gun on behalf of the Golden Jubilee drive. If you like, his designation of eight from RKO, which is as many as he gives Metro, might carry significance in that it may presage some sort of an inside track on product in the days to come. However, this column prefers to wait.

But its conductor is as curious about the lapses as he was interested in the conclusions. For instance, from the art approach which Hays stresses in his public statements, we don't know of a more significant film this year than "They Shall Have Music." A motion picture which includes Jascha Heifetz in its cast automatically belongs in any list Hays or anyone else may compile, to our way of thinking.

It is true the reference is to fall and winter releases and the Heifetz film is now playing its first runs. But for the rank and file, "They Shall Have Music" definitely is a fall release. It is not included in the Hays accolade of pictures worthwhile.

Baffling, too, is the omission of "Beau Geste" and "Four Feathers" and others like "The Star Maker," "Gulliver's Travels," "The Real Glory" and "Marx Brothers at the Circus." Completely a stopper is the no mention accorded "Grapes of Wrath."

## *Significance Again*

Noteworthy in the statement is a third reference to films of social importance in recent months. It can no longer be accidental for Hays once more to stress the issue in language as definite as this:

> ". . . this period of the motion picture's anniversary marks the emergence of the screen as an increasingly significant social, as well as, entertainment force. This came with the technical development of the industry and the growth of the art. New fields of artistic expression were opened to the pictures when the screen acquired a voice . . . No wonder, therefore, that within the function of entertainment and recreation demanded of the screen, pictures should be produced that are outstanding social, as well as entertainment, contributions of the day. Such pictures do not merely recreate for the moment, but give their audience something to take home with them."

HE sticks to his guns, does Bill Boehnel, critic of the "New York World-Telegram." Additional proof:

> "Regardless of which side you take —and this writer firmly believes that, if the cinema is ever to amount to anything, it must deal with matters of world importance—it must be evident to everyone interested in films that for some time now Hollywood has been completely hexed by the rippling sound of the word 'escapist' . . . The trouble is that a steady diet of films which completely avoids any problems of the people we know and understand; of films which look at everything through rose-colored glasses and distort the truth, as the bulk of Hollywood offerings do, are devitalizing mentally and injurious to those who see them, because the tendency for those who see them is to see nothing else.
>
> "Nor can 'escapist' advocates defend themselves with the argument that audiences go to the movies to be entertained and that they do not want to be preached to or fed a lot of highbrow stuff, for even movie producers must know that entertainment has never been conditioned by an absence of intelligence.
>
> "For the stage and literature, from which the movies get a large share of their material, have long since proved that something important and vital can be said and still be entertaining. Nor can these 'escapist' advocates overlook an even more important fact—which is, simply, that the state of the world today is such that a medium with the power and force of the cinema cannot afford to be complacent about things that are happening around us and survive."

Well said, indeed, and echoed to the last reverberation in this space.

## *The Evidence, Please*

Toronto reports the Catholic Women's League of Canada has adopted a pledge to boycott filthy pictures and questionable literature. The latter phase of this pledging is all right with us. The former very definitely is not. What filthy pictures by title is what this department wants to know. These outside attacks directed at the industry and reared on non-specific structures are unwarranted, unfair and must not be accepted calmly and without challenge.

## *Information, Please*

Hollywood bulletin advises the the cast of "The Women" celebrated Director George Cukor's birthday by staging a watermelon party. Every melon had a "Happy Birthday" carved into its surface because Cukor doesn't eat cake.

What about blintzahs?

# "BEAU" CAPTURES BROADWAY!



**Paramount's "BEAU GESTE" does year's biggest opening day business at New York Paramount. Tops "Union Pacific" and "Man About Town" despite heat wave.**

Paramount Pictures

# ATTORNEY QUINTET PETITIONS JUSTICE DEP'T ON CODE APPROVAL; NO ACTION ANTICIPATED

## Go Over Code Clauses To Avoid Chances of Anti-Trust Snag

WASHINGTON—Five attorneys representing major distributors conferred here early in the week with Paul Williams, in charge of the all-industry suit for the government, with the reported intention of seeking approval of the code from the department of justice.

While no comment was forthcoming, those who came on from New York for the session were J. Robert Rubin, general counsel for M-G-M; Austin C. Keough, chief counsel for Paramount; Robert W. Perkins, legal head for Warners; Richard Dwight of Dwight, Harris, Caskey & Koegel, representing 20th-Fox, and John Howley of Donovan, Leisure, Lumbard & Newton, counsel for RKO.

It is understood the attorneys went over the various clauses in the code with Williams in an effort to determine, before sending it out to exhibitor bodies for ratification, if any violations of the anti-trust law were in it.

### Majors Still Seek Approval, But Intend Moving Anyway

NEW YORK—The major companies continue in their desire to obtain approval of the code from the department of justice, but are not any more sanguine over the possibility now than they have been in the past.

The department's attitude ties in with its general policy against formal or informal sanctions of this nature on the ground it does not want to be bound if, in the future, it determines to proceed against any industry or members of an industry functioning under a code earlier approved.

Distributors insist, however, that they will proceed with the code regardless of the justice department's attitude.

## *National Circuits Did $200,000,000 in 1938*

(Continued from page 6)

deals, seating capacities, grosses for each circuit's theatres, average admission price, the number of pictures used and operating expenses.

There is no individual breakdown of any company's holdings either in theatres or in production costs, the consolidated report being a compilation of figures submitted to an impartial accounting agency by the seven companies.

Distribution activities in foreign markets are also detailed. Other financial data in relation to the corporate setups and holdings in foreign companies are detailed.

## *Justice Dept. Terms Pact Illegal; Would Intensify Prosecutions*

**Washington—The department of justice today advised distributors that their proposed trade practice code is based upon an illegal industry structure and adoption will lead to intensified prosecutions. This first public announcement of the government's position is seen in Washington as dealing a fatal blow to the proposed pact.**

## RKO Still Studying Stage Shows in East

NEW YORK—Although RKO has closed a one-year deal with Warner for 1939-40 product in its metropolitan houses, John J. O'Connor, vice-president and general manager of the major circuit, states he is still seriously considering the idea of booking stage shows with prominent Broadway legitimate attractions condensed for the fall.

The plan was to inaugurate the policy extensively in the event the Warner deal did not materialize, but the circuit finds itself in a position now to compete against the Brandt circuit which intends to revive vaudeville and band names in approximately 20 local theatres. While the RKO circuit booking may not be as extensive as under the original plans, the booking of condensed stage shows may be limited to about five or 10 houses.

## *Columbia Signs Skirball, Wildberg 3-Film Deal*

NEW YORK—Columbia this week signed contracts with Jack Skirball and John Wildberg for three pictures with a Hollywood bank and Erpi participating in the financing. One or two may be produced in the east. First will be "14 Uncles" to be followed by "Angela is 22" and "For All of Our Lives." Each picture will be budgeted at $300,000 and released at six-month intervals.

## *Protests on Fabian, RKO Clearance Await Action*

NEW YORK—Nothing has yet been done about the complaints by several Allied members upstate to alter clearances enjoyed by Si Fabian and RKO circuits. A meeting was slated, but apparently the interests involved have not been able to set a convenient date for the get-together. Meanwhile, Fabian and RKO executives state the situation will be cleared up.

## Erpi Hand Seen in Otterson Venture

NEW YORK—Erpi, which John E. Otterson headed from 1928 to 1935, is believed to have an interest in the newly formed Radio Wire Television Corp. of America, of which Otterson is president.

While it has not been determined the extent to which Erpi will exercise its electrical resources in Radio Wire it is reported one of its subsidiaries owns a mortgage covering some of the equipment in Otterson's venture.

Radio Wire has acquired a number of smaller companies that are currently engaged in supplying musical entertainment to hotels, restaurants and homes, as well as retail outlets for radio equipment, phonographs and photographic supplies.

## *Second Philadelphia Suit Filed Against Warner*

PHILADELPHIA—Second anti-trust action against the Warner chain and major distributors by an independent exhibitor has been launched by George Graves of the Carman. The plaintiff, through Brewster Rhoades, attorney, charges conspiracy in that the Warner Uptown has been buying up all of the major product to keep it away from the Carman.

Briefs were slated to be filed late this week in the suit of Eugene Mori of the Landis, Vineland, N. J., with a hearing dated for September 1. This plaintiff also alleges monopolistic tactics by Warner and major companies.

## *Schine Prober Upstate For Additional Data*

NEW YORK — Seymour Krieger, special FBI investigator who made a study of independent exhibitor complaints for the government in connection with the Schine suit, has been spending the greater part of the week in the upstate region, presumably securing more data for the case.

# What about Paramount TRAILERS?

**Paramount's announcement to the trade, in May of this year, that it would produce and distribute its own screen trailers, has aroused gratifying interest in the field. Showmen everywhere have been writing in to tell how glad they are that we have taken this forward-looking, constructive step. Many of them ask for more detailed information. Most of them make suggestions based on their own experience with trailers. Because the queries in the letters we are receiving hit a common pattern, Paramount takes this opportunity to answer some of them for EVERY exhibitor.**

**Q. WHEN will Paramount begin to service its trailers?**

**A.** The first Paramount trailer on the new set-up will be issued for the Paramount picture to be released January 5, 1940.

**Q. WHY is Paramount undertaking to supply its own studio-made trailers?**

**A.** Paramount believes that a trailer planned, made and distributed by the men who make the picture can be packed with more showmanship, more originality, and more right-on-the-picture selling power than a trailer made any other way.

**Q. WHO will plan and make the new Paramount trailers?**

**A.** YOU will! Paramount, for months, has been contacting showmen everywhere; learning through interviews, letters, questionnaires, what EXHIBITORS think a successful selling trailer should be—getting ideas for unusual presentations, new selling approaches. PARAMOUNT'S TRAILERS WILL BE THE TRAILERS YOU ASK FOR —in every sense of the phrase!

**Q. WHAT sort of trailers will Paramount supply—will they suit MY audience?**

**A.** Most emphatically they will. At present, Paramount plans to issue two styles of trailer for each picture — a De Luxe trailer for first-run houses, a regular trailer for subsequent runs. These will be styled to SELL the audiences they're made for, in the manner that's best for each picture.

**Q. HOW will Paramount trailers differ from other trailers?**

**A.** They'll be different in that they will be YOUR trailers—made by showmen for showmen, planned with *your* suggestions in mind! Paramount will continually check the field for criticism, new ideas, new selling slants. And Paramount will use YOUR ideas.

## PARAMOUNT TRAILERS ARE YOUR TRAILERS!

# Gov't Takes Schines to Show How "Monopoly" Is Created

BUFFALO—*The government's 28-page brief, filed in the action against the Schine circuit, encompasses one of the most complete step-by-step explanations of how a monopoly in exhibition is created that the department of justice has yet embarked upon, according to its own analysis and allegations, of course.*

*The brief lists 20 specific charges against the independent circuit defendants and seven separate complaints against the film companies covering a 10-year period. The government states "by virtue of the monopolistic power of the Schine defendants, individuals are denied the right of engaging in the business of exhibiting motion pictures in the Schine towns, any of them, on a fair, competitive basis."*

*Further, the government charges "in many of the Schine towns, other exhibitors have been forced out of business or compelled to dispose of their theatres to the Schine defendants in combination with the distributor defendants, leaving the Schine defendants as the only exhibitors in said towns."*

*While none of the exhibitor complainants is named, the 20 specific charges against the Schine circuit are detailed as follows:*

"1—The Schine defendants have acquired and attempted to acquire theatres, and have forced and attempted to force competitors out of business for many years past, in some cases as long as 18 or 20 years ago, by the following methods, and others to plaintiff unknown:

"(a)—Threatening to build a theatre in opposition to another exhibitor if he does not agree to sell or lease to them.

"(b)—Building a theatre in opposition to another exhibitor, thereby taking away his product and relegating him to an inferior position.

"(c)—Threatening to deprive another exhibitor of desirable product or run if he does not agree to sell or lease to them.

"(d)—Depriving another exhibitor of desirable product or run, thereby relegating him to an inferior position.

"(e)—Announcing the proposed construction or opening of a theatre or taking an interest in a theatre site in the neighborhood of another exhibitor, with the suggestion conveyed to that exhibitor, either directly or through third parties, that the Schine defendants intend to build and open a theatre if the other exhibitor will not agree to sell or lease to them.

"(f)—Acquiring the superior title in a theatre controlled or operated by another exhibitor, and taking over the control or operation of such theatre.

"(g)—Cutting admission prices in areas where competition exists.

"(h)—Resorting to unusual and costly games and giveaways in areas where competition exists.

"(i)—Taking unreasonable protection over other exhibitors.

"(2)—The Schine defendants have continuously, for at least the past 10 years, restrained trade and monopolized the exhibition of motion pictures in the Schine towns in the following manner, and by other methods unknown to the plaintiff:

"(j)—Monopolizing the first and preferred runs of all the high class feature pictures distributed by the distributor defendants in practically all situations where the Schine defendants operate theatres, and also in some of their situations the most desirable feature pictures distributed by independent distributors.

"(k)—Contracting for more feature pictures distributed by the distributor defendants than the Schine defendants can reasonably exhibit, thus denying other exhibitors the opportunity of contracting for or exhibiting said feature pictures.

"(l)—Demanding and receiving unreasonable protection over other exhibitors.

"(m)—Demanding and receiving more favorable rental terms than other exhibitors in comparable or less favorable situations.

"(n)—Demanding and receiving more favorable rejection privileges than other exhibitors, and other more advantageous benefits and privileges.

"(o)—Inducing the granting of privileges and advantages by the distributor defendants through entertainment, gifts, and favors tendered to their representatives.

**"Practices" Listed**

"(3)—In order to maintain and perpetuate their monopoly, and in order actively to discourage competition in the Schine towns, the Schine defendants have engaged in the following practices, and in others to the plaintiff unknown:

"(p)—Keeping theatres closed in many of their towns, and opening them or announcing their opening wherever there is any indication that another exhibitor intends to open a theatre in a Schine town.

"(q)—Keeping theatre sites or acquiring interests in theatre sites in Schine towns and announcing the proposed construction of a theatre whenever there is any indication that another exhibitor intends to open a theatre in a Schine town.

"(r)—Announcing the proposed construction of a theatre in a Schine town whenever there is any indication that another exhibitor intends to open a theatre in a Schine town.

"(s)—Communicating with the distributor defendants whenever there is any indication that another exhibitor intends to open a theatre in a Schine town and reserving for themselves in that town the feature pictures and the run that would normally have been available to such other exhibitor.

"(t)—Interfering with arrangements, financial, real estate, contractual, or otherwise, being negotiated by other exhibitors with third parties for the acquisition of theatre sites or the acquisition, construction, or operation of theatres by such other exhibitors in Schine towns."

Specifically, distributors are charged with the following:

"(1)—In practically every situation where Schine defendants operate theatres, the distributor defendants uniformly grant them the first and preferred run in preference to all competing theatres and with protection over said theatres; and in practically all situations where the Schine defendants acquire a theatre, such theatre is thereafter granted priority and preference by all distributor defendants over competing theatres and with protection over said theatres.

"(2)—The distributor defendants have consistently refused to license motion pictures on a local competitive basis to exhibitors in any situations where the Schine defendants operate theatres. During each of the past 10 years, the Schine defendants have collectively contracted with each of the distributor defendants for all of the feature pictures annually required for exhibition at all of the theatres operated by the Schine defendants in the Schine towns, in advance of production and distribution of such feature pictures and before such feature pictures or any of them, have been offered to any other exhibitor in said towns, with the purpose and effect of controlling and monopolizing the supply of feature pictures available for exhibition in said towns.

**"Privilege" Charged**

"(3)—The distributor defendants have uniformly granted the Schine defendants far greater privileges in their licensing contracts and in the exhibition of pictures than are normally granted other exhibitors. The distributor defendants frequently grant the Schine defendants, among other benefits and advantages, substantial rejection privileges, and the right and privilege to play certain specified feature pictures without assuming any binding obligation to do so. Such rights and privileges are not, as a general rule, granted to other exhibitors.

"(4)—In many instances the distributor defendants have uniformly refused to sell a second or subsequent run in opposition to a theatre or theatres operated by the Schine defendants.

"(5)—The distributor defendants have uniformly granted the theatres operated by the Schine defendants unreasonable protection over other theatres.

"(6)—In many instances the distributor defendants have licensed motion pictures to the Schine defendants at rentals considerably less than those charged other exhibitors for comparable or less favorable situations.

"(7)—On many occasions the distributor defendants have licensed to the Schine defendants motion pictures greatly in excess of the reasonable exhibition requirements of their theatres, thus preventing other exhibitors from using said pictures at all or from getting them while they are still new."

The only way the Schine circuit buying power can be eliminated, according to the government, is by dissolution, which is sought. All defendants have until August 28 to answer, but because of the scope of the charges motions for further particulars will be demanded.

George L. Grobe, U. S. attorney for the western district of New York, may prosecute with Seymour Krieger, who conducted the investigation, assisting.


A FAST START!
"BOYS TOWN" • "THREE LOVES HAS NANCY" • "TOO HOT TO HANDLE"
"STABLEMATES" • "HUCKLEBERRY FINN" • "THE CITADEL" • "THE SHINING HOUR" • "THE GREAT WALTZ" • "OUT WEST WITH THE HARDYS" • "STAND UP AND FIGHT" • "FOUR GIRLS IN WHITE"
"SWEETHEARTS" • "IDIOT'S DELIGHT"
"HONOLULU" • "CALLING DR. KILDARE"
"HARDYS RIDE HIGH" • "PYGMALION"
"MAISIE" • "WONDERFUL WORLD"
"TARZAN FINDS A SON"
A GREAT FINISH!
"ANDY HARDY GETS SPRING FEVER"
A smash sensation everywhere!
"GOODBYE MR. CHIPS"
Hold-over record holder!
"LADY OF THE TROPICS"
Call out the cops! It's terrific!
"THE WIZARD OF OZ"
Technicolor Wonder Show!
Greatest since "Snow White"
STRONG MAN OF THE INDUSTRY!

*(Over please!)*




# OZ

READY! SET! GO!—This industry is talking about nothing else but the greatness of M-G-M's "THE WIZARD OF OZ". The preview confirmed advance reports that it is one of the biggest box-office sensations of all time. 400 happy theatres are about to play it in the largest simultaneous booking of film history. M-G-M has set the stage. The American public is waiting!

# $250,000 CAMPAIGN!

## NATIONAL MAGAZINES

*Full-page, full color ads*

| *MAGAZINE* | *ON SALE* |
|---|---|
| WOMAN'S HOME COMPANION | Aug. 5 |
| LADIES' HOME JOURNAL | Aug. 9 |
| McCALL'S | Aug 10 |
| AMERICAN | Aug. 5 |
| REDBOOK | Aug. 5 |
| COSMOPOLITAN | Aug. 1 |
| GOOD HOUSEKEEPING | Aug. 20 |
| PARENTS' | Aug. 15 |
| LIFE | Aug. 25 |
| SATURDAY EVENING POST | Aug. 23 |
| LIBERTY | Aug. 16 |

## JUVENILE MAGAZINES

*Full-page, 2-color ads*

| | |
|---|---|
| AMERICAN BOY | Aug. 20 |
| BOYS' LIFE | Aug. 20 |
| AMERICAN GIRL | Aug. 28 |
| OPEN ROAD FOR BOYS | Aug. 20 |

## FAN MAGAZINES

*2-color, 2-page spreads*

| | | |
|---|---|---|
| SCREEN BOOK — Aug. 1 | MODERN SCREEN — Aug. 1 | SCREEN GUIDE — Aug. 1 |
| HOLLYWOOD — Aug. 10 | MODERN ROMANCES — Aug. 1 | SCREENLAND — Aug. 3 |
| MOTION PICTURE — July 25 | MOVIE MIRROR — July 25 | SILVER SCREEN — Aug. 12 |
| MOVIE STORY — Aug. 1 | PHOTOPLAY — Aug. 10 | MODERN MOVIE — Aug. 1 |

*2-page spread, 1-color*

| | | |
|---|---|---|
| PICTURE PLAY — Aug. 1 | SCREEN ROMANCES — Aug. 1 | MOVIE LIFE — Aug. 5 |

# COMIC SUPPLEMENT ADS

*Full-page 4-color ads (just like the funnies) in 29 newspaper in 21 cities!*

| CITY | NEWSPAPER | |
|---|---|---|
| ALBANY | Times-Union | Aug. 20 |
| ATLANTA | American | Aug. 20 |
| BALTIMORE | American | Aug. 20 |
| | Sun | Aug. 27 |
| BOSTON | Advertiser | Aug. 20 |
| | Globe | Aug. 27 |
| BUFFALO | Courier Express | Aug. 20 |
| CHICAGO | Herald Examiner | Aug. 20 |
| | Tribune | Aug. 27 |
| CLEVELAND | Plain Dealer | Aug. 20 |
| DETROIT | Times | Aug. 20 |
| | News | Aug. 27 |
| LOS ANGELES | Examiner | Aug. 20 |
| MILWAUKEE | Journal | Aug. 27 |
| | News Sentinel | Aug. 20 |
| NEW YORK CITY | Journal-Amer. | Aug. 20 |
| | News | Aug. 27 |
| PHILADELPHIA | Inquirer | Aug. 20 |
| PITTSBURGH | Press | Aug. 27 |
| | Sun Telegraph | Aug. 20 |
| PROVIDENCE | Journal Bulletin | Aug. 20 |
| ROCHESTER | Dem.-Chronicle | Aug. 20 |
| SAN ANTONIO | Light | Aug. 20 |
| SAN FRANCISCO | Examiner | Aug. 20 |
| SEATTLE | Post Intelligencer | Aug. 20 |
| ST. LOUIS | Post Dispatch | Aug. 20 |
| SYRACUSE | American | Aug. 20 |
| WASHINGTON | Star | Aug. 27 |
| | Times Herald | Aug. 20 |

# NATION-WIDE TEASER ADS

*100-line insertions have been running for months in 99 newspapers in 43 cities radiating national coverage*

ALBANY · ATLANTA · BALTIMORE
BOSTON · BRIDGEPORT · BUFFALO
CHARLOTTE · CINCINNATI · COLUMBUS
DALLAS · DAYTON · DENVER
DES MOINES · EVANSVILLE
HARRISBURG · HARTFORD · HOUSTON
INDIANAPOLIS · MILWAUKEE
MINNEAPOLIS · NASHVILLE
NEW HAVEN · OAKLAND · OMAHA
OKLAHOMA CITY · PHILADELPHIA
PITTSBURGH · PORTLAND
PROVIDENCE · ROCHESTER · ST. LOUIS
ST. PAUL · SALT LAKE CITY
SAN ANTONIO · SEATTLE
SPRINGFIELD · SYRACUSE · TULSA
WASHINGTON, D. C. · WATERBURY
WILMINGTON · WORCESTER

# RECORD PUBLICITY RESULTS

*Never such a barrage of pre-release publicity as that which greets "The Wizard of Oz"! Just a fraction of it listed below!*

**Most of publications mentioned hereunder will be on sale during July, August or September. List incomplete**

COSMOPOLITAN: Story in the August issue, entitled "Hollywood Discovers We Never Grow Up," by Florence Ryerson and Edgar Allan Woolf; illustrated by stills from the production.

GOOD HOUSEKEEPING: General production story by Jane Hall, illustrated by production stills. "The Wizard of Oz."

LIFE: Two-page spread in color, using our kodachrome production stills, in issue dated July 17th. "Dazzling Brilliance Marks M-G-M's Color Version of 'The Wizard of Oz'."

VOGUE: Full color page, using one of our kodachromes.

RED BOOK: Has selected THE WIZARD OF OZ as "Picture of the Month"; will use a layout of kodachromes from the production.

AMERICAN: Using our kodachromes.

COUNTRY GENTLEMAN: Stills of Judy Garland and Billie Burke from the production.

LOOK: Layout.

GLAMOUR: Layout and stills.

McCALL'S: Layout

TOWN AND COUNTRY: Layout.

NEWSPAPERS, out of town, which use ROTOGRAVURE: Full page layouts.

TRIBUNAL, OPEN ROAD FOR BOYS, INSTRUCTOR, GRADE TEACHER, SCHOLASTIC, BOYS' LIFE, AMERICAN BOY, YOUNG AMERICA, CATHOLIC BOY, PARENTS': Story material and layouts for August and September breaks.

NORTH AMERICAN NEWSPAPER ALLIANCE (serving 100 newspapers, including 50 large metropolitan dailies); Victor Fleming life story installment with art, to break simultaneously with our play dates.

BOYS' LIFE: Layout "Movies of the Month."

FAWCETT PUBLICATIONS, including HOLLYWOOD, MOTION PICTURE, SCREEN BOOK, MOVIE STORY: Layouts and production stories.

PHOTOPLAY: Several pages of layout and a production story by Dixie Willson. "The Wizardry of Oz."

PICTURE PLAY: Double-page layout.

MOVIE MIRROR: "It's All a Dream!"

SCREEN GUIDE: Double-page layout in color, using our kodachromes.

MODERN SCREEN: Layout.

SCREEN ROMANCES: August cover and fictionization. "Wizard of Oz."

SCREENLAND: Layouts. "Judy's Crushes" by May Mann

SILVER SCREEN: Layouts. "Marvels of Make-up."

MODERN MOVIES: Production story and layouts.

MOVIE LIFE: Cover and life story of Judy Garland. "Movie Life of Judy Garland."

PIC: Layout. "The Top Ten—Why."

HOLLYWOOD: On "The Wizard of Oz" set.

SCREEN BOOK: "This Dream Cost $3,000,000."

FAMILY CIRCLE: "The Wizard of Oz"—Dudley Early.

MOVIES: "Hollywood finds the Wizard."

SUNDAY MIRROR (N. Y.): Magazine Section. Front Cover, August 20, 1939.

M-G-M's Technicolor Wonder Show "THE WIZARD OF OZ" with Judy Garland · Frank Morgan · Ray Bolger Bert Lahr · Jack Haley · Billie Burke · Margaret Hamilton · Charley Grapewin and The Munchkins A VICTOR FLEMING Production · Screen Play by Noel Langley, Florence Ryerson and Edgar Allan Woolf · Music and Lyrics by Harold Arlen and E. Y. Harburg · From the Book by L. Frank Baum · Directed by Victor Fleming · Produced by MERVYN LEROY






# THE WIZARD OF THE BOX OFFICE!

While showmen are expressing gratitude for the Big Productions which M-G-M has given to audiences this summer, we take this opportunity to assure them that Leo's winning streak continues in the Fall. Starting with "The Women", the 1939-40 line-up of The Friendly Company (*just a sample in photo above*) is the greatest this industry ever saw!

PRINTED IN U.S.A.

# ONE MONOPOLY ANGLE ENDS; TNEC ABANDONS AGENDA, VIEWING IT AS OVERLAPPING EFFORT

## *Authors Probe Thurman Arnold*

NEW YORK—*The industry's leading executives almost to a man, have met Thurman Arnold. Certainly, that goes for the industry's leading attorneys, bogged down—with more to come—in a morass of anti-trust suits.*

*This man who has been marking these down as parlous times for the major companies and, in increasing numbers now, the major chains, whether affiliated or not, is, of course, the assistant attorney general of the United States in charge of anti-trust enforcement. He once was the mayor of Laramie, Wyo. He once taught law at Yale. He is the author of "The Folklore of Capitalism" and "The Symbols of Government," dealing in satirical fashion and by comedy approach with the legal, political and economic fol-de-rols of the nation; there are those who regard both as among the significant authoring efforts of the times.*

*Arnold, in fact, appears to be quite a character. Joseph Alsop and Robert Kintner jointly assay his characteristics in "Trust Buster," in the* Saturday Evening Post *through the permission of which* BOXOFFICE *herewith delves into an occasional excerpt:*

"Thurman Wesley Arnold is a large, somewhat paunchy, middle-aged man with a yellowish face and overflowing human gusto, who looks like a small town storekeeper and talks like a native Rabelais . . . He is a law professor who describes law schools as 'institutions designed to make simple things appear complicated, thus increasing the importance of lawyers and keeping their potential rivals out of circulation for three years.' In fact, he is probably the most singular figure in the American government today.

"In the hope of thawing our frozen economic system he is seriously trying to enforce the anti-trust laws . . . In a sense Arnold's effort is a cosmic joke, being an effort to give literal application to beautiful generalities . . . It is easy to make fun of Arnold's effort. When he became chief of the anti-trust division, he was himself widely regarded as a huge joke. His costume is disheveled. His voice is loud. His exaggerations are Gargantuan. His energy appears to be completely uncontrolled . . . Indeed, he seems at first to be another Marx brother, strayed into the government by mistake. And then he has the handicap of being witty . . . As a result, he has sometimes even been taken for a madman.

"At the same time, it seems unwise to prejudice Arnold's effort as merely funny; . . . If he is even partly successful it is not too much to say that he will revolutionize American business methods and, in spite of his jokes, he has already shown himself able to accomplish a good deal . . .

" . . . 'There is no business, small or large, that is untouched by the use of some device for restraining free competition,' he sweepingly said not long ago. "It doesn't matter whether the device is a patent or a corporate merger, a downright price-rigging agreement, a trade association preaching the immorality of competition, or a loose combination of business men keeping out a competitor whose competition hurts. The result is the same—suppression of initiative, so that established concerns are driven from business, new concerns cannot enter the field and those who remain in business must keep up their prices to the level set by the dominant members of the industry. That's why capital and men stand idle.'

". . . The Arnold legend is less important than the Arnold labors, which have already begun to generate violent controversy. Some, convinced that Arnold is really the buffoon he sometimes seems, merely laugh at the notion of his tackling such a huge job. Others disturbed by his decidedly unconventional legal methods, call him extremely arbitrary and unjust. Still others, pointing out that modifying the habits of whole industries is a staggering task, predict that the outcome will be as bad as the outcome of the NRA. And many more, both left wingers and conservatives, argue that it is futile and foolish disrupture to attempt to reverse a major economic trend. Even Arnold himself, much in earnest though he is, has moments of skepticism, when he admits, 'I really don't know whether anti-trust enforcement has been delayed too long to be feasible. I'm only sure it's worth a trial.' "



## Any Reference to Films In Committee Report On Own Findings

WASHINGTON—Plans for a public airing of monopoly conditions in the motion picture industry have been dropped by the temporary national economic committee and any discussion of, or recommendations on, films in the committee's report to Congress will be based upon the findings of its own staff, the department of commerce and the department of justice.

The procedure to be adopted with respect to motion pictures and certain other industries was outlined by Senator Joseph C. O'Mahoney (Dem., Wyo.), chairman, in announcing the committee program, which provides for hearings on a number of industries, to start this month, and winds up with a "round table" free-for-all of economists and business men on December 16.

The committee plans to make its report to Congress around March 15, and will need three months for consideration of the mass of testimony and evidence which it is accumulating, particularly in view of the fact that committee members will have to devote most of their time to the business of the session.

While Senator O'Mahoney made no public announcement of the manner in which motion pictures will be dealt with, it was indicated that since the government already has filed a number of suits, and will file more, dealing with the questions which would be the subject of investigation—block booking, cancellations, distributor exhibition and the like—it was felt that the committee should not simultaneously go into the same problems, particularly as there is sufficient material in the hands of the TNEC staff and the justice and commerce departments on which to base a review.

## *Boston's Branch Managers Called for Depositions*

BOSTON—George S. Ryan, attorney for the plaintiffs in three anti-trusts suits, started taking depositions this week of local branch managers in the actions of Kenneth M. Gorham against Samuel Kurson, Millinocket against Kurson and Millett against Kurson. The three suits are being combined as one for the depositions with representatives of 20th-Fox first to take the stand.

John F. Caskey of Dwight, Harris, Koegel & Caskey, attorneys for 20th-Fox, and Stewart Aarons of the Warner home office legal staff in New York, were on hand for the taking of testimony. William Savage of the RKO home office legal battery is due early next week when local RKO sales executives will be called to the stand.




*That's The Kind We Mean When We Say*

**BIG ONES *from* RKO RADIO!**

# WEEK
# MUSIC HALL!




## MONEY SENSATION OF THE SUMMER!

***Opening day biggest in three years for any RKO RADIO picture at the Music Hall! . . . First week smashing through to that grand $100,000-a-week-class attraction! . . . Second week, day after day, demonstrating its terrific sustained draw and amazing BUILDING POWER! . . . What a pace it's setting—and in mid-August! . . . Box-office wildfire spreading Coast to Coast to the pre-release runs set to open soon!***

## More Independent Than Major

NEW YORK—In only two of the past 12 years did the combined independent companies produce and release less product annually than the majors, according to Columbia's answer in the government's all-industry suit. The exceptions were 1927 when independents had 323 pictures as compared with 355 for the majors and 1930 when the independents released 252 as compared with 281 for the eight majors.

Columbia's answer states that in the past 12 years the independents released a total of 5,096 whereas the majors had 3,312, the two classifications bulking 8,408. The breakdown, as noted by Columbia "upon information and belief," follows:

| | *Independents* | *Majors* | *Total* |
|---|---|---|---|
| 1927 | 323 | 355 | 678 |
| 1928 | 484 | 297 | 781 |
| 1929 | 329 | 313 | 642 |
| 1930 | 252 | 281 | 533 |
| 1931 | 321 | 257 | 578 |
| 1932 | 456 | 245 | 701 |
| 1933 | 406 | 253 | 659 |
| 1934 | 506 | 254 | 760 |
| 1935 | 537 | 251 | 788 |
| 1936 | 452 | 265 | 717 |
| 1937 | 508 | 294 | 802 |
| 1938 | 522 | 247 | 769 |
| | 5096 | 3312 | 8408 |

## Columbia Says Costs Down in 1938-39

NEW YORK—Columbia spent $11,499,200 on its 1937-38 program and an estimated $9,404,800 on 1938-3' output, according to information contained in the company's answers to the government in the all-industry suit. The average cost of an "A" film in 1932 totaled $202,900, while in 1939 the figure for the same type picture jumped to $720,200. Other features, not in the "A" category, cost on the average of $101,100 in 1932, while in 1939, for the same type picture, the budget was hiked to $105,400.

Compulsory block booking has never been forced by the company, the answer states. At the same time 17 of the charges are denied and no knowledge of 63 other allegations is admitted.

Dismissal is sought on the grounds of *res adjudicata*, basing the claim on the final consent decree entered in the Texas Interstate case entered into October 13, 1937. Neither domination nor control of any factor of the industry is admitted.

A history of the formation of the company is cited. Columbia asserts it is an independent producing and distributing company organized in 1924 with 250,000 common shares with $100 par value.

"From the outset," the answer states, "we have had difficulty in securing proper distribution of our pictures. We were compelled, due to the chaotic state of the distribution field, to establish our own exchanges. We produced pictures on a modest scale, but found it difficult to market our product. We were completely at the mercy of local film exchanges who either refused distribution or offered harsh or inequitable terms so that we could not make any profit.

The answer states that in 1929 Columbia set up its own domestic exchange system, branching into the foreign field in 1930.

### Columbia Traces Its Rise in Costs

**New York—One of the interesting charts in Columbia's answer to the government suit tells the manner in which the company, gradually reaching its stride, stepped up its production costs in the 11 seasons beginning with 1928-29 and closing with last season. Here's how it goes:**

| Season | Amt. Spent |
|---|---|
| 1928-29 | $1,632,300 |
| 1929-30 | 2,523,400 |
| 1930-31 | 4,182,800 |
| 1931-32 | 3,614,100 |
| 1932-33 | 4,304,400 |
| 1933-34 | 5,198,200 |
| 1934-35 | 6,163,300 |
| 1935-36 | 7,053,800 |
| 1936-37 | 6,728,000 |
| 1937-38 | 11,499,200 |
| 1938-39 | 9,404,800 |

**The 11 seasonal expenditures in total, runs to $62,304,300, although the 1938-39 figure is down as an estimate.**

**How Columbia's negative cost on "A" product jumped in the last seven seasons is covered in another portion of the answer. The figures on this count follow:**

| Season | Aver. Cost |
|---|---|
| 1932-33 | $ 202,900 |
| 1933-34 | 347,200 |
| 1934-35 | 456,800 |
| 1935-36 | 587,000 |
| 1936-37 | 517,200 |
| 1937-38 | 733,400 |
| 1938-39 | 720,200 |

**Average cost of features other than A's in the same period are given as follows:**

| Season | Aver. Cost |
|---|---|
| 1932-33 | $ 101,100 |
| 1933-34 | 94,700 |
| 1934-35 | 113,700 |
| 1935-36 | 126,000 |
| 1936-37 | 100,800 |
| 1937-38 | 112,000 |
| 1938-39 | 105,400 |

## May Set Trust Suit Trial November 1

NEW YORK—No decision on the government application for a preference in its anti-trust action against the major film companies may be expected before September 15 when Senior Federal Judge John C. Knox will return from a vacation, but indications are the major's request for a March hearing will be denied and that Judge Knox will do all in his power to grant the November 1 preference.

Persons close to the judge believe he has been putting the pressure on Washington to assign him other judges to hear the case and if unable to get anyone, may hand over the proceedings to Judge John M. Woolsey, ill though he may be.

Reasons behind the desire to view the government application favorably is construable to the judge's desire to grant a request of the federal government.

At the hearing before him when the application was presented, the judge indicated he had had a bankruptcy proceeding of a New York theatre before him for several years, the value of which was declining because the theatre could get no pictures for "love or money."

It has been disclosed this theatre, the Beacon at Broadway and 75th St., has just been leased to the Beacon Theatre Corp. for four years with an annual rental of $40,000 fixed. This rental is guaranteed by RKO, Loew and Skouras subsidiaries. The judge did not desire to rent the theatre to a major company and ordered an effort to secure an independent, which was tried, but failed. In reluctantly signing the new lease, the judge once again commented on the circumstances and is reported to have declared that this case is one indication why the government suit must go to trial at the earliest possible time.

Under these circumstances a November 1 starting date might not prove too far amiss as a guess.

## Kuykendall Is Hopeful Over Conferences

(Continued from page 6)

commerce can be helping us establish self-regulation and self-discipline in these matters, in other words, make it possible for us to regulate our own business with their cooperation and supervision, as the NRA was intended to do.

"This we believe is more intelligent and quite different from government regulation by court decrees, statutes with penalties, or placing the business under a commissar. If the industry is unable to regulate fairly its own commercial practices, as we seem to be trying to demonstrate (on the advice of the lawyers), then this sympathetic and constructive approach by the government is certainly preferable to the endless expensive and uncertain anti-trust litigation now imposing a heavy burden upon this industry, and special statutes which bring on inevitably a lot more litigation and lawsuits."

# "STANLEY AND LIVINGSTONE"

## MAKING THE NEW SEASON'S BIGGEST NEWS *bigger!*

| | |
|---|---|
| in NEW YORK | In 3rd smash Roxy week after topping everything but "Alexander's Ragtime Band" and "Jesse James"! |
| in LOS ANGELES | Out-grossing everything but "Alexander's Band" and "Jesse James" at the Chinese and the State! |
| in SAN FRANCISCO | Biggest 20th Century-Fox hit to play the Paramount this season! |
| in DETROIT | Sets a new high by fifty per cent at the Fox! |
| in CHICAGO | Opening tops "Jesse James" and surpassed only by phenomenal "Alexander's" at the Chicago! |
| in WASHINGTON | Blasts highs of every 20th hit but "Alexander's" and "Jesse James" at the Palace! |
| in INDIANAPOLIS | Sensational run at Circle smashes everything but "Alexander's" all-time top! |

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

# One Skouras Drive Ends; New One Set

NEW YORK—With the winners in the Spyros Skouras showmanship campaign divulged during the week by Skouras himself in each of the five National Theatres' divisions, a new drive, to be called the Fourth National Theatres Contest, will get under way Labor Day and continue until December 24. Although $26,000 has been given away in the last campaign, the new drive will offer as high as $60,000, based on earnings above quotas of the various theatres, districts and divisions. Skouras is the leader in the new drive. Arch Bowles, northern California operator, was field marshal in the showmanship campaign.

Skouras on Monday winds up a cross-country tour in Los Angeles, attending the FWC convention, during which he awarded the cash bonuses, and is due back in New York the end of the week. Charles Skouras' division scored the greatest number of winners in the campaign.

All participants in the drive which has just closed received showmanship certificates. The complete list of winners and their awards follow:

## California Division

First prize, district manager: B. V. Sturdivant. District manager's plaque and $1,000.

First prizes, theatre managers: Class A: Bruce Fowler, Four Star, Los Angeles, silver plaque and $400. Class B: C. E. MacDonald, United Artists, Berkeley, silver plaque and $350. Cass E: Sidney Pink, California, Pomona, silver plaque and $200. Class F: Bryan C. Ward, Long Beach, silver plaque and $150.

District manager awards: Cullen Espy, third prize, $700. Harry Seipel, fourth prize, $600. George Bowser, fifth prize, $500. Dick Spier, ninth prize, $250. Charles M. Thall, eleventh prize, $250.

Booker awards: Lee Wentz, District No. 2, first place, $250. Charles Piercy, District No. 1, third place, $150. James Chapman, peninsula district, fourth place, $125. Leo Miller, District No. 3, fifth place, $100. Charles Maestri, East Bay district, ninth place, $75. Haden Piner, metropolitan district, eleventh place, $75.

Theatre managers awards and prizes:

Class A—Allan Warshauer, Paramount, San Francisco, third place $250. Dave Richards, Orpheum, Oakland, fifth place, $150. Frank Burhans, Paramount, Oakland, sixth place, $100. Herman Kersken, Fox, San Francisco, seventh place, $50.

Class B—Frank Newman, St. Francis, San Francisco, second place, $250. William R. Roberts, California, San Diego, fourth place, $150. Charles Bowser, Golden Gate, Belvedere Gardens, fifth place, $100; Max Trumpower, Beverly, Beverly Hills, sixth place, $50. Bert Jackson, Granada, Inglewood, eighth place, $50. G. F. Teckmeyer, Stanford, Palo Alto, ninth place, $50. W. C. Ricord jr., Egyptian, Hollywood, tenth place, $50. L. M. Harris, Alexander, Gendale, eleventh place, $50. J. D. Graham, Fox California, Salinas, thirteenth place, $50. Bert Hanson, Liberty, Great Falls, fourteenth place, $50. Fay S. Reeder, Senator, Sacramento, fifteenth place, $50. Roderick A. Smith, Fox, Phoenix, seventeenth place, $50. Stanley Brown, West Coast, Long Beach, eighteenth place, $50. Rupert Moore, United Artists, Long Beach, nineteenth place, $50. L. G. Tavolara, El Capitan and A. C. Ackerman, Rialto, San Francisco, twentieth place, $25 each.

Class C—H. C. Rothafel, La Reina, Sherman Oaks, second place, $200. Al Hayne, Boulevard, Los Angeles, third place, $150. C. S. Crews, El Portal, N. Hollywood, fourth place, $125. R. G. McHale, Senator, Oakland, eleventh place, $50. John G. Westphal, State, Oakland, twelfth place, $50. Duncan Knowles, Baywood, San Mateo, fourteenth place, $50. William H. Thedford, Redondo, Redondo, fifteenth place, $50. Lloyd Howell, California, Watsonville, sixteenth place, $50. Hal Honore, Sequoria, Redwood City, seventeenth place, $50. William H. Jenner, Tower, Compton, nineteenth place, $50. Don Austin, Glen City, Santa Paula, twentieth place, $50.

Class D—Walt Wholers, Strand, San Pedro, third place, $150. Roy Evans, Highland, Los Angeles, fifth place, $100. C. H. Meeker, North Park, San Diego, sixth place, $50. John Klee, Stadium, Los Angeles, tenth place, $50. Herb Norris, United Artists, El Centro, eleventh place, $50. Gordon Hewitt, California, Glendale, sixteenth place, $50. Fred Alwaise, Balboa, San Diego, seventeenth place, $50. J. R. Rodgers, Tower, Pasadena, eighteenth place, $50. Fred Levey, California, Venice, nineteenth place, $50. Robert Erspamer, Mesa, Los Angeles, twentieth place, $50. J. W. Anderson, Granada, Ontario, twenty-second place, $50. C. G. Doty, Judith, Lewiston, twenty-third place, $50. David Martin, Paramount, Hollywood, twenty-fourth place, $50. Edward D. Harris, Glendale, Glendale, twenty-fifth place, $50.

Class E—Everett Sharp, West Coast, San Bernardino, second place, $150. James Runte, Capitol, Glendale, third place, $125. Willard Tatreau, Plaza, San Diego, seventh place, $50. Tom Muchmore, Apollo, Hollywood, ninth place, $50. Lyn Gray, Egyptian, San Diego, tenth place, $50. Forrest Justus, Imperial, Long Beach, twelfth place, $50. George Miller, Figueroa, Los Angeles, thirteenth place, $50. Jerome Gordon, Carmel, Hollywood, fourteenth place, $50. Robert Ensign, Egyptian, Long Beach, twenty-fourth place, $50. Walter Smith, Fairmount, San Diego, seventeenth place, $50. Robt. A. Mallon, Kern, Bakersfield, twenty-second place, $50. J. D. L'Esperance, $50. Harry Zeidell, Alpha, Bell, fortieth place, $50. Jack E. Thorson, Redwood, Redwood City, twenty-fifth place, $50. Morse J. Rabwin, All Theatres, Wilmington, twenty-seventh place, $50. Spencer Leve, Westlake, Los Angeles, twenty-eighth, $50. Clifford Reid, Gateway, Glendale, twenty-ninth place, $50. James M. Wyatt, Rivoli, Van Nuys, thirtieth place, $50. Frank E. Hollis, Lyric, Tueson, thirty-seventh place, $50. Max Brodie, San Mateo, San Mateo, thirty-nintn place, $50. Harry Zeidell, Alpha, Bell, fortieth place, $50.

Class F—Othel Wise, Valley, N Hollywood, second place, $125. Ernest Sloan, Arroyo, Los Angeles, third place, $100; Charles Brislin, Gentry, Los Angeles, fifth place, $75; Dick Smith jr., Ritz, S. Pasadena, sixth, $50. Ralph G. Maser, Parisian, Los Angeles, seventh place, $50. Mortimer Feinstein, California, San Bernardino, eighth place, $50. Ben di Dici, Capitol, Calexico, tenth place, $50. Clifford Boom, Broadway, Burlingame, thirteenth place, $50. Warren Pechner, El Rey, Salinas, fourteenth place, $50. George D. O'Brien, Starland, Los Angeles, twentieth place, $50. Robert L. Weeks, Western, Los Angeles, twenty-seventh place, $50.

Certificates only go to these district managers: Dick Dickson, District No. 4 and Montana, thirteenth place; Hall Baetz, Homer Gill and Louis B. Christ, Citrus Belt, Kern County and Arizona districts, fourteenth place; Nick Turner, Valley district, sixteenth place And to these theatre managers:

Class B—M. B. Hustler, Capitol, Sacramento, twenty-third place. C. G. Hayward, California, San Jose, twenty-fourth place. Ray Duddy, California, Stockton, twenty-fifth place. Bill Browne, Mission, San Jose, twenty-sixth place. J. P. Bradley, California, Huntington Park, twenty-seventh place. J. P. Ryan, Hanlon, Vallejo, twenty-eighth place. Ray Lindsey, Fox, Pomona, twenty-ninth place. Jack Edwards, Rialto, Butte, thirtieth place. George Sharp, Wilson, Fresno, thirty-first place.

Class C—Robert Sharp, Fox, Richmond, twenty-first place. George Lundberg, Village, Westwood, twenty-second place. George Angelich, Hippodrome, Taft, twenty-eighth place. E. J. Sullivan, Peninsula, Burlingame, twenty-ninth place. Andrew Saso, Padre, San Jose, thirtieth place. Robert E. Catley, California, Berkeley, thirty-second place. H. P. Franklin, California, San Francisco, thirty-fifth place. Henry Pines, Leimert, Los Angeles, thirty-seventh place. Earle Barry, Criterion, Santa Monica, thirty-ninth place. Frank Browne, California, Bakersfield, fortieth place. forty-second place. Brooke P. Halsey, Strand, Fresno, $100.

Class D—Dick Smith jr., Rialto, So. Pasadena, twenty-sixth place. George Kane, Inglewood, twenty-eighth place. David Boyd, Cabrillo, San Pedro, thirtieth place. James W. Walker, Alcazar, Bell, thirty-fourth place. J. R. Fredericks, State, Fresno, thirty-fifth place. Ernest L. Sturm, Hermosa, Hermosa, thirty-ninth place. Stanley Kriner, Redlands, Redlands, forty-second place.

Class E—Robert Cottom, Nile, Bakersfield, forty-first place. Ted Hathaway, Bruin, Westwood, forty-second place. Brooke P. Halsey, Strand, Vallejo, forty-third place. L. Brunnenkaut, United Artists, Belvedere Gardens, forty-fourth place. R. O. Mears, Glen, Glendale, forty-fifth place. R. F. Duke, Carlton, Los Angeles, forty-sixth place. J. D. Richardson, Van Nuys, Van Nuys, forty-eighth place. Clinton Eberly, Senator, Vallejo, fiftieth place. Charles L. Minehart, State, Richmond, fifty-first place. Ed. G. Glenn, Compton, Compton, fifty-eighth place. Harold Kopp, Uptown, Los Angeles, sixtieth place. Dave Fred, Ritz, Los Angeles, sixty-first place. Mort Goldberg, Fairfax, Los Angeles, sixty-second place.

Class F—J. M. Hill, Valley, El Centro, thirty-first place. Jack Foley, State, Watsonville, thirty-third place.

Third prize in the Herman Wobber contest on "Kentucky" goes to George F. Sharp, Wilson, Fresno, $100.

## Mountain

District manager awards: Ray Davis, District No. 1, sixth, $250. Bob Garland, District No. 2, tenth, $250.

Booker awards: Bill Dollison, District No. 1, sixth place, $75. Si Sanders, District No. 2, tenth place, $75.

Theatre manager awards:

Class A—Harold E. Rice, Paramount, Denver, second place, $300.

Class B—Harry Ashton, all theatres, Boulder, seventh place, $50.

Class C—M. F. Zalesny, all theatres, Trinidad, ninth place, $50. Sterling Way, all theatres, Laramie, thirteenth place, $50.

Class D—Chat Miller, Fox, Sterling, second place, $200. Jack McGee, Strand, Rawlins, fourth place, $125.

Class E—Wilford Williams, Victory, Kemmerer, sixteenth place, $50. Charles Elwood Voorhees, Fox, McCook, nineteenth place, $50. V. P. Byrne, Egyptian, Delta, twenty-sixth place, $50.

Class F—Ralph J. Batschelet, Bluebird, Denver, fourth place, $100. John Bruno, Fox, Sidney, twenty-second place, $50.

Certificates only:

Class B—C. Don Sheedy, all theatres, Cheyenne, twenty-first place. Theodore J. Kirkmeyer, all theatres, Helena, thirty-second place.

Class C—John R. Taylor, all theatres, Pocatello, twenty-third place. Thomas Berta, all theatres, Rock Springs, twenty-fourth place. Irving Simpson, all theatres, Sheridan, twenty-seventh place. Harold Jones, all theatres, Nampa, thirty-first place.

Class D—Frank P. Larson, Paramount, Idaho Falls, twenty-seventh place. Don Dungan, Fox, Montrose, thirty-first place. Kenneth Peters, all theatres, Las Vegas, thirty-sixth place. Ed Nelson, all theatres, Las Cruces, thirty-seventh place. L. W. Fletcher, Babcock, Billings, forty-fourth place. Robert C. Nelson, Liberty Bell, Leadville, forty-fifth place. Roy Notheis, Mayan, Denver, forty-eighth place. Jack M. Copeland, Aladdin, Denver, fiftieth place. Henry A. Goodridge, Ogden, Denver, fifty-first place.

Class E—George W. Paper, Longmont, Longmont, forty-ninth place.

## Northwest

Theatre manager awards:

Class A—H. B. Sobottka, Paramount, Portland, fourth place, $200. Dan Redden, Paramount, Seattle, eighth place, $50.

Class C—R. J. Harrington, Liberty, Portland, sixth place, $50. H. J. Murphy, Liberty, Olympia, tenth place, $50.

Class D—Fax Duncan, Blue Mouse, Seattle, ninth place, $50. Clyde Strout, Coliseum, Seattle, twelfth place, $50.

Class E—M. G. Nimmer, all theatres, Wenatchee, fifth place, $75. James O'Connell, all theatres, Eugene, thirty-fourth place, $50.

Certificates only:

Class C—L. L. Peterson, all theatres, Bremerton, twenty-sixth place.

Class D—Russell Brown, Orpheum, Spokane, fortieth place. W. R. Seale, Liberty, Spokane, forty-sixth place.

Class E—Mike Newman, Oriental, Portland, sixty-third place.

## Kansas City

First prize: Class D—Morrill Moore, Apollo, Kansas City, silver plaque and $250.

District manager awards: Fred Souttar, District No. 4, second prize, $800. Lon Cox, District No. 1, eighth prize, $250. Edd Haas, District No. 5, twelfth prize, $250.

Booker awards: John Meinardi, District No. 4, second place, $200. Harold Hume, District No. 1, eighth place, $75. Chester Hylton, District No. 5, twelfth place, $75.

Theatre manager awards:

Class B—E. French Gallagher, all theatres, Centralia, Ill., third place, $200. C. A. Stewart, Grand, Topeka, Kas., twelfth place, $50. A. R. Zimmer, Lincoln, Springfield, Ill., sixteenth place, $50.

Class C—Homer Marvel, all theatres, Mt. Vernon, Ill., fifth place, $100. Hort Ulrich, all thea-

(Continued on page 26)

## *No Rush in Filling Trendle Post*

**New York—"There will be no successor appointed to George W. Trendle for the operation of United Detroit Theatres for the time being," a Paramount home office executive states. "We are taking our time because we want to be sure that when we name a man to take charge of the circuit he will be the right one."**

# Awards Go to 166; Sturdivant, Tops

# 20th CENTURY-FOX

*congratulates*

# SPENCER TRACY

**on another Academy Award performance**
**in "Stanley and Livingstone"**



A great actor again wins acclaim for a performance that will stand as one of the screen's most memorable. ¶ Twentieth Century-Fox joins the nation in paying tribute to his distinguished portrayal of Henry M. Stanley in "Stanley and Livingstone."

# BROADWAY

W RAY JOHNSTON, president of monogram, is planning to leave for the coast September 1. He was hoping George West would accompany him, but West heads for Chicago on the same date to attend the wedding of J. S. Markstein's daughter eight days later. Markstein is head of Screeno. Johnston reports Henri Elman, Chicago franchise holder for Monogram, has been on the coast several weeks and ill with a stomach ailment . . . Si Fabian, head of the Fabian circuit, finds his eyes have been a victim to the sun, which is the reason for those dark glasses Si is sporting these days . . . Jack D. Trop, formerly with Harry Sherman, has been browsing around Racquet Lake, N. Y., reading scripts and books for his independent production venture. He plans to head west any day. Meanwhile, he has been talking a deal with Paramount.

*Sam Marx, Columbia story head, has been making the summer stock shows in the east for the past few weeks and goes west shortly . . . J. Robert Rubin, M-G-M's general counsel, has banished all thoughts of an European vacation. In fact, he's so busy he won't be able to get away for a respite at all this summer . . . Lon T. Cox, Fox Midwest film buyer and chief booker, and Frank Hensler, M-G-M branch manager in Kansas City, returned to their headquarters over the weekend. Cox says he plans to be back again in a few weeks . . . Al Burks, M-G-M publicity man in the south, has returned to his headquarters after a successful operation at Mt. Sinai here . . . Jack Goetz of DuArt Labs spent the weekend in Canada again . . . Walter Futter, independent producer for RKO, has been around town, coming on from the coast to look around . . . Irene Rich is visiting from Hollywood . . . Hunter Perry, Paramount southern theatre operator, has quit the city after conferences with Leon D. Netter, Paramount theatre operating executive.*

## *Barron to Vogel On Uniforms*

**Washington—Much excitement here when Judy Garland and Mickey Rooney arrived en route to New York and the engagement of "The Wizard of Oz" at the Capitol.**

**Joseph R. Vogel, who runs Loew theatres out of New York, came down from the big town as part of the welcome. In view of the crowds, the story goes, Vogel was conscripted as an usher. "I like it," he is reputed to have said, "but the uniform is too tight."**

**"It's awe-inspiring," commented Carter Barron, Loew district manager here. "The crowds, I mean, not the uniform."**

Paul Baron, Charlotte Universal branch manager, has completed 32,000 miles on behalf of the Nate J. Blumberg exhibitor testimonial drivve. He is the eastern drive leader and in the past week covered Philadelphia, Washington, Pittsburgh and New England cities. He has two more trips to make before his job is completed . . . Charles MacArthur, the playwright, is spending the balance of the summer at his Nyack, N. Y. home, having returned from the coast where he wrote a few scripts . . . John Roberts, chief booker for the Comerford circuit, accompanied John Nolan from Scranton, Pa., last week.

*William F. Rodgers, general sales manager of Metro, is moving from New York to Westchester again. This time, it's New Rochelle . . . Bob Gillham, director of advertising and publicity for Paramount, is back from Minneapolis and other midwestern points.*




## *Just a Couple of "Boxoffice" Fans—*

*William Sistrom, RKO producer just in from England, talks current trade topics with William H. Rippard, Eaco and Lee Theatres, Farmville, Va., at RKO World's Fair Lounge. Their source, of course, is thoroughly documented as the camera demonstrates.*

# Total of $26,000 to Field in Contest

(Continued from page 24)

tres, Salina, Kas., seventh place, $50. Ralph Q. Bartlett, all theatres, Jacksonville, Ill., eighth place, $50.

Class D—Sam Naster, Lincoln, Kansas City, Mo., eighth place, $50. H. L. Golladay, all theatres, Moberly, Mo., thirteenth place, $50. Harley Fryer, all theatres, Joplin, Mo., fourteenth place, $50. Edgar Jones, Orpheum, Marion, Ill., fifteenth place, $50.

Class E—Jack Maes, Liberty, Marysville, Kas., fourth place, $100. Roy Cato, all theatres, Cape Girardeau, sixth place, $50. Earl Hilton, Tucker, Liberal, Kas., eleventh place, $50. Glenn Carroll and Paul Reinke, Warwick and Madrid, Kansas City, Mo., eighteenth place, $25 each. C. P. Rogers, Grand, Concordia, Kas., twenty-first place, $50. Mike Lehman, Uptown, Wichita, Kas., twenty-third place, $50. Dale Havelone, Brookside, Kansas City, Mo., thirty-first place, $50. Joy Wooten, all theatres, Dodge City, Kas., thirty-second place, $50. H. D. Carroll, Crane, Carthage, thirty-third place, $50. C. H. Zile, all theatres, Winfield, thirty-fifth place, $50.

Class F—B. F. Adcock, Rex, Clay Center, Kas., ninth place, $50. Ralph Wallace, Rockhill, Kansas City, Mo., eleventh place, $50 Steve Souttar, DeGraw, Brookfield, twelfth place, $50. Charles Morrill, Gladstone, Kansas City, sixteenth place, $50. L. Rockhold, all theatres, Iola, Kas., seventeenth place, $50. Dennis Montee, Strand, Hutchinson, Kas., twenty-first place, $50. T. S. Wilson, Beyer, Excelsior Springs, Mo., twenty-third place, $50. Owen F. Hitchler, Vista, Kansas City, Mo. twenty-fourth place, $50. J. D. Johnson, Lyric, Boonville, Mo., twenty-sixth place, $50.

Certificates only to Harry McClure, district manager and these theatre managers:

Class C—C. C. Murray, all theatres, Belleville, Ill., thirty-third place. W. E. Whaley, Capitol, Benton, thirty-fourth place. H. M. Burnett, all theatres, W. Frankfort, Ill., thirty-sixth place.

Class D—Earl Hayes, all theatres, Ft. Madison, Ia., twenty-ninth place. Morrie Cohn, Strand, Council Bluffs, Ia., thirty-second place. W. A. Erwin, Grand, DuQuoin, Ill., thirty-third place. Jerry Baker, Granada, Kansas City, Kas., thirty-eighth place. Hugh Siverd, all theatres, Atchison, Kas. G. J. Hunter, all theatres, Pittsburg, Kas. and Rivoli, Girard, Kas., forty-third place. James L. Long, Plaza, Kansas City, Mo., forty-seventh place. Ray McLain, all theatres, Emporia, Kas., fifty-third place.

Class E—Ed Mater, Liberty, Sedalia, fifty-second place. B. M. Montee, Peoples, Chanute, fifty-third place. W. R. Rowell, Eldorado, Eldorado, fifty-fifth place. Mel Miller, all theatres, Ottawa, fifty-seventh place. Floyd Davis, Auditorium, Marshall, Mo., fifty-ninth place.

Class F—Charles Barnes, Linwood, Kansas City, Mo., twenty-ninth place. Art Bowman, Arbo and Star, Nevada, Mo., thirty-fifth place. L. B. Sponsler, Waldo, Kansas City, Mo., thirty-sixth place.

Awards to winners of the Herman Wobber exploitation contest on "Kentucky:" First prize: Phillip T. Hill, Jayhawk, Topeka, Kas., $250. Second prize: Leon Robertson, Gilloz, Springfield, Mo., $150.

### Wisconsin

First prize, theatre manager: Lawrence Brunet, Paradise, West Allis, Wis., Class C, silver plaque and $300.

District manager awards: H. Tollette, District No. 5, seventh prize, $250.

Booker awards: R. Saeger, District No. 5, seventh place, $60. (4/5 of seventh place) Joe Strather, District No. 5, seventh place, $15. (1/5 of seventh place).

Theatre manager awards:

Class C—Charles Conway, Varsity, Milwaukee, eighteenth place, $50.

Class D—John Ferger, Odeon-Davison, Beaver Dam, seventh place, $50. John Scharnberg, Parkway-Strand, Madison, twenty-first place, $50.

Class E—Lawrence Kelly, all theatres, Cudahy, eighth place, $50. Russell Leddy, Myers-Beverly, Janesville, twentieth place, $50. Joe Baisch, Strand, Green Bay, thirty-sixth place, $50. Charles Below, Sherman, Milwaukee, thirty-eighth place, $50.

Class F—Manuel Argyres, Oakland, Milwaukee, fifteenth place, $50. Eugene Phalen, Allis, West Allis, eighteenth place, $50. A. E. Heister, Strand, Manitowoc, nineteenth place, $50. John Collins, Grand, Port Washington, twenty-fifth place, $50.

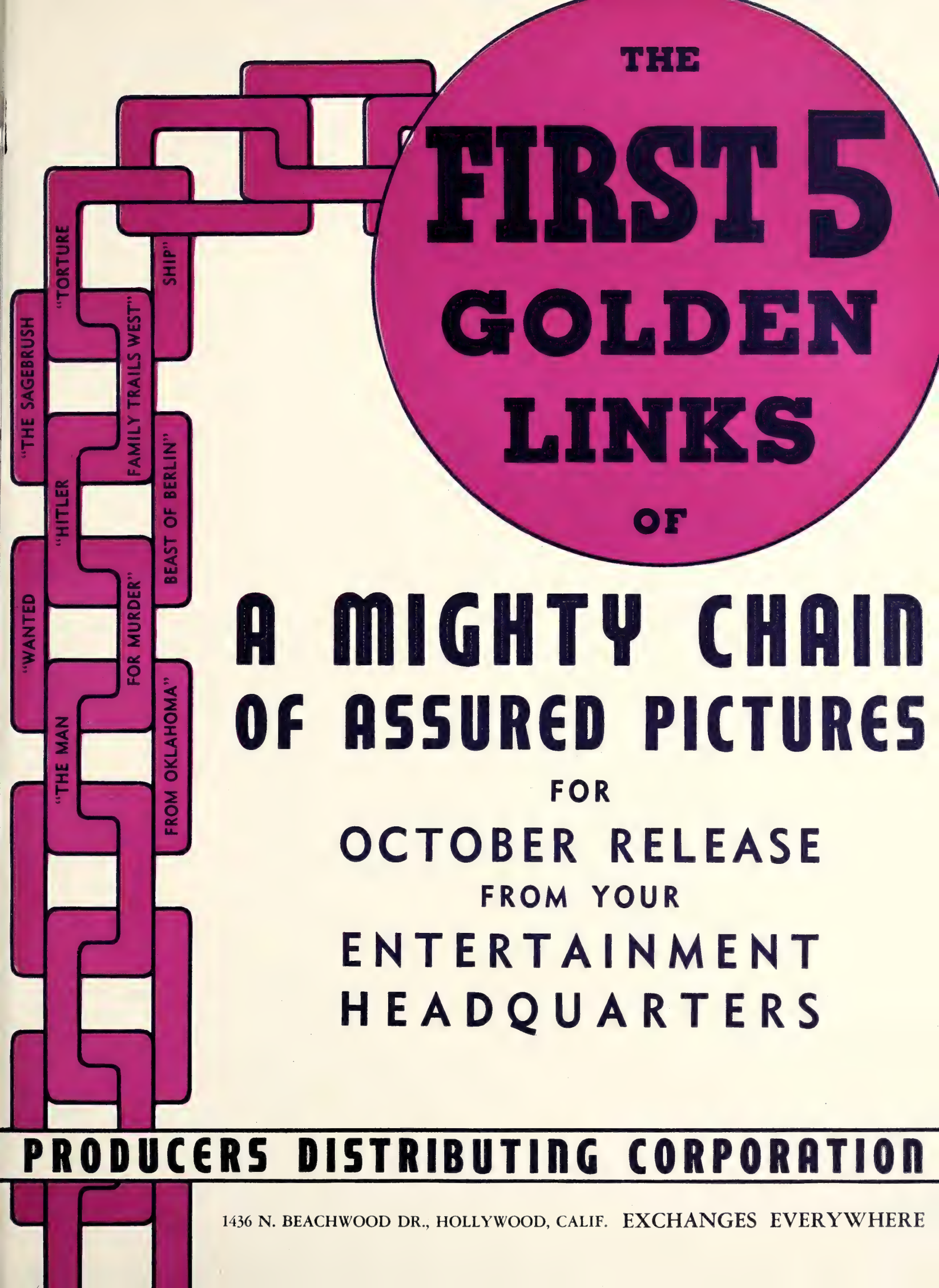
Certificates only to these managers:

Class C—Myron Neumann, all theatres, Stevens Point, twenty-fifth place. Lawrence Beltz, Grand and Verne Rounds, Wausau, Wausau, thirty-eighth place.

Class D—Ed Hickey, Braumart, Iron Mountain, forty-ninth place. William Ryan, Calumet, Calumet, fifty-second place.

Class E—Gilbert Courshon, Brin and Lester Bostwick, Embassy, Neenah-Menasha, forty-seventh place. Jack Richards, Venetian, Milwaukee, fifty-eighth place.

Class F—Arthur Goddard, Madison, Madison, twenty-eighth place. Charles Pharris, Garrick, Fond du Lac, thirtieth place. Russ McNamee, Colonial, Iron Mountain, thirty-second place. Henry Kratz, Strand, Milwaukee, thirty-fourth place.


THE
FIRST 5
GOLDEN
LINKS
OF
"THE SAGEBRUSH
"TORTURE
SHIP"
FAMILY TRAILS WEST"
"HITLER
BEAST OF BERLIN"
"WANTED
FOR MURDER"
"THE MAN
FROM OKLAHOMA"
A MIGHTY CHAIN
OF ASSURED PICTURES
FOR
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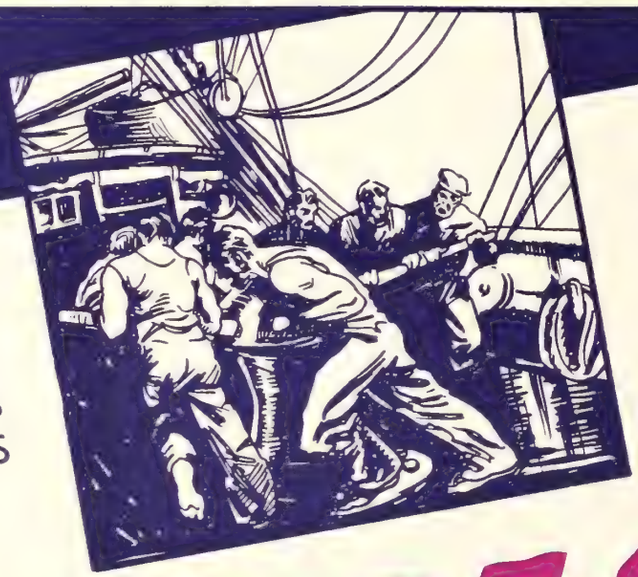
A 4-STAR SPECIAL PRODUCTION

A BREATH-TAKING EXPOSE OF A DEMENTED INTERNATIONAL BANDIT'S UNQUENCHABLE THIRST FOR POWER—AND HUMAN BLOOD! NOT PROPAGANDA—BUT PLAIN, UNVARNISHED, DOCUMENTED PROOF.



# HITLER—

NATIONAL RELEASE OCT. 1



A MAN OF MEDICINE MATCHES HIS SKILL AGAINST THE WITS OF 8 PUBLIC ENEMIES

SCIENCE SEEKS A CRIME CURE FOR A BOAT-LOAD OF GANGSTERS

# "TORTURE SHIP"

SUGGESTED BY THE STORY, "A THOUSAND DEATHS"; screen play by GEORGE SAYRE and HARVEY HUNTLEY

BY JACK LONDON

Virility — Vitality — Velocity

directed by VICTOR HALPERIN

EVERY PICTURE LISTED IS EITHER IN PRODUCTION OR BEING

ETCHED WITH THE HEART'S-BLOOD OF A PEOPLE STAGGERING HELPLESSLY UNDER RUTHLESS OPPRESSION!

Secrets never before revealed — A story never before told!

A Box-Office Insurance Title; A Magnificent Motion Picture;

Its Earning Capacity Is Practically Unlimited!

# "beast OF BERLIN"

NATIONAL RELEASE OCT. 22

MYSTERY WITH THRILLS
METROPOLITAN COPS ON THE TRAIL OF A MOCKING CRIMINAL
MELODRAMA WITH ACTION

## "WANTED FOR MURDER"

Adapted from the novel "Millions for Murder"
by CARTER WAYNE



WITH AN AUDIENCE-TESTED CAST OF SCREEN FAVORITES

Directed by SHERMAN SCOTT

EDITED AND WILL POSITIVELY BE AVAILABLE PER SCHEDULE

NATIONAL RELEASE OCT. 8

FIGHTING COURAGE, SUBLIME ROMANCE, SPARKLING COMEDY, AGAINST THE GORGEOUS PANORAMA OF THE GLORIOUS WEST. This is the initial picture of a series of 8 that will make screen history.

CIRCUIT BOOKERS . . . Don't let this series slip through your fingers.

# "THE SAGEBRUSH FAMILY TRAILS WEST"

FEATURING **BOBBY CLARK** WORLD'S CHAMPION JUNIOR COWBOY

SCREEN PLAY BY WM. LIVELY DIRECTED BY PETER STEWART



NATIONAL RELEASE OCT. 29

## Initial release of the first of 8 "Tales of Billy the Kid"

# "The Man from Oklahoma" featuring GEORGE HOUSTON



He wrote his own laws on curtains of gunfire with bullets of flaming lead. HE WAS JUDGE, JURY and LORD HIGH EXECUTIONER.

Directed by ROBERT TANSEY

## PRODUCERS DISTRIBUTING CORPORATION

1436 N. BEACHWOOD DR., HOLLYWOOD, CALIF. EXCHANGES EVERYWHERE

# JUSTICE DEP'T BANS USE OF CURRENT CODE; MAY SOUND ITS DEATHKNELL; MAJORS STUNNED

## Says Based on Illegal Trade Structure; Warns Adoption Would Intensify Suits

NEW YORK—Having received assurances from Paul Williams, assistant to the attorney general in charge of the government's all-industry suit, in Washington earlier in the week that he found no specific objections to the code, distributors and their attorneys received a devastating setback Thursday when Thurman Arnold, head of the anti-trust division, after studying the trade practice draft, warned that if the code is put into effect it would "lead to continued and perhaps additional prosecutions."

This bombshell, while it may not sound the deathknell of the code, strikes it a body blow from which it may or may not recover. At any event, it becomes quickly apparent that all endeavor to place the document into immediate operation comes to a complete halt. Distributors at once understand they can not proceed until this code, or some other code, is legally in harmony with the views of the department of justice. This may never eventualize.

When five attorneys for distributors conferred with Williams on Monday, they informed him it was their intention to send out the final draft of the code on August 20, which was the deadline for any reactions from the department of justice. Williams is then understood to have informed the lawyers that, as far as he was concerned, he saw nothing illegal in the code's contents.

### Is Complete Surprise

Arnold's objections, contained in a three-page letter, came as a complete surprise to the distributors and attorneys Thursday morning. Those receiving copies were J. Robert Rubin, Austin C. Keough, Richard Dwight, Robert W. Perkins and John Howley, the group who conferred with Williams. Immediately on receipt of the letter, William F. Rodgers, chairman of the distributors' sub-committee, called a meeting of sales managers and their counsel at the Hays office.

Distributors unofficially are said to declare the government's attitude at this time is wholly "unfair" inasmuch as Arnold, who has received copies of all the previous drafts, as well as the last one, has withheld comment. It is added that just as the industry is about to present the fruits of more than a year's work the government has stepped in and "upset the apple cart." They would not have been surprised had the justice department expressed no opinion, but the flat rejection, coupled with the warning of intensified prosecution, turned out to be nothing short of a lightning bolt.

The only comment available from dis-

(Continued on page 34-C)

## *What Arnold Told the Majors*

WASHINGTON—Thurman Arnold, the Administration's number one trust buster, pulled no punches in declaring that the trade practice code proposals flouted the government's efforts to eliminate monopoly in the film industry and that their adoption might well compel independents to comply with the code in order to survive.

Addressing his letter to Austin C. Keough, general counsel of Paramount; Robert W. Perkins, general counsel of Warner; J. Robert Rubin, general counsel of Loew's, Inc.; Richard E. Dwight, of Dwight, Harris, Hoegel & Caskey, and John Howley, of Donovan, Leisure, Newton & Lumbard, the assistant attorney general warned against adoption of the code as leading only to "continued and perhaps additional" prosecutions.

The letter revealed that a draft of the code, dated August 10, had been submitted to the department for review and that it was felt by department officials that the time had come to place the government definitely on record and halt the reports which have been repeatedly circulated that the department would find the code proposals to be an effective remedy for the discriminations of which independent exhibitors had complained.

Arnold pointed out that the draft had been submitted "on behalf of certain major motion picture companies who are defendants in the case of United States vs. Paramount Pictures Inc. et al." and that "an expression of the department's views" had been asked for, which he then proceeded to give, as follows:

"The code assumes that the present organization of the motion picture industry is legal and that divestiture of exhibition and distribution is unnecessary. It therefore completely ignores the position taken by the government in the pending litigation against the major companies. It also ignores the repeated statements of prosecution policy with respect to the moving picture industry made by the department.

"The proposed code is, in effect, an elaborate set of trade practice provisions superimposed upon a combination of producers, distributors and exhibitors which the department contends is an illegal and unreasonable restraint of trade. While the code appears to be voluntary the practical effect of its adoption under existing conditions might be to compel independents to comply in order to survive.

"In addition to the illegality of the code in failing to provide for divestiture of production and distribution from exhibition, various specific provisions of the code are directly challenged by the government in the pending litigation against the major companies.

### Must Obtain "Divorce"

"The department therefore reaffirms the position which it has consistently taken since proceedings against the motion picture companies were commenced, to wit, that divestiture of distributors and producers from the exhibition branch of the industry must be obtained."

The government's petition of July 20, 1938, in the New York suit, Arnold pointed out, set forth the economic effects of the present allegedly illegal combinations which it is sought to dissolve, but none of those effects will be eliminated by the code. These effects, he said, are as follows:

"1. Independently owned theatres are being driven out of business because of the onerous and discriminatory conditions not only on the rental of film but with respect to other trade practices. At the present rate at which independently-owned theatres are being driven to financial failure, it will only be a question of a short time before there are no independents left in the field.

"2. New competitors who attempt to enter the field of motion picture exhibition find it almost impossible to secure film for exhibition on any reasonable and nondiscriminatory basis. The result is that there is practically no effective new competition.

"3. Those independently owned theatres

(Continued on page 34-C)

## *Fearful Arnold Means Criminal Action*

**New York—Distributors are in a quandary over the department of justice rejection of the code. And they admit it.**

**Despite their reiterated declaration that the code will become operative, when completed, regardless of what the justice department thought, Arnold's rejection now places an entirely different complexion on the situation.**

**Distributors already have been advised by their attorneys that Washington may institute criminal, not civil, proceedings if the industry should proceed with a step it has been officially warned against. If the alternative to any defiance of Arnold could be definitely established as one or a series of additional civil actions, some distributors opinion countenances taking a chance. But it is the uncertainty, as well as the fear, of possible criminal proceedings that now definitely, and perhaps, irrevocably gum up the works insofar as code adoption is concerned.**

# *Schlanger Says Mori Coerced Him in Vineland Situation*

PHILADELPHIA—Ted Schlanger, Warner zone manager, has filed an affidavit asserting that he was on the receiving end, not the firing end, of threats and intimidation when he spoke to Eugene Mori about a rival theatre the latter was erecting in Vineland, N. J.

Schlanger categorically denies he ever said, "What right do you have in building a theatre in Vineland? This is our territory; you are infringing on us"—as Mori alleges in the affidavit he filed with U. S. District Judge William H. Kirkpatrick.

Mori's affidavit was one of a score submitted by plaintiffs in the anti-trust suit brought by the Cumberland Holding Co., operator of the Landis Theatre, against the Stanley-Warner chain and the major distributors. Mori is president of the holding company.

Schlanger's affidavit, first of several to be filed by the defense, charges Mori with threatening to bring political pressure on the S-W chain if it did not come to terms with him, Schlanger says:

"Mr. Mori suggested that it would be advisable for us to turn over our two theatres in Vineland (Grand and Globe) to him, either on a management basis, or, as an alternative, that his people would buy the two theatres. I told him that we were not interested in getting out of business in Vineland.

"Whereupon he told me that my attitude was foolish, because the Landis Theatre was being sponsored by local people, old-timers in Vineland, who had a great many friends there, and they would undoubtedly use their influence to have our theatres boycotted. He said . . . eventually we would be forced out of business.

"He further stated that he and his people had very strong political connections . . . and that he was very friendly with members of Congress as well as with local officials, some of whom he said were even interested financially not only in the theatre, but in several other ventures of his. He said he could go direct to the Department of Justice in Washington, and he would make things very unpleasant for us."

Schlanger says he replied: "Everything you tell me is most interesting, but my reply to you is that we do not scare easily."

Schlanger denies that this first meeting, in November, 1936, was made by appointment. He says he and other Warner officials were touring the territory of southern New Jersey that comes within the Philadelphia zone, and they just happened to drop by to look at the construction going on at the site of the Landis. It was Mori himself, Schlanger avers, who invited the Warner men over to his office.

Schlanger says he did not know of plans to erect the new house until the summer of 1936, after he saw a piece in a newspaper. But the decision to renovate the S-W Globe was made in April, 1935, he says, and the decision to change it from a weekend house to a full-week schedule was made in the spring of 1936.

Schlanger also denies he made any offer at that first meeting to lease the Landis for Warner.

The second conference was in the S-W office in Philadelphia, in December, 1936, on appointment made by Mori, Schlanger points out.

There, Schlanger asserts, Mori repeated substantially what he said before then came out with an admission he was "anxious now to lease the theatre to us. He further stated that he had found a great many problems in the motion picture business that he as a layman did not know he would face, and stated further that he could not buy any good pictures at first run."

Mori set a price of $27,500 a year, Schlanger says. Schlanger told him that was "ridiculous," he points out, and cited construction costs to demonstrate such a price would mean a 25 to 30 per cent return on the investment in the house.

At the next meeting in the S-W office, Joseph Bernhard, general manager of the Warner theatres, was present. He said he was interested in leasing the Landis, but not for so high a figure, Schlanger recounts. Mori came down to $25,000, Schlanger says, and Bernhard countered with $16,000, then increased the offer to $19,000. Mori then asked, according to Schlanger, whether Warner would lease the Grand to his group for $27,500, but the Warner men declared they weren't interested.

Schlanger refutes an affidavit filed by a Mr. Einstein, an associate of Mori's, which charged Schlanger with saying at this meeting: "What right have you to build a theatre down there? We were there first."

**Final Offer of $21,000**

Schlanger continues: "Nor did I raise any question of how the Landis Theatre could operate without product, or state that Warner had all the product tied up."

After a final offer from Warner of $21,000 for a lease to the Landis was turned down, Schlanger says, they decided to rebuild the Grand completely, to make it "as beautiful and attractive as we possibly could" in the face of the coming competition.

"Warner has been charged with operating theatres in Vineland only for profit and without any interest in the community," Schlanger's affidavit goes on, referring to affidavits filed by various "civic-minded residents" of the town in Mori's behalf.

"Of course we are in business to make a profit, as is every other business concern. But at the same time we are just as interested in the general community as any local business man might be. Mr. Mori's position in Vineland is that of a substantial business man and property owner, and his motives in seeking the improvement of the community are no different from ours.

"We have made our theatre available for community activities whenever this could be done. We have contributed to local

(Continued on page 34-B)

# UA Will Deny All In Reply to Suit

NEW YORK—A complete denial of the government's charges in the all-industry suit will be filed by attorneys for UA in federal court Wednesday. The answers will state the company is not involved in any conspiracy and is not in cahoots with any other company.

Additionally, UA will claim it is an independent distributing company for a group of independent producers and that executives of the company have not been a party to any alleged unfair trade practice.

The answer will not be as complete as that filed by Columbia, it is learned, but will respond to the government's charges. Attorneys in the industry hold that Columbia gave the government everything in its answer and pulled no punches. It is generally conceded no other defendant company will furnish the department of justice with as much information before trial as Columbia did in its answer.

At the same time it is believed the government is holding back on considerable of the findings on which it based its complaint for 30 days before trial. By that time, it is said, witnesses and cases to be cited in the trial will be made public. So far there is no definite indication when Senior Judge John C. Knox will set the trial date. He has indicated January 1, but then again there is some doubt whether there will be a New York judge available at the time.

It is recalled that in the St. Louis equity suit a Minneapolis judge was called in to hear the case after Federal Judge George Moore disqualified himself, following a complete vindication for defendants in the criminal action.

## *High Rental Discourages Proposed Newsreel Unit*

NEW YORK—Plans for a 600-seat theatre at the corner of 43rd St. and Broadway may be dropped. Interests operating the Grand Central newsreel house have been negotiating for the site as another newsreel unit, but lost interest because of the $80,000 annual rental asked. Max A. Cohen, who formerly operated the George M. Cohan, which was torn down, also had been dickering for the contemplated house. It is now understood the plans have been revised whereby stores only will make up the new building.

### San Francisco Newsreel House Opens September 1

SAN FRANCISCO—William Githens, president of Newsreel Theatres, Inc. of New York, is here to open the new Telenews, a newsreel house, September 1. The project is backed by New York capital which intends to open additional units on the coast if the first venture here is successful. Githens and his group have no interest in the local newsreel venture other than to make available their experience in such operations.

# Skouras Drive Has $15,000 in Awards

NEW YORK—With a maximum of $15,000 in cash awards, the Skouras circuit begins a 10 week "Campaign for G.P.S." starting August 25. The five cardinal principles of the drive, as set forth by George Skouras, in whose honor the drive is being held, are "To strive for increased grosses and profits by superior showmanship, to exceed an established expectancy in each theatre, to maintain our theatres as an institution in their respective communities, predicated upon the desire to serve; to develop spirited personnel and efficiency of operation in each theatre, and to insure a finer appreciation of motion pictures by a better public understanding."

Managers, district and division managers met Wednesday at the St. Moritz Hotel where Skouras addressed the one day convention and then turned the gavel over to William White, general manager and assistant to Skouras, who outlined various phases of the drive, mentioning the service awards and special award for new ideas.

There will be seven main prizes in each division, the Long Island, New York and New Jersey, to be broken down as follows: First, $500; second, $400; third, $300; fourth, $250; fifth, $200; sixth $150; seventh, $100. Then there will be 24 separate awards for service and maintenance, the first being $250 and the last $25. In addition, any theatre hitting its expectancy will receive $100 and any theatre exceeding 90 per cent of its expectancy will get $50.

To any manager who earns for the circuit money derived from benefits and tie-ups with organizations and associations for specified performances will be given 10 per cent of the gross. However, at least $100 must be derived from such benefits. Additionally, $1,000 will be awarded for ideas with Skouras, White, and John M. Benas as the committee to decide in accordance with the practical application of the subjects presented. Each manager has been asked to sign a pledge to deliver his expectancy.

Herman Starr is division manager for New Jersey, Jack Harris for Long Island and Dillon Krepps for the New York zone. Alan Daly of the home office is editing a weekly publication called "G.P.S.," during the 10-week drive.

White, Jules Catsiff, Louis Weber, Jack White and Paul Behrke comprise the committee on rules and regulations.

A special award of $500 to the division manager and $250 to the assistant division manager will be paid based on the greatest number of points earned above expectancy. Each theatre's expectancy is valued at 100 points and houses are to be rated at more than 100 points in relation to the business in excess of expectancy and less than 100 points in relation to deficiency in expectancy.

### Revamp at Morristown

MORRISTOWN, N. J.—Walter Reade has darkened the Jersey for a month for alterations. The Park and Community continue operation, day-and-dating with Warner's Baker at Dover.

# *Skouras Decries Organization Lack Throughout Industry*



GEORGE P. SKOURAS

NEW YORK—"Adverse economic conditions of the country naturally affect every line of business and although the motion picture theatre, because of its unique position, can meet adverse conditions and weather the storms successfully, yet the lack of a unified organization in the industry, governed by intellectually honest and progressive thinking people, permits such adverse conditions to create an unsavory atmosphere. Where the catch-as-catch-can system prevails, the dignity disappears, and the old attitude of 'joints' and 'nickelodeon days' predominates," George P. Skouras, head of the Skouras circuit, informs his men in the first message to launch a 10-week business drive starting Friday.

He adds, "Motion pictures have also had their moral and educational influences which a great many people, among them many public spirited citizens, have rightly or wrongly resented, especially where it concerns their young and, in their eagerness to protect them, have criticized and denounced the industry quite often and quite belligerently, instead of bringing constructive criticism and help, offering and developing ideas and trying to correct and improve on what may appear to be the faults and the shortcomings of the industry as a whole."

Skouras continues with "In spite of any economic conditions, it becomes necessary to undertake the task of preventing a recurrence of the 'joint' atmosphere and to promote dignity," pointing out the educational and entertainment value in films. "It is left to us," he states, "within the scope of our own endeavors, to establish an order, in spite of the obstacles at hand."

## *Metro Will Build New Quarters in London*

LONDON—Sam Eckman jr., managing director for M-G-M in Great Britain, is to have a new, official home. The company has completed plans for an eight-story building on a site fronting Shaftesbury Ave. and facing three streets.

The building is scheduled for occupancy by June of next year and will cover a ground area of 50,000 square feet. It will include two preview theatres, one seating 100 and the other 400, and will become the home of all M-G-M trade shows.

Part of the basement, significantly, will be designed as a bomb-proof shelter.

## *RKO Houses Again Give Vaudeville a Chance*

NEW YORK—Vaudeville is perking up again at the RKO theatres. The Palace, Cleveland, Shubert, Cincinnati, and the Colonial, Dayton, will resume after Labor Day. Stage shows are part of the policy at the Boston, Boston, and Palace, Chicago. Stock shows employing prominent Broadway stage names along with single features have been reported for the circuit in the metropolitan area.

## *"Stanley and Livingstone" Has Three Weeks at Roxy*

NEW YORK—"Stanley and Livingstone" is being held for a third and final week at the Roxy while "In Name Only" is currently in its third stanza at the Music Hall, the latter picture being the first to be held there for three weeks in the past six months.

### Local B-51 Meets Sept. 11

NEW YORK—Members of Local B-51 will hold their first meeting of the new season September 11.

## *Production by Unemployed To Hinge on Financing*

WASHINGTON — Whether Mrs. Hallie Flanagan, director of the former federal theatre project, will continue her work of staging plays with unemployed actors will depend largely upon the financing that can be secured for such a scheme, it is indicated.

Mrs. Flanagan denied reports that she would join Sam Hadelsman, New York theatre project administrator, who is seeking civic and labor organization backing for the project, abolished by Congress last month in appropriating funds for relief.

## *Allied Regional Goes To New Jersey Meet*

NEW YORK—The long delayed eastern Allied regional, originally scheduled to be held here in conjunction with the New York Allied convention, now is slated for the Allied of New Jersey convention in Atlantic City, September 6-8.

The postponement and holding of the session at the New Jersey convention is seen as a direct slap at Max A. Cohen, president of the New York unit and regarded in national Allied ranks as "the bad boy."

# *Nazis Throw Film Jews Out Of Work in Czechoslovakia*

NEW YORK—The "purge" of all Jewish employes of the six American companies operating in Prague is now complete as a result of the decree "prohibiting the employment of non-Aryans" which went into effect Tuesday.

Columbia and Warner are the only two companies who do not operate there. They discontinued business with their respective franchise holders when the Nazis took over.

United Artists' Otto Mantell is affected by the decree. He was the last of the American representatives to remain in Czechoslovakia despite the fact he is Jewish. It is expected another place will be found for him in the UA foreign department.

M-G-M is keeping its Prague office open although Manager Leo F. Berger left the country some time ago. Twentieth-Fox has replaced Leo Branfeld with Rudolf Urban. Paramount now has E. Bures in place of R. Jelinek and RKO has Karel R. Molacek in Otto Sommenfeld's spot. Universal's Jarel Tulacek remains in his present post.

There is no accurate means of determining the number of salesmen and office workers affected since home office records only carry information about respective branch managers and their assistants.

Maintaining offices in Prague is more or less a formality since the German mark is "blocked," which means that although it is quoted on the exchange as equivalent to approximately 40 cents, the majors actually receive about three cents for each mark when they are allowed to withdraw the revenue accumulated from rentals.

### Grainger Signs Butterfield

NEW YORK—James R. Grainger, Republic's president, is back from Detroit where he closed with the Butterfield circuit on the new season lineup.

## *It Was Lucky Miss For Gould*

**New York—BOXOFFICE on August 12 carried an item about Walter Gould, UA's Latin American supervisor, who wrote from Rio de Janeiro that "it was a delightful flight, smooth and uneventful."**

**On her next hop from Miami southward bound, the Pan-American Airways flying boat crashed into the harbor at Rio de Janeiro causing the death of 14 aboard, including Evaristo G. Miranda, manager of the Warner office at Recife, Brazil. He was en route to a sales meeting called by Sam E. Morris for Rio.**

## *KAO Net Increased For Current Half*

NEW YORK—Net profit for KAO and subsidiaries for the 26 weeks ended July 1 totals $525,909.13, after all charges. This compares with $388,194.41 for the same period last year. B. F. Keith Corp., for the six months ended July 1, reports net earnings of $332,887.09, as compared with $254,538.01 for the first six months of 1938.

Profit before depreciation for KAO for the six months was $1,036,703.09. Earnings before depreciation and income taxes for B. F. Keith for the same period totaled $679,100.31.

## *To Donahue and Coe*

HOLLYWOOD—Richard A. Rowland Productions has appointed Donahue and Coe of New York its advertising agency on its two releases designed for UA.



## *They're Tired, but Also Happy—*

*Oscar A. Doob suggests the reader be not misled by the woeful expressions of Joe Vogel, center, and Harry Shaw, extreme right. He says they really are very happy, but tired in this picture which was made after Mickey Rooney and Judy Garland jammed 'em into Loew houses in New Haven, Hartford and Bridgeport. During it all, Vogel, as in Washington, and Shaw served as ushers, bodyguards, pacifiers and utility men at large. At the left is Les Peterson, studio representative. He is making the tour with the two youngsters.*

# Spanish Restrictions Astound Producers

NEW YORK—Latest terms by which the majors might resume operations in Spain are proving an eye-opener for the foreign managers who, to say the least, are slightly flabbergasted by the stipulations outlined by the minister of industry and commerce.

The majors would have to produce one Spanish picture in Spain before they receive a permit to distribute ten American pictures. In lieu of making a picture, the companies may post a bond, the amount of which has not been determined, but which would be used by the government for production purposes.

In addition to producing the Spanish pictures, the companies would have to distribute them with half the profits going to the Spanish government. No provisions are made for the companies to take money out of Spain. Apparently the aim of the government is to "block the peseta" and credit them to the companies in the hope the money will be used for production purposes.

As yet, no company has indicated any willingness to do business in Spain under those conditions. The majors' only hope is to have the government apply more moderate terms.

## *Expect a Showdown on Delaware Blue Laws*

REHOBOTH BEACH, DEL.—An attempt to show films on Sunday may be used as a means of focusing public attention on Delaware's 144-year-old blue laws that date from Colonial days.

Caleb M. Wright, Georgetown, attorney for Charles S. Horn, owner-manager of the Blue Hen Theatre here, said efforts will be made to arouse the public's attention to the laws, probably through a strict enforcement program. The movement for strict enforcement to bring about a showdown of the law is the result of the closing last Sunday of the Blue Hen Theatre and the arrest and fining of Manager Horn and three theatre employes. They were fined $4 and costs each.

## *Sunday Show Referendum Planned at Wellsboro*

WELLSBORO, PA.—Arrangements are being speeded by the county commissioners for holding a Sunday show referendum in Tioga county, together with the November 7 general election. The move represents a victory for blue law advocates who have been fighting for a year on the issue.

### Ban on Sunday Show Holds in Rensselaer

RENSSELAER, N. Y.—Sunday showings are still banned here. Mayor William T. Wright vetoed a common council ordinance to permit pictures on Sunday.

# 39 on Will Hays' List to Show Film Progress

HOLLYWOOD—In a statement, aimed at the public, Will H. Hays officially inaugurates the Golden Jubilee celebration by listing 39 pictures from eight companies as examples of product which "will demonstrate the progress and significance of the art."

M-G-M and RKO head the list with eight each. He lists six from 20th Century-Fox, and four apiece from Paramount, Universal and Warner; three from UA and two from Columbia. In their alphabetical alignment, this is the selection:

**Columbia**

"Golden Boy" and "Mr. Smith Goes to Washington."

**M-G-M**

"Another Thin Man," "Babes in Arms," "Balalaika," "Gone With the Wind," "Ninotchka," "Northwest Passage," "The Wizard of Oz" and "The Women."

**Paramount**

"Disputed Passage," "The Light That Failed," "Rulers of the Sea" and "Victor Herbert."

**RKO**

"Abe Lincoln in Illinois," "Allegheny Frontier," "Fifth Avenue Girl," "The Hunchback of Notre Dame," "In Name Only," "Nurse Edith Cavell," "Pinnochio" and "Swiss Family Robinson."

**20th Century-Fox**

"Adventures of Sherlock Holmes," "The Blue Bird," "Drums Along the Mohawk," "Hollywood Cavalcade," "The Rains Came" and "Stanley and Livingstone."

**United Artists**

"Eternally Yours," "The Great Dictator" and "Intermezzo."

**Universal**

"First Love," "Tower of London," "The Underpup" and "When Tomorrow Comes."

**Warner Bros.**

"The Old Maid," "On Your Toes," "The Private Lifes of Elizabeth and Essex," and "We Are Not Alone."

## *No Decision on Sullivan Dismissal Application*

NEW YORK—Supreme Court Justice Felix C. Benvenga has reserved decision on application of the News Syndicate and Ed Sullivan to dismiss the $1,000,000 plagiarism action against them brought by Walter Wanger and Walter Wanger Productions.

Wanger claims libel in the May 21 issue of the *New York Daily News*. The defense of the newspaper is there was no libel in the article and that no average reader would find libelous material in the story.

Wanger's attorney claimed malicious libel and asserted the story was the first of a series designated to aid Samuel Goldwyn in his fight with UA. The plaintiff alleges the article represented him to be the producer of slipshod, factory-made films.

INTER-OFFICE **BOXOFFICE** COMMUNICATION
The Pulse of the Motion Picture Industry

**TO: Red** **WRITTEN AT: New York**
**FROM: L. W.** **DATE: Sunday**

**You'd be surprised how things get around. Seems that a theatre in a Catskill Mountain resort town showed a one-reel band number featuring the music of "Swing and Sway With Sammy Kaye." A few days later the theatre owner noticed a local hotel operator had posted this sign over the hotel entrance: "Ess and Fress With Mortimer Hess."**

# *France Promises Abuses on Imports Here Will Cease*

*By the Capitol Observer*

WASHINGTON — Precautions against the misuse of the immunity accorded matter imported into the United States in diplomatic pouches, to prevent a recurrence of the recent investigation of the entry of French films by the New York federal grand jury, have been taken by the French government, the state department has been advised by the French Ambassador.

A note presented by Ambassador de Saint-Quentin to acting secretary of state Sumner Welles this week disclosed that the French government was advised of the alleged misuse of the pouch some months ago and has been conducting an investigation of its own since last March.

**Denies Evading Law**

The ambassador denied that there was any intention of evading the customs duties or violating the law in any respect in bringing the films into this country under diplomatic seal, although he admitted there may have been carelessness on the part of the French officials.

Count de Saint-Quentin assured Welles that he would transmit to his government the report of the New York grand jury, dealing with the use of the diplomatic pouch in April, 1938, and January, 1939, to bring in pictures for an American motion picture photographer.

**"No Deliberate Intentions"**

"They have established that there may have been ignorance of the American regulations or lack of surveillance on the part of certain of the French officials who handled the shipment by the pouch of the films in question," he said, in referring to the investigations in Paris. "I express to you my regrets on this account, but I am pleased to be able to give you assurance that not one of the officials in question deliberately facilitated the usage of the diplomatic pouch by an American business man in order to permit him to defraud the Federal customs.

"Nor was that the intention, I am convinced, of the directors of the French Line who make it their duty to respect the laws of the United States as in France.

"I have no need to add that the French government has taken all measures necessary to correct the irregularities which may have been committed in the use of the diplomatic pouch and to prevent their recurrence."

# 6 Claims Against RKO Are Ordered Slashed

NEW YORK—Federal Judge William Bondy, on application of Irving Trust, trustee of RKO, has ordered the reduction of six claims against the company totaling $2,241,463 to $411,685 and allowed them in that amount.

The claims were those of Alfred E. Fiegel for $24,061, reduced to $11,629, and the Criterion Advertising Co. for $404,686, reduced to $314,333, both for defaulting on billboard advertising. The claim of the U. S. National Bank of Denver for $81,165 was allowed in that amount, the claim being based on a guaranty of the principal and interest on the mortgage bonds of Denver Orpheum.

The claim of the Chemical Bank and Trust Co. for services on RKO's reorganization was allowed in full as a priority claim. It totaled $4,568.

Lastly the judge expunged two claims, the first for $124,083 filed by the Orpheum Theatre Co., Ltd., and the second by the Publix Indiana Corp. for $1,602,900, both of these having previously been assigned to RKO Orpheum, which had tendered a release to the parent company in December, 1937.

The office of special master, George W. Alger states the hearings on the fairness of Atlas's underwriting agreement for the RKO common will in all probability commence the early part of this week.

## *Still More Anti-Labor Taint on "Citizen"*

WASHINGTON—Under a Hollywood dateline, *CIO News*, official organ of the Congress of Industrial Organizations, reports Hollywood observers, unidentified, view "Our Leading Citizen" as "a direct attack on labor."

According to this source, John R. Chaplin, Hollywood correspondent for Federated Press, labor news service, describes the film as "the most vicious anti-labor script that has ever been turned out in Hollywood."

# Names Alger to Hear Atlas RKO Offer

NEW YORK — Federal Judge William O. Bondy has signed the formal order appointing George W. Alger as special master to decide whether the offer of the Atlas Corp. of $4 a share on the underwriting of the new RKO common is fair and if Atlas, as underwriter, is entitled to compensation for the underwriting.

The judge approved the sitting in of the SEC at the hearings to advise the master. SEC filed intentions of so doing through Attorneys J. Anthony Panuch and Marland Gale.

The final order of Judge Bondy before leaving on his vacation was to approve an allowance of $7,000 to Alger for his report on hearings held before him during May and June, 1938, on modifications of the RKO plan of reorganization. He had previously received $27,500.

## *"Test Pilot" Piracy Suit Dismissal Reversed*

NEW YORK—The circuit court of appeals has reversed the decision of Federal Judge Alfred C. Coxe who had dismissed the $1,000,000 action by Dolores Lacy Collins as administratrix of the estate of James H. Collins against the M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's, Inc., and the Culver Export Corp., in which the plaintiff had claimed plagiarism of her husband's book, "Test Pilot," in the picture of the same name.

The circuit court declared that "by the record as it stands we think the complainant has not had her day in court. If, at the new hearing, the judge should determine that the continuity is a fair representation of the motion picture, he should dismiss the complaint."

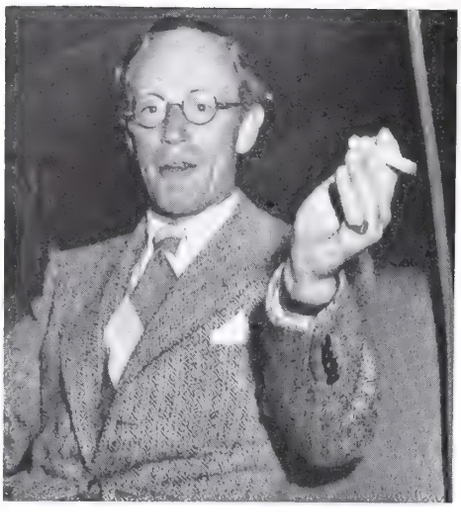
## *Tarkington Application Denied by Judge Bondy*

NEW YORK — Federal Judge William Bondy has denied an application by Booth Tarkington to dismiss the $18,750 counterclaim against him in connection with the author's action againt Warner. The judge also denied Tarkington's request to strike out the answer of Warner, but did grant him a bill of particulars.

Tarkington seeks an injunction, an accounting of the profits and damages because of "Penrod and His Twin Brother," claiming the film was not based on any story of his, which, he asserts, is a violation of his agreement with Warner.

## *Restrainer Denied Over A Defacement Charge*

NEW YORK—Denial of an application by Essakap Holding Corp. for a temporary injunction against the Fifth Avenue Films Inc., reveals the action in the supreme court. The suit charges breach of a portion of the lease whereby the theatre was not to deface the property. It is charged this is being done by advertising signs.



—Ralph Morgan

## *En Route to London—*

*Or Leslie Howard as he arrived at the Newark Airport from the coast en route to London where he will star in a series to be produced in association with Walter Futter for RKO distribution. First will be "The Man Who Lost Himself."*

# Folly Amusement Has Time to Amend Suit

NEW YORK—In dismissing the anti-trust action of the Folly Amusement Holding Corp. against UA, Federal Judge Murray Hulbert granted the plaintiff leave to amend in 20 days and partially granted other majors involved a bill of particulars to be served in 30 days. The plaintiff was the owner and operator of the Folly, Brooklyn. It claims that as a result of a monopoly on the part of the defendants, it was put out of business with a loss of $250,000. The suit was for triple that sum.

UA was the only defendant to seek a dismissal, which was granted because "there is no specific reference in the complaint which shows United Artists as a participant in the conspiracy and no specific action alleged in furtherance thereof in which the United Artists Corp. participated."

Loew's, while not asking a dismissal, has sought that part of the action be dismissed. Randforce Amusement Corp., Samuel Rinzler and Louis Frisch had asked for 40 particulars; Loew's, 29; Warners and Vitagraph, 26; 20th Century-Fox, 19; RKO, 29; Paramount, 27; Universal Pictures and the Big U Film Exchanges, 29; Republic, 28, and Monogram, 14.

## *Esquire Amusement Sues Over Theatre Lease*

NEW YORK—Esquire Amusement Corp. has filed a $50,173 damage action in the supreme court against the Gnalbel Realty Corp. claiming the defendant had granted a five-year lease on the George M. Cohan Theatre in 1936 which was foreclosed by Metropolitan Life in 1938, thus dispossessing him.

# Woman Manager at Bronxville Unit

NEW YORK—Dorothy Krepps, wife of Dillon Krepps, recently appointed division manager of the Skouras circuit in Manhattan, Bronx and Westchester division, is now manager of the Bronxville, Bronxville, formerly under the guidance of her husband. She is the only woman manager in the circuit, a graduate of the University of Illinois and a member of the Bronxville Women's Club.

"Gus" Kessler, up until some time ago, decided to give up her secretarial post to George Skouras to become a manager in Long Island and recently gave that up to become a home office executive.

Other changes in the circuit have Nick Mann, distantly related to Skouras, resigning as manager of the Strand, Jersey City, to go into the grapefruit business in Florida. He is succeeded by M. Smith, relief manager. Paul Hamilton of the Blenheim is now at the Symphony with Lou Turchem, assistant manager at the Blenheim, taking over full responsibility. Jack Bockser has been transferred from the Apollo, Jersey City, to the Crotona, Bronx. Mort Green, former Crotona manager, is ill.

## *Film Donors to N. Y. Fund Bring Total to $70,151*

NEW YORK—Additional contribution of $1,378 to the motion picture section of the Greater New York Fund sends the total to $70,151, topping last year's figure by $9,594.

The list of additional contributions follows:

| | Firm | Employe Group |
|---|---|---|
| Albemarle Theatre, Inc... | $100 | ..... |
| Audio Products Co..... | ..... | $165.50 |
| Elton Operating Co..... | 25 | ..... |
| G. & A. Holding Corp..... | 25 | ..... |
| Interboro Circuit, Inc..... | 100 | 257.93 |
| Rinzler & Frisch..... | 250 | ..... |
| Screenless Colortone Corp. ..... | ..... | 407.50 |
| Stillwell Theatre, Inc..... | 25 | ..... |
| Windsor Circuit Corp..... | 25 | ..... |
| Theatrical Stage Employes Local No. 4..... | 100 | ..... |

## *George Skouras May Take Cedarhurst Playhouse*

NEW YORK—George Skouras of Skouras Theatres may take over Ben Moss' Playhouse at Cedarhurst, L. I. The Skouras circuit operates theatres in Valley Stream and Hempstead and the Moss house may fit into the setup nicely. Skouras and Moss have an operating pool for the City and Jefferson on 14th St.

## *Assail Assessment*

WILMINGTON, DEL.—The Old Time Petroleum Co., of Wilmington, owners and lessees of the Warner Theatre, Delaware's largest theatre, filed suit in court of chancery here charging excessive taxes.

# BROADWAY



—Pan American Airways

## And Then to Europe—

*J. J. Milstein, in the dark suit, flies to Europe for London and Paris premieres of "The Man in the Iron Mask." Arthur W. Kelly, UA vice-president in charge of foreign sales, goes to the airport at Port Washington to bid him bon voyage.*

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ADOLPH ZUKOR, chairman of Paramount's board, and John W. Hicks jr., vice-president in charge of the company's foreign distribution, sailed from Sydney, Australia, for Los Angeles on the *Monterey*, Friday . . . Brenda Marshall, who plays the feminine lead opposite Joel McCrea in "Espionage Agent" for Warner, is in Gotham on a month's vacation . . . Herman Wobber, general manager of distribution for 20th-Fox is due to return from the coast in a few days. While there he held studio conferences and discussed product deals with far western circuits.

*R. E. Griffith of the Oklahoma Griffiths has been in town the past week on film buys . . . Larry Kent, FWC chief booker, is still around town, but expects to finish up any day now and return west . . . Q. and A. Department: Did you know the Skouras circuit employs* 2,000 *people for approximately* 60 *units in the circuit . . . Orson Welles has adopted a* 11*-year-old Spanish refugee . . . Ben Washer has left UA again, this time to join Donahue & Coe in the fall on legitimate theatre advertising activities. No successor has been named . . . Lynn Farnol returned from the coast by plane . . . Ned E. Depinet got back from Hollywood over the weekend . . . James R. Grainger made a quick trip to Detroit during the week . . . Lester Cooper of the Warner studio editorial department has gone back to the coast after a fortnight's vacation in these parts . . . Frank Donovan, Pathe production manager, is vacationing at Nassau Point, L. I., while his assistant, Louise Rousseau, is on the coast pleasure and business bent.*

Henry F. Krecke, M-G-M foreign department executive, is back from a vacation spent at the sea shore . . . I. E. Lopert has returned from the coast . . . Joseph D. Basson, head of Local 306, spends his weekends at his summer home in Spring Valley. When asked if he had an adjoining pool, Basson said, "The only pool we have is in the bathtub" . . . Leo Mishkin, film critic for the *New York Morning Telegraph*, is vacationing on Broadway, believe it or not. He returns to his desk Monday after daily cruising the Main Stem for new adventure . . . Frank Roehrenbeck, general manager of WHN, Loew radio subsidiary in New York, is vacationing in the Thousand Islands and promises to bring home either the fish or pictures of fish he will catch . . . Among *Normandie* arrivals of the week were Tamara, who made quite a hit in "Leave It to Me," and Leon Leonidoff, stage producer for the Music Hall. Also on the passenger list were Robert Stevenson, the director, and his wife, Anna Lee, British actress; Eric von Stroheim, Simone Berriaud, Andre Lefaur, Michel Simon, Claude Dauphin, Rosine Derene, Lise Courbet and Yves Mirande, who made scenes on the boat coming over for a French film . . . Stevenson already is in Hollywood to direct a picture for Selznick International.

*Harry L. Gold, vice-president and eastern sales manager for UA, is on a strict diet and observes it to the letter . . . L. Jack Schlaifer, another UA vice-president but in charge of western sales, wasn't in New York long before he boarded a choochoo for the midwest and west . . . Nate J. Blumberg, Universal president, is due from the coast the end of the month, following which Matty Fox, his assistant, will leave for the studios. While on the subject, William A. Scully, Universal sales manager, says the exhibitor testimonial drive is coming along nicely. M. A. Lightman, head of the Malco circuit; John Nolan of the Comerford circuit and self-appointed rear admiral in the drive; Bob O'Donnell, general manager of the Interstate circuit of Texas, and Charles Hayman, Buffalo independent circuit operator, have all contributed gifts to stimulate the drive . . . Louis Phillips, Paramount home office attorney, returned early in the week from Chicago, reporting his trip was in connection with the B&K suit which is to be resumed September* 5.

Harry C. Arthur of the F&M Circuit is back in St. Louis after several weeks here . . . Mrs. Harry M. Goetz, wife of the RKO producer, has been in New York from the coast . . . So has Max Gordon, Goetz's partner in production of "Abe Lincoln in Illinois" and "The American Way" . . . Del Goodman, managing director in the Far East for 20th Century-Fox, is in Chicago, an old stamping ground, vacationing. Thereafter, he goes to the coast and is due in New York again about October 1 . . . Joe McConville, former domestic distributor and now, of course, in charge of Columbia's foreign distribution, returns to the States aboard the *Normandie*, August 28 . . . Harry M. Warner's plans are unchanged. He is due from a lightning visit to London on the *Queen Mary*, Monday . . . Walter J. Hutchinson, overseas sales director for 20th Century-Fox, is in Hollywood looking over new product and returns to New York August 28.

*Bert Stearn, district manager for UA with headquarters in Pittsburgh, paid the home office one of his usual visits the latter part of the week . . . Dave Whyte is managing the reopened RKO Alden in Jamaica . . . Louis B. Mayer and Bob Rubin spent the greater part of Thursday morning watching the mobs mill about the Capitol where Mickey Rooney and Judy Garland on the stage, and "The Wizard of Oz," helped to make things lively for the police force . . . Jerome Safron, Columbia western district manager, returned to the coast Thursday night . . . Helen Hayes and Charles MacArthur sailed on the* Normandie *for a vacation . . . Maury Silverstone headed for the coast over the weekend.*

After all these months, Bob Gillham finally decided to do something about the ninth floor projection room and has provided comfortable seats for trade paper reviewers who pass on the shorts . . . Nor-

(Continued on page 34-D)

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## Dr. Duck Gets Degree as Crowds Roar—

—Metropolitan Photos

*It seems that Walt Disney will have to be more respectful to Donald, now that the Duck is a doctor of international friendship. It happened at the World's Fair and at Carnival-land to be exact about it. Dr. Frank Monaghan, professor of American history at Yale and director of research at the Fair, did the honors. The camera proves it.*



—Metropolitan Photos

### *Time Out for Recess—*

*A few of the leading lights of the international board of the Associated Actors and Artistes of America gathered around Frank Gillmore, president, during a breathing spell of the six-hour session at the New York headquarters where the 4A's decided to turn down the proposals of the AFL concerning the status of Ralph Whitehead, deposed head of the AFA. Reading from left to right, in his exclusively posed* BOXOFFICE *photo, are Ken Thomson, executive secretary of the SAG; Philip Loeb, stage star representing Chorus Equity; Gillmore, Paul Dullzell, executive secretary of Actors Equity; Bert Lytell, Equity vice-president, and Edward Arnold of the SAG.*

# *AFL Tack on AAAA Demands Still in Unsettled Stage*

ATLANTIC CITY—Whether the American Federation of Labor will accept conditions imposed by AAAA that Ralph Whitehead would have no power in their union remained unsettled late Friday.

The AAAA, headed by Frank Gillmore and Kenneth Thomson, found friendly ears from William Green and Matthew Woll, who appeared willing to grant their demands, but Whitehead and Sophie Tucker were backed by council members who balked at any agreement disposing of Whitehead. The crux of the entire problem and reason for the return of the AAAA to Atlantic City is the refusal of organization officials to have anything to do with Whitehead.

Following the New York meeting where it was decided to carry the battle to council sessions here and gain substantiation of privileges, the AAAA party, including Thomson, Gillmore, Henry Jaffee, Paul Turner, Emily Holt and Paul Dullzell arrived Thursday for a new fight.

At the international board meeting in New York Wednesday, a representative group of entertainment unions gathered to deliberate over the recommendations of the executive council of the AFL. Frank Gillmore, 4A's president, presided.

Kenneth Thomson, Edward Arnold, Florence Marston and Stephen Kent represented the SAG. Others included: Emily Holt, George Heller and Alex McKee, American Federation of Radio Artists; Paul Dullzell, Bert Lytell, Walter Greaza, Winifred Lenihan and Alfred Harding, Actors Equity; Ruth Richmond, Philip Loeb and Alfred Kappeler, Chorus Equity; Leo Fischer and Eva Gauthier, American Guild of Musical Artists; Maida Reade of the American Guild of Variety Artists; Paul N. Turner and Henry Jaffe, 4A's counsels, and Justus Sheffield and Rebecca Brownstein, general counsels.

What prevented the 4A's expedition to Atlantic City from being a complete success was the ruling that the AFA continue with its present officers, including Sophie Tucker, president, and Ralph Whitehead, executive secretary, for 90 days, pending an election.

It, furthermore, stated that a committee consisting of five people from the 4A's, three from the AFL and two from the AFA, direct the affairs of the AFA until the election.

Satisfaction, however, was expressed over the fact that the executive council upheld the 4A's on the following demands:

1—That the jurisdiction of the 4A's in the entertainment field be recognized.

2—That the IATSE withdraw the charter issued to the AFA after the latter had been suspended by the 4A's.

3—That the 4A's had a legal right to expel the AFA.

## *M&G Suit Against WB To Federal Courts*

NEW YORK—Suit of M&G Amusements against Warners has been revealed in transfer of action from supreme to federal courts. It seeks an accounting, claiming the plaintiffs own talking picture rights to the play, "Sh, the Octopus."

# Rooney, Garland and "Oz" Are Big Time

NEW YORK—They're still talking here of the opening day crowd that jammed the Capitol to see "The Wizard of Oz" and Mickey Rooney and Judy Garland featured in a stage show.

Business was the biggest in the history of the theatre. Lines began forming before eight o'clock and ticket sales were suspended at 11 o'clock. The line then was four abreast and stretched completely around the block.

When the lines met in front of the theatre, police advised the people to stop buying tickets and visit the other theatres along Broadway. Ushers started to sell tickets about this time so the people on the line would not lose the 25-cent admission rate.

Meanwhile, "Stanley and Livingstone," which chalked up $48,900 for a second week at the Roxy, reported that Thursday was the biggest day since the opening. "In Name Only," after doing $84,000 for the second week at the Radio City Music Hall, also claimed that the third week started off in grand style. "Beau Geste" finishes its third week at the Paramount, Wednesday, after registering $38,000 for the second.

One of the biggest first weeks under the stage show policy at the Strand is recorded for "The Old Maid" at $53,000.

## *RKO Studio Personnel Changes Announced*

HOLLYWOOD—George Schaefer, president of RKO, preceded his return to New York with announcement of the following changes in the studio personnel setup: Joseph J. Nolan, assistant secretary of the company, becomes assistant to the president; Howard Benedict, studio publicity director, gets a production post in the Lee Marcus unit; Perry Lieber succeeds Benedict and Bert Gilroy will produce features.

Shifts made exclusively in the Marcus unit finds Lou Brock, shorts producer, as head of the shorts department, succeeding Gilroy. J. R. McDonough, vice-president in charge of studio operations, and Sid Rogell, studio manager, remain in their present capacity.

## *Reserves Decision for Examining Zanuck*

NEW YORK — Supreme court justice Thomas Noonan has reserved decision on application of Robert E. Sherwood and Playrights Producing Co. to examine Darryl F. Zanuck before trial in connection with Sherwood's suit for an injunction against the 20th-Fox picture, "Young Mr. Lincoln."

### Dividend From CFI

NEW YORK—Consolidated Film Industries, Inc., has declared a dividend of 25 cents per share of preferred, payable October 2 to stockholders of record as of September 11.

# *Hitting the Big-Time*

**WITH**

# MILLION DOLLAR PRODUCT!

SACK AMUSEMENT ENTERPRISES

*Pridefully Announces the Opening of its*

## NEW YORK EXCHANGE

**723 SEVENTH AVENUE**

*Under the Personal Supervision of*

LESTER J. SACK

*to Better Serve the Eastern Territory*
*with Its Exclusive Line of*
ALL-NEGRO FEATURES AND SHORTS
*and*
SELECTED WHITE PRODUCT OF MERIT

**FOR NATIONAL RELEASE ON LABOR DAY**

Million Dollar's Newest All-Colored Feature

## "Straight to Heaven"

Starring
NINA MAE McKINNEY
and Introducing the Colored Screen's Greatest Discovery:
JACKIE WARD
10-Year-Old Singing Sensation

Still Setting New Records Everywhere:

*"REFORM SCHOOL"*

with
LOUISE BEAVERS
and Harlem's "Tuff Kids"
A Million Dollar Picture

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*AND NOW!* **Million Dollar Ideas in Negro Shorts!**
Beginning September 1 . . . and One a Month Thereafter

**6 Colored Champions of Sports**
**AND**
**6 Colored America on Parade**

One Reelers Produced by Million Dollar in the Major Manner!

*NOW READY:*
Three Novelty Musical Westerns with
HERBERT JEFFREY
America's Only Negro Cowboy Star
THE FOUR TONES
And All-Star Colored Cast
"TWO-GUN MAN FROM HARLEM"
"THE BRONZE BUCKAROO"
"HARLEM RIDES THE RANGE"

MARK OF MERIT SACK ATTRACTIONS

EXCLUSIVE NATIONAL DISTRIBUTORS
for
*Million Dollar Productions*

# *Allied Expels New York Unit; Cohen Says Not Surprised*

NEW YORK—Allied of New York no longer is related to the parent organization, national Allied directors deciding to expel the local group by mail vote.

Although Abram Myers, general counsel of the national organization, states that a board member moved for a poll of the directorate, it is understood the action followed a recent clash between Max A. Cohen, local Allied head, and Col. H. A. Cole, national president, in which the former told Cole where he and national Allied get off to direct New York policies.

BOXOFFICE exclusively tipped the expulsion angle July 29 following a meeting between Cole and the New York directors.

**Raps Cohen and Kosch**

Myers' statement says the local group was admitted temporarily last year, asserting that since the New York unit made no effort to discharge obligations as to policies and contributions it was never formally admitted. Myers says that "because of conflicting ideas, the Allied directors are convinced that a relationship of cooperation and confidence cannot exist between the two bodies as long as Cohen and Harry Kosch control the policies of the New York group."

Since the local group was formed, Cohen has expressed himself against litigation and legislation unless deemed stringently necessary. He believed the code beneficial to the industry, while Myers and his clique differed. The first real clash came when New York Allied held its convention here and Cole refused to be a speaker unless the local attitude changed. A temporary truce was effected. Trouble openly flared again when Cohen declared he would negotiate code concessions in the face of rejection by the national group.

Myers is closing the Washington office until after Labor Day. He is sailing for a short cruise and will attend the Allied of New Jersey convention in Atlantic City, September 6-8.

Cohen is not surprised at the action. He points out that the New York Allied unit never was officially a member of the national group anyway, and declares that the local setup will retain its name and will continue without variance a policy of relief through self-regulation, resorting to legislation or litigation only as a last resort.

**Says Clique Dominates**

Blasting at national Allied, Cohen charges the association is dominated by an "inner circle" he says comprises less than ten operating theatres composed of Myers, Cole, Al Steffes, Sidney Samuelson and Herman Blum, "seeking to determine the future of thousands of exhibitors." He makes the flat statement that the Allied negotiating committee in Chicago reached an agreement, determined to accept the concessions offered by distributors in a formal resolution, and then proceeded to walk out, "thereby double-crossing the distributor negotiators."

Cohen asserts that national Allied has been "propagandizing" New York Allied members without his knowledge, intimating strongly the desire was to disrupt or control the state-wide unit. He charges that Cole deliberately held meetings with New York Allied directors without his knowledge, specifically in an effort to compel the Cohen unit to withdraw from distributor negotiations after the Minneapolis convention in favor of the national Allied policy on code rejection.

## *$2,000,000 Budget*

HOLLYWOOD—Walter Wanger is budgeting "Around the World in 80 Days" at $2,000,000. The Jules Verne novel goes before the camera February.



## *Visitors on the Warner Lot—*

*Frank McHugh entertains Lewis Gold, right, theatre operator from Newark, N. J., and his family on the set of "The Roaring Twenties" at the Warner studio.*

# Major Faith in Code Not Lost, Rodgers

NEW YORK—"The committee that worked on the code has not lost one single bit of faith in it," Wm. F. Rodgers, code spokesman for the majors, said in commenting on Thurman Arnold's blow at the document. "They believe thoroughly it can be of tremendous value to the industry and will tend to solve a great many of the difficulties which have arisen. We still hope to persuade the government the code should be put into effect."

### Cole Cites Allied Reasons For Code Rejection

DALLAS—Col. H. A. Cole, Allied president, said the negotiating committee at Minneapolis listed four basic reasons for Allied's rejection of the code. Section four of that report he referred to as "the most important factor entering into our decision" and added that acceptance of the proposals would jeopardize the prospects for additional relief, specifically referring to the Neely bill and government action through the courts.

"The present announcement by the department of justice," he said, "completely justifies Allied's stand. Had Allied become a party to such adoption, in view of the department statement which says adoption might lead to additional prosecution, Allied and its members might reasonably be subject to the same prosecution."

## *Schlanger Charges Force In Vineland Situation*

(Continued from page 28)

charitable campaigns. We do as much of our business with local merchants and concerns as we can."

Schlanger counters the monopoly charge by saying the S-W houses were the only ones in Vineland for a long time, and "we were therefore in a position to contract for the pictures of all companies. Contracts were openly arrived at by separate negotiations with each distributing company. We are today continuing the same practice."

The affidavit winds up with the accusation that the claim the Landis is a "community project" is a "smoke screen designed to cover up a purely private enterprise."

Schlanger takes issue with Mori's statement that he helped supervise construction of the theatre "without one cent of cost to the corporation (Cumberland Holding Co.) from the date of its inception and up to the present time."

"In the face of this sworn statement," Schlanger concludes, "I have been advised by my counsel that examination of the minute book and stock books of the Cumberland Holding Co. shows that immediately after organization of the company, Mr. Mori was voted, without cost to Mr. Mori, 5,000 shares of common stock, which represented 50 per cent of the authorized common stock of the company."

# Says Code Based on Illegal Structure

(Continued from page 27)

tributor sources following a meeting at the Hays office was "Our people are studying the contents of Arnold's letter."

However, it is felt the code is now up to the lawyers whose job it will be to make it legal. The attorneys are going over it and there is every indication another meeting will be held in Washington, probably with Arnold, for official approval after certain changes are made. It is held now that since the government has declared itself, Arnold has placed himself in a position where he must further guide the industry so that there is no violation of the anti-trust laws.

On Wednesday, before the sensational news came from Washington, distributors met at the Hotel Astor in an effort to work out a plan for putting the code into effect. Nothing concrete was reached. It is learned the discussions did not revolve around how the cost of operations would be sustained, but that principally the talks hinged on organizing the territories, getting the various boards set up and then securing voluntary signatures.

The blow from the department of justice forces Rodgers to delay his trip to the coast temporarily. He was scheduled to leave Friday for M-G-M studio conferences and also to appear before the ITO of Southern California and Arizona to explain certain phases of the trade practices.

In some distributor quarters, the government's opinion is seen as expressing the ideas of Abram F. Myers, Allied general counsel, who for months has made known his objections to the code, not only at Allied meetings, but also in his bulletins issued from his headquarters in Washington.

In other quarters, it is felt that, if the department of justice wanted to be cooperative, it could have informed the industry, upon receipt of the various trade practice drafts, of objections. But for the government to make known its attitude and warn of further prosecutions at this time is felt "utterly unfair." Apparently, one attorney said, the government does not wish to cooperate with industry.

Although spokesmen for the industry from time to time have declared the code would be put into effect, regardless of whether the department of justice approves it or not, distributors and attorneys are now taking an about-face.

Distributors are wondering what the numerous independents, who have wanted the code and expressed their desire for immediate adoption, will have to say. To those men who make inquiries, distributors, it is said, will blame the government for holding it up. It is expected a flood of letters will reach the department of justice by those who have wanted the code, and want it at once, because they feel it is a good thing for the industry.

### "The Women" Opener

NEW YORK—M-G-M's initial release for the new season will be "The Women." The old season washes up with "The Wizard of Oz," now playing the Capitol here.

## *"First Love" Release Due Around Early October*

NEW YORK—William A. Scully, Universal's general sales manager, has informed his force that "First Love," new Durbin vehicle, will be released on 1938-39 contracts in late September or early October. The film, he adds, was not sold as part of the expiring season's lineup but goes to exhibitors despite this.

# REVIEW FLASHES

**DAUGHTER OF THE TONG (Metropolitan)**—The acting efforts of conscientious performers is nullified by a poor script in this story of Oriental intrigue that is as outdated as a Model-T. Evelyn Brent, Grant Withers, L. F. Scott produced; Raymond K. Johnson directed.

**FIFTH AVENUE GIRL (RKO)**—Chalk up another fine-grained performance for versatile Ginger Rogers, starred in a delightfully satirical farce which subtly laughs at the rich and those who envy them. Walter Connolly is sterling in support. Gregory LaCava produced and directed with unusual distinction.

**HAWAIIAN NIGHTS (Univ)**—Moderately entertaining programmer the story deficiencies of which are compensated by tuneful musical interludes and a colorful Hawaiian production number. Johnny Downs, Mary Carlisle top an adequate cast. Max Golden produced; Albert Rogell directed.

**NURSE EDITH CAVELL (RKO)**—Depressingly sombre in theme this production justifies itself through being a stirring indictment of war, its injustices and brutalities. With admirable disregard for entertainment values in their more popular concepts, Producer-Director Herbert Wilcox has rewritten in celluloid and with bold pen one of the most sullied pages of modern history. At no time does the screenplay ignore facts in compromise for mass appeal. Anna Neagle in the title role gives a convincing and restrained performance.

**SONG OF THE STREETS (Mayer-Burstyn)**—With variations, this is a French version of "Dead End." The treatment is sincere. Performances rate otherwise. The scenario centers its action around the low characters of a Paris slum district and their inclinations toward a life of crime. An adult picture. Stars Jean Pierre-Aumont and Madeline Ozeray. Victor Trivas directed.

**THESE GLAMOUR GIRLS (M-G-M)**—The Cinderella story again, given a vivacious collegiate mounting and a youthful exuberance which should make it popular fare. Young blades especially may be expected to do nip-ups over a ball of fire named Lana Turner, who is apparently going places. Sam Zimbalist produced; S. Sylvan Simon directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# Arnold's Language in Lethal Code Blow

(Continued from page 27)

that have managed to date to survive are compelled, in order to get pictures, to operate under terms which leave them very little freedom in the selection of film and in the management of their own business.

"4. Independent producers find it practically impossible to secure a satisfactory market for their film because of the domination by the major companies over the exhibition houses. These independent producers are up against an almost hopeless bargaining disadvantage in securing markets for their film in exhibition houses that are controlled by the major producers with whom the independent producers are trying to compete.

"5. New capital investment in the motion picture business is discouraged because of the great difficulty of competing on a fair basis with the major companies, either in production or exhibition, so long as the major companies control the principal markets for film.

"6. Theatre patrons in any given community are not given an opportunity to exercise choice as to the type of pictures they desire to see. Under present conditions it is impossible for community taste to find expression through a locally owned theatre free to bargain for the type of films its patrons wish. As matters now stand, each community is regimented into accepting the kind of picture which will make the most profits on a nation-wide scale.

"7. There is no opportunity for new forms of artistic expression which are not approved by those in control of the major companies, even though there exist communities which would support them.

"These conditions in the opinion of the department will not be remedied by the proposed code," the distributors were told. "It is based upon a structure of the industry which the department expects to show is in clear and open violation of the Sherman anti-trust law.

"Therefore, the department in order to make its prosecution policy clear is compelled to announce that the adoption of the code dated August 10, 1939, by the motion picture industry can only lead to continued and perhaps additional prosecutions."

### Brandt Says Arnold Was "Ill-Advised" on Code

NEW YORK—Harry Brandt, president of Independent Theatre Owners Ass'n, declares that Arnold was ill-advised regarding the code and the needs of independent exhibitors. He says that if the distributors do not revive the code the blame will be on Abram Myers. He adds that the important thing is that arbitration can solve many problems, pointing out the government suit will take at least two years to prosecute and contending the code means immediate relief for those needing it most urgently.

# BROADWAY

(Continued from page 33)

man H. Moray, Vitaphone shorts subject sales manager, has big plans for the world premiere of the two-reeler, "The Bill of Rights" . . . William J. Heineman, Universal western sales manager, is now in St. Louis on a tour through his territory. General Sales Manager Bill Scully gets back Monday from North Carolina . . . Recent visitors to RKO's exhibitor's lounge included N. C. Cassidy of the Frolic, Midland, Mich.; H. S. Lewis, Chimes, Baton Rouge, La., and W. F. Wells, manager of the Opera House, Newberry, S. C. . . . Over at the Paramount Building, out-of-town guests were Montgomery S. Hill, division manager of the Kincey circuit, Greensboro, N. C., and his sons, Hugh and Monty; Louis Leffler of the Jefferson Amusement Co., Beaumont, Texas; W. J. Godwin and family, Mandon, N. D.; Harold McDermott, Batavia, N. Y.; Howard Rahn, Albion, N. Y., and Lewis Deutsch of the Minneapolis Amusement Co., Virginia, Minn. . . . Robert Sisk, one of RKO's youngest producers, is now handling some of the company's more important pictures . . . Adolphe Menjou is here from Hollywood.

*Pete Lewis of the New York Film Board has finally become a daddy, Barbara H., weighing six pounds, four and a half ounces, invading the household via the Wadsworth Hospital route late Wednesday night . . . Nat Steinberg, St. Louis Republic franchise holder, lunched with W. Ray Johnston and George West the other day at the Tavern, and two men being with Monogram . . . William Holden, the "Golden Boy" in the picture of that name, gets into town Monday for his first looksee of the Empire City. He will be in time for the opening of the film at the Music Hall, Thursday . . . Herbert Wilcox and Anna Neagle are among the Hollywood-to-New York group arriving Monday . . . Arthur Frudenfeld, RKO operator in Cincinnati, has been visiting the home office the past few days.*

Eddie Peskay is planning a coast trip as soon as the TMAT trouble at the New Vogue in the Bronx is over . . . J. J. Fitzgibbons, general manager of Famous Players Canadian; Ben Gelsellar, buyer and booker for the circuit; Henry Nathanson, general manager of Regal Films, Ltd., conferred with Tom Connors the other day on an M-G-M deal for the Canadian circuit . . . Rudy Berger, Washington M-G-M branch manager, was in for a few days for conferences with Ted O'Shea . . . Harry Gold is being called Harry (Pango Pango) Gold, the title resulting from his getup when he saw J. J. Milstein off for Europe on the *Clipper*. Harry was shirtless and looked like a native of Pango Pango. And by the way, what ever became of the picture taken at the airport with H(PP)G in it? . . . Clarence Erickson, general manager for Walter Wanger and Douglas Fairbanks sr., is in town . . . Ditto Sam Zimbalist, M-G-M producer, for a vacation.

*Jack Epstein, Mexican manager for Universal, is due in town in a few days . . . Dan Casey, Australian sales manager for the same company, has sailed for his headquarters by way of London, which is the long way, if you must know . . . Nat Holt left for Cleveland and his RKO headquarters after a vacation in Atlantic City, followed by a few days of home office conferences with J. J. O'Connor, Fred Meyers and Max Fellerman . . . Irving Renner of the Nelson & Renner circuit is reported to have taken over the three Brooklyn houses operated by the Pear Brothers . . . Bernard Zimmetbaum, Joe Katsch and Ben Knobel are understood to have pulled out of the Harry Brandt booking combine.*



## *Durkee in Hollywood—*

*Frank H. Durkee, theatre operator of Baltimore, chats with Henry O'Neill on the set of "Philo Vance Comes Back" at the Warner studio in Burbank.*

Walter Reade spent the weekend at Saratoga, which he generally does during the racing season . . . "Lep" Friedman, not only makes the track on weekends, but also Schroon Lake . . . Sam Kestenbaum has installed a 26-tube Stewart-Warner television set, which has a combination of radio and phonograph facilities, at the Gramercy Park . . . Roy Haines insists he can beat Walter Hoffman, city manager for the Reade circuit in Morristown, N. J., any day on the links . . . Joseph Bernhard and Harry Goldberg were in Philadelphia during the week for a meeting of Warner theatre managers in that zone . . . George J. Schaefer and S. Charles Einfeld are due Monday from the coast, the former returning from a three-week visit to the RKO studios and the latter due for a two-week checkup at the Warner home office on new ad campaigns on several pictures.

*Sig Wittman is lining up with M. G. Felder, former local theatre operator, on his exhibition plans. Wittman was after the three Moe Rosenberg houses in the Bronx before Eddie Peskay took over, but is now working on several other deals . . . Leslie Howard and Walter Futter sailed Wednesday on the* Aquitania *to begin production in England on "The Man Who Lost Himself." George O'Neil, scripter, accompanied the duo . . . Charles C. Pettijohn and Charles jr., return from a European vacation on the* Normandie, *August 28. While in Italy Pettijohn and his son had an audience with Pope Pius XII at His Holiness' summer home . . . L. W. Conrow, Altec president, is back from Washington . . . C. W. Kent, Altec inspector, who marries Mary O'Dell on September 2, was thrown a bachelor dinner at the Great Northern Hotel, the affair being a gesture of fellow workers . . . Al Adams returns to his Republic desk Monday after a two-week siesta.*

William Sussman, eastern sales manager for 20th-Fox, has been spending weekends visiting his children at their Adirondack camp . . . Exhibitor visitors at RKO World's Fair lounge include L. Wener, Russell Theatre, Glace Bay, N. S.; D. R. and Mrs. Wilson, Roxy and Auditorium, Shawinigan Falls, Quebec; Gene Lutes, Capitol, Frankfort, Ky., and Bernard Schram, Michigan Theatre, Kalamazoo, Mich. . . . A few days prior to his flight to Europe, Jake Milstein, eastern representative for Edward Small, was the target of an informal farewell party at Bob Goldstein's Tavern. Sponsors were Joe Moskowitz, eastern representative of the 20th-Fox studio; James Mulvey, vice-president of Samuel Goldwyn, Inc.; L. Jack Schlaifer, vice-president and western sales manager of UA; and Charlie Stern, eastern district manager for the same company. Jake returns August 28, but this time via the *Normandie* . . . Alec Moss, advertising manager of Paramount says he's cutting out fishing. Says the fish bait him, when he's supposed to bait the fish.

*Leo A. Pollock, until recently advertising and publicity manager for Tri-National, is now assisting Leo Casey, newly appointed director of public relations for the World's Fair. Pollock is in charge of the assigning of the publicity and photographic staff . . . Mort Blumenstock, eastern advertising manager for Warner, is a member of the Graphic Arts Forum which is waging a campaign against the use of all printing and art materials manufactured in Germany . . . Grad Sears hopped to Philadelphia the other day to address the Philadelphia convention of Warner theatre managers . . . Howard Dietz expects his family to return from Europe in a few weeks. In the meantime, he says he is contemplating a boycott of the Mediterranean which is a way of explaining the family is in the south of France.*

*Vacation Varieties:* Moe Streimer, special UA home office representative, is taking his vacation by fishing Fridays. He used to go Saturdays, but the crowds are too much for him . . . Al Streimer of Randforce is taking it easy at Hunter, N. Y., while Manny Reisler, Reade circuit manager, and his wife, the former Faybelle Streimer, are sunning and swimming at Totem Lodge at Averill Park, N. Y. . . . Sidney Bromberg, Loew attorney, is back from a New Hampshire vacation . . . Joseph F. Leonard, manager of Rugoff & Becker's Ave. D., left over the weekend for Oak Hill in the Catskills on a brief

rest . . . Paramount home office lounge visitors of the week included R. J. O'Donnell of the Interstate circuit, Texas; Albert King of Lakeland, Fla., and Mrs. Pearce, secretary to B. B. Garner, Sparks circuit executive.

*Rutgers Neilson, whose favorite dancing star is Irene Castle, was her guest at her first stage appearance in* 16 *years in "Tonight at* 8:30" *at Millburn, N. J., which, incidentally, is Neilson's home town . . . Rose Drucker, secretary to Roger Ferri, is making rapid recovery at a Long Island hospital and will be back at her post shortly . . . Guy Pete Morgan, UA's general manager for South America, and Clemente Lecoco sail with their families on the* Uruguay, *Friday, for Buenos Aires . . . J. V. O'Gara, 20th-Fox's newly appointed manager for Trinidad, will join the ranks of benedicts later this month . . . 20th-Fox's manager in Mexico, Gus Mohme, is expected here in a few days.*

Ian C. Javal, commercial director of Baird Television, arrives in London today aboard the *Normandie*. He returns to New York late in the fall . . . Errol Flynn and his sister, Rosemary, are back at the Waldorf from a visit with the Walter Hovings at Southampton . . . Paul Lukas, accompanied by his wife and mother, returned from Europe on the *Manhattan* . . . Rudy Weiss of the real estate department at Warner, is now a papa. Its a boy, named Donald Whitman . . . Berta Gersten, Jewish actress, will be starred in "Mirele Effros" which Roman Eebush is producing for Credo Pictures at the Fine Arts studio in the Bronx. Josef Berne is directing. Meanwhile over at Palisade, N. J. the Yiddishe Bande, a Polish-Jewish group of actors, is starring in "Kol Nidre." Joseph Seiden is producing and directing for September release.

*Getting the lowdown on conditions in the Windy City from Larry Gumbiner, son of Abe Gumbiner, Chicago theatre operator. Larry was one of the visitors at RKO's exhibitor's lounge. George J. Corcoran, manager of the Anton, Monongahela, Pa., also dropped in during the week . . . Charlie Roberts, Columbia's supervisor for Latin America, is due back from Mexico in a day or so . . . One of the reasons the Metropolis Country Club golf team is doing so well lately is because Monroe Greenthal is shooting under* 80.

## Screen Publicists Vote an Ultimatum to Producers

HOLLYWOOD—Delivery to producers of an ultimatum calling for reply by next Thursday to Screen Publicist Guild closed shop and severance pay demands was approved in a membership meeting here. The ultimatum carries threat of a possible strike if the demands are ignored.

## A Denial Answers Charge "Alcatraz" Plagiarized

NEW YORK—Warner has entered a general denial in federal court to the suit by Milton Herbert Gropper. The suit claims the plagiarism of the plaintiff's story "Ex-Racketeer" in the defendant's film, "Alcatraz Island." An injunction, an accounting of the profits and damages are asked.



## Virginia Exhibitor Visits Gotham—

*William H. Rippard, operator of the Eaco and Lee at Farmsville, Va., and his daughter visit Paramount's World's Fair Lounge while in New York.*

# WASHINGTON

THE birthday testimonial dinner to Variety Club's chief barker, Abe Lichtman, at the Willard Hotel, August 11, has been recorded as an outstanding success. The motion picture industry was represented by home office executives, branch managers, and the personnel of the local major and independent companies. In addition, numerous exhibitors and friends were in attendance. Guests of honor included Universal's William A. Scully, 20th-Fox's Edgar Moss, RKO's Hardie Meakin, Warner's Julian Brylawski, Joseph Morgan, Harry Freedman, Jay Emanuel, Graham Barbee, and Lou Rome. Lichtman was presented with a wrist watch, desk set, and bag. The entertainment was featured with a skit by Bill Scully and Edgar Moss which demonstrated the feasibility of lining Abe up with a deal. Alvin L. Newmeyer served as toastmaster, with Rudy Berger as chairman of the arrangements committee and Carter Barron as chairman of the entertainment committee.

*Paul Baron, eastern drive leader in the current exhibitor sponsored testimonial to Universal, visited the local branch, August* 13 *and presided at a meeting with the entire force . . . Fred Beiersdorf, Warner branch manager, is entertaining his brother from Dallas . . . Al Landgraf, Universal booker, and Mrs. Landgraf of the UA staff, are en route to Lawrence, Kas., for a vacation visit with relatives . . . Ira Sichelman, 20th-Fox booker, visited his office with the aid of crutches, and claims the game of softball is misleading.*

RKO's Al Folliard took his family to Chapel Point for a day of salt water swimming . . . UA's Thelma Crites was there too, riding the waves and gathering an unwelcomed sunburn . . . Jack O'Donnell, Monogram home office auditor, is making a periodic check at the local exchange . . . Monogram's Buddy Hanson played host to Jack McNally of New York during the past week . . . Joe Oulahan, Paramount's Cincinnati branch manager, visited friends along the Row while vacationing in the nation's capital . . . Columbia's "Chick" Wingfield, together with Mrs. Wingfield and daughter, Dale, journeyed to Mt. Gretna, Pa. over the weekend.

*Stage shows will be resumed at the Strand, Cumberland, Md., on or about September* 15 . . . *Harry Levine, Republic's eastern division manager, visited the accounts in western Maryland during the past week . . . Miss Duncan, Warner theatres, is spending her vacation at Ocean City, Md. . . . Birthday greetings to Metro's Phil Bobys, and incidentally Phil has bought a new home in the northwest section . . . Mr. and Mrs. Jack Goldberg, he is the Metro salesman, entertained with a dinner party at their new home in the Broadmoor, with Mr. and Mrs. Phil Bobys, Marge Dermody, and Buddy Hall as guests.*

Tommy Mudd, Paramount booker, is taking in the Fair while on vacation . . . Mr. and Mrs. Jack Fruchtman (Goleum Ketchum) have chosen Atlantic City as a feature of their coming vacation . . . Kopeland Ornoff, Norfolk, has planned a formal opening for his new Lenox Theatre, to take place on or about October 5 . . . Paramount Cameramen Hugo Johnson and Al O'Eth are vacationing, with Hugo choosing New York while Al journeyed to Iowa leaving Bob Denton to do all the shooting.

*Seen along the Row: Sam Bendheim jr. and Dave Kamsky for Richmond; Sidney Gates, Norfolk; M. Hable, Winchester, and Tom McCaskey, Williamsburg . . . Paramount's Eddie Fontaine has returned from a home office conference . . . Metro's Eddie Kushner is vacationing . . . Guy Wonders, Warner theatres district manager, is vacationing in Maryland and has promised himself a daily round of golf . . . Warner's George Werner is back and rarin' to go . . . Frank LaFalce is waiting for a spell of cool weather for his forthcoming vacation.*

RKO's Steady Knox played the role of "Bachelor Father" while entertaining his nephew over the weekend . . . Elmer Mc-

(Continued on page 34-H)

# Essay on Jitterbugs

*By* DAVE GOLDING

NEW YORK—What makes Hollywood tick? A great deal of the answer could be seen in the excited faces of the 150 youngsters who were the guests of Judy Garland and Mickey Rooney at a luncheon at the Empire Room at the Waldorf-Astoria Hotel.

* * *

The youngsters practically stole the show as far as this observer was concerned. It was certainly a memorable occasion for them. There were one colored girl and colored lad, wide-eyed with amazement. After all, lunch at the Empire Room with Guy Lombardo and his band. And later, Louis Prima to satisfy the jitterbugs.

* * *

How about the guests of honor? They appeared to have fun, also. Mickey and Judy joined a couple of Lindy Hoppers who were dancing and then the excitement commenced. One of the kids grabbed Mickey and they went to town. Mickey showed them he could keep it in the groove with a sizzling exhibition.

* * *

A young and exhibitionistic miss from Wadleigh High hopped on the floor with a torrid display of "bumps" that caused Mickey and Judy to watch with astonishment. Asked what caused her to wander on the floor, she retorted: "I just felt like doing the 'boogy'."

* * *

Howard Dietz, generalissimo of the M-G-M publicity forces, described the affair over the radio as a "democratic tribute." He also receives credit for making a couple puns that were just so-so. He referred to Toastmaster Jack Haley, star of screen, stage and radio, as a "jack of all trades." And in mentioning that he had seen the rushes on "Babes in Arms" which found Louis B. Mayer enthusiastic, he called Mayer "the czar of all rushes."

* * *

*Waltz Note:* Silas F. Seadler, dancer of skill, joined the youngsters on the dance floor with a woman guest and glided to the smooth Lombardo rhythms.

* * *

Milton Weiss, who supervised the extra press table set up for the photographers, will be surprised when he reads this to learn that the distinguished gent with whom he carried on quite a discussion is a head barber at one of the shops in the Radio City area. The guy's nephew is a lensman on the *Journal-American*. That's how he crashed.

* * *

Moans emanated from the trade press table when they noticed on the menu "large coffee or milk." And that was all. In fact, one fellow said it was the first time he saw so much milk since he left the farm. By actual count, there were six more guests than Metro publicity men.

* * *

*Hardest Worker:* Portly Eddie Dowden, whose job was to supervise the kids and start them off on the community singing of songs. The songs were from "The Wizard of Oz" which stars Judy, in case you didn't know.

* * *

Guy Lombardo played Mickey's own composition "Oceans Apart." It was alright.

* * *

Captain Michael Curry of the 17th precinct and ten of his most trusted men guarded the affair. They had the time of their lives, too. About Mickey, "A foine broth of a lad is he," said the captain with pride.

* * *

*Nicest Moment:* Mickey and Judy singing a song from their forthcoming film, "Babes in Arms."

* * *

*Observation:* Mickey and Judy are two swell kids. But it is a good bet they would rather have gone swimming.

* * *

Oz-car Doob was introduced as "publicity director of Loew's State." Just for that Oz-car didn't make a speech.

* * *

Someone brought Nick Kenny up to the microphone which caused a reporter to grumble, "Couldn't they wait until I had my dessert."

* * *

Happiest and most envied kids in town: Those who danced with Mickey and Judy.

* * *

Sad thought after watching the youngsters having fun: This reporter is getting old.



## From Canada—

*Mr. and Mrs. D. R. Wilson of the Roxy and Auditorium theatres at Shawinigan, Que, visit the RKO World Fair lounge in the New York home office.*

## WB Asks Federal Court to Drop Robbins Action

NEW YORK—Warner and Vitaphone have applied to Federal Judge John C. Knox to dismiss action of Robbins Music Corp. against them, charging illegal use of song "Stairways" in the short "Vincent Lopez and His Orchestra," for failure to file complaint.

# BALTIMORE

WALTER COHEN, Leader manager, was sporting a new hat but, on his way home the other night sitting by the window enjoying the breezes the trolly stopped for a red light and someone on the outside grabbed Walter's hat and disappeared into the night . . . Nathan Cantor Astor vacationing in Virginia . . . Leo McGrevey taking over . . . Raymond Maxwell, Rome theatres office manager, vacationing in Atlantic City and New York, also expects to find time to do some fishing.

*Frank Hornig Horn is at Union Memorial Hospital with appendix trouble . . . Al Zalis, Globe Poster Co. roving salesman, is back in town after touring West Virginia . . . Marie Comegys, Capitol, is off to Annapolis on her vacation . . . O. Koblentz, Manager Bill Hicks, Alpha, Catonsville, announces that a new triangle marquee will replace the old one . . . Wm. K. Saxon, Loew's Century, vacationing in New York . . . Ernie Woods, local film maker, flew his airplane to Chestertown on the eastern shore over the weekend.*

The Broadway had a 11:15 prevue of an all-Polish picture, Friday night . . . Lee Goldsmith is now acting manager of the Cameo . . . Arthur B. Price and Jack L. Whittle, Aurora, Avenue, report a swell season at the Gwynn Oak Park . . . Gus Lowenberg's picture "Wajan," played the Leader to adults only and did a swell business . . . George Avis, publicity chief at Loew's Century, pulled a novel publicity stunt by having all intersections downtown stenciled on "The Wizard of Oz."

*Maxwell Weinberg, manager of the Little, is off to New York . . . H. A. Blum is handling the house while Mac is vacationing . . . Buck Rogers, Tabor Universal salesman, is now breaking in a new horseless carriage . . . Sympathy goes to A. Rydejewski, Aldine, who recently lost his mother . . . Harry Vogelstein and wife, Baltimore Poster, and A. Cohen and wife of Essex, are motoring to Miami, Fla., for the national convention of the Jewish War Veterans of America . . . The Smithsonian Institute has made a bid for Little Jackie Shellman's mystery car.*

Buddy Silverberg, Park, has contributed a new drink to the bartenders' guide called the Variety . . . Mat Cremen, Lafayette, is closing ten days for complete renovation of his Lafayette . . . Softball scores this week were Broadway, 16; Hippodrome, 12. This game cinches the cup for the Broadway, having won eight straight games and lost only two.

## Radtke Corp. Sues Edco Over Sound Patent

NEW YORK—Radtke Patents Corp. has filed federal court actions against Edco Electronic Devices and R. H. Macy & Co., charging infringement of its patent entitled "Method of and Means for Optically Reproducing Sound," through selling 16mm motion picture sound projectors, including Bell and Howell, and Duplex projectors. An injunction, accounting of profits and damages are sought.

# SETOA Condemns Rental Boosting

ATLANTA, GA.—Claiming certain producers and distributors, contrary to the spirit of the code, are increasing the cost of pictures to offset the benefits derived from cancellation concessions and are forcing the sale of shorts, the Southeastern Theatre Owners Ass'n, a MPTOA affiliate, at a meeting here unanimously adopted a resolution opposing such practices.

In a letter forwarded to the general sales managers of the major companies and their Atlanta managers, Milton C. Moore, SETOA president, expresses the opinion that the majority of the exhibitors will accept the code and keep its provisions.

He points out also there is a feeling that the distributors are not acting in good faith and, as a result, Moore warns, the rank and file will not do anything to defeat any federal regulation that may be proposed.

Seriousness of the situation is emphasized by Moore who declares the SETOA "has always tried to keep the Atlanta territory free of law suits and arguments and has always tried to work in complete harmony with the distributors."

## *Sack Enterprises Opens New York Exchange*

NEW YORK—On the day of Alfred N. Sack's 20th anniversary in show business, Sack Amusement Enterprises, of which he is president, opened its New York exchange. The local branch will be under the management of Lester J. Sack, vice-president.

Home officing in Dallas, Sack has exchanges there and in Atlanta and Chicago. A branch exchange probably will be opened soon in Los Angeles. The New York personnel includes Adolph Pollak as sales representative, Dorothy Shapiro as booker and cashier, and Al Westen, home office representative of Million Dollar Productions, for whose product Sack recently signed a national franchise.

Specializing in all-Negro productions, Sack's lineup includes "Straight From Heaven," with Nina Mae McKinney and young Jackie Ward; "Reform School" and "Life Goes On," with Louise Beavers; "The Duke Is Tops" and "Bargain With Bullets," with Ralph Cooper; "Gang Smashers," with Nina Mae McKinney; "Two-Gun Man From Harlem," "The Bronze Buckaroo" and "Harlem Rides the Range," produced by Richard C. Kahn, and "As the World Rolls On," silent feature starring Jack Johnson.

In the shorts division, Sack will have a series of one-reelers on Negroes who have made names for themselves in athletics, and a series of six one-reelers entitled "Colored America on Parade."

### Bucken Plans House at Amenia

AMENIA, N. Y.—Lou Bucken will build a new theatre here, 25 miles from Poughkeepsie. The present building, with the theatre upstairs, has been purchased by other interests. Bucken plans to build in the fall.



## *From Pennsylvania—*

*Mr. and Mrs. M. A. Markley of the State Theatre at New Castle, Pa., visit the World Fair headquarters maintained for exhibitors in the RKO New York home office.*

# PHILADELPHIA

VINE STREET is buzzing with news that Dave Barrist, Quality Premiums, the old hold-out, is planning to get married . . . Monogram has a marihuana exhibit in its window to plug "Assassin of Youth," which describes addiction to the drug. To make sure they don't get raided they prominently display a sign: "Loaned by Pennsylvania Division, Narcotic Drug Control" . . . Stanley-Warner circuit shifts take Herman Comer from the Imperial-2nd to the Capitol; Dick Raesly from the Holme to the Imperial-2nd; Jack Goldman from the Imperial-60th to the Keith's.

*Moe Verben,* Record, *is back from vacation, looking like a sun-kissed film star . . . Wilmer and Vincent will take over Mount Penn's firehouse for a theatre . . . Vernon Kline, Eagle, had a "convict" behind bars outside his theatre as a ballyhoo stunt for "Convicts at Large" . . . Irv Blumberg, Oxford, shows himself a wide-awake manager by visiting new residents and inviting them to the theatre . . . Al Reh, Stanley, is getting applause for his lively lobby displays . . . Matty Rosenbluth, Colney, dresses up his heralds as a prospectus for an "Eight Ring Cinema Circus."*

Dorothy Pizor, daughter of Lewen Pizor, UMPTO head, has announced her engagement . . . Jack Blumberg will go from the President to the Senate—sounds like a political demotion—with Manny Heller taking his place at the President . . . Allen Lewis, Dante, is back from vacation . . . Oscar Neufeld, Horlacher, hopped off to New York . . . Anne M. Rowe, RKO, has a Mrs. in front of her name now . . . Bob Gladfelter, Rialto, off for a week's vacation . . . A. H. Goldsmith, Cross Keys, is back on the job after his vacation . . . The Warner building is experimenting with air-conditioning, has installed a sample air-conditioned office to try it out.

*Bill Israel, Earle, is the latest to become a World's Fair booster . . . Max Korr, Earle, Allentown, is supervising a repainting job . . . Milt Young, Warner, arranged a press interview with Jascha Heifetz when the violinist came to town to appear at the Dell—luckily shortly before Heifetz' picture "They Shall Have Music" is to open here . . . Ben Shindler, Ace, Wilmington, has arranged a weekly radio broadcast on his program.*

# Stanley-Warner Calls Fourth Annual Meet

PHILADELPHIA—One hundred six theatre managers and representatives of all the central departments gathered at the Bellevue Stratford, August 15, in the fourth annual Philadelphia circuit meeting of the Stanley-Warner chain.

The men heard addresses by Joseph Bernhard, general manager; Ted Schlanger, circuit head; Grad Sears, sales manager, Warner Brothers Pictures; Lester Krieger, Philadelphia booking chief; Harry Goldberg, national advertising head and Paul Mansell, local Warner pictures branch manager. Also present were J. Ellis Shipman, contact manager, and the advertising staff, Everett Callow, Milt Young and Al Zimbalist.

Bernhard announced he will personally sponsor an exploitation and business-boosting campaign during the coming year. The three managers who show the greatest increase in business and the most ingenious campaigns will be given automobiles.

Ted Schlanger announced that four new Warner houses have opened since last year in the Philadelphia zone—the Warner, Wilmington; Lane, Philadelphia; State, Chester, and Levoy, Millville. The local Palace has been extensively renovated, and has closed for a week, to reopen August 25. More than 6,600 new seats have been installed in five theatres, he said. Also, RCA sound equipment has been placed in the last theatres that did not have it.

The managers attended a luncheon, then were given a special screening of "The Old Maid," with Bette Davis, at the Aldine.

## *Data on Proposed Tax In Cuba Indefinite*

NEW YORK—Information on the proposed Cuban tax of 33 per cent of gross box office receipts is very indefinite, according to foreign managers here.

It seems the state department has reported that the bill has been proposed in the Cuban Congress while advices from Cuba say otherwise.

According to the department of commerce in Washington, the proceeds of the proposed tax would provide prizes for Cuban producers, authors and composers and an annual subsidy of $18,000 for a Cuban theatrical company.

Meanwhile, distributors claim the proposed special taxation is inequitable and an abrogation of the right of free contract.

# ALBANY

AUDITORS John Valin and Joe Sestu are at Warner-Vitagraph exchange on a periodic checkup . . . Carrie Rogers, secretary to Manager Paul Krumenacker of Warner, is vacationing . . . Booker Jimmy Moore returned from a two weeks' stay at Burden Lake . . . Beatrice Borell, assistant cashier at 20th Century-Fox, will middle aisle with James J. Curley, N. Y. Telephone Co. draftsman, September 7.

*Regular vacations in the 20th-Fox office ended August 13, in order that everyone would be on hand for launching of the Kent Drive the following day . . . Arthur J. Newman, Republic manager, was in New York for several days on a reported Fabian deal . . . Weldon Waters, Paramount salesman, is finally settled in the Philip Schuyler apartments after moving several times since he came here from Ohio territory in May.*

Ralph Pielow, Metro manager; Bernard G. Kranze, RKO branch boss, and Schuyler Beattie, Paramount booking manager, were among golf prize winners at Schine convention . . . Proctor's Troy had Charles Coburn for a personal appearance the night "Bachelor Mother" opened at the house. Coburn is summering in Schenectady, where he serves as general director of Mohawk Drama Festival.

*Arthur M. Loew entertained Cary Grant and Phyllis Brooks at Arrowhead Inn, Saratoga Springs . . . Mr. and Mrs. Walter Reade also at Saratoga and entertaining.*

Filmrow visitors included: Irving Barker of New Theatre, Hoosick Falls; Mitchel Conery, Conery circuit, Ravena, and Alan Jones, his booker; John Gardner, Gardner chain, Schenectady; Sid Dwore, also operator of three Schenectady houses; Morris Silverman of Mount Pleasant, Schenectady; Henry Frieder and Henry Grossman, Hudson operators; Ollie Mallory of Starr, Corinth; Harvey English, English circuit, Hancock; Frank Williams, Benton booker; Bill Kraemer, Schine booker. Incidentally, it was said to be Kraemer's last visit to Filmrow. He is being shifted from the Albany territory to Washington. Seth Fields, assistant Schine booker in this area, may succeed him.

*Max Freedman, Warner Theatre zone booker, was at the Buffalo office for a week . . . Frances Rudnick, a Fabian telephone operator, is on vacation . . . Pauline Iveson, also a Fabian switchboard girl, returned from her vacation . . . Columbia exchange has been redecorated inside . . . Doug Klein, Columbia accessory manager and a Philadelphian, is away for two weeks.*

Chick Mlinarik, shipper, divided his fortnight between a visit to the World's Fair and a fishing trip to Cape Vincent, Thousand Islands . . . Phil Fox, former Albany manager for Columbia and present boss of the Buffalo office, was in this city and Saratoga Springs for a weekend . . . Charles Lawlor of Theatre Displays, is ill with grippe.

*Bill Barney, operator of Grand, Watervliet, went down to New York in his yacht for a week and lived aboard it . . . Ben H. Hobbs of Dannemora Theatre, Dannemora, and his wife, are trailering for the summer at lakes thereabouts. They usually live in Plattsburg.*

Reported that Cal King will reopen the Walden, Williamstown, Mass., last week in August . . . Bill Murray, Grand National booker-office manager, met Harry Statford, former operator of Family, Watervliet, on a recent weekend in Boston. Statford now manages the Embassy there . . . Al Feltman, former operator of Lincoln, Schenectady, post carded Filmrow boys from San Diego, Cal. . . . Feltman and his wife are summering in the film state.

*Grand National's local office is slated to receive, this month, one of the western color pictures the company will distribute. First in the series is titled "Call of the Range."*

Walter Wertime is said to be doing excellent summer business both at his Chester Theatre and his Hampton Manor Hotel in Chestertown, a resort center 85 miles from Albany . . . George Lofink resigned as purchasing agent in Fabian division office.

# WASHINGTON

(Continued from page 34-E)

Kinley, UA office manager and booker, copped the prize of four weeks salary in UA's 20th anniversary sales drive . . . UA's Marcie Plant is en route to Canada for her vacation while her co-worker, Eleanor Harper, has chosen Florida . . . Metro's Anna Ridgely is spending her vacation in southern Maryland, and at last Fred Rippingale, Metro office manager, can look forward to spending the coming two weeks at Leonardtown.

*Filmrow was saddened with the news of the death of Gene Ford's mother . . . Rose Whitsman of the Metro exchange in Minneapolis, visited the local branch while en route to the Fair.*

Paramount's "Vince" Daugherty and Dick Doyle have planned a trip to New York and the Fair . . . The S. R. Kent Drive in honor of Joseph M. Schenck's 30th anniversary was launched at the 20th-Fox exchange, August 13 . . . Birthday greeting to Dan Tirrell, Warner theatres . . . All radios will lead to the Congressional Club on August 25 when the Variety Club will hold its annual golf tournament.

*Louis Schector and Associates have announced plans for a new house to be erected on Charles Street near North Avenue, Baltimore . . . James P. Clark, Horlacher prexy, journeyed from Philly to attend the Lichtman testimonial.*

## Adds New Censor

PHILADELPHIA—Gov. Arthur H. James has announced the appointment of Mrs. Beatrice Miller as assistant censor of the state board of censors. She joins Mrs. Edna R. Carroll, chief censor, and John Clyde Fisher, the other assistant.

# Would Test Legality Of Cash Game Ban

PHILADELPHIA—Two exhibitor groups are trying to get local exhibitors to subscribe for a legal campaign to test legality of the police ban on Bingo, Banko and other theatre games.

Two letters are going out to the trade, one signed by ten members of Allied (although Allied is not officially involved), the other signed by Sam and Nate Stiefel, Roxy, and Dave Molliver, Viola. They want exhibitors to put up $50 apiece for attorney's fees.

The promoters of the plan point out that police haven't interfered with exactly the same kind of game in churches and fraternal organizations.

Some members of the industry expressed opposition to the move, pointing out that the ban is saving them money.

## 20th-Fox Building Plans In Albany Gain Credence

ALBANY—The visit of J. Lang of the 20th Century-Fox real estate department, led to a story that a new building for the local branch will be erected directly back of the present one. P. W. Mulderry is mentioned as the contractor-owner.

Whether the new building would be one or two stories has not been determined, or at least revealed. That occupied by Paramount is now the only two decker. The new structure would be air conditioned.

Twentieth Century-Fox has occupied its present property since 1926.

## R. Marmon Takes Over Operation at Delmar

ALBANY—Roger C. Marmon took over operation of Delmar Theatre, Delmar, which he managed for Mitchell Conery until last winter. Conery recently dropped it from the chain.

Marmon, one-time exhibitor in Hainesville and Edward, had been employed by Hellman circuit since leaving Conery's employ. He was shifted from Royal, Albany, to Palace, Troy, in May, when Harry Hellman assumed ownership.

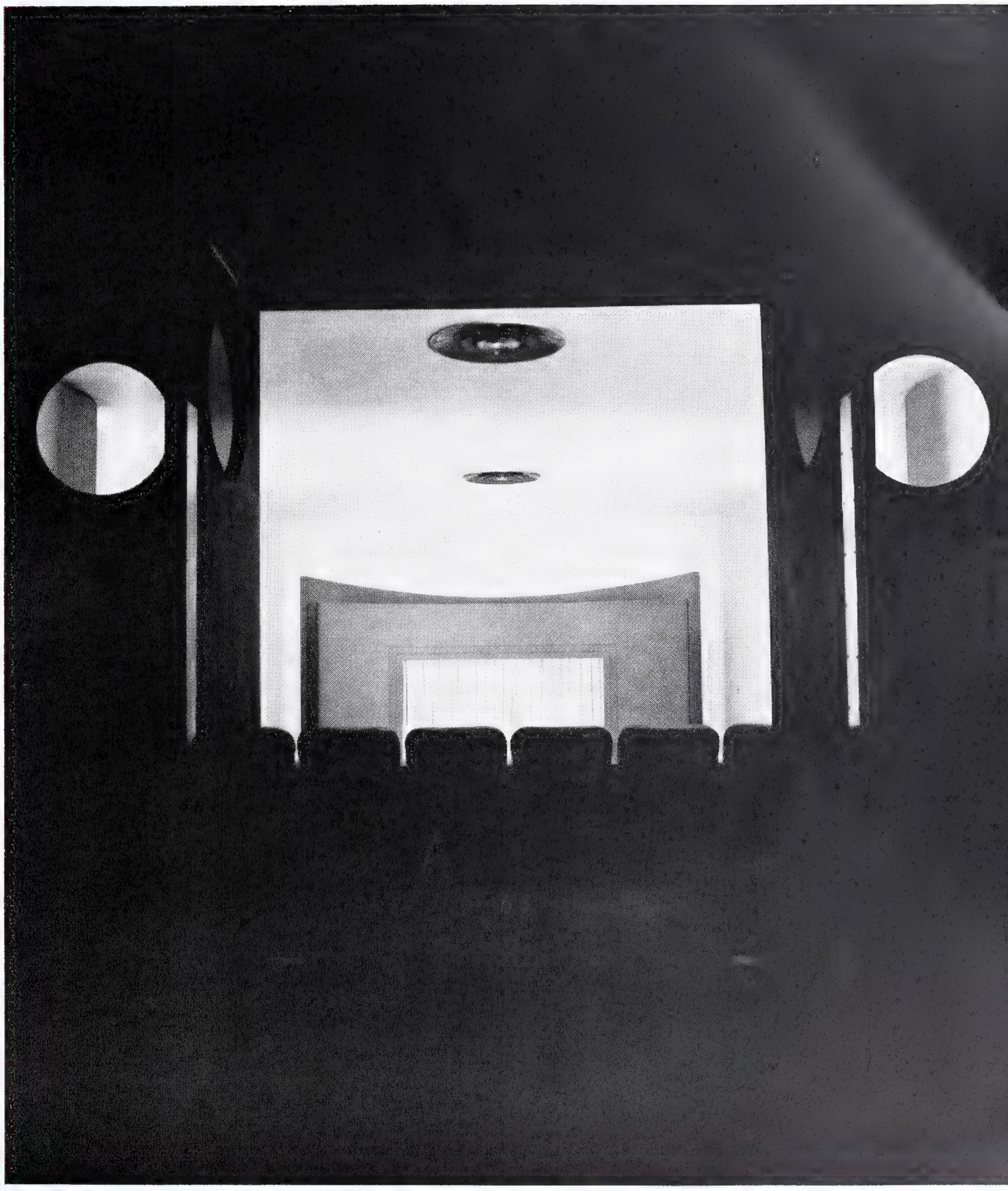
## Remodels at Hancock

ALBANY—Harvey English has completed a remodeling and redecorating of the Capitol, Hancock. A new front and a new marquee were installed and the interior refurbished. English also operates theatres in Windsor, Narrowsburg, Roxbury and Downsville, on the southern tier.

## First Third Weeker Since March

**New York—"In Name Only," which is holding over for a third week at the Music Hall, is the first feature to go that distance since "The Story of Vernon and Irene Castle" played there beginning March 30.**

# The MODERN THEATRE



UGUST 19, 1939

## THEATRE PLANNING

# A DOUBLE FEATURE

## THAT DRAWS "TURN-AWAY" CROWDS



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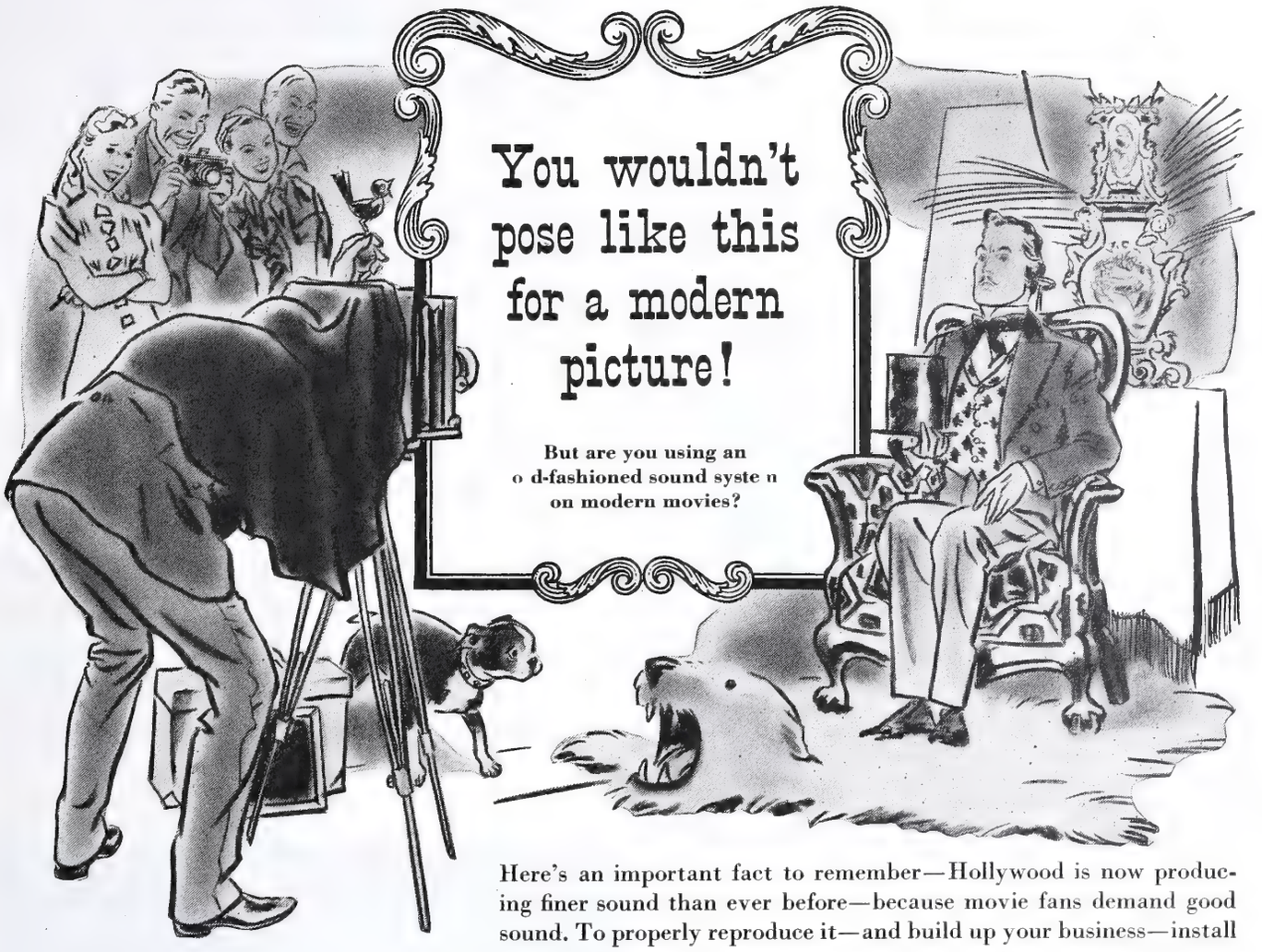
### 4 Factors of a Modern Theatrefront

**1. VITROLITE**—the colorful structural glass for easily cleaned, modern wallfacings, exterior and interior.

**2. VITROLUX**—the new L·O·F color-fused, tempered plate glass for luminous color, signs and illumination.

**3. EXTRUDALITE**—the modern L·O·F decorative storefront metal with patented sash that minimizes glass breakage.

**4. L·O·F PLATE GLASS**—famous for finer finish and clarity—for undistorted window displays.




Here's an important fact to remember—Hollywood is now producing finer sound than ever before—because movie fans demand good sound. To properly reproduce it—and build up your business—install

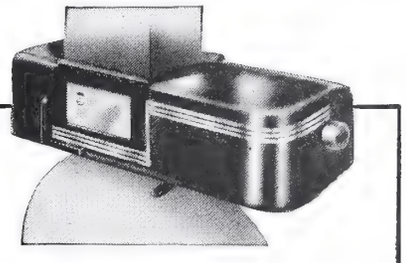
# New RCA Photophone Magic Voice of the Screen

## with Rotary Stabilizer plus Shock-Proof Drive —*available at low cost to theatres of every size!*

LET'S LOOK AT FACTS. You can show the finest pictures in the world—but you'll have empty seats in your theatre if the sound is poor. Because nowadays movie fans know good sound from bad—and patronize the theatre where listening is as much fun as looking.

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It will pay you to find out about the *new* RCA Photophone Magic Voice of the Screen. For here's the equipment built for true reproduction of modern movie sound. It's the tonic your box office needs. And its low cost will surprise you, just as its many new features will delight you. Full details from your RCA Photophone representative.



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This splendid new equipment gives you full assurance of constant film speed by adding the amazing new Shock-Proof Drive to the famous Rotary Stabilizer! Besides this great feature, the new Magic Voice brings you new styling, new protection, new convenience, new added reserve power and many other outstanding *proofs* that it's the best value you've ever seen! Ask your RCA Photophone representative for complete information.

*RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.*

**Better sound means better box office—and RCA tubes mean better sound**

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MAGIC VOICE OF THE SCREEN

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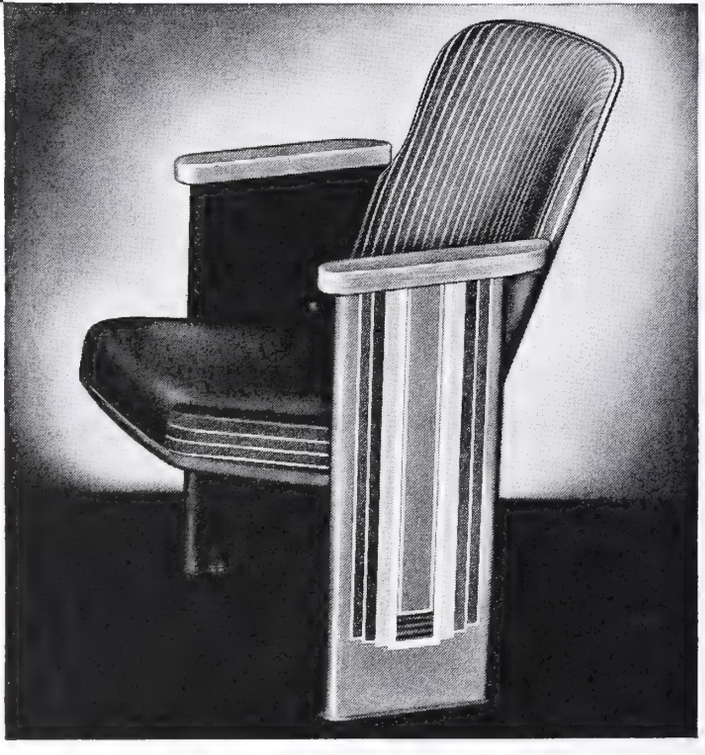
# AN UNBEATABLE PAIR



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● Undoubtedly the world's best theatre chair investment. Acclaimed by theatre owners everywhere. Unsurpassed in beauty and comfort. Definitely lowers maintenance and housekeeping costs. A proven patron puller.



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AMERICAN SEATING COMPANY GRAND RAPIDS, MICH. REG. U.S. PAT. OFFICE

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The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

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# A Competition of Competency in a Common Cause

The damaging effect of a poorly planned theatre extends in many directions. It not only affects adversely the interests of ownership; but actually becomes a boomerang of embarrassment to everyone connected with it.

The modern theatre, first of all, is a public institution. As such, it is subject to the scrutiny and criticism of more people than any other place of public service.

Therefore, an architectural faux pas, a misapplication of materials or a mistake in the selection of mechanical equipment becomes magnified many times over in the watchful eye or in the impressionable mind of the public.

Let's not minimize this exceedingly vital point in the planning of our theatres. Size or location does not affect the importance of careful planning because the small or remotely located house has the same ratio of public interest as the more capacious metropolitan cinema.

To be successful permanently, a moving picture theatre must dominate its surroundings completely. No adjacent structure should be permitted to eclipse it in eye attraction. Within, it must be the epitome of service to its patrons on all points.

We of The Modern Theatre section encourage the competition of competency in men and materials. May it become keener in the interest of our common objective: To attain and sustain the public approval of all theatre projects now being or later to be erected.

Capable designers and conscientious suppliers of materials and equipment are cooperating with us. They recognize a triple responsibility for results—to you, to the public and to themselves.

Toler

**August 19, 1939**

# *At the* HALF-WAY POINT *of a* $250,000 MODERNIZING PLAN

DESPITE the much talked of and commonly over-estimated recession in business for 1939, theatre property modernization moves merrily forward and fortunately it is now being conducted in safe, sane and business-like manner. Work is now proceeding under well-prepared plans rather than in the hit-and-miss manner too generally in evidence heretofore. Current activities of a midwest theatre circuit provide a typical case in point.

The Griffith-Dickinson Theatres, Inc., of Kansas City, Missouri, which succeeded the Glen W. Dickinson Theatres, Inc., late this spring, is in the midst of a $250,000 modernization program by which H. J. Griffith and Glen W. Dickinson expect to bring all theatres they operate to the highest possible peak of efficiency in performance, comfort and attractiveness. The program is outstanding in scope and several of the ideas incorporated in the modernization are unusual, if not entirely unique.

The program is about half completed at this time. Three air conditioning and two construction crews are working full time under the supervision of Temple DeVilbiss, construction engineer, who was with Griffith Amusement Company, Oklahoma City, and R. E. Griffith Theatres, Dallas, for eleven years and now is with Griffith-Dickinson in charge of all new projects and remodeling. All layouts and designs are being executed by Corgan & Moore, consulting architects of Dallas. Assisting in supervision of the remodeling work is Lew Chatham, district manager for Griffith-Dickinson Theatres.

### Renovated and Renamed

Correlated to the modernization program are several new points of general policy. For instance, the circuit is changing the names of all theatres as they are remodeled so that each theatre will carry a designation easily identifiable with the locale in which it is situated. In one case it may be the name of a river, such as the "Rio Grand," at Chillicothe, Missouri, named for the Grand River which rises nearby. At Hiawatha, Kans., the new name is the "Chief," obviously an appropriate designation. In Osage City, Kans., the former Dickinson Theatre is now the "Osage."

At Osawatomie, Kans., a town named for two Indian tribes, Osage and Potawatomie, the theatre now is the "Osawa." At Parsons, Kans., the "A" house became the "Kansan;" at Fayette, Mo., the theatre is now the "Fayette;" at Slater, Mo., it is the "Kiva," an Indian word for "gathering place;" and at Paola, Kans., where the circuit will build a new theatre, the name probably will be "Miami," of which county Paola is the county seat.

As a part of the modernization program in each town, the circuit is building fifty 6-sheet billboards for weekly postings by the theatre. The boards are located on highways within a radius of from 20 to 50 miles to each theatre. It will be the task of the exploiteer of each theatre—and each house will have one—to post the boards.

Griffith-Dickinson are creating the kind of theatres they feel should attract patronage from a wide area and they are not overlooking any opportunities to fully develop and exploit the trade territory of each house. Having all work done by local men except the foremen naturally has created good will in each locality. Men are paid top scale and a large percentage of the modernization funds in this way has been put into circulation in the various Griffith-Dickinson towns.

### High Points of Project

The three outstanding points in the modernization of these houses are: (1) Attractive fronts to pull customers into the theatres; (2) new, fully upholstered seats and air conditioning to make them comfortable, and (3) new sound, new and in many cases enlarged screens, and new lenses to give them finer motion picture presentation.

Supplementing these factors are: (1) A blanket contract with a sound service organization for regular inspection service, repair and replacement wherever necessary; (2) rewiring, which has reduced insurance rates as a secondary objective, and (3) the tiling of all restrooms and installation of drains, at an average cost of $150 apiece, so that they can be washed down with soap and water daily to eliminate all objectionable odors.

In all houses the stages are being reconditioned and made available for local presentations. In the smaller cities this is an important factor in creating community goodwill through acquainting large numbers of persons with the theatre. Recently many theatres in large cities as well as small have neglected using the stage. However, lately there has been a tendency to "bring them to life" again. Griffith-Dickinson are redoing the stage floors, eliminating the old orchestra rails, installing modern lighting facilities, putting in new cycloramas and draperies, equipping the screens with flies and generally creating new stage settings.

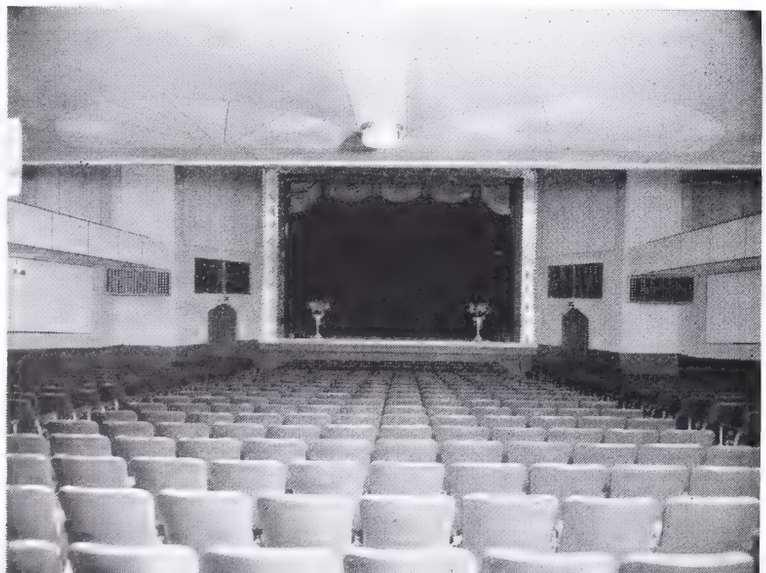
The circuit will have new heating plants installed in all its theatres by fall, according to Mr. DeVilbiss. Most of them will be oil-fired because that method is deemed more economical and safer.

### New Style Canopy

An unusual feature of the new Chief, at Hiawatha, Kans., as well as of the Booth, at Independence, and the Kansan, at Parsons, Kans., is a new type of marquee developed by Mr. DeVilbiss and Corgan & Moore. It has no conduits or wiring in the letter boards. Behind the flashed opal glass of the boards are two strips of powder green neon tubing, one for each letter line. The effect is quite striking. Cutout letters are of black enameled pressed fibre board fitted in slots, 13⅝ inches high.

The body of the marquee is of enameled pressed wood board in three shades of orange, lemon and lavender, set off with chrome stripping. The ceiling of the





*Before and After views of the auditorium of the Kansan (nee Dickinson) Theatre, at Parsons, Kansas. Compare all points of interest. The modernizing treatment apparent here is typical of what is transpiring throughout the entire Griffith-Dickinson Circuit.*

Chief's marquee is of 3/16 inch tempered pressed wood and is also in the same three shades of enamel and lighted with 60-watt bulbs on eight-inch centers. The entire marquee is washable.

The Hiawatha theatre's marquee is odd-shaped. This and the one on the new R. E. Griffith house just opened at Carlsbad, New Mex., also designed by Architects Corgan & Moore, are said to be the only two odd-shaped marquees in the country. Fifty feet across at the wall, the Chief's marquee is four feet deep on the left and 13 feet deep at the right side. The wide side goes to the wall at a long, oblique angle. The theatre is located a few doors from the corner, which is on the square of the town. Mr. DeVilbiss wanted more letter run facing the square but yet to provide a clear vision of the attraction board for traffic from the right.

Like other theatres remodeled, the Chief has what amounts to practically a new front. White stucco did away with much of the "gingerbread," once an asset but currently out of fashion. Letters in the upright, a new and modern sign, are of power green with red border.

Layout of the display boards is new here as it is in the other modernized houses. As much display as possible on the front face proper has been utilized and in addition there is a center board which hangs over the entrance to tie together the displays at each side of the entrance. Display boards were built to fit the space available and all are under glass. In most cases 40 by 60's were used outside with center board, and 30 by 40's combined with 11 by 14's were used inside the theatres.

### Peak Conditioning Throughout

New also are the boxoffice, carpets, lighting fixtures, sound equipment, screens and projection lenses. New fully upholstered theatre chairs also replace old seats in line with the general policy of modernization which calls for peak "conditioning" throughout. As a matter of note, no work had been done on the Hiawatha in ten years.

In this particular house, the old cooling system, which had a capacity of 17,500 cubic feet of air per minute, was torn out and a new one, with a capacity of 45,000 c.f.m., was installed. A penthouse, 14 by 14 by 13 feet, was built over the stage, supported on steel beams and fitted with a concrete floor. As with all air conditioning systems installed or being installed by the circuit, water is used as the cooling medium.

Instead of using air washers, however, the new system here, as well as others in the circuit which were designed by Mr. DeVilbiss, uses pads. This type system pulls air through matting or pad, which can be done, according to Mr. DeVilbiss, with less resistance and naturally with less power, rather than pulling air through water spray. The original installation with pads is also said to be less expensive.

From floor to ceiling, rear wall to tip of marquee, the Booth, at Independence, Kans., was completely redone. A new oak floor was installed, treated and filled, and the exposed spaces painted for protection against dust and for decoration. The house was thoroughly rewired at a cost of $1,500 and old exposed radiators were torn out and replaced with a modern duct system. The roof also was recovered. New sound equipment, screen, projection room, boxoffice, stage setting, carpeting, draperies, air conditioning and decoration were added.

### Old Faults Eliminated

The new foyer wall of the Booth is another point of interest. It consists of wooden louvres up to the standee rail with venetian blinds above. The blinds are adjustable, which with the louvres eliminates dead spots and permits even circulation throughout the auditorium. It also eliminates the blowing of draperies at the foyer entrances, and the blinds can be adjusted to control light from the foyer.

The Booth now has five air conditioning units. One big central plant with 50,000 c.f.m. capacity in a penthouse above the stage cools the lower floor and four small individual units of 7,000 c.f.m each are used as needed to cool the balcony. The four small units are housed on the roof at the front of the house and they can be turned on or off as needed, which represents an operating economy, since the theatre seldom uses the 400-seat balcony during matinees.

The central plant is controlled by a special damper arrangement which permits it to throw 10,000, 20,000, 30,000 or any other volume of air. This too saves on horse power since the motor and fan turn at the same speed ratio but the power used is in direct proportion to the volume of air moved. Ten outlets in the auditorium distribute the air evenly throughout. Two ducts open on each side of the proscenium arch and run along each sidewall to just beneath the balcony. The balcony has two on each side. Windows and doors leading into other buildings in the basement of the Booth were bricked up as a matter of safety and to reduce insurance rates.

Installation of new seats in the Booth reflects the general practice in all such provisions. The theatre formerly had 1,150 seats; it now has 1,118. The seating layout before remodeling had one center aisle and now two have been provided. The old seats were 19 to 20 inches wide with back-to-back space of from 30 to 32 inches; the new ones are 22 inches wide with 34 to 36 inches of leg space. They are fully upholstered and steel bottomed to insure greatest comfort and long life.

Decoration of the interior here as in other theatres of the circuit is in soft pastel colors which blend with the lights. It was designed by and executed under the supervision of Karl Schmeusser, Griffith-

(Continued on page 52)

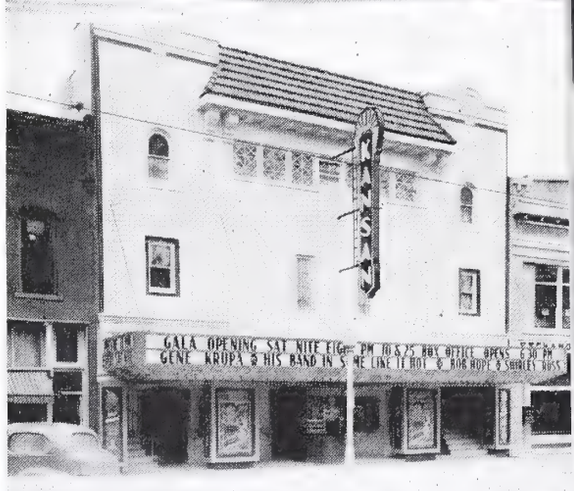
## ILLUSTRATED

*Five Griffith-Dickinson theatres in the State of Kansas that have recently undergone extensive improvements and a change of name through the quarter million dollar improvement campaign now at its half-way mark. Reading from top downward: The Booth, at Independence; the Chief, at Hiawatha; the Kansan, at Parsons; the Osawa, at Osawatomie; and the Uptown, the circuit's "B" house at Parsons.*














# *A really* SMART THEATRE *from the* PATRONS' POINT OF VIEW

By **Helen Kent**

IF I were a theatre patron—but in reality that's exactly what I am, in spite of the fact that I'm rather fancied as chief House Appeal critic in these pages. At any rate, if I were a theatre patron in Carlisle, Penn., I'd be immeasurably impressed by and enticed into the new Comerford Theatre there every time I came within its extraordinarily magnetic presence. It's that kind of house—a patrons' theatre obviously and to the nth degree.

This new house was planned for patronage, the kind that supports and builds up. The objective is plainly visible in every design motive, mechanical provision or physical property which makes up the well-integrated assembly that is the new theatre. Its owners, Comerford Theatre Corp., and its designer, Architect Michael J. DeAngelis, who incidentally is an active member of *The Modern Theatre's* Advisory Board, obviously had H. R. H. the Prince of Patrons prominently in mind in their contemplation and completion of the latest member of the Comerford family of theatres.

### Greets with Good Taste

Carlisle's new theatre is sufficiently showy without being pretentious; it is a modern example of good taste minus gaudiness. Its decoration and furnishing throughout relies more upon simplicity of effect than upon awe-inspiring stuffiness, thus creating a friendly and personable atmosphere that is most appreciated by patrons in every walk of life and in every part of the country.

For the money expended, the new Comerford Theatre appears to have been most efficiently and economically planned and executed. Its building is capacious with a broad sweep of theatre frontage and adjacent modern stores and offices for rental. The theatre, a 1,450-seat house, was constructed at an approximate expenditure of $225,000.00 and equipment for the theatre proper was purchased at a cost in the neighborhood of $40,000.00.

But to return to the original supposition that I am a movie fan in Carlisle, Penn., I'd like to point out things about this new theatre which give it magnetism and appeal to patrons. At least, many characteristics of the Comerford Theatre appeal to me, and I'm primarily a most responsive theatre patron when it comes to the practical provisions of entertainment.



*Tailored good taste shown throughout the Comerford Theatre is exemplified in this view of the stairway to the balcony. Patron convenience throughout is represented in the illuminated drinking fountain.*

If I were walking down High Street in Carlisle of an evening, I'd be drawn inevitably to this new Comerford Theatre because of the brilliance and magnetism of its display. The magnificence of a monolithic facade which dominates its entire environs. I'd know from considerable distance what its picture program is because of clear-cut silhouette copy display on a marquee built to be viewed from all angles.

### Impressions Gain Impetus

As I approached nearer the theatre, I'd like the novel way these theatre men have made use of office windows in the second story of the building for display of star portrait posters. Large-sized pictures of glamour girls and boys, advantageously illuminated, peer invitingly from the windows, and whether or not this is to be permanent display, it shows innovation and ingenious use of valuable advertising space and the technique of modern merchandising, too.

The facade of the theatre is impressive in itself. It is formed of terra cotta in three colors; mahogany base, peach to the second story and cream to the top. Small ornamental medallions and curves in the higher center panel are the only embellishments besides the large plate glass windows which are used so effectively for display purposes. Built-in poster cases flanking the entrance and a seemingly integrated boxoffice enhance the front even further.

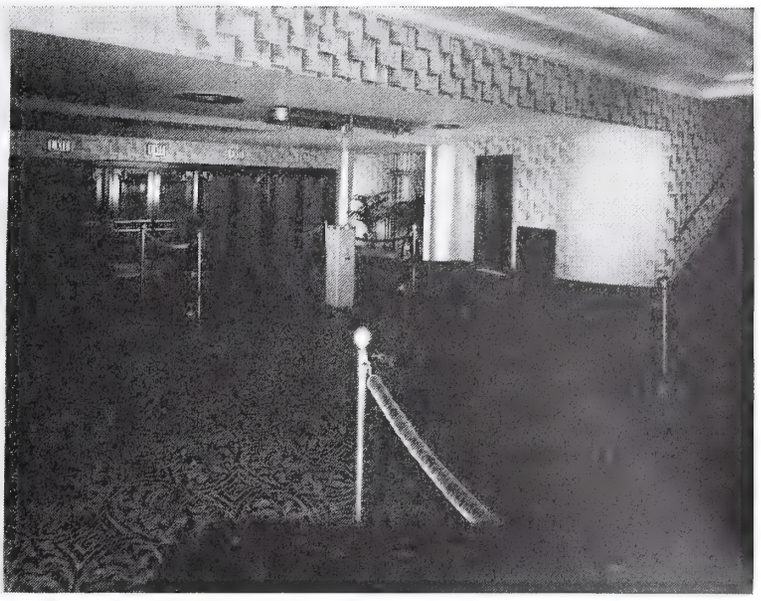
Inside the Comerford's lobby, I would certainly appreciate, as would any average patron, the forthright spaciousness and refined application of further program exploitation with which this part of the theatre is graced. Additional built-in poster display cases form the only ornamentation in the lobby and its simple decoration executed in gold with blue trim is most attractive. Lighting here is indirect





*A sweeping expanse of program-selling facade is shown in this night-time view of the new Comerford Theatre, in Carlisle, Penn. Below—The auditorium in Modern French decor rewards the patrons' search for comfort as well as beauty in places of entertainment.*



*Spaciousness and smartness of fittings characterize the entrance lobby (left) and the foyer (right) of the new Comerford Theatre. A color scheme of gold, silver and blue is set in these portions of the house and carried out effectively throughout the theatre.*

and ample and the floor of inlaid rubber is most efficient and easily maintained.

The foyer, too, is large and its decoration and luxurious carpeting treatment seem to emphasize this atmosphere of unlimited space in which to move around, mingle with the crowd and study further program display media. Gold damask covers the walls of this portion of the house and it is also used for the rear wall of the auditorium. Indirect lighting which dims perceptibly upon approach to the auditorium entrance doors is provided from unique tubular glass ceiling fixtures.

Decorative, but highly functional furnishings such as rope guide railings, modern sand urns, plant stands and ticket choppers are tastefully selected to offer added patron convenience. An illuminated mirror and fountain provision located beside the stairway to the balcony for convenience of access is a patron necessity which was not overlooked in planning of the project.

### Auditorium Amplifies Interest

The new Modern French style of architecture and decoration in the auditorium, incidentally a style which now leads the field in contemporary interior decoration, gives stunning effect to this most important part of the theatre. Simplicity and good taste are instantly recognizable to patrons in lack of garish colors or gingerbread ornateness.

Acoustical treatment in the auditorium is unique. The rear wall is covered in damask and other portions utilize acoustical plaster. The ceiling covered in silver leaf serves as a sounding board. However, in the words of the architect, Mr. DeAngelis: "Under ordinary circumstances, sidewalls of the auditorium would have application of some acoustic material for sound correctness. In this theatre, I designed fluted sidewalls to break up the sound pockets and the treatment has worked out very well."

These fluted cast plaster walls, besides solving the acoustic problem, lend themselves particularly well to the Modern French treatment and seem to blend perfectly with the attractive proscenium treatment of the auditorium. Again the color scheme of gold, silver and blue predominates and the effectively curtained and draped screen setting serves to draw all eyes to the all-important focal point of the theatre.

Chairs with the new push-back seats provide comfort, beauty and ease of access and still have a novelty appeal for patrons. Air conditioning, provided by a scientifically correct refrigeration system, is draftlessly and noiselessly distributed through decorative diffusers in the ceiling of the auditorium. These two comfort features alone, fine seating and correct temperature conditions, would have a lot to do with bringing more of my money into the till—and I'm no different from the average theatre patron. Perhaps I'm less critical than the majority.

### Unsparingly Equipped

Nothing was spared either in the Comerford's projection and sound provisions. Its modern projection room contains everything known to aid in putting pictures on the screen as they should be. As a matter of fact, only the best in this phase of the theatre's equipment and furnishing could be countenanced by patrons who felt satisfied by other bids for their favor.

The new Carlisle Comerford Theatre is indeed a *critical patron's* idea of a proper place of entertainment. It was planned so and shows it in every characteristic. It wasn't built to harass some competitor nor was it erected as the cold but expensive monument to some theatre man's pride of ownership. Its sole purpose is to please patrons and to entice their sheckels across the deal plate. I believe it will—and for some time to come.

---

Pictures are as important as ever. But the environment and manner in which you show them are equally important today.

---

Mention this magazine when you answer an advertisement. It helps our manufacturers check results.

## COUP DE THEATRE

Church attendance in the tiny town of Estill, South Carolina, has taken a sudden jump, the result of a successful move by local pastors to hold services in the new air conditioned theatre on "Main Street."

Churchmen in the vicinity were quick to take advantage of the opportunity offered by the installation of a Carrier air conditioning system in the new 304-seat theatre. Estill is said to be the smallest town in the United States to boast a completely air conditioned movie house.

Charles Harper, manager of the theatre, immediately agreed to offer the cool auditorium to help the pastors bolster church attendance, which falls off alarmingly during the hot summer months. Joint services were organized and publicized in church bulletins throughout the community.

The result was pleasing not only to the church-goers, but also to Manager Harper. His gesture brought people into the theatre, familiarized them with the comfortable surroundings and sent attendance soaring for his week-day shows.

---

Publicize your house improvements. You'll find the public more responsive to this sort of exploitation than you'd imagine—until you've tried it.

---

## Modern Version of an Axiomatic Performance

It is possible for the theatre owner or builder to perform the axiomatic task of "killing two birds with one stone." In fact, he can go that old saw one or two points better.

With certain of the wood fibre materials for theatre interior treatment now available, insulation, decoration and sound correction can be effectively and most economically accomplished in a single operation. This multi-effect material is available in a wide selection of surface patterns and shades of colorings and in tile block or plank form for ready application over old walls and ceilings without expensive structural alterations.

# The PLANNING INSTITUTE and its PURPOSE and PERSONNEL

By **Ansel M. Moore**

THE good things in life and in business too are given to us directly in proportion to the effort we expend in going after them. That is, of course, unless we happen to have been born lucky and with the proverbial silver spoon in our chops.

Some of us (and we mean you, too) go after the things we want in the hard, old-fashioned way—the way of the rugged individualist—with little concern for the cooperation of others; or for that matter, what others may think or do. But under this current economic set-up of ours, success no longer so fruitfully attends the rugged individualist. Yet we still must admire the egomania that inspired his heroic single-handed accomplishments of the past.

Today and for tomorrow, we believe success in business will come to all of us in what measure we are inclined to cooperate with others—even our competitors—in an objective that is mutually prolific to all concerned. *Service to the consumer.*

### The Ultimate Consumer

To you theatre owners, the public is your consumer. The manufacturer of materials and equipment designed for your consumption in rendering a service to the public owes, through you, an allegiance to every human being that may sit in your theatre with intent to enjoy the fruits of your efforts. And so with the architect, who may design your theatre, the contractor who may erect it, the dealer who sells and services its physical requirements. Every man-jack who may have had a thing to do with your project should in his own best interest be a faithful contributor to the common cause—***Public Service.***

It's an ideal, of course. But its neither cock-eyed nor impossible of fulfillment if even the minority will adopt it as a precept and apply it with as much interest and fervor as is usually employed in the process of buying and selling (often misfit) merchandise or services at bottom level prices.

Our editor, a man of an idealistic turn of mind, but gifted with foresight and sufficient and varied experience in theatre building and outfitting to lend practicability to his ideas, started something six years ago. He conceived the idea of "constructive competition" in theatre equipment trade as a definite counteractant to the "cut-throat competition" that had long been so foolishly fostered at the expense of all participating and with a definite sacrifice of public approval in the results of the roundelay.

Out of this aforementioned ideal came such expressions as "House Appeal," "Premeditated Planning," "Public Relations," "Showmandising." And many another descriptive idiom has first appeared in these columns. But the real core of the idea is expressed in a plan of action that had its conception and first introduction with the maiden issue of The Modern Theatre section, July 27, 1933.

Boldly affronting the pernicious period of property deterioration that had already practically destroyed the market, what with the depression and consequent desultory condition of trade, the editor formulated and began literally to force upon this industry his pet prescription, "The Modern Theatre Remodeling Institute." The designation "Remodeling" was some time later changed to "Planning," but the aims and objectives and the *modus operandi* of the plan have remained intact.

### What Inspired It

Until now, The Modern Theatre Planning Institute has carried on its mission with effect; but quietly from the start and without the fanfare of publicity that usually attends a plan of such ambitious proportions. By the evidence of practical accomplishment and activating influence it now seems to have earned the publicity we propose to give it here and now.

But before entering upon a more precise description of the Institute, may we devote a paragraph or two to an outline of what inspired it? We'll enumerate briefly: (1) The disreputable condition of many theatre properties in the wake of the depression; (2) the outmoded nonfunctional style of pre-war theatre architecture; (3) the marked decline of the movie-going habit as the novelty of talking pictures subsided; (4) the observation of keen public interest in and approval of things modern at the Century of Progress Exposition in Chicago; (5) the obvious evolution of the picture show from an "odditorium" into a place of real public utility, and (6) the crying need for coordination in the planning and furnishing of theatres.

The Modern Theatre Planning Institute was formed as a free will association of parties interested in improving standards of use value in all things that pertain to the design, construction and outfitting of theatres. In a nutshell, it was designed to help the theatre operating industry meet its obligation to a public that had grown property conscious and increasingly discriminative in its demands for modern theatre buildings that would provide more interest, more comfort, more convenience and all else that contributes so materially to the enjoyment of moving pictures.

### Parties at Interest

To accomplish its purpose, a coalition of mutual interest was centered in the membership of the Institute, which includes the following classifications:

1. Theatre owners, managers, operating mechanics and maintenance men.
2. Theatre architects, construction engineers and decorative designers.
3. Manufacturers of building materials and equipment for theatre operation and maintenance.
4. Mechanical engineers, local distributors and servicing contractors.
5. The editorial and management staffs of The Modern Theatre section.

*Class No.* 1, as subscribers to Boxoffice are entitled freely to the use of the Institute as a source of information on any

*H. F. Pettigrew (left) and John A. Worley, of Dallas, Texas, co-members of The Modern Theatre Planning Institute, cogitate over the plans for another modern theatre.*



## Cover Illustration

*The simplicity and common sense efficiency of modern theatre planning is expressed symbolically in this semi-silhouetted view of the auditorium in the theatre of the United States Government at the World's Fair in New York City, designed by Architect H. L. Cheney. The blacked out portion of the picture lends emphasis to the point that the picture setting (the picture and its frame) must always be the magnetized center of attraction in the auditorium. All else must contribute and never detract from this fundamental planning format for successful theatre operation. (Photo by Molitor, through the courtesy of Anemostat Corporation of America).*


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S. C. Allen


Bruce F. Barnes


A. E. Baschen


R. A. Benjamin


T. H. Buell


J. M. Corgan


M. J. DeAngelis


E. G. Fredrick


Wm. I. Hohauser


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M. D. Kalischer


C. Kivett


S. Charles Lee


Edw. Paul Lewin


Karl Kamrath


Wm. Pereira


Mason G. Rapp


V. A. Rigaumont


R. F. Smith


B. W. Spillman jr.


D. Supowitz

# *Personnel of the ARCHITECTURAL ADVISORS in Pictures*

(*See page* 50 *for complete roster of members*)

product involved or any problem presented in the design, construction, outfitting or mechanical operation of their theatres. Their inquiries are cleared daily to most reliable sources of information and advice through the services of the Institute.

*Class No.* 2, embodying affiliated theatre architects, members of the Advisory Board, experienced construction engineers and decorative designers located at vantage points throughout the industry are made available for preliminary advice on the planning of new theatres or the remodeling of old structures through the inquiry clearance features of the Institute. Members of the Advisory Board consult with other classifications to effect a coordination of elements in theatre planning.

PHOTOGRAPHIC INTRODUCTIONS

We present the pictures of a number of the members of the Architectural Advisory Board here. Architects are quite modest in the matter of publicity, therefore a number of them declined our invitation to submit pictures of themselves for this presentation. While it is not claimed that these men are the only ones capable of correctly planning and supervising the construction of theatres, we believe that as a group they typify the high type of architectural talent that is available to theatre owners and prospective builders today.

*Class No.* 3, the manufacturers as sponsors of The Modern Theatre section by their advertising support offer to all other classifications of the Institute full information concerning the commodities they supply together with directions for installation, descriptions of use values, specific advantages and other details both directly and through the facilities of the Inquiry Clearance services of The Institute. This group is encouraged to cooperate closely with the Advisory Board to insure correct application of materials and equipment.

*Class No.* 4, the engineers and service men act as text contributors and general counsellors on matters that pertain to their particular phases of work, including air conditioning, lighting, sanitation, seating, projection and sound reproduction, acoustics and many other phases of constructive operation and maintenance. The advisory service of this group is also at the immediate disposal of other members of the Institute.

*Class No.* 5. The function of this publication as the sponsoring organ of The Planning Institute is purely that of a systematized clearing house for the dissemination of useful information on all subjects and to assist all others in spreading the gospel of House Appeal. It acts as a coordinator of constructive effort to create a higher regard for competency and common sense values in the negotiation of building and equipment contracts.

All accredited members and patrons of the Institute subscribe to the principle that functional theatre planning is the first step toward the successful culmination of a sales contract by which the interests of the purchaser can best be served and all recognize their responsibility to the ultimate consumer—your public. By the active support and cooperation of all concerned, the ideal of the Institute is being realized. It is a concentration of effort in a common cause.

# *How* COMPETENT PLANNING *recreated an* OLD-TIMER...




THE restoration and improvement of old theatre properties no longer presents such a problem either artistically or economically as it did but a few years ago. Capable planning and the present availability of modern materials as well as a better understanding of the functions of theatre operation have effected a great change. And the change is particularly favorable to the owners of antiquated small theatres.

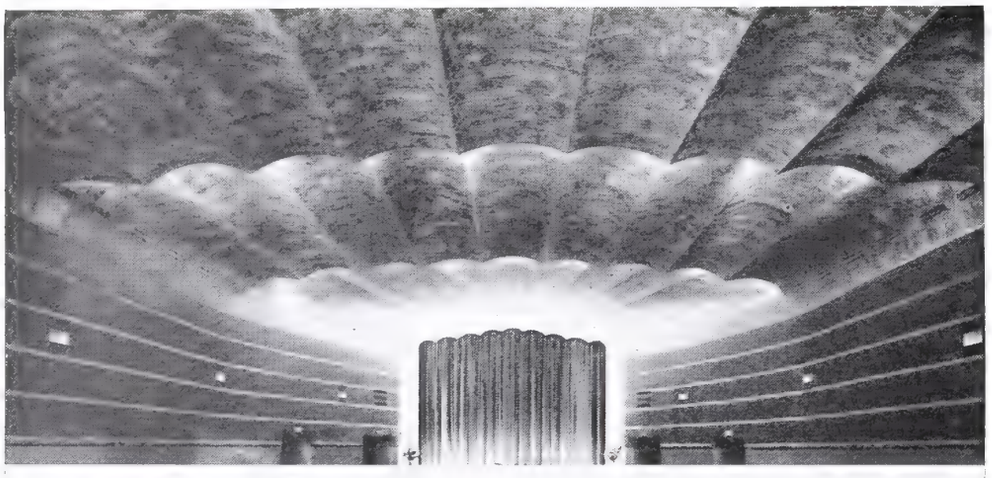
A case in point is that of the Dixwell Playhouse, in Hamden, Connecticut, a village in New England, an old theatre rebuilt recently under the planning and supervision of Charles Abramowitz, New Haven architect.

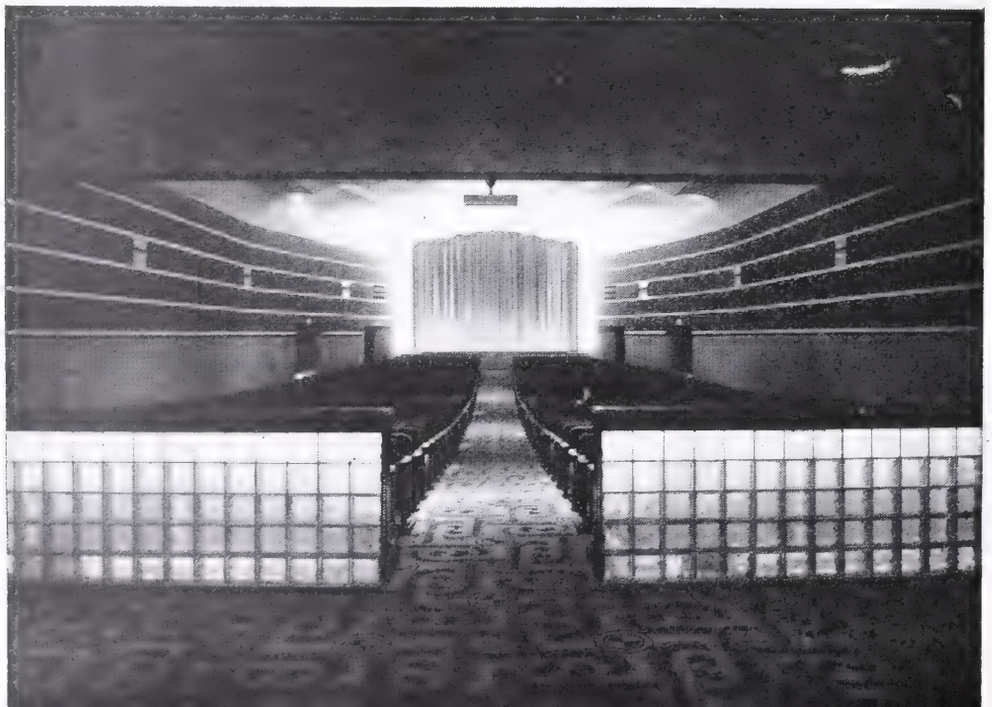
The Dixwell Playhouse has come a long way from the original 400-seat "picture show" erected on the site some 25 years ago. In 1926 the present owners, Fishman Theatres, Inc., acquired the building and remodeled it, enlarging the auditorium to seat 750. A fire all but consumed the house last year, but at a cost of approximately $150,000 the owners have rebuilt the remains into a 1,060-seat modern house which is distinctly outstanding in neighborhood theatres of New England.

### New Idea in Fronts

The front of the new playhouse is of precast reinforced concrete stone, with marble aggregates and pure ceramics for color cast in slabs of 100 square feet and two inches thick and applied directly to masonry walls, each slab being independently supported. This is a new idea in exterior wall decoration of a permanent nature. The exterior entrance doors are of satin-finished aluminum without jambs, hinged top and bottom, thus giving maximum openings.

The lobby is built of beige structural glass eight feet high and each side wall is set off with a 3-sheet picture frame of stainless steel centered in amber-colored mirror. Above the glass the walls are covered with imported paper of modern design. The floor is of 3-toned special rubber matting bordered with terrazzo. The new boxoffice is exceptionally large to accommodate two ticket sellers and is built of the same material as the theatre front and plate glass, crane edged to give full vision at all angles. Carpet is laid on heavy hair-felt lining to give a feeling of depth and luxury. The standee rail is built of glass brick and its arm rest is finished in solid walnut.





*Two views of the auditorium of the Dixwell Playhouse looking toward stage. Above is shown the unique treatment for ceiling effects and lighting efficiency of the auditorium. Below, the standee rail of glass blocks illuminated and exquisite carpeting are interest features. The streamlined decorative treatment, saucer-shaped floor; walls and ceiling all converging on the stage are also points of special interest.*

Flanking the entrance lobby are ladies' and men's lounges and toilets, all color-tiled. Wall corners adjacent to lobby doors are of glass brick, giving a pylon effect when illuminated.

The auditorium floor was designed with a reverse pitch which gives a minimum of picture obstruction and at the same time solves the problem of the grade to the exit doors on the side street. Each row has its own pitch increment which was carefully laid out. The ceiling is built in four separate levels, each being two feet

(Continued on page 53)

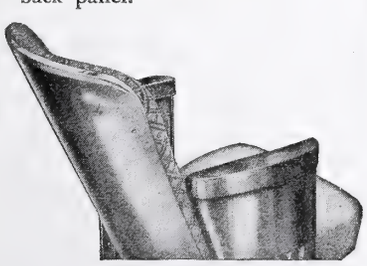


*To the left:* a new design from the O. C. 625 series of Heywood Streamline Chairs. Note how aisle light has been cleverly blended into the design of the standard.

# The HIT of the Show!

SOME of your patrons may come for *Bank Night* . . . Some may like *Screeno* . . . some may hope to win *dishes* . . . and some may actually come for the pictures! But . . . *everybody* enjoys the deep, luxurious comfort of Heywood Streamline Theatre Seating! These swanky, soundly built chairs are the best bet you can put on any program. They have box office appeal . . . always prove the profitable hit of *every* show! May we tell you about the new, low-priced Heywood chairs in detail? It may help you to solve some seating problem, and, of course, there is no cost or obligation entailed.

*Below:* one of three backs available on the new Heywood low priced chairs. This style has a turned-over, protective back panel.



## HEYWOOD - WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

# *Modern in* COLONIAL FASHION *is the* CAPITOL'S NEWEST CINEMA

TERRITORIAL traditions and native mannerisms have much more influence on the style of theatre architecture than a person of average acquaintance with picture show business might believe. These customs of inhabitation and characteristics of folklore that have been handed down through the ages from generation to generation cannot be overlooked or violated in the planning of modern theatres.

Such inherent customs need not and, therefore, should not be desecrated in the design of a theatre for a given locality where folklore or even quaint fashion is never allowed to be forgotten. By clever planning, the architect may reveal the modern in functional efficiency and fashionable form without necessarily "flying in the face" of local tradition. It's a matter of ability to merge the modern with the memories of the past.

### Glorious Past Preserved

In the project presented here, the owners and their architect quite apparently recognized both an opportunity and an obligation. Certainly the Colonial atmosphere was not to be overlooked in a situation such as this where the countryside is fairly steeped in the traditional atmosphere of perukes and crinolines. In this case, the customs were kept intact but ingeniously capitalized in the modern manner. An instance of sagacious theatre planning is the result.

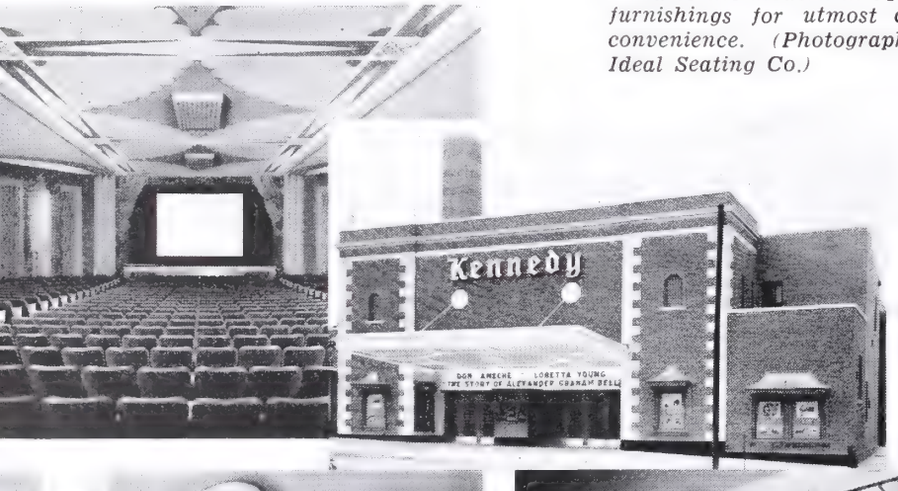
The Warner Brothers' new Kennedy Theatre, at Kennedy Street near 4th N. W. in Washington, D. C., is the twenty-first Warner-operated theatre in the Nation's capitol. It is under the direction of John J. Payette, general zone manager of the Washington territory.

The Kennedy marks a distinct departure from the prevailing streamlined effects used in contemporary cinema construction. It is of Georgian architecture. Colonial "Yorktown" brick and limestone trim emphasize the Georgian motif on the exterior and the interior of the theatre also follows the Colonial motif. It is featured by two large French Adam style windows, one on either side of the stage, which are lighted effectively in tones of blue and old rose.

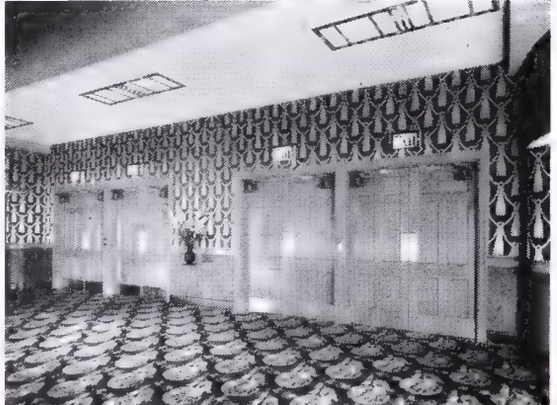
Likewise, the Colonial motif was carried out in such details as entrance doors, the boxoffice and in poster frames which are made of natural finish Tupela wood. The damask inside the theatre is also of Colonial design. Forest green and autumn shades are the prevailing colors carried out in carpets, walls, seats and draperies. The only touch of positive modernism in design is to be found in the ladies' and gentlemen's smoking rooms.

The Kennedy was constructed under the supervision of A. Julian Brylawski, head of the real estate department of Warner Brothers for the Washington zone, and Herman Maier, chief of construction. Designed by John Eberson, of New York, the theatre was built by Harris Shapero, of Washington, with actual construction done by the Mohler Construction Co. It is operated by Warner Brothers under a long term lease.

*Colonial "Yorktown" brick and limestone trim emphasize the Georgian style of the exterior. The interior of the Kennedy also follows the Colonial motif but with a definitely observable trend to the modern in equipment and furnishings for utmost comfort and convenience. (Photographs courtesy Ideal Seating Co.)*







*The men's lounge suggests all that is modern and functional in furnishings with a touch of the Colonial in its mural treatment. Lamp shades in the form of drums and calabash pipes as lighting fixture embellishments, help the illusion.*

### Modernity Asserts Itself

The new theatre was constructed on a lot 90 by 150 feet in dimensions. There is ample space for car parking in the rear. The Kennedy has 968 seats on one floor, spaced 35 inches back to back, and here again the modern motif asserts itself in a positive manner. The chairs have metal backs with seats of box-spring construction for body comfort undreamed of in Colonial days. Both seats and backs are upholstered in a pleasing tone of blue mohair. The aisle standards of modern streamline design are finished in blue with a cream color high-lighting the raised portion of the design. Built-in aisle light louvres are finished in silver. Blonde ash wood arm rests set the color combination off to advantage.

Both seating and carpets in the Kennedy are combined with a distinct novelty development in lighting to produce what might be called an ultra-modern effect. The aisles are covered with carpet of complimentary pattern and colors, the fabric of which was impregnated with a special fluorescent compound. Taking advantage of the low light levels in the auditorium during the projection period, two 2½-watt argon glow lamps in each of the specially designed aisle lights serve to activate the luminescence of the carpets. An unusual effect is thus produced

and the practical functions of aisle lighting are adequately served.

The Kennedy is completely air conditioned with a system of latest type. Projection and sound include the newest developments of leading manufacturers. In fact, all mechanical equipment used throughout the theatre is of the modern efficiency type. Thus the operating essentials of the truly modern picture theatre are most ingeniously combined with the atmosphere of the past. And it's a happy, hospitable combination to say the least.

## RIDDLE



The Modern Theatre section of BOXOFFICE welcomes to these columns a new contributor, W. D. Riddle, Nela Park Specialist in theatre lighting, whose first article appeared in the July 22nd issue. He will contribute further interesting articles on theatre lighting practice in forthcoming issues.

Graduating from Ohio State School of Architecture in 1927, Mr. Riddle took a year's post graduate work at Columbia, spent several months abroad studying European architecture and became successively associated with prominent New York and Cleveland architectural firms.

In 1933 he came to Nela Park to design the General Electric Institute and at the completion of this work became associated with the Engineering Department and specialized in store and display lighting.

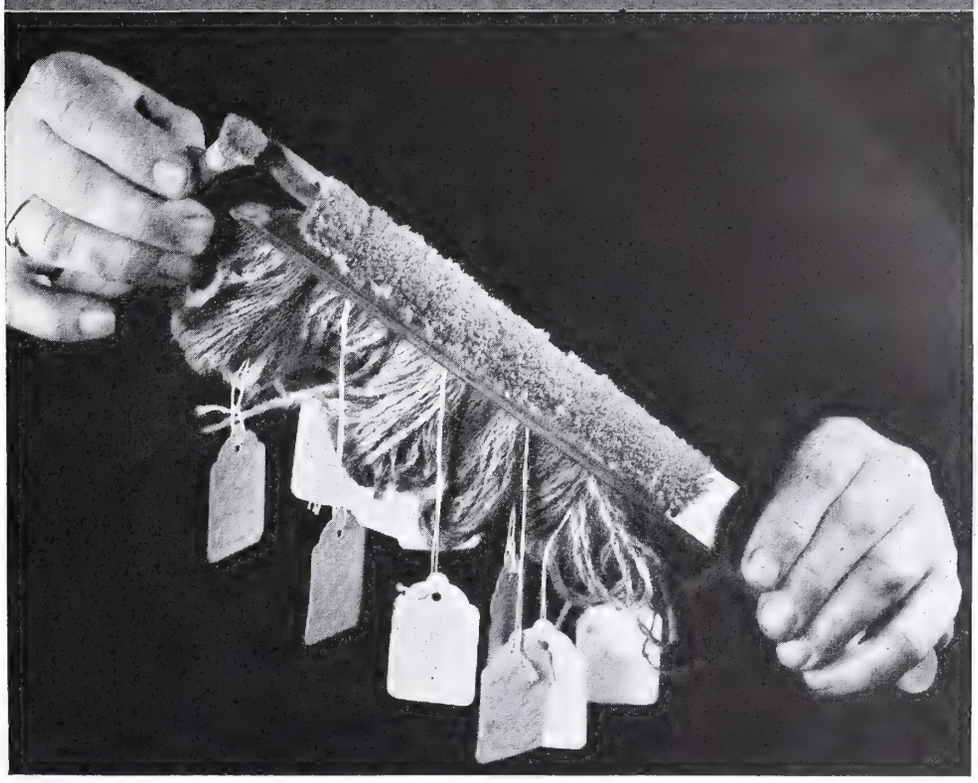
When the Great Lakes Exposition was undertaken, Mr. Riddle was invited by the Exposition management to advise the Exposition architects and builders in the design of lighting for outdoor areas and buildings. Many of the outstanding lighting features that were found at the Exposition were a tribute to Mr. Riddle's knowledge of architecture and his creative talent, which will now be at the disposal of our readers as well as all members of The Modern Theatre Planning Institute.—EDITOR.

## Photo Frames of Metal Gaining in Popularity

A substantial increase in orders for all-metal chrome steel photo and poster frames during the summer is reported by R. E. DeFrates, of the De-Fi Manufacturing Company, indicating the eventual entire replacement of the less permanent and perishable types of display frames for theatres.

Chromium plated, all-metal frames have much to commend them. Primarily they lend a modern touch to the theatre entrance and lobby. The new style stock frames now available are easily fastened to panels or walls of any type construction; they are economical in first cost and will last indefinitely.


THE *Lighter,* THE *Better*



In the Crestwood process *only* light-colored wools can be used. Light-colored wools make it possible to use light-colored dyes thus enabling us to achieve both the subtle shadings and the strong contrasts which contribute to much of Crestwood's beauty. Furthermore, light-colored wools are better wools . . . stronger, more durable, more resilient, better looking.

*For better looks and better wear, specify*

**ALEXANDER SMITH**

**Crestwood Carpet**

Alexander Smith & Sons, 295 Fifth Avenue, New York

ALEXANDER SMITH
GUARANTEED BY GOOD HOUSEKEEPING

## Successive Steps in Maintenance of Floors

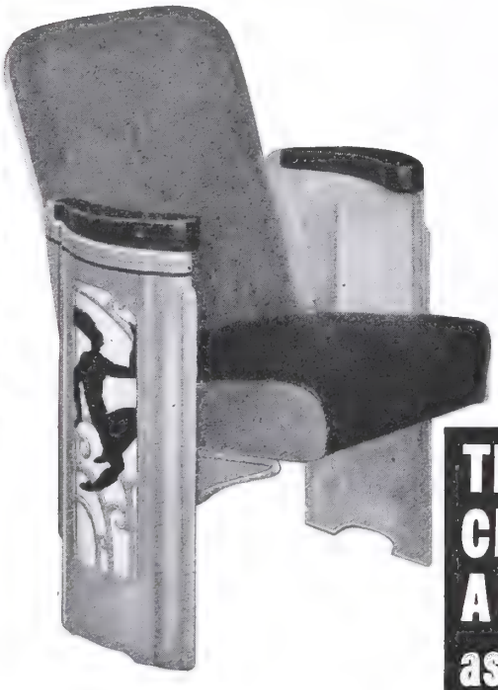
There are three different steps suggested for proper care of hard-surfaced floors, such as linoleum, wood, concrete, hard mastic, etc. The first step is to clean the surface thoroughly, removing all dirt and foreign substance.

The second step in floor maintenance is the sealing of floors, as floor surfaces are porous to a certain degree. Unless the pores are sealed, dirt and moisture will settle in them and under the pressure of traffic this dirt will be ground in, shortening the life of the surface and marring its appearance.

The third step in proper floor maintenance is the application of a finishing coat. Wax is the approved floor finish for most types of floors, as a waxed surface does not hold the dirt and can be easily and thoroughly cleaned. A waxed floor surface is easily renewed and the finish coat will take the brunt of traffic and wear so that the floor itself may help be preserved.

In other words, all types of floors are best maintained by the clean-seal-wax method, with the following exceptions: Rubber tile and rubberoid, soft asphalt composition, faience and slate. On these floors, the sealing process should be omitted.


With END STANDARDS ILLUMINATED their Entire Length in COLORS



This IRWIN Chair is as Attractive as it is UNIQUE

Imagine the beauty of artistically fashioned grilles silhouetted against colors that range from flame red, blue, green or any other that harmonizes best with your interior decorations—brilliant when the theatre is illuminated, suffused to the softest glow during showings. Strikingly attractive effects are provided through this exclusive IRWIN feature. For adding color and distinctiveness to your theatre interior as well as supplying supreme seating comfort, you will go a long way to match the possibilities which this chair affords. See it at the nearest National Theatre Supply Company showroom or write for colored illustrations and complete details.

*Distributed by* NATIONAL THEATRE SUPPLY COMPANY
*Offices in all Principal Cities*

IRWIN Seating Company




GRAND RAPIDS, MICH.


THE MODERN THEATRE ★ PLANNING INSTITUTE MEMBER

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**NOTE: The Institute does not undertake the practical functions of an architect or designer. Its service is intended merely to place our readers in touch with reliable local sources of preliminary information and advice on theatre planning and structural problems. Inquiries pertaining to Architectural Service will be relayed to the nearest member of the advisory board.**

## LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Ave., Chicago, Illinois.

*Ace Sign Letter Company,* of Chicago, Illinois, files descriptive literature on a new line of silhouette letters available in various sizes and a mounting unit with which they are to be used. The folders describe and show construction details of the new letter layout.

*Carrier Corporation,* of Syracuse, New York, submits its new 1939-1940 condensed catalogue of air conditioning, refrigeration and heating equipment. The booklet contains information on application, operation, installation, dimensions, capacities and other specifications, as well as rating charts and a cross-index for ready reference. A new folder on gas-fired unit heaters is also offered by this company.

*Celotex Corporation,* of Chicago, Illinois, presents an attractive and profusely illustrated booklet titled "Celotex at the Fair," describing application of the company's products in the World's Fair Celotex House as well as in other buildings and exhibits at the New York fair.

*Marley Company,* of Kansas City, Kansas, offers descriptive literature on its line of all-steel water cooling units and air washing spray nozzles. A free sample of a non-clog spray nozzle is also available upon request.

*McCormick & Company, Inc.,* of Baltimore, Maryland, submits a folder on Bee Brand household disinfectant and deodorant, giving instructions for use, applications and advantages. The new product is said to be particularly applicable to theatre use.

*Modern Theatre Supply Company,* of Grand Rapids, Michigan, presents a descriptive folder on interior lighting fixtures, covering sidewall, ceiling and exit fixtures and presenting new ideas and methods in interior theatre lighting. Prices are also given.

*Smally Products, Inc.,* of Canton, Ohio, offers a catalogue on Climax Sparkle-Lite Reflectors. The new reflector units, offering brilliant color effects for marquees, signs and running borders, are described and pictured, and their economy advantages are outlined as well.

*Universal Stamping & Manufacturing Company,* of Chicago, Illinois, submits a complete descriptive circular and price list on the Coinometer, a modern changemaker for theatre boxoffices.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.




Pattern 30816

# MOHAWKS-HELP YOU PUT ON THE DOG

Movies make American styles. Movie theaters . . . cathedrals of Shangri La to millions of movie-goers . . . call for glamour, too. Nothing adds that magic touch of style as surely as Mohawk Theater Carpets. Mohawks are colorful to eyes tired of everyday drabness. Mohawks are soft to cushion and hush your patrons' feet. Mohawks are part of the show in the world famous Roxy and in neighborhood houses up and down and across the U. S. scene. Mohawks are the treasurer's triumph, too—their woven-in strength lasts through continuous performances and keeps the upkeep down. See Mohawks—especially Rialto, Scotia or the Broadway Group.

***Write for your free copy of Mohawk's new illustrated book—"Those Who Know"***

MOHAWK *Theater* CARPETS

MOHAWK CARPET MILLS, INC., AMSTERDAM, N.Y.

## At the Half-Way Point of a $250,000 Modernizing Plan

(Continued from page 41)

Dickinson's interior decorator. New modern chrome furniture, settees and chairs, as well as mirrors, smoking stands and new carpeting were placed in the mezzanine section.

NEW USE FOR GLASS BLOCKS

The Booth's new V-shaped marquee employs glass blocks in an unusual manner on the front "nose." A disc of 4-colored neon revolves at about 50 r.p.m. behind the blocks to create the effect of a waterfall. This is said to be the first instance in which glass blocks have been used in a marquee.

Rose-colored flexible board with specially designed chrome stripping forms the marquee and the ceiling is stripped every two feet to set off pastel panels of different colors. The entire face of the marquee is rose-colored and the same lighting arrangement is used as at the Hiawatha, with a letter run of 72 feet. Formerly the upright was at the corner a few doors away but this was replaced by a new sign directly above the center of the marquee.

At Parsons, the Kansan, an "A" house, and the Uptown, "B" unit are but 25 feet apart. The Kansan's upholstered seats were moved into the Uptown, where also new carpets, draperies, screen, sound system, boxoffice, foyer and display boards were installed. Two rest rooms instead of the former one were provided and an air conditioning system, which the houses did not have before, was installed. Doors into the foyer were rebuilt and enlarged as in other projects and they are now equipped with chrome hardware, door stops and kickplates. The old floor of the Uptown was removed and greater pitch was given the new one.

OPERA ATMOSPHERE REMOVED

The old "opera boxes" in the Kansan, plaster of paris decorations, ornate posts and center aisles were removed. A proscenium arch was created and its design is stencilled in gold leaf. This theatre now has a new ceiling and roof, new lighting fixtures and wiring, new seating, furniture, carpets, a new foyer with venetian blinds and louvre arrangement, new draperies, decoration, sound system, lenses, a new and enlarged screen and a cooling system similar to the one in Independence. The Kansan's new front is of white stucco.

At the Osawa, in Osawatomie, Kans., the new 11 by 14 display boards on the front turn without a break to meet the 40 by 60's on the inside. This theatre also has a new V-shaped marquee and its boxoffice was set back. New seating, carpets, screen, lighting fixtures, sound equipment and cooling system were also provided. A 20-foot lobby was included in the remodeled house and the width of the foyer was increased from six to nine feet by elimination of one stairway to the balcony. A ladies' powder room equipped with modern furniture has also been added.

Currently at work or planned for an early start are the Dickinson Theatre, at Junction City, Kans., to encompass a new cooling system, marquee and seating; the Carleton, at Manhattan, Kansas, to include a well for a new cooling system; and the Fayette, in Fayette, Mo., which will be completely remodeled. A new air conditioning system was just recently installed in the latter house.

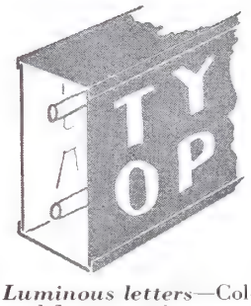
A complete remodeling is also planned for the Rio Grand, at Chillicothe, Mo., and the Kiva, at Slater, will be remodeled, reseated and air conditioned. A new stadium type, 600-seat house, to cost approximately $30,000 is planned to replace the Dickinson Theatre, in Paola, Kans. In Fredonia, Kans., the Whiteway will be completely remodeled, reseated and air conditioned at a cost of about $20,000.

The Booth and Paramount, in Nebraska City, Neb., and the Booth and Auburn, in Auburn, Neb., are now being readied for complete modernization and re-equipment. At Chillicothe, Mo., a new cooling system, screen and sound system are contemplated. Cost of jobs so far completed have run approximately as follows: Kansan, $20,000; Uptown, $10,000; Chief, $18,000; Booth, $20,000, and Osawa, $12,000.

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You may get 'em in with dishes and other give-away doodads, but a few dollars spent for House Appeal will do your boxoffice more good in the long run.


# How to give enclosed type signs added color brightness



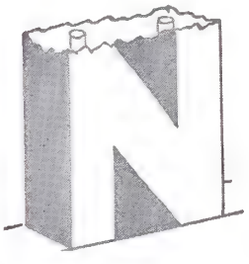
*Luminous letters*—Colored fluorescent lamps enhance this type of sign with raised opal glass, or flat glass letters.



*Silhouette letters*—Opal or flashed opal backgrounds with opaque changeable or applied letters are effective with fluorescent lighting.



*Wedge sign* — A simple sign with faces approximately 20° to each other illuminated by fluorescent lamps in a polished parabolic trough.

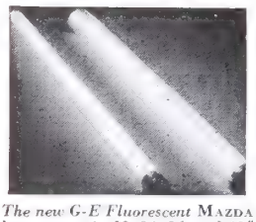


*Diffusing face letters*—with fluorescent lamps, letters illuminated in fashion similar to luminous elements giving a smooth finished appearance.

GENERAL Electric Fluorescent MAZDA lamps afford theatre men a new means to increase the advertising effectiveness of enclosed type signs. These new lamps, available in gold, pink, blue, green, red, white, and daylight, give several times more light than incandescent lamps of the same wattage and color. And they offer added color brightness which these signs have so often lacked.

Tubular in shape, they simplify the design problem so far as smoothness and even illumination along the lines of letters are concerned. Then, too, it is easy to change the color from time to time simply by interchanging the colored lamps.

Write to General Electric Company, Dept. 166-BO-H, Nela Park, Cleveland, Ohio, for a helpful, free folder, "Transmitted Light Signs", containing valuable information and sketches illustrating the use of G-E Fluorescent MAZDA lamps in enclosed type signs.



*The new G-E Fluorescent MAZDA lamps come in 18, 24, 36, and 48" lengths and in several wattages.*

**G-E MAZDA LAMPS**

**GENERAL ELECTRIC**

## How Competent Planning Recreated an Old Timer

(Continued from page 46)

lower than the next, and shaped into a series of arches based in true geometric patterns and all terminating at the arched proscenium. The ceiling is suspended and metal lathed and plastered in a textured sand finish painted in bronze.

### Comfort Carefully Conceived

Walls of the auditorium are of acoustic plaster of various thicknesses in a natural brown suede color. Five horizontal bands painted aluminum give a streamlined effect. The dado under the acoustic plaster about eight feet high is painted plaster. The walls curve in toward the proscenium arch which is flanked by wide reeded plaster pylons. Seating of the spring cushion type is in soft rose color and tilted to give proper lounging comfort.

Structurally, the house is fireproof with floors of reinforced concrete throughout and walls of brick and partitions of gypsum block. The roof is of shallow steel trusses placed six feet on centers which distribute the loads uniformly over the walls and solve the problem of suspending the arched ceiling at the various levels. The trusses are covered with copper bearing steel deck and insulated with one-inch insulating board and waterproofed with 4-ply roofing.

The lighting was planned to create effects by either indirect or concealed means, eliminating elaborate fixtures. The lobby has indirect lighting reflected from two hemispherical plastered surfaces glazed with aluminum, while the ceiling in the standee room contains a long trough of indirect lighting which is reflected from a semi-circular trough of plaster painted white. The standee rail contains lumiline strip-lighting in back of the glass bricks. All lighting is in three colors of white, amber and blue. The auditorium ceiling has each level equipped with concealed lighting, amber colored to entirely light the arch-shaped ceiling. A unique feature is the lighting of the outer aisles by concealed light troughs placed in the walls.

The projection room is now modern in every respect, exceptionally large, and contains two steel windows directly to the exterior besides an operators' laboratory and separate generator room.

### Planned for Projection

The projection and sound equipment are of the latest type. A feature newly introduced in this theatre is a safety control switch which when operated will automatically cut off the air conditioning equipment and the projection room equipment, put on all house lights and start the exhaust fan in the projection room. This idea eliminates any serious reactions from any emergency which might occur.

Many new features were also incorporated in the year-round air conditioning system. The temperature is controlled by a new horizontal type thermostat which will position a steam valve in any one of 300 definite positions, thus giving control of temperature within 1/10 of a degree. Total refrigeration tonnage equals 70 tons, of which 45 are obtained from a compressor and the rest from pre-cooling with well water at 51 degrees.

Hard-of-hearing earphones are provided in 14 stations throughout the theatre auditorium for the accommodation of deafened patrons. Free parking space at the rear of the theatre is another patronage convenience which was arranged for the remodeled house.

The new Dixwell Playhouse is a fitting example of competent theatre planning as it should be applied more generously in the interest of better times for the moving picture business.

We know a theatre man who wouldn't modernize. His creditors turned the place into a mortuary with but very few simple alterations.

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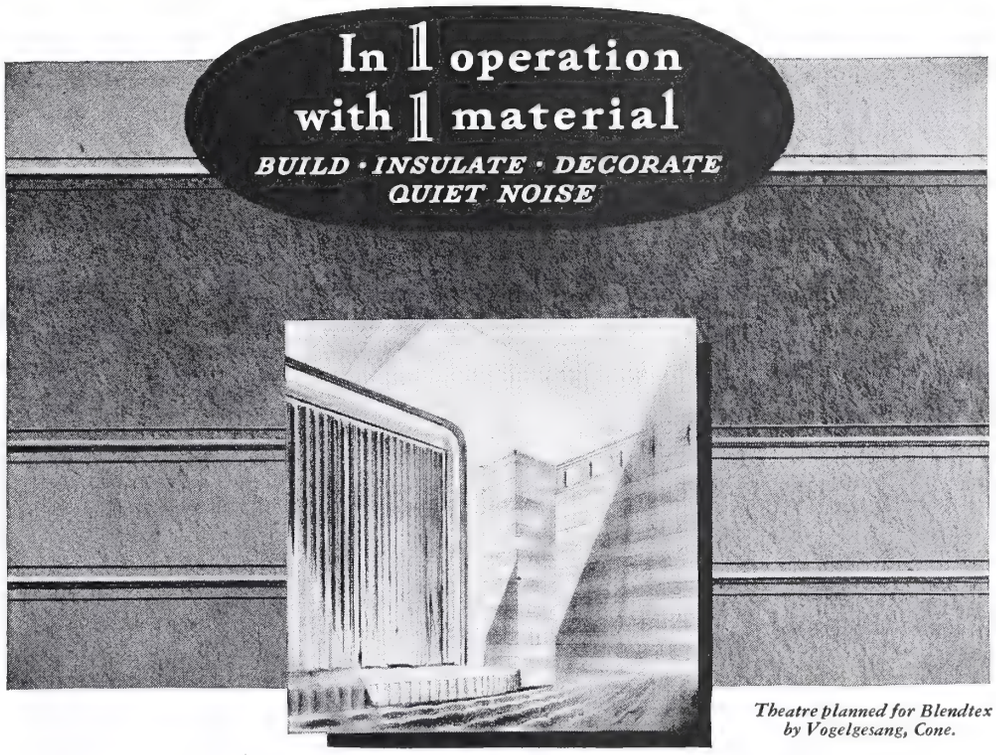
Poor projection exacts a painful penalty at the boxoffice. Patrons will put up with it just so long. Then look out.

---

A lot of the vacationers will be coming back soon. Get ready to greet them with a new set of scenery. They'll go for it.

---

Don't allow yourself to be kidded about the year 'round need for air conditioning. You'll need it this winter, too.


*Theatre planned for Blendtex by Vogelgesang, Cone.*

# *Lesson in Glamour for* Walls *and* Ceilings

Feature glamour on your walls and ceilings as well as on your screen!

Weatherwood* Blendtex, a unique wood fiber material in soft, pastel blended colors, builds, insulates, decorates and makes hearing easier in one fast, easy operation and at a cost that will simply amaze you!

This picture gives you an idea of the fascinating, lasting texture of Blendtex. But you'll actually have to see its rich tones to appreciate its beauty and to appreciate the unlimited design possibilities that its many sizes of board, tile and plank make possible.

Ask your USG Dealer how Blendtex will work for you. Mail the coupon for a *free* photo book. **Registered Trade-Mark*

# WEATHERWOOD BLENDTEX

***Product of* UNITED STATES GYPSUM COMPANY**

UNITED STATES GYPSUM COMPANY, 300 W. Adams Street, Chicago, Illinois MT-8-19

Please send me *free* Blendtex photo book.

*Name*..... *Address*.....

*City*..... *State*.....

# CLEVELAND GETS 1940 AIR CONDITIONING SHOW

THE Sixth International Heating and Ventilating Exposition, to be held in Cleveland, January 22 to 26, 1940, will be representative of all branches of the industry, judging by the types of companies who have already reserved space. A total of 230 companies have engaged over two-thirds of the available exhibit space.

The Exposition will be held in Lakeside Hall, a part of the Civic Center in Cleveland, under the auspices of American Society of Heating and Ventilating Engineers. This comparatively new building is conveniently situated and offers modern facilities adapted to exhibit requirements.

Two additional members have just been appointed to the Exposition Advisory Committee, of which J. F. McIntire is chairman. The new members include E. C. Webb, Stoker Manufacturers Association, and C. Merrill Barber, American Institute of Architects.

Scientific aspects of combustion in all its phases will be presented at this Exposition. Combustion will be considered in terms of function, apparatus and fuels, the latter including oil, gas and coal. Equipment and accessories in this section include furnaces, burners, grates, stokers, refractories, boilers, gauges, etc. The related field of steam and hydraulic equipment will be represented by traps, driers, feeders, piping, hangers, fittings, heaters, pumps, valves, thermal insulation and expansion joints.

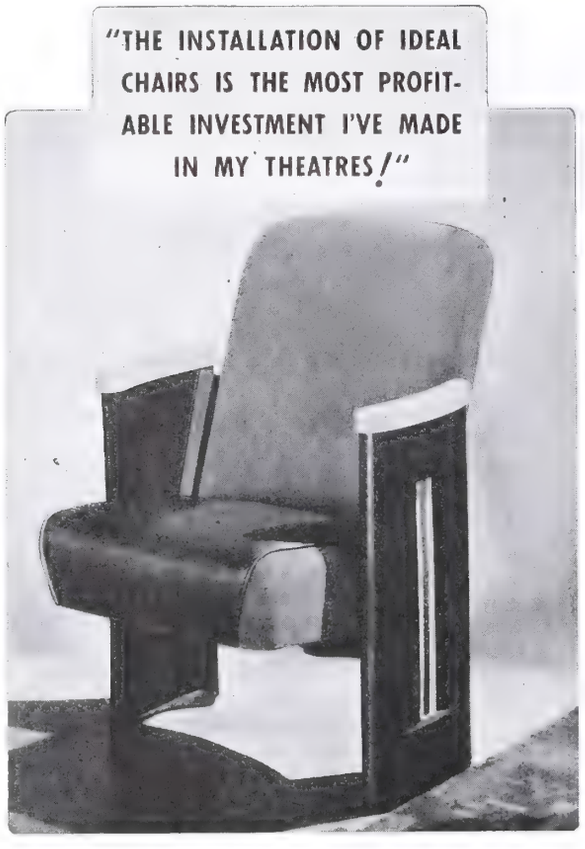
Central heating will be represented by exhibits of apparatus and materials designed to provide economical heating and humidification for building areas of every type. Exhibits of refrigerating equipment in its relation to air conditioning will include compressors, condensers, cooling coils, circulating pumps and refrigerants.

One of the most interesting sections of the Sixth International Heating and Ventilating Exposition will be devoted to machines and equipment used in the handling of air. Any project involving the cooling, heating, drying, moistening, cleaning or transfer of volumes of air requires an assortment of ingenious devices, all of which will be on display. Included are fans, blowers, exhausters, humidification systems, filters, ducts and cooling towers. Related to this field are such important items as unit heaters, unit coolers, ventilators, registers and grilles.

Rapid advance in the air conditioning of public buildings and commercial establishments now has its parallel in offices and homes. Engineering improvements and demonstrated operating economies in room-unit air conditioners have a bearing on this trend. The room-unit conditioner offers the conservative householder an opportunity to convince himself gradually and in terms of minimum investment. Then, too, the large central systems have become more convincing as they have developed complete arrangements to handle year-round weather conditions. Through this amalgamation of interest, sales of summer air conditioning equipment will profit by a developed relationship to winter heating equipment which is more familiar to most.

Previous Heating and Ventilating-Air Conditioning Expositions have been held in Philadelphia in 1930, Cleveland in 1932, New York in 1934, Chicago in 1936, and in New York in 1938.

Management of the Exposition and all details of exhibit arrangement and leasing will be in charge of the International Exposition Company, Grand Central Palace, New York. The Exposition will be under the personal direction of Charles F. Roth, similarly responsible for each of the earlier expositions.


Says a prominent exhibitor.

The value of comfortable Ideal Seating can be measured in terms of increased receipts.

Available in a wide variety of constructions of seats and backs, and in color schemes to correctly match any interior. Ideal chairs will fill the requirements of every theatre.

Reliable dealers everywhere. Write for free catalog.

**IDEAL SEATING COMPANY**

GRAND RAPIDS MICHIGAN

Export Office: 344 W. 44th St., New York City. Attention J. E. Robin.


## Bar Soap Is Taboo in The Better Washrooms

The general public has been educated to know that the use of cake soap in public washrooms can be unsanitary. With their growth in "health consciousness," they realize that liquid soap, properly dispensed, is ideally sanitary and an aid to the protection of health. "You are the first to touch it" means a lot to them.

The public reacts psychologically to the condition of a theatre's washrooms. Clean and sanitary washrooms tend to reflect a feeling that the entire house, likewise, must be clean and well maintained.

# ECONOMY SEEN IN DEMONSTRATION OF DIESELS

TWO new, completely self-contained diesel electric sets, designed to bring low cost air conditioning to many moving picture theatres, have just been announced by a midwest manufacturer. Where air conditioning offers an expensive method of holding customers, the new sets fit into the picture without change in electrical hook-up or essential control; and can cut the cost of purchased power by half it is said.

At a factory preview in Peoria, Illinois, Caterpillar Tractor Company executives have just seen these two sleek sets of 10 and 20 kilowatt capacity. Bulletins, dispatched to the company's dealer organization throughout the world, describe the two low-cost units that can bet set up and in operation in less than an hour after delivery.

So simple is the job of installation that the only wire connections to be made are from the generator terminal to the circuit breaker and from the circuit breaker to the distribution box. The light-weight sets need no special bases but can be set down anywhere and put to work.

All electrical equipment required by the sets is built-in, with the exception of a circuit breaker, according to company engineers. No rheostats, switchboards, instruments or complications of any sort are needed. Because sets of this capacity are almost always operated close to the power destination, even a voltage regulator is unnecessary.

Eliminating the need for auxiliary equipment makes these units less expensive than comparable diesel electric sets available today. Prices are brought down to about the same as those for gasoline generators of the same capacity, the company's sales managers were told.

Considering the wide application in theatres, where service problems must be quickly attended to, the factory has simplified maintenance problems by having the entire units serviced by the national distributor organization. Moreover, the units are designed to be operated by personnel without special training.

The engines have but three operating adjustments, none of which involves the diesel fuel system. The generators are of single unit construction, equipped with ball bearings, which require lubrication only once in six months. Built-in regulation enables the sets to pick up relatively large motor loads with little light flicker and voltage drop.

The two sizes available, as announced, are the 34-15 and the 44-20. The former set is supplied in 3-phase, 110, 220 or 440 volts at 15 KW, .8 power factor. It is also available as single phase, 110/220 volts, three wire type; and 110 and 220 volt two wire type at 13 KW, .8 power factor.

The 44-20 set is supplied in 3-phase, 110, 220 or 440 volts, at 20 KW, .8 power factor. It is also available single phase, 110/220 volts, three wire type; and 110 and 220 volts, two wire type at 18.5 KW, .8 power factor.

## New Line Unit Heaters Now Ready for Market

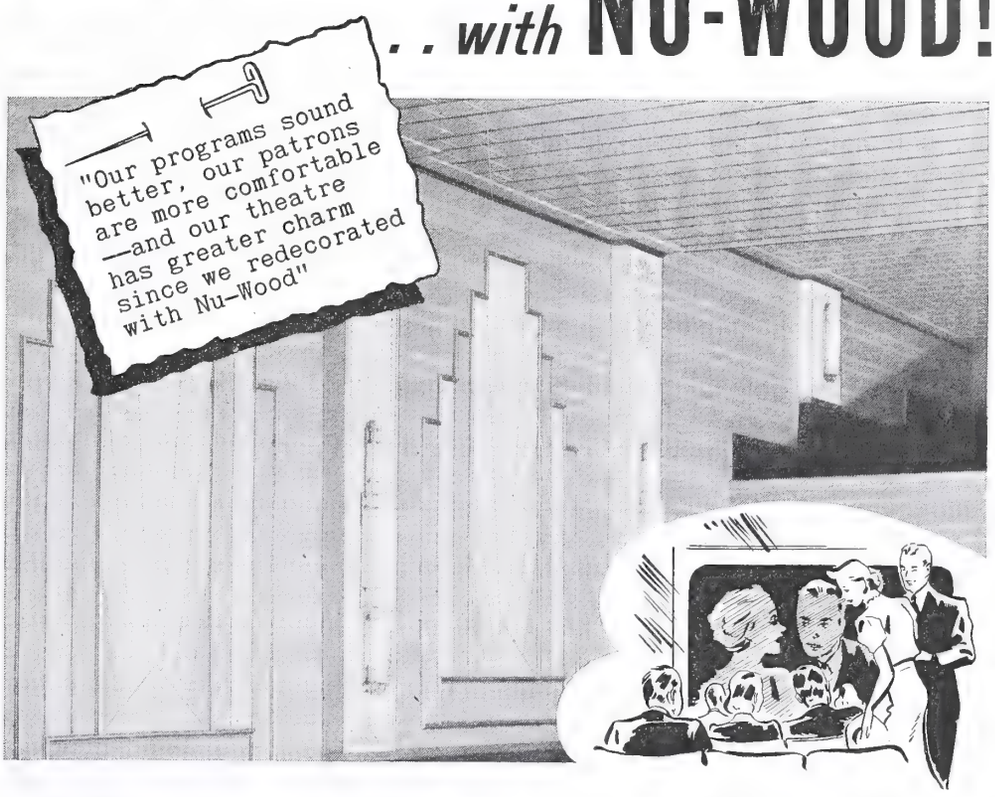
A new line of gas-fired unit heaters is announced by E. T. Murphy, vice-president in charge of marketing for Carrier Corporation, Syracuse, New York. Besides the suspended and duct types available in previous models, a floor unit is now available.

Each unit heater is completely self-contained. Four capacities are provided in the unit heaters, while the duct heaters offer a range of six capacities. Approved unit heaters are available for use in theatres.

Exceptionally quiet operation is claimed for the units, which results from the slow speed rubber-mounted motors, precise balancing of light-weight fan blades and minimum resistance of heating surface to air flow. Prices are lower than previous designs. Mr. Murphy announced that the gas-fired models are in addition to the complete line of Carrier unit heaters and heat diffusers.

Our advertisers deserve your first consideration, because they're laying their cards before you—face up.


# Control sound . . . increase charm . . . reduce your costs . . . with NU-WOOD!




If your theatre decoration is "just decoration," consider how much MORE you get with Nu-Wood—the modern, multiple-purpose wall and ceiling covering! Nu-Wood has a charm of texture—a distinctive, softly colored beauty—seldom duplicated at much greater expense. Nu-Wood absorbs unwelcome noise and controls sound efficiently. And Nu-Wood has the insulating value that cuts dollars off your air conditioning bill.

Consider all that Nu-Wood gives you—and then consider that it is amazingly low in cost! That's why so many distinctive theatres have turned to this better way of attracting more patrons and lowering cost at the same time. We'd like to show you some of the many outstanding theatre applications of Nu-Wood—mail the coupon for further information.

NU·WOOD
THE INSULATING INTERIOR FINISH



Nu-Wood . . . Products of Weyerhaeuser . . . Balsam-Wool

WOOD CONVERSION COMPANY
Room 134-8, First National Bank Bldg., St. Paul, Minnesota
Gentlemen: Please send me further information and full color illustrations on Nu-Wood for
☐ New Construction ☐ Remodeling

*Name* .....
*Address* .....
*City* ..... *State* .....

# PLANNING

**CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS**

# Modernization and Expansion Build Up Community Good Will

**An explanation of motives that inspired the planning of a modern theatre and a description of the project as given us by the architect, ROBERT O. BOLLER, of Kansas City, Missouri.**

WHEN theatrical interests, through lack of foresight, fail to modernize or add to their properties in a given spot because they have the town "sewed up," and no immediate competition is threatening their territory, the result may be, and usually is, a loss of patronage and a building up of actual illwill in the surrounding community.

No such mistake could be laid at the door of Dubinsky Brothers, operators of the existing Orpheum and Lyceum theatres in Leavenworth, Kas., when on July 23, 1938, they opened the doors of their new Hollywood at the corner of Fourth and Delaware Streets. This new, up-to-date theatre, designed by Robert Boller, of Kansas City, contains the ultimate in modern appointments and is distinctly an adventure in community goodwill. Only outside competition in the vicinity is the government theatre recently constructed for the military forces at Fort Leavenworth.




*An exterior view of the Hollywood Theatre which suggests about everything to be desired insofar as imposing effect and outdoor display efficiency are concerned. All functions of the modern theatre front are in evidence here.*



*A peep into the poudre room of the Hollywood affords an idea of the decorative attractiveness and functional efficiency throughout this fine theatre.*

Dubinsky Brothers own or control twenty-two first-run motion picture theatres in the states of Missouri and Kansas. The Hollywood, operated under the general supervision of Edward D. Durwood of Kansas City and under the local management of Irvin Dubinsky, in addition to being the newest and largest showhouse in Leavenworth, represents one of the major holdings of the company.

### Pacing Civic Progress

Due to its central location in a rich retail trade area seventeen miles in radius, which is dotted with modern farms and populated with 50,000 potential customers, and also due to its many and varied manufactured products, Leavenworth continues to advance at a time when many cities are facing a dwindling census report. The city's greatest growth has been made during the past twelve months.

U. S. Highway 73, state highways 5, 7 and 92, six steam railroads and one electric interurban line bring residents of the surrounding territory to the city's shops, markets and amusements.

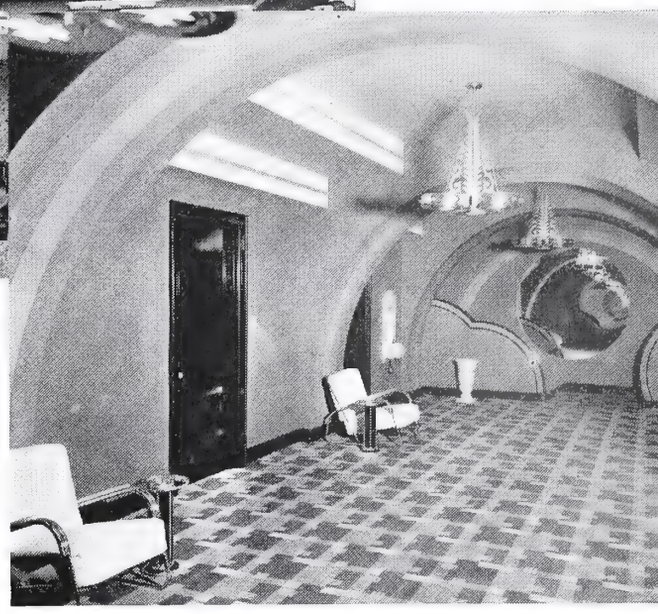
In addition, patronage for the new theatre is drawn from the numerous employes of local plants manufacturing furniture, stoves, millwork, ice machines, mine and mill machinery, flour, military uniforms and hay presses. A large colored population helps to swell the total. In all, Leavenworth's residents aggregate more than 20,000.

To enlarge the number of customarily resident townfolk and members of the regular Army post, four hundred high-ranking military officers annually undergo expert training for one year at the Command and General Staff School at Fort Leavenworth. From March to June, fifty Reserve and National Guard officers are schooled at the military post. Dur-

## *All Theatre Builders, Please Note*

*If you have recently remodeled or otherwise modernized your theatre and are particularly proud of the result, please send us photographs and details. Through the presentation of these Case Histories, it is our purpose to raise the standard of theatre construction and outfitting and thus render a service to the entire industry. Your cooperation is requested.*—THE EDITOR.





*Above—Looking from the Hollywood's auditorium one may see the effects of capable theatre planning. At right — This view of the mezzanine lounge gives evidence of thought devoted to the building of good will through public service.*

ing June and July, about two hundred and fifty college men from the R. O. T. C. units in colleges and universities throughout Kansas, Missouri and Arkansas attend summer camp there. August finds young men from these same three states undergoing a study of military tactics at the Citizens Military Training Camp at the Fort.

St. Mary's Academy for young women, established in 1858 by the Sisters of Charity, occupies 160-acre grounds south of the city, drawing students from some distance east of the Mississippi to the West Coast.

With the large possible patronage at hand, Dubinsky Brothers felt justified in increasing the total capacity of their theatre holdings in Leavenworth to 2,200 seats, the new Hollywood providing accommodations for 1,015 persons.

DESCRIPTION OF PROJECT

Erected on a downtown corner lot formerly occupied by an old bank building, the new theatre lifts an imposing modern facade 48 feet in height on Delaware Street, with a harmonizing but somewhat less dominant treatment on the Fourth Street side. The lot is shallow, being only 48'x125'.

The fireproof building is of brick, plastered with cement, and painted a rich shade of ultramarine blue. Recessed horizontal bandings of silver cross the front and continue down the side elevation. Heavy blue pylons frame a central panel of blue and gold featuring ornamental work in rust and silver. Three-color flood lights, from the ceiling of a V-shaped marquee and from two large lanterns set on abbreviated buttresses at the base of the central panel, provide eye-arresting night effects. A large vertical sign, installed on the corner of the theatre, draws attention for many blocks down either street, while a three-line attraction board above the marquee is surmounted by additional signs featuring the theatre's name.

The Verdi Antique marble in the boxoffice bulkhead is recalled in the base of the theatre front and of the two small shops in the front of the building. Large display frames on two sides of the vestibule piers advertise current and coming attractions. The centrally-located ticket booth is flanked by doors from vestibule to a lobby, 7' 6"x23'. A second series of doors, at the rear of the lobby, opens into a foyer, 14'x45'. Foyer walls are finished in two shades of blue which accentuate their zig-zag design, and a colorful modern carpet lends warmth and hospitality to the room.

From the foyer, first floor patrons pass directly to the 616 seats on the orchestra floor of the 45'x85' auditorium, while balcony patrons ascend from the left end of the foyer by means of a wide, easy stair-

(Continued on page 67)


## THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

## MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 8-19-39
Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

| | | |
|---|---|---|
| ☐ Acoustics | ☐ Decorating | ☐ Screens |
| ☐ Air Conditioning | ☐ Heating Equipment | ☐ Seating |
| ☐ Amplifiers | ☐ Lighting Fixtures | ☐ Signs and Marquees |
| ☐ Architectural Service | ☐ Lounge Furniture | ☐ Sound Equipment |
| ☐ Carpets | ☐ Plumbing Fixtures | ☐ Theatre Fronts |
| ☐ Coin Changers | ☐ Projectors | ☐ Ticket Machines |
| ☐ Complete Remodeling | ☐ Projection Lamps | ☐ Other Subjects |

.....

Theatre ..... Seating Capacity.....

Address .....

City ..... State.....

Signed.....
(Owner-Manager)

# DECORATING

**DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS**

# Plan to Apply That 1940 Atmosphere in Easy Stages

By **Hanns R. Teichert***



THIS month we want to talk as directly as it is possible to do in print to the owners and managers of the smaller theatres — houses that seat from two hundred to seven hundred people.

The reason for our addressing this section of the industry is because many of you have decried, "These articles on decoration are all very well but apparently we, the small unit owners, are not supposed to be interested or appealed to as you constantly show pictures of the theatres you have decorated and they are usually some of the largest houses in the country."

It would be quite impossible to answer each of you individually, so we hope this article will serve to clear up some of your misapprehensions.

First of all, each and every article that has appeared under my name has been directed to *every* theatre owner in the country, no matter the size of his house nor where he is located. It is true that we have often described our work on some major projects, for being human, we are naturally proud to point to the fact that we execute decorations for some of the largest theatre chains in the country.

### A Question Oft Repeated

But we have also written about some very small independent theatres and we ask you to look back through your past issues of The Modern Theatre section of Boxoffice to prove our point. However, enough of that. Let's get down to answering a few direct questions from you who are interested and have taken the trouble to bring your problems to us. The question asked us most often is:

*"We can't afford to modernize our entire theatre at this time. What can you suggest that will make us look progressive and still not cost too much?"*

After years of experience, this one never catches us unprepared, and we always answer in the same way:

Go after the exterior! Everyone passing will take note of that point first. Use one or a combination of several of the inexpensive new facing materials now on the market. Simplify your front building lines. (This is mainly a matter of *taking off* gingerbread and time-worn trappings, rather than *adding on* expense.) Install a modest but workable and easily changed attraction sign. Put on a new canopy if you can't simplify your old one into clean modern lines, and see that the lighting is strong enough to outshine your neighbors.

After you have taken this first step, let your bankroll rest and catch up for a few months. Then go after your boxoffice, lobby and foyer. Here again the keynote should be conservative modern. Take off and out every non-functional gewgaw and simplify, simplify, simplify! The sense of space and freshness you'll secure through this process alone will more than repay you for the small amount of labor it involves.

Be sure to reserve space and funds for a few flush-set coming-attraction boards in the walls. With just this much "cleaning out," your house will begin to have the air of a modern era. And when warm, exciting colors are applied to that foundation with a dashing modern treatment, you're well on the way to what you and your customers want. Pay for this much and take your second "breather."

### Renovation in Relays

When you have saved up a little more, go after your lounge provisions and rest rooms. Another "breather," and then tackle in progressive "doses" your auditorium decorations, your lighting fixtures, seats, carpets, draperies and air conditioning, until you have taken care of your entire property.

Once again you're saying: "That sounds easy, but how can I be assured that when I've finished the whole thing it will look right together, so that my customers and I will be satisfied?"

Well, we drive home the point again: Hire a competent architect and a decorator. Let *them* make sketches, color schemes; get quotations from all trades, add the whole thing up, and *budget* your entire operation from start to finish. By so doing, you can lay aside money as it will be needed and have an intelligent, workable schedule to follow.

If a plan such as that suggested above is adhered to, you owners of the very smallest theatres can have houses as inviting to your customers as any theatre of the largest chain. And why should your house be any less attractive than the big ones? Let me assure you that many of the big fellows follow modernization plans similar to the one we cite for you here.

Don't overlook the publicity you can get as a result of this plan. Astute use of publicity before and during your modernization can greatly help to make your plan pay for itself.

Each time you make an improvement, it should be written up for your local newspapers and publicized on your screen. Also make impressive pre-opening displays of your architect's or decorator's color sketches that are to be followed in your lobby or foyer.

Don't miss a single bet in the way of advertising what you are doing and you will find your patrons taking an appreciative interest in your efforts for their comfort and pleasure.

### Keep the Show Going

Another point you will be glad to learn is that during all alterations there is absolutely no reason why you should miss a single day's receipts. Work can be planned so as not to interfere with your regular business. But it *must be planned that way.*

With a thoroughly integrated system in mind such as that mentioned above, all you need to start you on your way to a "House With a 1940 Atmosphere" is the selection of your architect or decorator right now.

And, best of all, you will find this progressive modernization plan no undue strain on your budget. In fact, it will come closer than you now realize to paying for itself as it goes. Wake up new interest among your patrons and dominate your drawing area with this new modernization plan now.

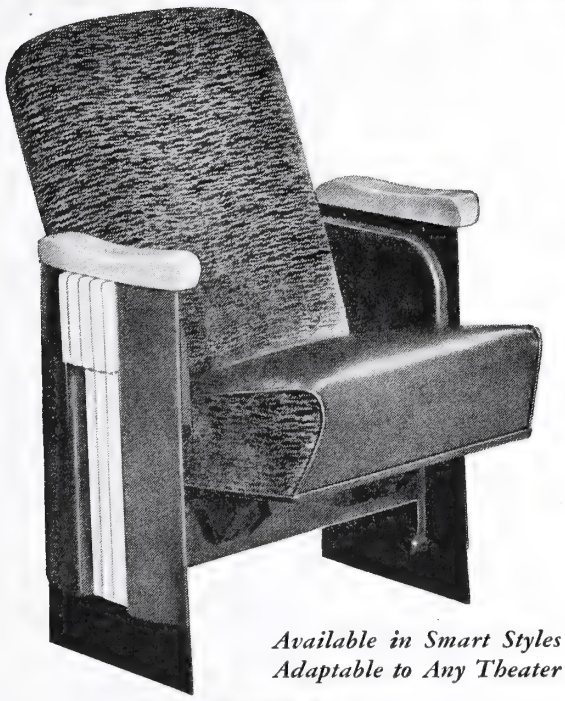
We have purposely made this article short and to the point, hoping that it will be thoroughly read, remembered and acted upon. Our services and advice are open to any of you who will write. Also, the consulting Architectural Board of The Modern Theatre Planning Institute is at your command. When you desire information on building materials, decoration, equipment or any allied service, your editor will see that you are furnished with all data promptly. All of us want to help you all we can.

## Advisory Service

*Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to* The Modern Theatre, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

**Theatre Decorating Specialist, Chicago, Illinois.*

# SMASH HIT OF '39

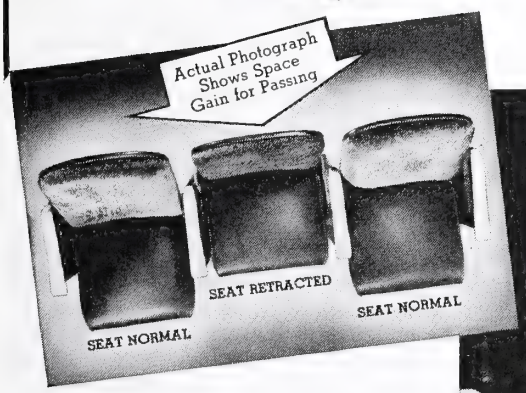


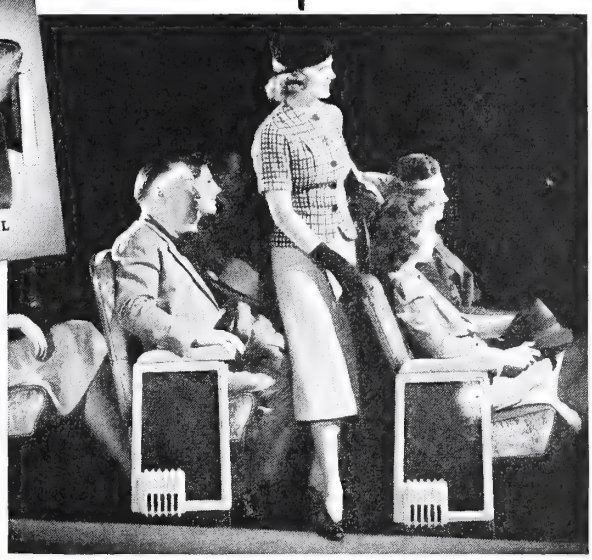
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A slight thrust of occupant's feet pushes seat back to let others pass.

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LEXINGTON THEATER
Chicago, Ill.
HOPKINS THEATER
Oakland, Calif.
CENTER THEATER
Los Angeles, Calif.
COMERFORD THEATER
Carlisle, Pa.
KRIM THEATER
Kilgore, Tex.
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# KROEHLER *Push-Back* THEATER SEAT

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AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

# Leave Out the Hinge Pin and Something's Liable to Happen

By **Gordon H. Simmons***



WHEN I was a little boy, I had an aunt. Her name was Tessye. But she was not an "Old Maid Aunty," because she hauled off and married a rich man—which made a poor relation out of me.

Now in those days automobiles were neither common nor what they are today. But being able to afford the best, Aunt Tessye bought a Packard. And she got a man to drive it, but he was not a factory man. His ancestors were from Africa.

No sooner had the car been delivered than she decided to go on a shopping trip, and with the African in the driver's seat she started out. I guess she had instructed Jazbo to look neither to the right nor to the left of him, but to keep his eyes on the straight and narrow. Through the speaking tube she directed him to pull up to the curb in front of a department store and then she proceeded to let herself out.

But she made a little noise in doing so, which I guess is why the driver finally looked around. And there, to his dismay, was Aunt Tessye lying prone on the sidewalk with the car door atop of her.

This really happened, folks. I'm not foolin'. The poor darky was so astounded he was paralyzed. A pedestrian had to pull him out of the driver's seat to get him to help pry the door off poor Aunty.

### And Here's the Moral

I guess I'm a modern Aesop. I usually point a tale with a moral. Whenever a pivot is left out of the hinge of anything you are trying to do, a door or something will surely fall on you.

Now I've still got ants in my pants, which keeps me restlessly trying to get folks to listen to me because I really do know what I'm talking about. I'm an expert in my line simply because I have studied under experts. If you studied under Paderewski, you simply couldn't help learning something about music.

But I know so little about stirring up propaganda, even though I do know that plenty of practical propaganda is needed now. All I can do is try to amuse you while attempting to instruct; meanwhile watching various and sundry doors fall on some of you when you try to buy air conditioning "on the hoof."

The automobile was developed at the expense of the public, and the progress of air conditioning is no different. Call in any ten salesmen engaged in this business, or even engineers, and quietly listen to their recommendations. You will receive *ten* different ideas about what you ought to do. Now this is not a deplorable state of affairs because it is unavoidable during the process of developing a new science.

The development of anything new requires pioneers. And I am one. These articles of mine are a pioneering effort that seems to attract more attention in other quarters than in theatrical circles. But air conditioning equipment has been designed and is on the market today that bears my signature of approval. Packard makes a pretty good automobile and the accidental omission of a pin in a hinge does not detract from the merit of the car today.

Present-day factories do not make such mistakes. All of the pins will be in all of the hinges of any reputable air conditioning equipment you buy. But where the pins are left out of an air conditioning job is during the *installation*. The manufacture of anything you buy is under control of engineers. But do you dare tell me that your installation was under such control?

### What Happened to Hank

Previously reported in these pages was an air conditioning installation in a Wisconsin Palais de Chance. One of the employes who subsequently operated the system was a chap called Hank. Well, that was two years ago.

I met Hank again the other day. He was busily engaged in air conditioning a much larger place of the same nature, where if 500 of you wanted to go on a bingo binge while dancing to dulcet music between games or to view an eight-act floor show after all other festivities were over, I could not recommend a better place.

Hank's air conditioning job was practically finished, and when I looked over the installation what I saw practically finished me. I have a sense of humor, but I also have sympathy for a man faced with a condition he *must* overcome to stay in business yet cannot find a reliable source of information whereby he can be guided in regard to what he should do.

Hank and I sat down on the curb to cry and I told him compassionately that he was "on the spot." I told him not only what his air conditioning job would not do, but why. He wanted me to come out that night for the grand opening, but I didn't have the heart to go. I did tell him that if my prognostications proved to be correct and if he wanted me to try to help him straighten out the mess, I'd be glad to do so. So I'm writing this article while awaiting his frantic call.

Nobody is to blame for this, least of all Hank. You can't blame a boy for trying, and this is the only way this business can be learned. I made my mistakes too, but I made them during the early days when not much in the way of results was expected of me. If I could not today get better results than those expected of me ten years ago, then I am dead from the ears up and don't know it.

There are now so many "Hanks" in the air conditioning business that the business itself is in jeopardy. Much propaganda has been released relative to the wonderful benefits procurable from air conditioning but the public is becoming wary to such an extent that even the "big engineers" are getting the raspberries.

### A Couple of Callers

A few days ago, two theatre owners from Lake Forest, Illinois, drove up to see me. Exhibitors coming all the way to Milwaukee to consult with me was something new in my experience. They saw no office full of red-headed secretaries even though I have long pleaded with my wife to let me have half a dozen. But they did see a table piled deep with your mail and blueprints. I'm trying hard to catch up with my fan mail.

I was in my undershirt merrily punching my typewriter and told Mrs. Simmons not to let them in. They might have been bill collectors and I don't like to have

## Are You Confused?

*The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.*

*Air Conditioning Engineer, Milwaukee, Wisconsin.

bill collectors interrupting me when I am writing to you. But when I saw these two gentlemen come in each with a copy of BOXOFFICE under his arm, I began to realize the honor being done me and I also could not overlook the light of disillusion dawning in their eyes.

Now I can be as nonchalant as the next one when caught with his britches down or in his undershirt. I believe in comfort and I had it. I know I'd look better with my moustache waxed, mauve spats and a stiff bosom shirt, and I might have been so dressed if they had only telephoned before coming out.

But I also knew that it would take them a week to inspect installations in the city of Milwaukee and I knew too that not a single customer of mine would dare tell them anything derogatory about my work or me. So I showed them some installations before they left—one in particular where they might have put their whole theatre in one corner of the place. And they asked me to come to Lake Forest on Tuesday, which I will do even though nothing was said about who buys the gasoline.

MY STRANGE PHILOSOPHY

If you expect to get, you gotter give; which is why I'm doing what I am. I'm trying hard to give you good measure, full and running over. I don't ask a dime for my time and I spend most of it trying to serve you. I am well aware of certain ethical restrictions about using editorial space for propaganda, but I am also well aware of the restrictions enveloping the air conditioning industry not only as it pertains to theatre patrons but to all other classes of customers as well.

I am also well aware that I am being read. Not because of personal writing ability but because of interest in the subject. There is an avid desire on the part of the public for reliable information on this so-called air conditioning.

Now again my advice to you is *cut out buying apparatus* as such. Quit being your own engineer or hiring the "Hanks" of this industry to do your engineering for you. Investigate the credentials of anybody attempting to serve you; insist upon seeing at least a couple of his jobs before giving him your own.

If you persist in sitting behind your

(Continued on following page)

## *Where To?*

Bucko Simmons will ride again! Where to? Well folks, it all depends on you.

In the wake of this issue, our perambulatin' practitioner plans to hie himself to the hinterlands again—headin' for the World's Fair. Which Fair; east or west? We'll let you readers decide the direction.

Invitations to stop off and "set a spell" to talk over your air conditioning troubles (if any) are now in order. A tank of gas for the Zephyr and a chicken (or fish) dinner is all it can cost you and he'll even go out and snare the dinner if you'll show him where.

So, come on with your invitations! East or West . . . of Milwaukee! Your bid may break the tie and head him in your direction. But you'll have to hurry if you wanna see Simmons—or do you?—THE EDITOR.

# SIMMONS' Q-AND-A CORNER

**Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.**

The Lone Star State seems to be the seat of a lot of theatre air conditioning troubles. I get more letters from Texas exhibitors than from any other state. Here's a case for the Corner:

*The Letter*: "We are having trouble with the distribution of the washed air in our theatre. Our air seems cool enough. We are using two ..... blowers with separate washers for each blower. When we have one unit on we get better distribution than when we have both units going. We seem to have plenty of air coming in the theatre and the air is cool enough. We have 765 seats.

"Under separate cover I am mailing you a blueprint of the theatre, which I am requesting that you return. I am enclosing postage.

"You will kindly suggest in what way our present system can be improved at as small cost as possible.—O. U. S."

*My Response:* "I received your letter of July 25th as well as architect's drawing of your house. And while I am only too glad to help you clear up the trouble complained of, I am not going to stick my neck out as I did recently on another Texas job, the letter of complaint being almost identical with yours. So I am calling for more information.

"You say 'the air in our theatre seems cool enough.' Which is what fooled me on the above job *I complain* of. So I gave out an air distribution system that worked *perfectly* from an air distribution standpoint, only to have the theatre owner beat my ears down with the statement that 'the trouble now seems to be *lack of breeze.*' He pulled out the grilles I specified and inserted some slats of his own design and now reports everybody happy. I am sure he is giving full credit to the 'slats' and not the other things I did after a personal visit to his theatre. But this is the first, last and only complaint I'll receive from a theatre owner if adequate information is in my hands *before I advise.*

"So accurately measure the temperature of your air *immediately* leaving your washer, as well as the water temperature *entering* it. State if you ever have trouble with humidity even on just a few days. This information is important to me.

"You report 765 seats in your house. Let's call it 800 including standing room. You then need at least 24,000 c.f.m. of air. Copy name plate from your blowers. Get their speed and h.p. of the motors. Is your ceiling insulated, and if not, why not?

"I don't like your present air distribution at all. No chance for it to work the way your drawing shows it. Looks like a lot of trusses in your attic space, too, which might interfere with a duct running the length of your theatre. Can you send me a detail of this truss so I can figure out how to duck a duct through if we need to? Note your remark about doing something at 'small cost.' I can *improve* results without an overhead duct system, and this would be at 'small cost.' But I sure would have put in a duct at the very beginning if I had been your engineer.

"Quite evidently many theatre owners are reading that last article of mine titled 'The Time to Read Blueprints is Before You Buy,' because blueprints are piling up on my table.

"But the accompanying letters invariably state, 'I have bought this and I have installed that.' Your own case is quite typical. Now I have tried very hard to instill some common-sense practice into theatre air conditioning. I must not be hard to read or understand, because very rarely do I get a question fired at me asking, 'What do you mean?'

"If theatre owners would only send in their building plans *before* they do a darn thing about heating or air conditioning, I could blue pencil them up in much less time than I can re-work an already installed job such as yours.

"When I lay down the details for a brand new job, it *always* works. Many times the total job costs less and invariably the operating expense is less. But I cannot plaster the highways with billboards advertising this fact.

"I am operating this engineering service at considerable personal expense in both time and money as a sort of ethical method of advertising, so to speak. Occasionally a theatre owner writes that 'maybe we can do some business.' And when you undertake to build a new theatre, I hope you will write me in words to this effect.

"In the meantime, I am yours in the cause of service and when I have the information asked for I will handle your job by marking up the blueprint you sent me and returning it to you. After the trouble is removed from your job, I would expect you to write the editor and so state, with permission to publish your name.

"I take my assignment as Air Conditioning Columnist quite seriously and am giving a high degree of satisfaction as the letters I receive state. Many of them have been published, but in spite of this my mail is still cluttered up with complaints about jobs improperly done when they should have been done properly in the beginning.

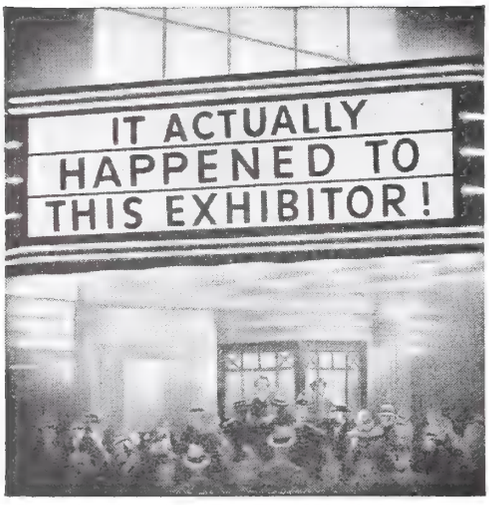
"If you as a theatre owner operating a chain of theatres would care to give me some constructive criticism or any suggestions as to how to make our Air Conditioning Department more helpful to you all, I'd appreciate it.—G. H. S."

---

Look out for all offers of free architectural service. Something for nothing usually has a catch to it.

---

House Appeal is that something which adds a fifth star to a 4-star picture.




TRUE STORIES FROM ALTEC FILES



WM. L. LYDSTON
*Manager,*
*Bristol Theatre,*
*Bristol, N. H.*

## *Finds Fan Turning Backward; Stops Patron Walkouts*

BRISTOL, N. H.—"It was a hot midsummer night. Despite the fact that we have a modern pressure ventilator, the air in the theatre was stifling," said William L. Lydston, manager of the Bristol Theatre here. "I had eight walkouts during the evening and had called Boston for a ventilation engineer.

"When our Altec man, F. A. Brown, called at the theatre, I told him my troubles.

"After checking the ducts and dampers, Brown crawled into the fan room. A few minutes later, the cool air began pouring into the theatre, and the system has worked perfectly ever since.

"Brown explained that he found the fans turning in the wrong direction—someone must have changed the leads—and that he had our electrician reverse one leg of the 220 volt 3 phase supply, thus restoring proper rotation and blower speed.

"We were saved the expense of having a ventilation expert come up from Boston, and the theatre patrons were comfortable again. What our Altec man did was certainly 'service over and above the contract'."

• • •

Without obligation to yourself, let an Altec inspector explain to you how Altec can help in relieving you of many technical worries in your theatre operation.

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250 West 57th Street, New York City

THE SERVICE ORGANIZATION
OF THE MOTION PICTURE INDUSTRY


## Leave Out the Hinge Pin and Something's Liable to Happen

(Continued from preceding page)

desk, inviting salesmen into your sanctum and opening up the conversation with "What's your price?" you can expect a door to fall on you. Forget all about gadgets as such, how they are made and how they work. That information is not for you—it will only befuddle you. I have attempted to get technical with theatre owners only to have one tell me recently that I was a grand "mixer-upper."

Ask of the people who call on you, "Who in 'ell are you anyway? What jobs have you done, where are they and how do the owners like them?" Tell them, "I want at least ten cubic feet per minute of fresh air per seat in my house, a relative humidity of not more than 50 per cent at a dry bulb temperature of not more than 80 degrees." Then ask 'em, "How much?"

THE PLAN'S THE THING

If you merely wish to buy the apparatus and have the installation work done locally, insist upon being furnished a plan. And then have the plan followed so closely that nobody can cook up an alibi. I can check plans more rapidly than I can make them and am inclined to cut out making them free gratis and for nothing. This department will serve you by checking any plans you care to submit, as well as by giving advice by letter when you ask for it.

I am an expert in more than air conditioning matters. For years I have practiced with rod and reel to learn how to gently lead a four-pound bass up onto the bank with a small hook and light fishing line, and many times I find I have only hooked him by the "skin of his teeth." If I am not hungry, I let him go. But I am hungry now and am tempted to go after you theatre owners with shark's bait. I can use words that will bite like a shark and therefore am well equipped to take my place within the theatre industry.

If you people fail to recognize facts when they are stuck under your noses, then the only thing left to do is let a half dozen doors fall on you.

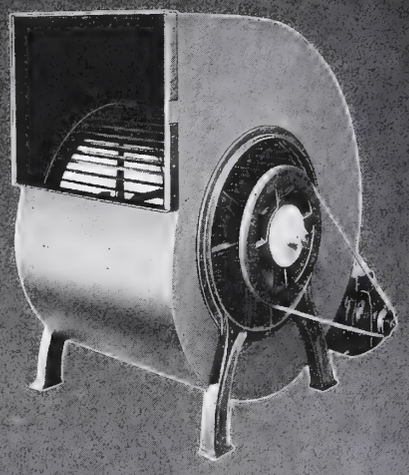
## Parsons Assumes Charge of Celotex Production

At a recent meeting of the Board of Directors of The Celotex Corporation, Chicago, Ill., Mauran F. Parsons was elected vice-president in charge of the Louisiana operations, with headquarters in Marrero, Louisiana, where the main plants are located.

Mr. Parsons joined The Celotex Corporation in 1920 as general superintendent of operations, and later was made assistant to the president, after which he became general manager of Louisiana operations where he remained until his present appointment.

Previous to his connection with the company, Mr. Parsons followed the newsprint and fiber industry in many manufacturing capacities and was associated with the Great Northern Paper Company, the Minnesota-Ontario Paper Company and its insulation division, as well as other paper manufacturing companies.


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Eight models from 2,500 cfm to 30,000 cfm.

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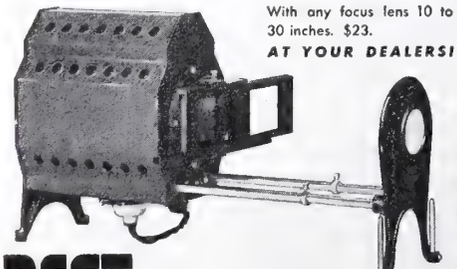
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1000 watt. Range 75-150 ft. With any focus lens 10 to 36 in. $35.

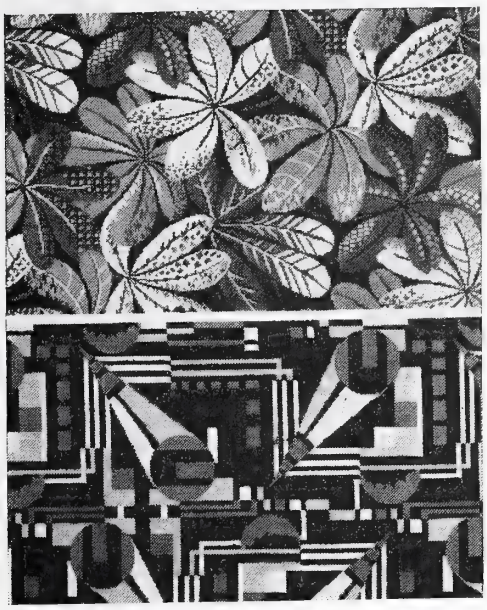
500 watt "BESTEROPTICON". Range up to 75 feet. With any focus lens 10 to 30 inches. $23.

*AT YOUR DEALERS!*



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10516 WESTERN AVE., CLEVELAND, OHIO

## COLORFUL



Tropical leaves in exotic shades of turquoise, gold and brown form a striking pattern for one of the new carpets in the contract line of the Charles P. Cochrane Company. Another presents a dramatic design for theatre use in green, orange and gold on a midnight blue ground.

These recent additions to the company's contract carpet line reveal new color and style trends in floor coverings for theatres and other public institutions. Isabel M. Croce, design consultant, under whose direction the new line has been styled, has introduced period types of design and sophisticated color combinations now in demand by theatre architects and interior decorators. With the present trend toward theatre modernization, these patterns are designed to capture favorable attention through new decorative effects.

Stylized versions of period designs are prominent in the new line, with special emphasis on French and Georgian patterns, classical motifs and modern types. Colorings are distinctly different, featuring smart new blendings such as turquoise, gold and brown; sea green and midnight blue; coral and black. Clifford R. Wright has recently been placed in charge of contract sales for the Cochrane Company.

## Star Gazers Find Need For Better Insulation

Astonishing as it seems, the sun at times is a nuisance to astronomers. A fact so true that the University of Minnesota had the dome of their recently completed observatory specially treated with insulation to ward off the hot rays of summer sun.

A cool interior allows work to be done during the day. It also reduces the possibility of raising inside temperatures higher than outside temperatures which would otherwise distort the 10½-inch telescope housed within the structure.

The new observatory atop the 3½-story Physics Building, located on the university campus, is of the most modern type in design and construction. Weighing 12 tons and measuring 26 feet in diameter, the dome is fabricated of structural steel with a new type of structural insulation in two-inch thick slabs laid between the steel tees. A copper sheeting covers the shell on the weather-side for protection against the elements.

Swinging the dome into any position so scientists can gaze heavenward is done by a slight pressure of one finger. The entire structure rests on antifriction bearings and is finely balanced to revolve in either direction on its circular track.

In the interior of the observatory, hushed quietness, desirable in the study of the stars, prevails even when professors are holding classes. The undersurface of the same insulation used in the dome structure for controlling interior temperatures has been left exposed to provide a curved ceiling with high sound-absorbing properties.

This material, which performs a double duty, is also fire-resisting and owes its insulating and sound absorbing values to the labyrinth of openings contained within the machine-shaped slabs. It derives its name "Thermax" from a transition of the words, "thermal insulation and maximum strength."

Since most astronomical work today is carried on by means of photography and this involves long exposures, the observatory is especially designed to keep the instrument extremely steady. With such complete equipment, these modern facilities will allow the professors of Minnesota University to further their studies of the stars and planets.

## Tissue Towels Give Sanitation at Saving

The advantages of supplying an individual tissue towel service are now generally realized by theatre management. Tissue towel service is flexible, convenient, and modern. Tissue towels have replaced the outmoded cloth towel. The reasons for this are obvious: The tissue towel is individual, it is used by only one person and only once; the health of the user and that of others is thus protected. The type of dispensing unit will either promote economy or make for wastefulness. Further, it may enhance or detract from washroom appearance. Soft, absorbent tissue towels which are strong and "stretchy" give comfort and satisfaction and cleanliness.


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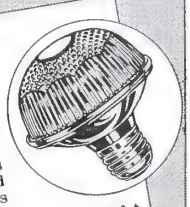
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# SANITATION

**EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE**

# Washroom Sanitation a "Must" Rule of Theatre Management

By **William Flatow, Jr.***

IN NO other industry is proper sanitation and cleanliness of such great importance. On the one hand, it is a definite duty for a theatre's management to provide washroom facilities which are sanitary so that the public's health may not be endangered and, on the other hand, the public demands that clean facilities be offered. In many cities definite health codes have been drawn up which must be adhered to and it is foolish to evade the law for any reason or if there is no law not to keep a theatre's washrooms in sanitary condition.

Over the last two decades, a great deal of stress has been placed on the importance of clean and healthy surroundings and the public demands to a great extent that such levels be adhered to. One particular industry which, of course, cannot be compared to the theatre industry, has publicized to a great extent the high standard at which its washrooms are maintained. Over the past year, in the gasoline industry, millions of dollars have been spent by leading gasoline manufacturers bringing to the attention of the public the sanitary condition of their service station washrooms.

### Public Interest Aroused

This is proof enough, since such advertising campaigns are still going strong, and the public will patronize those places where the washroom facilities are of a high character. Similarly, in the theatre industry, it is of great importance that the building and washrooms be kept at a high standard.

Although it is important that the main sections, such as the lobby and the auditorium, are properly maintained at all times, it is doubly important that the theatre washrooms be of a character that will reflect the interest of the management to serve their patrons in a satisfactory manner.

Theatre washrooms probably have a larger percentage of users to total attendance than any other public institution. Since so many patrons of the theatre use the washrooms, it is important that they be kept in suitable condition at all times. This does not necessitate having attendants for the convenience of the customer as there is proper equipment on the market of a self-service character and also proper maintenance materials to keep the washrooms in good sanitary condition.

It is of primary importance to have a clean washroom. This can be effected by means of the use of a proper cleansing disinfectant. The proper disinfectant will not only remove stains but will also help to combat obnoxious odors which may arise through constant use of the washroom.

### Selection Important

There are a great number of different disinfectants on the market today and it is important that one select that disinfectant which is the most suitable for the work to be done.

For the protection of the purchaser, disinfectants made by recognized and reputable manufacturers carry the relative strength of the disinfectant on the label. This strength is determined by a test developed by the Food and Drug Administration of the United States Department of Agriculture and compares the disinfectant against a culture of Eb. Typhosa. The disinfecting value is measured against pure carbolic acid and, therefore, the phenol coefficient, which is a result of this test, is a definite measure of the strength of the disinfectant.

Since for most practical cleaning purposes, it is important that the emulsion be equal to a 5 per cent solution of carbolic acid, a disinfectant should be chosen that has a relatively high phenol coefficient. By using such a disinfectant, the proper value will be contained in the solution and a minimum quantity of the disinfectant need be used.

In those washrooms where there is a great deal of traffic, it may also be necessary to provide some method of efficient deodorization. In this regard, it is suggested that automatic drip machines be used. The proper machine need only be filled once a month to constantly drip a certain amount of deodorizing fluid into the urinals and toilet bowls at intervals during the day and night. They do not require any attention and help eliminate many odors which may seep out into the theatre proper.

In those washrooms which do not have a great deal of traffic, deodorizing cakes may be used for eliminating bad odors.

### Soap and Towel Service

Satisfactory washing facilities should also be provided for the patrons. To begin with, soap dispensers should be used with a high quality liquid soap. There is a soap dispenser on the market today which incorporates a lathering device that not only provides a more satisfactory method of dispensing liquid soap but also reduces the soap consumption to 40 or 50 per cent.

Paper towels should be on hand in clean sanitary metal box containers. An important precaution is that the proper grade of paper towel be selected which, in the long run, will prove most economical to the theatre management. If a cheap towel is used, the patron will use more towels of this grade to dry the hands and, therefore, contrary to the belief that the cost will be less by buying the cheaper towel, the service will be more expensive than if the better grade of towel had been selected.

For the convenience of the women pat-

*of West Disinfecting Company.



*Modern washroom efficiency is expressed in these two views. In the upper picture liquid soap dispensers and other sanitary and saving fixtures are to be noted. Below is to be found the application of automatic drip machines to eliminate urinal odors. (Photos courtesy West Disinfecting Company.)*

rons, sanitary napkin vending machines should be installed in the women's washrooms. These machines are rented free of charge to the theatre management and dispense individually wrapped sanitary napkins for a nominal price. A certain percentage of this return is received by the theatre management and, therefore, this convenience not only proves to be a definite convenience item appreciated by the women patrons but also permits a small per cent of profit for the management.

By following the above suggestions of providing proper washroom sanitation, it is certain that the appearance of the theatre's washrooms will be greatly enhanced. Whatever money is spent for keeping the washrooms in proper sanitary condition, the theatre management will in time benefit to a very great extent since the public will quickly realize the high institutional character and community duty which the theatre itself is performing.

It is important to keep the good will of the theatre patron and there is no better way to hurt his feelings than to offer a dirty and unkept washroom for his own personal use.

## New Lighting Fixture Serves as Insect Trap

A number of devices have been developed in recent years to trap night-flying bugs, which are attracted by the brilliant illumination of theatre marquees during the summer seasons and thus present a problem to management.

One of the newest and most successful of those available is the Miller Light Trap, designed to serve the two-fold purpose of trapping insects and providing useful illumination. The device consists of a globe made of Genco diffusing glass which has its sides pierced with three funneled slots leading to the interior which contains a 100- or 150-watt Mazda lamp.

Insects are attracted into the slots by the brilliant bulb and, once inside the globe, they are quickly exterminated by the superheated air. The unit comes with or without a removable bottom for dumping the accumulations of dried insects. It is available with a ceiling holder for permanent installation and also with a portable attachment fitter for screwing into an ordinary ceiling socket.

## Ventilation Imperative In Theatre Restrooms

The United States Public Health Service recommends that the temperature of toilet rooms should be lower than that of other portions of a public building. They should not be cold enough to chill persons using the facilities, however. One thing is essential—provision always should be made for constant and thorough ventilation, whether this is from a window exhaust fan, a blower fan or forced draft. By and large, the use of plenty of fresh air instead of disinfectants and deodorizing chemicals is sound practice. Certain states require windows to be opened frequently or insist upon the use of artificial ventilation. When exhaust fans are used, the destination of the exhaust must be watched and properly directed.





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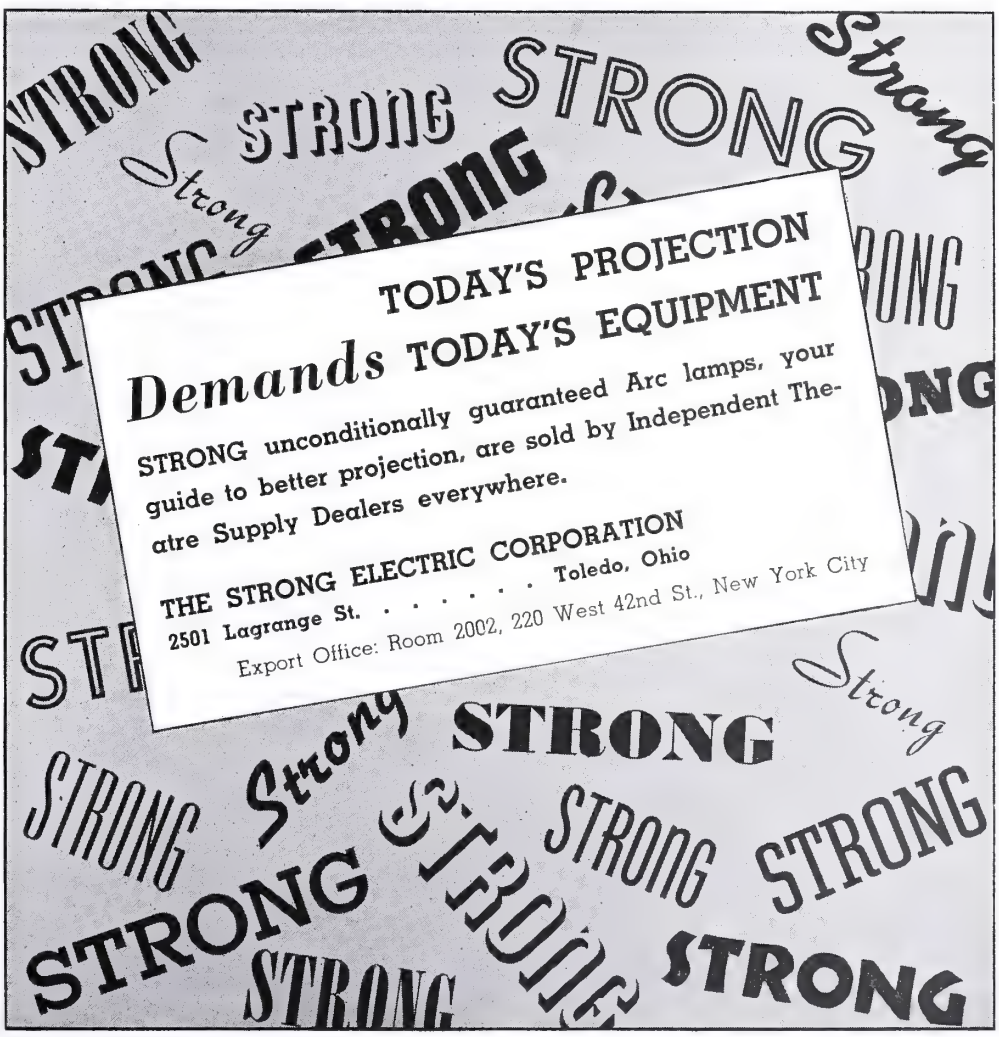
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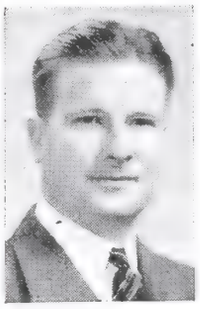
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# Three Cases of Show Saving Not Found in the Text Books

By **H. S. Morris***



ON RARE occasions, the recipe for keeping the show going doesn't come out of the regular scientific cookbook. And while the recipes in these three cases I'm going to relate would make a conscientious engineer wince right out loud, the answer is—counting in a big helping of luck—they worked! Even the boys who cooked up these recipes wouldn't be caught dead *recommending* such shennanigans, even though they did meet—and save—a situation.



*". . . an ice pack on the generator . . ."*

### Case No. 1

On a midsummer day, Inspector Essex answered an emergency call from the Monroe Theatre, in New York City. The motor of the KS-5259-C7 motor generator was running slow and excessively hot. It didn't help matters any that the brushes were sparking badly.

Yes, there was a replacement motor available—but the manager, good showman that he was, said: "Unless it's absolutely necessary, I don't want the performance interrupted. What can you do—without stopping the motor?"

Well, if you couldn't stop the motor, there was only one thing you *could* do. Reduce the heat of the generator so the bearings wouldn't freeze up and burn out the windings.

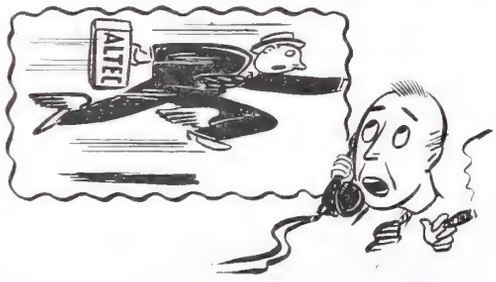
Quickly Essex reasoned as follows: If your head is feverish, you put an ice pack on it, don't you? All right! we'll put an ice pack on the generator! Essex fixed up an ice pack around each bearing, and then got the largest electric fan he could lay hands on. Turning the fan full blast on the motor, swathed in its ice packs, Essex then applied sandpaper to the commutator to stop as much of the sparking as possible. Net result: Theatre remained in operation for the remainder of the day without interruption.

### Case No. 2

This one happened at the Byrd Theatre, in Norfolk, Va. Inspector Mewborn responded to a call from Manager Hall. One of the drives has just stuck. Please hurry! Speed, Manager Hall indicated, was of essence.

In the meantime, the projectionist did a little quick thinking, so when Mewborn arrived, the show was still in full operation. The breakdown which created the trouble call was caused by one of the bearings of the 707-type drive freezing. The bind-up occurred as the machine was coming to a stop at the completion of a reel. After starting up the other machine to keep the show going, here's what the projectionist did:

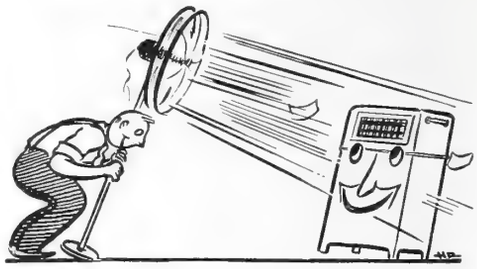
He disconnected the 705-A shaft which drives the 707-type drive. Then he removed the sound sprocket from the shaft and drove out of the sprocket the pin which normally engages in the keyway of the drive shaft. Then he replaced the sprocket on the shaft. Since the pin had been removed, the sprocket was free to rotate on the shaft.




*". . . Speed, he indicated, was of the essence . . ."*

By the time the other machine had finished the reel, the projectionist had the broken-down machine threaded in the usual manner, with the film going around the sound sprocket. But with a difference—the sprocket was now able to rotate or idle freely on the stationary sprocket shaft!

Naturally, the sound quality produced by this unorthodox threading wouldn't make Lily Pons' voice sound any better, but—the show was kept going!



*". . . a fan, the largest available, and plenty of fuses . . ."*

### Case No. 3

Here the rectifier was the devil in the drama. In the Grand Theatre, Brooklyn, N. Y., the rectifier supplying DC current to the arc lamp started acting temperamental, and the manager couldn't contact an electrician. Knowing Altecman Welshonce would gladly give him a hand, he called him.

Welshonce, arriving at the theatre a few minutes later, found the condition of the sound equipment okay, but the house lights on, and the equipment wasn't operating because of trouble in the arc equipment. The copper-oxide rectifier was hot, the 60-amp fuses were blowing, and the output to one machine was low.

Welshonce recommended that (a) the theatre should run on one machine at a time,—that is, only one of the machines on during the changeover interval, (b) the arc lamp current be kept down as low as possible, (c) a fan—the largest available—should be turned on the rectifier, and (d) a new supply of 60-amp fuses be obtained. Then, stand by with a handful and replace the fuses as they blow out.

Well, the best you can say for this "horse and buggy doctor" treatment was—that it worked. Of course, Lady Luck was present in a big way. It was lucky, for example, at both the Grand and the Monroe theatres, that the ice packs and the fans worked. If the conditions had been more serious there would have been no alternative to stopping the show to repair the damage.

It was the sheerest luck, too, that the projectionist's expedient worked at the

*Mr. Morris is a staff engineer of the Altec Service Corporation.

## *Have You a Problem?*

**Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.**

Byrd Theatre. Ordinarily, the sound sprocket fits very tightly on the shaft of the 707-type drive. So tightly, in fact, that removing the pin from the sprocket *still* wouldn't have allowed the sprocket to rotate freely on the shaft. Yes, and there was the additional danger of causing a worn and scored shaft by allowing the sprocket to rotate on the shaft, since the sprocket bore is not ground to a polished bearing surface.

However, it just goes to show how a little ingenuity, mixed with plenty of luck and some common horse sense, can keep a show on the sheet when by rights the projectionist would expect to reach for that distress signal, the "One Moment Please!" slide.

## Modernization and Expansion Build Community Good Will

(Continued from page 57)

way, to a lounge, 16′ 6″x45′, on the mezzanine level, and into their balcony section, which seats 282. The mezzanine lounge is designed with a series of large half-round arches reaching from the floor to the highest point of the ceiling, and also has unusual curved stair railings. Its soft-toned blue and gray walls and colorful carpeting frame a setting made up of ornamental etched glass and chromium lighting fixtures, modernistic terra cotta drinking fountain, and comfortable chrome and leather furniture. Rest rooms for men and women adjoin the general lounge, and an added convenience is the poudre room for women, containing four make-up shelves and mirrors.

Since members of the colored race form an important part of the theatre's regular patronage, a special stairway has been provided for them at the right-hand end of the foyer, by means of which they pass to a second lounge, 12′ 9″x29′, located directly above the general lounge, with rest rooms for men and women adjoining. A balcony section seating 117 is especially reserved for the use of colored patrons.

Balcony traffic is handled by means of two aisles and two cross aisles, the colored section being separated from the remainder of the seating by railings and gates which can be opened quickly in case of emergency.

### Unique in Lighting Effect

In keeping with late practice in theatre design, no ceiling fixtures are used in the auditorium proper, but the entire interior may be floodlighted in three-color effects from a series of long chromium and glass side wall fixtures of modern design.

The auditorium tapers slightly toward the stage opening, 33′x28′, which does not have a formal proscenium arch, but depends upon luxurious blue and silver draperies to frame the screen. The stage is 14′ 6″ deep by 35′ wide, with a height sufficient to fly the screen and horns, to allow the presentation of the average unit show.

Auditorium walls and ceiling are painted in shades of blue, gray and silver, with wide pilasters and overhead beams decorated in lightening shades ranging from a rich midnight blue to the most delicate baby blue.

All seating throughout the house is arranged in 32″ rows, back to back; most of the seats are comfortable 20″ chairs. The orchestra section is divided into two banks, with center aisle and two wall aisles.

Projection room, 10′ 6″x18′, located at the rear of the balcony, contains toilet facilities for the operators, and is also air-conditioned for their comfort. Generator room, 7′x5′ adjoins the projection room.

The entire theatre ceiling is insulated with a layer of rock wool. The building is completely air-conditioned by an entirely automatic system, using two 40 h. p. compressors for summer cooling, and indirect steam for winter heat.

## Theatre Supply Men Travel Extensively

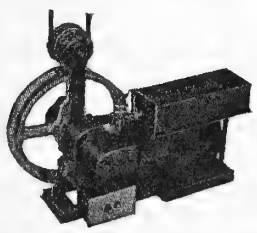
According to figures just released, National Theatre Supply Company representatives travel over their respective territories at the rate of 3,792 miles a day, or the equivalent of a journey around the world every 6½ days.

Since old mother earth's circumference today is listed at 24,900 miles, these men in traveling 1,400,000 miles a year to call on their customers went 56 times around the world. This is exclusive of special night-time and emergency service calls made at all hours by the service crew.

As the supply men travel by car, their purchases of gasoline alone in their own local territories totaled over 100,000 gallons in addition to oil, tires and repairs, all purchased from dealers in the salesmen's own localities.

Add food, drinks, hotel charges and taxes for highway upkeep and it appears that the equipment men, besides maintaining themselves and their families as "home folks" and members of the community in their respective territories also leave a tidy cash sum each year in the towns they visit while calling on their customers.


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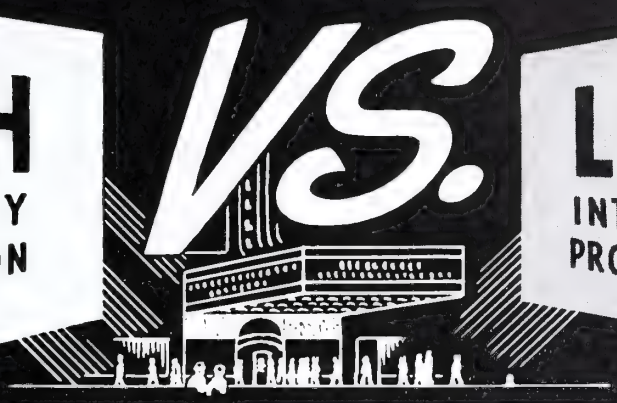
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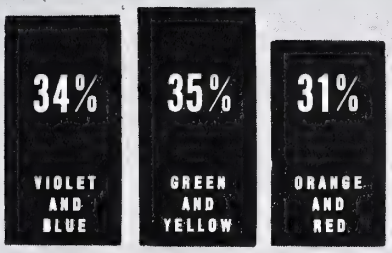
Wagner Sign Service, Inc. ..... 65
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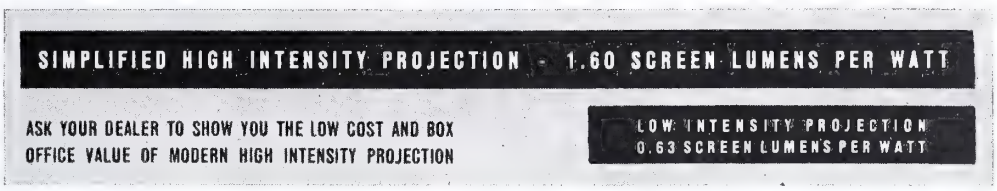
## VOLUME OF SCREEN LIGHT 2.7:1




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# EXHAUSTIVE FEDERAL INVESTIGATION AT FILM CAPITAL'S DOOR; TAX STUDY IS INCLUDED

## Labor Racketeering, Anti-Trust Violations Are Probe's Quarries

The film capital, living up to its never-a-dull-moment reputation, emerged from its recent siege of labor pains to find itself suddenly precipitated into the midst of what promises to be one of the most exhaustive Federal investigations into various phases of production and personal activity ever to confront it. This latest headache became a reality with the arrival of Charles H. Carr, assistant to Attorney-General Frank Murphy, to open his probe into the following possibilities:

1. Charges of labor racketeering and the reported $100,000 payoff to William Bioff, then of the IATSE, by producers, as well as an alleged producer-IA combine to stifle union activities in the studios; also to determine whether producers may have been "sandbagged" into signing any labor contracts.

2. Allegations that the major producers and distributors have acted in restraint of trade through reported violations of the Sherman Anti-Trust Act.

3. Asserted income tax evasions by Joseph, M. Schenck, Joseph H. Moskowitz, William Bioff, Arthur W. Stebbins, William Goetz, Darryl Zanuck, William B. Dover, Bertram Nayfack, Harry Kadis and others unnamed.

4. The merger which created 20th Century-Fox in 1933, to determine an alleged income tax liability of from $4,000,000 to $6,000,000 incurred during that time.

Carr's instructions were contained in two letters, signed by Murphy and by Matthew E. McGuire, one of Murphy's assistants, which Carr filed with U. S. district court. He announced he would launch his investigation immediately, with indications his findings may be returned to the federal grand jury when it is impaneled about mid-September. Carr will confer with the IATSE, its defunct local 37, officers of the producers association, and executives of 20th Century-Fox, United Artists, Columbia, Universal, Loew's, Inc., and Warner Bros. It is considered probable he will first huddle with Albert J. Law, special department of justice investigator, who has been marking time here following a lengthy investigation into charges that major film distributors and Fox West Coast have violated anti-trust ordinances.

## *Labor Welcomes Federal Probe*

**Los Angeles—The American Federation of Labor's central labor council, in an open letter to Attorney General Frank Murphy, promises full cooperation in the government's probe of industry affairs launched this week here by Charles Carr. At the same time, the council charges Murphy has been induced to aid the CIO studio drive and blames the national labor relations board for the current labor strife. The United Studio Technicians Guild also wired Murphy welcoming the investigation and pleading for an NLRB order to hold an election to determine the studio bargaining group.**

## *Support of AAAA Jurisdiction Claim Blunts Strike Threat*

Hollywood, which has been suffering from a bad case of jitters during the past three weeks, while those engaged in production saw looming the most drastic strike in many months, relaxed with word from Atlantic City that the American Federation of Labor's executive council had upheld the Associated Actors and Artistes of America in its battle to retain jurisdiction over all performers in the amusement field. The decision recommended that the IATSE surrender its claim to control over the American Federation of Actors and that the AFA be reinstated in the AAAA.

The elation was clouded only temporarily upon word that the AAAA had rejected the AFL proposal, the consensus holding here that the major battle was won and that minor details alone stood in the way of permanent peace. Talent representatives returned Thursday to Atlantic City for further conferences.

The result of the AFL's action, coupled with the signing of a producer-IATSE pact placing ten IA locals in the studio basic agreement, definitely removes two of a trio of major hurdles which had been obstructing the path to complete labor peace in the past several weeks. The third and remaining obstacle, the United Studio Technicians Guild's challenge to IA control of 12,000 studio workers, is still pending before the National Labor Relations Board, with a hearing scheduled for August 21.

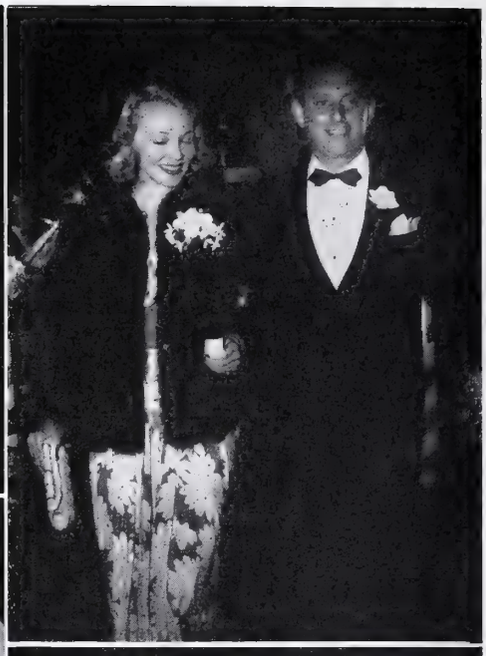
### Both See Victory

The NLRB hearing on the USTG petition for a bargaining election was set back until next week to permit Joseph A. Padway, general counsel for the AFL, to arrive here in time to participate. The USTG is also charging that Columbia, Paramount, RKO Radio, Universal, 20th Century-Fox and Warner are violating the 44-hour week clause in the Federal wage-hour law.

Local spokesmen for the Screen Actors Guild and the IATSE both hailed the AFL ruling in Atlantic City as a triumph for their respective factions. Ralph Morgan, SAG president, declared the decision to be "a complete victory for actors." John Gatelee, IA representative, heralded the

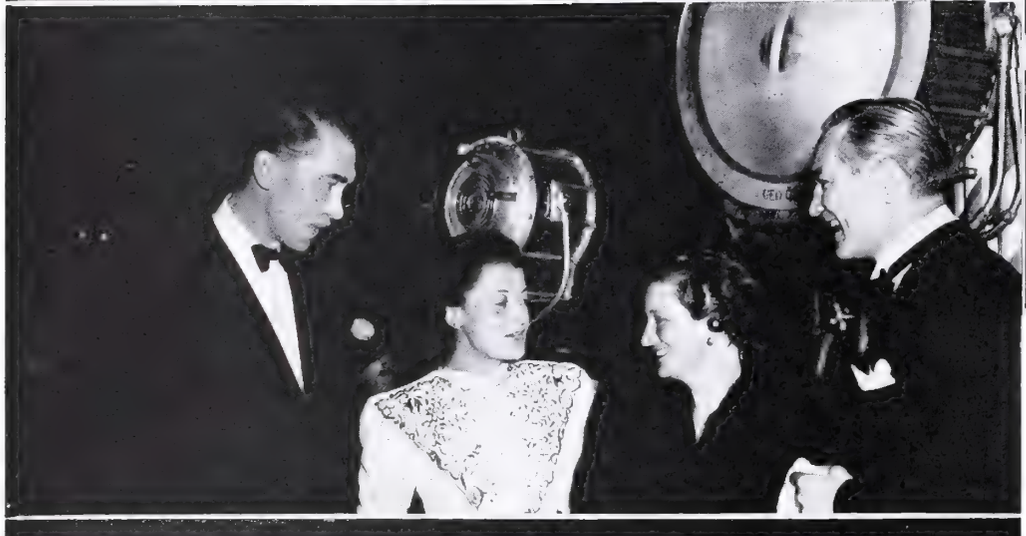
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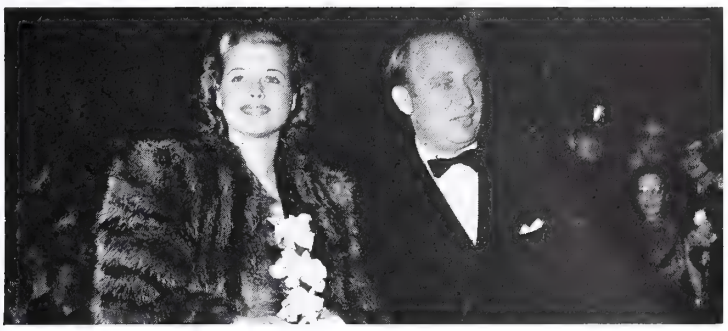
# When "Oz" Bowed at Grauman's Chinese

*When Metro's "Wizard of Oz" (all $3,000,000 worth of it) had its premiere at Grauman's Chinese Theatre in Hollywood, the film colony elite took it in. Pictured here are random shots of studio executives as they appeared for the event. Top left: Hunt and Mrs. Stromberg, their son, Hunt jr., and a guest. Second left: Mervyn and Mrs. LeRoy. Third left: Robert E. and Mrs. Sherwood and Victor and Mrs. Fleming. Fleming directed "Oz." Bottom left: Arthur and Mrs. Freed and their daughter. Above: J. Walter and Mrs. Ruben (Virginia Bruce).*

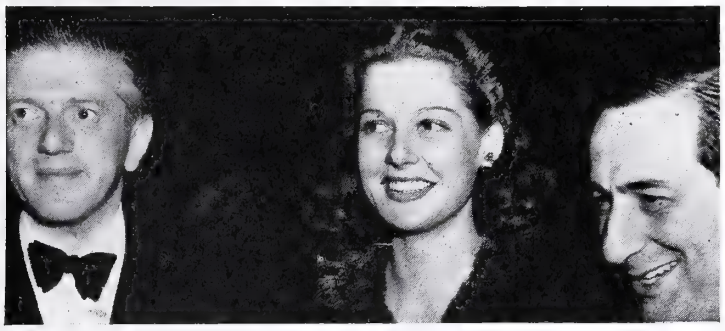
# "When Tomorrow Comes" Takes a Bow



1.



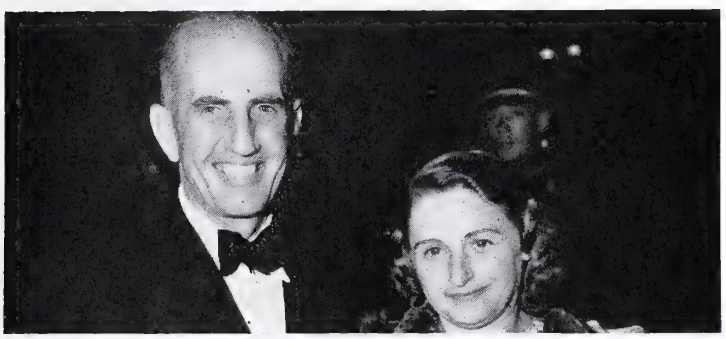
2.



3.



4.



5.



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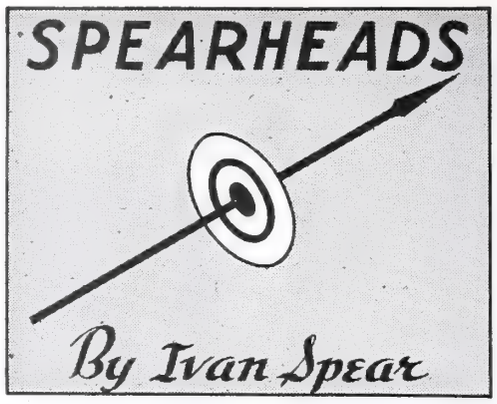


7.



8.

*At the world premiere in Hollywood of Universal's John M. Stahl production, "When Tomorrow Comes." No. 1: Nate J. Blumberg, Universal president, and Mrs. Jack Capp, one of the members of his party. No. 2: Joe Pasternak and Irene Hervey. No. 3: Anatole Litvak, Ann Sheridan and Ernst Lubitsch. No. 4: Richard and Mrs. Wallace. No. 5: George and Mrs. Marshall. No. 6: Jennings Lang, Hugh and Mrs. Herbert and Miss Pamph. No. 7: Helen Moore, Edgar Bergen and Mary Healy. No. 8: William Lundigan and Anna Neagle.*




QUITE probably it is just another case of the publicity chickens coming home to roost, but headlines during the past ten days again forcefully demonstrate the fact, obvious enough at all times, that there is crying need for improvement in the standards of the industry's public relations activity.

Just how much of the blame is attributable to the past and present sins of those who are responsible for motion picture publicity and what part of the fault may be placed on the doorstep of an overzealous lay press is a moot question. There is no gainsaying, however, that the prominent printing of "news" of the character listed in the following paragraphs does incalculable damage to the industry as a whole and, in specific instances, the individuals concerned.

Consider screaming black type which blazons this message:

FILM TALENT SCOUT
MURDERS GIRL, 17

Then for several columns are recited the repulsive details of a particularly revolting slaying in far-away Florida.

But nowhere in the story are facts to substantiate the headlines. On such meager connections as the following did the copy readers concoct their studhorse-type slur on Hollywood.

" . . . a man of many aliases who posed as a film-talent scout and who declared he had worked in Hollywood as an actor and radio writer."

It is quite unnecessary to outline the reaction of the public, ever hungry for some salacious or slanderous—true or untrue—morsel from the film capital, to such startling captions. Here, obviously and in fairness, is a situation which cannot be blamed on the publicists unless they are to be indicted on the broad count of not educating the editors of the nation to be more thoughtful in the handling of news with so remote and doubtful a motion picture connection. Had the confessed killer "declared he had once worked in a bank" it is a certainty that the same newspapers would not have shouted "Banker Murders Girl."

→

*Another case—one closer to home, and in lighter vein:*

STAR ADMITS
MONKEY CURE

*Topping a story, in part as follows:*

*"Blushing admission that he had taken monkey-gland injections over a five-year period was made yesterday by Victor McLaglen, towering, two-fisted he-man of the films . . .*

*"McLaglen's admission was made in a deposition taken by Attorney S. S. Hahn, representing Dr. Sonneland, who is suing the burly actor for $2,700, claiming the amount is due him . . . The doctor likewise asserts the effect of the monkey gland shots was to preserve the star's virility."*

*Hardly a smart buildup for the "towering, two-fisted, he-man of the films," and certainly not designed to enhance the appeal of his latest picture, soon to be released. Closer liaison between the publicity department and the star, coupled with wise public relations counsel, might have avoided this situation even if it was necessary for the company for which he made the feature to settle the doctor's claim.*

→

**In startling opposition to the foregoing, and subject to the same general criticism as concerns industry public relations, witness the deplorably small amount of publicity—practically limited to the trade press—which accompanied a highly commendable act on the part of Phil Goldstone, one of the community's most respected citizens, who recently donated $250,000 worth of his Hollywood property holdings to the Los Angeles Free Consumptive Home in Duarte.**

→

Exclusive rights to distribute the Funk and Wagnalls encyclopedia in motion picture theatres as a new type of giveaway have been acquired by De Luxe Theatre Premiums of New York. The erudite stimulator will be doled out to audiences in 25-volume sets.

If enough of the tomes are placed in circulation among film patrons, they may begin to understand some of the art-for-art's-sake product that comes out of Hollywood at frequent intervals.

Such a giveaway might even educate the exhibitors to the point where they can grasp the terms of the new trade practice code.

# *Fantasy, Fisticuffs and Fervent*

It would undoubtedly be treason, heresy and *lese majesty* to consider any other picture than Metro's "The Wizard of Oz" as the number one offering of the preview week, albeit there were three others among the eight which made their debut that rate no mean amount of attention from budgetary, production and entertainment perspectives.

The widely-heralded film fantasy which Producer Mervyn LeRoy created (at $3,000,000 per create—and there's nothing fantastic about that) from L. Frank Baum's childhood favorite is nothing short of magnificent. Difficult indeed is the problem of breaking down the component parts which merged to fabricate a wondrous whole so that each receives its just dues in credit and acclaim.

The cast was selected with rare perspicacity and the performance by each of its members was convincing justification for his or her place therein. Judy Garland as Dorothy; Ray Bolger, the Straw Man; Jack Haley, the Tin Man; Bert Lahr, the Cowardly Lion, and Frank Morgan, the Wizard himself, dominate, but proportionately fine are the contributions from those in parts of lesser importance.

Two factors which must share honors with the cast, the producer, Director Victor Fleming, Scripters Noel Langley, Florence Ryerson and Edgar Allan Woolf, are the musical accompaniment and the Technicolor photograph. Vitally effective is the score conducted by Herbert Stothart, while the music by E. Y. Harburg and lyrics by Harold Arlen are an integral part of the picture's excellence. The color cameras took full advantage of the magnificent fairy-land settings, creating such breath-taking beauty that it would be hard to imagine the film attaining any such degree of pictorial artistry in the conventional black-and-white.

* * *

Had it not been for the redoubtable competition offered by Metro's fable of the land of Oz, another trio of features unreeled during the week would have staged a photo finish for top honors. As it is, Columbia's "Golden Boy," Warner's "Dust Be My Destiny" and Universal's "When Tomorrow Comes" wound up a neck-and-neck race in a virtual tie for second place.

Worthy of unstinting praise on many counts, Columbia's filmization of the popular play by Clifford Odets should carve out a comfortable niche for itself in patronage, praise and profits. Produced with painstaking care and on a lavish plane by William Perlberg, it introduces an unknown, William Holden, in the title role in a performance which is both vigorous and convincing. Poised and talented, he fits the exacting role to perfection. Lewis Meltzer, Daniel Taradash, Sarah Y. Mason and Victor Heerman turned out a well-plotted adaptation of the Odets original. The supporting cast, headed by Barbara Stanwyck and Adolphe Menjou, is splendid.

From every viewpoint "Dust Be My Destiny" can be classified as the most forceful film indictment of social injustice since the same company produced "I Am a Fugitive." Solid entertainment all the way and a certain money-maker, the austerity of its social message is cunningly leavened by the injection of a vein of comedy and romance—for which Scenarist Robert Rossen, who adapted the novel by Jerome Odlum, deserves congratulations. Lewis Seiler's direction is forceful and pungent.

The popularity of Irene Dunne and Charles Boyer as screen lovers will be substantially enhanced in "When Tomorrow Comes"—a tender romance which, with

the Dunne-Boyer combination as a marquee magnet, should score solidly at the boxoffice. John M. Stahl's opulent production and sensitive direction, coupled with Dwight Taylor's craftsmanlike screenplay, place the offering well above the mean of Hollywood's "A" product.

* * *

Another quartet emerged as highly-satisfactory films of the program variety. Best of the group was Metro's "These Glamour Girls," in which the perennial Cinderella story appears in a spirited and youthful collegiate dress. Produced by Sam Zimbalist to Leo's accustomed high standard, it can be expected to exert considerable appeal among the younger generation. The masculine element, in particular, is likely to turn handsprings when it glimpses Lana Turner, who certainly should not be overlooked when new candidates for the "oomph" crown are being sought. S. Sylvan Simon directed briskly from a screenplay by Jane Hall and Marion Parsonnet.

Mixed audience reactions may greet 20th Century-Fox's "The Chicken Wagon Family," which is a radical departure from the usual type of Jane Withers starrer. Jane's rapid growth, however, necessitates some experimentation with more adult vehicles, and this one allows her to drop most of her hoydenish ways in favor of a quieter Thespic opportunity. Sol Wurtzel's production guidance is entirely capable, as is direction by Herbert I. Leeds, while Viola Brothers Shore contributed a well-knit screenplay from the novel by Barry Benefield.

Monogram has a sure audience pleaser in "The Girl From Rio," in which Producer E. B. Derr incorporated an abundance of entertaining elements, including tuneful songs. Picture is well up to standard in its budget classification. John T. Neville and Milton Raison plotted the script well and Lambert Hillyer's direction is more than adequate.

Paramount's release of a British production, "This Man Is News," proved to be a good-humored and entertaining comedy-melodrama, minus American marquee names but definitely acceptable as a supporting feature.

## *Warner Plans Roadshow For "Elizabeth and Essex"*

Warner is planning to roadshow "The Private Lives of Elizabeth and Essex," co-starring Bette Davis and Errol Flynn, at the Warner Beverly Hills Theatre, with a premiere on Thanksgiving Day. Picture will be given its world premiere in London early in October.

## *Del Lord Signed*

Columbia has signed Del Lord to a new one-year pact to direct and produce 13 two-reelers. He will share production credit with Hugh McCollum. An Andy Clyde comedy will be their first assignment.

### To Produce Maugham Novel

Henry Blanke has been assigned to produce "The Moon and Sixpence," from the W. Somerset Maugham novel, for Warner. Edward G. Robinson will star.





## *Awards for Good Work—*

*At the left, Ben Shlyen, publisher of* BOXOFFICE, *presents the* BOXOFFICE *Blue Ribbon Award for July to Sidney Franklin, producer of "On Borrowed Time," the feature selected by the National Screen Council as the best of the releases for that month. At the right, Harold Bucquet gets the award for his direction of the winner.*

# Cowdin Conferring on Production Plans

General conferences with President Nate Blumberg, Cliff Work, studio head, and other Universal executives are the order of the day for J. Cheever Cowdin, chairman of the board, who arrived from New York for a two-week stay. He will look over product in work and recently-completed releases, and will discuss detailed plans for the new production-distribution season. After a brief stopover at the studio, Robert M. Lury sailed for Tokyo to become Universal's manager there. He had been in New York.

Scott R. Dunlap, Monogram's production head, pulls out for New York, August 24, to attend the company's board of directors' meeting and will remain east for several weeks discussing the 1939-40 schedule with President W. Ray Johnston. The latter abandoned, for the time being, his plans to come to the coast.

Samuel Goldwyn dispatched Director William Wyler to New York for two weeks, during which time he will scan current Broadway plays as possible film material. Clarence E. Ericksen, Walter Wanger's general business manager, also headed for New York to confer with United Artists executives on business matters.

Reorganizational matters pertaining to RKO Radio's studio publicity staff are holding S. Barret McCormick, publicity-advertising chief, in Hollywood for an extended stay, although he had planned to return to New York. Ned Depinet, distribution head, who accompanied McCormick to the coast, has returned to New York. The company's plans for English production during the year are being discussed by President George Schaefer with William Sistrom, supervisor of RKO Radio's British quota films, who arrived from London for the huddles.

Ben Hirsch, representative of General Films, left for London to keep a check on production of "The Man Who Lost Himself," first picture to be made by Leslie Howard and Walter Futter. General is financing the project.

Louis B. Mayer has returned from his combined business-pleasure jaunt to Saratoga Springs and New York.

S. Charles Einfeld, Warner advertising-publicity director, has gone east in connection with exploitation plans for several of the company's forthcoming releases.

# MPRF Will Receive Premiere Proceeds

One-time stars and other pioneers who aided in the growth of the motion picture industry will be honored, in concrete fashion, through 20th Century-Fox's decision to premiere "Hollywood Cavalcade," its history of film-making, at the Four Star Theatre in September as a 100 per cent charity affair, with the entire gross to be donated to the Motion Picture Relief Fund.

Under present plans the studio and the Fox West Coast circuit will cooperate in defraying the cost of staging the event, designed to be one of the most elaborate of the season. Tickets, all reserved, will sell at $11 each.

In announcing the premiere plans, Darryl Zanuck of 20th Century-Fox pointed out that "Hollywood Cavalcade," in addition to featuring a number old-time favorites, borrowed freely from the biographies of others for its story matter—many of whom are now being aided by the MPRF.

# Cinémarks

John Garfield will head for New York when his current Warner assignment is completed . . . A luncheon guest at Paramount of Y. Frank Freeman and other studio executives was Allen Hugh Keith-Weir, secretary of the Theatres and Film Commission of Australia. George Bagnall, A. M. Botsford, and Edward Schellhorn also attended.

*

*W. P. Lipscomb, scenarist, left for New York en route to Europe, where he will collect data for a writing assignment . . Crane Wilbur, Warner director-writer, has checked out for a month's vacation.*

*

A double-feature in tonsillotomies found Ralph Wheelwright and Edward Lawrence, both of Metro's publicity staff, undergoing operations at the Good Samaritan Hospital . . . To sign several dancers for a current production, Maris Matray, dance director, and Fred Kruger, of Metro's music department, planed to San Francisco to look over the San Francisco Opera ballet.

*

*Hunting talent for forthcoming Gene Autry pictures, Producer William Berke of Republic has headed east, with Chicago, Memphis, St. Louis and Nashville on his itinerary . . . Suffering from a nervous collapse, Jock Lawrence has been given a month's leave of absence from executive duties by Samuel Goldwyn . . . Following completion of some official business in Sacramento in connection with his post as a state relief commissioner, Melvyn Douglas will continue north for a week's holiday.*

*

Warner's studio club, comprising more than 4,000 of the company's west coast employes, held its annual election of officers and chose E. L. De Patie as president. Other new officers: Leon M. Combs, vice-president in charge of membership; Paul MacWilliams, vice-president in charge of welfare; Harry Seymour, vice-president in charge of entertainment; Richard A. Pease, secretary-treasurer; W. E. Beatty, chairman of the committee on contributions and loans . . . Archer Howard Hill has pulled out for the Jackson Hole country, Wyo., to film the fourth in a series of short subjects, this one dealing with big game hunting, for Warner release.

*

*Leslie Howard has left for New York and London, having completed his Selznick International stint . . . Jeff Lazarus, winding up as a Paramount producer, is planning a world cruise from which he will return late in December . . . Jack Benny will function as master of ceremonies at the first annual dinner-dance to be staged by the Beverly Hills B'nai Brith August 20. It will be held at Earl Carroll's.*

*

Ginger Rogers has returned from a vacation in Hawaii . . . Fred Datig is back at his desk as Metro's casting director after a short vacation in Arizona.

*

*Holidaying in New York is Harry Ruskin of Metro's writing staff . . . Dr. Herbert T. Kalmus, president of Technicolor, and Natalie Kalmus, color director, are spending a month's vacation on their farm at Centerville, Cape Cod, Mass., following their arrival from England. Dr. Kalmus will come back to Hollywood late in September, while Mrs. Kalmus plans to return to England to continue her work on British Technicolor productions . . . Director and Mrs. Herbert I. Leeds spent the weekend at the San Francisco Fair.*

*

Ralph Green, treasurer of Paramount's studio club, is fishing off Ensenada . . . Harry Highsmith, of Metro's music department, is vacationing for two weeks . . . Other vacationers: Sam Zimbalist, Metro producer, in New York; Broderick Crawford, spending two weeks in northern New Mexico; Irving Fein, of Warner's publicity staff, who headed for Wyoming.

*

*Completing her Warner picture assignment, Zorina leaves for New York, August 20, en route to Europe for a vacation. She will be accompanied east by Ken Whitmore, studio publicist, who will handle newspaper interviews for the dancer.*

Director James Hogan and Scenarists Horace McCoy and William R. Lipman have returned from a location scouting tour which took them to Austin and Langtree, Texas . . . Metro's studio club will hold its annual picnic October 15 at the Lake Norconian Hotel. W. P. Hendry is in charge . . . Herbert Stothart, of Metro's music department, has returned from a talent-hunting trip to Chicago . . . Erich Wolfgang Korngold, Warner musician, leaves for Stockholm, Sweden, shortly, where his new opera will be produced for the first time. He returns in November.

*

*Joining J. Cheever Cowdin, President Nate Blumberg, Cliff Work and other Universal executives in studio conferences, Charles Prutzman, the company's general counsel, came in from New York. He was accompanied by Mrs. Prutzman and will remain for two weeks.*

*

Director George Cukor is vacationing in northern California between assignments at M-G-M . . . Billy Gordon, of Metro's casting department, is holidaying in New York.

# Production Registers A Slight Upsurge

Production in the major plants has stepped up a couple of notches, with 38 in work and another ten being prepared to get underway immediately.

Columbia gunned "Scandal Sheet" to record two in work, having wound up shooting on "Prison Surgeon." Metro, with no new starts, finished "Ninotchka" to find its total dropping to five. "Scouts of the Air," a "Tailspin Tommy" adventure, took off at Monogram, giving that studio two in production.

Paramount launched "Emergency Squad" and finished "The Light That Failed" to maintain a nine-picture total. An untitled George O'Brien western and the Stephens-Lang production, "Meet Dr. Christian," went into work for RKO Radio, while, for the same studio, Boris Morros wound up shooting on "The Flying Deuces." A total of four are in work. Republic started "Headline News" and "Missouri Raiders," but finished "Calling All Marines," to emerge with a two-picture total.

20th Century-Fox has four in production, including the new start, "The Simple Life." Going into the cutting-rooms were "Here I Am a Stranger" and "The City of Darkness." Universal has five in work, starting "Listen Kids" and completing "Chip of the Flying U."

Hal Roach launched "Of Mice and Men" as the sole picture currently in production for United Artists release. "Lady Dick" was completed at Warner, which lists a production total of five.

# Round of Activity Is Seen on GN Lot

Although latest reports from local spokesmen are that neither Grand National's $400,000 loan from the Reconstruction Finance Corp. nor its now-being-negotiated $900,000 loan from Felt and Co., New York financiers, will be consummated for at least two months, the GN lot is undergoing a revival of activity such as it has not witnessed for some time.

With cameras primed to roll shortly, Golden West Pictures, Inc., has established headquarters at the GN studio following the announcement that GN will distribute eight all-color westerns to be made by the company for the new season. Final editing of its first picture, "Call of the Range," is being supervised by Wallace R. Miller, secretary-treasurer, and Max Kravetz, distribution executive. Film will be given its initial screening in Phoenix, Ariz., having been made largely on location in that territory.

Furthermore GN's studio manager, Richard Pearl, is preparing to launch an extensive overhauling and modernization program as a salient factor in the pending RFC loan. This will get underway when President E. W. Hammons of GN arrives on the coast, though the exact date of his visit is not known.

Jack Skirball's Arcadia Productions has delayed the start of "Dead or Alive," first in a series of musical westerns starring Max Baer, until mid-September. Postponement was ordered when color cameras ordered by the unit failed to arrive on

schedule. Skirball himself is still in New York discussing other production deals. He will make at least two features for GN and is set to produce a minimum of five in Hollywood, in addition to a pair being planned for production in New York.

An intensive advance campaign for "Gold Star Mothers," one of the "Four-Star" specials to be produced by Ben Judell's Producers Pictures Corp., is being mapped out by Eddy Graneman, recently-appointed advertising director. Support for the film, which will be released nationally on Armistice Day, has been pledged by the American Gold Star Mothers, and exploitation tieups have been worked out with the American Legion's national convention in Chicago and the Veterans of Foreign Wars' national encampment in Boston. The picture will be distributed by Judell's Producers Distributing Corp. Scheduled to go into work almost immediately as the lead-off of Judell's 1939-40 schedule is "Torture Ship," based on a story by Jack London.

A program of six action melodramas for the state-right market has been announced by Sam Efrus. Initialer, titled "Streets of Danger," is being scripted by Sherman Lowe for an August 25 start, with one picture going before the cameras every two months thereafter. No studio space has been secured as yet.

Stephens-Lang, independent unit producing for RKO Radio, gunned "Meet Dr. Christian," starring Jean Hersholt, with Bernard Vorhaus directing. Also underway as an independent effort for release through Universal is "Green Hell," first in the scheduled of Harry Edington's Famous productions.

## *Bettinson Is Appointed Rialto Representative*

Ralph Bettinson, Hollywood representative of Pathe Pictures, Ltd., of England at Monogram, has been appointed to an additional post as local representative of the British film company, Rialto Productions. John Argyle, managing director, made the appointment.

Bettinson recently returned from a six weeks' business trip abroad where he conferred with Pathe film executives. He accompanied W. Ray Johnston, president of Monogram.

## *Third Cartoon Unit Is Installed by Metro*

A third cartoon unit has been installed at M-G-M with William Hanna and Joe Barbera in charge under the general supervision of Fred Quimby. Producing musical cartoons, the unit will increase the studio's annual output from 15 to 18.

The Hanna-Barbera department will function as a supplement to the units already being operated by Hugh Harman and Rudolf Ising.

## *Cartoons on Schedule*

Leon Schlesinger has shipped the first "Merrie Melodie" and the first "Looney Tune" on his 1939-40 quota for Warner. The cartoons were completed right on schedule. Schlesinger has 18 others in various phases of production.



## *Into His Career—*

*Leo jr.—whose face will be used as the trademark for M-G-M's short subjects—sniffs disdainfully at a ham-sandwich with which Pete Smith, M-G-M shorts producer and narrator, is trying to make friends. The young lion cub, flown out from New York, was introduced to the press upon the occasion of a trade showing of a number of new shorts at the Culver City studio recently. He is in the arms of Laraine Day, left, while June Preisser is acting as Smith's assistant.*

# Strike Threat Is Blunted by AFL

(Continued from page 73)

ruling as "a clear-cut backing of the IATSE's position in the actors' controversy" and claimed the IA had "saved them from dismemberment" by preserving the status of the AFA. Previous to the AFL ruling the SAG, in a giant mass meeting here, voted unanimously to support an AAAA strike should the decision on the IATSE's encroachment be unfavorable. At the same time, however, the actors manifested confidence that such drastic action would be unnecessary.

IATSE-producer negotiations on wages, hours and working conditions under the newly-signed basic agreement will be conducted in New York, according to the decision reached by Joseph M. Schenck, who handled the situation for the producers. The pact, as it now stands, does not include cameramen, an omission which presages the prospect of a jurisdictional war between the IA and the American Society of Cinematographers, the latter holding a five-year closed shop pact. An effort to reach an amicable settlement will be launched when John Arnold, ASC president, returns to the film capital, with indications a compromise will be effected.

A threatened strike of directors at Republic was averted when studio executives agreed to sign the Screen Directors Guild's basic agreement. Republic had been holding out for wage concessions for assistants and unit managers, but capitulated when the SDG agreed to cooperate in making available topflight directors for the company's bigger-budgeted efforts. The SDG immediately canceled a scheduled membership meeting at which a strike vote was to be taken.

Hearing on the Screen Writers Guild's charge that producers are guilty of unfair labor practices and that studios have refused to negotiate bargaining agreements got underway before the NLRB, with executives of ten major plants subpoenaed for appearances. The producers pointed out in their answer to the SWG's amended complaint that "every reasonable effort" had been made to negotiate a written contract and that they "had been willing and were still willing" to continue the negotiations, which broke off last May.

In a special membership meeting, the SWG instructed its executive board to stand firm on minimum demands submitted to the producers, and at the same time endorsed the AAAA and the SAG in their battle against the IATSE. A resolution supporting the USTG was also adopted.

Vestiges of the IA-Local 37 battle were still in evidence as contempt charges against eight labor leaders went on trial in superior court. Ousted officers of Local 37 contend the IA violated a court ruling in revoking the local's charter and creating five new locals to supplant it.

A drastic break of the deadlock that was reached in the negotiations for a bargaining contract between the Screen Publicists Guild and producers was made by the SPG, when, at a membership meeting, it approved delivery of an ultimatum to producers calling for reply by next Thursday to its demand for a closed shop and severance pay provisions. A threat of a possible strike is tacit in the demand.

## *Gaumont Agent Lines Up Talent for Royal Show*

Winding up the local phase of his quest for Hollywood talent to appear at a command performance in London for the King and Queen of England, Micky Hyam, executive of the Gaumont theatre chain in England, left for the east en route home to the British Isles.

During his two-week stay here, Hyam secured commitments whereby Judy Garland, Mickey Rooney, Lewis Stone, Ann Rutherford, Fay Holden and other members of Metro's "Hardy Family" will go abroad to appear October 18 under the auspices of the Cinematograph Trade Benevolent Society, into whose coffers revenue from the show will be deposited. Hyam, who is staging the affair, has also booked Anna Neagle, Charles Laughton and Elsa Lancaster.

While here he began negotiations with Hal Roach for the services of Stan Laurel and Oliver Hardy and with 20th Century-Fox for the Ritz Brothers. He also secured a tentative promise from Universal for Deanna Durbin, who will appear if production schedules permit. These and other deals will be consummated from his London headquarters, Hyam said.

# Elaborate Previews Still Going Strong

While the lavish debut of Metro's "The Wizard of Oz" at Grauman's Chinese Theatre apparently wound up, at least for the present, the current siege of orchids-and-ermine premieres in the film colony, the local press previews of several other features were being given more than the usual attention along exploitation and ballyhoo lines. Such was the case with "Nurse Edith Cavell," the Herbert Wilcox production for RKO Radio, at the Pantages, while Paramount publicists are working overtime on plans for the preview of "The Star Maker," slated for the Carthy Circle Theatre, August 21.

"The Wizard of Oz" made its bow attended by as elaborate a display of fuss and feathers as has been seen in Hollywood in many a season. Autograph hounds crowded specially-built bleachers flanking both sides of the forecourt. Studio exploiteers arranged a lobby layout including a glass and cellophane "cornfield" and a section of the Yellow Brick Road in Oz. Ten of the "Munchkin" midgets who worked in the picture were on hand as attendants. Frank Whitbeck, studio advertising head, was master of ceremonies on a direct-from-theatre broadcast over KMPC, going on at 8:30 and continuing until complete coverage had been made. A special radio platform was built in the forecourt and a 14-piece orchestra provided a musical background.

Guests included Producer Mervyn LeRoy and a party of 60; other M-G-M executives including E. J. Mannix, Jack Conway, Victor Fleming, Robert Z. Leonard, Joe Cohn, John W. Considine, Hunt Stromberg, and others; members of the "Oz" cast including Frank Morgan, Jack Haley, Billie Burke and Bert Lahr, and, from other plants, such names as Pandro Berman, Cliff Work, Charles R. Rogers, Y. Frank Freeman, William LeBaron, Jack and Harry Warner, Harry Cohn, Darryl Zanuck, Walter Wanger, Hal Roach and David O. Selznick.

The "Nurse Edith Cavell" preview boasted the biggest invitational list—1,250—of the season. The Hollywood American Legion color guard was spotted in the lobby carrying Belgian, English and American flags. Guests included Wilcox, Anna Neagle, star of the picture; President George Schaefer of RKO Radio; Pandro Berman, Garson Kanin, Henry Herzbrun, Bryan Foy, William Dieterle, Harold Lloyd, Rufus LeMaire, Lee Marcus, Fred Astaire and hundreds of other stars and executives. Herbert Hoover, former president of the U. S., was invited to be a guest of honor.

Dubbed a "world press premiere," but admittedly a "dress-up" preview, Paramount's staging of "The Star Maker" will be highlighted by the appearance of 18 orphan children from institutions in as many key cities. They arrive August 20 as guests of Linda Ware, 14-year-old star of the picture, herself an orphan, and will be headquartered at the Ambassador Hotel. Following a banquet, with Mrs. H. L. Crosby sr.—mother of Bing—as hostess, the children will be escorted to the theatre by such Paramount stars as Crosby, Jack Benny, Fred MacMurray, Barbara Stanwyck, Louise Campbell and Olympe Bradna. Charles R. Rogers, who produced the picture, will act as host to 100 of the leading executives from every studio; the industry's brightest star names will be on hand, and Gus Edwards—on whose life the film was based—will be one of the honored guests.

# MPG's Film Making Program Amplified

Liberal activity in one of the forms with which Hollywood is most familiar—the making of motion pictures—has taken a decided spurt through amplification of the Motion Picture Guild's program for the coming year, as disclosed at a general membership meeting of the organization. With one picture nearing the starting line, the MPG announced plans for the production of several more documentary films, and launched a stock-selling campaign to secure sufficient financing.

Work will start shortly on "School for Barbarians," from the book by Erika Mann exposing Nazi educational methods. This is to be produced by Frank Davis from a screenplay by Tess Slesinger. It will be followed by an untitled feature dealing with the Mexican agricultural workers, to be made in collaboration with the government of Mexico, and for which a fall production start has been pegged. To be made in association with the Motion Picture Democratic Committee is a film treating of the Central Valley water project. Still another, topic of which has not been revealed, will be produced in 16 mm. form for use by the League of Women Shoppers from a screenplay to be written by Leane Zugsmith.

The MPG's picture-making quota was explained in detail by Davis, Bruno Frank, Miss Slesinger, Herbert Biberman, Dudley Nichols and President Floyd Crosby.

Melvyn Douglas, chairman of the Motion Picture Democratic Committee, presided over a meeting of the Southern California Committee of the American Union for Concerted Peace Efforts, at which plans were laid for concerted action to inform returning Congressmen of the anti-war policies and sentiments of many of their various constituents. Preparations are being made for a mass meeting in September at which several senators and representatives will be asked to review the fight for peace legislation.

Chief speaker at a meeting of the Musicians Democratic Committee was Robert Tasker, scenarist and novelist. The Hollywood branch of the American League for the Defense of Peace and Democracy held a screening of "The River," U. S. government film, as the feature of its regular monthly meeting.

### Forde Takes Over "Simple Life"

Eugene Forde has replaced William Beaudine as director of 20th Century-Fox's "The Simple Life," a Sol Wurtzel production.

# Schaefer Reshuffles RKO Studio Staff

George J. Schaefer, president of RKO preceded his return to New York with announcement of the following changes in the studio personnel setup: Joseph J. Nolan, assistant secretary of the company, becomes assistant to the president; Howard Benedict, studio publicity director, gets a production post in the Lee Marcus unit; Perry Lieber succeeds Benedict and Bert Gilroy will produce features.

Shifts made exclusively in the Marcus unit finds Lou Brock, shorts producer, as head of the shorts department, succeeding Gilroy. J. R. McDonough, vice-president in charge of studio operations, and Sid Rogell, studio manager, remain in their present capacity.

Proior to Benedict's promotion to a production post it was disclosed that a supplementary publicity staff is to be set up as an adjunct of the company's recently-instituted policy of acquiring so-called "sharecropping" producers to make films independently for release through RKO Radio, including Stephens-Lang, the Gordon-Goetz unit, Boris Morros, Herbert Wilcox, Harold Lloyd and others which may be added. These individual producers, who are not on RKO Radio's payroll, have their own publicists who, through the function of a coordinator—probably to be named shortly—will act as an augmented publicity-advertising staff on films made by their respective and independent employers.

The present studio publicity staff will continue to function in connection with pictures turned out by salaried producers on the RKO Radio payroll along the course it has always pursued, but will have nothing to do with the films produced by the various independent units.

Russell Birdwell admits he has been approached on the matter of handling Gordon-Goetz' "Abe Lincoln," and that the sole factor standing in the way of his acceptance is terms, which have not been satisfactorily established as yet.

## *Up "69th" Budget*

Warner has transferred "The Fighting 69th" from the Bryan Foy unit into a larger-budget classification, with Lou Edelman handed the production reins. William Keighley will direct with James Cagney, George Brent and Pat O'Brien topping the cast.

## *Winds Up "Tailspins"*

Last of the 1938-39 output of "Tailspin Tommy" films for Monogram, titled "Scouts of the Air," will be directed by Howard Bretherton. Producer Paul Malvern scheduled an August 18 start.

### Plan "River's End" for Brent

"River's End," a story by James Oliver Curwood, is being shaped as a George Brent starrer, in Technicolor, by Warner.

## SCRIPTERS

**—Metro**

JOHN MONKS jr. and FRED FINKLEHOFFE to "Good News," the re-make, which will co-star Judy Garland and Mickey Rooney. Arthur Freed will produce.

BERT KALMAR, HARRY RUBY and JACK McGOWAN teamed on "Girl Crazy." Eleanor Powell, Fred Astaire and Eddie Cantor will have toplines.

**—Monogram**

EDWIN C. PARSONS to "Scouts of the Air," next in the "Tailspin Tommy" series which Paul Malvern is producing.

**—Paramount**

LEWIS FOSTER to "Comin' Round the Mountain," a hillbilly musical comedy, from his own original. George Archainbaud will direct and radio personalities will top the cast.

ROBERT CARSON to "Lives of a Texas Ranger," to be directed by James Hogan.

SID KULLER and RAY GOLDEN to "Follow the Sun."

FRANK BUTLER and LEONARD LEE to "Safari," for which Douglas Fairbanks jr. has been signed to co-star with Madeleine Carroll.

SAM HELLMAN and ZION MYERS teamed on "Buck Benny Rides Again," next Jack Benny starrer.

MARTIN BERKELEY to "Miss Susie Slagle's," which Arthur Hornblow jr. will produce.

JACK MINTZ to "The Biscuit Eater," adding comedy twists.

**—The Play's the Thing Productions**

WALTER FERRIS to "Tom Browne's School Days," having completed "Swiss Family Robinson." Pictures will be produced by Gene Towne and Graham Baker for RKO Radio release.

**—RKO Radio**

VICTORIA LINCOLN to "Primrose Path," from her novel, "February Hill," which Gregory La-Cava will produce and direct.

BRADFORD ROPES to "Hit Parade of 1940."

FRANCIS MARTIN to "The Hit Parade of 1940."

**—Charles R. Rogers**

JERRY HORWIN and DOROTHY KILGALLAN to "A Star in Manhattan," which will feature 14-year-old Linda Ware.

**—20th Century-Fox**

WILLIAM DRAKE to "The Mark of Zorro," a forthcoming Tyrone Power starrer.

**—Universal**

PAUL YAWITZ and EVE GREENE to "Little Accident," a Baby Sandy starrer.

**—Warner Bros.**

JAMES HILTON to "Caesar's Wife," a play by W. Somerset Maugham.

CASEY ROBINSON to "The Villa on the Hill," a novel by W. Somerset Maugham.

CASEY ROBINSON to "Panama Canal," now being aimed as a starrer for Edward G. Robinson.

EARL BALDWIN to "Brother Orchid," from a story by Richard Connell.

RAY SCHROCK and EDMUND PARDO to untitled originals for the "Secret Service" series starring Ronald Reagan; EARLE SNELL to "Phantom Detective."

JULIUS and PHIL EPSTEIN to "Saturday's Children," from the play by Maxwell Anderson.

WARREN DUFF to "West of Frisco," slated as a Bette Davis starrer.

ROBERT BUCKNER to "Gold Train."

## "Old San Francisco" Is On Warner Schedule

Another contribution to the industry's Americanization production policy, which has waxed and waned for several months, has come from Warner, where plans have been announced for the making of "Old San Francisco," a story of the city covering the period from the gold-rush days to the Barbary Coast era of the 1890's.

A screenplay for the subject is being prepared by Fred Niblo jr. and Dean Franklin. Film will be produced by the Bryan Foy unit.

Production still is temporarily suspended on Charles Chaplin's "The Great Dictator," which had been in work a week when Chaplin called a halt to do further polishing on the script. He is producing, directing, writing and starring in the satirical thrust at the totalitarian nations. United Artists will release.

# Producer - IATSE Talks Move East

With the decision to transfer all furthur negotiations concerning the producer-IATSE basic agreement to New York, for which Pat Casey, labor contact, is expected to return east within a few days, the turmoil which has been characterizing the activities of the local Hays office has virtually subsided and operational procedure has dropped back to normal.

Casey, his lieutenant, Victor Clarke, and other officials of the organization have been working double-shifts during the past few weeks, during which the fear of an industry-wide strike overshadowed all other matters confronting the association.

Local spokesmen declare that Will Hays, president of the MPPDA, will remain on the coast for at least another two weeks before terminating his annual summer sojourn in Hollywood and returning to New York. It was also indicated that in the absence of Joseph M. Schenck, who is in the east, the next regular meeting of the association will be canceled.

## Paramount Buys Color Equipment for Trio

Paramount has purchased more than $300,000 worth of Technicolor lighting equipment for use in three current pictures being filmed in the color process, according to Fred Geiger, head of the studio's electrical department. The order includes 200 various lamps and arcs, 20,000 feet of mill cable and 20 choke coils.

## "Test Number 606" Title For Ehrlich Biog. Film

Warner has decided to title its biography of Dr. Paul Ehrlich, who discovered the cure for syphilis, "Test Number 606" because that term is so widely known and brings the social problem directly into the open. Picture starts in September with Edward G. Robinson in the starring role. William Dieterle will direct.

## George Raft, Ann Sheridan Team in "Torrid Zone"

George Raft and Ann Sheridan will be co-starred in "Torrid Zone," a story of the Honduras banana industry, at Warner. Mark Hellinger will produce from a script by Richard Macaulay and Jerry Wald.

## "Underground" for Litvak

Warner has assigned Anatole Litvak to direct "Underground," from the story by Edwin Justus Mayer and Oliver Garrett. John Garfield is set for the leading role.

### Crosby Under Butler's Direction

Universal has signed David Butler to direct the next picture starring Bing Crosby for the company. It will not go into production until early in 1940.

## OPTIONS

**—Metro**

KARL FREUND, cameraman, given new contract.

MARY TAYLOR handed new long-term acting ticket.

GEORGE CUKOR given new five-year directorial contract. His next assignment is "Susan and God."

RAY JUNE, cameraman, given new term contract.

MAURINE WATKIN joins writing staff.

LES SAMUELS handed new scripting contract.

WALTER PIDGEON given new term acting deal.

ALISTAIR MacBAIN, magazine writer, given scripting contract.

HELEN GILBERT, who made her screen debut in "Andy Hardy Gets Spring Fever," draws term agreement.

**—Paramount**

PAUL McGRATH, stage player who made his screen bow in "Federal Offense," set for another picture.

JOHN HOWARD given one-year extension of acting pact.

**—RKO Radio**

ELISABETH DEINS, college actress from the University of Southern California, given term acting contract.

**—Republic**

COLLEEN MURPHY given term contract to appear as leading lady in the Roy Rogers westerns.

**—Selznick International**

JOSEPH B. PLATT, New York architect and decorator, signed to design interior sets for "Rebecca."

**—20th Century-Fox**

MAE MARSH, star of the silent screen, wins term acting contract.

EDMUND HANSEN held for another year as head of the sound department.

THOMAS LITTLE, head of prop department, held for another year.

**—Universal**

SAM ROBBINS joins writing staff.

**—Walter Wanger**

MERRITT GERSTAD, cameraman, given one-year contract.

**—Warner Bros.**

LEE KATZ given new writing ticket. He is working on "Timber Wolf."

EDMUND GOULDING, director, handed new contract. He is currently piloting "We Are Not Alone," starring Paul Muni.

## Lyle Talbot Planning 16-Week P. A. Tour

Planning to play in a specially-written dramatic sketch, Lyle Talbot is set to embark upon a 16-week personal appearance tour through the east and midwest when he has completed a film assignment at Paramount.

Maxie Rosenbloom, boxer and Warner player, did a p.a. stint in connection with the opening of the studio's "Each Dawn I Die" at the Fox Theatre in San Francisco.

Martha Raye and her husband, David Rose, have returned from Fort Worth, Texas, where the Paramount comedienne fulfilled an engagement at Bill Rose's Casa Manana.

## Tex Ritter Injured

Tex Ritter, Monogram cowboy star, was injured last Monday afternoon when the automobile in which he was riding turned over near Lookout, W. Va. Curley Hogg, a member of the troupe which is accompanying Ritter on his current personal appearance tour, suffered a broken rib. The car was demolished.

### Ratoff Will Direct Henie

Next directorial assignment at 20th Century-Fox for Gregory Ratoff will be "Everything Happens at Night," the Sonja Henie starrer.

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **BEWARE SPOOKS**—Joe E. Brown, Mary Carlisle, Marc Lawrence, Clarence Kolb, Frank Thomas. Producer: Robert Sparks. Director: Edward Sedgwick. | | **PRISON SURGEON** — Walter Connolly, Onslow Stevens, Douglas Fowley, Iris Meredith, Paul Fix, Stanley Blystone, Bernard Nedell. Producer: B. B. Kahane. Director: Charles Vidor.<br><br>**THE MAN TRAILER**—Charles Starrett, Bill Elliott, Dick Curtis, Art Mix, Lane Chandler, Iris Meredith. Producer: Leon Barsha. Director: Norman Deming. |
| GN | | | |
| M-G-M | | **FAST AND FURIOUS**—Franchot Tone, Ann Sothern, Lee Bowman, John Miljan, Ruth Hussey, Allyn Joslyn. Director: Busby Berkeley. Original: Marco Page. | **NINOTCHKA**—Greta Garbo, Melvyn Douglas, Ina Claire, Sig Rumann, Felix Bressart. Producer: Sidney Franklin. Director: Ernst Lubitsch. |
| MONO. | **SCOUTS OF THE AIR**—John Trent, Marjorie Reynolds, Milburn Stone. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. | **MURDER IN THE BIG HOUSE**—Charles Bickford, Barton MacLane, Dennis Moore, Russell Hopton. Producer: Scott R. Dunlap. Director: William Nigh. Original: Rev. Patrick O'Neil. Screenplay: Martin Mooney. | |
| PARA | **EMERGENCY SQUAD**—Louise Campbell, William Henry. Producer: Harold Hurley. Director: Edward Dmytryk. | **KNIGHTS OF THE RANGE**—Russell Hayden, Jean Parker. Producer: Harry Sherman. Original: Zane Grey. Screenplay: Norman Houston. | **THE LIGHT THAT FAILED**—Ronald Colman, Ida Lupino, Walter Huston, Dudley Digges. Producer-Director: William A. Wellman. Original: Rudyard Kipling. |
| RKO RADIO | **UNTITLED GEORGE O'BRIEN**—George O'Brien, Chill Wills. Producer: Bert Gilroy. Director: Dave Howard. Screenplay: Jack Lait jr.<br><br>**SUED FOR LIBEL**—Kent Taylor, Linda Hayes, Lillian Bond, Thurston Hall, Morgan Conway. Producer: Cliff Reid. Director: Les Goodwins. Original: Wolfe Kaufman. Screenplay: Jerry Cady. | **MEET DR. CHRISTIAN**—Jean Hersholt, Dick Baldwin, Dorothy Lovett, Marcia Mae Jones, Jackie Moran. Producer: William Stevens. Director: Bernard Vorhaus.<br><br>**THE FLYING DEUCES** — Stan Laurel, Oliver Hardy, Jean Parker, Reginald Gardiner, James Finlayson. Producer: Boris Morros. Director: Eddie Sutherland. Screenplay: Ralph Spence, Harry Langdon, Alfred Schiller. | |
| REP. | **HEADLINE NEWS**—Arleen Whelan, Gordon Oliver, Charley Grapewin. Producer: Herman Schlom. Director: Harold Young. Screenplay: Lionel Houser, Alice Altschuler. | | **CALLING ALL MARINES**—Donald Barry, Helen Mack, Robert Kent, Leon Ames, Warren Hymer. Producer: Armand Schaefer. Director: John H. Auer. Screenplay: Earl Felton. |
| 20TH-FOX | **20,000 MEN A YEAR**—Randolph Scott. Producer: Sol Wurtzel. Director: Al Green. | **DRUMS ALONG THE MOHAWK**—Claudette Colbert, Henry Fonda, John Carradine, Eddie Collins, Dorris Bowden. Producer: Raymond Griffith. Director: John Ford. Original: Walter D. Edmonds.<br><br>**THE SIMPLE LIFE** — Stuart Erwin, Marjorie Weaver, June Gale, Chick Chandler, Barnett Parker. Producer: Sol Wurtzel. Director: William Anthony McGuire. Screenplay: Clay Adams, Leonard Hoffman, Hamilton MacFadden. | **CITY OF DARKNESS**—Sidney Toler, Lynn Bari, Harold Huber, C. Henry Gordon, Douglas Dumbrille. Producer: John Stone. Director: Herbert I. Leeds.<br><br>**HERE I AM A STRANGER** — Richard Greene, Brenda Joyce, Richard Dix, Gladys George, Roland Young, John Arledge. Producer: Harry Joe Brown. Director: Roy Del Ruth. |
| UA | | **REBECCA**—Laurence Olivier, Judith Anderson. Producer: David O. Selznick. Director: Alfred Hitchcock. Original: Daphne DuMaurier. Screenplay: Martin Berkelery. | **ETERNALLY YOURS** — Loretta Young, David Niven, Hugh Herbert, Raymond Walburn. Producer: Walter Wanger. Director: Tay Garnett. Screenplay: Gene Towne, Graham Baker. |
| UNIVERSAL | **LISTEN KIDS**—Johnny Downs, Constance Moore, Edgar Kennedy, Paula Stone, Janet Beecher, Marjorie Rambeau. Producer: Al Rogell. Director: Al Rogell. | **TOWER OF LONDON** — Basil Rathbone, Boris Karloff, George Sanders, Barbara O'Neill, Ian Hunter, Vincent Price, Nan Grey, John Sutton. Producer: Rowland V. Lee. Director: Rowland V. Lee.<br><br>**SOUTH OF THE AMAZON**—Douglas Fairbanks jr., Joan Bennett, John Howard, George Sanders, Alan Hale, George Bancroft. Producer: Harry Edington (Famous Productions). Director: James Whale. Original: Frances Marion. | **CHIP OF THE FLYING U**—Johnny Mack Brown, Doris Weston, Fuzzy Knight, Bob Baker. Director: Ralph Staub. |
| WB-FN | | **STATE COP**—John Payne, Dennis Morgan, Gloria Dickson, Julie Stevens, DeWolf Hopper. Producer: Bryan Foy. Director: Terry Morse. | **LADY DICK**—Jane Wyman, Dick Foran, Maxie Rosenbloom, Gloria Dickson, John Ridgely, Tom Kennedy. Producer: Bryan Foy. Director: Noel Smith. |

# S' FRANCISCO

LOUIS BARD of the Bard Theatre in Los Angeles was here at the Empire Hotel with the missus, son and daughter. Bard left for L. A. after a short visit. He stopped over in Mt. Carmel . . . Bill Helm of the Niles Theatre wants to vacation since everyone else has fished, toured, etc. Helm decided he has one coming . . . Manager Petersen of the Petersen Theatre, left for a trip to New York.

*Ben Hamms, Independent Theatre Owners of northern California's attorney, will leave for British Columbia this year on his annual hunting and fishing trip. Hamms also is the counselor for the T&D theatres and other local theatre operators . . . Don Isabella was acting manager at the T&D theatre in Oakland while the regular manager was on vacation . . . Margaret Kennedy of the Levin Theatres, vacationed in Santa Barbara and Montecito.*

Bob Giniff, former shipper at the 20th-Fox exchange here, was appointed manager of the Escalon Theatre in Escalon, Cal., for Bill Peters, who owns the house. Jimmy Faden was appointed to succeed Giniff . . . Former Viola Thompson, now the wife of R. D. Tully, was here renewing acquaintances on the Row. Viola is the sister of the great fisherman, Jewel Thompson, and was a worker in the RKO exchange for over ten years before taking the marital leap.

*Jewel Thompson of the Peterson Theatres returned from her vacation with this story: It seems that Jewel went fishing for trout for the first time and caught the limit of 25 fish in one afternoon. Co-workers claim that when the fishing bug bit Jewel she caught her first fish and now is telling her first fish story. Even if fishing wasn't good, the story was . . . Lucille Glass of the Redwood Theatres has just returned from her vacation while Terace Keith will leave this week . . . Ray Harper of the Mariposa and Merced Falls theatres was in town and visited along Filmrow . . . Georgette Marraco of the All-Star exchange left for her vacation.*

Mark Corey, former Pathe manager here and at present RKO manager in Portland, was a visitor on the Row . . . Manager Ray Kelsall of the Jose, Liberty and Victory theatres in San Jose, was seen along the Row . . . Bill Edmonds, manager of the New Vogue Theatre in Salinas, Cal., was another Row visitor . . . E. Naharro is here from Alvarado . . . Warner's Seattle ad sales manager, Dan Weston, and Booker Guy Maxey were visiting the local exchange during their vacation here.

*Hot tip of the week: A new house will be built in San Carlos and not by Arch Bowles in the next few weeks! That is hot off the fire! . . . After taking over the Fox in Turlock the T&D circuit has appointed William Nabham as the new manager there. Nabham was formerly manager of the Strand in Merced. C. V. Taylor, general manager of the T&D circuit, has not yet appointed a successor . . . Edwin Alvin, formerly of the Fox Theatre, Turlock, has replaced Frank Holtz as manager of the Del Paso Theatre, a Blumenfeld unit.*

# Allied Plans to Aid ITO in Its Fight

LOS ANGELES—Although it flatly rejected the exhibitor-distributor trade practice code, Allied States' local chapter is vitally interested in the fight being carried on by the Independent Theatre Owners of So. Calif. and Ariz. to eliminate commercialized previews and first-run moveovers in this territory. To this end it is planning to aid the ITO in every way possible to secure concessions on those two points, however that may be accomplished. This despite the fact the two organizations are unalterably opposed on most other points contained in the code as it stands or as it may be altered.

**Rodgers Due on Coast August 21**

This was the sentiment expressed by President Seth Perkins of Allied, who declared he is anxiously awaiting the arrival of William F. Rodgers, general sales manager for Metro and sub-committee chairman for distributors, who is expected on the coast August 21. Perkins reiterated, however, that the projected conferences with Rodgers and the Allied-ITO liaison is not to be interpreted as meaning the local Allied membership will become signatories to the code in any form. His belief is that, code or no code, abolishment of moveovers and commercialized previews will be of widespread benefit to all southern California independent showmen, regardless of their affiliations.

Following the talks with Rodgers, Perkins will call an Allied membership meeting at which future plans for the organization will be mapped out.

**ITO Anxiously Awaits Rodgers**

Rodgers' arrival is being anticipated with equal anxiety by ITO leaders. If successful in obtaining the desired concessions, which Rodgers has declared must be worked out through the individual companies concerned and not as part of the code, a general ITO membership meeting will be called to ratify the trade pact. Rodgers, while here, is expected to lay the foundations for an arbitration board and other machinery, with the possibility the code may be in operation next month.

# Industry Instigates Move on Carnivals

SEATTLE—The motion picture industry has opened war on street carnivals in Seattle. Jim Hone, executive secretary of the State's MPTO urged before the license committee of the city council that a ban be placed on licenses to traveling carnivals.

Hone asserted that carnivals are harmful to the public welfare and dangerous to health, that unsanitary conditions are tolerated on the lots and streets on which they operate and that various types of gambling are permitted in their operations.

The chairman for the license committee pointed out that carnivals have been permitted for many years and are licensed under tariffs set up in the license code. "At the present time the commissioner of licenses can issue a license to a carnival on his own authority and without seeking the permission of the council" the chairman pointed out, "However, if public policy appears to require it, the council can legislate to regulate."





## *Studio Visitors From the Territory—*

*Top: J. B. Kendall of the Fred Mercy circuit at Ellensburg, Wash., and Gloria Dickson on the set of "The Lady Dick" at the Warner studio. Below, J. F. Whyte (second from left), of the Fox circuit in Denver, and his family with James Stephenson on the "Philo Vance Comes Back" set, also at the Warner studio.*

# SEATTLE

SEATTLE'S Filmrow is never happier than when it is congratulating some member for conspicuous achievement, or throwing a party and buying a present. Handshakes, pats on the back and congratulations now are being bestowed upon Guy Navarre, branch manager for United Artists and his sales and office staff since Navarre, in a telegram from Jack Schlaifer, western division manager, was advised that the Seattle office won first place in the 20th Anniversary sales drive covering a period of an entire year and rewarded with many prizes. Guy receives a prize of $1,000. Pete Higgins, number one salesman in the western division, receives $500; Harold Hardin, office manager a bonus of four weeks' salary. All the salesmen won places in the organization's 100 Per Cent Club and received cash bonuses of $250 each plus increases in salary. These salesmen were among the first ten in the United States. They are: Pete Higgins, A. H. Kloepper, Jack O'Bryan and Jack O'Loughlin.

*Walter Coy of the Coy's White Center Theatre will start showing films on weekends in Burien City September 15. Coy has made a deal with the Hi-Line High School body, and the school auditorium will house the showings. Hall seats some 1,400.*

Betty Fowler, inspectress for many years at RKO, has passed away. She has been ailing for some time . . . Art Slater of Northwest Film Service is busy entertaining H. E. McKinney and his partner of the Iowa Film Service of Des Moines . . . Bert Pollard, assistant manager and booker for UA in Los Angeles, with Mrs. Pollard and their two daughters, guests of their uncle and aunt Les and Mrs. Theuerkauf . . . Fred and Mrs. Mercy jr. and their three sons with Edgar and Mrs. Mercy from Camas, and Paul Mercy from Yakima off to British Columbia to greet Mrs. Tess Mercy who arrives there on a cruise from New York via Alaska.

*Melva Ferrette of National Screen Service wearing a beautiful engagement ring. Wedding bells will peal on the 26th of this month with the lucky man being Don McPeak . . . E. G. "Dad" Abott of Sedro-Woolley, who returned recently from New York, has given his son-in-law, Dr. R. H. Ridgeway, a ticket on United Air Lines for a similar visit. He will visit Mrs. Ridgeway who is a director and hostess at the Washington State Bldg. at the Fair.*

L. J. McGinley, writing from Indianapolis, asking his thanks be conveyed to his many friends on Filmrow for the surprise "bon voyage" they gave him at the airport and for the handsome gift that he carries with him. His travels will bring him to Seattle on August 15 for a short stay . . . Walter Graham, exhibitor from Shelton, in order to escape the heat took his plane and hopped for Nome, Alaska.

*Carton Miles in town as advance representative for "Tobacco Road" opening at the Metropolitan soon . . . R. E. Lee, operating a theatre chain in eastern Washington, has discontinued his houses at Ichelium and Kettle Falls. Both towns will eventually be submerged by the backwater from Coulee Dam.*

Mrs. L. B. Sulzbacher of Kansas City is the houseguest of Mrs. Frank L. Newman sr. . . . Word from the south tells of Myke Lewis, sales executive with Paramount for 25 years and former district manager in this territory, being named sales manager for the Harry Sherman Productions.

*Gertrude Francon of Monogram's Los Angeles office is vacationing in the northwest and is paying her respects to the local Monogram office . . . The Roy Coopers who have been much entertained during their vacation visit have left for their home in San Francisco . . . Albert Rule, RKO exploitation expert has been in Seattle in the interest of "Bachelor Mother" . . . Rule's documentary film of 1933 "The Big Drive" was one of the top grossers of that season.*

Dick Harris, son of Monogram's head booker, is the proud owner of a new baseball suit. His dad got it for his eighth birthday . . . Cecil and Tudy Gwinn, and daughter Elaine, are visiting the Fair in San Francisco. Cecil has theatres in Centralia and Chahalis . . . Ruby McMillan of the Columbia office is wearing that well-known sparkler on the proper finger . . . Paul Volkman in from Wapato to book pictures for the opening of his new Dickon Theatre which opens in a couple of weeks . . . Sam Hearst of the Birdseye Electric Co. here from San Francisco and talking things over with B. F. "Ben" Shearer . . . Douglas Pratt, auditor for Columbia, doing his stuff around the local exchange . . . Mrs. Joe Danz nursing a broken arm received in a fall . . . John von Herberg to Washington, D. C., by plane for a few days.

*Mrs. N. E. Huff whose husband operates the Liberty and Huff theatres in Couer d'Alene, spending some time in the hospital but coming along fine . . . Frank Newman sr. back from New York where he worked on product and clearance deals for his territory . . . Jerry Ross, manager and master of ceremonies at the Palomar Theatre, is nursing an infected foot. Murray Peck, manager of the Colonial, is pinch-hitting for Jerry and doing a swell job.*

The Paramount exchange building is being painted . . . Mike Lyons Show Box looking like a million with a new marquee which is one of the biggest in town . . . Morrie Saffle inviting the press and various exhibitors to a preview of "Wizard of Oz" and getting lots of fine compliments on the production . . . B. F. Shearer inviting a gang to one of the shortest previews in history. The preview was a newsreel shot showing L. J. McGinley leaving on his long air trek to visit the various Universal exchanges throughout the United States. Lots of laughs when Mac produced his plane ticket that was fully five yards long.

*Art Hile, in town doing some missionary work for the independent theatres in Portland . . . Visitors this week included: Joe Rosenfield from Spokane who came to confer with his boss, Al Rosenberg, who is back from the long rest in California; Mr. and Mrs. Cochrane from Snoqualmie; Charlie Greime and family from Wenatchee; Bert Williams from Cashmere and talking of the good pictures taken at the recent golf tourney that appeared in* BOXOFFICE.

Charlie Laidlaw from Dayton and missing a longshot bet because the man was not there to take his money. Harry Blatt of Metro vacationing on Lummi Island . . . Bill Parker planing out to Spokane . . . Mrs. L. O. Lukan back from a visit with the Bill Cunninghams in Portland . . . W. E. Calloway, western district manager for Warner, in town for a few days then back to California . . . Les and Mrs. Theuerkauf and Bill and Mrs. Bedgisoff enjoying a weekend at Diablo Canyon.

*Neal Walton back from his Yakima trip and telling of the heat . . . Bjarne Moe discovering that the lock was on the bottom. He had to break the glass to find out . . . Harriet Lamb to Bainbridge Island for a complete rest . . . Bob Lippert to Portland, then on to San Francisco after getting his theatre giveaways set in the Northwest . . . Ferry strike now in its second week, still sending the boys who live on the Islands, to Tacoma in order to get boat transportation home.*

## *Judell Opens Exchange In L. A. September 5*

LOS ANGELES—Ben Judell's Producers Distributing Corp. will open a local exchange September 5, with Marty Solomon in charge, to handle product turned out by Judell's Producers Pictures Corp. Arnold Krieger has been appointed to travel as country salesman.

## *Bace Builds Entire Theatre Himself*

**Taft, Cal.—Just disclosed is the fact that the Roxy Theatre, recently opened, was built entirely by its owner-operator, J. W. Bace. He designed the 600-seat house, mixed the concrete, laid the foundations, built the framework, installed the projection and sound equipment, cooling system and seats. The task took ten months and eight days, Bace working 16 hours daily.**

## *Hoffberg Western Rights To Sam Nathanson*

LOS ANGELES—Sam Nathanson's Coast Pictures has acquired western territory distribution rights to a number of French, English and other foreign pictures being handled in this country by J. H. Hoffberg, president of J. H. H. Productions of New York.

## Ludwig Sells Nathanson Anti-War Film Rights

LOS ANGELES—Having acquired a tract of land in Hollywood upon which he immediately will begin construction of a de luxe theatre, John Ludwig, exhibitor from Minneapolis, who has west coast distribution rights to "When Germany Surrendered," documentary anti-war film, has sold distribution on the picture in California and Arizona to Sam Nathanson of Coast Pictures.

Ludwig's theatre will be located near the old National Broadcasting Co. studios on Melrose Ave. and is being planned for a September 1 opening.

Providing an acceptable distributor can be located, Ludwig proposes also to dispose of his rights to the picture in Oregon and Washington in order to devote full time to exhibition.

A tieup with the American Legion for "When Germany Surrenders" has been secured whereby the film will be given Legion support. The picture was given its first local showing August 4 at the 20th Century-Fox exchange, attended by the press, Legion executives, U. S. army officers and representatives of several peace organizations.

## Varied Program Provided At All-Industry Outing

SALT LAKE CITY—A varied program of sports and contests was arranged for the exhibitors, bookers, shippers, buyers and distributor executives attending the all-industry outing Thursday afternoon, August 17.

The event was the second annual "Movie Day" and was held at Lagoon, mountain resort located between Salt Lake and Ogden.

On the general arrangements committee were F. S. Winward, RKO; S. E. Samuelson, Intermountain Theatres; John Craig, Rapid Express; Joseph E. Madsen, UA; Ralph Jiza, GN; R. P. Hasse, National Theatre Supply; Charles Welch, and Bob Worthen, projectionist.

Judges for the bathing girl revue, which will determine the queen of the day, included Charles L. Walker, 20th-Fox; Ray M. Hendry and Charles M. Pincus, Intermountain Theatres; John Rugar, Park City; Charles Huish, Richfield; E. S. Winward, RKO; Joseph L. Lawrence and Hamilton G. Park.

## Rosener Leases Met

SEATTLE—Herbert Rosener, of the Herbert Rosener Co., formerly operating the Montlake Theatre here, has signed a lease with the Metropolitan Building Co. for the Metropolitan Theatre for the showing of foreign pictures. The lease calls for films to give way to road shows and concerts when bookings conflict.

### Michel Acquires Roosevelt

OAKLAND—A. Michel, former operator of the Larkin Theatre here, has taken over the Roosevelt.

# LOS ANGELES

AL GALSTON, president of the Independent Theatre Owners, has returned from a short vacation . . . Rotus Harvey of the Harvey Amusement Co., San Francisco, came in for a short stay . . . Another visitor from the Bay City was Barney Rose, Universal branch manager there, who came down to attend the premiere of his company's "When Tomorrow Comes" at the Pantages Theatre in Hollywood.

*C. G. LeFever and D. C. Burks, of Tucson, Ariz., made an inspection tour of Chet Black's Drive-In Theatre on Pico Blvd., and disclosed they are planning to build a 450-car capacity drive-in in their home town. Burks claims the weather in Tucson is ideal for such an enterprise at least 300 days a year.*

On the Row: Glen Bast, Del Mar Theatre, Carpinteria; Joe Sloat, Maynard; Nate Boasberg, Ritz, Inglewood; Leo Fenton, Metro Theatre; Isaac Victor, Long Beach; two exhibitors from Escondido—Dan Johnson of the Ritz and Bob Leonard, Pala; Kurt Laemmle, Franklin and Glasswell.

*Just disclosed was the surprise marriage of Barbara O'Keefe, daughter of Gene O'Keefe, exhibitor in Maywood, to Merrill Gallup last July 29. The ceremony was performed in Santa Ana . . . Jimmy Rackin of Exhibitors Service is evidently preparing for a cold winter—he's begun to raise a new mustache to replace the labial ornament he discarded last spring . . . L. J. McGinley, who is in charge of the western district in Universal's exhibitor-sponsored testimonial date drive, which started August 1, has returned to San Francisco after starting the ball rolling in the local exchange. The winning office in each division will receive $1,500 in prize money.*

W. L. Wagner, head of the Wagner Silhouette Letter Co., came in for conferences with local B. F. Shearer representatives, who distribute his product here . . . Eugene Berkhoff, of the Cinema Theatre, returned from a six-week vacation in Chicago . . . Mary Clarke, Universal film inspectress, is off on a two-week holiday.

*Charles Bragg, local insurance man, is spending a few days at Hermosa Beach with his family . . . Booking visitors included Mr. and Mrs. Frank Ullman, of El Centro; Phil Zeller, Mission Theatre, Santa Barbara; Bill Kilgore, in from Duncan, Ariz., and E. A. Stein, who operates a theatre in Wickenburg, same state; Ivan Rowley, Ward's Theatre, Pismo Beach; John Rennie of San Fernando; Scott Bayliss, partner of George Bourke in two Sawtelle houses; Ben Bronstein; Jack Chasen, Rosebud Theatre.*

The B. F. Shearer Co. is installing fixtures and carpets in the new Town Theatre, being constructed by M. Kaplan and Al Bowman. RCA sound equipment is being installed by the Filbert Photoplay Supply Co. . . . Al Pavlow, former owner of the Rainbow and Allena theatres, now is a sales representative for the Paul G. Hoffman automobile agency . . . Earl Johnson, op-

(Continued on page 84-D)


# TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

## LOS ANGELES

### EQUIPMENT AND SUPPLIES

**Breck Photoplay Supply Company**
A Complete Line of Theatre Supplies and Equipment
**1969 So. Vermont** **RE. 3151**

**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
**Wagner Silhouette Letters**
**Motiograph Projectors**
1964 So. Vermont RO. 1145

### THEATRE DECORATORS

**Specialists in Theatre Decoration**
**NAT SMYTHE & SONS**
**Decorators**
1914 So. Vermont RE. 3578

### AIR CONDITIONING

**Carabin Engineering Company**
"Air Conditioning Engineers"
**1914 So. Vermont** **Los Angeles**
— Over 30 Theatres in 1937 —

### EXPLOITATION PICTURES

**Now Booking**
**CHARLES DICKENS'**
**"THE OLD CURIOSITY SHOP"**

**"THE FORBIDDEN TERRITORY"**
**starring**
**Gregory Ratoff**
**Binnie Barnes**

**"THE SECRET OF STAMBOUL"**
**starring**
**Valerie Hobson**

**Edgar Wallace's**
**"THE CRIMSON CIRCLE"**
**starring**
**Noah Berry**

**Wm. G. Smith's Jewel Productions**
1912 So. Vermont RO. 2205

# SALT LAKE

JOE SOLOMON and Ernie Gibson, United Artists salesmen, each won $254 as prize money in the company's recent sales drive. Tony Hartford, branch manager, also won his quota. Solomon is buying a new car and giving a party for the UA staff . . . L. J. McGinley, in charge of the "Exhibitors Sponsored Testimonial Contest" being held by Universal and in charge of all affairs west of Detroit, is due here for conferences with Branch Manager Mat Aparton and the sales force. The contest started August 1 and runs until October 31.

*The former Capitol exchange has changed its name to the Premier with Harry Kerrer still in charge and no change in personnel. There are now Premier offices in Seattle, Portland, Denver, Los Angeles and San Francisco. Harry's brother George is manager in Denver and Henry Sonenshine, general manager for Premier, is brother-in-law to Harry. Harry has just returned from a trip to both the Pacific coast and Denver.*

Many exhibitors were in town to attend the "Movie Day" outing. Included were Mrs. M. G. Price of the Novelty Theatre at Paris, Ida., and A. F. Johnson of Salmon, Idaho, who operates the Roxy Theatre and who came 460 miles to go to the picnic. Helmer George of the Royal Theatre at Rigby, Ida., also was in town . . . J. H. Miller of the Cameo Theatre at American Fork, Utah, was seen on the Row. Miller recently attended the World's Fair in New York.

*James R. Keitz of the Mercury branch in Salt Lake City reports that contracts have been let by the Standard Pictures Corp. . . . Manager E. W. Wilson of Grand National has been working on the circuits and expects to go into Idaho shortly . . . J. T. Sheffield, Sheffield-Republic exchanges, is due in Salt Lake City for several days again. Manager G. S. Pinnell of the local offices is on an extended sales trip in the northern part of the territory. Paul McElhinney is returning from southern Utah . . . Robert Hill, Columbia supervisor for Denver and Salt Lake City, was here to hold a sales meeting with Branch Manager Bill Seib and the local force . . . Sam Gardner, M-G-M's local chief, has been in Montana for business . . . Paramount Manager F. H. Smith is back from an extended trip into Montana and Idaho.*

The Utah Theatre, under the management of Norman Sprowl, put on a "Spook Frolic" midnight, August 12. Francisco and his big stage show were featured. The show required separate tickets. The picture shown was Warner's "Sh! The Octopus." Admission was 30 cents . . . Pamphlets have been distributed throughout the city proclaiming the big "Free Show" being put on as a tieup with Borden's Evaporated Milk Co. here and the Utah Theatre. The show is for children and will be held both at the Utah and the Marlo of Sugarhouse, both Intermountain chain units. This is in conjunction with the Popeye Club shows . . . Seventy-five newsboys of the *Salt Lake Tribune and Telegram* were treated to another party as the guests of the Roxy Theatre to see the Pollock Bros. circus on the stage.

*While Lou Sorenson, assistant manager at the Utah Theatre, vacationed B. L. Rupp, head usher, took his place . . . Miss Viola Kerikas, cashier at the Sheffield-Republic offices is on a two-week vacation in Chicago.*

## *Frank Newman Acquires Portland Pix Theatre*

SEATTLE—Frank Newman sr., president of Fox-Evergreen theatres in the Northwest, announces the acquisition of the Pix Theatre in Portland. House was formerly the Rivoli but became the Pix when Jesse Jones took over the place.

The theatre will come under the wing of Al Finklestein, division manager for Evergreen in Oregon. Policy has not yet been announced but it is expected that the house will be dark for a short period to allow for alterations and decorations.

### Earl Stanley Again Heads Seattle Theatre Employes

SEATTLE—Officers elected for the coming year by the Theatre Employes Union, Local B-22, were, Earl Day Stanley, unopposed for the presidency, and Ed Windsor, vice-president.

Other officers included George T. Hood, secretary-treasurer; Jack Dudman, sergeant-at-arms and executive board; Helen Harper Ludwig, representing the cashiers; Edna Pierce, the usherettes; Fred Hartman, doorman, and Frank Gibson, outdoor amusements.

### Peterson to FWC New Town; Don Beck Now at Ritz

GREAT FALLS, MONT.—Earl Peterson has been named manager of Fox West Coast's newly-opened Town Theatre. He moves over from the managerial spot at the Ritz, and has been replaced at the latter house by Don Beck.

### Temple at San Bernardino Reopens Following Repairs

SAN BERNARDINO, CAL.—Newly decorated and modernized, the Temple Theatre has been reopened with Bill Braman as manager. House was recently acquired by the Cabart Circuit.

### Berne Buys Sierra and Patterson Gets Sunset

EAGLE ROCK, CAL.—Martin Berne has purchased the Sierra Theatre from Ed Patterson and the latter has bought the Sunset, a Los Angeles house, from Ed Blake. "Doc" Barsky acted as broker in the deals.

### Kulla to Reopen Star in Los Angeles Sept. 3

LOS ANGELES—The Star Theatre, closed in June when Owner Rube Kulla embarked on a vacation to New York, will reopen September 3. The Main Street house operates on a ten-cent admission scale.

# DENVER

HARRY McDONALD, who operates in Torrington, Wyo., and Mitchell and Crawford, Neb., is starting a new theatre at Mitchell to seat 550, to replace his present house. He hopes to have the house ready for November 1 opening. Bob Spawn, booker with Gibralter Enterprises, has left that company to go with McDonald. Spawn will headquarter in Torrington at present.

*Chas. E. Morehead has been moved from Beatrice, Neb., to manage the Fox houses at Fort Collins, Colo. He takes the place formerly held by Ed Marquand, who died recently . . . Tom Berta, city manager for Fox at Rock Springs, Wyo., and Kay Mahoney of Chicago, were married at Palisades, Mich., and after a honeymoon are making their home at Rock Springs.*

"Movie" McScaton of Sioux City, Ia., who operates in the Omaha territory, was in Denver visiting the exchanges. He buys most of his prints outright. He has rebuilt some of his projectors to handle 4,000-foot reels, so he can run a full show with only one break—and he has that down to 30 seconds.

*George Kerer will handle the Armstrong-Ambers fight films for the Denver territory, with prints available by August 24. Kerer also has signed contracts for the films of the Galento-Nova heavyweight fight set for September 7.*

With two houses, the Park and Rustic, operating in Estes Park, and the latter scheduled to remain open all winter, the town has set two records as far as theatres are concerned. It's the first time the town has had two theatres, and it will be the first time one has remained open all year. R. D. Ervin (W.E.M Amusement Co.) operates the Park with L. F. Flower owning the Rustic.

*Lon T. Fidler, manager of the Monogram exchange, all set to start on a New Mexico sales trip, while Connie Rose, salesman, was in the Arkansas valley extolling the boxoffice virtues of the Monogram product. Fidler reports sales are well above last year.*

The American Theatre at Gillette, Wyo., will open by August 31, providing the building can be made ready by that time. George McAnany will operate the house, and has contracted with Commercial Film exchange for "Murder by Television" and Passion Play to open the house. The hous seats 200, with a price schedule of 10 and 15 cents, and will give the town two theatres.

### Chicago Premiere for Shorts

HOLLYWOOD — Warner will world-premiere the first two Howard Hill-Errol Flynn archery shorts in Chicago, September 15, tying in with a bow-and-arrow contest being sponsored by the *Chicago Daily Times*.

### Johnson Opening Camino

CAMINO, CAL.—Irwin Johnson is opening the newly-built Camino Theatre here. The house is ultra-modern and was outfitted by Preddey Theatre Supply Co.

## Washington MPTO Board Balks at Union Bids

SEATTLE—Meetings have been held the past few days by the board of the MPTO of Washington to consider the new wage and hour agreements proposed by the union.

The Theatrical Federation of theatre employes, including the operators, stagehands, ushers and cashiers, doormen and janitors, have presented new demands to supplement the present contract which expires September 1. Among the demands are wage increases and vacations of two weeks with pay.

The board representing the theatres includes Hal Daigler, chairman; Paul Aust, Leroy V. Johnson, Bill Forman and Jim Hone, secretary of the MPTO.

It has been decided by the board that the new demands are out of reason with the way business is at the present time. It is contended all theatres in Seattle now are operating "in the red." It was pointed out that one of the smallest suburban theatres if signing the new agreement would be burdened with an extra thousand dollars a year.

## Many August Bookings Scheduled for "Oz"

LOS ANGELES — Concentrated bookings for "The Wizard of Oz" in this territory, following its opening at Loew's State and Grauman's Chinese theatres, were set by George Hickey, Metro's western district manager. The picture opened at the Fifth Ave. Theatre in Seattle August 16; at the Paramount in Oakland August 17; the Warfield, San Francisco, August 18; the State, Spokane, August 19, and is booked into the United Artists, Portland, to open August 25.

## Rob Ronald Vincent

LAGUNA BEACH, CAL.—A gun-flourishing bandit robbed Ronald Vincent, operator of the South Coast Theatre, of $3 as the showman was returning home from his office at the theatre. It is the second time Vincent has been a victim of bandits.

### Plans Pomona House

POMONA, CAL.—An 800-seat house has been announced for construction here by John Drew, owner of the Temple Theatre in Glendale. It will open early in December.

### Tom Smith Sells One

LOS ANGELES—Tom Smith has sold his Jade Theatre to Fred Yule and Louis Borden. Smith continues to operate the recently-opened Regal.

### Ten-O-Win Opens Office

LOS ANGELES—Ten-O-Win Amusement Co. has opened local offices at 1908 S. Vermont, with Bill Crosby as local manager.

# • REVIEW FLASHES •

**DAUGHTER OF THE TONG (Metropolitan)—The acting efforts of conscientious performers is nullified by a poor script in this story of Oriental intrigue that is as outdated as a Model-T. Evelyn Brent, Grant Withers. L. F. Scott produced; Raymond K. Johnson directed.**

**FIFTH AVENUE GIRL (RKO)—Chalk up another fine-grained performance for versatile Ginger Rogers, starred in a delightfully satirical farce which subtly laughs at the rich and those who envy them. Walter Connolly is sterling in support. Gregory LaCava produced and directed with unusual distinction.**

**HAWAIIAN NIGHTS (Univ)—Moderately entertaining programmer the story deficiencies of which are compensated by tuneful musical interludes and a colorful Hawaiian production number. Johnny Downs, Mary Carlisle top an adequate cast. Max Golden produced; Albert Rogell directed.**

**THESE GLAMOUR GIRLS (M-G-M)—The Cinderella story again, given a vivacious collegiate mounting and a youthful exuberance which should make it popular fare. Young blades especially may be expected to do nip-ups over a ball of fire named Lana Turner, who is apparently going places. Sam Zimbalist produced; S. Sylvan Simon directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# PORTLAND

JOHN DANZ, Seattle operator, is rapidly preparing to take over the Orpheum Theatre here September 1. Albert Forman has been appointed manager and has been in Portland the past week making contacts . . . Hamrick-Evergreen, as the result of losing its Orpheum house, will make the Liberty, recently renovated from stem to stern, into a first-run house to replace the Orpheum.

*The Liberty, Hamrick-Evergreen's first second-run Portland house, will be replaced in policy by the Rivoli Theatre, until this week operated by Jesse Jones and Archie Holt. The latter two sold their lease to Hamrick-Evergreen. Before opening the Rivoli with the Liberty policy, the house will be completely renovated. General offices of Hamrick-Evergreen will be moved to the fourth floor of the American National Bank Bldg. Frank Newman jr. becomes manager of the Liberty and Ron Harrington manager of the Rivoli.*

In town on business from the Fair city of San Francisco is Gerald L. Karski, Motion Picture Service manager . . . Millicent Smith of Portland's B. F. Shearer office is away on vacation, but wouldn't tell anyone where she was going . . . Jack Kloepper's secretary, Agnes MacRae, is looking for the person with sticky fingers who "borrows" her pencils . . . Tracy Poorman of Woodburn was on the Row during the week. So was B. F. Fisk of Bandon.

*Paramount Cameraman Theodore Sparkuhl and his family are Portland visitors on their vacation . . . The Capitol's Stanley Lang is also on the vacation list . . . Down in Eugene drillers cut through the alley to the side of the State Theatre to drill for water for a new air-cooling system.*

## Jacobs and Saul Handle Several Theatre Deals

SAN FRANCISCO—J. Leslie Jacobs and J. R. Saul, two of San Francisco's leading theatrical realty men, have handled several large theatre changes in the past two weeks. They sold the Oakdale Theatre for the Harvey Amusement Co. to Alfred Wilkins, former banker in Danzig. Another sale was the Plaza in Oakland to Paul Agglietti, who formerly owned the Roxie in Sacramento, and Herman Bluechel, who formerly operated the Temple here. This deal was consummated for Golden State circuit, which formerly owned the Plaza.

The Fox in Turlock was sold to the Golden State for Blumenfeld here. The Colusa and Gem theatres in Colusa went back to Ned Steele for Ted Nasser. Steele formerly operated the houses and sold them to the Nassers. T&D bought the Steele interests in the Chico and Empire theatres in Chico, using the Jacobs-Saul partnership to handle.

The duo handled all the above deals together with the exception of the first, which was negotiated by Jacobs alone.

## Blumenfeld American at Oakland to Open Soon

SAN FRANCISCO—Blumenfeld's American Theatre in Oakland will reopen after being completely redecorated as the Esquire, showing first-run Warner product. The opening probably will take place about September 1.

## Rudy Ressler Distributes New Patronage Bait

LOS ANGELES—Local distribution rights to Employment Night, a new boxoffice stimulant, have been acquired by Rudy Ressler, who has opened offices here. Ressler for the past eight years was the operator of a Filmrow service station.

## After MPTOA Meet

SAN FRANCISCO—The Independent Theatre Owners of Northern California has extended an invitation to the MPTOA to hold its annual convention here. Indications seem to point to the gathering here for the first week in October.

## Roy A. Pinkham, Veteran Stage Manager, Dies

SEATTLE—Roy A. Pinkham, pioneer Seattle stage manager of the old Frye Opera House and many other early-day Seattle theatres, died after a long illness.

The veteran 72-year-old stage manager had been associated with show people both as an actor and stage manager since he was 15 years old. In his early years Pinkham managed the Frye Opera House, John Cort's Standard Theatre, the old Turner Hall, Cordrays, the Grand Opera House, the Lois Theatre, and the old Seattle and Orpheum theatres. He was stage manager at the Moore Theatre for years and in charge of the stage for the Henry Duffy Players. In recent years he had been stage manager of the Palomar.

Mr. Pinkham was a charter member of Stage Employes union, Local 15.

## New Monogram Manager At San Francisco Helm

SAN FRANCISCO—Wm. M. Duggan jr. has assumed his new duties as manager of the local Monogram exchange, succeeding F. Howard Butler.

### Into Portland Job

PORTLAND—Walter Wessling is installed as manager of the local Monogram branch succeeding Cecil Farnes. Wessling for five years was manager of GB Pictures here and in Seattle.

## Installs New Sound

ARVIN, CAL.—RCA sound equipment is being installed in Dick Lemucchi's Airdome Theatre, an open-air house being used as a substitute since his Arvin Theatre was destroyed by fire. The equipment will be moved into a new theatre, now under construction by Lemucchi, when it has been completed.

## Marin Helms "Florian"

HOLLYWOOD—Metro has set Edwin L. Marin to direct "Florian," the Winfield Sheehan production which is being scripted by Noel Langley and Geza Herczeg.

### Draw $10,000 for Two Days

SAN FRANCISCO—Edgar Bergen and Charlie McCarthy received $10,000 for their two days at the Fair.

### Seek Benny for Harris Show

SAN FRANCISCO—Jack Benny is being dickered to appear with Phil Harris at the Fair here during Phil's second week here.

### Sally to Reopen Village

SAN FRANCISCO—Sally Rand will reopen the closed Greenwich Village to add to her string of three shows.

### Chico Empire to Close

SAN FRANCISCO—The Empire Theatre in Chico, Cal., will be closed for a short time.

## LOS ANGELES

(Continued from page 84-A)

erator of Bard's Adams, dropped in to check over some bookings . . . Ditto Tom Smith of the Jade; George Haines, Pasadena; A. L. Sanborn, El Monte, El Monte; Leon Levy, Wiltern.

*Ray Olmstead, Monogram franchise holder, left for an Arizona selling trip . . . Universal screened "Hawaiian Nights," a forthcoming release, for its salesmen and bookers . . . Jack Brower, Warner exchange manager, wound up second best when he went up against the Film Cafe's new marble machine . . . Fritz Feld, screen comedian, a visitor . . . J. W. Herron, operator of the Knoll, returned from an extensive northwestern vacation tour.*

Pinch-hitting for his dad as a booker was Ray Pierson jr., whose father operates the Lone Pine Theatre at Lone Pine . . . Katherine Schaeffer, secretary to C. T. Lynch at Metro, is vacationing for two weeks at Lake Tahoe . . . George A. Hickey, Metro's western district supervisor, checked in from San Francisco . . . Also down from the Bay City was Charles Koerner, division manager for RKO Theatres.

*Charles Neff, manager of National Screen Service's San Francisco branch, who is holidaying here, lunched with Herman Rubin and Benny Taylor of the local NSS staff . . . Lou Bard, Harry Hollander, Jim Schiller and George Bromley formed a luncheon quartette . . . Irving Carlin of the Carlin-Sinker circuit and Lou Cohen, theatre broker, deep in a chinfest.*

Booking: Simon Lazarus, Princess and Century; Seth Perkins, San-Val Drive-In, still hobbling around with a cane; Ivan Hansen, Cairo; Ronald Vincent, South Coast, Laguna Beach; John Drew, Temple, Glendale; Fred Hershon, Trojan; Ed Patterson, Sierra, Eagle Rock, and the Daly, a local house; Boris Posner and Mike Rapaport, Arlington; Jack Katz, Palms; Stan Goodman, Times; Isidore Berman, Eastland circuit, accompanied by his five-year-old daughter; Ernie Silcox, Studio, Studio City; Phil Greenbaum, Mecca; Earl Hunt, manager of the Louis Long circuit, in from Arizona.

*Booking: Fred Siegal, Palomar Theatre, Oceanside; Bob Fontoneaux, manager of Fred Hershon's Trojan; J. E. Poynter, San Clemente; Bob Dunnegan, Rio and Liberty, Blythe, Ariz.; Phil Pecharich, Ritz, Jerome, same state; Bill Martin, Hemet; Harry Hoffman, Soboba, San Jacinto; Judge LeRoy Pawley, Desert, Indio; Esther Steiner, Rio; Bob Tengberg and Mrs. Christine Armour, Majestic, Santa Monica; Frank Valuskis, Valuskis, Buena Park.*

Joe Huff, exhibitor from Stockton, and his family are holidaying here. Joe dropped in to renew acquaintances along the Row . . . Herman Sims, who has theatres in Santa Rosa and Merced, came in on a business trip . . . Ollie Wog, former Universal salesman here, has grabbed off a selling spot in the Universal exchange in Denver . . . Harry Lohram, who used to manage Bard's Theatre in Glendale, has turned real estate operator . . . To check on the condition of his son, who underwent an operation recently, Ben Fish, United Artists western district manager, came in from a trip through his territory. The boy is doing well . . . A southland vacationer is Sam Gardner, Metro branch manager in Salt Lake. He used to be an M-G-M salesman here.

*More booking exhibitors: Al Hansen, Wilshire, Santa Monica; Monty Friend, Vogue, Montebello; Mrs. Foster Jackson, Elsinore; Ben Mohi, Princess and Century; Tom Tobin, Jewel; Mr. and Mrs. Hal Moore, Dixie; Dan Johnson, Ritz, Escondido; Harry Preciado, Rex, Madera; Dan Irvine, Gem, Southgate; Bill Peck, La Moda, Atascadero; I. Blum, Mojave Mojave; C. O. Davis, Beaumont; Sid Feder, Stanley, Long Beach; Harvey Levinson. Cozy; Jack Goldberg, Garden, Belvedere Gardens; Emil Umann, Regina, Beverly Hills.*

Jack Goldman, operator of the Pico and Park theatres, is vacationing at Yosemite for a week . . . L. R. Abbott, vice-president and sales manager of Motiograph, equipment manufacturer, came in from New York for conferences with B. F. Shearer Co. executives, who handle the line here . . . Also visiting locally are Earl G. Hines and Herbert Griffin, respectively president and vice-president of the International Projector Co., New York . . . Minnie Sussman, Thornton Sargent's secretary at Fox West Coast, has returned from a holiday in San Francisco and Lake Tahoe.

## She Pays to Keep Them Clothed

**San Francisco—When Sally Rand pays to keep her gals clothed, that's news. It seems a New York costume firm recently won a suit from Sally for $949 for costumes. Attorneys threatened to attach the costumes and leave the girls without a stitch.**

## Jane Bryan Subs

HOLLYWOOD—Jane Bryan has replaced Dolly Haas as the lead opposite Paul Muni in Warner's "We Are Not Alone." Scenes involving Miss Haas will be re-shot by Director Edmund Goulding.

## Sherman Signs Parker

HOLLYWOOD—Harry Sherman has signed Jean Parker for the lead opposite Russell Hayden in "Knights of the Range," the Zane Grey story which he is producing for Paramount. Lesley Selander directs.

### Irving Cummings Assigned

HOLLYWOOD—Twentieth Century-Fox has assigned Irving Cummings to direct "Johnny Apollo," next vehicle for Tyrone Power, which Harry Joe Brown will produce.

### Brower on Next Jones

HOLLYWOOD—"The Jones Family at the Little Theatre," next in the series at 20th Century-Fox, will be directed by Otto Brower. Camera work starts August 10.

# Business in Outstate Ill. Reported Good

CHICAGO—Business conditions outstate are improving weekly and exhibitors generally are looking forward to a considerable upturn by early fall. This is according to Reg Wilson, assistant sales manager of Monogram Pictures, here for a periodic visit at the local Capitol-Monogram Exchange.

Wilson has talked in the Illinois territory with exhibitors in Peoria, Bloomington, LaSalle, Springfield, Moline and Rock Island, among other towns.

Wilson, who met George Weeks, Monogram general sales head here, for brief conferences on Monday, said that one of the company's biggest pictures for the coming season will be "Rip Van Winkle." The picture, being photographed on a de luxe scale in Technicolor, will star Jean Hersholt. The film already is in production and is expected to be ready by October 1. Incidentally, the Singer Midgets will appear as the gnomes in the picture.

Weeks, who left here for visits to exchanges in the northwest and in Canada, was also enthusiastic over "Rip Van Winkle." "This picture will become the human 'Snow White'," said Weeks, "and according to our present plans it will be big enough to play every big de luxe house in the country."

## *Holdover Business Is Prevalent in Loop*

CHICAGO—As it has done in other key spots thus far, "Stanley and Livingstone," opened to exceptionally big business at the B&K Chicago Theatre. It is being held for a second week at the ace loop house of the circuit.

Meanwhile, M-G-M's "Lady of the Tropics" continued a second week at the United Artists Theatre, doing better than average business.

The champion of the loop for the last several months, M-G-M's "Goodbye, Mr. Chips," finally relinquished its hold on the Apollo Theatre after eight weeks, to make way for Paramount's "Our Leading Citizen."

The RKO Palace did a good weeks' business in its first week after having been closed for several weeks this summer. The house, however, featured a stage show, "Folies Bergere," that is being held over a second week; the picture being changed from RKO's "Career," to Universal's "I Stole a Million."

## *Singer Sets Committee For Universal Drive*

CHICAGO—Mort Singer, midwest district chairman of the exhibitor-sponsored testimonial to Universal, is getting his local committee in readiness, and is expected to announce his organization shortly. The drive, being held during August, September, and October, is for dates.

# *Increased Rental Demands Bring Shutdown Threats*

### *Better Clearance or Else—J-L-S*

**Chicago—Aaron Jones sr., said this week that, should Jones, Linick, and Schaefer fail to get better clearance for their Oriental Theatre this coming season, that J-L-S may file an anti-trust monopoly suit against B&K and the major companies. There has been talk of this before but nothing has ever developed.**

# Operators' Scale in Chicago Coming Up

CHICAGO—Dickering starts the end of this month on a new contract between local exhibitors and the operators' union. At present, operators are working on a five per cent less salary scale than in September, 1937.

Last September they accepted a 10 per cent cut, five per cent of which was restored in March of this year.

What either side will ask or offer at the forthcoming negotiations has not been decided yet.

## *Chicago Commercial Film Companies in SAG Fold*

CHICAGO — Leo Curley, Chicago representative of the Screen Actors' Guild, says that all active commercial film companies in the Windy City have signed up with the SAG to recognize it as bargaining agent for all film actors working here.

Curley says that the companies signing pacts are Wilding, Jam Handy, Burton Holmes, Chicago Film Laboratory, and Atlas Educational Films. The SAG represents about 350 members in Chicago.

## *Carriers-Photoplay Picnic Attracts 200 Filmites*

CHICAGO—More than 200 filmites attended the third annual outing of the Film Carriers and Photoplay Advertising at Mannheim picnic grounds last Sunday. The Henri Elman softball team, headed for another Filmrow championship, continued its winning ways by defeating the Film Carriers-Photoplay team in an exhibition game.

### Screening Pact Renewed

COLORADO SPRINGS—The Frisina circuit in Illinois and Indiana has signed a new three-year contract with the Alexander Film Co. for 35 houses, according to the studio here.

MILWAUKEE—Wisconsin exhibitors in some spots, irked by requests for increased film rentals from producers, have threatened to close their houses rather than pay the price demanded.

According to Edward F. Maertz, president of the ITPA of Wisconsin and Upper Michigan, reports coming into his office indicate all distributors are asking large increases in film rentals. Some accomplish this by more pictures in top allocations, others by straight increases, he said.

Some exhibitors are inquiring, Maertz declares, to see if the association has any information of a plan to eliminate the independent through this method.

The association has been persistent in warnings to its members to be certain they understand all contracts before signing them. Emphasis in this direction was contained in a recent bulletin which paraphrased a major company advertisement by declaring that "a fountain pen can be as dangerous as a snake!"

Maertz reports few contracts in this territory signed, "primarily because of the high rentals being asked." Business for exhibitors in Wisconsin this summer, he says, has been tougher than last. Particularly painful has been competition from spots showing 16mm films. To date, efforts to combat this type of show have proved unsuccessful.

In addition to amusement parks and roadside dairy stands, most recent spots to advertise "free movies" were Zimmie's Tavern at Helenville and a church picnic of St. Edward's congregation at Appleton.

## *Smaller Chicago Houses Get Cut in Licenses*

CHICAGO—Operators of houses under 750 seats charging 25 cents or less admission will welcome the new schedule of city license fees just voted by the Chicago city council.

Theatres of 350 seats or less have been given a reduction from $250 to $200. Similarly theatres of 750 seats or more than 350 seats have been given a reduction of $325 to $275.

## *Week's Free Delivery Is Given Chicago Theatres*

CHICAGO — The Film Carriers' Association will give free delivery for a week to 310 Chicago theatres during August as its contribution to aid local exhibitors in reducing their expenses during the summer.

## *Luckett Renovates*

FRENCH LICK, IND.—T. N. Luckett, operator of the Dream Theatre here, is installing a new vertical sign and new marquee. The theatre also will be recarpeted and a new boxoffice will be built.

# Anti-Cash Game Bills Move Along in Wis. Legislature

MILWAUKEE—Relief for exhibitors from Bingo competition was seen in the possible passage of the Paulson bills, which have been in the legislature since early March and have been layed over and re-referred to committee half a dozen times since then.

The senate advanced to one step from passage of the measures, the first of which outlaws Bank Night and other gifts by lot as a means of attracting people to theatres, stores, auctions, taverns or halls.

The second bill makes lotteries a public nuisance and thus illegal, defining lotteries as any game of chance.

Locally, police have instructed various theatres to discontinue auction night, a plan whereby exhibitors procure merchandise from community stores for auctioning from the stage. In most cases, it is said, the theatre management purchases back from the highest bidder the article secured at a higher price than that at which it was bid in. The game has become more prevalent here since the outlawing of Bank Night.

**Gains for Proponents**

Meantime, proponents of games registered victories in several sections. At Elkhorn, County Judge Roscoe R. Luce dismissed court action against a local drug store for conducting a multiple dividend plan whereby a daily prize was given to those registering at the store.

In his decision, Judge Luce said the case should be dismissed because no financial consideration was involved, stating that "in these days of prevalent slot machines, doll gifts, punch boards, raffles, Bank Nights and similar indiscretions, this view of consideration is both naive and refreshing."

The decision is particularly interesting in view of the fact that several theatres in Walworth county are continuing to operate Bank Night despite the recent decision by the state supreme court ruling it a lottery.

At Montello, a jury found Chet Buckley not guilty of lottery charges in connection with conducting Bingo at a picnic of St. Mary's church. At Ripon, however, the local advancement association stopped the sale of tickets on a "gift" automobile after being warned by District Attorney George St. Peter, Fond du Lac, that complaints had been made that the organization was operating a lottery.

At Madison, the board of education rejected a request for use of a local school for a Bingo game. The board declared that no local schools would be permitted to be used for the games even though the receipts went for charitable purposes.

## "Tropics" for Adults

CHICAGO—With "Lady of the Tropics," having received a pink (adults only) slip from the Chicago censor board, B&K advertised the film at the United Artists, thus: "Adult entertainment. No children admitted."

Where Are The People's Rights?




## A Press View—

*How the Sheboygan, Wis.,* Press *views the current drive to enforce the ban on Bingo in Sheboygan county.*

## Court Ponders Status Of "Dr. I. Q." Show

CHICAGO—Taken under advisement by Master in Chancery Cavelli this week was the "Dr. I. Q." case. Arguments were heard by Master Cavelli for Judge Philip Finnegan, and his decision was expected sometime later in the week.

The appearance of the show from the stage of the Chicago Theatre is scheduled for the last time next Monday night, August 21, and the network show will then move over to the Stanley Theatre, Pittsburgh.

The city argues the case is a lottery, while the agency and sponsors of the show contend otherwise.

Meanwhile, the hearing on the jitterbug contests of Sam Herman, local vaudeville agent, has been moved back now to Friday, September 15, in local municipal court. The city, likewise, contends that those contests are lotteries. Because of the city's stand in these contests, B&K has not used them during the last few weeks at the State-Lake, where they were being used prior to the complaint.

## Hear Brice Briefs

CHICAGO—Arguments on whether the Fannie Brice $750,000 suit against 20th Century-Fox and other defendants over "Rose of Washington Square," will be moved to federal court for hearings were to be offered before Judge Charles Williams on Thursday of this week, August 17.

**Adds Comedy Writer**

HOLLYWOOD—Jack Mintz has been assigned to the writing staff of "The Biscuit Eater" to add comedy touches to the Paramount release.

# MILWAUKEE

THE Franklin Theatre here has changed hands, with a company consisting of E. T. Kroog, William Scharum and J. N. Futowsky now operating the house.

*Ross Baldwin, after an absence of about seven months, is again back as head of the Tosa Theatre in Wauwatosa.*

Elmer Hoge, manager of Warner-Saxe's Lake Theatre, is sponsoring guest week, August 22-25, in connection with which he is distributing 1,000 ducats to inform the public of the outstanding forthcoming attractions.

*Harry MacDonald, manager of the Warner Theatre here, admitted twins of any age free to the theatre August 11 between 11 a. m. and noon, as a publicity plug for "The Man in the Iron Mask," which opened that day.*

Eau Claire, long a single feature town, has switched, with the Oklare Theatre reverting to twin bills. State and Badger continue on singles.

*Home Theatre at Antigo has been given a complete interior decoration job . . . Saxe's Jeffris at Janesville observed its 16th anniversary the week of August 13.*

Ashley Theatre Co. has been granted a permit for the erection of a combination store and theatre building in Madison, at a cost of about $70,000.

*Fox Theatre at Stevens Point has inaugurated bargain shows on Monday and Tuesday nights with all seats at 15 cents . . . A. C. Berkholtz has installed new projection lamps in his Mermac Theatre at West Bend.*

Thomas Shimens is planning a theatre at Newberry, Mich.

## Elman's Crew Continues Softball League Leader

CHICAGO—Three games were played in the Filmrow Softball League but the Henri Elmans continue to lead the league. Filmack won two games by 9-to-0 counts, defeating Hotel Crillon and 20th Century-Fox. Twentieth Century-Fox also lost to Photoplay-Film Carriers, 7 to 5.

With one more week to go, the standings:

| | Won | Lost |
|---|---|---|
| Henri Elmans | 8 | 2 |
| Crillon Hotel | 7 | 4 |
| Photoplay-Carriers | 5 | 5 |
| 20th-Fox | 3 | 7 |
| Filmack | 3 | 7 |

## Publisher Opens Office For Book Giveaways

CHICAGO—Consolidated Book Publishers, subsidiary of the Cuneo Press, has opened Filmrow offices for its new giveaway plan, Book Night. Jack Cuneo, Ben Burns and Al Hoyt are working out of the local office. A display has been installed in the Stanley Theatre Supply windows.

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*NOW READY:*
Three Novelty Musical Westerns with
HERBERT JEFFREY
America's Only Negro Cowboy Star
THE FOUR TONES
And All-Star Colored Cast
"TWO-GUN MAN FROM HARLEM"
"THE BRONZE BUCKAROO"
"HARLEM RIDES THE RANGE"

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for
*Million Dollar Productions*

# INDIANAPOLIS

LARRY SHUBNELL, booker at the local Columbia exchange, was married here last week to Helen Collins. The couple are honeymooning at a lake in northern Indiana.

*L. L. Savage, auditor for Columbia Pictures, was a visitor at the local exchange this week.*

The father of W. S. Conway, operator of the Irwin Theatre, Cannelton, Ind., died last week. The funeral was held in Cannelton.

*Maurie Rubin of Michigan City was handicapped but little by his injured ankle in taking care of all the arrangements for the annual Dunes Water Sports Carnival, and the big "Miss Indiana" beauty contest.*

Henry Herbel, Warner district manager, was a visitor at the local exchange this week . . . William Sherman, office manager and head booker at the local Universal office, is expected back from New York some time next week.

*Maurice Rubin, president of the Associated Theatre Owners of Indiana, Inc., announces that the board of directors have unanimously approved the action of National Allied taken at the convention in Minneapolis in the rejection of the trade practices code.*

Art Baker, manager of the Circle Theatre, has finally broken down and told where he spent his vacation. He reports a very fine one was had in Colorado where he played a few games of golf too.

*Paul Brown of the National Theatre Supply office is spending his vacation with his mother in Iowa visiting relatives.*

J. B. Stine, operator of the Palace Theatre, Clinton, and Garfield Theatre, Terre Haute, has returned to Michigan with his family for another two weeks of fishing.

*Mrs. Jean Bisesi, billing clerk at Paramount, will spend two weeks vacationing at Lake Wawasee. Carl Kemp, head booker at Paramount, will vacation in Pittsburgh.*

Joseph Holleran, assistant manager at Loew's Theatre, is vacationing in the east.

*Al Ackerman has just completed reseating his Tacoma Theatre and will soon install a complete new sound system.*

Jack Dowd of the Warner staff is vacationing in Florida where he plans to deep-sea fish.

*Ernie Miller, operator of the Cinema Theatre, is around again after his siege with a foot infection.*

"Tommie" Thompson, secretary to Fred Greenberg at Warner, is the envy of all the local fishermen these days. It seems that so far she hooked the biggest bass of all those sojourning to northern Indiana lakes for their vacations. The men still have hopes of beating her catch.

*Al Blankenbaker of the Warner staff recently was married to Miss Jane Lewis. The couple will honeymoon in the east.*

Jack Corbett, former Pathe branch manager in Indianapolis, has bought the San Diego baseball franchise in the Pacific League. Corbett has been interested in baseball clubs for a long time, having been a recent owner of the Syracuse, N. Y., club in the International League.

*The local 20th-Fox office had Lou Lichtenstein, company auditor, as a visitor recently.*

Carl Mock is the new salesman for Universal and will cover southern Indiana and Kentucky. Mock formerly was with the Denver exchange. He replaces George Jacoby who will return to his former position as auditor for the western states.

# ST. LOUIS

JOHNNY PERKINS, roly-poly master of ceremonies, is expected to return to this port soon when he concludes his engagement at Billy Rose's Casa Manana in Fort Worth, Tex.

*Judy Whiteside, tiny cashier at Loew's on the afternoon watch, now has a special cushioned top seat on which to greet the cash customers.*

Nicholas Bakewell, 19-year-old scion of a local socially prominent family, has returned from Hollywood where he recently crashed the 20th Century-Fox studios, living as a stowaway on the production lot for three days.

*The severe windstorm that struck the western part of Belleville, Ill., on the morning of August 12 blew down a large tent covering a massive roller skating rink at 4500 West Main St. James Prindable, one of the owners, estimated the damage at $1,500.*

Harris Wolfberg, district manager for M-G-M, was in town and called on Harold W. "Chick" Evens. manager of Loew's.

*M. W. "Bill" Pickens is in town. He is considering reopening the Garrick Theatre, this town's sole burley. If the answer is "yes" the house will start its shows in September.*

# CHICAGO

CLYDE ECKHARDT, 20th Century-Fox branch manager, is all smiles. His exchange led after the first week of the seventh annual S. R. Kent Drive, which started on Monday, and will end December 16.

*M-G-M screened "The Wizard of Oz," on Monday night at the United Artists Theatre for radio artists, music publishers and song pluggers.*

Art Telzer is handling bookings on the re-issue in sound of "The Birth of a Nation." Si Greiver has booked the picture for its first local showing in the Rio Theatre, Chicago Heights on August 25 and 26.

*Frank Beres, RKO booker, was to be married on Saturday to Miss Judy Coban of Berwin.*

L. J. McGinley, newly appointed assistant to Bill Heineman, western sales head of Universal, was here this week on the first leg of this 16,000-mile circuit of the company's exchanges, as part of the theatre-exhibitor sponsored drive.

*Mannie Stutz of the Sonotone Theatre, back from his eastern trip, is showing everyone the fountain pen set he received at the RKO fair lounge.*

Bob Haley, who has been with RKO for 14 years, is the new RKO Palace publicity manager . . . Norman Castle, Essaness publicist, is vacationing.

*"Mad Youth," the picture which Abe Teitel is distributing, is also available from his exchange, for Indiana exhibitors, as well as Illinois.*

The Henri Elman softball team, expected to be champs of the softball league, have entered the Grant Park tournament of champions.

*Dorothy Nessel, in the amusement advertising department of the* Daily News, *is spending her vacation in California. She'll be back about September 1. She was recently mistress of ceremonies at two beauty contests, one at the Essaness Vic and the other at the Harry & Elmer Balaban Commercial theatres.*

Jack DeWaal, RKO auditor, is at the local office . . . Dave Katz, Hollywood Advertising Co., is displaying the new banners and stands on the "Golden Jubilee" 50-year campaign of the industry.

*Sympathy of the industry was extended to Oscar Schenk, amusement advertising manager of the* Chicago American, *this week, whose son, Robert E. Schenk,* 18 *years old, was killed in an accident in the Dakotas last weekend.*

John Balaban and Nate Platt are vacationing in Canada on a fishing trip. With them is the Balabans' young son, Billy . . . Al Raymer, booker for Indiana-Illinois Theatres, and his wife, were vacationing in Wisconsin this week.

*Seymour and Jerome Gumbiner, sons of Abe Gumbiner, are vacationing in New York and Bermuda. Seymour is general manager of the theatres, and Jerry is a university student.*


**TRADE DIRECTORY**

A Handy Guide for the Exhibitor

CHICAGO

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# PREMIUMS AND GIVEAWAYS TO A NEW HIGH; DISH DEALS ALONE TOP $200,000 IN KAYCEE

## Growth Accompanies the Spread of Triples and Other Stimulants

KANSAS CITY—At the beginning of the 1939-1940 season, giveaways in this area have reached the largest volume in the history of the business. An executive in the premium business estimates that the gross amount spent by exhibitors on dish type premiums alone in the year ended June 30, 1939, at more than $200,000 in the western Missouri and Kansas territory. About half of this was spent by metropolitan Kansas City exhibitors. The estimate is considered very conservative.

In spite of the fact that exhibitors will be the last to admit it, it has become obvious that giveaways in one form or another have become a permanent feature of the motion picture exhibition business. Along with multiple features, "gifts" are here to stay, as long as exhibition is constituted as it is at present. This is the tacit conviction of the shrewdest observers in the film and theatre business.

Employment of gifts, which followed closely behind the spread of two- and three-picture programs, has risen steadily during the past eight years. Today the Kansas City theatre that doesn't give at least one thing away a week is the exception, which holds even more for double and triple features.

There are 12 persons or firms on Film-row today earning a part or all of their livelihood from the sale to exhibitors of premiums and giveaways. In the past six months two new firms dealing in dishes only have entered the field. Six deal in dishes entirely, the other six offer some other form of theatre stimulant, but all of them come under the definition of giveaways.

A table on this page indicates the situation in Kansas City, Mo., where, of course, both "gifts" and multiple features are used the most extensively. The table was prepared from the daily advertisements of the theatres during a recent week. There are no first runs on the list, although occasionally a Kansas City, Mo., first run does have a giveaway. The multiple bill situation also is indicated in part; that is, in cases where triples are used, or where there is offered more than one feature for a dime. Dime nights, incidentally, have increased.

Out in the country it seems to be harder to find something that will appeal at the boxoffice. Giveaways are newer there. However, while there are fewer gifts being used in the smaller cities and towns, a number of towns under 10,000 are using them. In Kansas City, where premiums are as old as the depression, exhibitors no longer expect them to boost business regularly; in many cases they give stuff simply to keep the business they have.

In general, gifts are most popular in larger towns and cities where the competitive pressure is the severest.

Both in the larger cities and smaller, however, the better the merchandise, the more successful it is. Small town patrons are just as smart as those in the big city when it comes to recognizing values.

Appeal of premiums, like business in general, is at times stronger than at others.

### Prefer Short Deals

Premium men currently find theatres wary of long-term deals; they prefer them short and simple. But for the long pull, premium men say, dinnerware is the most successful of types of dishes to use, since it has the strongest appeal for women, and there is "continuity" to it; that is, it builds over a period.

Predicating that giveaways are here to stay, at least for a long while, successful employment of them becomes an important factor in the exhibitor's business. He should find the sort that his patrons like, and use it with a frequency that will do his particular boxoffice the most good; just as he must book his pictures in order to appeal to his especial kind of patrons.

One theatre has an almost unbroken record of successes with special giveaways. It hasn't a regular giveaway policy, and doesn't give anything often. What is given is specially selected, and is always "promoted" (that is, gotten free) in whole or in part. It may be a refrigerator, a radio, or what not. Not long ago it gave away a sewing machine, and in spite of the fact its patronage is among the most well-to-do, it was one of the most popular of all its giveaways. The theatre varies its giveaways with special stunts, the latter also carefully selected. One reason for the success of this house with both stunts and giveaways is that it uses both sparingly, and has perhaps not more than ten or a dozen a year.

A combination stunt and giveaway can be unusually successful. For instance, one house offered kisses to the men from a beautiful blonde, and they went for it in a big way, though when they arrived they found the kisses were made of candy. This was done in connection with the exhibition of one of the "Blondie" series.

## *How They "Give" in Kansas City*

*The following table, compiled from a recent week of newspaper advertisements, presents the giveaway and bargain situation in Kansas City, Mo. The numerals indicate the number of shows and the admission prices (3-10, three features for 10 cents), the word "ware" indicates chinaware, glassware and other similar gifts.*

| THEATRE— | Sun. | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. |
|---|---|---|---|---|---|---|---|
| Linwood | ..... | ..... | ware | ware | ware | ..... | ..... |
| Madrid | ..... | ..... | ware | ware | ..... | ..... | ..... |
| Waldo | ..... | ware | ..... | ware | ware | ware | ..... |
| Baltis | ..... | ..... | ware* | ware* | ware* | ..... | ..... |
| Oak Park | ware | ware | ware | ware | ware | ware | ..... |
| Lindbergh | ..... | *** | 3-10 | 2-10 | 3-10 | *** | *** |
| Tivoli | ..... | ..... | ..... | ware | ..... | gifts | gifts |
| Southtown | ..... | ..... | ware | ware | ..... | gifts | gifts |
| Mary Lue | ..... | ..... | 3-10 | 3-15 | ware | ..... | ..... |
| Colonial | ..... | ..... | 3-10 | 3-10 | ..... | ..... | ..... |
| Central | 3-15 | 3-15 | 2-10 | 2-10 | 2-10** | 2-10 | 3-15 |
| Murray | 3-15 | 3-15 | ware* | ware* | ..... | ..... | ..... |
| Circle | 3-15 | 3-15 | ware | ware* | ..... | ..... | ..... |
| Gillham | 3-15 | 3-15 | ..... | 3-10 | 3-10 | ware* | ware* |
| Roanoke | 3-15 | 3-15 | 2-10 | 3-10 | 3-10 | 3-10 | 3-15 |
| Bijou | 3-10 | 3-10 | 3-10 | 3-10 | ..... | ..... | ..... |
| Sun | ..... | ..... | 2-10 | 2-10 | ware | ware | ..... |
| Westport | ..... | ..... | ..... | ware | ..... | ..... | ..... |
| Summit | ..... | ..... | ware | ware | ..... | ..... | ..... |
| St. John | ..... | ..... | ware | ware | 2-10 | 2-10 | 2-10 |
| National | ..... | ..... | ware | ware | 2-10 | 2-10 | 2-10 |
| Vista | ..... | ..... | ware | ware | ..... | ..... | ..... |
| Gladstone | ..... | ..... | ware | ware | ..... | ..... | ..... |
| Aladdin | ..... | ..... | ware | ware | ware | ware | ..... |
| Belmont | ..... | ..... | 2-10 | ware | ware | ..... | ..... |
| Ashland | ..... | ..... | ..... | 2-10 | ware | ware | ..... |
| Admiral | ..... | ..... | ware | ware | ..... | ..... | ..... |
| Regent | ..... | ..... | 3-15 | 3-15 | ..... | 3-15 | 3-15 |
| Bagdad | 3-10 | 3-10 | ..... | ..... | ..... | ..... | ..... |
| State | 2-10 | 2-10 | ..... | ..... | 3-10 | 3-10 | 3-10 |
| Rockhill | ..... | ..... | ware | ..... | ..... | ..... | candy |

*With 20-cent admission, which is 5 cents over the regular admission.
**Plus candy bar to the kids.
***The Lindbergh on days noted accepts all shortage cards, two for one's, etc.

# NORTHWEST INDEPENDENT RIFT MATERIALIZES AS LEBEDOFF FORMS NEW ALLIED COMPETITOR

## Tri-State Unit Opposes Dual Limitation Plan Up in Minneapolis

MINNEAPOLIS—The long threatened rift among Northwest independent exhibitors materialized when Sol Lebedoff, arch foe of President W. A. Steffes of Northwest Allied and his policies, launched a rival theatre owners' body, the Tri-State Independent Exhibitors, this week.

The initial move of the new organization will be to oppose a proposed ordinance introduced in the local city council to limit film programs to two and one-half hours duration. Northwest Allied is sponsoring and backing the measure designed to deal a death blow to double features and has planned to push similar legislation throughout the territory, pending the convening of the state legislature when a state law would be proposed.

Lebedoff also announced that in a fight to force down film rentals the organization would endeavor to bring about a "protest closing" of all independent theatres in the territory throughout the entire month of December.

It was charged by Lebedoff, who presided at the meeting at which he started the Tri-State Independent Exhibitors, that "Northwest Allied has failed the independent exhibitors; that it has not worked for the interests of independents generally, but only a select few, and that it has devoted itself principally to the holding of lavish banquets so that its leaders could be 'big shots' in the eyes of New York film executives."

Lebedoff also charged that the film companies here "have entered into a conspiracy, within the law, to annihilate every Northwest exhibitor" by raising film prices when theatre business, on the average, is 35 per cent off.

The sole purpose of the Tri-State Independent Exhibitors will be "to protect the independent exhibitor," Lebedoff explained. He himself is not seeking any office or glory, he said. Even the largest theatres will not be called upon to pay dues in excess of $50 a year and the smaller houses will be assessed in proportion, according to Lebedoff. "Northwest exhibitors have been paying excessive prices for films," he asserted, "because they have not been properly organized." Now, he said, this is to be remedied.

Another meeting will be held at 1 p. m., August 24, at the Homewood Theatre to map plans for a state convention.

Among those present at the launching were Bennie Berger, who recently resigned from Northwest Allied; Henry Greene, Henry Greene jr., M. K. Lifson, Leo Aved, Sam Zuckman, Ted Mans, Harry Dickerman, Sol Torodor and Fred Holzapfel. In

(Continued on page 93)

## *Await Constitutionality Ruling On Dual Ban Ordinance*

MINNEAPOLIS—The city council committee on ordinances and legislation has referred to the city attorney a proposed ordinance to stop double featuring by limiting film programs to two and a half hours' duration. He is requested to submit at the committee meeting two weeks hence an opinion relative to its constitutionality.

With local independent exhibitors split regarding the desirability of such an ordinance, the committee indicated that if the city attorney believes the measure constitutional a public hearing on it will be heard, giving both sides an opportunity to present their arguments.

Enactment of the proposed ordinance would stop double featuring at the Minnesota Amusement Co.'s loop Aster Theatre and would outlaw the special Saturday midnight shows, comprising twin bills, which most independent theatres now hold.

President W. A. Steffes of Northwest Allied States requested passage of the ordinance. In his communication to the council he said that PTA groups in many other cities have protested against programs which keep children in theatres from three to four hours at a stretch.

On the other hand, a group of exhibitors banded together by Sol Lebedoff, who is forming another independent theatre owners' organization, is prepared to fight the proposed ordinance.

This group insists that it is against double featuring, but it claims that many theatres cannot exist without the special Saturday midnight shows. It also contends that the spread of double featuring can be averted by effective organization and that no legislation is necessary.

At the same time, a number of exhibitor leaders are becoming alarmed at the spread of sneak double featuring. Many houses have extended the special midnight shows to Thursday and Friday, as well as Saturday, so that, in effect, they're double featuring three nights a week. An instance has been cited of one theatre sneak triple featuring.

"These special midnight shows are just cover ups for double featuring and the first thing you know they'll be held every night," advocates of the limitation ordinance argue.

## Tenth Fox Midwest Parley Achieves

EXCELSIOR SPRINGS, MO.—More business was transacted at the tenth anniversary convention of Fox Midwest Theatres, Inc., than at any of the previous seven managers' conventions. The meeting, held at the Elms Hotel here August 15 and 16, was highlighted by the appearance of Spyros Skouras, president of National Theatres Amusement Co., who discussed the general exhibition situation along with specific problems facing National Theatres managers. Skouras also presented the awards to winners in the Spyros Skouras drive this spring and summer.

Theme of the convention was expressed by E. C. Rhoden, president of Fox Midwest, in his talk August 16, when he reminded managers that the imagination essential to showmanship is not the only essential ingredient in successful exhibition. He pointed out that it also is necessary that the showman of today be a good business man.

Fox Midwest will use its tenth anniversary as the key to its fall campaign on new season product. This fall marks the beginning of the tenth year of Fox Midwest operation in this territory, and it gives theatre managers of the circuit a good reason for doing the sort of promotion that will attract attention of the public to the unusually good pictures scheduled for release by distributors and producers, Senn Lawler, director of publicity and advertising, told the convention.

Appearing on the program Tuesday were Rhoden, Skouras; Charles E. Shafer, treasurer; L. E. Pope, purchasing department; L. O. Honig, insurance department; F. E. Ritter, for the Employes Benefit Association of Fox Midwest; Lon Cox, film buyer and Kansas City district manager, who discussed "The New Film Contracts;" H. E. Jameyson, Wichita district manager, "New Season Pictures." A general session was held after dinner Tuesday, and following that, District Managers Edd Haas, Harry McClure, H. E. Jameyson, Fred Souttar, and Lon Cox held their annual district meetings until midnight. In addition to Rhoden's talk and a general round table, the circuit districts each presented a "show" on Wednesday morning.

At 2:00 p. m. Wednesday, Fox managers and executives, and their guests from the industry teed off for the eighth annual golf tournament. Some played tennis, and a few indulged in horseshoes. The an-

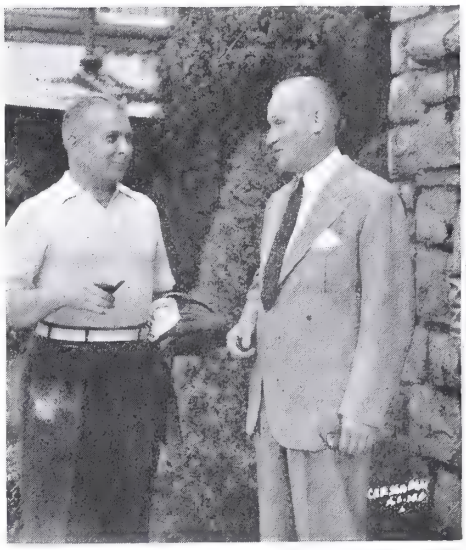
(Continued on page 96)

# When Fox Midwest Convened at the Spa
















—Photos by Cresswell

*Top: Scene of the general meeting. Left center: H. A. McClure, Howard Jameyson, Lon Cox, Spyros Skouras, Fred Souttar, Edd Haas and E. C. Rhoden. Center right: Skouras and Rhoden, outside for a bit of air between sessions. Lower left: Skouras, right, giving the lowdown to Jameyson and Rhoden. Lower center: Officials of the circuit's "Bre'er Fox" club, Jerry Baker, L. B. Sponsler, Johnny O'Connor and Lewis Hoffman, the last two Kansas City business men. Lower right: Members of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. Left to right, Rupert Hall, Hall Investment Co., Tulsa, Okla.; Skouras, C. E. Cash, tax commissioner of the Stanolind Oil Co., Tulsa; Senn Lawler, Fox Midwest, and Rhoden.*



## *Home Life Stuff—*

*Even equipment men who jump about over the map have it, as this picture of Dave, Donna and Betty proves. They are the children of Don (Hi-Fi) Davis, RCA representative in the Kansas City territory.*

# OMAHA

L E. GOLDHAMMER, RKO district chief, was here conferring with Russell Egner, local exchange boss . . . Sophie Volkert of Monogram underwent an appendectomy last week and now is on that well-known road to recovery . . . Ike Rubin, Paramount peddler, is back in the harness after an operation.

*Carl Bailey, Pawnee Theatre, Pawnee, Neb., and Mrs. Bailey are spending a month in California and other western points. They're traveling by train . . . Sol Francis of American Distributing announces he has sold Work Night to G. I. Miller, Strand Theatre, North Loup, Neb.*

Mons Thompson's father is seriously ill at Superior, Neb., our scouts tell us. Mons operates the Riviera Theatre at St. Paul, Neb. . . . Bessie Halstead, RKO steno, went to California on her vacation, got a job there and now is working in a Los Angeles exchange.

*Rumors have it there may be some heavy anti-trust agitation in Omaha this fall. You only need one guess as to who and why . . . Employes of the Omaha and Orpheum theatres had a party this week, arranged by Merle Connors Fratt, Orpheum cashier, but wife of Glenn Fratt, artist at the Brandeis, a rival theatre.*

Oscar Johnson, Falls City, Neb., exhibitor, and his wife and family, also tripping to California . . . The Ralph Falkinburgs are in Minnesota and promised to send your scribe some fish but so far the mailman has passed us by. Falkinburg is one of Nebraska's veteran exhibitors, located at Lexington.

*R. E. Brega, Star Theatre, Callaway, Neb., is in Pittsburgh, Pa. Brega is also an attorney, in case you didn't know it . . . Carl Ernst, Harris Theatre, Avoca, Ia., was in town . . . Also Lou Ireland, Logan, Ia., smoking a big cigar . . . Tom Seydlitz, Overland Theatre, Nebraska City, Neb., was wearing a bright blue shirt. Well I guess that's better than none at all since a lot of exhibitors say they have about lost theirs!*

Lawrence Burkey Ritz Theatre, Deshler, Neb., and family drove to the west coast and just returned . . . H. J. Cramer, one of the operators of the community Auditorium Theatre, Chester, Neb., also vacationing on the coast. Cramer is also a lumberman.

*Lou Egart of the Brandeis is now wearin cheaters . . . Jack Kolbo, assistant manager at the Omaha, and the missus took a trip to Mexico . . . Bill Trites of the Orpheum went fishing at the Iowa lakes . . . Evert Cummings, Tri-States district boss, also on the vacation list.*

A lot of the filmites gave us the rib because we reported that Danny McCarthy's new son was named after Leo Doty, United Artists office manager. They said the boy was named after Leo McCarthy, Danny's uncle. Of course, all we know is what Danny told us, and after all, he's the poppa!

*Bob Ballantyne celebrated his 27th wedding anniversary this week . . . Birthdays next week include Bob Anderson, Warner, and George Bonacci, UA shipper . . . Congrats to one and all!*

## *Change at Scotia*

OMAHA—John V. Maddox, operator of the Loup Theatre at Scotia, Neb., has sold his interests to R. W. Dailey, also of Scotia. The change in ownership is effective at once.

**FOR SALE** Complete equipment consisting of 300 late type American spring cushion chairs, Simplex projectors, Peerless L. I. Arc lamps and rectifiers, late type RCA sound equipment, screen and complete miscellaneous booth equipment. Everything in excellent condition. Theatre closes on August 15th and equipment must be removed by September 1st. Will sacrifice for immediate sale. Write at once to A. R. THOMPSON, Mills Theatre, Lake Mills, Iowa.

# Independent Chain Sued for Award

DES MOINES—William S. Helverson of Des Moines filed a suit Saturday in Polk county district court against the Independent Theatre group, including 21 Des Moines theatres for a $500 Bank Night award he claims he won but did not receive.

In the petition, Helverson said his name was drawn July 6 and that within the stipulated three minutes he made his presence known to the management of the Ideal Theatre as provided by Bank Night rules.

In a second count, the petition charged that a "malicious" conspiracy prevented any winner from getting his name to the Casino Theatre within three minutes.

The Casino Theatre, the petition said, was the one at which the announcement of the drawing was made July 6, for transmission to the other theatres.

Abe Frankle, manager of the Casino Theatre, Saturday said Helverson was simply "too late" in making his presence known.

"It doesn't make any difference to us who gets the award, but he has to make himself known within three minutes," he said, "otherwise, it would be unfair to the others."

Helverson seeks not only the $500 prize, but asks $1,000 "punitive damages" as well.

The suit is brought against both the Independent Theatre group and the ten individuals doing business as the AmuzU, Ideal, Avalon, Forest, Varsity, Lincoln, Casino, Family, Grand, Iowa, State and Beaver theatres.

## *Free-Lance Writing Takes Forester From Trade*

OMAHA—Eddie Forester, manager of Tri-States Omaha Theatre here, has resigned to free-lance as a fiction writer. Forester has been connected with the film industry 11 years, all in Nebraska.

Forester has been manager of the World and Empress at Kearney, Neb.; Capitol and Majestic at Grand Island, Neb., and the Rivoli at Hastings, Neb. At one time he operated the Pastime Theatre at Ravenna, Neb.

Forester's resignation is effective September 1 and he will leave at once with his wife and son for southern California where he will make his home. He has sold several stories to quality magazines during the past year.

## *Dodge, Neb., House Is Destroyed by Fire*

OMAHA—The Dodge Theatre at Dodge, Neb., was destroyed by fire when it was struck by lightning. The house seated 230 persons and was partially covered by insurance. J. J. Cochnar was manager.

The theatre was operated by Dodge's volunteer firemen!

# Lebedoff Gives Form To Northwest Rift

(Continued from page 90)

all, approximately 15, representing some 25 or more theatres, were on hand.

However, following the meeting, some of those who attended stated they have no intention of joining the new organization and were only present to "listen." One of these was Bennie Berger and another Leo Aved. During the meeting Lebedoff asked several to express their sentiments regarding the new body. Zuckman, who is being sued by Northwest Allied for nonpayment of dues, and Greene indicated they were favorably disposed. While attacking Steffes and Northwest Allied, Lebedoff expressed the hope that "the chances are that we'll be able to get together with Northwest Allied."

In opposing the program limitation ordinance, Lebedoff apparently represented the attitude of all those present except Berger. Lebedoff emphasized that the reason for the opposition was that Twin City independent exhibitors do not wish the outlawing of their Saturday midnight shows, which comprise dual features.

**See Duals Spreading**

Lebedoff admitted that double features have been spreading, especially in the Twin Cities, through the extension of midnight shows to Thursdays and Fridays as well as Saturdays. He asserted that independents in the territory are almost a unit in opposition to twin bills, however, and would restrict them to the Saturday midnights.

"But we don't need legislative regulation or laws to restrict us," declared Lebedoff. "We can stop the spread of double features if we're properly organized. We aren't going to let politicians run our business if we can help it."

Lebedoff delegated Henry Greene jr., Holzapfel and Lifson as a committee to appear before the city council ordinances and legislation committee to combat the proposed ordinance.

It was contended by Lebedoff that exhibitors in the territory have been able to keep out double featuring without any legislative assistance. He charged that Northwest Allied acted without obtaining a referendum of Twin City exhibitors.

"It's a personal proposition and the purpose is selfish," said Lebedoff. "Six people are trying to push through a bill affecting some 80 exhibitors. We must inform the council that 90 per cent of the independent exhibitors are against such a measure. It's unfair to us. With business at its present stage the Saturday midnight shows are lifesavers for us.

"None of us want double features. We can avert that through strong organizational control. But if our Saturday midnight shows are stopped many of us will be forced out of business."

In going into the matter of film prices, Lebedoff bitterly assailed the distributors.

"With our grosses down on an average 35 per cent, they're demanding terrific increases and percentages, instead of giving us decreases," he said. "Is there any sense to that?

"They're basing their ruinous demands on what outstanding percentage pictures have done."

"Because we haven't been properly organized, Minneapolis and its territory have been a soft spot for the branch managers and salesmen. They make a big showing here and are promoted.

Before closing their theatres for the month of December, independent exhibitors would run trailers on their screens explaining to patrons that producers are demanding such large sums for pictures that the houses could not be kept open unless admission prices were raised and the exhibitors would prefer to shut down rather than that.

Patrons also would be given cards to send to the President and members of Congress in Washington protesting against the exorbitant film prices, Lebedoff said.

Public opinion would force the film companies to abandon their exorbitant demands, he declared. "They couldn't stand the publicity," according to Lebedoff.

**Greene Dissents**

Greene, who owns and operates three Minneapolis theatres, didn't think the Lebedoff proposals practicable.

"It's all right to sit here and say we won't buy pictures," said Greene. "But we aren't going to stand idly by while our competitors buy them. We need pictures and we're going to buy, regardless of anything. And if the Minnesota Amusement Co. and other of our competitors keep their theatres open do you think we're going to close?"

Lebedoff replied that other leading independents would come into the Tri-State organization and that its power would force distributors "into line."

In answer to Lebedoff, Greene said he expected to pay as much as last year for product "in some instances." "In the last analysis," declared Greene, "the individual exhibitor will have to do his own dickering, the same as hitherto."

Opinion was expressed that the dime double featuring in the lower loop (Gateway) district cannot be halted, but that Minnesota Amusement can be "induced" to stop the twin billing at its one house each in downtown Minneapolis and St. Paul.

After the meeting, Berger asserted that if the Tri-State association is successful in its fight to stop the program limitation legislation "it will be only a question of time before this is a double feature territory." In his opinion, the Minnesota Amusement Co. is only "looking for an excuse to go twin bills, so that it can absorb all the product, including the independent, and thus keep the Minnesota Theatre from getting pictures."

"The trouble with these fellows is that they're not farsighted," asserted Berger.

Lebedoff has been at odds with Northwest Allied and Steffes for more than a year. The fight started because Steffes refuesd to take steps to stop the Paradise Theatre, owned by him and Berger and operated by the latter, from buying runs of M-G-M pictures and showing them ahead of competing independent houses charging the same admission. Steffes has contended that the organization could not dictate to distributors how or at what price they should sell pictures or to exhibitors how much they should pay.

It has been argued by Lebedoff that the organization should devote itself principally to film costs and local problems and should spend less time and money on national matters. He is being sued for nonpayment of dues and, in answer, is demanding an accounting of expenditures.



## *Look in on Production—*

*Dr. I. W. Miller, exhibitor from Boonville, Mo. (left), and his wife and friends pay a visit to Jane Wyman on the set of "The Lady Dick" at the Warner studio in Burbank.*

## *Potter to Reviewing Post On Times-Tribune*

MINNEAPOLIS—Merle Potter, *Journal* film and drama editor for many years, will serve in a similar capacity for the new edition of the *Tribune*, called the *Times-Tribune*, which came into existence after the *Star* acquired the *Journal* and discontinued publication of the latter.

**For Rent or Lease**

Established picture show to responsible party, fully equipped, in Topeka, Kas. Inquire H. Gordon, 2617 Grand, Kansas City, Mo., GR 0461, or write George Gordon, Orpheum Bldg., Topeka, Kas.

# MINNEAPOLIS

MRS. ANN ROBINSON, stand-in for Olivia de Havilland, is visiting relatives here. Was interviewed by Florence Lehman over the radio. Says the beautiful Olivia is a swell person . . . Harry Katz has readied Harry Hirsch's Gayety for its opening August 25 with burlesque road-shows. With the work finished he went on a fishing expedition. Hirsch has been busy running the roller derby at the Auditorium. It has been drawing turn-away crowds of 10,000 nightly and its success is so great that its engagement has been extended for three days past the originally allotted three weeks.

*Mort H. Singer and Morgan Ames, his general manager, visited several days. Incidentally, they dropped in at the Minnesota Theatre to catch the show. Bill Sears, Mort's manager at the Orpheum, is vacationing in the Canadian Rockies. He motored to Banff and Lake Louise. During his absence, Gerry Bloedow, his assistant, is managing the theatre, and doing a good job of it, too.*

Billy Diamond, well-known booker, in from Chicago. Said it's just a pleasure trip to visit with friends here, including Eddie Ruben . . . Other visitors included Allen Usher and Frank Clark, Paramount district manager out of Chicago and Paramount's Milwaukee branch manager, respectively. They were here in connection with a product deal with Eddie Ruben for the latter's La Crosse, Wis., theatres. Ted Bolnick, Eddie's manager there, participated in the conferences.

*Pantages Theatre celebrated its seventh anniversary week with a change of picture daily . . . Florence Harris, Universal cashier, spending her vacation in Minneapolis, doing various jobs around the house . . . Grand National spotted two pictures into the Minnesota—"The Exile Express" last week and "Panama Patrol," underlined . . . Harold B. Johnson, Universal branch manager, back from a business conference with Peck Gomersall, district manager, in Chicago. In "When Tomorrow Comes," Universal has the finest John Stahl picture since "Back Street," according to Johnson. It goes into the Century here August 25 and the St. Paul Orpheum September 1. He plans a trade showing prior to that time . . . Missie Ryder of the Warner office resigned. Mildred Winslow replaces her.*

Out-of-town exhibitors visiting Filmrow included George Jenkins, Cold Springs, Minn.; Lyle Webster, Rice Lake, Wis.; D. Polzer, Independence, Wis.; Agnes Christianson, De Smet, S. D.; Joe Schindel, Granite Falls, Minn.; Charlie Connaught, Olivia, Minn.; Sam Heller, Grand Rapids and Nishwa, Minn.; Elmer Bang, Eureka, S. D.; Jack Heywood, New Richmond, Wis.; Leo Allender, Northolm, Minn., and Don Buckley, Redwood Falls, Minn.

*Evelyn Gendreau has resigned from the M-G-M office staff . . . Lowell Smoots, Little Falls, Minn., exhibitor, is following in Don Buckley's footsteps and entering the bowling alley business on the side. He has installed eight alleys in his town . . . John Snyder, Williston, N. D., exhibitor, stopped over en route home from California where he and his family have been vacationing the past month.*

Frank Wetzstein and John Kenally, Mandan, N. D., in town and closed deals for their houses in Mandan and Dickinson, N. D. . . . Ben Landy, Columbia booker, in New York visiting his parents and taking in the World's Fair . . . Bob Gillham, director of Paramount's publicity and advertising, in town lining up campaigns for "Beau Geste" and "Star Maker" . . . Cerna Martin of Columbia's office staff vacationing right here in Minneapolis . . . Arnold Dobrin of Paramount's ad sales department in St. Barnabas hospital with a throat ailment.

*"Hy" Chapman, Columbia branch manager, bothered with his eyes. Nothing serious . . . Banners at Warner proclaim that "August is Bookers' Month" . . . Eph Rosen, veteran film salesman, long with RKO, off to New York . . . Betty Dee, United Artists branch manager's secretary, vacationing in northern Minnesota . . . It was quite a feather in Universal's cap to have Mort H. Singer accept the chairmanship for the midwest for the exhibitors' testimonial to the company, the trade here feels . . . The only one of the Minneapolis-Kansas City baseball games played in the recent series drew* 13,000 *paid admissions —the largest crowd to witness a baseball game here since* 1928. *Rain the following evening knocked the management out of approximately* $7,500.

Moe Levy, 20th-Fox district manager and S. R. Kent drive leader, back from a brief visit to Des Moines and will depart for Hollywood to confer at the studio before making his second jaunt around the exchanges . . . Harold B. Johnson, Universal branch manager, proud over his fisherman's feat. He caught a 40-pound deep channel cat fish in the St. Croix River.

*L. J. McGinley, Universal's Seattle branch manager and western captain for the exhibitors' testimonial to his company, here for a campaign conference . . . "The Mikado," in its third week at the World and doing a smash business, opened at the St. Paul World and goes into the Garrick, Duluth, and Time, Rochester, shortly . . . Dick Stahl, genial Universal booker, reducing. He now eats only one piece of Boston cream pie at his noon luncheons.*

Sylvan Leff, Universal's southern Minnesota salesman, in Asbury Hospital with a throat infection . . . H. B. Johnson making plans for a trade showing of Universal's "The Under Pup," Gloria Jean's first starring vehicle.


**NOTICE ! !**

**To Users, Buyers, Jobbers, and Manufacturers:**

You Are Hereby Notified that the Undersigned Patentee Will Vigorously Prosecute Any Infringement on His Patent No. 2140227, Said Patent Being a Reel End Signal for Motion Picture Projector.

**ORZIN HEMINGSUM, West Union, Iowa**


## *Amusement Market Better in Iowa*

**Des Moines—Iowans are spending more money "for the fun of it."**

**State sales tax records showed the volume of taxable amusement business had risen more than $400,000 in the comparison of the year ended last March 31 with the fiscal period ended March 31, 1938.**

**Amusement merchants reported a volume of $14,221,000 business in the most recent annual period, the records show, compared with $13,813,000 in the preceding fiscal year. The tax rose from $276,273 to $284,438.**

## *Goldberg Denies Financial Interest in Omaha State*

OMAHA—Ralph D. Goldberg, veteran Omaha exhibitor and circuit owner, has announced he has no financial interest whatsoever in the new State Theatre, to be opened about October 1 in Omaha's main business district.

A corporation headed by A. L. Kaplan, long-time personal friend of Goldberg, will operate the theatre. Kaplan was formerly a fur wholesaler in New York and Chicago. Goldberg and he attended the University of Chicago together.

Goldberg said he would act in an advisory capacity, however, in the operation of the new house and the R. D. Goldberg Co. will maintain offices in the State building. The State has been dark for many years and at one time was the Sun Theatre, one of the first theatres acquired by the Goldberg interests.

## *St. Louis Park Theatre Auto Service Copied*

MINNEAPOLIS—The St. Louis Park Theatre, suburban house, started something when it inaugurated the transportation service for auto patrons from its parking lot to its doors. Now other houses are going in for similar features.

Gordon Greene of the Minnesota Theatre has a miniature auto cruising the streets and offering to transport prospective Minnesota patrons to his showhouse without charge.

Abe Kaplan, owner of three Twin City neighborhood theatres, has a standing offer to send a motor car to any people residing within a two-mile radius of his showhouses and wishing to attend them.

## *Four Exchanges in Omaha Undergo a Remodeling*

OMAHA — Four exchanges on Omaha's Filmrow are undergoing remodeling and expansion in preparation for fall and winter business.

The Columbia and Universal exchanges are being enlarged, Republic is being rearranged and redecorated. Sol Francis, new Monogram franchise holder, is moving to larger quarters next to the Fox exchange.

# K A Y C E E

DOUG DESCH'S Monogram crew went out to the Waterworks in North Kansas City last Tuesday evening for barbecued ribs and fun. For exercise, the Monogram gang took along a baseball bat and softball. Afterwards, they screened "Girl From Rio" and "The Man From Texas," which sounds like a good double bill to us . . . Ruth Toller is leaving Monogram, where she has been biller and steno, to go with E. C. Leeves, Central Theatre Equipment, as secretary.

*Jim Foland has changed the name of Atlantic Pictures to Astor Pictures at* 1710 *Wyandotte. The big one on hand currently is a reissue of Bill Hart's "Tumbleweeds."*

Sam, Kate, and Bill Blair were on Filmrow this week. Kate commented on what a shame it was that the three councilmen of Kansas City resigned and spoiled the recall. Sam's reply was reminiscent of the film business, that "the city attorney didn't read his contract."

*Universal has a love seat in the exchange. Just a token of its affection for exhibitors . . . Ed Solig, Universal booker, is leaving Saturday for a vacation in Chicago . . . Harry Wheeler, Paramount booker, is on vacation with his wife . . . Miss Christine Wilson of Columbia's booking department is another vacationer.*

On the Row: C. R. Gregg, Liberty, Caney, Kas.; H. F. Higgins, Princess, St. Marys; E. G. and Merl Swank, Ritz, Burlingame, Kas.; R. R. Winship, Majestic, Phillipsburg, Kas.; Mr. and Mrs. Glen Moskau, Regal, St. Joseph, Mo.; Edwin Marsh, Eskridge, Kas.; Frank Cassil, Rialto, St. Joseph, Mo.; Tom Wilhoit, Lyric, Plattsburg, Mo.; Warren Weber, Pix, St. John, Kas.; Ellinwood at Ellinwood, and the Ritz at Stafford; Earl Courter, St. Joseph, Mo.; C. C. Rhoades, Roxy, Warsaw, Mo., and Nu Buflo, Buffalo, Mo.; Crump Taylor, Plaza, Appleton City, Mo.; S. W. Booth, Booth, Rich Hill, Mo.

*National Theatre Supply will have the new Simplex projector and lamphouse, August* 19.

Tom Edwards, who operates the Ozark at Eldon, Mo., has returned from a vacation in the West, and reports that "Missouri crops look better than any we saw, with the exception of irrigated districts of Utah and Idaho."

*The organization meeting of the Variety Club Bowling League was held August* 17 *at Variety Club to elect officers and team captains.*

Norris Cresswell, Filmrow's photographer, and his family left Thursday for the Ozarks and a week's vacation. Between fishing forays their base of operations is the Gatlin Rocky Comfort Lodge, Gravois Mills. He has his camera to get proof of the ones that get away. His last job before departure was a pictorial record of the Fox Midwest Theatres annual convention at Excelsior Springs, reproduced elsewhere in this issue.



## *Kansas City Barkers Pick And Equip Star's Guest*

KANSAS CITY—The role of Santa Claus to a Kansas City orphan was played last week by Variety Club when it selected Pauline Phillips, 14-year-old girl from the Interdenominational Home, for a trip to Hollywood. Pauline and her chaperone, Miss LaVere Smith, superintendent at the home, left Kansas City August 16. They were joined en route by other orphans from over the country with their chaperones, and the group will be guests of Linda Ware, young Paramount player, at the premiere August 21 of "The Star Maker," Bing Crosby's picture, in which Miss Ware makes her first screen appearance. Paramount is paying the expenses of the trip.

The committee from Variety Club also aided in getting Rothschild's, Kansas City clothing store, to provide Pauline with a wardrobe for the excursion. Members of the committee were Finton Jones, George Baker, Jerry Zigmond, Arthur Cole, Robert F. Withers. Aiding them in the selection were Mrs. C. M. Woodard, Mrs. W. E. Kemp and Mrs. W. S. Barnes, prominent local women active in civic and charity work

The committee also arranged a special preview of the new Crosby picture at the Newman Theatre (Jerry Zigmond) August 21 for orphans from the three homes: Interdenominational, Gillis, St. Joseph's.

Principal function of Variety is charity, the most important of which is the milk fund for underprivileged children.

## *Griffith-Dickinson, Inc. Will Occupy Larger Offices*

KANSAS CITY—More than a 50 per cent increase in space will be had by the Griffith-Dickinson Theatres, Inc., home office at 3525 Broadway here when, in about six weeks, the circuit moves into its new quarters on the same floor it now occupies at that address. The new space is on the south side of the third floor, and is being air-conditioned and redecorated for Griffith-Dickinson occupancy.


# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

### KANSAS CITY TERRITORY

#### EQUIPMENT AND SUPPLIES

**Peterson "Freezem" Mfg. & Sales Co.**
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
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Kansas City, Mo.

**A. A. Electric Machinery Co.**
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

**Central Theatre Equipment Company**
Western Electric - Mirrophonic Sound
Motiograph Projectors
E. C. Leeves, General Manager
130 W. 18th St. Tel. HArrison 3345

**Stebbins Theatre Equipment Co.**
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

**Southwest Theatre Equipment Co., Indp't**
**Wichita, Kas.**
C. D. Peck, Mgr. Phone 2-2153

#### EXHIBITOR ASSOCIATIONS

**Independent Theatre Owners Association**
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

**K. M. T. A.**
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

#### AIR CONDITIONING

**National Air Conditioning and Engineering Corp.**
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

#### SOUND SERVICE

**K. C. SOUND SERVICE**
Syncrofilm Sound Equipment and Service
**1818 Wyandotte St.**
W. P. Humston HA 4783

#### SCREEN PUBLICITY

**Alexander Film Company**
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
**Phone: HIland 2694**

# LINCOLN

IT'S a bit on the quiet side in the Capital City, with many of the Theatre Row boys playing soldier at National Guard camp . . . Business remains likewise . . . Vacations, name orks, picnics, ball games are taking their annual toll from the boxoffice at present.

*The George Monroes sr. and jr. are getting ready for the fair's horse races after their success at Omaha's Ak-Sar-Ben . . . Doc Lawson's ork is headed into Chicago . . . Bill Catherwood's new skating rink at Wahoo has been suggested as a practice spot for next year's theatrical skateree . . . The unidentified usher who fell 42 times during the hour and a half is said to be still suffering.*

Looks as if there won't be a Newspaper-Radio softball game this summer. Guess the ether boys can't get over last year's humiliating drubbing . . . McCook's new municipal auditorium has the boys wondering just how bad it's going to affect the boxoffice . . . The city's biggies are going to try to get the best of everything —from Benny Goodman's ork to a top-flight boxing match.

*The 900 residents of Clay Center watch Fred Waring's outfit with more than passing interest . . . Both of Waring's soloists, Donna Dae and Jimmy Atkins, got their start at KMMJ, local station.*

Allen Jenkins' popularity in midwest Nebraska skyrocketed when his car stopped at Kearney in need of repairs . . . Jenkins took advantage of the delay to swim with the natives . . . He's on his way east for a vacation after completing a Torchy picture.

*It'll be a long time before they'll forget Union Pacific days in Nebraska. All the county fairs now are featuring whisker days, something practically unheard of until Paramount's press agents invaded the Corn state . . . Paramount, North Platte, is featuring auction night. This time 'Auction Dave' buys, the audience sells . . . The auctioneer will purchase anything from handkerchiefs to toothpicks to locks of hair.*

County fairs are beginning to take over the spotlight now, but W. B. Bradley's Moon at Neligh, Stuart Nesbitt's Plainview at Plainview, and A. H. Blank's Strand at Hastings are all doing very nicely, thank you.

## *Granstrom Opens Soon*

ST. PAUL—George Granstrom, owner of the Grand View Theatre, will open his new $100,000 950-seat Highland Theatre about September 1. The house will be the last word in modernity. Werner Wittkamp of St. Paul is designing the decorations and furnishings.

## *Wm. Crystal to RKO*

MINNEAPOLIS—William Crystal has resigned as Grand National branch manager here to become North Dakota salesman for RKO. He replaces Edward Stengel, transferred to Omaha.

# Tenth Fox Midwest Parley Achieves

(Continued from page 90)

nual banquet was held at 8:30, with Rhoden presiding.

In addition to National Theatre awards listed in this issue on pages 24 and 26, Rhoden made personal awards for performance during "Rhoden Week," the last week of the Skouras drive, ended July 8. Winners (two in each district) were:

Charles Morrill, Gladstone, and Sammy Naster, Lincoln, Kansas City; Jack Maes, Marysville, Kas., and Harley Fryer, Joplin, Mo.; Tom Steele, Hutchinson, Kas., and Max Van Buren, Hays, Kas.; Ralph Bartlett, Jacksonville, Ill., and Ed Whaley, Benton, Ill., and T. S. Wilson, Excelsior Springs, and Steve Souttar, Brookfield, Mo. Each received Hamilton watches, with their names engraved, except Ralph Bartlett, who had a special prize.

Jay Wooten, Dodge City, Kas., and Art Zimmer, Springfield, Ill., were given special awards for their work with the premieres of "Dodge City" and "Young Mr. Lincoln," respectively.

Attending the convention were:

Spyros Skouras, head of National Theatres, New York; E. C. Rhoden, president of Fox Midwest, Kansas City; Lon Cox, film buyer and district manager at Kansas City; Harry McClure, H. E. Jameyson, Fred Souttar and Edd Haas, district managers; L. E. Pope, purchasing agent; L. O. Honig, real estate; Senn Lawler, advertising and publicity; Charles E. Shafer, R. D. Montgomery and Howard White, accounting; H. C. Smathers, R. S. Murphy and Drew McDougal, sound men; bookers Allen Karf, Ralph Adams, Buddy Brown, Harold Hume, Chester Hylton, and John Meinardi (St. Louis); Frank Gross, engineer, and the following managers:

Kansas City, Mo.—Apollo, Morrill Moore; Brookside, Dale Havelone; Esquire, Joe Redmond; Gladstone, Charles A. Morrill; Lincoln, Sam Naster; Linwood, Harry Biederman; Plaza, Jimmie Long; Madrid, Paul Reinke; Rockhill, Ralph Wallace; Uptown, Frank Ritter; Vista, Owen F. Hitchler; Waldo, Jim Chapman, and Warwick, Glen Carroll. Kansas City, Kas.—Granada, Charles Barnes.

Atchison, Kas.—Orpheum, Hugh Siverd. Beatrice, Neb.—Rivoli, B. M. Montee. Carthage, Mo.—Crane, William Laughlin. Chanute, Kas.—Peoples, C. F. Forbes. Coffeyville, Kas.—Midland, E. D. Dorrell; Tackett, Dale Thornhill. Emporia, Kas.—Granada, Ray McLain; Strand, John Neely. Fort Scott, Kas.—Liberty, H. D. Carroll. Girard, Kas.—Liberty, John Paul Jones. Iola, Kas.—Iola, Loyce Rockhold; Uptown, Nick Carter, Joplin, Mo.—Fox, Harley Fryer; Paramount, Jack Slinker and Orpheum, Ensley Barbour. Marysville, Kas.—Liberty, Jack Maes. Nevada, Mo.—Star, Art Bowman. Ottawa, Kas.—Plaza, Mel Miller; Webster, Waldo Voth. Pittsburg, Kas.—Midland, G. I. Hunger, and Colonial, A. C. Longshore. Topeka, Kas.—City Manager, Lawrence Breuninger; Grand, C. A. Stewart; Jayhawk, Phillip T. Hill; Orpheum, Ed Allison, and Gem, Chester Boggs.

Arkansas City, Kas.—Burford, Ted Davis; Starr, Starr Wetmore. Clay Center, Kas.—Rex, B. F. Adcock. Concordia, Kas.—Grand, C. P. Roger. Dodge City, Kas.—Dodge, Jay Wooten, city manager; Crown, Max Davis. El Dorado, Kas.—El Dorado, W. R. Rowell. Hays, Kas.—Strand, M. K. Van Buren. Hutchinson, Kas.—Tom Steele, city manager; Fox, Ray Monzingo; Midland, Komp Jarrett, and Strand, Dennis Montee. Liberal, Kas.—Tucker, Earl Hilton. Lyons, Kas.—Lyons, W. R. Scott. Newton, Kas.—Regent, Jim Fronkier. Salina, Kas.—Strand, Fred Glass; Watson, Hort Ulrich. Wellington, Kas.—Regent, Al McClure. Winfield, Kas.—Regent, C. H. Zile; Zimm, Zeb Pruner. Wichita, Kas.—Roy Burford, city manager; Miller, Joe Kuefel; Palace and Orpheum, Harry Sefton; Wichita, Bill Haas, and Uptown, Mike Lehman.

Belleville, Ill.—Illinois, Carroll Moore; Lincoln, C. C. Murray. Benton, Ill.—Capitol, W. E. Whaley. Cape Girardeau, Mo.—Broadway, Roy Cato; Orpheum, Ed Koegel. Centralia, Ill.—Grand, Al Spargur; Illinois, E. French Gallagher. Duquoin, Ill.—Grand, W. A. Erwin. Jacksonville, Ill.—Illinois, Ralph Q. Bartlett; Majestic, J. Eldon DeSilva. Marion, Ill.—Orpheum, Edgar Jones. Mt. Vernon, Ill.—Granada, Homer Marvel; Plaza, James E. Simmons. Springfield, Ill.—Lincoln, A. R. Zimmer. West Frankfort, Ill.—Strand, H. M. Burnett.

Boonville, Mo.—Lyric, J. D. Johnson. Brookfield, Mo.—DeGraw, Steve Souttar. Council Bluffs, Ia.—Strand, Morris Cohn. Excelsior Springs, Mo.—Beyer, T. S. Wilson. Fort Madison, Ia.—Orpheum, Earl Hayes. Kirksville, Mo.—Kennedy, W. J. Souttar. Lexington, Mo.—Mainstreet, Gene Kincaid. Marshall, Mo.—Auditorium, Floyd Davis. Moberly, Mo.—Grand, H. L. Golladay; Fourt St., J. T. Dowdy. Muscatine, Ia.—Palace, Ludy Bosten. Sedalia, Mo.—Liberty, Ed Mater. Springfield, Mo.—Electric, Leon Robertson; Gillioz, Joe Ruddick; Landers, Ensley Barbour; Princess, W. R. Wilhoit.

# DES MOINES

ART ANDERSON's been up in the air and feeling very lonesome lately, we hear—and we'd bet a moth-eaten parachute he was very pale beneath his famous sun tan . . . Ken Clayton received a wire from Universal inviting him to New York August 24 to attend the premiere of "Under Pup" at Scranton, Pa. But Ken's gonna pass this one up in favor of a later premiere in New York, a re-make, we believe, with the original male lead and a new feminine star, reported to be neither blonde nor beauteous (more about this later).

*Lots of Filmrowers were at the Strickland-Paychek fight, but a big cigar taking Lou Levy's Al Bair somewhere was all we saw . . . Iles, McKinney and Wolf pulled a smart bit of advertising with two announcements over the loud speaker during the fight. Rud Lohrenz, Warner's district manager, and Ben Kalmenson, western division manager, were here . . . Gene Melone swears there's nothing monotonous about three daughters, and claims his are all beautiful and not dumb. Mrs. A. H. Blank knows now that it costs $1.00 to park in some places.*

# MPTO Starts Another Survey on Product

PITTSBURGH—MPTO of W. Pa., Inc., this week instituted another product survey to determine actual sale policies of the various film companies. When properly registered an accurate analysis of the set-up of the territory will be available at the exhibitor headquarters, it is understood.

Film survey cards were distributed this week throughout the western Pennsylvania area and a larger response is expected for this survey than in past polls.

In a bulletin issued by M. A. Rosenberg, president, and Fred J. Herrington, secretary, exhibitors were advised to be prepared to attend a mammoth meeting early in September.

MPTO's statement continued with regards to the annual convention in October.

"In a general sense the buying season is progressing rather slowly due to many causes, one of which is increased film rentals. Be very careful what you sign for the coming season, as it seems to be a tough setup. Argue about it *now*—not after you have put your name on the dotted line," the bulletin warns.

## *Barron in Pittsburgh to Lead Universal Drive*

PITTSBURGH—Universal's prize campaign was opened here this week with the appearance of Paul Barron, eastern division manager who is leading the drive. For the three months he will be away from his Charlotte branch office, Peter Rosian of the Cleveland office will substitute there.

Jules Lapidus, local branch manager, reports that the Pittsburgh office is holding its own in the national field and that exhibitors here are interested in the prize contest offered by Universal.

## *Governor James to Call "Emergency" Session*

HARRISBURG, PA.—Gov. Arthur H. James will call a special session of the legislature at an undetermined date to consider "emergency" subjects, particularly those relating to relief. It is believed the special assembly would be summoned early in January.

Governor James, vacationing this week, has announced plans for early action in an effort to raise Pennsylvania's WPA quota.

## *Expect Schreiber Suit Delay Until October*

DETROIT—Fate of the suit of Jacob Schreiber against Ray Schreiber, involving the transfer of the houses from Jacob to Ray several months ago, remains uncertain. Both parties to the litigation declined to discuss the matter for publication. No action is expected until the case comes to trial, probably in October.

# *Allied Survey Reports Seven New Houses for Michigan*

DETROIT—Proof of the wave of theatre building, particularly upstate, as recently reported in BOXOFFICE, is confirmed by the quarterly report of theatre transactions just issued by Allied Theatres of Michigan. According to the Allied report, seven new theatres have been added to the Michigan listing in this quarter.

The new houses include one in Detroit—Jack Broder's Rainbow—and six upstate: Bruce Godshaw's Albion at Albion, Cass R. Beechler's "B" at Charlotte, A. Hefferman's New Century at Coopersville, John Vlachos' Flatroc at Flat Rock, W. D. Shafer's New Garden at Garden City, and W. H. Storl's New Milan at Milan.

Two theatres were closed—both in Detroit—the Times Square and the Wolverine—the latter for remodeling. In addition, one theatre in Detroit and six upstate changed hands during the period.

The next quarterly report should show an even larger number of new theatres in view of the several openings scheduled within the next two months.

# Kentucky Exhibitors After Low Rentals

LOUISVILLE—Independent exhibitors of Kentucky got together last week to organize for a concerted campaign against the "high cost of films."

"What we're after," said Jesse L. Lausman, who operates the Hill Top Theatre in Louisville, "is to get uniform and reasonable prices."

He said that some theatres in the state have paid as much as 80 per cent of the gross receipts for certain single features, while other houses have shown the same pictures for from eight to ten per cent of the gate.

"The independent man has paid these prices because he always was afraid that if he didn't take the picture, his competitor would. Now we're going to make an effort to organize to obtain some sound basis."

Plans, he said, called for selection of a board of directors and selection of committees. Although no name had been selected, Lausman said the organization probably would be known as the Theatre Business Ass'n of Kentucky.

## *Trendle's Successor at UDT Still Unnamed*

DETROIT — Selection of a successor to George W. Trendle who retired a month ago as president of United Detroit Theatres, remained as much up in the air as ever this week. Trendle, who remained with the company for some weeks after his formal resignation, has completed removal of his offices.

No indication of the ultimate move to be made in the vacant post has appeared locally. Earl Hudson, publicity director of the organization, is temporarily in charge as far as local matters are concerned, but has not assumed any title or authority aside from this.

## *All UDT Houses Reduce Children's Admissions*

DETROIT—Minor price cuts in children's admissions has been made by United Detroit Theatres at all houses. The Michigan and Palms-State, first runs, dropped admission from a quarter to 15 cents, while the second runs dropped from 15 to 10 cents. The cuts do not affect adult admissions, but offer a major inducement for patronage by the youngsters during the remainder of the summer.

UDT also is offering "new low cost downtown parking" at ten cents, effective both day and night, for patrons of the Michigan and Palms-State.

### Saul Sloan Considers Plans For Theatre Construction

DETROIT—Plans for a third theatre construction project are disclosed by Saul Sloan, Detroit builder. The new house will be in the northeast section on Joseph Campau Ave. near Yemans, but plans still are far in the future, Sloan indicated. He now is erecting a store building at this site, and is leaving space for the theatre in connection, at a future date.

The name of Sloan's theatre company has been changed from United Motion Theatres Co. to Detroit Theatre Co., he reveals.

Two different architects are preparing plans for his other two building projects, Sloan said. These are the Alpine and Television houses, projected as 3,000 and 4,000-seat neighborhood houses. No indication as to operating arrangements is forthcoming.

### Extensive Remodeling Will Double Cameo's Seating

DETROIT—An extensive remodeling job is under way at the Cameo Theatre, the cost of which is estimated at $125,000 by Bennett & Straight, architects. This will include several additional stores and a new auditorium. Owned by George Fluksa and William Stoica, the present Cameo will continue operation until the addition is near completion. The seating capacity will be more than double.

## *New Beacon Front*

PITTSBURGH—The Beacon Theatre will be modernized and will sport a new front. David Green, proprietor, is completing plans for the remodeling which he hopes to get started within a month.

# Michigan Allied Will Convene Oct. 2-3-4

DETROIT—Directors of Allied Theatres of Michigan have voted to hold the annual convention on October 2-3-4, at the Burdick Hotel, Kalamazoo, giving the convention for a second consecutive year to southwestern Michigan. P. C. Schram, Kalamazoo exhibitor, is general chairman of arrangements. Present tentative plans call for a directors' dinner and meeting the first day, followed by business sessions the next two days, with a golf meet, probably on the second day.



## AT RKO Lounge—

*Left, Mr. and Mrs. Bernard Schram of the Michigan Theatre, Kalamazoo, Mich., visit the RKO Radio World Fair lounge in the New York home office.*

## M. A. Rosenberg to Attend Allied N. J. Meeting

PITTSBURGH—M. A. Rosenberg, president of the MPTO of W. Pa., Inc., and regional vice-president of national Allied States Assn., will attend the annual convention of Allied Theatre Owners of New Jersey at the Ritz Carlton Hotel, Atlantic City, September 6-8. A number of other exhibitors of western Pennsylvania are expected to attend the convention and take in the annual "Miss America" pageant of beauty which is scheduled (oddly enough) at the same time.

## New Coupon Deal

CLEVELAND—The newest promotional firm on the local Row is the Interstate Coupon Distributing Corp., headed by Mike Special, former orchestra leader and stage producer, and George Rich, Paramount's first Cleveland exchange manager. The line is known as "Movie Cash Coupons," a merchant cooperative deal.

## "All for One—One for All" Feeling at Trade Stag

LEWISTOWN, PA.—"Meet your opposition —He is a swell guy."

This, according to a herald distributed in the trade to interest exhibitors, distributors and salesmen in the first annual film inter-territorial stag goodwill outing, an event scheduled for Wednesday, August 23, at Johnson's Lodge, 18.1 miles north of this city on Route 322.

Lewistown will be decorated for the occasion, in which members of the industry will assemble at the Rialto Theatre at 2 p. m. (EST) for the presentation of goodwill tokens to Exhibitors Paul O. Klingler of the Rialto; Harold Cohen, Embassy, and Ike Berney, Pastime.

Burtus Bishop jr., M-G-M manager at Pittsburgh, will serve as master of ceremonies, after which the "stag" party will caravan to the outing spot where eastern and western Pennsylvania film men will meet with exhibitor friends. Jack Judd of National Screen Service is in charge of tickets which are offered at $2.50 each.



## At the Fair—

*George E. Planck, city manager for Southio Theatres, a Paramount affiliate in Marion, Ohio, at the Paramount home office World Fair lounge in New York.*

## Laskey and Harris Take Over Wheeling Colonial

PITTSBURGH — The Colonial Theatre, Wheeling, W. Va., has been transferred to Theodore J. Laskey and George N. Harris, the new operators having assumed film contracts at the time of the change.

House was formerly operated by the Sam M. Reichblum Theatre Enterprises with headquarters at the Columbia Theatre Bldg., East Liverpool, Ohio.

Laskey was formerly in exhibition at Brownsville, Pa., and Harris is a Pittsburgh florist.

# Sees Big Turnout at Managers' Meeting

WHITE SULPHUR SPRINGS, W. VA.—Fifth annual convention of the West Virginia Managers Ass'n, to be held at the de luxe Greenbrier Hotel here, August 30 and 31, bids fair to be the best affair in the history of the exhibitor group, according to James C. Shanklin of Ronceverte, chairman of the convention committee. Sol J. Hyman of Huntington, president since the organization of the association, will preside at the business session and will introduce special guests at the banquet.

Registration fee including banquet is $5.

Highway advertising and reduction in sound maintenance are announced as among subjects to be discussed at the business session.

The Greenbrier Hotel here was selected by the members for the fifth successive year as the convention site as the result of a poll conducted by W. H. Holt, Richwood, secretary. Vice-presidents of the association include Mrs. P. M. Thomas, Parkersburg; G. W. Talbott, Elkins; N. B. Carskadon, Keyser; L. E. Rogers, Welch; R. W. Phelan, Clendenin; Dr. C. P. Church, Mannington. Members of the convention reception committee are P. L. Dysard, chairman, Lewistown; W. B Hines, White Surphur Springs; Okey Ward, Summersville; R. W. Phelan, Clendenin; L. E. Rogers, Welch; Lester Rosenfeld, Charleston; N. B. Carskadon, Keyser.

## Manos-Lipsie Contest Prizes Total $1,500

GREENSBURG, PA.—Nine prizes totaling $1,500 are offered in the annual managers' contest announced for the Manos-Lipsie circuit theatres. Based on percentage increase on grosses the contest opens in September for a six-week period. Assistant managers and other employes will share in the awards, according to Bernard Buchheit, district manager, who announced the contest and who will serve as drive leader.

Prizes are from $50 to $300 and will be awarded at the annual banquet of Manos-Lipsie theatre managers which will be staged here.

Buchheit is enthusiastic regarding this year's contest, stating that the campaign of action is an incentive to each member of the organization and that 100 per cent cooperation has been pledged.

## Universal's Sales Drive A Hypo in Cleveland

CLEVELAND—An enthusiasm breeder in connection with the new Universal sales drive is the record of deals closed for the new season by the local branch. District Manager Dave Miller and Branch Manager Joe Kauffman point out that the exchange is running at least 100 per cent ahead of last year.

# CINCINNATI

THE stage is set for Queen City Variety Club's annual golf tournament. Over 200 prizes, radios, golf bags, silver sets, luggage, will be awarded the lucky winners. Joe Goetz is general chairman of the event which will be held at the Summit Hills Country Club, August 21. Five dollars entitles one to the complete events, luncheon, dinner, a floor show in the evening and the tournament. Golfers will tee off at 10 a. m.

*Don Duff is vacationing. Virgil Jackson, Uptown Theatre, is off on a fishing trip. Sugar Bockelage is spending the week in New York City.*

Joe Oulahan, Paramount, is vacationing and visiting the home folks in Washington, D. C. . . . Fred Rowlands, Main and Parsons theatres, Columbus, has bought a new home at Beckley, and is moving there from Indian Lake.

*Miss Mary Witteberg of Republic has announced her approaching marriage to Herb Bergmann at Madisonville, August 26.*

J. Stallings of Mid-West Theatre Supplies comments that more new theatres are opening this year in Cincinnati territory than last year, and supply business is correspondingly brisk. Mid-west is completely equipping Vance's new house at Newport, Ky., also the new, tentatively named "Hilltop" Theatre, North College Hill, being erected by R. W. Tusch and William Murrison. Mid-west also is equipping the theatre at Elmwood, Ohio, now under construction.

*Lee Goldberg, Big Feature Rights, returned from several weeks' vacation in the east, announced the closing of two important franchises for BF. One, the Producers Distributing Corp., for 60 pictures, is a five-year franchise covering Ohio, Ind., Ky. and Tenn., with releases available September 15. The other franchise is with Alliance Films Corp., English productions, of which Budd Rogers is vice-president and general manager. This includes twelve features for Ohio, Ky., Ind., and Tenn. distribution. The 12 Alliance features already have been signed up by Sol Bragin of Warner's, for the houses in Ohio territory, following screenings.*

John Kaiser, Royal Theatre, Chillicothe, is leaving this weekend for Mayo Clinic to undergo an operation on his eye. His friends wish him a speedy recovery.

*Jimmy Hendel, UA's Columbus representative, carried off the National UA award of $500 for outstanding salesmanship during the year.*

Joe Goldberg is pinch-hitting for Don Duff at Big Features, coming up from Louisville . . . Esther Hyman is home with a sprained ankle . . . Margie Jones of Paramount also is on the sick list.

*Mr. and Mrs. A. N. Miles, Eminence, visited this week. Carl Rohs, Cynthiana, Mr. and Mrs. O. B. Taylor, Williamstown, Ky., and Ron Emmerich, Germantown, Ohio, also visited the Row . . . Link Davis, Columbia, paid one of his rare visits to the local office, and commented on generally increased business in the territory.*

Phil Kendis of Exhibitor Poster Service is taking an enforced vacation nursing an aching back which results from a fall of several years back . . . Bert Stearn, United Artists district manager, was in New York all week crossing the "t's" and dotting the "i's" on new contract deals for the Warner, Schine and Friedman circuits in his territory.

*Arthur Lee, vice-president of Gaumont-British, was a visitor to the local 20th-Fox exchange during the week . . . Mrs. Harry Reinhart, wife of the owner-manager of the McKinley, Mozart and State theatres of Canton is at Montefiore hospital, Pittsburgh, convalescing after a recent operation.*

Local UA boys are feeling good about the successful first run in the territory of "The Man in the Iron Mask" at Loew's State here. The picture did so well that it merited a holdover, playing its second successive week at Loew's Stillman. It is followed at Loew's State by another UA attraction, "Four Feathers."

*Dick Wright, manager of Warner Theatres in the northern district, reports his district is once again operating on a 100 per cent basis. All the boys are back from their vacations.*

Nat Wolf, Warner zone manager, with Bookers Saul Bragin and Charles Albert, spent part of the week in the southern district . . . Just to keep the records straight, the Penn Square, Cleveland, will reopen September 15 with a foreign picture policy . . . Also, to keep the records absolutely straight, the labor committee of the Cleveland Motion Picture Exhibitors Ass'n says that so far they have held no meetings with IATSE officials on a new operators' wage scale. They are waiting for Harland Holmden, Local 160's business manager, to return from Atlantic City before presenting what they consider a fair contract to take the place of the present two-year pact which expires at midnight on August 31.

*Preliminary plans for Shea's new house in New Philadelphia are reported completed . . . Nat Charnas of Toledo is digging down in his jeans to the extent of $25,000 to remodel his Bijou Theatre. Alterations will include increasing the seating capacity.*

Julius Lamm, manager of Warner's Uptown Theatre, reports he had the biggest Monday night in the history of the theatre recently when he ran a "lucky nite" for "Lucky Night," the M-G-M feature. Cooperating with 25 merchants, 25 door prizes were given out. For that one night, special tickets were given out to patrons. Those receiving lucky tickets got the prizes. People jammed the big 3,500-seat house for the event which cost the theatre nothing.

*Robert Smeltzer, Vitagraph district manager, looked in on local Branch Manager Herbert Ochs last week.*

# Competitive Circuits Combine for Frolic

CLEVELAND—Competition was thrown to the winds when officials of the Associated and Community circuits amalgamated their interests for a day of fun. They held their Armistice Day at the Beechmont Country Club. Counting the exhibitors, the district and branch managers who were their guests and their womenfolks, there were about 150 in attendance. Golf was the order of the day, with prizes. Dinner followed the golf and games followed the dinner.

Matt Goodman, United Artist branch manager, won a prize for the highest golf score and is he proud of it. "It's the first golf prize I ever won," Matt said. Nobody seems to be sure, but it is generally believed that low score was achieved by Ed Bang, *News* sports editor.

### A Day of Fun for 20th-Fox Club

CLEVELAND—Twentieth Century Reel Folks, a club composed of the entire local 20th Century-Fox personnel, held its second annual summer outing at the Shore club in Brahtenal. About 50 attended the function which included golf, games, dinner and dancing. Among the prize winners were Mrs. Nate Scott, wife of the club's president; Mrs. Joe Cosley, wife of one of the bookers, and Mrs. Rose of the office force. District Manager George Roberts and Branch Manager I. J. Schmertz were voted the best dancers on the floor.

Officers of the club are Nate Scott, ad sales manager, president; Charles Rice, shipper, vice-president; Eddie Graves, cashier, treasurer; "Mickey" Aultschuld, secretary.

## *Seed Quits State*

PITTSBURGH—Martin Seed has resigned as manager of the State Theatre, Erie, Pa., and has joined Tri-State Automatic Candy Corp., as local and West Virginia representative. He is the son of Harry Seed, Vitagraph manager here. The candy vending company has offices in the McKenna building, and is directed by Irving Fried.

### Year Pact to Barnes

HOLLYWOOD—George Barnes, 20th-Fox cameraman, has been held for another year.


**Already Booked**

By WARNERS, RKO and Other Circuits

**"PRISON TRAIN"**

A Benj. Zeidman "Special"
With Fred Keating, Linda Winters and a Fine Cast

**Big Feature Rights Exchanges, Inc.**

Cleveland - Indianapolis - Cincinnati

# DETROIT

JACK FERENTZ is reported "off his feed" when he consumed four chickens and two steaks at a recent feed, say his friends . . . Irwin Follard is known as a connoisseur of corn.

*Cy Hall of the Stage Door Bar donated his blood for a transfusion for one of the girls there . . . Freddie Cassin lunches at the Hotel Belmont now.*

Ralph Peckham, GN manager, had a visitor "pull" a gun on him; turned out to be merely a flashlight . . . Joseph Smith seen around the front door of the Film Bldg. . . . Max Blumenthal put on a special showing of "Ballerina" for Attorney William Van Dyke and his wife, who is an invalid. She's greatly interested in the ballet and had a group of friends attending the special screening.

*Leon J. Bamberger sends us a "moving picture" in a box, as a real novelty exploitation for "In Name Only."*

Lew Arozian is back from a vacation at Denver. His "twin," Max Bluegrind, is leaving for Algonquin Park, Ont. . . . William L. Odum, service engineer for Brenkert, is on a trip up the West Coast handling installations of the new projectors.

*Susan Hayward's broadcast from Van Buren, Ark., for the premiere of "Our Leading Citizen," found plenty of Detroit exhibitors listening in after meeting her in person two weeks before . . . Jack Benny was in town overnight, driving to California, and promised Paramount's John Howard to return here in September.*

Charlie Perry was out of town for most of the week . . . Edward Jacobson, manager of the Rainbo, is a benedict. The wife is Mollie Kozel, who used to be his secretary at the Capitol . . . Eddie is taking his vacation in a couple of weeks, when his boss, Jack Broder, gets back from his delayed vacation (he was married the day the house opened).

*Saul Korman, after getting a new front on his house, is going to reseat it next . . . Tony De Lisle is managing Joe Ellul's Regal . . . Victor Petriks and John Tatu are installing new front and marquee on their Casino.*

Bud Cusick has become a devotee of backyard fishing, while Ed Burke and Gil Light have voted to spend their vacations right at home . . . Hal Burriss weekended in Flint, says he has no twin brother.

*John Howard, Paramount manager; Robert Corbin, manager of the Michigan; W. W. Whittinghill, prominent motion picture authority with the board of education and president of the Greater Detroit M. P. council; and Mrs. S. S. Sutherland, film authority of the Council of Churches, were the judges who selected Helen Bereda to be guests of Detroit's own Linda Ware on a Hollywood trip.*

Joseph G. Portel is refurbishing the front of his Greenwood . . . William Gehring, divisional manager, and William Clark, short subjects manager, were 20th-Fox visitors from New York.

*Wisper and Wetsman have the first installation of the new Brenkert projectors in the home town of Brenkert, at the Westown . . . Hilda Groveling, of 20th-Fox staff, is to be married in September.*

Arthur Baer, who used to run the old Crystal here, has been a visitor from the coast . . . Jess Veldman, 20th-Fox cashier, used to be a rabbit fancier, and still smokes big, black cigars . . . Polly Pollard umpired when the Film League won 6-2 over General Tobacco—with Dave Kaplan the Hero of the Mound.

*Technician Studebaker of National Theatre Supply likes his corn in the ears . . . Pete Simon is taking his vacation at home, fixing up the place . . . Earl Hudson is reopening the United Artists as the premier single bill house of Detroit on August 24, with "The Wizard of Oz" . . . Bud Cusick is back from a northern Michigan vacation; likewise Owen Blough from "Down East."*

Chuck Bernard, Paramount assistant ad sales manager, is vacationing in Milwaukee, sampling the famed local product. John W. Brown is pinch-hitting on his job as well as his own . . . Anne O'Donnell, Excellent manager, has her mother ill in the hospital.

*Jim Velde, Paramount city booker, recovering from hives, has succumbed to hay fever . . . Jean R. Cope, Vitagraph booking desk secretary, is to be married in September.*

Walter Corey, Columbia booker, claims it was sunburin, followed by fever that settled in his lips . . . Frank Wagner, of the Wagner Sign Co., returned from a fishing trip to Wisconsin, without the fish.

*William Potts, M-G-M supervisor of checkers, is returning from a five months' special assignment at New Orleans, Dallas, and Oklahoma City, with a southern drawl . . . Frank J. Downey, M-G-M manager, in Chicago on a business tour.*

Gene Markey, writer and husband of Hedy LaMarr, and Norman Bell Geddes, scene designer, are among the screen notables, natives of Michigan, who are coming to the State Fair here . . . "Rochester" will be one of the major attractions at the Coliseum.

*Jack Dickstein, late of the Gus Sun office, vacationing in Philadelphia . . . Arthur Lee, vice-president and general manager of Gaumont-British, was in Detroit, en route to Toronto, and visited his old crony, Harlan Starr, now of Monogram.*

Bud Harris, chief UDT projectionist, has returned to work part time, following his two throat operations . . . Al Martin, UDT auditor, is vacationing up on Lake Huron.

*Jim Robertson, Mutual Theatres head, is commuting daily—well, almost daily—from Leamington, Ont.—58 miles out. He's been trying to make a luncheon date with Partner Ray Moon . . . Don C. McHenry's Variety Enterprises is slated to reopen the Arc on September 8.*

Ray Moon's suit vs. Co-Op, to settle salary claim when they parted ways a year ago, is expected to be up in circuit court about October 1 . . . Jacob Boodman of Film Cleaning Service is on patrol duty on the seventh floor . . . Art Robinson shot a 72 at Knollwood, then he woke up from the dream.

*Harlan Starr, Monogram manager, manages to attend the ball games right at his desk, via radio . . . M-G-M's Jack Morgan was really hustling this week.*

Edna L. Grace, secretary to Frank Gene, Vitagraph office manager, is being married today to Eric Higginbottom, leaving for a honeymoon at the N. Y. Fair and at Atlantic Beach, to live on Covington Drive on their return. Vitagraphers are presenting a gift.

*Testimonial dinner to Nat Levy, sponsored by Variety Club September 30, will be at the Crystal Ballroom of the Book-Cadillac Hotel, Chairman Eddie Heiber announces . . . Harry Nichols, trade paper representative, is leaving for the west, says there's nothing to those stories about him and George McArthur starting a string of theatres.*

Bill Flemion reports Excellent is reissuing "Hell's Angels" . . . Max Blumenthal, projection room owner, says "the industry needs bigger weekends . . . Phyllis McCauley of Excellent is vacationing at Charlevoix . . . W. R. Stebbins, attention—the Film Building boys say they want cold water in them there fountains.

*Al Dezel is back in town . . . Leonard Schechter is a careful word-counter when it comes to telegrams . . . Paramount's booking desk is getting special lunch service from Sanders, via Western Union.*

Carl Dorst, Paramount shipper, has an-

## Mutual Reports New Deals With Majors

DETROIT—Signing of contracts for new season product has been completed with practically all companies, Ray Moon, general manager of Mutual Theatres, booking cooperative representing 37 houses, said this week. Moon declined to reveal whether film rentals showed a trend up or down in individual cases, although commenting, as have other exhibitor representatives, that nearly all companies originally sought an increase.

Contracts have been signed by Mutual with M-G-M, Warner, Paramount, 20th-Fox, Columbia, UA, and Monogram. This accounts for all majors except Grand National, RKO, and Universal, with whom contracts had not been signed to date, although Moon indicated that pictures might still be bought from these companies. Contracts do not cover all houses in the Mutual group in each case, as bookings are made according to the needs of each house.

nounced his engagement to Madeline de Rosier . . . L. W. Davee, Motiograph eastern division manager, in town for a few days.

*Elwood Dwyer, who married Ellen Studt, has returned from his honeymoon in Quebec and New England . . . Mike Victor of the Astor is going fishing.*

Ellen Whitty, inspectress at Paramount, was married Saturday to Arthur Thorodood, and is honeymooning . . . Allan N. Doodman, formerly business agent for the film exchange local here, has returned from a two-year stay in California.

*F. S. McKeown, manager of the Detroit branch of Ross Federal Service, is enjoying a two weeks' vacation, getting acquainted with his new daughter and playing golf . . . R. E. Harvey, research man of Ross Federal Service, has gone to his former home in Denver on his vacation, to visit his father.*

Hal Robinson rates the best local sun tan, from boating and golfing . . . Lee Crowell is reading a trailer for a trip to points unknown.

**BOWLING NOTES**

Thursday's event at Maple Lane Golf Club was attended by a near-record crowd of 42—the League's membership is only 48! . . . Golf, baseball, a swell dinner, and cards afterward highlighted the all-day affair.

*Dave Kaplan of Theatrical Advertising led his Tigers to beat Republic's Irwin Pollard and his Midcats, 6-4, in the ball game . . . Polly himself was a casualty—fell, chasing a ball, and had to be carried off the field, but made a quick comeback.*

Sammy Wilson. another Republic hand, was the only other casualty—got a shiner when Big Lou Metzger missed a ball right in front of him . . . Irving Belinsky wasn't up to form, missing pop flies . . . Jack Saxe of Monogram umpired . . . UA's Syd Bowman was in hot water with the ump

*Moe Dudelson, four years out of the game, can't master that ball yet . . . Cliff White, owner of the Beechwood, said he hadn't touched a ball in ten years; he still hasn't . . . Wade Allen, of the Fine Arts, was waiting for 'em at first.*

Charles Simms of the Granada was one of the best of the ball players . . . John Powers, UA auditor, was in top form—he used to be a pro ball player . . . Art Koskie, Butterfield booker, was the ace fielder.

*Thirty-one of the boys played golf . . . Censor Charlie Snyder played golf with a baseball bat, the kibitzer . . . Ambrose Fitzgerald of M-G-M got hit by a Charley horse.*

Bill Flemion of Excellent Pictures was maitre de hotel for the dinner . . . The Famous Pitch Four were riding again all evening—that's Ed Kirchner of the Family, Dave Newman of the Pasadena, Milt Cohen of Columbia, and Bill Hurlbut of Monogram.

*Jim Olsen of Clare was one of the out-of-town guests . . . Sam Brown's Art Center*

(Continued on Next Page)

# Extend ITO of W. Va. Clarksburg Meeting

CLARKSBURG, W. VA.—Danny Davis, chairman of the convention committee for the ITO of W. Va., scheduled for Tuesday, September 26, at the Waldo Hotel here, now states that "the affair will last several days."

Important business session and banquet date remain the same. Several hundred exhibitors and friends are exptcted to attend.

A program is being prepared for the year-old association and display space will be offered on the mezzanine floor.

Election of officers will be one of the features of the business session of the new Allied unit. A movie ball will be staged following the banquet.

Wives of exhibitors and guests are especially invited to attend the convention, the invitations having been extended by R. J. "Riney" Hiehle, president; Richard D. Marks, vice-president; Garland West, treasurer, and Davis.

## *Widow of Ed Harvey Files Suit Against Trust Co.*

BEAVER, PA.—Mrs. Crystal Coleman Harvey, widow of Ed Harvey, Aliquippa theatreman, who died May 4, has named the Woodlawn Trust Co., of Aliquippa, as defendant in an unusual suit in which she claims her husband was hounded to death. The widow asks $100,000 damages against the Aliquippa bank which she contends hounded her husband about a debt not rightfully owed by him until he suffered a "mental and physical breakdown" leading to his death.

The former theatreman owned considerable real estate and left an estate estimated at $300,000. Mrs. Harvey's suit, filed this week, set forth that the trouble started in 1930 when her husband leased a theatre in Aliquippa to Anthony P. Jim and signed his note for $10,500.

## *Shea Shifts Snyder to Lyric at Lancaster*

DOVER, OHIO—Harold E. Snyder, manager of the Bexley Theatre here for the past year, has been promoted to manager of the Lyric in Lancaster, Ohio. Both houses are owned by the Shea Theatre Corp. Prior to becoming manager of the Bexley Theatre, Snyder was at the Union Theatre in nearby New Philadelphia, also a Shea house for 14 years. Paul C. Weltin, assistant manager at the Union becomes manager of the Bexley. No assistant has been named for the Union.

## *Design New Center*

PITTSBURGH—Whitehall Amusement and Shopping Center on Brownsville Road, Brentwood, announced recently, is being designed by Victor A. Rigaumont, theatre architect. The project will be owned by John P. Moss, owner of the Melrose Theatre, Garrick.

# COLUMBUS

JOHN PEKRAS bought the Ritz Theatre at receiver's sale for $40,000. His son, Ted, had operated the house for many years. Since last November George Pekras, brother of John, has been running the theatre for C. G. Lane, receiver.

*There will be a Bill Pullin in the Variety Club for years to come. On August 9 Bill Pullin jr. became the proud papa of Bill the 3rd. Bill sr. is chief barker of Tent Two.*

State Representative W. B. Bixler, author of the bill to abolish censorship on newsreels last session, is the Democratic nominee for mayor of Akron . . . Rudy Knoepfle of Republic, formerly in this territory, has been elected prexy of the Cincy film salesmen's club.

*Ernie Orsatti, new Red Bird outfielder-first baseman, is a member of the Hollywood family of theatrical and literary agents . . . Eleanor Lewis Packer, motion picture writer and press agent, is visiting her family here.*

The Oakland Theatre in Marion is the latest addition to the Bowman Theatres, Inc., circuit. H. C. Patterson of Blanchester, head of the chain, bought the house from L. J. Flautt of this city. Reopening following extensive alterations is set for September 1.

*Congratulations to UA Salesman Jim Hendel. He won $500 first money in the UA sales contest, topping all salesmen in the eastern division. Although Jim has been in this territory only a few weeks he already has made a name for himself—a swell guy and a tough salesman.*

Norm Goodall, owner of the Opera House in Versailles, is on the sick list . . . What's this about Harry Young, Universal salesman, going on a lemon juice diet to reduce? Must be that Charlie, the V. C. steward, sold him on the idea. The Variety Club, incidentally, collected $42.33 from the state as result of saving sales tax receipts.

*Johnny Barcroft, RKO praise agent, sails Friday from New York on the S.S. Roma for a 12-day cruise in the Caribbean. Ken and Orlie Rader will accompany him . . . The Little Theatre, Yellow Springs, is having its face lifted.*

Fox Salesman Jack Needham reports one for "the book." A year ago Louis Partlow angeled Ray and Bill Walker in the Roseville Theatre. On Monday last he replaced them with a new manager, Bruce Sunkle. Ray Walker claimed Partlow owed him money, so in sympathy some 200 people of the town picketed the house! For four days the picket line was 100 per cent effective, but on Friday the difficulties were ironed out and the house finally was opened for normal business.

**T. B. KLAIBAN**
**Motion Picture Screen Resurfacing Co.**
White and Silver Screens
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Phone: Girard, Ohio, 361-J

# DETROIT

## Flint Dixie Operator Is Found Dead in Booth

DETROIT—The show was late going on Thursday at Richard Ingram's Dixie Theatre at Flint. The audience whistled for the show to start for half an hour, until Mrs. Alice Ingram went up to the projection booth.

She found Dorus Forshee, 34, the operator, dead in the booth, his body hanging by the neck from a waterpipe. He had written out a sketch of his life, and a note asking to be buried with an IATSE pin and a paid-up dues card in his pocket.

## Screening of "Mr. Smith" Planned at ITO Meet

PITTSBURGH—Art Levy, Columbia manager, hopes to have a print of Frank Capra's "Mr. Smith Goes to Washington" available for special screening in connection with the annual convention of the ITO of W. Va., scheduled for the Waldo Hotel, Clarksburg, Tuesday, September 26.

Last year Levy screened "You Can't Take It With You" at the West Virginia exhibitors' convention and it proved a great hit.

## Gets Hoffberg Rights

CLEVELAND—Harry Lande, head of Independent Film Service, has acquired the franchise for Ohio and Kentucky to the J. H. Hoffberg Co. product. Included are "Rangle River," "Timberland Terror," "School for Husbands" and six other features.

## Gibbons Resigns

BEAVER DAM, KY.—Harold Gibbons, recently named manager of the Majestic here, has resigned. It is understood he may re-enter the field in this area with a house of his own.

## Guess Card on Opening

PITTSBURGH—This may not be entirely new—but we think it's cute. And good business!

R. Allison, Rivoli circuit exhibitor, plans a new theatre at Altoona, Pa., and to start tongues wagging he issued the following card in post card size:

**"You Guess.** Series One.

"Something has happened at Logan Blvd. and Burgoon Road.

**"What Is It to Be?**

"Your guess is as god as anybody's. Just check what you think.

| | |
|---|---|
| A Garage .....( ) | A Lunch Stand ....( ) |
| A Super Market.....( ) | A Beautiful Neighborhood Theatre ..( ) |
| A Filling Station...( ) | A Department Store.( ) |
| A Drug Store.....( ) | A Fish Market.....( ) |

"Sign your name and address. Drop in the Guess Box at Seward Drug Store. If you guess correct, you will be rewarded."

A heckler (yes, a film man) forwarded a guess card this week with two checks (or guesses). First mark indicated "A Beautiful Neighborhood Theatre" and the second check was followed by the remark "a year later" and indicated "A Fish Market!"

(Continued from preceding page)

*Alleys will be the scene of the League's forays this winter. Season will start Friday, September 29, at 8:45.*

**WOLVERINE DOINGS**

Monroe exhibitors have a tieup with the local police department, giving away four pairs of tickets each week to "courteous" auto drivers . . . Ashman Brothers held the opening for their new strand at Caro on Wednesday.

Harry Luxford is reported running the Shelby (formerly the Gem) at Shelby, taken over from Mrs. Hazel Myers . . . Walter Semeyn was a visitor from Grand Rapids.

Mike Chargot, the Port Huron exhibitor from Detroit, seen lunching with Art Robinson.

An anonymous upstater came in to get that M-G-M picture about Mickey Rooney in Detroit, "The Artist's Right Eye." He was finally satisfied with "The Hardys Ride High."

Willard Johnson has signed up for his new Flint Theatre, at Flint, to join Mutual Theatres . . . Pearl M. Sprott, Allied convention manager, is going up to Kalamazoo to plan for the October convention there. Pete C. Schram is "on the spot" as chairman of arrangements.

John Vlachos is opening his Flatroc at Flat Rock, September 15 . . . Jack Thompson, Paramount salesman, is losing his sales resistance to Jim Olsen's invites to a ride in his new 'plane. Observers say Jim is an O. K. pilot.

Walter Kelly of the Strand, Rogers City, was in town on his semi-annual visit . . . William Currott is putting a new front on the old Kingston at Cheboygan.

Ashman Brothers were host to a gang of trade members at the opening of their new Strand at Caro, with a big party afterwards at the Hotel Montague. Among those present were: Ed Weingarden, UA; William Schulte, circuit owner; Freddie Bonnem, RKO; W. J. Turnbull, National Theatre Supply; Sam Gilbert, Vitagraph; Ray Carroll, 20th-Fox; Col. Mac McCoy, Columbia, and Bert Tighe, Universal.

Openings slated for this week include: F. H. Guy's Bliss at Blissfield; Cass Beechler's "B" at Charlotte, and Willard Johnson's Flint at Flint—all new houses . . . George Wilbur, now managing the Rialto at Wyandotte, will return to his old stand at the Majestic for Associated as remodeling is completed.

The two Frank Brothers, "N. E." from Wayland and "M" from Cedar Springs. were visitors Monday at M-G-M . . . Jim H. Menthner has dropped plans for the new Gem at Beaverton, as the lot was found unsuitable.

Col. Mac McCoy, Columbia salesman, returned with two trophies from Saginaw for the Variety Golf Tourney—from Mueller Bros. and the Bancroft Hotel.

## "Assassin of Youth" to Open Barry Theatre

PITTSBURGH—The Barry Theatre will reopen August 23 with "Assassin of Youth," which deals with the habit-forming drug, Marihuana. The picture has closed a successful engagement at Bradford and a holdover engagement at Sharon and is now being booked throughout the territory by Monogram Pictures, distributor.

Last week "Assassin of Youth" received the endorsement of John J. Shaw, M. D., secretary of health, Commonwealth of Pennsylvania. Mark Goldman, Monogram manager, has other letters of recommendation. Among accessories available are special printed safety book matches, described as "the fire in a showman's campaign."

## Big Feature Rights Maps Five-a-Month Schedule

CLEVELAND—A release schedule of five features per month will be maintained by Big Feature Rights Exchanges here and in Cincinnati, Indianapolis and Louisville, according to S. A. Gerson, local manager, on authority of Lee Goldberg, head of the independent setup.

"Torture Ship," first in a series of four Jack London stories, is set for October 1 release, to be followed by "Hitler, the Beast of Berlin." Another October release is "A Sagebrush Family Trails West," initialer in a series of pictures depicting the events in the life of a family of westerners.

## A Filmrow Orchestra

PITTSBURGH—Pittsburgh Filmrow Symphony Orchestra is being organized here under the direction of Jack Judd, NSS manager. Five members are enrolled and others are being interviewed for initial practice session at an early date. Music-makers will make their debut at the annual Film Frolic in Altoona next spring.

### Sigmund Solomon Dies

YOUNGSTOWN, OHIO—Sigmund Solomon, 50, former manager of the State and Paramount theatres here, when the houses were jointly leased by the Paramount-Publix chain, died August 7 at his home in Newark, N. J., after a lingering illness.

### Remodel in Follansbee

PITTSBHRGH—Strand Theatre, Follansbee, W. Va., has been extensively remodeled and modernized by Joe Huszar and Glen Floyd.

### Rian James to Roach

HOLLYWOOD—Rian James has signed a writing contract with Hal Roach. He will adapt an unannounced Thorne Smith novel.

### Doing Original for Brown

HOLLYWOOD—Ramon Romero has joined the 20th-Fox writing staff to develop an original for Producer Harry Joe Brown.

# PITTSBURGH

MIKE MARKS and Speer Marousis are attending a convention of the AHEPA in Long Island; they expect to take in the Fair and may get over to Atlantic City . . . Sympathy to Walter E. Dyck of National Theatre Supply Co. who lost his mother last Thursday . . . Joe Ornstein of 20th-Fox was back on the job this week after a vacation in New York. He stopped at Rockefeller Plaza and said hello to our Red Kann . . . R. E. Eller, M-G-M auditor, returned to the home office after doing his stuff here . . . Vacationing this week are Julie Apel of NTS; Meercy Braff, M-G-M; Matthew Ray, Paramount; Frank Marino and Josephine Baklarz, Universal.

*Bob Higgins, manager of the Palace Theatre, Charleroi, Pa., accepted congratulations when he appeared on Filmrow this week. He's a benedict. Bob states that he and his bride will take an apartment over his lunch room on the main stem.*

Chalk up another Ford. Sold to Vince Josack, Superior M. P. Supply Co. salesman . . . Frank Panoplos and Mike Thomas, Clairton exhibitors, expect to attend the New Jersey Allied convention, in Atlantic City, September 6-8 . . . Lee Conrad, Wilmer & Vincent manager at the Embassy, Johnstown, was in parading around Filmrow. Last time he was here he was marching with Lion friends in the Lions International convention parade . . . Commander Harry M. Kalmine and Adjutant C. C. Kellenberg of the Variety Club Post No. 589, American Legion, are co-hosts to members of the post, Barkers and friends at a special Americanism Day program at Camp O'Connell, Sunday, August 20.

*The Ollie Kihchels have returned from a vacation spent in Atlantic City . . . The Sam Finebergs vacationed there, too . . . Dr. C. E. Herman, Carnegie exhibitor, is modernizing his bowling alleys . . . Lew Lefton is expected back on the job next week.*

Harry LaVine, Republic district manager, has been greeting a flock of exhibitors here on recent visits . . . Jim Notopoulos, son of the Altoona showman, who has been engaged in the theatre business this summer, is preparing to return to Trinity College, Hartford, Conn., where he is a professor . . . Miss Mathilda Kiel of the MPTO office vacationed in Ohio this week . . . John H. Harris, owner of the local hockey team, has re-signed Larry Aurie as coach. It's a three-year deal

*UA's "Four Feathers" was advertised with unusual punch in a two-color half-page newspaper display in the* Post-Gazette, *this being the first two-color theatre ad here in many years . . . Hold-over of "Each Dawn I Die" at the Stanley was unusual. The Warner took the Penn's holdover, "The Man in the Iron Mask." With several theatres closed and with so many summer holdovers and practically no outlet for the "B" and "B-" product, the subsequent-run houses are being caught short on product.*

Ira H. Cohn, Variety Club's chief barker, in conducting a special campaign in connection with the club's co-sponsorship of the boys camp at Camp O'Connell says: "This is one time when silent or moral support will be of no help." He urges all barkers to support the drive and hopes that the club will find many friends who wish to help the underprivileged children . . . City council has given Mayor Scully's legislation increasing the annual license fee on pinball machines from $1 to $25 a royal run-around . . . A. N. Notopoulos is taking the baths at Mt. Clements.

*George C. Davis, the circuit operator, was a Filmrow shopper the other day before departing for a vacation in the east, which will include Atlantic City . . . Bernard Buchheit, district manager for the Manos theatres, spent the weekend at Williamsport . . . Bill Satori, Universal salesman, vacationed in New York for four days . . . Stella Nevins of Monarch exchange is at the Presbyterian Hospital where she will depart with her appendix . . . Marcella Boden of Superior M. P. Supply Co., is taking in the World's Fair.*

Joe Gins is driving a new Buick . . . "Bud" Farrell, former M-G-M employe here, and at the Indianapolis branch for two years, was a visitor this week . . . The Guy V. Idas are seeing the Fair . . . Harry Harris took in the Conn-Dorazio fight in Philly and then vacationed in Atlantic City. Howard Adelsberger is managing the Senator in his absence . . . Sam Kaplan was in from New York to visit with Art Morrone. Other visitors included Lawrence W. Davee of Motiograph, E. C. Cahill of RCA Photophone and Mr. Palverman of Wenzel Manufacturing Co., who demonstrated a new head.

*Mr. and Mrs. Bart Dattola and daughter Laura will vacation in Atlantic City and New York . . . Mike Winograd is taking in these summer spots right now . . . W. H. Bicket, Alexander Film representative here for six years, joins the* Box-office *boosters . . . Harry Feinstein and Larry Katz celebrate birthdays August 22 and 23, respectively . . . Allegheny county commissioners have hired performer employes of the National Theatrical Exchange of Pittsburgh, members of AFA, for the amusement of visitors to the seventh free County Fair in South Park from August 29 through September 4.*

# Columbus Combine Setup Dissolved

COLUMBUS—The Columbus co-operative booking agency called Theatre Service, Inc., which was formed early in the summer with Virgil A. Jackson as president, is no more.

Jackson has notified the exchanges in this territory that henceforth the theatres booked by his company will be handled by the individual owners. The breaking up of the Chesborough circuit, with major interests in the circuit going to Mrs. Chesborough who is said not to have favored Theatre Service, Inc., is reported as the direct reason for its dissolution.

This leaves Milton A. Mooney's Cooperative Theatres of Ohio, with offices in Cleveland and Cincinnati, as the only theatre booking agency in the state.

### New Censor Member

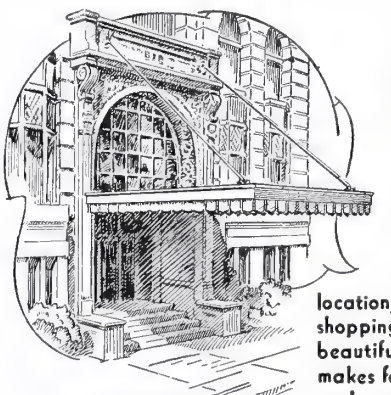
HARRISBURG—Gov. Arthur H. James has appointed Mrs. Beatrice Miller as assistant state censor.

### "U" Signs Moppet

HOLLYWOOD—Rita Quigley, moppet actress, has been signed to a term pact by Universal.

### Gets One-Picture Deal

HOLLYWOOD—Harold Young has been signed to a one-picture deal by Republic to direct "Headline News."

*The Entrance to*
REAL *Hospitality*
*in* DETROIT

Hotels of character and comfort with a most unusual downtown location; right in the heart of the business, shopping and theatre district, yet with beautiful parkways on two sides which makes for coolness and quietude. Parking and garage adjacent.

*Comfortable Rooms from $1.50*

SPECIAL SUITES FOR FAMILIES
*WEEKLY AND MONTHLY RATES*

OFFICIAL AAA HOTEL

*Hotels*
MADISON *and* LENOX

VERNON W. McCOY
Gen. Mgr.

MADISON AVE. AT GRAND CIRCUS PARK

BEST HOTEL LOCATION

# CLEVELAND

NAT HOLT, RKO Great Lakes Theatre division manager, and Mrs. Holt were in Atlantic City for a week, following which they went to New York where Holt conferred with RKO officials as to policy for the RKO Palace here.

*S. P. Gorrel, Republic branch manager, is seeing Ohio and calling on the exhibitors in the territory . . . Bernard Rubin of Big Feature Rights Exchanges, Inc., announces that "Tumbleweeds" is booked solid in this territory to the middle of October.*

### Stirrat Theatre Reopened

PITTSBURGH—Stirrat Theatre, Stirrat, W. Va., has been reopened by Faulkner and Runyon.

## Passes Up Glory

PITTSBURGH—Here's a showman who doesn't take all the advantages offered.

Boys and girls who run "Hill City," organization of Negro youths in the Hill district, were honor guests the other day at the James Weldon Johnson Camp. Raccoon Creek, the Pittsburgh district's first summer camp for Negro children.

Originally it had been planned to have the celebration in honor of Harry Hendel, operator of the New Granada Theatre on the Hill, who is one of the largest contributors to "Hill City," but at his request the event was held in honor of the children.

## Urge Cooperation in Charity Drive

**Pittsburgh—Members of the industry are urged by Variety Club barkers to assist in the campaign to aid underprivileged children in the current club campaign. Ira H. Cohn is pushing the drive on behalf of the Variety Club which is co-sponsoring Camp O'Connell, established for the poor children of the city.**

## Carries On for Father

AKRON—Paul Dietjen, only son of John G. Dietjen who died suddenly last week of complications which set in after an appendectomy, will carry on operation and management of the Royal Theatre here.

### Signs Alexander Pact

COLORADO SPRINGS—A new three-year contract covering 87 theatres has been signed by the Butterfield circuit with Alexander Film Co., according to the studio here.

### Writer Joins Bren Unit

HOLLYWOOD—Corey Ford has been added to the writing staff in the Milton Bren production unit at Metro.

### Adapts "Hello, Stranger"

HOLLYWOOD—Eve Greene will script "Hello, Stranger" for Producer Milton Schwarzwald at Universal.

# LOUISVILLE

LOEW'S came out in the local newspapers with a color ad on "Four Feathers." It was one of the most striking theatre ads seen here . . . The Falls City Equipment house installed new sound heads, amplifier and speaker in the Ritz Theatre at Livingston, Tenn., operated by Mike Brown . . . Cliff Buechel, manager of the Mary Anderson, and Ray Mattingly, member of the office staff at the Falls City Theatre Equipment Co., were vacationing.

*The new Swan Theatre at Brownsville, Ky., was opened recently by M. H. Sparks and Ray Coleman, who also own and operate the Swan at Edmonton, Ky . . . Haskell Nivins of the Ritz at Burkesville, Ky., was in the city the other day.*

The Strand at Paoli, Ind., owned by the Luckett interests, has, among other new things, new stage controls and curtains. . . . Harold Marshall, of the Indianapolis office of Loew's, was on the local scene recently.

*Joseph W. Goldberg of Big Feature Rights, is in the main office at Cincinnati for a brief stay . . . Every six weeks or so, Jesse L. Lausman gives a matinee party at his Hill Top Theatre in Louisville for the children of two Louisville orphanages.*

The Falls City Theatre Equipment Co. has resumed publication of its *Falls City Theatre Equipment News*, a monthly newspaper going to some 2,000 churches, schools, theatres. W. M. Quinn, co-owner of the company, is editor.


# How to operate motion picture theatres *profitably*




Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

## The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

*Get This Great Aid to Theatre Management!* GET IT TODAY!!

*Send check or money order to*

**ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri**

# No Liberalization of Sunday Restraints

BOSTON—Continued stringent restraint of Sunday shows in Massachusetts still prevails, following the legislature's adjournment. The restraint is exercised by the one-day-a week censorship and by restricted hours.

A possible circumvention of the curb on Sunday shows was shown by the state legislature itself, which, in order to complete what turned out to be a record session, got around the blue law banning Sunday sessions by setting back the clock.

In the sense that it created no adverse legislation to plague the industry, the January to August session was a successful one. Bills aimed at the film industry but which failed to be enacted included a tax on admissions, two direct and one indirect censorship bill, a joker seeking to compel the use of real names by stage and screen performers, a levy of labor and various so-called safety measures.

## *Motorcade to World's Fair Will Bally Loew Shows*

BOSTON—Free-wheeling publicity heads from Boston to the World's Fair with ten college girls driving ten Crosley cars to exploit Loew's new-season cavalcade of hits. The motorized press agentry was conceived by H. M. Addison, Loew's northeastern divisional manager, and Harry Shaw, Loew's Poli executive.

The tour is scheduled to proceed through Worcester, Springfield, Providence, Hartford, Bridgeport, Waterbury, Meriden, and New Haven, culminating at Grover Whalen's World's Fair. Parades and other ballyhoo are being readied along the route. One stunt will be the selections of local doubles of M-G-M stars, each of which will join the gasoline caravan. A "Myrna Loy," for instance, will stow her baggage aboard at Boston, while a "Judy Garland" will journey south from Providence.

## *Alliance Films Franchise Obtained by Ben Rogers*

BOSTON—Ben Rogers, head of Popular Pictures here, has secured the New England franchise for Alliance Films program of 12 features for 1939-40.

The first release, made August 15, is "Dead Men Tell No Tales." Announcement of the franchise issuance was made by Budd Rogers, vice-president of Alliance Films.

## *Lockwood, Gordon Take Over Uxbridge Bijou*

BOSTON—Arthur Lockwood and Louis Gordon, circuit owners, have taken over the Bijou in Uxbridge. The transaction culminates the sale of the theatre by Mrs. Rose Coriarty who had previously failed to conclude a number of proposed transactions since taking over the Bijou operation following the death of her husband.

# *Kent Deposition in M&R Suit Depicts Exhibitor as Agent*

BOSTON—"Our contract with the customer," Sidney R. Kent said in expressing his views on block booking, "is like the man who takes an agency for Hart, Schaffner & Marx, or General Motors, or Ford runabouts; in which he gets merchandise of various styles and grades but handles the whole line. This is as near a comparison to our line as is possible, where we deliver 50 or 60 motion pictures of various types, and grades, and classes, and styles."

The president of 20th-Fox Film Corp. and former vice-president of Paramount Publix Corp. took his stand in a deposition that has been entered in the extant Morse and Rothenberg anti-trust suit for $2,100,000.

George S. Ryan, attorney for the plaintiffs, commenced his questioning on this line by referring to Kent's appearances before the senate committee on interstate commerce in 1928 in regard to block booking.

"And did you tell the committee down there that group selling, or block booking, had been with the industry since it began?" Ryan asked.

"Yes, sir," Kent said.

"That it was not an overnight development?"

"That is right."

"I think you said at one time that Paramount had changed its policy around 1923 and had tried to sell pictures individually, on the merits, and had not found that policy as profitable as selling in groups or blocks?"

"I did not say that exactly. I stated in 1923 or 1924 we changed from group selling to individual picture selling and found we could not get away with it, that the exhibitors would not buy that way. That was my testimony."

"Well, didn't you say that it was not as profitable?"

"I don't believe that was my testimony. I said the amount of sales, in the past, the majority of our customers did not want to buy pictures one at a time. They wanted to buy Paramount's entire product of standard manufacture, not one at a time, and they had to get it all."

"Have you found that an exhibitor would prefer to buy a certain part of your pictures rather than the entire product?"

"I do not believe that the general run of our accounts would want to buy less than 75 or 80 per cent, a substantial part."

"That is, an exhibitor would feel that a certain number of your pictures would not meet his needs or desires, and he would prefer to eliminate them?" questioned George S. Ryan.

### Some Exhibs Want Cream

"There are a certain percentage of exhibitors that would like to pick the cream out of your program at a certain price, replied S. R. Kent.

"Don't you think that an exhibitor ought to be allowed to pick photoplays, if he wants to, and pay a reasonable price for them?"

"It depends, if he pays proportionately for the entire product that we make, where we can get a fair price for our product. We do not sell many one-picture contracts."

"Hasn't it been your policy, where you have not sold your entire product, to increase the price considerably for the pictures actually sold?"

"The group selling is a wholesale proposition. If we were to agree to sell only 10 or 12 pictures and let the rest of them remain on our hands, we would want more

(Continued on next page)

# Hearing Is Accorded Geo. Solomon Suit

BOSTON — The George Solomon case against Daniel Grishaver, Selman Yonkers, Jacob Yonkers, and Benjamin Rudnick was heard last week in Suffolk superior court. George S. Ryan represented Solomon, veteran Charlestown exhibitor, who charged fraud and alleged that a conspiracy has been in existence to oust him from a theatre operating concern he, as part owner, helped to build.

A primary point in the litigation was decided in Solomon's favor soon after Ryan filed the case in February. The defendants, at that time, told the court that the L. & L. Enterprises, Inc., had leased the Thompson Square Theatre in behalf of the Thompson Square Theatre Co. in which Solomon owns 94 shares of the authorized capital stock of 200 shares.

## *Allied Eastern Regional Meet Set for Sept. 7*

BOSTON—Frank Lydon, Allied eastern regional vice-president, confirmed a former BOXOFFICE report late last week when he announced that the long postponed eastern regional directors meeting would take place at Atlantic City, in conjunction with the 20th annual convention with the Allied Theatre Owners of New Jersey.

The regional confab is scheduled for the Ritz-Carlton Hotel for the morning of September 7, the second day of the three-day New Jersey gathering.

## *Strike Riot Scenes Cut From Paramount News*

BOSTON—All scenes showing rioting in a Cleveland strike were clipped from Paramount News, No. 104, by the Massachusetts bureau of Sunday censorship. The eliminations constituted the only scissoring ordered on a group of 27 motion pictures which included M-G-M's "Lady of the Tropics," First National's "Angels Wash Their Faces," and 20th-Fox's "Stanley and Livingstone."

# Question Kent in Anti-Trust Suit

(Continued from preceding page)

for the pictures, for the 12, than the average for the 60."

"Suppose you were to sell 30 or 40, would you want more?"

"Yes, I would say we would want more for 30 than the average for the 60."

"Has your company made it a practice to say to an independent, 'Here is our product, our entire product, there are 64 pictures, you can have them for $6,400, if you want 40 pictures, you have got to pay $6,400, just the same'?" queried Ryan.

"No, that is not to my knowledge," responded the 20th-Fox executive.

**Sometimes Pick Wrong Ones**

Ryan later referred to a statement by Kent that independent exhibitors wanted the cream of the crop and none of the skim milk. Ryan wanted to know, "Is that substantially correct?"

"I say there are a great many exhibitors, independent and otherwise, who, if we would allow it, would pick only the cream of our program."

"Well, your company as an exhibitor would like to be able to pick the cream of the other motion picture producers?"

"I don't doubt it, if they could."

"That is, it is a valuable thing to have a little choice in the matter?"

"I don't know how valuable it would be, because sometimes they pick the wrong ones, if they have a choice," said Kent.

**Kent on Block Booking**

Referring to Kent's definition of block booking as expressed in the first paragraph, Ryan asked the present 20th-Fox head if he would "carry out that comparison further and say that an agent, for example of General Motors, would have to take the whole line of General Motors?"

"Well," Kent said, "I cannot say specifically as to whether they take all the cars manufactured in the various separate branches, but I know if a man is handling the Buick automobile, he takes the runabout car and town car and all the models of that particular line."

"All of those models are of a standard size, quality and weight for the particular car, so that a man who buys it knows exactly what he is going to get; is that true?"

"Yes, that is true."

"And that is not true of the motion picture industry?"

"I explained there was considerable difference."

"In the motion picture, you say, the element of human judgment enters to a larger extent than others?" pressed Ryan.

"Yes, sir; both on the part of the producer and the buyer," replied Kent emphatically.

"Wouldn't there be a closer analogy between your system of block booking, and a book store to which Scribner's would sell its books, and the book store would have to take every book put out during the course of the year?"

"The question is objected to, because of the reference to block booking, there being no evidence of such a system," objected McClennen, attorney for the defendant majors.

Under provisions of the deposition taken, Kent answered the question with the knowledge that the objection would be passed upon later by the court.

"I know nothing about the basis on which books are sold, so I could not be—" stated Kent.

"You do not know that a book store that trades with Scribner's or Putman's or any of the large book publishing houses does not have to take the entire product in any given year?" queried Ryan.

"No, I do not know that."

"Don't you know that any book store has a right to select any book published by any company?"

"No, I don't know that."

"You don't?"

"No, sir."

"Would you consider a closer analogy between the block booking system in use in the motion picture industry to take, we would say, a system like the United Shoe Machinery Co., requiring that if any man used a certain machine for manufacturing shoes, or any part of the manufacture of shoes, he therefore would have to use machines of the United Shoe Machinery Co. for the entire work that was done on the shoes?"

"That is objected to, as assuming something that was not in evidence, not accurately stating the requirements. No, if you will read the question," stated McClennen in objection.

"No, I know nothing about the way shoe machines are sold or the requirements of the shoe machinery manufacturers. I never heard of it before in any way," answered Kent to the query.

"Well, now, if an exhibitor has to take all the product of one producer or distributor, does that tend to eliminate competition with other producers or distribu-

(Continued on page 112)



## *Paramount Guests—*

*Nathan Levin, manager of the Dudley Theatre, Roxbury, Mass., and Maurice Streletsky, assistant manager of the Capitol at Allston, Mass., visitors to the Paramount World Fair lounge in the home office at New York.*

# New Haven Outing Draws Over 100

NEW HAVEN—The annual film district outing, held this year at the Rustic Inn, Lake Quonnipaug, added another success to a long list of memorable outings since the early days of the film center here. Of the 100 who attended, about 20 won valuable prizes, with the BOXOFFICE trophy clock going to Betty Reiss for outstanding dancing. Following a buffet luncheon at the lodge, a softball game, which revealed near-championship calibre in both exhibitors and exchange men, was captained by Bob Schwartz, of the Paramount, Thomaston for the former, and John Pavone, Warner exchange manager, for the latter, with Bill Canelli of RKO as referee. The game ended in a 15-15 tie, and plenty of puffing.

George Somma of Republic won the shot putt contest as the first of his three top places, and was awarded a box of hose. Michael Daly, of the Daly, Hartford, was second, winning an electric fan. Freda Kogan of Columbia won the three-legged race, and prize of a lady's blouse; George Somma, second, received a hat. Fifty-yard dash for men was again won by George Somma, who added an automobile tube to his prizes. Eddy Ahern, of the Daly, Hartford, second, won a sport shirt; Gertrude Sullivan, RKO, first in the fifty-yard dash for women, a chromium cocktail set; Jewl Higgins, Paramount, second, a lady beauty set; Josephino Ingenito, 20th-Fox, first in the peanut race, candid camera; Edward Canelli, of Warner's, first in men's swimming race, sport trousers; Al Parizer, Columbia, second, slippers.

Pie-eating and row boat contests—tug-o-war, horseshoe pitching and other contests made up the balance of the afternoon's entertainment. Morris Joseph, Universal exchange manager, distributed the prizes.

## *Several Hundred Attend Boston Film Outing*

BOSTON—The long awaited Boston motion picture and allied industry outing became a reality Tuesday when several hundred filmites journeyed by bus and private automobile to Seiler's Ten Acres at Wayland. An afternoon of entertainment during which a sports card was featured, was culminated by a banquet. Major Patrick F. Healey, Steve Broidy, and William Cuddy of the general committee were among the major workers for the annual affair.

Serving on the numerous subordinate committees were Jack Granara, Sam Berg, Harry Smith, Morey Goldstein, Jack Gubbins, Harry Worden, Kenneth Forkcy, Harry Aaronson, William McLaughlin, Ben Johnson, Cyril McGerigle, Marty Moriarty, James J. O'Brien, Joe Loftus, H. J. McKinney, Kenneth Douglass, Joe Cifre, Murray Weiss, and Maurice N. Wolf.

**Robbins to Universal**

HOLLYWOOD—Sam Robbins is an addition to the writing staff at Universal.



# 1,100 CUSTOMERS WON'T BE WRONG

Nathan Yamins realized that comfort and profit are closely allied when he chose *Ideal Seats* for the Empire Theatre in Fall River, Mass. Yamins' *Ideal Seats* were especially styled and upholstered to fit his particular needs at the Empire—an *Ideal* service available to all.

Theatregoers today demand a new standard of comfort. The backbreakers that once were acceptable are no longer tolerated. Poorly designed, cheaply constructed chairs do not last, require constant attention and repair, and cost far more than the best you can buy. Better make yours an *Ideal* job.

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**CAPITOL THEATRE SUPPLY COMPANY**

*A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS*

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# M&P, IATSE Spar On Ushers Strike

BOSTON—M&P and IATSE executives were meeting Wednesday morning at press time in an effort to settle the ushers' strike that began last Thursday and has spread to 11 M&P houses.

The first conferences were held Tuesday afternoon at 60 Scollay Square, with Edward D. Cuddy and Robert Sternberg representing the circuit and Thad Barrows, Walter Nolan and James Burke representing the IATSE.

Picketing was underway at the Metropolitan, Paramount, Fenway, Olympia, Modern, and Scollay Square in downtown Boston; the Strand, Morton, Dudley and Rivoli in suburban Boston, and the Broadway in Chelsea.

An early amicable settlement has been indicated.

## *Several Massachusetts Firms Incorporated*

BOSTON—The Danvers Orpheum Theatre, Inc., has been granted a charter of incorporation by Massachusetts Secretary of State Frederic W. Cook. The concern, whose capital consists of 1,000 shares of no par stock, was incorporated by Harry A. Aaronson, Fannie Hermann, and Elonora Fedderson.

Also incorporated last week was Massachusetts Enterprises, Inc., Boston theatrical proprietors. Capital was 100 shares of no par stock. Incorporators were Benjamin A. Trustman, Leonard Kaplan, and Lois Scanlon.

The Cape Cod Amusement Co., Inc., was incorporated with a capital of 100 shares of no par stock by Gilbert S. Kelley, Raymond Hills, Louis Byrne, and Henry L. Murphy.

The Memorial Corp. of Boston and New York, theatrical managers, was incorporated with 100 shares of no par stock by William E. Collins of Brookline and Joseph K. Collins and Katherine M. Green of Boston.

## *Even Tiein for a Day Would Be Welcomed*

BOSTON—Roy E. Heffner had his own ideas when Governor Leverett Saltonstall of Massachusetts designated last Saturday as Indian Day "in memory of the welcome assistance given our forefathers by friendly Indians."

Heffner, whose ancestors include Indian stock, wished the occasion might be commemorated by a little good medicine in the Bank Night wigwam. Legality of the cash giveaway cannot be established in Rhode Island and in Norfolk and Plymouth counties, Massachusetts, before October when the supreme court of both states will probably reconvene.

### Assign Magazine Writer

HOLLYWOOD—Metro has signed Alistair MacBain, magazine writer, to its script department.

# BOSTON

HERBERT ZIDEL of Imperial and Norman Poretsky of Wholesome have returned from a Canadian trip . . . Christine Antognoni, booker for Harry Asher, is planning a northern New England and Canadian trip . . . Harry Smith, RKO booker, returned this week from a stay at New Gloucester, Me.

*C. S. Wilcox, former operator of the Orleans Theatre on Cape Cod, was buried Wednesday.*

Mrs. Henry Sperling, wife of the Rhode Island exhibitor and former Century Film exchange executive, has been in Baker Memorial Hospital.

*Pauline Winston of Columbia has sent her daughter to Camp Naomi in Billerica . . . Also at the Camp are the daughters of Sam Levine, Grand National head booker, and Kid Harris, M&P booker.*

Frank Rahilly, exchange employes union official and RKO assistant shipper, was secretly married a few weeks ago. Rahilly was formerly a booker at National Screen Service.

*Charles Brent, operator of the Nipmuc Park Theatre, was to have returned from the west this week . . . Roy E. Heffner, Bank Night distributor, and Mrs. Heffner have been fishing in Canada and Maine . . . Gertrude Hanlon, secretary to Attorney George S. Ryan, left this week for a New Hampshire sojourn.*

Sidney Solomon, former Morse and Rothenberg manager, is to open the Comique Theatre in Lynn. The house was formerly operated by William Purcell, former manager for Nathan Yamins who has the former Dreamland in Beverly.

*Billy Rose has brought a suit against the operator of a "Water Follies of 1939" presentation at Revere Beach, charging violation of copyright.*

Charles Stern, UA executive, was in town last week . . . Arthur K. Howard, Allied executive, was in Plymouth most of last week . . . M. N. Wolf and J. J. Byrne, M-G-M district and Boston managers respectively, were in New York on business last week.

*Ben Abrams', Warner salesman, interests have been centered at the Corey Hill Hospital in Brookline . . . Fred Geisler, formerly with Specialty Pictures, is no longer showing films at the Showboat in Auburn, Me. Geisler continues to take a hand in the Provincetown film situation, however.*

Harry Asher, independent distributor, spent last weekend at Boothbay Harbor . . . Harry Thomas, the distributor, was in town last week on business.

*Esther Ralston wed Ted Lloyd, radio man, in Connecticut last week after playing in "Susan and God" at a summer theatre. The New England hay fever circuit is getting to be a matrimonial stepping stone. A few days ago, Madge Evans made a similar transition in Maine wedding Playwright Sidney Kingsley.*

Henry Wolper, M-G-M office manager, has been vacationing at Boothbay Harbor, Me. J. M. Cummings, former auditor and present assistant office manager, took over . . . B. L. Carney, Feiber and Shea district manager, has been away . . . Ed Dobkin, supervisor of the M-G-M service department, has been World Fairing-it.

*Ben Gold, manager of the Colonial in Nashua, last week inaugurated first eliminations in a beauty contest to select "Miss New Hampshire" for World Fair competition. The Colonial contest closes August 24.*

Annabella Kehoe has joined the local Metro office force . . . Ben Rosenberg and John Carroll of the Paramount and Fenway opened "Each Dawn I Die" at the respective first-run houses last Thursday, giving the picture its third first-run week in Boston following the holdover at the Metropolitan.

*Marion Bell, M-G-M district manager's secretary, tentatively plans a California trip for September . . . Katherine McGovern of M-G-M has been at Cape Cod . . . Mabel McDowd of Cameo is a vacationer . . . Etta Brady of the Metro booking department has been bluenosing-it at Halifax.*

Dr. A. J. Cronin, British author who wrote "The Citadel," passed through Boston last week en route to Maine where he planned having six-weeks' taste of cottage life. He is accompanied by his wife and three children.

*Bill Cuddy, Cinema Club president, announces that the next meeting of the bookers' fraternity will probably take place in September . . . Paul Cuddy, 15-year-old son of the RKO booker, continued to convalesce last week after a serious appendix removal which was followed by a blood transfusion.*

Sam Davidson, Cameo Screen Attractions head, announced the arrival this week of the prints of the new Tim McCoy feature, "The Fighting Renegade" . . . Ben Blue and Ella Logan are among the film names featured in George White's Scandals which opened this week at the Shubert in Boston. Through the courtesy of Columbia Pictures, the Three Stooges (Moe, Curly, and Larry) are in the cast.

*Michael J. Hurney announces that the Tower in Lowell is to be reopened about the middle of September.*

Joe Longo, publicist, took a group of Boston newspaper critics to New Haven last week to mitt Mickey Rooney and Judy Garland. Making the trip were Marjory Adams of the *Globe;* Helen Eager of the *Traveler;* Fred Sorrow of the *Herald;* Prunella Hall of the *Post;* Josephine Boyson of the *Monitor;* Mary Sullivan of the *Advertiser,* and free lance feature writer, Betty DiPesa.

*Kenneth R. Douglas, head of Capitol Theatre Supply Co., left last Friday for two weeks of swimming, boating, and pursuing Winnepesaukee black bass and trout. He is centering at Wolfboro . . . Mary Brady of Monogram has been at Lake Archer . . . George and Leonard Kraska of*

*the Fine Arts were in New York on business last week.*

The mother of Steve Broidy, New England sales manager for Monogram, has been convalescing at Beth Israel following a serious operation.

*Doris Springer of National Screen Service left this week for a two-week sojourn . . . Sarah Lourie, Columbia cashier, returns Monday following a tour of New York state . . . Helen Fitzgerald, the smile at Nesti's, is away to New York and the Fair.*

Marjorie Meltzer, bookkeeper in the E. M. Loew office, is soon to wear a bride's gown . . . Royal Dam has resigned as manager of the Peabody Theatre. Horace Macson, formerly manager in Fitchburg and Beverly for E. M. Loew, takes over the job at the Bay State house.

*Jean Finklestein of Bank Night and Specialty Pictures sojourns the last week in August. She is still undecided among Lake George, Scroon Lake, and Bethlehem, N. H. . . . Florence Buckley, E. M. Loew assistant booker, returned this week from Canada . . . Jean Eaton of Columbia and Jack Hill of Monogram return a week from Monday from a Penobscott Bay honeymoon.*

Ben Rogers, independent film distributor, reports that M&P, Interstate, Maine and New Hampshire, and E. M. Loew are among the local circuits that have booked "North Seas" . . . Ernest Whitford, Gayety manager, is readying to open burlesque at the E. M. Loew house next month.

*Jack Goodwin has been supervising the installation of new cooling equipment at the Metropolitan . . . Mary Grey, E. M. Loew receptionist, saw her mother to Beth Israel this week . . . Mildred Reed of National Screen Service left on vacation this week . . . Ditto for Max Hotchberg of National Screen Accessories who plans to spend much of the next two weeks near Lake Pearl in Norfolk . . . Elsie Bridson of NSS is out of town for a fortnight.*

Dora Kraska, sister of the Fine Arts Theatre operator, has resigned from Imperial . . . Adam Morgan, former projectionist at the Showboat in Auburn, announces he is temporarily a "liquid engineer." Morgan translates the phrase as indicating a soda jerker.

*Phil Smith, circuit operator, has been at his Drive-In theatres in Cleveland and Detroit . . . Walter Silverman, Columbia booker, returned this week with his mother from Bar Harbor . . . Ella Andre, National Screen Service booker, is vacationing.*

The mother of Phil Berler, E. M. Loew booker, has been confined to the Jewish Memorial Hospital for the past 11 weeks.

*Joe DiPesa of Loew's State and Orpheum got plenty of public recognition for "The Wizard of Oz" last Saturday when he presented a trophy to Joe Cronin, manager of the Yankee-chasing Red Sox. The tie in was the inscription which notched Cronin as a "wizard manager."*

Henry Tobin, manager of the Olympia in Olneyville, and his wife and baby have concluded a Nahant stay . . . Ira Katzman of the National Screen Service art department is out of town for a two-week rest . . . John Carroll, Paramount theatre manager, is headed south . . . Les Armstrong, Paramount assistant manager, has returned from a cruise.

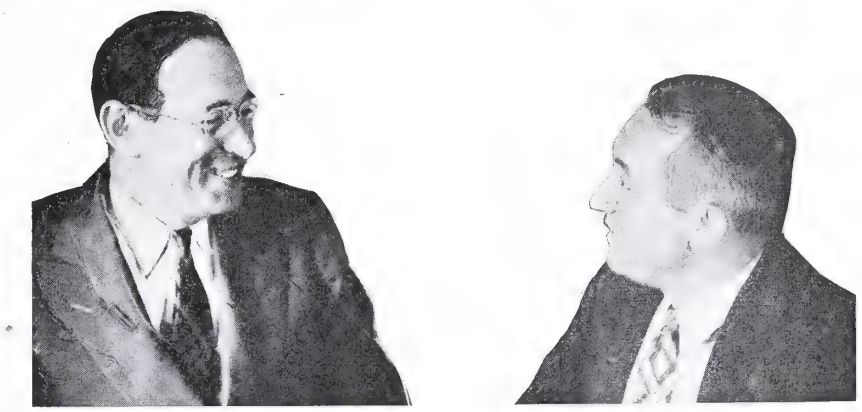
*Don Velde of Paramount Pictures has been in from New York . . . Marietta Baer, who handles cutouts in the M&P booking department, has been vacationing at a girls' camp in New Hampshire . . . The family of E. M. Loew Booker Phil Berler returns to town from Nahant in approximately a fortnight.*

A gal in the local main office of Western Union has been carrying on a ticker tape romance, via the teletype, with an M&P employe.

*Manny Reiner, Monogram press agent, has bought a 1937 used Studebaker from Roy Johnston's son-in-law. Reiner is now taking driving lessons.*


# MONOGRAM

## NEWS OF THE WEEK



There's a bit of a story to be told about the above picture. Our cameraman spent two weeks trying to find both these executives in at the same time. When he finally found one in, he wouldn't pose without the other. When he found the other man in, he wouldn't have his picture taken without his friend. However, the hard-working cameraman finally caught both gentlemen together and the above is the result.

* * *

Max Finn is the man on the left. He is perhaps closest of anyone to his boss, E. M. Loew, head of the large chain of movie houses. Max books all the stage shows and first-run pictures into the Loew houses. In addition, he acts as trouble-shooter and does a great deal of traveling, seeing that everything is in order. He has been associated with Mr. Loew for many years. Max is a quiet sort and a gentleman in every respect. He spends his summers at tony Scituate Beach, Mass.

* * *

Phil Berler, at the right, books perhaps more pictures than anyone else in New England, buying films for most of the 40 E. M. Loew houses that are scattered throughout the New England states, Maryland, Washington, D. C., and even Florida. Phil is a jolly fellow who has been associated with this circuit for about two decades. Phil is as versatile in his field as Max is in his, and the two men make an unbeatable combination. You'll often find Phil playing badminton, his favorite sport, at the Y.M.C.U.

* * *

"Irish Luck," featuring Frankie Darro, is now being booked in this territory. A new western, "Oklahoma Terror," with plenty of fast action that goes over big with the youngsters and grown folks has just come in from the West Coast. Be sure to set aside a date for "Mr. Wong in Chinatown," starring Boris Karloff, which is the best of the Mr. Wong series to date. This picture has been receiving rave reviews everywhere.

*Steve Broidy*

**MONOGRAM PICTURES, INC.**

39 CHURCH STREET • BOSTON

# NEW HAVEN

AMONG those present at the Judy Garland-Mickey Rooney reception at the Hotel Taft were the mothers of both stars, J. R. Vogel and Oscar Doob, of the New York Loew office, Mayor Murphy, his wife and three children, Robert Wheeler of the *Providence Journal,* Julian B. Tuthill, *Hartford Times* film editor; Jerry Connor and Ned Denehy of the *Times Star,* Bridgeport; Don Leonard, *Bridgeport Post;* Micky Wrenn, of the *New Haven Journal-Courier;* Roger Connelly of the *Register;* Mrs. Jack Horgan of the Parent-Teachers Ass'n, Worcester; Mrs. J. Ellsworth, of the Worcester board of review; Ed McBride, Loew's State, Providence; H. H. Maloney, Poli, Worcester, and Mrs. Maloney, Joe Amstead, Elm Street, Worcester; Morris Rosenthal, Majestic, Bridgeport, and many others.

*Sweetest music of the day was probably the close to* $4,000 *the Poli is said to have grossed in New Haven alone as a result of the stars' personal appearance visit.*

Report around the street is that Al Pickus, operator of the Stratford Theatre, has purchased the 496-seat Annex Theatre, operated by Joseph DiFrancesco, who built it some ten years ago. DiFrancesco exchanged businesses for a time with F. Moran, who was running a laundry, but decided the theatre business had its advantages and took the house back.

*The Mannon film, "Unashamed," had a highly successful run at the Moodus in midnight shows . . . The Lampert circuit is spotting in hill-billy and other acts.*

Stanley Lewis Levin, of Waterbury, is the new assistant booker at the RKO exchange, replacing Harry Schantz, who resigned.

*Waterbury and Stratford join the expanding list of organization Bingo towns in Connecticut with "aye" votes by their boards of aldermen . . . New Haven consideration was once more postponed when petitions lacked the proper number of names . . . Hartford vote is imminent.*

There's talk of another testimonial dinner for an old-time exhibitor . . . Mr. and Mrs. J. Hess of Moosup were recent visitors in town and report the Groton Theatre will be ready October 1 . . . Warner's have renewed their Capitol, Danbury, lease for ten years.

*If the local 20th-Fox exchange leads in the national S. R. Kent Drive, Earl Wright's bi-weekly pep talks to the staff at special meetings will definitely have something to do with it. The office confidently awaits the first national reports next week . . . Exotically-named Nina DiNardis is press-agenting for the State, Hartford.*

Community, Oakville, starts new glassware giveaway August 24 and 25 . . . Palace, New Britain, starts the same deal September 6 . . . Joseph Quittner was on Meadow Street negotiating deals for the new Jewett City Theatre, scheduled for mid-September opening.

*The Harry Fishmans of the Community, Fairfield, are off for a week in the Berkshires . . . Herman Miller, Metro auditor, will see the Fair on his vacation . . . Matt Saunders of the Poli, Bridgeport, had his car stolen just as he was preparing to leave on vacation . . . The car was used in a holdup a few hours later.*

Ed O'Neill, doorman at the Moodus Theatre for the past three years, is leaving to enter Connecticut State College this fall . . . Jim Memery, Loew-Poli artist, is vacationing anywhere from New York, Boston, Salem to Indian Neck . . . Charles Repass of the Crown, Hartford, and his family have returned from a long motor trip . . . Ralph Civitello, Meadow Street artist and golf fiend, is angling for Harry Cooper, winner of the shoreline open in Clinton, as guest performer at his driving range . . . Angelo Lombardi, Warner booker, is keeping his vacation plans a secret . . . Also Beatrice Levenstein of the Warner office . . . Metro office more beehive than ever with five girls and three men in from the home office on special work.

*Heywood Brown writes from Hollywood to the* Bridgeport Herald: *"Let us give credit where credit is due. The men and women who write the pictures, the men who direct them and the camera crew are the true liver and lights of an amazingly clever craftsmanship. It is good publicity to fasten attention on the various well-known stars, but if they all happened to be on the same steamer and that ship collided with an iceberg, Hollywood would not be greatly handicapped."*

Rialto Theatre, Stamford, has bought Progressive Premium's new china deal through Lou Moscow . . . Harry Green awaiting the arrival of Jay Don Alexander of Alexander Film from Colorado on August 15 . . . Joe Walsh of Windsor Locks appeared on Meadow Street with a ham and reported "immediately all the salesmen wanted 40 per cent and off the preferred end."

*Leo Ricci of Meriden is planning a trip to the Fair and to Atlantic City . . . The general idea is that Adorno has given up the idea of an airdrome in Middletown for this year, so many restrictions having been imposed on his permit . . . Bridgeport exhibitors have had competition at nearby parks from such bands as Ina Ray Hutton, Jimmy Dorsey and Don Felix—all in one week.*

Downtown: Harry Shaw will m. c. for a change—this time it's Police Field Day . . . Nat Rubin will finally get that vacation, after another postponement because of the Rooney-Garland doings . . . Bob Carney, in charge at the College in Manager Badamo's absence, sent a man on horseback in cowboy outfit on "Frontier Marshal" down to the railroad station, where crowds met Rooney-Garland. He also put oomph into the Movie Club of the Air radio broadcast on WELI, and planted a contest in the *Echo.*

# RKO Interests Get Keith's Memorial

BOSTON—A Boston theatre sale involving well over a million dollars was transacted last week when RKO interests took over Keith's Memorial Theatre. The property, which includes an arcade where several stores are situated, is assessed at $1,700,000. The transaction, which is understood to have been held up by RKO receivership, brings an end to a high weekly rental which at one time approximated $10,000.

The theatre, which has been held by Harvard College, was put up in 1930 as a memorial to the late B. K. Keith. Located on the site of the far-famed Boston Theatre, it covers an area of 32,757 square feet. Brokers in the deal were C. W. Whittier and Brothers Co.

## *Rooney-Garland P. A. Excites New Haven*

NEW HAVEN—Neither the governor, the president, nor returning heroes have caused as much excitement in the Elm City as the personal appearance of Judy Garland and Mickey Rooney for one day at the Loew-Poli. Fanning the enthusiasms for the stars was not overlooked by Harry F. Shaw, Loew-Poli division manager, and Lou Brown, publicity chief for the division, plus all managers on the circuit.

About 5,000 young ones and their mothers started it all at the railroad station about 11:30. A welcoming committee consisting of one high school boy and girl from each Loew-Poli theatre on the circuit, chosen in an attention-getting contest, was on hand. The excited crowd drowned the music of the two drum corps with their shouts. More police had to be called out to handle the emergency.

Meantime, lines a block long formed to the ticket office at 9 a. m., an hour before the special early opening, and the lines continued the entire day. An official reception for the guests, the Mayor, members of the press from Boston, Providence, New Haven, Hartford, Worcester, Bridgeport, Waterbury and Meriden, the various high school welcoming committees, and others was arranged at the Hotel Taft. The personal appearances shattered all records for a single day at the New Haven Poli house.

Following the appearances at New Haven, the pair proceeded to Hartford for a day at the Loew-Poli, and thence to the Loew-Poli, Bridgeport. The three New England towns are the only ones on their itinerary in addition to New York and Washington.

## *Hoffberg Hub Outlet*

BOSTON—The 1939-40 product distributed by J. H. Hoffberg Co. will play George Kraska's Fine Arts Theatre here under the terms of a deal completed by Kraska with Oliver Unger, Hoffberg sales manager.

### Extend Walter Pidgeon

HOLLYWOOD—Walter Pidgeon has been given a new term acting contract at Metro.

# PORTLAND

SUMMER theatres, more numerous and of a higher calibre this year than heretofore, have a certain edge on local film theatres of which they have been taking complete advantage—that of listing its Portland visitors in the society columns of the local sheets. The Deertrees Theatre especially, under the helm of Bela Blau of New York City, has been building up an air of distinctiveness, of quality and exclusiveness around his rustic playhouse so that now a "trip to Deertrees" has become something of a social event. The "400," under the leadership of Mrs. Phyllis Schuyler Thaxter, author of "Thru the Stage and Screen Door," published in the Portland *Sunday Telegram* each week, has taken the little theatre under its wing. All of which makes it bad for local exhibitors who are pushing their product with great industry not only against the summer theatres, but softball, baseball, golf, tennis, and the lure of the beaches as well.

*Vacationing at Old Orchard Beach, Fred Allen finds himself often in the spotlight as referee, timekeeper and what not at race track and marathon races. Sunday, August* 13, *the radio and film comedian served as honorary timekeeper for the Old Orchard Beach Baby Marathon, an annual event. A couple of weeks ago he acted as timekeeper for the feature event of the Grand Circuit program at the resort's famous kite track.*

Pari-mutuel betting at fairs throughout the state is taking many potential dollars away from Maine exhibitors. The six-day schedule at Skowhegan beginning August 14 carries $12,500 in purses. The racing season extends through October.

*Star visitors of the week: Helen Hayes, stage and screen actress, and her equally well-known author-husband, Charles MacArthur, who stopped briefly in Portland August* 12 *en route by plane to visit their daughter Mary who is vacationing at a girls' camp near Center Lovell. The couple chartered a plane of the Portland Flying Service, Inc., to take them to North Conway, N. H., where they were to continue their journey by automobile.*

Other visitors include Bill Benjamin, NS salesman, Mrs. Benjamin and Dan Sullivan of Transit Advertisers, Boston.

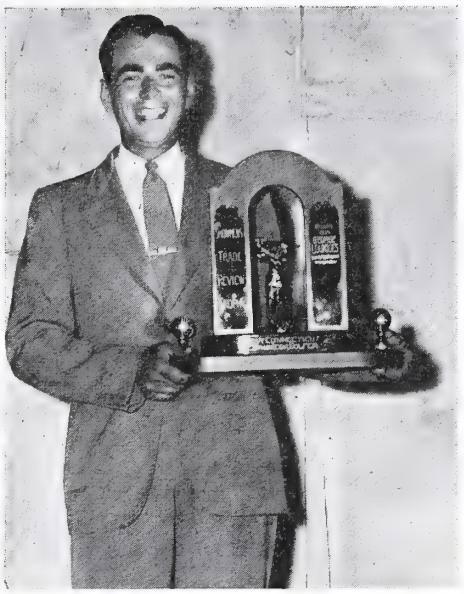
*A thirty-minute power breakdown Thursday left theatres dark and patrons somewhat restless.*

Friends of Don Sweeney, former ad sales manager at the local Paramount exchange until it was dissolved, will be glad to learn that Don has been given a position in the ad sales department of Paramount in Boston.

*Returning vacationers: Nathan A. Press, assistant manager at the State Theatre; Dick Woodbury,* Sunday Telegram *film editor; Mary Siteman, candy girl at the State, and Chelsea Waldron, State projectionist, who has been spending a week at his Sebago Lake Camp.*

A stunt which attracted considerable attention from Strand Theatre patrons was the free handwriting readings given by Miss Maude Mosher, graphologist, in the lobby of the theatre. The management is following up with a personal appearance dating with Johnny, the Phillip Morris cigarette call boy, who was to have been presented in the lobby and hunting room at specific times August 14 and 15.

*Edward Everett Horton of stage and screen will star in "Springtime for Henry" at Walter Hartwig's Playhouse at Ogunquit the week of August* 21 . . . *Madge Evans completed a week's engagement at the Deertrees Theatre August* 12, *starring in "Pride and Prejudice." While there she was made an honorary member of the Portland Theatrical Guild.*



## *The Winnah!—*

*George Loukides, assistant manager of the Loew's Poli Theatre in Waterbury, Conn., winner of the fourth annual golf tournament sponsored by the MPTO of Connecticut.*

## *"Citadel's" Author Has First Play Accepted*

BOSTON—Dr. A. J. Cronin, author of the successful celluloid, "The Citadel," stated in Boston last week that his first play, "Jupiter Laughs," may be seen late in the winter on Broadway with Laurence Olivier as the star. Cronin plans to spend the next half-dozen weeks at York Harbor, Me., where he will work on a new novel.

Speaking of his play, which has been accepted for London production, Dr. Cronin said, "In it I have attempted to portray the failure of the individual to appreciate the spiritual relation between him and his creator," adding that he believed most of the world's evils might be traced to that failure and its coincidental materialism.

"But now we are on the wave of a big moral uplift," Dr. Cronin said. "I think the spirit of revivalism, which may become an international experience, is an escape from the atrocities that are being committed throughout the world. Perhaps it is the reaction from the terrific world psychosis."

# PROVIDENCE

NARRAGANSETT Track opened again Monday for a thirty-day summer meet. Rhode Island theatre men are anticipating the usual drop in grosses during the period with matinee business particularly suffering.

*RKO-Albee reopened for fall Thursday with "Bachelor Mother" and "Saint in London" as initial dual bill. District Manager Harry McDonald was in town to see that the front was brightened up and everything in shipshape for opening. William McCourt, acting manager at the house when it closed lat in May, again will take over the managerial desk during the first few weeks of the season, with William Cavanaugh scheduled to come here from Cincinnati, Ohio, early in the fall.*

Fay's Theatre at present plans to get open again for fall and winter September 1. Sam Kaufman, resident manager of that house, is substituting for Al Clarke, manager of the Carlton, while Clarke takes a two-week vacation.

*Two first-run managers back on the job Monday and finding it hard to get their land legs again after vacations on the briny. Bernard Fay of the Majestic, spent a week on an ocean cruise. Edward L. Reed of Strand took ten days for a swordfishing trip off Block Island and reports a* 340-*pound beauty landed by his boat and buddies, one of the largest catches brought in on the Island this month.*

The Metropolitan Theatre lights up for a week this Sunday with "Avdalas the Great" (George Avdalas, Greek magician) playing matinee and night performances with a 15-person magic unit. Avdalas has leased the house for the week and expects to get principal patronage from delegates to AHEPPA (Greek organization) convention taking place here next week.

*Manager Ed McBride of Loew's State took Robert L. Wheeler,* Providence Sunday Journal *staff man, to New Haven last Wednesday so that Wheeler might interview Mickey Rooney on his personal appearance there that day. A two-column interview with photo in* Sunday Journal *theatre section resulted, giving a nice bit of advance publicity for "Wizard of Oz" opening at the State Friday.*

Johnny Piechota, assistant manager at E. M. Loew's Capitol, Pawtucket, is back on the job there after spending most of the past month as relief manager here. First, he pinch-hit for Henry Tobin, manager of Loew's Olympia, and then for Cy Silverblatt, manager of Loew's Capitol, while Tobin and Silverblatt took their annual vacations.

## *Cinema Club Dance*

BOSTON—The Boston Cinema Club will hold a film district dinner-dance early next year, probably in March, according to William J. Cuddy who is president of the bookers' fraternity. Preliminary plans will be discussed at a meeting in September, the first in several months.

# Question Kent in Anti-Trust Suit

(Continued from page 106)

tors?" queried Ryan.

"Not necessarily."

"Doesn't it tend to limit competition to the extent of the pictures that are forced on the exhibitor?"

"I do not believe so."

**Films Draw 5,000,000 Daily**

Ryan wanted to know if the motion picture was "a thing of importance to the life of this country."

"I would say it is very important from the standpoint of its being one of the greatest means of popular priced entertainment that we have in the country, and to the extent that entertainment is a necessity it is important."

"Is it important as a source of education?"

"Well, certain parts, the majority of our feature motion pictures are made for entertainment purposes and not education. We make educational subjects, such as news weeklies, and films on subjects that are educational in character or a combination of education and entertainment."

"Well, is it fair to say that, whether the motion picture is put out for educational purposes or not, that persons will receive a majority of the impressions that they receive through senses they will receive them through their eyes?" questioned Attorney Ryan.

"Well, I am no authority on what portion of the senses we receive through our eyes, but I would say that it is one of the commonest methods of obtaining impressions that I know of," stated Kent.

"In that respect the film will be educational to anybody who sees it, to the extent that it is educational?"

"It has its educational side, no doubt about it."

"Yes, most of the persons who see films are fairly young in life, are they not?"

"No, I would say that the average of our audience will be from 16 to 40, the percentage of children being much smaller than it used to be."

"Would it be fair to say that a majority of the people who witness photoplays are under 25 years of age?"

"Well, I don't know that I would be an authority on that, I would say it would be pretty much 50-50, under and over."

"How many people attend motion picture theatres daily?"

"Well, I haven't heard all kinds of figures quoted."

"Have you ever satisfied yourself as to any figures, so you can make a statement, at any time?"

"Well—"

Here the defendant was interrupted by Mr. McClennen. "Before that, will you make that a little more definite? It suggests the possibility that you mean for people going daily to photoplays. What I infer, on a given day, how many people go to moving pictures."

"That is it exactly," stated Ryan.

"I have heard the statement made that half the population of the country will go within a week's time to a motion picture. That would be about 60,000,000 people. I personally think that is too high. I doubt if our industry plays to more than a third of the population of the country each week. That is purely a matter of opinion," answered Kent.

"That would be something in the neighborhood of 5,000,000 a day?"

"Five million a day."

"Has the motion picture a value as an advertising or sales medium?"

"Well, they say it has a value, but I do not believe that advertising has any place in motion pictures."

"Has it been found to be the experience or thought that the American motion picture is a great salesman of American goods in foreign countries, merely because of what is shown in the picture?"

"I think that there is a great deal of truth in that, that the American motion picture has had a bearing on distribution of merchandise, such as automobiles and things of that kind all over the world that would be first seen in American motion pictures, but that was not the primary object, of course.

"The primary object being entertainment?" asked Ryan.

"The primary object being entertainment," agreed Kent.

### Script Linda Ware Starrer

HOLLYWOOD—Jerry Horwin and Dorothy Kilgallan scripting "A Star in Manhattan," a Charles R. Rogers production which will feature 14-year-old Linda Ware.

### "Green Hell" New Title

HOLLYWOOD—"South of the Amazon," Famous Productions-Universal picture, has been retitled "Green Hell."

# NEW HAMPSHIRE

SCREEN ACTOR TOM KEENE, with his wife and a troupe accompanying him on a personal appearance tour, recently spent a few days vacation at The Weirs, popular summer resort. They had played last in Lowell, Mass., and after their rest, headed for Claremont, this state. They have appeared in 29 states thus far.

*The following summer theatres are busy in New Hampshire: Farragut Players, Rye Beach; The Bandstormers, Tamworth; Actor-Associates, East Jaffrey, and Keene Summer Theatre, Keene.*

A new carpet adorns the lobby of the Colonial in Laconia.

*John P. T. Bennett jr., former Portsmouth boy, graduate of the University of New Hampshire, and now studying to be a film director at the Hollywood Motion Picture Institute, was married to Miss Arline L. Parsons, recently, in Yuma, Ariz.*

"Derby Nights" are reported to be drawing well on Wednesday nights at the Palace in Penacook.

*Cheshire Fair, Inc., which will stage its annual three-day fair at Safford Park, August 25-27, has elected Arthur Whitcomb and Elwyn Damon, both of Keene, as directors.*

Jimmy Irwin, manager of the Winnipesaukee Gardens, summer dance-film magnet at the Weirs, lured many of the crowd at the national motorcycle championship races staged at the nearby Mt. Belknap Recreation Area, by presenting a cup to "Miss Motorcycle 1939." Miss Blanche B. Craigle of Woburn, Mass., won the title.

*"Goodbye, Mr. Chips" had repeat showings at Memorial Hall in Wolfeboro and Pineland Hall in Center Ossipee, both operated by Ansel B. Sanborn.*

"William Tibbett," young actor with the Peterborough Players this summer, has been revealed as Lawrence Tibbett jr., who is keeping his identity dark in an effort to make good on his own.

*M. H. Hapgood of the Broadway Theatre, Dover, is getting a bigger kick out of his airwave programs since winning a fine radio set, one of the major prizes awarded at the Ossipee Rotary Fair.*

Freeman Hammond, director of the Keene Summer Theatre, described the growth of the enterprise in a talk before the Keene Rotary Club.

*It cost a Manchester youth* $14.70 *in court to learn that a Manchester picture theatre was not the place to make unwelcome flirtatious gestures toward a woman patron.*

# BRIDGEPORT

MATT L. SAUNDERS, Loew-Poli manager, was the involuntary donor of a Packard touring car to a bandit for use in the holdup of a dairy. Matt got the car back.

*Morris Jacobson, general manager of the Strand circuit, is back from a vacation at Monticello.*

Manager Howard Pettengill of the Warner offered a five-dollar bill to any single woman who would sit alone in his theatre through a midnight preview of "The Island of Lost Men."

*American Legion parades came just right to kill Friday night and Saturday matinee business for the downtown theatres.*

The summer theatres are nearing the end of a season that hasn't been too much to brag about, even though they are not closing in the red.

*Esther Ralston, silent film era actress, was married at Greenwich to Ted Lloyd, radio commentator.*

Warner covered the front of the house with advertising for the first time in years. The picture, "Each Dawn I Die," was held three extra days.

*Jack Sidney, Loew-Poli assistant, is considering an automobile trip to Hollywood.*

Tony Massella entertained Tex Fletcher with an Italian dinner at his home when the cowboy star was doing a personal appearance at the Globe where Tony is assistant manager.

# SOUTHEASTERN EXHIBITORS CALL UPON MAJORS TO CEASE "CIRCUMVENTION" OF CANCELLATION

## Charge Movement to Kill Selectivity Benefits Via Rental Hikes

*By* LEE FUHRMAN

ATLANTA—Accusations that distributors are seeking to increase their film rentals by 20 per cent in order to nullify the 20 per cent cancellation provision of the film trade practice code highlighted the meeting here of the directorate of the Southeastern Theatre Owners Ass'n.

Introduced by Mitchell Wolfson of the Wolfson-Meyer interests in Miami to the 75 association members and officials present, a resolution condemning the alleged practice was adopted unanimously.

The resolution:

"We are opposed to the principle of distributors and producers of motion pictures adding 20 per cent to the cost of film rentals to make up for 20 per cent elimination of motion pictures which is contemplated being granted the exhibitors under the industry's proposed fair code, which provides, among other things, a selectivity on the part of exhibitors."

The resolution also opposed the forced sale of shorts as a prerequisite for the purchase of feature films.

Various opinions were expressed concerning the Neely bill, which has passed the senate, and which would force distributors to sell pictures individually rather than in a block.

Wolfson made the point that "many theatre men agree that self-regulation is better than government regulation."

M. C. Moore, of Jacksonville, president of the association, protested increased film rentals by citing government reports showing greater profits for the producers.

## *Crossville, Tenn., Council Approves Sunday Shows*

CROSSVILLE, TENN.—The city council insisted that a popular election on the issue be held before they authorized Sunday shows. The election was held and the result was 233 for to 112 against. Edd Johnson, manager of a local theatre, announces the first Sunday shows will be held on August 27.

### Sunday Show Concession At Sanford, N. C.

SANFORD, N. C.—For the first time in its history Sanford now has motion pictures on Sunday, the board of aldermen having voted three to two recently to grant permission to R. P. Rosser, operator of the Sanlee and the Temple theatres to show one picture each Sunday.

The picture show starts at 9:15 at night.

Sanford is a town of about 7,000 population about 40 miles from Raleigh, 30 miles from Pinehurst.

## *Long and Griffith Circuits Targets in Frels Suit*

DALLAS—Rubin Frels of Victoria, veteran of legal and NRA battles in this business, has filed a state case against the J. G. Long Theatres, R. E. Griffith Theatres, and all affiliated corporations, which arises out of the situation that Long and his partner, Griffith, are letting contract for a 1,200-seat deluxer in Victoria.

The case was filed at Victoria in district state court and pleads combination and conspiracy in restraint of commerce contrary to the state anti-trust laws.

Frels is asking an injunction against the defendants prohibiting their building or acquiring any other theatres in Victoria.

In his complaint, Frels alleges there is a mortgage of record now in the county court at Victoria wherein Johnny Long and Jefferson Amusement Co. agree not to compete with each other in any of their situations in Texas, the agreement applying, it is alleged, to Long personally and to any partnership he may later join.

The document allegedly on file in Victoria, according to the Frels petition, discloses that Jefferson exercises an option on the renewals of the Long leases in Victoria, El Campo and several other Frels towns which Jefferson invaded and later sold out to Long. Jefferson is included in the suit because of the alleged contract.

## *Pressing for Crescent Speed But Delay Is Expected*

NASHVILLE—While the federal government is pressing for early September action in its anti-trust suit against the Crescent Amusement Co. and subsidiaries and major distributors, indications are that additional time will be granted defendants for answer when the 20-day deadline allowed for that purpose is reached.

Writs have been mailed to the following defendants:

Crescent Amusement Co., Tony Sudekum, Cumberland Amusement Co., Strand Enterprise Corp., Lyric Amusement Co., Cherokee Amusement Co., Kentucky Amusement Co., Muscle Shoals Theatres, R. E. Baulch, Kermit C. Stengel, Louis Rosenbaum, and all of the major distributors except Columbia.

The government's complaint boils down to the following petitions:

1. That the alleged combinations be declared illegal and held in violation of the Sherman anti-trust act.

2. That an injunction be issued restraining the defendants perpetually from continuing to allegedly monopolize and restrain interstate commerce in motion pictures.

3. That an injunction be issued to restrain the defendant exhibitors from entering into any "block booking" contracts with the distributors named as defendants.

4. That motion picture distributors be enjoined from booking pictures in any towns in which Crescent and affiliates and subsidiaries own theatres except on a competitive basis.

5. That the defendant exhibitor companies be dissolved and that their properties be rearranged under several separate and independent corporations in such a manner as to end the alleged monopolies in the licensing and exhibition of motion pictures and to prevent further alleged violations of the Sherman anti-trust act.

6. That the theatre owner companies be enjoined from acquiring additional theatres or financial interests in additional theatres, except where the court rules that such acquisition will not restrain competition or create a monopoly.

7. That the court may appoint receivers and trustees which may be necessary to effect a dissolution of the theatre owned companies named as defendants.

Robert E. Sher, special assistant to U. S. Atty. Gen. Frank Murphy, is said to have worked up the case against Crescent on a visit to Nashville early in July.

George H. Armistead jr. is council for Crescent.

### Clearance Is Major Topic Of Deposition From Lynch

MIAMI—The issue of clearance periods was a major subject in the testimony of W. R. Lynch, general manager of Paramount Enterprises, Inc., when his deposition was taken as he appeared in the offices of Henry K. Gibson as the first witness in the pending Miami monopoly suit. This suit seeks a permanent injunction against existing clearance periods and

(Continued on page 120)

# Modern Theatre Bows In Jacksonville, Tex.

DALLAS—In its brilliant setting of modern lighting, Lee Threet opened his new Jackson Theatre Tuesday at Jacksonville. There were no formalities and no ceremony.

While the house was filled during the afternoon there was a steady rush at the boxoffice during the evening peak hour. Nearly 3,000 people attended and the take was $368 at 10 and 15 cents, subsequent run.

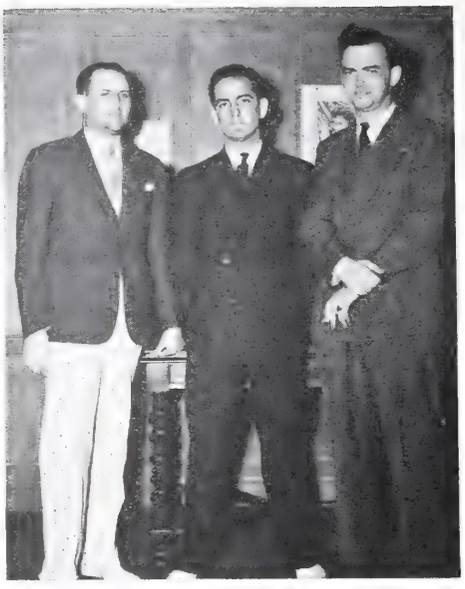
Inspiration and much of the planning for the new Jackson came out of the BOXOFFICE Modern Theatre section. The entire investment, including new building and the finest of equipment, is more than $60,000.

The new Jackson is regarded in authoritative sources as one of the finest small town theatres in America. In the lobby were floral compliments from the trade which Threet said was the best trade response he has yet received on any of his house warmings.

While the first night was limited in attendance from film exchanges, a group of about 30 Dallasites added color to the event. Among them were Col. H. A. Cole, Soda Reynolds, J. I. Roberts, F. B. White, Dave Lutzer, Ross Dorbandt, John Stewart (of Kaufman), Roy Thrash, H. F. Pettigrew, Jack Gruben, Doc Allen, Buddy Harris, Lew Baxley, V. W. Crisp, J. C. Kettleson, George Wiltse and several others including neighboring exhibitors and house managers.—CRISP.

### "European Plan" for Henie

HOLLYWOOD—Sonja Henie will be starred in "European Plan" for 20th Century-Fox. Manny Seff and Milton Lazarus wrote the story.



## *Do the Fair—*

*Florida visitors to the New York office of Paramount, snapped in the Paramount World Fair lounge. Left to right, Harold Hayes, Glenn Mulvihill, manager of the Plaza, and Walter Tremor, manager of the Pheil Theatre, all of St. Petersburg.*

## *Jefferson Halts Gift Plan at Port Arthur*

PORT ARTHUR, TEX.—Because of court difficulties and with other suits pending, Jefferson Amusement Co. has suspended Gift Night in Port Arthur and Beaumont.

Attorneys for the circuit claimed the plan not a lottery as the number of the winner was a selected a week in advance of ticket purchases. Decision in the matter is expected next month. Meantime, there are no giveaways in Jefferson county.


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OKLAHOMA CITY


# Convention Date Set By Oklahoma Allied

OKLAHOMA CITY—Dates for the first convention of the newly organized Allied Theatre Owners of Oklahoma association have been tentatively set for September 26 and 27 here, according to Orville Von Gulker, chairman of the organization committee.

First plans were made at an organization meeting held in the Biltmore Hotel.

The group's original plans call for a number of speakers on the first day with a banquet that evening if an important speaker can be secured. A list of possible speakers has been prepared by the committee and they are now being contacted.

The committee is scheduled to meet at the Biltmore Hotel here in Oklahoma City, Tuesday, August 22, to discuss the convention and arrange all final details.

George Sumner, corresponding secretary and contact man for the group, is at present in Shawnee where he has temporarily moved headquarters for his Sumner Theatre Supply organization.

## *Interstate Will Start Eleventh in Houston*

HOUSTON—A new theatre, the eleventh in the Interstate Theatres, Inc., chain in Houston, will be started October 1 at South Main and Bellaire, one of the better residence sections of Houston. The location adjoins West University Place, Southside Place, Braeswood and South Main additions as well as Bellaire.

The theatre will be the nucleus of a community center, Al Lever said, similar to one on Westheimer, in Eastwood, on Yale St. and other sections of the city. A similar project now is under construction on Shepherd drive, near River Oaks, one of the exclusive sections of Houston, and will be completed in early fall.

Interstate now has three downtown and six suburban theatres operating.

## *Williams Theatres Open New Ashdown House*

OKLAHOMA CITY—K. Lee Williams Theatres, Inc., have announced opening of the new Dixie Theatre at Ashdown, Ark., last week with Jewel Callaham as manager.

Callaham is the son of S. B. Callaham, former owner of houses at Broken Bow, Okla., acquired by the Williams circuit earlier in the year.

The Dixie is a 346-seat house built in modern style. RCA sound is being used.

## *Dismisses Theatre Suit*

KNOXVILLE, TENN.—In a court of general sessions decision Judge Hugh Simpson dismissed a suit, involving $149.50 or the value of an electric range, against Knoxville Theatres, Inc. and Lever Bros. Co., soap manufacturers. The theatre refused to award the prize because the holder of the winning ticket was under 16 years of age.

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AND
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Three Novelty Musical Westerns with
HERBERT JEFFREY
America's Only Negro Cowboy Star
THE FOUR TONES
And All-Star Colored Cast
"TWO-GUN MAN FROM HARLEM"
"THE BRONZE BUCKAROO"
"HARLEM RIDES THE RANGE"

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for
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# CHARLOTTE

C G. (HICKEY) LAWING, Carolina exhibitor, shot the second annual Soap Box derby here several weeks ago and this newsreel was so enthusiastically received that Lawing has shown it in the Richmond Theatre, Rockingham, for two days. The winner was Joe McLaurin of Rockingham. Joe is in Akron, Ohio, this week competing with 114 champions from Canada to Panama.

*Mr. and Mrs. H. F. Kincey are spending some time in Canada on vacation. Kincey is head of the North Carolina Theatres.*

N. J. Calyhoun and wife were in Ashville for a day last week. Calyhoun is local RKO branch manager.

*H. F. Brannon of the Film Transfer in Memphis is spending some time back in Charlotte.*

Elon Lawing and children are back on their farm near Troy this week. Mrs. Lawing is the wife of Exhibitor Hickey Lawing.

*Bill Lake is visiting in Atlanta.*

## Tourists an Asset

NEW ORLEANS—Approximately $3,000,000 is spent annually for entertainment by tourists in Louisiana, according to a bulletin issued by the state department of commerce and industry.



## Newlyweds!—

*And very happy about it are Andy Fiore, district manager in Atlanta for Altec, and the former Miriam Lee Kinard of Bamberg, S. C. The photo via the camera technique of Stanley Hand, Altec staff representative.*

### Into Premium Field

CHARLOTTE—Gene Dyer and A. L. Stout have joined the forces of Quality Premium Distributors of Philadelphia. They have been connected with leading exchanges.

# ATLANTA

LOUIS ROSENBAUM and W. N. Mitchell, his counsel, of the Muscle Shoals Theatre Corp., were in town . . . J. R. Grainger, Republic president, passed through Atlanta last week . . . Harold F. Wilkes, Paramount southern district manager, and Mrs. Wilkes visited New Orleans . . . John Ezell left last week for a trip to Jacksonville . . . Hubert Lyons has returned from a trip there . . . Roy Martin, Oscar Lam and M. C. Moore stayed over for business on the Row following the meeting of the SETOA.

*Along the Row: Mack Jackson, Alexander City, Ala.; Mr. Green, booker for Col. Orr, Albertville, Ala.; L. J. Duncan of West Point, Ga.; Mrs. Margaret Storey, Warrenton, Ga. . . . Bill Lake, former office manager for RKO at Charlotte, spent a few days on the Row renewing old friendships.*

Guy Brown, who recently returned from a deep sea fishing trip with business associates at Fort Walton, Fla., has returned from New Orleans, where he signed a partnership agreement for the Atlanta territory for Screen Sponsorship and is currently negotiating a deal with one of the larger counties.

*Buddy Chalman, Alabama salesman for Paramount, has recovered from a recent illness which required a brief stay in a hospital . . . Mrs. Louise Miller, secretary to the RKO branch manager, is on a two-week vacation trip to her home in Dallas . . . Floyd A. Stowe, head booker for RKO, and Mrs. Stowe, have returned from a trip to Daytona . . . Mrs. Lee Fuhrman, wife of the Atlanta* BOXOFFICE *representative, has returned from a visit to the north Georgia mountains.*

Mrs. Ira Stone, wife of the RKO office manager, is spending a week in Daytona . . . Harry Williams is leaving Florida to visit his family in California . . . Ed Kuykendall was along the Row, renewing old acquaintances.

## Cherokee Theatres, Inc. Receives S. C. Charter

CHARLOTTE—H. H. Everett is listed as president, Frank H. Beddingfield as vice-president and F. J. Powell, secretary and treasurer of Cherokee Theatres, Inc., of Gaffney, S. C., to which a corporation charter has been issued at Columbia, S. C. The capital stock is $15,000.

## Hometown Girl Makes Good

**Dallas—The local stage was much set for the personal appearance of Linda Darnell, Dallas girl, who was to take the spotlight at the Palace along with showing of her first picture, "Elsa Maxwell's Hotel for Women," (20th-Fox). Daughter of a postal employe, Miss Darnell has risen to the coveted height in six months, according to critics. Keys to the city and a parade were highlights of the campaign.**


**THE SAVANNAH DRIVE-IN THEATRE**

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These new Exchanges will be conducted on the same high standard of honest cooperation and faithful service which characterizes our operations in CHICAGO, MILWAUKEE and ST. LOUIS

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## *Dallas Bookers on a Big Weekend—*

*In front of Homer Mulkey's Pastime Theatre at Clarendon, Tex. Back row, left to right: Cotton Vogelpohl, Max Sexton, C. Smith, Mon Whitcher, Bill Lowry, Roy Pate, Mart Dowell, Vean Gregg. Second row: D. Smith, Harold Wilson, Forrest White, Bob Wilkes, Andy Sisk, Dutch Cammer, Sebe Miller, Jack Walton, C. Atkinson, Phil Morand. First row: Jerome Price, Lynn Harrington, Soda Reynolds, Johnny Cummings, V. W. Crisp, Chas. Kelly, Homer Mulkey, T. P. Tidwell, W. Leverett, Harold Brooks, Tim Stamps.*

*By* V. W. CRISP

DALLAS—Film Exchange bookers of this Filmrow were more than royally entertained in Clarendon over the weekend at Homer Mulkey's 29th anniversary celebration in the motion picture business.

The bookers, about 30 strong, traveled in a chartered bus. The journey was filled with memorable occasions. Arriving in Clarendon at four in the afternoon, there was a cocktail party. A floor was reserved in the hotel for the visitors. At night, after eating all the steaks in Donley county, some of the bookers romanced in the town's well-supervised dance hall, others saw a grand picture, "Young Mr. Lincoln," at the theatre, while others straightened out their "differences" in hotel rooms.

During an easier hour Sunday morning the bookers went up to the home of Mr. and Mrs. Homer Mulkey. There all the niceties and conveniences of life were before their eyes.

Before noon the crowd left for the Blocker ranch, 16 miles from town. There Lee Bell, Mulkey's right hand man at both theatres, proved to be equally as efficient in the barbecue industry as in theatre operation. The fare was a half oversize fryer, lamb and steak.

Returning to Clarendon through rain, the bookers sped on their way back to Dallas, arriving at midnight Sunday.

Mrs. Mulkey, as important as Homer in operating the Pastime and Cozy, was full of that old western hospitality and it was she who provided the tempting potato and fruit salads that made the barbecue a huge success. She handles the money for both houses.

Up to Clarendon, the bookers were overwhelmed by their reception in Electra. There, Mrs. Marthe McSpadden, who had wired or telephoned in advance, had the Chuck Wagon Gang, the town's official greeters on hand to welcome the bookers. Refreshments were had in an adjoining confectionery to the Grand Theatre. Mrs. McSpadden's son, Willie, was one of the Chuck Wagon Gang and most interested in the entertainment. The food was fried chicken, plenty of it, and all the accessories. The chartered bus was in the middle of Electra's Main Street. The sheriff came along and Mrs. McSpadden asked if it was all right for the bus to be in the middle. He said, "It's there, ain't it?"

In Childress, the bookers on advance invitation stopped by to see Rufus Layton's renewed Monogram Theatre which is about to reopen. There refreshments were served.

The Warner bookers went up in their own new red car and took a side jaunt to Amarillo. Otherwise the gang was intact.

Rumor is that trips for bookers is becoming a popular thing and that in September they will go deep sea fishing.



## *The Hostess—*

*Mrs. Homer Mulkey, to whom went praise for her contribution to the success of the bookers' outing.*

### Write Baby Sandy's Next

HOLLYWOOD—Paul Yawitz and Eve Green have been put to work scripting "Little Accident," starring Baby Sandy, for Universal.

# Charter to Atlanta Barkers Sept. 14

ATLANTA—At a recent meeting of the board of directors of the Atlanta Variety Club, Tent No. 21, it was announced that September 14 is the date tentatively set for the presentation to the club of its charter by the national Variety officers.

Officers and directors of the Atlanta club were appointed as the committee in charge of the presentation, for which elaborate plans are being made.

The first membership meeting since the club was organized several weeks ago was held in the clubrooms at the Henry Grady Hotel August 14. Roy Avey, of M-G-M, was the "king for a day."

The following golf committee was announced: Riley Davis, chairman; A. C. Bromberg, J. H. Harrison, O. C. Lam, Hugh Manning and Kermit Stengel. Harry Ballance was elected chairman of the On-to-Dallas committee, with instructions to map plans for the Atlanta club's national convention activities.

With membership in the Atlanta organization now numbering almost 200 men, affiliated directly or indirectly with the amusement business, the officers are planning numerous activities. Out of town Variety members are invited by William K. Jenkins, chief barker, to visit the Atlanta clubrooms.

Gene Autry, singing cowboy, is one of the latest additions to the local membership list.

# NEW ORLEANS

WHILE New York is paying around two and three dollars for motion picture entertainment we're putting it all over other cities. You can go to the Roxy Theatre, enjoy a cool evening, take your coat off if you want to, for five cents. You can see a feature, one or two shorts and a newsreel. No token or welfare tax is charged.

*Cancellation of 112 permits to drill oil in Louisiana is expected to cut into four theatres' business which serve in this area. One house is at Cutoff, one at Larose and two at Golden Meadows.*

John Mortimer, house manager of the Liberty Theatre, who has been in the hospital some time, is improving rapidly and will soon be meandering around the lobby reading papers to the St. Charles Street Play House.

*Just what they are going to do with the old St. Charles Theatre is not quite certain. Beaver board has been placed in front of the lobby and workmen are eyeing the huge electric sign in front of the house.*

The Sears-Roebuck Store in this city (Feibleman's) has opened a department on its main floor for the sale of "movie" equipment.

*Thirteen-year-old Winifred Nelson, a resident of the Protestant Orphans' Home here, is to go to Hollywood to be the guest of Linda Ware, 14-year-old orphan star.*

# Ark. ITO Board Meet Called for Aug. 27

LITTLE ROCK, ARK.—Officers of the ITO of Arkansas, in a conference here, announced they had called a meeting of the board of directors for August 27. Plans for the fall convention and other matters pertaining to the association will be discussed. Those present for the conference here last week were O. G. Wren, president, Little Rock; K. K. King, secretary-treasurer, Searcy, and Bill Malin, vice-president, Augusta.

The present board of directors are J. J. Rhodes, chairman; W. L. Landers, J. F. Norman, R. V. McGinnis, D. E. Fitton, W. R. Lee, and L. F. Haven.

## *Barr Is Recuperating From an Operation*

NEW ORLEANS—Maurice F. Barr, for years associated with E. V. Richards in the Saenger Amusement Co. and with Paramount-Richards Theatres, Inc., is recuperating from a major operation at the St. Charles Hotel here. He will remain here for the next several weeks with Mrs. Barr.

### Scripting "Girl Crazy"

HOLLYWOOD—Bert Kalmar, Harry Ruby and Jack McGowan are teamed as scripters on "Girl Crazy" for Metro. Eleanor Powell, Fred Astaire, Eddie Cantor star.

# DALLAS

MARSHALL STEWART is going right ahead with his revamping theatre job in DeLeon. He bought new upholstered seats and men are on the ground making the transformation.

*Roy DeVinney, manager for J. C. Parker at Dalhart, was in town several days renewing old acquaintances. He formerly was employed by Hollis Boren at Memphis and before that owned shows in Detroit and Crosbyton.*

Edgar Laird is taking to the road for United Artists in Texas, replacing Al Del Cambre transferred to another state. Laird has been booker in the Dallas branch since Hugh Owen took over the exchange.

*Hoping for rain the few visiting exhibitors here Monday scurried for their homes as dark clouds appeared later in the afternoon. They had a bad hunch to be sure, as Filmrow has been without its rain for two months, although there was slight precipitation Wednesday.*

Film exchange bookers are the most popular men in the industry today. Exhibitors, we learn, are bidding for their time on all sorts of entertainment parties following that memorable pilgrimage to Clarendon. The bookers are booked for a tentative date at deep sea fishing in September, with a south Texas exhibitor being host. S. G. Fry on the Row Wednesday said he wants them as his guests in Tyler next month during the Rose Festival. He says it will be only a one afternoon and night affair and the distance is short. Anyway, the Rose Festival is worth anybody's time.

*Worth Leuthstrom, R&R booker, is back on duty after his two-week vacation. He spent all of that time with his young family and made a few short trips here and there.*

C. V. Griggs, official of American Desk Mfg. Co., makers of theatre seats at Temple, spent several days in the Dallas sales office this week. He said the company has just installed several new units of large machinery to speed production.

*Forrest Dunlap, sales manager for the Temple seating firm, was proud that his mother and father, living at Meridian, celebrated their 68th wedding anniversary this week.*

### New Milton House

MILTON, FLA.—M. F. Green, a local business man, is remodeling a building here for a theatre to seat about 400 people. The house, as yet unnamed, is expected to open early in October.

### Ferris to Script "Tom Brown"

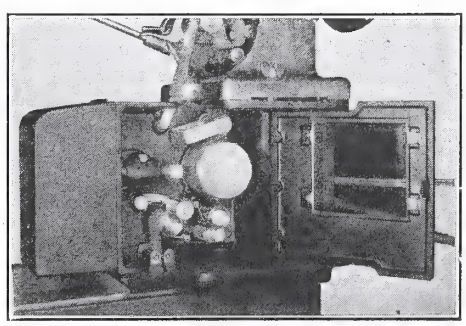
HOLLYWOOD — Walter Ferris has been signed to script "Tom Brown's School Days" for The Play's the Thing Productions. Release will be through RKO. Gene Towne and Graham Baker producing.


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Ask the Exhibitor Who Uses This Combination



New Master Model Sound Head

THIS SOUND HEAD WITH UNIT-MATCHED AMPLIFIER, SPEAKER & HORN.

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*"Fair Treatment and Adequate Service Always"*
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# SANTONE

THE properties of the defunct WPA Theatre project here has been turned over to the city recreation department to be utilized on the local playgrounds . . . "Stagecoach," United Artists special, played a return engagement at the new Broadway Theatre here last weekend.

*KTSA tattles: The station has been giving local hopefuls auditions for the Majestic's "Gateway To Hollywood" contest to find a boy and girl here to be sent to Hollywood to work in pictures. Jesse L. Lasky will be here in person on August* 23 *and* 24 *to make the final selections . . . Edmund Lowe, Wendy Barrie and Anita Louise, appearing in a playlet four times daily, was on the Majestic Theatre stage in conjunction with the Lasky program.*

Lois Marie Coulon, 14-year-old accordionist, was judged the winner of the local amateur contest recently appearing with Major Bowes' Fourth Anniversary Show Unit which played the Majestic Theatre. Her singing and accordion playing won this San Antonio miss a nice round of applause at every performance.

*Midnight shows last Saturday were: Highland Theatre—"The Walking Dead" and "The Mysterious Miss X;" Majestic—"Each Dawn I Die" and on the stage "Rhythm Riddles" with Johnny Fielder as emcee and Ted Brown at the organ, presenting cash awards ranging from* $50 *to* $100. *Show is broadcast over KTSA.*

Hyman Charninsky, musical director for KRLD, Dallas, was in town over the weekend visiting his brother, Eph, who is general manager of Interstate's suburban houses here. On Sunday Prof. Charninsky journeyed over to Eagle Pass to sample some of their famous Ramos Gin Fizz of which he is quite a connoisseur. We understand that his brother and Lee Aronstein, skipper of the Palace Theatre, made up the party to the border city.

## *"Western Epics Near End, Musicals Up"—Grainger*

NEW ORLEANS—Early waning in popularity for the "super-epic" type of western picture and a return in the demand for good musical westerns was predicted by James R. Grainger, Republic president, when he stopped here for conferences with Leo V. Seischnaydre, local manager.

With Grainger were Arthur C. Bromberg, southeastern Republic franchise owner, and Claire Hilgers. An item of importance in the discussions was the contract with the Saenger chain.

Build Profits—Patronage with
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210 H. St. N. W. WASHINGTON, D. C.

# Lynch's Deposition Fortes Clearance

(Continued from page 113)

against other alleged monopolistic practices of the two major theatre chains in the greater Miami area.

This Miami suit is being brought for the Cameo and Surf theatres, two new Miami Beach houses, against Paramount Enterprises, Inc., Wometco Theatres, Inc., and associated houses, and the eight major distributing companies. It was filed in the local district court last January.

"Average period required for clearance of a picture in Miami Beach is eight weeks. For clearance throughout the greater Miami area the required time is considerable in excess of three months, some pictures requiring from five to six months," Lynch stated. (Paramount has three houses on Miami Beach, the Sheridan, the Colony and the Community.)

Contracts for pictures shown in the 13 Paramount houses in this area are signed by S. A. Lynch, president of Paramount Enterprises, Inc., testimony revealed. The latter conducts his business under a managerial contract, the company's general manager said, while he, W. R. Lynch, functions as a salaried employe.

During the two years he has been general manager of Paramount Enterprises, the products of M-G-M, Vitagraph, RKO and Paramount Pictures have been contracted for, Lynch testified. When asked about the exclusive rights his circuit held, he explained that "it has been a custom in Miami for many years past to secure exclusive rights for a given length of time, based on what their judgment dictated as the time necessary to complete the run, together with such repeats as were warranted. Such is the practice at this time."

"We have, therefore, contracts which give us the exclusive privilege of running products of these companies within a period of 140 to 150 days, varying with the individual companies. When we require a longer time beyond the period during which we have this exclusive privilege, we then have to re-negotiate a new deal for that extended run," he added.

"Individual exhibitors cannot obtain films from these companies until after the 140 or 150-day period is up unless we elect to release them, or decide that we are finished with them, and then it has to be by agreement with us," he replied to further questioning.

In some instances, the Paramount offices have acquiesced to requests by distributors for release of certain pictures before the period of exclusive privilege expired. In most of these instances, the right to repeat the pictures in question was waived sometimes within 60 to 90 days. Such releases were made to the Cinema Casino, when it was being operated by the Goodman interests (this house now is under Paramount management with a lease arrangement pending), to the Wometco people and to the Edison, Lynch explained.

While he had nothing whatsoever to do with contracts with the four major companies from which Paramount Enterprises buys, he does make occasional purchases from lesser distributors or an independent with an "exploitation" feature, he said.

Features have to be shipped back and forth all over the Southeast during the course of the run of a feature in the 13 houses of the Paramount circuit in Greater Miami, he pointed out, adding that much persuasion had been used, vainly, to induce distributors to leave prints here in Miami until the conclusion of local runs.

When the matter of basis of payment for features shown by Paramount theatres came up for discussion, the circuit's general manager reported that the majority of better pictures are played on a percentage basis, which varies some five per cent —according to the various houses' capacities and admission scales.

Admission scale for the 13 Paramount houses in the area ranged from a top of 80 cents for the smoking loge of the Sheridan to 25 cents for one of the older downtown houses and several of the smaller suburban theatres.

Operated either under outright ownership or lease are the Sheridan, Colony, Community, Paramount, Olympia, Rex, Roxy, Flagler, Regent, Gables and Hialeah. The Cinema's lease is to be consummated in the near future while the Tivoli functions under a partnership arrangement between Charles Walder and Paramount Enterprises this initial testimony revealed.

In concluding his testimony, Lynch stated that he was unaware of any enforcement against independent theatre operators of prohibitions of double features or of the fixing of a minimum admission scale. He also disclaimed knowledge of the total box-office receipts of Paramount Enterprises, Inc., for the past year.

Additional depositions are to be taken in the near future.

**The Queen Feature Service, Inc.**
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## *Interstate Is Planning a New House in Denison*

DENISON, TEX.—Interstate circuit, with headquarters in Dallas, is understood to be negotiating for a lease to build a new theatre, believing a steady growth is due for the city because of the Red River Dam and other developments. The circuit now operates the Rialto and the Star.

## *Expect Night Racing*

NEW ORLEANS—Horse racing at night probably will be started when the season opens Thanksgiving Day. Sunday racing already is a fixed feature, for sweet charity's sake.

**BUFFALO COOLING EQUIPMENT**
315 S. HARWOOD **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

# ANTI-PROTECTION LEAGUE OF CANADA SETS MEETING WITH ITA IN TORONTO SEPTEMBER 7

## Construction Uptrend Is Seen in Ontario

TORONTO—An expansion of theatre building activity in Ontario is noted by the following reports from various towns:

Sault Ste. Marie, Ont., has practically a new theatre in the reopening of the Princess by the independent owner, Charles DePaul, after being dark for several months. The Princess has been enlarged from 470 to 967 seats while the structure has been remodeled throughout. The Capitol is the other theatre at the "Soo."

Leslie Gregory, owner of the Gregory and Royal theatres, Hamilton, Ont., has expanded his interests by the opening of the Vogue Theatre at Leamington, Ont., the initial attraction being "Man of Conquest." The Allen chain is represented by the Capitol Theatre at Leamington. J. I. English, Toronto architect, has prepared plans for the alteration of the two Gregory theatres at Hamilton while Gregory is well on the way with the construction of the Geneva Theatre at Orillia, Ont., which is to be a unit of the Associated Theatres' group.

Work has started on the erection of the first theatre at Mitchell, in western Ontario, by H. J. Sutherland of St. Mary's, owner of a group of theatres in small towns of that area.

The construction of the Allevato Theatre is under way at Wallaceburg, western Ontario, by Tony Allevato, owner of a theatre at Rouyn in the mining country of northern Quebec, and the orders have been placed for projection and sound equipment. The Allens have the New Capitol at Wallaceburg.

Announcement is made that Frank Fera of Levack, Ont., is proceeding with plans for the erection of a theatre at Sudbury in the nickel mining country of northern Ontario where the Regent Theatre is being rebuilt by R. T. Stevens and another new house is being erected by Davis and Turpin of Sudbury. There are also two chain theatres, the Capitol and the Grand, at Sudbury, which has a population of 26,000.

The Harrow Theatre has been opened at Harrow, a small town near Windsor, Ont., this being the first theatre for this place.

Plans for the erection of a theatre in North Toronto by V. Simone, proprietor of the local Radio City and Beverly theatres, have been held up temporarily.

### Darrell Ware Assigned

HOLLYWOOD — Darrell Ware has been signed to script "He Married His Wife" for Producer Raymond Griffith at 20th-Fox.

## All Exhibitor Groups to Be Notified to Attend Independent Confab

*By* MILTON GALBRAITH

TORONTO—After many weeks of organization preliminaries throughout the Dominion, the Anti-Protection League of Canada received its starting gun in the drive for protection and priority reforms with the holding of a conference of the Independent Theatres Ass'n at the King Edward Hotel, when a resolution of approval was adopted and the date named for a national convention of exhibitors at Toronto on Thursday, September 7.

Secretary Meyer Axler of both organizations was instructed to send out invitations to all exhibitor associations across the country to this first all-Canada gathering of the independents with the suggestion that members of such bodies in the respective provinces attend in a body or deputize representatives. At the recent meeting a report on the league's activities was presented by J. O. Scott, proprietor of the Weston Theatre, temporary chairman of the APL. During the discussions, which were held in private, it was brought out that the independents will seek the establishment of a board to deal with the dispute which will have voting members representing the independents and the chain companies only, the film exchanges to have representation for advisory purposes. Equal representation by all three branches of the business has been opposed because of a feeling on the part of the independents that the distributors would hestitate to make use of their balloting privilege on comprehensive questions. A neutral head is suggested for the proposed board and the independent owners have recommended that members of the unit be cloaked with the power of final trade authority, so that time would not be lost in referring back to respective companies.

The following is the resolution:

"WHEREAS, under the sponsorship of this association, the Anti-Protection League of Canada was formed for the purpose of correcting evils existing in the business in the matters of prolonged protection and unfair priority;

"AND WHEREAS, a large number of independent exhibitors in Canada have expressed through written pledges their sympathy and determination to fight with the movement;

"AND WHEREAS, it is felt that the League is now sufficiently strong to carry out its purpose;

"BE IT THEREFORE RESOLVED

"That a National convention of all independent exhibitors in the Dominion of Canada be called as soon as possible in order that all exhibitors may express their viewpoints on the subject of a definite policy and campaign to be set forth at this meeting;

"BE IT FURTHER RESOLVED

"That the secretary forthwith notify all exhibitors' associations of the Dominion of such meeting, with invitation to attend either collectively or by representatives."

In the absence of President Harry Firestone of the ITA, the chair was occupied by N. A. Taylor, vice-president, Toronto, and among those at the head table for the luncheon were Mr. Taylor, J. O. Scott, Thomas Walton, proprietor of the Rio Theatre, Toronto, Secretary M. A. Axler, and S. H. Falk of Toronto.

Word was received that one who already has arranged to attend the national convention is A. J. Mason of Springhill, N. S., past president of the Motion Picture Exhibitors Ass'n of Nova Scotia and chairman of the Nova Scotia conciliation board which was recently organized following the passing of the bill by the legislature providing for penalties for alleged undue discrimination by film exchanges. After negotiations, the Nova Scotia exhibitors recently agreed to sign contracts for new season product which included the proviso that such contracts were to be voided if the act is put into force by proclamation. The independents of that province are said to be not satisfied with this situation and the cancellation provision is to be dealt with at the convention in Toronto, it is promised.

## Three FPC Houses Being Remodeled

TORONTO—The construction department of Famous Players Canadian Corp., under the direction of Ben Whitham, is busy with the remodeling of three units of the chain, the Capitol at St. Catharines, Ont.; Metropolitan at Regina, Sask., and the Strand at Calgary, Alta.

The Calgary Strand, which is operated by Ken Leach in partnership with Famous Players, is having an entirely new front with stainless steel marquee and boxoffice, an air-conditioning plant is being installed, the stage is being rebuilt, the floors are being re-carpeted. New equipment includes a screen and projection machines, while a new ladies' room is being built. The whole theatre is being redecorated. The Regina house is to have new front, marquee, lobby and rest rooms while similar changes are under way at the Capitol in St. Catharines.

### Long-Termer to Sheridan

HOLLYWOOD—Ann Sheridan, now in the process of a big buildup, has been given a long-term contract by Warner Bros.



## *In Reunion —*

*Three colorful veterans of the Famous Players Canadian chain are here pictured at their annual reunion. From left to right they are: Charles L. Querrie, manager of the Palace Theatre, Toronto, for 19 years and commonly known as the "Duke of Danforth;" R. McClelland, proprietor of the Capitol in North Toronto who responds to the call of "Capitol Cutie," and James Lynch, manager of the Runnymede Theatre in the West End, who has been known for years as the "Reeve of Runnymede." Querrie was famous for years in sport circles as a lacrosse celebrity and manager of the Toronto professional hockey team. McClelland also is a gentleman farmer while Lynch is regarded as the unofficial boss of the Runnymede district of Toronto.*

# A Different Reception Awaiting "Cavell"

TORONTO—"Nurse Edith Cavell" is to receive an altogether different reception in Toronto compared with the attitude of officialdom toward the previous British picture, "Dawn," dealing with the life of the war heroine. When "Dawn" was released in the Dominion, the Ontario censor board banned the feature with firmness because of the feeling that it would disturb diplomatic relations with Germany, although the picture was freely shown elsewhere. For the Canadian premiere of "Nurse Edith Cavell," high dignitaries of state and church and society leaders will bestow upon it their distinguished patronage and many of them will attend the special performance in person which will be graced by Anna Neagle, star of the feature, and Producer Herbert Wilcox who are to make the trip to Canada for the purpose.

"Nurse Edith Cavell" will be premiered at the Canadian National Exhibition, Toronto, on the night of August 24 in conjunction with the formal opening of the British Pavilion at the big Dominion fair, arrangements for which are in the hands of the Toronto Board of Trade. Among those who have accepted invitations are Their Excellencies, the Governor-General of Canada and Lady Tweedsmuir; Rt. Hon. W. L. Mackenzie King, Prime Minister of Canada; Hon. H. A. Matthews, Lieut.-Governor of Ontario; Premier Mitchell Hepburn of Ontario and members of the provincial cabinet; Mayor Ralph Day of Toronto and members of the city council, and many other prominent persons representing the church, military, patriotic, women's and social organizations. Following the screening, a banquet will be held for the invited guests at which they will meet Miss Neagle and Mr. Wilcox.

The screening will take place in the band shell of the exhibition grounds, in front of which there is accommodation for 15,000 persons. Following the banquet, Miss Neagle and Mr. Wilcox will proceed to New York City from which they will sail on the *Empress of Britain* on August 26 for England to attend the British premiere of the picture in London. They visited Toronto and Ottawa two years ago for the opening of "Victoria the Great" when Miss Neagle was introduced to a distinguished audience by Col. John A. Cooper, president of the Motion Picture Distributors of Canada, from the stage of the Toronto Hippodrome.

### Little Theatre "Inspiring"

MONTREAL — Canada's Little Theatre groups provided an "inspiring and impressive experience" for George Skillan when he toured the Dominion this year as adjudicator for the regional drama festivals, he wrote in the *London Daily Telegraph*.

# VANCOUVER

KEN McREA, manager of the Kerrisdale Theatre, has donned his sea togs and is away aboard his sailing craft for a trip to the Gulf Islands. When it comes to the question of a real vacation, Ken likes plenty of salt in his with all shore communications severed.

*Norman Duncan, Strand Theatre, is off for the Far North on a two weeks' holiday and will probably bring back some brand new ideas on publicity from his contacts with the natives of the Yukon.*

Charlie Ramage, Regal Films, entertained the Independent Exhibitors of the district at a luncheon in the private dining room of the Pacific Athletic Club and, though the gloves were handy the affair passed off without a foul though it was, itself, a knockout.

*Frederick Guest, Stanley Theatre, et al, is lingering in the city with no departure date set, as yet.*

Jim Patterson, 20th-Fox, is taking his vacation on Vancouver Island, while Sam Nagler, UA, is in the interior on business.

*Jerry Sutherland, son of Dan of The Kingsway, is now well on the road to recovery from his recent illness.*

Mrs. George McEwan, Music Box, has returned from her vacation brimful of energy and optimism for the coming season.

*Edward Bickle, Ilo Ilo Theatre, Cumberland, B. C., is in California on a pleasure trip.*

# SASKATCHEWAN

THIRD theatre of the Famous Players Canadian Corp. to be given a face-lifting this year owing to the improved crop situation is the Metropolitan of Regina. Around $10,000 alterations and repairs are planned shortly. V. Armand, supervisor of construction for FP, will come to the province from Winnipeg to direct the work. It is planned to rebuild the front, lobby and foyer of the theatre. Men's and women's washrooms, now located on the ground floor, will be moved to downstairs lounge. This will make it possible to enlarge the foyer. The direction of the stairway leading to the lounge will be changed and the stairway enlarged. No changes will be made to the body of the showhouse, the second largest in the city. The company also undertook alterations and changes to the Capitol at a cost of $50,000 and the Grand at a cost of $10,000 this year.

*Moose Jaw and Weyburn theatres felt it badly when the Ringling Bros. and Barnum & Bailey combined circus came to town in each center last week. The big show took plenty of money out of the towns and showhouses expected to feel the dent in the rather slim purses of the semi-rural public for some time. The dent was not so heavy at Regina and Saskatoon where the circus also played, though attendance at theatres suffered badly on circus day.*

Armed with a motion picture camera and color film, Manager H. A. "Scotty" Bercovich of the Rex, Regina, is off on a holiday trip with his family to visit his aged mother at Edmonton, Alta. . . . The Rex is being repaired and repainted from the manager's office down the circular stairway to the basement. Burglars smashed the walls and stairs slightly some weeks ago when they rolled a 500-pound safe down to the boiler room where, when it was smashed open, only some stamps and ledgers were found. A dispute over insurance responsibility caused the holdup in repairs.

*Peter Price, famed player of the Carillon in the Peace Tower at Ottawa, passing through Regina en route to the San Francisco Fair, suggested the dominion government should establish a national theatre with a chain of state-owned subsidiary theatres for the provinces. He told interviewers he feels the stage will be lost to Canada otherwise . . . His interview came shortly before announcement was made that the Sir Barry Jackson Players will tour Canada this winter.*

Jack Parker and Jack Heron, ushers at the Capitol Theatre, Regina, were injured and spent several days in the hospital, as the result of an automobile accident in which a young man and young woman were killed.

# TORONTO

N. L. NATHANSON, president of Famous Players Canadian Corp., has added a stable of race horses to his list of established interests. While attending the meeting at Saratoga Springs, N. Y., he purchased two promising young horses, one being a filly by the famous equine Gallant Fox, out of Gravitate, for which he paid $3,100. Nathanson did not make his accustomed trip to England and the continent this summer, but he has been making good use of his 92-foot yacht, the *Thalassa*, which has a regular crew of eight men.

*Announcement is made of the retirement from the Canadian house of commons of J. Earl Lawson, member for South York, who has occupied a conservative seat for many years, the reason being press of private business. A former film exhibitor and now a Toronto lawyer, Lawson has done much legal work for Canadian moving picture companies. At the last session of the Canadian parliament he vigorously opposed the formation of the National Film Board.*

The news about Clarence Robson, eastern division manager of Famous Players Canadian Corp., is not so good. Seized with a heart attack immediately after the managers' convention at Niagara Falls, Robson has been confined to his home and his condition is reported to be serious, a complete rest having been ordered. His wife is also ill.

*Sam Fine received an alarm from the police that burglars had broken into the Gerrard Theatre, a unit of the B&F chain, Toronto, but investigation showed that the crooks had been unable to smash open the safe.*

Harvey Hunt, booker at Famous Players' head office, was forced to postpone his holidays because of the illness of his daughter. His change in plans enabled him to enter the film industry's first annual golf tournament for the N. L. Nathanson trophy and ruled as one of the favorites.

*The latest report on the condition of Walter Hayner, Canadian district manager for M-G-M, is he is gradually improving, but still quite ill with heart trouble.*

Sam Brent, veteran Toronto sales representative for Universal, has returned from a big holiday fishing trip in the vicinity of Parry Sound and Georgian Bay. Walter Kennedy, exploitation director, brought back many fish stories after two weeks at Waubaushene.

*One of the few out-of-town exhibitors to make an appearance on Toronto Filmrow was Bob Hambleton whose five theatres keep him busy, hot weather or no. He has two houses at Simcoe, two at Tillsonburg and one at Delhi, Ont.*

B. W. Silver, president of Colonial Pictures, Toronto, Montreal and Winnipeg, announced that arrangements had not been quite completed for Canadian distribution of releases of Producers Distributing Corp., headed by B. N. Judell. Silver expects to have plenty of product in due course.

*N. Deutsch, proprietor of the Hillcrest Theatre, has returned from a trip to the New York World's Fair and is now preparing for his marriage in the fall to Miss D. E. Whitehall of Windsor, Ont.*

B. Borlak has been commuting between Toronto and Brantford, Ont., where he took over the College Theatre from William Taylor, builder, on a 10-year lease. He is the president of the Paradise Theatre Co., Ltd., operating the Paradise Theatre on Bloor St. West, Toronto. Taylor is confining his attention to the construction industry.

*Vice-President Paul Nathanson and General Manager A. W. Perry of Empire-Universal Films, Ltd., Toronto, spent several days in Montreal on business in connection with the release of product for the new season.*

Manager Jack Arthur is away on his vacation, leaving Fred Trebilcock, assistant manager, in charge. "Four Feathers" did so well that it was held over for a second week.

*On a trip to Toronto, Simon Meretky, operating the Capitol, Palace, Tivoli and Empress theatres at Windsor, announced a price reduction of five cents on the general admission price of 35 cents and the adoption of a group ticket policy with nine 30 cent tickets being sold for $2.50, or 11 25-cent matinee tickets for the same figure, primarily for the use of parties or as gifts.*

Frank Fisher, Ontario branch manager of Empire-Universal Films, Ltd., has gone to the coast of Maine for a 10-day vacation, on the return from which he will pay business calls on exhibitors in Montreal.

*"Goodbye, Mr. Chips" has been held over for a second week at Loew's Theatre, where it is being presented six times daily starting at 9:30 a. m.*

The Richard Arlen Trophy, presented three years ago by the screen star when he was in Canada for the making of "Silent Barriers," again was competed for by juvenile contestants in a swimming meet at Williamson's Lake, the winner being Ewart Malcolm, age 15.

*Donat Paquin, proprietor of the Laurier Theatre, Hull, has made improvements to the house including the installation of a new screen.*

A special teaser campaign preceded the opening of "Winter Carnival" at the Elgin Theatre, Ottawa, of which Lloyd Mills is manager. Card advertisements were used in the daily papers for a number of days.

*All branches across Canada of Empire-Universal Films, Ltd., have entered the testimonial drive for sales and playdates on both Universal and Republic product in competition with the film exchanges in the United States and the promise is made that the Canuck salesmen will not be among the also-rans.*

Manager I. Singerman of the Ottawa Imperial tied up with the turf meet at the Connaught Park Jockey Club by booking "The Long Shot" for a three-day run. "Goodbye, Mr. Chips" was at the Ottawa Capitol.





## *At New York World Fair—*

*Top, L. Wener of the Russell Theatre at Glace Bay, N. S. Below, Mr. and Mrs. Eugene Verne of the Radio Theatre at Longueuil, Que., all visitors at the RKO Radio World Fair lounge in New York.*

# MONTREAL

HOLIDAYS are the obsessing preoccupation of the theatre world including Filmrow. Executives are earnestly wishing they were over, so that everyone can knuckle down to business again. There is keen competition to get what business is offered and the Filmrow managers are losing no bets, but are getting out by car to all the outlying centers and booking fall pictures.

*Larry Stephens of the Snowdon is back from three weeks at a Laurentian lake with his hand bandaged. Shortly after he arrived at his country cottage he was lighting a gasoline lamp when a leakage burst into flame, and to avoid a conflagration which might not only have burned down his cottage and others but started a forest fire, he grabbed it and threw it into the lake, burning his hand so severely that he was forced to come to Montreal for treatment.*

"Bill" Wright, of the Monkland, spent his holidays in Ontario, making his headquarters at l'Orignal, where he occupied himself with all the regular summer sports, including fishing.

*"Goodbye, Mr. Chips" is now ending its fourth week at Loew's which, a fortnight ago announced its "third and final week." That speaks for itself . . . "Damaged Goods," which has been making its appearance in different parts of the province, has returned to Montreal at the Lord Nelson.*

Maurice Colbourne and Barry Jones will tour Canada next season with a company of over 40 players, Ernest Rawley, director of the tour, informs this correspondent. The tour will open in Montreal October 9 . . . Ernest Leinsdorf, of the Metropolitan Opera Company, appeared with Les Concerts Symphonique, at the chalet on Mount Royal which has drawn away a number of people from the cinemas these hot evenings.

*Morris Davis, of the Belmont, took big newspaper space to announce "the sensational record-breaking production" of "I Was a Captive of Nazi Germany."*

Joe Ledden, manager of the Rivoli, is so anxiously awaiting construction of a new marquee, that he is unable to take his holidays in any other way than a day or two at a time . . . Jim Pearson of 20th-Fox, back from a business trip to Gaspe, reports that the new theatre in that town is already operating at regular prices although it is not quite completed and has not yet been named. A contest is being held to decide the name which, from the voting so far, seems likely to be "The York." Reason for this probable choice is that the York River runs behind the theatre. The local Roman Catholic clergy have been operating 16 mm. shows and these also are being shown at nearby Perce. Other theatres in the district are at Grande Riviere and Carleton.

*Gratton Kiely, booker for Warner-Vitagraph, is on holiday . . . 20th-Fox starts its drive August 18, on which date two of the latest of its outstanding productions will be shown locally, "Stanley and Livingstone" opening at Loew's and "Hotel for Women" at the Capitol.*

Exhibitors who motored to Montreal from outlying centers include Charles Magnan, of the Malartic Theatre in that northern Quebec mining town; Eddie Fassio of the Rex, Lachute and Capitol, Brownsburg; Philip Senecal of the George's, Ste. Therese, and G. Martineau of the Royal, Valleyfield.

# MARITIMES

THE Kent Theatre, Richibucto, N. B., now is under new management, Harry Adkins and Ted Curtis having sold this theatre to E. A. Bourgeois. Adkins and Curtis plan to build in Ontario. While visiting Filmrow to arrange the transfer of contracts, Bourgeois told the story of his housemaid who, at the age of 35, had never been to a city nor seen a motion picture until just recently when he took her to Moncton.

*"Four Daughters" pleased the theatregoers of Saint John to such an extent that the Strand Theatre had a return engagement of this picture the week following the regular run.*

Mrs. Aubrey Clark of Philadelphia, formerly Grace Patterson, cashier of Empire-Universal Films, Ltd. at Saint John, has been spending a vacation in Saint John and vicinity.

*Mr. and Mrs. J. A. Williams of the Chipman Theatre, Chipman, N. B., were recent visitors to Filmrow.*

At a two-day Rotary Assembly held recently in Saint John, R. G. March, 20th Century-Fox branch manager, took an active part by leading the singing. Other representatives of the film industry in attendance were W. W. O. Fenety of the Gaiety and Capitol theatres, Fredericton, N. B., C. E. Staples of the Queen Theatre, St. Stephen, N. B., A. R. Cooper of the Prince Edward Theatre, Charlottetown, P. E. I. and Frank Audas of the Capitol Theatre, Amherst, N. S.

*Harold F. Parker of the Capitol, Yarmouth, N. S., called on Filmrow when on his way to Ottawa to take part in the Dominion Rifle Ass'n shoot.*

Harold E. Gaudet of the Capitol Theatre, summerside, P. E. I., a former golf champion of Prince Edward Island, announced his intention to be present at the Canadian Open Golf Meet at the Riverside Golf and Country Club, August 17-18-19, when the best players on the continent will be on hand to show their skill.

## *Ray Lewis Annexes Two More Theatre Units*

TORONTO—Ray Lewis, publisher of the *Canadian Moving Picture Digest* here, is expanding as a theatre owner. In addition to building the Pylon Theatre in downtown Toronto, Miss Lewis is associated with T. M. Sterling, investment banker, in the purchase of the Avenue Theatre which was erected some months ago on Eglinton Ave., North Toronto by Goldhar and Solway, proprietors of the Paramount and Bloordale theatres in Toronto and the Palace Theatre at Galt, Ont. The Avenue will continue to be operated as an independent theatre.

Miss Lewis was a guest at the banquet of the recent convention of Famous Players Canadian Corp. at Niagara Falls, but the news of her latest acquisition was not forthcoming until a few days ago.

# WINNIPEG

WITH the end of the mid-summer slump in sight film men are preparing for a busy fall season with renewed activity in evidence along Filmrow and in the film company offices. With a lineup of good films excellent results are expected and everyone concerned seems cheerful about the outlook for the coming season.

*Playing the film, "Assassin of Youth," Helmer Jernberg has been doing outstanding business at the Rio. Jernberg is holding the film over for a second week.*

A Winnipeg-born man, who made good in Hollywood, paid his old home-town a visit when Lou Merrill came to town. Sixteen years ago Merrill, then known as Lou Dilman, left the city to seek fame and fortune. In the interim he has found both.

*Of special interest to film fans was the arrival here during the week of Mrs. Lewis Prouty, better known as Olive Higgins, author of "Stella Dallas."*

Announcement has been by E. Zorn, western supervisor for FP, of change of policy affecting the Capitol and Metropolitan theatres. Formerly the Capitol has been a single feature house with the Metropolitan playing doubles. As of this date both houses will play singles and doubles, alternating with the Capitol playing a single while the Metropolitan plays a double and the other way around.

*Grand National's French film, "Grand Illusion," opened at the Bijou Theatre. This is the first foreign film which has played the city for a long time . . . The Russian film, "Alexander Nevsky," which has met with critical acclaim in eastern centers, will play the Bijou on September 8. Helmer Jernberg plans to show a number of Russian films at his Main St. house.*

Visiting the city this week with relatives is Arthur Silverstone of London, England, general sales manager for UA . . . Martin Wagner of the William Morris Co. is in the city completing arrangements for the appearance here later this month of "Folies Bergere" at the Walker . . . Eddie Newman of the Lyceum is leaving for a trip to New York.

**M-G-M (949)** **101 Minutes** **Rel. Aug. 25, 1939**

This is a completely charming and wholly delightful film in a direction rarely attempted by Hollywood. L. Frank Baum's story of the land of Oz, its Wizard, Straw Man, Tin Man, Lion and witches, no doubt, needs no recounting. This is fantasy with all of its nostalgia, its escape and its appeal. And because it deals with the make-believe, production boundaries have given way to new approaches in sets, costuming and conception which make "Oz" a beautiful thing to behold in gorgeous Technicolor. Comedy, music and vastly diverting touches are visible on all sides. Merit on every count is present, but, despite it all, the answer on acceptance rests with the public. If there is any justice, however, "Oz" should be, and may be, a roaring success.

**Judy Garland, Ray Bolger, Jack Haley, Bert Lahr, Frank Morgan, Billie Burke, Charles Grapewin.**

## *The Wizard of Oz* F — Musical Fantasy

**First National (——)** **Rel. Sept. 16, '39**

Powerful and completely engrossing melodrama which merits acclaim as the most striking celluloid indictment of social injustice since "I Am a Fugitive." An adroitly wrought screenplay provides a welcome mitigation of the theme's austerity through the injection of a vein of comedy and romance without detracting one whit from the strength of the feature, which is entertainment from start to finish and for all ages and classes. As such, its future as a certain money maker seems beyond any doubt. John Garfield was never better than in the part of a homeless youngster struggling against almost insurmountable odds for his place in the sun, while his performance is challenged all the way in an equally splendid portrayal by Priscilla Lane, his girl-wife. Masterfully directed by Lewis Seiler.

**John Garfield, Priscilla Lane, Alan Hale, Billy Halop, Bobby Jordan, Charles Grapewin, Henry Armetta.**

## *Dust Be My Destiny* F — Melodrama

**Columbia (9018)** **64 Minutes** **Rel. Aug. 17, '39**

Dr. Alexis Carrel's and Col. Charles Lindbergh's experiments conducted with artificial hearts is apparent as the germ of the plot for this latest Karloff scarer which, though incredible, should satisfy on a dual bill. Karloff portrays a progressive scientist who takes the life of a young medical student in order to try out his mechanical heart invention. Life can be restored only shortly after the person has stopped breathing. Karloff fails when stopped by police and is taken to jail, tried and sentenced to death by hanging. Before his death he swears vengeance on the prosecuting attorney, the judge and jurors. His laboratory assistant succeeds in reviving Karloff after the hanging. Turning into a demon Karloff finally is shot. He lives long enough to return his daughter to life and destroys his invention. Directed by Nick Grinde.

**Boris Karloff, Lorna Gray, Robert Wilcox, Roger Pryor.**

## THE MAN THEY COULDN'T HANG F — Horror Drama

**Columbia (9002)** **100 Minutes** **Rel. Aug. 31, '39**

The screen edition of Clifford Odets' popular play, deserves praise on many counts. First, it presents an unknown in the title role and introduces him to film audiences in a performance of which many of Hollywood's more seasoned troupers might well be proud. Next is the obvious fact that the producers spared no expense or pains in transferring to celluloid the story of a boy whose love of music and flare for fighting keep him in a constant mental turmoil. Of equal importance in contributing to the feature's worth is a splendid supporting cast, possessing considerable marquee power in Barbara Stanwyck and Adolphe Menjou. The total indicates that "Golden Boy," while perhaps not one of the great current releases, has assets to make its mark in patronage and praise. Directed by Rouben Mamoulian.

**William Holden, Barbara Stanwyck, Adolphe Menjou, Joseph Calleia, Edward Brophy.**

## *Golden Boy* F — Drama

**Universal (——)** **90 Minutes** **Rel. Aug. 11, '39**

Charles Boyer and Irene Dunne are reunited in a tender romantic drama which will add substantially to their popularity stature as screen lovers. The picture is painstakingly and unstintingly produced, which fact, coupled with the established drawing power of the star combination, should assure it solid patronage in all situations, with the boxoffice stimulant coming from the female trade to which it is sure to have particular appeal. A sprightly sprinkling of comedy brightens the early sequences of the story, which grows more serious as the plot unfolds and the romance—based on a triangle situation enters the screenplay. Impressively spectacular are the hurricane scenes. Supporting cast is generally good with stress on the contributions from Barbara O'Neil and Fritz Feld. John M. Stahl is credited with both production and direction.

**Irene Dunne, Charles Boyer, Barbara O'Neill, Onslow Stevens, Nydia Westman, Fritz Feld, Milton Parsons.**

## *When Tomorrow Comes* F — Romantic Drama

**20th-Fox (002)** **63 Minutes** **Rel. Aug. 11, '39**

Whether or not Jane Withers fans accept this with complete satisfaction is a bit dubious, as it is a far cry from the standard brand of Withers pep and comedy—placing considerably more emphasis on story and characterizations, and less reliance on the moppet's customary bag of tricks. Obviously Jane's rapid growth is confronting her employers with a serious story problem, and a good many audiences may consider this particular experiment an unfortunate one. Young Jane conducts herself well as the younger daughter in a family of modern French-American gypsies who make their living through sharp bartering, but the greatest share of the Thespic load falls upon Leo Carrillo. The mother, Spring Byington, and the older daughter, Marjorie Weaver, insist upon settling down in New York, which causes all sorts of complications. Herbert I. Leeds directed.

**Jane Withers, Leo Carrillo, Spring Byington, Marjorie Weaver, Kane Richmond, Hobart Cavanagh.**

## *Chicken Wagon Family* F — Comedy Drama

**Republic (868)** **56 Minutes** **Rel. Aug. 11, '39**

A germ of a dramatic idea flourishes within this sagebrush script, but not too strongly. As a result, the action doesn't get under way until considerable footage is consumed. There is a great deal of fast riding, but there also are a number extraneous sequences to offset the lift in tempo. The ranchers in New Hope Valley are celebrating their 50th anniversary when they are notified the state needs the land to build a large reservoir. They put up stiff resistance until the Three Mesquiteers persuade them that it is foolhardy to buck the state. One of the politicians attempts to put over a land swindle, but the Mesquiteers learn about it in time to rectify the damage cost by subscribing to it. With John Wayne leading the way, the Mesquiteers provide most of the fireworks. George Sherman directed.

**John Wayne, Ray Corrigan, Raymond Hatton, Phylis Isley, Eddy Waller, Sammy McKim, LeRoy Mason.**

## *New Frontier* F — Western

**Paramount (3851)** **94 Minutes** **Rel. Aug. 25, '39**

"The Star Maker" will be a money maker. It is Bing Crosby at his best with a group of lovable youngsters of exceptional talent. The new songs by Johnny Burke and James V. Monaco are already well along the popularity trail. There are old favorites, also. Bing sings them all in great style. The life of Gus Edwards inspired the story and for the first hour it recaptures the warming, intimacy that was vaudeville. Only when the film enters the modern idiom of radio of early days does it falter and become formulized. Fourteen-year-old Linda Ware reveals a soprano voice of great talent. Walter Damrosch carries off a brief bit with assurance, while Ned Sparks scores. For the kids too numerous to mention, a collective bouquet. And Roy Del Ruth can take an individual bow for his direction.

**Bing Crosby, Louise Campbell, Linda Ware, Ned Sparks, Laura Hope Crews, Walter Damrosch.**

## *The Star Maker* F — Musical Comedy

**Columbia (9008)** **72 Minutes** **Rel. Aug. 4, '39**

This action-packed and stirring melodrama glorifying the United States Coast Guard should find its favor mostly in the suburbans. Although some of the situations are implausible, there is considerable interest sustained in the raging storm scenes. The plot is reminiscent to Columbia's once popular "Submarine" and "Flight" films, centering about the perilous lives of two buddies in love with the same woman. After playboy aviator Scott marries Frances Dee he reverts to his old ways of staying out late and his wife leaves him. Believing she loves Lieutenant Bellamy of the Coast Guard, Scott becomes reckless and is grounded in the air service. He wins back his former rank and his wife's love when he succeeds in the dangerous mission of rescuing Bellamy who is lost in Alaska. The entire cast delivers sincere performances. Capably directed by Edward Ludwig.

**Randolph Scott, Frances Dee, Ralph Bellamy, Walter Connolly, Warner Hymer, Robert Middlemass.**

## *Coast Guard* F — Melodrama

**SELLING ANGLES:** **"The Man They Couldn't Hang"**

Another Karloff scarer you can dare your patrons to see. The artificial heart is a good angle to plug in conjunction with recent newspaper and magazine articles. The title itself can be exploited with hangman's noose suspended from the canopy or a cutout of Karloff dangling atop the marquee. Sponsor an essay contest on the question of whether the hanging was justified in the picture.

**CATCHLINES:**

It's Weird . . . Horrifying . . . Fascinating!

KARLOFF . . . Transformed by the Hangman's Noose From a Doctor Serving Humanity . . . Into a Demon Filled With Hate!

A Holocaust of Horror We Dare You to See!

**SELLING ANGLES:** **"Chicken Wagon Family"**

Publicize a swap matinee, admitting youngsters who bring eggs, canned goods, etc., to be turned over to an orphans' home. Conduct a contest to find people with the most unusual occupations. Contact local exchange for information on the numerous commercial tieups which have been arranged for Jane Withers. Parade a mule-drawn wagon through the streets with a Jane Withers impersonator holding the reins and a hillbilly trio in the back grinding out music.

**CATCHLINES:**

Follow the Gypsy Trail With Joyous Jane on the Road to Romance for a Carefree Menage of Swapping Nomads!

Meet the Furiously Funny Fippanys . . . Who'll Leap Straight Into Your Heart in a New Kind of Withers Wowsical!

**SELLING ANGLES:** **"Coast Guard"**

The top-flight names should be your strongest selling point. There are countless tieups to be made with the U. S. Coast Guard, which is an inland service as well as coastal. Use special coast guard photos for lobby displays. Arrange to hold a gala premiere with officers of the Army, Navy, Marine and Coast Guard to attend in full-dress uniform. Distribute prepared tabloids which can be be secured from Columbia's advertising accessories department.

**CATCHLINES:**

Out of the Raging Seas and Howling Gales Is Born the Mighty Drama of the Service That Never Sleeps.

Adventure Lashes Uncle Sam's Far-Flung Coast-Line . . . From the Equator to the Pole!

Sons of Danger! Soldiers of Mercy! Sailors of Seas Where Death Rides Every Wave.

**SELLING ANGLES:** **"Dust Be My Destiny"**

Team John Garfield and Priscilla Lane on the marquee. Picture is based on a best-selling novel by Jerome Odlum. Construct a large compo-board "book" for the lobby center-piece or to mount over the marquee, and work out library and bookstore tieups. Select a "jury" from among your first-night audience to decide whether Garfield should have been punished for the crime committed early in the picture, and which caused him to flee. Tie up with dealers in camera supplies, using stills showing Garfield operating a camera.

**CATCHLINES:**

A Kid Who Never Had a Chance Makes the Screen Blaze With the Fury of His Fight for Justice.

A Boy and a Girl Against the World, in the Dramatic Sensation of the Season.

**SELLING ANGLES:** **"When Tomorrow Comes"**

The Charles Boyer-Irene Dunne starring duo should be the focal point of your exploitation, concentrating on the feminine contingent by emphasizing the romantic angles. Compare Dunne and Boyer with such past teams as Gilbert and Garbo, Ronald Colman and Vilma Banky, etc. Use the title in tieups with banks and loan companies Conduct a contest in which women are asked to give their opinion as to whether Dunne and Boyer were right in renouncing their love for the sake of a demented woman.

**CATCHLINES:**

Gay Romance . . . Burning Love . . . Heartbreak and Happiness . . . Within the Span of a Few Hours.

It Began as a Light Flirtation and Rose to the Heights of Love and Sacrifice . . . All in Three Mid-Summer Days.

**SELLING ANGLES:** **"The Star Maker"**

Here is a picture for showmen. Outstanding orchestras and singers are recording the hit tunes. In addition, Oldsmobile is building a special campaign around the picture and the Decca recording of Bing's "In My Merry Oldsmobile." Thousands of these records are going to dealers all over the country. In exploiting Linda Ware, her rise from an orphanage is a natural for a tieup along those lines. Novelty heralds should be made up to resemble the old time vaudeville posters. Check to see if any of the kids are from your home town. And your theatre should be the local "star maker" by staging a contest for youngsters.

**CATCHLINES:**

From the Heart of Show Business . . . 99 Kids and Bing Crosby.

The Stars of Tomorrow Telling the Story of the Stars of Yesterday.

**SELLING ANGLES:** **"The Wizard of Oz"**

Straw Man, Tin Man, Lion, the Munchkins and the assorted costumes used by the principal characters are, of course, a natural for street ballyhoo. Tieups with music stores on the well-known "Oz" music, likewise, are a cinch. The pressbook suggests a coloring or caricature contest based on the characters and an elaborate plan for cooperative advertising. Animated character heads, soap sculpture, giant book display in lobbies, cardboard tire covers—these and a very wide variety of ideas are encompassed within the covers of the extensive campaign book prepared for the film. Exhibitors, by all means, should consult it.

**CATCHLINES:**

The Wonder Show of Shows . . . The Greatest Magic Film Ever Made.

As Great as "Snow White" and With a Cast of Living Actors.

**SELLING ANGLES:** **"Golden Boy"**

Based on a hit by Clifford Odets, this introduces William Holden, a newcomer, in the title role. Canvass firstnighters as to whether they considered the choice a wise one. Arrange with local Boy Scout troops, the Y. M. C. A., church organizations, etc., to conduct a "Golden Boy" amateur boxing tournament, presenting a trophy from the theatre to the winner. Placard local boxing arenas, pool halls, barber shops and other hangouts of the sporting element, emphasizing the fight angle.

**CATCHLINES:**

The Tender Story of a Brilliant Boy Whose Dream of Becoming a Great Musician Was Shattered—Because He Could Fight Too Well.

The Play That Rocked Broadway Becomes a Heart-Warming Screen Story of Emotional Conflict and Romance.

**SELLING ANGLES:** **"New Frontier"**

John Wayne and the Three Mesquiteers are the names to conjure with, especially Wayne, who has assumed star stature. His name should be marqueed. The rest of the marquee should be decorated with Three Mesquiteer valances. To make it completely eye-catching, a large pennant should be attached from the top of the theatre to the marquee. The retail tieups exploiting the Three Mesquiteers should be utilized for proper window displays. Fan photos can be used as giveaways at the matinee.

**CATCHLINES:**

Land Swindlers Threatened Their Homes.

The Three Mesquiteers Lead the Fight Against the Land Grabbers.

# Short Subject Reviews

## Dick Tracy's G-Men

(Serial in 15 Chapters)

*Republic* Episode one— 30 *Mins*

Dick Tracy pits his skill against the arch international spy, Zarnoff, and it is a fight to the finish. An appraisal of the first episode indicates action and suspense is paramount. The serial gets off to a zippy start when Zarnoff is brought to life by a secret drug after apparently being executed in a lethal chamber. Credulity is set aside and it is every script writer for himself. And what they turn out will make the kids come around for more. The serial is packed with all kinds of situations and covers a great deal of territory. Ralph Byrd is the super-sleuth again, and Irving Pichel is the super-spy. William Witney and John English co-directed.

## Conquering the Colorado

*20th Century-Fox* , 11 *Mins.*

The saga of Buzz Holmstrom who is the first man to conquer the 1,100 miles of the Colorado River rapids makes an amazing screen document. It definitely is a required subject for any house. The reel is distinguished by Amos Burg's exceptional camera work. Almost unbelievable is how Holmstrom navigates the terrifying rapids in his home-made boat, but he makes it. A thriller all the way.

## China Fights On

*Amkino* 18 *Mins.*

A pictorial account of how the Chinese masses behind the lines are adapting themselves to the rigors of war. Taken by Soviet cameramen, it shows how the small troops of soldiers are trained to face the enemy and the spirit of the populace in facing the dangers. The two-reeler lack English narration, but could be whipped into presentable shape without much difficulty.

## Community Sing

*Columbia* (No. 1) 9 *Mins.*

Bing Crosby fans will like the Crosby hit songs rendered by the King Sisters quartet. Gene Morgan, as emcee, introduces all the numbers. The songs are "Love in Bloom," "One, Two, Button Your Shoe," "Blue Hawaii," and "I'm an Old Cow Hand." The quartet put over the songs in thier usual peppy style and Morgan has a "come on" way of arousing the audience to join in the singing.

## The Golden West

*20th Century-Fox* (Terry-Toon) 7 *Mins.*

An ordinary cartoon account of the trials and tribulations of the Belle of the Golden West. Bad Bill comes along and kidnaps the heroine. The hero and his pint-sized Indian friend, Dodo, finally vanquish Bad Bill and, as in all westerns, the hero gets the Belle.

## SHORT OF THE WEEK

### The Birthplace of Icebergs

**(Father Hubbard's Alaskan Adventures)**

**20th Century-Fox 11 Mins.**

**A subject of significance that will awe audiences as they observe the vast wonders of nature. Father Hubbard is a geologist who has selected Alaska as the field for his study of the origin of icebergs. The scene shifts to the largest tidewater glacier in the world on the Gulf of Alaska. There where tremendous chunks of ice boom into the sea, Father Hubbard explains his theory. According to the priest, the terrific pressure from above causes the greatest breaking-off below the surface. As he talks, this phenomena occurs and it is a sight to see. Lowell Thomas also figures in the commentary. The photography is well-handled.**




## Calling All Curs

*Columbia* (Three Stooges) 17½ *Mins.*

The Three Stooges in another of their goofy comedies, performing their usual inane antics by getting in each other's way. Slapstick is overdone with the Stooges operating a cat and dog hospital. When a prize-winning dog is stolen from the hospital the trio are ordered by the owner to find the dog or go to jail. They finally locate the stolen dog and have it out with the crooks by mopping up the floor with them.

## Jitterbug Knights

*Columbia* (Color Rhapsody) 7 *Mins.*

Another sprightly Technicolor cartoon from Columbia. This one is packed with syncopation, showing an heir born to the king. The son is a regular jitterbug and is a talented youngster at playing several musical instruments. Even the dignitaries of the king's palace fall in line and all the knights step to the lively tunes. Should make a hit, especially with the kiddies.

## Kennel Kings

*RKO Pathe* (Sportscope) 9 *Mins.*

This is all about dogs—but what dogs—which stacks up as a sportsmen's special. The reel concerns itself chiefly with champion canines who are on view at the annual Morris-Essex dog show. King of them all is My Own Brucie, a cocker spaniel. Earlier shots are occupied with playful pups usually surefire audience material. It makes for an attractive addition to the program.

## The Two-Headed Giant

*20th Century-Fox* (Terry-Toon) 7 *Mins.*

A fairly entertaining reel about the adventures of Jack, the Giant-Killer. The villain of the piece is a two-headed giant who is bested by Jack in a fierce struggle. There is little in it, however, that is very original.

# NEWSREELS

**TUESDAY, AUGUST 8**

**Movietone News, No. 95:** Japs show anti-British feeling; raid floating gambling ship off California; Spanish gold returns; 76th Congress adjourns; Roosevelt's mother celebrates 78th birthday; Queen Elizabeth visits and British princesses; aviation; Lew Lehr; aquaplane race and goggle fishing.

**News of the Day, No. 293:** Congress adjourns; British start Atlantic air mail; flying brothers set endurance mark; California raids gambling ship; London blast maims 150; guardsmen end labor war; the British princesses; aquaplane race, and cat putter-outers.

**Paramount News, No. 106:** British Clipper fuels while flying; Roosevelt's mother celebrates 78th birthday; Spanish gold returns; Britain mans her fleet; a tiny news item; guardsmen end strike; Congress adjourns; film stars attending opening of Crosby's race track, and aquaplane race.

**RKO Pathe News, No. 6:** Congress ends stormy session; army mobilizes for war games; raiders close coast gambling ships; mid-air refueling for ocean hops, and aquaplane race.

**Universal Newsreel, No. 795:** Congress adjourns; troops end dam rioting; army mobilizes for war games; coast closes gambling ships; forest fire rages in west; aquaplane race; cat putter-outers race, and review of auto history.

**THURSDAY, AUGUST 10**

**Movietone News, No. 96:** Crime war starts with Lepke hunt; foreign correspondents on Mongolian front; army tests new cannon; the Buss's go for a plane ride; surplus cotton used road making; new British warship; the feminine world; sandhogs broadcast beneath East River; the Hambletonian, and ice skating at Lake Placid.

**News of the Day, No. 294:** The law hunts Lepke; Japanese take Soviet prisoners; British salvage last of Kaiser's fleet; Uncle Sam tests tanks; nightgown fashion show; diving champs train, and the Hambletonian at Goshen.

**Paramount News, No. 107:** Forest fires threaten west; army rushes costal defense; jade on display; Australian cruise visits New York; French give tiny Republic to Turks; the law hunts Lepke, and the Hambletonian classic.

**RKO Pathe News, No. 7:** Poland's air force on war basis; the law hunts Lepke; highway to Alaska; fall campus fashions in Vogue; lighthouse service ends 150th year, and the Hambletonian classic.

**Universal Newsreel, No. 796:** $30,000 reward for Lepke; jade on display; handsomest lumberjack; police turn acrobats; milady goes back to school; the Hambletonian classic; the Buss's go for a ride; grow beards for big rodeo; tanks readied for war games, and animals cool off at Fair.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.*

### A

**ARIZONA WILDCAT (20th-Fox)**

The best Jane Withers we have ever played. It pleases all classes. Fri., Sat. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189. —Earle Williams, Tivoli Theatre, Knoxville, Ill.

### B

**BLONDIE MEETS THE BOSS (Col)**

Looks as if these Blondie pictures have "caught on" and will do all right. Surely no better cast could have been selected to play the parts. A little less than average at our boxoffice, but believe these will build up as the series progress. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**BLUE MONTANA SKIES (Rep)**

Autry may be the hero, but Smiley Burnette is the one that wins their heart. Rather poor western that ends abruptly with Autry wasting three of four minutes crowding in another song. However, they all got up and left before he finished. Republic ought to have him sing a marching song at end of every picture so the audience could goose step out. Saturday. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**BOY FRIEND (20th-Fox)**

Good picture of this type that Withers' fans liked. Should give this girl better support and production as she does not draw so well as a year ago. Showed us a small profit. Fri., Sat. Weather: Hot. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 345.—S. L. George, Mountain Home Theatre, Mountain Home, Ida.

**BROADWAY SERENADE (M-G-M)**

. It may have been a serenade on Broadway, but on Main St. in Clarendon it was 113 minutes of misery. Lew Ayres badly miscast. When Jeanette comes down the bridge with her classical "Ohhh Ohooo" one of my irrepressibles shouted "Sister, I'm hurtin' too." Boxoffice off 50 per cent. Sun., Mon. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

### C

**CAFE SOCIETY (Para)**

Nice litle picture, drew fair for the way times are, which if I can tell are plenty tough. Weather: Good. Small town patronage. Population: 800. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**CALLING DR. KILDARE (M-G-M)**

I don't believe this was quite as good as "Young Dr. Kildare," but I believe this series could go places. Attendance satisfactory. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

### D

**DARK VICTORY (FN)**

If this doesn't win a second Academy Award for Bette Davis something is wrong. One of the finest pieces of drama produced in some time. People all went away from our theatre praising picture, except those who left their "Hanky" at home. (Sound is poor.) Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**DARK VICTORY (FN)**

Very fine picture to excellent business. Didn't think it would do so good in my small town, but had nothing to worry about. Pleased all. Play it by all means Sun., Mon. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Iowa.

### E

**EAST SIDE OF HEAVEN (Univ)**

Good light Crosby type of picture, which goes along swell, but sort of fizzles out at the ending. It seems that a good many pictures have that shortcoming of late. In the old days the idea was "Be sure and send them home with a kick in the pants," but now-a-days it seems a great many of the producers can't get over that last hump. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

### F

**FLYING IRISHMAN (RKO)**

Nothing much to it. Corrigan no actor and has lost interest. Tues., Wed. Weather: Rainy. Admission: 20-10. Small town patronage. Population: 800. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

### G

**GIRLS ON PROBATION (WB)**

Nice little program picture. Jane Bryan is a favorite of mine, would like to see her more. Sheila Bromley perfect in her part. Tuesday. Weather: Good. Small town patronage. Population: 930. Capacity: 300.—Sammie Jackson, Jackson Theatre, Flomaton, Ala.

**GOODBYE, MR. CHIPS (M-G-M)**

The trailer probably did more to keep people away than anything. Pix is excellent. If Donat doesn't get an award for his portrayal and Greer Garson is not made a star. I'll miss my guess. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

### H

**HARDYS RIDE HIGH (M-G-M)**

Not quite as good as some previous Hardys and the results showed at the B. O. Wed., Thurs. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

### I

**ICE FOLLIES OF 1939 (M-G-M)**

This is a swell picture. I was afraid to play this on Sunday change, but wished I had after I saw it. Lots of good comments. I think it pleased 100 per cent. Thurs., Fri. Weather: Warm. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300. —Logan Hedrick, Homer Theatre, Homer, Ill.

**I'M FROM MISSOURI (Para)**

A very good picture that pleased almost everyone. Good for any day in the week. Sun., Mon., Tues. Weather: Good. Admission: 25-15-10. Rural patronage. Population: 600. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**I'M FROM MISSOURI (Para)**

Audience came willing to laugh and managed okay until they put Burns in tails and transplanted him out of his "Home" environment. From there on the pix sagged and nearly died on our hands before the finale. Like Beery, Burns is another fellow who does best in homely surroundings and in homely parts. Played Sunday-Monday to above average business, but there were no compliments when the audience left. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**INVITATION TO HAPPINESS (Para)**

Very good, in fact better than expected. Pleased all and did better than average business. Push this one, you won't be sorry. Sun., Mon. Weather: Hot. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

**IT'S A WONDERFUL WORLD (M-G-M)**

Pleasing entertainment. Claudette Colbert has lost her drawing power in this situation, while James Stewart never had any to start with, so we took our usual Wednesday-Thursday loss. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

### J

**JUST AROUND THE CORNER (20th-Fox)**

Just average Sunday business. Shirley not as well liked here. Weather: Good. Admission: 35-15. General patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

### L

**LET FREEDOM RING (M-G-M)**

Very good picture that everybody liked, many compliments on it, but few came to see it. Heard many uncomplimentary remarks concerning Nelson Eddy from people viewing the lobby display, and the boxoffice reflected this sentiment. Hard to understand such an attitude. Under average business, showing us a small loss. We still say it is fine entertainment. Fri., Sat. Weather: Good. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 345.—S. L. George, Mountain Home Theatre, Mountain Home, Ida.

**LET US LIVE (Col)**

A well done piece of highly dramatic entertainment that carries a message as well. Only way to really put this one over is to screen it yourself before playing so you have something in the way of a sales talk. Below par at our boxoffice, but could have been above if it were not too late now to take our own advice. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**LITTLE PRINCESS (20th-Fox)**

Mr. Zanuck wrote me and about 10,000 other exhibitors a "personal letter," his first signed advertisement, on this picture. However, even if Hitler and Charley McCarthy both had signed a recommendation it wouldn't have increased the boxoffice on Shirley. You can feed a jackass more oats and more oats and directly he doesn't like oats. Tech-

nicolor or no Technicolor, Zanuck or no Zanuck, Shirley is a fourth-rate star for me. Sun., Mon. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**LOVE AFFAIR (RKO)**
A very good picture, but did not get over very well here. Fri., Sat. Weather: Good Admission: 20-10. Small town patronage Population: 800. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**LUCKY NIGHT (M-G-M)**
This feature was allocated in the lowest classifications and still we lost money on it. Our folks just won't go for Taylor, but most of those who saw the picture seemed to like it. At least there were no complaints. Gave us the lowest Sunday-Monday receipts since "If I Were King" last spring. Weather: Hot. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 345.—S. L. George, Mountain Home Theatre, Mountain Home, Ida.

## M

**MAN OF CONQUEST (Rep)**
Fair picture. Very poor title. No drawing power. Dix did OK, but the public wants new faces. Don't pay any fancy price for this. Sun., Mon. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

**MIDNIGHT (Para)**
A little above average. Tues., Wed. Weather: Fair. Admission: 20-10. Small town patronage. Population: 800. Capacity: 200. —C. A. Kelley, Rex Theatre, Custer City, Okla.

**MILLION DOLLAR LEGS (Para)**
No legs, but fair college picture. Nothing big, just fair. Weather: Fair. Admission: 20-10. Small town patronage. Population: 800. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**MOONLIGHT SONATA (SR)**
The playing of Paderewski is wonderful, especially where you can watch his hands actually produce the music. The story, however, is dated and the acting not too professional by the supporting players. Far below average at the boxoffice. Might be put over with music students with right promotion. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## N

**NANCY DREW, DETECTIVE (WB)**
This series is off to a good start for me and the kids are asking when I'll have another one. Pleases adults too. Try them out and go to town with this clever gal. Fri., Sat. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Ia.

**NAVY SECRETS (Mono)**
Not a bad picture and had favorable comments. Played on a Tuesday with Cash Nite. Weather: Fair. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**NEVER SAY DIE (Para)**
Picture OK. Well taken by the audience. Let's have more like this. Sun., Mon. Weather: Fair. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

## O

**ONLY ANGELS HAVE WINGS (Col)**
A very smooth piece of work by writers, director and actors. All of it is believable and from the entertainment angle it's tops. No better cast could have been selected. Only criticism is that ending doesn't bring out quite clearly enough the fact that this is the last flight necessary to clinch the air-mail contract. At least some of our audience didn't get it. The romantic ending is swell. Admission: 40-10. Comopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## R

**RETURN OF THE CISCO KID (20th-Fox)**
Average picture with rental too high. Fox has yet to deliver the number of A and B pictures they sell us. We always have to take a couple of palookas near the end of the season to complete our selective contract. Showed us a loss on account of the high rental and shortness of the feature, forcing us to book extra shorts to fill out the program. Sun., Mon. Weather: Still hot. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 345.—S. L. George, Mountain Home Theatre, Mountain Home, Ida.

**ROMANCE OF THE REDWOODS (Col)**
Better than average program picture. Business good. Bickford and Parker do a swell job. Thurs., Fri. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Home Theatre, Homer, Ill.

**ROMANCE OF THE REDWOODS (Col)**
Gave excellent satisfaction to good crowd. Lots of action. The fire scenes are in color. Swell for weekend. Tuesday. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Iowa.

**ROSE OF WASHINGTON SQUARE (20th-Fox)**
Entertaining picture that seemed especially to please the older patrons. Jolson really seemed to be the draw for us. The young folks were inclined to pass it up. Did average business which is better than other pictures have done for the past six weeks. Percentage picture so we got out just about even, but it would undoubtedly show a profit in cooler weather. Sun., Mon. Weather: Good. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 345.—S. L. George, Mountain Home Theatre, Mountain Home, Ida.

## S

**SECOND FIDDLE (20th-Fox)**
Edna May Oliver's humor and the skating number, where Sonja Henie does a duet with an unmentioned partner, highlight the pix. The story is pretty obvious from the start. On the whole passable, but not outstanding. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263. —E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**SECRETS OF A NURSE (Univ)**
Edmund Lowe and what have you. My patronage showed by its absence they weren't curious about nursie's secrets. A sure nuff "talking picture." Contained more conversation in it than they had at the missionary society the time they caught the preacher under the old maid's bed. Sunday. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**SERGEANT MADDEN (M-G-M) and TORCHY RUNS FOR MAYOR (WB)**
On a double bill for Friday and Saturday. I still did not have what it takes to get them in. Both pictures were only class "B" product of the lower brackets in my estimation. Weather: Warm. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**SERGEANT MADDEN (M-G-M)**
Wallace Beery continues to draw quite well. Some objected to his brogue. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**SILVER ON THE SAGE (Para)**
Just another western and that is all I can say. If your patrons like 'em, will be OK. But for me I'll take something else. Saturday. Weather: Hot. Admission: 20-10. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

**SORORITY HOUSE (Para)**
Pleased the younger class. Picture just so so. Fri., Sat. Weather: Good. Admission: 20-10. Small town patronage. Population: 800. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**SPIRIT OF CULVER (Univ)**
Played as an ordinary attraction mid-week and pleased. Drew fair business and satisfied those who came to see it. Wed., Thurs. Weather: Cloudy. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**SPRING MADNESS (M-G-M)**
A good entertainment picture, but failed to draw. Friday. Weather: Good. Admission: 35-15. General patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**STREETS OF NEW YORK (Mono)**
Must hand Monogram credit for some of their pictures and "Streets of New York" is one. I think this picture topped any of Jackie Cooper's yet. Don't miss this one. Sat., Sun. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

## T

**TARZAN FINDS A SON (M-G-M)**
A hooey picture, but seemed to be the kind they like as it gave us a fair profit that helped make up the losses we took on "Midnight," "Alexander Graham Bell," "Broadway Serenade" and "Let Freedom Ring." Our patrons have passed a lot of good pictures this summer and then they come on this. So what? Fri., Sat. Weather: Hot. Admission: 30-10. Rural patronage. Population: 1,000. Capacity: 345.—S. L. George, Mountain Home Theatre, Mountain Home, Ida.

**THREE SMART GIRLS GROW UP (Univ)**
I was all set to knock them cold with this one, while the comments were all favorable, some must have stayed away on purpose. The boxoffice take was only fair business. Sun., Mon. Weather: Normal. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**TOPPER TAKES A TRIP (UA)**
The first "Topper" did a good business but this folded. One "Topper" is enough. Sun., Mon. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

## W

**WHISPERING ENEMIES (Col)**
Why, oh why? An all time low for my house. Fri., Sat. Weather: Hot. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

## Y

**YES, MY DARLING DAUGHTER (FN)**
Well handled transportation from original story to screenplay. In fact the transition is exceptionally good. Praise is due especially in view of the delicate subject matter. This could easily have been ruined in the transformation, but it wasn't and the result is a very good piece of entertainment with a lesson served in a manner the audience will relish. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Showmen Get Behind "Bachelor Mother"

NEW YORK—Showmen in key cities are getting behind "Bachelor Mother" with a series of promotional campaigns. City-by-city, highlights of some of the better ones follow:

COLORADO SPRINGS, COLO.—A bathing beauty contest held in picturesque Garden of the Gods under supervision of Don Cottrall, manager of the Chief Theatre. The local mayor and the mayor of Manitou Springs were judges.

LOUISVILLE, KY.—A large sporting goods store featured a counter display of mechanical ducks, tying in with scenes of the picture, and a milk company attached "Bachelor Mother" cards to 12,000 bottles of milk.

NEW BEDFORD, MASS.—The State, managed by Harry Zeitz, ran a Ginger Rogers resemblance and measurement contest, with $10 going to the winner. Runners-up got 12 pairs of tickets for the film.

NEW ORLEANS—Fifty poor seven-month-old babies were banqueted in the Gold Room of the Roosevelt Hotel, the menu consisting of milk furnished by a local dairy, orange juice, strained spinach, carrots and vegetable soup and baked custard. The affair was front-paged in local dailies.

ST. LOUIS—A live baby pig was given to the first bachelor, man or woman, asking for it by Harry Crawford, manager of the Ambassador Theatre.

SAN FRANCISCO—For four days the largest local department store window displayed three gowns worn by Ginger Rogers in the film, after which it was exhibited in the store's dress department. A milk company attached small cards to each bottle of milk delivered which read "Even a Bachelor Mother can raise a baby with perfect ease and safety by using our products."

## Oldsmobile-Decca Tieups For "The Star Maker"

NEW YORK — Paramount has completed arrangements with Oldsmobile whereby the automobile company will build an advertising campaign around Bing Crosby and Linda Ware, who are featured in "The Star Maker."

The auto firm's campaign ties in with the song, "In My Merry Oldsmobile." A double-truck, four-color ad in the *Saturday Evening Post* started the campaign off. Blowups of this ad, 50x38, will be provided for all dealer window displays. Oldsmobile is issuing a special campaign broadside listing dozens of cooperative angles.

Thousands of Decca records containing Crosby's modernized version of the song will be distributed and copies of sheet music also will be available.

## Orlove Encounters Trouble With Trick Automobile

MILWAUKEE—Louis W. Orlove, M-G-M publicity man and former local theatre manager, was put on the spot in Madison where he had gone with his trick automobile to plug "Goodbye, Mr. Chips" at the Orpheum Theatre.

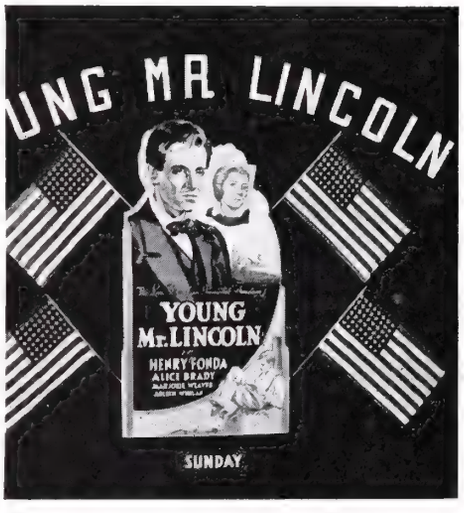
Orlove's car has two radiators, two steering wheels and two drivers. When he applied for license plates for the car, Orlove told Theodore C. Larson, head of the state motor vehicle division here, he planned to take it to New York City to stimulate theatre attendance there.

Larson thought it would be a good idea to advertise Wisconsin, too, and gave Orlove a set of 1940 license plates on which the legislature has affixed the words, "America's Dairyland." Larson had the 1940 date replaced by 1939, however.

When he got to Madison with the car, after raising plenty of laughs in other state cities, the local police confiscated the vehicle and jailed the drivers on a charge of using illegal license plates. When the secretary of state's office explained the use of the new plates to the Madison police, the dual car was returned to its owner.

## Twins Admitted Free for Tieup on "Iron Mask"

CHICAGO—Art Catlin, United Artists exploiteer, was sure of a big opening for "The Man in the Iron Mask" at the Roosevelt Theatre here. Catlin had a tieup with local newspapers and WJJD whereby all twins were admitted free between 9 and 10 o'clock on opening day.




## Good Salesman—

*Simplicity, in the form of plain cutout title letters, four American flags and a color poster on a black velour drop, helped sell "Young Mr. Lincoln" to holiday crowds at the Paramount in Hollywood, reports Manager Dave Martin.*

## NUGGETS

United Artists literally scored a bull's-eye when it sent out over 400 dart games to trade papers, circuit heads and buyers, and leading film critics in the key cities. The gift was part of the exploitation on "Four Feathers," and consisted of a target and four darts. On a slightly larger scale the game can be used for the lobby stunt with prizes going to patrons averaging perfect scores.

●

*A neat mailing piece which resembled a box of film was used by RKO to ballyhoo "In Name Only." When one pulled the strip of paper, scenes from the picture were revealed in sequence.*

●

Local hotel managers in Kansas City instructed their telephone operators to notify the guests when "The Man in the Iron Mask" opened at Loew's Midland. John McManus engineered the stunt as part of a general campaign. Book store promotions also figured prominently.

●

*The Paramount, Hot Springs, Ark., tied in its run of "Juarez" with the feature article about the film in the July issue of* Cosmopolitan *magazine. Blowups of the magazine cover were placed in the lobby with blurbs attached to point out items in the article. Stickers with selling copy were placed on newsstands and delivery trucks.*

●

Taking advantage of the "oomph girl" publicity for Ann Sheridan, Lou Metzger, operator of the Spreckel, San Diego, Cal., used 800 posters which carried a striking illustration of Ann Sheridan and the copy "The 'Oomph' Girl's Greatest Triumph." The stunt was part of a campaign on "Naughty But Nice."

●

*Thomas Reilly, manager of the Warner Gateway, Kenosha, Wis., obtained a large supply of lumber chips free from a local lumber company and spelled out the words "Goodbye, Mr. Chips" on the lobby floor.*

●

A tieup by the Warner, Atlantic City and the *Atlantic City Daily World*, a tabloid, rated attention on "Each Dawn I Die." The special edition carried a large scene still of Cagney and Raft on the front page of the paper with the top of the page reading: "Daring Prison Break by Cagney and Raft."

●

*In an effort to stimulate summer business, the Thalia, Manhattan, is calling August "Charles Boyer month." Program changes are made 11 times during the month with each double bill carrying one Boyer feature.*

# Builds Goodwill for Loew in Cleveland

CLEVELAND—Milt Harris, director of exploitation for Loew's here, pulled a scoop to score a new high in local theatre exploitation.

Four midget Bantam station wagons transformed into official information booths for the World Poultry Congress in session here, with 100,000 people from all parts of the world in attendance, were parked at four strategic points downtown, namely, at Playhouse Square, Public Square, the corner of Euclid Ave. at East 9th St., and Superior Ave. at East 9th St.

Pretty girls "manned" the information booths on wheels. They were trained in "questions and answers" and they proved to be of real service to the visitors.

Each car carried a banner with "Information" in big letters. The banner also carried a line crediting Loew's Theatres and the Bantam Car Co. for the service. In addition, each car bore a card announcing the pictures current at Loew's four local houses.

## *Conducted Tour Through Booth Builds Goodwill*

BOSTON—Arthur Murch, manager of the North Shore in Gloucester, has a method of building community goodwill that, he believes, "is very different and more effective than talks before women's clubs and other such organizations where the subject of booking might come up."

"In line with a recent talk I gave before the local high school class," Murch explained, "this same group came to the theatre and inspected the booth, screen, and amplifiers back stage. They were very enthusiastic about this visit and apparently derived a great deal of knowledge from it.

"The information this particular group of students obtained is strictly elementary as far as the business is concerned and just gives them an insight into movie appreciation. It is my understanding that the past year has really been a trial class, but next year it is the intention of the school to have a regular class on this subject."

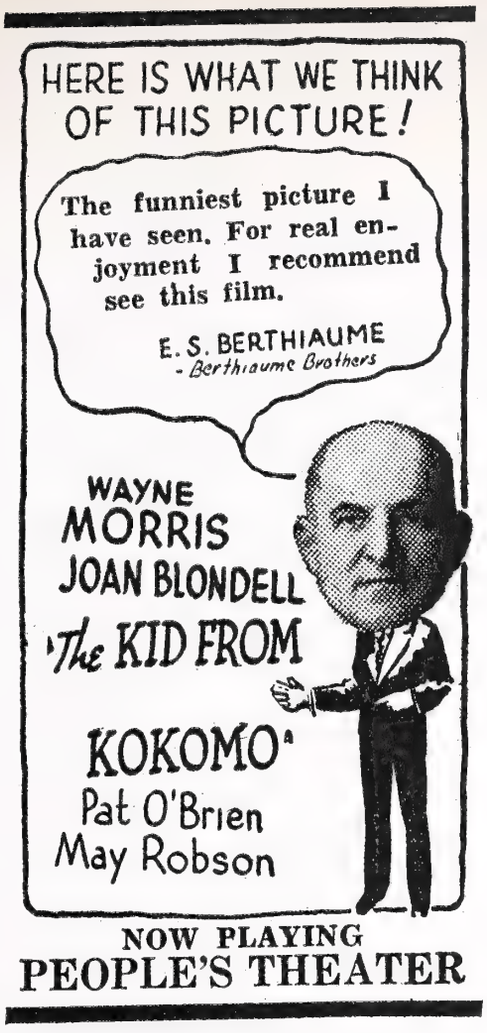
## *A Showman in Portland, Ind., Builds Goodwill*

PORTLAND, IND.—Roger Ludy, manager of the Hines Theatre here, has tied up with service clubs, the American Legion, the local newspaper and three broadcasting stations to promote a "Kiddies" Day for Jay county.

Ludy has arranged for free contests on the streets hourly. A boy mayor will be elected to rule the city and will lead a parade and there will be a free show at the theatre. Merchants will enter floats in the parade.

Ludy has been successful in getting interest from the entire county and should gain much goodwill from this stunt.

For the Jay county fair in August, Ludy is arranging an amateur show at his theatre.




## *Testimonials—*

SUPERIOR, WIS.—The People's Theatre here plugged "The Kid From Kokomo" with single column by four-inch newspaper advertisements featuring testimonials of local residents. The picture of each individual was featured with the body sketched in ink and the statement carried in a balloon. Standard caption on all ads read, "Here Is What We Think of This Picture!"

## *"Greater Movie Season" Tieup by Butterfield*

BIG RAPIDS, MICH.—Manager J. Arthur Simon of the local Butterfield Theatres Big Rapids Theatre arranged a merchant tieup in connection with the local part of the circuit's statewide "Greater Movie Season," being held this month.

Simon arranged with local merchants to tie in with the celebration, whereby patrons of those stores received free tickets with merchandise purchases to the Big Rapids Theatre. In addition, all merchants plugged the "Greater Movie Season" in their advertisements in a special supplement of the *Big Rapids Pioneer*.

## *"Blind Alley" Plug*

SALT LAKE CITY—A "fortune teller" to help keep patrons from heading up a "Blind Alley" was placed in a booth in the lobby of the Utah Theatre here by Manager Norman Sprowl, in advance of the Columbia Picture.

# Pre-Selling for "Oz" Covers the Nation

NEW YORK—M-G-M's advertising campaign under the direction of Howard Dietz for "The Wizard of Oz" rates as an ambitious and effective pre-selling job to the public.

Here is how it was done:

1—Full page, full color ads in 28 big city Sunday comic sections.

2—Full page, full color ads in 11 national magazines with a combined circulation of over 24,000,000.

3—Colorful two-page spreads in 15 fan magazines.

4—Full page, full color ads in four leading juvenile magazines.

5—Two-month advance campaign in 115 newspapers in 53 cities.

6—And the monthly Lion's Roar column which appears in 11 national magazines and six other magazines.

For those statistically inclined, Leo adds up that the grand total circulation of the advertising campaign reaches the unprecedented figure of 91,912,853. And even Leo admits that is quite a number of digits even without inflation.

## *Mickey Mouse Club Will Sponsor Camera Contest*

BIRMINGHAM, ALA.—The Alabama Theatre's Mickey Mouse Club is sponsoring a camera contest for members, according to Russell Morgan, assistant manager and known as "Papa Mickey."

A "know your city" theme is to be carried out as pictures submitted must deal with Birmingham subjects.

The contest will run four weeks, with three winners to be chosen weekly and given a month's theatre pass. The 12 winners will then compete for $100 in prizes.

## *A Milk Giveaway Held at Garfield in Milwaukee*

MILWAUKEE—Tying in with Gov. Julius P. Heil's campaign to increase the consumption of milk in Wisconsin, Eugene Arnstein, manager of Warner-Saxe's Garfield Theatre here, is giving away half pints of vitamin D milk to youngsters attending Saturday matinees before 2 p. m. The new giveaway is being substituted for candy, badges and toys.

## *Free Passes "On Ice" Block Traffic*

**Boston—Al Hamilton, manager of the Empress in South Norwalk, stopped crowds in that Connecticut community by dragging up ice cakes with invitations to "Invitation to Happiness." Because holders of the invites were entitled to free admissions, passersby ganged up waiting for the ice to melt.**

**The police department gave Hamilton orders to remove an ice cake that he had spotted on a particular busy corner. A local ice concern gave Hamilton the ice.**

# "MAN IN THE IRON MASK" IS 200 PERCENTER

AVERAGE IS 100%

## Top Hits of the Week

MAN IN THE IRON MASK (dual)—Los Angeles .....200

BACHELOR MOTHER—Cleveland (2nd wk.) .....175

BEAU GESTE—New York (stage show) .....160

FOUR FEATHERS (dual)—Kansas City .....160

FOUR FEATHERS—New York.....155

STANLEY AND LIVINGSTONE—New York (stage show) .....155

EACH DAWN I DIE (dual)—New Haven .....150

FRONTIER MARSHAL (dual)—Oklahoma City .....150

LADY OF THE TROPICS (dual)—Portland .....150

EACH DAWN I DIE—Cleveland.....145

ANDY HARDY GETS SPRING FEVER—Dallas .....135

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 13th wk., New York; 7th wk., Chicago, Seattle.

**Andy Hardy Gets Spring Fever,** 3rd wk., Chicago, Cincinnati.

**Each Dawn I Die,** 3rd wk., New York City.

**On Borrowed Time,** 3rd wk., Los Angeles.

**They Shall Have Music,** 3rd wk., New York.

**Young Mr. Lincoln,** 3rd loop wk., Chicago.

### BOSTON

Fenway—**Indianapolis Speedway** (WB); **Waterfront** (WB) ..... 65
Memorial—**Bachelor Mother** (RKO), 2nd wk.; **Ex-Champ** (Univ), 1st wk. ..... 75
Metropolitan—**Each Dawn I Die** (FN), 2nd wk.; **Night Work** (Para) ..... 60
Orpheum—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk.; **They All Come Out** (M-G-M) ..... 80
Paramount—Same as Fenway ..... 65
State—Same as Orpheum ..... 50

### CHARLOTTE

Broadway—**The Magnificent Fraud** (Para), 1st part ..... 90
Broadway—**Way Down South** (RKO), 2nd part 90
Broadway—**Code of the Secret Service** (FN).. 90
Carolina—**Bachelor Mother** (RKO) .....100
Imperial—**Each Dawn I Die** (FN) .....110

### CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), 7th wk. ..... 95
Chicago—**Each Dawn I Die** (FN), plus stage show .....100
Garrick—**Andy Hardy Gets Spring Fever** (M-G-M), 3rd loop wk. ..... 85
Oriental—**Girl and the Gambler** (RKO)), first run; **Young Mr. Lincoln** (20th-Fox), 3rd loop wk., plus stage show ..... 95
Roosevelt—**Man in the Iron Mask** (UA), held 2nd wk. .....120
State-Lake—**Tell No Tales** (M-G-M), plus stage show ..... 95
United Artists—**On Borrowed Time** (M-G-M).. 80

### CINCINNATI

Albee—**Four Feathers** (UA), held.....120
Capitol—**Bachelor Mother** (RKO), 2nd wk., held .....130
Keith's—**Frontier Marshal** (20th-Fox) .....120
Lyric—**Andy Hardy Gets Spring Fever** (M-G-M), 3rd wk. .....130
Palace—**Hotel for Women** (20th-Fox) .....120
Shubert—**Miracles for Sale** (M-G-M) .....120

### CLEVELAND

Allen—**Bachelor Mother** (RKO), 2nd wk.....175
Hippodrome—**Each Dawn I Die** (FN) .....145
Palace—**Hotel for Women** (20th-Fox) ..... 75
State—**The Man in the Iron Mask** (UA).....105
Stillman—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. .....110

### DALLAS

Capitol—**Heritage of the Desert** (Para), 1st part .....100
Capitol—**Street of Missing Men** (Rep), 2nd part 90
Capitol—**News Is Made at Night** (20th-Fox), 3rd part ..... 80
Majestic—**Andy Hardy Gets Spring Fever** (M-G-M) .....135
Palace—**Winter Carnival** (UA) .....100
Rialto—**6,000 Enemies** (M-G-M), 1st half.....110
Rialto—**Good Girls Go to Paris** (Col), 2nd half.110
Tower—**Daughters Courageous** (FN), 2nd wk...100

### DENVER

Aladdin—**Daughters Courageous** (FN), after a wk. at the Denver .....110
Broadway—**On Borrowed Time** (M-G-M); **Girl and the Gambler** (RKO), after a wk. at the Orpheum .....100
Denham—**Magnificent Fraud** (Para), 4 days; **Night Work** (Para), 4 days ..... 70
Denver—**Second Fiddle** (20th-Fox) .....110
Orpheum—**Saint in London** (RKO), plus stage show .....350
Paramount—**Unexpected Father** (Univ); **Parents on Trial** (Col) .....115
Rialto—**A Star Is Born** (UA); **Adventures of Tom Sawyer** (UA), after a wk. at the Aladdin .....100

### DETROIT

Adams—**I Stole a Million** (Univ), after a wk. at Fox; **Saint in London** (RKO) ..... 75
Fox—**Hotel for Women** (20th-Fox); **Frontier Marshal** (20th-Fox) ..... 80
Michigan—**Goodbye, Mr. Chips** (M-G-M); **Indianapolis Speedway** (WB), 2nd wk..... 90
Palms-State—**Of Human Bondage** (RKO), reissue; **Mr. Wong in Chinatown** (Mono).... 80

### INDIANAPOLIS

Alamo—**Timber Stampede** (RKO); **Panama Patrol** (GN) ..... 80
Apollo—**Bachelor Mother** (RKO); **Career** (RKO), 2nd wk. .....100
Circle—**Hotel for Women** (20th-Fox); **Frontier Marshal** (20th-Fox) ..... 90
Loew's—**Andy Hardy Gets Spring Fever** (M-G-M); **They All Come Out** (M-G-M) ....140

### KANSAS CITY

Esquire—**Frontier Marshal** (20th-Fox) .....125
Midland—**Four Feathers** (UA); **Good Girls Go to Paris** (Col) .....160
Newman—**Naughty But Nice** (WB); **Hell's Kitchen** (WB) ..... 70
Uptown—Same as Esquire .....110

### LOS ANGELES

Chinese—**Frontier Marshal** (20th-Fox); **Miracles for Sale** (M-G-M) .....100
Downtown—**Man in the Iron Mask** (UA); **You Can't Get Away With Murder** (FN)....200
Four Star—**On Borrowed Time** (M-G-M), 3rd wk. ..... 70
Hillstreet—**Bachelor Mother** (RKO); **House of Fear** (Univ), first 3 days of 3rd wk.....100
Hollywood—Same as Downtown ..... 90
Pantages—Same as Hillstreet .....100
Paramount—**Man About Town** (Para); **The Magnificent Fraud** (Para), first 4 days of 3rd wk. ..... 80
State—Same as Chinese .....100

### MILWAUKEE

Palace—**The Magnificent Fraud** (Para); **Million Dollar Legs** (Para) ..... 80
Riverside—**Zenobia** (UA), plus **Paul Whiteman** on stage .....160
Strand—**Andy Hardy Gets Spring Fever** (M-G-M); **Good Girls Go to Paris** (Col).... 90
Warner—**Four Feathers** (UA); **Indianapolis Speedway** (WB) .....125
Wisconsin—**Hotel for Women** (20th-Fox); **Wolf Call** (Mono) .....110

### MINNEAPOLIS

Aster—**Ex-Champ** (Univ); **Parents on Trial** (Col) ..... 90
Century—**Unexpected Father** (Univ) ..... 70
Gopher—**Magnificent Fraud** (Para) ..... 60
Minnesota—**She Married a Cop** (Rep), Harry Savoy stage show ..... 95
Orpheum—**Stronger Than Desire** (M-G-M), plus **Rudy Vallee** stage show .....175
State—**Andy Hardy Gets Spring Fever** (M-G-M) .....125
World—**Mikado** (Univ) .....100

### NEW HAVEN

College—**Andy Hardy Gets Spring Fever** (M-G-M); **Chasing Danger** (20th-Fox), 2nd wk. ..... 75
Loew-Poli—**Bachelor Mother** (RKO); **Career** (RKO), plus one day personal appearance of Mickey Rooney and Judy Garland.....115
Paramount—**I Stole a Million** (Univ); **They Asked for It** (Univ) ..... 85
Roger Sherman—**Each Dawn I Die** (FN); **Cowboy Quarterback** (FN) .....150

### NEW ORLEANS

Center—**Bridal Suite** (M-G-M) ..... 80
Globe—**It's a Wonderful World** (M-G-M)..... 85
Liberty—**Bachelor Mother** (RKO), 2nd wk.... 90
Orpheum—**Each Dawn I Die** (FN) .....100
Saenger—**Susannah of the Mounties** (20th-Fox) 100
State—**The Man in the Iron Mask** (UA).....125
Tutor—**My May Godfrey** (Univ), 2nd run..... 80

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 12th wk., held .....110
Capitol—**Four Feathers** (UA) .....155
Criterion—**They All Come Out** (M-G-M)..... 75
Globe—**I Stole a Million** (Univ).....110
Paramount—**Beau Geste** (Para), plus stage show .....160
Radio City Music Hall—**In Name Only** (RKO), plus stage show .....120
Rivoli—**They Shall Have Music** (UA), 2nd wk., held ..... 90
Roxy—**Stanley and Livingstone** (20th-Fox), plus stage show .....155
Strand—**Each Dawn I Die** (FN), 3rd wk., plus stage show .....100

### OKLAHOMA CITY

Criterion—**Andy Hardy Gets Spring Fever** (M-G-M) .....115
Liberty—**Frontier Marshal** (20th-Fox); **Grand Jury Secrets** (Para), 5 days .....150
Liberty—**Inside Information** (Univ); **Sorority House** (RKO), 2 days ..... 60
Midwest—**Hotel for Women** (20th-Fox), 8 days 95
Plaza—**Daughters Courageous** (FN), move over 95
State—**Wolf Call** (Mono); **The Mystery of Mr. Wong** (Mono), 3 days .....110
State—**Clouds Over Europe** (Col); **Outside These Walls** (Col), 4 days .....100
Tower—**Mutiny on the Bounty** (M-G-M), reissue, 4 days ..... 40
Tower—**Rose Marie** (M-G-M), reissue, 3 days.. 50

### OMAHA

Brandeis—**Bachelor Mother** (RKO); **The Saint in London** (RKO) .....125
Omaha—**Goodbye, Mr. Chips** (M-G-M); **Hotel Imperial** (Para), 2nd wk. .....100
Orpheum—**Our Leading Citizen** (Para); **The Lady's From Kentucky** (Para) .....105

### PHILADELPHIA

Boyd—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. ..... 90
Earle—**Frontier Marshal** (20th-Fox)..... 90
Fox—**Each Dawn I Die** (FN), plus stage show headed by Woody Herman's Orchestra.....120
Karlton—**The Mikado** (Univ), 2nd run.....100
Palace—**Daughters Courageous** (FN), 3rd run..100
Stanley—**Bachelor Mother** (RKO) ..... 95
Stanton—**The Man in the Iron Mask** (UA), 2nd run .....100

### PORTLAND, ORE.

Broadway—**Lady of the Tropics** (M-G-M); **The Man Who Dared** (FN) .....150
Mayfair—**The Man in the Iron Mask** (UA); **Sweepstakes Winner** (FN), 2nd wk. .....100
Orpheum—**Frontier Marshal** (20th-Fox); **Torchy Blane Runs for Mayor** (WB) ..... 90
Paramount—**Bachelor Mother** (RKO); **Career** (RKO) .....130
United Artists—**Goodbye, Mr. Chips** (M-G-M), 3rd wk. .....100

### SALT LAKE CITY

Capitol—**Stronger Than Desire** (M-G-M); **Mr. Moto Takes a Vacation** (20th-Fox).....100
Centre—**Lady of the Tropics** (M-G-M) .....105
Studio—**Bachelor Mother** (RKO), 2nd wk.....105
Utah—**Susannah of the Mounties** (20th-Fox); **Sorority House** (RKO) .....110

### SEATTLE

Fifth Ave.—**Bachelor Mother** (RKO); **On Borrowed Time** (M-G-M) .....100
Paramount—**When Tomorrow Comes** (Univ); **Charlie Chan in Reno** (20th-Fox) .....100
Orpheum—**Each Dawn I Die** (FN); **Boy Friend** (20th-Fox), Jay Clarke on stage..... 90
Music Box—**Goodbye, Mr. Chips** (M-G-M), 7th wk. ..... 90
Blue Mouse—**Man in the Iron Mask** (UA); **Fixer Dugan** (RKO) ..... 90
Liberty—**Coast Guard** (Col); **Missing Daughters** (Col) ..... 85
Palomar—**The Zero Hour** (Rep); **Arizona Legion** (RKO), plus vaudeville ..... 85

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**

### A

A Child Is Born (FN) Aug. 5...
Across the Plains (Mono) June 3 3855
Adventures of Huckleberry Finn (M-G-M) Feb. 18..... 923
Adventures of Sherlock Holmes (20th-Fox) ..... 005
Almost a Gentleman (RKO) Mar. 11 ..... 920
Andy Hardy Gets Spring Fever (M-G-M) July 15..... 944
Angels Wash Their Faces (FN) Aug. 5 ..... 367
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

### B

Bachelor Mother (RKO) July 1 932
Back Door to Heaven (Para) Apr. 15 .....3833
Bad Company (Univ) .....
Bad Lands (RKO) July 29..... 933
Beau Geste (Para).....
Behind Prison Gates (Col) Aug. 5 9033
Blind Alley (Col) Apr. 29.....9016
Blondie Takes a Vacation (Col) July 22 .....9010
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boys Reformatory (Mono) May 6 3820
Bridal Suite (M-G-M) May 27.. 937
Broadway Serenade (M-G-M) Apr. 8 ..... 931
Bulldog Drummond's Bride (Para) June 24 .....3844
Bulldog Drummond's Secret Police (Para) Apr. 8.....3831

### C

Calling Dr. Kildare (M-G-M) Apr. 29 ..... 932
Captain Fury (UA) May 13.....
Career (RKO) July 1.....
Charlie Chan at Treasure Island (20th-Fox) Aug. 12 ..... 006
Charlie Chan in Reno (20th-Fox) June 3..... 948
Chasing Danger (20th-Fox) Jan. 7 ..... 941
Chicken Wagon Family (20th-Fox) Aug. 19 ..... 002
Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
Coast Guard (Col) Aug. 19.....9008
Code of the Secret Service (FN) May 13 ..... 374
Code of the Streets (Univ) Jan. 28 .....3019
Colorado Sunset (Rep) Aug. 5... 846
Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Conspiracy (RKO) ..... 935
Cowboy Quarterback (FN) July 8 366
Crashing Through (GN)..... 327

### D

Dancing Co-ed (M-G-M) .....
Dark Victory (FN) Mar. 11... 354
Daughters Courageous (FN) June 24 ..... 360
Day the Bookies Wept (RKO)... 002
Death of a Champion (Para)...
Desperate Trails (Univ) .....
Dodge City (WB) Apr. 8..... 304
Down the Wyoming Trail (Mono) June 17 .....3864
Dust Be My Destiny (FN) Aug. 19

### E

Each Dawn I Die (FN) July.22. 356
East Side of Heaven (Univ) Apr. 15 .....3006
Elsa Maxwell's Hotel for Women (20th-Fox) July 29.... 001
Everything on Ice (RKO).....
Everything Is Rhythm (Astor).
Ex-Champ (Univ) May 20.....3010
Exile Express (GN) Feb. 18..... 301

### F

Family Next Door (Univ) Apr. 15 .....3020
Fast and Furious (M-G-M).....
Fifth Avenue Girl (RKO)..... 934
Fighting Gringo (RKO) ..... 986
First Love (Univ) .....
First Offenders (Col) Mar. 11..9030
Five Came Back (RKO) June 10 927
Five Little Peppers (Col).....
Fixer Dugan (RKO) Apr. 29... 922
Flight at Midnight (Rep).....
Flying Irishman (RKO) Mar. 11 919
For Love or Money (Univ).....3030
May 13 .....
Forgotten Woman (Univ) July 8..3031
Four Feathers (UA).....June 24
Frontier Marshal (20th-Fox) July 29 ..... 951
Frontier Pony Express (Rep) Apr. 15 ..... 854
Full Confession (RKO) ..... 003

### G

Gay Nineties (Astor) .....
Girl and the Gambler (RKO) June 10 ..... 926
Girl From Mexico (RKO) May 20 928
Girl From Rio (Mono).....3825
Golden Boy (Col) Aug. 19.....9002
Good Girls Go to Paris (Col) June 24 .....9005
Goodbye, Mr. Chips (M-G-M) May 20 ..... 945
Gorilla, The (20th-Fox) May 27. 944
Gracie Allen Murder Case (Para) May 13 .....3839
Grand Jury Secrets (Para) May 20 .....3842

### H

Hardys Ride High (M-G-M) Apr. 22 ..... 934
Hawaiian Nights (Univ).....
Hell's Kitchen (WB) June 24... 312
Henry Goes to Arizona (M-G-M)
Here I Am a Stranger (20th-Fox) ..... 009
Heritage of the Desert (Para) Mar. 25 .....3843
Hobby Family (FN) ..... 376
Hollywood Cavalcade (20th-Fox) 007
Hotel Imperial (Para) Apr. 22..3836
Hound of the Baskervilles (20th-Fox) Apr. 1..... 936
House of Fear (Univ) May 20..3038

### I

I Stole a Million (Univ) July 22..
I'm From Missouri (Para) Mar. 25 .....3830
Indianapolis Speedway (WB) July 15 ..... 315
In Name Only (RKO) Aug. 12.. 936
In Old Caliente (Rep) July 15.. 856
In Old Monterey (Rep) July 29. 847
Inside Information (Univ) June 10 .....3040
Inspector Hornleigh (RKO) Apr. 22 ..... 945
Invitation to Happiness (Para) May 20 .....3841
Irish Luck (Mono) .....3826
Island of Lost Men (Para) July 29 .....3848
It Could Happen to You (20th-Fox) June 3 ..... 950
It's a Wonderful World (M-G-M) May 13 ..... 936

### J

Jones Family in Hollywood (20th-Fox) May 27..... 946
Juarez (WB) Apr. 29..... 301

### K

Kid From Kokomo (FN) May 27. 363
Kid From Texas (M-G-M) Apr. 8 929
Konga, the Wild Stallion (Col).

### L

Lady and the Mob (Col) Mar. 11.9013
Lady of the Tropics (M-G-M) Aug. 12 ..... 947
Lady's From Kentucky, The (Para) Apr. 15 .....3834
Law Comes to Texas (Col) May 27 .....9214
Lost Horizon (Col) reissue.....1071
Lost Squadron (RKO) reissue.. 994
Love Affair (RKO) Mar. 18....916
Lucky Night (M-G-M) May 6... 933

### M

Magnificent Fraud (Para) July 1.3847
Maisie (M-G-M) June 17..... 940
Man About Town (Para) June 17
Man From Sundown (Col) Aug. 5 .....9208
Man From Texas (Mono).....3865
Man in the Iron Mask (UA) July 8
Man of Conquest (Rep) Apr. 15.. 801
Man They Couldn't Hang (Col) Aug. 19 .....9018
Man Who Dared (FN) Apr. 8... 375
Mexicali Rose (Rep) Apr. 1..... 843
Mickey the Kid (Rep) July 1.. 814
Million Dollar Legs (Para) July 15 .....3846
Miracles for Sale (M-G-M) Aug. 5 946
Missing Daughters (Col) Apr. 29.9027
Mountain Rhythm (Rep) July 8. 845
Mr. Moto on Danger Island (20th-Fox) Mar. 18 ..... 937
Mr. Moto Takes a Vacation (20th-Fox) Nov. 19..... 952
Mr. Wong in Chinatown (Mono) July 22 .....3807
Mutiny on the Black Hawk (Univ) June 24 .....
Murder in the Big House (Mono) 3803
My Love for Yours (Para).....
My Man Godfrey (Univ).....Reissue

### N

Nancy Drey and the Hidden Staircase (WB) .....
Nancy Drew, Trouble Shooter (WB) July 15 ..... 324
Naughty But Nice (WB) June 10 311
Henry Goes to Arizona (M-G-M)
Never Say Die (Para) Mar. 11..3832
New Frontier (Rep) Aug. 19.... 868
News Is Made at Night (20th-Fox) July 8..... 953
Night Riders (Rep) Apr. 8..... 865
Night Work (Para) Aug. 12....3849
No Place to Go (WB) .....
North of Yukon (Col) July 8....9205
Nurse Edith Cavell (RKO)..... 001

### O

Of Human Bondage (RKO) reissue ..... 993
Oklahoma Terror (Mono).....3856
Old Maid, The (WB) Aug. 5.....
On Borrowed Time (M-G-M) July 8 ..... 942
On Trial (WB) Mar. 25..... 323
$1,000 a Touchdown (Para)..... 
Only Angels Have Wings (Col) May 20 .....9001
Our Leading Citizen (Para) Aug. 5
Out of Singapore (Astor).....
Outside These Walls (Col) June 3 .....9031
Overland Mail (Mono) .....3857

### P

Panama Lady (RKO) May 13... 925
Panama Patrol (GN) Feb. 25.... 314
Parents on Trial (Col) July 8...9032

### Q

Quick Millions (20th-Fox) Aug. 5 004

### R

Racketeers of the Range (RKO) May 20 ..... 984
Rains Came, The (20th-Fox).... 001
Range War (Para) Aug. 12.....
Renegade Trail (Para) July 29..3859
Return of the Cisco Kid (20th-Fox) Apr. 29..... 940
Riders of the Frontier (Mono) 3866
Rio (Univ) .....
Rookie Cop (RKO) Apr. 29..... 923
Rose of Washington Square (20th-Fox) May 13 ..... 942

### S

Saint in London (RKO) July 1.. 929
Second Fiddle (20th-Fox) July 8
She Married a Cop (Rep) July 1 815
Should a Girl Marry? (Mono) Aug. 5 .....3823
Should Husbands Work? (Rep) July 22 ..... 816
Silver on the Sage (Para) Feb. 18 3858
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
Sky Pilot (Mono) .....
6,000 Enemies (M-G-M) June 3.. 938
Smuggled Cargo (Rep) .....
Society Lawyer (M-G-M) Apr. 1 930
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
Spoilers of the Range (Col) June 10 .....9206
Stanley and Livingstone (20th-Fox) Aug. 5 ..... 003
Star Maker (Para) Aug. 19.....3851
Stolen Life (Para) Apr. 29.....3864
Stop, Look and Love (20th-Fox) 008
Story of Alexander Graham Bell (20th-Fox) Apr. 8 ..... 938
Story of Vernon and Irene Castle (RKO) ..... 838
Street of Missing Men (Rep) Apr. 29 .....
Streets of New York (Mono) Apr. 15 .....3802
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sudden Money (Para) Mar. 25
Sun Never Sets, The (Univ) June 10 .....3009
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Sweepstakes Winner (FN) Apr. 22 ..... 373

### T

Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Television Spy (Para).....
Tell No Tales (M-G-M) May 20. 935
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Made Her a Spy (RKO) Mar. 25 ..... 920
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Three Texas Steers(Rep)June 24 866
Three Sons (RKO) .....
Thunder Afloat (M-G-M) .....
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Torchy Plays With Dynamite (WB) Aug. 5 ..... 326
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Trapped in the Sky(Col)Feb. 18.9024
Tumbleweeds (Astor) May 27...

### U

U-67 (Astor) .....
Undercover Agent (Mono).....3824
Undercover Doctor (Para) May 27 .....3840
Underpup (Univ) .....
Unexpected Father (Univ)...July 22
Union Pacific (Para) May 6...3835
Unmarried (Para) May 27.....3838

### W

Wanted by Scotland Yard (Mono) Apr. 29 .....3829
Ware Case, The (20th-Fox) July 29 .....8014
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
When Tomorrow Comes (Univ) Aug. 19 .....
Wings Over the Andes (Mono).3816
Winner Take All (20th-Fox) Feb. 25 ..... 939
Winter Carnival (UA) July 22...
Wizard of Oz (M-G-M) Aug. 19. 949
Wolf Call (Mono) May 27.....3813
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) .....
Women in the Wind (WB) Feb. 4 ..... 316
Wuthering Heights (UA) Apr. 1
Wyoming Outlaw (Rep) July 15..867

### Y

You Can't Get Away With Murder (FN) Jan. 28 ..... 364
Young Mr. Lincoln (20th-Fox) June 10.....947

### Z

Zenobia (UA) Mar. 18.....
Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1939, Unless Otherwise Specified.**
**(S) Indicates short of the week.**
**(C) Indicates color.**

# SHORTS

## Columbia

**ALL-STAR COMEDIES**
A Star Is Shorn (17)....Apr. 21, '39
Boom Goes the Groom (17½) .....Mar. 24, '39
Mutiny on the Body (17) .....Feb. 10, '39
Now It Can Be Sold (17) .June 2, '39
Pest From the West (..)....June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Swing You Swingers (18) .....Jan. 20, '39
With Andy Clyde.
The Chump Takes a Bump (18) .....May 5, '39
The Sap Takes a Wrap (15½) .....Mar. 10, '39
Trouble Finds Andy Clyde (18) .....July 28
Mooching Through Georgia (..) .....Aug. 11

**COLOR RHAPSODIES**
Crop Chasers (..) .....Sept. 22
Happy Tots (7) .....Mar. 31
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7) .....Aug. 11
Lucky Pigs (7) .....May 26
Mountain Ears (..) .....Oct. 20
Nell's Yells (7) .....June 30
Peaceful Neighbors (8)..Feb. 26, '39
The Gorilla Hunt (8)....Feb. 24, '39
The House That Jack Built (7) .....Apr. 14, '39

**COLUMBIA TOUR**
Big Town Commuters (9) .Feb. 3, '39
Holland (Andre de la Varre Productions) (..) .....Sept. 15
Man Made Island (Frisco Fair) (10) .....May 26
Sojourn in India (..).....July 7
Morocco (10) .....Aug. 11

**COMMUNITY SING**
No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 7 Parade of Hits (9) .Mar. 24, '39
No. 8 Strauss Waltzes (11) .....Apr. 21, '39
No. 9 Songs of the West (10) .....May 19, '39
No. 10 Songs of Romance (..) June 16
Third Series
No. 5 Friendship Songs (10) .....Jan. 27, '39
No. 6 Moon Songs (10)....Feb. 24, '39

**FABLES CARTOON**
Little Lost Sheep (..).....Oct. 6

**FOOLS WHO MADE HISTORY**
No. 1 Charles Goodyear (..)..Aug. 25
No. 2 Elias Howe (..).....Oct. 6

**HAPPY HOUR**
No. 1 (10½) .....Feb. 22
No. 2 (10½) .....Mar. 23
No. 3 (11) .....Apr. 21

**KRAZY KAT**
Golf Chumps (7) .....Apr. 6, '39
Krazy's Bear Tale (7)....Feb. 17, '39
Krazy's Shoe Shop (6)....May 12, '39

**MUSIC HALL VANITIES (New series)**
A Night in a Music Hall (10½) .....Jan. 20, '39
A Night at the Troc (10)..Mar. 2,'39
Montmarte Madness (10½)...June 30
Yankee Doodle Home (10) .....May 19, '39

**PHANTASIES CARTOON**
The Charm Bracelet (..)....Sept. 1

**PICTUREGRAPH**
No. 1 (..) .....Jan. 15, '39

**SCRAPPY CARTOONS**
A Worm's Eye View (7)..Apr. 28, '39
Scrappy's Added Attraction (6) .....Feb. 3, '39
Scrappy's Rodeo (6).....June 2
Scrappy's Sideshow (7)....Mar. 3,'39

**SCREEN SNAPSHOTS (Series 17)**
No. 1 (..) .....Sept. 15
No. 2 (..) .....Oct. 20
No. 5 (9) .....Jan. 13, '39
No. 6 (10½) .....Feb. 17, '39
No. 7 (10) .....Mar. 17, '39
No. 8 (9½) .....Apr. 8, '39
No. 9 (10) .....May 12
No. 10 (10) .....May 26
No. 11 (10) .....June 29
No. 12 (10) .....July 28

**SPORT REELS**
Bows and Arrows (..).....Sept. 29
Diving Rhythm (10).....May 5, '39
Get Ready Navy (10).....Jan. 6, '39
Jockeys Up (10½) .....June 2
Navy Champions (9½) .....Mar. 17
Odd Sports (10) .....Feb. 10
Technique of Tennis (8½)....June 30
There Goes Rusty (10½).....July 15
Big Fish (10) .....Aug. 18

**THREE STOOGES COMEDIES**
A Ducking They Did Go (16½) .....Apr. 7, '39
Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½) .....Oct. 6
Saved by the Belle (17).....June 30
Three Little Sew and Sews (16) .....Jan. 6, '39
We Want Our Mummy (17) .....Feb. 24, '39
Yes, We Have No Bonzana (16) .....May 19, '39

**WASHINGTON PARADE**
No. 2 Inside the White House (11) .....Feb. 21, '39
No. 3 Inside the Capitol (10) .....May 26, '39
No. 4 Library of Congress (10) .....Aug. 4

## Grand National

**CAVALCADE OF STUFF**
No. 1 (10) .....Jan. 6
Col. Stoopnagle.
No. 2 (10) .....Jan. 20

## M-G-M

**CRIME DOESN'T PAY**
Help Wanted (21).....June 10
Money to Loan (21).....Mar. 11, '39
While America Sleeps (21) .....Apr. 15, '39

**FITZPATRICK TRAVELTALKS In Technicolor**
Ancient Egypt (9).....Jan. 21, '39
Colorful Curacao (9).....May 27
Glimpses of Australia (9)...Apr. 15
Imperial Delhi (8).....Feb. 18
Java Journey (10).....Mar. 18
Picturesque Udaipur (8)..May 13, '39
Rural Hungary (9).....Apr.29, '39

**MINIATURES**
Great Heart (11).....Dec. 31
Hollywood Hobbies (10)..May 13, '39
Ice Antics (9).....Feb. 11
Love on a Tap (11).....Mar. 18, '39
Prophets Without Honor (11) .....May 20, '39
The Greener Hills (11)...May 27, '39

**MUSICAL COMEDIES**
Happily Buried (20).....Apr. 15, '39
Somewhat Secret (21)...Mar. 25, '39

**M-G-M CARTOONS (New Series)**
Art Gallery (9) Technicolor...May 13
Goldilocks and the Three Bears (11) .....July 15
Jitterbug Follies (9).....Feb. 25, '39
(C) Little Gold Fish (8)...Apr. 15, '39
Mama's New Hat (9).....Feb. 11
The Bear That Couldn't Sleep (9) Technicolor .....June 10
Wanted No Master (8)...Mar. 18, '39

**M-G-M NEWS OF THE DAY**
Released twice weekly.

**OUR GANG COMEDIES**
Alfalfa's Aunt (11).....Jan. 7
Auto Antics (10).....July 22
Clown Princess (10).....Apr. 15, '39
Cousin Wilbur (10).....Apr. 29, '39
Dog Daze (11) .....July 1
Duel Personalities (10)..Mar. 11, '39
Joy Scouts (10) .....June 24
Tiny Troubles (10).....Feb. 18

**PASSING PARADE (New Series)**
Angel of Mercy (10).....May 20, '39
Giant of Norway (11) Sepia..June 24
New Roadways (10).....Jan. 28
Story of Alfred Noble (11)..Feb. 18
Story That Couldn't Be Printed (11) .....July 22
The Story of Dr. Jenner (10).Mar. 18
Yankee Doodle Goes to Town (11) Sepia .....June 17

**PETE SMITH SPECIALTIES**
Culinary Carving (9) .....July 1
Double Diving (10).....Jan. 14
(S) Heroes at Leisure (10).....Feb. 11
(C) Penny's Picnic (10).....Dec. 17
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20, '39
Take a Cure (Sepia) (9).....Aug. 12
Weather Wizards (9).....Apr. 8, '39

**ROBERT BENCHLEY**
An Hour for Lunch (9)..Mar. 18, '39
Dark Magic (10) .....May 13
Home Early (9) .....May 27
How to Eat (10).....June 10
How to Sublet (8).....Jan. 28, '39

## Paramount

**BETTY BOOP CARTOONS**
Musical Mountaineers (7) .May 12, '39
My Friend the Monkey (7) .....Jan. 20, '39
Rhythm on the Reservation (7) .....July 7
So Does an Automobile (7)..Mar. 31
The Scared Crows (7)....June 9, '39
Yip Yip Yippy (7).....Aug. 11

**COLOR CLASSICS**
Always Kickin' (7).....Jan. 27, '39
Small Fry (7).....Apr. 21, '39
The Barnyard Brat (Technicolor) (7) .....June 30

**COLOR CRUISES (New Series in Cinecolor)**
Costa Rica (10) .....Dec. 2
Jamaica (10) .....May 26
Land of Inca Memories (10)..Jan. 27
Republic of Panama (9)....Mar. 24

**HEADLINER**
A Song Is Born (10).....Jan. 6, '39
The Champagne Music of the Lawrence Walk (10) .....Mar. 3
Lawrence Walk and his Orchestra.
Music Through the Years (11) .....Feb. 3, '39
Jan Garber and Orchestra.
Paramount Presents Hoagy Carmichael (10) .....May 5, '39
With Jack Teagarden and his orchestra.
Sweet Moments (11) .....Aug. 18
Russ Morgan and Orchestra.
Tempo of Tomorrow (10)..June 2, '39
Richard Himber and his orchestra.
Three Kings and a Queen (11) .....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

**PARAMOUNT NEWS**
Released twice weekly.

**PARAGRAPHICS**
Breaking the News (10).....Aug. 25
Circus Co-Ed (10).....Mar. 10
Farewell Vienna (10).....June 23
Fisherman's Pluck (10)..Apr. 14, '39
Swans (10) .....May 19, '39
That's Africa (10).....Feb. 10
Unfinished Symphony (10)...Jan. 13

**PARAMOUNT PICTORIAL**
No. 6 (10) .....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
No. 7 (10) .....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
No. 8 (10) .....Mar. 3
No. 9 (10) .....Apr. 7,'39
Sea police, animals after dark, fashions.
No. 10 (11) .....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
No. 11 (10) .....June 2, '39
Three stories about water.
No. 12 (10) .....July 14

**POPEYE CARTOONS**
(C) Aladdin and His Wonderful Lamp (22) .....Apr. 7, '39
Customers Wanted (7).....Jan. 27
Ghosks Is the Bunk (7)..June 16, '39
Hello, How Am I? (7) .....July 14
It's the Natural Thing to Do (7) .....July 28, '39
Leave Well Enough Alone (7) .....Apr. 28
Wotta Nitemare (7).....May 19, '39

**POPULAR SCIENCE (In Cinecolor)**
No. 3 (10) .....Jan. 6, '39
No. 4 (10) .....Mar. 10
No. 5 (11) .....May 12, '39
No. 6 (11) .....Aug. 4

**GRANTLAND RICE SPORTLIGHTS**
Death Valley Thrills (10)..June 9, '39
Diamond Dust (10).....May 12, '39
Frolicking Frogs (10).....Dec. 23
Hijinks with trained frogs including a jumping contest.
Good Skates (10).....Apr. 14, '39
Ice skating with champions.
Hold Your Breath (10).....Feb. 17
Depicting a novel underwater track meet.
The Sporting Irish (10).....Mar. 17
Sports in Ireland.
Two Boys and a Dog (10) .Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
Watch Your Step (10).....July 7

**UNUSUAL OCCUPATIONS (In Color)**
No. 4 (10) .....Feb. 3, '39
No. 5 (10) .....Apr. 14, '39
No. 6 (Cinecolor) (10)....June 16, '39

## RKO Radio

**DISNEY CARTOONS**
Beach Picnic (8).....June 9, '39
Donald's Cousin Gus (7)..May 19, '39
Donald's Lucky Day (8)..Jan. 13, '39
Ferdinand the Bull (8).....Nov. 25
Goofy and Wilbur (8).....Mar. 17
Mother Goose Goes Hollywood (8) .....Dec. 23
Practical Pig (8) .....Feb. 24, '39
Sea Scouts (8) .....June 30
Society Dog Show (8).....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
The Pointer (8) .....July 21
(S) The Hockey Champ (7)..Apr. 7, '39
The Ugly Duckling (9).....Apr. 7

**EDGAR KENNEDY COMEDIES**

**A Clean Sweep (17).....Dec. 2**

**Baby Daze (15).....May 19, '39**

**Clock Wise (16).....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.

**Feathered Pests (16).....July 28**

**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Swing Vacation (19).....Feb. 24, '39**

**Sales Slips (17).....July 21**

**LEON ERROL COMEDIES**

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.

**Home Boner (20).....Mar. 10, '39**

**Moving Vanities (17).....May 5, '39**

**Ring Madness (19).....June 30, '39**

**MARCH OF TIME**

**No. 5 (18).....Dec. 23**
The Refugee—Today and Tomorrow.

**No. 6 (18).....Jan. 20, '39**
The State of the Nation.

**No. 7 (19).....Feb. 17**
Young America and Mexico's New Crisis.

**No. 8 (18).....Mar. 17, '39**

**No. 9 (19).....Apr. 14, '39**
Japan: Master of the Orient.

**No. 10 (20).....May 12**
Dixie—The nation's number one problem.

**No. 11 (19).....June 9**
War, Peace and Propaganda.

**No. 12 (22).....July 7**
The Movies March On.

**No. 13 (18).....Aug. 4**
Metropolis—1939.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11).....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.

**Hello Mama (11).....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sullivan.

**Readin, Ritin and Rhythm (10).....Feb. 17, '39**

**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.

**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.

**PATHE NEWS**

Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16).....Apr. 21, '39**

**Marriage-Go-Round (18).....July 28**

**Plumb Crazy (16).....Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9).....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.

**Bow Strings (9).....Jan. 27, '39**
Archery.

**Devil Drivers (9).....June 16, '39**

**Kennel Kings (9).....Aug. 11**

**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.

**Smooth Approach (9).....May 19, '39**
The golfers show how it's done.

**Snow Falls (9).....Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Sagebrush Serenade (19).June 16, '39**

**Ranch House Romeo (17).....Apr. 7**

**REELISMS (New Series)**

**Air Waves (10).....Mar. 10**

**Gold (9).....Feb. 10**

**Newsreel (10).....Dec. 9**

**Pilot Boat (9).....Feb. 3, '39**

**Soldiers of the Sea (9)...Apr. 7, '39**

**Swinguet (8).....May 26, '39**

**Television (9).....May 5, '39**

**World of Tomorrow (9).....June 23**

**Zoo (9).....July 21**

**TWO-REEL SPECIAL**

**Five Times Five (19).....July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

# 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Conquering the Colorado (11) Aug. 18**

**Daily Diet of Danger (10).Jan. 6, '39**

**Filming the Fleet (..).....Oct. 27**

**Sand Hogs (10).....May 12**

**ED THORGERSEN-SPORTS**

**Big Game Fishing (..).....Sept. 1**

**Hunting Dogs (11).....Mar. 3, '39**

**Inside Baseball (11).....**

**Sand Hogs (10).....May 12**

**Shooting for Par (10).....Jan. 6**

**Sports Immortals (11).....June 23**

**FATHER HUBBARD'S ALASKAN ADVENTURES**

**Birthplace of Icebergs (11)..Aug. 4**

**FASHIONS**

**Fashion Forecasts No. 1 (..).....Sept. 15**

**Fashion Forecasts, No. 3 (11).....Mar. 31, '39**

**Fashion Forecast No. 4 (..)..July 7**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS DRIBBLE PUSS PARADE**

**Monkeys Is the Craziest People (..).....Sept. 29**

**Muscle Maulers (11).....April 14**

**What Every Inventor Should Know (10).....Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (..).....May 26**

**Isle of Pleasure (11).....Feb. 3, '39**

**Mystic Siam (10).....Mar. 17, '39**

**Tempest Over Tunis (11) ....June 9**

**The Evergreen Empire (..)..Oct. 13**

**Viking Trail (10).....Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (..).....June 16**

**Africa Squawks (7).....June 30**

**Barnyard Baseball (7).....July 14**

**Barnyard Egg-Citement (Technicolor) (11).....May 5**

**Frozen Feet (7).....Feb. 24**

**Gandy Goose in G-Man Jitters (7).....Mar. 10**

**Hook, Line and Sinker (..).Sept. 8**

**Nick's Coffee Pot (7).....May 19**

**Nutty Network (7).....Mar. 24**

**One Gun Gary in the Nick of Time (7).....Jan. 27**

**Sheep in the Meadow (..)...Sept. 22**

**The Cuckoo Bird (7).....April 7**

**The Golden West (7).....Aug. 25**

**Their Last Bean (7).....April 21**

**The Old Fire Horse (..) ....July 28**

**The Orphan Duck (..).....Oct. 6**

**The Owl and the Pussycat (7).....Jan. 13, '39**

**The Prize Guest (7).....June 2**

**The Three Bears (6).....Feb. 10**

**Two Headed Giant (7).....Aug. 11**

# Universal

**CARTUNE**

**One Armed Bandit (7).....Mar. 27**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 59 (9).....Jan. 30, '39**

**No. 60 (10).....Feb. 20, '39**

**No. 61 (9).....Mar. 13**

**No. 62 (9).....Apr. 10, '39**

**No. 63 (9).....May 15, '39**

**No. 64 (9).....June 26, '39**

**No. 65 (9).....July 17**

**MENTONE PRODUCTIONS**

**Bank Notes (19).....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.

**Cafe Boheme (17).....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.

**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.

**Pharmacy Follies (18)....May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.

**With Best Dishes (17).....Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

**OSWALD CARTOONS**

**The Big Cat and the Little Mousie (7).....Aug. 15**

**WALTER LANTZ CARTUNES**

**Arabs with Dirty Fezzes (7)..... (..).....July 31**

**Bird on Nellie's Hat.....June 19**

**Bola Mola Land (7) ....May 29, '39**

**Charlie Cuckoo (7).....Apr. 30, '39**

**Crack Pot Cruise (7)....Apr. 10, '39**

**Magic Beans (7).....Feb. 13**

**Nellie of the Circus (7)...May 8, '39**

**Snuffy's Party (7).....Aug. 7**

**The Birth of a Toothpick (7).....Feb. 27**

**STRANGER THAN FICTION**

**No. 58 (9).....Jan. 2**

**No. 59 (9).....Feb. 6**

**No. 60 (9).....Mar. 6**

**No. 61 (9).....Apr. 3**

**No. 62 (9).....May 1, '39**

**No. 63 (9).....June 5, '39**

**No. 64.....July 3**

**No. 65 (9).....Aug. 7**

**TWO REEL SPECIAL**

**Boy Meets Joy (..).....Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

**March of Freedom (21).....June 7**

**UNIVERSAL NEWS**
Released twice weekly.

# Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..).....Mar. 25**

**A Swing Opera (..).....July 22, '39**

**Broadway Buckaroo (20) June 3, '39**

**Home Cheap Home (..) .....Mar. 18**

**Projection Room (..) .....Mar. 4**

**Rollin' in Rhythm (..).....Apr. 15**

**Seeing Spots (20) .....Apr. 29, '39**

**Sophomore Swing (20).....Jan. 21**

**Small Town Idol (20).....Feb. 11**

**Sundae Serenade (20).....Feb. 25**

**You're Next to Closing (20).....May 13, '39**

**Wardrobe Girl (..).....June 17, '39**

**THE COLOR PARADE (New Series)**

**For Your Convenience (10).....May 20, '39**

**Mechanix Illustrated No. 2 (10).....Jan. 7, '39**

**Mechanix Illustrated, No. 3 (10).....Feb. 25**

**Mechanix Illustrated No. 4.Apr. 22,'39**

**Mechanix Illustrated No. 5 (..).....June 10, '39**

**Modern Methods (..)...July 15, '39**

**Nature's Mimic (10).....Dec. 8**

**Points on Pointers (9).....Jan. 28**

**The Roving Camera (10).Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7).....Apr. 1**

**It's an Ill Wind (7).....Jan. 28**

**Polar Pals (..).....June 3, '39**

**Porky and Teabiscuit (7) Apr. 22, '39**

**Porky's Movie Mystery (7)..Mar. 11**

**Porky's Picnic (..).....July 15, '39**

**Porky's Tire Trouble (7).....Feb. 18**

**The Lone Stranger and Porky (7).....Jan. 7, '39**

**Christopher Columbus jr. (7).....May 13, '39**

**Scalp Trouble (..).....June 24, '39**

**Wise Quack (..).....Aug. 5, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10).....Apr. 29, '39**

**Blue Barron & Orch. (10).Jan. 21, '39**

**Clyde Lucas & Orch. (10)..Jan. 7, '39**

**Clyde McCoy & Orchestra (10).....Mar. 18**

**Dave Apollon and His Orchestra (11).....Dec. 24**

**Dave Apollon and Orchestra (..).....Apr. 8**

**Jerry Livingston & Orchestra (10).....Feb. 4**

**Larry Clinton & Orchestra (10).....May 20, '39**

**Leith Stevens & Orch. (..).....June 10, '39**

**Rita Rio & Orch (..)...July 1, '39**

**Russ Morgan & Orchestra (11).....Feb. 25**

**Will Osborne & Orch. (..).....July 22, '39**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7).....Mar. 11**

**Bars and Stripes Forever (7).Apr. 8**

**Believe It or Else (..)..June 3, '39**

**Count Me Out (7).....Dec. 17**

**Daffy Duck and the Dinosaur (7).....Apr. 22, '39**

**Dangerous Dan McFoo (..).....July 15, '39**

**Dog Gone Modern (7)....Jan. 14, '39**

**Goldrush Daze (7) .....Feb. 25**

**Ham-Ateur Night (7)....Jan. 28, '39**

**Naughty But Mice (7) ..May 20, '39**

**Old Glory (..).....July 1, '39**

**Prest-O Change-O (7).....Mar. 25**

**Robinhood Makes Good (7)...Feb. 11**

**Snow Man's Land (..)..July 29, '39**

**The Mice Will Play (7).....Dec. 31**

**Thugs With Dirty Mugs (7).May 6, 39**

**TECHNICOLOR**

**Bill of Rights (..).....Aug. 12, '39**

**Lincoln in the White House (21).....Feb. 11, '39**

**Quiet Please (..).....July 1, '39**

**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.

**Sons of Liberty (20).....May 20, '39**

**Swingtime in the Movies (20).....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**The Master's Touch (10)....Feb. 18**

**VITAPHONE VARIETIES**

**Crawfords at Home (..)..Apr. 15, '39**

**Dean of the Pasteboards (10).....May 27**

**Gadgeteers (10) .....Feb. 18**

**Tax Trouble (10).....Mar. 18, '39**

**Ski Girl (10).....Jan. 14, '39**

**Witness Trouble (..)...July 29, '39**

**TRUE ADVENTURES (By Floyd Gibbons)**

**A Minute From Death (11)...Mar. 4**

**Chained (..) .....Apr. 1**

**Haunted House (..).....June 3, '39**

**High Peril (12) .....Feb. 18**

**Lives in Peril (..).....July 7, '39**

**The Human Bomb (12)...Jan. 7, '39**

**Three-Minute Fuse (..).July 29, '39**

**Voodoo Fires (11) .....May 6**

# SERIALS

**COLUMBIA**

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.

**Mandrake the Magician...May 6, '39**
12 chapters.

**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle 12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

**Dick Tracy's G-Men .....Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.

**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

**Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ❶ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ❷ indicates color photography.**

| | MARCH 25 | APRIL 1 | APRIL 8 | APRIL 15 | APRIL 22 | APRIL 29 |
|---|---|---|---|---|---|---|
| COLUMBIA | 24 Action Drama **9023**<br>**Whispering Enemies** (63)<br>J. Holt-D. Costello<br>R—Jan. 7<br>30 Outdoor Drama<br>**Romance of Redwoods**(67)<br>C. Bickford-J. Parker<br>R—Apr. 29 | 30 Action Drama **9205**<br>**North of Yukon** (64)<br>Chas. Starrett<br>Linda Winters<br>R—July 8 | 3 Comedy **9013**<br>**Lady and the Mob** (65)<br>Fay Bainter-Ida Lupino-Lee Bowman<br>R—Mar. 11 | 12 Drama **9030**<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western **9214**<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | 27 Western **920**<br>**Spoilers of the Range**(5<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 |
| GRAND NAT'L | | | | | | |
| MGM | 24 Action Drama **927**<br>**Sergeant Madden** (80)<br>Wallace Beery<br>Alan Curtis<br>R—Mar. 25 | 31 Drama **930**<br>**Society Lawyer** (78)<br>V. Bruce-Walter Pidgeon<br>R—Apr. 1 | 7 Drama with Music **931**<br>**Broadway Serenade** (113)<br>J. MacDonald-L. Ayres<br>R—Apr. 8 | 14 Rom. Comedy **929**<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy **934**<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | 28 Drama **93**<br>**Calling Dr. Kildare** (86<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 |
| MONOGRAM | 22 Western **3854**<br>**Trigger Smith** (59)<br>Jack Randall<br>R—May 13 | | 5 Melodrama **3824**<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane | 12 Drama **3802**<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama **3829**<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | |
| PARAMOUNT | 24 Comedy Drama **3828**<br>**Midnight** (93)<br>Claudette Colbert<br>Don Ameche<br>R—Mar. 11 | 31 Comedy **3829**<br>**Sudden Money** (62)<br>C. Ruggles-M. Rambeau<br>R—Mar. 25<br>31 Western **3858**<br>**Silver on the Sage** (68)<br>Wm. Boyd (Hopalong)<br>R—Feb. 18 | 7 Comedy **3830**<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 | 14 Comedy - Music **3832**<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>14 Melodrama **3831**<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama **3833**<br>**Back Door to Heaven** (85)<br>Wallace Ford-Aline McMahon-Patricia Ellis<br>R—Apr. 15 | 28 Comedy Drama **3834**<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raf<br>R—Apr. 15 |
| REPUBLIC | 20 Comedy **810**<br>**My Wife's Relatives** (65)<br>Higgins Family<br>R—Mar. 11 | 27 Western **843**<br>**Mexicali Rose** (58)<br>Gene Autry<br>Smiley Burnette<br>R—Apr. 1 | | 12 Western **865**<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western **854**<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | 25 Action Drama **811**<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 |
| RKO RADIO | 24 Western **983**<br>**Trouble in Sundown** (57)<br>Geo. O'Brien<br>R—Mar. 11 | 31 Drama **920**<br>**Almost a Gentleman** (65)<br>J. Ellison-H. Wood<br>R—Mar. 11 | 7 Comedy Drama **916**<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>7 Biog. Drama **919**<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 | 14 Action Drama **920**<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama **922**<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | 28 Melodrama **923**<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical **838**<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 |
| 20TH.-FOX | 24 Comedy Drama **935**<br>**Everybody's Baby** (62)<br>Jones Family<br>R—Dec. 3 | 31 Melodrama **936**<br>**Hound of the Baskervilles** (80)<br>R. Greene-W. Barrie<br>B. Rathbone<br>R—Apr. 1 | 7 Melodrama **937**<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 | 14 Drama **938**<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama **939**<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama **945**<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 28 Outdoor Drama **940**<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical **8012**<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 |
| UNITED ARTS. | | | 7 Drama<br>❷**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 | | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | |
| UNIVERSAL | 24 Com. with Music **3001**<br>**Three Smart Girls Grow Up** (87)<br>Deanna Durbin<br>Nan Grey<br>R—Mar. 25 | 31 Comedy **3020**<br>**Family Next Door** (63)<br>Hugh Herbert<br>Joy Hodges<br>R—Apr. 15 | 7 Comedy-Music **3006**<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 | 14 Action Drama **3019**<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama **3018**<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | 28 Comedy Drama **3030**<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 |
| WARNER-F. N. | 25 Action Drama **FN361**<br>**Blackwell's Island** (71)<br>J. Garfield-R. Lane<br>R—Mar. 4 | 1 Melodrama **WB323**<br>**On Trial** (62)<br>John Litel<br>Margaret Lindsay<br>R—Mar. 25 | 8 Outd'r Drama **WB304**<br>❷**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 | 15 Melodrama **WB316**<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama **FN354**<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | 29 Comedy **FN373**<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| MAY 6 | MAY 13 | MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | |
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| 4 Drama **9031**<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | 11 Action Drama **9016**<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | | 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | COLUMBIA |
| | 13 Drama **301**<br>**Exile Express** (70)<br>Anna Sten-Alan **Marshal**<br>R—Feb. 18<br>13 Western **WI-19**<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | 20 Action Drama **314**<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | GRAND NAT'L |
| 5 Comedy **933**<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | 12 Action Drama **935**<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | 19 Comedy **936**<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | 26 Comedy **937**<br>**Bridal Suite** (69) (For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | MGM |
| 1 Action Drama **3820**<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | | 18 Western **3864**<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53) (For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 | MONOGRAM |
| 5 Outdoor Drama **3835**<br>**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | 12 Drama **3836**<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | 19 Musical **3837**<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | PARAMOUNT |
| 5 Western **844**<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | 15 Western **866**<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | 15 Outdoor Spectacle **801**<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western **855**<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette<br>R—July 8 | REPUBLIC |
| 5 Comedy Drama **924**<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | 12 Melodrama **925**<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | | 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | RKO RADIO |
| 5 Action Drama **941**<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 12 Musical **942**<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | 19 Comedy **943**<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 20TH-FOX |
| | | | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | UNITED ARTS |
| | | 19 Action Drama **3010**<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | 26 Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | UNIVERSAL |
| 6 Action Drama **FN353**<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | 13 Action Drama **WB322**<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | 20 Action Drama **FN364**<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60) (For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | WARNER-F.N. |
| | | | | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), **reissue**<br>Wm. S. Hart<br>R—May 27 | MISCELLANEOUS |

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | JUNE 17 | JUNE 24 | JULY 1 | JULY 8 | JULY 15 | JULY 22 |
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| COLUMBIA | 15 Comedy 1072<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western 9207<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama 9012<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 | 29 Drama 9032<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy 9005<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama 9025<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 | 20 Comedy 901<br>**Blondie Takes a Vacatio** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 |
| GRAND NAT'L | | | | | | |
| MGM | 16 Action Drama 939<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy 940<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama 941<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama 942<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy 94<br>**Andy Hardy Gets Sprin Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 |
| MONOGRAM | | | 1 Action Drama 3814<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | | 21 Western 386<br>**Man From Texas** (60)<br>Tex Ritter<br>R—Aug. 12 |
| PARAMOUNT | 16 Drama 3841<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama 3842<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western 3843<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama 3844<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama 384<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 |
| REPUBLIC | | 23 Western 856<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western 867<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 | | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | |
| RKO RADIO | 16 Melodrama 926<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama 927<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama 929<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western 985<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbra<br>R—July 22 |
| 20TH-FOX | 16 Melodrama 948<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama 954<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama 950<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night**(71<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 |
| UNITED ARTS. | | | | | | |
| UNIVERSAL | | | 30 Melodrama 3038<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama 3031<br>**Forgotten Woman** (68)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 | 14 Comedy 3008<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama 3007<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 |
| WARNER-F.N. | 17 Com. M-Drama WB324<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama FN363<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music WB311<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 |
| MISCELLANEOUS | 16 Musical Astor<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama Astor<br>**U-67** (65)<br>Allan Hale | | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JULY 29 | AUGUST 5 | AUGUST 12 | AUGUST 19 | AUGUST 26 | SEPTEMBER 2 |
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| **COLUMBIA** | | | | | |
| 28 Action Drama **9033**<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells<br>R—Aug. 5 | 4 Action Drama **9008**<br>**Coast Guard** (72)<br>Randolph Scott<br>Frances Dee<br>R—Aug. 19 | | 17 Melodrama **9018**<br>**Man They Couldn't Hang** (64)<br>Boris Karloff<br>R—Aug. 19 | 22 Comedy Drama<br>**Five Little Peppers** (..)<br>Edith Fellows | 30 Wild Horse Picture<br>**Konga, the Wild Stallion** (..) |
| **GRAND NAT'L** | | | | | |
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| **MGM** | | | | | |
| 28 Drama **945**<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama **946**<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 | 11 Drama **947**<br>**Lady of the Tropics** (91)<br>Hedy LaMarr<br>Robt. Taylor<br>R—Aug. 12 | 18 Comedy Drama **948**<br>**These Glamour Girls** (..)<br>Lew Ayres-Lana Turner<br>Anita Louise | 25 Comedy Fantasy **949**<br>**Wizard of Oz** (102)<br>Judy Garland<br>Frank Morgan<br>R—Aug. 19 | 1 Comedy Drama<br>**The Women** (..)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell |
| **MONOGRAM** | | | | | |
| | 1 Mystery **3807**<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | | 15 Drama with Mus. **3825**<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>R—Aug. 12<br>16 Western **3866**<br>**Riders of Frontier** (..)<br>Tex Ritter | 25 Western **3856**<br>**Oklahoma Terror** (..)<br>Jack Randall<br>22 Melodrama **3826**<br>**Irish Luck** (58)<br>F. Darro-D. Purcell | |
| **PARAMOUNT** | | | | | |
| 28 Drama **3848**<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy **3819**<br>**Night Work** (62)<br>Mary Boland<br>Charles Ruggles<br>R—Aug. 12 | 11 Comedy Drama **3850**<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 | 18 Melodrama **3865**<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western **3859**<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy **3851**<br>**Star Maker** (94)<br>Bing Crosby<br>Louise Campbell<br>R—Aug. 19 | 1 Melodrama<br>**Death of a Champion** (..)<br>L. Overman-R. Paige |
| **REPUBLIC** | | | | | |
| 26 Comedy **816**<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western **846**<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 | 11 Western **868**<br>**New Frontier** (56)<br>Three Mesquiteers<br>R—Aug. 19 | 17 Western **847**<br>**In Old Monterey** (70)<br>G. Autry-S. Burnette<br>R—July 29 | 24 Drama<br>**Smuggled Cargo** (..)<br>Rochelle Hudson<br>Barry MacKay | 31 Drama<br>**Flight at Midnight** (..)<br>P. Regan-J. Parker |
| **RKO RADIO** | | | | | |
| 28 Melodrama **931**<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy **932**<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western **933**<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 | 18 Drama **936**<br>**In Name Only** (92)<br>Carole Lombard<br>Cary Grant-K. Francis<br>R—Aug. 12 | | 1 Drama **001**<br>**Nurse Edith Cavell** (..)<br>Anna Neagle<br>Geo. Sanders |
| **20TH-FOX** | | | | | |
| 28 Outdoor Drama **951**<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy Drama **001**<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 | 11 Comedy Drama **002**<br>**Chicken Wagon Family** (65)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver<br>R—Aug. 19 | 18 Adventure Drama **003**<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly-R. Greene<br>R—Aug. 5 | 25 Comedy **004**<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 | 1 Mystery **005**<br>**Adventures of Sherlock Holmes** (..)<br>B. Rathbone-I. Lupino |
| **UNITED ARTS.** | | | | | |
| 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama with Music<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 | | |
| **UNIVERSAL** | | | | | |
| | | 11 Drama<br>**When Tomorrow Comes** (90)<br>Charles Boyer<br>Irene Dunne<br>R—Aug. 19 | | 25 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin | 1 Comedy Drama<br>**Underpup** (..)<br>Gloria Jean-Ernest Truex-Nan Grey<br>1 Outdoor Drama<br>**Mutiny on the Black Hawk** (66) R—June 24<br>R. Arlen-A. Devine |
| **WARNER-F.N.** | | | | | |
| 29 Comedy **FN366**<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama **WB315**<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | 12 Comedy **WB326**<br>**Torchy Plays With Dynamite** (59)<br>J. Wyman-A. Jenkins<br>R—Aug. 5 | 19 Drama **FN356**<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy **FN376**<br>**Hobby Family, The** (54)<br>Irene Rich-Henry O'Neil<br>26 Drama **FN367**<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan-R. Reagan<br>R—Aug. 5 | 2 Drama<br>**The Old Maid** (95)<br>B. Davis-M. Hopkins<br>R—Aug. 5 |
| **MISCELLANEOUS** | | | | | |
| | | | | | |

# Booking Chart

A GUIDE TO CURRENT RELEASES

| JULY, 1940 | | | | | | |
|---|---|---|---|---|---|---|
| S | M | T | W | T | F | S |
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

| AUGUST, 1940 | | | | | | |
|---|---|---|---|---|---|---|
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

| SEPTEMBER, 1940 | | | | | | |
|---|---|---|---|---|---|---|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

| | SEPTEMBER 9 | SEPTEMBER 16 | SEPTEMBER 23 | SEPTEMBER 30 | OCTOBER 7 | OCTOBER 14 |
|---|---|---|---|---|---|---|
| COLUMBIA | 5 Drama 9002<br>**Golden Boy** (100)<br>Barbara Stanwyck<br>Adolphe Menjou<br>William Holden<br>R—Aug. 19 | | | | | |
| GRAND NAT'L | | | | | | |
| MGM | 8 Comedy<br>**Henry Goes to Arizona** (..)<br>Frank Morgan | 15 Comedy Drama<br>**Dancing Co-ed** (..)<br>Lana Turner<br>Richard Carlson | 22 Drama<br>**Thunder Afloat** (..)<br>Wallace Beery<br>Chester Morris<br>Virginia Grey | 29 Comedy Drama<br>**Fast and Furious** (..)<br>A. Sothern-F. Tone | | |
| MONOGRAM | 6 Western 3857<br>**Overland Mail** (..)<br>Jack Randall | 12 Action Drama 3815<br>**Sky Patrol** (..)<br>John Trent<br>Marjorie Reynolds | | 30 Drama 3803<br>**Murder in the Big House** (..)<br>Chas. Bickford<br>Barton MacLane | 4 Action Drama 3816<br>**Wings Over the Andes** (..)<br>John Trent | |
| PARAMOUNT | 8 Drama<br>**Television Spy** (..)<br>W. Henry-J. Barrett | 15 Drama<br>**Beau Geste** (120)<br>Gary Cooper-R. Milland<br>R—July 29 | 22 Comedy<br>**$1,000 a Touchdown** (..)<br>Joe E. Brown<br>Martha Raye | 29 Comedy Drama<br>**My Love for Yours** (..)<br>M. Carroll-F. MacMurray<br>29 Western<br>**Range War** (66)<br>W. Boyd-R. Hayden<br>R—Aug. 12 | | |
| REPUBLIC | | | | | | |
| RKO RADIO | 8 Western 986<br>**Fighting Gringo** (60)<br>George O'Brien<br>8 Melodrama 935<br>**Conspiracy** (..)<br>A. Lane-L. Hayes | 15 Comedy 002<br>**Day the Bookies Wept** (..)<br>J. Penner-B. Grable | 22 Comedy Drama 934<br>**Fifth Avenue Girl** (..)<br>Ginger Rogers<br>James Ellison | 29 Drama 003<br>**Full Confession** (..)<br>V. McLaglen-S. Eilers | 6 Drama<br>**Three Sons** (..)<br>E. Ellis-V. Vale | 13 Musical 946<br>**Everything on Ice** (..)<br>I. Dare-E. Linden |
| 20TH-FOX | 8 Melodrama 006<br>**Charlie Chan at Treasure Island** (73)<br>S. Toler-P. Moore<br>R—Aug. 12 | 15 Drama 011<br>**The Rains Came** (..)<br>Myrna Loy-Tyrone Power<br>George Brent | 22 Comedy 008<br>**Stop, Look and Love** (..)<br>Jean Rogers<br>William Frawley | 29 Drama 009<br>**Here I Am a Stranger** (..)<br>R. Greene-N. Kelly | | 13 Musical 007<br>**Hollywood Cavalcade** (..)<br>Alice Faye-Don Ameche |
| UNITED ARTS. | | | | | | |
| UNIVERSAL | 8 Drama<br>**Bad Company** (..)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Western<br>**Desperate Trails** (62)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Musical<br>**Hawaiian Nights** (..)<br>Johnny Downs<br>Mary Carlisle | 22 Drama<br>**Rio** (..)<br>Sigrid Gurie<br>Basil Rathbone | | | |
| WARNER-F.N. | 9 Melodrama<br>**Nancy Drew and the Hidden Staircase** (..)<br>Bonita Granville<br>Frankie Thomas | 16 Drama<br>**Dust Be My Destiny** (..)<br>John Garfield<br>Priscilla Lane<br>R—Aug. 19 | 23 Comedy<br>**No Place to Go** (..)<br>Fred Stone<br>Gloria Dickson<br>Denis Morgan | 30 Melodrama<br>**A Child Is Born** (..)<br>G. Fitzgerald-G. George<br>J. Lynn<br>R—Aug. 5 | | |
| MISCELLANEOUS | | | | | | |

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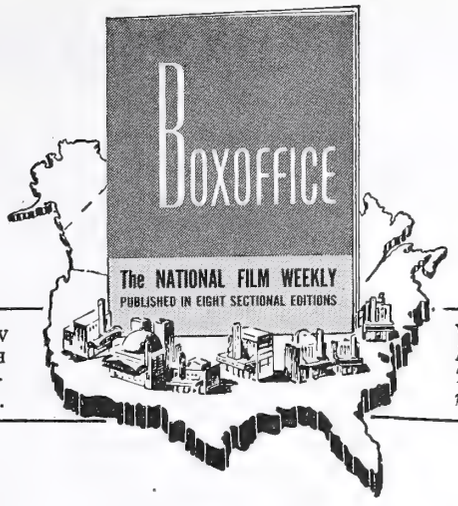
## "PEACE IN WHAT YEAR?"

### *An editorial approach to the future.*

See Page 3


Glamour
Hollywood, Aug. 9
In "Lady of the Tropics," Hedy Lamarr proves beyond any possible doubt that she is the most startling beauty ever to reach the screen . . . Perhaps there have been women to match the compelling loveliness of Hedy, but you mark me down as one of the doubters . . . Certainly, there is no girl in Hollywood who can top or even tie The Lamarr.
"Lady of the Tropics," coming on top of "Algiers," proves positively that cameras never have been trained on any one so photogenic as Hedy.
Director Jack Conway, Writer Ben Hecht and Cameraman George Folsey can take a low bow on "Lady of the Tropics" . . . In every way, this picture was the most unwelcome assignment in Hollywood . . . Conway got it and did a grand job . . . Folsey, who had been Joan Crawford's cameraman, did a magnificent job of fotography . . . Hecht's script limited to certain definite lines, was just what the studio wanted.
Miss Lamarr, after "Algiers," was condemned with faint praise . . . Nobody disputed that she was gorgeous, but it was believed that her lack of technique as an actress would wash up her career aborning . . . In this third picture, Hedy wins the last laugh, because she handles her lines and scenes with the assurance of a trouper . . . Her acting has improved tremendously.
In the old days, the minstrels would have gone about the country-side singing about this dark-haired knockout drop . . . But this is 1939 . . . Hedy gets only the distinction of a syndicate column, filed from Sunset and Vine.
MILLIONS READ THIS!
From Ed Sullivan's column in N.Y. Daily News Syndicated Nationwide.
THIS M-G-M SUMMER!
Isn't it thrilling! One hit after another! The new one is terrific!
ROBERT TAYLOR
HEDY LAMARR
"LADY OF THE TROPICS"
Directed by Jack Conway • Produced by Sam Zimbalist • Screen Play by Ben Hecht

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# *PEACE IN WHAT YEAR?*

NOW that cool and dispassionate inspection has had a chance, the still smouldering bombshell out of Washington may turn out to be some sort of a blessing, although it is essential to dig around before discovering how and why.

The major companies and, particularly men like William F. Rodgers, Gradwell Sears and Abe Montague who have been carrying the working load, are keenly disappointed. Very likely some, even many, of the exhibitor code negotiators around the country are passing through the same brand of vibrations. It is easily understandable, naturally. Approximately eighteen months of endeavor, a good deal of it undertaken at business and personal sacrifice, are now seriously jeopardized and, not remotely, perhaps kicked out completely.

Until now and frequently reported in BOXOFFICE, the majors have maintained persistently that the code, when finished, will become operative regardless of what the Department of Justice thought. Actually, they anticipated no opinion on the prevailing Washingtonian theory, of which they were thoroughly aware, that any expression would bind the department and hamstring any future prosecutions it may determine to launch.

This much became apparent, however, when the all-industry suit was filed in mid-July last year. In that connection, Thurman Arnold then issued an extensive statement, the context of which and even the very existence of which conceivably may have been lost sight of in the onrush of subsequent events. The statement, in highlight, declared:

> "In the past it was the custom of business men to seek from the Department of Justice some vague form of approval for their plans of operation which involved anti-trust questions. That practice now is generally discredited. It put the department in a position of acquiescence in practices the evil results of which could not be foreseen at the private conferences with representatives of the industry.
>
> "The truth is that without a judicial proceeding the department is not in a position to inform the industry what arrangements it will accept. The law contemplates that the department must work with the courts and that it must not bind itself in any way except by a public proceeding in court. The department can only talk through the medium of complaints filed in court and applications for relief addressed to the court. No situation can ever become crystallized without this form of proceeding. Approval voiced by individual representatives of the department in private conference cannot be binding on the department or create immunity from prosecution. Such approval clarifies nothing and it lacks the sanction of public confidence. It does not provide Congress with a guide for amending the laws where they are achieving an uneconomical result."

Pretty definite stuff.

The quintet of attorneys who visited Washington recently in an effort to get a reaction to the code were thrown off the track because Paul Williams, who will conduct the government's case, told them he saw nothing illegal in the final code draft as submitted, at the same time making it clear its adoption would not bear on the prosecution of the industry-wide suit. But apparently and as pointed out by Arnold over a year ago, he meant it when he stated "approval voiced by individual representatives of the department in private conference cannot be binding on the department or create immunity from prosecution."

What has caused the initial uproar has been the department's surprise tactic in taking any stand by declaring code adoption, in its present form, will result in an even more highly intensified legal barrage.

But let's take a look further and see if the conclusion does not emerge as reasonable that this stand actually constitutes some sort of a gift lurking behind a long, black beard. Arnold, by the uncertainty of his methods, actually makes his method certain in this instance. The time, the energy and the money expended on the code finally may turn into a regrettable and regretted loss, but now, at least, the chance has been provided to alter it or drop it rather than plunge and perhaps ultimately face criminal indictment for openly defying the government. Obviously, this is vital information to have, no matter how disappointing its application to the code may be.

We have no manner of knowing if Arnold set out to do the industry a favor or not. Maybe nothing of the sort. Maybe he was thinking only, or primarily, of the suit which he intends to push and what effect a self-regulation program might have on his issues, his witnesses and their willingness to testify under a functioning code that might improve, if not entirely remedy, the complaints which originally took them to the department of justice.

Irrespective of all this, however, Arnold, by design or otherwise, informs the industry precisely where it stands on the long and prolonged and vexatious trade practice problem. In the doing, he sends aloft a helpful sign flickering lonesomely on a dubious and increasingly black horizon.

Dubious and black alike because now that the code dangles over oblivion by a thread of undetermined strength, it becomes obvious no determination of the industry's future course is possible until the government suit is tried and ultimately resolved by the Supreme Court, if needs be. Between now and then is a discouragingly long period of time, even years. In the interim, uncertainty will rule the day and harmony cannot prevail.

Kann

# ARNOLD WON'T CHANGE RULING ON TRADE PACT; WASHINGTON DESCRIBES ISSUE AS "DEAD DUCK"

## Strict Legal Approach Is Aimed at "Monopoly," Real or Fancied

*By* EARLE A. DYER

WASHINGTON—Any appeal which may be directed to Thurman Arnold to alter his opinion on the code on the ground, yet to be demonstrated, that a majority of exhibitors want it or something like it is expected to fall on deaf ears.

As a lawyer and official of the department of justice, it is pointed out here in informed quarters that Arnold is not, and cannot be, concerned with the wishes of a majority in any industry, film or otherwise, but rather with monopolistic practices, whether actual or otherwise, applied by, or to, a minority.

This is viewed as the strictly legal approach and, in connection with it, it is declared here lawyers for the major companies in New York certainly ought to be aware of it and, in the doing, any appeal to Arnold for a re-consideration on any but lines in consonance with the law is futile and a complete waste of time.

The basic factor influencing Arnold, of course, is his belief that the August 10 edition of the code is reared on an illegal industry structure and thus cannot be condoned by the department. It is further pointed out that the assistant attorney general obviously cannot change his decision for this reason without stultifying the government in its all-industry suit.

For these reasons, reliable Washington opinion concludes the code is completely a "dead duck."

## *Frederick Wood Likely Counsel for Schine*

BUFFALO—Frederick H. Wood of Cravath, de Gersdorff, Swaine & Wood, New York legal firm, most likely will be retained by J. Myer and Louis W. Schine as defense counsel in the government's anti-trust suit against the circuit with Willard C. McKay, New York counsel for the circuit, assisting Wood.

The Schines have been mulling over such names as former Federal Judge Thomas D. Thacher of the Southern District Court of New York and Louis Nizer of Phillips & Nizer and executive secretary of the New York Film Board of Trade. Thacher, who is a member of the firm of Simpson, Thacher & Bartlett, has been actively engaged by Paramount for more than a year on the all-industry suit in addition to representing the distributor on other important cases and it is felt his services cannot be secured at this time.

(Continued on page 38)

## *Plain Talk . . .*

Hollywood is on the upbeat. Definitely so. That, briefly, sums up the findings on a three-week visit to the various production lots in the studio city. While we were there every lot was bristling with activity; even on the smaller independent production stages. And that activity seems to be continuing with more production in progress than in many a moon; and each company has many pictures finished far ahead of release date. That, too, is a healthy sign.

Hollywood is still Hollywood in many respects, but it is a wiser as well as older Hollywood. It is learning its lessons and it is beginning to heed them. It has begun to listen to outside of Hollywood and it has begun to supply what exhibitors and public have been asking for. A new element of showmanship and merchandising sense has entered upon the scene. Men with experience in the retail end of this business are now part and parcel of picture making. The result is evidencing itself in some of the current attractions and in the already-finished productions for the new season.

The cry for new personalities seems at last to have been heard. There are several startlingly fine new discoveries on the horizon. And they are being launched with care, well-groomed for starring careers by proper casting in vehicles with mass audience appeal; and, in addition, a more sensible build-up is being employed for these new boxoffice potentials.

In the crop of early releases for the new season already completed there is a greater variety of story and type of production than has been the case in the recent past. Unless there is a later juggling of release dates the cycle period seems to be over. This is not to say that there will not be a timing of pictures with events and activities that are seasonal. But better judgment in the timing of such releases is indicated in initially set release dates. It is to be hoped that these schedules will be maintained throughout the new season.

The big picture is more in evidence than in many a season heretofore. Not only big from the standpoint of cost and magnitude of production but in every way that the word implies. And the second string of product also has shown marked improvement in recent weeks. We saw much of both in the many previews we attended on the coast. We mentally recorded the winners and it is gratifying to see how well they are clicking in pre-release runs.

From all indications—current productions in their initial runs, those finished for early new season release, those now shooting and many others readying for early production—it would appear that the motion picture will this forthcoming season reach the renaissance period in its history. That has been predicted before. But, based on actual deliveries rather than on promises, the outlook is that encouraging.

So we repeat: Hollywood is on the upbeat. In its delivery of a goodly proportion of entertaining, mass-audience appealing product lies the answer to many of the industry's problems. That's basic. The rest of the job is up to those who have to sell that product to the public—to merchandise it to get the greatest returns from it.

Ben Shlyen

# VEER TOWARD BELIEF U. S. CODE REJECTION PRESAGES COURT FIGHT ON SUIT TO FINISH

## See Arnold Opinion as Pointing to Avoidance Of More Actions

NEW YORK—Topline executive opinion rapidly crystallizing here figures rejection of the code by the department of justice on the stand it is predicated on an illegal structure sharpens the issues in the government's all-industry suit and points the way toward the need to fight to the finish the issues involved in the courts.

While first flush reaction was one of amazement, chagrin and disappointment, ever more perceptibly grows the conviction Thurman Arnold actually has done the industry a decided favor in that, by his surprising and totally unexpected ruling, he has pointed the way to avoid additional litigation, possibly criminal. One executive typifying this school of thought, explains in this manner:

"Of course, we expected nothing of the sort. But now that we have had a chance to reflect, Arnold, no doubt, has done us a favor in declaring himself on his future course if we had proceeded with the original intention of implementing the code regardless of what the department of justice thought about it. In other words, he has supplied us with essential information in guiding our future. If it means we cannot go ahead with the code, it also means the responsibility is not ours and that, at least, we know how to avoid a pitfall which would probably create additional headaches in the form of further governmental legal action."

In the melee of ideas which trail the Arnold letter to the attorneys representing five major film companies much thought is turning to ways and means of circumventing the justice department's attitude. It is suggested the essential code provisions might be applied by one company grafting them onto its regular contracts. It is felt, however, that any such plan as this would circumvent the original purpose of code formulation which was to effect a document for the use of the entire industry, not the customers of one company. On the other hand and even if additional companies were to follow any single trail blazer, the fear is expressed that elements of conspiracy would suggest themselves to Washington with the ultimate result of placing the seven companies which were parties to the code exactly where they appear to be today in the eyes of the department of justice. "In the event each company were to adopt code highlights by individual decision arrived at, you know very well such individual action would not be believed," one opinion points out. "This merely would be a revival of the situation which has prevented the major distributors from acting along identical lines for many years now. We simply would find it impossible to convince any questioning authority that it is a case of seven generally similar decisions, individually reached."

An additional stumbling block to solo enterprise along any such lines is arbitration. Many of those who have been identified with code development believe no agreement, regardless of what it concedes, would be effective without the policing arm which arbitration would provide. By that, they refer to arbitration to which the majors, with the exception of UA which is not a code participant, subscribe. But this is not possible, as the code is not possible, under the Arnold mandate.

**Additional developments on the wide-flung anti-trust suit front will be found on pages 17-20-32 of this issue.**

## *No Gov't Objection, the Beacon Pool Effective*

NEW YORK—The department of justice, it is learned, has no objections to the three-way pool by Loew's, RKO and Skouras in the operation of the Beacon, and the five-year lease, approved by the federal court, now is in effect, according to Maurice Finkelstein, co-trustee with Arthur Mayer for the theatre The department of justice angle entered into the situation when Senior Judge John C. Knox, in recently commenting on the government's move for a preference on the calendar in connection with the all-industry suit, referred to the Beacon as being unable to get product "for the love of money."

# *UA Files Answer; Sweepingly Denies Government Charges*

### *Special Basket for Complaints*

**New York—One local exchange manager says he has been getting so many complaints on clearances from exhibitors asking for changes he has already purchased a special basket where they are filed.**

**Little attention is paid to the letters, the branch head states, because all an exhibitor has to do is write a letter and put a two-cent stamp on it. After it is mailed it is seldom that the exhibitor brings up the matter in person.**

NEW YORK—With minor exceptions, UA enters sweeping denials to the government's charges in the all-industry suit as it affects the company, in its answer filed in federal court. This company is the last of the eight majors to answer. Specifically, there are 52 denials covering 253 paragraphs and sub-divisions of the government's petition.

"With some degree of accuracy and in part" the government's definitions of production, distribution and exhibition are admitted. The company also pleads affirmatively that "each and every producer using the facilities of UA for distribution is an independent producer."

It also is held that the company, acting independently and separately "made contracts with exhibitors wherein and whereby UA Corp. reserved the right to designate and/or which provided for clearance and/or which prohibited the showing of a certain picture as part of a double bill and/or imposed a score charge and/or a minimum admission to be charged at the theatre exhibiting said picture or pictures."

That allowances for advertising are deducted from film rentals "where in the opinion of UA such reduction was warranted" have been made, it is admitted, as well as provisions for moveovers which "would mean more revenue."

Dismissal and costs are also sought.

While UA admits some of the companies and individuals mentioned in the government's complaint exist, the answer does

(Continued on page 38)

### *Not Directors of UA Distributing*

**New York—Samuel Goldwyn, Charles Chaplin, Mary Pickford, Douglas Fairbanks and Edward C. Raftery are not directors of UA Corp., the company states in its answer to the government. Miss Pickford also was listed by the government as first vice-president, Raftery as assistant secretary and Loyd Wright as secretary, all of which is denied.**

**Attilio H. Giannini and George J. Schaefer, who were mentioned by the government as president and vice-president, respectively, are no longer with the company. The answer, is in the name of UA, Harry D. Buckley, Arthur W. Kelly, Harry J. Muller, Dennis F. O'Brien, Raftery, Emanuel Silverstone, Theodore Caruso and James Roosevelt, in the order named.**

# 8 MAJORS STRIKE 90% OF SCHEDULES IN 5 YEARS; PROMISED 2,024; DELIVERED 1,811

## Take Pride in Performance; Consider It as Almost Irreducible Minimum

NEW YORK—Eight majors told the exhibitors they would deliver a grand total of 2,024 features in the five selling seasons ranging from 1932-33 to 1936-37 inclusive and delivered, 1,811, or a trifle less than 90 per cent.

Official figures are divulged in the answers filed by seven major companies in the government suit. UA, which was the last distributor to answer the government's charges, did not officially include figures on its releases over the five-year period.

With this serving as a springboard, BOXOFFICE asked each of the eight companies to dig into their archives and supply the schedules promised at the advent of each season. Thus, there was obtained the promised lineups to accompany the delivered lineups, the purpose being to learn how correct or otherwise are exhibitor charges made from time to time that the majors pledge one thing but put something else on the platter.

Distributors point with pride to their performance. They assert a variance of 10 per cent over a five seasonal period is slight and something akin to an irreducible minimum in view of changing conditions affecting story values and the variety of human equations which confront all studios insofar as casting is concerned.

The charts appended include westerns and reissues and take into account the outside, or maximum, number of attractions promised. An example of this is M-G-M which promised 44 to 52 for 1936-37. The higher total is used in the statistical presentation.

And now the five-season breakdown for each company:

| | *Promised* 1932-33 | *Delivered* 1932-33 |
|---|---|---|
| Columbia | 48 | 48 |
| M-G-M | 48 | 40 |
| Paramount | 65 | 59 |
| RKO | 57 | 58 |
| 20th Century-Fox | 49 | 44 |
| UA | 14 | 13 |
| Universal | 68 | 26 |
| Warner | 60 | 60 |
| Total | 409 | 348 |

| | 1933-34 | 1933-34 |
|---|---|---|
| Columbia | 48 | 47 |
| M-G-M | 46 | 45 |
| Paramount | 65 | 57 |
| RKO | 52 | 42 |
| 20th Century-Fox | 55 | 51 |
| UA | 24 | 18 |
| Universal | 40 | 37 |
| Warner | 60 | 56 |
| Total | 390 | 353 |

| | 1934-35 | 1934-35 |
|---|---|---|
| Columbia | 48 | 43 |
| M-G-M | 52 | 47 |
| Paramount | 65 | 54 |
| RKO | 50 | 45 |
| 20th Century-Fox | 54 | 49 |
| UA | 22 | 24 |
| Universal | 42 | 33 |
| Warner | 60 | 52 |
| Total | 393 | 347 |

| | 1935-36 | 1935-36 |
|---|---|---|
| Columbia | 52 | 50 |
| M-G-M | 49 | 44 |
| Paramount | 71 | 71 |
| RKO | 48 | 45 |
| 20th Century-Fox | 55 | 58 |
| UA | 24 | 15 |
| Universal | 48 | 22 |
| Warner | 60 | 59 |
| Total | 407 | 364 |

| | 1936-37 | 1936-37 |
|---|---|---|
| Columbia | 58 | 51 |
| M-G-M | 52 | 52 |
| Paramount | 71 | 63 |
| RKO | 54 | 47 |
| 20th Century-Fox | 58 | 65 |
| UA | 30 | 26 |
| Universal | 42 | 34 |
| Warner | 60 | 61 |
| Total | 425 | 399 |

## *Promises and Deliveries*

NEW YORK—*The following market performance of eight majors, in terms of promises and deliveries for the five selling seasons from* 1932-33 *to* 1936-37 *inclusive, explains how far distributors fell down on their announced plans and reveals not one of the eight turned over to the theatre operator all of the product listed as each season got under way:*

| | *Promised* | *Delivered* | *Number Shy* |
|---|---|---|---|
| Columbia | 254 | 239 | 7 |
| M-G-M | 247 | 228 | 19 |
| Paramount | 337 | 304 | 33 |
| RKO | 261 | 237 | 24 |
| 20th Century-Fox | 271 | 267 | 4 |
| United Artists | 114 | 96 | 18 |
| Universal | 240 | 152 | 88 |
| Total | 2,024 | 1,811 | 205 |

# *More Exhibitors Stirred by Inroads of "Jack Rabbits"*

CHICAGO—The story which appeared in BOXOFFICE recently telling of heavy traffic in "jack rabbit" competition in the middle west, has stirred other exhibitors throughout the territory, in the hope something can be done to help the situation.

"Your paper deserves credit for bringing this out into the open," said Everett Clapp, operator of the American at Sidell, Ill., during a visit on the Row. "I only hope something can be done before it is too late."

Clapp explained that by "too late" he meant that should itinerant 16mm operators continue at the pace they are going, numerous exhibitors who have large investments in a score of small Illinois communities will have to close their theatres. Clapp is operating the American, a 250-seat house in a town of 650 population, only four days a week, Friday through Monday.

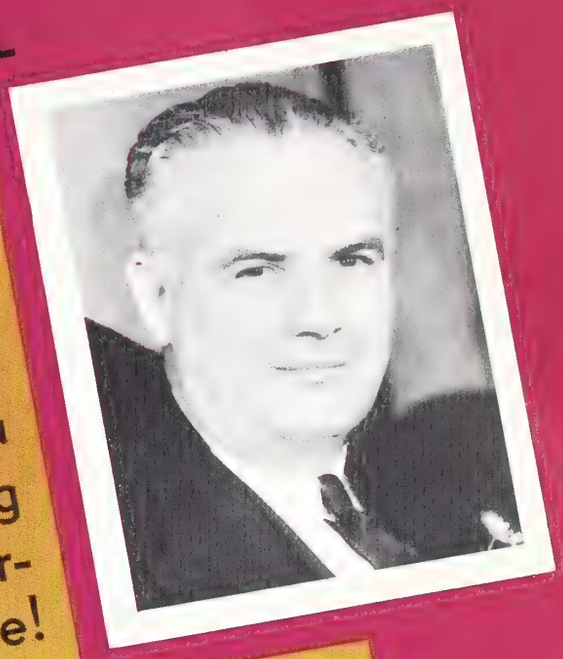
"We just can't stay open more than that, and even those days are getting difficult," said Clapp. "The farmers all about my community make a point to go to the towns, even smaller than Sidell, that have no theatre and where free movies are offered. It makes no difference how old or bad the prints are that are offered; the idea that they are 'free' is what pulls the farmers."

He said a similar situation exists for William Gerrib, who operates theatres in Georgetown and Westville, Ill., both towns of about 2,000 to 2,500 population. Those theatres, too, are running only part-time, due primarily to the opposition from the free shows.

BOXOFFICE has learned that, in some instances, the itinerants make legitimate deals for a theatre in one town, and then keep the prints for a so-called week's engagement, thus giving them enough time to "bicycle" the prints.

# THANK YOU, Mr. Exhibitor...

## Thank you for creating the "EXHIBITORS' SPONSORED TESTIMONIAL to NEW UNIVERSAL!"



FOR the first time in the history of the motion picture industry, exhibitors have chosen to honor a producing and distributing company with the sponsorship of a booking drive!

— We are proud and happy to have earned such faith!

Thank you, Mr. Spyros Skouras, for undertaking the National Chairmanship for the Drive.

Thank you, Mr. Morton Singer, for volunteering as Chairman of the Mid-West Section!

Thank you, Mr. N. L. Nathanson, for taking over the duties of Canadian Chairman!

We know that words alone can never fully express our appreciation, but you are all showmen and understand the language of BIG PICTURES.

HERE, on the following pages are listed BIG PICTURES and their approximate release dates, that will be and are ready for you during

### Here is a Partial List of the Hundreds of Exhibitors Participating in This Tribute!

Max and Joe Levenson; C. H. Buckley; Larry Herman and R. E. Snider; E. M. Fay; Harry Seitz; E. D. Heins; Fred Green; Nate Yamins; Robert Levine; Martin R. Toohey; Eddie Ansin and Harold Stoneman; John H. Harris; Morton G. Thalhimer and Sam Bendheim, Jr.; Joseph S. Pizzetto; John Nolan; L. J. Langlois; Bill Jenkins; R. E. Moon; Leo L. Ward; Alex Gounares; Albert Magnuson; R. G. Peltier; C. C. Perry; H. J. Longacre; Carl W. Buermele; Ted Gamble; Jules J. Rubens; William Brandt. T. C. Baker; Morgan A. Walsh; Irving Carlin; E. C. Rhoden; John Hamrick; Ned Edris; William Rosenthal; Ralph D. Goldberg; E. C. Beatty; Tom Gorman; B. F. Shearer; Ed Markell; J. L. Schonberger; Jack Rose;

## THE "EXHIBITORS' SPONSORED TESTIMONIAL TO NEW UNIVERSAL" FOR AUGUST • SEPTEMBER AND OCTOBER

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

# SHE LIVED ON THE BACK STREET of LOVE

*(Here's a Selling Line That* IS EXCITING *Every Woman in the Country!)*

Universal Gives You the Greatest Box-office Team of the Year – Directed by JOHN M. STAHL who Directed "Magnificent Obsession" and "Only Yesterday"



Irene DUNNE Charles BOYER

in

# WHEN TOMORROW COMES

with

BARBARA O'NEIL ONSLOW STEVENS NYDIA WESTMAN FRITZ FELD

A JOHN M. STAHL production

Screenplay by Dwight Taylor Based on a story by James M. Cain

Produced and Directed by John M. Stahl

**NOW AVAILABLE –**

*and cracking house records all over the country!*

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

**THE UNIVERSAL STAR-FINDERS DO IT AGAIN!** An Amazing New Personality Presented to Your Box-Office . . .

*Insured* by a Splendid Human Production...Crowded with Favorite Screen Names backed by one of the biggest promotional campaigns ever put behind a new star!

**A JOE PASTERNAK**
PRODUCTION




Robert CUMMINGS
Nan GREY
*and*
Gloria JEAN

*in* # The UNDER-PUP

***(There's One in Every Family)***

*with* Beulah Bondi · Virginia Weidler · Margaret Lindsay
C. Aubrey Smith · Billy Gilbert · Ann Gillis
Raymond Walburn · Paul Cavanaugh · Samuel S. Hinds

Original story by I. A. R. Wylie • Screenplay by Grover Jones
Directed by Richard Wallace

**READY FOR YOU SEPT. 1ST**

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

DRAMA FROM THE ROOT OF LIFE . . .

YOUTH TURNING TO THE SWIFT CALL OF ADVENTURE

AND THE HEART-CALL OF LOYALTY!



# TWO BRIGHT BOYS

*Starring*

*Jackie* COOPER · *Freddie* BARTHOLOMEW

*with* ALAN DINEHART • MELVILLE COOPER
DOROTHY PETERSON • J. M. KERRIGAN

Directed by Joseph Santley Associate Producer, Burt Kelly

FOR RELEASE
SEPT. 8TH

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER



Love and the Glamour of Paris — Transforming a Vengeful Flame to Hatred and Death in a Tropic Penal Hell!



Basil RATHBONE and Victor McLAGLEN

# RIO

*with*

SIGRID GURIE
ROBERT CUMMINGS
LEO CARRILLO

Directed by
John Brahm

FOR RELEASE
SEPT. 22ND

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERE
BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBE

# Deanna DURBIN



**ALL AMERICA is Waiting For This Moment!**

Deanna falls in love—her glorious voice finds new inspiration in romance! . . . Millions of fans eagerly await Deanna

# FIRST LOVE

with Helen Parrish, Robert Stack, Eugene Pallette, Lewis Howard, Beatrice Roy, Marcia Mae Jones, Charles Coleman and other favorites

Produced by
**JOE PASTERNAK**

Directed by
**HENRY KOSTER**



**FOR RELEASE SEPT. 29TH**

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED
BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

# TOWER of LONDON

From Grim Pages
Long Hidden by Time
... Storms the Grip-
ping Drama of the
Most Gruesome —
Most Fascinating —
Character in History!



*Starring*

**Basil RATHBONE**

*with* BORIS KARLOFF, IAN HUNTER, NAN GREY,
BARBARA O'NEIL, JOHN SUTTON, VINCENT PRICE

a **ROWLAND V. LEE** production

Produced and Directed by Rowland V. Lee

'OR RELEASE
OCT. 6TH

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED
BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

# The FIRST of the FAMOUS PRODUCTIONS from HARRY EDINGTON for UNIVERSAL!

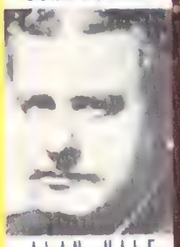


BACKED by tremendous star power, an important new producer brings you a picture aimed straight at your box-office . . . The cast—crowded with talent and popular appeal . . . The story—a dynamic, swiftly-paced romance set in the strangest, most dangerous country on earth!





JOHN HOWARD



ALAN HALE



GEO. BANCROFT



VINCENT PRICE



DOUGLAS
# FAIRBANKS Jr.
*and*
JOAN
# BENNETT
*in*
# GREEN HELL

*with*
JOHN HOWARD ALAN HALE GEORGE BANCROFT
GEORGE SANDERS • VINCENT PRICE
A JAMES WHALE production
Produced and directed by JAMES WHALE

FOR RELEASE
OCT. 20TH

EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

# SHOWMANSHIP--Two names that will ignite the hearts of romantic America! . . .

*Another Pasternak Sensation!*



Hesitant Jimmy, glamorous Marlene, make every moment a glowing one as they run the gauntlet of true love to happiness!



Marlene James

# DIETRICH and STEWART in DESTRY RIDES AGAIN

*with* Charles Winninger • Mischa Auer • Brian Donlevy

a Joe Pasternak Production directed by George Marshall

OR RELEASE
OCT. 27TH

# EXHIBITORS' SPONSORED TESTIMONIAL PICTURES DELIVERED BY UNIVERSAL IN AUGUST, SEPTEMBER AND OCTOBER

**To Round Out the BIG PICTURE Schedule Made Ready for You During August, September and October!**

## MUTINY on the BLACKHAWK

**Richard ARLEN** *and* **Andy DEVINE**
*in the first of the series of the grandest action pictures Universal has ever produced*

Backed by a swell cast with CONSTANCE MOORE, NOAH BEERY, GUINN "BIG BOY" WILLIAMS and others.

Produced by Ben Pivar • Directed by Christy Cabanne

**Released Sept. 1**

## DESPERATE TRAILS

*Rip-Roaring, Pulse-Stopping Adventure with the Greatest Out-Door Team of the Year*

**JOHNNY MACK BROWN**
BOB BAKER and FUZZY KNIGHT

Produced and Directed by Albert Ray

**Released Sept. 8**

## HAWAIIAN NIGHTS



*Breathless Romance of Swing-Mad Youth Set to the Alluring Tempo of the Hula*

*with* JOHNNY DOWNS MARY CARLISLE CONSTANCE MOORE
MATTY MALNECK and His Orchestra
EDDIE QUILLAN THURSTON HALL SAMUEL S. HINDS ETIENNE GIRARDOT
Max Golden, Associate Producer
Directed by Albert S. Rogell

**Released Sept. 15**

## HERO FOR A DAY



*Timely as the headlines on tomorrow's sports page!*
*Action on the gridiron! Love on the sidelines!*
*A Laugh Touchdown*

*with*
ANITA LOUISE DICK FORAN CHARLEY GRAPEWIN
BERTON CHURCHILL EMMA DUNN
Ken Goldsmith, Associate Director • Directed by Harold Young

**Released Oct. 13**

## TROPIC FURY





*A thousand dollar bill—torn in half—starts the strangest, most exciting story ever lived or played, with*

**Richard ARLEN** **Andy DEVINE**
BEVERLY ROBERTS, SAMUEL S. HINDS, LUPITA TOVAR
Produced by Ben Pivar • Directed by Christy Cabanne

**Released Oct. 13**

UNIVERSAL PICTURES

# UNIVERSAL

**Approved by Exhibitors as "The Exhibitor Company!"**

LITHO

# COLUMBIA RAPS BOOKING, BUYING COMBINES; SAYS MUST DEAL WITH THEM OR FACE LOSSES

## *Hollywood, the Honeyed Land? Not at All, It's Exhibition*

New York—Weekly salaries in four and five figures and all the rest of it notwithstanding, it isn't Hollywood that is the golden land of opportunity and profits in this business. Not at all. It is exhibition with its 48-state spread.

At least, Columbia believes so and, believing it to be, tells the government about it in its answer to the all-industry suit. To wit and as follows:

"The motion picture exhibitors throughout the country, large and small members of the exhibitor combinations and non-members of combinations, have made tremendous sums of money on their investment. During the past seven years of depression, very few exhibitors were forced out of business, but on the contrary their business has increased and their properties have enhanced in value. While the producers of pictures take all the risk and hazard (in recent years several producers have been forced into bankruptcy), the exhibitors take little or no risk."

## *Sells No Exclusive 1st Runs, Distributor Tells Gov't.*

NEW YORK—When there are two first run theatres and each desires a split of Columbia's product on an equal basis, the distributor sells this way whether the exhibitors be affiliated or independent or independent circuits, it is revealed in a further study of the company's answer to the government's bill of complaint.

"The fact is no exhibitor contracts for Columbia exclusively, nor is he compelled to. Further, no exhibitor is forced to take every picture produced by the company." This, of course, refers to the ten per cent concellation in contracts.

Columbia insists it has never forced an exhibitor, whether independent, an independent or affiliated circuit to take short subjects. Admission is made, however, that this type of product is sold together with the balance of its season's program.

"If Columbia were unable to license its short subjects at the commencement of the season at the same time it licenses its features and westerns, it would have to give up the business of producing short subjects. This would seriously curtail its business and would restrict rather than encourage competition in the field of production of motion pictures."

As to arbitrary designation of playdates, the distributor has this comment to make: "Much as the defendant would like to have its pictures exhibited on a percentage basis Saturday, Sunday and holidays, it has had little success in inducing exhibitors to accept such arrangements."

An explanation for granting protection is that "competition is so keen in the distribution of motion pictures that if Columbia should refuse to give the necessary clearance to first run exhibitors, whether they be independent, independent combinations or affiliated exhibitors they would refuse to take the product of Columbia and Columbia could no longer carry on its business successfully, because its main revenue is derived from first run exhibitors.

"The practice of granting protection to first run exhibitors is not one that Columbia insists upon, but rather that the exhibitor insists upon and which Columbia believes he is entitled to."

Independent exhibitors are not compelled to pay arbitrary, unconscionable or discriminatory film rentals in order to procure Columbia product second run in competitive areas the company claims. "There is no such discrimination and the prices paid are not arbitrary or unconscionable." The distributor then goes on to tell how boxoffices are checked, adding "even with that right, producers have often been defrauded of large sums of money by reason of false boxoffice reports."

No exhibitor was ever forced to shut down his theatre because of rental fees,

(Continued on page 20)

### *Lists 5,400 Closed Cities in U. S.*

New York—There are over 5,400 cities in the country, each with less than eight theatres where the situation is closed and where all of the houses are owned either by an individual or a corporation. Columbia cites this in its answer to the government suit, in emphasizing the number of accounts it is unable to sell competitively.

### Says Has Been Boycotted In Several Areas at Hands of Combines

NEW YORK—Columbia takes a rap at exhibitor combinations, buying and booking combines which, it declares in its answer in the government suit, has put the company in a position of either dealing with them or being left out in the cold.

"In many instances in the past few years," the answer states, "Columbia has actually been boycotted in certain territories by the local exhibitor combinations." In the past ten years these combinations have grown in number and strength, the distributor adds.

"For example, in New York City, there are a number of such exhibitor combinations, each controlling more than a score of theatres."

Then citing how the booking and buying combines seek to use their power by demanding low rentals, the answer states, "If Columbia refuses to deal with such exhibitor combinations upon their terms, it is threatened with a boycott. As a consequence of this practice, Columbia has been compelled to license its pictures to these exhibitor combinations upon terms very harsh and inequitable to it, and such exhibitor combinations have obtained Columbia product for far less than a fair rental value."

Other instances where exhibitors virtually dictate terms are cited.

### *Foreign Producers More "Competition" Now*

NEW YORK—Competition from foreign producers is rapidly and steadily increasing. For the first six months of 1938, French studios produced 55 films and 64 additional now are in production, Columbia states in its answer to the government all-industry suit.

Improving the quality of French production, Columbia says, is the influx from

(Continued on page 20)

### *Asserts Can't Stop Overbuying*

New York—It knows no method of putting an end to overbuying because this would jeopardize its business if salesmen insisted upon knowing what product the exhibitor had bought. So argues Columbia in its formal reply to the government in the all-industry suit. "If this practice be unlawful, the culprits are the exhibitors and not the answering defendants," is charged.

The Pulse of the Motion Picture Industry

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ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—605 Utah Savings & Trust Bldg., Viola B. Hutton. Telephone Hyland 4359.
SAN FRANCISCO—1095 Market St., Nathan Cohn. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

INSOFAR as your observer is concerned, he doesn't care. And he doesn't because, by dint of circumstances which he regards as interlocking and damaging enough, he long since was compelled to reach the conclusion that the men who dominate Allied and its policies prefer the old political stategy of keeping the pot boiling no matter what goes up in steam to a serious and well-intentioned effort of ironing out creases on the industry's belly.

It seems to us, however, that the constituents of Allied throughout the country owe it to themselves to make a clear cut issue of one statement made by Max Cohen, president of Allied of New York, in the blast he finally let loose against Allied's head men for throwing his organization out of the national, of which Cohen declares his unit was never a formal member anyway.

The statement is pivotal in the Allied-distributor wrangle over the code which, in view of the Department of Justice's frown, may resemble the awakening of a dead issue. Yet it hardly can be viewed in any such light and this is why:

Allied began first to drift away from code formulation in Chicago last November, following a meeting with distributor negotiators. It will be recalled, no doubt, that William F. Rodgers informed the industry and reported back to the presidents of the major companies that an agreement had been reached. Allied, however, edged away from anything quite so definite, the Chicago melee later reducing to what rapidly asserted itself as a "no code" attitude on Allied's part.

## A Finger Points

Now comes along Cohen with the flat declaration that not only was an agreement reached there, but that Allied representatives adopted a resolution, eight for and four against, accepting the concessions made by the distributors. These included elimination of score charges and the divorce of short subject sales from features. He insists the resolution also provided that Allied was to return to the distributor committee, signify its acceptance provided the terms were ultimately reduced to acceptable phraseology and then attempt to "chisel' further. The quotes are Cohen's.

The New York Allied leader adds he had in his pocket a resolution from his membership vesting in him the privilege of withdrawing the unit from the national or remaining in the fold. He declares it was the decision, as expressed in the resolution, to proceed on the search for an acceptable code that persuaded him not to serve notice of withdrawal and that the Allied committee at Chicago knew this because Cohen had so informed. He is also quite frank in his lack of information as to exactly what took place after the resolution he talks about was passed and, without specific detail, charges the change in front to machinations of what he describes as Allied's "inner circle" made up of Abram F. Myers, H. A. Cole, Sidney Samuelson, Herman Blum and Al Steffes, among others.

These men, he accuses, represent less than 10 operating theatres around these United States but who, nevertheless, seek to determine association policies affecting thousands of exhibitors with an aggregate investment of millions. Cohen, therefore, makes the unqualified assertion that it was the distributors who were double-crossed with Chicago as a starting point.

Where the Allied membership ought to get busy, through any method a group of members in good standing may evolve, centers around the unearthing of such a resolution, if it can be found. Presumably, the place for it is in the office of Myers in Washington, if at all. Presumably, it will be extremely difficult, if not impossible, to get hands on. One point, however, is completely inescapable:

If a resolution, as Cohen describes its content, was adopted by an eight-to-four vote in Chicago, what happened to it subsequently? Why was its mandate disregarded or neglected and who is responsible? Allied's entire later attitude ties in with the substantiation or the refutation of the charge. It seems quite apparent this is an assault, grave in nature and far-reaching in its potential impact and that, a year old as it is, Allied must make a reply.

## Miss Davis Again

This typewriter stands in extremely grave danger of running out of words which adequately describe

(Continued on page 38)



# "I'm a 1939 glamour girl!"

**"I'm one of the 99 Kids in Paramount's 'THE STAR MAKER' with Uncle Bing!"**

Paramount

# No Exclusive First Runs—Columbia

(Continued from page 17)

percentage or otherwise, that he paid to Columbia, the answer declares.

On optional contracts the distributor says "there is no discrimination between affiliated, independent or independent combinations of exhibitors." Neither is there any discrimination on contract modifications. The same applies to overages and underages, cancellation of short subjects, moveovers. In each instance Columbia cites the threat of a boycott, particularly in "controlled" territories if independent groups were not granted the same privileges as affiliated groups.

**Several Listed as Unaffiliated**

The company lists 156 theatres, affiliated and not, which play a split of Columbia product to develop its argument no theatre buys exclusively. Most of the classifications are known, but all of them are interesting and some may be new. For example, Robb and Rowley's Mirror, Dallas, is down as not affiliated; Malco's Paramount-Central and Central, Hot Springs, Ark., as not affiliated; Randforce's Senate, Brooklyn, as affiliated; Skouras' Rivoli-Hempstead, Hempstead, L. I., and Lafayette, Suffern, N. Y., as affiliated; Walter Reade's Strand, Freehold, N. J., affiliated and Wilmer and Vincent's Embassy-State, Reading, Pa., not affiliated. Skipping around geographically, these, additionally, are named:

UA Theatres Circuit of which Joseph M. Schenck, chairman of 20th-Fox, is president, owns a 50 per cent interest in the Robb & Rowley houses. While UA Theatres is non-affiliated, this same circuit owns 80 per cent of Metropolitan Playhouses which controls the operations of Skouras Theatres and Randforce. RKO owns the other 20 per cent in Metropolitan, but George Skouras has complete management in his group of some 60-odd houses, while Louis Frisch and Sam Rinzler guide the activities of Randforce, which has 50-odd theatres in Brooklyn. Because of RKO's 20 per cent interest, Columbia lists Skouras and Randforce as affiliated, but the trade generally regards these circuits as "simon pure" independents.

**Malco Labeled Affiliate**

Paramount owns 50 per cent of M. A. Lightman's various theatre interests with the exception of Hot Springs. While the two theatres mentioned are listed as non-affiliated, the trade generally accepts Malco as a Paramount affiliate. Lightman alone guides the operations of the circuit.

Reade is pooled with RKO in New Brunswick, N. J., and the rest of the circuit is independently operated. Yet the Strand, Freehold, N. J., is down as an affiliated unit.

Wilmer & Vincent have several Virginia units pooled with Loew's, which would make the circuit an affiliate; yet the Embassy-State, Reading, Pa., is not classified as an affiliated project.

## *Dubin Plans Newsreel House in New York*

NEW YORK—David Dubin, who operates the Grand Central Newsreel Theatres, will construct another newsreel house across the street from the terminal on the south side of 42nd St. near Vanderbilt Ave.

Other developments in metropolitan theatre activity have Ruben Grisman, brother of Sam Grisman, Broadway producer, reopening after Labor Day the Warburton, Yonkers, with a policy of class pictures and stock shows; Dave Schneider taking over the Kameo, Bronx, and Arthur Eisler acquiring the Fisk, Winfield, L. I.

# Loew Cash Position Is Almost Doubled

NEW YORK—Loew's cash position has been increased from $8,000,000 to $15,000,000 as a result of refunding arrangements entered into with the First National Bank of Boston and the Equitable Life and Metropolitan Life Insurance Co., an executive of the company told BOXOFFICE.

"Although there is no immediate need for the money, we are taking advantage of the low interest rates," the Loew executive added, "and at the same time building up our cash position." Another advantage cited is the extension of a loan to double the period without materially increasing the interest charge. The six per cent obligation of $7,000,000 in bonds due 1946, under the refunding plan, has been extended to 1954 at an average interest rate of 3 1/3 per cent.

Retiring $7,000,000 in Loew's Theatre Realty Bonds, the company will pay off the loan of $3,750,000 from the First National Bank of Boston in five years with semi-annual payments of $375,000. After this has been paid, the agreement with the insurance companies calls for $400,000 semi-annual payments over 10-year period.

The $7,000,000 which will go into the Loew treasury as a result of the refunding are assertedly not needed for production.

# The Idea Would Be Different, Anyway

NEW YORK—The unique circumstance of three men, allied with national Allied until the association disavowed the New York unit, as co-defendants in the government suit looms. This is how:

In its extended answer, Columbia lists 19 local area theatre companies and individuals with whom it made contracts last season an asks that, since these contracts are to be affected, the exhibitors and their companies should be made co-defendants.

They are the Bell Amusement Co. in which Max A. Cohen, president of New York Allied, recently purchased a substantial interest under an agreement with Ben Sherman; Mitchell Conery of Ravena, N. Y., a regional vice-president, and A. McNamara of Alexandria Bay. At the time Columbia made its request for inclusion in the co-defendant column, national Allied had not broken with its New York unit.

The remaining 16 are the Music Hall, Marcus Loew Booking Agency, Catskill Theatres Corp., M. F. Tubbs, Philip Eisenberg, Robert C. Kay, Coney Island M. P. Corp., Chester Didsbury, Kimball Amusement Corp., Highland Theatrical Co., Manor Theatre Corp., Loren Theatre Corp., Bennie Berman and Joseph Rosen, partners; Arthur Enterprises, Gemma Amusement Corp., and Tryon Amusement Corp.

## *Foreign Producers More "Competition" Now*

(Continued from page 17)

Germany and Austria to France of capable talent due to recent political conditions in those countries.

"Recently, leading figures in the motion picture field formed companies for the distribution of pictures produced abroad. The recent announcements of one of such companies indicates it will distribute no less than 25 feature foreign films to a very substantial number of theatres.

## *Takes a Sideswipe at Brandt; Defends the "Decrepit" Star*

**New York—Taking a whack at Harry Brandt, president of the ITOA, although his name is not mentioned, Columbia states in its answer to the government that "the exhibitor is not familiar with the taste and fancy of the public, except in his small community."**

**The following is given as an illustration:**

**"Recently a leading exhibitor issued an advertisement in the trade press violently attacking a number of prominent motion picture stars and asserting that they have outlived their usefulness and were 'poison at the boxoffice.'**

**"The fact is that, after this blast was issued, a number of these stars appeared in motion pictures which attained tremendous success and popularity. The best examples of such pictures and stars are the Columbia picture 'Holiday' with Katharine Hepburn, the Walter Wanger picture, 'Algiers' with Charles Boyer. These pictures, incidentally, were produced by independent producers and their success was instantaneous.**

**"The attack upon these stars was abortive and did not represent the taste of the ultimate consumer, who, in the last analysis, pays his admission money at the boxoffice and pays only when he likes a picture. This public includes 85,000,000 people who attend motion picture performances in the United States weekly. They are the ultimate market in the United States."**

# A SPECIFIC *Statement*

## Concerning the Policy of WARNER BROS. STUDIO

*by* JACK L. WARNER
*In Charge of Production*

**At this time, the conclusion of the current season, I feel it is an obligation to our exhibitors to put forward a fair and frank statement for the purpose of mutual understanding.**

**In response to the many letters of praise we have received throughout the year I say—don't thank us, thank *you*. Thank *you* for the faith you placed in our plans; thank *you* for the splendid manner in which you merchandised our product to the public;**

thank *you* for your congratulatory expressions which have served continually as an inspiration to us. It is because of the results obtained through *you* that it was possible to continue to move forward as we have and to build our superlative production organization – acknowledged everywhere as the most successful now operating.

The surest indication of what we can offer the progressive exhibitors of this industry for next season is our record for the season now passing. I am gratified that during a period when the effects of a nation-wide boxoffice slump was generally felt, the product of our studios *continuously* and *regularly* offered the major profit – when profit was needed most! For the fair method of distributing these pictures, for defying the usual warm-weather bugaboos and other threadbare distribution practices, credit must go to the foresight of our General Sales Manager, Grad Sears.

The list of our 1938-39 pictures speaks for itself. For their devoted efforts in making them possible I want to publicly acknowledge my gratitude to Hal B. Wallis, Executive Producer of Warner Bros. Studios, and to our associate producers.

**FOUR DAUGHTERS • THE SISTERS • VALLEY OF THE GIANTS • BROTHER RAT • ANGELS WITH DIRTY FACES • DAWN PATROL • DEVIL'S ISLAND THEY MADE ME A CRIMINAL • WINGS OF THE NAVY • YES, MY DARLING DAUGHTER • OKLAHOMA KID • DARK VICTORY • CONFESSIONS OF A NAZI SPY • DODGE CITY • JUAREZ • HELL'S KITCHEN • THE ANGELS WASH THEIR FACES • DAUGHTERS COURAGEOUS • EACH DAWN I DIE**

Now that our company has determined for the new season to

spend the largest sum of money ever ear-marked for film production it means this to *you:* It means that the star and the story values of *this* season's successes will be even greater *next* season: it means that our steadfast policy, developed after thirty odd years' experience, of giving each picture individual treatment and *not "assembly line" delivery* assures to you uninterrupted output such as neither we nor any others have previously provided. We have the courage to do this only because *we,* as proved to everybody's satisfaction through the past seasons, *know how to do this!*

We can therefore promise the exhibitors who have so staunchly supported this company that they can look forward with confidence to a continued successful relationship with Warner Bros. As an indication of our unprecedented plans I list the following properties—many already completed, the others actually in preparation:

**THE OLD MAID**
(Bette Davis, Miriam Hopkins, George Brent, Donald Crisp)

**ON YOUR TOES**
(Zorina, Eddie Albert, Alan Hale, Frank McHugh, James Gleason. From the Rodgers and Hart stage hit)

**PRIVATE LIVES OF ELIZABETH AND ESSEX**
(Bette Davis, Errol Flynn, Olivia de Havilland, Donald Crisp, Alan Hale, Vincent Price. In Technicolor.)

**THE ROARING TWENTIES**
(James Cagney, Priscilla Lane, Humphrey Bogart, Gladys George, Jeffrey Lynn. Story by Mark Hellinger)

**THE SEA HAWK**
(Errol Flynn, Olivia de Havilland, Alan Hale)

**ESPIONAGE AGENT**
(Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft)

**DUST BE MY DESTINY**
(John Garfield, Priscilla Lane, Alan Hale)

**THE FIGHTING 69TH**
(James Cagney, Pat O'Brien, George Brent, Wayne Morris)

**A CHILD IS BORN**
(Geraldine Fitzgerald, Jeffrey Lynn, Gladys George, Gale Page, Spring Byington)

**THE CITY OF LOST MEN**
(John Garfield, Ann Sheridan, Pat O'Brien, Burgess Meredith)

**THE SPIRIT OF KNUTE ROCKNE**
(With one of the biggest casts of all time, headed for the outstanding success in the history of Warner Bros.)

**THE STORY OF DR. EHRLICH**
(Edward G. Robinson)

**THE DEAD END KIDS AT MILITARY SCHOOL**

**AND IT ALL CAME TRUE**
(James Stewart, Ann Sheridan, Humphrey Bogart)

**BROTHER RAT AND A BABY**
(By the authors of the sensational stage show. Eddie Albert, and the same great 'Brother Rat' cast.)

**DEVOTION**
(The lives of the immortal Bronte Sisters Written especially for the screen by James G. (Mr. Chips) Hilton. Bette Davis, Miriam Hopkins, Geraldine Fitzgerald)

**GANTRY THE GREAT**
(Starring the famous blind horse. This will be one of the most unique and most gripping dramas of Warner Bros'. entire career.)

**THE STORY OF CAPTAIN HORATIO HORNBLOWER**
(Based on the great novel! Starring Errol Flynn and Geraldine Fitzgerald)

**TWO SONS**
(Starring John Garfield, Jeffrey Lynn, Priscilla Lane)

**INVISIBLE STRIPES**
(By Warden Lawes. To star George Raft, Humphrey Bogart)

**THE PATENT LEATHER KID**
(George Raft, Priscilla Lane)

**FOUR WIVES**
(With "The Four Daughters", Claude Rains, Jeffrey Lynn, May Robson, Dick Foran, Frank McHugh)

**NEVADA**
(Epic Technicolor follow-up to 'Dodge City. Starring Errol Flynn and Olivia de Havilland)

**DANGEROUS CURVES**
(Ann Sheridan will display all the 'oomph' in the world in her first important starring vehicle!)

**MARRIED, PRETTY AND POOR**
(Ann Sheridan teamed with George Raft!)

**BROTHER ORCHID**
(From the great *Collier's* Story. Starring Edw. G. Robinson, Olivia de Havilland)

**UNDERGROUND**
(To star John Garfield, George Brent, Geraldine Fitzgerald)

**WE ARE NOT ALONE**
(Paul Muni, Dolly Haas, Flora Robson. By the author of 'Goodbye, Mr. Chips,' James Hilton)

In conclusion, I want to express sincere appreciation to all the exhibitors who have given us their suggestions. They are an invaluable guide. You asked for *action* and we are giving it to you. You promised better playing time for finer product and we are getting it. Together, we of Warner Bros. and you, our customers, can look confidently to a greater mutual prosperity than at any time before. We will do our share, and know you will do yours.

*Vice-President*
*Warner Bros. Pictures, Inc.*

# Mayer Says "Wind" May Run 4 Hours

*By* GENE RICH

CHICAGO—Spending a full day here with district manager Jack Flynn, Louis B. Mayer took time out on his return trip west to voice his enthusiasm over "Gone With the Wind" and to divulge, for the first time that its release length probably will run somewhere between three and a half and four hours. That would make it the longest single attraction ever marketed. At the moment, he stated the picture is down to five hours.

Discussing matters germane to M-G-M, its product and its plans and skipping to a variety of topics, the head of M-G-M production gave it as his opinion that "the fans today truthfully know more than we do about our pictures and the stars in them."

"Actually," he said, "from all they get to read in advance of a picture's release, they know whether it is good or bad and we can't do anything to change it . . . We at Metro realize that and we are doing our best to make every picture good.

He mentioned again, the inevitable "Babes in Arms," which he believes will be Leo the Lion's greatest in years; "The Women," "The Wizard of Oz," and others. He talked also of future production. In preparation is "Thunder Afloat," with Wallace Beery, and the new Virginia Grey. "That will be another 'Hell Below,'" he confided.

He hopes to stick to the titles of the next Garbo picture. "Ninotschka" and Ilona Massey-Nelson Eddy opus, "Balalaika," feeling that they are unusual enough to make the public curious to want to see them.

"Quo Vadis" will be "another 'Ben Hur,'" in his estimation, and will be at least a year in preparation, with no cast names ventured yet. "Northwest Passage," the Technicolor special with Spencer Tracy and Robert Young will be brought in around the $3,500,000 figure, "but it will be worth it," he added.

He feels that Helen Gilbert, young cello player of the studio orchestra who became a hit in the last Hardy film, will definitely go places. Planned soon for Nelson Eddy and Jeanette MacDonald as a team is "New Moon," and with MacDonald and Robert Taylor, a remake of "Smilin' Through."

After spending a few weeks looking over production in Culver City, Mayer will go east and then to England to look over production matters at the M-G-M headquarters there. Some big product is planned for the studios there. In line for Robert Donat besides "The Ruined City," and "I Had a Comrade," is now being considered, a remake of "Scaramoche;" while he will look over plans already set for the Robert Montgomery pictures, "Earl of Chicago," and "Bus-Man's Holiday." He is thinking of having Norma Shearer go to England to head a large cast to make "Pride and Prejudice," while Jeanette MacDonald may appear in "Bittersweet," over there.

## *Mayer Horse Wins, But Not Mayer*

**Chicago—Shortly before the "Super Chief" pulled out for the coast, Louis B. Mayer received word that "Counterpoise," one of his horses had won a race at Narragansett. He paid $14.10 on $2. Lamented Mayer:**

**"I didn't even have a nickel on him."**

## *Says French Capital Backs French Films*

NEW YORK—Further amplifying his observation that proof of German capital invested in French production was difficult to prove while he was in Paris, Joseph Burstyn tells BOXOFFICE he now is aware of two instances where Berlin money has aided French companies. "With the exception of these two, the rest of the French industry is wholly French supervised and financed by French capital," he states.

His orginal statement, reported on his return from abroad a few weeks ago, aroused the ire of several French film importers here, who said they proposed discussing the comment with the French embassy. A denial of German participation in French production was promised BOXOFFICE from one of these importers. It never developed.

## *Federal Ticket Fees Are Under 1938 Revenue*

WASHINGTON—Despite two world's fairs, entertainment attendance continues to be under that of 1938, it is indicated by admission tax collections of the bureau of internal revenue.

July collections from the federal tax were $1,534,249.77 which, while more than $23,000 over the June total of $1,491,260.37, was more than $84,000 under the July, 1938, revenue of $1,618,813, it was disclosed by the bureau.

With the exception of January and May, collections in each of the first seven months have been under those of the corresponding period last year, with the result that total collections for 1939 through July, $10,690,477.28, were some $275,000 under the $10,965,575.40 collected through July, 1938.

## *Dunlap East for Board Meet and Parleys*

NEW YORK—Scott R. Dunlap, vice-president in charge of Monogram production, arrived from the coast over the weekend to attend a board meeting scheduled early in the week. He will remain in the east for a few weeks discussing the company's production plans with W. Ray Johnston.

## *Trio in East*

NEW YORK—The three pictures Jack Skirball and John Wildberg will produce for Columbia release will be made at Eastern Service studios starting in October. The first will be "Angela is 22," to be followed by "For All Their Lives" and "Fourteen Uncles."

# More Data Sought In Oklahoma Case

OKLAHOMA CITY—Former Judge Charles B. Cochran, representing Paramount, 20th-Fox, M-G-M, RKO and Vitagraph, has filed a memorandum in support of a motion for more definite particulars in the government's anti-trust suit against the Griffith Amusement Co. and major distributors, listing five general principles applicable to the motion.

The summary of the principles follows: (a) a bill of particulars should be ordered in this action in order to enable the defendants to properly prepare their responsive pleadings and to prepare for trial; (b) a bill of particulars is even more necessary in a case brought by the government under the Sherman Act than in other cases; (c) a bill of particulars should be ordered even though the defendants may have general knowledge of the facts; (d) particulars should not be denied because some disclosure of plaintiff's evidence may result; (e) the formal requirements of rule 12 have been complied with.

### Similar to N. Y. Brief

The brief is similar to that filed by major companies in the all-industry action in New York. Specifically, distributors want to know where definitions are made by the government whether they are commonly used in the film industry, "and, if the answer is in the negative, that the plaintiff be required to state the definition of words and phrases as they are generally and commonly used in the motion picture industry, and be required to use such words and phrases throughout the complaint in lieu of the definitions given."

Reference is made to clearance, which according to the government "is the protection against competition granted to an exhibitor, by agreement with the distributor, which limits the terms on which the distributor may license films to other competing exhibitors."

Distributors then go on to quote the dissenting opinion of Justice Roberts in the Interstate case, in which he stated:

### Compares Two Definitions

"The record discloses that the distributors have always provided a so-called 'clearance' between the first run and subsequent runs of feature pictures. By this is meant that the distributors refused to license a subsequent run theatre to show such a feature until the expiration of a given number of days or months after the picture has been shown in a first run house."

A comparison of the two definitions, the brief states, show how much broader is the definition contained in paragraph 26 and how confusing it will be if the plaintiff is permitted to define words used in the complaint. Untold confusion will result at the trial unless the request is granted, distributors add.

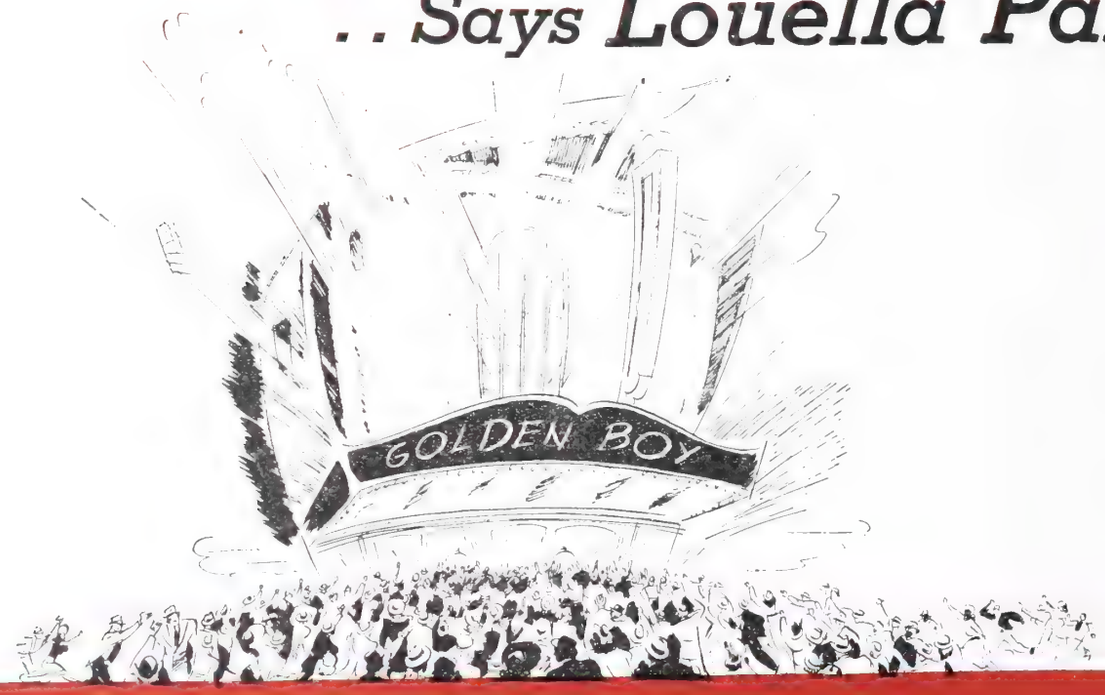
Reference is made to 25 cases where excerpts are mentioned to bear out the points made for further information.

No trial date has been set and there is no indication when the case, listed as Civil Action 172, will be heard.

Hollywood, Cal., Aug. 15

# ..."Film history was made last night when GOLDEN BOY was previewed!"

*..Says Louella Parsons*




## There's nothing more we can say about "GOLDEN BOY"

COLUMBIA PICTURES

**JIMMIE FIDLER** *says:* "Here is one picture that lives up to all the promises made for it... romance, drama, comedy and a new star in the person of William Holden."

**LIFE** *says:* "GOLDEN BOY will leave you limp with its drama. William Holden and Lee Cobb are important discoveries. Barbara Stanwyck, Sam Levene and Adolphe Menjou stand-outs. Director Mamoulian has a hit here."

**PHILA. PUBLIC LEDGER** *says:* "William Holden proved a real Golden Boy. Here is a new star."

**BOSTON GLOBE** *says:* "GOLDEN BOY is one of the very fine pictures of the year. From every standpoint, this Columbia picture is one to write home about."

**VARIETY** *says:* "Fine blend of drama, action, romance and human appeal. Dandy entertainment. Femme appeal strong in persuasive, engrossing love story, while men will go for action angle. Holden looks like solid and lasting juvenile find."

**ASSOCIATED PRESS** *says:* "Columbia has one of the top-ranking productions of the year in GOLDEN BOY."

**UNITED PRESS** *says:* "GOLDEN BOY more than lives up to its advance publicity, turning out to be one of the best pictures of the season."

**BOXOFFICE** *says:* "Deserves praise on many counts. GOLDEN BOY has the assets to make its mark in patronage and praise."

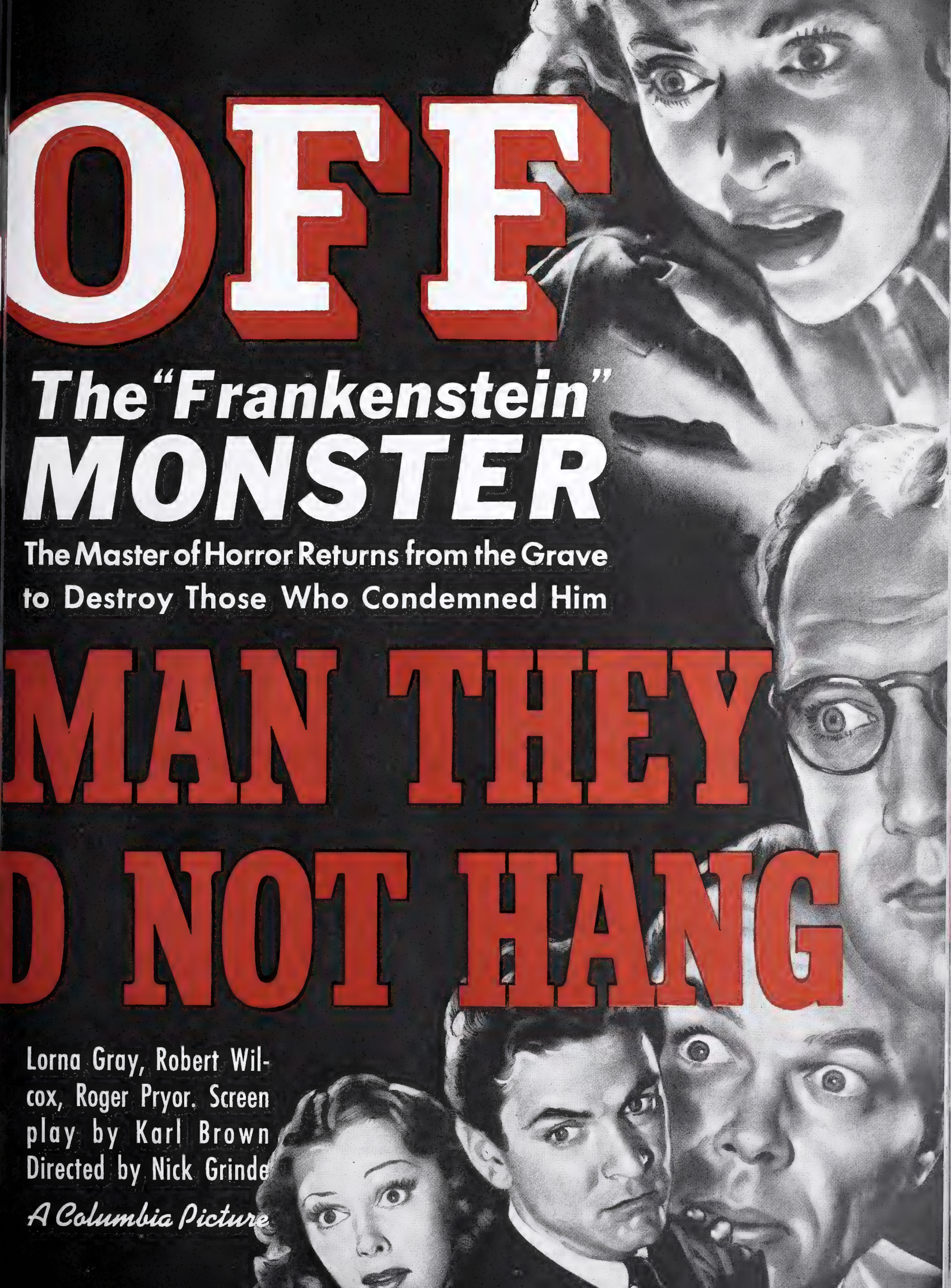
**NORTH AMERICAN NEWSPAPER ALLIANCE** *says:* "The new Columbia picture comes under the head of outstanding entertainment."

**TORONTO STAR** *says:* "GOLDEN BOY promises a golden harvest for exhibitors. It has story, stars, production value and finesse, plus a two-year preliminary buildup which has made fans anxiously await it."

**MOTION PICTURE DAILY** *says:* "GOLDEN BOY has had more buildup in the public prints than most pictures can take. There was the story about the big price paid for Clifford Odets' stage play... and the sustained sequence of stories about the search for the youngster to play the title part. These things breed titanic expectations. This picture justifies them. A rare 100 minutes in the theatre."

**MOTION PICTURE HERALD** *says:* "Powerful story... packing an entertainment wallop. The total effect is tremendous. Drew frequent applause and gave manifest satisfaction."


BORIS
KARL
The
COU
COLUMBIA
PICTURES


OFF
The "Frankenstein"
MONSTER
The Master of Horror Returns from the Grave
to Destroy Those Who Condemned Him
MAN THEY
D NOT HANG
Lorna Gray, Robert Wil-
cox, Roger Pryor. Screen
play by Karl Brown
Directed by Nick Grinde
A Columbia Picture

# Great Applause At Every Showing At New York's Capitol Theatre!

## NO. 4 OF THE WASHINGTON PARADE SERIES

# The LIBRARY of CONGRESS

*Featuring* the Constitution of the United States, the Gettysburg Address, in Lincoln's own handwriting, the private books of Thomas Jefferson, and the Folio Bible written in 1341. Narration by BASIL RUYSDAEL.

*Others in the* **WASHINGTON PARADE SERIES** *are:*

★No. 1 of the series
**WASHINGTON, D. C.**

★No. 2 of the series
**INSIDE THE WHITE HOUSE**

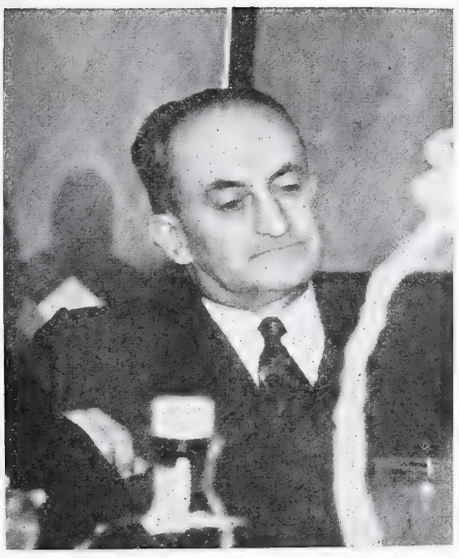
★No. 3 of the series
**INSIDE THE CAPITOL**

**SERIES NO. 2**
**(SEASON OF 1939-40)**
*Consisting of* SIX MORE GREAT RELEASES, IS BEING SOLD NOW!

*Book them All!* Your patrons will appreciatively applaud them and you for showing these unusual, fascinating, heart-thrilling subjects.

COLUMBIA PICTURES







## *Exhibitors Sponsor Distributor Drive—That's NEWS—*

*In the man-bites-dog legend is the push for dates which already 1,000 and more theatre operators throughout the United States and Canada have voluntarily undertaken under the monicker, "The Exhibitors' Sponsored Testimonial to New Universal." Running the rest of August and through September and October, the expectancy is that about 2,000 exhibitors in this country and Canada will join what carries all the earmarks of a rapidly growing procession.*

*Spyros Skouras of National Theatres, who appears above, left, is national chairman. Alongside of him is Mort Singer, head of the midwestern circuit bearing his name; he has volunteered to see that the central belt comes through. On the right is N. L. Nathanson, president of the Famous Canadian Corporation and volunteer chairman above the border.*

*Most unusual is the series of prizes which various exhibitors are offering Universal salesmen who turn in the best record. For instance, M. A. Lightman of the Malco Theatres centering in Memphis, is on the line with a piece of luggage; John Nolan of the Comerford circuit in Pennsylvania and a self-appointed drive "rear admiral" is offering money. Bob O'Donnell, general manager of the Interstate circuit, Dallas, is another, while Charles Hayman, Buffalo and Niagara Falls operator, is coughing up with $200 of his own money.*

*Universal frankly admits Universal salesmen are somewhat bewildered by these world of tomorrow developments—maybe—in the world of today. Results of the three-month playdate push are expected to reflect substantially in the company's earnings statement for the year.*

# "U" Quietly Forges Star Talent Links

*By* IVAN SPEAR

HOLLYWOOD—Without raising much of a fuss about it, Universal has been forging steadily ahead on one of its most important self-appointed jobs under the year-and-a-half-old administration of N. J. Blumberg.

That job has been the strengthening of its supply of star and featured player roster, augmented to a point where Universal officials express their current satisfaction, through outside deals principally.

The lineup has never been fully divulged. That is, it has not been divulged in toto until now. Aside from Deanna Durbin, who is under exclusive contract, of course, the permanent list is made up of Mischa Auer, Robert Cummings, Andy Devine, Nan Grey, Baby Sandy, Samuel Hinds, Joy Hodges, Lewis Howard, William Lundigan, Constance Moore, Helen Parrish, Gloria Jean and Robert Stack. The array includes the usual "hopefuls" which every studio anticipates will come through, but in the case of Gloria Jean, who is starred in "The Under-Pup," the studio feels the youngster definitely arrives in her first starring picture which was previewed here during the week and submitted to a large scale exploitation opening in Scranton on Thursday.

Bing Crosby's outside picture next year again goes to Universal. Through Harry Edington, who is now a producer on his own for the studio, Cary Grant is on a "per picture" arrangement. "U" has Margaret Sullavan for one picture a year for three years; Irene Dunne for one a year; Charles Boyer for one; Douglas Fairbanks jr., for one a year, again through Edington; Freddie Bartholomew is down for one, with options and this applies, as well, to Marlene Dietrich and Mae West. Edgar Bergen and his wooden McCarthy are committed to one a year; Jackie Cooper to a brace a year; James Stewart, borrowed from M-G-M for "Destry" in which Miss Dietrich will appear opposite; Sigrid Gurie for three a year; Boris Karloff for two a year; Bela Lugosi and Vincent Price likewise; Basil Rathbone is on a "per picture" arrangement via Edington, while Richard Arlen is to make six a year for the Arlen-Devine series.

It is understood others are on the way.

## *Universal Trade Paper Ad Budget Is Up*

NEW YORK—Universal will increase its trade paper advertising budget "very much higher" than last year in order to get the "best possible coverage" for its 1939-40 program, according to Matty Fox, executive assistant to Nate Blumberg, president.

Fox said the campaign, which is now under way, will be intensified immediately after Labor Day.

# 15,000 Scrantonians On Deck for Gloria

*By* LEONARD WEISBERG

SCRANTON, PA.—When Joe Pasternak plucked the 11-year-old daughter of a local piano salesman from the seventh grade class of the Alexander Hamilton School for a Hollywood career eight months ago it is safe to assume that she was known, at the outside, to possibly 50 or 100 persons, mostly her classmates.

As of August 24, Gloria Jean, star of "The Under-Pup," has extended her circle of friends by the thousands. If the blue-eyed, brown-haired youngster is not one of the most talked about girls in the country, it is no fault of Universal's press agentry magic.

For if a city ever turned itself inside out to pay homage to one of its own, this community of anthracite mines and silk mills did for the premiere of Gloria's initial film effort at the Strand. A quick estimate saw about 15,000 Scrantonians on hand when the train bearing Gloria, New York newspaper and trade paper correspondents, radio commentators, a newsreel crew, home office and studio executives pulled in early Thursday afternoon.

All told, there were about 40 critics from various sections of the country on hand for the festivities. All told, they were

(Continued on page 39)

# Gov't Hooks Up 1st Run Need With Suit Against Crescent

NASHVILLE—Although the Crescent suit is similar in many respects to the Schine action, the government presented an entirely new angle here when it stated that for an exhibitor to operate successfully in Crescent towns he must be able to get a "first, second or some run" from at least three or more major distributors.

Naming Crescent Amusement, Lyric Amusement Co., Strand Enterprises, Cumberland Amusement Co., the New Strand Company, Rockwood Amusement Co., Cherokee Amusement Co., Kentucky Amusement, Muscle Shoals Theatres, Inc., as corporate defendants, the suit charges these defendants "have been able to take over operation of numerous theatres and keep other theatres closed in said Crescent towns during the past five years by virtue of their control. The Schine case covers a 10-year period.

### Individuals Named

Individuals named in the action include Anthony ("Tony") Sudekum, president of Crescent, Lyric, Strand, Cumberland, Enterprises and Muscle Shoals.

R. E. Baulch, secretary and director of Crescent, Lyric, Strand, Enterprises, and is a director of Cumberland.

Kermit C. Stengel, president and director of Cherokee and Kentucky Amusement, and an officer and director of Muscle Shoals.

Louis Rosenbaum, vice-president and director of Muscle Shoals.

According to the complaint, Crescent operates in Brownsville, Clarksville, Cleveland, Columbia, Dyersburg, Greenville, Lebanon, Maryville, Morristown Murfreesboro, Paris, Springfield, Union City, Madisonville, and Nashville in Tennessee; in Bowling Green, Earlington and Hopkinsville, Ky., and in Alabama City, Decatur and Gasden, Ala.

Lyric operates in Huntsville, Ala.

New Strand in Kingsport, Tenn.

Cumberland in Tullahoma, Dayton, Rogersville, Crossville, Winchester, McMinnville, Sparta, South Pittsburgh, Pulaski, Fayetteville and Franklin, Tenn.

Strand in Ridgley, Ripley, Trenton, Tiptonville, and Philadelphia, Tenn.; Darkins, Marked Tree, Earl and Le Panto, Ark.; Kosciuski, Lexington, Louisville, Morehead, Itla Bema and Durant, Miss., and Clinton, Ky.

Rockwood in Rockwood, Tracy City, Coal Creek, Manchester, and Huntington, Tenn., and Guthrie, Ky.

Muscle Shoals in Athens, Florence, Tuscumbia and Sheffield, Ala.

### All Majors Defendants

All major companies are defendants.

Exclusive privileges of clearance and selectivity in towns where Crescent operates are among the charges. Another is the preventing of exhibitors from getting first class product, forcing rejected pictures on them and also requiring competitors to "maintain admission prices for such pictures higher than those warranted by quality" of product; preventing other exhibitors from getting first or second run clearance.

Further, it is charged, "independent exhibitors have been induced to sell their theatres to defendant exhibitors under the threat, express or implied, that if they refused to sell, defendant exhibitors would open competing theatres in the same town and prevent independent exhibitors from procuring desirable pictures. In a number of instances, independent exhibitors attempting to compete with defendant exhibitors have found it impossible to procure sufficient pictures to keep their theatres operating. In addition, defendant exhibitors have lowered admission prices, given away large sums of money as prizes and operate some of their theatres at a loss with the purpose and effect of driving their competitors out of business and giving defendant exhibitors a monopoly in the exhibition of motion pictures in the area in which they operate. By use of such tactics, defendant exhibitors have forced a large number of independent exhibitors in Tennessee, Kentucky, Alabama, Mississippi and Arkansas out of the motion picture business and, unless restrained and enjoined by the court, will continue to do so in the future until they have a complete control in the motion picture exhibition business in the areas in which they operate."

## B&K and Majors Assemble Data for Chicago Suit

CHICAGO—The attorneys for the major film companies and B&K are getting data ready again for the resumption of the government's consent-decree case against them. Hearings are due to start again on September 6.

When the case—which charges Barney Balaban, B&K and all of the majors except Columbia with violating the 1932 consent decree—was adjourned the early part of July, the government had concluded its preliminary arguments.

Robert Wright and Seymour Simon, government attorneys on the case, have been working on the justice department's anti-trust case in Oklahoma, but are expected here shortly.

Former Judge Edgar Eldredge, appointed by Judge Charles Woodward, is hearing testimony and evidence as a master in chancery, and is expected to be on the bench when the case is resumed two days after Labor Day.

Attorneys for the film companies and B&K are working with the exchange branch managers, getting data which they will use in presenting their defense when the case resumes.

## New Deposition Date for Sam Meyers Is Set

CHICAGO—Deposition of Sam Meyers in Frank Ford's anti-trust suit against Meyers, B&K and the major companies was set for Friday (August 25). The matter has been postponed many times and it was thought might be postponed again.

# Trade Definitions A La Washington

NASHVILLE—*The government, in its suit against Crescent, has its own definition for certain familiar industry terms. Eight are explained as follows:*

"First run exhibition in a town is the initial exhibition of a motion picture in that town with first run clearance.

"Second run exhibition in a town is the exhibition of a motion picture with second run clearance, which has previously been shown in that town.

"A first run theatre is a motion picture theatre which customarily exhibits first class pictures first run.

"A second run theatre is a motion picture theatre which customarily exhibits first class pictures on second run.

"Feature pictures are motion pictures five or more reels in length."

[Columbia, in its answer to the government, states that, as a rule, feature pictures within recent years are anywhere from five to 10 reels in length, whereas prior to 1928 features were as a rule five reels in length with few exceptions. It is also explained it is not uncommon for a producer to make 100,000 feet of film, which is subsequently edited and cut down to 10 reels and oftentimes less. This information is contained in papers filed in the New York federal court.]

"Clearance is protection against competition granted to an exhibitor by agreement with a distributor which limits the terms on which the distributor may license films to other competitive exhibitors.

"First run clearance is the protection customarily given a first run theatre by a distributor of feature pictures against competition resulting from the subsequent exhibition of its feature pictures at other theatres in the same town. Said protection generally takes the form of an agreement by the distributor covering a period of one year or more, during which it agrees not to license its features for exhibition at other theatres in the same town until a specified period has elapsed after the conclusion of their exhibition in the first run theatre and further agrees not to license said pictures to said other theatres unless said other theatres maintain a specified minimum admission price.

"Second run clearance is the protection given a second run theatre by a distributor of feature motion pictures against competition resulting from the exhibition of its feature pictures at other theatres in the same town subsequent to the second run. Said protection generally takes the form of an agreement similar to that described in the preceding paragraph."

# David Loew Not Making Any on UA '39-'40 List

NEW YORK—David L. Loew will not produce on UA's 1939-40 program, he said during his stay here. He added he is not set on his first vehicle or the star. He came on from the coast by car and plans to leave Wednesday for Hollywood via the same route.

# THE GREATEST RELEASE SCHEDULE EVER PUBLISHED!

1939 · 1940 — 20th CENTURY FOX — FEATURE RELEASES

SUBJECT TO CHANGE AUG. 17, 1939

# AUGUST

**Aug. 4** — **ELSA MAXWELL'S HOTEL FOR WOMEN**

Ann Sothern, Linda Darnell, James Ellison, Jean Rogers, Lynn Bari, June Gale, Joyce Compton, Elsa Maxwell, John Halliday, Katharine Aldridge, Alan Dinehart, Sidney Blackmer. A Cosmopolitan Production.
*Directed by Gregory Ratoff*

**Aug. 11** — **CHICKEN WAGON FAMILY**

Jane Withers, Leo Carrillo, Marjorie Weaver, Spring Byington, Kane Richmond.
*Directed by Herbert I. Leeds*

**Aug. 18** — **STANLEY AND LIVINGSTONE**

Spencer Tracy, Nancy Kelly, Richard Greene, Walter Brennan, Charles Coburn, Sir Cedric Hardwicke, Henry Hull, Henry Travers.
*Directed by Henry King*

**Aug. 25** — **THE JONES FAMILY IN QUICK MILLIONS**

Jed Prouty, Spring Byington, Ken Howell, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Eddie Collins, Robert Shaw, Helen Ericson.
*Directed by Mal St. Clair*




**GREAT PICTURES ARE ALL THAT COUNT!**

# SEPTEMBER

**Sept. 1** **THE ADVENTURES OF SHERLOCK HOLMES**

Basil Rathbone, Nigel Bruce, Ida Lupino, Alan Marshal, Terry Kilburn, George Zucco, Henry Stephenson, E. E. Clive.
*Directed by Alfred Werker*

**Sept. 8** **CHARLIE CHAN AT TREASURE ISLAND**

Sidney Toler, Cesar Romero, Pauline Moore, Sen Yung, Douglas Fowley, June Gale, Douglas Dumbrille, Sally Blane, Billy Seward, Wally Vernon, Donald MacBride. *Directed by Norman Foster*

**Sept. 15** **THE RAINS CAME**

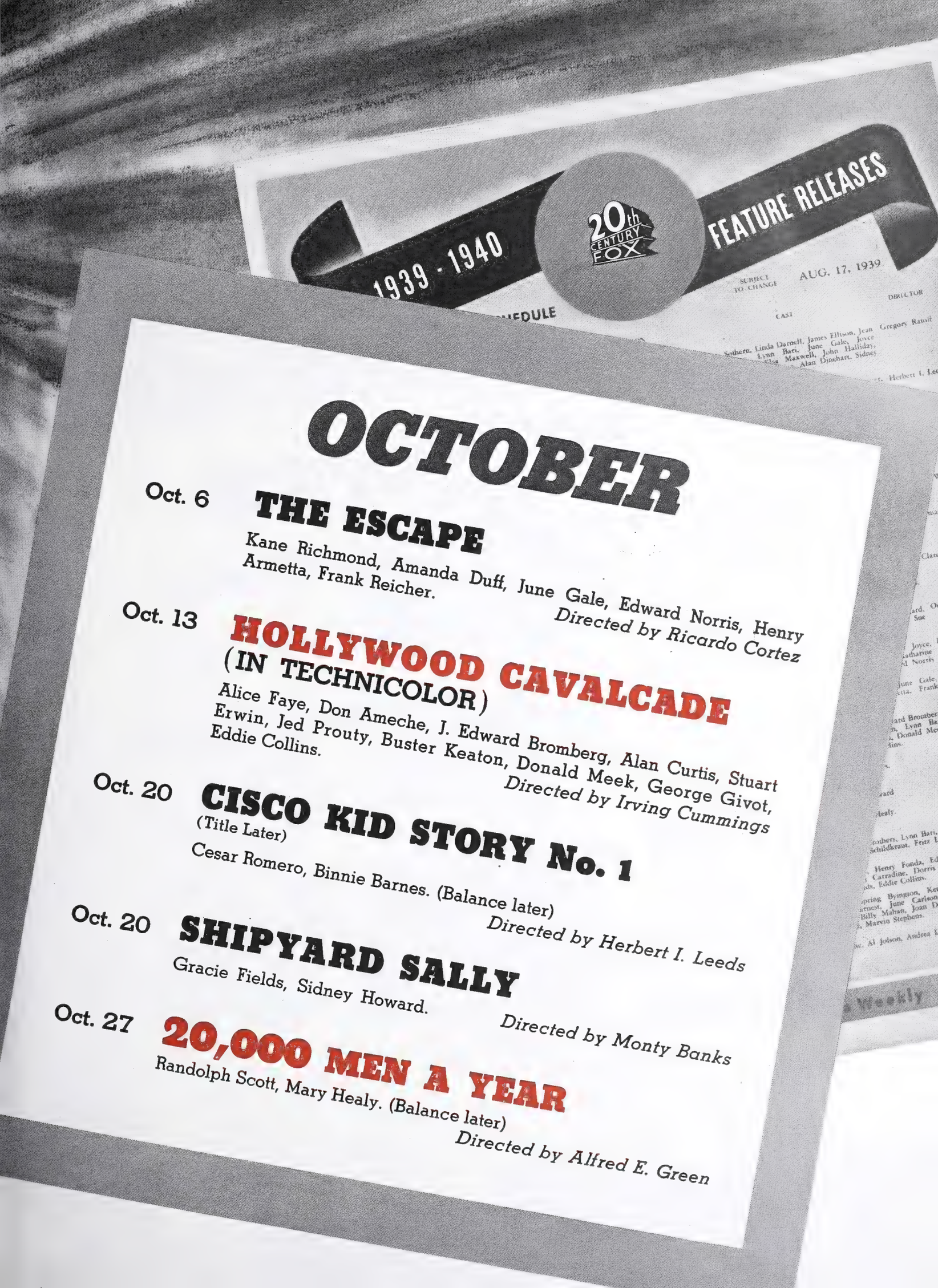
Myrna Loy, Tyrone Power, George Brent, Brenda Joyce, Nigel Bruce, Maria Ouspenskaya, Joseph Schildkraut, Mary Nash, Jane Darwell, Marjorie Rambeau, Henry Travers, H. B. Warner.
*Directed by Clarence Brown*

**Sept. 22** **STOP, LOOK AND LOVE**

Jean Rogers, William Frawley, Robert Kellard, Eddie Collins, Minna Gombell, Cora Sue Collins. *Directed by Otto Brower*

**Sept. 29** **HERE I AM A STRANGER**

Richard Greene, Richard Dix, Brenda Joyce, Roland Young, Gladys George, Katharine Aldridge, Russell Gleason, Edward Norris, George Zucco, Henry Kolker.
*Directed by Roy Del Ruth*




# OCTOBER

**Oct. 6** **THE ESCAPE**

Kane Richmond, Amanda Duff, June Gale, Edward Norris, Henry Armetta, Frank Reicher.

*Directed by Ricardo Cortez*

**Oct. 13** **HOLLYWOOD CAVALCADE**
**(IN TECHNICOLOR)**

Alice Faye, Don Ameche, J. Edward Bromberg, Alan Curtis, Stuart Erwin, Jed Prouty, Buster Keaton, Donald Meek, George Givot, Eddie Collins.

*Directed by Irving Cummings*

**Oct. 20** **CISCO KID STORY No. 1**
(Title Later)

Cesar Romero, Binnie Barnes. (Balance later)

*Directed by Herbert I. Leeds*

**Oct. 20** **SHIPYARD SALLY**

Gracie Fields, Sidney Howard.

*Directed by Monty Banks*

**Oct. 27** **20,000 MEN A YEAR**

Randolph Scott, Mary Healy. (Balance later)

*Directed by Alfred E. Green*

# 20TH CENTURY-FOX THE NO. 1 COMPANY OF THE INDUSTRY!

9 - 1940

20th CENTURY FOX

FEATURE RELEASES

# NOVEMBER

Nov. 3 **PACK UP YOUR TROUBLES**

(Tentative Title)

Jane Withers, Ritz Brothers, Lynn Bari, Stanley Fields, Joseph Schildkraut, Fritz Lieber, Lionel Royce. *Directed by H. B. Humberstone*

Nov. 10 **DRUMS ALONG THE MOHAWK**

(IN TECHNICOLOR)

Claudette Colbert, Henry Fonda, Edna May Oliver, John Carradine, Dorris Bowdon, Arthur Shields, Eddie Collins, Jessie Ralph.

*Directed by John Ford*

Nov. 17 **THE JONES FAMILY IN TOO BUSY TO WORK**

Jed Prouty, Spring Byington, Ken Howell, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Joan Davis, Chick Chandler, Marvin Stephens.

*Directed by Otto Brower*

Nov. 24 **SWANEE RIVER**

(IN TECHNICOLOR)

Don Ameche, Andrea Leeds, Al Jolson.

*Directed by Sidney Lanfield*

20th CENTURY FOX

Darryl F. Zanuck
in Charge of Production

# Sees Theatre Takes With Edge on '38

NEW YORK — "Theatre attendance and boxoffice receipts are expected to hold at levels only slightly in excess of last year," reports Poor's Publishing Co. in its current investment survey.

Even should attendance show no gain from the present level, the report adds, the industry will experience "greatly improved operations" due to reduced amortization charges on films released in the latter part of the current season.

Poor's estimates the industry's 1939-40 production budget at $176,000,000, or more than 20 per cent higher than for the 1938-39 season. "Under present production plans, only a four per cent increase in total feature and western releases is outlined at most, but more 'A' and less 'B' quality films are promised," it states.

The report observes there "is small incentive for building new film outlets or enlarging present ones" because "prospects indicate only moderate increases in theatre attendance."

Characterizing the export market as "crippled," the report states:

"Because of the fact that Argentina, Brazil and Mexico are among the five leading foreign markets for this country's films, taking 22 per cent of the number of positive prints exported during the 1939 first six months, or twice as many as the United Kingdom and France combined, the situation is far from disheartening. The export market bears close watching, however, especially in regard to competition from other film producing countries.

## *Lesser East From Coast On Business, Vacation*

NEW YORK—Sol Lesser arrived from the coast Friday on a combined business and vacation trip. While here he will confer with Thornton Wilder on the latter's play, "Our Town," first Lesser picture for UA. He also will tour New England by car selecting background shots.

## *Hays Returns*

NEW YORK—Will H. Hays is back in New York from Hollywood where he spent the greater part of the summer.

## *Levy in Prison After Fraud Conviction*

WATERBURY, CONN. — Edward G. Levy, general counsel of MPTOA, is in state's prison serving a one-year prison term for admittedly participating in a conspiracy to defraud the city of Waterbury of more than $1,000,000 from 1930 through 1937. He is one of 24 public officials and others convicted.

Levy, a New Haven lawyer, pleaded guilty and turned state's evidence, testifying he had endorsed $111,000 in city checks of which he had retained $21,500. He said the rest had been turned over to Thomas P. Kelly, secretary to Mayor T. Frank Hayes.











## *They'll Play a Larger Part in the Affairs of RKO—*

*Five of the six men promoted by George J. Schaefer at the RKO studio are shown in this panel. Above, left, is John J. Nolan, long assistant secretary of the studio company and now assistant to Schaefer with headquarters in Hollywood. To the right is Howard Benedict, studio publicity director originally drawn from the legitimate stage field. Five years in his old post and long reported slated for production, this is exactly what has now taken place. Below, left to right, is Perry Lieber, who succeeds Benedict in the publicity berth. With the latter's promotion, Lieber's was anticipated as well. Then, Robert F. Sisk, former advertising and publicity director and for several years now in production. Making "B" pictures, he is being advanced to more important attractions and larger budgets. Finally, Lou Brock, who has been directing shorts but who now is named head of the short subject department. The sixth promotion, not displayed here, goes to Bert Gilroy who will make features under the general guidance of Lee Marcus, onetime head of Pathe who forsook distribution for production and has remained with RKO since the changeover. Gilroy's first will be "Marshal of Mesa City," starring George O'Brien.*

# Wood Likely Schine Counsel in Suit

(Continued from page 4)

Nizer currently is on a South American honeymoon and while his name has been suggested, along with Thacher, it is understood the Schines prefer Wood.

Wood has had wide experience on anti-trust cases, having represented the oil industry several years ago. Additionally, he was among the two important outside lawyers retained by Warners in the two St. Louis anti-trust cases four years ago. Wood has also been mentioned as possible counsel for Warners in the all-industry suit, but it has been indicated from reliable sources Robert W. Perkins, general counsel for the company, will act as trial lawyer with H. I. Levinson and other home office counsel assisting.

Answers by Schine will not be filed by August 28, which is 21 days after the suit was instituted in the local federal courts. The reason for this is Schine had not been served until a week after the papers were filed. As a result, answers are not due until 20 days after service.

There is every indication of an early trial in the case, it is stated here, because the local federal calendar is practically up to date. This would mean that the suit may be heard and possibly disposed of before the all-industry action in New York.

According to some sources here, it is said Schine, at no time, has built in opposition to an independent in any of the towns he operates. However, there are those who differ on this, claiming that Auburn, N. Y., is an example.

The investigation by the government into Schine operations, it is said, began with the formation of Allied of New York more than a year ago. Some exhibitors who have complained to the government are understood to have presented to the government a chronological record of developments in the past 10 and 12 years which will be offered as evidence at the trial.

The specific number of complaints against the Schines, while, in the main, cover the New York territory, is not known. Offhand, it is said, the number runs anywhere from 25 to 50.

### New York "Frozen" Product Situation May Be Settled

NEW YORK—Efforts are reported under way to bring about an amicable adjustment of a complaint by a local independent against RKO and Loew's with an impartial party handling the negotiations. The complaint, it is said, deals with an exhibitor who for years enjoyed a first run and now is last in his neighborhood and unable to get product. While there is no visible indication of a settlement, the theatre owner threatens to go to the department of justice unless he gets relief.

# *UA Answer Sweepingly Denies Gov't Charges*

(Continued from page 5)

not go into detail as to their relationship.

"From time to time," UA states, "it had knowledge that producers, directly or indirectly, had acquired theatres and that there were mergers or affiliations," but further than that no information is given.

The company also knew that RKO, Loew's, Paramount, 20th-Fox and Warners had interests in theatres, that Universal at one time was affiliated with a circuit and that Warners had an interest in Vitaphone and Stanley Co. of America, but the "nature and extent of such interest" is not known.

In essence, the answer holds that UA is not a producing company but a distributing outlet for independent producers, some of whom have a stock interest.

# Notes to You from Red Kann

(Continued from page 18)

the dramatic power of Bette Davis. Thus, it stands at sort of cross-roads in that it must either resort to the already used or coin new ones. The occasion for the latest outburst of enthusiasm is precipitated by "The Old Maid," in which Miss Davis is provided competition by Miriam Hopkins, a generally effective actress very much in her own right.

But it isn't competition. Or, at least, for Miss Davis. As the young girl in love with George Brent, her early episodes merely plant the background for that which comes. As the grown and middle-aged woman, embittered by her fate and frustrated by the illegitimacy of the daughter she can never claim, yet torn mightily by the anguish of mother love, this characterization is a distinguished and emotion-shaking piece of artistry. Miss Davis gives the part and her interpretation great depth, complete understanding and undisputed authority. Essentially a woman's picture, "The Old Maid" looks like a cleanup if precedents established by its type still hold forth in this upset show business.

Incidentally, the child-born-out-of-wedlock situation which motivates the entire film seems to represent an unbending on the part of the production code administration. And a good thing at that, for otherwise there could not have been the picture that emerged.

## *Brain Power*

There might be a new situation stuck away somewhere in the dramatic fabric of "In Name Only," but it would take a sharper eye than this to bring it into the open. At every turn, it's a cinch to figure Carole Lombard and Cary Grant will get together at the fadeout. The only and very slight mystery note swings around the nature of the device whereby Kay Francis, as the odd woman, must be eliminated from the scene.

Yet in face of this or maybe despite it, "In Name Only" proves to be one of the fine attractions of the current period. Expertly and often touchingly performed by Miss Lombard and Grant, the supporting cast which includes Miss Francis and Charles Coburn, gives valiant assistance. The absence of the banal in the dialogue, the use of brain power in the development of the script, the intelligence of John Cromwell's direction and the calibre of the performances do the trick, and do it very well indeed. A first class evidence of the proper use of brain power in production.

## *A Smart Stroke*

Not on the 1938-39 contract which expires August 31, Universal proposes delivering "First Love," the next Durbin, to exhibitors on the year's program anyway although delivery will not be made until late September or early October.

The ordinary procedure with many distributors is to pull what appears earmarked as an important attraction from the schedule and re-sell it the following season on higher terms. This has always been an unholy business practice and as neat a reason for maintaining continued strife between buyer and seller as might be contrived.

Universal's action has nothing up its sleeve. The company, already the welcome target of an exhibitor-inspired playdate drive, is making progress. It wants to engender further goodwill with its customers and correctly and astutely dopes it out that throwing in an added attraction which nobody expects is a way of doing it. And it is.

## *$1,000,000,000 Up*

Secretary of Commerce Hopkins reports a billion dollar increase in retail trade during the first six months of 1939. Aside from confusing anti-New Dealers, a conclusion which appears rational is that some of this additional money circulating and floating around and across the land must have found its way into the boxoffice.

It begins to look now as if the picture business is here to stay.

# STEALING MARCH ON FIELD, WARNER PICKS UP MANY CODE FEATURES IN INDIVIDUAL PROGRAM

## 20% Cancellation, No Score Charges, No Shorts Forcing

NEW YORK — Warner boldly steals a march on the rest of the field by picking up many essential features of the trade practice code which the justice department said could not be adopted by the majors in concert and incorporating them in a 12-point platform by which sales policies for 1939-40 will be governed.

Regardless of what competitors may do, Warner, with Gradwell L. Sears spokesman as president of Vitagraph, fanfares to the entire industry its own 20 per cent cancellation clause, intention to continue selling established customers, divorce of features from shorts and abandonment of the score charge among the highlights and also significantly embraces the clause outlining anticipation that all top-bracket pictures will be accorded preferred playing time.

First over the line in any move to salvage some of the primary code concessions, Warner now is resting on the priority its unexpected and dramatic action establishes. Aware of the possibility that other majors may follow suit, Warner executives declare this will be all right with them just so long as any credit for the road-paving process accrues to their company.

Declaring the statement is issued "in an endeavor to clarify the company's position and dispel, as far as Vitagraph is concerned, widespread confusion and divergence of opinion now existing in the industry," Sears adds that "in the opinion of the company distribution methods for the future require streamlining to meet the new order of economic demands."

The 12-point policy follows:

1. We announced on March 14, 1939, we would release 48 feature pictures, 104 short subjects and 48 trailers. We also stated that "quality is not a passing fashion." Our production performance since this date and the pictures finished and available for release justify that statement.

2. An exhibitor who licenses all feature motion pictures offered shall have the right, if he be not in default, to eliminate proportionately among the several brackets 20 per cent of the total number of features licensed if the average license fees for all features shall not exceed $100 and 10 per cent if such average is in excess of $100.

3. We confirm our policy of long standing of allowing an exhibitor to eliminate any feature which may be locally offensive on moral, religious or racial grounds.

4. We expect all top-bracket pictures to be played on preferred playing time.

5. We will license a run designated by us of our features in any situation to any exhibitor of good reputation as a theatre operator and customer whose theatre is in good condition and who operates under a policy which will not substantially reduce our revenue from any other run provided such exhibitor and we can agree upon the number of features to be licensed and other terms and conditions.

6. We confirm our policy of long standing and our intent to continue to license our pictures to our regular customers who prove to be satisfactory.

7. No exhibitor will be required to license short subjects, trailers or reissues as a condition of licensing features.

8. No recording charge will be made in connection with the licensing of any of our feature pictures.

## *Max Milder Heads U. K. Combination*



—Photo by Cosmo-Sileo

LONDON—The Warner and First National sales organizations, heretofore separately maintained, were merged on Monday. Max Milder, managing director of Warner, is in charge under Robert Schless.

D. E. Griffiths, former managing director of First National, may remain with the consolidated organizations although there is no certainty on this score.

NEW YORK—Official word that the Warner and First National sales machines in England have been merged was tipped off by Hal B. Wallis, Warner executive producer, on his return from Europe a few weeks ago. The story was immediately denied by home office executives attached to the foreign department.

On August 5, BOXOFFICE reported Robert Schless, former supervisor for Europe, had been placed in charge of the continent as well as England under a split which, in turn, put Sam E. Morris and Joe Himmel over South America and the Far East.

The following week BOXOFFICE reported the purpose of Harry M. Warner's London trip concerned the British amalgamation, but still no official light was shed on the plan. On September 2, Warner, per schedule, will arrive in New York on the *Queen Mary*. Cable advice from London to Warner headquarters cloaked the forecast with a completely official aura.

## To Negotiate Clearance "Reasonable as to Time and Area"

9. To assist in booking problems of our customers and for mutual benefit of our customers and ourselves, it is our intention to hold a number of test exhibitions of pictures in order to fairly establish their proper price bracket allocation. We will allocate features to their proper price brackets not later than 14 days after the national release date thereof to first run exhibitors in those cities which we may use as "test cities" and to all others on giving notice of availability of each feature.

10. We have never at any time coerced or intimidated any exhibitor to license our pictures by threatening to build or otherwise acquire a competing theatre and we will never do so. It is our belief that the quality of our pictures and the high standard of our production create a demand for our pictures.

11. For over five years it has been our policy to arbitrate, with any customer desiring to do so, all claims and controversies which may arise under our license agreements and our form of license agreement containing an optional arbitration provision, we will continue to give to each of our customers the option to arbitrate all such claims and controversies.

12. Clearance is an absolute necessity in the conduct of our business and we therefore intend to continue our policy to negotiate with each of our customers for clearance reasonable as to time and area. This policy will apply for the season of 1939-40 and to all license agreements covering 1939-40 product made after January 1, 1939.

## *15,000 Scrantonians Turn Out to Hail Gloria*

(Continued from page 31)

pleasantly surprised to see Scranton newspapers carrying front page stories of their arrival—before the engineer cut off his power. Two local bands tooted their darndest to vie with factory and mine whistles in blasting a welcome.

# WEEK'S CROWN TO "STANLEY AND LIVINGSTONE"

AVERAGE IS 100%

## BOSTON

Fenway—**Each Dawn I Die** (FN) 2nd run; **Cowboy Quarterback** (FN) ..... 50
Memorial—**Stanley and Livingstone** (20th-Fox); **Jones Family in Hollywood** (20th-Fox).135
Metropolitan—**Hotel for Women** (20th-Fox); **Mr. Moto Takes a Vacation** (20th-Fox)..... 60
Orpheum—**Four Feathers** (UA); **A Woman Is the Judge** (Col) .....115
Paramount—Same as Fenway ..... 50
State—Same as Orpheum .....100

## CHARLOTTE

Broadway—**Some Like It Hot** (Para), 1st part..100
Broadway—**The Gracie Allen Murder Case** (Para), 2nd part ..... 90
Broadway—**Wolf Call** (Mono), 3rd part ..... 90
Carolina—**Goodbye, Mr. Chips** (M-G-M) .....100
Imperial—**The Man in the Iron Mask** (UA)...100

## CHICAGO

Apollo—**Goodbye, Mr. Chips** (M-G-M), final and 8th wk. ..... 85
Chicago—**Stanley and Livingstone** (20th-Fox), plus stage show, held 2nd wk. .....145
Garrick—**Each Dawn I Die** (FN), 3rd loop wk. .....100
Oriental—**Naughty But Nice** (WB), first run; **The Sun Never Sets** (Univ), 2nd loop wk., stage show .....100
RKO Palace—**Career** (RKO), plus stage show..100
Roosevelt—**The Man in the Iron Mask** (UA), 2nd wk. ..... 95
State-Lake—**Stronger Than Desire** (M-G-M), plus stage show ..... 90
United Artists—**Lady of the Tropics** (M-G-M), held 2nd wk. .....115
World Playhouse—**Stolen Life** (Para), 2nd loop wk. ..... 90

## CINCINNATI

Albee—**Lady of the Tropics** (M-G-M), held....120
Capitol—**Bachelor Mother** (RKO), 3rd wk.....120
Keith's—**Winter Carnival** (UA) .....120
Lyric—**Four Feathers** (UA) .....120
Palace—**Each Dawn I Die** (FN), held.....130
Shubert—**Our Leading Citizen** (Para) .....100

## CLEVELAND

Allen—**Bachelor Mother** (RKO), 3rd wk.....175
Hippodrome—**Each Dawn I Die** (FN), 2nd wk. 85
Palace—**Frontier Marshal** (20th-Fox)..... 85
State—**Four Feathers** (UA) .....125
Stillman—**The Man in the Iron Mask** (UA), 2nd wk. .....110

## DALLAS

Capitol—**Ex-Champ** (Univ), 1st half ..... 80
Capitol—**They Made Her a Spy** (RKO), 2nd half 85
Majestic—**Each Dawn I Die** (FN) .....125
Palace—**Lady of the Tropics** (M-G-M).....110
Rialto—**Miracles for Sale** (M-G-M), 1st half...100
Rialto—**The Sun Never Sets** (Univ), 2nd half.. 90
Tower—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. .....100

## DENVER

Aladdin—**Second Fiddle** (20th-Fox), after a wk. at the Denver .....100
Broadway—**Goodbye, Mr. Chips** (M-G-M), after a wk. at the Orpheum .....125
Denham—**Our Leading Citizen** (Para) .....115
Denver—**Each Dawn I Die** (FN) .....100
Orpheum—**Bachelor Mother** (RKO); **They All Come Out** (M-G-M) .....100
Paramount—**Frontier Marshal** (20th-Fox); **Mr. Moto Takes a Vacation** (20th-Fox).....120
Rialto—**Daughters Courageous** (FN), after a wk. at each the Denver and Aladdin; **News Is Made at Night** (20th-Fox) .....115

## DETROIT

Adams—**Hotel for Women** (20th-Fox), after wk. at Fox; **Frontier Marshal** (20th-Fox), after wk. at Fox ..... 90
Fox—**Stanley and Livingstone** (20th-Fox); **The Jones Family in Hollywood** (20th-Fox).110
Michigan—**The Man in the Iron Mask** (UA); **Naughty But Nice** (WB) .....100
Palms State—**Winter Carnival** (UA); **They All Come Out** (M-G-M) ..... 85

## KANSAS CITY

Esquire—**Hotel for Women** (20th-Fox), held over .....130
Midland—**Winter Carnival** (UA); **Miracles for Sale** (M-G-M) ..... 70
Newman—**Kid From Kokomo** (WB); **Stolen Life** (Para) ..... 85
Uptown—**Hotel for Women** (20th-Fox), held over .....140

## *Top Hits of the Week*

STANLEY AND LIVINGSTONE (dual)
Los Angeles .....190

BACHELOR MOTHER—Cleveland (3rd wk.) .....175

THE OLD MAID—New York (plus stage show) .....170

ANDY HARDY GETS SPRING FEVER —Oklahoma City (moveover)....150

FOUR FEATHERS (dual)— New Haven .....160

WHEN TOMORROW COMES (dual) Portland, Ore. .....150

STANLEY AND LIVINGSTONE— Chicago (3rd wk.) .....145

HOTEL FOR WOMEN—Kansas City..140

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 14th wk., New York City; 8th wk., Chicago, Seattle; 4th wk., Portland.

**On Borrowed Time,** 5th wk., Los Angeles.

**Bachelor Mother,** 3rd wk., Cincinnati, Cleveland, Los Angeles.

**Each Dawn I Die,** 3rd loop wk., Chicago.

**They Shall Have Music,** 3rd wk., New York.

## LOS ANGELES

Chinese—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox) .....190
Downtown—**Man in the Iron Mask** (UA); **You Can't Get Away With Murder** (FN), 2nd wk..125
Four Star—**On Borrowed Time** (M-G-M), 5th wk. ..... 60
Hillstreet—**Bachelor Mother** (RKO); **House of Fear** (Univ), 3rd wk. ..... 90
Hollywood—Same as Downtown .....125
Pantages—Same as Hillstreet ..... 90
Paramount—**Million Dollar Legs** (Para); **Our Leading Citizen** (Para) ..... 60
State—Same as Chinese .....175

## MILWAUKEE

Palace—**Our Leading Citizen** (Para); **Island of Lost Men** (Para) ..... 90
Riverside—**Whispering Enemies** (Col), plus stage show ..... 90
Strand—**Four Feathers** (UA); **Hotel for Women** (20th-Fox) .....110
Warner—**The Man in the Iron Mask** (UA); **Way Down South** (RKO) .....125
Wisconsin—**Lady of the Tropics** (M-G-M); **News Is Made at Night** (20th-Fox).....125

## MINNEAPOLIS

Aster—**Island of Lost Men** (Para); **Cowboy Quarterback** (FN) ..... 90
Century—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd wk. .....100
Gopher—**Blondie Takes a Vacation** (Col)..... 90
Minnesota—**Exile Express** (GN), plus stage show (Nan Rae & Co.) .....100
Orpheum—**Bachelor Mother** (RKO) ..... 90
State—**Lady of the Tropics** (M-G-M) ..... 85
World—**The Mikado** (Univ), 2nd wk. .....110

## NEW HAVEN

College—**Frontier Marshal** (20th-Fox); **Panama Lady** (RKO) ..... 75
Loew-Poli—**Lady of the Tropics** (M-G-M); **Miracles for Sale** (M-G-M) ..... 80
Paramount—**Our Leading Citizen** (Para); **The House of Fear** (Univ) ..... 50
Roger Sherman—**Four Feathers** (UA); **Unexpected Father** (Univ) .....160

## NEW ORLEANS

Center—**Forgotten Women** (Univ) ..... 75
Globe—**Tarzan Finds a Son** (M-G-M) ..... 85
Liberty—**Way Down South** (RKO) ..... 95
Orpheum—**Each Dawn I Die** (FN), 2nd wk....100
Saenger—**Susannah of the Mounties** (20th-Fox) .....100
State—**Four Feathers** (UA) .....125

## NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 13th wk. held .....110
Capitol—**Four Feathers** (UA), 2nd wk.....115
Criterion—**Miracles for Sale** (M-G-M) .....100
Globe—**I Stole a Million** (Univ), 2nd wk..... 95
Paramount—**Beau Geste** (Para), 2nd wk., plus stage show .....120
Radio City Music Hall—**In Name Only** (RKO), 2nd wk., plus stage show .....115
Rivoli—**They Shall Have Music** (UA), 3rd wk. 75
Roxy—**Stanley and Livingstone** (20th-Fox), 2nd wk., plus stage show, held .....115
Strand—**The Old Maid** (WB), plus stage show.170

## OKLAHOMA CITY

Criterion—**The Man in the Iron Mask** (UA)... 85
Liberty—**The Magnificent Fraud** (Para); **Million Dollar Legs** (Para), 4 days .....100
Liberty—**Night Work** (Para); **Bulldog Drummond's Bride** (Para), 3 days ..... 95
Midwest—**Our Leading Citizen** (Para) ..... 80
Plaza—**Andy Hardy Gets Spring Fever** (M-G-M), moveover .....150
State—**Pony Express** (Rep); **My Wife's Relatives** (Rep), 3 days ..... 85
State—**Blind Alley** (Col); **Stunt Pilot** (Mono), 4 days .....125
Tower—**Bridal Suite** (M-G-M) ..... 70

## OMAHA

Brandeis—**Bachelor Mother** (RKO); **The Saint in London** (RKO), 2nd wk. .....100
Omaha—**Lady of the Tropics** (M-G-M); **6,000 Enemies** (M-G-M) .....125
Orpheum—**Stanley and Livingstone** (20th-Fox); **It Could Happen to You** (20th-Fox) .....135

## PHILADELPHIA

Boyd—**Four Feathers** (UA) ..... 85
Earle—**The Magnificent Fraud** (Para) ..... 80
Fox—**Each Dawn I Die** (FN), 2nd wk., with Buddy Clark, Sybil Bowan on stage.....100
Karlton—**Bachelor Mother** (RKO), 2nd run....100
Palace—**Second Fiddle** (20th-Fox), 3rd run.... 85
Stanley—**Lady of the Tropics** (M-G-M).....110
Stanton—**Andy Hardy Gets Spring Fever** (M-G-M), 2nd run ..... 95

## PITTSBURGH

Alvin—**Frontier Marshal** (20th-Fox) ..... 85
Penn—**The Man in the Iron Mask** (UA).....120
Stanley—**Each Dawn I Die** (FN) .....100
Warner—**Bachelor Mother** (RKO), 2nd d.t. wk. 90

## PORTLAND, ORE.

Broadway—**Lady of the Tropics** (M-G-M); **The Man Who Dared** (FN), 2nd wk.....100
Mayfair—**Goodbye, Mr. Chips** (M-G-M), 4th wk..100
Orpheum—**Our Leading Citizen** (Para); **Island of Lost Men** (Para) .....100
Paramount—**Bachelor Mother** (RKO); **Career** (RKO), 2nd wk. .....100
United Artists—**When Tomorrow Comes** (Univ); **Miracles for Sale** (M-G-M).....150

## SALT LAKE CITY

Capitol—**Prison Without Bars** (UA); **The Girl From Mexico** (RKO) .....105
Centre—**Each Dawn I Die** (FN) .....115
Paramount—Closed for the summer.
Studio—**Bachelor Mother** (RKO), 2nd wk.....135
Utah—**The Sun Never Sets** (Univ); **Unexpected Father** (Univ) .....105
Victory—Closed for the summer.

## SEATTLE

Blue Mouse—**When Tomorrow Comes** (Univ); **Back Door to Heaven** (Para), 2nd wk.....100
Fifth Avenue—**Bachelor Mother** (RKO); **On Borrowed Time** (M-G-M), 2nd wk.....100
Liberty—**The Man They Couldn't Hang** (Col); **Parents on Trial** (Col) ..... 90
Music Box—**Goodbye, Mr. Chips** (M-G-M), 8th wk. ..... 90
Orpheum—**Magnificent Fraud** (Para); **Indianapolis Speedway** (WB) ..... 90
Palomar—**Heritage of the Desert** (Para); **Smuggled Cargo** (Rep), plus stage show.... 85
Paramount—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox) .....100



# FIFTH AVENUE GIRL

*ritzes the rich because she's got what money can't buy!...*

# IT'S BIG BOX-OFFICE WHEN THE TITLE-STAR-STORY-DIRECTOR SET-UP IS AS PERFECT AS THIS! . . .

Figure the fun when joyous Ginger, jobless beauty from the East Side, moves in as family trouble-shooter for Millionaire Connolly! . . . A humanly humorous story milked to its last drop of sentiment, romance and dramatic excitement by producer-director Gregory La Cava—the man who put that crackling spark of life and vitality into "Stage Door!" . . .

***Yes, sir . . . another BIG ONE from RKO RADIO!***

## Ginger Rogers

IN

# "FIFTH AVENUE GIRL"

WITH

WALTER CONNOLLY • VERREE TEASDALE • JAMES ELLISON

TIM HOLT · KATHRYN ADAMS · FRANKLIN PANGBORN

PRODUCED AND DIRECTED BY GREGORY LA CAVA

PANDRO S. BERMAN IN CHARGE OF PRODUCTION

SCREEN PLAY BY ALLAN SCOTT



# WARNER MOVE TO INCLUDE CODE ESSENTIALS IN SELLING POLICY GETS INDEPENDENTS CHEER

## Distributor Response Is Lukewarm; Others Are Waiting to See

*(Text of Warner 12-Point Program on Page 39)*

NEW YORK—The decision by Warner to incorporate some of the essentials of the trade practice code into a 12-point selling policy for the new season finds independent exhibitors in the Metropolitan area generally cheering and brother distributors either silent or unimpressed.

Independent theatremen hail the move as a "step in the right direction," and freely anticipate that every other company, possibly with the exception of United Artists, will follow suit. UA maintains it has been operating under many code provisions as a part of its policy, anyway.

The morning the announcement broke, one New Jersey exhibitor who operates two theatres, told BOXOFFICE he had made a contract with another company the night before and was advising the branch manager immediately that unless some provisions being offered by Warner were given to him he would cancel.

Commenting on the statement by Gradwell L. Sears, Vitagraph president and Warner sales chief, this exhibitor said: "I think it is a very good thing. Now that Warner has taken this step, exhibitors will demand the same things from other companies."

Max A. Cohen, president of Allied of New York, in addition to releasing a special bulletin to the membership, told BOXOFFICE:

"I think the Warner move is a step in the right direction and marks progress. This proves my previous statements relating to the sincerity of distributors in their proposals on trade practices and my contention that they intended to do the right thing. I believe everybody else will follow along the same lines," he concluded, pointing out that when he said "everybody" he meant the rest of the distributors.

The general sentiment among other small exhibitors is that Warner has taken the initiative which will virtually force every distributor to adopt the same kind of policy. Contentions go further, and make it clear that now that one company has decided to include many of the code's provisions other companies which do not follow suit will suffer by comparison.

Some reactions from independents veer to the opinion that although Sears has been regarded as "a tough guy to deal with," he now comes through with an unprecedented gesture which will make new friends for his company.

There are some exhibitors who decline to comment until they see for themselves just how far Warner will go when it comes to inserting the various proposals mentioned into the contracts. Particularly, these are theatre operators who have taken issue with Warner on reallocation.

Sales managers of other companies are silent or officially unimpressed. Abe Montague of Columbia doesn't believe in rushing into print, but will talk when the time comes, if it does. William A. Scully of Universal says he is busy selling Universal pictures and may have a statement later. Neil F. Agnew of Paramount declines to comment either on the Warner plan or any plan along similar lines which his company may be entertaining. Ned E. Depinet of RKO was unavailable. Harry Gold of United Artists admits to a quick reading of the Warner program, but declares that he is not impressed.

"We have been practicing much of the concessions embraced in the code for years," Gold says. "We don't force shorts with features. We don't collect score charges. We continue to deal with established customers. We have no theatres, don't want any and so have no occasion to intimidate exhibitors. We have no cancellation setup, but that's hardly news."

### *"Nertz!" Says Allied President*

Dallas—Furnished highlights of the new Warner selling policy by BOXOFFICE, Col. H. A. Cole, Allied president, says:

"This is probably commendable, but I cannot get excited in view of Gradwell Sears' own statement in Minneapolis that none of these concessions is going to cost his company a nickel.

"Specifically:

"Divorce of shorts and feature selling. Who says so? Sears or his salesmen who state they have been assigned certain quotas and, if you won't take the shorts, they must have more money for features?

"Twenty per cent cancellations. Quota again, and the Warners need the money.

"Score charges. You can't see them, but they're still there like the salesman's overcoat.

"Selling established customers. Sure! Their established customer is now the chain and that's who they'll sell.

"Nertz!"

## *New York Allied Sees Others Trailing Warner Policy*

NEW YORK—The following special bulletin was released by Allied of New York, following Warner's decision to adopt various principles of the code in its contracts for the new season:

"Warner Brothers, through their general sales manager, Gradwell L. Sears, announced their intention of embodying many of the salient features of the code into their sales contracts. There will be an elimination clause scaling from 20 to 10 per cent in line with the same provisions in the code. There will be a provision which will eliminate forcing shorts.

"The most important thing that should be of great benefit to every exhibitor in the state is the following: Gradwell Sears assured your president he will favor conciliation on clearance problems where Warner Brothers is concerned and will step in actively to iron out problems relating to clearance in this territory. Conciliation now offers the exhibitor of this state a marvelous opportunity to accomplish progress even though, for the present, the matter of the code is delayed.

"Under the foregoing proposed method of operation there is no doubt but that many of the other distributors will fall in line and let's try and make it a point to show the rest of the country that exhibitors in New York state can and do settle their problems without the necessity of forced regulation."

## James Roosevelt to Probe for MPPA

HOLLYWOOD—The Motion Picture Producers Ass'n has appointed James Roosevelt, eldest son of the President, to study local industry problems and inter-studio relationships in a special assignment on leave from Samuel Goldwyn, Inc., of which firm he is vice-president.

Joseph M. Schenck, head of the producer group, emphasized that the action has no bearing on problems "affecting certain producers and the government."

### *Grant Closed Shop*

HOLLYWOOD—Faced with the probability of a strike among members of the Screen Publicists Guild, producers have granted the Guild's demand for a closed shop.

# Terms N. Y. Expulsion "Face-Saving" Step

NEW YORK—Expulsion of Allied of New York from the national unit is "the only way Colonel Cole and Commissioner Myers could save their faces in view of the record of accomplishment by Allied of New York," Max A. Cohen, president of the local unit, states in a press release, following the recent mail vote taken by the national board of directors.

He adds these men tried to find "some loophole or peg to hang either their faces or their hats" because of the progressive policy adopted by the New York organization.

"Remember," Cohen continues, "we are expelled because of a top-heavy burden placed upon us by national Allied in a job that they had failed miserably to complete." He goes on to relate how Allied started a unit here in 1932 on a "starvation rate of dues" which failed to complete its obligations.

Cole is quoted from excerpts at the Allied of New York convention, May 24, when he endorsed the policies of the local unit and held "it is one of the stoutest babies I ever saw."

**Cites His Policy**

Declaring he has always been in favor of national Allied's policies, but believed that more could be accomplished by trying to work with distributors than against them, Cohen culls an excerpt from his convention talk and says "Allied of New York has always been committed to a constructive policy and does not believe it contrary to the policies of national Allied. Allied of New York feels that, if this industry can govern itself with self-regulation and that can be accomplished, that, in no wise, interfered with national Allied's policies."

He refers to several men in the local organization who have been in "cahoots" with Myers as "backbiters." At a press conference last week: That Allied of New York has always charted its own course is repeatedly pointed out by the president of the unit who adds, "We defy anyone to state we have deviated one iota from the course and from the policies charted by an overwhelming majority of the membership."

In conclusion, Cohen states: "Now comes the important answer to all of this slander, to all of this villification, to all of this secret 'inner circle' politics.

"This is our answer: New York Allied stands ready to defend the record. In assuming that defense, we are proud of the record of accomplishment and we glory in our ability to achieve that which heretofore has been considered impossible and unattainable. We have definitely proven that we are entitled to the respect and admiration of those with whom we deal in our daily business contacts; and what is more, we are receiving it.

"By conclusive proof offered to the entire industry we have shown we have been able to cope with our own problems, and get relief if it is needed. And, mind you, all of this has come about because at last, in the industry, there arose an organization that was not dominated by 'leadership' tactics; that was not dominated by 'one man' policies, but an organization built of men who are willing to shoulder the burden and not 'let George do it.'

"Let us offer this final bit of advice: We have an organization worthy of our support. National Allied tried to wreck it, but it failed; they are trying to wreck it now—they are trying to wreck it with an 'inner circle' whose stake in the industry is negligible. Why they are trying to do this, God only knows, because by their tactics and the continuance of those tactics they must bring ruin to the cause of the independent exhibitor."

Cohen plans to hold a statewide meeting shortly. He asks each member to stand shoulder to shoulder and fight for each other instead of against the next fellow.

## *Rodgers Goes West for Studio and ITO Talks*

CHICAGO—William F. Rodgers left here Thursday for Hollywood and Los Angeles where he will confer with studio executives and members of the ITO of Southern California and Arizona. The M-G-M sales chieftain has been planning the trip for months. Due to several important product deals pending and code deliberations and modifications before the department of justice termed it "illegal" he had been unable to get away sooner.

While here, Rodgers has been conferring with James Coston, Warner zone head, and Jack Flynn, M-G-M midwest district manager, on the local phases of the new three-year franchise with the circuit. Edward Aaron, assistant to Rodgers, also came on from New York to sit in on the discussions.

## *Women's Clubs Join in Industry Celebration*

NEW YORK—Detailed plans for observance of the industry's 50th anniversary by members of the New York State Federation of Women's Clubs have been completed and distributed among local chairmen.

In a letter accompanying the plans, Mrs. Malcolm Parker MacCoy, state chairman, states: "This 50th anniversary celebration offers an excellent opportunity for an organization such as ours, which has had such a powerful influence on film development, to celebrate not only what has been accomplished by motion pictures generally but also what has actually been done by the women of each community to raise standards of local motion picture entertainment."

## *"Beau Geste" Notches Big In Metropolitan Area*

NEW YORK—"Beau Geste" finished its first week at the Fox, Brooklyn, at $20,000, the third largest gross for the house in the last year. The same picture finished a third stanza at the Paramount on Broadway with approximately $34,000 for a total gross of $124,500 for the engagement. At the Paramount, Newark, the film garnered $12,000 in its first week.

# IATSE-Talent Union Battle Not Over

NEW YORK—Amicable settlement of the dispute between AAAA and AFA seems remote, with the impression prevailing that George Browne, president of the IATSE, which recently granted a charter to AFA, is girding his forces for a "fight to the finish."

Browne is understood to have sent out a letter to all IA locals where members fall within the jurisdiction of the AFA to enroll night club and variety performers in the AFA.

This, according to observers, means fight, since the move is designed to bulwark the membership in the AFA for a concerted battle with AAAA.

A resolution has been unanimously dopted by the Hollywood board of the Screen Actors Guild which, in part, states reprisals have been threatened against one or more of the unions affiliated with AAAA and that any such attack or reprisal is an attack on all AAAA unions. The full support of the Guild in an AAAA fight to the finish plan is promised by the Hollywood local. Meanwhile, Actors' Equity has indefinitely suspended Sophie Tucker, AFA president.

## *Hearing in Frels Trust Case Is Postponed*

VICTORIA, TEX.—Hearing of the injunction case against the J. G. Long and R. E. Griffith Theatres, also including Jefferson Amusement Co. as filed by Rubin Frels, seeking to restrain building of a new theatre in Victoria because of alleged stay of trade practices, has been postponed in state district court until Monday, August 28.

The postponement also carried with it a temporary restraining order that the Long-Griffith combination may not proceed with the new house until the hearing for injunction is completed.

Contract for the new theatre was to be let August 15. Because of circumstances surrounding the new house Frels claims a combination and conspiracy in restraint of commerce contrary to the state anti-trust laws. The postponement, according to the report, was given because defendants had not sufficient time in which to prepare for the hearing.

### Crescent Chain Postpones Murfreesboro House

MURFREESBORO—The first effect of the government's suit against the Crescent Amusement Co. has been the indefinite postponement of plans for erection of a new theatre here. The complaint filed against Crescent asks for an injunction against expansion of the present chain.

An unconfirmed report states that an independent plans the immediate construction of another house in Murfreesboro.

# Four Suits Over One Salisbury Theatre

SALISBURY, MD.—Four suits, two of them charging the transfer of the Wicomico Theatre and its equipment as illegal and asking the return of the theatre, equipment and two homes to the trustees in bankruptcy of George L. Hoppes and Sons, were filed in circuit court here. Two of the suits charge that the theatre building and equipment were transferred "to hinder, delay and defraud creditors" in the collection of debts.

The action named as defendants: Milton R. Hoppes and his wife, Edna Mae Hoppes of Chester, Pa., in whose name the building is held; J. Crisfield Davis and May D. Hastings, holders of a $3,000 mortgage on it, and the Wicomico Theatre Corp., which holds a ten-year lease on the building.

The suits involving the theatre and equipment charge that title to the theatre was transferred to L. Edwin Hoppes of Springfield, Ohio, less than a month before George L. Hoppes and Sons partnership filed petition in bankruptcy.

The Wicomico Theatre is the one "seized" by the Hoppes interests several months ago and guards posted to prevent its reoccupancy by officials of the corporation. The guards were routed by the law and the leasers regained possession. The argument in that instance was a charge of lease violation which was settled out of court.

## *Universal Fund Insures Delivery of Final Duo*

NEW YORK — An emergency budget of $200,000 has been set up by Universal to insure timely delivery of "Destry Rides Again" and "Green Hell," last of the current releases in connection with the exhibitor's sponsored testimonial drive. Marlene Dietrich, who will appear in "Green Hell," has departed for the coast after a one-day stopover on her way from Europe.

## *Fort Wayne Paramount Is Leased to Quimby*

FORT WAYNE, IND. — The Paramount, which has been closed since July 2, has been leased to Quimby Theatres, and will be reopened the middle of September. E. H. Kilbourne, president of Loop Realties, closed the deal with Harry G. Hogan, president of the Dime Trust & Savings Bank.

## *All Shuttered Schine Units To Reopen by Sept. 10*

ALBANY—All Schine theatres closed for the summer will be reopened by September 10. Palace, Watertown, unshutters September 3. Regent, Amsterdam, Pontiac, Ogdensburg, and Hippodrome, Little Falls, are other darkened Schine houses in this territory.

## *Gloria Jean Steps Up Front*

**New York—She's 11 years old and, as you might suspect and expect at her time of life, is as fresh and refreshing as a daisy. She can sing and remarkably well for such an oldster. She can dance. She has a quaint sense of humor and she can act with an authority that strikes as astonishing.**

**Gloria Jean is the name. You're apt to have much justifiable reason for remembering it. Not only because of "The Under-Pup" and the wholesome, appealing film it is, but because of others to come. Gloria definitely scores an instantaneous hit and her initial film is earmarked with the elements of a solid success.**

**It's a story of young girls and a summer camp, produced astutely by Joe Pasternak and directed well by Richard Wallace. The Pasternak influence has Gloria sing in the Durbin manner and it's smart handling. Two little bandits, hardly off the ground, do a double turn at odd moments and are very amusing. Kenneth Brown and Billy Lenhart are the names. They might even have been the originals of the Katzenjammer kids, a possibility which Universal, incidentally, is exploring. The assortment of young girls is a pleasant one. But that goes for the whole enterprise.**

**It's swell on all counts. —K.**

## *Four New Corporations Chartered in New York*

ALBANY—The King of Comedy Film Corp. has been formed by Harry G. Kosch, L. Schneider and Samuel Rubenstein to carry on a film business in New York.

Another corporation chartered here is the Producers Distributing Corp., papers filed by Melvin Hirsch, Bert Kulick and Harry Rathner.

Al and Joe Rosen have formed Jefferson Pictures, Inc. Capital is $30,000. Mabel Hudson is listed as one of the directors.

Nitikas Dipson and the Basil brothers have formed the D&B Operating Co., Inc., to carry on a motion picture and theatrical business in Buffalo.

## *Natalie Kalmus West*

LONDON—Natalie Kalmus has departed for Hollywood to supervise color scenes on "Northwest Passage" for M-G-M. She is due to return shortly to resume work for Alexander Korda on "Sinner."



—Metropolitan Photos

## *Golden Boy Here—*

*His other name is William Holden and essays the title role in Columbia's current big noise. A 21-year-old South Pasadena College student, Holden is in New York for the first time in connection with the premiere of the film at the Music Hall.*

# Del. Governor Is for Blue Law Change

WILMINGTON, DEL.—Changes in Delaware's 144-year-old Sunday blue laws to bring the statutes within the scope of present day life were favored by Gov. Richard C. McMullen and a group of Wilmington ministers following an ultimatum by the attorney general's office threatening strict enforcement of the law unless the state legislature immediately modified them. The governor, who recently vetoed a Sunday film bill, said strict enforcement of the Sunday law as it now stands prohibiting "any worldly labor" on the Sabbath would precipitate "a serious situation."

Attorney General James R. Morford of Wilmington recently served notice if the legislature at Dover did not immediately modernize the ancient laws enforcement agencies would proceed to enforce them as they stand. The ultimatum came after the closing of the Blue Hen Theatre at Rehoboth Beach on Sunday and fining of Manager-Owner Charles S. Horn and three employes.

Horn paid three successive Sunday fines, but last Sunday, following the attorney general's statement, Horn opened the theatre again on the Sabbath and along with other boardwalk concessions did business without police intervention.

Senator Paul R. Rinard of Wilmington, author of the Sunday film bill, has suggested the blue law be repealed and be replaced by a local option act.

## *Entire Republic Lineup Sold Schine Circuit*

GLOVERSVILLE—Republic has sold its entire new lineup to the Schine circuit, comprising 122 houses in New York, Ohio, Maryland and Delaware. James R. Grainger, president; Nat Lefton, Ohio franchise holder; Sam Flax, Washington franchise holder; Jack Bellman, eastern division sales manager; Sam Gorel, Cleveland branch manager; Max Margolies, Cleveland exchange head; Nat Marcus and Arthur Newman, Buffalo and Albany branch managers, sat in for the distributor, and J. Myer and Louis W. Schine, George Lynch and Louis Goldstein for the circuit.

# Hearing This Week For Atlas' Plan

NEW YORK—George W. Alger, special master, told BOXOFFICE that hearings scheduled to be heard by him on the fairness of Atlas' offer to underwrite the new RKO common stock will start early this week.

Alger said hearings would have started last week, but the SEC was unable to appear and requested the postponement.

The master also declared reports that, due to conditions in Europe, Atlas planned to withdraw its agreement were false, as far as he was concerned. One of the provisions of the underwriting was that, in the event of a European war, Atlas would retain the right to withdraw.

The agreement provides for the investment company to pay $4 a share on each of the 375,000 of new common to be issued, not taken by the unsecured creditors or Rockefeller Center at that price.

## *September 15 Deadline For RKO Claim Boosts*

NEW YORK—Irving Trust, RKO's trustee, has filed notice in the federal court to all holders of unsecured allowed claims who may seek an increase under Article VI of the plan of reorganization, to file additional claims by September 15.

Article VI provides that, wherever an unsecured creditor has settled part of his claim against the company, he will be entitled to interest on the full amount, dating from January 27, 1933.

## *Bankrupt Report Approved And Referee Dismissed*

NEW YORK—Federal Judge Murray Hulbert has approved final report of Peter Olney jr., referee in bankruptcy of Orpheum Theatres and has discharged him.

The company, a Missouri theatre operating corporation, filed bankruptcy in 1936, listing assets of $27,684 and liabilities of $2,115,233. Creditors will receive 1-977/1000 per cent on allowed claims.

## *Cy Was Surprised*

NEW YORK—When Rosabelle Borushik, who works as a secretary at the Republic home office, took a train for Hollywood and a month's vacation little did she envision that the incident would capture the attention of hundreds of thousands of persons.

It seems that Rosabelle boarded the Santa Fe's new train, *El Capitan,* in Chicago for the Los Angeles leg of her journey. On it she occupied a seat next to a stranger, a young man, one Richard C. Bergen, who was returning home after an eastern vacation.

Aboard the train was a photographer for *Life,* recording material designed for a "spread" on the new train. The lenser picked Rosabelle and Richard and his effort was soon spread across the magazine's cover.

Rosabelle's brother, Cy, also works at the Republic home office. He told a BOXOFFICE reporter he was "very much surprised" to see his sister's picture on the cover of the magazine. And this, despite advance information from his sister that a *Life* photographer had taken her picture, together with Richard, as "a likely looking couple." Cy thought the picture would probably be well inside the magazine.

Rosabelle's best girl friend at the home office, Anita Levy, thinks "she's good movie material—she's very temperamental—that's why she should be signed up." Anita identified the picture when *Life* inquired at the home office. She has a letter from Rosabelle, who has another week on the coast, in which mention is made that the Los Angeles representatives of *Life* have been taking Rosabelle "out." The letter, apparently, does not touch upon the situation as regards Richard, Rosabelle's one-time traveling companion.

## *New Fleischer Feature*

NEW YORK—Max Fleischer plans to produce a second full length cartoon feature upon completion of "Gulliver's Travels," according to Paramount. Fleischer's reading staff is said to have already begun to comb the field of fantasy for a suitable story.



—French Line Photo

## *Use "Normandie" for Exteriors—*

*Yves Mirande, author and scenarist of "Paris-New York" scenes for which were shot on the westbound crossing of the Normandie, shaking hands aboard the boat with Eric Von Stroheim. This marked the first time the giant greyhound was used in production.*

# Theatre Handbills Counter Pickets

NEW YORK—Answering TMAT pickets by circulating throwaways in the neighborhood, Meyer J. Baranco is telling his public, "I want to manage my own theatre—I want to give you the best and cleanest theatre and the finest personal service you have ever known! All I ask is to stay here in the Bronx and make a living."

Baranco on August 1 took over management of the three Moe Rosenberg houses, the Metro, Congress and Vogue, which were closed at the time. A week later, after minor alterations, the Vogue was reopened with Baranco personally in charge. When a delegation of the motion picture division of the TMAT approached him to install one of its men, Baranco refused, stating he was handling the house himself. Picketing was then started and was followed by the distribution of the throwaways explaining Baranco's side of the case.

"Don't be mislead!" the caption reads. "The employes of this theatre are not on strike." He then goes on to explain how he took over the closed house, refurbished it with all union help. He names the unions employed for the job. "Be fair! Give me a chance!" he asks. On the reverse side, the program for the week is detailed, in addition to games and giveaways on various nights.

The Metro and Congress remain closed and will not be reopened until the trouble is settled, it is stated.

## *Mark Vance Services Held in New York*

NEW YORK—Funeral services for Mark Vance, veteran trade paper reporter and long with *Variety,* were held from the Riverside Memorial Chapel Friday. A tubercular, he died at the Will Rogers Memorial Home at Saranac Lake on Tuesday.

Born at Purdue, Ind., in October, 1881, Vance was editor of *Showman's World* of Chicago from 1910 to 1923 and also had been identified with *Zit's* and the *NVA News.*

Honorary pallbearers at the services included Dave Ferguson, Kelcey Allen, Bide Dudley, Charles Freeman and the following, currently or at one time identified with *Variety,* Sid Silverman, Abel Green, Jack Pulaski, Roy Chartier, Johnny O'Connor, Bob Landry, Tom Waller and Lou Rydell.

## *Loew Lease on New Bronx Suburban Runs 21 Years*

NEW YORK—Loew's lease with Metropolitan Life Insurance for the new 2,000 seat theatre to be erected in the Park Chester development in the Bronx is for 21 years. Construction has not yet begun, but plans have been completed and indications are the house will be ready by next spring.

## *Set Drive Sept. 3-9*

NEW YORK — The annual Paramount Week drive has been set for September 3-9.

The Entire World in Turmoil as a Monster of Intrigue Conspires to Ravish a Continent!

# HITLER—
## Beast of Berlin

THE PICTURE THAT WILL ROCK THE GLOBE!

A FOUR-STAR SPECIAL PRODUCTION

**National Release**
**OCTOBER 15**

Wire Now for Pre-Release Bookings

## PRODUCERS DISTRIBUTING CORPORATION

1436 NORTH BEACHWOOD DRIVE—HOLLYWOOD, CALIF.

***EXCHANGES EVERYWHERE***

# 100 BOOKINGS ABSOLUTELY FREE!

## "The SAGEBRUSH FAMILY TRAILS WEST"

You know what the other "Family" pictures are doing for you —here's the first release of a brand new group of eight superlative "Family" pictures that will roar across America like a prairie fire and outdistance all other pictures in this money-making category!

# LIKE A WEDGE DRIVEN INTO AMERICA'S HEART...

The Most Courageous, Most Lovable, Most Human Family that Ever Fought its Way Across the Great Plains in Search of Adventure, Romance, Happiness and Contentment.

## 8 ENTERTAINMENT TRIUMPHS

***Emphatically NEW...***

***Brilliantly NOVEL...***

***Totally DIFFERENT!***

***To Theatres Which DO NOT BOOK SO-CALLED "WESTERNS"***

We are so enthusiastic over the magnificent entertainment our "SAGEBRUSH FAMILY" will provide audiences everywhere, so "sold" on the consistent box-office value of these Great Eight screen jewels that we are offering — absolutely free — without strings or reservations — to 100 selected U. S. theatres whose current booking policy does not include "outdoor" or "western" pictures

***100 FREE BOOKINGS of "The Sagebrush Family Trails West"***
(at the discretion of our territory exchange managers)

This is a bona-fide offer to acquaint exhibitors with this new series and will not be repeated.

YOUR COMPETITOR, TOO, IS READING THIS AMAZING, UNPRECEDENTED OFFER—SO ACT QUICK NOW!

**PRODUCERS DISTRIBUTING CORPORATION**

1436 North Beachwood Drive, Hollywood, California

# The SAGEBRUSH FAMILY

*Featuring* **BOBBY CLARK**

"World's Champion Junior Cowboy"

*in*

**"THE SAGEBRUSH FAMILY TRAILS WEST"**

*Directed by* PETER STEWART

**NATIONAL RELEASE OCT. 22**



SCIENCE, BEAUTY AND EVIL SAIL THE DEEP IN A DESPERATE ATTEMPT TO THROTTLE CRIME!

A fugitive doctor and eight assorted public enemies embark on the most dramatic voyage in maritime history!

# "TORTURE SHIP"

Suggested by the story, "A THOUSAND DEATHS"

by JACK LONDON

Screenplay by GEORGE SAYRE and HARVEY HUNTLEY

NATIONAL RELEASE OCTOBER 1



CRUSADING JOURNALISM PRIES THE LID OFF CORRUPT CITY HALL!

# "WANTED for MURDER"

Adapted from the Novel, "Millions for Murder"

by CARTER WAYNE

***An Action Mystery Melodrama***

Directed by SHERMAN SCOTT

National Release October 8



GOUGED FROM THE BLOOD-SATURATED PAGES OF SOUTHWESTERN HISTORY BOOKS!

# 8 "TALES of BILLY the KID"

featuring

GEORGE HOUSTON

Singing Stage, Radio and Screen Headliner

NATIONAL RELEASE OCTOBER 29

***"The Man From Oklahoma"***

Screenplay by ROBERT EMMETT • Directed by ROBERT TANSEY

# PRODUCERS DISTRIBUTING CORPORATION

1436 NORTH BEACHWOOD DRIVE—HOLLYWOOD, CALIF.

***EXCHANGES EVERYWHERE***

# Movietone News Cost Up, Salesmen Told

NEW YORK—The operating cost of Fox Movietone News is up "some 15 per cent," 20th Century-Fox salesmen are told in the company's house organ devoted to the seventh annual Kent Drive. Budgets on the Wurtzel-made features has increased 30 per cent and those on the Terry-Toon cartoons, 20 per cent.

Divisional managers, the publication states, have pledged that in the final 26 weeks of the year they will attain the weekly drive quota and produce enough additional revenue to absorb the difference between the 1939 and 1938 first half.

### Cesar Romero Is New "Cisco Kid"

HOLLYWOOD — Following requests by many exhibitors, Darryl F. Zanuck has decided to cast Cesar Romero as the Cisco Kid in a series of the same name. The studio has dropped the "Mr. Moto" group and is replacing them with the "Cisco Kid" series.

### Week for Zanuck

NEW YORK—Herman Wobber, general sales manager for 20th-Fox, has dedicated the week of September 17 as Darryl F. Zanuck week.

## *Anti-Nazi Film to Show In London Despite Ban*

NEW YORK—The London County Council has overruled the official British Film Censors and will permit the public exhibition there of "I Was a Captive of Nazi Germany," although previously banned.

The film, produced several years ago by Al Mamin, is presumably a factual reenactment of the arrest and eventual release of Isabelle Steele, American journalist.

The film will be distributed in London and throughout England by the European Film Distributors, Ltd.

It was first banned in April of this year, with the censors declaring "We consider this film quite unsuitable for public exhibition in this country."

Through the efforts of H. William Fitelson, attorney for the producer, the distributor pressed the censor for a reason. The cause was that England's diplomatic relations with Germany then were normal.

In the meantime, "Confessions of a Nazi Spy" was passed and, pressure again was exerted.

## *UA Sells Entire Lineup To Loew Situations*

NEW YORK—UA has sold Loew's its entire lineup for next season, including the two Canadian units operated by the circuit. However, in Toronto, Loew's does not get the Korda pictures which go to N. L. Nathanson and Famous Players Canadian, according to Joseph R. Vogel, in charge of out-of-town operations for the Loew circuit.

## *Law and Films*

LOS ANGELES—Dennis Hartman is author of "Motion Picture Law Digest," a 217 page volume which he says has been planned and prepared "to fill the demand for the orderly recording of the law involved, necessitated by the growth of the industry." Source material embraces over 350,000 decisions handed down from 1900 to January 1, 1939 in federal and state courts.

Each branch of the industry is considered under its major classification. For instance, distribution and exhibition are embraced under sub-divisions such as admissions, advertising, censorship, contracts, landlord and tenant, lotteries, Sunday laws and zoning. Each heading is broken into as many sub-heads as the author computes the subject requires. Cases are alphabetically digested thereunder.

A monthly publication called "Motion Picture Law Review" parallels the book and is designed to keep it up-to-date. Hartman again is the author. He has written or edited more than 50 law books on various subjects in the last 30 years.

## *Shorts Buildup Reaches Height at Conference*

NEW YORK—What Warner claims to be the biggest national buildup for a short subject culminates August 31 when "The Bill of Rights" will have its world premiere at the final session of the four-day National Conference of Christians and Jews, to be held at Williamstown, Mass.

Prior to the screening there will be a coast-to-coast broadcast over the NBC Blue network in which the studios top-flight stars and nationally known figures attending the convention will be heard.

### "40 Little Mothers" for Cantor

HOLLYWOOD—M-G-M has purchased "40 Little Mothers" for Eddie Cantor. It will be the comedian's first straight role.

# Max Glass Plans Two Ace French Films

NEW YORK—Max Glass, French producer who sailed Saturday on the *Champlain* after two months here, plans to produce two more features while in Paris to be on a par with his "Entente Cordiale."

That film will play in the near future, either at the Fifth Avenue Playhouse, or the 55th St. Playhouse, both theatres reportedly having offered a minimum of eight weeks' playing time, plus guarantees. "The Imperial Tragedy," another of Glass's features will open at the 55th St. Playhouse in the middle of September.

Glass is considering offers from the coast to produce an English re-make of "Entente Cordiale." He is also negotiating with American firms about establishment of a distributing company devoted exclusively to French films to be released here.

His affairs, while gone, will be handled by I. Jack London of Fitelson and Mayers who will conclude his deals for him. The producer expects to return in October, at which time he will probably go to the coast to do the re-make.

## *Robbins' Suit Over Warner Melody Master Dismissed*

NEW YORK—Federal Judge John C. Knox has dismissed the suit of Robbins Music Corp. against Warner and Vitaphone for lack of prosecution.

It was claimed Warner produced a short entitled "Vincent Lopez and His Orchestra" which contained the song, "Stairways," belonging to the plaintiff. An accounting of profits, an injunction and damages were sought.

### Columbia's New Shares Approved

NEW YORK—Columbia's addition of 2,627 no-par shares has been approved by the governors of the New York Curb Exchange.



—Metropolitan Photos

## *New Idea in Writing Desks—*

*It's all for publicity purposes, of course. Nevertheless, this records Cary Grant dragged into the autograph business back stage at the Music Hall where he visited stagehand buddies of his early days. The buddies are master technicians now and Grant, of course, is Grant.*

# BROADWAY

SPYROS SKOURAS and his secretary, John Healy, returned from the coast via American Airlines, Thursday morning, after making a complete tour of the various National Theatres' divisional territories . . . Larry Kent, chief booker for FWC, says he plans to remain in New York another three or four weeks, although he didn't intend to stay that long when he originally came east . . . Edgar B. Moss, Quaker City district head for 20th-Fox, was in town Thursday on one of his periodic visits . . . Artie Rapf and Mike Rudin, having lunch with Joseph Bernhard at the Astor and talking over theatre problems . . . Max A. Cohen says he now has the laugh on national Allied since Grad Sears announced the Warner stand in connection with adoption of a number of the code's principles into the company's contracts. And he's laughing loud and long, too.

*Pete Dana, Universal district manager with headquarters in Kaycee, has been in town again. This time it was strictly business. A few weeks ago he came on for his vacation and to visit the World's Fair, which he did in fine style . . . John Bancroft, publicity head for RKO circuit in Columbus, has sailed on a Caribbean cruise. He will be back in a fortnight . . . Constance Bennett gets back Monday on the* Normandie *after a six-week vacation abroad. After a few days in town, she will head for the coast . . . Edward Everett Horton opens next week in "Springtime for Henry" in Orange, N. J. . . . Glenda Farrell has finished two months of summer engagements in the east and on Monday appears in "With All My Heart" at the Playhouse, Ogunquit, Me. . . . Budd Rogers has extended the sales of Alliance product to Canada . . . Laurence Olivier is now on the coast after a few weeks in New York.*

Erich Pommer returned from the coast Saturday after conferring at length with George J. Schaefer, RKO president, on a releasing deal for Mayflower Productions . . . George Weeks, Monogram sales manager, announces new deals with Pal Amusement Co., Georgia; Interstate circuit of New England; O. K. Circuit of Dallas . . . Louis Prima and his band will open at the Strand, September 1, supplementing the picture, "Dust Be My Destiny" . . . Louis Frisch is now discussing a product deal with UA. Charles Stern and Moe Streimer handling negotiations for the distributor . . . Bill Savage, RKO attorney, expects to be in Boston next week on the Kurson anti-trust suit hearings . . . S. Barret McCormick is back from the RKO studio.

*Sid Rechetnick is back from his vacation and in the saddle at the Warner home office publicity department . . . Arnold Albert, in charge of trailers at the company's studios, will become a pappy sometime in February, if his calculations are right . . . The Moskowitz boys' mother is feeling much better these days, which is good news. Joe Moskowitz hasn't decided definitely when he'll head for the coast, but it will be soon . . . That television set—DuMont, by the way, and this is a plug for Paramount which controls a half interest in the company—is attracting considerable attention at the Tavern these days.*

Visitors of the week at the RKO lounge included L. C. and Mrs. Tidball of the Isis, Fort Worth, Tex.; Sidney Schaltz, Sheridan, No. Chicago, Ill.; Tom Norman, Pal, Palatine, Ill.; H. C. Orr, Orr circuit, Coventry, England; J. K. and Mrs. Buckner, Palace, Grapevine, Tex.; K. B. Rader, Arcade, Newark, Ohio; Russell Masters, manager of the Diamond, Bowling Green, Ky.; A. E. Diehl, Criterion, St. Louis; S. W. Neall, Indiana, Kokomo, Ind.; J. C. and Mrs. Chatmas, Palace and Strand, Marlin, Tex.; H. C. and Mrs. Valentine, director of advertising for the Wilder Theatres, Norfolk; H. G. and Mrs. Barbee jr. of the Lichtman circuit, Norfolk; Nathan Sandler, Northwood, Northwood, Ia.; Mrs. Garson Soloway, Paramount, Bloordale, Toronto.

*Phyllis and Della Goldstein, sisters of Bob and "Spud," are in from the coast to spend several months in the east . . . Bill German, whose favorite raw stock is Eastman, at the Tavern, carrying a brief case. Said a wisecracker, "Got any good Agfa samples in it?" Replied Bill, "Not Agfa, but lots of good Du Pont" . . . Hal Horne is intensely reading the foreign news, he's that much interested . . . George E. Kann, manager of Loew's Willard, washes up a month's vacation Tuesday. He's been spending it at Oakdale, Long Island, as per custom of years' standing . . . Jane Baxter, British actress, is due from London shortly. She will report to the 20th-Fox studio for the lead opposite Warner Baxter in "Scotland Yard" . . . Mickey Hyams, London exhibitor, is slated to sail for London, Wednesday.*



—Metropolitan Photos

## East for a Premiere—

*Adolphe Menjou arrives at Grand Central from the coast to spend a brief New York vacation, but also to attend the Music Hall premiere of "Golden Boy" in which he plays a featured part with Barbara Stanwyck and William Holden. Mrs. Menjou is with him.*



—Photo by Cosmo-Sileo

## Plans Up His Sleeve—

*Hatless is S. Charles Einfeld, director of advertising and publicity, who is in New York from the coast briefly to map campaign plans for early season Warner releases, including "The Private Lives of Elizabeth and Essex," "On Your Toes," "A Child Is Born" and "Dust Be My Destiny." The umbrella man is Jake Wilk, story editor, who met the visitor at Grand Central.*

Milton Weiss of the M-G-M home office publicity department left via TWA for the coast to be the guest of Howard Strickling while vacationing and learning the inner workings in the development of farming, a hobby which seems to be keeping Strickling pretty busy these days . . . Si Seadler was licked by the gout last week and was home for the greater part of the five days . . . There's some question whether Irving Renner of Nelson & Renner has taken over the three Pear Bros. theatres in Brooklyn. Some exchange managers say yes and others say no, but the truth will out any day now . . . "Lep" Friedman managed to sneak in a round of golf Wednesday afternoon . . . Picture Pioneers has sent out queries to its members checking up on their years in the industry, squawks having been made some have not been in it 25 years . . . Harry Goldberg, head of advertising and publicity for Warner theatres, is back after conducting annual managers' meetings in Chicago and Pittsburgh . . . Arthur Israel, executive assistant to Barney Balaban, isn't taking a vacation because "I wouldn't know where to go."

*Dave Whelan, Republic exploitation manager, was in Buffalo handling the opening campaign for "Colorado Sunset" at the 20th Century . . . Louis Weber, Skouras attorney, is vouching for Harry Pimstein's golf game. "He's knockin' 'em on the nose," goes the testimonial . . . It's three now for the Irving Helfonts. Daddy is head of M-G-M's contract department. Call the little one Enid . . . Sam Boverman, Paramount attorney, is five pounds heavier after a two-week recess at Monroe,*

*N. Y. . . . Charley Einfeld is about 20 pounds lighter than the scales showed when he was east last. Which is probably no connection with the fact that he has doubled his office space on the seventh floor during the sojourn here . . . Vera Zorina is here from the coast, after completing a role in "On Your Toes." She and her husband, George Balanchine, plan to sail for a European vacation in a few days . . . James Cagney is scheduled to leave the coast early next week for a vacation on his farm at Martha's Vineyard, Mass.*

*Sidewalk Chatter:* Lou Irwin, just in from the coast, stopped by Sidney Piermont of Loew's in front of the State and the former going into a rave over the sneak preview on the coast of "Babes in Arms" . . . Adam Adams has renamed the Shubert, Newark, to the Adams, and on September 4 opens with "Susan and God" for a week under a new policy . . . Robert T. Kane, British production head for 20th-Fox, arrived Tuesday on the *Ile de France* for his regular visit here. A studio trip is in the offing . . . Morris Goodman, Republic foreign head, has closed a distribution deal with Tropical Films of Havana . . . James R. Grainger is touring the country and will wind up with a studio visit. He's due back September 11 when H. J. Yates is due from abroad.

Loew Notes: *Lester Isaacs, chief projectionist, has been in New Orleans trying out the new double track sound device for "Wizard of Oz" . . . Anna D. Ellmer of the publicity and advertising department, is back from a Lake Placid vacation . . . Gene Murphy is now in charge of newspaper contacts for the circuit, in addition to handling advertising for the State, and George Sharf, who has been handling the State, is in charge of Brooklyn newspaper contacts and metropolitan publicity under Eddie Dowden . . . Caravel Films is producing three shorts for American Television, the first of which is to be shown at Bloomingdale's . . . Del Goodman, Far East representative for 20th-Fox, is on the coast and leaves for his headquarters in about a week . . . Walter J. Hutchinson, head of the company's foreign activities, is on the coast conferring with Herman Wobber.*

Gladys Zuker of M-G-M's eastern editorial department left for the coast Thursday on her vacation and was given a valise by her home office associates . . . Irving Shiffrin, RKO publicity hound for the fan magazines, is vacationing in the Catskills with his new Ford . . . Eleanor Trietel, secretary to Tyree Dillard jr., gained two pounds while on her holiday and is bragging about it . . . Wednesday was "Golden Boy" Day at the World's Fair with William Holden doing the honors . . . Donald Crisp returned on the *Laconia* after a vacation abroad . . . Geraldine Fitzgerald returns from Ireland, September 1 . . . Johnny Cassidy of RKO's publicity department is on a West Indies cruise . . . Alice Faye and Tony Martin are in town from the coast . . . Harry Weiner, Philadelphia Columbia branch manager, is mourning the loss of his father . . . B. P. Schulberg lost his brother last week.

*"Not in 15 years of living with heat, and I've played golf with the thermometer over 100 degrees, have I felt anything like the last few days," mused Dallas Bob O'Donnell from behind his fourth shirt change . . . Max Weisfeldt, Columbia's short subjects sales manager, had his son in tow for a round of Lindy luncheon introductions . . . Laurence Bolognino and Al Suchman listened while breadbreaker Bob Wolff said nice things about RKO product . . . Leo Justin and Morris Jacks had "Toots" Schor along for company . . . Arch Mayers, Dave Brill, Irvin Shapiro and Max Goldberg split sandwiches with war talk. Shapiro wouldn't bet on a war because there "are too many complications" . . . Carl Leserman and Roy Haines, hot and shirtsleeved, on the talking side with Leon Netter doing the listening in the latter's chambers . . . Harry Cohn is due from abroad on the* Normandie, *Monday . . . Virginia McCullough, Jack Cohn's secretary, is vacationing . . . Edward W. Aaron, William F. Rodgers' aide, gets back from Chicago, Monday, after sitting in on the closing stretch of the Warner product deal for the Windy City area.*

Sammy Cohen of UA foreign publicity is splitting the first half of his vacation in New England . . . Clayton Bond, Warner circuit's film buyer, is back from three weeks of the Canadian Rockies . . . The James Englanders and the Bill O'Briens have returned from Nantucket . . . Eve Miller, also of the M-G-M publicity staff, is on deck again after a sojourn at Nyack . . . Pat Reis, Howard Dietz' secretary; Harry Krebs, and Jeff Livingston of the short subjects department, are ducking the heat . . . "Bobby" Malvin is Mel Heyman's new secretary at M-G-M. She replaces Bernice Fields who has become secretary to Herb Morgan . . . William Goldberg of Gallic Films is abroad for a looksee at new French product.

*Irving Greenfield, Loew attorney, returns Monday from a week's sojourn in New Hampshire . . . Lillian Jeffrey, secretary to Joe Vogel, has completed a two-week vacation during which she found a couple of new nooks and cranies on Broadway and took a gander at the Big Show over at Flushing Meadows . . . Fanchon Simon and her brother, Mike Marco, are in town from the coast for a brief trip . . . Maureen O'Sullivan is en route to London where she will appear in "Busman's Honeymoon" for M-G-M . . . Edgar G. Ulmer has finished production on the Jewish talker, "The Light Ahead" . . . Dave Loew is in from the coast and visiting his brother, Arthur M., and friends. Incidentally, Dave is taking it easy these days. He's plotting his first picture for UA and*

(Continued on page 50-B)






## *Judy, Mickey, the Capitol and "Oz"—*

*Master Mickey Rooney and the young Miss Garland at one of the many parties, all with an eye to the press, arranged in connection with their appearance at the Capitol and the run of "The Wizard of Oz." To the right is an off-angle, roof shot of the line that created a policing headache on the opening day.*





## Warner's Philadelphia Theatre Zone Holds Convention—

*The place: The Bellevue-Stratford. Present were managers, district managers and executives of the circuit's Philadelphia zone. They are shown in ensemble above. At the dais, left to right, are: Everett C. Callow, director of advertising and publicity of the zone; J. Ellis Shipman, contact manager; Harry Goldberg, director of advertising and publicity of all the Warner theatres; William Mansell, Warner's Philadelphia exchange manager; Gradwell L. Sears, general sales manager of the film company; Joseph H. Bernhard, general manager of the theatre company, who made the chief address; Ted Schlanger, Philadelphia zone circuit manager; David E. "Skip" Weshner, zone manager of the central city and key theatres; Lester Krieger, film booker and buyer; A. J. Vanni, zone manager handling out-of-Philadelphia houses; John Flynn, city zone manager; Samuel D. Schwartz, in charge of real estate operations.*

PHILADELPHIA—An address by General Manager Joseph Bernhard, in which he cited the necessity for discovering valuable sales angles "if a man is to succeed in the business," highlighted the fourth annual Warner circuit managers' meeting at the Bellevue-Stratford Hotel. In addition to district managers and department heads, a delegation of home office executives attended the session, including Gradwell L. Sears, general sales manager, and Harry Goldberg, in charge of advertising, publicity and exploitation for the chain. Ted Schlanger, circuit manager, acted as chairman.

Bernhard announced he would present three automobiles to Philadelphia managers who showed the greatest results by reason of their ingenuity and application of exploitation possibilities during the next year.

Sears spoke at length on the company's new season lineup. Schlanger reviewed the circuit's accomplishments during the past year and discussed problems confronting the circuit for the coming season. He stressed the importance of service, characterizing this as "the greatest asset that Stanley Warner theatres have in this territory." He explained the policy of the circuit is not to transfer or shift men without consideration of their families and personal conveniences.

Lester Krieger, film booker and buyer for this area, emphasized the necessity of closer cooperation between the district managers and managers in booking pictures, as well as in the policies of theatres as they relate to film buying.

After a luncheon at the hotel, the entire group saw "The Old Maid" at the Aldine, following which Goldberg pointed out that managers must be alert to make themselves aware of special audiences that are being created due to changes in present day conditions; that by careful exploitation they can be made ticket buyers.

Telegrams were read from Jack L. Warner and S. Charles Einfeld.

### Jack Warner East For Conferences

NEW YORK—Jack L. Warner, vice-president in charge of production, is expected Monday from the coast for home office conferences. Harry M. Warner, president, returns September 2 on the *Queen Mary* from England.

## May Roadshow "Cavell"

CHICAGO—RKO officials are considering roadshow plans for "Nurse Edith Cavell," Herbert Wilcox, producer of the feature as his first on American soil, said here en route with Anna Neagle, the star, to the Canadian premiere in Toronto.

## Adds to the Homey Side of Things

**Hollywood—Frank Morgan can now go shopping for groceries in his own market.**

**The comedian has completed a deal for the construction of a large market on a corner he owns in Beverly Hills.**

**Wonderful place, Hollywood.**

## Silent as Boycott Storm Gathers on "Citizen"

NEW YORK—Paramount executives are maintaining silence in the face of a national boycott sought on "Our Leading Citizen" launched by Films for Democracy.

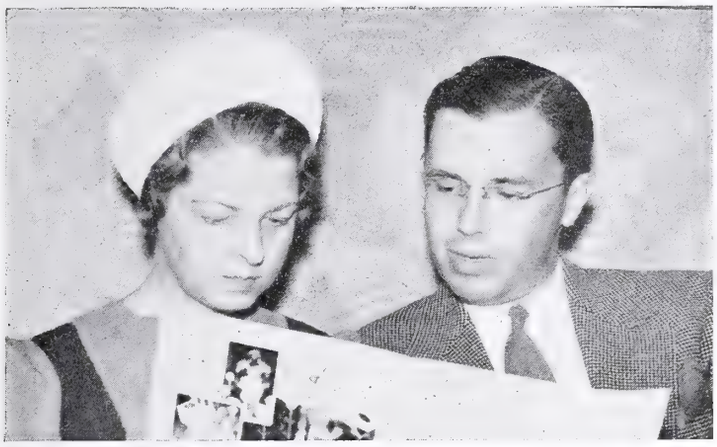
More than 50 participating organizations, representing church, educational, civic and labor groups are said to have been urged to boycott the film on the grounds that certain portions are "definitely inimical to labor."

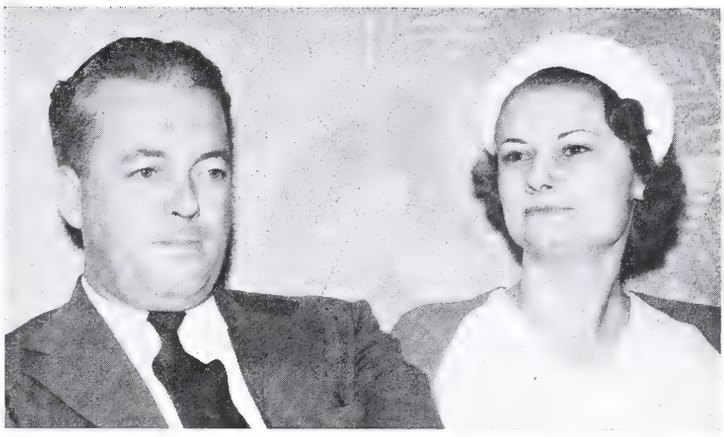
In a bulletin, FFD states: "Any attack that would weaken the trade unions and any attempts they make to organize, will inevitably reflect itself on our entire economic structure. Other organizations, whose concern is not solely for labor, are also bound to suffer in the very near future if a film like 'Our Leading Citizen' is allowed to be exhibited unchallenged and unprotested."

### California Farmers Group Moves Against "Wrath"

BAKERSFIELD, CAL.—Seeking to remove the "smear" on the name of Kern, Cal., and agriculture generally in "Grapes of Wrath," which 20th Century-Fox is producing, the Associated Farmers of Kern county have urged all organizations in the San Joaquin Valley to approve an interdiction ordered by the Kern board of supervisors.

The action is part of a planned statewide ban on the book in schools and libraries.





## *Norfolk Showmen and Wives in New York—*

*Relaxing in the RKO Radio World Fair lounge in New York are Mr. and Mrs. H. C. Barbee jr. (left) of Norfolk. Barbee is southern district manager for the Lichtman Circuit. At the right are Mr. and Mrs. H. C. Valentine, also of Norfolk. Valentine is director of publicity for the Wilder Circuit.*

# WASHINGTON

REESE HARRINGTON and Thomas Ayers have awarded the contract for their new theatre to be erected in Seaford, Del., to the Scott Construction Co. Ground will be broken upon completion of the government inlet project . . . Sam Wheeler, 20th-Fox branch manager, will journey to Pittsburgh, September 3, to join his parents in celebrating their golden wedding anniversary . . . Bob Folliard, RKO branch manager, has returned from a visit to the accounts in Richmond and Norfolk, and is looking forward to a visit from E. L. McEvoy, eastern sales manager . . . Nat Levy is due to make his appearance in the near future as well.

*Ray Bell, former* BOXOFFICE *correspondent, and now director of publicity and advertising for the Loew's Washington theatres, is editor of the house organ,* The Loew's Movie Goer, *a bi-monthly newspaper that is distributed to all the Loew patrons. It rivals popular film fan magazines what with previews of coming hits, asides in the personal lives of the popular stars, and personal items of the F Street showmen . . . Frank Taylor, manager of Loew's Columbia, will be married to Marjorie Dunleavy of Scranton, Pa., on August* 26.

Louis Ribnitski, Warner theatres, is vacationing . . . Jack Katz and Ed Harris of the Dominion theatres visited the Row . . . Sam Diamond, 20th-Fox salesman, is leading the local branch in the current S. R. Kent drive . . . Folks along the Row have received cheerful letters from Miriam Hirsch who is resting in upper New York state . . . Sam Tabor, Universal salesman, retains second place in the nation-wide contract standings . . . Agnes Turner, RKO, has returned from her trip to the coast which included a visit to the RKO studio and witnessed the filming of "Three Sons" . . . Birthday greetings to Wade Pearson.

*Mrs. Jean Haydon McRae, formerly of the M-G-M staff, and now residing in Idaho, visited recently with Metro's Marge Dermody and Duchess Hall . . . RKO's Jess Smith is fishing down the bay and all sizes are welcome . . . Mr. and Mrs. Curtis Hildebrand weekended at Salisbury, Md., with Margaret Stant, formerly of UA. The group was joined by UA's Marcie Plant and her husband, who were en route to Ocean City . . . "Mel" Bellintende, RKO, has chosen New York for her coming vacation.*

Danny Rosenthal, Columbia, was favored on his birthday with cards and telegrams which were most unique . . . Metro's Fred Rippingale has embarked on his two weeks of pleasure . . . Metro's Eddie Kushner and Anna Ridgely have returned to the fold . . . Paramount's "Vince" Daugherty has closed the Sidney Lust deal . . . Branch Manager Eddie Fontaine is en route to Richmond and neighboring accounts . . . Mrs. Alvin Scheille, wife of the manager of the Republic and Circle theatres in Annapolis, and daughter of Frank H. Durkee, was injured in an automobile accident last week.



## *Studio Shot—*

*Morris J. Shoyer (left) of Keamco Enterprises, Philadelphia, at the Warner studio in Burbank with Maxie Rosenbloom.*

# BALTIMORE

TOM GOLDBERG, Walbrook, is visiting his nephew at Camp Oneida, N. Y., while Mrs. Goldberg is in New York City waiting for the *Queen Mary* to land her brother, Joseph Bossak, who is returning from Europe . . . George Rummel, manager of the Belnord, vacationing . . . The Gartner Bros. are now settled in their new enlarged headquarters at the Ritz . . . Frank Durkee off to California to visit the San Francisco Fair.

*Mr. and Mrs. Sam Soltz Howard are off to Canada . . . Bill Brieman, Ambassador; Vernon Nolty, Boulevard, and party went on a fishing trip down the bay over the weekend . . . Eddie Wheeler, Realart press, and brother Sam Wheeler, 20th-Fox branch manager, are off to Pittsburgh to celebrate the 50th wedding anniversary of their parents . . . Nathan Canter Astor announces that the Astor will close for two weeks to be completely renovated. Walter MacNeill will be in charge of renovation.*

Edward Kimple, Rome theatres booker, is vacationing in New York where he will take in the Fair . . . Julius Goodman, Ideal, is weekending in Atlantic City these days . . . Report is that a theatre is going up at the new Glynn Martin settlement . . . Robert Goodman, manager of the Ideal, is walking the floor these nights with his new four-week-old daughter . . . The Europa, formerly the Dixie of the horse and buggy era, is to be razed and a parking lot is to take its place.

*Walter Cohen, manager of the Leader, is vacationing at New York. Tom Fisher, doorman at the Broadway, is pinch-hitting for Cohen . . . Carter Barron, Loew's executive from Washington, is a familiar figure at Loew's Century these days while W. K. Saxon is vacationing . . . William Zell, Harlem, is in the hospital for tonsillotomy . . . Bill Hicks, Hampden, is having the front completely renovated . . . Mac Weinberg, Little, back from his vacation with a slight cold . . . Norman Ansel, Lennox, just back from the World's Fair, Philadelphia and Atlantic City, all in one week.*



## The Corcorans Go A'Visiting—

*He is George J. of Anton Theatre, Monongahela, Pa., a visitor at RKO's World's Fair Lounge. To the left is Mrs. Corcoran. To the right, a friend.*

# PHILADELPHIA

BOTH the Studio and the Palace are closed for alterations . . . Ed Boreth, Masterpiece, is priding himself on the striking window display he has just completed. The whole window is painted over with his sales talk . . . Stanley-Warner's Germantown Theatre barely missed causing serious injury to a lot of patrons. The entire ceiling fell in just about an hour before the afternoon opening . . . The Gaiety, oldest burlesque house in town, will open this fall with amateur boxing and wrestling.

*Abe Sablosky still hasn't given up his plans to erect a new theatre in Germantown, despite the bad breaks he's been getting from the zoning commission . . . Charles Cox is no longer with the Phillips Brothers' houses in Allentown . . . Matty Presby, Preferred booker, is leaving the company soon . . . Many film men attended the funeral of the father of Harry Wiener, Columbia . . . The Cedar, George Lessy house, has been sold to the Pizor and Segal circuit . . . The New Rialto, Wilmington, will open September 1 after extensive alterations.*

The Horlacher girls arranged a hot-dog roast for the men employes. Kay Milner was in charge of arrangements, with Tom Lark acting as *maitre d'hotel* or something . . . George Fishman has been named publicity man for the Miss Philadelphia contest. Representing the Variety Club in the affair are Earle Sweigert, Paramount; William Clark, Jim Clark and Oscar Neufeld, Horlacher, and Jack Beresin, Berlo Vending . . . Judges will include William Hermann, Catherine Littlefield and Betty Grable . . . The Premium Promotion Syndicate is entering the Philadelphia field with an encyclopedia giveaway . . . Milt Rogasner, Iris, entertained friends at the Eagles' football game.

*Many figures in the entertainment world attended the funeral of Mayor S. Davis Wilson . . . Allied will hold a general membership meeting this week in its office . . . Dave Seaman, Forum, won the affection of the kids of the neighborhood by an ice cream cone giveaway during the hot weather . . . Marty Goldenberg, State, is planning a contest to pick the most popular boy in West Philadelphia . . . Jack Lexey, Broadway, is ballyhooing "Each Dawn I Die" by sending an usher resembling George Raft around town handing out "Wanted" circulars.*

Irv Mirisch, Strand, Gettysburg, has a stiff back from bending over on a big job of street stencilling . . . Stanley P. Hathan's article on films as an advertising medium appears in this issue of Poor Richard's Almanack . . . Birk Binnard, Lyric, Camden, is due back from Canada . . . Ray O'Connell, Capitol, Lancaster, used a giveaway of facsimile masks to boost "The Man in the Iron Mask" . . . Gus Miriani, Princess, Camden, decked a couple of his boys out as hula dancers, and sent them around town, calling attention to "Dark Rapture."

*Ev Callow, Warner, is so busy these days, he's seen coming to work on Sundays . . . Charlie Moyer, State, Hanover, sticks his circulars where persons calling for mail at the post office can pick them up . . . Harry Orlow is putting the new Levoy across to the people of Millville, N. J., by inviting an aged couple celebrating their 65th wedding anniversary to hold the party in the theatre. It's the first picture they've seen since way back when motion pictures started.*

Harry Olmstead, Ritz, York, does a fine job of getting stills into the roto sections of the local papers . . . "Pop" Graver, Grove, Vineland, is making a hit with his "laff festivals." He gets together a string of comedies of one comedian, runs them all together for a riotous show . . . Sid Mesibov, Warner ad man, is back from vacation . . . Ditto Jimmie Dormond.

## Fabian Opens One and Closes One for Repairs

ALBANY—The Fabian chain has opened one and closed one. The Regent at Cohoes, dark several months for reseating, recarpeting and redecorating, has been reopened. Frank Shay supervises the Regent and manages the Rialto there.

Harmanus Bleecker Hall, one of the two subsequents operated here by Fabian, has closed. It will be repaired.

# BROADWAY

(Continued from page 49)

*hopes to be set on it shortly . . . Dave Blum is dieting.*

Sam Zimbalist, M-G-M producer, didn't stay long in town, but managed to meet up with old friends at the home office who reminisced old times when he was a projectionist in the Metro days . . . Matty Fox spent the weekend at Saratoga and isn't talking about his luck . . . Lothar Wolff, March of Time film editor, sailed on the *Champlain* recently for a five-week business and vacation trip . . . Bob Smeltzer, central district manager for Warners, was a home office visitor over the weekend . . . J. P. Masters, city manager for Crescent Amusement Co., Bowling Green, Ky., and Cary Grant were among the RKO home office lounge visitors within the past week . . . Jarold West, head of Wire Broadcasting Corp. of America, is now chairman of the board of Syndak, subsidiary of Radio Wire Television, in which John E. Otterson recently became interested.

*Louis B. Mayer has gone back to the coast after a few weeks at the Saratoga Spa . . . Jack Shea of Feiber & Shea, now that he's a benedict, has ensconced himself in Greenwich Village . . . Charles Einfeld heads back to the coast Tuesday . . . Verree Teasdale has joined her husband, Adolphe Menjou, here. The other day Menjou lunched with Sam Harris and George S. Kaufman at the Astor Hunting Room . . . Ben Aber, now that he's New Jersey branch manager for M-G-M, is lunching quite frequently at the Astor with Ted O'Shea . . . Henry Randel's left foot is swollen as a result of a minor accident at his home.*

## Soviet Talking Deal on "Nazi Spy" Exhibition

HOLLYWOOD—The Soviet government is negotiating a deal with the studio for the exhibition of "Confessions of a Nazi Spy" throughout the USSR, according to Warner.

Nicola Napoli, treasurer of Amkino, New York film agent for the USSR, advises BOXOFFICE that Moscow has shown "great interest" in the film, as well as in "Juarez." He declares Amkino has recommended both films but as yet negotiations have not been opened.

## Plans Selling Theatre

CHERRY VALLEY, N. Y.—It is reported that Laverne Winne plans to sell the Cherry Valley Theatre and confine future activities to his weekly paper. Winne has been negotiating with a prospective purchaser.

### Milk Drive Aid Sought

ALBANY—New York exhibitors will be asked to cooperate with the state agriculture department in the annual "drink more milk" advertising and publicity campaign, by showing as part of their regular programs a two-reel picture telling the story of the milk industry.

# RKO "Flesh" Plan Goes Into Files

NEW YORK—If the RKO theatre deal for the Warner 1939-40 lineup goes through as is now anticipated despite internal hurdles which have developed on the buyer's side, that circuit's elaborate plan for stage names to augment the film policy at its chief New York theatres will be abandoned. With it, simultaneously, will go all hope entertained in any quarters that the chain will renew singles.

The stage name idea, involving as it did such personalities as Katherine Cornell, Tallulah Bankhead, Judith Anderson, Katharine Hepburn and others well up on the rungs of the dramatic ladder, was hit upon when circuit executives had broken with Warner on the new season lineup. The break developed, as it almost always does, over terms.

Warner was after a considerable hike in the formula which is reported to represent an approximate $300,000 increase over '38-39. Preliminary negotiating skirmishes resulted in a stalemate and then an end to the palavers. Warner, as it did four years ago in the metropolitan area, informed RKO, through John J. O'Connor, vice-president of the circuit, that it proposed selling away.

Confronted with the possibility of 52 less pictures for the new season, RKO hastily considered the situation and tentatively drew up plans to return to singles and to augment the drawing power of its film programs with the stage names. The plan was to boil down Broadway shows in which the personalities contemplated had appeared and to rotate the midget dramatic units in about 21 theatres, playing the big half of the week which with RKO is five days.

Almost on the heels of BOXOFFICE'S exclusive publication of the plan, the impasse between RKO and Warner came to an end and a get-together on a one-year film deal hove into sight, although the expired arrangement between the two groups ran four.

While there appears to be reason to believe RKO was more interested in seeing to it that Warner learned of the name policy than it might have been about putting it into actual effect, BOXOFFICE, on the other hand, learns such a scheme was seriously considered and that RKO would have gone ahead on two bases:

1.—If no deal had been made with Warner.

2.—If Warner had sold away in a handful, or more, of local situations.

After the breach was patched up, complications set in along another front. It is understood Malcolm Kingsberg, representing the Meehan interests in KAO, objected to the tentative terms agreed upon by O'Connor and Gradwell L. Sears. This placed the former in the position of having underwritten a deal which proved to be lacking in accord with one of his own principals. However, the snarl is being straightened out with the general inside understanding objections on Kingberg's part are being overcome or a swing to O'Connor's point of view effected.

## *Mischa Auer Meets The Press*

**New York—One of the better stories to emerge from the recent AFL sessions in Atlantic City concerns Mischa Auer.**

**It seems Mischa acted as spokesman for the Hollywood contingent and always answered the phone in its headquarters at the Ritz-Carleton Hotel.**

**Most of the time it was a reporter from one of the Atlantic City papers who had been vainly trying to interview the stars.**

**The phone would ring and Mischa would answer in his best Russian accent: "Meester Arnold, he ees taking a bath."**

**A while later: "Miss Barnes, she ees taking a bath."**

**Another call this time for Miriam Hopkins: "Miss Hopkins, she ees taking a bath."**

**The reporter tried to contact Jean Muir but received the same answer.**

**Exasperated, he yelled at Mischa through the phone: "How many bathtubs have you got up there, anyhow?"**

**"My dear man," Mischa said unruffled, "the Ritz-Carlton ees just lousy with bathtubs."**

## *Troy Neighborhood Spot Bought by Adolph Kohn*

TROY—Adolph Kohn, who at one time owned the theatre building in Granville and who later sold it to William E. Benton, has taken over Rivoli, Troy neighborhood spot. Closed since June, the house has been renovated by Kohn. Sam Fein was previous lessee.

## *Eager for Army*

PLATTSBURG—Benton's Plattsburg theatres, along with independents in Champlain, Ausable Forks, Keesville, and neighboring spots, expect to do heavy business during army maneuvers which will bring 50,000 regular and national guard troops to the area for a test of mechanized forces.

## *Incorporation News*

ALBANY

Mentone Productions, Inc., New York, has dissolved. Universal Pictures Co., Inc., filed the papers with the secretary of state.

Sulsol Films, Inc., has been formed to carry on a business in films, motion picture machines, etc., in New York. Capital: 200 shares, no par value. Incorporators: Myron Slater, Samuel Lent, Lillian Schorr, 1270 6th Ave. Attorney: Herman Sulken, 1270 6th Ave.

Selecciones Hispanas, Inc., has been formed to carry on a motion picture business in New York. Capital: 100 shares, no par value. Incorporators: Attorney Louis A. Solomon, Jay Tuthill, Ida C. Jacobs, 1270 6th Ave.

The Langevin Company, Inc., of San Francisco, Cal., is maintaining a New York office for conduct of sound equipment installing business at 103 Lafayette St. Papers filed with Secretary of State by William C. Mayer, 149 Broadway, show Carl C. Langevin is president of company. Capital: 12,500 shares, 2,500 preferred at $100 par value, and 10,000 common, no par value.

Majestic Pictures Corp., New York, decreased capital stock from $125,000 to $10,000. Attorneys: Kanin & Kanin, 11 W. 42nd St.

Central Amusement Yonkers, Inc., formed to conduct a motion picture and theatrical business. Capital: $1,000, $10 par value. Incorporators: Ruth Kaplan, Freda Jarrett, Francine Brunner, 229 W. 42nd St. Attorney: Philip F. Jacobs, 229 W. 42nd St.

# Warner - National Deal Progresses

NEW YORK — Product negotiations between Warner and National Theatres are progressing, but BOXOFFICE'S original slant, indicating it will be months before a master agreement is worked out, stands without change.

Despite reported internal differences of opinion among KAO and RKO theatre executives over the terms of the Warner product deal, it is understood the formula agreed upon by Gradwell L. Sears for Warner and John J. O'Connor for RKO stands although the terms have yet to be reduced to writing and signatures affixed.

Meanwhile, the current noise around West 44th Street and the Warner headquarters is "The Old Maid." They have figures quickly at hand designed to bulwark the contention the film is running ahead of "Angels With Dirty Faces," Warner's top attraction last season. In its second weekend at the Strand, the gross at $26,000 ran $5,000 ahead of the second Friday-Saturday-Sunday on "Angels." Despite hurricane-proportion rains which damaged part of the boardwalk at Atlantic City, the picture did $7,800 in three days at the Warner there. Frank La Falce wires Sears opening day at the Earle, Washington, established a new debuting record at that house with extra shows to accommodate the preponderant feminine audience required. At the Cameo, Bridgeport, Conn., all-time records were smashed, the Warner office advises.

Harry M. Warner, president of the company, returned from a short trip to London on the *Queen Mary* late Monday. S. Charles Einfeld, his weight down, got into town the same day from Hollywood to map advertising and publicity plans on forthcoming releases. He returns west shortly.

## *Troy Newspaper Unreels Early Film History*

TROY—A sketch of early motion picture operating history here was presented by *Troy Record* in its "Pulse of the People" column. Answering a question on "The year silent moving pictures came to Troy," the paper replied:

"In 1906, 'Nicolet' pictures were given at 311 River St. During that year the late Michael Duffy started a small moving picture show in the heart of this community. But Harry Hall, still a resident of Troy, then was building his more pretentious show. He may therefore be considered the pioneer of the real movies in Troy. Several years later the late P. J. Shea started his moving pictures on the east side of Third St., above Broadway. Mr. Shea had the support of Mr. Hall in that venture."

### Lea Buys Danville Theatre

DANVILLE, VA.—L. W. Lea of the Schoolfield Theatre, Schoolfield, Va., has taken over the Broadway Theatre here. He plans to modernize and install new equipment.

# ALBANY

MAJOR ALBERT WARNER among the trade executives enjoying the races at Saratoga, and entertaining. He is a turf fan, but not a stable owner like his brother Harry . . . Jimmy Grainger, president of Republic, was another Spa visitor . . . Ette Phillips, secretary to Joe Bernhard, general manager of Warner Theatres, vacationing at Schuyler Manor, Schroon Lake . . . Joe Weinstein, assistant Warner Theatre booker upstate, is on vacation at Long Beach . . . J. E. Curley, advertising manager, in New York for the weekend . . . Sidney Deneau, a Fabian booker, reversed the course of travel, coming to Albany for a weekend. He was booker here before his transfer to New York headquarters last winter . . . William Haines of the Stanley; Jack Breslin, the Utica, and Murray Lafayette, the Avon, came to Albany from Utica for a huddle with Charley Smakwitz, Warner Theatre district manager.

*R. A. Doidge, assistant advertising and publicity director for Grand National, called on Branch Manager Paul Richrath while en route to New York from a vacation at Buffalo. Richrath formerly worked with him in home office . . . Leonard L. Rosenthal, Troy attorney and owner of State, that city, was on Filmrow . . . Ditto Pete Bournakis, of Strand and Liberty, Watertown, and Mrs. Bournakis . . . Abe Van Deusen, RKO booker and office manager, is on vacation . . . James R. Grainger, general sales manager for Republic, visited Schine headquarters at Gloversville last week. District Manager Jack Bellman and Branch Manager Arthur Newman accompanied him.*

Lida Bauer, RKO story editor, at Saratoga for two weeks. In addition to enjoying the races and Spa waters, Miss Bauer conferred with management of Saratoga Players, summer stock company, of which she is an advisory board member . . . John D. Hertz, former head of Paramount Pictures, and Mrs. Hertz, also at Saratoga. The Chicago couple are owners of racing stables. Harry Berkson, upstate Monogram franchise holder, and Mrs. Berkson, came in from Buffalo with Salesman Nate Sodikman and Mrs. Sodikman for a visit to the new temporary local office at 1076 Broadway. Party, accompanied by Manager-booker Mitchell Panzer, went to Saratoga for a day's racing. Panzer, by the way, is unique among Filmrow boys; he is a licensed air pilot. He did considerable flying during service in Monogram's Buffalo office and made one trip aloft since coming to Albany. He plans to do a lot more, in fact, some day to become the first film salesman making jumps by plane.

*An unusual gesture by local exchangemen was the presentation of a traveling bag to Bill Kraemer on his departure from this territory as Schine booker to booker-manager of the circuit's new Washington office. Kraemer won the proverbial host of friends in the two years he booked the 24 theatres served by Albany branches. Seth Fields is his successor . . . Bill Benson, former RKO salesman, is reported to be peddling film in the New York territory for Universal. His home is in Hollis, L. I. . . . Lois Spooner, Warner inspectress, is engaged to Bill Short, driver for Smith & Howell Trucking Service . . . Catherine Dobbs, Republic inspectress, vacationed for a week at Nassau . . . Dave Miller, Universal district manager, accompanied Branch Manager Joe Engel to Schine headquarters in Gloversville . . . Don Remer resigned as 20th Century-Fox salesman. Fred Sliter of Chicago took his place . . . Sol Edwards, Grand National general sales manager, and Mrs. Edwards at Saratoga for a week.*

Jeanette Berliner, booker for GN in New Haven exchange, called at the local office. He was en route to Saratoga . . . Mrs. Antoinette McNamara of the Bay, Alexandria Bay, visited Filmrow for the first time since early summer . . . Arthur J. Newman, Republic manager, entered a wirehaired terrier in the Wildwood Kennel Club's annual show on McGregor Links, Saratoga . . . Walter Reade's Community, Saratoga, is screening a series of timely shorts for that city during August racing. They deal with horses and riders. One shown was "Up With the Jockeys." Another was "The Life of Seabiscuit."

*The Community, Newton Falls (Adirondack Mountain town), runs one night a week. Operators are Cheney and Leonard, Cheney being town postmaster and Leonard proprietor of a general store . . . George Thornton, Orpheum, Saugerties and Orpheum, Tannersville, on Filmrow . . . Clayton Eastman, Paramount manager, at his desk on a muggy Sunday morning.*



## Easterners in Burbank—

*D. R. Manning, right, manager of Shea's Buffalo Theatre in Buffalo, and his wife and daughter visit Dennis Morgan at the Warner studio during a trip to Hollywood.*

## Warner's 17 Completed Ample Up to Xmas

NEW YORK—The Warner studios have completed 17 features of the new season's program, which is more than ample to supply an uninterrupted flow of product up to Christmas, according to S. Charles Einfeld, director of advertising and publicity, who is here from the coast for home office conferences.

# REVIEW FLASHES

**CONSPIRACY (RKO)**—There is a slight possibility this may get by as filler material in remote exhibition situations, but audiences generally won't be inclined to accept such a wild and woolly story of international intrigue, which does not measure up to program standards in any respect. Allan Lane and Linda Hayes top a second-rate cast. Lew Landers' direction is spotty.

**DEATH OF A CHAMPION (Para)**—Extremely novel murder mystery laid against a dog-show background and introducing Lynne Overman as a wise-cracking detective in the forerunner of a new series, this measures up to program standards in every respect. William Wright produced; Robert Florey directed.

**FIGHTING GRINGO, THE (RKO)**—Gun-toting George O'Brien and his brave buckaroos follow the prescribed ritual in outsmarting the villain and bringing justice to the range. Formula western with slight garnishment of Spanish sauce. Will please the fans who like to see everybody killed but the cameraman. Bert Gilroy produced; David Howard directed.

**STOP, LOOK AND LOVE (20th-Fox)**—Average audiences won't need coaxing to get a lift from this wholly delightful domestic comedy. It's an easy-going, almost lackadaisical account of a small-town family. Cast, not top-notch, but good troupers in William Frawley and Minna Gombell. Jean Rogers, Eddie Collins and Robert Kellard fit their assignments like a glove. Direction by Otto Brower is spirited.

**THE WOMEN (M-G-M)**—Superlatives are in order when describing the opulent production, brilliant dialogue, sterling acting and atmosphere of crisp sophistication with which this famous play was transcribed to the screen. The fact that there is not a man in the cast, however, makes it safe to predict that there will be few in the audiences. Women may be expected to turn out in droves. Rosalind Russell outshines both Norma Shearer and Joan Crawford in the toplines. Hunt Stromberg produced; George Cukor directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# Producing 39 Films, Preparing Nine

Production has jumped another notch in the major plants, with 39 in work and nine others in preparatory stages.

Columbia signaled a start on "Blondie Brings Up Baby" to bring its total to four. Metro is filming five, none of them new starts. Grounded a week through technical trouble, "Scouts of the Air" took off at Monogram, giving the studio two in work.

Paramount gunned "The Broken Heart Cafe" and "Campus Wives," raising its total to ten. "Reno" and "The Marshal of Mesa City" went into work at RKO Radio, which has six in production. "Heroes of the Saddle" was launched at Republic. Three are being filmed at that studio.

Four are in work at 20th Century-Fox, none of them new starters. Samuel Goldwyn launched "Raffles" and Selznick International gunned "Rebecca," both for United Artists release. "Call a Messenger" went into Universal's cutting rooms, pruning the studio's total to four. Warner started "Floating Trouble," but finished "On Your Toes" and "Lady Luck," emerging with a five-picture total.

## *Labor Agitation Quietens With Hays, Casey Exit*

With the departure of both Will Hays, president of the MPPDA, and Pat Casey, producer labor contact, for New York, an atmosphere of unusual quiet—when compared with the turmoil of recent weeks—is pervading the local Hays office, focal point of much of Hollywood's labor agitation recently.

Hays, first to go, left suddenly to confer with distribution members of the association, following government rejection of the industry's trade practice code. Local spokesmen declare Hays probably will return after Labor Day to bring his family east with him for the winter, thus officially terminating his annual summer sojourn in Hollywood.

Casey, on whose shoulders has fallen the burden of conducting most of the producer negotiations with various local studio crafts, went east to attend the long-deferred producer-labor basic agreement parleys which opened August 25 in Newark, New Jersey.

# *Hollywood Labor Scene Shifts Between Strife and Accord*

Jittery Hollywood, again confronted with the fear of a drastic labor strike when developments in Atlantic City pointed to a new outburst in the AAAA-SAG-IATSE-AFL war, found encouragement in another quarter when speedy settlement of the IATSE-United Studio Technicians Guild strife, now before the local National Labor Relations Board, appeared a strong probability.

Shortly after the IA-USTG hearing got underway, representatives of both union factions agreed to the NLRB's suggestion that a collective bargaining election be held to determine which craft shall hereafter assert jurisdiction over some 12,000 studio workers. A date for the proceedings will be set when confirmation has been secured from NLRB headquarters in Washington. Participating in the balloting will be soundmen, second cameramen and their assistants, laboratory workers, studio technicians, makeup artists, wardrobe workers and utility employes. Closed shop agreements with five IATSE locals, just signed by producers, will remain in force until after the election. A separate hearing, however, will be scheduled on the rival jurisdictional claims over first cameramen filed by the American Society of Cinematographers and International Photographers Local 659, IATSE.

### SAG Tightens Lines

As a part of the election, Jeff Kibre agreed to withdraw his complaint, filed on behalf of IA Local 37, charging IA international representatives and producers with being guilty of collusion and conspiracy.

Meantime the SAG is tightening its battle lines as a result of developments in the east, which found the AAAA rejecting the AFL's decision anent the IATSE's jurisdictional encroachment over stage and screen actors. An SAG steering committee, headed by President Ralph Morgan, has been appointed to join with similar groups from other AAAA affiliates. The Guild also concurred unanimously in the AAAA's action, which objected to certain phases of the AFL's decision, particularly that pertaining to the status of the American Federation of Actors, chartered by the IATSE when its AAAA standing was revoked. The 4-A has served notice it will not take back the AFA if Ralph Whitehead, its executive secretary, is to retain his position.

As the aftermath of the bitter battle between the IATSE and ousted officers of the international's Local 37 for control of the local, three IATSE leaders drew fines following their conviction on contempt citations in connection with the revocation of 37's charter.

Another strike threat appeared when the Screen Publicists Guild, in a membership meeting, served an ultimatum on the producers that its demand for a 100 per cent closed shop and other concessions must be approved. Deadline was set for August 24, after which plans were to call another SPG meeting to formulate plans for a walkout if its demands were not met.

### Hear SWG Plaint

The Screen Writers Guild's long battle to obtain sole bargaining rights for scriveners in the industry resumed when the NLRB opened a new hearing into the SWG's charges that producers are guilty of unfair labor practices. Called to the stand to present their side of the picture were such producer representatives as B. B. Kahane, Bernard Hyman, William Koenig, S. J. Briskin, Henry Herzbrun, Pandro Berman, E. J. Mannix, Sol Wurtzel, Darryl Zanuck, Jack Warner, Louis B. Mayer and David O. Selznick. Grover Jones and James Kevin McGuiness testified for the Screen Playwrights, Inc. and Dalton Trumbo, of the SWG, was also a witness. Indications are the hearing will continue for several weeks.

The state labor commission has ordered Sam Katzman, of Victory Pictures, to pay Holbrook Todd, member of the Society of Motion Picture Film Editors, an additional $100 in salary for editing two of Katzman's independent features. Todd had charged Katzman with violating the SMPFE's basic studio agreement by paying him for three weeks work when he was entitled to four.

## *Megs Own Screenplay*

Warner has assigned Vincent Sherman to direct "The Bridge of Sighs" from his own screenplay.



## Tribute to "Star Maker"—

*The center of all eyes, Mr. and Mrs. Gus Edwards (seated) clasp hands as Hollywood pays homage to the famous showman on his 60th birthday. Behind Mrs. Edwards is Charles R. Rogers, who produced "The Star Maker," based on Edwards' life, for Paramount; while Producer-Director Mervyn LeRoy looks down admiringly at the honored guest himself.*

# Cinémarks

James Cagney will leave for Martha's Vineyard, Mass., next week, where he will vacation until his next Warner assignment in October . . . The Warner Club, 2,000 strong, will hold its annual basket picnic August 27 at Lake Shoson in the Malibu Hills. Harry Seymour is in charge of arrangements . . . In for a routine checkup is S. S. Keller, of Warner's homeoffice auditing department.

*

*Ralph Sommerville, Hollywood artist, is en route to Miami, Fla., having been signed to a two-year contract by the Fleischer cartoon studios there as an animator.*

*

Paramount's studio club will stage its annual golf tournament September 17 at the Brentwood Country Club. Gordon Jennings, chairman, expects more than 300 entries . . . Harold Schuster has left for London to direct a forthcoming Gabriel Pascal production.

*

*Maureen O'Sullivan has left for London to appear in a Metro-British picture opposite Robert Montgomery . . . Visitors at Selznick International were 60 members of the Illuminating Engineers of America, holding a convention here . . . Director Walter Lang and his assistant, Gene Bryant, spent several days at Arrowhead scouting locations for Lang's next assignment at 20th Century-Fox.*

*

His condition reported to be not serious, King Baggott, silent-screen actor and director, is in St. Vincent's Hospital for a general examination following an illness which kept him from work at Metro . . . Frances Hackett and Albert Goodrich, Metro writing team, are back at work after a vacation spent at various coast resorts . . . Sixty chief clerks of the federal courts of America, convening here, were guests of Jack Warner at luncheon and a tour of the studio.

*

*Geraldine Fitzgerald, Warner actress, is expected to return to Hollywood about September 1 for her next screen assignment. She has been vacationing in Ireland . . . Jack Holmes, of the Warner publicity staff, has been appointed public relations chairman for the National Federation of Music Clubs . . . Arthur Eddy has returned to his Warner studio publicity desk after a month's holiday in New York.*

Bob Hope is expected to return from his London vacation September 5 to resume his picture and radio work . . . J. Carrol Naish obtained a few days' leave from Paramount to holiday at Lake Arrowhead . . . The Elks staged a "Walt Disney Night" at their local temple in honor of the creator of Mickey Mouse . . . Joe E. Brown will be guest of honor at the Masquers' annual midsummer revel August 27. Charles Irwin, Hugh Herbert, Eddie Foy jr., Charlie Chase, Alan Mowbray and others will supply the entertainment.

*

*William Berke is back at his Republic production desk after scouting the south and midwest for possible hill-billy talent . . . Producer-Director John M. Stahl returns from his vacation next week to begin preparations on his next production for Universal.*

*

Metro dispatched Walter Pidgeon, Chester Morris, Ann Rutherford and Cecilia Parker to San Diego to appear in the U. S. Navy's annual charity carnival . . . Republic will hold its first annual picnic at Reseda Park, August 27.

## "Arizona" in Technicolor; Search for Male Lead

"Arizona," forthcoming Wesley Ruggles production for Columbia, is to be filmed in Technicolor, according to a decision reached by studio executives. Ruggles, who will direct, is in Tucson, Ariz., inspecting sets and, on his return, will launch a search for a male lead opposite Jean Arthur.



## Some of the Guests—

*Among the 500 or more who paid homage to Gus Edwards, veteran showman, upon the occasion of his 60th birthday celebration: Susan Hayward, left, Paramount starlet; Director Mitchell Leisen and Paramount's vice-president, Y. Frank Freeman.*



### At RKO Premiere—

*Herbert Wilcox, who produced it; Anna Neagle, its star, and President George Schaefer of RKO Radio, whose company released it, pose in the forecourt of the Pantages Theatre, in Hollywood, just before the preview of "Nurse Edith Cavell." A record number of stars and executives turned out for the event.*

# New Government Investigator Follows "Mum" Precedent

Surrounding himself with the characteristic air of mysterious seclusion that has keynoted the local sojourns of previous government investigators, Charles H. Carr, assistant to Attorney-General Frank Murphy, has allowed no word of his present activities and plans to leak out since his arrival in Hollywood last week. At that time Carr announced in great detail the lines along which he intends to pursue an exhaustive investigation into various phases of production and personal activity among leaders in the film colony.

From all indications, Carr has not yet begun his scheduled series of conferences with the IATSE, its defunct local 37, officers of the producers association, and executives of 20th Century-Fox, Columbia, Universal, United Artists, Loew's, Inc., and Warner Bros. as the first step in a probe into such possibilities as:

Alleged violations of the Sherman Anti-Trust Act by major producers and distributors; charges of labor racketeering; asserted income tax evasions by leading production and union executives; and asserted income tax liabilities incurred during the merger which created 20th Century-Fox in 1933.

The full support of both the IATSE and the United Studio Technicians Guild was promised Carr in messages sent Attorney-General Murphy soon after the investigator's arrival.

# RKO Back to Normal After Realignment

Following extensive executive shifts and promotions made by President George Schaefer of RKO Radio prior to his return east, studio operations under the new regime have resumed normality, with little likelihood that other changes are in prospect. Coming at about the same time as the promotional orders was the announcement that Garson Kanin had been placed on the suspended list for refusing to accept an assignment to direct "Anne of Windy Poplars," featuring Anne Shirley. Kanin declared he could not see eye to eye with production executives on the story. His last effort was the Ginger Rogers starrer, "Bachelor Mother."

Monogram has signed Ted Williams, former Grand National treasurer, as an associate producer. He will contribute four films to the company's 1939-40 slate and is preparing "Heroes in Blue" and "Night Edition" as the first two.

Sidney Salkow secured a release from his directorial contract at Republic after more than a year with the studio, and immediately signed a term pact with Columbia as a megaphonist.

Robert McKimson, an animator for the Leon Schlesinger cartoon plant since 1930, has been elevated to chief animator, exerting supervision over the production of all "Merrie Melodie" and "Looney Tune" cartoons turned out by the plant.

Louise Campbell will leave Paramount's acting lineup when her current contract has expired, and Shirley Ross, also a Paramount actress, checks off the lot August 30. Scenarist William Hurlbut has completed his writing contract and departed from the Paramount payroll.

Jack McCurdy, publicity chief for the Boris Morros production unit, has wound up his association with completion of Morros' first film, "The Flying Deuces." The unit will coast for a month, until "If I Were President" gets under way.

Edward Small has signed David Matthew as story editor for his United Artists production unit. Matthew occupied a similar spot at Warner.



### To Cutting Room—

*J. M. Elizalde, resident commissioner of the Philippines, objected to certain scenes in Samuel Goldwyn's "The Real Glory" which he declared portray the Filipinos in an unfavorable light. So, forthwith, Senor Elizalde was supplied with a native bolo and told to go ahead and cut. Here he is at the grindstone with James Roosevelt, Goldwyn's vice-president.*

# MPDC Is Leading Liberal Hollywood

Liberal Hollywood organizations are embarking upon preparations for an active autumn campaign with a vengeance, the leader in the movement at present being the Motion Picture Democratic Committee.

Accepting the MPDC's invitation, U. S. Attorney-General Frank Murphy will pay a visit to the film colony September 7 to present the first annual Award for Service to Democracy at a banquet to be staged September 7. The award will be given to the producer of the picture which, in the MPDC's opinion, made the most valuable contribution to democracy during the 1938-39 season. A number of candidates have been submitted by several studios, and voting is being conducted among MPDC members. Presentation will be made at a banquet with Murphy as honored guest and Philip Dunne, MPDC chairman, presiding.

Plans for the affair will be mapped in detail at a general MPDC membership meeting called for August 30.

The Motion Picture Artists Committee, under Melvyn Douglas' direction, will fete Bishop Paul Yu-Pin, Chinese vicar of Nanking, at a banquet August 29, with scores of screen notables planning to attend. The bishop is touring America on a fund-raising campaign for Chinese war victims.

Funds to aid Spanish refugee children now exiled in France will be raised at a concert to be given September 7, under auspices of the local Spanish Refugee Relief Campaign, with most of the child artists who appeared in Samuel Goldwyn's "They Shall Have Music" slated to participate.

A membership drive among motion picture personnel is now under way with the organization of a local chapter of the American Union for Concerted Peace Efforts and the establishment of offices in Hollywood. Alverda Lerrigo heads the local branch.

THAT *Saturday Evening Post* chronicler who discussed the literary quality of Louella Parsons' reporting might have changed his mind had he waited for the following classic from Hedda Hopper anent the Adrian-Janet Gaynor nuptials:

"All their friends and their legions couldn't have been happier . . . "

Perhaps it's the "Beau Geste" influence.

➞

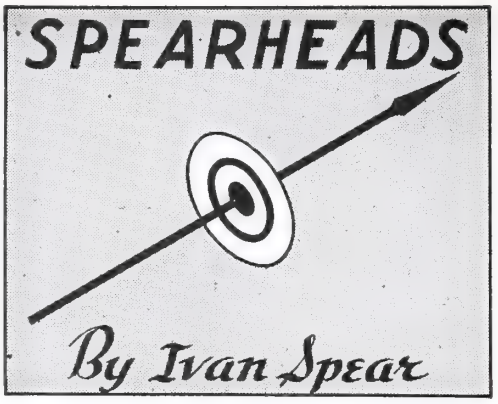
**Who tell the world about who loves whom?**
**"Exclusive" or they'll call a copper.**
**Who write of themselves till their readers all fume?**
**Louella and Jimmy and Hopper!**

**Who herald elopements, divorces and sich?**
**Though most of them do come a cropper.**
**Who pester the flacks like the seven-year itch?**
**Louella and Jimmy and Hopper!**

**Who pen of their calls from a-near and a-far?**
**With "News" that should be a press-stopper.**
**Who hob-nob and dine with each twinkling star?**
**Louella and Jimmy and Hopper!**

**Who heap fiery coals on each executive pate?**
**And consider each casting improper?**
**Who view with alarm the industry's fate?**
**Louella and Jimmy and Hopper!**

**But who, when they finally garner a part**
**Contribute to making a flopper?**
**Yet continue to harp on what's wrong with the art—**
**Louella and Jimmy and Hopper!**




*Just to prove that Leo will have no part of the new deal, comes this from the mighty lion's publicists:*

*"Frances Edwards, M-G-M commissary head, set up machinery to serve two Thanksgiving dinners at the studio, the traditional one and the other on whatever day it is changed to."*

➞

The pros and cons on the advisability of changing the date of the national holiday should command little attention in Hollywood, which is accustomed to serving the exhibitors and theatre patrons with a turkey or two every week.

➞

*Some weeks ago kudos were in order for Paramount's publicity department with the announcement that* 18 *orphan children, from institutions in as many key cities, together with their chaperons were to be brought to Hollywood as guests of the studio for a combination vacation and sight-seeing tour, topped off by their attendance—as honored guests—at the preview of "The Star Maker." The lucky delegate from each city was chosen by popular vote of the children themselves as were the accompanying chaperons, and the entire scheme tied neatly into the fact that Linda Ware, child singer in the picture, who acted as hostess, is herself an orphan. It was one of the smartest and most productive—from a standpoint of newspaper space—promotional undertakings of the season. Now that the fortunate orphans have come and gone, nothing is subtracted from the value of the stunt through a review of the impressive and dignified manner in which Terry DeLapp and his able crew handled and publicized the visit.*

➞

**The unpredictable Russell Birdwell has done it again by giving Hollywood's publicists—studio and free-lance alike—a demonstration of plain and fancy space-grabbing with a minimum of waste motion and expense. The most recent Birdwellian coup was the press premiere of Herbert Wilcox's "Nurse Edith Cavell," which was under his efficient supervision, and which commanded as much attention as, if not more than, several other glamour debuts this month.**

**The comparison is particularly striking when expenditures are taken into consideration. It is learned that the "Cavell" premiere was staged at a total cost of $1,500, including a "forty-man color guard and twelve majorettes in abbreviated costumes." The costs of comparable klieg-light picture introductions when engineered by major studio publicity departments usually total between $10,000 and $20,000.**

# *Martyr, Merry-Makers and Murders*

RKO Radio occupied the center of the preview stage, having contributed two of the three features which led a miscellany of ten unfurled for Hollywood critical and social enjoyment—more or less. The duo from the Gower Street studio were Herbert Wilcox's "Nurse Edith Cavell" and "My Fifth Avenue Girl." The third of the top-flight trio came from Paramount—"The Star Maker."

The last named is a novel and refreshing entertainment treat which demands unmitigated praise for everyone who had a part in its conception and production, and which can definitely be catalogued as a profit picture in every exhibition situation. Charles R. Rogers produced it, his first since his divorce from Universal. His was the idea from which the film, a wide and welcome departure from the stereotyped, was born; initiative for which a special accolade is due him. Equal honor to Director Roy Del Ruth, who did an outstandingly excellent job of piloting in a spot which must have been unusually difficult because of the large number of moppets in the cast. Bing Crosby, at his best; 14-year-old Linda Ware, displaying a splendid soprano voice in her film debut, and others of a splendid cast all deserve meritorious comment, while kudos can justly be claimed by Frank Butler, Don Hartman and Arthur Caesar for their scripting of the story by Caesar and William A. Pierce.

Although sombre and depressing as to theme, "Nurse Edith Cavell" is a justifiably significant addition to the current cinematic crop because, in essence, it is a forceful indictment of the injustices and brutalities of war. Fearlessly disregarding the accepted concepts of what constitutes entertainment, Producer-Director Herbert Wilcox, in his first American-made film, boldly transcribed to the screen one of modern history's most shameful pages—the martyrdom of the courageous English nurse. No compromise with the facts is discernible in Michael Hogan's screenplay, and Wilcox, mounting his vehicle unstintingly, directed with a sure dramatic touch. Anna Neagle, in the title role, contributes a convincing, restrained and thoroughly excellent performance.

In lighter vein was the same company's newest Ginger Rogers starrer, "My Fifth Avenue Girl," in which Produer-Director Gregory LaCava again revealed his flair for the subtle, satirical farce comedy which made his "My Man Godfrey" an outstanding hit. Miss Rogers scores in another well-delineated performance, given eminent support by Walter Connolly, and the screenplay by Allan Scott, poking discreet fun at the rich and at those who envy them, is a delightful bit of sound craftsmanship.

* * *

Mystery and murder characterized three of the four features which fell into the above-average program category. Twentieth Century-Fox presented the second in its series of Sherlock Holmes-Doctor Watson thrillers, "The Adventures of Sherlock Holmes," a vehicle that in many ways displays improvement over its predecessor, "The Hound of the Baskervilles." Packed with thrills and suspense, produced on a top scale by Gene Markey and crisply directed by Alfred Werker, it augurs well for a long, distinguished and profitable series.

The script by Edwin Blum and William Drake was well-plotted and Basil Rathbone and Nigel Bruce, repeating in their respective Holmes-Watson roles, are excellent in type and delivery.

The same studio contributed another in its perennial "Chan" detective mysteries, "Charlie Chan at Treasure Island," a vehicle which adheres to the reliable formula throughout. John Larkin's screenplay and Norman Foster's direction maintain a suspenseful pace and the plot will keep most audiences guessing until the climax. Edward Kaufman gave it competent guidance as associate producer.

Leaning rather heavily toward the psychological, but gathering momentum

after a rather slow start, RKO Radio's "Full Confession" presents Victor McLaglen in a characterization quite similar to the one which gained him an Academy Oscar in "The Informer." This time he bows Thespically to Joseph Calleia, however, whose performance dominates throughout. Produced by Robert Sisk and directed by John Farrow, it should prove generally satisfactory. Jerry Cady wrote the screenplay.

Possessing an average quota of entertainment, Universal's "Hawaiian Nights" contains tuneful musical interludes and a colorful Hawaiian production number which go a long way toward compensating for deficiencies in story construction. Of particular interest and appeal to jitterbug fans will be the presence of Matty Malneck and his swing music aggregation. Producer Max Golden handled his assignment capably and Albert S. Rogell directed with even pace.

* * *

Action, in large quantities, was the keynote of the remaining three films in the week's lineup. Monogram submitted what is probably the best of its Frankie Darro starrers in "Irish Luck," a vehicle that should rate consideration in all but the most important booking situations. Actor Grant Withers, in his first production assignment, capitalized on the material provided him to excellent advantage, Howard Bretherton's direction is more than adequate and Mary McCarthy turned out a first-rate screenplay.

In the accepted formula of ridin', shootin' and romancin', RKO Radio's latest George O'Brien sagebrusher, "The Fighting Gringo," is sure to please western fans everywhere. Invested with some tuneful Spanish music, it was produced to standard by Bert Gilroy, briskly directed by David Howard and adequately scripted by Oliver Drake from his own original.

Unchallenged as the weak sister in the lineup, RKO Radio's "Conspiracy" will probably be rejected by most audiences. A wild, woolly and generally ridiculous story of international intrigue, it was spottily directed by Lew Landers, produced by Cliff Reid with no more care than was absolutely essential, and is destined for filler duty in only the remotest of exhibition situations.

## *"Tree of Liberty" Being Readied by Columbia*

Columbia's bid for a place in the industry's Americanization limelight, the Elizabeth Page novel, "Tree of Liberty," is beginning to take concrete form with the disclosure that actual work upon the script has been launched by Scenarist Sidney Buchman, working under the supervision of Frank Lloyd, who will produce and direct. Present plans call for "Tree of Liberty," dealing with the times of Thomas Jefferson, to be made in two parts, the first to go before the cameras about January 1, 1940.

Warner has pegged September 5 as the definite starting date for the oft-delayed "Underground," story of anti-Nazi activity in Germany. John Garfield and Lya Lys are slated for top roles.

# New Product Parleys Start at 20th-Fox

Conferences on product, sales campaigns and other details of the new production-distribution season are underway at 20th Century-Fox with the arrival of Herman Wobber, chief of sales, and a corps of homeoffice executives including Walter Hutchinson, general manager of foreign distribution; A. M. Levy, heading the S. R. Kent sales drive; and William Kupper, western division manager. Also arriving was Monte Banks, director in the company's English unit, who will be joined later by Robert Kane, in charge of British production, to discuss plans for the 1939-40 season abroad. Joseph M. Schenck, Darryl Zanuck, William Goetz and other studio executives are participating in the parleys.

President George Schaefer of RKO Radio returned east after last-minute conferences with Harold Lloyd and Herbert Wilcox concerning their production plans. Also heading for New York was S. Barret McCormick, the company's advertising-publicity director. Wilcox and his star, Anna Neagle, trained out for Toronto, Canada, to attend the screening of their latest film, "Nurse Edith Cavell," which highlighted the opening of the Canadian National Exposition. They will continue on to England, where the next Neagle picture will be made.

**Silverstone, Schwartz In**

Planning a week's stay, Murray Silverstone, chairman of United Artists' executive committee, and Charles Schwartz, UA counsel, checked in from New York. They will discuss product and business details with Walter Wanger, David O. Selznick, Hal Roach, Edward Small and other UA producers.

Sol Lesser has trained to New York for conferences with Thornton Wilder, author of "Our Town," concerning Lesser's plans to produce the play for United Artists. Accompanied by Mrs. Lesser, he will spend two weeks motoring through New England picking up background shots. Lesser also carried with him a print of "Everything's on Ice," the Irene Dare vehicle, for delivery to RKO Radio. During his absence—Lesser will be gone until October 1—Barney Briskin will assume the production reins on "Escape to Paradise," Lesser's final Bobby Breen starrer for RKO Radio.

**Seidelman Due August 28**

Joseph Seidelman, Universal's foreign sales head, arrives August 28 to join J. Cheever Cowdin, board chairman, in studio conferences with President Nate Blumberg and Cliff Work, studio chief. Blumberg and Seidelman will return to New York in about ten days, Cowdin staying on until mid-September.

Scott R. Dunlap, Monogram production pilot, and Trem Carr, member of the company's board, went to New York to attend a board of directors' meeting. They will be accompanied back to Hollywood by W. Ray Johnston, Monogram president.

S. Charles Einfeld, Warner publicity-advertising director, and Sam Clark, Chicago exploitation manager for the company, both pulled out for the east. Einfeld was bound for New York to set details with his eastern staff for exploitation campaigns on several forthcoming features. Lew Golder, Warner talent scout, has trained east on a scouting tour.

## *Monogram to Distribute Six "Renfrew" Films*

A deal has just been closed whereby Monogram will distribute six "Renfrew" action pictures, based on mounted police stories by Laurie York Erskine, to be delivered by Phil Goldstone's Criterion Productions. Two of the films, starring Jimmy Newill—"Crashing Through" and one untitled—have already been completed and will be turned over to Monogram immediately.

Phil Krasne will function as associate producer on the remaining four, production to get underway in the near future.



## *Orphans in Hollywood—*

*Apparently enjoying their Hollywood holiday to the hilt, the group of orphan children brought out by Paramount to attend the preview of "The Star Maker" pose for the photographer with their hosts. Man at the left is Y. Frank Freeman, vice-president of the company, with Charles R. Rogers, who produced the picture, also in the lineup. Young lady in the plaid dress is Linda Ware, who has one of the featured roles.*

# Free Lance O'Brien Settles His Suit

Ending a legal battle of more than a year, an out-of-court settlement has been reached in the $500,000 conspiracy suit filed against Warner, Pat O'Brien, studio contract star, Jimmy Fidler and Louella Parsons by Pat O'Brien, free lance player. The plaintiff had charged his acting career had been severely damaged through an alleged conspiracy on the part of the defendants to keep him from obtaining picture assignments.

Terms of the settlement were not disclosed.

## "Green Hell" Production Started for 'U' Release

"Green Hell," first on schedule for Harry Edington's Famous Productions, went to the starting line, with James Whale directing, for Universal release. Edington is headquartering on the Universal lot. A skeleton crew is operating the Boris Morros production unit, Morros having completed "Flying Deuces," his initialer for RKO Radio. Next in line, to start within 30 days, is "If I Were President."

## SCRIPTERS

**—Samuel Goldwyn**
STEVE FISHER borrowed from Paramount to screenplay "Tahiti," which will co-star Jon Hall and Dorothy Lamour.

**—Metro**
LAZLO VADNAI to "Missing Miniature," forthcoming short subject, from an original by Erich Kastner.
JANE MURFIN to "Pride and Prejudice." Hunt Stromberg produces.
VICK KNIGHT, radio writer and composer, to "Ziegfeld Follies." Mervyn LeRoy will produce and direct.

**—Paramount**
WILLIS COOPER to "Phantom City." Dale Van Every will produce.

**—Republic**
BETTY BURBRIDGE to "Rovin' Tumbleweeds," a Three Mesquiteers western.
JACK NATTEFORD to "Kansas Terrors."
ROBERT PRESNELL to "Abraham Lincoln Boggs."
CLARENCE YOUNG to an untitled "Three Mesquiteers" vehicle; M. COATES WEBSTER to the next in the "Higgins Family" series, which Gus Meins will direct.

**—Hal Roach**
GENE SOLOW to "Captain Fortune."

**—Richard Rowland**
VICTOR HEERMAN and SARAH Y. MASON to "Three Cheers for Miss Bishop," Rowland's first for United Artists, to star Barbara Stanwyck.

**—Selznick International**
ROBERT SHERWOOD polishing "Rebecca."

**—Edward Small**
WINSTON MILLER to "Kit Carson."

**—20th Century-Fox**
MAURICE MUSSELMAN to "Three Blind Dates," a Ritz Brothers starrer.
HAMILTON MacFADDEN to "The Jones Family at the World's Fair."
SAM ENGLE to "Law West of the Pecos," a sequel to "Frontier Marshal," in which Randolph Scott, Nancy Kelly, Cesar Romero and Binnie Barnes will repeat in the roles they created. The Sol Wurtzel unit will produce.

**—Universal**
EDWARD ELISCU to "Casino."

**—Warner Bros.**
ROBERT E. KENT to "Floating Trouble," based on the current furore over gambling ships off the Southern California coast. Bryan Foy will produce with Humphrey Bogart in the lead.
EARL BALDWIN to "The Life of Tony Pastor," slated as a starring vehicle for Edward G. Robinson.
MILTON KRIMS to an untitled original dealing with Reuters, famous European newspaper agency; MICHAEL HOGAN to "The Villa on the Hill," from a story by W. Somerset Maugham.

## Shirley Ross Hollywood Emissary to Canada

Sole Hollywood emissary to Canada's Fresh Air Fund, annual charity show, was Shirley Ross, Paramount star, who trained out for Toronto. Guest of honor at a series of receptions, Miss Ross also headlined a four-hour transcontinental broadcast. From Toronto she was scheduled to travel on to New York before returning to the film capital.

Jane Withers has been set by 20th Century-Fox for a personal appearance tour through Australia and New Zealand, leaving next January. She will stop off in Honolulu en route. Her itinerary will include one week in New Zealand and three in Australia, the entire trip to consume nearly three months. First the moppet will co-star with Gene Autry in "Jubilo" for the Westwood plant.

Columbia sent William Holden, star of "Golden Boy," to Chicago for a short p.a. engagement. He will continue on to New York to attend the opening of the picture, then resume his p.a.'s, returning here in about a month.

Maxie Rosenbloom appeared at the Warfield Theatre, San Francisco, in conjunction with Warner's "Each Dawn I Die," while John Garfield left for New York to make appearances with "Dust Be My Destiny," his latest Warner starrer.

Tex Ritter, cowboy star, has extended his p.a. schedule until September 18 before returning to Hollywood to resume film work for Monogram.

## Judell Buys Land Near Prescott for Westerns

Ben Judell's Producers Pictures Corp., has purchased a tract of land near Prescott, Ariz., and has begun construction of sound stages, a western street and various permanent sets to be used in the filming of the company's 24-picture western quota for 1939-40. An administration building and living quarters also are being built under the supervision of Peter Stewart from plans by Fred Preble, art director. Plans are to make the "location city" a permanent headquarters for the filming of outdoor action features.

First such venture to be undertaken, the project is receiving the cooperation of the Prescott Chamber of Commerce and other organizations of that city. Three series of westerns, each consisting of eight pictures, will be produced there, including "The Sagebrush Family," featuring 13-year-old Bobby Clark; the "Tales of Billy the Kid" series, starring George Houston; and eight "Frontier Marshal" features with Tim McCoy.

## "Pride and Prejudice" For Shearer-Donat

Metro has announced "Pride and Prejudice," from the novel by Jane Austen, as Norma Shearer's next starring vehicle, with Robert Donat as her co-star and Hunt Stromberg producing. George Cukor will direct. No decision has been reached as to whether the production will be made here or in England.

## OPTIONS

**—Columbia**
CHARLES FRANCIS ROYAL joins writing staff.
NICK GRINDE given term directorial contract.

**—Metro**
JACK CUMMINGS given new long-term contract as producer.
DAVID HERTZ joins writing staff.
CAREY WILSON, shorts producer and commentator, given new term contract.
REINHOLD SCHUNZEL signs new term contract as director.
WILSON COLLISON handed term writing contract. He is scripting for Producer J. Walter Ruben.
JOHN NESBITT, writer in short subjects department, wins new contract.

**—Principal**
LEWIS J. RATHMIL signed as art director on "Escape to Paradise," forthcoming Bobby Breen starrer, slated to roll September 5. RKO Radio will release.

**—Hal Roach**
GORDON DOUGLAS handed long-term directing contract.

**—Edward Small**
CLAYTON MOORE signs term acting contract. He was previously known as Jack Carlton.

**—Universal**
F. SCOTT FITZGERALD signs one-picture writing deal.

**—Walter Wanger**
MERRITT GERSTAD, cameraman, hed for another term.

**—Warner Bros.**
EDGAR ALLEN POE, great-grand nephew of the poet, signs as technical adviser on the story of his ancestor's life.
MICHAEL HOGAN joins writing staff. He will script "Villa on the Hill," from W. Somerset Maugham's original.
BERT TEITLEBAUM, head of art department, set for another year.
EDDIE ALBERT handed new term acting ticket.
MARIS WRIXON, actress, set for another year.

## Two Literary Properties Acquired by Columbia

"Angela Is Twenty-Two," a Sinclair Lewis play, and "For All of Our Lives," a novel by Ursula Parrott, have been acquired by Columbia Pictures for early production. The novel will also be presented as a play in the fall.

Jack Skirball, in association with John Wildberg will supervise production of these pictures.

## More Space for Chaplin Outdoor Sequences

For the construction of outdoor sets, Charles Chaplin has purchased several acres in San Fernando Valley from the Columbia Broadcasting System. The land was formerly used for the transmitter of Station KNX before a new transmitter was constructed near Torrence.

## STORY BUYS

**—Metro**
"I Married an Angel," Broadway musical, as a co-starring vehice for Nelson Eddy and Jeanette MacDonald. Hunt Stromberg will produce. The stage show was written by Richard Rodgers and Lorenz Hart.

**—United Artists**
"Sweetheart of Turret One," a navy story by Lieut.-Com. Frank Wead, to Samuel Goldwyn, who has scheduled it for late fall production. Andrea Leeds, Jon Hall and Alan Baldwin will have top roles. Navy cooperation has been assured.

**—Warner Bros.**
"Sabotage in the Air," by Leonard Levinson. Dealing with efforts of foreign agents to cripple American airplane manufacture, it will feature John Payne, Gloria Dickson, Ronald Reagan, Dennis Morgan and Eddie Foy jr.

## "Swanee River" Location Unit Exceeds Hundred

Headed by Director Sidney Lanfield, Don Ameche and Andrea Leeds, a location unit for 20th Century-Fox's "Swanee River" will train out August 27 for the Sacramento River valley to pick up exterior shots. More than 100 players and technicians will be in the party. Kenneth Macgowan is producing.

## New "Quo Vadis" to Star Taylor a Metro Plan

Metro has announced plans to re-make "Quo Vadis," first made in Italy as a silent, with Robert Taylor in one of the top roles and Hunt Stromberg producing. Howard Estabrook has been assigned to the script and will assist in production.

## George Nichols Jr. to Meg "Anne of Windy Poplars"

RKO Radio has signed George Nichols jr. to direct "Anne of Windy Poplars," the Anne Shirley starrer. He replaces Garson Kanin, suspended for refusing to accept the assignment.

## Jack Holt's Next

Jack Holt's next starring vehicle for Columbia release, to be produced by Larry Darmour, will be "Illicit Cargo." Script is being written by Albert DeMond from an original by him and Eric Taylor. Picture rolls in three weeks with Lewis D. Collins directing.

## Ray Taylor Assigned

Ray Taylor will direct Universal's "The Galloping Kid," fourth in the Johnny Mack Brown western series. Picture gets underway immediately with Bob Baker topping the supporting cast.

## Beaudine to "Jones"

William Beaudine draws "The Jones Family at the World's Fair" as his next directorial assignment at 20th Century-Fox. He relinquished "The Simple Life" to Eugene Forde because of illness.

### Helms Towne-Baker First

Tay Garnett has been signed to direct "African Intrigue" for Gene Towne and Graham Baker of The Play's the Thing Productions. Film will be their initialer for RKO Radio release.

### Noel Smith Has Series Chore

Noel Smith will direct "Uncle Sam Awakens," next in the "Secret Service" series, for Warner. Ronald Reagan will feature.

### Cabanne to Direct Arlen

Christy Cabanne has been signed to direct "The Legion of Lost Flyers," third in the Richard Arlen-Andy Devine action series at Universal.

# REVIEW FLASHES

**CONSPIRACY (RKO)—There is a slight possibility this may get by as filler material in remote exhibition situations, but audiences generally won't be inclined to accept such a wild and woolly story of international intrigue, which does not measure up to program standards in any respect. Allan Lane and Linda Hayes top a second-rate cast. Lew Landers direction is spotty.**

**FIGHTING GRINGO, THE (RKO)—Gun-toting George O'Brien and his brave buckaroos follow the prescribed ritual in outsmarting the villain and bringing justice to the range. Formula western with slight garnishment of Spanish sauce. Will please the fans who like to see everybody killed but the cameraman. Bert Gilroy produced; David Howard directed.**

**STOP, LOOK AND LOVE (20th-Fox)—Average audiences won't need coaxing to get a lift from this wholly delightful domestic comedy. It's an easy-going, almost lackadaisical account of a small-town family. Cast, not top-notch, but good troupers in William Frawley and Minna Gombell. Jean Rogers, Eddie Collins and Robert Kellard fit their assignments like a glove. Direction by Otto Brower is spirited.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## Another Inactive Week Goes on GN's Record

Grand National marked up another week of inactivity. President E. W. Hammons, slated to visit from New York some time this month, so far has failed to put in an appearance, with attaches here declaring the date of his arrival is uncertain. Fine Arts Pictures, on-again-off-again GN affiliate, is still busying itself with retakes on "Isle of Destiny," first in a series to be filmed in Cosmocolor, with no release set. Possibility of a GN-FA revival is expected to be discussed by Hammons with Franklyn Warner, FA president, when the former checks in from the east.

Jack Skirball, former GN production head, now chief of Arcadia Pictures, has extended his New York stay, having traveled east to set details of a production deal with John Wildberg, Broadway impresario.

## Sherman's Next Titled

"Riders of the Panamints" has been set as the title of Harry Sherman's next Paramount production. It goes into work following completion of "Knights of the Range."

## Spanish Edition 'Rebecca' Provided for Students

Bill Hebert, Selznick International publicity director, has effected a tieup with book cataloguers whereby the Spanish edition of "Rebecca" will be offered to all classes and students of that language in American schools and colleges. S-I is producing the film version of the Daphne duMaurier novel.

## Harry Joe Brown to Film Power-Darnell Picture

Harry Joe Brown has been assigned to produce "Daytime Wife," co-starring Tyrone Power and Linda Darnell, at 20th Century-Fox. Picture supplants "Johnny Apollo" on Power's schedule, the latter film having been pushed back because of casting difficulties.

## Heisler to Paramount

Stuart Heisler, unit director for Samuel Goldwyn, has been loaned to Paramount to direct "The Biscuit Eater," a Jack Moss production. Hugh Bennett, originally slated to direct, instead will handle "Crime File," also to be made by Moss.

## Cummings' Next Set

Irving Cummings' next 20th Century-Fox directorial assignment will be "Everything Happens at Night," the Sonja Henie starrer. He originally was slated to pilot "Johnny Apollo," starring Tyrone Power, which has been postponed.

## "Creepers" to MacDonald

Republic has signed Frank MacDonald to direct "Jeepers Creepers," featuring the Weaver Brothers and Elviry. The hillbilly musical will be produced by Armand Schaefer.

## To Direct "Boggs"

Dudley Murphy has been signed to direct "Abraham Lincoln Boggs" for Republic. Featuring Edward Ellis and Anita Louise, the feature gets underway August 29 from an original story by Harry Hamilton.

## Gets "Tenderloin"

Paramount has assigned Harlan Thompson to produce "Tenderloin," co-starring Fred MacMurray and Dorothy Lamour. William Hurlbut is writing the script from an original by Howard Emmett Rogers.

### "Chan in Panama" Slated

Next in 20th Century-Fox's "Chan" series will be "Charlie Chan in Panama." David Hempstead produces for the Sol Wurtzel unit.

### Sanders in SI's "Rebecca"

Selznick International has borrowed George Sanders from RKO for one of the featured roles in "Rebecca."





## The Chief Presents the Prizes—

*In Los Angeles to distribute prizes to Fox West Coast Theatres personnel for their work in the Skouras Showmanship Drive, Spyros Skouras, president of National Theatres, Inc., poses (above) with Charles Skouras, right, winner of the division topflight prize, and Arch Bowles, left, FWC northern division supervisor. Below, Skouras with some of the principal winners. Left to right: Bryon Ward, manager of the Long Beach at Long Beach, Class F. winner; Bruce Fowler, Four Star, Los Angeles, Class A winner; B. V. Sturdivant, southern California district manager, first district winner; Skouras; Sidney Pink, California Theatre, Pomona, Class E winner, and C. E. MacDonald, United Artists Theatre, Berkeley, Class B winner.*

# Skouras Distributes $12,600 for FWC

LOS ANGELES—With nearly 250 Fox West Coast division, district and house managers, bookers, homeoffice executives and circuit partners attending, President Spyros Skouras of National Theatres distributed $12,600 in awards for achievements by FWC personnel in the annual Spyros Skouras showmanship drive which concluded last month. The one-day session was the last of five conducted by Skouras in each of NT's five subsidiary circuits throughout the country.

At the same time Skouras and Arch Bowles, FWC's northern division manager, discussed details of a new drive, to be known as the Fourth National Theatres Contest, which will be launched Labor Day and continue until December 24.

The NT president, commenting on the company's financial stability, declared there is a $5,000,000 cash reserve on hand, as compared with only $800,000 six years ago. He reported NT's grosses were approximately 15 per cent ahead of any other national circuit, although its revenue for the first six months of 1939 was some $150,000 under the figures for the previous six months.

Charles P. Skouras, FWC president, cited the fact that the local circuit, comprising houses in California, Montana and Arizona, contributes 87 per cent of NT's total income.

Among the more important winners:

District winners—B. V. Sturdivant, first place, $1,000; Cullen Espy, third, $850; George Bowser, fifth, $600; Dick Spier, tenth, $325.

Theatre managers—Bruce Fowler, Four Star Theatre, a Class A house, first prize of $400; Sidney Pink, California, Pomona, Class E, first prize, $200. Max Trumpower of the Beverly in Beverly Hills, placed sixth in the Class B division to win $50. Al Hayne of the Boulevard finished third in the Class C race and was awarded $150. Fifth spot in the Class D bracket went to Roy Evans of the Highland, winning $100. Tom Muchmore, Apollo Theatre, Hollywood, placed ninth in Class E to win $50. Ernest Sloan of the Arroyo, a Class F house, took third place and a $100 award.

Bookers—Lee Wentz, district 2, first place, $250; Charles Piercey, district 1, third place, $150.

Other lesser awards, including cash, silver plaques and certificates, went to nearly 200 other members of the FWC personnel.

## "Sudan" Northwest Rights To Jones and Hudson

LOS ANGELES—Word has been received from Mitchell Leichter, currently traveling through the territory, that he has sold distribution rights to "Sudan," exploitation feature, in the northwest to Jesse E. Jones and Ed Hudson, exchange operators in Portland, Ore., Seattle, Wash., and Idaho.

Leichter, who has acquired six more features for distribution during the 1940-41 season, has closed all the western territory for "Sudan," he reports, and is now swinging east to Denver, Dallas and other key cities.

### Closes Glendale for Repairs

GLENDALE, CAL.—The Glendale Theatre, owned by E. D. Harris, has closed for extensive alterations and remodeling. It will be reopened in six weeks

## Roesner Annexes Seattle Unit, Making Total of 7

SAN FRANCISCO — The Herbert Roesner Co. here, has just announced the addition of the Metropolitan Theatre in Seattle to his string now numbering seven theatres. After a slight remodeling job the house will reopen September 3. Doc Howe, formerly of the Roesner Esquire Theatre in Portland, will be the manager of the newly-acquired house.

## Pedestrian Sues Frisco Theatre for "Fall"

SAN FRANCISCO—Aaron Goldberg is being sued for $2,000 on charges by a pedestrian that he fell in front of the Goldberg Circle Theatre here recently while walking. The accident is reported as not being due to any negligence on the part of the Circle employes.

## Remodel Oakland Plaza, Frisco Roosevelt Later

SAN FRANCISCO—The Plaza Theatre in Oakland, which has just changed ownership, is going under intensive alterations before being opened. The Roosevelt, recently taken over and which will be reopened by M. Michel, will undergo $50,000 worth of revamping. Michel was formerly operator of the Larkin here.

# DENVER

ROBERT W. SELIG, who put over the foreign film policy at the Hiawatha Theatre, has finished his job there and has been promoted to the newly-created position of exploitation manager of the Fox Intermountain division, according to an announcement by Rick Ricketson, division manager. Charles Lowen, assistant at the Tabor and formerly assistant at the Hiawatha, will manage the Hiawatha. Tom Sutton, assistant at the Hiawatha, moves to the Aladdin in the same capacity.

*Other Fox circuit changes in the territory include the moving of Charles Morehead, formerly at Beatrice, Neb., to Fort Collins, Colo., as city manager, succeeding Lloyd Boreing who goes to Pocatello, Ida., as assistant manager. Robert Bothwell goes from Pocatello, Ida., to Helena, Mont., as assistant manager; Otto Bartusch moves from Laramie, Wyo, to Sterling, Colo., succeeding Bob Penner, named city manager at Alliance, Neb. John Phillips transfers from Sheridan, Wyo., to Laramie, Wyo., as assistant manager.*

Rev. O. Martorell, San Luis, is reopening his circuit of five towns for the fall and winter. He shows with portable equipment in Capulin, San Luis, San Pedro, Ft. Garland and Chama, all in Colorado . . . Coppell Amusement Co., distributor of Mexican and Spanish films, has taken office on Filmrow at 828 21st St.

*Church & Co., business opportunities brokers, bid in the Palace Theatre when it was put up at auction to satisfy paper they held on the house. It's a dime grind, and the owner, Paul Hoppen, had sold it several months ago, but took it back recently. C. A. Mulock is continuing as manager . . . Nat Wolfe flew to Brooklyn, N. Y., last week in an effort to see his mother before she died, but was several hours too late.*

Earl Collins, United Artists exchange manager, was in Deadwood, S. D., conferring with Charles Klein and John Bertolero of the Black Hills Amusement Co. . . . Charles Smith of the Clarks Poster Exchange, Oklahoma City, and Jas. Creel, Tulsa exhibitor, spent part of their vacation here . . . George Kerer of Premier exchange has taken over "Sinful Souls" for this territory.

*Esther Hood has moved from the National Screen Service to the job as secretary at the Grand National Exchange, succeeding Francis Stoddard, who goes to Otis & Co. Anne Rossi leaves National Screen to go to Gibralter Enterprises . . . J. H. Cooper and L. L. Dent, N. Y., and Dallas, who are competitors in theatres in several Colorado towns, were here conferring with their managers—Cooper with Louis Finske in Denver, and Dent with Larry Starsmore at Colorado Springs . . . Willis Kent was here with his film, "Mad Youth," which was showing at the Colorado.*

### Buy Casino From Tapscott

LOS ANGELES—Mac Sinift and "Pilk" Pilkington have purchased the Casino Theatre from Fred Tapscott.



## *At the Fox Rocky Mountain Meet—*

*Photo of the annual convention in Denver of managers and Denver headquarters men of the Fox Intermountain division, presided over by Rick Ricketson, division manager, and attended by Spyros Skouras, head of National Theatres. At the speakers' table are, left to right, Bill Steege, manager Montana district; Harry Huffman, Denver city manager; Skouras, shaking hands with Steege; Ricketson; Fred Glass, manager Salt Lake City district; Robert Garland, southern district manager, and Ray Davis, northern district manager.*

## Screen Club Outing Draws Over 300

DENVER—More than 300 attended the annual picnic of the Rocky Mountain Screen Club held at Eddie Ott's club at Evergreen, Colo., 40 miles in the mountains, with 45 entering the golf tournament held on the Evergreen golf course nearby. More than 50 competed in the horseshoe tournament. The ladies held a bridge tournament in the afternoon. A banquet and dancing occupied the evening.

The affair was the best the club has held, with the committees doing their jobs in tip-top fashion.

Lon Fidler, Monogram exchange manager, copped the loving cup for first prize in the top flight of the golf tournament, with Walter and Gus Ibold, brothers, coming in second and third. Other flight winners were Bob Ryan, George Tawson and Howard Metzger. Florence Chamberlain and Mrs. Frank Roberts won first and second in the ladies' division

With more than 50 to be eliminated in the horseshoe tournament Jack Langan, Universal exchange manager, and Bill Agren, Fox city booker, fought it out for first and second, with Langan winning. Interest in this tournament was so strong that at times eight teams were going at once

In the flycasting, darkhorses won first and second. Al Kerer, of the Princess Theatre, Ogalala, Neb., won first with Claude Graves, Corobado Theatre, Albuquerque, N. M., taking second. To win these places it was necessary for them to beat such local experts as Joe Ashby, R. J. Morrison and J. J. (Jap) Morgan.

In contract bridge Mrs. Zekman won first with Mrs. Fred Brown taking the consolation prize. In auction Miss Jean Spalen won first with the consolation prize going to Miss Mary Musser.

It was hard work that won the rope-jumping contest for Mrs. Frank Roberts, who did 114 skips.

And the exhibitors won the solfball game. But no figures are available, with the scorekeeper getting tired after a few innings.

## Patriotic Service of Theatre Stressed

DENVER—Declaring that America wants no foreign isms, Spyros Skouras, head of National Theatres Corp., praised the theatre as the most potent agency there is to instill patriotism and love of country into citizens of the U. S.

Skouras was in Denver attending the opening sessions of the annual convention of the Fox Intermountain division, at which Rick Ricketson, manager, presided. Skouras spoke to the managers on the topics of better theatre management and better service to the public, attuning his talk to the theme of the convention—"How to Sell Tickets." At the conclusion of his talk the managers presented Skouras with a combination watch and currency holder. He left after the opening day for Seattle to attend a similar meeting.

The convention lasted three days, and was held at the Brown Palace Hotel. Ricketson was host to 200 at a luncheon at Cosmopolitan Hotel in honor of Skouras.

District meetings were held on the closing day.

The meeting was attended by about 75 managers and members of the Denver headquarters.

### Degner Buys Bayshore Theatre

SAN FRANCISCO—R. E. Degner of Winters, has bought the Bayshore Theatre from Vera Del Monte.

### Far East Representative Here

Del Goodman, Far East representative for 20th Century-Fox, is in Hollywood for about a week.

# Denver Group Raps Neely Bill; Urges Deathknell in House

DENVER—Declaring that the Neely anti-block booking bill due to come before the House next session would work "unsurmountable hardships" on individual theatre owners, the sixth annual meeting of the Gibralter Enterprises, Inc., directors and managers here urged that the industry measure be killed.

Appearance of screen stars on radio programs and derogatory activities of certain radio commentators were decried. The directors will present their protests to producers and distributors.

Holding its convention shortly before the department of justice condemned the trade practice code, the 39-theatre organization representatives agreed a self-regulating plan was necessary, but declared that only fair rules governing arbitration would ever be accepted by the strictly independent theatre owners.

Film companies were urged to have extra proofs of mats printed apart from pressbooks on the ground it would be economy for the theatres, contending many houses could thereby get along with fewer pressbooks.

Officers elected for the year include the re-election of Charles R. Gilmour. Denver, as president; E. John Greer, Santa Fe, N. M., chairman of the board and treasurer; Everett Cole, Alamosa, Colo., secretary. E. J. Schulte, Casper, Wyo., E. W. Ward, Silver City, N. M.; T. F. Murphy, Raton, N. M.; and W. H. Ostenberg, Scottsbluff, Neb., as vice-president. The only member of the company not present was Nathan Salmon, Santa Fe, N. M.

The meeting of the managers was unique in that the entire meeting of the managers at which were discussed fundamentals of theatre operation, product and all things to do with patron comfort and satisfaction, were discussed by the managers themselves, the executive directors attending only one meeting for a very short time.

Having the managers conduct their own meeting was in the nature of an experiment. After the meetings were over a resume was handed the directors and the managers were praised for the efficiency and thoroughness with which they handled the problems. The committee having charge of the meetings, and their subjects, were C. H. Childley, Casper, Wyo., T. W. Thompson, Loveland, Colo., "Fundamentals of Theatre Management"; W. C. Boston, Scottsbluff, Neb., "Advertising and Publicity"; and Fred Knill, Denver, head booker, who discussed the coming product.

At the first meeting in 1934 there were but 13 managers present. The 39 this year is an indication of how this company has grown in six years. Organized by Charles Gilmour, former WB-FN exchange manager in Denver, the other members are the officers and directors named above, all well-known and longtime theatre operators of the Denver exchange area.

Plans were also discussed for the Greater Show Season, to start October 1.

# PORTLAND

BUSIEST man in Portland the first day of the Oregon motion picture golf tournament at the Portland Golf Club was Ted Gamble who ran himself ragged hunting up talent for the floor show the second day of the affair . . . Condemnation of "Golgotha," film of the story of the life of Christ, was protested to the city council in an appeal taken from the municipal censor board by Screen Addettes, Inc., through George A. Bronaugh, secretary.

*Henry Pincus, brother of Charles Pincus, manager of the Paramount Theatre in the days when that house was known as the Portland and at present in Salt Lake City still a theatre manager, has taken over the managerial job of Herb Rosener's Esquire Theatre. M. D. "Doc" Howe has gone to Seattle to manage Rosener's Metropolitan and to organize a branch exchange for Washington and Alaska for foreign films of his firm. Pincus has been in Portland before, coming here with "The Drunkard" company at the Paramount Theatre several years back. His most recent theatre management was in Cleveland, Ohio, where he went a year ago after four years work in Los Angeles and two in San Francisco.*

Jack K. Sampson of John Danz' Sterling theatres in Seattle, was a Portland visitor making arrangements for the opening of the Orpheum . . . Universal took over the State Theatre for a preview of "The Under-Pup" . . . George Roy and son had a big opening of their State Theatre in Eugene after a complete remodeling. It marked their tenth anniversary in the show business.

*Change in the ordinance governing the motion picture censor board to permit the board to designate the place at which films must be viewed has been proposed to the city council by Mayor Joseph K. Carson jr. Pictures generally have been viewed at one exchange, but the question recently was raised as to the board's right to insist on his. The board held it could not afford the time to run around from place to place to see pictures. The amendment proposed by the mayor allows the board 24 hours instead of 12 in which to view a picture after an exhibitor has asked for the viewing.*

### Lathrops Assisting Wilkens

OAKDALE, CAL.—Maurice and John Lathrop have been employed by Alfred Wilkens to assist him in the operation of his recently acquired Oakdale Theatre.

# S' FRANCISCO

WALLY FEAHAN of the Sonney-Maple Attractions is in Klamath Falls and northern territories with the picture "Slaves in Bondage" . . . J. P. Saul will take a short vacation soon . . . Herbert Roesner is back in town after a trip north . . . Douglas Hardy of the Harvey Theatres in Menlo Park and Mayfield was shifted to McCloud.

*Rowland Lloyd of the Roesner Vogue Theatre in Kansas City, made a hurried trip to Portland, Ore. He is now back at the Vogue . . . Henry Pincus will replace Doc Howe in the Portland Esquire Theatre, also operated by Roesner . . . Joe Blumenfeld, Sam C. Levin, John Gilboy, George Nasser, and Frank Martinelli, all embarked on Gilboy's yacht for a trip to Ensanada for a bit of fishing. All are local theatre men with the exception of Martinelli and Gilboy. Martinelli is connected with the Bal Tavern, a local niterie here, and Gilboy is head of the Gilboy Transportation Service.*

A number of Aaron Goldberg's crew soon will be in vacationland. Among those who will embark soon are Paul Jenners, manager of the Silver Palace; Maxine Pons of the Peerless and Ruth Washer, "Goldberg's Gal Friday," who will entrain for Oregon . . . Red Gallagher of the Madera Theatre in Madera, Cal., was here on the Row . . . Ditto Bill Del Monte of the Bayshore Theatre here . . . John Di Staccio is here vacationing . . . Joan Mills of Harvey Amusement's San Francisco office, has just returned from a trip to Honolulu after a three-month stay there. Joan at one time resided in Honolulu.

*Birthday greetings to: Dot Gottfred, Tommy Broxholm, Betty Beasley, and Maude Harvey, all of the Harvey Circuit . . . Ed Coffey of Santa Clara will take his crew on a picnic . . . The Harveys are planning a Hallowe'en party for their employes . . . Harvey Udell of the Lux Theatre on Treasure Island is to become a proud papa soon.*

San Francisco Street Scene: Dick Pollock of the Playhouse Theatre in Calistoga, in town with the missus . . . A. McPherson of Yearington, Nev., also visiting along the Row . . . Dan Nunan of Turlock also was seen around the exchanges . . . Harry Oastler of Winnamucka, Nev., was here on one of his scarce visits and succeeded in seeing his friends on the Row . . . Bill Heineman and Al O'Keefe of Universal looking in on their domain.

*Warner is celebrating Bookers Month . . . L. Reese of Lakeport, also was here telling of building homes in addition to running his theatre . . . Happy De Martini, Republic secretary, is vacationing in Oregon . . . Seems as if Oregon was vacationing here and localites were vacationing in Oregon . . . California and Oregon must have fine publicists . . . Nell Warner of Republic, says that the password with Rose Smith of Republic, is "What about the cow?" . . . J. Leslie Jacobs vacationing . . . Ditto I. Feder, manager of the Golden Gate building . . . J. Muraki of the Mission Theatre in Sacramento, was here visiting the Western Poster Supply Co.*

# 7 Unions in Seattle Ask Carnival Ban

SEATTLE — Seven unions composing the Theatrical Federation have asked the city council to ban carnivals from the city.

The council received a letter from Basil Gray, business agent for the Stage Employes union, who represented the federation, which is made up of all theatre employes.

The letter said the theatre industry here has a quarter-million-dollar payroll, hires all union help and promotes first class entertainment.

The Motion Picture Theatre Owners of Washington, through its executive secretary, Jim Hone, are also on record as against carnivals being allowed to enter Seattle.

### Stage Employes Union Head Back From Great Falls

SEATTLE — Charles Crickmore, president of Stage Employes union, local 15, is back from Great Falls, Mont., having been in that city representing his international organization during a controversy with the theatre owners. Crickmore was ordered to Great Falls by the international and will now proceed to Portland, Ore., to sit in on the meetings between the theatre owners and employes now getting together to settle new contract demands for the coming season.

Preliminary negotiations on new agreements affecting Seattle theatres have been started by operators and the Seattle Theatrical Federation. New contracts were sent operators earlier this month. Current agreements expire September 1. Unions seek an increase in pay in some brackets, with all seeking two weeks' vacation with pay.

## *Bowman and Kaplan to Open Towne Aug. 30*

BELL, CAL.—The new Towne Theatre, a 650-seat house, will open August 30. It is owned and was built by Al Bowman and M. Kaplan.

### Construction Started on Alto for Cabart Chain

LOS ANGELES—Construction has begun on a new 1,000-seat house, to be called the Alto, being built by Milt Arthur, head of Cabart Theatres.

### Frank Martin Opens New Martin at Clifton, Ariz.

CLIFTON, ARIZ.—Frank Martin has opened the Martin Theatre, which he built as a substitute for the Princess. Latter house was declared unsafe when a portion of its foundation crumbled.

### $10,000 Remodeling Program Underway for Nuart

SAWTELLE, CAL.—Remodeling of the Nuart Theatre, owned by George Burke, is under way. Program includes a new marquee, modernized front and redecoration of the interior, at a cost of about $10,000. Russell Hoss is house manager.

# LOS ANGELES

UNIVERSAL exchange employes are doing nip-ups, having discovered the office had the biggest week in charges and collections in the office's history . . . Charlotte Martin, United Artists inspectress, is vacationing in San Francisco; Edith Simmons, who operates the Columbia switchboard, is holidaying at Lone Pine, and Ida Schreiber, secretary to Bob Poole at the ITO, is spending hers close to home . . . Coast Pictures screened "Escape From Yesterday," a French film, and "School for Husbands," English-made, for several exhibitors, including Emil Uman, Bob Whitson and Herman Lewis . . . Howard Stubbins of Monogram, left for Arizona to meet his partner, Ray Olmstead.

*Booking: Bob Dunnegan, Rio and Liberty theatres, Blythe, Ariz.; Happy Simpson, manager of Vic Walker's Princess, Santa Ana; Vincent Russo, Victory, San Diego; Fred Eull, Ramona, Ramona; Joe Sloat, Maynard; Isaac Victor, Victor, Long Beach; Mike Bard, Bard's circuit; Murray Hawkins, Temple and Vermont; Lou and Gene Berkhoff, Cinema; Leo Fenton, Metro; Stan Goodman, Times; Jack Chasen, Rosebud; Art LaShelle, Catalina Amusement Co.; Ivan Hansen of the Cario; Johnny Hawkins, Elite; Emil Uman, Regina, both Beverly Hills houses; Vic Walker, Santa Ana; Mondy Sondy, Kiva; Mrs. Esther Steiner, Rio; Koby Wartman, Trojan; George "Daddy" Hines, Ambassador.*

In on their customary booking expeditions: Ernie Silcox, Studio, Studio City; Jack Berman, Eastland Theatres; Chick Sturdivant who operates the Summerton, Summerton, the Poppy in Calipatria and the Orpheum in Yuma, Ariz., lunching with Sam Milner and Lon Hoss, Universal salesman, and Bill Wall of 20th Century-Fox's sales staff; Billy Sobelman, Victory; Mike Bard, partner in Bard's circuit; Gene O'Keefe, Maywood; Ben Peskay and Jack Katz, Palms, Palms; H. J. Seiler and son Mason, Newport; Ray Robbins, Variety; Jack Goldberg, Garden, Belvedere Gardens; Fred Siegal, Palomar, Oceanside; Harry Goldfarb, National, National City; Al Cooper, Whittier.

*Off on a week's business trip to San Francisco went Leo Schwartz of Trailer-Made . . . Lon Hoss, Universal salesman, celebrated another one of those annual birthdays . . . Luncheon duo: Sam Blowitz, Western States Theatre Service, and Bud Meyers, Coast Pictures . . . William G. Smith, Jewel Productions, has signed Bill Cody jr. to star in a series of action westerns he plans to produce.*

Bill Srere, local independent showman, became the father of a baby daughter, born to Mrs. Srere at the Good Samaritan Hospital . . . Cullen Espy of Fox West Coast, has returned from a northern vacation . . . Deep in a Filmrow huddle: Robert Poole of the ITO; Ned Calvi, Rex and Plaza theatres, Hawthorne, and Bob Whitson, partner in the Whitson-Lewis circuit . . . Kay Schaeffer, C. T. Lynch's secretary at M-G-M, celebrated her birthday with the aid of a small group of friends . . . A booking visitor was Tom Burgess of the new Drive-In, San Bernardino.


# TRADE DIRECTORY

**A HANDY GUIDE FOR THE EXHIBITOR**

## LOS ANGELES

### EQUIPMENT AND SUPPLIES

**Breck Photoplay Supply Company**
A Complete Line of Theatre Supplies and Equipment
**1969 So. Vermont** **RE. 3151**

**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
**Wagner Silhouette Letters**
**Motiograph Projectors**
1964 So. Vermont RO. 1145

### THEATRE DECORATORS

**Specialists in Theatre Decoration**
**NAT SMYTHE & SONS**
**Decorators**
1914 So. Vermont RE. 3578

### AIR CONDITIONING

**Carabin Engineering Company**
"Air Conditioning Engineers"
**1914 So. Vermont** **Los Angeles**
— Over 30 Theatres in 1937 —

### EXPLOITATION PICTURES

**Now Booking**
**CHARLES DICKENS'**
**"THE OLD CURIOSITY SHOP"**

**"THE FORBIDDEN TERRITORY"**
**starring**
**Gregory Ratoff**
**Binnie Barnes**

**"THE SECRET OF STAMBOUL"**
**starring**
**Valerie Hobson**

**Edgar Wallace's**
**"THE CRIMSON CIRCLE"**
**starring**
**Noah Berry**

**Wm. G. Smith's Jewel Productions**
1912 So. Vermont RO. 2205

# SEATTLE

TWO theatres in Washington once more open their doors this week. O. M. Durham, who came from Tennessee recently, has taken over the Mission in Mount Vernon and is away to a flying start. This house formerly was owned by Leonard Brin, who was killed in an auto accident some time ago. The Mission is operating on a first run, double feature policy. The second house to get reopened is the Holden in Holden and one of the theatres operated by Charlie Greime of Wenatchee. This house has been dark for some time due to strike conditions in that town.

*Summer resorts and fishing spots, to say nothing of the folks that own summer homes on the various islands on the Sound still are suffering from the effects of the ferry strike now in its third week. Looks like the final outcome of this dispute will be the operation of ferry boats by the State . . . Not only is the baseball team worrying the show-shops in the evenings with the capacity crowds but the publicity boys of that grand sport are now cutting in on the Saturday matinee business. Latest gag is to have the ball players appear in person at the various markets in town from two to three o'clock on Saturday afternoons and autograph different packages that are being pushed by special sales. The kiddies are flocking to the markets just to get a close-up of the players, even if they do not buy the groceries. Just another case of exploitation, we calls it.*

Shades of the past! Once the best showhouse between here and Portland, a large frame building, has been sold by the city of Kelso for $101 for wrecking. The theatre was built 31 years ago and was frequented for many years by road show troupes en route from Portland to the Puget Sound. It will be replaced by a concrete city hall and police station . . . Metro's "Northwest Passage" which has been on location at Payette Lake, Ida., since July 2 has finished shooting there and returned to Culver City for interior shots. Fine weather enabled Director King Vidor, in charge of the location unit, to make up much lost time. In September the company will be taken to Glacier National Park for shots with the Blackfeet Indians.

*Jack Shallow jr. and Charles Barnes recently opened the Century Theatre with a policy of foreign pictures. They have been showing now for a month and with a license bought from the city. Now comes a letter that the theatre must close, for it has just been discovered that the building, after 15 years, is in a second residential zone . . . Jack Presten has been added to the staff of Sterling Chain theatres as assistant to Fred Danz. This addition will enable Fred to devote some of his time to assisting Bill Forman, general manager of the circuit . . . Mike Lyons, who recently opened the Show Box cabaret, announces that his next attraction will be Fifi D'Orsay, the vivacious gal from Paree (via Montreal) who is flying in from New York to headline the floor show.*

Walter Graham, the flying exhibitor from Shelton, has just returned from his flight to Nome, Alaska. He is one of the first flyers to make the trip in a light ship and he reports a grand journey with a lot of excitement . . . A visitor this week is Gerald Karski from San Francisco, who is representing the Motion Picture Service Co. His firm specializes in trailers and other screen novelties. He expects to establish a branch for his company in the Northwest . . . Nellie C. Cornish, founder and director of Cornish School, has resigned as head of the internationally known fine arts school and will leave Seattle to establish her residence in New York. Although away from here she will remain with the school in an advisory capacity. Many of the present stage, screen and radio stars graduated under Miss Cornish . . . Mr. and Mrs. John Hamrick are expecting Mr. and Mrs. Grover C Kirley from New York to be house guests for the next couple of weeks.

*Milton Kenworthy of the Nu Art and Kenworthy theatres in Moscow, Ida., has gone to San Francisco with his family to visit the Fair. They will return via Seattle and spend a few days here booking and buying . . . Sheldon Retchin, whose father operates a chain of theatres in Chicago, has joined the local Warner sales staff. He was accompanied here by his dad, Lester Retchin, on a vacation trip . . . Spyros Skouras here from New York to address the Evergreen-State and Hamrick-Evergreen managers at the quarterly meeting. All managers are in from all spots in Washington and Oregon for the gathering . . . Bud Shearer off for San Francisco with a group of Camp Discovery boys under the leadership of Gordon Hamilton. Bud's sister, Dorothy, is flying to San Francisco for a visit. This is the first time that any of the Ben Shearer family have traveled by air, so Dorothy is elated.*

Sam Cummings of Eureka Productions is spending some time here making arrangements for the distribution of his product . . . Guy Navarre, local head of United Artists, has been granted a permit to build a new home . . . Once again the gang representing Seattle show business were on hand for L. J. McGinley. A couple of weeks ago they saw Mac leave for New York. This week the flying good-will ambassador for Universal arrived by plane for a day's stay and the plane was mobbed by the boys along with the news hounds and picture-grabbers. Mac held a special meeting with the local Universal crowd, the exchange being closed for a couple of hours during the session.

*Matt Knighton, manager of the Roosevelt Theatre, is away on his vacation. Matt and his charming wife flitted over to Victoria to get away from the noise of this town . . . Mary Muir, now with Columbia in San Francisco, is vacationing in the Northwest and this week renewed acquaintances along Seattle's Filmrow . . . Last week we told you that Ruby McMillon was flashing the diamond ring. This week we tell you that the lucky fellow is Larry Munell from the city hall . . . By the way, Trixie, the charming sister of Ruby is back on the Row for the next couple of weeks working as relief at National Screen Service during the vacation period . . . Henry Stern has been named general manager for Tri-National Films, of which I. E. Charwick is president. Stern, for a number of years was a branch manager and assistant district manager for United Artists in the west and more recently west coast manager for GB.*

Frank H. Durkee, operating a chain of 26 theatres in and near Baltimore, Md., is in the Northwest on a vacation with Mrs. Durkee and their two children. While here they were guests of Herndon Edmond, branch manager for 20th Century-Fox . . . Doc Howe, former manager for Fanchon and Marco roadshows, will act as manager for Herbert Roesner when the latter's pictures come to the Metropolitan Theatre starting in September. Doc is busy here talking over old times with many of his friends and of the good old days when he had charge of vaudeville bookings for many circuits . . . Harriet Nelson here from San Francisco visiting Gene von Herberg . . . Bill Forman making a quick trip to Portland by plane and getting back in time for a meeting on the labor situation. Bill is a member of the theatre owners' labor committee.

*Mrs. Don Glover of the Audian Theatre Pullman, is home from the Colfax Hospital. She was thrown from a horse recently and her back was fractured. Although she will wear a cast for some time, she is able to get around and eventually will completely recover from the injury . . . Joe Comer, office manager for Metro, off for his vacation. Where he went, no one knows.*

# SALT LAKE

LOCAL Universal employes all participated in a discussion of new season product, presented by L. J. McGinley, who is making an air tour of the country for Universal.

*A number of circus acts presented on the stage of the Roxy Theatre are proving exceedingly popular.*

Manager James R. Keitz of the local Mercury exchange is readying for an extensive sales trip soon, to market his newly acquired Standard Pictures product . . . GN's branch manager, E. W. Wilson, is heading into Idaho . . . Manager Sam Gardner of M-G-M is back from a swing in the north.

*Installation of new chairs at the Liberty, Great Falls, Mont., is nearing completion.*

Miss Nina Scott, Republic cashier here, is set to leave on her vacation . . . Branch Manager G. S. Pinnell is expected back soon from Idaho . . . Joe Madsen is back from a vacation in the northwest.

*Columbia Salesmen K. O. Lloyd, Larry Kennedy, and Harold Green all attended a conference with Supervisor Robert Hill and Branch Manager Bill Seib.*

# Ill. Governor Trusts Veto Power Secure

SPRINGFIELD, ILL.—Gov. Henry Horner has expressed confidence that the supreme court will rule that he has ten days after bills reach him to pass on them. Such was the substance of a statement he had issued through his office here.

Numerous politicians and others have contended that the governor's vetoes of certain bills were invalid since he did not act on the bills within ten days after the legislature adjourned, as provided in the state constitution. Included among those bills would be the bill that would have limited film program presentations in Illinois to two hours and 15 minutes, and which the governor vetoed the day before starting his summer vacation.

The statement of the governor:

"If the ten-day period commences with the sine die adjournment the General Assembly can easily destroy the power vested in the governor to veto measures by merely failing to present them to him until ten days after adjournment.

"This delay can be accomplished by an officer of the General Assembly or an employe. This is well illustrated by the facts of the last session. According to my record, 161 bills were presented to me after the ten days had elapsed. In other words, they were law, if the Speaker is right, even before they were given to me for consideration."

### Chicago Move Against Duals Is Held in Abeyance

CHICAGO—Nothing else has been heard of for the time on the rumored city ordinance to limit theatre programs to 2 hours and 15 minutes.

It is understood, however, that local independent exhibitors, who favor such an ordinance, are marking time until such action may be favorable elsewhere. They have two other spots to watch.

Milwaukee exhibitors are understood preparing a similar ordinance, while in Minneapolis, Al Steffes, Allied leader in the northwest, is said to be readying a similar bill for presentation to the city council there. Exhibitors and legislators in other territories, too, are understood to have written Representative E. C. Sandquist for a copy of the bill he introduced in the state legislature at the last session, which would have made shows longer than two hours and 15 minutes illegal in Illinois. That bill was vetoed by Gov. Henry Horner.

Should nothing happen, however, in Milwaukee or Minneapolis, within the next month or so, local exhibitors are expected to prepare the local ordinance and present it anyway to the city council for consideration. Last year a similar bill to outlaw double bills was turned down by the city council. At that time, women's clubs throughout the city campaigned unsuccessfully for the ordinance.

### Engle Signed to Script

HOLLYWOOD—Sam Engle will do the screenplay for "Law West of the Pecos," Sol Wurtzel production for 20th Century-Fox.

### *Promotes Five Fins For a Rival*

**Chicago—Ben Cohn, manager of the Warner Frolic Theatre, may be instrumental in making tieups for the circuit, but his most recent one boomeranged on him.**

**Cohn made the tieup with Royal Crown Cola whereby several of the Warner houses gave away bicycles to kid patrons. A provision of the tieup was that the manager who turned in the most R. C.-Cola crowns would receive a $25 cash prize.**

**Cohn turned in a lot of crowns, but he came out second best, with Steve Fitzgerald winning the $25 with the largest total.**

# Testimonials Provide Funds for Relief

CHICAGO—More than $1,000 has been distributed for aid to needy persons in the motion picture industry in Chicago from the Chicago Film Relief Fund, which was started with the proceeds of the Jack Kirsch Testimonial Dinner last December.

Current report by Kirsch, who at that time turned over proceeds of $2,850.28 from the dinner given him to such a fund, shows that additional funds have since been added. From the original amount, $1,140.94 was expended, leaving $1,709.34. To that amount has been added proceeds from three other testimonials, as follows:

Jack McPherson Dinner.....$199.00
Felix Mendelssohn Dinner.... 28.01
Clyde Eckhardt Dinner.... 319.82

The total at present is now $2,256.17. Administering the funds with Kirsch are Jack Osserman, RKO branch manager; Henri Elman, Capitol-Monogram Pictures; Johnny Mednikow, and Henry Herbel, district manager, Warner Bros. Pictures.

### Schlaifer, B&K, Great States Deal

CHICAGO—Jack Schlaifer of United Artists was here working on next year's deals with B&K and Great States executives.

# A Quiz Game Deluge May Follow Ruling

CHICAGO—The Windy City may be in for a rash of theatre quiz games, now that Master in Chancery Daniel A. Covelli has ruled—in effect—that the "Dr. I. Q." radio broadcast, which has been presented from the stage of the Chicago Theatre every Monday night, is not a game of chance but rather a contest of skill.

Master Covelli so ruled in hearing the case for Municipal Court Judge Philip Finnegan. He was sitting to hear testimony on the temporary injunction that had been granted to the Grant Advertising Agency, which handles the radio show for the Mars Candy Co.

In his ruling, he said that the case would have to be heard in regular court session on its merits and continued the injunction, though at the same time ruling that from the testimony he had heard, the program is not a lottery.

Several games similar to the "Dr. I. Q." show have been shown about Filmrow but have been withheld from offering to the exhibitors, because of the city's action on the radio program.

With all the shouting over about the "Dr. I. Q." show, the program moved this week from Chicago to Pittsburgh and will open Monday night, August 28, at the Stanley Theatre.

### *Anti-Discrimination Bill Passes Wis. Assembly*

MADISON, WIS.—The Rubin civil rights bill, designed to protect Negroes from discrimination in places of amusement, hotels, restaurants and taverns, was passed by the state assembly last week by a 63 to 17 vote.

The measure, which boosts from $5 to $25 the minimum damages which a person may collect in civil suit for discrimination against him because of race, color, creed or nationality, now goes to the senate for action.



### *Studio Visitors From Chicago—*

*William F. O'Connell, operator of the Highland Theatre in Chicago, and Mrs. O'Connell meet Jane Wyman at the Warner studio in Burbank.*






## *On to Hollywood and Boulder—*

*Left: Betty Fields, under contract to Hal Roach, as she paused in Chicago en route to the west coast. She will play the feminine lead in "Of Mice and Men," adaptation of John Steinbeck's novel and stageplay for UA release. Right: Norman Corwin, author of "They Fly Through the Air With the Greatest of Ease," with Hostess June Roth. Corwin, who has sold screen rights to Warner Bros., was en route to Boulder, Colo. Both scenes by the TWA photographer at the Chicago airport.*








## *Studio Visitors From the Central Area—*

*Top left: Harry Kornblum, Evansville, Ind., exhibitor (right), with James Stephenson. Top right: Hal Bryner (right), of the State Theatre at Crotherville, Ind., with Henry O'Neill. Below: David W. Wolfson (left) of the Riverside Theatre in Milwaukee, Mrs. Wolfson and a friend, with Dick Foran. All scenes on the Warner lots at Burbank.*

# Night Baseball Strong Theatre Competition

CHICAGO—That night baseball will put a crimp into evening boxoffice returns of theatres can be seen from the few games already played by the Chicago White Sox.

The first game played with St. Louis, a team which relatively pulls few customers, brought more than 30,000 into Comiskey Park here. Last Friday night the Cleveland Indians were here and played the White Sox before nearly 50,000 persons. The season's top night crowd was expected here Tuesday night, as the New York Yankees were to appear.

"Those figures in themselves may not mean much," said a prominent local circuit operator to BOXOFFICE, "but it is the large number of stay-at-home fans who listen to the baseball broadcasts that hurt us. One can easily figure that ten times as many as those attending a ball game are sitting comfortably at home listening to the broadcast, since two or three of the local stations are broadcasting even the night games."

According to this exhibitor's estimate, which was concurred in by several other film operators, this would mean that anywhere from a quarter to a half million Chicagoans are stay-at-homes on night baseball dates. Which even in a city the size of Chicago, is a good number of potential film patrons sliced out of possible customers for an evening.

Concurring in the estimates of exhibitors, several reported that on the two night baseball game dates, returns were somewhat off for corresponding nights in previous weeks.

## *State and County Fairs Worthy Competitors*

ST. LOUIS—State and county fairs are providing some tough competition for motion picture exhibitors in several spots in this trade territory. At Springfield the historic Illinois State Fair is in full blast, attracting many thousands of visitors to the state capital.

The local motion picture theatres are taking advantage of this opportunity to attract some out-of-town business to their boxoffices at night, although some of the residents of the town are perhaps using the Fair as an excuse for cutting down on their theatre attendance.

At Sedalia a crowd of more than 95,000 persons attended the second day of Missouri's 39th annual state fair. This is believed to have set a new Sunday record.

Approximately 8,000 persons on the same day visited the St. Louis county fair at Westlake Park. The Fair opened on August 19. It will close on Saturday, August 26.

At Belleville, Ill., the first St. Clair County Fair held in many years drew large crowds while it was open.

### WB Assigns Two Scripters

HOLLYWOOD—Milton Krims has been assigned by Warner to an original script dealing with Reuters, famous European newspaper agency. Michael Hogan will script "Villa on the Hill" for Warner from the W. Somerset Maugham's original.

# Warner Club Enjoys A Lake Cruise

CHICAGO—More than 150 members of the Warner Club—employes of both the circuit and exchange organization—enjoyed an all-day Lake Michigan cruise to St. Joseph and Benton Harbor, Mich., and return.

The "high spot" was the last-minute dash for the *S.S. Theodore Roosevelt*, as the liner was pulling away from St. Joseph en route back to Chicago. Dashing up in a commandeered speedboat were George Weinberg, Ted Mendelssohn, Warner city salesmen; Art Patzlaff and his son, Bobby, and Catherine Walker and Lorraine Gratza, all of the picture department. No Warner "action" film ever was crammed full of more excitement than that afforded the other Warnerites on the boat as the group got there just in the nick of time.

Weinberg and Mendelssohn also were "hosts" on the boat in their "Chez Warner."

Many of those on the party visited the famous House of David while in Benton Harbor, while numerous others just relaxed and went swimming.

## *Bingo Restrainer Hearing Waits Until Sept. 11*

MILWAUKEE—Circuit Judge Daniel W. Sullivan has postponed until September 11 a hearing on the request by Charles W. Trampe, president of Film Service, Inc., for a permanent injunction to restrain the Bahn Frei hall from conducting bingo.

Defendants in the action are Albert Multerer and his wife, Marie, owners of the hall, and Mr. and Mrs. Edward F. Zrinsek, proprietors of a tavern in the hall. They denied knowing that bingo was played in the hall and said they were powerless to stop it if it was being played.

A bingo game was set up over the line in LaCrosse county last week following a warning by Sheriff Hallett T. Jenkins that bingo, even at church picnics, was considered gambling by Monroe county authorities. The game was held at a picnic given for the benefit of St. Patrick's church at Sparta, Wis.

## *"Our Leading Citizen's" Anti-Labor Bias Hit*

MADISON, WIS.—Warner-Saxe withdrew Paramount's "Our Leading Citizen" at the Capitol Theatre here August 18, following protests from labor groups stamping the film as an anti-labor propaganda picture. It had originally been slated for a two-day showing. The Madison CIO council requested a public boycott.

## *Relays Warner Pledge*

CHICAGO—Jack Kirsch, Allied of Illinois president, has sent a notice to all members advising them that Warner-First National has announced that all 52 pictures scheduled for 1938-39 will be delivered by the distributor.



BOXOFFICE Staff Photos

## *Pictorial Progress of the Warner Outing—*

CHICAGO—When the local Warner Club took an outing via a Lake Michigan cruise to St. Joseph and Benton Harbor, Mich., a camera was persuaded aboard with the above results. Starting at top left: "Father" of his flock is Tom Gilliam, Chicago branch manager, who here hopes they all stick together until the boat docks at home port. Present are Bill Brumberg, Mrs. Larry Stein, Mrs. Tom Gilliam, Catharine Walker, Stanley Johnson, George Weinberg, Mrs. Bill Brumberg and Harry Mandel. Next: Brumberg shoots the boss aboard the *S.S. Theodore Roosevelt*. Second row: District Manager Harry Turrell as he left the boat; Al Blasko absorbs some sunshine; Stanley Lambert, only member of the Wisconsin zone on the party; Harry Mandel, loaded down with luggage. Third row: Brumberg, Herb Wheeler and Herman Goldberg. Then, Alex Halperin (center) with Gilliam behind the photographer and flanked on the left by Ross (Rasty) Herman and at the right by George Weinberg. Bottom row: Larry Farmer, Herb Wheeler, Larry Stein and Gilliam, and Marlowe Connors doing a bit of relaxing aboard ship.

## *Exhibitors, Operators Far Apart on Pacts*

CHICAGO—Exhibitor and operators' union delegates are expected to be pretty far apart on the contract for 1939-40 when they first get started on negotiations in a week or so.

It was understood this week that the union will seek a 20 per cent hike over their present contract, while the exhibitors again will seek a 20 per cent reduction.

## *Wisconsin Projectionists Re-elect all Officers*

Wausau, Wis.—The Wisconsin State Association of Stage Employes and Projectionists, meeting here last week in connection with the convention of the Wisconsin State Federation of Labor, reelected all officers as follows:

John Kunstman, Sheboygan, president; Ralph Percifield, Beaver Dam, vice-president; Steven J. Thomas, Racine, secretary, and Stanley Przlomski, Kenosha, treasurer.

# ST. LOUIS

OUT-of-town exhibitors seen along Filmrow: Virgil Merritt, owner of the Lux Theatre, Edwardsville, Ill.; Lyle Richmond, Senath and Hayti, Mo.; Russell Armentrout, head of the Russell Armentrout circuit; Bob Cluster, Salem, Ill.; Mrs. I. W. Rodgers, Cairo, Ill.; Bill Griffin, booker for the Rodgers circuit.

*Bob Taylor, manager for Monogram Pictures, visited the lead belt section of southeast Missouri . . . Nat Steinberg of Republic Pictures is in New York City, while his partner, Barney Rosenthal, made a business trip to Springfield, Ill.*

Miss Grace Huckaba, bookkeeper for National Theatre Supply, is on a vacation trip that will include the New York Fair . . . Ed Nelson, salesman for National, contemplates a trip to the famed Minnesota trout streams next month. Boys and girls along the Row should get in their orders for fish early. He will stop off at Dowagaic, Mich., to get a line on the various latest in fishing tackle. There is a world famous factory of such things in that town it seems.

*Lester Levy of Monogram and Ray Curran of United Artists were the weekend guests of a very prominent exhibitor of Rolla, Mo., who is sometimes called Caesar by his closest friends. Ray played the banjo and Lester really sang to help while away the evening.*

Ray Colvin of the Exhibitors Supply reports the sale of 250 chairs, lamps, projectors and other equipment for C. T. Dusinberre's new theatre in Redbud, Ill., which will open about September 1, and also 500 new chairs to S. E. Pertle for his Princess Theatre in Beardstown, Ill.

*The Clark Theatre, Barry, Ill., had its grand opening on Friday, August* 11. *It is a* 500*-seater and is owned by Russell Armentrout, who also owns the* 300*-seat Star there.*

George Blowers, state purchasing agent at Jefferson City, on August 28 at 11 a. m. will open bids for the installation of complete stage equipment in the Kirk Auditorium at the State Teachers College in Kirksville.

*Louis Newlin,* 48*-year-old stage hand at the Municipal Theatre in Forest Park, suffered a spine injury the morning of August* 17 *when a* 20*-foot ladder on which he was standing overturned, throwing him to the concrete floor at the rear of the stage.*

The Hirst Theatrical circuit has secured a lease on the Garrick Theatre, this town's line burlesque house. Jack Beck is slated to become manager. W. M. (Bill) Pickens, who has been presenting burley in the Garrick the past 15 years, is scheduled to join the Hirst organization as a traveling representative.

*The new Clark Theatre in Pittsfield, Ill., has installed a new Western Electric sound system purchased from the Exhibitors Supply Co. of St. Louis.*

## Rodgers-Friedl Deal Covers Two Years

CHICAGO—William F. Rodgers, general sales manager of M-G-M, completed a two-year deal here this week with John Friedl for the Minnesota Amusement Co., Minneapolis. As BOXOFFICE goes to press Rodgers was finishing up details on a three-year deal with Jimmy Coston for Warner theatres in Wisconsin, Illinois and Indiana. Details follow along the lines of the national Warner deal, it is understood.

From here Rodgers left for the coast where he will remain for studio conferences with Louis B. Mayer and others for about two weeks before returning to the home office.

## *Erlanger Will Stay Legit Another Year, at Least*

CHICAGO—The Erlanger Theatre, one of Chicago's oldest legitimate theatres, will remain true to the stage at least another season, according to D. W. Kahane, one of the attorneys for the owners.

Kahane had been in New York and was dickering to turn the theatre into a grind house, with plans including remodeling of the front.



## *At Vaudeville Outing—*

*Abe Platt and Harry Lustgarten, left to right, B&K district managers, are shown at ease on the course at Bon-Air Country Club in Chicago during the annual vaudeville bookers and agents outing.*

*Ben Feldman, United Artists manager, was first in the blind bogey contest; with other winners in the film end of the industry including Bennie Cohn, Frolic manager, who snapped the above photograph; Ben Bloomfield, Uptown manager; George Howe, RKO Palace booker; and Bill Biltgen, head stagehand for the Warner theatres.*

# MILWAUKEE

BEN VAN KORN has been named manager of Fox's Paradise Theatre in West Allis, succeeding "Buck" Burnett, who has been transferred to the circuit's Riviera Theatre here as manager.

*Warner-Saxe's Juneau Theatre here observed its* 30*th anniversary last week. Elmer Nimmer is manager of the house.*

Anthony H. Thenee, manager of the Davidson Theatre, who was stricken by illness last week, is reported well on the road to recovery.

*Geraldine Sauerborn, local lass, has been a guest of Deanna Durbin and Bruce Manning in Hollywood.*

Tom Collins, *Kansas City Journal* columnist, entertained at the Fox Wisconsin Amusement Enterprises' annual convention here last week.

*Jacqueline Wells, Hollywood actress, made her final appearance with the Peninsula Players last week at Fish Creek.*

Because of the extensive remodeling operations underway at the Myers Theatre in Janesville, the house has dropped its matinee shows except on Saturdays and Sundays.

*Isidor Friedman, retired Racine exhibitor, observed his* 85*th birthday anniversary last week. Friedman at one time operated the Palace and Rialto theatres in Racine.*

Ken Butterfield, formerly manager of the Fox, Strand and Rialto theatres in Marinette, has been named manager of the circuit's Myers and Beverly theatres in Janesville. He succeeds Russ Leddy, who has been transferred to the circuit's Orpheum in Green Bay.

*Work is being completed on the dressing rooms in the Wisconsin Theatre at Wisconsin Rapids. The new theatre was completed many months ago, but to date there had been no occasion to use the dressing rooms. Now, however, a road show has been booked for the house.*

Sari Maritza, Paramount player, was a Fish Creek visitor of Miss Caroline Fisher, one of the heads of the Peninsula Players . . . Meinhardt Raabe, midget and former Watertown resident, made a personal appearance at the Classic Theatre in that city August 20 in connection with the showing of "The Wizard of Oz," in which he plays a part.

*Gale Sondergaard, film actress, made a personal appearance at a special benefit showing at the Capitol Theatre in Madison August* 19. *Miss Sondergaard's parents reside in Madison.*

Thomas Hickey, a resident of St. Paul for the past three years, has become associated with Edmund Hanus at Antigo in a motion picture route covering a number of small towns in northern Wisconsin.

### Assigned to "Follies" Script

HOLLYWOOD—Vick Knight, radio writer and composer, has been assigned to the script of "Ziegfeld Follies" for Metro. Mervyn LeRoy will produce and direct.

# "United Theatres Far From Dead"–Zorn

CHICAGO—"The United Theatre Owners of Illinois is far from a dead organization," said Eddie Zorn, of Pontiac, Ill., and president of the association, to BOXOFFICE, this week, while on the Row, talking product deals for 1939-40.

"As everyone will recall, we organized for a purpose," he added. "That purpose was—and still is—to combat adverse legislation against the industry. We believe we did a good job in helping to lobby against the double-feature bill passed by the legislature, but vetoed by Gov. Henry Horner. Now that the assembly has adjourned, there is no need for any meetings or activity at the present.

"However, when the time and purpose arise again, we will be on hand to help do our bit to keep adverse legislation from hurting our business."

Zorn said the membership of the group now numbers about 100 theatre owners, representing many more theatres.

## *Fannie Brice-20th-Fox Suit Prelims Are Near*

CHICAGO—Preliminary hearings on the Fannie Brice $750,000 lawsuit against 20th Century-Fox and various associates are expected to get under way in federal court some time in September.

As was expected, the case was changed from local superior to federal court.

Among those mentioned in the suit as defendants are the following local exhibitors who were running "Rose of Washington Square," upon which the suit is predicated, at the time it was filed: Schoenstadt circuit, G.C.S. circuit, Jones, Linick and Schaefer, Warner Theatres, B&K, and Mont Clare Theatre Co. (Bill Charukas).

## *Saranac Stay Proves Healthful for Two*

CHICAGO—Back from a ten-month sojourn at Will Rogers Hospital in Saranac Lake, N. Y., are Joe Reynolds and Cliff Farmer of Warner Theatres. Both boys are the pictures of health and "taking on all comers."

Reynolds, formerly in the Milwaukee zone, weighed 105 pounds when he entered the hospital, and now weighs 182; while Farmer, formerly of the Chicago area, weighed 110 and now tips the beam at 172. Both men will be re-assigned in their respective territories this week.

## *Club Anniversary*

INDIANAPOLIS—Claude Allison, manager of the Strand Theatre, has announced that the kiddie club at the Strand, known as the Strandites, will celebrate their third birthday with fitting ceremonies next Saturday. The program will include watermelon and pie-eating contests with prizes. Seventeen hundred youngsters are registered in the Strandites and average attendance is 500 on Saturdays.

# CHICAGO

HARRY GREENMAN of St. Louis, who will shortly open the Esquire Theatre in suburban Clayton there, was here in the city, working on several deals preparatory to opening the house.

*Jack NELSON (he wanted the middle name emphasized) Katz is doing Eddie Solomon's work in the B&K publicity department while Eddie is vacationing. Solomon is due back on Monday.*

Says B&K's Dave Wallerstein anent the new Thanksgiving date: "Well they can celebrate both November 23 and 30 and we'll charge holiday prices both Thursdays."

*Universal screened "Under Pup," the film starring the 11-year-old newcomer, Gloria Jean, for exhibitors on Tuesday at the Esquire Theatre. This weekend several local critics attended the premiere of the film in Gloria Jean's home town of Scranton, Pa.*

Ed (Red) Mager, Allied's booker, is taking his first vacation in ten years. But those calls that Beth Morganstern kept receiving during the last week would not make it appear that it was much of a vacation.

*Jimmy Savage, B&K publicist, is sporting a new cigarette case and lighter—gift of Rudy Vallee, who recently played the Chicago Theatre.*

F. D. R.-Thanksgiving Day gags are as numerous as dates for a Hedy Lamarr picture these days. Here's another: "The boys aren't sure when the pre-Christmas slump will come; they're afraid Roosevelt is going to change the date."

*Back from a three-week sojourn in Hollywood is Henri Elman of Capitol-Monogram pictures.*

Florence Eddy, Selma Hackman, Mildred Guernsey, James Castle and Howard DeTamble were among the prize winners at the annual picnic of the 20th Century-Fox Employes' Club at Round Lake, Ill.

*John Balaban and Nate Platt returned from their Izaak Walton sojourn into Canada, proving they are real fishermen. They had 25 and 30-pound muskies and a whole box of black bass to show for their efforts.*

Clarence Shapiro, M-G-M talent scout in Chicago, is author of a three-act comedy-drama, "Pandora's Last Box," which will be produced by a professional cast September 16, 17 and 18 at the Women's Club Theatre. Vic Sutherland is directing.

*Jack Barnett of the Kansas City office is pinchhitting for Emile Montemurro, Movietone News bureau head here, while "Monty" is vacationing in New York.*

Veloz and Yolanda, the dance team which holds one of the top records for boxoffice receipts at the Chicago Theatre, is the current week's stage attraction at the house, together with 20th Century-Fox's "Hotel for Women."

*All Warner Theatre managers in the Chicago area attended the gathering of Wisconsin, Illinois and Indiana managers at the outing at Nippersink Country Club and Lodge with Jimmy Coston as host.*

Sam Tickes of Teitel Films is vacationing in the upper part of Michigan.

*Vera Zorina, star of Warner's "On Your Toes," was here this week for a few days, arriving on the Santa Fe Chief. She sails next week on the* Normandie *from New York for Europe . . . Marlene Dietrich, en route back to Hollywood to start work on her Universal picture, "Destry Rides Again," was a Chief passenger when it left Wednesday.*

The Madison Street-Imperial Theatre was expected to close for a short period this week.

*Harold Wise is the new country booker at the Paramount exchange.*

## *Charlie Ryan Is Elected Warner Club President*

CHICAGO—Charlie Ryan, assistant zone manager of Warner Theatres, is the new president of the Warner Club for the next season.

Elected entertainment chairman in the club-wide balloting was Steve Fitzgerald, manager of the Warner Stratford Theatre. Secretary of the club is Arlene Callies, who is secretary to Ryan.

Treasurer is Alice Nortman. Members of the welfare committee are I. H. Barron and Tom Gilliam, with membership being handled by James Summers and Deborah Finnan. Jimmy Coston, zone manager, Warner Theatres, continues in charge of contributions and loans.

### Metro Buys Broadway Play

HOLLYWOOD—Metro has bought rights to "I Married an Angel," Broadway musical. Nelson Eddy and Jeanette MacDonald will co-star. Hunt Stromberg will produce. Richard Rodgers and Lorenz Hart wrote the stage show.


**TRADE DIRECTORY**

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## Kiesling in Indianapolis On M-G-M Goodwill Tour

INDIANAPOLIS — Barrett C. Kiesling, M-G-M assistant studio publicity director will be a visitor in this territory on a goodwill tour. Harold Marshall, M-G-M Indiana exploiteer, will conduct Kiesling on the tour in Louisville, Evansville, Ind., and back to Indianapolis. A luncheon will be staged for the executives of the various theatre organizations. Among those expected to attend will be Tom Baker and Joe Smith of Affiliated Theatres, Inc., Indianapolis; George Settos and Wm. Rosenthal of the Settos Theatre circuit, Indianapolis; V. U. Young, Marc Wolf and Al Blocher of Theatrical Managers, Indianapolis; Earl Cunningham, Ben Sagolowsky and Mr. Horowitz of the Fountain Square Theatres, Indianapolis; Charles Olson and Carl Niesse of the Olson Theatre Enterprises, Indianapolis; Joe Cantor of the Rivoli and Emerson theatres, Indianapolis; Harry Vonderschmitt and Art Clark of the Vonderschmitt circuit, Bloomington; Sam and James Gregory and John Doerr of the Gregory circuit, Chicago, and Harry Hogan of the Quimby Theatres, Fort Wayne.

W. W. Willman, branch manager, Mr. Marshall and Mr. Kiesling will be hosts for the luncheon.

## An Injunction Suit Over Negro Showing Waits

ST. LOUIS—The injunction suit of Tommy James, owner of the Douglass and Strand theatres, Negro first-run houses here, to restrain Paramount from renting two of its pictures for a special midnight Negro show at the Missouri Theatre which was scheduled to come up for hearing in the circuit court on August 15 has been continued to the October term. The exact date has not been determined.

## Month's Celebration Marks 15th Year in St. Louis

ST. LOUIS—Loew's Theatre is observing its 15th anniversary with a 30-day celebration that opened with the start of the local first run showing of "The Wizard of Oz." This house opened in August, 1924, and it is the only local first run theatre that can boast of never having been closed since it was opened.

## Boy to Berman

SPRINGFIELD—Mortimer E. Berman, 1931 South Glenwood Ave., manager of the Orpheum Theatre, staged a premiere showing of his own. He and his wife, Catherine, were receiving congratulations following the birth of a ten-pound son, their first child, at St. John's Hospital.

### Curran Drive Winner

ST. LOUIS—Ray Curran, office manager of the United Artists exchange, is the winner of the company's drive in this district.

# INDIANAPOLIS

DEAN HALL, field representative of Boxoffice in the Indiana territory has returned from a vacation spent fishing at a lake near Ely, Minn.

*Rex Carr, manager of the Alamo, Ambassador and Cozy theatres, Indianapolis is on an other vacation.*

Herbert Gibson, accessory manager of the local RKO office is starting on a two-week vacation with no definite plans in mind. He will just visit around as the urge demands.

*Exhibitors in Indiana are urged to contact the local M-G-M office for promotion ideas on their picture, "The Women." An eight-page newspaper supplement with all types of cooperative tieups are available for campaigns on this picture.*

Dick Neall, former manager of the Luna Lite Theatre in Marion and more recently connected with the Olson Theatres as manager of the St. Clair, Indianapolis, is now connected with Oscar Kuschner in the operation of the Hollywood, an Indianapolis neighborhood house. Dick is the son of Sam Neall, manager of the Gregory houses in Kokomo, Ind.

*Catherine Feltus, daughter of Roy Feltus, former manager for many years of the Harris-Grand Theatre, Bloomington, and now operating a poster company there, recently attended a premiere of the film "Beau Geste" in Los Angeles with Robert Preston, one of the stars in the picture . . . Miss Feltus and Preston have been friends since student theatre days in Pasadena. Miss Feltus was the campus queen at Indiana University, Bloomington, where she attended college and also acted as cashier for her father at the theatre.*

Earl Cunningham, manager of the Fountain Square Theatres, and the Mrs. are having a holiday in New York. Miss Katy Lou Matlock, winner of the title "Miss Indiana" and the protege of Cunningham, has accompanied them for the trip. Upon her return she is expected to head for Hollywood and a screen test.

*Kolman Hirschman, booker of the Settos Theatres, is ill at his home with lobar pneumonia. His physician has reported him out of danger and he now is able to receive company.*

Walter W. Whitworth, film critic for the *Indianapolis News*, is recovering in the Methodist Hospital after an appendectomy.

*Forrest Quinn, manager of the Vogue Theatre, is on vacation and is being relieved by Tommy Wright, his assistant. Al Hedding of the Uptown also is vacationing and he and Quinn are traveling to Florida. Hedding is being relieved by Ted Nicholas, manager of the Lyric Theatre, at present closed.*

Mrs. Grace Wolfard, operator of the Hamilton Theatre, is another on vacation.

## Cantor Bros. Annex Two More in Indianapolis

INDIANAPOLIS—The Cantor Bros. have taken over the operation of two more local neighborhood theatres, the Golden at 6116 E. Washington St., and the Parker at 2930 E. Tenth St. The Golden Theatre was built several years ago by Herman Golden and wife. The Parker has been operated for the past two years by Ben Mansfield, brother of Mrs. Golden.

Two theatre corporations have been formed for these interests, one to be known as the Arlington Theatres, Inc., and the Parker Theatres, Inc. Resident agent for both corporations will be Alexandre L. Asch, an Indianapolis attorney. Incorporators are Joe Cantor, Leo Cantor and Morris Cantor.

The Cantors now operate five neighborhood houses, the Rivoli and Emerson on the east side and the Garrick on the north side which is now closed for complete remodeling and redecorating and is expected to open sometime next month.

## John B. Olinger, 65, Dies in Milwaukee

MILWAUKEE—John B. Olinger, 65, pioneer local exhibitor, died at his home in Milwaukee following an illness of several months.

Olinger operated the American and Toy theatres during his 22 years in the theatre business from 1906 to 1928. He adhered to a five-cent admission price. He retired from the theatre business in 1928 to open a department store and in recent years had been retired from all business activity. Survivors include his wife and a sister.

## Bowling Plans to Fore On Chicago Filmrow

CHICAGO—With softball practically finished for this season, sports enthusiasts along Filmrow are beginning to think of plans for the next bowling season.

It is hoped to be able to organize the bowling league along a sound basis again this coming year, and all bowlers, whether they participated last year or not, and who want to bowl this coming season are asked to get in touch with Chris Chinn, at National Screen Service.

### Johnnie Olsen Visits Home Town

FORT WAYNE—In a setting that looked for all the world like one of his stage shows, Johnnie Olsen, a member of the stage team of Olsen and Johnson, entertained most of Fort Wayne today at a housewarming for his mother, Mrs. Catherine Olsen.

### Kennedy Manages St. Clair

INDIANAPOLIS—The Olson chain has appointed James Kennedy as manager of the St. Clair Theatre, replacing Dick Neall. Kennedy has launched Monday, Tuesday and Wednesday family nights.

# County Attorney a Bank Night Ally

BELLEVILLE, ILL.—In apparent conflict with various court rulings on the subject, including the state supreme court, State's Attorney Louis P. Zerweck of St. Clair county has advanced an informal opinion holding that Bank Night as conducted at three local houses is not a violation of Illinois law. The supreme court has ruled that even conducted strictly according to contract rules, Bank Night is a lottery.

Ordered earlier by city police to halt the cash drawings, Noah Bloomer, owner of two of the local houses, held the drawings outside city limits.

Zerweck held that as there is no increase in admission prices on gift nights one of the elements of a lottery (a consideration) is lacking.

## *Baseball, Fight, Concert Tough Competition*

CHICAGO—There's been talk about the country about what tough competition exhibitors in various cities have had to face this summer.

But the boys in the Windy City believe that what they had to contend with on Tuesday night was about the toughest yet:

A capacity audience to watch the night baseball game between the Chicago White Sox and the New York Yankees, about 51,000 all told, with about another quarter million or so estimated listening at home.

Another 200,000 or so listening to Lawrence Tibbett's free Grant Park concert sponsored by the park commissioners and the Chicago musicians' union.

And other estimated thousands listening to the broadcast of the Armstrong-Ambers fight from New York.

## *Tamler Reopens*

INDIANAPOLIS—Nathan Tamler has announced the reopening of the Civic Theatre after a dark spell for remodeling and redecorating.

## *171st Allied Member*

CHICAGO—The 171st member theatre to join Allied Theatres of Illinois is the Dearborn Theatre of Jones, Linick, and Schaefer, Jack Kirsch, president, said this week.

## *A "Business" Sign That Covers All*

**Chicago—Jimmy Savage has the boys in the B&K publicity department laughing over the "business" sign on his office door. It reads: "Savage Enterprises —bookings, poetry, talent scouting, radio, lake cruises (Sir Savage just returned from one), advertising and publicity (in small lettering), and WHOLESALE LIQUOR, too."**

## *Another View*

MILWAUKEE—In an editorial captioned "Motion Pictures and Propaganda," the *Milwaukee Sentinel* accuses motion pictures of being a "battle-ground for foreign isms."

Charging films with becoming a propaganda machine, the editorial reads as follows:

"The greatest danger to the vitality and progress of any art or form of entertainment is that of becoming obvious, dull and boring.

"One of the easiest and quickest paths to this peril is to pervert the uses of the art to the purpose of special pleading in politics, to the presentation of half-truths and whole lies, to the twisting of truth so that it will fit a preconceived, unnatural and fallacious set of opinions. In a word, propaganda.

"This is precisely what is happening to the movies.

"The screen is full of propaganda, seldom subtle, usually thinly disguised and often impudently bare-faced.

"Motion pictures have become a battle-ground for foreign isms.

"Sometimes these alien doctrines masquerade as Americanism, so poorly, however, that the dullest and most indifferent can detect it without half trying.

"But in reality, these propagandist issues, no matter what their disguise, are totally foreign.

"Generally, the trend is to advocate wholly or in part the doctrine of communism and to villify everything that opposes communism.

"Consequently the people, not a bit fooled by these pseudo-dramatic arguments and vastly irritated by them, are staying away from theatres.

"The movies are doing badly as a result. Their income is down. They are losing the pleasing and entertaining power upon which their life depends.

"During the Bridges deportation hearing, it was testified that the communists are trying to get complete control of the film industry.

"This seems hardly necessary, for the movies at present seem to be a highly susceptible and well prepared field for radical conversion.

"Directors, actors, writers and even some producers, many of them still high in public favor, plume themselves on communist beliefs and translate these beliefs into the fatal action of uninteresting and offensive pictures.

"Raised to fame and wealth under the economic system that made this country rich, powerful and free, they persist in an attitude of radicalism that would destroy not only the democratic basis of that system, but the system itself as well as the art that they practice and profess to cultivate.

"Communist propaganda in the sheep's clothing of drama, will not fool, convince or convert the American people.

"Instead it bores the American people; it irritates the American people; it insults the American people.

"The consequences are financial anemia and paralysis, unless motion pictures are intelligent and patriotic enough to stop this silly and seditious effort to outrage and oppose the will of the American people to keep free from foreign conflicts and entanglements."

# Hays Is Optimistic; Mum on the Code

CHICAGO—Returning to New York from a routine coast trip, Will H. Hays was optimistic and hopeful over the outlook for the industry for the coming season.

"Things are picking up fine," he beamed. "They've got some great pictures in the making at the various studios."

"No comment," was his answer to reporters' queries about rejection of the industry code by Thurman Arnold.

Asked about what he thought of so-called "propaganda" pictures, he countered with, "There are no such things as propaganda pictures."

## *Tells of Big Ad Plans For Warner Feature*

CHICAGO—S. Charles Einfeld, Warner publicity and advertising head, stopping over between trains en route to New York for a two or three-week stay, said that the company was planning a $250,000 advertising campaign on "On Your Toes," which stars Vera Zorina and Eddie Albert.

Traveling two days in advance of the star herself, Einfeld quipped as he stepped off the Santa Fe Super-Chief: "I'm an advance man now."

## *Metro Executives and Chain Head Huddle*

CHICAGO—William F. Rodgers, M-G-M general sales head, and Jack Flynn, district manager, were here this week working on several circuit deals. Talking terms with them was John J. Friedl of Minnesota Amusement, Minneapolis. Sitting in on that deal also was M-G-M Manager Bob Workman of Minneapolis.

### Warner Signs Poe Ancestor

HOLLYWOOD—Edgar Allen Poe, great-grand nephew of the poet, has signed as technical adviser on the story of his ancestor's life, which Warner is producing.

## *Pikesville Basks*

PIKESVILLE, KY.—The story of John Marvin Yost, local banker whose methods have gained nationwide publicity, will shortly reach the screen, according to an announcement this week by Darryl F. Zanuck, 20th Century-Fox production chief.

Yost is the small town banker who reaped profits for himself and his townsmen by lending money with only honesty as security. Through his unique banking system, Pikesville coal miners have been given opportunities for advanced education.

Selection of a cast and a director will be made as soon as the screenplay has been completed.

# UA Exploiteer "Builds" Outdoor Theatre to Present "Music"

*By* B. O. TELLER

INTERLOCHEN, MICH.—Practically building an outdoor theatre in less than two days' time, including a home-made screen, outdoor projector stands, etc., Art Catlin, United Artists' exploiteer, staged a first-rate out-door exploitation of a major feature.

United Artists staged the preview showing of "They Shall Have Music," Sam Goldwyn's production starring Jascha Heifetz, at the National Music Camp here, nationally-recognized as America's summer musical capitol for young musicians. As a result of the showing, which was the first outside the current New York run, the camp scholarship fund received all proceeds, and UA received for "They Shall Have Music," a direct plug on the picture during the regular Sunday afternoon NBC broadcast of the camp's National High School Orchestra, over some 80 stations.

After plans were arranged by UA's Monroe Greenthal in New York between the school camp and NBC officials, Catlin was delegated to take care of details of the showing. He found that the showing would have to be held in the open, in the Interlochen Bowl. Arriving two days before the showing, he was unable to find a portable screen large enough, so that he obtained 400 square feet of muslin, in strips, and had the camp sewing room make a screen 18 by 21 feet. Later this was calsimined by students at the school under Catlin's direction.

He located one of many traveling exhibitors in this northern Michigan resort country, and engaged him to run the picture. Using portable sound and projection, but with perfect acoustics in the bowl, which was constructed primarily for concert work, the picture was presented with projection and sound that rivaled that heard in many theatres.

The stunt pulled considerable publicity for the picture, not only in this section of the state where most of the theatres are operated by the Butterfield circuit of Detroit, but also throughout the country. In addition to the NBC broadcast mention of the picture, the camp publicity department sent out stories on the showing to 300 radio editors and 15 music magazines, stressing the similarity in the use of a junior symphony orchestra in the picture, and that of the camp high school orchestra.

Stories were also sent to all newspapers within 90 miles, and stressed that the picture would be shown soon at all Butterfield theatres, so as not to attract regular patrons. The *Traverse City (Mich.) Eagle* (Traverse City is only 15 miles from Interlochen) used a front-page spread on the showing of the picture. Chicago and Detroit (numerous young musicians from both cities are in attendance at the camp) newspapers used stories on the showing. The entire country-side was placarded by students of the school days in advance.

The entire camp personnel, including 400 students and instructors, sent a personal invitation to Heifetz to attend the showing. Besides mentioning the picture on the broadcast, the National High School Symphony played, in further tribute to Heifetz and the picture, Tschaikowsky's "Andante Cantabile from the string quartet, Opus 11," as one number during the broadcast.

More than 3,500 persons attended the showing, most of the audience being made up from summer vacationists from numerous states in the United States.




## Delivering—

*The print of "They Shall Have Music" is delivered safely, albeit perhaps not by the most modern of methods, to the Interlochen preview site.*



## Preparing—

*Art Catlin, United Artists exploiteer, dons his bathing suit and whitewashes the makeshift screen setup for the Interlochen, Mich., preview of "They Shall Have Music" at the National Music Camp.*

## "Maisie" Identification Contest Promotes Film

JANESVILLE, WIS. — The Myers Theatre here promoted a full-page newspaper advertisement captioned, "Who and Where is Maisie?" in an exploitation tieup with merchants.

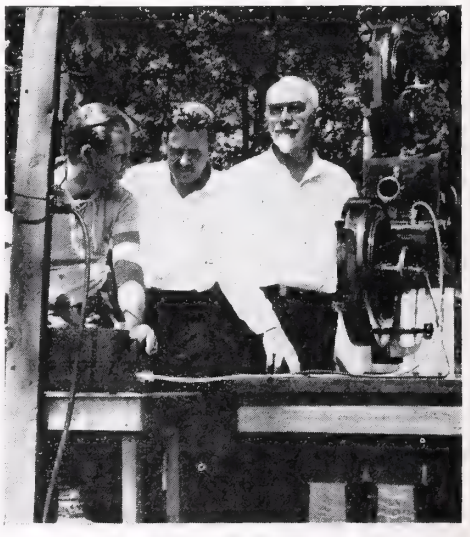
The first person to identify Maisie received a $5 cash award, while the first person to identify her at each appearance in the stores listed on the full-page ad received complimentary ticket admitting two to the Myers.

Only helpful tip was a look for an "Explosive Blonde that is 5 ft. 8 in. and weighs 120 pounds. That's Maisie."

## Kiddie Coloring Contest For "Wizard of Oz"

KENOSHA, WIS.—Thomas Reilly, manager of the Gateway Theatre here, promoted a coloring tieup with the Kenosha *Evening News* as an exploitation stunt for "The Wizard of Oz."

The newspaper reproduced two drawings from the picture and the youngsters doing the best coloring job on them were given copies of the book. Five such books were awarded and 25 pairs of tickets to the theatre to the next best entries submitted in the contest.



## Explaining—

*Here, Art Catlin (left) is explaining to Dr. J. E. Maddy, center, and T. P. Giddings, co-founders of the National Music Camp, the intricacies of projectors and sound equipment for the preview.*

# SOFTBALL COMPETITION, IN THE MAIN, IS A DIMMING MENACE, IS EXHIBITOR CONSENSUS

## Find Opposition Unwise; Games Soon Run Out Their Popularity

*By* B. O. TELLER

KANSAS CITY—For several years softball has been a nightmare to many exhibitors in this area.

Played mostly in the evening under lights promoted from merchants, charging no admission, the games have constituted a real competitor to the exhibition boxoffice. Participants normally have a number of persons interested in seeing them perform—members of the family, relatives, business associates and acquaintances, etc., so that each player keeps away from the theatre quite a number of individuals who fall into the classification of film patrons. In some cities women have formed teams.

Softball still is real competition, but there are indications that, in many cases at least, the popularity of the game follows a definite course of growth and decline.

In one western Kansas town of 1,500 population, for instance, the game grew up and died in a period of about six years. It achieved an outstanding popularity the third and fourth years, at a time—during droughts—when the local theatre could least afford it. But the fifth year attendance and interest in play tapered off sharply. In the sixth season it collapsed, and the game is no longer played at all in this, the seventh year. The big field, specially constructed, with lights which were furnished by the merchants of the town, is abandoned.

The local exhibitor never opposed the game. He didn't like it, but he felt that active opposition would only earn him and his business ill will without mitigating the popularity of the play. Experience of exhibitors elsewhere has been just that.

In 15 Missouri and Kansas cities ranging from 5,000 population up, the game either hasn't taken hold at all, or it has followed this course of growth and decline. In some of the cities the life of the game has been only three or four years; in others it has lasted longer. But these towns are typical, and their experience is significant in any long range view of the competitive strength of softball.

In some cases regular baseball has taken the place of softball; in a few of the towns it is very popular. However, one of the reasons for the tremendous popularity of softball is that almost anyone can play it. Players do not have to be athletes. They come out of stores and banks and filling stations. The man of 35 or 40 who used "to be pretty good with a ball" goes out and finds he can hold his own. He has a larger personal following than a youngster might. Multiply him by 18 and you have a cross section of any small community; in a larger city he is multiplied several times. After a couple of seasons he gets pretty tired of stiff joints and sore spots, and goes back to getting his entertainment from watching, which includes watching motion pictures.

The following observations, made by successful exhibitors in Kansas and Missouri, present an excellent case record of softball competition in a variety of communities.

1. There is no organized softball here. Naturally the kids play in vacant lots, but that draws no crowds. There is a Ban Johnson league which plays hard ball, but it is definitely losing in popularity this year. The merchants have been hit pretty heavy on donations, and on top of that it is a losing team. People seem to think that they will not even have a team next year. The American Legion sponsors a team composed of boys from 12 to 14 which is more popular than the Ban Johnson team. It also plays hard ball . . . There is not so much interest in baseball as there has been in the past . . . Prior to this year there were a number of softball teams which played under the auspices of the local churches, but this league is not running this year. Last year there was a softball team supported by the local merchants but that team has not been formed this year.

2. The game first became popular last summer and has been going stronger this year than last. It is estimated that from 1,500 to 3,000 people attend these night games, depending upon the popularity and standing of the teams playing. There is no admission charge. Games are played every night except Sunday. There are two leagues, one for men and one for women, with 18 teams altogether. In addition to the softball games, there is an American Legion junior league, playing regular baseball every afternoon starting about five o'clock. This is for youngsters and the league consists of six teams. These games are played at the ball park but are not very well attended in comparison with the softball games.

3. Very little softball is being played this year. We have a league that plays regulation baseball, which has replaced most of the softball teams.

4. Organized three years ago and held at night under lights, softball went pretty

(Continued on page 74)

## *Minnesota Amusement Co. Will Ally With Time Limit Foes*

MINNEAPOLIS—If necessary, the Minnesota Amusement Co. will join a sizeable group of Twin City independent exhibitors in strenuously opposing the Northwest Allied sponsored ordinance limiting film shows to 2½ hours' duration in order to outlaw double features.

The ordinance has been introduced in the city council here and now is before the ordinances and legislation committee for consideration.

The Minnesota Amusement stand in the matter was made known by J. L. Ludwig, assistant general manager.

Occasion for the fight against the measure will arise if the city attorney rules that such proposed legislation is constitutional.

The matter was referred to the city attorney by the committee last week for an opinion on its validity and, pending such opinion, a public hearing was being deferred.

At such a public hearing, Northwest Allied proponents and Minnesota Amusement Co. and independent opponents would present their arguments.

"All that those pushing this ordinance wish to do is to legislate something that would favor a particular few," said Ludwig, explaining the Minnesota Amusement Co.'s position. "Enactment of this ordinance undoubtedly would lead to other restrictive legislation and possibly to censorship. It is a restriction of freedom in business and should be fought as such. There is no valid reason why the operation of our theatres should be governed by such restrictive laws."

The independent group under the Sol Lebedoff's wing, that is combating the proposed ordinance, is opposed to double features, but wishes to spare the special Saturday midnight shows, comprising twin bills, which, they claim, are essential for the continued existence of many theatres. They think that the spread of double features should be fought through effective organization instead of restrictive legislation.

Ludwig denies the claim by Bennie Berger, prominent independent circuit operator, that the "Minnesota Amusement Co. is looking for an excuse to go double feature" and that, accordingly, unless the proposed legislation carries, "this will be a double feature territory in no time."

"We have absolutely no plans for double features in any theatres other than the Minneapolis Aster and St. Paul Tower," declared Mr. Ludwig. "If, however, a year hence, or two, three or four, such policy is deemed advisable, we wish to be able to adopt it."

# *Fox Midwest Convention Notes*

EXCELSIOR SPRINGS—Spyros Skouras was scheduled for a 30-minute talk. He talked for two hours and a quarter—and the boys liked it!

A hot foursome was that of Skouras, Byron Spencer, Charles Knickerbocker and C. A. Schultz, which played a round Tuesday afternoon before Skouras had to leave for Denver.

In eight years of conventions, this one was the first at which they held a general session after dinner.

Lewis B. Sponsler, formerly of the Waldo, was at the convention with his Br'er Fox setup. With E. F. Scraper, Wichita; Jerry Baker, formerly of the Granada, and Lewis H. Hoffman, Sponsler has formed Br'er Fox Clubs of America, Inc. The group has had a 12-minute 16mm motion picture made of a kids' stage show (taken at the Granada), and this was reviewed by Skouras and Rhoden at the convention—in Skouras' room.

The company has named Stan Goldberg to handle in eastern Kansas. Stan will continue with his Quality Premiums.

A. T. Rowe, Burch Mfg. Co., set up a popcorn machine in the lobby of the Elms and served free corn during the convention. Miss Dorothy Taylor dished it out.

Fred Martin and Bert Edwards of Box Office Attractions brought down a display of "Dividend Night," which all the boys were playing.

Beverly Miller published *Movi News*, four issues, during the course of the convention, and had it in the managers' boxes for reading before they went home. The news included that and gags related to the meeting.

Harry Sefton of Wichita, was around the lobby Wednesday in a black bowler, a goatee, and cutaway. He was representing a country doctor, and examined Edd Haas for the latter's stayability in the coming fall campaign of Fox Midwest. You could hear Haas's heart (or was it someone snapping his fingers in front of the mike?) all over the hotel.

Lou Honig got his lap sat on when practical jokers brought in "a cousin."

There was a good deal of horseplay Wednesday morning, as Lon Cox can testify.

Spyros Skouras took a hurry up (mineral) bath before catching the train to Denver.

They presented Howard White, auditor, with a checkered Sherlock Holmes cap, shoes with about four inches of gum on the soles, and a two-yard long flashlight. The latter should have been a spyglass.

The toy airplanes Fox men found at their plates at Wednesday's luncheon probably were due to Doug Desch. On the wings was written, "Fly to Box Office Profit With Tailspin Tommy."

Buddy Brown played his first game of golf at the convention—and won a prize for being the tournament's worst golfer.

Chet Hylton is just naturally good around horses. He won the horseshoe pitching contest (with Fred Kluck and Steve Souttar second and third), and in between matches put Delmar, pride of the Elms stables, through some very fancy pacing on the bridle path.

Stan Goldberg said there was too much action in horseback riding for him, and kept trying to get someone to ride his horse. Other equestrians (?) were Sammy Naster, Harry Biederman.

Harry Biederman was even better on the tennis court than on a horse. He won the tennis tournament. Mel Miller was runner up.

Special awards for promotion of "Kentucky" were won by Leon Robertson, Springfield, Mo., $150, and Phil Hill, Jayhawk, Topeka, Kas., $250; between the two of them they shared 4/5th of the total prize money offered nationally by National Theatres on the picture.

Other visitors included O. K. Mason, Commonwealth; Nat Hechtman, Hollywood Advertising, his first day out since his accident; R. R. Biechele; Irvin Waterstreet, M-G-M; Jack Gregory and Jack Zern of Altec; Mr. Christiansen, old-time exhibitor; Max Barewin, Stan Goldberg, Homer Blackwell, Charley Gregory, NSS.

# Food and Fun Finish Fox Midwest Meet

EXCELSIOR SPRINGS—A combination of good food and horseplay made the Fox Midwest convention banquet one that will be remembered a long time by film men and Fox managers. Branch managers of film companies—Truog, Fuller, Winn, Desch, Manfre, Hensler, Miller, Thompson—sat at the speakers table with Rhoden, and were bombarded from behind scenes with firecrackers, pistol shots and telegrams, and from the front by boos and applause. They took it—and liked it, and were still there after the last cannon cracker exploded under their coat tails.

Via a loudspeaker arrangement, Johnny Connors and Harry McClure played the part of "the grapevine" with "inside dope" from distribution heads in New York and Hollywood to the respective representatives of movie companies sitting at the speakers table.

Doc Hitchler and Edgar Jones took their napkins in their hands halfway through dinner and did a couple of imitations—of what the audience never discovered.

Larry Breuninger presented the golf prizes, and gave Woody Irwin a can of

(Continued on next page)

# Reward Best Putts At Fox Tourney

EXCELSIOR SPRINGS—The golf tournament at the Fox Midwest conventions is always one of the largest—and most hilarious—in the Middle West. This year was no exception. Almost a hundred participated, and more than half won prizes.

Winner was Lawrence Breuninger, Topeka manager for Fox, with Buss Carroll and Jim Nugent in a tie for second, and Al McClure with third low gross.

In the executive flight the medalist was E. C. Rhoden; runner-up, Charles Shafer; third, Harry McClure, and fourth, Edd Haas.

R. S. Murphy was medalist in the home office flight, with Howard White, Paul Baker, and Ralph Adams coming down the stretch in that order.

In the flight for districts Nos. 1, 4 and 5, C. C. Murray was tops, Bill Souttar second, Ludy Boston third and Roy Cato fourth.

District 2 flight: Harley Fryer, B. M. Montee, Chester Boggs, and Jack Slinker.

District 3: Dennis Montee, Roy Burford, Max Van Buren, and Tom Steele.

Visitors flight: Byron Spencer, Kansas City attorney; Jack Zern, Altec; Benny Benjamin, district manager for Republic Pictures, and A. Corder.

Miscellaneous winners: Fewest putts, Lou Hoffman, Br'er Fox; most putts, Bill Laughlin; worst golfer, Buddy Brown; second high score, Hal Perrin, American Seating; third high score, E. L. Harris of Alexander Film and Don Davis of RCA in a tie; most strokes for one hole, Cope Forbes; best poker hand, Ed Allison, and highest and lowest nine, John Meinardi.

The toughest athletic competition of the afternoon, however, was the sitters' contest, which was won by Winnie Irwin. Edgar Jones was a poor second, and Doc Hitchler a straggling third in the gruelling duel.

Prize donors included Ward Scott and George Fuller, Bill Truog, Roy Miller and Pete Dana, T. R. Thompson, Ralph LiBeau and Joe Manfre, Rud Lohrenz and Jimmy Winn, Harris P. Wolfberg and Frank Hensler, Bob Withers, Ben Marcus, Doug Desch, H. J. Hankin, Earl Jameson and Sam Abend, Finton Jones, E. L. Harris; United Film Ad, Caugar Advertising Agency, the Marley Co., Irving Mack of Chicago; Summerour & Devine, Vilter Manufacturing, American Seating, Arcus Ticket of Chicago; National Theatre Supply, Central Theatre Equipment, Claude Neon Federal of Wichita; Great Western Stage Equipment, station KWTO of Springfield, Mo.; Alexander Smith Rug Co., Forslund Pump & Machinery, Richards & Conover Hardware, American Cornice Works of Wichita.



### *At Paramount Home Office—*

*Mr. and Mrs. Lewis Deutsch and son visit the Paramount World Fair during their stay in New York. Deutsch is with the Minnesota Amusement Co. in Virginia and Hibbing, Minn.*

# Food and Fun Finish Fox Midwest Meet

(Continued from preceding page)

white paint as the winner of the sitters' contest. Breuninger was assisted by Haas —and he needed plenty of assistance.

After all the prizes were distributed, Senn Lawler took over as emcee, and introduced the Topeka chapter of barber shop ballad singers (see Appendix 9 for full title). The boys sang a couple of numbers and then acted as judges for impromptu amateur quartets from the floor. They were never able to decide which was the best, or worst. Senn read a telegram from Bing Crosby, who is president of the Hollywood chapter of the barber shop singers. One of the best of the amateur "fours" was the first, with Rhoden, Harry Taylor, McClure, and E. C. Leeves. Harry Taylor then had to sing "Ida," with Roy Cato at the piano. A second quartet was composed of Edgar Jones, Lewis Sponsler, Morrill Moore, and a waiter at the hotel. The branch managers quartet was composed of Winn, Thompson, Hensler, and Manfre.

In the midst of firecrackers, pistol shots and "the grapevine" most of the gadgets at the speakers table went unnoticed—exploding matches, water glasses that poured the drink down the back of the neck, etc. But when Mountaineer Sam, bearded and dusty from a two days' walk, and Sal, his 16-year-old red-headed daughter who has never worn shoes, came in with four-month-old Frankie jr., there was plenty of attention paid. Sam was behind the business end of a mountain squirrel gun, and he was lookin' for the guy that had done Sal wrong. He found him—at the speakers' table. Sal finally recognized in Frank Hensler the sweet features of her little boy, in spite of the fact that Sam was convinced it must have been Bill Truog.

### To Script for "Miss Bishop"

HOLLYWOOD—Victor Heerman and Sarah P. Mason have been signed to the script of "Three Cheers for Miss Bishop,'" Richard Rowland's first production for United Artists. Barbara Stanwyck will be starred.

# Vaude House Joins Kaycee's Relighted

KANSAS CITY—With the reopening of the Tower Theatre, August 25, Kansas City returned to almost a full quota of first runs. The RKO Orpheum reopened the preceding Friday under the management of Lawrence Lehman, leaving only the Mainstreet out of the exhibition picture, where it has been two years.

Barney Joffee is in charge of the Tower under a management contract with Fox Midwest Theatres, Inc. The house is playing vaudeville and first run pictures for 25 cents, the only one in the U. S. to do so. This is the policy with which Joffee and Bill Reinke, who were partners in the operation of the Tower when they opened it in 1934, were so successful. Assisting Joffee is William Simpson, who has been assistant to Joe Redmond at the next door Esquire. Other members of personnel include Frank Tracy, production manager, and Mary Graham Minor, who will be in charge of dance routines.

The Tower will buy its pictures "in the market." It started off with "It Could Happen to You," from 20th-Fox.

# Response Will Point Fate of New Unit

MINNEAPOLIS—Impending second meeting of the Tri-State Exhibitors' Ass'n, new independent exhibitors' body organized by Sol Lebedoff, is expected to indicate its prospects for successful existence. Much depends on the response from exhibitors to Lebedoff's call. If a respectable number attend the meeting and join up, Lebedoff feels, success lies ahead.

While Lebedoff, on his part, is confident that Tri-State Exhibitors will effect the nucleus of a state-wide organization at this second meeting, those in Northwest Allied camp and the trade generally say they'll "have to be shown." They don't attach much importance to the development and predict failure for Lebedoff's efforts to form a rival organization to Northwest Allied.

As far as film exchange heads are concerned, they're unperturbed regarding the Tri-State threat to go on a buyers' strike and to close their theatres the entire month of December in a move to force down film prices. They feel confident "nothing will come of this threat." They deny that they are asking "unreasonable" or "exorbitant" prices for new-season product and insist that "only a comparatively few perpetual malcontents are squawking."

President W. A. Steffes of Northwest Allied declined to make any statement regarding the new organization. Other Northwest Allied leaders were equally reticent. Privately, however, some of them expressed a willingness to wager that the new organization "never would really get going" and that the threat to close theatres never would be carried out.

If the Lebedoff organization really jells its first clash with Northwest Allied will be over the latter's sponsored ordinance to halt double featuring by limiting film shows to 2½ hours' duration. The ordinance now before the city council for consideration will be opposed by Lebedoff.

### Tom Gorman Kaycee Visitor

KANSAS CITY—Tom Gorman, RKO theatres division manager, was here over the weekend, visiting Lawrence Lehman of the Orpheum.



### *Anyway, It Was in Burbank—*

*Incomplete identification is the reason you're seeing this picture again this week. In the center is Mrs. M. C. Miller, owner of the Casino at Boonville, Mo. We said last week Dr. R. W. Miller, at the left, owned the house. At the right is John D. Johnson, manager of the Fox Lyric at Boonville. Second from left is Miss Givens. The party was hosted by Jane Wyman, second from right, at the Warner studio.*

# Softball Competition A Dimming Menace

(Continued from page 71)

good the first year, slowed down the next, while last year it was poorly attended. This year it is not even operating. We never thought it much opposition to us.

5. I find that softball has died out completely in this town. Last year it seems that interest faded to the point that this year there has been little if any played.

6. Softball games do not mean anything at all here. They have a few twilight games, but no after dark games at all.

7. These games are murder to our theatre business. For example, Monday night they held a double header, and our business dropped to almost nothing—just a few dollars. The ball park was packed and cars were lined up for blocks around. To prove that this was the cause of the drop in our box office receipts, on Tuesday, the fourth day of the picture, we came back to an average gross.

8. Because softball games are free, it is impossible to get an accurate check on the attendance. There are several lighted softball diamonds maintained and equipped by the city, and more unlighted diamonds, maintained and equipped by the city. In addition, there are several school fields maintained and equipped by the school board. One estimate places attendance at one park between seven and eight thousand per night, and they play three or four nights a week. In another the crowds will run from 2,500 to 4,000. Softball has been big two years, and is even bigger this year. In addition to softball the regular baseball team, which plays at night, is playing to capacity crowds . . . The regular baseball is not so serious as softball, since the latter plays with no charge and there are no expenses because the city pays the bills.

9. Softball was started here about six years ago. The last two years there has been a decrease in attendance and it looks like it is slowly dying out. At the present time we have two or three games a week and they have an average attendance of about 1,000. Our greatest opposition at this time is semi-pro baseball. They have two games a week and play to an average of about 1,800 persons.

10. Softball games went out last season when hard ball games came in. If there are any softball teams still existing they are ladies' teams and have no drawing power.

11. After checking on the popularity of softball here I find that it has never been much of a go. The games won't average an attendance of 100 people and they charge an admission of 10 cents. They are still having games, but the interest has almost died out completely. They have been playing it about four years.

12. I find the attendance this year is the largest to date. It is the fourth season and each year has been better. There is an organization that covers this section of the state, and under its direction, 88 games were scheduled this year here. They charge 10 cents, but until this year the only revenue was from free will offerings. From the information I can gather I see no indication of this sport dying out. I can see no reason it should, unless it would be in places where professional baseball is taking its place as an attraction.

13. These games started about eight years ago as twilight games. After a year or so they installed lights. They now play from 6:30 to 10 every night except Saturday and Sunday. It seems that each year they get more popular.

14. This year interest in softball has fallen off a little, though from all reports not nearly so much as it has in other places. There are seven teams represented in the league here, so that it's easy to see that that many teams in one town this size would naturally create considerable interest if only because of the personal following of the individual players. Softball has been going strong here for the past four or five years.

15. This is one of the towns that is softball crazy right now. Games are played every night in the week with the exception of Saturday night. (This is reflected in a comparison of our Saturday and Sunday night grosses). This is the fourth year for the game here, and it has held up well all along. I am directly informed that while receipts this year are not quite up to last year, the attendance has been better. The drop in cash receipts is due to the sale of more season tickets; more people are going for less money.

The evidence from these exhibitors points pretty definitely toward the fact that softball has a period life, and that while it is bad enough under any circumstance, it won't last forever in any town.

## *Spirit Lake Musings*

*By* RENE McCLUSKEY

SPIRIT LAKE, IA.—Jack Kennedy didn't show up for the premiere of "The Wizard of Oz" at Spirit Lake, so he may not know yet that with pictures like that, M-G-M doesn't even need salesmen—exhibitors will fight to get a print. Just to see Bert Lahr use the end of his tail for a hanky is worth the price of admission. The Spirit Lake affair is probably the only premiere ever staged with popcorn during the showing and a cottage on the lake thrown in for the press—either one of which has a fancy cocktail bar whipped a quarter of a block.

The telephone operator at the Antler's Hotel in Spirit Lake is still round-eyed with amazement over how an $18.00 toll bill grew to $25.60 while H. P. Wolfberg and Harry Shumow tried to out-stutter each other over who'd put the charges on whose expense account. Speed Lambert had the bathroom situation well in hand—the hotel boasted four and Speed had a corner on them.

The troubles Dorothy and her companions had in finding the wizard and his Emerald City were nothing compared to the frustrated wanderings of Speed's caravan from Spirit Lake to the cottage on Miller's Bay . . . Shumow's car was in the lead, and the driver was dead sober, but the whole bunch was lost twice. A woeful-looking plaster of paris pup, henceforth known as "Ozzie" could get one BOXOFFICE correspondent, one *R&T* and one hot-shot exploiteer in serious trouble. Ray Hillary owes the blondest of blonde Maxine Fronk a bonus for her efficient work on the premiere. Women take almost anything with them to these affairs. Pretty Miriam Jaffee wanted an iron and we had one with us; Bette Wilson needed scissors and Miriam produced a pair.

A drove of 241 Spirit Lake kids attended the "Oz" matinee for them Friday and each one received an ice cream bar. Youngsters attending on Saturday, swigged Coca Cola . . . Now Lambert knows that it IS possible to underestimate the customer's intelligence. More people than he expected guessed who for oakleys on those pieces of film cut from old Metro prints and tacked to cards for "Wizard" ballyhoo.

# "Wizard of Oz" Debut At Spirit Lake, Ia.

SPIRIT LAKE, IA.—Once upon a time, Ray Hillary, Royal Theatre manager, left Spirit Lake to attend a Pioneer Theatre Circuit meeting in Minneapolis on Thursday, August 17.

While he was gone, Fairy Godfather M-G-M sent Speed Lambert in to stage a world premiere of the new $3,000,000 production, "The Wizard of Oz."

Of course it wasn't a real premiere. Two nights before, Hollywood had paid $2.20 a seat for what was called a preview premiere at Grauman's Chinese Theatre. And on that same night (Thursday), the wizard was getting his official premiere at the Capitol Theatre in New York City with Mickey Rooney and Judy Garland there in person to enhance the five shows daily.

But even though it wasn't a real premiere in Hillary's little 357-seat house, there was fanfare aplenty to greet L. Frank Baum's classic of childhood. Prices were raised—from 35 cents to 41 cents. A plank platform was erected in front of the boxoffice to provide for a radio broadcast. A tin woodman and a scarecrow 25 feet high, guarded either side of the marquee.

The radio broadcast was conducted by KMA of Shenandoah with Frank Jaffee serving as m. c. Larry Phillbrick's orchestra and the championship Spirit Lake high school band provided music between interviews with local and visiting celebrities. The oldest inhabitant of Spirit Lake and the town's first mayor spoke. Ken Clayton, *Register and Tribune* critic, was interviewed.

Harry Shumow, Omaha M-G-M branch manager, served as host to newspaper men from Omaha, Des Moines and nearby weeklies. Although 40 seats were reserved for the press and special guests, the remainder of the house was sold out.

So, Ray Hillary really should live happily ever after.

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# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

Hedy Lamarr's kisses were in vain. One exhibitor* industriously distributed hundreds of them (don't sizzle—they were candy ones) with tags saying "Lady of the Tropics" starts Sunday, but he failed to indicate what Sunday, which theatre* where*.

*Orville Rennie
*Rivoli Theatre
*Hastings, Iowa.

---

Virginia King's pretty red head will be among the 25 vieing for the Susan Hayward queenship at the State Fair here this month. Virginia's pappy is projectionist at L. H. Ireland's Pastime Theatre in Logan.

---

H. A. Johnston of Diagonal and Fred Fitz of What Cheer got that old feelin' at about the same time. They've each remodeled their theatres recently.

---

Cocadoodledooooo! Harry Pabst of the Star in Davenport musta been an A-1 student when he took that course in chicken raising some time back. Roy Chansky over at Service Theatre Supply claims Harry was getting a capon out of every egg before he was half through the first lesson!

---

Brush the dust off the "Welcome" on the door mat, Lyle Nolan of Ruthven. Jess Carter is vacationing on Lost Island, and he intends to visit you.

---

Elmer Burch, who operates theatres in Kellerton and Tingley, is reviewing his two-times-two-equals-four info . . . Elmer is superintendent of schools at Beaconsfield and it's about time for him to open the little red school house and limber up the old hickory stick.

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Ear to the ground: Elmer Wesa bought the Plaza at Monona from Filen and Johnson . . . Howard Pollard sold his Avon at Dysart to Otto Reinke and took over the theatre at Dows from L. E. Carter . . . Jack Ferris now has the State Theatre at Farmington, formerly a Universal Producing house . . . A. R. Thompson from Owatona, Minn., purchased the Mills and Irving Theatres at Lake Mills. He will close the Irving and operate only the Mills . . . George Woods sold the Ritz at Panora to L. E. Hahn . . . Fred Thacker has rebuilt a hall in Mallard, Ia., to give the citizens their first pitcher house . . . George Tidrick sold the Strand at Pleasantville and has gone to California for three weeks. He's reported to be in the market for a new house when he returns.

---

Seen Wednesday at Spirit Lake en route to the Pioneer Sales meeting in Minneapolis Thursday: The Don Smiths of the Earl in Carroll; the Parkinsons recently transferred from Rubel's Jefferson house to the orange-and-blue fronted Spencer in Spencer; the Art Farrells of the Rapids at Rock Rapids. This hilarious gang were observed joining the Ray Hillarys of Spirit Lake's Royal Theatre and leaving for Mankato in fine fettle to meet the Herman Fields of the Clarinda at Clarinda and the Cliff Lindblads from the Iowa in Atlantic. They will all be back on the job with fine headaches after Saturday when the sales meeting ends.

---

Mrs. C. C. Parker of Bridgewater and Fontanelle doesn't know we're spreading some of that cherry jam she gave Opal Judd on our morning toast, yum yum. Louise Judd is smacking her lips over the glass of plum.


# BULL SESSION WITH JUDD

We've had Johnston Drives, and Weeks Drives, and five or six Ringler-Judd Drives—A Judd Tenth Year Drive puts on age, but it's a fact whether I like it or not.

Well, I like it. Straight expressions of friendship and goodwill backed by solid play dates make a guy feel good all over. I'm here to tell you that this Drive is giving me the biggest wallop I've ever had, and doing Monogram some honest-to-gosh good at the same time.

And speaking of walloping, fellas, we started Monogram after Midwest and Republic, because we felt there was a real need for an Independent with real product. WE almost got walloped, but it's been a big kick working it out—with your help.

Monogram is delivering a swell bread-and-butter quality product. Your cooperation in contracting for and dating this product during my Tenth Year Drive will find me darn appreciative.

We've had some turkeys, sure—what exchange hasn't? But we haven't tried to hang them on you at stiff rentals. I don't believe there's an account in this territory that can say we haven't met them halfway in all our dealings.

Thanks a lot.

***F. E. Judd***

*Advertisement*


# Pioneer Managers at Annual Meeting

MINNEAPOLIS—Present at the annual meeting of the Pioneer Theatres circuit in Minneapolis were managers of houses in Iowa and Minnesota. Opening at the St. Louis Park Theatre here, the sessions were under the guidance of Harold Fields, president, and Frank Rubel, vice-president.

Entertainment for wives of the managers was provided by Miss Gertrude Fraheim, office manager and secretary to Fields.

The following managers were present:

Harold Kaplan and wife, St. Louis Park Theatre, Minneapolis; Gordon McKinnin and wife, Perry and Foxy theatres, Perry, Ia.; Art Ferrell and wife, Rapids, Rock Rapids, Ia.; Marion Parkinson and wife, Spencer and Fraiser theatres, Spencer, Ia.; Don Smith and wife, Earle and State, Carroll, Ia.; Ray Hildreth and wife, Royal and Spirit, Spirit Lake, Ia.; William Arts, State, Carroll, Ia.; Millard Gettier and Harold Achenback, Webster and Isis, Webster City, Ia.; Percy Long, Iowa and Howard, Jefferson, Ia.; Clifford Lindblad and Troboador Bell, Iowa and Grand, Atlantic, Ia.; Herman Fields, Clarinda and Rialto, Clarinda, Ia., and Art Downard, Grundy, Grundy Center, Ia.

# DES MOINES

SPEED LAMBERT spent two days knocking at doors in strike-bound stores here before he gave up his campaign for "Wizard of Oz" tieups. He finally got a window display, but since the picketing maintenance men haven't washed the Younker windows for a coupla weeks now, he's wondering whether that was worth the effort.

*Des Moines police Sunday night were aiding relatives in a search for Harry P. Lester, former Orpheum Theatre employe here. His mother is critically ill in Seattle, Wash. Lester once lived at 721 School St., here.*

Other trade journals may report that Jean Post of Republic took a week's vacation in Estes Park, and Jean may have the office force convinced of it, but BOXOFFICE offers its readers a scoop in one word: HONEYMOON!

*Neil Adair just returned from two weeks off . . . Louisiana Lou, local gal who made good in Hollywood recently, left here Friday for two weeks in the east with the V. F. W. ladies drill team. Lou will attend the encampment at Boston and make radio and theatre appearances as well as visit veterans' hospitals. Scoop number two (come by dishonestly): Marian Temple's going along!*

Iles and McKinney are in California visiting Mac's handsome maw. They've been reported as becoming burpy while scaling mountains, but we couldn't get confirmation at the office . . . We'd like to visit Les Knapp at the Lutheran Hospital where he's recovering from an appendectomy (I'd like to get my hands on that

BOXOFFICE copy reader who changes my "tonsilectomies" to "tonsillotomies" every time and then lets me spell "Haig & Haig" as "Hague & Hague" to my great embarrassment), but since he usually works himself up into a lather every time he sees our innocent little face, we'll just wish him a speedy recovery from here . . . Chuck Plows looked rested after one week of lazin' at Long Lake in Minnesota.

*Italian groups sponsoring the showing of "Eravamo 7 Sorelle" ("We Were 7 Sisters") here last Tuesday shifted it to E. M. Garbett's Lincoln Theatre to take advantage of the air conditioning. And then the mercury was clear down to here. They had originally planned to show the all-Italian film at the South Side community center.*

Dorothy Day may not have seen as much newspaper space as she'd have liked on Orphan Margery Gorman's trip to Hollywood for "The Star Maker" premiere, but tomorrow's *Register* may help make up for it with a page roto spread on the film.

*Des Moines theatres are grabbing some of the spotlight in the campaign of Harry Stedman, city traffic engineer, for off-street parking. Praising parking facilities for 40 cars in connection with the opening of a new market here, Stedman said: "It is my hope, also, to provide similar off-street parking for theatre patrons. I should like to have one parking space for every five theatre seats."*

The night of the big rain here, Virginia Chaloupek lost her watch in that big pool in front of the Des Moines Theatre. Bill Finter found it and returned it via Ted Ashby's news column.

Register *executives "ohed" and "ahed" Tuesday over the sports newsreel put together for them as part of their state fair exhibit.*

Despite Dr. Cuthbert D. Smith's disappointing crowd at his "Peg of Old Drury" showing a couple of weeks ago (the Paychek-Strickland fight was that night), he's continuing to bring foreign-made films to the city. Tuesday he had better luck with "Carnival in Flanders," which he presented at the Beaver Theatre.

*The loud cough in the Des Moines lobby belonged to Don Allen who was chatting with Shelton about "Stanley and Livingstone" . . . Why didn't Levy and McCormick publicize the fact that RKO has been giving Donald Duck speech lessons?*

Tut, tut, Marian Temple, a press agent shouldn't keep things from a correspondent—particularly after she's been down at the *Register-Tribune* for space. Besides, we aim to get every story ahead of other publications, not simultaneously.

*Rogue's gallery: This Filmrower threatens to smash our face like the gallant gent he must be, and calls our column sissy because it features fun not filth (the little bit of grime which is included is too subtly put to penetrate his skull).*

### To Remodel Pastime

MAQUOKETA, IA.—S. R. Peake is planning to remodel the front and interior of the Pastime here.

# KAYCEE

THE entire membership of Variety Club is urged to attend the general meeting which has been called by the officers for Monday night, August 28. Several matters of extreme importance are to come up for discussion and action.

*On the Row: Frank Meade, Kingman, Kas.; Earl Courter, Louis, St. Joseph, Mo.; H. Danberry and son, Will, Lucille, King City, Mo.; Mr. and Mrs. C. L. Crackenberger, Clarence, Clarence, Mo.; Charles Fisk, Fisk, Butler, Mo.; A. J. Simmons, Plaza, Greenfield, Mo.; J. Ward Spielman, Baldwin, Kas.; C. C. Rhoades and Mrs., Buffalo, and Warsaw, Mo.*

R. F. Fite has reseated the Eris at Eldorado, Kas., with Ideal chairs, fully upholstered, according to C. H. Badger of the Stebbins Theatre Equipment Co.

*Mrs. Marion Miller has installed 350 new Heywood-Wakefield seats in the Casino, Boonville, Mo. L. J. Kimbriel of Oklahoma Theatre Supply made the sale.*

On the Row: Mrs. O. W. Williams, Civic, Brookfield, Mo.; George Hayob, Mary Lou, Marshall, Mo.; J. W. Courter, Courter, Gallatin, Mo.; Jess Binney, Binney, Pattonsburg, Mo.

*Florence Gershon, National Screen "Just a moment, please" girl, is fulfilling* BOXOFFICE *prediction by flashing an eye-dazzling diamond ring. Her engagement to Milton Slotkin was announced last Sunday night, with vows slated for February.*

Ben Marcus of Columbia put the boys through a sales meeting on his return from New York, Monday.

*Gretchen Brown of Commonwealth went to the Missouri State Fair at Sedalia last Sunday. It was her first state fair.*

Reuben Melcher has opened offices and warehouse for the Poppers Supply Co., at 1717 Wyandotte, on Filmrow. Reuben has corn, seasoning and supplies. His former location was 127 East 31st St.

*I. R. Boyce, Alva, Okla., has been named distributor for the good will ambassador play which was devised by H. E. White, auditor for Fox Midwest, and will distribute it in Oklahoma. White has the plan working now in 61 towns in Kansas, Nebraska, Illinois, and Oklahoma.*

On the Row: Tom Edwards, Ozark, Eldon, Mo.; H. C. Musgrave, Minneapolis, Kas.

*Jack Barnett of the local office is pinch-hitting for Emile Montemurro, Fox Movietone newsreel bureau head in Chicago, while the latter is vacationing in New York.*

# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

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239 East 72nd Terrace
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# MINNEAPOLIS

BILLY ELSON reports that tickets are going fast for the testimonial dinner for L. E. "Nickey" Goldhammer at the Hotel Nicollet, September 1. The occasion for the affair is Goldhammer's promotion from RKO branch to district manager. Tickets are five bucks and there'll be an oyster bar, liquor and a sumptuous dinner along with entertainment and good camaraderie. A swell time is guaranteed to every ticket purchaser.

*Out-of-town exhibitors visiting Filmrow included Charles Connaught, Olivia, Minn.; Elmer Bang, Eureka, S. D.; Guy Abbott, Arlington, S. D.; Harry Nelson, Waseca, Minn.; Bert Parsons, Springfield, Minn.; Billy Benfield, Graceville, Minn.; George Jenkins, Cold Springs, Minn., and Gene Lentz, Jeffers, Minn.*

With W. A. Steffes and Benny Berger out of town, film circles weren't so well represented at the outdoor fight card in St. Paul this week. Lamped at the ringside, however, were Bill Elson, Fred Ableson and Harry Dryer. Incidentally, Steffes and Berger will head a delegation of the boys who will take in the Louis-Pastor fight in Detroit. Steffes never misses an important heavyweight contest.

*John J. Friedl, Minnesota Amusement Co. general manager, in Chicago on business . . . W. A. Steffes at his northern Minnesota estate . . . Charley Winchell, Minnesota Amusement Co. publicity department head, back from a successful northern Minnesota fishing expedition . . . Dan Cupid shooting his darts around the Columbia office. Two inspectresses, Vivian Bergstrom and Edna Walsh, engaged to wed.*

Next week (starting September 1) Monogram will be quartered in the building at 1111 Currie Ave., No., which Grand National has been occupying. It's in the heart of Filmrow . . . Bennie Berger came down from his Bemidji summer home to witness the McNeel-Genovese outdoor scrap . . . George Granstrom and Jack Heywood, prominent Twin City exhibitors, were guests at W. A. Steffes' estate.

*Exhibitors happy because the roller derby at the Auditorium is over. It drew crowds of* 10,000 *nightly for more than three weeks and undoubtedly cut heavily into theatre business. Now Harry Hirsch is devoting himself to his Gayety Theatre which opened this week with burlesque roadshows . . . George Weeks, Monogram general sales manager, here for a visit with Charlie Weiner, happy over the fine reception accorded Monogram pictures at the Minnesota Theatre. Also, pleased at sales results here and elsewhere.*

Friends in the industry held a stag for Don O'Neill, assistant Paramount booker, soon to be wed.


**NOTICE ! !**

**To Users, Buyers, Jobbers, and Manufacturers:**

You Are Hereby Notified that the Undersigned Patentee Will Vigorously Prosecute Any Infringement on His Patent No. 2140227, Said Patent Being a Reel End Signal for Motion Picture Projector.

**ORVIN HEMMINGSON, West Union, Iowa**




—Photo by Cresswell

## *Bowling Chief—*

*Leon S. Abraham, booker for RKO, named president of the Variety Club Bowling League for the* 1939-40 *season. Frank Lambader was renamed secretary-treasurer.*

# LINCOLN

VACATION DEPARTMENT: Ike Hoyt, former house manager here, drove into Lincoln last week to renew ye olde acquaintances . . . Appears as though a majority of the city is taking vacations from the b. o.'s.

*Hustler's Department: Nebraska's Ed Vaughan, as busy as the proverbial bee, getting ready for a booster week with the "Wizard of Oz" . . . Varsity's Bill Knight who's here and gone so fast he doesn't know his official title.*

Blue Skies Department: State Fair is coming up this week, with its horse races that never fail to lure the farmers . . . With a weaker carnival than usual lined up, looks like many of the out-of-towners will come downtown for their entertainment.

*Capitol's Bob Livingston was absent last week, traveling to Pittsburgh for a visit with his brother . . . Returned only to find out his brother died the night before he arrived here, and arranged to take the next train back.*

Noted on a trip to St. Louis to watch the Cards whip Cincinnati: Filmrow down thar on the Mississippi seems to be a bit livelier than in the past.

*Glenn Mills, film trucker between here and Omaha, is completely sold on the Links, local ball club . . . Bowling season opens soon, and many of the boys are getting in their practice licks.*

Barney Oldfield, regular conductor of this pillar, returns this week after playing soldier at Ashland the past half month.

# OMAHA

MAUDE CARVILLE is the new cashier at Scott-Ballantyne Co. and she replaces Raymond Kopecky. Miss Carville was formerly cashier for Pathe for 15 years in Omaha and Kansas City and has many friends among exhibitors in the Omaha trade area . . . Orville Rennie, Rivoli Theatre, Hastings, Neb., sent your scribe a nice letter of commendation. Thanks, Orville!

*Charlie Lieb, Metro, and Mike Roth, National Screen Service, were the two judges at a beauty contest for kiddies at the county fair at Beaver City, Neb., and John J. Metzger, Oriental Theatre, Beaver City, was secretary of the event. Being a newlywed, Charlie naturally would show an interest in such things but what was a bachelor doing there, Mike?*

Merlin E. Schreiber jr., 19, died this week after being seriously ill for some time. Merlin's father, banker and exhibitor at Wisner, Neb., was killed in an auto crash about a month ago . . . Mildred Bickler, Warner inspectress, is vacationing in Florida.

*Six members of the Scott-Ballantyne Co. staff took vacations the same week, leaving Bob and daughter, Beverly, to run the business with the help of one engineer. Cecelia Schinker went to Minnesota; Frank Thomassen to the New York Fair, while Gus Harms helped remodel his former residence into a duplex. Harms just built a new home.*

Birthday congrats this week to Dr. F. E. Rider, Chateau Theatre, Wauneta, Neb.; Floyd Wolfe, Lynch, Lynch, Neb.; Roy Small, Cozy, Wymore Neb.; Thomas Brown, Strand, Iowa City, Ia., and Joe Steeg, Time, Primghar, Ia. . . . DeWitt Green, RKO poster clerk is vacationing in California.

*Elmer Hanson has closed the Peru Theatre at Peru, Neb., for the rest of the summer.*

DuWayne Hartzell, Rivoli, Charter Oak, Ia., celebrates his fifth wedding anniversary this week . . . Leslie Roth, State, Estelline, S. D., recently celebrated his tenth anniversary and he's only 27 years old . . . Murrel Simpson, Palace, Clearwater, Neb., celebrated his 14th anniversary last week.

*Filmrow visitors this week included Bob Pennington, Rialto, Villiasca, Ia.; W. J. Hagedone, Rialto, Cozad, Neb.; Mr. and Mrs. C. A. Craig, Strand, Pierce, Neb.; Bowman Bros., McClelland, Ia.; Mr. and Mrs. A. E. Thacker, Sioux City, Ia.*

## *New Six-Week Giveaway Is Offered in Kaycee*

KANSAS CITY—A new giveaway is "Peek-a-Boo," offered by Homer Blackwell at Independent Poster Exchange. A table of gifts ranging in value from 50 cents to $5 becomes available to women who have attended the theatre consecutively for six weeks (the length of the deal) on Peek-a-Boo nights.

# Kuykendall to Speak At W. Va. Meeting

WHITE SULPHUR SPRINGS, W. VA.—Edward Kuykendall, MPTOA president, will address the fifth annual convention of the West Virginia Managers Ass'n, at the Greenbrier Hotel August 30-31. Neil Agnew and Oscar A. Morgan, Paramount executives, will attend from New York, as will Martin Wagner of the Wm. Morris Agency.

West Virginia's Gov. Homer A. Holt will attend the banquet, according to James C. Shanklin, chairman of the convention committee.

Many exhibitors from Virginia and scores of the West Virginia members are expected as well as visitors from the Pittsburgh, Cleveland, Cincinnati and Washington areas.

Convention schedule includes registration of exhibitors, managers, employes, relatives and friends, Wednesday, August 30. Ballroom dancing and previews of new productions in the Greenbrier Hotel Theatre that evening.

Thursday afternoon, August 31, business session at 1 p. m. Banquet at 7 o'clock. Dancing until midnight.

Registration fee is $5.

## To Reopen Brookline

PITTSBURGH—Warner is preparing the Brookline Theatre for reopening. The house was closed shortly after being acquired more than a year ago. The circuit operates the nearby Boulevard Theatre, Brookline.

# *Allied Charter Presentation to Highlight W. Va. ITO Meet*

CLARKSBURG, W. VA.—Presentation of an Allied charter to the Independent Theatre Owners of West Virginia will be the highlight of the first annual convention of the local state exhibitor group Tuesday, September 26.

ITO officers announced Abram F. Myers, Allied chief, will come here from Washington, to present the charter. Myers will address the convention on a number of important subjects, according to Irving Daniel Davis, ITO secretary.

Myers attended the initial organization meeting here a year ago and he has kept in touch with officers and members since that time. Col. Harry A. Cole, Allied president, attended an ITO meeting during the year and M. A. Rosenberg, regional vice-president of Allied, has been present at several meetings.

The convention will be staged at the Waldo Hotel here with an important business session the afternoon of September 26. Officers state that some delegates are expected to be on hand two days earlier and others state they will register at the hotel on Monday. Arrangements are being made for a golf tournament at the Clarksburg Country Club on Wednesday.

Another guest expected to attend the convention and banquet is Eddie Golden, Monogram Pictures' vice-president. A program booklet will be issued.

Election of officers, first annual report of the secretary and treasurer and of the legislative committee will be among the features of the business session which will be open to non-members as well as members. Events are planned for the ladies, according to Davis. A ball will follow the banquet Tuesday evening.





## *When Susan Came to Detroit—*

*The Detroit Paramount exchange played host to Susan Hayward at a trade preview of "Beau Geste." Here are pictured some of the doings. At the top are Bob Corbin, Robert M. Gillham, Paramount director of advertising and publicity, Susan Hayward, and Johnny Howard of the local Paramount branch. Below in the Paramount exchange is the welcoming group. Harry Lush, Plymouth exhibitor, is seated at the desk, extreme left of the picture. J. E. Ryder, Paramount salesman, is fourth from left (with hand in air). The exhibitor leaning on the window at the left is Mac Krim. Frank Wetsman of Wisper-Wetsman circuit, is seated next to Ryder. Susan Hayward is seated at center right between Bob Peltier (half standing) at the left and Carl Buermele of Co-Operative Theatres. Peltier is of the Jeweland Macomb theatres at Mt. Clemens. Johnny Howard is standing (in coat) at rear right. Jack Thompson, Paramount salesman, is wearing the white apron at the extreme right.*

## *Theatre Business Ass'n to Start Drive Within Month*

LOUISVILLE—Electing Jesse L. Lausman of the local Hilltop Theatre, as acting president, the new Theatre Business Ass'n of Kentucky, organized by independent exhibitors, planned to launch its campaign for lower film rentals within a month.

Two preliminary meetings have been held, the first being called as a sort of "feeler." Lausman reported an increased attendance at the second meeting. A formal organization meeting, with election of a full slate of officers, will be held this week, he announced.

This group, as a booking combine, will strive for lower rentals on a uniform basis.

## *Explains Ad Drive*

CLEVELAND — Ken Nixon of *This Week* magazine, in town last week, addressed an invited group of leading exhibitors and newspapermen assembled for luncheon at the Cleveland Hotel by Columbia Branch Manager Lester Zucker. Subject of the address was a detailed story of the Columbia's national advertising campaign in connection with the release of "Golden Boy."

# Detroit Variety Begins Its Biggest Project

DETROIT—The biggest activity ever undertaken by Detroit Variety Club has been announced in the form of a drive for $50,000 for the special fund to provide free lunches for local indigent school children. Part of the fund also may be used to collect and repair toys for these needy youngsters.

The plan has been under careful discussion for a long time, with a committee headed by David Newman, secretary of Variety, and Edgar Kirchner, manager of the Family, and a past chief barker. Kirchner has been temporarily appointed general chairman of the enterprise.

Plans call for a tag day, for which the support of the entire city of Detroit would be sought. Actual physical handling of the lunches and direct contact with the youngsters will be through the Detroit Teachers Ass'n, which has been in touch with this need for several years, and the Volunteers of America. A day in October will be set aside as tag day under the present plans.

Size of the need is indicated by current surveys showing that 4,000 children in Detroit schools go to school daily without breakfast because their parents cannot afford it. Support of the school organizations is expected to mean about 10,000 solicitors on the street for the projected tag day.

### Wm. Gates Reopens Bancroft

BANCROFT, W. VA.—William Gates has reopened the Bancroft Theatre.

## *An Informative Art—These Films*

**Lexington, Ky.—County Clerk George E. DeLong lost his eye glasses on a recent outing and was at a loss to remember where he dropped them. But a few days ago one of his friends invited him over to see some motion pictures he had taken on the camping trip. Then as the "movies" flashed on the screen DeLong saw himself remove his glasses to engage in some target practice with a rifle. He was shown putting the glasses in his shirt pocket and then as he stooped over the glasses fell out. After the show DeLong went to the scene of his rifle practice and recovered the spectacles.**

## *Michigan's Governor May Get After Church Bingo*

DETROIT—A new attack on church Bingo games, long a subject of interest to local theatremen, is possible from Michigan's governor, Luren D. Dickinson, in the course of his attacks on various "high life" activities, it appeared this week. The governor attacked drinking at "wine parties" in churches, later clarifying this as meaning drinking by church members in their homes.

Asked about church Bingo games, in view of his general attack on "gambling" in all forms, the governor said, "It hasn't a very nice sound," and indicated he would devote more study to the problem before commenting further. Many Michigan showmen have resented the continuance of such games in churches.

## *A Friend Speaks Up*

PITTSBURGH — Florence Fisher Parry, noted writer of *The Pittsburgh Press*, a former actress herself and champion of motion pictures as an institution, came forward again, as she does ever so often, to defend the "movies" in her column "I Dare Say——" Mrs. Parry stated that psychiatrists and medical doctors should keep before them a photograph of the faces of people viewing motion pictures, this to remind them of how far more potent is the medicine of the "movies" than any other purchasable remedy. She wrote:

"So much that is contemptible and bigoted has been said to damage the movies that I wonder why the moviegoers stand for it, and do not rise in protest and defense.

"But let me say it here and now: Next to the influence of home and church and school, I would place the Movies; and I attest their *Benefit*, their unadulterated benefit!

"Let the hecklers stew in their own juice! Let them agitate and present their exaggerated testimony; let them raise their shrill fanatical voices in legislative chambers; always we will have those who elect to be defamers of prevailing institutions.

"But in spite of the minority attempt to villify the movies, the normal population of our country love and accept them as an intrinsic habit of infinite comfort to the mind and heart. Taken in their entirety, the movies are the healthiest recreation in our present-day world. For they provide rest for the body, diversion for the mind, surcease for the heart.

"They open the sights of the world to youth, who, through them, can sail its seven seas and explore its darkest recesses. They revitalize history, humanize and dramatize the news, cultivate neighborliness and understanding of other peoples, open the pages of literature and animate its characters, and give us back the image of ourselves clothed with the vestments of romance and drama; so that for a little while we become glorious and grave, pure-hearted and restored to youth, and even, however vicarious the emotion, blissfully in love!

"Witches, doctors, magic-makers, what potion or nectar have you to offer to take the place of this? What therapy of sea or mountain, what consolation, what repast, reprieve, can wield the power of a simple Movie in the brief hour that it casts its spell?

"Listen to the laughter, listen to the hush, listen to the quiet sob. Watch the faces, the faces. Then try to talk to me against the movies."

# CINCINNATI

TICKETS are only 50 cents, general admission, for Queen City Variety's monster wrestling match program, to be held at Music Hall, for the benefit of St. Mary's Hospital milk fund. Harry Hartman is general chairman.

*Twentieth-Fox threw a gala party in honor of their bride-elect, Irene Burke, who will marry Arthur Hettesheimer, nephew of Andy Hettesheimer, Norwood Theatre owner, August 26. The party took place in the exchange August 19, and the personnel presented Miss Burke with a handsome 46-piece set of flat silver.*

Col. Arthur Frudenfeld is back at his desk, following a business trip to New York City . . . Sad news comes that Phil Semelroth, Semelroth Circuit, has had a relapse, following his serious illness, the aftermath of an automobile accident.

*Horace Wersel who operates theatres in Hyde Park and Silverton, Cincinnati, is reported to have closed a deal for a new theatre in the City Bldg. at New Solon, Ohio. The new house will have 300 seats and will open very shortly . . . Clark Raider, theatre operator of Wilmington, Waynesville and Newark, Ohio, is planning a new house in Eaton, Ohio, construction to be started early in the fall.*

Charley Anderson, C. B. Kosco and Walter Urling visited the Row this week. Louis A. Martin was also in from Circleville and Glouster . . . Westwood, Cincinnati suburb will have a new theatre soon, same to be erected by Nat Galli . . . Sad word comes of the death of D. C. Meadows, owner of the Lyric, at Beckley, W. Va. Meadows was widely known in the territory and had been ailing from a chronic stomach disease.

*Bertha Eckstein, Monogram, is vacationing. Florence Kipp, RKO theatres, is visiting the Fair, as is Aeolian Breen, WB . . . J. L. Hatcher, Zenia, was in this week . . . Also Harry Bley of the Valley Theatre . . . Henry Davidson, Lynchberg, dropped in after his vacation, and Fred May of Carrolton was here.*

Elwood Jones is back on the job, managing Shubert's downtown RKO Theatre . . . Mr. and Mrs. O. B. Taylor stopped off on the Row before the ball game . . . C. Harvey, Pineville, W. Va., was here . . . Custer's two new theatres will open this month, the Lewis, Lewisberg, W. Va., and the State, Charleston, W. Va., on the 29th.

## *Return "Fight for Peace" At a Higher Admission*

CLEVELAND—"The Fight for Peace," seven-reel feature released by Big Feature Rights Exchanges, Inc., recently played an all-time record engagement at the State Theatre, Canton. Ben Schwartz, managing director of the State and Mozart theatres, brought it back for a return engagement at the Mozart Theatre at a higher admission scale than was charged for its initial showing.

# Big Field for Film Golf Tournament

DETROIT—Despite threatening skies for most of the afternoon, Variety Club's 1939 golf tournament turned out the most successful event of its kind ever staged here. One hundred and fifty-nine players were out for golf in the afternoon, and a total of 233 sat down to dinner.

"This is the best turnout Variety has ever had for a golf tournament," Chief Barker Charles C. Perry said. "Great thanks are due to all who worked so hard in bringing this about, particularly to John Howard, who was chairman of the committee, and who has given so much time and effort to make it a success."

A total of 148 prizes, worth about $2,800 in value, was donated by a long list of members and friends of the industry. Prior to the presentation of the prizes, a rising vote of tribute was paid by all present to Chairman Howard.

Low gross for a Barker, with award of the Variety Trophy, went to Jack Stewart of Universal, with a 79. Stewart, like other prize winners in the order announced, also received his choice of the many merchandise prizes donated.

Prize for low gross for a guest went to H. Jostis of Marshall, guest of W. H. Thick. Second low for a Barker was won by Harry Lush of Plymouth with an 86, while Bill Sturgess and Harold Sandelman tied for third.

Long drive contest was won by John Drabicki, with a 296 yard drive, and second by John Howard with a 289.

Booby prize went to Earl Wright with a 184, and second to past Chief Barker Bill Carlson with a 161 in his maiden game of golf.

Door prizes were awarded to, among others, Sam Barrett, W. J. Turnbull, Lester Strum, Mac Krim, Charles Nathanson, William Flemion, Cem Merritt, Herb Ives, Syd Bowman, Jack Ryder, Floyd Akroyd, David Flayer, Mike J. Chargot, Ray Schreiber, Paul Bromberg, and Ralph Ruben.

Kickers' handicap awards were as follows:

78—Harry Duerson, Inspector Hoffman, Harold C. Robinson, Pete Schram, Allen Usher, F. Stringer, Jack Morgan, L. C. Becker, Bill Robinson, Ray Branch, Charles Kirk, Sam Krause, Harold Podolsky, Ralph Lorenz, William Szypulski, Victor Calcaterra, and Doc A. Eiseman.

70—E. E. Baker, W. Hartley, Milt Grohman, Harry Lotz.

71—Frank X. Frost, Fred Gottfried, John Ludwig, Bill Turnbull.

83—Sam Ackerman, Walter Goryl, and Ed Weingarten.

88—Douglas Brosey, Burt London, H. L. Overstreet, and Harold Smilay.

75—Stanley Dudelson, Joe Luft, Leonard Wisper, Jack Thompson and Henry Sadlowski.

79—Milton Cohen, Walter Kanar, Frank McKeown, Mr. McCreedy, George McCoy, Sam Merson, R. J. Mork, Mr. Murphy, Dave Newman, Harold Sandelman, and Walter Simmons.

73—Jay Conover, Irving Goldberg, Jay Sheeton and Bill Thick.

80—Elmer Barg, Bill Chatman, Moe Dudelson, Bob Wish, Eddie Regina and Alex Schreiber.

74—Al Ackerman, Ed Campeau, Mr. Olds, Joe Reed, Art Robinson, Hy Steed, Pete Sweeney and S. C. Waldron.

77—Hal Burris, P. D. Bromberg, Dave Kaplan, Art Koskie, John Powers, Joe Schwartz, Jerry Schneider, H. Sturgis and F. Wagner.

87—Harry Clark, Bud Fisher, Cliff Giessmann, Tubby Harris, Walter Horsman, Joe Lenahan, Harris Silverberg and Jack Sturm.

In no case was more than one prize awarded to an individual, with receipt of one prize disqualifying him from receiving a second.

Special prizes for particular holes were awarded as follows: Third hole, Walter Branson; fourteenth, Joe LaRose; eighteenth, Irving Belinsky; for high score, fifth hole, Ed Kirchner; high on fourteenth, Bob Fisher; high on fifteenth, tie between Ed Stuckey and Ted Rogvoy.

## The 19th Hole

At the Detroit Variety Golf Tournament:

Chairman John Howard had an attack of euphonious alliteration, and recovered with the following named holes: 1, Charlie Perry's Pandemonium; 2, Ed Beatty and Ollie Brooks' Beatitudes; 3, American Seating's Sepulchre; 4, Cully Buermele's Blasphemy; 5, Frank Downey's Dementia; 6, Bob Pelletier's Purgatory; 7, Ed Kirchner's Kismet; 8, Tom Ealand's Epitaph; 9, Jim Sharkey's Shudders; 10, Lou Wisper's Witchery; 11, Robinson's Renaissance (pick your Robinson); 12, Jim Olson's Obfuscation; 13, Barney Kilbride's Kennel; 14, Harris Silverberg's Sorrow; 15, Bill Turnbull's Terror; 16, Ed Heiber's Hysteria; 17, Bill Carlson's Conundrum; 18, Cohen's Catacomb (pick your Cohen).

Bob Fisher made the top score of the day—an 18 on the 14th hole . . . Claire Townsend could hardly get away from that card game, even to eat.

Hen Richey had a double there—we didn't learn his name. Frank Wetsman did not get that watch for a prize.

Eddie Loye shot 36 holes; but 18 was about enough for Chief Barker Perry and some others . . . Jack Thompson, Paramount salesman, was sporting a patch on his left cheek.

The boys have decided it was the wrong Goldberg Twin that claimed the prize—can't be sure . . . Frank Wetsman had a special kibitzer's gallery for the prize distribution, ably assisted by Cem Merritt and Jack Hurford.

Milt Cohen of Columbia won the electric clock contributed by BOXOFFICE . . . Sam Ackerman managed to preside over the rolling at one of the long tables, with the Goldberg Twins and Ben Cohen officiating at the other.

Wade Allen of the Fine Arts put on a special motion picture show afterward—only he forgot the sound effects and screen. Noted in the pictures were: C. R. Mundinger doing a dive; Ben Wachansky doing a pancake; Ed Kirchner sinking a putt, at last, and Irving Belinsky and his reception committee at the Variety National convention.

Art Robinson missed being our chauffeur . . . Dave Newman, Frank J. Downey, and W. G. Thick were at the top table for that old favorite of "hearts" when the boys came in off the links, with Charlie Perry as Chief Kibitzer.

Toby David of CKLW was the guest of M-G-M's John Dembeck . . . Dembeck himself got some good candid camera shots . . . Met our old luncheon partner, Mort Vinson, again, along with his partner, Vic Calcaterra of Typocraft.

Ben Cohen did himself proud as a whole cheering gallery in himself . . . Frank Wetsman and Charlie Perry fought a duel with their golf clubs when teeing off.

Mac Krim, tiring of golf, went down the road, found a horse, and came back astride him in his khaki tuxedo—borrowed for the occasion . . . George McArthur was afraid to shake hands after the game.

Jack Douglas didn't play, on account of his bum ankle . . . Dave Flayer's eyes almost went back on him.

C. M. Merritt made his first fall invasion from Canada in shorts—and got stiff knees as a result . . . Jack Ryder, Paramount salesman, had the difficult job of watchdog of the doorway for dinner. Cully Buermele, hungry, thought the delay was because there was a film salesman on the job.

Mike Victor managed to pull a squeeze play on Max Blumenthal; then Mac Krim and Sam Seplowin tried it. Boys will be boys.

Barney Kilbride was the man on the spot when the lights went out . . . Bill London lost four pounds chasing up John Howard to get a refund on his two unsold tickets.

Jack Goldhar, UA district manager, wired regrets at his absence from town . . . Lew Wisper, Max Blumenthal, and Irving Belinsky were made sergeants-at-arms for the evening.

That distinguished looking corner was filled by Tom McGuire of Co-Op, and his guests from Hamtramck—Mayor Walter Kanar, Lieutenant Joseph Reed of the fire department, Councilman Fred R. Pabst, Chief Edward Sawtell of the fire department, Joseph Lewicki, clerk of the justice court, and Ed Newland of the Standard Oil Co.

Pete Schram, Bob Pelletier, and Roy Taylor were among the upstate guests playing.

## Chase Armed Bandit

DETROIT—John Rival, assistant manager of Ben Cohn's Senate Theatre, was the hero of the city's first theatre robbery in many months, Monday night. Two bandits grabbed the day's receipts, estimated at $400, from Albin Macek, doorman, near the boxoffice, and Rival and Macek pursued the bandits, who were known to be armed, two blocks down the street. They were lost when an accomplice in a car picked up the two bandits, who then fired a shot at Rival but missed him.

# DETROIT

LOUIS S. Uhler of Detroit Projector Corp. recently returned from a vacation in New York City. He wants to go back to see more of the Fair. His partners, Harry Kalajian and Robert Coffee, are visiting the Fair . . . Jack Coffey, publicity man for Jam Handy Pictures Service here, has been transferred to the company's office at Philadelphia. He is succeeded by R. Miller as publicity director.

*Jam Handy Picture Service is now preparing the first of 13 short subject films for the Chevrolet division of General Motors Corp. The first is to be released early in September and one each month thereafter . . . Ralph Peckham, Grand National manager, is concentrating on playdates now . . . Irving Belinsky has been making so much money at his new location that his cash register wore out in six weeks . . . Joseph B. Krul is renaming his Fredro as the King Theatre, and remodeling the house . . . Wallace G. Cross of Cross Machine Shop is spending his spare time up on Lake St. Clair, "just fishing" . . . Steve T. Congress and H. J. Cokimos are reopening their downtown Lyric, closed for redecorating.*

William O. Grey, who has opened an office in the Penobscot Bldg. to specialize in theatre brokerage, may operate nationally . . . Sam Brown has moved headquarters of his circuit from the Penobscot Bldg. to the Francis Palms Bldg., housing the Palms-State Theatre.

*Joseph Smith of Exhibitors Truck Service hasn't opened his new offices yet . . . Milo S. Ryan, Detroit playwright, was responsible for the first "tip" on the suspect accused of that Nevada train wreck.*

George Berger has a fourth monkey looking at the familiar no-see-hear-speak trio a mosaic floor at his home. Declines to explain the fourth one . . . Jack Broder at the Rainbo has started remodeling a present store and garage on Jefferson and Drexel Aves.—right near the Cinderella, for a new 750-seater, to be called the Time. Slated for Christmas opening.

*Charlie Garner is the gentleman in disguise behind those new dark glasses and he's acting corn-fed . . . Hal Burriss is really proud of that farmerette hat. Refused a good offer to sell it to envious Ralph Raskin of Robinson Premiums . . . Art Robinson will have a new premium setup soon . . . Bon Buermele of Universal, son of Co-Op's g. m., "Cully" Buermele, proudly is displaying early photos of his three-month-old offspring . . . Leland Sanshie. 20th-Fox booker, has his pep back after his vacation.*

Phil Kaplan of Theatrical Advertising is getting out a new type program, "Hollywood Flashes" . . . Floyd Keillor, new 20th-Fox salesman, and Jack Sturm, new ad sales manager, both turning out swell jobs, their colleagues insist . . . Jess Veldman, 20th-Fox cashier, is called NOA by his auditor friends—"no outstanding accounts" . . . Irwin Pollard is shepherding the Bowling League in their meetings this week, to lay out schedules and teams for 1939-40—eight teams as usual.

*The Film Baseball Team plays Azel's Cousins Wednesday—a real double feature for showmen . . . Joe Reich is trying watermelon with lemon. Mrs. Reich was in briefly from her cottage near Riverside, Ont., where she has been gaining weight all summer . . . Censor Charlie Snyder's friends say he must be about ten men to see all the pictures he has to . . . Max Blumenthal is doing research into first names. Try him on yours.*

Lew Arozian has returned from a trip through New England. His pet trophy is lobsters . . . Jim West of Burriss Studios has brought his wife back from Texas, where she was convalescing. She may go south again shortly for her health . . . Andy Harvey of Exhibitors Service is making plans for the film exchange employes' ball . . . Jack Krass of the Oakman is planning a fishing trip . . . Will the party at the Avenue Theatre who forgot to sign his name on a note sent to this office, please make his identity known?

*Jack Zide has closed the Fox Premiums office here, and has left Detroit, but is expected to return shortly . . . Commander Max Kolin is Theatrical Post's sole delegate at the Legion Convention up at Escanaba . . . Charlie Perry is back from his third air trip to New York in ten days,*

(Continued on page 86)

## In Old Kentucky

By SCOTTY DE VEAUX

TOMMY MARSHALL, manager of the Strand Theatre at Clinton, has completed the installation of 344 new seats as well as a new front and marquee. He celebrated the event with a special stage show.

Levi Chisholm is planning to remodel and open the long-dark Orpheum at Fulton. Lease on the house, which is part of the Malco interests recently expired.

Vacationists in the Legion Theatres Co., Inc., of Mayfield, operators of the Memorial Building and the Princess Theatre, include Loyal Foster, assistant manager; Wayne Minton, advertising manager; Charles Peters, maintenance; Wayne Morgan, operator; Ned Nance, operator, and Mrs. Bernice Tibbs, cashier.

W. L. Ruffin, of the Ruffin Theatres at Covington, is back from a three-week stay in a Memphis hospital, necessitated by an operation.

Completion on about the middle of October is expected for the new 500-seat Benton Theatre being erected at Covington, Tenn., by Paul Harrington of Ruffin's Chickashaw Amusement. Shelby McCullom is slated to manage the new house.

F. H. Lancaster, manager of the new Varsity Theatre at Murray, is heading for Paducah and points north on his annual outing.

## Plenty of Stage Shows Seem Likely for Detroit

DETROIT—Detroit is slated to have more stage shows this fall than in other recent seasons, present indications agree. Center of interest, of course, is the policy of the Fox and Michigan theatres, but, so far, no indication of a change toward vaudeville policies is apparent. With concentration of interest upon motion picture bookings currently, decision upon stage shows is apparently being deferred.

First actual move was made this week, when the National Theatre, closed for remodeling all summer, reopened with a combination of burlesque and vaudeville. This replaces a former burlesque and film policy, and indicates a trend away from films as an auxiliary to houses in this class—apparently lessening competition for other downtown motion picture houses.

The Gayety, closed for two years, is slated to be reopened again early in September by Clamage and Rothstein, with traveling burlesque shows.

## RKO Palace in Cleveland To Resume Stage Shows

CLEVELAND—Nat Holt, RKO Great Lakes division manager, has just returned from New York where it was determined stage shows will be resumed at the RKO Palace on September 8. The opening stage attraction will be Artie Shaw, whose Cleveland premiere appearance last season, was cancelled on account of illness.

Holt is more enthusiastic over the forthcoming stage attractions this season than for several season's past. The reason is that he has already signed for such well-known headliners as Rudy Vallee, Rochester, Betty Grable, John Boles, Patsy Kelly, Sammy Kaye and Laurel and Hardy.

Following the usual Palace policy, stage shows were discontinued over the summer.

## "Under-Pup" Screening

PITTSBURGH—Members of the trade were invited to attend a special preview of Universal's "The Under-Pup" at the Regent Square Theatre, Edgewood, Sunday evening, August 27, invitation having been issued this week by Jules Lapidus, branch manager for the distributing company. This is the picture which stars Gloria Jean of Scranton, Pa., hailed as another child vocal marvel.

## Displays New Projector

CLEVELAND — L. P. Langford of Oliver Theatre Supply, Inc., announced he now has on display one of the new Brenkert projection machines. Langford points out the new projector is a new departure in engineering, designed to increase the efficiency of projection and to increase the life of a projector.

### Chickasaw Erecting New Unit

BENTON, KY. — The Chickasaw Amusement Co. of Covington, Tenn., is erecting a new theatre here. Shelby McCallum is resident manager.

# PITTSBURGH

FRED J. HERRINGTON, MPTO secretary, will spend Labor Day weekend in New York . . . Commander Harry Kalmine of the Variety Post No. 589, American Legion, presented an American flag and staff to Camp O'Connell, Warrendale, Pa., a summer camp for underprivileged boys of the Pittsburgh district which is being co-sponsored by the Variety Club. A number of guests and barkers were present at the ceremony Sunday afternoon . . . N. G. Anas, Weirton exhibitor, and his son Tom attended a convention of the Ahepa society in the east . . . Jetta Grey, secretary to William Finkel of the Arcade and Colonial theatres, will vacation in Atlantic City over Labor Day.

*T. L. Kearse, the veteran Charleston, W. Va., showman, is reported in poor health . . . Barrett Kiesling, M-G-M's ambassador, was a visitor here this week . . . William J. O'Brien, ASCAP district manager, is cracking down on a number of night clubs, road houses and inns which have not kicked in with royalties. Complaints have been filed in federal court here, the charges being copyright infringements.*

M. A. Rosenberg, Hyman Goldberg, Bart Dattola, Frank Panoplos, Mike Thomas and other local exhibitors plan to attend the New Jersey Allied convention at Atlantic City, September 6-8 . . . A. I. Weiner, Harry Rees, Bill Scott and Jimmy Nash are in Cleveland over the weekend attending a United Artists regional sales meeting which had been called by Bert M. Stearn, district manager. Cleveland, Cincinnati, Indianapolis, Buffalo and Pittsburgh branches are represented . . . Death came last week to Mrs. T. P. Hollis, wife of the former theatre supply dealer of the old firm of Hollis-Smith-Morton. Hollis has been connected with the Colonial Bank for a number of years.

*Vacationing this week were Frank Ray and Clara Powala of RKO; Peg O'Connell, Francis Seubert and Bob Clark of Paramount; Ann Quinn of UA; Belle and Anne Simon of Vitagraph . . . The Lew Leftons have returned from Florida and the Monarch manager is able to be at his desk for an hour or so each day. Lew is much improved in health although he doesn't have that old time pep; Mrs. Lefton is feeling better too after a month's vacation . . . Bob Newkirk is no longer connected with the Times, Braddock . . . Charles Baron, M-G-M exploiteer, has been devoting his time to "The Wizard of Oz," having promoted selling campaigns with M. D. Cohn, Penn, New Castle; George Purcell, State, Uniontown; Robert Neilson, Cambria, Johnstown; J. V. Minton, and Wendell Proctor, Shea's, Erie; George Notopoulos, Penn, Butler . . . Harry Kalmine and Harry Feinstein were in New York on booking duties this week . . . Warner Bros. Circuit Management Corp. houses this week closed the fourth quarter of its fiscal year.*

Herman "Dad" Lipman has been entertaining on Filmrow with feats of magic . . . His son Herb Lipman, the sound equipment manufacturer, has returned from Chicago where he was on business . . . Jack Judd, NSS manager, was called into the New York home office for a special meeting this week . . . Jules Lapidus was in New York closing new contracts . . . A nickel candy vending machine has been installed at the 20th-Fox exchange, the profits of which will go to the exchange employes fund . . . E. B. Morton's NTS office is displaying the new Simplex S. I. International projector.

*Mr. and Mrs. Louis Wheeler, parents of Hymie Wheeler of Republic and George Wheeler of Columbia, will celebrate their 50th wedding anniversary at Beth Sholem Synagogue Sunday, September 3, at 9 p. m. All friends are invited.*

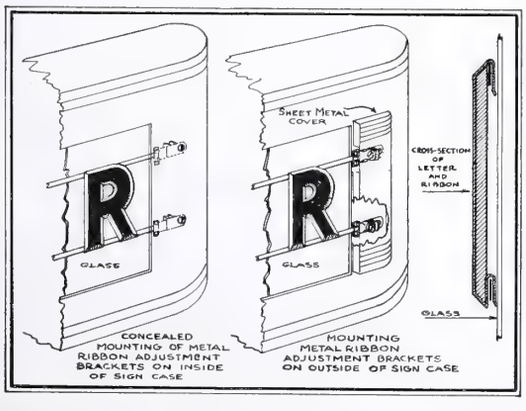
A visitor this week was Mr. Joseph who withdrew from exhibition here eight years ago when he and his partner Nathan Rosen sold their Model Theatre to Warner Bros. He told a BOXOFFICE reporter that he may be returning to exhibition at a very early date . . . WB's Ambridge Theatre returns to stage shows after an absence of vaudeville there for a dozen years, opening date being August 31, with stage policy scheduled each weekend, according to Donn Wermuth, manager . . . Sympathy to Don D'Carlo who lost his sister this week . . . Samuel J. Askenase, partner with Joe Wagman for a number of years at the now defunct Exhibitors Printing Service Co., is now operating Trust Printing Co., with shop at 711 Penn Ave.

*Francis Seubert, Paramount booker, has resigned as a member of the Filmrow Bowling League, because of his church choir rehearsal on Friday evenings . . . Jerry Roth, Guy V. Ida, Rudy Navari and Sam Fleishman are back at exhibiting after summer vacations . . . Art Levy and Archie Fineman were co-hosts at the Variety Club the other evening with about 50 present to meet the honor guest of the evening, Andy Szwedko, national public*

Team captains for the Variety Club benefit for support of the boys camp for underprivileged children are C. J. Latta, John H. Harris, Ira H. Cohn, Burt Bishop, Archie Fineman, Art Levy, Harry Kalmine, I. Elmer Ecker, Harry Kramer, Harry Feldman, Al Weiblinger . . . Vic Weschler was in from Erie the other day, reporting nothing new there, except that the old landmark Park Theatre has been demolished to make way for a bus terminal . . . Les Coleman, Paramount home office representative, has been keeping himself busy at the local branch exchange which will emerge next week as an all-new office after extensive remodeling. Don't overlook the modernization of the Paramount screening room as well as the general and executive offices.


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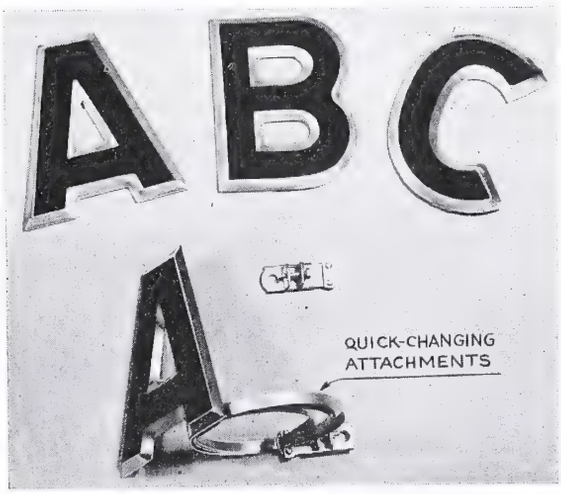
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# CLEVELAND

HARRY LAVINE, Republic's smiling district manager, was a welcome Film Bldg. guest for 50 per cent of the past week . . . E. E. Bair, general manager of Peter Mallers' Valentine and Strand theatres in Defiance, and Mrs. Bair were in town on a shopping expedition for the newest styles in pictures and clothes . . . C. B. Kosco is the new owner of the Alpine Theatre (formerly the Palace) in Salineville. The transfer from G. C. Davis, former owner, is now in effect.

*Theodore Chifos is the new owner of the Hollywood Theatre in Ottawa, which is the new name of the Ottawa Theatre formerly owned by Floyd Hiegel. The house had been closed during the month of July . . . Over at the Metro exchange, No. 1 booker Dorsey Brown has left for parts unknown for a two weeks' vacation, and Nativa Roberts has returned from a look at the New York World's Fair . . . It is reported that the Emboyd Theatre, Wellington, is closed.*

Arthur Spaeth, motion picture critic for *The News*, has left for a fishing trip in Canada, making all of the local film critics conspicuous by their absence. W. Ward Marsh of *The Plain Dealer* is on his way back from a four-week trek to the studios and Winsor French of *The Press* has just about reached the end of his journey in Hollywood . . . Cleveland is doing right well for RKO's "Bachelor Mother." The Ginger Rogers-David Niven comedy is now in its fourth week downtown. After a one-week run at Warner's Hippodrome it moved over to the Allen where it has just completed three more weeks.

*Miss Sylvia Amster, secretary to RKO Branch Manager George Lefko, is receiving her mail at Mt. Sinai Hospital where she is reported to be resting comfortably after an operation . . . Society Note: "Duke" Clark, Paramount branch manager, and Mrs. Clark are entertaining their son, Bob, Paramount ad sales manager, in Pittsburgh, and his wife for a week or so . . . Bill Brooks of the local Paramount booking department is vacationing.*

From Warner Bros. comes the happy news that the Majestic Theatre, Mansfield, which closed earlier in the summer, will reopen September 3. Wayne Williams, manager of the house prior to closing, takes up where he left off . . . Harry Reinhart, Canton circuit owner, in town during the week, reports that Mrs. Reinhart is doing nicely at Montefiori Hospital in Pittsburgh, where she will remain about two weeks more to complete her convalescence . . . Miss Helen Pagnard of Oliver Theatre Supply, Inc., is off on vacation to parts unknown . . . Miss Eva Urdang, M. B. Horwitz's secretary, has a dose of summer flu.

*Jack Achen, bookkeeper for the Scoville, Essick and Reif circuit, has decided to make Cleveland his permanent abode, and so his wife has come on from Chicago to help him establish a home here . . . Portends: Ruth Bergdorff, secretary to the boys of the Scoville, Essick and Reif circuit, is reliably reported to have caught the bridal bouquet at her sister's wedding recently, which might indicate in which direction Cupid's arrow is pointing.*

Dan Stearns of the Willoby Theatre, Willoby, bought a new fall outfit for his theatre from National Theatre Supply Co., including a new screen, lamps and a generator . . . Lou Walters of National Theatre Supply was down Columbus way last week . . . And we hear that Pete Wood, ITOO secretary, and his tonsils have parted company . . . Sidney Garfinkle, local representative for Quality Premiums, announces that he is getting an entirely new line of theatre premiums and invites the exhibitors to look them over . . . Joe Calla of the Strand, Canton, was in town last week without his boss, Bert Botzum, which is most unusual . . . S. P. Gorrel, Republic branch manager, spent the week out in the territory.

*Lester Smith, Warren exhibitor, is back from a four weeks vacation trip to the coast.*

Earl Smith of the Kinsman Theatre, Kinsman, who is an airplane pilot instructor on the side, last week celebrated the birth of a son—his first child—by taking Columbia Salesman Manny Glick for a ride in the clouds.

*Jack Steinberg has let a contract to C. J. Vogel to remodel his Wilson Theatre, Youngstown. Alterations will include adding 200 seats . . . John Papulias of the Olympic Theatre, Steubenville, will be home the end of this month from a summer in Greece where he supervised construction of a steel mill project.*

Al Sunshine of Hollywood Valances, left for a week's trip through Kentucky and Indiana with a complete new line of accessories for the Golden Jubilee including processed valances, bannerettes, burgee sets, six foot drapes, usher badges and pennants.


T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J


## Henry Barden Acquires Waldorf From Schultz

CLEVELAND—Negotiations were completed last week whereby Henry Barden took over the Waldorf Theatre from Nate Schultz. Meyer Kaplan, who owned the house prior to its sale to Schultz, has been retained as managing director. The Superior, Waldorf and Crown are now operated by Barden. The Savoy, which also was formerly a Kaplan house, is closed.

## Dipson's Pike, Woodsdale, Grand Opening Aug. 25

WHEELING, W. VA.—Nikitas Dipson circuit's new Pike Theatre at Woodsdale was scheduled for grand opening August 25. This property has been remodeled from a garage building and as converted is a modern theatre.

Chris Velas continues construction of his new theatre building at Woodsdale, suburban to Wheeling on the highway leading to Elm Grove. This theatre will be completed within the next two months. To be known as the Woodsdale Theatre, it will be owned by the Pleasant Valley Theatre Co., headed by Chris Velas. This exhibitor has just taken over the operation of motion pictures at St. Michaels auditorium at Woodsdale.

Velas is engaged in construction of a new 650-seat theatre at Woodsfield, Ohio, which will be ready for opening at an early date. At Woodsfield this week Jess Shannon, exhibitor there, was opening his new 600-seat house, known as the Life. The new Woodsfield theatres each represent investments of approximately $35,000.

## Jas. O'Keefe in Chicago to Introduce a New Sign

PITTSBURGH—James O'Keefe, sales manager for the Staaf Co. of Carnegie, Pa., is attending a convention of the National Sign Makers at Chicago, to display the new Staaf bevel marquee letters, particularly adapted to theatre use, which has just made its appearance on the market. It is of baked black enamel with aluminum flanges and is suspended on marquees from steel bands affixed to the marquee by adjusting attachments.

Warner I. Staaf, is head of the company.

## An Unusual Educational Drive for "Assassin"

PITTSBURGH—With the opening of the Barry Theatre for the new season, Mannie Greenwald, manager, arranged an unusual educational campaign which exposed the evils of marihuana weed. The picture, which opened Wednesday, is "Assassin of Youth." District Attorney Andrew T. Park and an assistant have been alternating daily in talks to the Barry audience and will continue these addresses through the run of the picture. Monogram Pictures exchange is distributing "Assassin of Youth."

## Protest Irish "Insults"

PITTSBURGH—The Ancient Order of Hibernians in state convention here declared war against "insults and villification of the Irish race" on stage and screen. The action was taken when the newly-elected state president, Michael J. Daly, of Philadelphia, announced the adoption of resolutions.

### Alpine Circuit Closes One

BARBOURSVILLE, W. VA.—The Alpine circuit Tivoli has closed.

# LOUISVILLE

LOUIS F. STEUERLE, who operates the Broadway Theatre in Louisville, left on a vacation trip, which was to take him to Atlantic City and the New York World's Fair. At the Fair he was to meet Sylvester Grove sr., head of the South End Amusement Co. of Louisville.

*As guests of Universal, Boyd Martin, film critic for the* Louisville Courier-Journal, *and A. A. Daugherty, ditto for the* Louisville Times, *were in Scranton, Pa., for the premiere of "The Under-Pup" last Thursday. With their wives, they joined other Universal guests in New York for a glimpse of the Fair.*

Plans for a picnic for Kentucky independent exhibitors were being outlined. It is to be given in Louisville . . . Richard Henchey, assistant chief of service at Loew's, and Harry Shively, an usher there, returned from Fort Knox, Ky., where they saw annual training service with the Kentucky National Guard.

*There must be a lot of theatre chit-chat across the breakfast table at the Jesse L. Lausmans, Louisville. Lausman operates the Hill Top Theatre. The missus is cashier at the Broadway.*

Phil Harnden, former movie cameraman in Louisville, is located in Chicago now. Barrett C. Kiesling of M-G-M was in town last week . . . The Hi-Land, new Louisville theatre, has been opened . . . Ray Mattingly of Falls City Theatre Equipment is back in harness again following vacation.

## *A Television Show Set at Allegheny County Fair*

PITTSBURGH—Twelve to 16 television receiving booths will be open to the public at the Allegheny County Fair, at South Park, August 28, through September 4, the broadcasting and receiving apparatus being similar to that being used at New York and San Francisco fairs.

Visible broadcasts will be made from a Temple of Television, the general plan being in operation ten minutes out of each hour from about noon to approximately 10 p. m. KDKA is cooperating in the project. All equipment will be of RCA manufacture. Coaxial cables will carry the images from the central building to the receivers which are installed in booths (commercial exhibits) on various parts of the fair grounds.

## *New Ohio Drive-In*

MANSFIELD, OHIO—A new drive-in theatre has been opened four miles east of here by M. B. Mercer and C. G. Raymore. The new theatre will accommodate approximately 1,000 automobiles. Policy will be a feature and several short subjects, with several program changes weekly the sponsors announced. It is the first open-air house in this section.

### Ready "Different" College Yarn

HOLLYWOOD—"Campus Wives," a college picture which has no football, campus sports or the usual film-collegiate atmosphere, is being readied at Paramount.

## *Mooney Adds Nine New Co-operative Accounts*

CLEVELAND—Milton A. Mooney, head of Co-operative Theatres of Ohio, the only cooperative agency operating in the state, has added nine houses to his accounts within the past week, bringing the total number of theatres which he is servicing to 80, which are about equally divided between the northern and southern sections of the state.

The new accounts are the Liberty, Wilson and Broadway, Covington, Ky., operated by L. B. Wilson; Bond Theatre, Cincinnati, Kentucky and Derby, Latonia, Ky., operated by Louis Weithe; the new Globe Theatre on N. College Hill, Cincinnati, which William Murrison will open September 15; New Holland Theatre, New Holland, Ohio, operated by F. McQuay, and the Royal, Akron, owned by the late J. G. Dietjen and now operated by his son Paul.

## *E. C. Hoffman Completing Hollywood Remodeling*

DETROIT—E. C. Hoffman, manager of the 500-seat Hollywood, only theatre at Buchanan, is completing remodeling. The house is one of the few in southwestern Michigan to have a washed-air cooling system.

In the new work, the auditorium is in a modernistic style, with walls and ceiling of Nu-Wood in alternate bands of three shades of blue, lighted by glass wall and ceiling fixtures of rainbow design. Mohawk Scotia Velvet design pattern has been laid in the auditorium.

Lumiline lamps will be used in the foyer, which has the general treatment continuous with that of the auditorium. A large circular mirror and two small displays will be used. The balcony is being reseated. New red and gold drapes and a large curtain are being placed on the stage. RCA sound is being installed.

## *Seek Colonial Furniture Used in "Allegheny"*

PITTSBURGH—Allegheny county commissioners are endeavoring to secure the colonial furniture used in the filming of RKO's action special production, "Allegheny Frontier." The appeal was made to George Schaefer, president of RKO, by Commissioner John J. Kane, who wishes the furniture for permanent exhibition at South Park. The sets are a duplicate of authentic colonial furniture of the 1760 period.

"Allegheny Frontier," which stars John Wayne and Claire Trevor, and which has been adapted from the novel "The First Rebel," written by Neil Swanson, former local newspaper editor, will be given its world premiere here in October.

### Navari Reopens Penn

UNIVERSAL, PA.—New Penn Theatre, Universal, has been reopened after having been dark for seven weeks. Sam Navari, manager, is operating each night except Thursday.

# COLUMBUS

LEO YASSENOFF, genial boss of the F&Y Construction Co., was host Thursday at his Buckeye Lake lodge to some 60 men in the local theatrical field, including exhibitors, film distributors and newspapermen. Everyone present agreed the stag affair lived up to advance bookings as a "4 star" outing.

*The Cabana Bar of the Broad Lincoln Hotel is now featuring free motion pictures as a come-on. And the thought on free shows leads us to hazard a guess that the Ohio State University (using current releases once a week) isn't helping university district houses.*

"Pete" Wood is vacationing in the east . . . Leo Kessler, ace showman from Lancaster, is now one of the "regulars" at the Variety Club.

*Business notes: Ralph Reisinger has upped admissions at his Hollywood Theatre to 15 cents with a satisfactory net resulting. Frank Ferguson inaugurated a 10-cent "family night" at his Avondale, and now is playing to capacity crowds on nights that were the poorest of the week.*

Promotion notes: Many of the scenes in M-G-M's "They All Come Out" were shot at the Chillicothe federal reformatory. One subject in the "March of Time" for early October release is being shot in nearby Licking County. Theme is a "back-to-the-farm" movement.

*Television competition is a step nearer reality. John Otterson, former Paramount prexy, has incorporated his television-by-wire company in Ohio. Organization plans to distribute entertainment by wire to hotels, restaurants and apartment houses in the "near future."*

We take off our hat to the Loew's publicity department for outstanding promotion on "Wizard of Oz." Promotion topped M-G-M's splurge on the new season lineup. One phase of "Oz" promotion produced many red faces. Charlie Warren, WCOL inquiring reporter (under the Ohio marquee) "borrowed" the "Oz" gold bricks as a gag—without telling the theatre. And the law picked him up!

### Orphan Is Ill

DETROIT—Helen Bereda, local orphan en route to the Paramount studios as guest of the company, underwent an emergency operation here for appendicitis.

DON'T BE A SQUEALER!
Remember we warned you to Beware of
"A GANGSTER TALKS"
A Real Murder Mystery Feature
—With—
Noah Beery, J. Carrol Naish, Gilbert Roland, Carmel Myers
Big Feature Rights Exchanges, Inc.
Cleveland - Indianapolis - Cincinnati

## Jas. L. McGuire Added to Associated Sales Staff

DETROIT—Recent addition to the staff of Associated Sales Co., producers of commercial films include James L. McGuire, formerly with Ross Federal Service and Wilding Pictures locally, and formerly with Sound Pictures, Inc., Cleveland. Mcguire has been made editorial contact man for Associated.

Other new members of the staff are Walker Graham, editorial staff photographer; Charles Leary, formerly with Spohr & Ahbe, slide film producers, Chicago; Kenneth Addeley, formerly with Industrial pictures, staff photographer, and Robert Upper, formerly with Jam Handy, unit production manager.

## A Temporary Dual Policy For Detroit Art House

DETROIT—The Cinema Theatre will be reopened September 1, using a dual bill policy, as tried out late last spring briefly, with successful results. Two changes a week will be the rule, with a foreign and an American film on each bill. Some revivals also will be used, until new foreign product is available later in the fall, when a single bill, first-run policy is planned.

Ira Kaplan, who ran the house two years ago, has returned here from New York City and again is partner in the enterprise with Mac Zipperman. Morris Zala, Zipperman's partner last season, has remained in New York, where he now operates the Ascot Theatre.

## Notopoulos to Erect New Theatre at Ebensburg

EBENSBURG, PA.—A new theatre will be erected here for A. N. Notopoulos, Altoona exhibitor and partner with Paramount Publix Theatres. The announcement was from the office of the Altoona circuit executive.

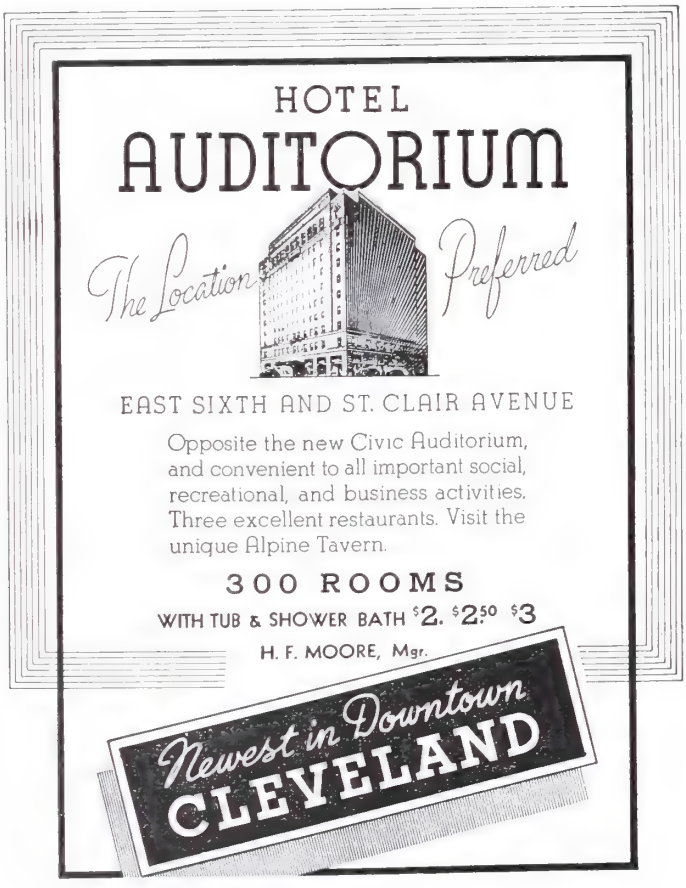
R. Allison, operator of the Rivoli Theatre Circuit, who has operated the theatre at Ebensburg for a number of years, has acquired a property in Altoona for the construction of a neighborhood theatre. Allison's contemplated invasion into the Notopoulos area was made known only last week and the Altoona circuit executive lost no time in striking back.

## Remodeling at Three Oaks Requiring More Time

THREE OAKS, MICH.—Three months more is the time alloted by Frank E. Lee for completion of remodeling work on a new building to house the Lee Theatre. The location is three doors south of the present Lee, which the owner has been operating without interruption for the past 28 years.

## Pythian New Name

WHEELING, W. VA.—K. F. Boothman, Mingo, Ohio, exhibitor, who has acquired the Temple Theatre here, has renamed the house the Pythian. It will cater to colored patronage.



# DETROIT

(Continued from page 82)

*buying films for his Adams. Mrs. Perry has been in poor health—and Charlie doesn't like New York City on a weekend . . . Variety Club is reserving a block of seats for the Louis-Pastor fight here September 21, through Barker Lou Giffels.*

Al Rupert and wife of the Rupert, returned from a 16-week trip to the West Coast and Mexico . . . Charles A. Garner, roadshow distributor, is leaving in September for the New York Fair . . . Peter A. Simon jr., is filling up the Simon Studios with that ten-foot gas-driven model airplane he has made, in between shooting pictures . . . T. G. Kemper, central district manager for booking of films for the U. S. Army, was a visitor.

*Don Widlund of Jam Handy is off for Chicago . . . Sol Krim is vacationing in Arizona, leaving Brother Mac to run the theatres here. Sol is planning to buy a ranch there; he's got his two younger brothers—future showmen—Harry and Leonard along.*

George McArthur of McArthur Theatres Supply has workd out a new schedule for close timing—ask him! . . . Saul Korman, owner of the Grant is off for a vacation in Canada, leaving Nick Forest as his assistant in charge. Forest, late manager of the Majestic, has succeeded Paul Foster.

*Bernard Brooks, owner of the President, is back from following our trail through the Ozarks . . . W. J. Turnbull's National Theatre Supply window looked deserted with all those Variety golf prizes evacuated.*

Cy Pettit, of Cinema Service, back from vacation . . . Harriet Hacker of RKO, just married to Robert Parks, is back from her honeymoon up north.

*Lloyd Hammond's castor bean plants are coming up again . . . Barney Kilbride is reseating the Alhambra Theatre . . . Helen Brown, secretary of Metro Premium office, is wearing a new pencil to go with those big brown eyes.*

Frank Howard, Co-Operative booker, who has been at Saranac Lake for 14 months, was to arrive home this week, following a successful operation, and will soon be back on duty. Lou Emery, manager of the RKO Uptown, and Don Widlund, of Jam Handy Picture Service, were visitors to Howard recently at Saranac.

*Don Widlund has returned from Boston, where he recently lost his father, William E. Widlund, 63 . . . Burns Warden, ad sales manager for RKO, is resigning—plans to leave the film business.*

Jack Krass is thinking of redecorating the Coliseum next month . . . Lloyd Hammond spent the weekend in bed . . . Helen Plachta says everybody should wear tags to identify themselves.

*Al Weitschat of the* News; *James Pooler of the* Free Press, *and Jane Schermerhorn of the* Times, *Detroit's film critics, went to Scranton, Pa., for preview of "The Under-Pup" . . . Jane Schermerhorn, by the by, is pinch-hitting for Charlie Gentry.*

# Kent Defines Producer Entry In Exhibition "Protective"

BOSTON—Paramount's "primary object" in acquiring theatres "was to protect" its "market, afterward to enlarge it, because the major part of our profits have always been in the film end of the business," Sidney R. Kent, 20th Century-Fox president and former Paramount vice-president, told George S. Ryan, plaintiffs' attorney in the $2,100,000 Morse and Rothenberg anti-trust suit, in a deposition filed in the case.

"Has there, to your knowledge, been any step taken with a view to restricting motion picture competition?" Edward F. McClennen, defense attorney, asked Kent in cross examination.

"No, sir," Kent said. "Not that I know of."

"Has there been any step taken that you know of working to the getting of a monopoly of either production, distribution, or exhibition?"

"Absolutely none."

Kent was led up to the discussion when McClennen requested that he "briefly state the development of the moving picture production and distribution . . . The situation from the beginning."

Ryan entered an objection that anything before 1917, when Kent said he had entered the industry, should be excluded, "on the ground that it is hearsay, not of the witness's own knowledge."

"In the early days, production was very crude," Kent started, "and pictures were of one- and two-reel length only, and were exhibited first in what we called store shows, which were improvised theatres, not built for that specific purpose, but any kind of a building taken and a few seats put in and pictures were run in there. We had it also in the form of scenic shows, or old railway cars were used, to give you the illusion that you were traveling on the railroad, as you saw the picture on the screen. The industry made some progress along these crude lines up until 1914 or 1915, the business at that time being pretty much in the control of the General Film Corp., which had virtually a monopoly on all the product that was made of any consequence. The General Film Co. also licensed, through patents which it claimed to own, the running of these pictures on machines which they controlled, and you could only exhibit or project on these machines pictures which were sold to you by them, and it was very difficult to operate unless you had a license from the General Film Corp. That corporation was attacked by other interests who sought to break into the motion picture industry, and the government finally decreed it to be a trust and ordered its dissolution. That was about 1916, I believe."

"When did the idea come in of the feature films, or longer pictures?" asked McClennen.

"The first feature film of which I have any recollection was one called 'Queen Elizabeth,' which was brought over to this country by Mr. Zukor in 1912. He tried to get a license for distribution and showing through the General Film Corp., and was refused. He then, through state right organizations, marketed his own picture as best he could."

### State Rights

"And by state right organization, you mean just what?"

"I mean that a local party or corporation, operating in a territory like Boston, would have the rights for that particular territory, and that, instead of a system of exchanges owned by one company, or operator, that there were perhaps 25 or 30 of these spread throughout the principal centers of the country, and such state right organizations did that job, each one buying the right for the territory in which it operated."

"At the time when the present corporation, then Famous Players Lasky, was organized, what was the state of the industry with respect to production, distribution and exhibition?"

Mr. Ryan again interrupted, stating his objection to be the same as above, "that it is not within the knowledge of the witness, and it seems to be merely hearsay."

"In view of that objection, I will ask you preliminarily: Did you know anything more than the ordinary man about the country, about this industry in 1916?" requested McClennen.

"Not in 1916. I came in in January, 1917," replied Kent.

"Move along to that time, then, to avoid all objections, and tell me what was the state of the industry in the three departments then?"

"In 1917, the majority of the theatres were owned by independent exhibitors. Production in 1917 was in the hands of some of the major companies now operating and other producers that have since gone out of business. Some of the national producers had exchange systems of their own, but some of the others were still at that time, operating through state right organizations."

"In a general way, how many theatres, approximately, were engaged in exhibiting motion picture features at that time in the United States?"

"Well, as nearly as I could estimate it in 1917, I would say there were around 12,000 to 14,000.

"Were there any owners or operators of theatres that were also distributors of pictures?"

"I believe the First National was formed about 1917 or 1918, I would not be sure. It might have been 1917."

"And what was the First National?"

"The First National Exhibitors were a group of prominent exhibitors in one each of the principal cities of the country, who banded together in a cooperative organization known as First National Pictures Incorporated, each one of them owning the territory in which he operated, and each one of them in turn selling exhibiting franchises to other independent exhibitors within that territory. Then going into the distribution of motion pictures by means of contracts that they made with either independent producers or independent stars, and then later on building their own studios and going into the production on the same scale practically as any other nation wide producer."

### How They Came

"The First National at its inception was or was not a producer?"

"It was a producer only in this sense, that it was producing by means of contracts with other people, rather than actually making the pictures itself, in its own studio, under its own management, but in every other sense was a producer."

"At this period, 1917 or 1918, or thereabouts, how many pictures was the First National producing in the sense you have just described?

"Well, I cannot recall how many they put out the first year. I would say that they ran from 30 or 35 up, to as high as 50 or 55 later on."

"And that production of 35 to 55 was either by contract or direct operation the product of an organization which was es-

## Labor Board Studies Ushers' Demands

**Boston—The labor board meeting Monday and Tuesday with M&P Theatres and IATSE representatives took under advisement the demand of ushers for recognition by the circuit. The walkout continued this week at 11 M&P theatres in Greater Boston.**



## Hailed in New England—

*Mayor Murphy of New Haven, Mickey Rooney and Judy Garland at the Hotel Taft where the mayor officially greeted the stars at a reception in their honor in which all Poli-New England towns joined. The reception was occasioned by the personal appearances of the stars at New Haven, Hartford and Bridgeport.*

sentially an organization of theatre owners?" pressed McClennen.

"Yes, sir," stated Kent.

"What other producers were there at this time?"

"1917 and 1918 you refer to?"

"Yes."

"There was the Famous Players Lasky Corp., the General Film, I think, went out of business in 1918, but they were still in process of liquidation. There was the Fox Film Corp.; there was Universal; there was First National; there was Warner Bros. I believe Selznick Select came in about that time, although, I may be a year or two early. There was the World Film, and I believe the United Artists was formed in either 1918 or 1919, about that period. And Associated Producers Co., organized by contractors, came in about that period, —no, that was in about 1920, I think."

"Was the First National the preferred source for its component theatres as a source of supply?" questioned McClennen.

"Yes, sir. It was the general case that the First National original franchise holders combined controlled a large part of the best first-run theatres in the United States."

"At that time was there any other theatre owned producer, or producer owned theatres than the First National?"

"Not on any large scale."

"These other companies that you just mentioned were all primarily producers?"

"Producers and distributors."

"Did they at that time, any of them, distribute beyond their own production?"

"Yes, a few of them had contracts with outside producers; just how many I cannot say, but nearly everybody handled a few pictures not made by themselves."

"Was there any common distributing organization for these distributors outside of the First National group?"

"I don't just understand your question, Mr. McClennen," said Sidney R. Kent.

**No Unified Distribution**

"Was there any distributing organization, which was a common distributing organization, for Famous Players Lasky, United Artists, if it had been formed, Fox, and other producers of the day that you have already mentioned?"

"No, sir. Paramount distributed its own, United Artists its own, and they were made up of a number of stars and individual producers. First National distributed its own, either directly or by contract. The others, I believe, pretty much handled their own production—Fox, Universal, although some of them distributed a few pictures other than their own."

"What was the distributing organization of Famous Players Lasky?"

"It was at that time called the Paramount."

"Was that a corporation, separate corporation?"

"Yes, sir. The Paramount was first organized as a separate corporation, made up of a number of individuals who distributed, each within his own territory, the product of Famous Players, Bosworth, Lasky and Morrosco photoplays."

"With these other producers distributing their own pictures and these theatre owners, through the First National, distributing their pictures preferentially to themselves, was there present any difficulty in getting an outlet for the Famous Players Lasky Product?"

"Yes, sir; there was. At the time of the formation of the First National, at the time they went into production of motion pictures, there was quite a general fight took place in the industry, and it was a matter of great concern to Paramount especially, and to all other companies, who were producing, and an issue was made of it, and Mr. Zukor informed the First National that if they were going to invade the field of production, that, in order to protect himself, he would have to invade the theatre field, because he could not take the chance, based on the number of high class theatres they controlled, of over night being put into a position where he did not have an adequate market for his product."

Ryan herein objected on the same grounds and "what appears to be rather a hearsay recital, of what the president of the then corporation did, without anything to show that it was in the presence of the witness."

**Involved in Buying**

"In view of the objection, and against the possibility that it is sound for the reason stated, I want to ask you some more questions about the same subject matter," continued McClennen.

"Were you a party to the considerations of the matter of procuring of theatres by or for Paramount?"

"Yes, sir. I was more or less mixed up in that from the beginning of January, 1918, on, and took part in a number of the meetings held between ourselves and the First National people, when the whole subject matter of our place in the industry was discussed."

"What were the considerations stated in your conferences and stated in your presence for Paramount getting theatres?"

"Our getting theatres was a matter, in the beginning of protection of our market, which market we openly stated was threatened, because of the invasion of the producing end of the business by First National, and by reason of the fact that certain theatres, such as the Strand Theatre in New York that at one time was our customer, had notified us that we would have to seek an outlet somewhere else, because they were then going to run from that time on, First National pictures, and we then proceeded to protect ourselves in the key centers of the country as rapidly as possible."

**Acquired for "Protection"**

"At the outset did you arrive at any conclusion as to the extent to which you would aim to go in getting theatres?"

"We did not know in the beginning how far we would have to go, but we did begin to get ourselves in shape financially so we could go as far as necessary, in case the situation demanded it."

"Was there any discussion of the acquisition of theatres for the purpose of putting other theatres out of business?"

"No, sir; there was not."

"Was there any discussion of the acquisition of theatres primarily for the purpose of making money as theatre operators?"

"No, sir. In the first instance it was a matter of protection, and the matter sort of logically developed from that point on, when all the distributors, or three or four of the other distributors, as well as ourselves, then started seriously getting into the exhibition end of the industry."

"Was your primary object to enlarge the distribution of motion pictures?" questioned McClennen.

"Our primary object was to protect our market, afterwards to enlarge it, because the major part of our profits have always been in the film end of our business," answered Kent.

## *Lubec Theatre Fire Does Severe Damage to House*

PORTLAND—The explosion of a film in the projection room of the Eagle Theatre at Lubec, started a fire which burned off the greater part of the roof of the three-story building housing the theatre, badly damaged the upper part, and for a time threatened to become disastrous to adjoining buildings.

Approximately 150 persons within the theatre when the fire broke out, escaped without injury. Their exit was orderly. Only those in the balcony experienced difficulty in groping their way to the open after the lights went out and flames burst from the projection room.

The projectionist, a Mr. Greenleaf, recently of Calais, suffered slight burns to his hands and the top of his head when his clothing caught on fire and he rushed from the room. The flames were extinguished immediately.

Two firemen were partially overcome by smoke while fighting the fire.

No estimate of the damage could be obtained.

## *Union Negotiations Delay Stalls Hub Stage Shows*

BOSTON—Delay in culminating union negotiations has prevented RKO from determining a definite date for the return of stage shows to the RKO Boston. Three-day weekends with flesh are tentatively scheduled to get going in the de luxe house sometime next month. The policy proved to be profitable last year.

This season single features, instead of double features, will be spotted with the flesh by City Manager Ben Domingo, to assure a better turnover.

## *DiMaura, Guarino Sign With Unaffiliated Union*

BOSTON—Thomas DiMaura and James Guarino have signed a contract for projectionists with the Knights of Labor, an unaffiliated union, for the Drive-In in Shrewsbury. The action doesn't ease a situation precipitated by failure of the Drive-In Theatre Corp. and the AFL to agree on a contract for operators at the ozoners in Weymouth, Saugus, and Shrewsbury.

# This Week We Meet

## SAM SELETSKY

SAM SELETSKY is the latest of Boston's gifts to the New Haven exchange territory, having been recently appointed Republic Pictures exchange manager here by Herman Rifkin, Boston franchise holder. He comes to his post with a sound business background, as member of the Massachusetts bar, and as picture salesman for a decade or more in various parts of New England, where he has dealt with many types of exhibitors under varied conditions. Moreover, he comes with a record of being respected and liked in the Boston territory, and is himself prepared to know and like the genus Nutmeg.

Seletsky was born in Boston some 37 years ago, attended grammar school and the English High there, and went on to Suffolk Law School. Although he has been admitted to the bar, he has never practiced, easily preferring that fascinating game, the film business. In fact, the attraction must have amounted to a family trait, since Sam's brothers, Phil and Dan have both found berths in the film world as well. Phil is known to many in these parts as M&P Theatres chief buyer; while Dan is booker for the same outfit. Sam's first job in the field was as salesman for American Film Co.'s Boston office under Harry Asher, in 1929. He stayed on for three years, then sold for Harry Segal of First Division, handling the Massachusetts territory. In 1935 Seletsky took his first position with Republic Pictures in Boston, first selling the Maine district, then New Hampshire and Vermont, and later Rhode Island and western and southern Massachusetts. Somewhere in this period, Sam became a benedict and now boasts of his family of three children, a girl of nine and twins, a boy and girl, of four, all of whose favorite star is Gene Autry.

In all these years, Seletsky tells us, he has never had any regrets on relinquishing law, and has found the business thoroughly interesting and enjoyable. He anticipates that work in the compact Connecticut territory can have many favorable aspects and be more efficient and productive. He is prepared for any new conditions, having signed contracts in Maine potato patches, on a road truck with an exhibitor who was also the road commissioner, in towns near the Canadian border where 95 per cent of the patrons were French and did not understand the dialogue on the screen; in Maine winters when the thermometer registered 40 and 50 below zero, and under all sorts of circumstances. The new manager is amazed at the theatre-building activity in small towns in Connecticut, finding it surpasses that in Massachusetts.

When he isn't selling pictures, Seletsky is taking them. He admits to being a camera enthusiast, and probably has hundreds of shots of the twins, which, strangely enough, he doesn't pull out on the slightest provocation as every good camera enthusiast should. In fact, neither did Seletsky tell us right off how superior Boston is. Which leads us to believe this Manager Seletsky bears welcoming and watching.

# Solomon Equity Suit Goes Into Recess

BOSTON—A recess has been taken in the George Solomon equity suit brought in Suffolk superior court against Daniel Grishaver, Selma Yonkers, Jacob Yonkers, and Benjamin Rudnick. George S. Ryan, attorney for Solomon, asked for the postponement so that he might take depositions in three pending anti-trust suits.

Solomon has charged fraud and alleged that a conspiracy to oust him from the Thompson Square Theatre Co. is in existence. A major point in the litigation was decided earlier this year when, in a motion session before Judge Abraham Pinanski, the defendants declared that the Thompson Square Theatre Co. owned the stock of the L&L Amusement Co., operators of the Thompson Square Theatre.

Ryan, at that time, alleged to the court that the Thompson Square Theatre lease then cited had been recorded two days after he had brought the bill in equity for Solomon. Judge Pinanski, in view of the turn, declined to issue a temporary restraining order to prevent diversion of first-run pictures from the Hollywood Theatre to the Thompson Square Theatre.

Solomon, a member of the Boston Friars Club, owns 94 shares of stock in the Thompson Square Theatre Co. which was incorporated in 1916 with an authorized capital of 200 shares of common stock. Isaac Grishaver, who died after the suit had been brought; his daughter, Selma Yonkers; and his son-in-law, Jacob Yonkers, controlled the remaining stock.

Solomon, well known Charlestown theatreman, alleges that on or about April, 1937, the aforementioned defendants, together with Daniel Grishaver and Benjamin Rudnick "entered into a combination and conspiracy to destroy the business, property, and goodwill of the theatre company and to secure the said business, assets and property of the theatre company for their own profit."

The L&L Enterprises, Inc., is averred to have "become a party" to the alleged action on or about June 13, 1938.

Benjamin Rudnick, brother-in-law of Daniel Grishaver, who in turn is Isaac Grishaver's brother, is said to have loaned Solomon and Isaac Grishaver $33,000 in 1934, the pair using the money to operate the Thompson Square Theatre in Charlestown.

Solomon, according to the complaint, "had a wide experience in the exhibition of motion pictures. The defendant, Isaac Grishaver, was without experience in this business . . . The plaintiff, Solomon, was placed in charge and in control of the operation of said theatre."

The Thompson Square Theatre prospered and the sum of $33,000 was repaid, with interest at 12 per cent from profits.

The Thompson Square Theatre Co.'s lease of the Thompson Square Theatre ran out in 1938. In the meantime. the concern leased the Hollywood in Charlestown. When Loew and Lasky interests took over the Thompson Square last year, Solomon and his associates moved to the Hollywood.

"Solomon continued to be in charge and in control of operations of the Hollywood."

### Resignation Demanded

"After July, 1938, the plaintiff, Solomon, was still president of the theatre company and in charge of and in control of the corporation business at the Hollywood Theatre. At this time, said Grishaver was in charge, and control of the Thompson Square Theatre which had been reopened by the L&L Enterprises, Inc."

Jacob Yonkers, it is alleged, informed Solomon soon afterwards that there would be a stockholders' meeting for the election of officers. Solomon's resignation was demanded and he was forced to resign as president, it is charged.

Pursuance of the alleged combination and conspiracy is claimed to have been carried on by building business at the Thompson Square and destroying it at the Hollywood. First-run features contracted for by Solomon for the Hollywood Theatre have been diverted, it is alleged, to the Thompson Square and subsequent runs put into the Hollywood.

The result of these actions, the complaint avers, "has been a very large decrease in receipts and loss in assets so that the theatre company is faced with ruin and will be compelled to go out of business.

### Asks Enjoinder

George S. Ryan, in behalf of George Solomon, has requested Suffolk superior court:

"That the respondent officers of the Thompson Square Theatre Co. be enjoined from acting as officers of said corporation.

"That the L&L Enterprises, Inc., its officers, attorneys, agents and employes be enjoined from exhibiting first-run pictures which may be delivered to it on the order of any of the individual respondents purporting to act as the officers or agents of the Thompson Square Theatre Co.

"That a receiver be appointed to take possession and control of the records, assets, and business of said Thompson Square Theatre Co., subject to further order of the court.

"That the defendant, Selma Yonkers, be ordered to convey the premises known as the Hollywood Theatre to the Thompson Square Theatre Co.

"That an account be taken of all the damages to the Thompson Square Theatre Co., its business, property, and goodwill and that the individual respondents and the L&L Enterprises, Inc., be ordered to pay such damages to the Thompson Square Theatre Co."

# Take Depositions for LePage and Millett

BOSTON—George S. Ryan, the anti-trust lawyer, has been taking depositions this week and last for use in the respective $100,000 anti-trust suits he has filed in the U. S. district courts of Maine and Vermont in behalf of Frank LePage of Millinocket, C. F. Millett of Bridgton, and Kenneth Gorham of Middlebury.

Ryan conducted the procedures in the Federal Building in Boston under the authorization of the two federal courts, issued in the face of objections by the defendant major distributors and the Graphic Theatre circuit. Thomas Bailey, 20th-Fox district manager, and Norman Ayres, Warner exchange manager, were on the stand last week. William Erbb, Paramount district manager, came on this week.

## *Resistance to Collection For Ascap Is Punished*

BOSTON—It doesn't pay to fool with Ascap and Gene Buck.

Two United States deputies were beaten July 19 when they attempted to serve a civil writ for $808 at the Little Dixie, Negro night club, as the climax of Ascap legalities.

Walter Hyatt, head waiter, and Daniel Gallian, cashier, were subsequently arrested on charges of assault and are being held in heavy bail while charges against them pend before the United States commissioner. Two keepers, William Glennon and William Sweeney, have been placed in charge of the receipts by U. S. deputy marshal. They will remain in charge until they collect the $808.

## *Levy Draws Prison Term In Waterbury Suit*

WATERBURY, CONN.—Edward Levy, secretary of the MPTO of Connecticut and general counsel of MPTOA, was sentenced to one year in the state prison in the Waterbury city conspiracy trial involving 18 others, including high city officials. All those convicted have served notice of intention to appeal.

## *Partners Plan Third*

BOSTON — Henry Steinberg and Arthur Blanchard, operators of the Drive-In Theatre in Sturbridge, are planning a new motion picture theatre in the new housing section of South Boston. The pair now are completing a film house in the Greendale section of suburban Worcester.

## *Unaware of Fire*

BOSTON—A fire in the National Theatre, failed to trouble an audience of 400 at the E. M. Loew house. George Doyle of the theatre staff closed off the blaze, which was in the boiler room.

# NEW HAVEN

WHATEVER the business at the boxoffice, activity in acquiring and building theatres in the New Haven territory bespeaks optimism. Latest is the acquisition by Fairmont Amusement Co., an Al Pickus Corp., of the 496-seat Annex Theatre, built a decade ago and operated by DiFrancesco. Pickus, operator of the Stratford Theatre as well, closed the house this week to install new seats, reducing capacity to 403, new equipment, and generally redecorate the interior and exterior along modern lines. The house will reopen September 10 as the Fairmont, with a single feature policy.

*Fishman Theatres reopened the Lyric, one of the three closed by this circuit last June. No decision has been reached on the Apollo and Winchester yet.*

Local B-41 of AFL exchange employes installed the recently elected officers for the coming year at a meeting at the Hotel Garde Monday evening. Jack Mullen of Warner Bros. is president; Katherine Fitzgerald, Republic, business agent; Jerry Massimino, Warners, vice-president; James Mahan, Paramount, secretary, and William Nutile, Paramount, treasurer.

*The big noise at the Warner Theatre office these days is the remodeling of the complete second floor of 70 College into the modern private offices and one large office. The kind of work the zone office has been doing requires plenty of elbow room, it was decided. New Haven, which led for the first three quarters, was second in the national drive with only a week to go to finish the year.*

Bingo is still in the limelight about the state, although the summer is waning . . . New Haven has said OK for civil, fraternal and religious organizations, but the corporation counsel is being asked if political clubs may also play, to raise funds for fall election . . . In West Haven, a similar game, "fascination" has been given at least one month's further lease on life by a judge of the common pleas court, unless the town's efforts to fight the game win out in the higher superior court this week . . . Ansonia has taken no action, with the September 1 deadline drawing near . . . Bridgeport has passed Bingo, bars minors under 12, and rules 12 to 16-year-olds must be accompanied by parents.

*Visitors along Filmrow: Ben Goldman, Warner home office representative, had to leave cool Canada to arrive at the New Haven office at the crest of the heat wave . . . Emmett Cashmann of the RKO home office flew in to these parts from Oklahoma . . . Adolph Edman, in from National Screen headquarters, is making a survey of the Connecticut territory . . . Al Pickus was the proud escort of his handsome young daughter on the street this week . . . George LeWitt jr. is visiting the exchanges for senior.*

Regular 20th-Fox staff meeting on the S. R. Kent Drive, captained and addressed by Earl Wright, showed Helen Tendler leading at the local office . . . Charles Repass of the Crown, Hartford, is back at work after a cross-country motor trip . . . Elliott Saunders, in Clinton strawhat, is a son of one of the 20th-Fox executives in New York . . . Phil Sherman, recently resigned from Monogram here, will report new connections soon . . . Oscar Shanken of the Dixwell Playhouse was ceded third place in the New Haven municipal tennis championship meet . . . Max Tabackman of the Rivoli, West Haven, was rushed to the hospital for observation last week but recovered before a diagnosis could be made.

*Monya Hadelman, Modern Theatre Equipment secretary, will resign in September to become a student at the University of Connecticut in Storrs . . . Harry Wenzel of Mutual Advertising is vacationing in parts unknown . . . William Hutchins of National Theatre Supply returned with a 78-pound tuna from a one-day excursion to Asbury Park where he visited his father . . . "Sergeant" Ed Fitzgerald of Paramount exchange is with the New Haven Greys at Plattsburg . . . Margaret McKinnon, secretary to Edward Ruff, and G. Callahan of the Paramount office, are also on leave.*

Sam Rosen is looking forward to October and a fishing trip in Canada . . . Jim Memery, Loew-Poli artist, has taken off for a vacation which will include New York, Boston, Salem and Indian Neck . . . Al Daytz just back from a trip to Hotel Astor to see "Met Rose" . . . Brother Mick Daytz, who spent a month here recently, is now in charge of the Cleveland Metro Premium office . . . Bob Russell of the Poli reports a catch of 75 weak, black and porgies on his last trip.

*Continuance to August 29 of the hearing on the temporary injunction in the case of 12 Milford citizens vs. the Milford Drive-In Theatre, gave the management time to attempt lessening the noise complained of by lowering the speakers and other changes. Complainants charge that their health is menaced by loss of sleep and rest, and that presence of Connecticut's first drive-in theatre in their vicinity tends to depreciate the value of their property. Judge P. B. O'Sullivan now hears the case, instead of Wynne, as first scheduled.*

Rosalind Russell, home in Waterbury for a visit, caused a stir when she spent three hours in the courtroom listening to

(Continued on page 93)

## *Swamped by the Demand*

**Boston—The story's going 'round of an over-sold theatre premium deal which, mildly stated, did not come up to expectations when the first deliveries were made. One distributor wired the premium concern, "Cancel my order immediately." The reply which was received a few minutes later, read, "Regret, cannot cancel immediately. You must take your turn."**

# BOSTON

PAUL CUDDY, son of the Cinema Club president, was expected to leave Massachusetts Memorial Hospital the latter part of this week. Young Cuddy has been convalescing following the removal of a ruptured appendix.

*K. B. Kendis, the producer, was in town last week from California . . . George Kraska, Fine Arts Theatre operator, has returned from a New York booking trip to reopen his house on Wednesday . . . Bette Davis has been vacationing in New England.*

The mother of Steve Broidy, New England manager for Monogram, left Beth Israel last week Friday.

*Louis Gordon and Arthur Lockwood, circuit operators who recently bought out Mrs. Rose Coriarty in Uxbridge, may have competition in the Massachusetts town. It is reported that another circuit, which was unsuccessful in attempting to buy the Bijou, may build.*

William McCourt, assistant to Ben Domingo at Keith's Memorial, was acting manager at the Keith Albee in Providence when that house reopened with double features last week following a summer layoff.

*Arthur Jerome, New England manager of the Metro Premium Co., is overseeing remodeling and renovating activities at the concern's home office at the corner of Church and Winchester Sts.*

Elizabeth Dervin of M-G-M left this week for Los Angeles and the Canadian Rockies . . . Red King, RKO Boston stage manager, returned to town Monday after visiting Producer John Hickey . . . Charles Wilson, Republic head booker, weekended at Scituate.

*H. J. McKinney, National Theatre Supply manager, put the new Simplex projection "SI" on display last week Friday.*

Louis and Harry Cohn, circuit operators, were in town last week . . . C. F. Millett was down from the State in Bridgton, Me. . . . Sam Kurson, head of the Graphic Theatre circuit, was in from Bangor, Me.

*Tony Zinn, house manager of the RKO Boston. has been overseeing renovation work at the 3,246-seat house. The backstage of the theatre is being generally rejuvenated prior to the return of stage shows next month. New microphones are being installed.*

Grace McGowan, secretary to Office Manager Jack Byrne of M-G-M, left this week for Chateau Frontenac in Quebec . . . Leona Feltman, secretary to Circuit Head Julian Rifkin, has been vacationing this week . . . Elinor Hughes, film critic for the Boston *Herald,* has been away . . . Jack Granara, RKO publicist, takes a second golfing holiday the week after Labor Day.

*Mrs. Richard Mahn, bride of the secretary to RKO Division Manager Charles W. Koerner, has been convalescing following an appendix removal.*

Miss Marie Nessikian, for many years cashier at Loew's State and before then at Loew's Orpheum, surprised friends and coworkers this week when she announced her intentions to marry Charles Chester Markarian, Shrewsbury resident and business man. The wedding will take place early in the spring.

*Arthur K. Howard, business manager for the Independent Exhibitors, Inc., tentatively plans the next meeting of the Allied affiliate for September 12.*

Maynard Sickles, Capitol Theatre Supply salesman and Motion Picture Salesmen's Club secretary, has been sojourning at Nantasket . . . Al Nasif of Capitol, together with his wife and their new baby, left this week for Tamworth, N. H.

*Al Wheeler, M-G-M booker, formerly of Kansas City, was scheduled to leave Friday by automobile for Pittsburgh and Detroit . . . Ed Charbonneau, Allied official in New Hampshire and Concord exhibitor, was in town last week.*

Frank LePage, Maine exhibitor from Millinocket, was in Boston last week . . . H. M. Addison, Loew's divisional manager, is expected in his office Monday following a circuit tour . . . Dean Jaggers is here from the coast.

## *It May Serve as A Night Light*

**Boston—An international problem for the past few years has been whether or not television will supersede the motion picture theatre. Several local film critics got to talking this week of the possibility of the invention's taking the place of the newspaper. One of the scribes dismissed the subject with the rejoinder, "You can't swat a fly with a television receiver."**

*Joe DiPesa of Loew's, Inc., tied in "Dancing Coed" with the public concert given on the Boston Common Monday by Artie Shaw by offering three trophies for profiency in jitterbugging. The band leader is from New Haven.*

Peggy DeCota of Keith's Memorial and Arthur Murphy, St. Clair's manager, were married last week Saturday in Charlestown.

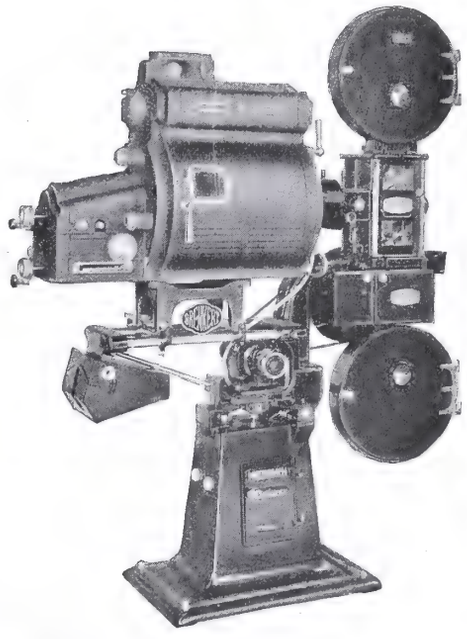
*Mae Tully of the Lockwood and Gordon circuit has returned from Falmouth . . . Al Longo, Loew's publicity assistant, left this week for a week on Cape Cod. He will take a second week later . . . Mona*

(Continued on next page)


**HAND IN HAND**

**INTERSTATE operation & MOTIOGRAPH projection**

E. Harold Stoneman and Edward Ansin realized that projection is the heart of a theatre when they selected MOTIOGRAPH for the Plymouth Theatre in Plymouth, N. H. MOTIOGRAPH, by its clean troubleproof performance, gets the utmost out of any print. Even the world's greatest picture would lose much of its entertainment and boxoffice value if given poor projection.



**CAPITOL THEATRE SUPPLY COMPANY**

*A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS*

28-30 PIEDMONT STREET • BOSTON, MASS.

# BOSTON

(Continued from preceding page)

*Lightowler, secretary to Harry McDonald, RKO divisional manager, left this week for the World's Fair and Manchester, N. H.*

James Craig of the Keith's Memorial staff took over this week and last during the absence of Assistant Manager William McCourt who has been acting manager at Keith's Albee in Providence.

*Harry Browning, M&P publicist, pulled a neat press bit last week when, as part of a national campaign, he sent a 13-year-old orphan, Eileen Parker, to the Coast to visit actress Linda Ware.*

Kenneth Gorham, Vermont exhibitor, was in Boston last week where depositions in his anti-trust suit were being taken . . . Major Patrick F. Healey, Commander of the Theatrical Post of American Legion, was a delegate last week at the Legion convention at Taunton . . . Sara Krivitsky, secretary to Division Manager Edward A. Cuddy of M&P, was away this week for a Maine sojourn.

*Mario Daru, assistant to Publicist Jack Saef of the Paramount and Fenway, was a witness to his brother's catch of a 7-lb. black bass. The fish, with a length of 21½ inches and a girth of 14 inches, was one of the largest ever taken from Massachusetts waters. Daru has entered it in the* Field and Stream *national contest.*

D. J. Shea, operator of Shea's theatre at Turner Falls, has been in the wilds of Nova Scotia . . . George Hackett, associated with Malden theatre operator George Ramsdell, has been spending an occasional summer weekend at Plum Island . . . Betty Morlin formerly at the Scollay Square and now at the Paramount, has been vacationing.

*Sam Levine, booker for Marcel Mekelburg at Grand National, has been limping as a result of a leg injury . . . Edward Anderson, major film salesman who has been ill these past few months, has been receiving a quantity of film visitors at his Walnut Avenue home in Roxbury.*

The former Peggy Slattery of Keith's Memorial, now the wife of Tom Shannon, gave birth to a baby boy at the Massachusetts Memorial Hospital . . . Fred Lanito of Keith's Memorial has been in Springfield convalescing from a tonsillotomy.

*Al Somerby, who spent the summer at Cape Cod, has reopened the Howard Atheneum with films and flesh.*

Charles Fish, Capitol Theatre Supply technician, tentatively plans a September vacation. His wife is recovering from a compound fracture of the leg, involving four separate breaks . . . Dorothy Gardner of M-G-M contract department has been in Nantucket . . . Sadie Goldstein of National Theatre Supply left on vacation Monday . . . Ditto for Emilio Franzi of National.

*Ford Frick, president of the National League, revived exhibitor headaches last week when his visit to Boston renewed the possibility that the Hub may go in for night baseball.*

Richard B. Rubin, operator of the State in Saugus, has purchased a new outboard motor for use by the Rubin family at Lake Conway, N. H.

*Kenneth R. Douglass, Capitol head, is scheduled to return to work Monday . . . Marie Coleman, Metro assistant biller, has been motoring . . . Anita Devine, formerly of the Metropolitan, is dancing at Club Hamilton in Everett.*

Frank Shaughnessy will manage the Academy Theatre in Northampton when the house is reopened September 1, according to Division Manager Julian Rifkin. Shaughnessy is now at Plattsburg where he is training with the National Guard. The theatreman holds a lieutenant's commission.

*Adolph Haas, Alexander Film executive, was in town last week, conferring with Harry Synder, divisional manager . . . Christine Antignoni, booker for Harry Asher, last week postponed her contemplated vacation because of pressure of work. She may be away for the next two weeks . . . Arthur Ungerman, premium executive, was in town last week.*

Ed Seufert of the M&P accounting department returned to 60 Scollay Square this week . . . James Powers, well-known at the circuit headquarters, suffered a leg injury when recently struck by an automobile . . . Marietta Baer of M&P booking department was back from vacation this week . . . Ditto for Accountant Nat Buckman.

## *Charter Two Lieberman Corporations in Mass.*

BOSTON—The new Frederick E. Lieberman corporations have been granted Massachusetts charters. They were the Old South Operating Co. and the Old South Theatre, Inc., both of Boston. Independent circuit owner F. E. Lieberman and his brother, Morton, were incorporators of both firms, together with Myer H. Slobodkin of Brookline and B. Ralph Slobodkin of Waltham.

Max Michaels, prominent for the past few years in the local burlesque field, was one of three incorporators of the Columbia Amusement Corp. Associated with Michaels were Arthur Rabe of Boston and Rena Cattoni of Somerville. The capital of the concern is 50 shares of no par stock.

The Comique of Lynn, Inc., a Lynn theatre company, was granted a state charter by Secretary of State Frederic W. Cook. Incorporators were Maurice H. Gerber of Boston, Mildred Kleine of Medford, and Sidney and Ethel Solomon also of Medford. The capital was 5,000 shares of no par stock.

Mulcahy and Dean, Inc., Salisbury Amusement outfit, was incorporated by Eugene J. Dean, Francis D. Mulcahy, and George Andrews with a capital of 300 shares of no par stock.

The Pike Amusement Co., Inc., capitalized at 100 shares of no par stock, was incorporated by Dominic Lemia, Irving Rosenblatt, William C. Joyce jr., and Frederick F. Joyce, all of Framingham.

# PROVIDENCE

WITH the RKO-Albee opened August 17, Fays resuming for fall and winter September 1 and the Metropolitan lit up this week (20-26) for the first time in months with Avdalas the Great, magic show, things theatrical are nearer normalcy than they've been in a long time in this city.

*Albee opened to big business last Thursday and continuing strong with "Bachelor Mother" as the draw. Johnny Kane is back at the house as assistant manager. Al Byrnes will return as assistant chief of staff as soon as his tour of duty with National Guard is over. Wardel Jukes, house artist, is back on the job after a visit to the Pacific Coast. Bill Morton again doing special publicity, including a nice tieup being engineered with WJAR for broadcast dramatization of forthcoming films. Louise Johnson, a new face in the boxoffice. Louise Clark, former ticket vendor, now secretary to Manager Bill McCourt.*

Interstate Theatres Corp., New England circuit, has leased Durfee and Empire theatres, Fall River, and have taken over operation. The houses for years have been operated by Nathan Yamins. Yamins will continue to operate the Park, Strand and Capitol there.

*William J. Canning, who until about a years ago managed the Durfee for Yamins, will have management of the Empire for Interstate. The house may put in vaudeville-film policy later in the season. Christopher Joyce moves from Plymouth, Mass., to manage the Durfee, with Joseph Bean continuing as assistant manager at that house.*

Albert J. Clarke back at the manager's desk of the Carlton after a fortnight spent in the Adirondacks. Sam Kaufman, who relieved Clarke during the period, is now back at Fays readying that house for reopening.

*Ruth Hart, Majestic cashier, vacationing at New York's World's Fair this week.*

Included in the campaign of Manager Eddie McBride of Loew's State for "Wizard of Oz" was a dog give-away of a pup resembling Toto in the film. Canine was offered to the writer of the best letter on "Why I Would Like to Own Toto," offer being made over WPRO a week in advance of film. Award was made in front of the theatre Monday afternoon during "Man in the Street" broadcast. Crowd completely blocked traffic.

*Maurice Druker, former assistant manager at Loew's State, made a one-day visit to this city last Monday from Worcester, to renew Rhode Island acquaintanceships.*

# PORTLAND

SUNDAY shows, new to the local trade, are "catching on," according to managers of first-run houses here. Business has been increasingly good each week since July 22 when they became legal in Maine.

*Rudy Vallee, Westbrook's claim to fame, is making his first appearance in a straight play this week at the Deertrees Theatre, Harrison, Me. "Man in Possession" is to be his vehicle. The play is being directed by Bela Blau of New York City.*

The "Wizard of Oz" opened at the State Theatre, August 18, backed by one of the heaviest advertising campaigns any picture has received locally in some months. "Request Time," 30-minute program aired from the stage of the theatre each Saturday morning, plugged the picture heavily. The theatre also broke with special pictures in the Portland *Press Herald* and *Express*. The intensive advertising campaign netted excellent results, the SRO sign being out Friday morning opening day.

*Chelsea Waldron, State Theatre projectionist and business agent of the local MPMO, returned from a week's fishing at his camp at Sebago Lake.*

Nate Press, assistant manager at the State Theatre, returned from his vacation considerably exercised over the Red Sox's chances of winning the pennant. Nate saw several games in Boston while on vacation. Besides his enthusiasm he's gained a swell coat of tan.

*Those wedding bells we heard ringing some time ago but couldn't quite locate are for John Divney, Maine Theatre manager and Mary A. MacNaughton, who have announced November 25 as the date for their nuptials.*

Harry Botwick, State Theatre manager, is playing host to a bad cold, which has persistently hung on for more than a week.

## *Kraska Reopens Fine Arts With Prize Film Series*

BOSTON—George Kraska reopened the Fine Arts Theatre, Wednesday, after a summer layoff, with Boston's first international festival of prize winning motion pictures. The operator of the city's only foreign and arty house has arranged a special six-week program of prize winning films, mainly on one-day and two-day bookings. The only feature that will exceed this time limit will be "Moonlight Sonata" which has been accorded three days. The first Mexican film ever to be shown at the house will be put on during this period.

More French films than those from any other country have been booked for the six weeks. American, English, Russian, German, Mexican, and Balinese follow in that order.

Leonard Kraska, returning as house manager, announces that the personnel of the theatre will be the same.

## *Naimon, Sampson Lead At Friars Golf Meet*

BOSTON—Winners in the fourth annual film district golf tournament held by the Friars Club Tuesday in Weston, are as follows: For best gross, Joe Naimon and W. A. Sampson, with a 76 and 74 respectively. Other winners are Joe Cohen, Ted Rosmer, C. O. Reilly, Leon Foster, Herb MacIntyre, Tom Duane, Walter Higgins, Louis Gordon, J. Yonkers, Al Kane, Bill Horan, Sam Dorgan and others. Sixty played.

Al Kane, Paramount exchange manager, was in charge of the affair. Ted Fleisher, Interstate booker, was treasurer for the committee which included Morey Goldstein of M-G-M; Tom Duane of Paramount, and Maurice Green.

# NEW HAMPSHIRE

IT WAS a bit out of the ordinary when "Stick" Aldrich, professional auctioneer, took the stage between films at the Colonial in Laconia, a while ago, and put on the block whatever the goodly crowds brought in to be sold. In fact, the stunt was such a success that the Colonial management immediately announced a return engagement for "Stick," who previously had faced crowds both as an auctioneer and old-time baseball star.

*John Kilonis, former wrestling champion who turned showman, is general manager of Queen City Amusements, which has been running a mid-way and aerial acts on the circus grounds in Manchester.*

Jack Parkhurst, veteran film airplane wing walker, made his 450th parachute jump as a Sunday attraction for summer crowds at The Weirs, famous Lake Winnipesaukee resort.

*Memorial Hall in Wolfeboro and Pinehall Hall in Centre Ossipee are conducting Bank Nights each Tuesday. Both film houses are operated by Ansel B. Sanborn.*

The *Manchester Union* gave free tickets for "Bachelor Mother," starring Ginger Rogers, at the State Theatre in Manchester, to winners of six honorable mention awards in Class A of the newspaper's snapshot contest. Two ducats were received by each successful contestant.

*A recent lobby attraction at the State in Manchester was a display of hosiery from Pariseau's department store. The brand shown was labeled "the stockings the screen stars wear."*

Ralph E. Morris, manager of the Colonial and Gardens theatres in Laconia, is reported to be building a new home on White Oaks road in that city.

*William A. Alexander of Wolfeboro was the subject of a newspaper story recently because of the many salaried jobs he held simultaneously. One of these was the putting up of movie posters, a job which he started 25 years ago, when films were first shown in Wolfeboro and still holds.*

# NEW HAVEN

(Continued from page 90)

Judge Inglis' charge to the jury in the $1,000,000 fraud and conspiracy trial.

*Glastonbury Theatre, one of the Nathan Lampert suburban circuit, has been transferred and is operated by Mrs. Lampert as of Sunday, August 20, with Maurice Kempner managing.*

Poli New England Theatres has received a city permit to make alterations to the Bijou Theatre in the sum of $1,000. Balcony seats will be replaced as part of the alteration activity . . . The entire 1,907-seat Globe Theatre, Bridgeport, will be reseated . . . Also renovation of the 1,720-seat Loew-Palace, Hartford, will begin at once, with new chairs, and redecoration of the interior and exterior. None of the houses will be closed during alterations.

*Statistics: During the recent personal appearance of Rooney and Garland at the Loew-Poli Theatres, New Haven, Hartford and Bridgeport, 46,000 people jammed the houses in the three days . . . Harry Shaw's car was trampled and damaged by the mob at the station . . . Two state police were provided as personal escorts to the young stars for their tour . . . The glass in the display frames of the theatres was smashed in the crush of people. Every one-day record of the three houses was equally smashed . . . Matt Saunders of the Bridgeport house came in from vacation for two days for the event and flew back to Chicago to visit his folks afterward . . . Harry Shaw lost his wallet containing valuable honorary badges, etc.*

Unless unforeseen complications arise, mid-September will see openings of the new Fairmont, New Haven (nee Annex); Windsor Theatre, Windsor; Park, Thomaston, State, Jewett City; Pratt's, Deep River.

*Earl Wright of 20th-Fox and Lucy Flack of the Capitol Milford, lunched with Michael Whalen, former Fox player, who is appearing at the Plymouth Playhouse, summer theatre, Milford, in "Death Takes a Holiday" . . . Esther Ralston charmed her audiences at Guilford in "Susan and God," as did Mary Brian.*

Whoever lies awake nights plotting the RKO mailing pieces should get a hand. In novelty and attention-getting, the latest on "In Name Only" is no exception.

*Beginning September 5, the jitterbugs will invade the Bijou, New Haven, in a weekly contest, tried with success in other Loew-Poli houses . . . Vaudeville has returned regularly to the Loew-Poli, Waterbury, beginning this Wednesday . . . Weekly vaudeville also continues at the Globe, Bridgeport, but no form of game will be revived for the present, at lease, in any of the houses . . . Palace, Norwich, tried a 75-Kiddie Revue for two days, products of local or nearby dance instructors.*

In the month of June, one out of every ten Connecticutians were dependent in whole or in part on relief.

*Metro staff is in a stew as the current*

(Continued on next page)

## Slate McLaughlin to Head Legion Theatrical Post

BOSTON—William H. McLaughlin, Allied director and Stoneham exhibitor, is scheduled to be elected Commander of the Theatrical Post of American Legion when the film district body meets September 12. McLaughlin, who has long been an officer in the organization, is unopposed for the chief office.

The post installation, the feature of a dinner-dance which is annually one of the prime local film social occasions, will be held October 24 in the main dining room of the Copley-Plaza. Major Patrick F. Healey, state film head and present post commander, has been appointed chairman in charge of primary arrangements. Kenneth Forkey, well-known exhibitor and past commander, is assisting Healey.

## Batch of 28 Films Find Censorship Approval

BOSTON—The Massachusetts bureau of Sunday censorship found nothing to disapprove in the latest batch of motion pictures, numbering 28 films, to be scrutinized by the department.

Two vaudeville acts out of 11 were refused Sunday licenses, while a third routine was ordered to eliminate "all objectionable and suggestive dialogue." Celluloids okayed in the original were Universal's "When Tomorrow Comes;" Paramount's "The Star Maker;" Republic's "In Old Monterey;" 20th-Fox's "Chicken Wagon Family," and Monogram's "Girl From Rio."

## "Livingstone" Stays

BOSTON—Ben Domingo, RKO city manager, has held "Stanley and Livingstone" for a second week at Keith's Memorial. Following a week in which holdovers played in but two of Boston's first-run theatres, the Spencer Tracy repeat was the only one in town this week.

## Reports Projection Sales

BOSTON—Kenneth R. Douglass, head of Capitol Theatre Supply Co., announces that the concern has sold new projection and sound to the Massachusetts State Hospital Training School at Canton and to the Gardner State Hospital, both in Massachusetts.

## Stork Race Centers at Loew Offices

**Boston — A quartet of storks are readying for an unusual New England race, centered about the office of the E. M. Loew independent circuit. The birds are to represent, respectively, Gina Cohen, sister-in-law of the chain operator—Mrs. Morey Goldstein, who resigned from the circuit several years ago to wed the M-G-M city salesman—Ada Trager, who left Loew's following marriage—and Mrs. Jack Loew, wife of the exhibitor's brother.**

# NEW HAVEN

(Continued from preceding page)

*drive races into its last lap, with valuable prizes ahead in money and trips. Local exchange is confident it will capture a high place for the east.*

Theatre doings: Bob Russell sold the back page of 5,000 tabloid heralds on "Stanley and Livingstone" to a local garage . . . On "Wizard of Oz," Russell has secured four Kresge windows on books, music, hats . . . Department store windows on Judy Garland dresses, book stores, etc. . . . Lou Schaefer of the Paramount and Sam Badamo of the College just back from vacations . . . Paramount, New Haven, reviving "Stella Dallas" and "The Hurricane," while Allyn Hartford brings back "Cavalcade" and "On the Avenue" . . . Harry Shaw, who has m.c.'d police field days, firemen's shows and hundreds of other get-togethers since his arrival here, chalked up another police day success, securing Hal LeRoy and other acts, and officiating personally.

## A Publicity Windfall Walks in on DiPesa

BOSTON — The feature of the publicity campaign on the "Wizard of Oz" was entirely impromptu. Four youngsters, between the ages of 14 and 16, presented themselves at Joseph A. DiPesa's office garbed respectively as the Scarecrow, Dorothy, the Tin Woodman, and the Cowardly Lion. The get ups were so realistic that the publicity veteran provided a dog and directions to the city's newspaper offices. The stunt broke every sheet but two. The quartet composed of Billy Graffam, Muriel Hamlin, Virginia Laffey, and Bruce Laffey, later paraded the streets as a mobile exploitation unit.

## Pup Gift for "Oz"

BOSTON—Fred Greenway, manager and director of Loew's State, and Loew's publicity office, arranged a "Wizard of Oz" exploitation stunt by which two Scottie pups, Toto and Ozzie, are to be given away. The publicity stunt was run in conjunction with the *Boston Daily Record*.

## "Wizard" a Draw

BOSTON—The "Wizard of Oz" opened strongly at Loew's State and Orpheum Theatre. At the latter house, ticket sales were halted at 11:00 a. m. on the opening day. Approximately 4,400 people saw the show up to 1:00.

## Teach Air-Conditioning

BOSTON—A course in air-conditioning, no less, is being offered by the State University extension. The first class was held Tuesday evening at the Massachusetts Institute of Technology with P. A. L. Foulds, consulting engineer, the instructor.

## Duals and Burlesque Are Offered by E. M. Loew

BOSTON—E. M. Loew, independent film circuit operator, turned the Gayety into a burlesque house last week and offered patrons a four and one-half hour show at prices ranging up from 15 cents. The Gayety combined features with the stage offering. The burlesque show, into which was interwoven several vaudeville acts, was built around five principles, eight show girls, and a nine-girl line. Prices were 15 cents and 25 cents until noon, 25 cents to 35 cents until 7:00, and 35 cents to 50 cents until closing. The Gayety seats approximately 1,300. Smoking is being allowed throughout the house.

## Appoints Hubbard Student Salesman for Alexander

BOSTON—Harry Snyder, New England manager for the Alexander Film Co., has appointed Sheldon P. Hubbard as student salesman for the concern. Snyder has also shifted Arthur Altman to cover Providence county in Rhode Island in addition to his regular duties. Ralph Thomas has resigned as Rhode Island salesman, and Richard Vaughn has been given the assignment. The *Two Smiles*, Diesel yacht of J. Don Alexander, is expected in Boston early in September. Several film cruises, cancelled when the craft was forced to take to a New York dry dock for repairs, are scheduled for that period.

## Managers Participate in Loew-Poli Caravan

BOSTON—Managers participating in the Loew-Poli caravan via Crosley cars to the World's Fair (described in this publication last week) include:

Matt Saunders, Morris Rosenthal and Harry Rose, Bridgeport; Bob Russell, Sam Badamo, Bill Elder, New Haven; Edward Fitzpatrick, Waterbury; Joseph Samartano, Meriden; Jack Simon and Lou Cohen, Hartford; George Freeman, Springfield; H. H. Maloney, Joe Amstead and Robert Portle, Worcester; Howard Burkhardt and Fred Greenway of Boston; Edward McBride of Providence, and Elliott Kronish, of the Loew-Poli division office.

## FCC Official Ally Of Free Speech

**Boston—"Freedom of speech and freedom of the press, which are inseparable, constitute our greatest bulwark against subversive instincts." Thad H. Brown, acting chairman of the Federal Communications Commission, stated here last week. "The commission has no desire, purpose nor intention of setting itself up as a board of censorship. It does not and will not exercise any such jurisdiction. Censorship of radio is abhorrent to social instincts."**

# Government Charges Delivered Crescent

NASHVILLE, TENN.—Notices of the complaint, with copies of the bill of charges, in the government anti-trust suit, were delivered Wednesday to the Crescent Amusement Co. and affiliates, including the Cumberland Amusement Co., Strand Enterprise Corp., Lyric Amusement Co., Kentucky Amusement Co., Muscle Shoals Theatres, R. E. Baulch, Kermit C. Stengel, Louis Rosenblum, and all of the major distributors except Columbia.

The complaint is answerable in the United States district court here on or before September 13.

George H. Armistead jr. and McConnico, Hatche, and Waller have been engaged as attorneys for Crescent and certain of its affiliates, while Cornelius, McKinney and Gilbert will represent certain other affiliates.

### Crescent Chain Postpones Murfreesboro House

MURFREESBORO—The first effect of the government's suit against the Crescent Amusement Co. has been the indefinite postponement of plans for erection of a new theatre here. The complaint filed against Crescent asks for an injunction against expansion of the present chain.

An unconfirmed report states that an independent plans the immediate construction of another house in Murfreesboro.

## *Black Hotel Penthouse May Be O. C. Variety Rooms*

OKLAHOMA CITY—The penthouse of the Black Hotel here probably will be used as headquarters for the new Variety Club formed last month by a number of leaders in the state theatrical industry, if present negotiations proceed satisfactorily.

Charles E. Kesnick, southern district manager for Metro-Goldwyn-Mayer, was guest speaker at the second meeting of the club, held last week, and his speech was so convincing that LeRoy Bickel, Dallas M-G-M manager, also at the meeting, promptly signed up for a membership in the local chapter. Or perhaps it was because LeRoy was celebrating his birthday.

At the meeting Morris Loewenstein was named head of a committee to check membership applications from newspaper men, theatre men, radio men and amusement park fields. Jack Curry, Paramount exchange manager, was named to handle film exchange group memberships.

## *New Winona Manager*

HELENA, ARK.—Lois Stanton, who has been assistant manager of the Paramount Theatre here for the past two years, has been named manager of a theatre at Winona, Miss. The Winona theatre has been taken over by the Malco Theatres, Inc.

# *Williams-Griffith Chain for Nebraska, Iowa Formed*

## McGinley American Now Williams Unit

OKLAHOMA CITY—K. Lee Williams Theatres, Inc., has announced outright purchase of the American Theatre at Wilburton, Okla., from J. G. McGinley. "Johnny" McGinley has announced his retirement from the theatre business to begin a career in the oil industry.

The Williams circuit has also secured a ten-year lease on the Rohenstein Bldg. on Main St. of Wilburton and will immediately convert it into a "B" house for weekend operation.

C. E. Parker, construction engineer for the circuit, is now preparing a remodeling program for the American Theatre, which will include a new modernistic marquee, two rest rooms, concession stand, an entire change of boxoffice and front and a large new Neon sign.

The American is the 12th theatre for the new Williams organization since the first of the year. All situations have undergone a complete remodeling.

Remodeling of the Amusu Theatre in Fordyce and construction of a new B house there is in progress.

## *Transfer Places Medd in Crescent Home Office*

NASHVILLE—Hal Howard, former manager of the Strand Theatre, Oshkosh, Wis., has been made manager of the Roxy Theatre, Gallatin, succeeding E. R. Medd, who is being transferred to the main office here of Crescent Amusement Co., the change to become effective September 1. Medd has managed the Roxy since its opening in 1937.

OKLAHOMA CITY—A new circuit with $250,000 capital stock has been announced here to operate in Nebraska and Iowa. It will be known as Williams-Griffith Theatres, Inc., and already has taken over theatres in Auburn and Nebraska City, Neb., as the nucleus of a planned expansion through the aforenamed states. The two Nebraska towns are now being operated out of the Griffith-Dickinson office in Kansas City under supervision of H. J. Griffith.

H. F. Williams is president of the new circuit organization with K. Lee Williams, head of the K. Lee Williams Theatres, Inc., circuit as vice-president; H. J. Griffith of Griffith-Dickinson Theatres as secretary and treasurer, and Harry McKenna, now with K. Lee Williams Film Exchange, here as assistant secretary-treasurer.

### K. Lee Williams Announces New City Manager Posts

OKLAHOMA CITY—Permanent appointment of new city managers for K. Lee Williams Theatres, Inc., towns has been announced by K. Lee Williams, head of the new circuit.

Gerry Doig, former manager at Nashville, Ark., has been named city manager at Fordyce, Ark.

Bill Fraizer, formerly manager at Ashdown, Ark., has been named city manager at Broken Bow, Okla.

Jewel Callaham, former assistant manager at Broken Bow, Okla., has been named city manager at Ashdown, Ark.

Cecil Callaham, former assistant manager at Frederick, Okla., for the Griffith Amusement Co. for a number of years has joined the Williams circuit staff as city manager at Nashville, Ark.

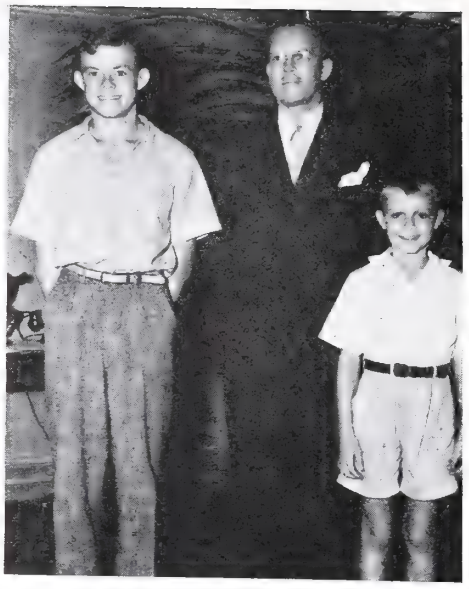
The first managers meeting was held at DeQueen, Ark., last week and will be followed by weekly meetings of managers in Arkansas and Oklahoma towns where the circuit now operates.




## *Family Views "Oomph" Girl's Debut—* —William Langley Photo

*Members of Ann Sheridan's family being greeted by Walter M. Henschel, manager of the Palace Theatre in Dallas at the premiere of "Winter Carnival." Left to right: Leo and Mrs. Kent and Miss Dorothy Nichols of Ft. Worth, George B. Sheridan of Denton, and Henschel. Mrs. Kent is a sister and George Sheridan a brother of the star.*







## *Southern Visitors to the World Fair—*

*Left, R. J. O'Donnell, Dallas general manager of the Texas Interstate circuit. Center, Montgomery S. Hill, city manager for the Kincey circuit in Greensboro, N C., and his sons, Hugh and Monty. At the right are Charles Simpson, manager of the Cameo, and Forney Brice, manager of the Ritz, both in Anniston, Ala. All photos were taken in the Paramount World Fair lounge at the home office.*

# Hearing on Frels Case Postponed

VICTORIA, TEX.—Hearing of the injunction case against the J. G. Long and R. E. Griffith Theatres, also including Jefferson Amusement Co. as filed by Rubin Frels, seeking to restrain building of a new theatre in Victoria because of alleged stay of trade practices, has been postponed in state district court until Monday, August 28.

The postponement also carried with it a temporary restraining order that the Long-Griffith combination may not proceed with the new house until the hearing for injunction is completed.

Contract for the new theatre was to be let August 15. Because of circumstances surrounding the new house Frels claims a combination and conspiracy in restraint of commerce contrary to the state anti-trust laws. The postponement, according to the report, was given because defendants had not sufficient time in which to prepare for the hearing.

## *Weatherall Plans New Theatre at Teague*

MADISONVILLE, TEX.—R. B. Weatherall, owner of the Plaza, is branching out in show business with plans to open a new theatre in Teague in competition to the J. G. Long circuit. Within the past few months Long purchased the Madison here from Al Stoddard thus furnishing a more brisk competition to Weatherall who is retaliating by opening the Teague show where Long also recently entered by purchasing the Star from the H. H. Covingtons.

# DALLAS

WALLACE (Sam Bass) Rucker was here from Round Rock this week for a more or less social visit and to make a general survey of bookings for his new Rock Theatre at Round Rock, details of which are handled by Forrest White of Ind-Ex Booking Service.

*Jack Adams jr., interested in the Harlem (colored), at Austin, was negotiating other deals for Negro or any other shows this week. Indications were that he plans one for Denison.*

Among other vacationists were the Jack Waltons and the Forrest Whites, who made a quick trip to New Orleans, taking in most of the sites there. By way of identification, Mrs. White is secretary to Leroy Bickel, Mrs. Walton is in the M-G-M office, Jack is booker at RKO and Forrest White books for 15 independent theatres.

*Miss Maude Vandergriff of the M-G-M contract department has been enjoying a sea voyage to Honduras and Central America.*

Young Ben McKinney was on the Row for a day or so doing some preliminary booking and such for his new Navaway Theatre opening in south Houston soon.

*Miss Winifred Cutler, Paul Short's up-to-the-minute secretary over at National Screen, is enjoying a well earned vacation with headquarters in the Buccaneer at Galveston.*

The next Friday, the 13th, is in October and already there is a wave for "Jinx Shows" on this date. Film companies having available "horror" films are cooperating. Such bookings for this date are coming in numbers, according to a list seen Wednesday for campaign accessories.

*An approaching marriage of interest is*

(Continued on page 100)

# Darnell Campaign Tops Predecessors

DALLAS—The Linda Darnell campaign on her personal appearance along with showing of "Hotel for Women" at the Palace outranked all efforts and results that have come from Hollywood in a tie-up with Texas key cities, according to some of those who made a close tab on the engagement.

Being a Dallas girl, Darnell also topped all lineage in newspaper columns with all critics saying she has the background and intelligence for making a star—whatever that means.

More important, is the fact that Linda, with her personal appearance, plus the picture, and being a Dallas high school girl, did as much business for the Palace in two days as the theatre does on an average week.

Herman Biersdorf, 20th Century-Fox manager, was highly impressed with the campaign and is sold on the idea his company has a new boxoffice star. He told BOXOFFICE that the figures in this case were bigger than they have ever been for any other Hollywood star who has made a personal appearance here.

### Iris at Terrell Reopened

TERRELL, TEX.—After streamlined modernization the new Iris has reopened with its tile and colored glass front stressed with Neon lighting. The owners are Leaman Marshall and the Robb & Rowley circuit.

### Charlie Bess Helms Woodbine

NASHVILLE—The Woodbine Theatre was opened with Charlie Bess, formerly assistant manager of Fifth Avenue, as manager.

# MEMPHIS

THE latest report from Grover Wray, RKO salesman, who was rushed to the Gartly-Ramsay Hospital on Monday for an emergency operation for appendicitis is doing nicely. However, it will be several weeks before he will be able to get out into the territory again.

*H. J. Pittman of the Paradise Theatre, Cotter, Ark., spent two days last week in Memphis booking. This was, he advised, his second visit to the Row during the entire time he has owned this show. Another unusual visitor to the Row was E. W. Savage of the Palace Theatre, Booneville, Ark.*

Nate Evans and Chalmers Cullins have announced the opening of the Orpheum Theatre for the fall season. This policy will consist of stage attractions and pictures. Their initial stage show will be the personal appearance of John Boles and company.

*Earl Crotchett, Universal Newsreel cameraman, is back in Memphis after a vacation in New York and Canada . . . Prof. W. E. Montgomery of the State Theatre, Henderson, Tenn., was in advancing his bookings to include the next several months, as school starts Monday and he says getting several hundred students started off right will keep him plenty busy for a while . . . Ike Katz of the Paramount Premium Co. in Washington, D. C., was in Memphis this week.*

Exhibitors seen along the Row this week: Jack Wilbanks, Hinz, Walnut, Miss.; G. H. Goff, Parsons and Bruceton; Otis Taylor, Dresden, Tenn.; Claude Gentry, Lyric, Baldwyn, Miss.; Lyle Richmond, Missouri, Senath; J. N. Courtney, Country Show, Maben; B. H. Jackson, Ruleville; W. T. Ellis, Regent and Ellis, Cleveland, Miss.; L. F. Haven jr., Forrest City; Charles Canfield, McCrory, McCrory, and Addys Brown and Jimmy Nichols, Nevada, Prescott, Ark.

*Edith Jensen, head inspectress at Fox, is still unable to return to work. She had quite a serious operation several weeks ago. She is expected to return to her post around September* 1.

R. B. Gooch of the Rustic Theatre at Selmer, was on the Row booking for the first time in several weeks. Upon questioning him about his absence we learned he had been vacationing in Hot Springs for two weeks.

*Buster Clark of the Alamo at Pine Bluff, Ark., was in Memphis this week, but this time not booking. He brought his young son in for an operation. The latest reports is that the little fellow is doing nicely and they soon will be able to take him home again.*

M. M. (Buck) Buchanan of the 'Bama at Athens, Ala., is spending a few days in Memphis looking after his other business interests, as his booking is done in Atlanta.

*Three of the Arkansas exhibitors, who were in this past week and advised they would not be back until September* 30 *when the Arkansas-Mississippi State football game is held in Memphis, were W. F. Sonneman of Fayetteville; C. H. McCroskey of Dermott, Eudora and Lake Village, and Raw Wilson of the New Theatre, DeWitt. They are all ardent football fans and will be pulling for their team.*

W. A. Scully of the Universal home office was in Memphis checking up on the possibilities of remodeling the present exchange or moving into a new location, when the present lease expires which will be in the near future.

*Tom Young, 20th-Fox branch manager, has just returned from a trip to Dallas . . . Jerry Karnegay, shipper at Columbia, and Miss Pauline Woodard, a nurse, were married on August* 1 *at Cedar Grove, Tenn. After a ten-day honeymoon in Arizona and Mexico, Jerry is back on the job.*

Ed Williamson, booker at Fox, is away from his desk due to an attack of malaria. He has been ill for the past week, but he is expected to return Monday.

*Harry Martin, film critic of the* Commercial Appeal *and Jack Bryan of the* Press Scimitar *have gone to New York as the guests of Universal, to attend the world premiere of the "Under-Pup," which will be held at Scanton, Pa., Friday, August* 25, *and also attend the "Gloria Jean" day at the Fair on Sunday, August* 27. *They will be gone approximately ten days.*

When the Variety Club announced plans to raise funds for the Mother Milk Bank to be established at the John Gaston Hospital as the organization's principal charitable endeavor, the women members of Filmrow volunteered to help in the enterprise, though they are not Variety Club members. Chosen as chairmen of the two women's divisions were Norman Baer, secretary to Jimmy Prichard of the Universal office. Captains of the teams under them are: Irene Jones, RKO; Mrs. Nell Doherty, Columbia; Marjeanne Baer, Universal; Mary Alice Sperry, Warner; Gladys Haden, M-G-M; Elizabeth Waskey, Paramount; Lenora Hunter, 20th Century-Fox; Mary Elinor Williams of Monogram and Republic; Marguerite Ryan, National Screen Service, and Mary Jo Tate, Malco and Peerless Poster Exchange.

*The Variety fund is now half-way to its seasonal goal of* $5,000. *M. A. Lightman is general chairman of the campaign.*

# Joy Case Answer to Be Filed Monday

DALLAS—For the damage suit of Joy Theatre Co., Houston, asking about $16,000 damages against the major distributors, Interstate Circuit and others, George Wright, prominent Dallas attorney, will be in Houston Monday to file answer, in behalf of the defendants, to the plaintiff's claim, it was learned from the defendant side of the case.

Date for hearing has not been set or learned in Dallas. The Joy suit, however, with Tol Teeter, principal in the proceedings, is a sort of by-product of current legal proceedings in the industry. Teeter operated burlesque with any run of film. His petition says he has been denied the type of pictures he needed for his clientele.





## *Southern Visitors to Hollywood—*

*Shown here at the Warner studio are Charles W. Jolly, above, exhibitor of Coleman, Tex., with Margot Stevenson, and John Griffin, below right, with Dennis Morgan. Griffin is manager of the Coleman and Glory "B" theatres at Miami, Okla., for the Griffith circuit.*

# AUSTIN

INTERSTATE'S new Austin Theatre had a gala opening in South Austin Friday night, August 18. Radio Station KNOW had Pat Adelman as emcee, interviewing the arrivals at the front door. The feature 20th-Fox's "Stanley and Livingstone." Among the first-nighters were Ruth Lewis, critic, Austin *American-Statesman;* Frank Starz, Interstate's publicity director, Dallas; also from the home office were Ray B. Willie, district manager; Harry Sachs and P. K. Johnson, booking department, Interstate circuit. Proceeds from the first night went to charity, according to City Manager Louis Novy. Francis Vickers is house manager of the new Austin Theatre.

*The new assistant manager of the Capitol Theatre is Boyd Sinclair. William Hellums is skipper of this house. Every Saturday morning, the Capitol is having a "Kiddisicle Revue" which is meeting the approval of all of the boys and girls in the Capitol City.*

## Rhodes' New Building at Jasper Nearly Ready

JASPER, TEX.—Remodeling of a new building by A. B. (Dock) Rhodes is about completed. The top flight is fitted into office suites, six already being occupied. The new theatre on the ground will be ready by September 1, Rhodes said. In this operation Rhodes is affiliated with Jefferson Amusement Co.

## Drexel Baum to Dallas; H. Johnson Successor

CHARLOTTE—H. E. Pickett, manager of Paramount's Charlotte branch, announces the transfer of Drexel Baum, heretofore advertising sales manager here, to the company's Dallas, Tex., office, and the appointment of H. Johnson, formerly of Asbury Park, N. J., to succeed Mr. Baum in the Charlotte office. It is Mr. Johnson's first position with the company.

Baum will perform the same duties in Dallas as in Charlotte, it was explained, but the transfer is regarded as a promotion because the Dallas branch is larger. He came to Charlotte several years ago from Kansas City, where he was well known in film circles.

## Warner Club Elects

CHARLOTTE—The Warner club of Charlotte, composed of Warner employes, at a recent meeting re-elected W. D. Pickard as president; N. J. Frye, vice-president; Mrs. R. S. Logan, secretary, and George Viohl, treasurer. J. A. Bachman was re-elected chairman of the welfare committee and of collections and loans.

## New Theatre Game

CHICAGO—"Hollywood," a new theatre game its sponsors claim is operated entirely by the audience, is being offered in the south on a test plan devised by Hollywood Amusement Co., Inc., here. The firm also distributes "Lucky Strike" and "Wahoo."


YES SIRREE!

A New Simplex Projector

TRADE MARK REG'D.

MODEL S-I

For you little fellows who want to give big city projection at little city prices.

TAKE A LOOK NOW

NATIONAL THEATRE SUPPLY CO.

ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY



BUFFALO COOLING EQUIPMENT

315 S. HARWOOD BUFFALO ENGINEERING CO., INC. DALLAS, TEXAS


# OKLA. CITY

HANK HAROLD, advertising artist with Standard Theatres here, has resigned, after a very capable demonstration of good art in theatre copy. He will be succeeded by poster ad man, Basil Lowery, who also will handle Harold's former duties.

*Somebody had a sense of humor after seeing "Our Leading Citizen" at the Midwest last week. Paramount had placed audience reaction cards to be mailed back. This gentleman answered his question about Susan Hayward by stating he liked her and where the card asked "Would you like to see her in another picture?" he answered with a terse "Doesn't Matter."*

Oklahoma Theatre Supply Co. has sold 500 new Heywood-Wakefield chairs to the University of Tulsa at Tulsa for its auditorium.

*The Griffith Amusement Co. opened its new State Theatre at Sapulpa last week. Jimmy Zartuludes is Sapulpa city manager for Griffith.*

Mr. and Mrs. I. G. Killough are getting set to reopen their rebuilt and modernized Ritz Theatre at Ada this week, we understand.

*C. W. Duncan is installing 250 new Heywood-Wakefield chairs in his Avon Theatre at Weletka, Okla., purchased from the Oklahoma Theatre Supply Co.*

Wallace Walthall of Dallas, National Screen gent loved and respected by all and sundry locally, in town for a visit.

*Dee Fuller staged a Bob Burns contest with KOCY based on a "Be Your Own Movie Reviewer" stunt where station's listeners were given passes for best reviews of "I'm From Missouri" showing at the theatre.*

Ben J. Kalmenson, Warner sales manager, and Fred Jacks, southern district manager, in town on a product deal with the Griffith Amusement Co.

*Hester McColgin of Standard theatres secretarial staff visiting in Houston . . . Margaret Muir, receptionist at Standard, to Texas on a vacation . . . T. B. Noble jr., State Theatre managing director, out of town on important business.*

Yours truly on his KOCY daily radio film program asked listeners to name films they would like to have brought back. Most requested were: "A Star Is Born," "Little Women," "Thanks for the Memory," "It Happened One Night," "Rose Marie," "Cimarron," "Girl of the Golden West," any Rudolph Valentino film, "Adventures of Tom Sawyer," "Personal Property," "Les Miserables," "Lost Horizon," "100 Men and a Girl," "Lilac Time" and "Magnificent Obsession."

*Ask Harry MacKenna of K. Lee Williams Film Exchange what that world's champion softball pitcher had on the ball when he batted against him.*

# ATLANTA

MRS. J. V. ELWELL is back at her desk at Amity Exchange after a brief vacation . . . Mrs. C. A. Matthews, daughter of Amity's J. U. McCormick, was an Atlanta visitor. She hails from Gastonia . . . Howard Wallace, of Sack Amusement, has returned from a vacation in Florida. He did no fishing . . . Miss Sandra Hickman, of Dixie Film Exchange, has returned from a New York World's Fair trip . . . W. J. Kimberly of Visugraphic, spent a few days in Waycross, Ga., making plans for a forthcoming picture.

*Along the Row: Ellison Dunn of Donaldsville, Ga.; L. T. Sheffield of Headland, Ala.; Mrs. Ethel Blanton of Cairo, Ga.; Mrs. W. T. Smith of Tennell, Ga. . . . News from 20th Century-Fox: Harry Ballance was on trip in territory last week. Paul Wilson was in Florida . . . Jack Lamont of GN was out of town on a trip, returning Thursday.*

The Brothers Drake—C. A. and J. L.—plan to open their new house at Pearson, Ga., early in September. It will be called the Drake . . . Ray Corrigan, Republic cowboy star, is working down through the south on personal appearance tours. He is due to head back for the coast September 12, following his appearance at Thomaston, Ga. His booker, J. D. Chafin, is in Atlanta in connection with Corrigan's appearances.

*Gus King spent the weekend in Columbus, Miss. . . . Mrs. Abe Brown, wife of the K&B Soda Co. host, is back from a brief New York trip . . . Hobson Johnson has been named general manager of the Powell Theatres, with headquarters in Vidalia, Ga. He succeeds J. T. Douglas, who was recently injured in an automobile accident. Douglas is still confined to his home, but is reported improving . . . John J. Mangham, head of Monogram-Southern, was in New Orleans last week. Bernice Wadsworth, of that office, is on vacation . . . Riley Davis has returned from a vacation trip to Daytona, where he rested a great deal and caught a few fish . . . Mrs. Helen Hardy and Miss Janie Ledbetter of Theatrical Printing are on vacation.*

Sid Reams, head of Theatrical Printing, is building a new home at Johnson Estates. It will be ready for occupancy around September 1. Reams also announces purchase and installation of a new press in the Atlanta plant, as well as a new press for the Dallas plant. The Atlanta office front will be decorated with some new signs also, Reams said.

*Mildred Matthews, telephone girl at RKO, just returned from a vacation trip to Florida and Havana. She traveled by plane all the way . . . Ed Pentecost, manager of Loew's Grand, reports success with the "Wizard of Oz" contest, held in cooperation with the* Atlanta Constitution, *morning newspaper. The contest was based on boys and girls from the age of 16 down making and wearing costumes like those worn by Judy Garland, Ray Bolger and Jack Haley in the film. Cash and ticket prizes were awarded. Due to rainy weather, a parade of the Dorothys, Tin Woodmen and Scarecrows had to be canceled. But the judging party at the Henry Grady hotel was a big success.*


Build Profits—Patronage with

**PARAMOUNT PREMIUM CO.**

IKE KATZ, Sales Mgr.

210 H. St. N. W. WASHINGTON, D. C.


## *Wishart of Lumberton Fractures Thigh Bone*

CHARLOTTE—W. S. Wishart of the Carolina Theatre in Lumberton was brought to a Charlotte hospital for treatment of injuries received in a peculiar accident which fractured a thigh bone. Wishart, who is 80 years of age, but far from feeble, was about to enter the side door of the theatre when an unidentified woman walking rapidly ran into him at right angles, tripped him and threw him to the pavement. He has been connected with theatres about 25 years.

### Curtiz on "Sea Hawk"

HOLLYWOOD — Next assignment for Michael Curtiz, following "Four Wives," at Warner will be "The Sea Hawk," in which Dennis Morgan will feature.

## *Alton Sims Now Heads Memphis R&R Bookings*

MEMPHIS—Effective August 25, Alton Sims took over the booking department of the local Robb & Rowley office, which has been handled for the past six months by Ed Rowley jr. Sims has been with the organization for several years in the Little Rock office. Ed jr. is going to college.

Sims is the brother of Bill Sims, who opened the local R&R office and did the booking until he was transferred to the Dallas office and Ed jr. came to Memphis. This office handles the bookings for the Little Rock houses, first and suburban runs: Magnolia, Arkadelphia, Malvern, Benton and Beauxite, Ark.

## *Assign Hershfield Over Two in Chattanooga*

CHATTANOOGA—Samson Hershfield, for the past several months manager of the Riviera Theatre in North Chattanooga, has been made joint manager of the Riviera and Park theatres.

### Will Open Missouri House

HORNERSVILLE, Mo.—Lyle Richmond and Johnny Mohrstadt are opening a new theatre, the Strand, here. The house will seat 300.

### Judsonia Repairs Finished

JUDSONIA, ARK.—Remodeling has been completed on the Judd Theatre. The interior and exterior were repainted and redecorated.


**SAVE EVERY DOLLAR YOU CAN**

With low summer grosses caused by soft ball games—hot weather—vacations—and a thousand other excuses—it is the time for you to save every dollar you can in every way you can . . . By concentrating your supply purchases now with

**WIL-KIN**

The supply house of the south that keeps prices down to the minimum on all quality merchandise. A trial order will prove to you that you can save many supply dollars.

*Next time try*

**WIL-KIN** THEATRE SUPPLY, INC.

150 Walton St., ATLANTA
Phone WALnut 4613

321 S. Church, CHARLOTTE
Phone 8620

*"Everything for the Theatre Except Film"*

# SANTONE

EDDIE SOBOL, Jesse Lasky's casting and musical director from Hollywood, was in town last week with the "Gateway to Hollywood" company on the Majestic Theatre stage. Among the local girls vieing for a chance to work in pictures were Gladyce Carlson, Libby Lande, Jeanne Keller, Angela Floyd, Lillian Laughlin, Regina Cassidy, and Helen Teale.

*Andy Rodriguez is producing and directing the "International Revue" with local and foreign talent. The stage show is playing one nighters including several midnight stands.*

The new lineup of talent at the Joy Theatre includes the following: Misses Blanche Ryan, Mary Bradley, Thelma Wooten, Jewel Morgan, Patty Laughlin, Francelle De Viney, Lilly Laughlin, Virginia "Ginger" Franz and Betty Lee.

*Among the recent Paramount exchange visitors were Carl Johnson, Arcadia Theatre, Floresville, and Mr. and Mrs. Clayton Schmidt, State Theatre, Pontatoc, who were proudly displaying their new youngster of four or five months old . . . Other callers seen around the Interstate city office included Raymond B. Willie, district manager, Dallas, and Ray Erlenborn, sound technician with Lasky's radio revue which played the Majestic Theatre last week.*

Anita Louise spoke before the San Antonio Rotary Club Friday noon in place of Jesse Lasky who was delayed on his arrival from Houston . . . Jack H. Adams of Adams Film Exchanges, Dallas, was in recently for a chat with J. J. Jimenez at the Azteca Films office here. The Foreign Film Exchange, handling Spanish product, was short lived in Dallas, we are informed, and now the firm has been taken over by Azteca Films.

*Another Czechoslovakian film, "Divoch," was shown at the Highland Theatre Sunday morning for the Czech population on the south side of San Antonio . . . The J. G. Long circuit recently opened two new houses in south Texas. They include the New Theatre in Bishop and the new Spanish Theatre in Taft. It is understood that the latter situation will run Mexican talking pictures at intervals.*

John T. Floore's mother, who resides in Troup, Tex., has been ill. The Texas theatre manager was a recent visitor here . . . Vacation notes: Emily Williams, secretary in the Interstate publicity department here, is off to the San Francisco Fair, and Chester Nunn, chief of service at the Aztec Theatre, is back on duty after a vacation here and there.


**The Queen Feature Service, Inc.**
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.


## New Austin Opened

AUSTIN, TEX.—The new Austin, seventh Interstate theatre for this city, opened in the south neighborhood with fitting ceremonies. The new and modern theatre comes under direction of Louis Novy, city manager, who promoted Francis Vickers to house manager of the Austin.

## Terrells Buy Menlo

MURFREESBORO, ARK.—Mr. and Mrs. Alton Terrell are the new owners of the Menlo Theatre here. They recently bought the house from Mr. and Mrs. V. B. Lewis, who operated the theatre for several months.

### Theatre Installs Tiling

SPRINGDALE, ARK.—Tiling to cover the entire east and west walls of the auditorium is being placed in the Concord Theatre here.

# DALLAS

(Continued from page 96)

*that of Miss Lucille Sorenson, daughter of Henry Sorenson, who will be wedded on September 29 to Ray Townes, an assistant chief engineer for the Interstate Circuit. More than a month in advance, the well-known couple is being congratulated.*

Other marital note is the approaching marriage of Hugh Owen, United Artists branch manager, who soon will wed a Dallas socialite, he being one himself if you follow society columns. Orchids are being imported for this occasion, it is said.

*O. L. Smith of Alto was on the Row speeding things up for the Alto Theatre, which has just had its "face" lifted and its "body" overhauled. A new marquee of modern design was installed.*

Cards announcing the opening of Sack Amusement Enterprises New York branch at 723 Seventh Ave., have been received. The lower right hand corner of the folder carried the name of Lester J. Sack, branch manager. The company was founded in 1919, is now incorporated and first opened in Texas at San Antonio, moving the home office to Dallas last year. Sack announces national distribution of all Negro cast pictures from its four offices in Dallas, Atlanta, Chicago and New York.

*Film and theatre Rows will be well represented as usual at the Cotton Bowl football classic on Labor Day night when Green Bay Packers clash with the All-Star ex-collegiates. Film men always have added color and much revenue to the football cause in Texas. The Variety Club has 50 choice tickets at $3.30 each.*

The new, bigger and better Variety Club rooms will be ready in the Adolphus the last week in August and that regular weekly luncheons on Mondays will be resumed probably on September 11 with





## *Hollywood* is a skill-game natural!

A sure ticket for closed territories. That's why theatre owners in territories where other types of games are out, are using HOLLYWOOD. And HOLLYWOOD is doing one sweet job. It's bringing back the old crowds . . . standing them in the aisles . . . and setting new records at the box office! No two ways about it—no matter what the conditions are in your territory—you are on the right track with this popular skill-game attraction. Write us today about our new Free Test Plan. It is understood you are under no cost or obligation.

**HOLLYWOOD AMUSEMENT COMPANY, Inc.**
831 South Wabash Avenue
CHICAGO, ILLINOIS

definite announcement to come later. In the meantime Miss Bonnie Long, executive secretary, took a vacation trip to Monterey.

*Rubin Frels was in town from Victoria in between suits, as it were. He had a case in court there last week and it comes up again Monday which conveniently gives him a chance in between to do booking for his circuit. Frels has given the courts more business than probably any other Texas exhibitor, his present controversy being with the Griffith-Long setup. In the meantime, Frels has been able to operate about ten theatres, raise a family, and now has plans to build a fine new home in Victoria.*

J. C. Clemmons of Beaumont, retired from active exhibition, paid the Row his second casual visit during the week since his inactivity. While in town he met one of his sons, Tom Clemmons, now of the Cactus in Pecos. Young Tom and Joe Clemmons jr., recently purchased the Cactus in Pecos and Alpine and the Tower in Monahans. When the former was asked if they had acquired additional theatres he said no, but we are trying to get them.

*V. E. Hamm, Wichita Fall's independent exhibitor, who has been in the limelight recently, was on the Row Tuesday setting in product for his three subsequent run theatres there.*

Lloyd Rust, the Republic manager, is back on the job minus an appendix. Slight of stature, the ordeal pulled him down a little way which didn't last long as Lloyd is again singing the praises of Gene Autry to exhibitors.

*M. S. White, former Dallas exhibitor and exchange manager before that, had blueprints of a new theatre he said he is going to build in a Fort Worth neighborhood, but he didn't name the area. The prints showed large seating capacity with a balcony of over 500 seats. White said something about his signing an agreement at the time he sold three theatres to Interstate that he would not operate in Dallas within five years. Hence the Ft. Worth house.*

Another new Texas theatre to carry considerable investment will be that of L. M. Threet who is about ready to start on construction in Port Arthur following successful opening of his Jacksonville theatre. Plans for this house have been drawn by Pettigrew and Worley.



## *Proof They Went Fishing—*

*A. C. Bromberg, president of Republic Pictures of the Southeast, invites Atlanta Filmrow armchair Waltonites to have a squint at these views along the Gulf, results of a recent trip. At the left are Bromberg, in white trousers, and Leo Seicshnaydre, manager of the Republic New Orleans branch. Center is Ed Ortte, Clermont Harbor, Miss., exhibitor, who formerly worked for Bromberg, and a few of his many friends. At the right, Seicshnaydre on kitchen police near the dinner deadline.*




**MODERN SOUND AT LOW COST— NOW!**

Makes it possible for every exhibitor to give his patrons the best sound available. Why continue to run the old sound system, which should have been replaced years ago, when you can install the *Master-Model Operadio* so easily and have sound comparable to any.

*Write for literature and prices, and trade-in proposition on old sound.*

**HERBER BROTHERS**

*"Fair Treatment and Adequate Service Always"*

210 SOUTH HARWOOD DALLAS, TEXAS

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **SCANDAL SHEET**—Edward Norris, Otto Kruger, Ona Munson, Nedda Harrigan, John Dilson. Producer: Irving Briskin. Director: Nick Grinde. | **BLONDIE BRINGS UP BABY**—Penny Singleton, Arthur Lake, Larry Simms, Danny Mummert, Daisy. Producer: Robert Sparks. Director: Frank R. Strayer. Screenplay: Gladys Lehman.<br><br>**BEWARE SPOOKS**—Joe E. Brown, Mary Carlisle, Marc Lawrence, Clarence Kolb, George Lewis, Frank Thomas. Producer: Robert Sparks. Director: Edward Sedgwick. | **THE MAN TRAILER**—Charles Starrett, Bill Elliot, Dick Curtis, Iris Meredith. Producer: Leon Barsha. Director: Norman Deming.<br><br>**THOSE HIGH GREY WALLS**—Walter Connolly, Onslow Stevens, Douglas Fowley, Iris Meredith, Paul Fix, Stanley Blystone, Bernard Nedell. Producer: B. B. Kahane. Director: Charles Vidor. |
| GN | | | |
| M-G-M | | **REMEMBER**—Robert Taylor, Greer Garson, Lew Ayres, Billie Burke, Lionel Atwill, George Barbier, Sara Haden, Paul Hurst, Reginald Owen. Producer: Milton Bren. Director: Norman Z. McLeod. Original: Norman Z. McLeod, Corey Ford. | **BALALAIKA**—Nelson Eddy, Ilona Massey, Charles Ruggles, Lionel Atwill. Producer: Larry Weingarten. Director: Reinhold Schunzel. |
| MONO. | | **SCOUTS OF THE AIR**—John Trent, Marjorie Reynolds, Milburn Stone. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. | |
| PARA | | **UNTAMED**—Ray Milland, Patricia Morison, Akim Tamiroff, Eily Malyon, William Frawley, Jane Darwell. Producer: Paul Jones. Director: George Archainbaud.<br><br>**EMERGENCY SQUAD**—Louise Campbell, William Henry. Producer: Harold Hurley. Director: Edward Dmytryk. | |
| RKO RADIO | **RENO**—Richard Dix, Gail Patrick. Producer: Robert Sisk. Director: John Farrow. | **THREE SONS**—Edward Ellis, Kent Taylor, William Gargan, Barbara Pepper, J. Edward Bromberg, Alex D'Arcy. Producer: Robert Sisk. Director: Jack Hively. Original: Lester Cohen. Screenplay: John Twist.<br><br>**MARSHAL OF MESA CITY**—George O'Brien, Virginia Vale, Henry Brandon, Leon Ames, Chill Wills. Producer: Bert Gilroy. Director: Dave Howard. Screenplay: Jack Lait jr. | |
| REP. | **HEROES OF THE SADDLE**—Robert Livingstone, Duncan Renaldo, Raymond Hatton, Jacqueline Wells. Producer: Harry Grey. Director: George Sherman. | **HEADLINE NEWS** — Arleen Whelan, Michael Whalen, Gordon Oliver, Charley Grapewin. Producer: Herman Schlom. Director: Harold Young. Screenplay: Lionel Houser, Alice Altschuler. | |
| 20TH-FOX | | **TOO BUSY TO WORK**—Jed Prouty, Spring Byington, Florence Roberts, June Carlson, Andrew Tombes, Kenneth Howell. Producer: Sol Wurtzel. Director: Otto Brower. Screenplay: Stanley Rauh.<br><br>**20,000 MEN A YEAR** — Randolph Scott, Mary Healy. Producer: Sol Wurtzel. Director: Al Green. Screenplay: Owen Francis, Lou Breslow. | |
| UA | **OF MICE AND MEN** — Burgess Meredith, Lon Chaney jr., Betty Field, Charles Bickford, Noah Beery jr., Leone Roberts. Producer: Hal Roach. Director: Lewis Milestone. Original: John Steinbeck. Screenplay: Lewis Milestone. | | |
| UNIV. | **DESTRY RIDES AGAIN**—James Stewart, Marlene Dietrich. Producer: Joe Pasternak. Director: George Marshall. | **LISTEN KIDS**—Johnny Downs, Constance Moore, Edgar Kennedy, Paula Stone, Janet Beecher, Marjorie Rambeau. Producer: Al Rogell. Director: Al Rogell. | **CALL A MESSENGER**—Huntz Hall, Billy Halop, Little Tough Guys, Mary Carlisle, Larry Crabbe, Milburn Stone, Victory Jory, Robert Armstrong. Producer: Ken Goldsmith. Director: Arthur Lubin. Original: Sally Sandlin, Michael Kraike. Screenplay: Arthur T. Horman. |
| WB-FN | | **FOUR WIVES**—Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page, Eddie Albert, Jeffrey Lynn, Fay Bainter. Director: Michael Curtiz. Screenplay: Phillip and Julius Epstein. | **THE ROARING TWENTIES** — James Cagney, Humphrey Bogart, Ann Sheridan, Jeffrey Lynn. Producer: Sam Bischoff. Director: Raoul Walsh. Original: Mark Hellinger. Screenplay: John Wexley, John Huston. |

# Points to an Escape From Duals Policy

TORONTO—The solution of the double-bill problem is within the power of the major producing companies, according to N. A. Taylor, vice-president of the Independent Theatres Ass'n, Toronto, and managing director of 20th Century Theatres.

In an interview Taylor suggested that the producers should aim to make two types of pictures—the Grade "A" smashes and long featurettes, both with boxoffice names, with the idea in mind of combining one of each in a balanced program. He typed the "featurette" as a "long-short" of approximately four reels and would use it as a companion film for the main attraction, the length of program to be approximately two hours and 15 minutes.

Taylor recommends this principle as a substitution for a double bill of two "B" features or for a program consisting of one "A" feature and an assortment of shorts which, he declares, are "often unrelated" and induce a confused blur. The one big feature and an attractive long-short would provide sufficient length and diversification. The single feature, with the usual shorts, does not have real drawing power unless it is recognized as an exceptional picture.

## *Associated Theatres Meet Next on Ontario Slate*

TORONTO—One more convention is on the tapis for Ontario film men, the remaining fixture being the annual gathering of managers of Associated Theatres, Ltd., a circuit of the Province which is linked with Famous Players Canadian Corp. The first Associated convention was held in Toronto in 1938 and it is expected that the second meeting will be held in the Ontario capital with the date quite late in the fall. Theatres are operated in Toronto, Oshawa, Belleville, Ottawa, Barrie, North Bay, Sudbury, Hamilton, St. Catharines, St. Thomas, London, Chatham and other cities.

A change in personnel has taken place in the transfer of H. V. Neun from the management of the Royal Theatre, Woodstock, a Famous Players house, to that of the Granada Theatre, Chatham, because of the death of J. Walters, manager of the Chatham for the past two years.

Following the appointment of G. Fairley as manager of the Capitol Theatre, Belleville, Ont., recently reopened, Dewey McCourt has been promoted to the position of assistant manager of the Patricia Theatre, London, where T. McKnight presides as manager.

### "Elizabeth" Follows Turkey Day

HOLLYWOOD — National release date for "Private Lives of Elizabeth and Essex" has been moved by Warner to November 23, the new Thanksgiving Day date.

# *Canada's National Film Board Start Due Late September*

MONTREAL — Canada's national film board, provided for in legislation passed during the last session of the Dominion Parliament, is expected to be in operation before the end of September. Its aim will be to bring Canada and the rest of the Empire closer by educational films. Appointments to the board to be announced soon are expected to include one or more members of the Dominion cabinet, some noted civil servants and outstanding business and professional men.

#### Supervises Documentaries

The board will supervise the preparation and distribution of "documentary" films, mainly of an educational nature, for use throughout Canada and the Empire. The work will be coordinated with similar activities throughout the other British Dominions.

The plan for the board was worked out chiefly by John Grierson, secretary of the imperial relations trust. Grierson is en route to Australia to work out a similar plan there.

Films prepared under the supervision of the board will be designed to show the mode of life and work in various sections of Canada. They will be distributed on a Dominion-wide basis in a plan designed to show Canadians of each sections just how those in the other sections work and live. Similarly they will be sent to Great Britain and the other dominions, in exchange for the same type of motion pictures from those places. The whole scheme is one which, it is hoped, will create a better understanding among British people.

#### Seven on Board

Great Britain and other parts of the Empire are reported to be eager for such films from Canada. This year's Canadian tour of Their Majesties has aroused great interest in things Canadian in all British countries, and there is a demand for information about the Dominion which, the government believes, can be furnished best through the medium of the screen.

The board will consist of seven members, all of whom will give their service free. There will be one administrative director, who will be a full-time official on a salary. The members of the board itself will consist of two cabinet ministers, two senior civil servants and three outstanding Canadians. The ministers appointed will be Hon. W. D. Euler, minister of trade and commerce, under whose department the present government motion picture bureau operates, and probably Hon. T. A. Crerar, minister of mines and resources.

The appointments from the public are being considered by the government. An attempt will be made to obtain one man prominent in the educational life of the country, one with technical knowledge of the motion picture industry, and a publicist with experience in the dissemination of propaganda.



## *New York Visitor—*

*D. R. Wilson of the Roxy and Auditorium theatres at Shawinigan Falls, Que., as he visited the RKO Radio World Fair headquarters in New York. Mr. Wilson also is publisher of the Shawinigan* Standard, *weekly newspaper.*

# Exhibitor-Publisher Sees Trade Pickup

NEW YORK—Business conditions in the town of Shawinigan Falls, Que., though 20 per cent below average now, should be back to normal by the end of the year, in the opinion of D. R. Wilson, showman and publisher of the Shawinigan *Standard* in the Canadian town.

The exhibitor-publisher came into New York for the Canadian Weekly Newspapers Ass'n annual convention after attending the Weekly Newspaper convention in Niagara Falls.

Owner of the only two theatres, the Roxy and Auditorium, in the town of 25,000 French and British inhabitants, Mr. Wilson finds his audiences prefer musicals, westerns and dramas.

## *Proudest Moment*

TILBURY, ONT.—Harland Rankin, manager of the Plaza Theatre, recently returned from a three-week vacation at Erieau, Ont. His proudest moment was teaching his daughter Nancy how to swim. Nancy recently celebrated her sixth birthday by entertaining all the children of Tilbury to an annual free show.

# See Breach Between FP, UA Knitting After Two Years

*By* MILTON GALBRAITH

TORONTO—The rumor persists along the Toronto Filmrow that United Artists Corp. of Canada, Ltd., and Famous Players Canadian Corp. are shortly to bury the hatchet after a two-year period of open warfare during which the UA product has been sold away from the coast-to-coast chain in the Dominion.

Negotiations have been proceeding, it is understood, with a view to resumption of relations between the major film distributor and the circuit company in time for the release of new season product to the chain units with exceptions in a few situations. The latter include a number of long-term contracts with leading independent exhibitors, it is said, and also a priority arrangement in Toronto and London, Ont., where the Loew Theatres have long had first-run rights for United Artists' pictures produced in the United States.

First indication of a change in policy was the release of "Four Feathers," produced by Alexander Korda, to the Uptown Theatre, Toronto, large Famous Players' unit, where it has just concluded a run of three weeks. A previous Korda production, "Drums," had also played at this theatre some months ago but this came as the result of an issue raised by Nathanson revolving around the exhibition rights to Korda pictures made in a five-year period which had been distributed in the Dominion by Nathanson's Regal Films, Ltd., prior to the taking over of Korda pictures by United Artists in Canada. At that time, Nathanson presented the claim for exhibition of "Drums" on the ground that production of this feature had been started within the franchise term and the issue was settled with an agreement that the picture would have first-run at the Toronto Uptown instead of Loew's, Toronto. where it had been dated. Elsewhere in Canada this feature played theatres other than those of the Famous Players' chain. Regarding the release of "Four Feathers" to the Uptown, H. M. Masters, general manager of Canadian United Artists, made the brief explanation: "Korda pictures belong to the Uptown." Currently, "Four Feathers" has played first-run in independent situations such as the Elgin in Ottawa and the Orpheum in Montreal in opposition to FP houses.

In the light of current rumors in reliable quarters, it is significant that United Artists officials were in attendance at the recent national conference of Famous Players at Niagara Falls, although UA had admittedly been selling away from the circuit in its entirety with its own product. These representatives included Mr. Masters; Monroe Greenthal, director of publicity, New York; Sam Glazer, Toronto branch manager, and Mike Wilkes, director of exploitation, Toronto. Independent exhibitors had a field day with "Wuthering Heights," "Captain Fury," "Trade Winds," "Cowboy and the Lady" and other productions with holdover runs, but a new setup is on the horizon.



## Deal Is Signed—

*F. E. Peters, right, general manager of Dominion Sound Equipments, Ltd., Montreal, and G. L. Carrington, vice-president and general manager of Altec, as they signed an agreement covering interchange of technical information and pertaining to sound reproduction and other theatre equipment and servicing techniques.*

## U. S. Thanksgiving Day Moveover No Disturber

TORONTO—The decision of President Roosevelt to move the date of Thanksgiving Day in the United States this year from November 30 to November 23 will have no effect on the holiday schedule in the Dominion, one reason being that the Canadian Thanksgiving is held in the month of October and on a Monday so that the public will have the benefit of a long weekend. No proclamation has yet been made for the holiday in Canada but it has been anticipated that the date will be Monday, October 9, which is approximately mid-way between Labor Day in September and the observance of Armistice Day, November 11, also a statutory holiday.

Originally, the theatre owners were not particularly enthused about the official preference for Monday as a general holiday but the eventual success of Sunday midnight shows during a holiday weekend has been a matter of appeasement, the midnight performance before Thanksgiving Day being one of the best of the year.

The fact is that Canada has a general holiday for practically every month of the year and there has even been a complaint that the country has too many of 'em. The Province of Quebec has something in the way of a record with the addition of a whole series of religious holidays which are widely observed, these including Ascension Day, All Saints Day, Feast of St. John the Baptist, Feast of Conception, and Epiphany, to which can be added Mardi Gras, preceding Ash Wednesday in February which is a day of abstinence.

Even the month of August has a day off in Civic Holiday which is proclaimed individually by the municipalities.

# Visual Education Is Stressed at Meets

MONTREAL—Utility of motion pictures in the education of the young was stressed at conventions in Montreal and Toronto. The Quebec Women's Institute gathered at Ste. Anne de Bellevue and viewed educational films presented by C. R. Harnett of Associated Screen News, and in Toronto, 50 school teachers gathered in the Royal Ontario Museum began a study sponsored by the provincial department of education on the use of motion pictures in schools. The Ontario classes are being conducted by G. J. Cons, a London, England, expert. One group of teachers is studying the operation of projectors, and another the editing of films to insure desirable sequence and content of material.



## Another Veteran—

*Here we have E. J. "Jack" Laver, one of the old-timers in point of service with Famous Players Canadian Corp. and manager of the Bloor Theatre, Toronto unit of the chain, for a number of years. Laver is one of the original employes of the circuit, having been an "original" of 21 years ago when President N. L. Nathanson laid the foundation of the coast-to-coast chain. Laver was first at the Garden Theatre, College Street, Toronto, currently dark, and successively manager of different Toronto houses, spending years at the Belsize before his appointment to the Bloor which is considered a "hot spot" because of local competition. He is also an active community worker.*

# WINNIPEG

AT THE Capital, manager Harold Bishop tied up "Second Fiddle" with all the roller skating rinks, the sports clubs and the music stores for the songs angle. He is playing the current March of Time for the news interest using a newspaper slogan: Is England Prepared?

*At the Metropolitan Don Gauld is getting his house into ship-shape for the fall season, sprucing up his theatre both inside and out. Gauld is doing a job of painting and cleaning and seeing to it that his seats and carpets are in first class shape.*

Harold Bishop announces that beginning in September girl ushers at his house will be replaced by boys. The move is being made because it is believed boys will be better able to handle the crowds at the house.

*J. Miles, president of Western Theatres, Ltd., has returned from a stay at Watrous, Sask.*

Eddie Newman of the Lyceum has gone to New York on vacation. Accompanying him are Ken Beach, secretary-treasurer of Western Theatres, and Bernard Beach, doorman at the Capitol. Cecil Brusgard, Crescent manager, is running the Lyceum in Eddie's absence.

*Heavy newspaper publicity, showing that some advance man is on the job, heralds the coming of the "Folies Bergere" which plays the Walker on August 26, 28 and 29 . . . "Four Feathers" at the Garrick has been held over for a second week.*

At Helmer Jernberg's Bijou the French film, "Grand Illusion," played to fine houses and is expected to return for a second engagement. Frank Morris, film critic of the *Winnipeg Free Press*, gave it the best review a film has had here for a long time.

## "Nurse Edith Cavell" Is Premiered at Exhibition

TORONTO—A gala occasion was the Canadian premiere of "Nurse Edith Cavell" as an opening feature of the Canadian National Exhibition, when Anna Neagle, in the title role of the picture, was introduced in person before a large and distinguished assembly representing all classes of society, the screening taking place in the band shell at the Exhibition Park in conjunction with the official opening of the Government's Building of the big annual fair. An added attraction was a concert by the band of His Majesty's Royal Marines from England which has been specially engaged for the 15 days of the national exposition.

Invitations for the function were issued by the British empire overseas branch of the Toronto board of trade and the official representatives of the governments of Australia, New Zealand, South Africa and India, the ceremonies being performed by Sir Gerald Campbell. K.C.M.G., high commissioner for the United Kingdom to Canada. Miss Neagle was accompanied by Herbert Wilcox, producer and director, and leading officials of RKO Radio Pictures were also in attendance. Many distinguished Canadians and members of the foreign diplomatic corps were guests while a huge crowd of other persons made use of the public accommodation for the screening.

# Toronto Trade Unites For Golf Tourney

TORONTO—All branches of the film business had a part in the success of the first annual golf tournament of the industry at the Oakdale Golf Club under the auspices of the Toronto Board of Trade Film Section, approximately 50 engaging in the competition for the N. L. Nathanson team trophy.

The winners turned up in the foursome entered by United Artists Corp., Ltd., the second team being Famous Players Canadian Corp. The 1939 champions comprised H. M. Masters, Canadian general manager of UA; Dave Axler, Pete Myers and Dick Tarshis, the win being largely due to the sensational score registered by Masters. Enjoying a handicap of 20, Masters played the 18 holes in 85, which gave him a net of 65 which placed him in the Gene Sarazen class.

The Famous Players' quartet answered the following roll call: Charles Dentelbeck, supervisor of projection; Ben Whitham, manager of the Toronto Uptown, and Bob Eves, manager of the local Oakland Theatre.

Eves won first prize in the special long driving contest while Dentelbeck officially was recorded as the winner of the low net and Myers of United Artists walked off with low gross, being the dark horse of the tourney.

Later a dinner was held at which the N. L. Nathanson trophy was formally presented by N. A. Taylor, vice-president of the Independent Theatres Ass'n, Toronto, in the absence from the city of the chain president.

### Television Demonstration Also a Fair Feature

TORONTO—A further attraction at the Canadian National Exhibition, in addition to the first public demonstration in Canada of television, the presentation of moving pictures of the Royal Tour and the Canadian premiere of "Nurse Edith Cavell" was revealed just prior to the opening of the Dominion fair when arrangements were completed for the demonstration of facsimile wireless equipment and also machines for the transmission of tele-photos, both of which are being shown for the first time in Canada.

This is the first occasion on which films have been featured at the C.N.E. and, with the initial demonstration of various methods of communication through the employment of radio and land lines, this 61st consecutive year of the fair has been officially designated as "Transportation and Communications Year."

# VANCOUVER

THE Pioneer Community Club, Pioneer Mines, has taken over the management of the theatre there with the secretary, James Stewart, as active manager. This house was a unit small circuit run by C. W. Gough, but being a company enterprise it was but natural that its operation should eventually be assumed by their own club.

*Fred Stephens has turned over the management of the Bralorne Community Club Theatre to H. Mitchell. The club and the theatre gave Fred an outlet for his energy and organizing ability, but not big enough, so he is now aiming at a seat in the Provincial Parliament.*

Fred Guest, owner of the Stanley, made a short trip to Seattle with his wife and Miss Amy Scriven, the theatre's manager. He has made an extended stay but is expected to leave soon for Hamilton, Ont., where he has other theatre interests.

*C. E. Doctor, Domion Theatre, has strenuous times in anticipation when a new floor, and new seats, will be installed in that house. This work will be done sometime between now and Christmas with three shifts, and no pause.*

The new Point Grey theatre, the Varsity, is now under roof and the construction superintendent expects to be ready for the interior decorations in three weeks.

*The Lido, being erected on the site of the Princess, is progressing rapidly and should be all closed in when this goes to press. The owner's representative states that he is not yet ready to give out any information regarding the policy, or the name of the manager.*

Maynard Joiner, Capitol Theatre, is more than pleased with the attendance during the two weeks' run of "Goodbye, Mr. Chips," despite the competition of beautiful summer weather which drew crowds to the beaches and parks.

## Mrs. Marks Is Building Theatre at Ft. Erie

TORONTO—Fort Erie, Ont., opposite the City of Buffalo, N. Y., on the Niagara River, is to have a theatre on a site which faces the Buffalo and Fort Erie ferry wharf.

The owner is Mrs. L. H. Marks who is proceeding with the erection of a theatre to seat 750 persons and store premises to cost $75,000. Kaplan and Sprachman of Toronto are the architects.

A theatre is being erected at Eglinton Avenue and Dufferin Streets in the northwest outskirts of Toronto, but the name of the owner has not been disclosed. This project already is above the ground level, the concrete foundations having been completed.

## Host British Press

HOLLYWOOD—Anna Neagle and Herbert Wilcox were hosts recently at a luncheon here for Hollywood representatives of various British newspapers.

# Says "Free Speech" Itself Monopolized

TORONTO—Addressing the eighth annual meeting of the Canadian Institute of Economics and Politics, Dr. Max Lerner of Williams College, Williamstown, Mass., declared that the press, screen and radio had beguiled the public by repeated references to freedom of speech until the people had granted the "opinion industries" a freedom from control that could be regarded as dangerous to democracy.

Declaring that the government should take steps to break the capitalistic monopoly of the three great influences with their abuse of power by the adoption of a system of control which would provide opportunity for the expression of opinion for those who were denied the use of existing channels. "Drugs and food are controlled, so why not ideas?" he asked. Dr. Lerner declared that the press, the film industry and radio in all parts of the democratic world had been welded into a vast co-related propaganda machine which worked to guide public opinion along lines acceptable to big business and which foredoomed to failure any attempts at reform which were not approved by the vested interests.

All three were basically capitalistic and monopolistic, Dr. Lerner declared. Publishing enterprises, film companies and the radio chains were all multi-million dollar businesses and this fact tended to create a class monopoly, with the result that opinions not favored by the big money groups were not presented in the press or by the screen and radio, all of whom were opposed to President Roosevelt in the United States for instance. Among the results were a wave of anti-radicalism, a rising anti-Semitic feeling, an anti-alien movement and an anti-organized labor development. There was also an attack against constituted government, accompanied by ridicule for the legislators as "a bunch of talkers." This, in the end, might defeat democracy itself.

## *Find a Film Flavor Aids In Financing Benefits*

TORONTO—Special events in Toronto currently organized by the *Toronto Daily Star* for its fresh air fund to finance outings for underprivileged children have a film flavor.

In a radio broadcast to dig up extra dollars for the charity, a guest artist of film prominence was Shirley Ross of Paramount whose visit was given plenty of space in the newspaper.

For the first time on record, an open-air film show was held at the summer resort on Centre Island, opposite the Toronto harbor front, in aid of the *Star* fund when a revival program was presented consisting of "Evergreen," with Jessie Matthews, and several shorts. There has never been a moving picture show on the municipally-owned island which provides a land-locked harbor for Toronto.

# MONTREAL

CREATING a record for the current summer, "Goodbye, Mr. Chips" is finishing its fifth week at Loew's, and Phil Maurice, the manager, is receiving both compliments and support, justifying his decision to lengthen the run which was originally scheduled for three weeks.

*Heterodox views on Hollywood films and actors were voiced to Canadian Correspondent M. H. Halton by a bevy of Turkish girls who were guests of Canadian girls in London. They opined that many Hollywood films were "dull," and said they got lots of good films in Turkey, some of them home-made, but the best coming from France and Russia. They liked Greta Garbo.*

Local cinema managers are far from displeased that the series of outdoor orchestral concerts on Mount Royal has ended, as they drew crowds which otherwise might have helped to swell the revenues of the motion picture theatres.

*William H. Mannard of United Amusement Corp. is on holiday. So is S. T. Demetre, manager of the Regent, whose duties are being taken over during his absence by Ben Quelch, assistant manager.*

Financial reports of two of the largest British cinema combines present a marked contrast. Associated British Picture Corp., capitalized at 4,000,000 and which controls 500 theatres, shows record earnings and repeats its 20 per cent dividend, whie the 6,250,000 Gaumont-British Pictre Corp. which controls 350 theatres, while showing some improvement, still is unable to pay ordinary dividends.

*Charles Rioux, manager of the Empire Theatre, Que., and former proprietor of the now-closed Cambrai in that city, invited Bernard Sarrazin, superintendent of Quebec provincial police and Chief of Police A. S. Bigaouette of Quebec City, with their lieutenants, to view a gala showing at the Empire of "Confessions of a Nazi Spy."*

A Quebec theatre audience had an unexpected thrill the other night when a fugitive from the police, closely pursued by bluecoats, dashed into the darkened auditorium and mingled with the crowd. Projection was halted and lights switched up while the police sought and captured the runaway.

*Newsreel shots of the visit of the King and Queen to Canada will replace Nazi propaganda found in sixpenny "pocket cinemas" imported from Germany and sold to children by English variety stores. Officials of a chain store said the toys were bought in the former Czecho-Slovakia, but when the Nazi propaganda pictures were found inside, further orders were cancelled and the German films extracted to be replaced by the Royal Visit shots.*

John Grierson, British documentary film expert, member of Britain's Cinematograph Films Council, who has been in Ottawa noting the progress of the Canadian Film Board which he inspired, will visit Hollywood to study "the new vitality" which he says characterizes Hollywood film studios. He notes that a new generation of producers has arisen who inject authenticity into features and capture public interest by injecting novelty into shorts. Of special interest to him is the favor the documentary film type of play is meeting in the United States. Grierson will sail for Australia and New Zealand after his Hollywood visit.

*In quest of specimens of the White Doll Sheep of Alaska for the American Museum of Natural History, Michael Lerner of New York, internationally famed big game hunter, and Mrs. Lerner, noted sportswoman, will take with them William J. Oliver of Calgary who will make motion pictures of the habits of these rare sheep and of caribou and bear.*

Holidaying at Banff and Lake Louise is Dr. Boris Vladimir Morkovin, head of the department of cinematography of the University of California, and associate of Walt Disney. Product of the Moscow Art Theatre, he worked in Prague before going to Hollywood.

*Mary Pickford, whose last film, "Secrets," was produced in 1933, will make a comeback in an English film to be entitled "The Bat" which will go into production in January at Denham studios.*

Two starlets of the screen and radio, Jessica Dragonette and Shirley Ross, donated their services to the Toronto *Star's* Fresh Air Fund broadcast in aid of the city's underprivileged waifs.

*Reproving a newsreel photographer who took a flashlight picture of Premier Duplessis of Quebec addressing a conference of Quebec and Dominion officials on relief questions at Ottawa, the Prime Minister, Rt. Hon. W. L. Mackenzie King, sternly admonished the cameraman not to repeat the offense. "This is not a publicity performance. It is a serious business, affecting the lives and well-being of the people," said the Dominion Premier.*

Unique amongst American film directors on account of the fact that she has never been to Hollywood, Miss Vyvyan Donner of New York, producer of fashion news reels, is in England studying fashions there. She provides Movietone News in America with 40 "clips" a year and four Technicolor ten-minute shorts showing beautiful American girls parading in the latest styles. On an average she employs 300 girls a year, and altogether she has produced 500 films.

*"Exile Express" with Anna Sten and Alan Marshall, has been making the rounds of Confederation Amusement theatres. Miss Sten's reappareance was hailed by a good many admirers.*

S. Morgan-Powell bespeaks hearty support for Robert J. Flaherty's suggestion that more documentary films of the Canadian scene and Canadian people should be produced in the Dominion. "So far," he comments, "the Canadian Government seems to have contented itself with making a certain number of scenics and in-

dustrial films which do not interpret the Canadian people to the people of the other parts of the Empire, as English and South African documentary films do."

*Walter Pidgeon, who played the leading male role with Maureen O'Sullivan in "My Dear Miss Aldrich" is a native of Saint John, New Brunswick. An ardent sportsman and athlete, he is 6 feet, 3 inches tall. His studies at the University of New Brunswick were interrupted by the World War and he served overseas with the 65th battery Canadian Field Artillery. There he met Elsie Janis and helped her entertain the troops in France, later accompanying her on a vaudeville tour of the United States and accompanying her to England for a six months run of the revue "At Home" at the Shaftesbury Theatre in London. He entered the films at Hollywood in 1925 with the old Universal company.*

Praising the high level of British screen productions, the first report of the British Films Council expresses the conviction that "the tide has turned" in regard to British film prosperity. "The past year," it says, "has witnessed the production of British films of the highest quality. The direct profits which the makers will derive from these films are only the beginning of the advantages which the British film industry can expect to gain from them."

*Ben Garson, proprietor of the Midway, Montreal, the Palace, Verdun, and other theatres, has been on the sick list for several weeks and is recuperating at his summer home in the Laurentian Mountains . . . Arthur Quintal, booker of Empire-Universal, is on holiday in the Laurentians.*

The Cambrai Theatre in Quebec City is expected to reopen about September 1, under the management of Harold Vance, at present manager of the Midway, Montreal. Vance was formerly proprietor of a theatre in Quebec.

*Filmrow salesmen who occasionally motor down to Gaspe will miss a familiar figure on their next trip. Word has just been received of the death of an exhibitor, Mrs. R. Leblanc, of the Town Hall Cinema, Carleton Centre.*

Montreal office of Empire-Universal, under the leadership of Harry Paynter, manager, is working enthusiastically on the Universal Testimonial Drive which commenced August 5 and finishes October 29. The local office hopes to be in the prize money.

*Influence of Filmrow is seen in the nomenclature of a neighborhood apartment house—the "Deanna" which is adjacent to the office of United Amusement Corp. . . . Motion pictures are part of the entertainment at Notre Dame de Grace open air "Bonfire" theatre weekly . . . Associated Screen News head office is surrounded by a strip of garden several hundred feet in length.*

Orpheum has held over "Four Feathers," Technicolor film of the Sudan, for a second week . . . Monkland Theatre has reinstituted revivals, discontinued during the summer.

*Three of the Confederation's theatres, the Cartier, Maisonneuve and Chateau, are showing Parisian films. The Cartier is playing "La Marseillaise;" the Maisonneuve, "Le Petit Chose," "Les Deux Papas" and "Poissons Inferneaux," and the Chateau "S. O. S. Sahara" and Sacha Guitry in "Pasteur."*

## Where Juvenile Trade May See Films

**Ottawa—An interesting development in the province of Quebec, where juveniles under 16 years of age are prohibited from entering moving picture theatres under all circumstances, is found in the holding of open-air film shows under the auspices of religious bodies to which children are admitted without restriction because the law does not apply to places other than recognized theatres.**

Lew Ayars, Celotex acoustical representative for eastern United States and Canada, has been in town conferring with officials of Dominion Sound Equipment in connection with Acousti Celotex for which Dominion Sound is exclusive agent in Canada.

*F. E. Peters, general manager of Dominion Sound Equipment, has been holidaying at Highgate Springs, Vt. . . . E. Martineau of the Royal Theatre, Valleyfield, visited Filmrow in connection with his fall booking.*

Directors of Hamilton United Theatres have declared the regular quarterly dividend of 1½ per cent on the preferred stock, payable September 30, to shareholders of record August 31.

## Studies Possibilities for Canadian Production

OTTAWA — Robert J. Flaherty, former Canadian and prominent as a motion picture director, scouted the possibilties of producing documentary films in the Ottawa district and consulted Dominion government officials during a brief visit on his way from England to the United States where he will make a picture depicting the human interest side of the American farmer for the U. S. government. He expressed the view that the Dominion should have more films which reflect the Canadian spirit and Canadian every-day life—not merely scenics or a parade of industries of which there had been a comparatively large number.

This was similar to a view expressed by John Grierson of London, member of the Film Advisory Council, who inspired the recently created National Film Board of Canada.

*When the transatlantic flying boat,* Cabot, *left Boucherville airport, near Montreal, August 17, she carried amongst other express parcels a package of newsreel films which arrived by air from New York for transhipment to the* Cabot *which took them to England where they were screened in London theatres the following night.*

# MARITIMES

FRIENDS will be interested in knowing that J. H. Bustin, owner of the Imperial Theatre, Windsor, N. S., has so improved in health that he has been able to leave the hospital where he was a patient for quite a length of time.

*Jack Kiely of Montreal, owner of a number of theatres in Newfoundland, has taken over the Queen Theatre, St. John's, Nfld., formerly owned by J. J. Duff.*

Harold E. Gaudet of the Capitol Theatre, Summerside, P. E. I., called on Filmrow when in town for the Canadian Open Golf Championship. Harold, a former amateur golf champion of Prince Edward Island, was only an interested spectator at this very important meet.

*The employes at the 20th Century-Fox office are very jubilant these days, having placed second among all the branches in Canada and the United States in a contest lasting a year. The prizes, which are checks, are being very anxiously awaited.*

Stanley LeBlanc of Wedgeport, N. S., is planning to open a theatre there and this is an interesting place for the film salesmen because Stan takes them tuna fishing, when they have the time to spare, although none of them has been successful yet.

*About 10 or 12 employes of the Film Centre building enjoyed a cruise on the Saint John river on a recent evening in the "Margo" owned by R. G. March, 20th Century-Fox branch manager, and a good time was had by all until the return trip when, after having had a full moon farther up the river, a fog descended on the water. After a very indefinite course, the boat piled up on the rocks about three miles from Saint John and the party came to town by taxi, leaving the boat, which was unscathed, to be pulled off at the next high tide.*

Recent visitors to Filmrow included Mr. and Mrs. J. V. McLaughlin of the Opera House, Newcastle, N. B., and J. E. Butler of the Imperial Theatre, Moncton, N. B.

## Options on 6,000 Shares Taken by Nathanson

MONTREAL—Montreal Stock Exchange has been advised by Famous Players Canadian Corp. that N. L. Nathanson and his nominees have exercised their options to the extent of 6,000 shares, reserving the right in each case to exercise their options in respect of the balance of 5,000 shares at any time between now and January 15, 1940.

The 6,000 shares which were taken up form part of an option on a block of 11,000 shares which had been extended from July 31, 1939 up to and including January 15, 1940.

# TORONTO

WALTER F. HAYNER, Canadian district manager for M-G-M, has so far recovered from the attack which he suffered shortly after the Famous Players convention that he has been removed to his home in Toronto from the hospital in the Georgian Bay district.

*Spending the summer quietly in his native Ontario, Ned Sparks, dour screen comedian, has been staying in St. Thomas, London and Toronto. He has had several visits with his old friend, Premier M. F. Hepburn of Ontario, and has attended a number of ball games to see the Toronto Leafs in action.*

The Beryl Scott who became the second bride of Johnny Weissmuller of "Tarzan" fame, is a native daughter of Toronto where her parents were formerly in business before moving to California.

*It has been an interesting race between "Four Feathers" at the Toronto Uptown and "Goodbye, Mr. Chips" at Toronto Loew's with honors even. Both features were held over for a third week—thus proving that film fans have become good shoppers. Manager Jack Arthur of the Uptown returned from his holidays to find that all was well.*

Harry S. Dahn, former general manager of the Hanson circuit in Ontario, hasn't had a worry all summer for his near-permanent vacation. He has spent many weeks at his summer home near Fenelon Falls where the fishing is always good. He has not announced his plans for the fall other than a hunting trip.

*Clair Hague, veteran Canadian Universal special representative, was greatly upset afterwards when he learned that the competitors in the first annual film industry golf tournament at the Oakdale Golf Club had been permitted to keep their own scores. "I could have won the low gross that way," he remarked.*

Walter Kennedy, exploitation specialist of Empire-Universal, won the special prize for high gross at the film tourney. It was a handsomely bound book, "How to Play Golf," with many illustrations.

*R. J. Harrison, manager of the Capitol at St. Catharines, Ont., says it will be September 2 before the extensive alteration job is done at the theatre, or six weeks after the workmen started the remodeling. The main changes are a new front, new marquee, new foyer, new chairs and complete redecorating.*

The condition of Clarence Robson, eastern division manager of Famous Players Canadian Corp., is reported unchanged after a month's illness at his home.

*Frank Fisher, Toronto branch manager of Empire-Universal Films, Ltd., is back after a 10-day vacation on the Atlantic Coast and ready to direct a selling campaign on "When Tomorrow Comes" which is to be given a special screening for the critics.*

Dick Tarshis of Regal Films' Toronto office is a cousin of the Tarshis who is rated as one of Canada's greatest tennis stars—he was a member of this year's Canada's Davis Cup team. Dick plays golf.

*Jack Hunter, Toronto branch manager of Paramount Film Service, is one of the first passengers on the recently inaugurated plane service between Toronto and Ottawa of the Trans-Canada Airlines. His old home is at Arnprior, near Ottawa.*

Gordon Borneman, proprietor of the Muskoka Theatre at Gravenhurst, was a visitor in Toronto and reported a busy season at this summer resort town. Another exhibitor from the Muskoka district was Les H. Vicary, operator of the Princess and Opera House at Orillia. The Opera House was struck by lightning recently during a performance but the damage was quickly repaired.

*Leslie Gregory, who recently opened the Vogue Theatre at Leamington, reported that each one of the 300 contestants who sent in a suggested name for the theatre had been given a prize of a pass. Two of London's exhibitors, W. L. Stewart of the Rex and B. S. McLeod of the Elmwood, were also Toronto visitors. From western Ontario came Milton Fallick of the Lyceum, Hamilton, and Gordon Calhoun of the Capitol at Aylmer.*

Work has started on the conversion of a substantial building in Trenton, Ont., into a theatre which will be operated by 20th Century Theatres, Toronto, of which N. A. Taylor is the directing head. It will be opposition to Famous Players' Trent Theatre.

*Under a new policy, the few remaining theatres of the Famous Players Canadian chain which had continued with female ushers have replaced the girls with young men.*

Clair Hague is proudly displaying the first apples from the young trees on his new farm near Weston, Ont., having joined the growing ranks of Toronto film executives who have become gentlemen farmers in recent years.

*The name of the theatre which has just been opened by Gordon Hogarth at Harrow, Ont., is an abbreviated form of the name of the town—"Haro."*

## Stopping Pass Seekers

TORONTO—James R. Nairn, director of advertising for Famous Players Canadian Corp., Toronto, has compiled a list of quotations from the Bible for the guidance of the chain managers with respect to the pass question at the respective theatres. Under the heading of "They shall not pass —Read the Scriptures," the verses are given as follows:

"Thou shalt not pass," Numbers XX.

"None shall pass," Mark XIII.

"Though they roar, yet they cannot pass," Jeremiah.

"Beware that they pass not," II Kings VI.

"So he paid the fare thereof and went," Jonah I.

## Dominion Sound Reports Installation Increase

MONTREAL—Indications that the theatres of Canada are going to make an earnest effort to increase business by keeping up-to-date in equipment are shown by the large number of orders placed recently with Dominion Sound Equipments, Ltd. The first theatre in Canada to install the new Northern Electric Master Mirrophonic sound equipment was the Maryfield Theatre of Maryfield, Saskatchewan, which opened early this month.

A new theatre, which is expected to open September 15, is the Alexander at Wallaceburg, Ont., built by Tony Allevato who operates the Alexander at Rouyn, Que. Dominion Sound is installing complete Northern Electric sound equipment, projectors, lamps and associated booth equipment.

The Capitol, Kingston, Ont., a Famous Players house, is being equipped with RCA sound and will open early in September.

The Regent, Sudbury, Ont., has been re-equipped with the new Northern Electric sound equipment.

Princess Theatre, Sault Ste. Marie, Ont., operated by Charles de Paul, opened a few days ago with new RCA sound equipment. Two Famous Players houses in Vancouver, the Strand and the Dominion, have been converted to Mirrophonic sound, and another Famous Players theatre, the Tivoli, Hamilton, Ont., has ordered RCA sound equipment.

Jack Adelson's Roxy Theatre at Ste. Agathe-des-Monts, Que., opened August 19 with new Northern Electric Mirrophonic sound equipment and a pair of newly installed projectors.

## Owen Sound and Chesley Theatres Are Robbed

TORONTO—Theatre thieves were busy over the weekend in Owen Sound and Chesley, Ont., securing $500 in cash when they smashed the safe of the Classic Theatre of Owen Sound, the amount being receipts on hand from that house and of the Savoy Theatre in the same town. The robbery was discovered when the manager, Chris Georgas, and his son, Louis, went to the Classic Monday morning. No clue has been discovered. The Classic is operated as a unit of the Famous Players' chain.

What is believed to be the same gang also raided the Capitol Theatre at Chesley where a comparatively small amount was taken.

## F-P Dickering for Tour of Two English Stage Units

TORONTO — Famous Players Canadian Corp. is negotiating for a Canadian tour by two English stage companies during the coming season, bookings being proposed for theatres in a number of theatres across the country owned or controlled by FP. One English company which is ready to make a tour of Canada is headed by Philip Merivale and Gladys Cooper. Another is a unit of young players which has staged a series of successful engagements in the West Indies.

# Documentary Films Boosted by Paper

WINNIPEG—Significant of the interest aroused in the place played by the films in contemporary life which greatly was increased by the recent visit here of John Grierson, the English producer, is the appearance in the *Winnipeg Tribune* of the following article by Grierson. Taken from *The Fortnightly*, London, the article reads:

"The so-called 'documentary' film commands more and more public attention. That word, which seemed at one time so ugly, has stuck, and the documentary film is accepted as a definite genre of ordinary film production. The cinema which builds its stories out of the humdrum of daily events takes its place with the cinema of the stars.

"Many of us, after the war, thought that the old pessimists had been right and that citizenship had, in fact, become a matter of shadows. The world had become very complex and civic comprehension difficult. We saw that poverty of community life went hand in hand with the lack of civic comprehension. And of one thing we were pretty sure—that the old stiff-backed education system was not doing very much to help to comprehension.

"As it happened, the film had its special advantages. It could command millions; it had the power of simple image; and a few pioneers had shown us the descriptive way. The documentary film was an essential British development. Its characteristic was this idea of social use. It has prospered because the need was not only real but wide. It permitted the national talent for emotional under-statement to operate in a medium not given to under-statement.

**Presents Our Times**

"With our new found relationship between film making and public affairs there were so many fields open to us. The first one that offered itself was the general post office. It was some satisfaction to take those letters G. P. O. and make them stand for what is most progressive in the cinema. We got behind those sorting post office letters and made the mere process of a huge-scale organization look exciting. We gradually began to see, behind the infernal penny-in-the-slot detail in which the post office is so symbolic of our metropolitan civilization, something of the magic of modern communications. We saw the paradox of nationalism and internationalism behind the cable service, the choral beauty of the night mail, and the drama tucked away in the files of the ship-to-shore radio service.

"The documentary idea, after all, demands no more than that the affairs of our time shall be brought to the screen in any fashion which strikes the imagination and makes observation a little richer than it was. At one level, the vision may be journalistic; at another, it may rise to poetry and drama. At another level again, its aesthetic qualities may lie in the mere lucidity of its exposition.

"There is a complementary development which concerns feature films. As a result of a movement of the public will towards authenticity a new spirit of realism is pervading Hollywood. One need not bother to argue where the drama of recorded reality ends and the drama of enactment begins. It is the spirit which counts and films like 'Pasteur,' 'Zola' and 'The Good Earth' are good to have. So, too, is every new figure who, like Cagney and so many of Hollywood's small part players is cut out of authenticity and brings it to the screen.

"So, too, is every new effort, however ordinary and sentimental, which relates screen romance to every day life. Every drama that concerns aeroplanes, locomotives, ships, buses, hospitals, factories, fights with bacteria, telephone breakdowns, city environments, social problems, and the real efforts of men, represents one step forward in the articulation of our time.

"What opportunities there are! And not just for films. Films are not, in themselves so very important, nor are the artists who make them. We are concerned, I believe, in the greatest mobilization of the public imagination since the churches lost their grip. The important thing is that we are privileged to participate."

## *Gone, Unless Wanted*

MONTREAL — Val Gielgud, self-styled "worst actor in England" prophesies that in half a century the only legitimate theatres in Britain will be used for broadcasting television plays—unless the public decides it wants the stage.

Gielgud, brother of the famous actor-producer John Gielgud, and drama director for the British Broadcasting Corp., declared television was different from motion picture presentations and might become more interesting.

"It has a close affinity with the theatre," he said, "and unless the theatre pulls up its socks convincingly, I can see a time, say 50 years hence, when the only theatres in this country will be subsidized by the BBC in order that we may broadcast from them.

"That is the hideous outlook you have to face unless you and your children decide the theatre is worth considerably more than it is proving itself worth at the moment."

Gielgud explaining his uncomplimentary reference to himself, said: "I was not only the worst actor in England; I was the only really bad actor who realized he was a bad actor; I am proud of the fact that, having realized I was an extremely bad actor, I ceased to be an actor."

The BBC television studios at Alexandra Palace in North London, produce two or three plays a week, some written originally for television, and make a periodic "outside" broadcast from the stages of legitimate and vaudeville houses.

Studio productions are better than television from the theatres largely because television depends, like the movies, on numerous close-ups. Close-ups of actors on the stage show distortion of features due to the fact the actors are playing to a moderately remote audience, whereas the television audience sees them in a close-up as if they were about conversationally distance.

# FP Starting Early on "Thrift Tickets"

TORONTO—Plans have been laid by Famous Players Canadian Corp. for the sale of "Theatre Thrift Tickets" on a quantity price basis at all chain houses across the Dominion, the new combination books to be offered at an early date as a permanent inducement for block booking. The scale of thrift admissions has not been definitely fixed, it is understood, but it is expected that the books of tickets will be put on sale at the beginning of September, a preliminary announcement having been currently advertised.

On a number of occasions in the past, books of tickets were sold by FP houses for use as Christmas gifts, but the new plan is for year-round sale, the tickets to be acceptable at listed theatres.

## *Australian Film Quality Is Severely Censured*

MONTREAL—The standard of films exhibited in Australia during 1938 was severely criticized by the chief Commonwealth film censor, W. Cresswell O'Reily, in his annual report.

"Our impression is that from the aspect of general quality, technical achievement and entertainment value the year has been rather a barren and uneventful one," states the report. "Producers seem satisfied to turn out average quality pictures, without exercising much initiative or imagination in story sources or film treatment."

Due to the improvement in censorship in United States films, there was a notable reduction in the proportion of films needing cutting by Australian censors, adds the report. The percentage of feature films cut decreased from 44.7% in 1933, to 10.3% in last year.

Only 61 British feature films were imported last year, representing a serious diminution in numbers exhibited from 27.1% in 1934 to 13%. With few brilliant exceptions, British films were of very poor quality, and eliminations from them were double those of American films.

# CALGARY

RALPH MITCHELLTREE, manager of the Capitol here, has been confined to bed with congestion of the lungs. The recently appointed theatreman is reported to be progressing favorably.

*Wales Theatre, at High River, owned and operated by Sam R. Tyler, has just undergone alterations. New office, new men's rest room and recarpeting of lobby freshens up this central Alberta house for the fall season.*

Second story thieves who broke into the Variety Theatre here failed to crack the safe. The dial was broken off and marks revealed strenuous efforts undertaken. The theatre building is about 100 yards from police headquarters.

# INFORMATION BUREAU

**Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.**

**Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.**

## ADVERTISING

MT481 Main signs and marquees
MT482 Signs, Neon
MT483 Signs, structural glass
MT484 Signs, travel word
MT485 Attraction boards
MT486 Letters, attraction board
MT487 Letters, changeable silhouette
MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
MT495 Slides, advertising
MT496 Slides, announcement
MT497 Sound truck P. A. systems
MT498 Transformers, Neon
MT499 Ladders, safety
MT500 Moving words projector

## AIR CONDITIONING

MT505 Air conditioning plants—complete
MT506 Heating systems
MT507 Refrigeration
MT508 Air washers
MT509 Blowers
MT510 Air circulators
MT511 Fans, exhaust
MT512 Grilles and registers
MT513 Temperature control devices
MT514 Air conditioning accessories
MT515 Motors, multi-speed fan
MT516 Motors, constant speed
MT517 Air filters
MT518 Air diffusers, high velocity
MT519 Cooling coils

## DECORATIONS and FURNISHING

MT520 Architectural service
MT521 Decorating service
MT522 Seating service
MT523 Theatre chairs
MT524 Chair covers
MT525 Theatre carpets
MT526 Carpet padding
MT527 Rubber matting
MT528 Furniture, lounge
MT529 Wall tiles, interior
MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
MT559 Silhouette letter mounting units
MT560 Flashed opal glass
MT561 Pot metal opal glass
MT562 Fuses, indicator type
MT563 Fuses, cartridge
MT564 Lighting plants, individual

## MAINTENANCE

MT569 Expansion Bolts
MT570 Chair fastening cement
MT571 Chair refinishing materials
MT572 Upholstering materials
MT573 Seat patching kits
MT574 Seat decking materials
MT575 Floor surfacing materials
MT576 Carpet cleaning systems
MT577 Floor waxes
MT578 Matting, rubber
MT579 Paint, screen
MT580 Paint, plastic
MT581 Paint, aluminum
MT582 Polish, metal
MT583 Polish, furniture
MT584 Fireproofing compounds
MT585 Fire extinguishers
MT586 Ladders, safety
MT587 Uniforms, staff
MT588 Screen cleaning tools
MT589 Venetian blind cleaners

## PROJECTION

MT591 Projectors, complete with sound
MT592 Projectors, standard
MT593 Projectors, semi-portable
MT594 Projector pedestals
MT595 Projector parts
MT596 Lamps, suprex type
MT597 Lamps, reflector arc
MT598 Lamps, high intensity
MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

## SANITATION

MT641 Cleaning compounds
MT642 Cleaners, vacuum
MT643 Disinfectants
MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
MT647 Air purifiers, ozone
MT648 Air perfumes
MT649 Air sprays
MT650 Soap dispensers
MT651 Soaps, liquid
MT652 Hand driers, electric
MT653 Chewing gum solvents
MT654 Rubber link matting
MT655 Exhaust fans
MT656 Plumbing fixtures
MT657 Toilet seats

## SOUND

MT661 Sound systems, complete
MT662 Sound heads
MT663 Amplifiers
MT664 Pre-amplifiers
MT665 Speakers
MT666 Rectifiers
MT667 Condensers
MT668 Photo-electric cells
MT669 Tubes, amplifier
MT670 Tubes, rectifier
MT671 Exciter lamps
MT672 Baffles, horn
MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
MT676 Microphone stands
MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

MT685 Screens, moving picture
MT686 Lighting, stage
MT687 Curtain controls
MT688 Curtain tracks
MT689 Stage draperies
MT690 Stage rigging
MT691 Scenery, stage
MT692 Footlights
MT693 Switchboards

## STRUCTURAL MATERIALS

MT700 Structural glasses
MT701 Insulation materials
MT702 Acoustical materials
MT703 Fibre boards
MT704 Fronts, glass
MT705 Fronts, viterous enamel
MT706 Fronts, porcelain enamel
MT707 Fronts, stainless steel
MT708 Toilet partitions, metal
MT709 Flooring, asphalt tile

## MISCELLANEOUS

MT715 Accounting systems
MT716 Change makers
MT717 Safes, boxoffice
MT718 Tickets
MT719 Ticket choppers
MT720 Ticket issuing machines
MT721 Ticket registers
MT722 Ticket holders
MT723 Pop corn machines
MT724 Uniforms, staff

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**RKO Radio (934)** **80 Minutes** **Rel. Sept. 22, '39**

Chalk up another fine-grained performance for versatile Ginger Rogers, this time in a delightfully satirical farce which subtly laughs at the rich, those who envy them and current sociological theories. Sharing honors with the star is Walter Connolly, who registers a sterling delineation at the head of an excellent supporting cast in which James Ellison, Tim Holt and Verree Teasdale rate mention. The story, which finds Miss Rogers in a female "My Man Godfrey" type of role, bristles with laughs and bright situations, while Gregory La Cava, credited with both production and direction, mounted and piloted the film with unusual distinction. Following closely on the heels of another Ginger Rogers hit, and possessing above par entertainment values, the picture should find a prominent place in the profit group.

**Ginger Rogers, Walter Connolly, James Ellison, Kathryn Adams, Verree Teasdale, Tim Holt, Franklin Pangborn.**

## *Fifth Avenue Girl* F — Comedy Drama

**20th Century-Fox (005)** **85 Minutes** **Rel. Sept. 1, '39**

Every whit as good, and on some counts reflecting improvement over its predecessor, "The Hound of the Baskervilles," this augurs well for a long, distinguished and profitable series of Sherlock Holmes-Doctor Watson adventures. Atmospherically authentic and produced on a top scale, it is packed with sufficient suspense, thrills and dry English humor to warrant top rating on any program. Clear-cut characterizations are contributed by Basil Rathbone and Nigel Bruce, repeating in their respective Holmes and Watson roles, while George Zucco, as Professor Moriarty, the arch-criminal of all time, is an ably villainous foil. Intent upon stealing the crown jewels from the Tower of London, Moriarty attempts to baffle Holmes by committing a couple of incidental murders. Unsuccessful in this, he is bested by the detective in a thrilling battle. Alfred Werker directed.

**Basil Rathbone, Nigel Bruce, George Zucco, Ida Lupino, Alan Marshal, Terry Kilburn, E. E. Clive.**

## *Adventures of Sherlock Holmes* F — Detective Drama

**FN (376)** **54 Minutes** **Rel. Aug. 26, '39**

Definitely timed and produced for the duallers, excitement is injected into this yarn of a family whose hobbies prove investments, with too much dramatic suddenness, but of course this won't displease the excitement fans. A forest fire is the piece-de-resistance in this opus, and sonny with his amateur broadcasting unit, and daddy with his amateur photography—both on vacation—turn out to be the heroes when the former gets volunteer fire-fighters to aid the rangers and the latter, by accident, gets a picture of the pyromaniac responsible for the frequent forest fires. Character delineation in the very beginning of the film is unsympathetically done, creating an audience reaction of mild, but unnecessary dislike that takes some reels to dispel. Gordon Hollingshead produced. William McGann directed.

**Irene Rich, Henry O'Neill, Jean Sharon, Jackie Moran.**

## *The Hobby Family* F — Comedy Drama

**RKO Radio (001)** **95 Minutes** **Rel. Sept. 1, '39**

Depressingly sombre in theme, this production justifies itself through being a stern indictment of war, its injustices and brutalities. With admirable disregard for entertainment values, in their more popular concepts, Producer-Director Herbert Wilcox has re-written in celluloid and with bold pen one of the most sullied pages in modern history. At no time does the screen play ignore facts in compromise for mass appeal. The feature is majestically mounted and must be acknowledged one of the more significant contributions to the new season. It will probably have its greatest appeal, however, to European audiences. Anna Neagle, in the title role, gives a convincing and restrained performance, which qualities also mark the work of a carefully selected supporting cast.

**Anna Neagle, Edna May Oliver, George Sanders, May Robson, Zasu Pitts, H. B. Warner, Robert Coote.**

## *Nurse Edith Cavell* — Historical Drama

**M-G-M (948)** **78 Minutes** **Rel. Aug. 18, '39**

It's the Cinderella story again, this time given a vivacious collegiate mounting and a youthful exuberance which should make it popular fare. Young blades especially may be expected to do nipups over a ball of fire named Lana Turner, attractive, spirited and apparently going places. She heads a particularly lustrous cast, largely feminine, with Lew Ayres and Tom Brown dominating the male side of the ledger. Ayres, rich socialite college student, goes on a binge, picks up Miss Turner, a taxi dancer, and invites her to his school's annual "house party"—then promptly forgets. The snobbery with which she is greeted on her arrival prompts Ayres to side with her, and when, in a later development, his father loses his money, Ayres drops his stuffed-shirt pose and marries her. S. Sylvan Simon directed.

**Lana Turner, Lew Ayres, Tom Brown, Richard Carlson, Jane Bryan, Anita Louise, Ernest Truex.**

## *These Glamour Girls* F — Comedy Drama

**Republic (825)** **62 Minutes** **Rel. Aug. 21, '39**

Tuneful musical interludes and a colorful Hawaiian production number compensate for the story deficiencies of this moderately entertaining programmer. A lightweight offering, it nevertheless has an adequate and hard-working cast, topped by Johnny Downs and Mary Carlisle, with Eddie Quillan delivering his reliable brand of comedy; while certain exploitation values are inherent in the tropical setting and in the presence of Matty Malneck and his orchestra, a nationally-known swing aggregation. Downs, the son of a hotel magnate, prefers a musical career and organizes an orchestra in his spare time. His disapproving father sends him to Honolulu to work in a hotel there, but Downs encounters Constance Moore, owner of a rival hostelry, and with his orchestra helps to put the place on its feet. Albert Rogell directed.

**Johnny Downs, Mary Carlisle, Eddie Quillan, Constance Moore, Etienne Girardot, Samuel S. Hinds.**

## *Hawaiian Nights* F — Musical Comedy

**RKO Radio (003)** **72 Minutes** **Rel. Sept. 29, '39**

Rather heavy stuff, this psychology-crime study, which finds Victor McLaglen in a role similar to the one in "The Informer" for which he won Academy kudos, but which places the towering Thespic in second place to Joseph Calleia, who, as a parish priest, completely dominates the picture. The feature, after a slow start, gathers momentum and has many moments of suspense and entertainment. Sally Eilers sincerely portrays the femme lead. McLaglen, in prison for a minor crime and thinking he is about to die, confesses to his priest a murder for which an innocent man is doomed to be electrocuted. The priest, bound by the sancity of the confessional, can do nothing, but ultimately influences the criminal to come forward and save the condemned man. Directed by John Farrow.

**Victor McLaglen, Sally Eilers, Joseph Calleia, Barry Fitzgerald, Elisabeth Risdon, Adele Pearce.**

## *Full Confession* F — Drama

**WB (——)** **60 Minutes** **Rel. Sept. 9, '39**

More adventures for Nancy Drew, with enough entertaining moments to fill its classification satisfactorily. The story places little dependence on credulity, but events occur at a fast pace. Most energetic member of the cast is Bonita Granville who capably handles her assignment with good assistance from boy friend Frankie Thomas. In this, two sisters plan to donate their estate for a children's hospital. The sisters will have clear right to the title in two weeks. In the meantime, however, one of the neighbors attempts to scare them off so he can purchase the property. A murder follows, with Nancy and the boy friend caging the scoundrel. An annoying cliche crops up in the portrayal of the cops as dumb. It's not very funny any more. William Clemens directed.

**Bonita Granville, Frankie Thomas, John Litel, Frank Orth, George Guhl, DeWolf Hopper.**

## *Nancy Drew & the Hidden Staircase* F — Comedy Melodrama

**Monogram (3826)** **61 Minutes** **Rel. Aug. 22, '39**

A neatly constructed mystery melodrama, this presents young Frankie Darro to better advantage than heretofore, surrounding him with a competent cast and belying its small budget by meriting consideration in all but the most important exhibition situations. It should please as general audience fare and will be more than acceptable to the Darro fans. Making his bow as a producer, Actor Grant Withers capitalized judiciously on the material with which he was provided. Darro portrays a quick-thinking bellhop with a yen to be a detective. His big opportunity comes when a murder is committed in the hotel. Dodging his policeman pal, Dick Purcell, who has admonished him to keep out of the way, Darro uncovers clue after clue to discover the murdered man was involved in a "hot bond" racket. Howard Bretherton directed.

**Frankie Darro, Dick Purcell, Sheila Darcy, Dennis Moore, Mantan Moreland, James Flavin, Lillian Elliott.**

## *Irish Luck* F — Mystery Melodrama

**SELLING ANGLES: "The Hobby Family"**

Displays in a phonograph record shop, in a photography shop, radio store and stamp merchant's windows are naturals since all of these utilities are presented as someone's hobby in the picture. A number of scenes showing the chief characters camping out is a cue to a tieup with any sporting goods store, which in conjunction with your home town paper, can offer a prize for the best letter on "Hobbies in Our Family." You can easily promote a display of someone's stamp collection for your lobby in return for a pass. For a street ballyhoo, have a photographer take snapshots of passersby, putting them up in the lobby as a gift to those who identify themself.

**CATCHLINES:**

'Their Hobbies Prove Life-Savers for Scores of People.

A Hobby Is an Investment—See the Family Prove It.

**SELLING ANGLES: "Hawaiian Nights"**

Award the marquee credits to Johnny Downs, Mary Carlisle and Eddie Quillan. Capture a tropical atmosphere in the lobby through the use of artificial palm fronds and other greenery. Obtain Hawaiian travel posters from a nearby agency. Dress usherettes in grass skirts. Pay special attention in exploitation to Matty Malneck's orchestra. Tie up with local music stores on Malneck's recordings and on records of Hawaiian music.

**CATCHLINES:**

It's Gay With the Glamour of the Tropics . . . This Story of Hawaii in the Swingtime.

As a Hotel Manager He Was a Swell Trumpet Player . . . This Swing-Crazy Kid Who Streamlined Hawaii's Glamour.

**SELLING ANGLES: "Irish Luck"**

Plug the name of Frankie Darro, who has built up a considerable following particularly among juveniles. Organize a "Frankie Darro Fan Club." Create a huge compo-board shamrock to be mounted above the marquee, with a portrait of Darro as its center-piece. Scatter small envelopes around the neighborhood bearing the legend: "Do you believe in 'Irish Luck'?" and stuff them with promotional matter for the picture. In a few of them enclose a pair of passes to the show.

**CATCHLINES:**

Frankie Darro at His Best . . . As a Smart Bell-Hop Who Couldn't Keep Out of Trouble . . . Even When It Was Murder.

Hopping Bells Was His Business . . . But This Quick-Thinking Kid Took Time Out to Solve a Murder That Baffled the Police.

**SELLING ANGLES: "The Adventures of Sherlock Holmes"**

Fiction's most famous detective is the name to sell here. Try to locate an authentic hansom cab or an ancient hack with someone masquerading as Holmes driving it. Make up cheap Sherlock Holmes hats for distribution to juvenile patrons. Have libraries observe a "detective mystery week" featuring special shelves of Sherlock Holmes stories. Arrange with police to create an exhibit of modern crime detection methods, comparing them with the old-fashioned methods used in Holmes' era.

**CATCHLINES:**

A Murdering Fiend in Fog-Bound London Defies Sherlock Holmes to Stop His Orgy of Crime.

A Murdering Madman Amuck in the Tower of London . . . With Only Sherlock Holmes Between Him and the Crown Jewels.

**SELLING ANGLES: "These Glamour Girls"**

This was adapted from a Cosmopolitan Magazine story. Construct a compo-board facsimile of the magazine cover for a lobby center-piece and arrange to stuff promotional material in late issues of the publication. Tie in with local newspapers on a contest to select your city's most glamorous "glamour girl." Have local collegiates or high school students submit their definitions of "glamour." Use the title in tieups with beauty parlors, cosmetic stores, dress shops, etc.

**CATCHLINES:**

A Dime-a-Dance Girl . . . From the Wrong Side of the Tracks . . . Gives a Group of Snobbish Socialites Some Lessons in How to Behave.

She Had That Mysterious Thing Called Glamour . . . Even Though She Made Her Living at Ten Cents a Dance.

**SELLING ANGLES: "Nancy Drew and the Hidden Staircase"**

It is time to get after the Nancy Drew fans. This can be done by organizing a Nancy Drew fan club or stimulate the formation of such a group by passing out autographed photos to those who enroll. In this, Nancy's boy friend works for an ice company. Accordingly, a tieup with the local ice company is a natural. Banners and posters should adorn the sides of the delivery trucks. A large cake of ice with a poster frozen into it could be placed in front of the theatre.

**CATCHLINES:**

For an Evening of Fun . . · Follow the Adventures of Nancy Drew.

What Lurked Behind the Secret Door?

**SELLING ANGLES: "Fifth Avenue Girl"**

Give the marquee and advertising credits to Ginger Rogers. If there is a Fifth Avenue in your community, invite all red-headed feminine residents of that street to attend the picture as your guests. Snipe the town with posters resembling road signs, with arrows pointing the way to the theatre. Plant classified advertising copy reading: "Escort Service: Call (theatre phone number) and ask for the 'Fifth Avenue Girl.'"

**CATCHLINES:**

The Greatest Laugh Show Since "Bachelor Mother" . . . With Joyous Ginger Rogers as a Streamlined Cinderella in Sables.

Tired Business Man, Bored With Nagging Family, Goes on a Framed-Up Frolic With Ginger Rogers . . . And How!

**SELLING ANGLES: "Nurse Edith Cavell"**

Nurse Cavell and her fate were among the most widely-discussed, shocking incidents of the World War. Tie up with libraries on informative material concerning her life. Dress usherettes as war nurses. Scour the community for women who may have been nurses in the war, invite them as honored guests and secure their endorsements of the picture. Conduct a contest for school children on "Why I Consider Edith Cavell One of the Ten Bravest Women in History."

**CATCHLINES:**

Nurse Edith Cavell . . . Who Sacrificed Her Life Knowing That Patriotism Is Not Enough . . . and Died With No Hatred or Bitterness for Anyone.

One of History's Truly Great Figures . . . the Woman Who Cheerfully Accepted Death . . . as the Price for Aiding Humanity.

**SELLING ANGLES: "Full Confession"**

Concentrate on Victor McLaglen and Sally Eilers in marquee and advertising billing, with Joseph Calleia rating supporting mention. Hold a special screening for Catholic priests and nuns in your city. Stage an essay contest or debate as to whether the sanctity of the confessional should be respected to such a degree that an innocent man might be executed. This might be used also as the question in a "roving reporter" stunt.

**CATCHLINES:**

A Study of a Man in Torment . . . Guilty of Murder . . . But Afraid to Step Forward and Save an Innocent Man.

Only Two Men in All the World Knew the Doomed Prisoner Was Innocent . . . One Was Pledged to Silence . . . And the Other Was Afraid to Talk.

**Republic (825)** **62 Minutes** **Rel. Aug. 21, '39**

A robust account of the orange growers of California that stacks up as a satisfactory program feature. Action and romance are dominant elements, but the story loses much of its dramatic substance due to the looseness of the telling. Hero of the yarn is Jessie Matthews' former leading man, Barry Mackay. He is a likeable chap and good actor. So far, his English accent is his only drawback, a minor one at that. The cast is better than average with good performances from Rochelle Hudson, Ralph Morgan, Cliff Edwards and George Barbier. Morgan plays the head of the growers' association, who is almost framed until his son, Mackay, brings help in the person of Barbier. The climax is featured by a lynching scene that almost comes off. John H. Auer directed.

**Barry Mackay, Rochelle Hudson, George Barbier, Ralph Morgan, Cliff Edwards, John Wray, Arthur Loft.**

## *Smuggled Cargo* F — Action Drama

**Metropolitan (SR)** **56 Minutes** **Rel. July 1, '39**

Western fans are notorious for their carelessness in selection of entertainment, in that they'll put up with almost anything. This Bob Steele series has thus far given appearance of being the severest test of what the open-collared trade will lay out money for. Bad story, poor performance, and some of the most unflattering closeups Steele ever had are notable failings. Steele is in nearly every frame, but otherwise only Carleton Young and Ted Adams, the villainous element, figure. Jean Carmen, the girl, is definitely shaded throughout. Both the director, Bernard B. Ray, and the screenplay author, George Plympton, have done better. Budget was obviously very short.

**Bob Steele, Jean Carman, Murdock MacQuarrie, Bruce Dane, Ted Adams, Carleton Young, Frank LaRue.**

## *Smoky Trails* F — Western

**Mayer-Burstyn (SR)** **75 Minutes** **Rel. Sept. 1, '39**

With variations, this is a French version of "Dead End." The treatment is sincere. Performances rate likewise. The scenario centers its action around the low characters of a Paris slum district and their inclination toward a life of crime. There is romance of a sort in which the girl attempts to lead the chief male character toward an honest life. The climax is achieved when a sordid robbery is attempted on an old woman and her daughter. It is thwarted and ensuing events lead to the arrest of one Jacques. Following trial, the youth is let off when his mother bares her soul and takes the blame for his waywardness. At the finish, the entire gang has made fair steps to gain an honest character once more. Victor Trivas directed.

**Jean Pierre-Aumont, Madeline Ozeray, Vladimir Sokoloff, Marcelle Jean-Worms.**

## *Song of the Streets* A — Drama

**SR (——)** **52 Minutes** **Rel. ————**

Here is a western photographed in Telco-Color, but aside from the novelty, is an ordinary horse opera done in ordinary style. The color process is not very effective, since the reproduction is reminiscent of a picture post card. Producer Al Lane, nevertheless, deserves credit for experimenting with low budget pictures designed to give the exhibitor a break. It took time before they developed Technicolor, so there is no telling what they will do with this process. The story has Grant Withers as a federal man assigned to recover the loot hidden by train robbers. He makes friends with Karl Hackett, bad man, by helping him break jail. After the customary complications, the loot is traced and the gang rounded up. Snub Pollard has a small part. Harry Fraser directed.

**Grant Withers, Karl Hackett, Marion Arnold, LeRoy Mason, Tom London, Snub Pollard.**

## *Lure of the Wasteland* F — Western

**Metropolitan (——)** **57 Minutes** **Rel. ————**

There is little here in the way of dramatic value. It is a trite production effort done in the manner of the old, melodramatic school. Insertion of clips for background shots is badly handled, giving a synthetic air to the proceedings. The story concerns the discovery of an oyster-bed, rich in pearls, by two friends. When they come to the mainland for backing, one of the friends, Kenneth Harlan, is killed. Meanwhile, Carleton Young is left to protect the location's secret from the clutches of the two unscrupulous capitalists. Polly Ann Young, bearing a striking resemblance to her better known sister, Loretta, heads the cast but doesn't evidence much acting ability. Nor are the performances by the other members any more distinguished. Harry S. Webb directed.

**Polly Ann Young, Kenneth Harlan, Carleton Young, Shia Jung, Monte Blue, Frank LaRue.**

## *Port of Hate* F — Melodrama

**Frank Kassler (SR)** **96 Minutes** **Rel. ————**

A few months before Hitler took over Czechoslovakia a couple of comedians, Voskevec and Werich, made a picture which would warn the people what was coming. They had to make some additions in the script, changing the brown shirts to "grey hats" and Nazis to gangsters. Apparently the script was little affected because this is an enjoyable satire performed with admirable buffoonery by the two comedians from Prague. It is handled in the Chaplinesque tradition and makes for droll entertainment. Voskevec and Werich are two unemployed sign painters who stumble on the cache of arms hidden by the "grey hats" and warn the workers in time to break up the plot. This is presumably the only print in existence, the Nazis having destroyed all other prints and the negative. Mac Fric directed.

## *The World Is Ours* F — Comedy Satire

**SR (——)** **56 Minutes** **Rel. ————**

Sub-standard screen entertainment and hardly worthy of consideration as program fare. As the title suggests, Oriental intrigue is supposed to play an important part in the proceedings. But what goes on is as outdated as a Model-T car. A poor script nullifies whatever acting efforts that might have been projected by the conscientious performers. Evelyn Brent, perhaps, is the chief sufferer. Amateurish makeup adds a ludicrous touch to her role as the sinister Chinese gang leader. In that capacity, she and her henchmen control the smuggling of aliens into Chinatown. G-Man Grant Withers is put on the trail. By the mere addition of a slight scar, Withers resembles another gangster and gains admittance to the gang's headquarters, and there does his duty. L. F. Scott produced under the Metropolitan banner. Raymond K. Johnson directed.

**Evelyn Brent, Grant Withers, Dorothy Short, Dave O'Brien, Dirk Thane, James Coleman, Harry Harvey.**

## *Daughter of the Tong* F — Melodrama

**Amkino (——)** **94 Minutes** **Rel. ————**

A Russian documentary film depicting developments in the Soviet Union. It is a collection of newsreels covering almost every phase of Soviet activity. Obviously, the audience appeal is limited since it takes more than intellectual curiosity to sit through a document of such length. Editing and the narration are singularly uninspired for a film that deals with a country whose ultimate future is a matter of concern to the world at large. One notable feature is the photography which bolsters the presentation of the subject matter. The film opens with the Moscow building program and then covers various industries. One subject of particular interest deals with the emancipation of women and the important role they assume in the state.

## *U.S.S.R. on Screen, 1939* F — Documentary

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**SELLING ANGLES:** **"Song of the Streets"**

Since this film is no doubt intended for the foreign audience that is more or less a cut above average the exhibitor might in his advertising draw a tasteful comparison of the similarity of themes between this and "Dead End." The photographic compositions of the film lend themselves for particularly striking lobby blowups. The critical comment that appears in the press, always a reliable standby, should be studied carefully for textual enlargements. Interesting information on government activities along new housing lines might lend itself to lobby and newspaper exploitation.

**CATCHLINES:**

The "Dead End" Kid of Paris. French Version of Social Problem Arising From Neglected Children Who Roam the Streets.

The Slums of Paris—Breeding Place of Young Criminals.

**SELLING ANGLES:** **"The World Is Ours"**

This is the type of picture around which community support can be enlisted. The downfall of Czechoslovakia at the hands of Hitler is one thing the public has not forgotten. A special benefit show can be planned with money going to the refugees. Prominent people should be drafted to support the drive. The management can get off to a good start by contributing a small percentage of the receipts to the fund. Above all, this is an enjoyable comedy and it should be emphasized as such.

**CATCHLINES:**

Here Is the Only Print Hitler Could Not Destroy.

See Why Hitler Is Afraid of Laughter.

**"We certainly appreciate your service and as far as the value of the BOXOFFICE PICTURE GUIDE AND RECORD BOOK is concerned, can assure you that we will never be without this valuable information."**

**S. C. SUNNESS,**
**Jarvis Theatre,**
**Binghamton, N. Y.**

**SELLING ANGLES:** **"Smoky Trails"**

This picture offers the exhibitor a real conundrum, in that should he bear down on it too much, the letdown for his customers will be so bad it may do his house harm. Best it should be sold along traditional western lines, with plenty of three-and-six sheets of gunplay, hard riding, etc. That way the theatres make no promise to which will reflect on it, such as might be the case with super-ballyhoo. In short, stunts had better be saved for films that deserve them and that can go on from a good opening.

**CATCHLINES:**

Fighting Bob Steele Meets Face to Face the Man Who Shot His Father in the Back.

Bob Steele Goes to Jail to Uphold the Law.

**SELLING ANGLES:** **"Port of Hate"**

Your lobby should be the big display spot on this picture since it does not warrant added expenditures. Posters, lobby cards and stills should be used generously. The glamour and mystery of the Far East should be emphasized in lurid displays. Some interest might be focused on a display of "pearls" in a large glass case denoting their origin. A large cut-out of the title can adorn the top of the marquee. The romance of the tropics should be stressed in order to attract the feminine trade.

**CATCHLINES:**

Port of Hate . . . The Hell-Hole of the South Seas.

Kill or Be Killed! . . . That Was the Law of the Pearl-Raiders.

**SELLING ANGLES:** **"U. S. S. R. on the Screen, 1939"**

The educational features of the film should be stressed in order to arouse the curiosity of patrons. For lobby displays, a number of charts can be drawn showing the progress made by Soviet Russia under the second five-year plan. Blow-ups of some of the more graphic stills should be prominently displayed. Organizations interested in subject matter of this kind should be contacted. A mailing list should be utilized to inform patrons about the film. A campaign can be built on the following type poster: "Is It True What They Say About Soviet Russia?"

**CATCHLINES:**

An Impressive Document of Russia's Progress.

See Why Russia Isn't Afraid to Fight.

**SELLING ANGLES:** **"Smuggled Cargo"**

Rochelle Hudson was recently featured in the newspapers because of her marriage to a screen writer. Interest in her can be utilized by using a large cutout of the star in the lobby and arranging for displays in women's stores. Since the main part of the story concerns the orange growers, exploitation should be emphasized along those lines. Fruit companies and chain stores that sell orange drinks should be available for tieups. It should be easy to tie in with a "Drink Orange Juice for Health" campaign that will get the backing of merchants and fruit dealers.

**CATCHLINES:**

A Stirring Account of Man's Battle Against the Elements.

Meet Barry Mackay . . . Republic's Newest Star.

**SELLING ANGLES:** **"Lure of the Wasteland"**

The exhibitor can capitalize on the color process by selling this as an event among westerns. Publicity stories to the papers should stress the fact this is probably the first independent western filmed in color. Full color posters and a wide collection of picture cards should adorn the lobby. Heralds and snipes should bring home the message forcefully. A good lobby stunt would be to construct one of those color charts which show the results of color mixing.

**CATCHLINES:**

The Season's Greatest Sensation . . . A Western in Telco-Color.

A Spectacular Western Against a Background of Impressive Color.

**SELLING ANGLES:** **"Daughter of the Tong"**

Lobby displays should convey the eerie atmosphere of Chinatown. There should be a large cutout of Evelyn Brent strategically placed near the entrance. Miss Brent is about the only name that can be marqueed in an effort to capitalize on her former fame. Since the film doesn't warrant added advertising expense, here is a street ballyhoo stunt that can be done cheaply. A girl dressed in a Chinese costume can parade through the streets with a sign reading: "I am a 'Daughter of the Tong'." Lettering on handbills and heralds should be done in Chinese script.

**CATCHLINES:**

G-Men Cope With a Bloody Tong War.

Her Kiss Meant Death . . . Her Word Was Law in Chinatown.

# Short Subject Reviews

## Artie Shaw's Class in Swing

*Paramount* (Headliner) 10 *Mins.*

Something different in band shorts and certainly a program asset worthy of marquee listing. Artie Shaw is tops among the swing bands of the country and exhibitors should capitalize on his popularity with extra exploitation. Artie demonstrates the fundamentals of swing through the construction of a swing band, the swing tune, the treatment, the vocalizing and attitude of each member of the ensemble. There is some terrific "jamming" on Shaw's own composition, "Shoot the Licker to Me, John Boy." Helen Forrest since "I Have Eyes" with "Nightmare" and "Hold Your Hats" rounding out the program. Exceptional photography by George Webber and Leslie Roush's direction set this apart from the usual presentations.

## Slapsie Maxie's

*Vitaphone* (Broadway Brevity) 17 *Mins.*

If your patrons have been yearning for some good old-fashioned belly laughs, serve them up this hilarious dish. One of the most refreshing bits of buffoonery to hit the screen in a long time is the comedy style of Maxie Rosenbloom. It is natural and unaffected and, above all, funny. He has Johnny Davis and Cully Richards to assist him. Davis, who accidentally knocks the champ out at the club, is a waiter. He is matched with the champ as a result of the ballyhoo and wins with Maxie's ingenious assistance. The owner of the club is Maxie, of course. He also does a takeoff of Harry Richman among other things and does it well. Suggestion and requisition: Make more two-reelers with Maxie.

## Remember When

*Vitaphone* (Broadway Brevity) 20 *Mins.*

The old minstrel show against a background of a music hall of the gay nineties comes back to the screen in a musical two-reeler that is first rate entertainment. Highlight of the entertainment is some comedy baseball patter delivered by Rags Ragland and a partner which betters the course in par for laughs. The Eton Boys sing, the Three Wiles dance, Joe Sodja plays the banjo, and a couple of minstrels crack jokes old, but true, that will warm the cockles of the heart of those who mourn the passing of vaudeville.

## Detouring America

*Vitaphone* (Merrie Melody) 7 *Mins.*

A mad and merry takeoff on the conventional travelogues which grace the screen. These Schlesinger cartoons in Technicolor are stepping right out in the front rank of comedy. Depending on situations that call for satire with a healthy amount of vigor, the lads who are responsible go to town in a big way. Witness the "timber" sequence which is one of the funniest of the year.

## SHORT OF THE WEEK

### The Bill of Rights

**(Historical Technicolor Featuret)**

**Vitaphone 20 Mins.**

**Warner's campaign to bring home to the public the full implications of the word "liberty" again meets with success. This may not be as dramatically intense as the others but, nevertheless, it is a fine effort. The story covers the period before the Revolutionary War when James Madison and Thomas Jefferson made known their feelings at Williamsburg, Va., against the arbitrary rule of King George. In protest over the closing of the port of Boston, the patriots meet at Raleigh's Tavern and draw up the Fairfax Resolves, embodying the principles of the Bill of Rights. After a struggle among themselves, the colonists finally incorporate the Bill of Rights into the Constitution. The narrative is compact and credibly acted by Moroni Olson, Ted Osborn, Leonard Mudie and others. A little extra effort on short subject material of this calibre will go a long way at the boxoffice. Try it and see.**




## Mechanix Illustrated No. 1

*Vitaphone* (The Color Parade) 10 *Mins.*

Four interesting items make up this reel. The first deals with the art of Jewel polishing. Manufacturing of fine English chinaware makes a particularly fine second subject. Third is about the practical uses of Polaroid lenses. Concluding sequence deals with the painting of a large outdoor billboard.

## The Grouch Club in Vote Trouble

*Vitaphone* (Vitaphone Variety) 10 *Mins.*

An amusing one-reeler for the family trade. Ronald Girch applies for membership to the Grouch Club because his friends and family cause him a great deal of woe. He is nominated as alderman with the slogan, "No Smirch on Girch." His rival accuses him of being a wife-beater. Girch doesn't want the job, but is elected.

## It's the Natural Thing to Do

*Paramount* (Popeye) 7 *Mins.*

Olive Oyl, Popeye and Bluto receive a fan letter which implores them to lay off the rough stuff. So Popeye and Bluto stop battling and attempt to follow the rules of etiquette. After a boring evening at Olive Oyl's where they make attempts to act polished, Bluto and Popeye rebel and start a ding-dong battle.

## Swing Styles

*Vitaphone* (Melody Master) 10 *Mins.*

Just as the title indicates, this is the latest in swing ensembles. On a revolving platform, the musical combinations of the Adrian Rollini Trio, the Milt Herth Trio and Tito and his Swinguette pass in review. The Frazee sisters sing only one song and Charles Troy and Zoe Lynn dance. The swing fans will enjoy it.

# NEWSREELS

**TUESDAY, AUGUST 15**

**Movietone News, No. 97:** Germany's "West Wall" and France's Maginot line highlight sequences dealing with world crisis, Nevada train wreck, Squalus raised again, Mauretania docks in London, soap box derby, Rideout loses mile race, Miss Marble wins and skeet shooting.

**News of the Day, No. 295:** Train wreck kills 24, Snite marries, Navy raises Squalus, Italians hold maneuvers, Roosevelt sails on vacation, forest fire sweeps northwest, Gov. Stark hails democracy, Olympic preview and soap box.

**Paramount News, No. 108:** Forest fire sweeps northwest, Snite marries, freak tornado hits Michigan, Nevada train wreck, soap box derby, national midget car championship and raising of Squalus.

**RKO Pathe News, No. 8:** Train wreck, Squalus lifted, Germany's Siegfried line, President sails, Mauretania docks in Thames, soap box derby, skeet tournament and national midget auto race.

**Universal Newsreel, No. 797:** Train wreck, Squalus raised, London explosion, Dutch welcome new Princess, Snite marries, new Admiral for Orient fleet, Baldwin arrives, test sub escape device, film stars at premiere, auto racer sets new record and soap box derby.

**THURSDAY, AUGUST 17**

**Movietone News, No. 98:** Roosevelt relaxes in Canada, army stages war maneuvers, twin contest, picking Miss California, TVA, debating duo return from England, winner of daily double, navy's parachute class graduates, Lew Lehr, log-rolling, aquaplaning, yachting and golf.

**News of the Day, No. 296:** Navy's parachute jumpers graduate, King and Queen visit Boy Scout camp, Mickey Rooney party, picking Miss California, Lord Baldwin arrives, Roosevelt vacations and yacht racing.

**Paramount News, No. 109:** Pittsburgh golf tourney, King and Queen visit Boy Scout camp, army at Plattsburg, England's peacetime army, Il Duce misses Italian maneuvers, Germany's Siegfried line, Roosevelt vacations and Thanksgiving Day debate.

**RKO Pathe News, No. 9:** Mechanized cavalry defends the east, TVA, special census, Australia tests rescue device, "plant to prosper" campaign succeeds, wheat booms, inland lake boats in derby race and Guldahl wins title.

**Universal Newsreel, No. 798:** Navy's parachute jumpers graduate, army gathers at Plattsburg, Roosevelt vacations in Canada, King and Queen visit Boy Scout camp, picking Miss California, wild west rodeo, frog jumping contest, Guldahl wins tourney and twin convention.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.*

## C

**CAFE SOCIETY (Para)**

Played this rather old, but it's good and has some very good catchlines. We did OK with it. Sun., Mon. Weather: Hot. Admission: 25-10. Rural patronage. Population: 2,200. Capacity: 300.—Burris Smith, Imperial Theatre, Pocahontas, Ark.

**CALLING DR. KILDARE (M-G-M)**

This is a fine series of pictures. Hope they continue to make more and I believe any one would appreciate a picture of this type. Business not as good as some, but satisfied the people who saw this one. Wed., Thurs. Weather: Rain. Admission: 25-10. City patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**CAPTAIN FURY (UA)**

Excellent action picture that did better than average business. Audience reaction good from both western fans and those who like "class" productions. Wed., Thurs. Weather: Hot. Admission: 30-15. Rural and small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**CODE OF THE SECRET SERVICE (WB)**

Good action programmer. No drawing power but will please weekend action fans. Fri., Sat. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Ia.

**CONFESSIONS OF A NAZI SPY (FN)**

Got plenty fooled on this one. Expected top biz and got stung. I guess Vermonters aren't terribly upset over Nazi spies or Nazi propaganda (or anti-Nazi propaganda either). Sun., Mon. Weather: Good. Admission: 30-15. Rural and small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**COWBOY AND THE LADY (UA)**

'Twas neither fish nor fowl. The western fans were bluffed by the "lady" and the "sassasity" crowd by the "cowboy" in the title, so didn't do much business. Patsy saved the situation as usual. Oberon was no draw, Cooper was no draw, so when a picture has no drawers it don't do so good out in the "crooel" world. Sun., Mon. Admission: 25-15. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

## D

**DARK VICTORY (FN)**

I gave this one my personal recommendation and drew extra business. Picture pleased. Wed., Thurs. Weather: OK. Admission: 20-10. Small town patronage. Population: 1,500. Capacity: 190.—F. M. Baker, Best Theatre, Handley, Tex.

## E

**EAGLE AND THE HAWK (Para)**

A return engagement which went over really good with the audience. Although an old picture it made good as a reissue. Thurs., Fri. Weather: Clear. Admission: 25-20-10. Family patronage. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

## G

**GOODBYE, MR. CHIPS (M-G-M)**

Quite hard for me to give comment on this British-made picture, for every one knows it was a fine picture, but my customers do not go for this type of show. I believe American pictures are much better. Fri., Sat. Weather: Clear. Admission: 25-10. City patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**GOOD GIRLS GO TO PARIS (Col)**

A fine cast and a start for a good series of belly-laughs which never materializes. In a picture such as this you have a right to expect a howling climax, and in this one it doesn't happen. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**GORILLA, THE (20th-Fox)**

A great show for kiddies, sure packed my house with them, but as to B. O. that isn't much to speak of. I believe this picture is the Ritz Bros. best. Mon., Tues. Weather: Clear. Admission: 25-10. City patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**GUNGA DIN (RKO)**

A good show, did pretty good business. Will go good any place where they like plenty action. I think it has a little too much fighting. It scared some of the kids. Sat., Sun. Weather: Warm. Admission: 30-20-10. Small town patronage. Population: 800. Capacity: 300.—John Nuwkoop, Memorial Hall, Pelfield, N. D.

## H

**HIGGINS FAMILY (Rep)**

Just will get by. Nothing but a programmer. Thurs., Fri. Weather: Fair. Admission: 20-10. Small town patronage. Population: 800. Capacity: 200.—C. W. Kelley, Rex Theatre, Custer City, Okla.

## I

**INSPECTOR HORNLEIGH (20th-Fox)**

British-made film. A mystery drama which will take in spots. No dice with me. Played it on dish night and was mobbed with questions, "why did you book this picture at the American." Tues., Wed. Weather: Clear. Admission: 25-20-10. Family patronage. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

**INVITATION TO HAPPINESS (Para)**

A fine little picture, but did not draw. People that saw it all seemed to like it very much. Irene Dunne very good. Wed., Thurs. Weather: Clear. Admission: 25-10. City patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**IT'S A WONDERFUL WORLD (M-G-M)**

One of the best—and it had that "It Happened One Night" flavor that so many pictures claim to have, and don't. Lots of good comments. Sun., Mon., Tues. Weather: Hot. Rural patronage. Population: 700. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

## L

**LADY'S FROM KENTUCKY (Para)**

Better than average program picture. A good picture for small towns with some swell race horse scenes. Wed., Thurs. Weather: Good. Rural patronage. Population: 700. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**LET FREEDOM RING (M-G-M)**

If your patrons like their action you can't miss with this one. The flag waving doesn't spoil the picture. We looked for top returns on this one and got them. Mon., Tues. Weather: Hot. Admission: 30-15. Rural and small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**LUCKY NIGHT (M-G-M)**

Two of the best stars in the business in a story that has one or the other drunk three-fourths of the time and don't think the customers don't tell you about these things. I fail to see any thing romantic about a drunk, and I am not a prohibitionist. You should serve Bromos with this. Sun., Mon., Tues. Weather: Hot. Rural patronage. Population: 700.—W. O. Woody, Stockton Theatre, Stockton, Mo.

## M

**MAN ABOUT TOWN (Para)**

If you swore as we did never to play a Benny picture again you can forget and book this for good returns. We played it only one night and were sorry. We packed them in. Rochester was the draw I guess. Sunday. Weather: Hot. Admission: 30-15. Rural and small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**MAN ABOUT TOWN (Para)**

Plenty of giggles and laughs. Rochester steals the show from Benny. Play up "Rochester" as he certainly does a swell job. Biz slow due to extreme hot weather. Thurs. Weather: Hot. Admission: 25-20-10. Family patronage. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

**MAN OF CONQUEST (Rep)**

Boy, what a picture! Congratulations, Republic; It's as big as the biggest and as good as the best. Critics might be able to pick flaws in this picture, but it pleased the paying critics in my town. So many of them crowded around me after the show to tell me how well they liked it, it looked like a DeMille mob scene. Wed., Thurs. Rural patronage. Population: 700. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**MAN TO REMEMBER (RKO)**
Grand show. If you can get them in they will really advertise it for you. One of the year's best entertainments for the whole family. Wed., Thurs. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Ia.

**MILLION DOLLAR LEGS (Para)**
A good program picture that we had to use on Sunday-Monday. Appeals to young people. Admission: 25-10. Rural patronage. Population: 2,200. Capacity: 300.—Burris Smith, Imperial Theatre, Pocahontas, Ark.

O

**OKLAHOMA KID (WB)**
James Cagney at his best. Sun., Mon. Weather: Good. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**ONLY ANGELS HAVE WINGS (Col)**
The picture as a whole was fair. It produced a few air thrills and laughs, which of course any audience would enjoy. Sun., Mon. Weather: Clear. Admission: 25-20-10. Family patronage. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

R

**RENEGADE TRAIL (Para)**
Better than most western pictures, with all principals doing a workmanlike job. Windy Hayes furnishes plenty of laughs. Fri., Sat. Weather: Hot. Rural patronage. Population: 700. Capacity: 250. — W. O. Woody, Stockton Theatre, Stockton, Mo.

**RIO GRANDE (Col)**
One of the lesser efforts of the makers of Starrett westerns, maybe ten a year are too many. They should change the sets on these once in a while. Starrett is always shown riding into this strange town and it's the same town in every picture. "Sons of the Pioneers" are tops. Fri., Sat. Weather: Stormy. Rural patronage. Population: 700. Capacity: 250.—W. O. Woody, Stockton Theatre, Stockton, Mo.

**ROSE O FWASHINGTON SQUARE (20th-Fox)**
Top entertainment—fine successor to "Ragtime Band." Alice Faye shows signs of overacting a little. Curb this Mr. Zanuck. We can't have a boxoffice star like this slip. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

S

**SUN NEVER SETS, THE (Univ)**
Pretty "hammy." The story is unbelievable, the direction is crude, and the actors go "hammy" in spots. It seems to get by with a portion of the audience but that is all. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**SUSANNAH OF THE MOUNTIES (20th-Fox)**
Temple still draws for us and this one no exception. Only fault of the picture was the short running time. Needs to be padded with shorts if you have a two-hour policy as we do. Wed., Thurs. Weather: Hot. Admission: 30-15. Rural and small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**SUSANNAH OF THE MOUNTIES (20th-Fox)**
Good for the kiddies. Matinees excellent, but evening performances slow. It seems to me that Shirley should receive better stories than she's getting if her company intends to clean up on her. General patronage. Capacity: 950. — Michael J. Carroll, American Theatre, Bridgeport, Conn.

T

**TARZAN FINDS A SON (M-G-M)**
This picture put my boxoffice results up there near where they should be. Wish I had more. In making more Tarzan pictures I think Johnny Weissmuller should always be Tarzan, as well as Maureen O'Sullivan the part of Jane—also John Sheffield, who is in line to take Weissmuller's place, I feel sure, when he becomes of age. I feel this little fellow will sure go places, and I hope they put him in more pictures soon. Fri., Sat. Weather: Clear. Admission: 25-10. City patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**TELL NO TALES (M-G-M)**
Metro charges entirely too much for a program picture and this is no exception. Just an ordinary double feature picture. Tuesday. Weather: Hot. Admission: 25-10. Rural patronage. Population: 2,200. Capacity: 300.—Burris Smith, Imperial Theatre, Pocahontas, Ark.

U

**UNION PACIFIC (Para)**
Very good. Some extra draw. Tues., Wed., Thurs. Weather: Good. Admission: 20-10. Small town patronage. Population: 800. Capacity: 200.—C. W. Kelley, Rex Theatre, Custer City, Okla.

W

**WINTER CARNIVAL (UA)**
We did a fair business, but nothing compared to what we had to pay for film rental. Wanger certainly hasn't got an "A" picture here. Sun., Mon. Weather: Hot. Admission: 25-10. Rural patronage. Population: 2,200. Capacity: 300.—Burris Smith, Imperial Theatre, Pocahontas, Ark.

**WUTHERING HEIGHTS (UA)**
We were fooled on this one. We expected to die with it, but it surprised us by doing well above average business. Just when you think you have your patronage figured out they up and fool you. Wed., Thurs. Weather: Hot. Admission: 30-15. Rural and small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

Y

**YOUNG MR. LINCOLN (20th-Fox)**
An interesting picture. Henry Fonda really did a good job of playing the part of Mr. Lincoln. Although a slow moving picture, the patrons were well satisfied after the performance. Thurs., Fri. Weather: Clear. Admission: 25-20-10. Family patronage. Capacity: 950.—Michael J. Carroll, American Theatre, Bridgeport, Conn.

**YOU CAN'T CHEAT AN HONEST MAN (Univ)**
With W. C. Fields and several other dummies. Had several laughs, but regular Sunday-Monday attendance felt cheated, or else they weren't honest. Admission 25-15. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.





TRUE STORIES FROM ALTEC FILES



WM. L. LYDSTON
*Manager,*
*Bristol Theatre,*
*Bristol, N. H.*

## *Finds Fan Turning Backward; Stops Patron Walkouts*

BRISTOL, N. H.—"It was a hot midsummer night. Despite the fact that we have a modern pressure ventilator, the air in the theatre was stifling," said William L. Lydston, manager of the Bristol Theatre here. "I had eight walkouts during the evening and had called Boston for a ventilation engineer.

"When our Altec man, F. A. Brown, called at the theatre, I told him my troubles.

"After checking the ducts and dampers, Brown crawled into the fan room. A few minutes later, the cool air began pouring into the theatre, and the system has worked perfectly ever since.

"Brown explained that he found the fans turning in the wrong direction—someone must have changed the leads—and that he had our electrician reverse one leg of the 220 volt 3 phase supply, thus restoring proper rotation and blower speed.

"We were saved the expense of having a ventilation expert come up from Boston, and the theatre patrons were comfortable again. What our Altec man did was certainly 'service over and above the contract'."

• • •

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# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Extensive Campaign Plugs New Season

OKLAHOMA CITY—Opening the new film season locally with one of the most extensive campaigns ever planned here, Standard Theatres staged the event as "Happy New Movie Year" with all of Ad Manager Pat Patchen's ideas being woven around this theme.

Screen trailers were shown in all eight Standard houses boosting the new films to be played at the Criterion and Midwest theatres to a sound-track of New Year's celebration noises. In addition, 15 spot announcements a day were used on KOCY for four days plugging the idea and opening films to a musical background of Auld Lang Syne.

All incoming telephone calls to offices and to cashiers were answered with greeting, "Happy New Movie Year," lobby cards were placed in all houses and Christmas bells were hung from marquees of all eight theatres.

In addition, three-color full-page newspaper ad layouts of scenes from pictures were presented and 12,000 folders were mailed in Oklahoma City. Films featured were "When Tomorrow Comes" (Univ), "Each Dawn I Die" (WB), "Bachelor Mother" (RKO), "Beau Geste" (Para), "Lady of the Tropics" (M-G-M), "The Wizard of Oz" (M-G-M), "First Love" (Univ), "The Star Maker" (Para), "The Old Maid" (WB), "In Name Only" (RKO), "Stanley and Livingstone" (20th-Fox), "The Women" (M-G-M), and "The Rains Came" (20th-Fox).

## *Intensive Campaign for "Old Maid" Launched*

NEW YORK—Warner is launching an intensive campaign for "The Old Maid" which is set for national release September 2. The big gun of the campaign will be the appearance of full-page ads in the seven leading fan magazines.

Currently, the film has gathered a number of breaks from the "The Old Maid" dance designed by the Dancing Masters of America. A special advance sales manual is being made available to exhibitors.

The entire field exploitation force will be pressed into service to concentrate on the feature when it appears in the respective territories.

## *"Stanley & Livingstone" "Whatsits" Contest*

CLEVELAND—Manny Pearlstein and his co-workers of the Warner Theatre advertising and publicity department caught the attention of the public with an original "Whatsits" contest which he launched in cooperation with *The Press* to exploit "Stanley and Livingstone" at Warner's Hippodrome Theatre.

The public was invited to identify five pictures snapped somewhere in Greater Cleveland. The pictures were distorted as to size, and in some instances showed parts of construction only. Cash prizes amounting to $50 and 25 pairs of tickets to the Hippodrome were awarded winners.

Labor Day is September 4. Now is the time to plan holiday stimulants.




### *Mask Parade Stops Traffic—*

*This parade in Chicago created plenty "stopping of sidewalk traffic" for "The Man in the Iron Mask" in advance of its run at the B&K Roosevelt Theatre. The masks, which are papier mache, are obtainable from UA exchanges.*

## NUGGETS

HADDON MATTHEWS of the 69th Street Theatre in Philadelphia is making a point of capitalizing on the new parking meters. He hired a boy to make the rounds of the neighborhood and insert pennies in meters past their time limit and stick this tag on the car: "You're parking on 'Borrowed Time'—we loaned you 12 minutes of time by inserting a penny in the parking meter when the violation flag was up. Don't fail to see the picture 'On Borrowed Time' . . ."

●

*The Visiting Nurses Society cooperated with Bob Sidman of the Senate Theatre, Harrisburg, Pa., in giving a party at a local hotel for 12 babies under two years to publicize "Bachelor Mother."*

●

Not often does a newspaper editor review a picture. It happened in Boonville, Ill., *Enquirer*, however, on "Young Mr. Lincoln" under the signature of Editor William B. Carleton, and to the benefit of Parson Gentry, manager of the Ritz Theatre. The laudatory review ran 12 inches.

●

*Joe Goldstein plugged the reopening of the Mikado Theatre, a St. Louis Amusement Co. unit, by hiring a young man to spend the week prior to the opening date in a huge easy chair under the marquee. Alongside the chair was a sign which read: "I'm waiting for the Mikado to open."*

## *Dempsey-Willard Picture Pulls During Heat Wave*

MILWAUKEE — Here is an unusual hot weather stunt employed by Roland Treul, manager of the Princess, that resulted in a one-day holdover during a typical Brewer City heat wave.

He acquired a 20-year old print of the Jack Dempsey-Jess Willard fight pictures, believed to be the only one in existence. Treul advertised the film as a main attraction.

Treul believes the success of the stunt is due to the popularity of Dempsey. He says all the boxers and wrestlers in town were at the theatre.

## *Merchants Tieup Sells "I Stole a Million"*

APPLETON, WIS.—The Appleton Theatre here recently promoted "Movie Star Days" in a tieup with five local merchants. Stunt was to secure and present to the theatre boxoffice a complete set of five stills plugging the picture, "I Stole a Million."

One still was available from each cooperating merchant with each purchase. Merchants in their newspaper advertising showed the still available at their store. Fans were given two days in which to redeem their pictures.

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**


### A

A Child Is Born (FN) Aug. 5...
Across the Plains (Mono) June 3 3855
Adventures of Huckleberry Finn (M-G-M) Feb. 18..... 923
Adventures of Sherlock Holmes (20th-Fox) Aug. 26 ..... 005
Andy Hardy Gets Spring Fever (M-G-M) July 15..... 944
Angels Wash Their Faces (FN) Aug. 5 ..... 367
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

### B

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Back Door to Heaven (Para) Apr. 15 .....3833
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Bad Lands (RKO) July 29..... 933
Beau Geste (Para) July 29.....3902
Behind Prison Gates (Col) Aug. 5 9033
Blind Alley (Col) Apr. 29.....9016
Blondie Takes a Vacation Col) July 22 .....9010
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boys Reformatory (Mono) May 6 3820
Bridal Suite (M-G-M) May 27.. 937
Broadway Serenade (M-G-M) Apr. 8 ..... 931
Bulldog Drummond's Bride (Para) June 24 .....3844
Bulldog Drummond's Secret Police (Para) Apr. 8.....3831

### C

Calling All Marines (Rep).....
Calling Dr. Kildare (M-G-M) Apr. 29 ..... 932
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Charlie Chan at Treasure Island (20th-Fox) Aug. 12 ..... 006
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Chasing Danger (20th-Fox) Jan. 7 ..... 941
Chicken Wagon Family (20th-Fox) Aug. 19 ..... 002
Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
Coast Guard (Col) Aug. 19.....9008
Code of the Secret Service (FN) May 13 ..... 374
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Colorado Sunset (Rep) Aug. 5... 846
Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Conspiracy (RKO) ..... 935
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Crashing Through (GN)..... 327

### D

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### E

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### F

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Fighting Gringo (RKO) ..... 986
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First Offenders (Col) Mar. 11..9030
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Forgotten Woman (Univ) July 8..3031
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Frontier Marshal (20th-Fox) July 29 ..... 951
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### G

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### H

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### I

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Invitation to Happiness (Para) May 20 .....3841
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It's a Wonderful World (M-G-M) May 13 ..... 936

### J

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### K

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### L

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### M

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### N

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### O

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### P

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### Q

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### R

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Rains Came, The (20th-Fox).... 001
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Renegade Trail (Para) July 29..3859
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Rookie Cop (RKO) Apr. 29..... 923
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### S

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She Married a Cop (Rep) July 1 815
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### T

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Tell No Tales (M-G-M) May 20. 935
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Made Her a Spy (RKO) Mar. 25 ..... 920
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Three Texas Steers(Rep)June 24 866
Three Sons (RKO) .....
Thunder Afloat (M-G-M)..... 4
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Torchy Plays With Dynamite (WB) Aug. 5 ..... 326
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Trapped in the Sky(Col)Feb. 18.9024
Tumbleweeds (Astor) May 27...
20,000 Men a Year (20th-Fox).. 013

### U

U-67 (Astor) .....
Undercover Agent (Mono).....3824
Undercover Doctor (Para) May 27 .....3840
Underpup (Univ) .....
Unexpected Father (Univ)...July 22
Union Pacific (Para) May 6...3835
Unmarried (Para) May 27.....3838

### W

Wall Street Cowboy (Rep).....
Wanted by Scotland Yard (Mono) Apr. 29 .....3829
Ware Case, The (20th-Fox) July 29 .....8014
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
What a Life (Para).....
When Tomorrow Comes (Univ) Aug. 19 .....3003
Winner Take All (20th-Fox) Feb. 25 ..... 939
Winter Carnival (UA) July 22...
Wizard of Oz (M-G-M) Aug. 19. 949
Wolf Call (Mono) May 27.....3813
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) ..... 1
Women in the Wind (WB) Feb. 4 ..... 316
Wuthering Heights (UA) Apr. 1
Wyoming Outlaw (Rep) July 15..867

### Y

You Can't Get Away With Murder (FN) Jan. 28 ..... 364
Young Mr. Lincoln (20th-Fox) June 10.....947

### Z

Zenobia (UA) Mar. 18.....
Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1939, Unless Otherwise Specified.**

**(C) Indicates short of the week.**

**(C) Indicates color.**

# SHORTS

## Columbia

### ALL-STAR COMEDIES

**A Star Is Shorn (17)** ....Apr. 21, '39
**Boom Goes the Groom (17½)** .....Mar. 24, '39
**Mutiny on the Body (17)** .....Feb. 10, '39
**Now It Can Be Sold (17)** .June 2, '39
**Pest From the West (..)** ....June 16
**Rattling Romeo (17)** .....July 14
**Skinny the Moocher (16½)** ...Sept. 8
**Static in the Attic (19)** .....Sept. 22
**Swing You Swingers (18)** .....Jan. 20, '39
With Andy Clyde.
**The Chump Takes a Bump (18)** .....May 5, '39
**The Sap Takes a Wrap (15½)** .....Mar. 10, '39
**Trouble Finds Andy Clyde (18)** .....July 28
**Mooching Through Georgia (..)** .....Aug. 11

### COLOR RHAPSODIES

**Crop Chasers (..)** .....Sept. 22
**Happy Tots (7)** .....Mar. 31
**Hollywood Sweepstakes (8)** ...July 28
**Jitterbug Knights (7)** .....Aug. 11
**Lucky Pigs (7)** .....May 26
**Mountain Ears (..)** .....Oct. 20
**Nell's Yells (7)** .....June 30
**Peaceful Neighbors (8)** ..Feb. 26, '39
**The Gorilla Hunt (8)** ....Feb. 24, '39
**The House That Jack Built (7)** .....Apr. 14, '39

### COLUMBIA TOUR

**Big Town Commuters (9)** .Feb. 3, '39
**Holland (Andre de la Varre Productions) (..)** .....Sept. 15
**Man Made Island (Frisco Fair) (10)** .....May 26
**Sojourn in India (..)** .....July 7
**Morocco (10)** .....Aug. 11

### COMMUNITY SING

**No. 1 Crosby Hit Songs (9)** ....Aug. 4
**No. 2 Old Time Songs (9½)** ...Sept. 8
**No. 7 Parade of Hits (9)** .Mar. 24, '39
**No. 8 Strauss Waltzes (11)** .....Apr. 21, '39
**No. 9 Songs of the West (10)** .....May 19, '39
**No. 10 Songs of Romance (..) June 16**
Third Series
**No. 5 Friendship Songs (10)** .....Jan. 27, '39
**No. 6 Moon Songs (10)** ....Feb. 24, '39

### FABLES CARTOON

**Little Lost Sheep (..)** .....Oct. 6

### FOOLS WHO MADE HISTORY

**No. 1 Charles Goodyear (..)** ..Aug. 25
**No. 2 Elias Howe (..)** .....Oct. 6

### HAPPY HOUR

**No. 1 (10½)** .....Feb. 22
**No. 2 (10½)** .....Mar. 23
**No. 3 (11)** .....Apr. 21

### KRAZY KAT

**Golf Chumps (7)** .....Apr. 6, '39
**Krazy's Bear Tale (7)** ....Feb. 17, '39
**Krazy's Shoe Shop (6)** ....May 12, '39

### MUSIC HALL VANITIES (New series)

**A Night in a Music Hall (10½)** .....Jan. 20, '39
**A Night at the Troc (10)** ..Mar. 2, '39
**Montmarte Madness (10½)** ...June 30
**Yankee Doodle Home (10)** .....May 19, '39

### PHANTASIES CARTOON

**The Charm Bracelet (..)** ....Sept. 1

### PICTUREGRAPH

**No. 1 (..)** .....Jan. 15, '39

### SCRAPPY CARTOONS

**A Worm's Eye View (7)** ..Apr. 28, '39
**Scrappy's Added Attraction (6)** .....Feb. 3, '39
**Scrappy's Rodeo (6)** .....June 2
**Scrappy's Sideshow (7)** ....Mar. 3, '39

### SCREEN SNAPSHOTS (Series 17)

**No. 1 (..)** .....Sept. 15
**No. 2 (..)** .....Oct. 20
**No. 5 (9)** .....Jan. 13, '39
**No. 6 (10½)** .....Feb. 17, '39
**No. 7 (10)** .....Mar. 17, '39
**No. 8 (9½)** .....Apr. 8, '39
**No. 9 (10)** .....May 12
**No. 10 (10)** .....May 26
**No. 11 (10)** .....June 29
**No. 12 (10)** .....July 28

### SPORT REELS

**Bows and Arrows (..)** .....Sept. 29
**Diving Rhythm (10)** .....May 5, '39
**Get Ready Navy (10)** .....Jan. 6, '39
**Jockeys Up (10½)** .....June 2
**Navy Champions (9½)** .....Mar. 17
**Odd Sports (10)** .....Feb. 10
**Technique of Tennis (8½)** ....June 30
**There Goes Rusty (10½)** .....July 15
**Big Fish (10)** .....Aug. 18

### THREE STOOGES COMEDIES

**A Ducking They Did Go (16½)** .....Apr. 7, '38
**Calling All Curs (17½)** .....Aug. 25
**Oily to Bed, Oily to Rise (18½)** .....Oct. 6
**Saved by the Belle (17)** .....June 30
**Three Little Sew and Sews (16)** .....Jan. 6, '39
**We Want Our Mummy (17)** .....Feb. 24, '39
**Yes, We Have No Bonzana (16)** .....May 19, '39

### WASHINGTON PARADE

**No. 2 Inside the White House (11)** .....Feb. 21, '39
**No. 3 Inside the Capitol (10)** .....May 26, '39
**No. 4 Library of Congress (10)** .....Aug. 4

## Grand National

### CAVALCADE OF STUFF

**No. 1 (10)** .....Jan. 6
Col. Stoopnagle.
**No. 2 (10)** .....Jan. 20

## M-G-M

### CRIME DOESN'T PAY

**Help Wanted (21)** .....June 10
**Money to Loan (21)** .....Mar. 11, '39
**While America Sleeps (21)** .....Apr. 15, '39

### FITZPATRICK TRAVELTALKS In Technicolor

**Ancient Egypt (9)** .....Jan. 21, '39
**Colorful Curacao (9)** .....May 27
**Glimpses of Australia (9)** ...Apr. 15
**Imperial Delhi (8)** .....Feb. 18
**Java Journey (10)** .....Mar. 18
**Picturesque Udaipur (8)** ..May 13, '39
**Rural Hungary (9)** .....Apr. 29, '39

### MINIATURES

**Great Heart (11)** .....Dec. 31
**Hollywood Hobbies (10)** ..May 13, '39
**Ice Antics (9)** .....Feb. 11
**Love on a Tap (11)** .....Mar. 18, '39
**Prophets Without Honor (11)** .....May 20, '39
**The Greener Hills (11)** ...May 27, '39

### MUSICAL COMEDIES

**Happily Buried (20)** .....Apr. 15, '39
**Somewhat Secret (21)** ...Mar. 25, '39

### M-G-M CARTOONS (New Series)

**Art Gallery (9) Technicolor** ...May 13
**Goldilocks and the Three Bears (11)** .....July 15
**Jitterbug Follies (9)** .....Feb. 25, '39
**(C) Little Gold Fish (8)** ...Apr. 15, '39
**Mama's New Hat (9)** .....Feb. 11
**The Bear That Couldn't Sleep (9) Technicolor** .....June 10
**Wanted No Master (8)** ...Mar. 18, '39

### M-G-M NEWS OF THE DAY

Released twice weekly.

### OUR GANG COMEDIES

**Alfalfa's Aunt (11)** .....Jan. 7
**Auto Antics (10)** .....July 22
**Clown Princess (10)** .....Apr. 15, '39
**Cousin Wilbur (10)** .....Apr. 29, '39
**Dog Daze (11)** .....July 1
**Duel Personalities (10)** ..Mar. 11, '39
**Joy Scouts (10)** .....June 24
**Tiny Troubles (10)** .....Feb. 18

### PASSING PARADE (New Series)

**Angel of Mercy (10)** .....May 20, '39
**Giant of Norway (11) Sepia** .June 24
**New Roadways (10)** .....Jan. 28
**Story of Alfred Noble (11)** ..Feb. 18
**Story That Couldn't Be Printed (11)** .....July 22
**The Story of Dr. Jenner (10)** .Mar. 18
**Yankee Doodle Goes to Town (11) Sepia** .....June 17

### PETE SMITH SPECIALTIES

**Culinary Carving (9)** .....July 1
**Double Diving (10)** .....Jan. 14
**(C) Heroes at Leisure (10)** .....Feb. 11
**Marine Circus (9)** .....Mar. 11, '39
**(C) Penny's Picnic (10)** .....Dec. 17
**Poetry of Nature (8) Sepia** ..June 17
**Radio Hams (10)** .....May 20, '39
**Take a Cure (Sepia) (9)** .....Aug. 12
**Weather Wizards (9)** .....Apr. 8, '39

### ROBERT BENCHLEY

**An Hour for Lunch (9)** ..Mar. 18, '39
**Dark Magic (10)** .....May 13
**Home Early (9)** .....May 27
**How to Eat (10)** .....June 10
**How to Sublet (8)** .....Jan. 28, '39

## Paramount

### BETTY BOOP CARTOONS

**Musical Mountaineers (7)** .May 12, '39
**My Friend the Monkey (7)** .....Jan. 20, '39
**Rhythm on the Reservation (7)** .....July 7
**So Does an Automobile (7)** ..Mar. 31
**The Scared Crows (7)** ....June 9, '39
**Yip Yip Yippy (7)** .....Aug. 11

### COLOR CLASSICS

**Always Kickin' (7)** .....Jan. 27, '39
**Small Fry (7)** .....Apr. 21, '39
**The Barnyard Brat (Technicolor) (7)** .....June 30

### COLOR CRUISES (New Series in Cinecolor)

**Costa Rica (10)** .....Dec. 2
**Jamaica (10)** .....May 26
**Land of Inca Memories (10)** ..Jan. 27
**Republic of Panama (9)** ....Mar. 24

### HEADLINER

**A Song Is Born (10)** .....Jan. 6, '39
**The Champagne Music of the Lawrence Walk (10)** .....Mar. 3
Lawrence Walk and his Orchestra.
**Sweet Moments (11)** .....Aug. 18
Russ Morgan and Orchestra.
**Music Through the Years (11)** .....Feb. 3, '39
Jan Garber and Orchestra.
**Paramount Presents Hoagy Carmichael (10)** .....May 5, '39
With Jack Teagarden and his orchestra.
**Sweet Moments (11)** .....Aug. 18
Russ Morgan and Orchestra.
**Tempo of Tomorrow (10)** ..June 2, '39
Richard Himber and his orchestra.
**Three Kings and a Queen (11)** .....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS

Released twice weekly.

### PARAGRAPHICS

**Breaking the News (19)** .....Aug. 25
**Circus Co-Ed (10)** .....Mar. 10
**Farewell Vienna (10)** .....June 23
**Fisherman's Pluck (10)** ..Apr. 14, '39
**Swans (10)** .....May 19, '39
**That's Africa (10)** .....Feb. 10
**Unfinished Symphony (10)** ...Jan. 13

### PARAMOUNT PICTORIAL

**No. 6 (10)** .....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
**No. 7 (10)** .....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
**No. 8 (10)** .....Mar. 3
**No. 9 (10)** .....Apr. 7, '39
Sea police, animals after dark, fashions.
**No. 10 (11)** .....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
**No. 11 (10)** .....June 2, '39
Three stories about water.
**No. 12 (10)** .....July 14

### POPEYE CARTOONS

**(C) Aladdin and His Wonderful Lamp (22)** .....Apr. 7, '39
**Customers Wanted (7)** .....Jan. 27
**Ghosks Is the Bunk (7)** ..June 16, '39
**Hello, How Am I? (7)** .....July 14
**It's the Natural Thing to Do (7)** .....July 28, '39
**Leave Well Enough Alone (7)** .....Apr. 28
**Wotta Nitemare (7)** .....May 19, '39

### POPULAR SCIENCE (In Cinecolor)

**No. 3 (10)** .....Jan. 6, '39
**No. 4 (10)** .....Mar. 10
**No. 5 (11)** .....May 12, '39
**No. 6 (11)** .....Aug. 4

### GRANTLAND RICE SPORTLIGHTS

**Death Valley Thrills (10)** ..June 9, '39
**Diamond Dust (10)** .....May 12, '39
**Frolicking Frogs (10)** .....Dec. 23
Hijinks with trained frogs including a jumping contest.
**Good Skates (10)** .....Apr. 14, '39
Ice skating with champions.
**Hold Your Breath (10)** .....Feb. 17
Depicting a novel underwater track meet.
**The Sporting Irish (10)** .....Mar. 17
Sports in Ireland.
**Two Boys and a Dog (10)** .Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
**Watch Your Step (10)** .....July 7

### UNUSUAL OCCUPATIONS (In Color)

**No. 4 (10)** .....Feb. 3, '39
**No. 5 (10)** .....Apr. 14, '39
**No. 6 (Cinecolor) (10)** ....June 16, '39

## RKO Radio

### DISNEY CARTOONS

**Beach Picnic (8)** .....June 9, '39
**Donald's Cousin Gus (7)** ..May 19, '39
**Donald's Lucky Day (8)** ..Jan. 13, '39
**Ferdinand the Bull (8)** .....Nov. 25
**Goofy and Wilbur (8)** .....Mar. 17
**Mother Goose Goes Hollywood (8)** .....Dec. 23
**Practical Pig (8)** .....Feb. 24, '39
**Sea Scouts (8)** .....June 30
**Society Dog Show (8)** .....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
**The Pointer (8)** .....July 21
**(C) The Hockey Champ (7)** ..Apr. 7, '39
**The Ugly Duckling (9)** .....Apr. 7

### EDGAR KENNEDY COMEDIES

**A Clean Sweep (17).....Dec. 2**

**Baby Daze (15).....May 19, '39**

**Clock Wise (16) .....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.

**Feathered Pests (16) .....July 28**

**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

### HEADLINER COMEDIES

**Swing Vacation (19).....Feb. 24, '39**

**Sales Slips (17) .....July 21**

### LEON ERROL COMEDIES

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.

**Home Boner (20).....Mar. 10, '39**

**Moving Vanities (17).....May 5, '39**

**Ring Madness (19).....June 30, '39**

### MARCH OF TIME

**No. 5 (18) .....Dec. 23**
The Refugee—Today and Tomorrow.

**No. 6 (18) .....Jan. 20, '39**
The State of the Nation.

**No. 7 (19) .....Feb. 17**
Young America and Mexico's New Crisis.

**No. 8 (18) .....Mar. 17, '39**

**No. 9 (19) .....Apr. 14, '39**
Japan: Master of the Orient.

**No. 10 (20) .....May 12**
Dixie—The nation's number one problem.

**No. 11 (19) .....June 9**
War, Peace and Propaganda.

**No. 12 (22) .....July 7**
The Movies March On.

**No. 13 (18) .....Aug. 4**
Metropolis—1939.

### NU-ATLAS MUSICALS

**Arcade Varieties (11) ....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.

**Hello Mama (11) .....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sulivan.

**Readin, Ritin and Rhythm (10) .....Feb. 17, '39**

**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.

**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.

### PATHE NEWS

Released twice weekly

### PATHE PARADE ('36-'37 releases)

### RADIO FLASH COMEDIES

**Dog-Gone (16) .....Apr. 21, '39**

**Marriage-Go-Round (18).....July 28**

**Plumb Crazy (16).....Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

### PATHE SPORTSCOPE

**Big Leaguers (9) .....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.

**Bow Strings (9) .....Jan. 27, '39**
Archery.

**Devil Drivers (9) .....June 16, '39**

**Kennel Kings (9) .....Aug. 11**

**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.

**Smooth Approach (9)....May 19, '39**
The golfers show how it's done.

**Snow Falls (9) .....Feb. 24**
A ski picture that's different.

### RAY WHITLEY WESTERNS

(New Series)

**Sagebrush Serenade (19).June 16, '39**

**Ranch House Romeo (17)....Apr. 7**

### REELISMS (New Series)

**Air Waves (10).....Mar. 10**

**Gold (9) .....Feb. 10**

**Newsreel (10) .....Dec. 9**

**Pilot Boat (9) .....Feb. 3, '39**

**Soldiers of the Sea (9)...Apr. 7, '39**

**Swinguet (8) .....May 26, '39**

**Television (9) .....May 5, '39**

**World of Tomorrow (9).....June 23**

**Zoo (9) .....July 21**

### TWO-REEL SPECIAL

**Five Times Five (19).....July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

## 20th Century-Fox

### ADVENTURES OF A NEWS CAMERAMAN

**Conquering the Colorado (11) Aug. 18**

**Daily Diet of Danger (10).Jan. 6, '39**

**Filming the Fleet (..) .....Oct. 27**

**Sand Hogs (10).....May 12**

### ED THORGERSEN-SPORTS

**Big Game Fishing (..).....Sept. 1**

**Hunting Dogs (11).....Mar. 3, '39**

**Inside Baseball (11) .....**

**Sand Hogs (10) .....May 12**

**Shooting for Par (10).....Jan. 6**

**Sports Immortals (11) .....June 23**

### FATHER HUBBARD'S ALASKAN ADVENTURES

**Birthplace of Icebergs (11)..Aug. 4**

### FASHIONS

**Fashion Forecasts No. 1 (..) .....Sept. 15**

**Fashion Forecasts, No. 5 (11) .....Mar. 31, '39**

**Fashion Forecast No. 4 (..)..July 7**

### FOX MOVIETONE NEWS

Released twice weekly.

### LEW LEHR AND HIS DRIBBLE PUSS PARADE

**Monkeys Is the Craziest People (..) .....Sept. 29**

**Muscle Maulers (11) .....April 14**

**What Every Inventor Should Know (10) .....Jan. 20, '39**

### LOWELL THOMAS MAGIC CARPET

**Good Neighbors (..) .....May 26**

**Isle of Pleasure (11).....Feb. 3, '39**

**Mystic Siam (10).....Mar. 17, '39**

**Tempest Over Tunis (11) ....June 9**

**The Evergreen Empire (..)..Oct. 13**

**Viking Trail (10).....Feb. 17, '39**

### TERRY-TOONS

**A Bully Romance (..).....June 16**

**Africa Squawks (7) .....June 30**

**Barnyard Baseball (7) .....July 14**

**Barnyard Egg-Citement (Technicolor) (11) .....May 5**

**Frozen Feet (7).....Feb. 24**

**Gandy Goose in G-Man Jitters (7) .....Mar. 10**

**Hook, Line and Sinker (..).Sept. 8**

**Nick's Coffee Pot (7) .....May 19**

**Nutty Network (7) .....Mar. 24**

**One Gun Gary in the Nick of Time (7) .....Jan. 27**

**Sheep in the Meadow (..)...Sept. 22**

**The Cuckoo Bird (7) .....April 7**

**The Golden West (7) .....Aug. 25**

**Their Last Bean (7) .....April 21**

**The Old Fire Horse (..) ....July 28**

**The Orphan Duck (..).....Oct. 6**

**The Owl and the Pussycat (7) .....Jan. 13, '39**

**The Prize Guest (7).....June 2**

**The Three Bears (6) .....Feb. 10**

**Two Headed Giant (7).....Aug. 11**

## Universal

### LANTZ CARTUNES

**Charlie Cuckoo (..) .....Apr. 24**

**Little Tough Mice (7).....Mar. 13**

**One Armed Bandit (7).....Mar. 27**

**Stubborn Mule (7).....July 31**

**Slap Happy Valley (..).....Aug. 21**

**Silly Superstition (..).....Aug. 28**

### GOING PLACES WITH GRAHAM MCNAMEE

**No. 59 (9) .....Jan. 30, '39**

**No. 60 (10) .....Feb. 20, '39**

**No. 61 (9) .....Mar. 13**

**No. 62 (9) .....Apr. 10, '39**

**No. 63 (9) .....May 15, '39**

**No. 64 (9) .....June 26, '39**

**No. 65 (9) .....July 17**

### MENTONE PRODUCTIONS

**Bank Notes (19) .....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.

**Cafe Boheme (17) .....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.

**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.

**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.

**Pharmacy Follies (18)....May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.

**Swing Sanatorium (18).....June 14**
Dorothy Stone-Charles Collins.

**With Best Dishes (17).....Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

### OSWALD CARTOONS

**The Big Cat and the Little Mousie (7) .....Aug. 15**

### WALTER LANTZ CARTUNES

**Arabs with Dirty Fezzes (7)..... (..) .....July 31**

**Bird on Nellie's Hat.....June 19**

**Bola Mola Land (7) ....May 29, '39**

**Charlie Cuckoo (7).....Apr. 30, '39**

**Crack Pot Cruise (7)....Apr. 10, '39**

**Magic Beans (7) .....Feb. 13**

**Nellie of the Circus (7)...May 8, '39**

**Snuffy's Party (7) .....Aug. 7**

**The Birth of a Toothpick (7) .....Feb. 27**

### STRANGER THAN FICTION

**No. 58 (9) .....Jan. 2**

**No. 59 (9) .....Feb. 6**

**No. 60 (9) .....Mar. 6**

**No. 61 (9) .....Apr. 3**

**No. 62 (9) .....May 1, '39**

**No. 63 (9) .....June 5, '39**

**No. 64 .....July 3**

**No. 65 (9) .....Aug. 7**

### TWO REEL SPECIAL

**Boy Meets Joy (17).....Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.

**March of Freedom (21).....Sept. 6**

### UNIVERSAL NEWS

Released twice weekly.

## Vitaphone

### BROADWAY BREVITIES

**A Fat Chance (..) .....Mar. 25**

**A Swing Opera (..).....July 22, '39**

**Broadway Buckaroo (20) June 3, '39**

**Home Cheap Home (..) .....Mar. 18**

**Projection Room (..) .....Mar. 4**

**Rollin' in Rhythm (..).....Apr. 15**

**Seeing Spots (20) .....Apr. 29, '39**

**Sophomore Swing (20).....Jan. 21**

**Small Town Idol (20).....Feb. 11**

**Sundae Serenade (20).....Feb. 25**

**You're Next to Closing (20) .....May 13, '39**

**Wardrobe Girl (..).....June 17, '39**

### THE COLOR PARADE (New Series)

**For Your Convenience (10) .....May 20, '39**

**Mechanix Illustrated No. 2 (10) .....Jan. 7, '39**

**Mechanix Illustrated, No. 3 (10) .....Feb. 25**

**Mechanix Illustrated No. 4.Apr. 22,'39**

**Mechanix Illustrated No. 5 (..) .....June 10, '39**

**Modern Methods (..)...July 15, '39**

**Nature's Mimic (10).....Dec. 8**

**Points on Pointers (9).....Jan. 28**

**The Roving Camera (10).Mar. 25, '39**

### LOONEY TUNES CARTOONS

**Chicken Jitters (7).....Apr. 1**

**It's an Ill Wind (7).....Jan. 28**

**Polar Pals (..).....June 3, '39**

**Porky and Teabiscuit (7) Apr. 22, '39**

**Porky's Movie Mystery (7)..Mar. 11**

**Porky's Picnic (..).....July 15, '39**

**Porky's Tire Trouble (7).....Feb. 18**

**The Lone Stranger and Porky (7) .....Jan. 7, '39**

**Christopher Columbus jr. (7) .....May 13, '39**

**Scalp Trouble (..).....June 24, '39**

**Wise Quack (..).....Aug. 5, '39**

### MELODY MASTERS

**Artie Shaw and Orchestra (10) .....Apr. 29, '39**

**Blue Barron & Orch. (10).Jan. 21, '39**

**Clyde Lucas & Orch. (10)..Jan. 7, '39**

**Clyde McCoy & Orchestra (10) .....Mar. 18**

**Dave Apollon and His Orchestra (11) .....Dec. 24**

**Dave Apollon and Orchestra (..) .....Apr. 8**

**Jerry Livingston & Orchestra (10) .....Feb. 4**

**Larry Clinton & Orchestra (10) .....May 20, '39**

**Leith Stevens & Orch. (..).....June 10, '39**

**Rita Rio & Orch (..)...July 1, '39**

**Russ Morgan & Orchestra (11) .....Feb. 25**

**Will Osborne & Orch. (..).....July 22, '39**

### MERRIE MELODIES (In Color)

**A Day at the Zoo (7).....Mar. 11**

**Bars and Stripes Forever (7).Apr. 8**

**Believe It or Else (..)..June 3, '39**

**Count Me Out (7).....Dec. 17**

**Daffy Duck and the Dinosaur (7) .....Apr. 22, '39**

**Dangerous Dan McFoo (..).....July 15, '39**

**Dog Gone Modern (7)....Jan. 14, '39**

**Goldrush Daze (7) .....Feb. 25**

**Ham-Ateur Night (7)....Jan. 28, '39**

**Naughty But Mice (7) ..May 20, '39**

**Old Glory (..).....July 1, '39**

**Prest-O Change-O (7).....Mar. 25**

**Robinhood Makes Good (7)...Feb. 11**

**Snow Man's Land (..)..July 29, '39**

**The Mice Will Play (7).....Dec. 31**

**Thugs With Dirty Mugs (7).May 6, 39**

### TECHNICOLOR

**Bill of Rights (..).....Aug. 12, '39**

**Lincoln in the White House (21) .....Feb. 11, '39**

**Quiet Please (..).....July 1, '39**

**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.

**Sons of Liberty (20).....May 20, '39**

**Swingtime in the Movies (20) .....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

### SPECIALS (New Series) Tech.

**The Master's Touch (10)....Feb. 18**

### VITAPHONE VARIETIES

**Crawfords at Home (..)..Apr. 15, '39**

**Dean of the Pasteboards (10) .....May 27**

**Gadgeteers (10) .....Feb. 18**

**Tax Trouble (10).....Mar. 18, '39**

**Ski Girl (10).....Jan. 14, '39**

**Witness Trouble (..)...July 29, '39**

### TRUE ADVENTURES (By Floyd Gibbons)

**A Minute From Death (11)...Mar. 4**

**Chained (..) .....Apr. 1**

**Haunted House (..).....June 3, '39**

**High Peril (12) .....Feb. 18**

**Lives in Peril (..).....July 7, '39**

**The Human Bomb (12)...Jan. 7, '39**

**Three-Minute Fuse (..).July 29, '39**

**Voodoo Fires (11) .....May 6**

## SERIALS

### COLUMBIA

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.

**Mandrake the Magician...May 6, '39**
12 chapters.

**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

### REPUBLIC

**Daredevils of the Red Circle 12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

**Dick Tracy's G-Men .....Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.

**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

### UNIVERSAL

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ❶ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ❷ indicates color photography.

| | APRIL 8 | APRIL 15 | APRIL 22 | APRIL 29 | MAY 6 | MAY 13 |
|---|---|---|---|---|---|---|
| COLUMBIA | 3 Comedy 9013<br>**Lady and the Mob** (65)<br>Fay Bainter-Ida Lupino-Lee Bowman<br>R—Mar. 11 | 12 Drama 9030<br>**First Offenders** (61)<br>Walter Abel<br>Beverly Roberts<br>R—Mar. 11 | 16 Western 9214<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | 27 Western 9206<br>**Spoilers of the Range**(58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | 4 Drama 9031<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | 11 Action Drama 901<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 |
| GRAND NAT'L | | | | | | 13 Drama 30<br>**Exile Express** (70)<br>Anna Sten-Alan Marsha<br>R—Feb. 18<br>13 Western WI-1<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barcla<br>R—Feb. 18 |
| MGM | 7 Drama with Music 931<br>**Broadway Serenade** (113)<br>J. MacDonald-L. Ayres<br>R—Apr. 8 | 14 Rom. Comedy 929<br>**Kid From Texas** (70)<br>D. O'Keefe-F. Rice<br>R—Apr. 8 | 21 Comedy 934<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | 28 Drama 932<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | 5 Comedy 933<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | 12 Action Drama 93<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 |
| MONOGRAM | 5 Melodrama 3824<br>**Undercover Agent** (56)<br>Russell Gleason<br>Shirley Deane | 12 Drama 3802<br>**Streets of New York** (73)<br>Jackie Cooper<br>Marjorie Reynolds<br>R—Apr. 15 | 19 Melodrama 3829<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | | 1 Action Drama 3820<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | |
| PARAMOUNT | 7 Comedy 3830<br>**I'm From Missouri** (77)<br>Bob Burns-Gladys George<br>R—Mar. 25 | 14 Comedy - Music 3832<br>**Never Say Die** (80)<br>Bob Hope-Martha Raye<br>R—Mar. 11<br>14 Melodrama 3831<br>**Bulldog Drummond's Secret Police** (55)<br>J. Howard R—Apr. 8 | 21 Drama 3833<br>**Back Door to Heaven** (85)<br>Wallace Ford-Aline McMahon-Patricia Ellis<br>R—Apr. 15 | 28 Comedy Drama 3834<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | 5 Outdoor Drama 3835<br>❶**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | 12 Drama 383<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 |
| REPUBLIC | | 12 Western 865<br>**Night Riders** (58)<br>Three Mesquiteers<br>R—Apr. 8 | 19 Western 854<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | 25 Action Drama 811<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | 5 Western 844<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | 15 Western 86<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 |
| RKO RADIO | 7 Comedy Drama 916<br>**Love Affair** (87)<br>Irene Dunne-Chas. Boyer<br>R—Mar. 18<br>7 Biog. Drama 919<br>**Flying Irishman** (73)<br>Douglas Corrigan<br>R—Mar. 11 | 14 Action Drama 920<br>**They Made Her a Spy** (67)<br>Sally Eilers-Allan Lane<br>R—Mar. 25 | 21 Action Drama 922<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | 28 Melodrama 923<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>28 Musical 838<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | 5 Comedy Drama 924<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | 12 Melodrama 925<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 |
| 20TH-FOX | 7 Melodrama 937<br>**Mr. Moto on Danger Island** (64)<br>Peter Lorre<br>Jean Hersholt<br>Amanda Duff<br>R—Mar. 18 | 14 Drama 938<br>**Story of Alexander Graham Bell** (97)<br>Don Ameche-Loretta Young-Henry Fonda<br>R—Apr. 8 | 21 Comedy Drama 939<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>21 Melodrama 945<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | 28 Outdoor Drama 940<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>28 Musical 8012<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | 5 Action Drama 941<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | 12 Musical 942<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 |
| UNITED ARTS. | 7 Drama<br>❶**Wuthering Heights** (103)<br>Merle Oberon<br>Laurence Olivier<br>R—Apr. 1 | | 21 Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | | | |
| UNIVERSAL | 7 Comedy-Music 3006<br>**East Side of Heaven** (88)<br>B. Crosby-J. Blondell<br>R—Apr. 15 | 14 Action Drama 3019<br>**Code of the Streets** (70)<br>Harry Carey<br>Frankie Thomas<br>Juanita Quigley<br>R—Jan. 28 | 21 Action Drama 3018<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | 28 Comedy Drama 3030<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | |
| WARNER-F.N. | 8 Outd'r Drama WB304<br>❶**Dodge City** (104)<br>Errol Flynn<br>Olivia de Havilland<br>R—Apr. 8 | 15 Melodrama WB316<br>**Women in the Wind**(65)<br>Kay Francis<br>Wm. Gargan R-Feb. 4 | 22 Drama FN354<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | 29 Comedy FN373<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | 6 Action Drama FN353<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | 13 Action Drama WB322<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 |
| MISCELLANEOUS | | | | | | |

| OCTOBER, 1939 | | | | | | |
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| DECEMBER, 1939 | | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 |
|---|---|---|---|---|---|
| | 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama **9012**<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 |
| 20 Action Drama **314**<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | | |
| 19 Comedy **936**<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | 26 Comedy **937**<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 |
| 18 Western **3864**<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 | | |
| 19 Musical **3837**<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | 16 Drama **3841**<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 |
| 15 Outdoor Spectacle **801**<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western **855**<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette<br>R—July 8 | | 23 Western **856**<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western **867**<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 |
| | 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **926**<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 |
| 19 Comedy **943**<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **948**<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 |
| | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | | |
| 19 Action Drama **3010**<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | 26 Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | | |
| 20 Action Drama **FN364**<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB324**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama **FN368**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 |
| | | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), reissue<br>Wm. S. Hart<br>R—May 27 | 16 Musical **Astor**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale |

COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

# Booking Chart

A GUIDE TO CURRENT RELEASES

| JANUARY, 1940 | | | | | | |
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| FEBRUARY 1940 | | | | | | |
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| MARCH, 1940 | | | | | | |
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| | JULY 1 | JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUGUST 5 |
|---|---|---|---|---|---|---|
| COLUMBIA | 29 Drama 9032<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy 9005<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama 9025<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 | 20 Comedy 9010<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | 28 Action Drama 9033<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells<br>R—Aug. 5 | 4 Action Drama 900<br>**Coast Guard** (72)<br>Randolph Scott<br>Frances Dee<br>R—Aug. 19 |
| GRAND NAT'L | | | | | | |
| MGM | 30 Drama 941<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama 942<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy 944<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama 945<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama 94<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 |
| MONOGRAM | 1 Action Drama 3814<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | | 21 Western 3865<br>**Man From Texas** (60)<br>Tex Ritter<br>R—Aug. 12 | | 1 Mystery 3807<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 |
| PARAMOUNT | 30 Melodrama 3844<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama 3847<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama 3848<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy 3849<br>**Night Work** (62)<br>Mary Boland<br>Charles Ruggles<br>R—Aug. 12 |
| REPUBLIC | | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | | 26 Comedy 816<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western 846<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 |
| RKO RADIO | 30 Mystery Drama 929<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western 985<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama 931<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 |
| 20TH-FOX | 30 Comedy Drama 950<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night**(71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 | 28 Outdoor Drama 951<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy Drama 001<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 |
| UNITED ARTS. | | | | | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 |
| UNIVERSAL | 30 Melodrama 3038<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama 3031<br>**Forgotten Woman** (68)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 | 14 Comedy 3008<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama 3007<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 | | |
| WARNER-F.N. | 1 Com.-Music WB311<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama WB315<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 |
| MISCELLANEOUS | | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | | | |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

| AUGUST 12 | AUGUST 19 | AUGUST 26 | SEPTEMBER 2 | SEPTEMBER 9 | SEPTEMBER 16 |
|---|---|---|---|---|---|
| **COLUMBIA** | | | | | |
| | 17 Melodrama **9018**<br>**Man They Couldn't Hang** (64)<br>Boris Karloff<br>R—Aug. 19 | 22 Comedy Drama<br>**Five Little Peppers** (..)<br>Edith Fellows | 30 Wild Horse Picture<br>**Konga, the Wild Stallion** (..) | 5 Drama **9002**<br>**Golden Boy** (100)<br>Barbara Stanwyck<br>Adolphe Menjou<br>William Holden<br>R—Aug. 19 | |
| **GRAND NAT'L** | | | | | |
| | | | | | |
| **MGM** | | | | | |
| 11 Drama **947**<br>**Lady of the Tropics** (91)<br>Hedy LaMarr<br>Robt. Taylor<br>R—Aug. 12 | 19 Comedy Drama **948**<br>**These Glamour Girs** (79)<br>Lew Ayres-Lana Turner<br>Anita Louise<br>R—Aug. 26 | 25 Comedy Fantasy **949**<br>**Wizard of Oz** (102)<br>Judy Garland<br>Frank Morgan<br>R—Aug. 19 | 1 Comedy Drama **1**<br>**The Women** (..)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell | 8 Comedy **2**<br>**Henry Goes Arizona** (..)<br>(..)<br>Frank Morgan | 15 Comedy Drama **3**<br>**Dancing Co-ed** (..)<br>Lana Turner<br>Richard Carlson |
| **MONOGRAM** | | | | | |
| | 15 Drama with Mus. **3825**<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>R—Aug. 12<br>16 Western **3866**<br>**Riders of Frontier** (..)<br>Tex Ritter | 25 Western **3856**<br>**Oklahoma Terror** (..)<br>Jack Randall<br>22 Melodrama **3826**<br>**Irish Luck** (61)<br>F. Darro-D. Purcell<br>R—Aug. 26 | | | 12 Action Drama **3815**<br>**Sky Patrol** (..)<br>John Trent<br>Marjorie Reynolds |
| **PARAMOUNT** | | | | | |
| 11 Comedy Drama **3850**<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 | 18 Melodrama **3865**<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western **3859**<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy **3851**<br>**Star Maker** (94)<br>Bing Crosby<br>Louise Campbell<br>R—Aug. 19 | 1 Melodrama **3901**<br>**Death of a Champion** (..)<br>L. Overman-R. Paige | 8 Western **3954**<br>**Range War** (66)<br>W. Boyd-R. Hayden<br>R—Aug. 12 | 15 Drama **3902**<br>**Beau Geste** (120)<br>Gary Cooper-R. Milland<br>R—July 29 |
| **REPUBLIC** | | | | | |
| 10 Western **868**<br>**New Frontier** (56)<br>Three Mesquiteers<br>R—Aug. 19 | 14 Western **847**<br>**In Old Monterey** (70)<br>G. Autry-S. Burnette<br>R—July 29 | 21 Action Drama **825**<br>**Smuggled Cargo** (61)<br>Rochelle Hudson<br>Barry MacKay<br>R—Aug. 26 | 28 Drama<br>**Flight at Midnight** (..)<br>P. Regan-J. Parker<br>1 Western<br>**Wall Street Cowboy** (..)<br>R. Rogers-G. Hayes | | |
| **RKO RADIO** | | | | | |
| 11 Western **933**<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 | 18 Drama **936**<br>**In Name Only** (92)<br>Carole Lombard<br>Cary Grant-K. Francis<br>R—Aug. 12 | | 1 Drama **001**<br>**Nurse Edith Cavell** (95)<br>Anna Neagle<br>Geo. Sanders<br>R—Aug. 26 | 8 Western **986**<br>**Fighting Gringo** (60)<br>George O'Brien<br>8 Melodrama **935**<br>**Conspiracy** (..)<br>A. Lane-L. Hayes | 15 Comedy **002**<br>**Day the Bookies Wept** (..)<br>J. Penner-B. Grable |
| **20TH-FOX** | | | | | |
| 11 Comedy Drama **002**<br>**Chicken Wagon Family** (65)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver<br>R—Aug. 19 | 18 Adventure Drama **003**<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly-R. Greene<br>R—Aug. 5 | 25 Comedy **004**<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 | 1 Detective Drama **005**<br>**Adventures of Sherlock Holmes** (85)<br>B. Rathbone-I. Lupino<br>R—Aug. 26 | 8 Melodrama **006**<br>**Charlie Chan at Treasure Island** (73)<br>S. Toler-P. Moore<br>R—Aug. 12 | 15 Drama **011**<br>**The Rains Came** (..)<br>Myrna Loy-Tyrone Power<br>George Brent |
| **UNITED ARTS.** | | | | | |
| 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama with Music<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 | | | | |
| **UNIVERSAL** | | | | | |
| 11 Drama **3003**<br>**When Tomorrow Comes** (90)<br>Charles Boyer<br>Irene Dunne<br>R—Aug. 19 | | | 1 Comedy Drama<br>**Underpup** (..)<br>Gloria Jean-Ernest Truex-Nan Grey<br>1 Outdoor Drama<br>**Mutiny on the Black Hawk** (66) R—June 24<br>R. Arlen-A. Devine | 8 Drama<br>**Bad Company** (..)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Western<br>**Desperate Trails** (62)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Musical Comedy<br>**Hawaiian Nights** (64)<br>Johnny Downs<br>Mary Carlisle<br>R—Aug. 26 |
| **WARNER-F.N.** | | | | | |
| 12 Comedy **WB326**<br>**Torchy Plays With Dynamite** (59)<br>J. Wyman-A. Jenkins<br>R—Aug. 5 | 19 Drama **FN356**<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy **FN376**<br>**Hobby Family, The** (54)<br>R—Aug. 26<br>26 Drama **FN367**<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan-R. Reagan<br>R—Aug. 5 | 2 Drama<br>**The Old Maid** (95)<br>B. Davis-M. Hopkins<br>R—Aug. 5 | 9 Comedy Melodrama<br>**Nancy Drew and the Hidden Staircase** (60)<br>Bonita Granville<br>Frankie Thomas<br>R—Aug. 26 | 16 Drama<br>**Dust Be My Destiny** (..)<br>John Garfield<br>Priscilla Lane<br>R—Aug. 19 |
| **MISCELLANEOUS** | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

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| | SEPTEMBER 23 | SEPTEMBER 30 | OCTOBER 7 | OCTOBER 14 | OCTOBER 21 | OCTOBER 28 |
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| COLUMBIA | | | | | | |
| GRAND NAT'L | | | | | | |
| MGM | 22 Drama 4<br>**Thunder Afloat** (..)<br>Wallace Beery<br>Chester Morris<br>Virginia Grey | 29 Comedy Drama<br>**Fast and Furious** (..)<br>A. Sothern-F. Tone | | | | |
| MONOGRAM | | 30 Drama 3803<br>**Mutiny in the Big House** (..)<br>Chas. Bickford<br>Barton MacLane | 4 Action Drama 3816<br>**Scouts of the Air** (..)<br>John Trent | 13 Western 3857<br>**Overland Mail** (..)<br>Jack Randall | | |
| PARAMOUNT | 22 Comedy<br>**$1,000 a Touchdown** (..)<br>Joe E. Brown<br>Martha Raye | 29 Comedy Drama<br>**My Love for Yours** (..)<br>M. Carroll-F. MacMurray | 6 Comedy<br>**What a Life** (..)<br>B. Field-J. Cooper | 13 Drama<br>**Jamaica Inn** (106)<br>C. Laughton-M. O'Hara<br>R—July 8 | 20 Drama<br>**Television Spy** (..)<br>W. Henry-J. Barrett | 27 Drama<br>**Disputed Passage** (..)<br>D. Lamour-A. Tamiroff<br>J. Howard |
| REPUBLIC | | 28 Drama<br>**Calling All Marines** (..)<br>D. Barry-H. Mack | | | | |
| RKO RADIO | 22 Comedy Drama 934<br>**Fifth Avenue Girl** (80)<br>Ginger Rogers<br>James Ellison<br>R—Aug. 26 | 29 Drama 003<br>**Full Confession** (72)<br>V. McLaglen-S. Eilers<br>R—Aug. 26 | 6 Drama<br>**Three Sons** (..)<br>E. Ellis-V. Vale | 13 Musical 946<br>**Everything on Ice** (..)<br>I. Dare-E. Linden | | |
| 20TH-FOX | 22 Comedy 008<br>**Stop, Look and Love** (57)<br>Jean Rogers<br>William Frawley | 29 Drama 009<br>**Here I Am a Stranger** (..)<br>R. Greene-N. Kelly | 6 Drama 010<br>**The Escape** (..)<br>K. Richmond-A. Duff | 13 Musical 007<br>**Hollywood Cavalcade** (..)<br>Alice Faye-Don Ameche | 20 Comedy 018<br>**Shipyard Sally** (80)<br>G. Fields-S. Howard | 27 Action Drama 013<br>**20,000 Men a Year** (..)<br>R. Scott-M. Healy |
| UNITED ARTS. | | | | | | |
| UNIVERSAL | 22 Drama<br>**Rio** (..)<br>Sigrid Gurie<br>Basil Rathbone | | 1 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin | | | |
| WARNER-F.N. | 23 Comedy<br>**No Place to Go** (..)<br>Fred Stone<br>Gloria Dickson<br>Denis Morgan | 30 Melodrama<br>**A Child Is Born** (79)<br>G. Fitzgerald-G. George<br>J. Lynn<br>R—Aug. 5 | | | | |
| MISCELLANEOUS | | | | | | |

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August
16th
1939

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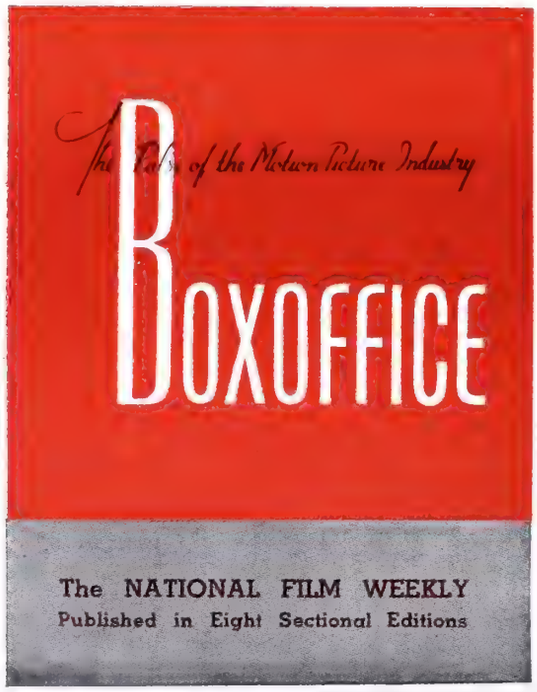
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*Front page flash from N.Y. World-Telegram (typical of news coverage) as New York went wild!*

## 10,000 Wait in Line To See Wizard of Oz

### Fans Circle Block Standing FourAbreast

Thousands of women and children, with a few men sprinkled among them today surrounded the block in which the Capitol Theater is located, waiting in line to see the Wizard of Oz on its opening day.

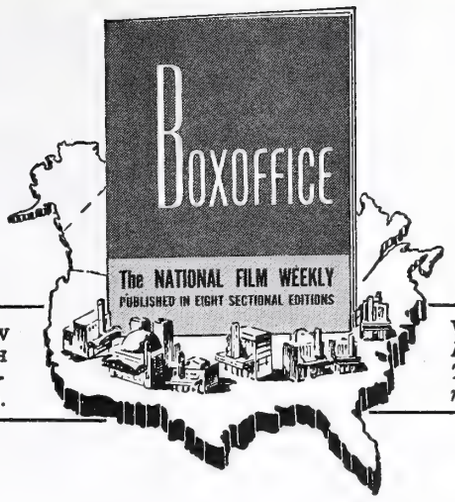
The line began to form before 8 A. M. and when 6,000 marched into the theater, when the doors opened at 8:45, there still remained a line in which there were 4,000 movie fans, police estimated, and 20,000 by the estimate of the theater's press agent.

The line, which 100 police controlled, began at the box office; extended north to 51st St., east to Eighh Ave., souh to 50th St. and west to Broadway.

For most of its length people were standing four abreast. Broadway showmen who happened by stared in amazement. They commented that the Wizard was the biggest hit since Snow White and might turn out to be even a greater draw.

# OH BOY!

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# *FIRST OVER THE LINE*

SMART is the word.

As speculation ran unbridled over a first step in code salvaging, the Warner organization went quietly to work with its lawyers, neatly picked out many of the essentials in the document which Thurman Arnold had ruled a collective group of majors could not adopt and drafted a twelve point program to govern its sales policy for the new season. A march thereby was stolen on the rest of the field.

It may be betraying a secret to divulge Warner-ites are surprised they walloped such a homer across with such little interference. They anticipated individual action would be sprung from some quarter, but, having no way of knowing where, moved fast enough to best their competitors.

Much, very much, has happened since the turn of the year. Nevertheless, it is a matter of record, as a succeeding page will show, that solo action along code lines had been discussed as far back as February. This was the period in the negotiations when the majors themselves lacked unity in point of view and when Sidney R. Kent for 20th Century-Fox and William F. Rodgers for M-G-M were so keen for self-regulation that both of them seriously contemplated a code of their own regardless of whether or not other major companies decided to go along. As events now turn out, it is Gradwell L. Sears who, in the beginning could have been far more code-minded, scores the beat.

Now just exactly why does he score and why is it a beat? He does both because, in this industry which so frequently permits its purposes and its way of seeking them to be clouded either in deliberate uncertainty or lacking in definition, he sets forth clearly the conditions which are to guide the merchandising of his product. It is a refreshing and largely new experience.

Many exhibitors are confused as a result of Washington's annihilation of the trade practice agreement. They declare they are mixed up and would very much like to get unscrambled. Now and insofar as one major organization is concerned, at least, they do—right down the line to the very frank expectancy on the Warner side that it will get preferred playing time on top bracket attractions.

The move is blessed in that it is in the open. There cannot well be any backsliding on a policy so broadly publicized. Warner has declared how far it will go. The exhibitor is aware of what to expect. This suggests a basis for mutuality and goodwill and whatever may trail both for all hands concerned.

The well-informed have been aware that the formulas set up in the code need not necessarily constitute a total loss and that, in some form, a portion of them might be placed into actual practice. It seems now the manner of doing this funnels through to the individual sales policies of code participating companies.

With any such eventuality, however, must be tied a question about Washington and how it may be expected to view a step similar to Warner's when undertaken by two or more organizations even when their motivation actually is individually prompted. This may smack of conspiracy. It is certainly a problem for the future.

In the meantime, Warner has cleared the atmosphere for its buyers. We view this as a sound and substantial development for the seller, as well. In fact, for an industry which could eliminate considerable distrust by a more liberal application of the same open-work method.

Kann

# MAJORS DEPLORE CODE STOPPAGE; POINT OUT CHIEF LOSS IS TO INDEPENDENT EXHIBITOR

## While Parts of Draft May Be Salvaged, They See Vital Clauses Lost

NEW YORK—Stoppage of the code because of warning by Thurman Arnold, chief of the anti-trust division under Attorney General Frank Murphy, of further and more intensified prosecutions if the agreement is implemented is seen as essentially the independent exhibitors' loss, according to distributor counsel who have spent more than a year in the promulgation of the document.

The contention is that distributors were giving away everything and the smaller exhibitor, in particular, was on the receiving end.

### Cite Arbitration Need

While Warner and now other distributors are preparing to incorporate some of the code's provisions into new contracts, retroactive to the first of the year, the two most important phases which brought the majority of complaints from the smaller exhibitor cannot be remedied, it is held, unless there is some means of arbitrating them.

These deal with unfair clearances and overbuying which can be amicably settled only by some method of voluntary arbitration and provided all exhibitors in each exchange area are willing to become parties to any defense action when their situations are indirectly involved.

Even up to the last minute when it was hoped the code would pass Washington unscathed, distributor counsel believed there was very little that could be done about a disinterested third party accepting a decision affecting his clearance, regardless of whether he signed the code, willingly or otherwise. It was felt the minute distributors insisted that such a third party accept the decision the anti-trust laws were being violated in that he had bought something at the beginning of the season, either protection or product, and part of it was being taken away from him despite the fact he was not actually a party to the specific dispute.

### See Rejection Nullified

Insofar as Warner and other distributors may swell the cancellation clause from 10 to 20 per cent for certain price averages, some distributors hold that the double feature situation virtually nullifies the larger rejection bracket. Not only do dual bookings lead to a demand for practically everything available on release, but the fact that major companies fall short a few pictures annually also has bookers scraping around for reissues and repeat engagements.

As for the elimination of score charges, exhibitors expect the fee to be included in rentals. This was indicated recently by the general sales manager of a major company who said his company would try to get the fee in contracts. The assertion was made at the Allied of New York convention at the Astor here.

The fact that Warner, and possibly others, would adjust clearances by conciliation needs not only the support of the distributors, but most of all the willingness of independent circuits to go along. For some months now various distributors have been attempting to settle a clearance complaint in Jersey City. It was stated the exhibitor complaining had good cause to have his situation re-adjusted, but the powerful competitive independent circuit involved refuses to budge. So the situation continues in *status quo*. And, it is stated, unless relief is given for the new season, the independent through his attorney, Emil K. Ellis, plans to bring the matter to the attention of the department of justice.

### Others "Marking Time"

With William F. Rodgers, M-G-M general sales manager and chairman of the distributors' sub-committee, on the coast and John Howley, one of the five attorneys who journeyed to Washington to see Paul Williams several days before Arnold handed down his momentous edict vacationing in New Hampshire for the past week, others prominently identified with the code have made a short week of it prior to the Labor Day holiday. "We are marking time," said one attorney.

However, there are some lawyers who cannot reconcile Arnold's ultimatum with President Roosevelt's admonition 15 months ago when he called in the presidents of all major companies, and Will H. Hays, and told them of the many complaints registered from small exhibitors. The president, it is stated, virtually commanded the industry to get its "house in order."

"Just as we were putting 'our house in order'," said one attorney, "Arnold says we cannot do it. He doesn't say the code is illegal. If you have read his letter you will note he says the basic structure of the industry is illegal—that is, major circuit operation. And since the code does not provide for theatre divorcement, which is the main issue of the government suit, the code does not correct the industry's abuses."

Answering this, the attorney goes on to say President Roosevelt was advised by the company presidents they would not divest themselves from theatre operations and "the president was satisfied with the reasons presented." At least, this source says so.

There is a strong possibility the industry's heads may again visit the president, this time at their request, but not until "the war of nerves and words" has settled into a calm. It is felt the film companies must answer Roosevelt, since he called them in originally, and then present their side of the case. The feeling is that, if divorcement is the cardinal issue of the government suit, the federal court, and maybe the supreme court, will determine who is right. But until then, distributors see no reason why the industry cannot adopt a code which would tend to do away with the complaints touched upon by the President.

### Some See "Shrewd" Move

There are other attorneys who do not overlook Arnold's "shrewdness." They insist that when he told the majors the code, if adopted, would fall into the illegal bracket, he had in mind his own equity suit. "In other words," counsel continues, "by successfully scaring the majors from putting the code into effect he (Arnold) thereby preserves the full essence of the complaints that formed a basis for his all-industry and local suits. If the code should be adopted, in one form or another, this would tend to vitiate the big action." Such action, it is held, would leave it to the courts to decide whether it is illegal for a producer-distributor to own and operate theatres.

Going a step further, the lawyers add, "Since all of the major attorneys fine-combed the code and finally put their stamp of approval on it—and there are some smart attorneys in the industry more familiar with the anti-trust laws than others—and if, being as sensitive as they have

(Continued on page 18)

## *Companies Convinced Arnold Would Have Filed Criminal Proceedings*

**New York—The red signal which stymied the seven major companies that had participated in code formulation from taking a chance anyway and despite rejection of the document by the department of justice was the fear of action leading to criminal indictments, those seven companies are now thoroughly convinced.**

**Arnold is reported to have voiced this as his intention if the code had been adopted over the head and admonition of the department. The word is understood to have reached the chief attorney for one of the companies either by design, by accident or through friendship. He immediately passed it along to the others. The decision automatically followed to let the code rest.**

**It also appears that code rejection hit the majors with such bombshell-like impact because some of their lawyers insist their contacts with the department since the all-industry suit was filed over a year ago have led them to believe Washington favored code adoption and had persistently encouraged activities along this line.**

# JUSTICE DEP'T TO GO ALL WAY ON THE SUIT; GOVERNMENT LAUNCHES WESTERN OFFENSIVE

## Criminal Proceedings Charges Violation Consent Decree

*By* EARLE A. DYER

WASHINGTON—The department of justice this week launched its long-threatened California case, announcing Thursday it had initiated criminal contempt proceedings against the defendants in the original Fox West Coast Theatres case for violation of the consent decree which closed that suit in 1930.

The aim of the proceedings, it was declared by Assistant Attorney General Thurman Arnold, head of the anti-trust division, "is not only to punish the defendants for disobeying the court's order, but also to re-create a situation in which the independent exhibitors may compete on equal terms with Fox West Coast Theatres Corp."

The proceedings were filed in the federal district court for the southern district of California against Fox West Coast Theatres Corp.; Fox West Coast Agency Corp., Fox West Coast Service Corp., 20th Century-Fox, Loew's, Inc., M-G-M, Paramount, RKO Radio Pictures, RKO Radio Distributing Corp., Universal, Warner Bros., Vitagraph, United Artists, and 54 individuals who are officers and employes of those corporations.

The only major company not included is Columbia, who was not a party to the consent decree in 1930.

"These proceedings are brought in accordance with the announced policy of this department vigorously to enforce decrees entered in anti-trust proceedings, whether entered by consent or after litigation," Arnold declared.

A formal statement by the anti-trust division head explained that the 1930 proceedings were a suit in equity against Fox West Coast Corp. and a number of major distributors alleging a conspiracy to restrain and monopolize trade in motion pictures, the government charging that the distributors were granting preferences to Fox West Coast over its competitors, the independent exhibitors. These preferences, it was alleged, included the right to select and contract for pictures before the independent exhibitors; excluding the independent exhibitors from exhibiting pictures first run or in competition with Fox West Coast, and adopting and enforcing zoning and clearance schedules which granted Fox West Coast arbitrary and unreasonable protection and clearance over independent exhibitors. The defendant companies consented to the entry of a decree enjoining the continuance of the "conspiracy."

"During the past several years," the assistant attorney general said, "the department has received numerous complaints that the parties named in the decree were violating its provisions."

### *Trace Story Cost To Competition*

**New York—The cost of story material, precipitated by competition, has soared in the past few years to a condition where it is not uncommon to pay from $50,000 to $200,000 for a successful Broadway play for film purposes. Columbia cites this in its answer to the government suit, pointing out it paid $200,000 for the picture rights to "You Can't Take It With You."**

## It's a Rough Road, Columbia Explains

NEW YORK—It's a hard road for the producer who isn't rich in star values but who wants and requires them for his top product. Columbia assembles an array of instances where it sought certain players for specific roles and failed to get them for one reason or another to demonstrate its experience and also to emphasize this point:

"The practice of loaning out stars has nothing whatsoever to do, so far as the answering defendants are concerned, with any alleged control of production and exhibition by the five producer-exhibitor defendants.

"The changing position of the star and the increased emphasis on artistic attainment, together with a scarcity of artists, literary material and the limited financial means of each of the producers, are responsible for the development of the practice of loaning out stars."

In its reply to the government suit, Columbia makes much of this argument. Insofar as its own trouble in corralling star talent is concerned, the answer cites the fear that important personalities might be miscast, resulting "in the star's dissatisfaction and disability to perform at his best" thereby inducing a situation which "likewise destroys the investment of the producer in the picture." Out of the company's Hollywood note book, these are mentioned:

"For the Grace Moore picture, 'I'll Take Romance,' Columbia tried to borrow James Stewart, Robert Taylor or Franchot Tone from M-G-M, and Fred MacMurray from Paramount, but all were unavailable.

"For 'When You're in Love,' the company tried to borrow Fred MacMurray, James Stewart or Franchot Tone for the leading male part, but again was unable to do so. It finally succeeded in borrowing Cary Grant from Paramount, but only upon committing itself to lend to Para-

(Continued on page 18)

## Washington Echoes the Home Office Feeling Of "Finish" Fight

WASHINGTON—Executive opinion in New York that code rejection by the department of justice draws the battle lines closer and re-emphasizes that final disposition of fundamental issues will be reached only through a finish fight on the government's all-industry suit, is echoed at the department.

However, it reaches beyond this one arm of the government and into administration circles where an impression, in part at least prevails, that code proposals were designed more as a back-door effort to sabotage the anti-trust case than any attempt to bring about voluntarily some of the reforms the government would force.

Divorce of exhibition from production and elimination of block and blind booking are the main objectives of the government suit. Neither is touched upon in code proposals, it is pointed out here. Other points of attack in the monopoly action are, to a considerable extent, incidental to, and the result of, distributor ownership of theatres and block booking.

While department of justice officials refuse to discuss the matter, it has been let known that they are determined to fight the issue to a finish and will not be moved from that position by any offer of any "concessions" by distributors.

Insofar as the Warner adoption of certain of the provisions of proposed code are concerned, the department maintains silence. Other than to point out Thurman Arnold's letter rejecting the code fully expressed the views of the department, officials there refuse to comment on the distributor's action.

At the same time, it was indicated, adoption of code provisions by individual companies would make no difference to the New York suit, which is the major matter of interest to the government and in which are involved all of the points with which distributors sought to deal in their code.

## *Blumberg Ends Summer's Stay on the Coast*

HOLLYWOOD—Nate J. Blumberg, president of Universal, terminates a summer's stay here the day after Labor Day when he heads directly for New York.

His family will travel more leisurely, taking in San Francisco, Yosemite and perhaps others of the national parks.

### Matty Fox Will Accompany

NEW YORK—Matty Fox expects to meet Nate J. Blumberg in Chicago later in the week and travel into New York with him. Shortly thereafter, Fox returns to his post at the Universal studio.

# FIFTH AVENUE GIRL'S THE BO




*IN NAME ONLY now opening and playing to the same kind of business in pre-releases Coast to Coast . . . BACHELOR MOTHER currently sweeping the subsequent runs . . . FIFTH AVENUE GIRL set for the pre-release smash in September!

**That's The Kind We Mea**

# K-OFFICE SWEETHEART NOW!

OVER CITY HALL!

## ...FIRST FIVE DAYS $8,200 AHEAD OF "IN NAME ONLY"* RADIO CITY'S THREE-WEEK SUMMER SENSATION!

***...Held for another week of the astounding brand of business RKO RADIO'S been giving the Music Hall almost all summer long! – Two great weeks of BACHELOR MOTHER . . . Three terrific weeks of IN NAME ONLY (which gave the Hall its biggest RKO RADIO opening in three years – until FIFTH AVENUE GIRL walked in)...and now a second week of the show that's day by day zooming higher into that select circle of $100,000-a-week attractions...***

# *Ginger Rogers*

IN

# "FIFTH AVENUE GIRL"

WITH

WALTER CONNOLLY • VERREE TEASDALE • JAMES ELLISON
TIM HOLT • KATHRYN ADAMS • FRANKLIN PANGBORN
PRODUCED AND DIRECTED BY GREGORY LA CAVA
PANDRO S. BERMAN IN CHARGE OF PRODUCTION
SCREEN PLAY BY ALLAN SCOTT

**When We Say BIG ONES from RKO RADIO!**

# NO LEGAL CLOUDS DISTURB WARNER HORIZON ON SALES PLAN; "OUR RIGHT," FIRM STATES

## Is Individual Approach, Not Copy of the Code, Spokesmen Contend

NEW YORK—The Warner organization sees no reason to be disturbed over any reactions of the department of justice to its 12-point sales policy and any resemblance it may bear to the code which Washington has rejected on the ground it has been reared on an illegal structure.

Spokesmen for the distributor declare it is all very simple. This is what they say:

The sales plan is not a copy of the code.

The sales plan is an individual presentation of the conditions which will govern the merchandising of the Warner product. It represents a single company's decision of how it proposes marketing its product. It has nothing to do with any other distributor in the industry, cannot, therefore, tie in with what any distributor has in mind or plans to announce.

To set up conditions guiding sales is anyone's privilege and runs counter to no law. There is no mandate by which Warner can compel any exhibitor to buy its product, but, if he does, the 12-point program merely sets forth what he is to expect in his relationship with the distributor.

Over at Warner, it is appreciated that other distributors probably will follow with a program of their own. They declare there any activity in this direction is not only anticipated, but also agreeable.

In stressing the point that the sales plan is not the code, or substantial parts of it, Warner offers reasons and, while overwhelming trade opinion will not view it in the same light, here they are:

Much emphasis is placed on Clause 4, the one in which Warner openly declares it expects all top bracket pictures to be played on preferred time. There is nothing in the code to so provide.

Clause 2 provides a 10 and 20 per cent cancellation, but does not include a 15 per cent bracket which was embraced in the code. However, there is a definite purpose in this. Warner spokesmen state the 15 per cent bracket was incorporated in the trade practice agreement largely for its psychological, not its practical, effect. They compute 89 to 91 per cent of the number of contracts signed by distributors cover prices averaging $100 or less and that the differential between numbers of contracts ranging from $100 to $250 is less than five per cent for all companies.

There is nothing in the Warner plan that pertains to foreign films or westerns, although the code covers them. The reason, of course, is obvious enough. Warner has neither.

There is nothing in the plan about news-

(Continued on page 18)

## *Other Distributors Display "Hurt" and "Dissatisfaction"*

NEW YORK—Sour grapes or not, as the case may be, major company sales heads declare they are not impressed with Gradwell L. Sears' announcement Warner will fuse many of the code's principles into its new season's contracts. Preferring to remain behind the cloak of anonymity, the feeling, in some quarters, is one of hurt and dissatisfaction because, it is argued, Sears had been working with other sales managers for more than a year on code formulation and "the least he could have done was to wait and see what the others proposed doing."

Instead, this sentiment goes, Sears rushed into an announcement which can only mean other companies must follow suit, but minus the trade-wide advantage of a simultaneous publicity break. There are among the competitive sales managers those who declare they are persuaded to harken back to the early days of code deliberation where they recall Warner displayed no anxiety to become a party to self-regulation. They express it as "peculiar" that what the Warner organization for so long did not want it now leaps at without first discussing joint action with other companies.

Above all, it is the cross-sectional distributor opinion that Warner should have waited a little longer before proceeding, or at least until the heat of the excitement generated by Thurman Arnold's flat rejection of the code had simmered down to the lukewarm stage.

## *Kuykendall Finds WB Policy "Encouraging"*

COLUMBUS, MISS.—In a statement issued through the MPTOA office in New York, Ed Kuykendall, president of that organization, describes the Warner sales policy as "very encouraging."

"While it does not cover all the angles MPTOA feels should prevail, it is a definite step forward in bringing about a happier relationship between distribution and exhibition," he points out. "Mr. Sears shows the courage of his convictions in making this announcement without the entangling restraint of the code . . . I am hopeful other distributors will follow Warner's lead. My congratulations to Grad Sears."



***After Making Sales Policies, He Goes Here—*** —John Gass

*This is the modest shack recently purchased by G. L. Sears whose assimilation of code features into the new Warner selling plan is being met with a mixed reception from other sales managers and exhibitors alike. "Sterlingstone" is the name that goes with this 12-room, four-bath house, Pennsylvania colonial style, with interior designs in the hallway an almost exact reproduction of the Jefferson house at Monticello. Priced at $65,000, the property was acquired from the James F. Gilkinson organization. Designed by Edmond MacCollin and built under supervision of the Hammel Construction Company, White Plains, it is located in the Sterling Ridge development at Harrison, N. Y. That makes Sears a neighbor of the Skourases—Spyros and George.*

# EXHIBITOR REACTION TO WARNER'S 12 POINTS VARIES; SOME PRAISE, OTHERS ARE DUBIOUS

## Attitude Varies From Glee To a "Let's Wait and See" Viewpoint

*Exhibitor reaction to the 12-point Warner sales policy which embodies some of the highlights of the thus far late and somewhat lamented code is varied.*

BOXOFFICE *correspondents throughout the country have been turned loose with instructions to find out what theatremen think about it all, and why. What follows are the initial findings, largely confined to the area from the Mississippi east to the Atlantic Seaboard:*

### Praise From Chicago Greets Plan's Announcement

CHICAGO—Praise is in order for Warner's new sales policy from all sides.

Both independent and affiliated exhibitors voice opinions that the Warner move is "definitely one in the right direction."

"It is a fair move and definitely a move in the right direction," is the comment of John Balaban. "The 12-point program shows that Warners are willing to deal equally with everyone."

Allied of Illinois' Jack Kirsch, who had a hand in the code negotiations, carefully perused the details of the program in a special issue of BOXOFFICE FLASHES, and comments, "We, at Allied in Chicago, find that points number two (dealing with cancellations) and number seven (dealing with elimination of compulsory shorts, trailer and reissues) are the only two points that have any value to us Chicago exhibitors. If those words are put into contracts exactly as printed without any 'ifs' or 'ands' attached to them, they will be a help. Grad Sears is to be congratulated in trying to solve some of the evils of our business, and we hope that the rest of the majors will follow suit."

"The new Warner policy attempts to embody the best parts of the code without the aid of the other distributors and thus eliminates any thought of conspiracy between the companies," says Jack Rose, of Indiana-Illinois Theatres. "If Sear's pronouncement is on the level and sincere, it is a good thing for our business and more companies should do likewise."

"It is a definite step toward friendliness on the part of Warners," is the comment of Sam Traynor, general manager of the Bailey circuit, with headquarters at Princeton, Ill. "It is the first move on the part of any distributor to show that they have a better understanding of the problems of the exhibitor and are sincere in wanting to do something about them," he added.

"Marvelous," states Si Greiver, independent circuit operator. "Warners are leading the way in pictures and in a fair-minded sales policy."

Elmer Balaban, who operates the H & F Balaban circuit with his brother, Harry, tells BOXOFFICE: "It is good that one company stepped out and took the lead. Perhaps others will follow and give us additional concessions."

Individual house operators are identical in their praise, ranging all the way from enthusiastic to ordinary acceptance of the 12-point program. All agree it is a start toward better understanding between exhibitors and distributors, even though all of them are apparently opposed to the pronouncement regarding preferred playing time, which exhibitors have consistently fought in Chicago—a fight which they won some years ago against M-G-M.

### Cleveland Independents In Lukewarm Welcome

CLEVELAND—Gradwell L. Sears' announcement that the salient features of the proposed industry code will be incorporated in the Warner 1939-40 sales policy, was received with lukewarm enthusiasm by independent industry leaders locally. A few feel it is a constructive move in the right direction, stating that any concessions in favor of the exhibitor are beneficial even though those listed in his 12-point policy do not offer a cure for all of their ills. One exhibitor compliments Sears for taking the lead in any move toward alleviating present exhibitor ills.

"Every concession on the part of the producer or distributor is a help," Howard Reif of the Scoville, Essick and Reif circuit states, "and if Warner Brothers are honest in their 20 per cent cancellation offer, then Sears' announced policy is constructive."

"It's a joke," one of the leading independent circuit owners who prefers to be nameless, said when asked for his opinion of the Sears program. "If there were integrity and honesty in the sales policies of the producing and distributing companies, there would be no need of codes," he went on to say. This exhibitor furthermore said that, in the light of Sears' address before the national Allied members in convention at Minneapolis, in which he allegedly stated that the cost of shorts and score charges would be tacked on to the feature costs, he admires Sears' frankness, both then and now.

"It doesn't mean a thing," the president of one of the largest independent chains says. "We'll pay for score charges and shorts whether listed under those heads or not, according to Sears' own words at the Minneapolis convention.

"If Sears' announced merchandising policy is an honest one, it is okay," one of the smaller independent theatre owners observes.

One exhibitor, who analyzed the policy carefully, takes exception to paragraphs 5 and 9 in the 12-point plan. He points to instances where it is alleged that an old and good customer in this territory was turned down in a particular situation in favor of a newly acquired major independent circuit house. Paragraph 9 is a trouble maker, he states, causing unlimited confusion as to booking dates especially in those instances where an exhibitor books at least 30 days in advance of the playdate. Paragraph 11, he continues, reduces arbitration to the same status it held under the NRA, namely, a collection agency, inasmuch as Sears agrees to arbitrate only in the agreement. "True arbitration," this exhibitor contends, "involves arbitration of grievances affecting the industry, not merely those controversies arising from a difference of contract interpretation."

### More New York Reactions Bring Mixed Stand

NEW YORK—While initial comment of independents in this area lined up in the form of cheers, additional reaction to Gradwell L. Sears' announcement Warner will incorporate several of the code's highlights into its contracts is generally mixed with a number of theatre operators refusing either to talk or be quoted.

The opinion of the small type theatre man is that, despite Sears' statement, the company will continue to try and push its

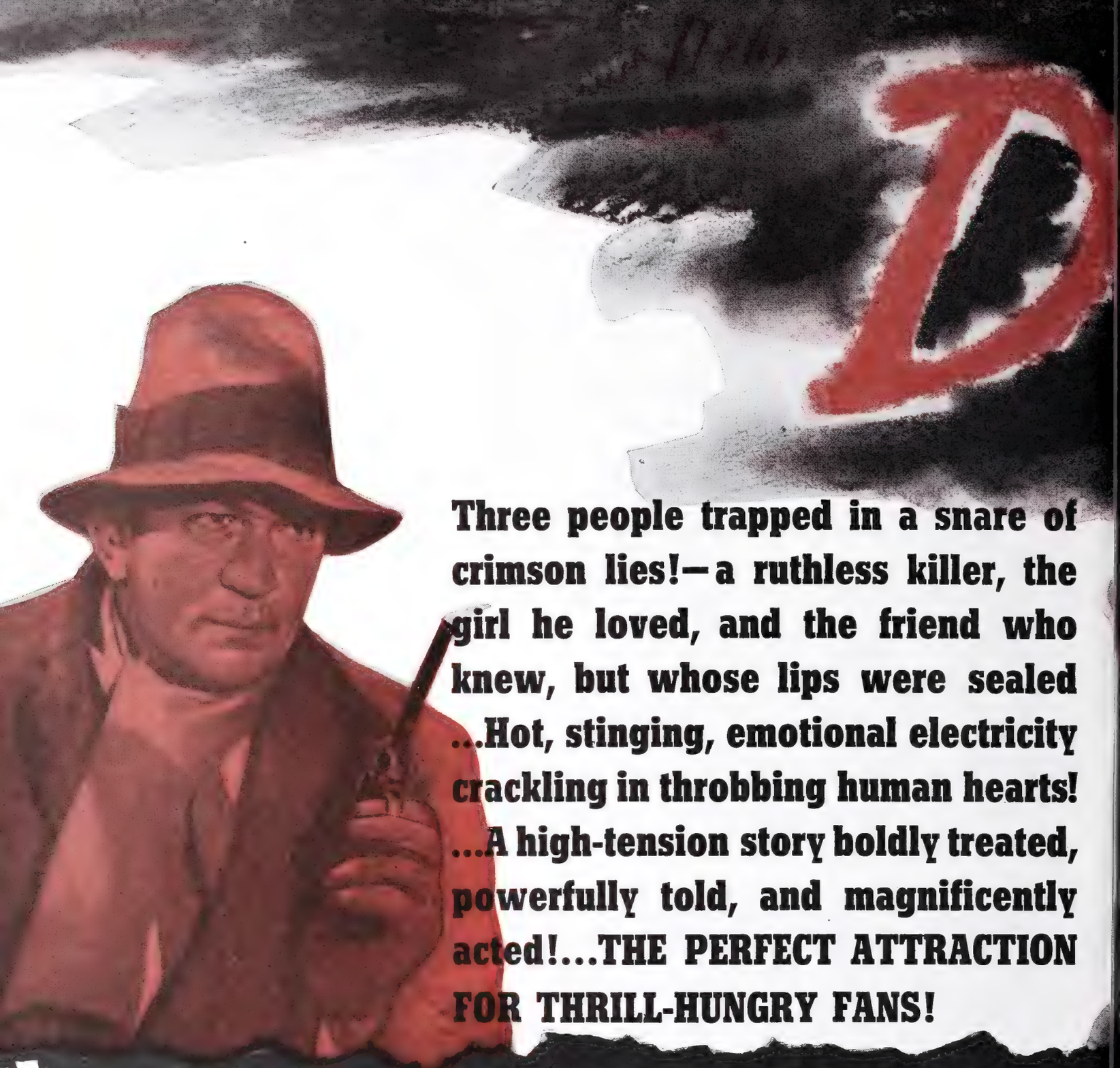
(Continued on page 14)

## INDIVIDUAL ADOPTION OF TRADE PACT SEEN AS LAST-RESORT TACTIC; ONE FRONT IS AIM

BOXOFFICE :: February 4, 1939

### *Last February Cast a Shadow—*

*Indication that resort to individual action on the code would be undertaken if a united front, for whatever reason, could not be attained was reported in* BOXOFFICE *as far back as February 4, as the above headline reproduction demonstrates. At the time, however, it was not the department of justice that loomed as the potential nemesis, but bickerings among the distributors themselves.*



**Three people trapped in a snare of crimson lies!—a ruthless killer, the girl he loved, and the friend who knew, but whose lips were sealed ...Hot, stinging, emotional electricity crackling in throbbing human hearts! ...A high-tension story boldly treated, powerfully told, and magnificently acted!...THE PERFECT ATTRACTION FOR THRILL-HUNGRY FANS!**

# "FULL CONFESSIO

## VICTOR McLAGLEN • SALLY EILERS
## JOSEPH CALLEIA • BARRY FITZGERALD

*Produced by Robert Sisk • Directed by John Farrow • Screen play by Jerry Cady*


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The Pulse of the Motion Picture Industry

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CINCINNATI—127 Tremont St., Ft. Thomas, Ky., Clara Hyde. Telephone Highland 1657.
CLEVELAND—12805 Cedar Road, Cleveland Heights, Elsie Loeb. Telephone Fairmount 0046.
DALLAS—210 S. Harwood, V. W. Crisp, Southwestern editor. Telephone 7-3553.
DENVER—319 S. Clarkson St., J.A. Rose.
DES MOINES—1700 Grand, Rene McCluskey.
DETROIT—424 Book Bldg., H. F. Reves. Telephone Cadillac 9085.
HOLLYWOOD—6404 Hollywood Blvd., Ivan Spear, Western editor. Telephone GLadstone 1186.
INDIANAPOLIS—444 North Illinois St., Don R. Rossiter.
KANSAS CITY—4804 East Ninth St., Jesse Shiyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—P. O. Box 4547, E. W. Fair, Telephone 7-1038.
OMAHA—4677 Marcy St., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—2235 Stark St., S. E., D. W. Polivka.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—605 Utah Savings & Trust Bldg., Viola B. Hutton. Telephone Hyland 4359.
SAN FRANCISCO—1095 Market St., Nathan Cohn. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G. St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

THE HEARST newspapers, congenitally committed to the discovery of a Communist behind every beard, makes itself sillier than usual, which is by way of saying a good deal, in a current editorial attack on the industry. Before getting any further, we deliberately slip in a word to remind that this is the same press which placed Nazi Germany in the comity of cultured and civilized nations the other day, and did it without a blush. That's to give you an idea.

This time it is called "Movie Propaganda" and it runs something like this, caps and all:

"The greatest danger to the vitality and progress of any art or form of entertainment is that of becoming obvious, dull and boring.

"One of the easiest and quickest paths to this peril is to pervert the uses of the art to the purpose of special pleading in politics, to the presentation of half truths and whole lies, to the twisting of truth so that it will fit a preconceived, unnatural and fallacious set of opinions. In a word, PROPAGANDA.

"This is precisely what is happening to the movies.

"The screen is full of propaganda, seldom subtle, usually thinly disguised and often impudently barefaced.

"Motion pictures have become A BATTLEGROUND FOR FOREIGN ISMS."

As a means of explaining why theatre business is bad, what follows is ingenious and also ridiculous:

"Sometimes these alien doctrines masquerade as Americanism, so poorly, however, that the dullest and most indifferent can detect it without half trying.

"But in reality, these propagandist issues, no matter what their disguise, are totally foreign.

"Generally, the trend is to advocate wholly or in part, the doctrine of Communism and to vilify everything that opposes Communism.

"Consequently, the people, not a bit fooled by these pseudo-dramatic arguments and vastly irritated by them, are staying from theatres.

"The movies are doing badly as a result. Their income is down. They are losing the pleasing and entertaining power upon which their life depends."

TRUE to the screwball tenor of its way, there is more:

"During the (Harry) Bridges deportation hearing, it was testified that the Communists are trying to get complete control of the film industry.

"This seems hardly necessary, for the movies AT PRESENT seem to be a highly susceptible and well prepared field for radical conversion.

"Directors, actors, writers and even some producers, many of them still high in public favor, plume themselves on Communist beliefs and translate these beliefs into the fatal action of uninteresting and offensive pictures.

"Raised to fame and wealth under the economic system that made this country, rich, powerful and FREE, they persist in an attitude of radicalism that would destroy not only the democratic basis of that system, but the system itself as well as the art that they practice and profess to cultivate.

"Communist propaganda, in the sheep's clothing of drama, will not fool, convince or convert the American people.

"Instead it bores the American people; it irritates the American people; it insults the American people.

"The consequences are financial anemia and paralysis, unless motion pictures are intelligent and patriotic enough to stop this silly and seditious effort to outrage and oppose the will of the American people to keep free from foreign conflicts and entanglements."

The sad commentary of this disgraceful effort at dishonestly besmirching an industry which, at worst can be held accountable only for not always maintaining its high level of entertainment is that this sort of editorial prostitution is read and, no doubt, believed by millions.

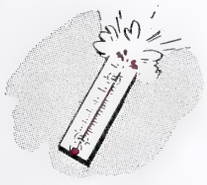
To deny the blanket charge rolling off the Hearst presses, at once, becomes unnecessary in the columns of an industry trade paper. Yet we suppose there should be registered an emphatic protest to such an unfair and unwarranted castigation.

It is not true. Not a word of it. The all-inclusive attack, presumably, is aimed at some in Hollywood who feel films have a purpose beyond the boy and girl formula and who believe that purpose, heading in the direction of social improvement, can be approached and even accom-

(Continued on page 18)

# "BEAU" captures two more keys!



**Brooklyn, N. Y.—"BEAU GESTE"** scores smash at Fox Brooklyn establishing record gross for opening day, exceeded only by New Year's and Christmas opening and a Mae West personal appearance.



**Newark, N. J.—** Despite rain and heat wave **"BEAU GESTE"** turns in biggest opening day business since January 1937.

## C'EST BEAU! C'EST BEAU!

*(French for IT'S PARAMOUNT'S YEAR!)*

Paramount Pictures

# New York Independent Reactions Are Mixed

(Continued from page 9)

trailers and shorts and that, although the company states it will not demand score charges, these will be included in film rentals.

Si Fabian, head of the Fabian circuit in the east, tells BOXOFFICE, "I have nothing to say. I have been too busy to study the Warner announcement."

Leon D. Netter, Paramount home office executive on the theatre end, flatly refused to comment.

"Warners are giving nothing away," says a buyer and booker of three houses, one in the Bronx and two in Manhattan. He would not be quoted, but adds, "I think clause four of the announcement which says 'We expect all top bracket pictures to be played on preferred playing time' is terrible. The rest of the 12-point program means absolutely nothing."

Jack Hattem, booker and buyer for the Interboro circuit in Brooklyn, states, "The code is a joke. Distributors say there will be no score charges, but they are trying to get them in the film rentals. Then the companies say there will be no forcing of shorts, trailers and newsreels. Try and buy without them." Asked specifically about the Warner announcement, Hattem admits he had not seen it.

**Must See It First**

Myron Starr, booker and buyer for the Frank Mascoto booking-buying combine of 15 Long Island theatres, asserts he had heard about the Warner announcement but "I don't believe it until I see it on paper. The 20 per cent cancellation would be a good thing for exhibitors whose average film rental is $100 or under. Exhibitors," he adds, "who pay more than $100 average for a picture can take care of themselves.

"Warners say they will not force shorts. That's a lot of hooey. Ditto when they say they will not add the score charges to film rentals."

Leo Justin, affiliated with Walter Reade in the operation of a number of New Jersey houses, has a kind word. He thinks, "It is a good thing for the industry if all the other companies do the same as Sears and work in harmony with one another. The best part of the program is the conciliation idea."

Another exhibitor who would not lend his name to his quote states, "I have been getting all of the benefits of the code for the past two years from all the companies. My contracts call for a number of playing dates for each company's program. By this plan I give the bigger pictures more time in my theatres and this leaves little or no time left for the lower grade product. As for shorts and features I don't buy them if I don't need them and that goes for every distributor."

Max A. Cohen, president of Allied of New York, in addition to sending out a special bulletin to the membership advising of the Warner move, informs BOXOFFICE that "I think the stand taken by Grad Sears is a step in the right direction and marks progress. This proves my previous statements relating to the sincerity of distributors in their proposals on trade practices and my contention that they intended to do the right thing. I believe everybody will follow along the same lines."

Cohen feels Sears' decision to conciliate clearance differences is vitally important to every theatre owner in the territory. He holds that now, without resorting to the courts, unfair protection disputes can be settled from within and all exhibitors in the area will benefit thereby.

From Edward Peskay, who operates 13 theatres in the east, comes the following: "I think Warners have more guts than anybody in the business, if they really mean what they say. Why wait for everybody to do it collusively which would obviously prove there is concerted action in the industry? Let each company do what it is supposed to do in its own field and life will be rosier for the independent exhibitor."

## *N. Y. ITOA Claps Hands for Warner*

**New York—In a resolution adopted by members of the ITOA, Warner is applauded for including various principles of the code in new season's contracts, particularly insofar as arbitration is concerned. The same resolution calls for all other companies to follow along identical lines. Milton C. Weisman, attorney for the unit, drew the resolution. He has played an important part in discussions with major company lawyers on the arbitration phases of the code.**

**When called to his attention that the Warner statement does not call for arbitration, but conciliation, Harry Brandt, president of the local exhibitor unit, stated "We call it arbitration."**

# Detroit Small Ones Plainly Skeptical

DETROIT—First reaction of individual smaller exhibitors among independents in this territory is distinctly skeptical on the new Warner sales policy. Repeated publicity and discussion of code proposals over many months apparently confuse the typical small exhibitor into thinking the new proposals are already embodied in present practice, some even commenting that "other companies are already doing this, and Warner policy gives nothing new to the exhibitor."

Exhibitors viewing the proposals with disfavor, however, unanimously decline to speak for publication. A very obvious fear of reprisal in film buying, with few independents yet signed up for 1939-40, is directly responsible for this condition, indicating that a lot of goodwill effort will be required to eliminate the skepticism.

However, a fair appraisal and general approval of the new policy is voiced by Charles C. Perry, one of the leaders of local industry, who is Chief Barker of Detroit

(Continued on page 22)

# Cheers From Boston For Warner Plan

BOSTON—"It seems to me that a few more applications of that nature would do the business a lot of good," Frank Lydon, Allied eastern regional vice-president, told this publication in commenting on the 12-point Warner 1939-40 sales policy.

Gradwell L. Sears' streamlined salvage job was a prime topic of conversation in the film district since its initial announcement here Thursday via BOXOFFICE FLASHES service. Independents, because they had no ties, were more prone to comment on it than affiliated theatre men, however.

"Warner Bros. is to be complimented for taking a step in the right direction," said Arthur K. Howard, business manager of the Independent Exhibitors, Inc. "I sincerely hope they will go the rest of the way and abandon block booking and blind selling, and divorce themselves from their theatre holdings."

"We don't need a printed set of rules," said a theatre owner who did not wish to have his name used. "Fair play is the panacea for industry ills. It can't be written. It must be practiced."

"I am glad Warner Bros. is going to drop score charges and compulsory buying of shorts," said Les Bendslev, operator of the Community in Wellesley, "but I understand from Grad Sears' talk at the last Allied convention that we're going to pay as much this year as last, no matter what happens."

"I'm all for Grad and this new sales policy," said an executive of one of New England's affiliated circuits. "Grad is shooting straight from the shoulder, I'm sure, but that doesn't mean that there won't be plenty of sharp shooting at him. We can't clear up the entangled wrongs of many years in one selling season. Anyone with brains wouldn't expect such a miracle. It's my opinion that Warner Bros. is sincere and that the company has made a good beginning."

"They'll tack on anything they've taken off by raising the ante," said a circuit divisional manager. "It's an established trade practice."

"Grad Sears is scared stiff and is backing water," said the head of another circuit. "He's aiming all this at the government suit. He evidently thinks he can check off the various points as indications that Warner has voluntarily stopped what the government claims is anti-trust violations."

"When they sit down to sell me, I'll let you know how much the Warner code means," Richard Rubin, operator of the State in Saugus, said matter-of-factly.

### Milwaukee Critical Of Announcement

MILWAUKEE — Independent exhibitors here refuse to become excited over Warner's '39-'40 sales policy as announced by Gradwell L. Sears. Generally, they believe the program contains nothing of benefit to the independent exhibitor. Circuit operators, too, in several instances, declare they believe it holds little of advantage to them.

# BUYING IN METROPOLITAN NEW YORK AREA SLOWS DOWN; EXHIBITORS ASK "WHY RUSH?"

## Hopeful Labor Day and Indian Summer May Break Sales Jam

NEW YORK—New season's buying locally is in the dumps. Exchange managers admit it. Independent exhibitors admit it. Yet no one is getting excited about it.

Peculiarly enough, no one can put his finger on the exact reasons, but there is a lot of guessing. Branch managers believe exhibitors are not ready to buy. Theatre owners say exchanges are not ready to sell and add, "What's the rush?"

Some say it's the heat or the Fair, but all are virtually agreed the lull is attributable to bad business, the worst to hit these parts in years—in 10 years.

Exhibitors say that the supply of product will hold until the end of October, since pictures now being generally released never get around to the neighborhood independent until that time.

There is some hope Labor Day and Indian Summer will put the exhibitor back in a cool frame of mind, cool enough to sit down in a manager's or salesman's office without having to complain about the heat and increased rentals. High prices for film is another exhibitor reason for shying away from Filmrow, the general impression prevailing all companies are tilting rentals beyond the value of product, based on current season's performance.

Talk about increased rentals and exhibitors will go down the line of every company, pick out the few good ones each company had so far this season and rant, "Where do they come off?"

The exchange manager has an answer for this; he will point out what he estimates were the money-makers this season.

Another enigma is that, in most instances, distributors advanced their annual sales conventions to early dates this year anticipating immediate results. However, few of the major circuit deals are actually signed, although major terms and conditions have been worked out. But because there is many an "i" to be dotted and "t" to be crossed, some of the major companies are not taking chances by selling subsequent runs until prior situations are signed, sealed and delivered.

In face of this, independents ask how could the small operator hope to close with major companies until the important deals are disposed of. There always is a hope of something untoward happening which may result in selling away from major circuits in some spots, as happened in the Warner-National Theatres deliberations.

At least, no one is getting excited over the standstill, but a day never fails to pass when an exchange manager doesn't inquire as to who is selling who and, meeting vague response, confesses he cannot understand it and goes back to his desk to delve into the trade papers for at least some sign of excitement in the news. Sometimes he gets that. It all depends on what he calls exciting and what he calls news.

But good or bad deal, the exhibitor is biding his time. Ditto for the distributor, and, since no one is getting excited about the unusual quiet, it's all hunky dory on Filmrow, while the daily round of questioning continues as exchange managers wonder "Who is selling who?"

## *Paramount Nine Months Ahead*



NEW YORK—Observing that "we've made progress, but we've got a long way to go," Y. Frank Freeman, in charge of studio operations for Paramount, declared the studios are more than nine months ahead on the 1939-40 program upon his arrival from the coast for home office conferences. Met at Grand Central by Barney Balaban and Austin Keough, Freeman said his talks here would revolve about 1940-41 production plans. He is scheduled to return to Hollywood September 4.

Every feature on the new schedule, with the exception of one by Cecil B. DeMille and one starring Claudette Colbert, is either finished or will be shooting by November 15, Freeman added. The studios will begin work in two weeks on a feature for 1940-41 release, so well advanced is production, he said.

### To Release "The City"

NEW YORK—World Films will nationally release "The City," produced by American Documentary Films, Inc., for the World's Fair.

## *Broidy and Jaffe to Monogram Board*

NEW YORK—Steve Broidy, Boston franchise holder, has been nominated to the directorate of Monogram in line with plans for a closer cooperation between production and distribution. William B. Jaffe of Rosenblatt & Jaffe, legal representatives for the firm, has also been nominated. Two names which have been withdrawn are Sol A. Rosenblatt, because of pressure of other affairs, and Leon Fromkess, treasurer.

The annual stockholders' meeting will be held October 5, directors decided at the regular board meeting early in the week. At this time, the following slate will be up for election and re-election: W. Ray Johnston, president; R. Scott Dunlap, vice-president in charge of production; Trem Carr, O. Henry Briggs, Jaffe, Broidy, J. A. Sisto, Norton V. Richey and Tom P. Loach. All attended the board session Monday with the exception of Loach who is in California on Pathe Film matters.

Earnings for the last six months are in the black to the tune of $42,000, according to Fromkess. Dunlap discussed new production plans, including "The Big House" and "Tailspin Tommy" series. He left for the coast Tuesday while Carr headed for St. Louis to visit his family.

On the proxy committee are Johnston, Sisto and Briggs. Notices were sent to stockholders over the weekend.

## *Lightman's Malco Chain Continuing Expansion*

NEW YORK—Having recently purchased the Winona, Winona, Miss., Malco is building a 750-seat theatre at Owensboro, Ky., which is expected to be ready in a month, M. A. Lightman, head of the circuit, states. He was in town with Charles E. Kessnich, M-G-M southern district manager, on a new product deal.

Lightman adds the new additions will give him 68. He left Thursday for Memphis.

Informed that Columbia's answer to the government suit lists him as an independent, Lightman asserts, "Paramount owns 50 per cent of Malco stock and I own the other half. I can't buy their interest and they can't buy mine. However, I have a number of theatres in which Paramount is not interested. Maybe that makes me an independent. I am independent, though," he concludes.

### Yates Homebound

LONDON—Herbert J. Yates is en route to New York, having sailed Wednesday. Scheduled to remain until September, he hurried his plans because of the war situation.

# THE MERCHAN

## FOR WARNER BROS

**1.** We announced on March 14, 1939 that we would release 48 feature pictures, 104 short subjects and 48 trailers. We also stated that "Quality is not a Passing Fashion". Our production performance since this date and the pictures finished and available for release justify that statement and announcement.

**2.** An exhibitor who licenses all feature motion pictures offered shall have the right, if he be not in default, to eliminate proportionately among the several price brackets, 20% of the total number of features licensed, if the average of the license fees for all features shall not exceed $100., and 10% if such average is in excess of $100.

**3.** We confirm our policy of long standing of allowing an exhibitor to eliminate any feature which may be locally offensive on moral, religious or racial grounds.

**4.** We expect all top bracket pictures to be played on preferred playing time.

**5.** We will license a run designated by us of our features in any situation to any exhibitor of good reputation as a theatre operator and customer, whose theatre is in good condition and who operates under a policy which will not substantially reduce our revenue from any other run, provided such exhibitor and we can agree upon the number of features to be licensed, and other terms and conditions.

**6.** We confirm our policy of long standing and our intent to continue to license our pictures to our regular customers who prove to be satisfactory.

**7.** No exhibitor will be required to license short subjects, trailers or reissues as a condition of licensing features.

**8.** No recording charge will be made in connection with the licensing of any of our feature pictures.

# DISING POLICY

## 1939-40 SEASON

**9.** To assist in the booking problems of our customers, and for the mutual benefit of our customers and ourselves, it is our intention to hold a number of test exhibitions of pictures in order fairly to establish their proper price bracket allocation, and we will allocate features to particular price brackets not later than 14 days after the national release date thereof, to first run exhibitors in those cities which we may use as "Test Cities" and to all others, on giving notice of the availability of each feature.

**10.** We have never at any time coerced or intimidated any exhibitor to license our pictures by threatening to build or otherwise acquire a competing theatre, and we will never do so. It is our belief that the quality of our pictures and the high standard of our production create a demand for our pictures.

**11.** For over five years it has been our policy to arbitrate with any customer desiring so to do, all claims and controversies which may arise under our license agreements, and our form of license agreement contained an optional arbitration provision. We will continue to give to each of our customers the option to arbitrate all such claims and controversies.

**12.** Clearance is an absolute necessity in the conduct of our business and we therefore intend to continue our policy to negotiate with each of our customers for clearance reasonable as to time and area.

This policy will apply for the motion picture season 1939-40 and to all license agreements covering the 1939-40 products made after Jan. 1, 1939.

Gradwell L. Sears

*President, VITAGRAPH, INC.*

**Distributor of Warner Bros. and First National Feature Pictures and Vitaphone Short Subjects**

# It's a Rough Road, Columbia Explains

(Continued from page 5)

mount one of its stars, Jean Arthur."

After difficulty, the company was able to get George Brent from Warners for "More Than a Secretary"with the provision Miss Arthur do a picture for Warners.

For "Holiday" an unsuccessful attempt was made to get Barbara Stanwyck from RKO and 20th-Fox.

In order to get Joel McCrea for one picture, Columbia was compelled to lend three of its contract players to Samuel Goldwyn.

The company then relates how it tried to get Loretta Young from 20th-Fox for "It's All Yours" and "There's Always a Woman" and how she was unavailable in one case and declined to play in the second picture "because she did not like the leading man or director."

Production of "Grand Gesture" has been deferred because efforts to cast Alice Faye and other stars working for other companies have been unavailing.

Don Ameche, Tyrone Power, Franchot Tone, Robert Taylor and Ray Milland were sought for "It's All Yours," all without success.

"On a number of occasions Columbia has tried to borrow Frances Dee from Paramount but she has never been available," the reply sets forth.

How Columbia tried to cooperate with other producers in the loanout of its stars but could not grant outside requests also are cited.

"Universal desired to borrow Jean Arthur for 'Letter of Introduction.' She was unavailable at the time, as there was some legal difficulty with her which prevented Columbia from using her services or lending her to anyone else. Twentieth-Fox desired to borrow Ralph Bellamy for a picture from Columbia, but upon reading the script Bellamy declined the part, it is pointed out.

"M-G-M wanted to borrow Bellamy for 'They Gave Him a Gun.' Columbia did not like the part and declined to make the loanout.

"Selznick International desired to borrow Dolly Haas for 'The Last Gangster,' but since they insisted upon obtaining options for additional pictures with Miss Haas, Columbia refused to loan out the artist, and the parties were unable to consummate a deal."

## *Schine Suit Investigation Keeps Krieger Upstate*

NEW YORK—Seymour Krieger, special FBI investigator, is upstate for a third week, continuing his investigation of complaints and seeking additional data to be used by the government in connection with the Schine suit.

### Back in Hollywood

HOLLYWOOD—S. Charles Einfeld, Warner advertising and publicity head, is back after a brief home office visit with G. L. Sears, Carl Leserman and Mort Blumenstock on merchandise plans.

# Notes to You

(Continued from page 12)

plished strictly within the boundaries of entertainment. By no manner of approach does this transform those who subscribe to this theory into Communists. They merely are liberals, at best or at worst.

If the Hearst press with its much vaunted reputation for the sensational in reporting were sincere and seriously interested in doing a job, it would assemble the facts to support its editorial onslaught and then print them—names, pictures, places—but not hurl calumnies in blanket and then proceed to walk away from them. That is what fair, impartial and fearless journalism is supposed to be.

### *Something New*

And, while we happen to be on the subject of Hearst, the mailbag reminds it carries a communication from Ali Gaga, wandering and erratic contributor to this column: He says:

"I used to go in for prosaic hobbies like saving butterflies and stamps. Now I got a new one.

"I'm saving last editions of Hearst newspapers."

# No Joint Meets for N. Y., N. J. Allied

NEW YORK—Allied of New York will not be represented at the Allied of New Jersey convention in Atlantic City, September 6-8. Although both units held their meetings jointly last year, Max A. Cohen, head of Allied of New York, sees no reason why he or any of his men should attend the sessions.

It is expected Abram F. Myers, general counsel for Allied, and Col. H. A. Cole, president of the national organization, will answer Cohen's recent bulletin to his members in which he stated "Allied tried to wreck the local organization and is continuing to try and wreck it."

But no matter what Myers and Cole say, Cohen assures, they will be answered in jig time.

## *Vaudeville Is Returning To Some RKO Houses*

NEW YORK — Vaudeville returns to the Palace, Cleveland, and Colonial, Dayton, RKO houses, September 8. The Boston, Boston, resumed this policy September 1, and on September 15 the Shubert, Cincinnati, re-adopts the idea.

The Palace, Chicago, now is in its third week of combo presentations and pictures.

# See Myers' Hand in Arnold Code Blow

(Continued from page 4)

been about incurring the wrath of the department of justice who is Arnold to tell the industry the code is not legal.

"Arnold has a personal reputation," it is stated, "of interpreting everything that comes before him." In the case in point, it is believed Abram F. Myers, Allied general counsel, had a hand in it. Some of the lawyers would not be surprised if the seven-point letter sent out by Arnold was largely influenced by Myers.

Although the week of August 7 resulted in two suits filed by the government against independent circuits—the Schine and Crescent actions—no new anti-trust proceedings have been instituted by Arnold since then. At least another half dozen suits are reported in the preparatory stage, but when they will be filed and where, has the home office attorneys more curious than interested.

For the time being, distributor counsel is maintaining strict silence on what to do about the code's future. Rodgers is expected back from Hollywood and Los Angeles after Labor Day. It is said he is still vitally interested in trade practice formulation which has taken up 14 months of his time. What course he will pursue is undetermined at the moment.

In the light of recent developments, the industry is not expected to take Arnold's interpretation of the code lightly. But at the same time, neither is the industry standing by idly.

## *No Legal Clouds Disturb Warner "Code" Horizon*

(Continued from page 8)

reels for the identical reason.

The company points out it sells clearance with its film and that, in view, of this, it becomes logical and routine to reiterate its established practice in this direction.

No reference is made to overbuying. Here the company's attitude is that it would not know when an exhibitor had overbought and, furthermore, would not be interested. This is explained by pointing out no contracts will be closed unless playing terms and playing time are satisfactory. On such a basis and by such an approach, Warner declares overbuying does not enter the situation and that such a problem is not of its concern.

The reiteration of the intent to further pursue voluntary arbitration leads to an impression at Warner headquarters that this will induce a wider use of the system generally throughout the industry.

### Jack Warner Cancels

HOLLYWOOD—Jack L. Warner dropped plans to go to New York in time to take the *Normandie* August 30 for London production conferences. He is remaining at the studios.

# Columbia to Step Up U. K. Schedule

NEW YORK—Arriving with about 1,400 other passengers who made the east-west crossing on the *Normandie* with lights blanketed lest the ship become a sudden war target, Harry Cohn told reporters Columbia is "very well satisfied" with Irving Asher's production efforts in England and has renewed his contract.

Before returning to the coast, Cohn was to have set the number of films Asher will produce for Columbia next season. The Columbia president observed that there will "probably" be eight, or two more than are provided in the expiring deal. Present plans call for "big" production budgets for English-made films that will have international appeal comparable to the recent efforts of M-G-M, Cohn said. In this direction, the company will send Cary Grant and Wesley Ruggles to London to star and direct.

The first French film to be produced for Columbia has been completed by Julien Duvivier and will be marketed in America as well as abroad, he said. While in Cannes, Cohn said he spent almost seven hours trying to convince Sacha Guitry he should come to Hollywood and write for Columbia, but failed in the attempt.

"If we make a deal with Frank Capra he will make a film based on the life of Chopin," was the way Cohn disposed of the future status of the producer-director who is completing "Mr. Smith Goes to Washington."

On the *Normandie* were a round dozen of industry personalities, executive and professional, a few of whom took the ship at virtually the last moment to escape war fears.

C. C. Pettijohn, chief counsel to the MPPDA, unequivocally denied his trip to Italy was in the least concerned with patching up the differences existing between America and Italy in the exchange of film. Pettijohn enjoys a personal relationship with Mussolini and he observed that this was interpreted as responsible for the reports he denied. He seemed more interested in the audience his son, Charles jr., had with the Pope than in film affairs.

Joseph A. McConville reported Columbia's overseas business to be well ahead of the same period last year. He is the company's foreign manager. While abroad he completed details for the opening of new offices in France and Algiers.

J. J. Milstein, eastern representative for Edward Small, set the advance campaign for the London premiere of "The Man in the Iron Mask," scheduled to open at the Odeon September 4. He flew to Europe August 12 for that specific purpose and appeared apprehensive that the opening might be postponed due to the closing of London theatres in case of war.

Baburao Patel of India is completing the last leg of a world survey to production centers to enlighten producers on the tastes of his countrymen. His survey has been senctioned by Mahatma Gandhi, he said. There are approximately 1,200 theatres in India with expectations that about 300 more will be built next year, he added.

Josef Von Sternberg said he canceled his plans to produce a film in Europe and would return to the coast. He would not reveal the country or details of the film he did not produce.

Sonja Henie returned after a two-month vacation to her native Oslo. She headed almost immediately for the coast and "Everything Happens at Night," for 20th Century-Fox.

George Raft, another passenger, is down for "Invisible Stripes" for Warner after a few weeks seeing the European sights.

Roland Young said he has been engaged for the Maxwell House coffee, a radio program that opens in Hollywood September 7.



## *Worked Himself Sick—*

*Harry Cohn, Columbia's president, who returned from Europe on the* Normandie *after a short visit overseas. Round-up comment on the journey: "I went abroad for a vacation and I almost worked myself sick."*

# RKO Stock Hearing Before Alger Soon

NEW YORK—Hearings on the fairness of the Atlas offer for $4 a share on the 375,000 RKO common shares not picked up by Rockefeller Center will get under way shortly after Labor Day before George W. Alger, special master for the hearing of arguments pro and con.

Alger declares the only reason for delaying the hearing is due to the inability of SEC officials to attend the meetings before then. An RKO hearing, scheduled for August 28, has been postponed to September 20 when Federal Judge William O. Bondy is due to return from his vacation.

Federal Judge Samuel Mandelbaum has signed an order authorizing Chemical Bank & Trust to pay out $7,000 from funds on hand to Irving Trust, RKO trustees, which is to give Alger the money. Under an agreement consummated in 1936, RKO deposits $15,000 monthly in the Chemical Bank toward the payment of administration expenses and allowances.



—Joel Allen

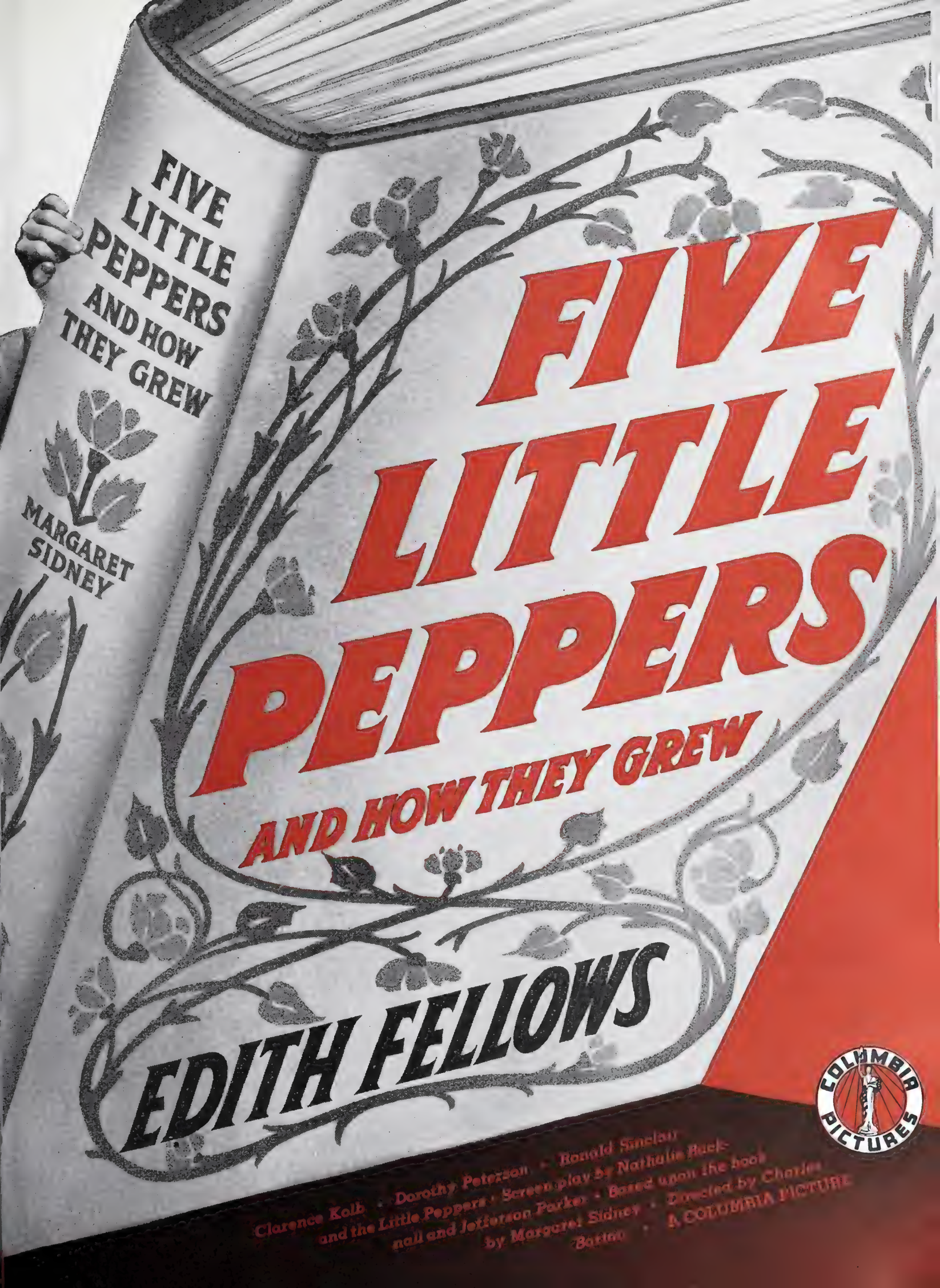
## *A Bunch of the Boys Do Some Posing—*

*Cross-country representation at M-G-M's World's Fair information booth in the heart of Times Square. There was no special reason for it, but the group does make quite a picture at that. Identification, a la the usual left to right process: Lou Cox, Fox Midwest, Kansas City; Milt Hossfeldt, National Theatres, New York; Jack Flynn, M-G-M, divisional manager; Max Fellerman, RKO circuit, New York; John J. O'Connor, vice-president, RKO circuit, New York; William F. Rodgers, M-G-M general sales manager; Edward M. Saunders, M-G-M's western sales manager; Fred Meyer, O'Connor's assistant at RKO; Eddie Zabel, National Theatres, New York; Joel Bezahler, assistant to Saunders, and Frank Hensler, M-G-M's branch manager at Kansas City.*

For generations we have laughed and wept over the warmly human pages of Margaret Sidney's celebrated novel. As a motion picture it will appeal to a pre-sold audience of literally millions of readers.




# A BELOVED BOOK COMES JOYOUSLY TO THE SCREEN!


FIVE LITTLE PEPPERS AND HOW THEY GREW
MARGARET SIDNEY
FIVE LITTLE PEPPERS
AND HOW THEY GREW
EDITH FELLOWS
Clarence Kolb • Dorothy Peterson • Ronald Sinclair
and the Little Peppers • Screen play by Nathalie Back-
nall and Jefferson Parker • Based upon the book
by Margaret Sidney • Directed by Charles
Barton • A COLUMBIA PICTURE
COLUMBIA PICTURES

# Exchanges Overseas Forsake Big Cities

NEW YORK—All distributors have virtually abandoned their overseas offices in cities that may be enemy targets in the event war becomes general throughout Europe.

Prints, negatives, supplies and personnel that have not been called for military duty have been shifted to points from 50 to 100 miles out of key points. The shift is said to have been made in orderly fashion, since most companies selected bomb-proof vaults in isolated areas either during or immediately after the Czechoslovakian crisis last fall.

Spokesmen for the five newsreel companies say their cameramen are functioning as normal, but admit that an open conflict would place these men under orders of the governments in the countries in which they are working. Newsreel executives declare they have been denied the request to send American cameramen to replace their European men in case the latter are taken from their assignments by respective governments.

Foreign managers, as of mid-week, had no direct information as to which of their employes in English, French and Polish offices have been called up as reservists. It was said at UA that Georges Rouvier, manager, and three salesmen from the Paris office reported for military duty, but that Rouvier continues to supervise operations. Universal's manager in Warsaw has entered military duty and others are expected to follow. Should the situation become acute, it is believed most men in film offices in England, France and Poland will fall in line. Operations will be left to skeleton staffs that have been schooled in "doubling in brass," an executive said.

"There has been some slight disorganization in our foreign offices," a Paramount spokesman declared, "but we are functioning as usual. All supplies are being shipped from here, with a slight disturbance, of course, as though there was nothing to be alarmed about."

All Polish prints are prepared in Paris, with Polish titles and sent to a shipping station in Kattowica, Poland, via Berlin. This custom is said to hold with all companies. However, with the severance of train service between Paris and Berlin it is unlikely that Warsaw offices will receive any new prints.

"If Poland will have any use for films in the event of a crisis," an executive declared, "it will have to subsist on the product it now has on hand."

Temporary offices well outside Paris were occupied early this week with little inconvenience. This was accomplished with comparative ease because film shipping is not permitted within the city limits, most of the shipping posts being normally located on the outskirts.

Foreign managers say they have been urged by government authorities to exert every possible precaution for preserving film, in recognition of their value as both entertainment and propaganda. For this reason, each company has sought to locate rather isolated spots in which to set up temporary headquarters outside large cities. This is stated to hold true in the following cities in England: London, Leeds, Liverpool, Manchester, Birmingham, Newcastle and Cardiff, Wales.

The same procedure is understood to have been followed in these French cities: Paris, Marseilles, Bordeaux, Lille, Lyons and Strasbourg, and in Warsaw and Lwow in Poland.

## Yes Man




## *Hearst Sees "Red"—*

*Reduced by approximately one-half, this is a reproduction of a cartoon which appeared recently on the editorial page of the* New York Journal-American. *Hearst editorialists offered no explanation beyond this.*

[*See "Notes to You," page* 12]

## *WB Closes 78% of Circuit Possibilities, Says Sears*

NEW YORK—Warner has closed deals for the 1939-40 season with 78 per cent of its total circuit possibilities, Gradwell L. Sears, general sales manager, declares. This compares with 63 per cent closed for the same period last year, he adds, despite a sales policy revision that calls for higher rentals to meet increased costs.

# Seek Theatremen's Advice on Product

NEW YORK—In a declared policy move to promote "closer relationship between producer-distributors and exhibitors," Columbia embarks on a series of conferences designed to "bring the theatre operator's viewpoint into production policy."

A discussion of what audiences want in their entertainment was the focal point of the first meeting here between Columbia executives and leading operators. Harry Cohn, president; Jack Cohn, vice-president, and Abe Montague, general sales manager, represented Columbia, while Izzy Rappaport, Hippodrome, Baltimore; Charles Heyman, Lafayette, Buffalo; Si Fabian, Fabian Circuit, New York; Harry Arthur, F&M, St. Louis, and David Chatkin, Monarch Theatres, were the exhibitors.

The company will sponsor similar sessions in the immediate future, a spokesman said, in the belief the conferences will prove "an important factor in enhancing the boxoffice quality of the company's forthcoming product."

### Columbia Seeking Story For Jessel to Make

NEW YORK—Columbia is looking for a story, of comedy content, which George Jessel would produce.

If a property is found the comedian will make it in Hollywood.

## *Detroit Is Wary But Is Willing to Be Shown*

(Continued from page 14)

Variety Club and manager of the Adams. first run house operated by the Balaban interests. He thinks:

"The new policy is a very good thing. It gives a clearer understanding than has hitherto been embodied in any trade statement on several points. I think the other companies should follow suit.

"It appears to me to put any distributing companies that might not be sincere, 'on the spot,' because this is an open declaration by an individual company, and not just a collective statement, such as we have had before.

"There is nothing in this statement for the company to hide behind, whereas in a collective code statement, you do not know with how much enthusiasm each company entered into the code."

## *"Hawaiian Nights" Is Universal's*

**"Hawaiian Nights," reviewed August 26, was erroneously credited to Republic. It is a Universal release. Running time: 64 minutes. Release date: September 15.**

# Flash!

# EXHIBITOR BUYS AD



They tell me that's a hunk of news. It's something different for me, anyway.

This is a short, short story entirely in the open except for one string. That is who I am. I'm not telling.

I'm a bona fide exhibitor who is paying for this space personally because, I'm strong enough for Universal to go off the deep end for a lot of bucks to tell other exhibitors I think they ought to be doing what I'm doing and what a flock of other showmen around the country are doing.

They and I turned over all possible dates to Universal in August and will do ditto for all of September and October.

This is a flat, out-and-out fan letter on behalf of the Exhibitors' Sponsored Testimonial Drive for President Nate Blumberg. I'm hoping a lot more of the boys who haven't joined the procession yet, will get wise and get busy.

●

NOTE TO THE ADVERTISING DEPARTMENT: Fix this up anyway you like. Only thing I insist on is that you use a large and smiling picture of Nate Blumberg. And remember, if you use my name, you won't get paid.

# *Westerns Have Outgrown Hollywood ---So We're "Shooting" Ours In Arizona!*

*Romantic ARIZONA,* one of the least-settled of the frontier States, is ideal for pictures. In many localities it is just as it appeared to the trail-blazing '49-ers, the two-gun bad-men and the pioneers who risked the scalping knives of the savage redskins to carve a Great State out of the wilderness.

*Beautiful ARIZONA,* with its rugged, awe-inspiring mountain peaks piercing skies of heavenly grandeur; its far-flung deserts dotted with fantastic lava buttes and historical waterholes; its rolling plains feeding millions of cattle and sheep; its thousands of Indians living in the same primitive manner as did their fighting forefathers; its pine forests, deep canyons and national monuments . . .

## All This Natural Magnificence Will Be Ours!

Breath-taking scenery never before photographed, great ranches teeming with livestock; rushing streams, sparkling lakes and roaring waterfalls; *real* cowboys and cowgirls; Indian villages; cow-towns and settlements which never grew up . . .

In This Splendidly Vast Empire We Will Make *WESTERNS* As They Should Be Made—

Authentic, Genuine, Educational—and Entertaining!

**PRODUCERS DISTRIBUTING CORPORATION**

1436 N. BEACHWOOD DR., HOLLYWOOD, CALIF. *EXCHANGES EVERYWHERE*

Trail-Blazing Did Not Cease With The Western Pioneers!

*The motto of modern showmanship will always be—*

# "FORWARD—OR BUST!"

That is why we are now building a complete and permanent studio, fully-equipped with sound stages, carpenter, electrical and prop shops, administration buildings, lavish exterior sets, developing labs for rushes, etc.

## *at* PRESCOTT, ARIZONA
## *for our*
## THREE *WESTERN* UNITS

Here will be located the production headquarters for the 24 or more feature Western pictures we will produce during 1939-1940, and from this hub will radiate all our Western picture activities throughout the great State of Arizona. Here we will produce:

**8-"THE SAGEBRUSH FAMILY,"** featuring BOBBY CLARK, world's champion junior cowboy.

**8-"TALES of BILLY the KID,"** featuring GEORGE HOUSTON, singing star of stage, radio and screen.

**8-"FRONTIER MARSHAL"** Westerns, starring TIM McCOY, now at the zenith of his glorious screen career.

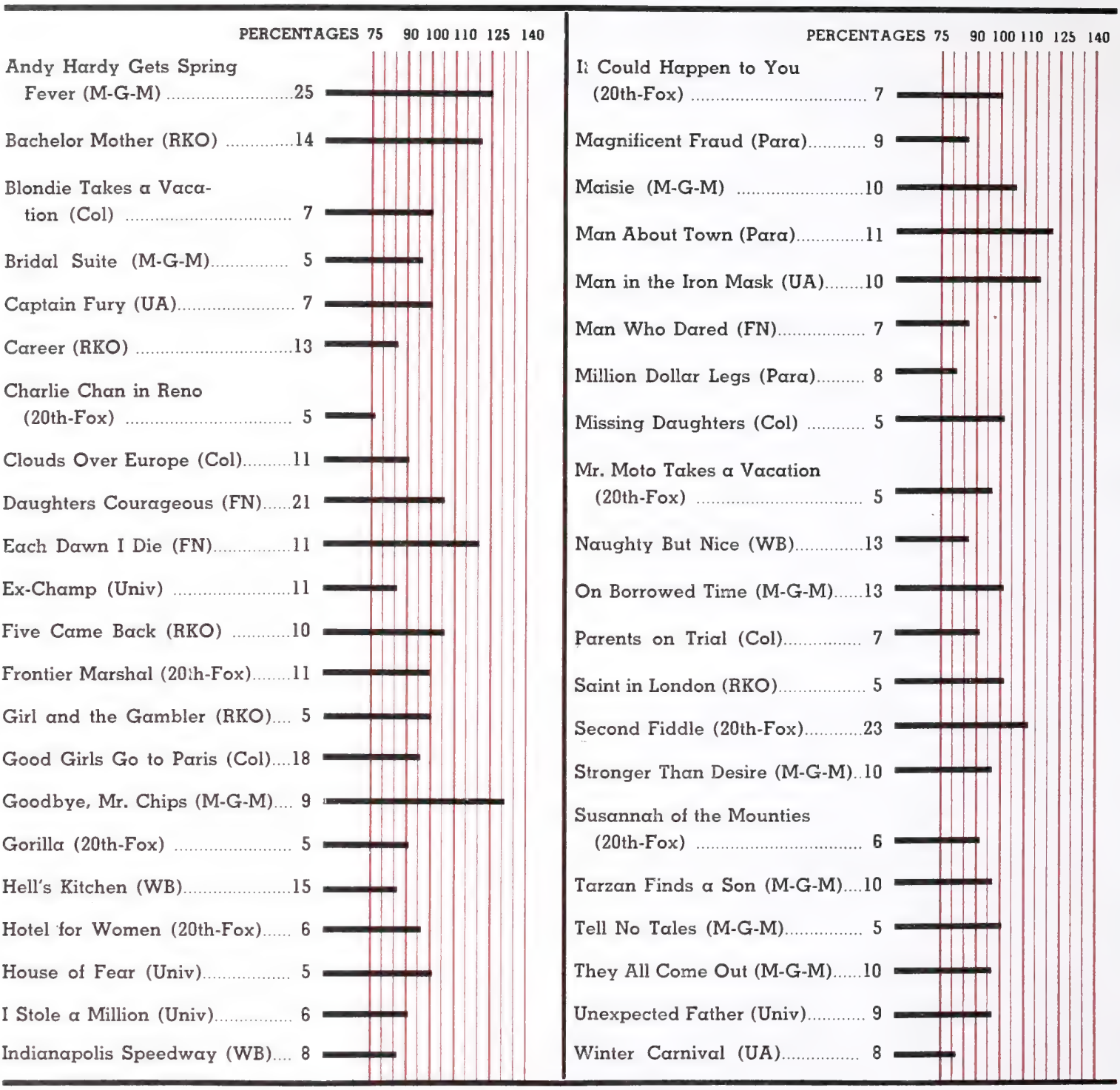
EACH OF THESE WESTERN PICTURES WILL BE PRODUCED IN ARIZONA—FROM MAIN-TITLE TO FINAL SCENE---ASSURING EXHIBITORS FINE, AUTHENTIC, WHOLESOME AND THRILLING WESTERN ENTERTAINMENT!

# PRODUCERS DISTRIBUTING CORPORATION

1436 N. BEACHWOOD DR., HOLLYWOOD, CALIF. *EXCHANGES EVERYWHERE*

# Boxoffice Barometer

A Computation of What the Pictures Did in Their First Runs in Principal Centers as Compiled From the Weekly Reports in BOXOFFICE. Number of Runs Follows Initials of Distributors. Pictures With Less Than 5 Runs Not Listed. Average Theatre Gross Figured at 100%.




CITIES FROM WHICH AVERAGES WERE COMPUTED: With comparative figures indicating the percentage of average business (100 per cent) achieved by individual cities as compiled from the first run records of each.

| City | Pct. | City | Pct. | City | Pct. | City | Pct. |
|---|---|---|---|---|---|---|---|
| Boston | 85 | Denver | 105 | Minneapolis | 95 | Philadelphia | 95 |
| Charlotte | 95 | Detroit | 80 | New Haven | 90 | Pittsburgh | 100 |
| Chicago | 95 | Indianapolis | 105 | New Orleans | 95 | Portland, Ore. | 110 |
| Cincinnati | 120 | Kansas City | 100 | New York | 110 | Salt Lake | 105 |
| Cleveland | 110 | Los Angeles | 100 | Oklahoma City | 90 | Seattle | 90 |
| Dallas | 110 | Milwaukee | 110 | Omaha | 130 | | |

# To Study Blue Law Revision Needs

DOVER, DEL.—The Delaware general assembly has adopted a resolution setting up a nine-member commission to study the need of revising Delaware's 144-year-old Sunday blue laws with recommendations to the 1941 legislature.

The senate adopted the house's concurrent resolution for the commission before adjourning sine die after an all-night session. The vote was nine to seven with one not voting. The house adopted the resolution late last week.

Prior to adoption by the senate, two amendments offered by Senator Paul R. Rinard of Wilmington, father of the Sunday show bill vetoed by Gov. Richard C. McMullen, were killed. The first amendment, providing that four members from each branch of the legislature elect a ninth member, was defeated seven to seven with three not voting.

A second amendment, aimed to speed up the study and report of the commission so that recommendations would be made within 90 days, was also beaten, seven to nine with one not voting. The second amendment provided that the report of the commission would have been submitted to the "next session of the general assembly" instead of the "session of the next general assembly." This meant that if the legislature should recess for 90 days the report would have to be submitted then.

## Gov't Interrogatories To Majors on File

NEW YORK—The department of justice Friday filed a list of interrogatories to be propounded to all major defendants and subsidiaries. The list comprises 68 questions with subdivisions, totals 32 pages and deals with incorporation and organizational setups of majors and their subsidiaries.

INTER-OFFICE **BOXOFFICE** The Pulse of the Motion Picture Industry COMMUNICATION

To: Red
From: Len W.

Place: New York
Time: Present

**You've probably had experience with the kind of guys I'm going to refer to, and I wish you'd tell me how they should be handled—in the interests of society. I ran across Sammy Cohen of UA publicity, fresh back from his vacation in Great Barrington, the town he left the day Howard Barnes, critic of the New York Herald-Tribune, was badly bumped in an auto accident. Instead of giving me the details of the accident he pipes up with: "London theatres are displaying signs that read: 'Business Going on as Usual During Altercations.'"**

## Says Films Particularly Vulnerable to War

NEW YORK—"There is one American industry that definitely will be harmed, in event of war, the film industry," says the *Wall Street Journal.*

It goes on: "American moving picture producers made such strides during the last war that they were able to attain world domination in the post-war years and, as a result, 25 per cent to 35 per cent of gross film rentals now generally come from foreign sales.

"Although Hollywood has received little important income from continental Europe for some time due to restrictions of one kind or another, the important export field is principally Great Britain, its colonies and South America.

"If war breaks out, Great Britain is apt to be a poor customer and danger from air raids might well close down the big profitable London theatres. The same would be true in Paris."

NEW YORK—The first production deal killed by the "War" situation in Europe is the Leslie Howard-Walter Futter contract with RKO.

## Buys Keith Site

BOSTON—RKO has purchased the fee to the Memorial, gift of B. F. Keith, here, from Harvard University, for $1,000,000, to be paid off during a period of years.

## Universal Up $75,000; See A Million Hike in Drive

NEW YORK—With business averaging an increase of $75,000 above normal during the first week of the drive, Universal expects the three-month Exhibitor sponsored Testimonial to Nate Blumberg and his associates to total more than $1,000,000 in increased revenue.

A minimum trade paper advertising budget of $100,000 has been set aside for the campaign which has for a slogan "Approved by exhibitors as the exhibitor company."

Production budget on "The Tower of London" has been increased by $300,000; "Destry Rides Again," by $200,000; "Green Hell," by $200,000, and "The Invisible Man Returns," by $200,000.

## Sol Lesser Plans Three UA Releases a Year

NEW YORK—Sol Lesser, who is here from the coast, states he plans three a year for UA, one of them to be a picture directed by Ernst Lubitsch. He will be here a couple of more weeks working with Thornton Wilder on "Our Town" and shooting exteriors for it in New England.

### Burger Stays Awhile

NEW YORK—Sam Burger, traveling representative for M-G-M, plans to remain in New York indefinitely. His wife, who recently underwent an appendectomy, is making rapid strides toward a complete recovery.

### Two Pictures Wait

NEW YORK—Madeleine Carroll returns from abroad in a few days and immediately heads for the coast where a two-picture-a-year contract awaits her at Paramount.

### Not for Monogram

NEW YORK—Reports B. F. Zeidman would produce a series of eight for Monogram are denied by William Fitelson, lawyer, who adds deals in other directions, however, are in work.

### More Arrivals

NEW YORK—Norma Shearer, Grace Moore and Elsa Maxwell were among those who returned from troubled Europe aboard the *Manhattan.*



—Metropolitan Photos

## Out of War Zone, Family and All—

*Joseph A. McConville, Columbia's foreign sales manager, returns from troubled Europe on the* Normandie *after two months overseas on business which took him to England, France, Belgium and Holland.*

# *Allied's Regional Will Discuss Singles and Warner 12 Points*

NEW YORK—Discussions over the advisability of inaugurating a single feature policy at member theatres throughout New Jersey and reactions to the new Warner sales policy are expected to highlight the 20th annual convention and eastern regional conference of Allied of New Jersey at the Ritz-Carlton Hotel, Atlantic City, September 6-7-8.

Coupling of the eastern regional conference, which is a hangover from the Allied of New York convention here last May, is said to have swelled advance reservations for the conclave to about 350, with last-minute decisions expected to bring attendance to more than 400. Allied unit members in the east, from Maine to West Virginia and as far west as Pittsburgh, are scheduled to send delegates.

Principal speakers will be Col. H. A. Cole, national Allied president; Abram F. Myers, Nathan Yamins, Sidney Samuelson, M. A. Rosenberg, Pittsburgh; Herman Blum, Baltimore; Arthur Howard, Boston; and Gov. A. Harry Moore of New Jersey. A local Allied spokesman said Allied of New York would not be officially represented "of course," but a few members "will undoubtedly sit in as observers."

In answer to a question, this spokesman declared there would be "little, if any" discussion on the distributors proposed trade practice code. "The code is a dead duck," he said. "The convention will help to tell theatre owners where they stand."

The apparent interest in a blanket swing to single feature programs stems from experiments that have been made in normal dual-policy territories which demonstrate, it is said, that business "is just as good" at substantially less rental cost.

The official convention program:

**Wednesday, September 6**

10 A. M.—Registration.

11 A. M.—Trade show. Inspection of exhibits.

Luncheon. Eastern regional directors.

3 to 5 P. M.—First general session. Trellis Room.

10 P. M.—Get-together party. 500 Club.

**Thursday, September 7**

10 A. M.—Committee meeting New Jersey Allied Trellis Room.

11 A. M.—Eastern regional directors' meeting, Gold Room.

2 to 5 P. M.—Second general session, Trellis Room.

Product survey.

2:30 P. M.—Ladies' beach party.

5:30 P. M.—Official photograph, Iowa Ave. entrance.

7:45 P. M.—Allied of New Jersey cocktail party, Exhibit Hall.

8:30 P. M.—Annual banquet, Main dining hall.

**Friday, September 8**

11 A. M.—Third general session, Trellis Room.

New Jersey Allied election of officers.

Product survey results.

Good and welfare.

Committee reports.

Final adjournment.

3 P. M.—Bathing beauty pageant parade.



## *Tells It to Dies—*

*Henry D. Allen, ex-convict, once charged by the Hollywood Anti-Nazi League as a distributor of anti-Semitic circulars on the west coast, pops into the news again. This time, he testified before the Dies committee in Washington which established contact between Allen and the German-American Bund.*

## *Freeman Talking Renewal Of Lucas & Jenkins Deal*

NEW YORK—Renewal of the theatre operating deal between Paramount and Lucas & Jenkins will be undertaken by Y. Frank Freeman, Paramount studio operations head and former circuit manager who is here from the coast for home office conferences. The expiring agreement has been in force under an extension while negotiations are being carried on.

### Two Held Over

WORCESTER—"The Return of the Frog" and "The Demon Barber of Fleet Street," originally booked by Loew's Plaza for four days, has been held for a full week.

# Arbitration and Code, Dual ITOA Objectives

NEW YORK—Observing that "honest men conducting business daily should not be afraid to arbitrate their difficulties and differences in the pursuance of such business," the ITOA, headed by Harry Brandt, has adopted one resolution calling upon seven major distributors to institute a policy to arbitrate claims and controversies such as adopted by Warner, and another declaring "it would be a serious mistake on the part of the distributors not to make the code effective."

The resolution quotes that portion of the new Warner sales policy which states the company is "to arbitrate with any customer desiring so to do, all claims and controversies which may arise under our license agreements, and our form of license agreement contained in optional arbitration provisions. We will continue to give to each of our customers the option to arbitrate all such claims and controversies."

The document then "asks" Columbia, RKO, Universal, M-G-M, Paramount, 20th Century-Fox and UA "to institute a similar policy calling for the fair arbitration of all business difficulties for the 1939-40 season and, where any of these distributing companies have theatre affiliates, such theatre affiliates should also enter into the agreement of arbitration of business difficulties in order that the aforementioned policy put forth by Mr. Sears (Warner's sales manager) may become wholly effective and redound to the benefit of theatre owners."

The second resolution states "It would be a serious mistake on the part of distributor companies not to make the code effective immediately, for the code was formulated for the benefit of theatre owners in order that they may regulate themselves from within the industry," and calls upon the major distributors to put the code "actually into effect."

### Rodgers Silent on Code

NEW YORK—Returning from the coast, William F. Rodgers, distributor pivot in its formulation, said he would make no statement on the outlawed trade code until he confers with J. Robert Rubin, M-G-M counsel, "to see what can be done about it."

## *Authorize Irving Trust to Hire a Defense Counsel*

NEW YORK — Federal Judge Samuel Mandelbaum has authorized Irving Trust as RKO's trustee to employ William Marshall Bullitt of Louisville, to defend them both in an anti-trust action for $75,000 damages brought by Harry Schwartz and George Meyers, doing business as the New Theatre.

Other defendants in the action which charges violation of the Sherman anti-trust laws are 20th Century-Fox, Loew's, M-G-M Distributing Corp. of Texas, Paramount Pictures Distributing Corp., and UA. All of these defendants are represented by Bullitt.

# Studio Employes Must Fix Jurisdiction

WASHINGTON — Studio employes of ten companies are to hold a "secret ballot election" to settle the question of representation for collective bargaining purposes, under orders issued by the national labor relations board.

The board's order gives government approval to a tentative agreement reached in Hollywood August 22 to settle the controversy by an election which will permit the employes of the ten companies to determine whether they are to be represented by the AFL International Alliance of Theatrical Stage Employes, the independent United Studio Technicians Guild, or by neither.

To be eligible to vote, employes must have received 60 days' employment between January 1 and July 15, last, and be within stipulated categories of employment.

The election will poll the employes at Columbia, Loew's, Paramount, RKO, Walter Wanger Productions, 20th Century-Fox, Universal, Warner Bros., United Artists and Hal E. Roach Studios.

## Booth Tarkington's Trial Against WB Is Postponed

NEW YORK—A stipulation of agreement has been signed and filed in the federal court between attorneys for Booth Tarkington and Warner, postponing trial of the author's $100,000 action against the company or their $18,750 counter suit against him until after his depositions are taken for Warner.

Both parties are claiming breach of a March, 1931 agreement, whereby Warner was authorized to produce the Penrod stories. Tarkington claims he never wrote "Penrod and His Twin Brother" and seeks an accounting and an injunction against the picture. Warner asserts that, as a result of producing the Penrod stories, the character is associated with them, and not with Tarkington in the public mind. It also seeks damages claiming that certain of the stories purchased from the author in 1931 were already in the public domain.

## George Crouch Heads WB Washington Club Unit

WASHINGTON—George A. Crouch, assistant zone manager, has been elected president of the local unit of the Warner Club. General zone manager John J. Payette continues as honorary president.

The following were elected vice-presidents in charge of special activities:

Harry E. Lohmeyer, district manager, welfare; Fred Thomas, Earle manager, entertainment; Fred McMillan, manager Silver, Silver Springs, Md., membership; C. E. McGowan, contact manager, chairman of contributions and loans committee; Nat B. Browne of the Washington office, secretary; George Larkin of the local office, treasurer.

# Critics in 14 Cities Organize; 75 Members Now Enrolled

NEW YORK—The newly formed Newspaper Film Critics of America claims virtually unanimous membership among motion picture editors and critics in Boston, Baltimore, Louisville, Chicago, Albany, New Orleans, Memphis, Dallas, Milwaukee, Omaha, Pittsburgh, Detroit, Toronto and Montreal. With about 75 members enrolled, applications have been sent to other editors and critics throughout the country.

Harry Martin of the *Memphis Commercial Appeal* is temporary chairman, and "Buck" Herzog of the *Milwaukee Sentinel* temporary secretary-treasurer. Keith Wilson of the *Omaha World-Herald* and Merle Potter of Minneapolis comprise, with Martin and Herzog, the planning committee.

With a declared policy of "acting independently of Hollywood," the organization proposes to seek elevation of standards of criticism and comment on films, cooperate toward the advancement of the film department as an important factor in the American press and cooperate for the betterment of the industry. Speaking privately, Martin declares the organization has a deep desire "to build the motion picture departments of the American press to the place they should rightfully occupy in the newspapers of today."

Present plans call for the NFCA to establish its own set of awards immediately after its annual convention shortly after January 1. The convention, still tentative, may run for three days, with authorities on various film subjects invited to address the group. Mutual problems would also come in for a large share of discussion. Every editor and critic would be given an opportunity to present his or her problems.

The first convention has been tentatively set for next February in the middle west, at which time permanent officers will be elected.

## I. G.'s in Trouble

NEW YORK—I. G. (for Got) Tsouras, that well-known Bronx exhibitor, is really in a stew.

It seems I. G. fired his cashier because business got very bad, and installed Mrs. I. G. as full-time cashier. This move, naturally, imposed quite a burden on Mrs. I. G.'s normal domestic duties, not the least of which constitute preparing Mr. I. G.'s meals.

It develops that during the many lulls at the Tsouras boxoffice, Mrs. I. G. ran across a regular feature in the *Daily News* known as "Nancy's Daily Dish—For the Busy Housewife." This looked like a natural for Mrs. I. G., so she started to experiment with some of the dishes. But Mrs. I. G. was found to be spending more time in the kitchen than in the boxoffice.

Finally, after a number of potential cash customers complained to Mr. I. G. that the boxoffice was devoid of a cash taker when they were contemplating the purchase of a ticket, Mr. I. G. got furious and investigated. Here's what he found on the kitchen table: "Favorite Quick Recipe . . . Duck Casserole."

One duck (about five pounds)
Two tablespoons butter
Browning time: 10 minutes
Two lumps sugar
One tablespoon vinegar
Cooking time: Until caramelized
Three tablespoons white wine
Simmering time: 10 minutes
Two and a half cups bouillon
Simmering time: 15 minutes
Juice two oranges
Four slices orange
One teaspoon salt
One-eighth teaspoon pepper
Oven temperature: 300 degrees F.
Roasting time: two hours
Rind two oranges, cut in long strips
Rind one lemon, cut in strips
Two cups boiling water
Boiling time: five minutes
Roasting time: 20 minutes
Two tablespoons Benedictine or other cordial
Roasting time: 10 minutes

## Zanuck Pre-Trial Probing Will Be in Los Angeles

NEW YORK—Supreme Court Justice Thomas Noonan has ordered the examination before trial of Darryl F. Zanuck to take place in Los Angeles, in connection with the suit of Robert E. Sherwood and the Playwrights Producing Co. against 20th Century-Fox. Zanuck's examination will take place as soon as the plaintiffs post a bond for costs and disbursements.

Action claims that the 20th-Fox picture, "Young Mr. Lincoln" deceives the public into believing it is based on Sherwood's play, "Abe Lincoln in Illinois."

## Consolidated Is Reported Dickering for New Units

NEW YORK—It is reported locally Consolidated is dickering for the new theatres to be erected at 43rd St. & Broadway on the site of the former George M. Cohan. Consolidated has leased the Ideal on 44th St. and 8th Ave. for the showing of Italian pictures. The house is now the Cinecitta.

When Brandt opens the new theatre being constructed on the former Drake restaurant site on 42nd St., it will be a newsreel venture.

## Loew Board Expected to Declare 50c Dividend

NEW YORK—The regular Loew board meeting will be held Wednesday when the quarterly common dividend of 50 cents is expected to be declared. David Bernstein, who has been vacationing in Maine, is due back in time for the session.

# Columbia Agreement Delays Folly Trial

NEW YORK—A stipulation of agreement between attorneys for Columbia and the Folly Amusement Holding Corp., filed in federal court, has postponed the necessity for Columbia answering the anti-trust charges until December 20. This probably means trial will not take place until February, 1940.

Besides Columbia, defendants include all other majors as well as Republic, Monogram, and Randforce Amusement. The plaintiff, operator of the Brooklyn Folly, charges violations of the Sherman anti-trust act which put them out of business. Triple damages of $750,000 are sought.

## *Republic Sells Warner Circuit on the Coast*

LOS ANGELES—Republic has closed with the Warner circuit on the coast for next season's lineup. James R. Grainger engineered the deal for the distributor with Lou Halper, western zone manager for the circuit.

### Sunday Shows Soon

WALTON, N. J.—Within the next few weeks Sunday shows will be inaugurated following a recent referendum which voted a change in the laws by 848 to 771.

## *Technical Progress Study A SMPE Meet Highlight*

NEW YORK—The technical progress made by the industry in the past year will be one of the highlights of the 24th annual SMPE convention at the Hotel Pennsylvania, October 16 to 19, inclusive.

E. A. Williford, president, will preside at many of the convention's gatherings, at which the industry's leading engineers and executives will present outstanding technical papers.

General arrangements are again in charge of W. C. Kunzmann, vice-president, who is also in charge of registration and information. An 18-man committee headed by D. E. Hyndman, chairman of the SMPE's Atlantic coast section, is in charge of local arrangements and reception of SMPE delegates. Hotel and transportation arrangements are in charge of J. Frank jr., and his committee. H. Griffin heads the committee on convention projection.

## *Little Progress Reported In N. Y. Unionization*

NEW YORK—A report on the unionization of cashiers and ushers at local independent theatres was made at a meeting called by Max Cohen of Paras Ct., Brooklyn, who is Allied of New York regional vice-president. It is said members have not recognized any material progress by the newly-formed union.







—Photos by Cosmo-Sileo

## *They Gather to Herald a Film—*

*Aside from the World's Fair and its special "Golden Boy Day," reported elsewhere in this issue, W. G. Van Schmus served cocktails, et al, at the Music Hall to signalize the advent of the picture. Above, Harry Cohn in serious discussion with William Holden and Lee Cobb, members of the cast. Below, left, Jack Cohn in conversation with Columnist Danton Walker. Right, Nate Spingold and Abe Montague air something that looks important.*

# Levy Resigns MPTOA Position as Counsel

NEW YORK—Edward G. Levy of New Haven has resigned his post as general counsel of the MPTOA with no successor immediately named. In so making it known, Ed Kuykendall points out Levy has not been active in organizational affairs for over a year.



EDWARD G. LEVY

Last week Levy, with others, was sentenced to a year in prison for complicity in a conspiracy to defraud the city of Waterbury of more than $1,000,000. He had turned state's evidence.

## *Columbia and National Sign Three-Year Deal*

NEW YORK—Columbia's deal with National Theatres is for three years. Some of the situations have been worked out and others are now being concluded. This will take about another month. Larry Kent, Eddie Zabel and Milton Hossfeld are working with Columbia executives until J. J. Sullivan, FWC film buyer, returns from a six-week vacation in the west next week.

## *Services for Mrs. Harry Crandall in Capital*

WASHINGTON—Funeral services were held over the weekend for Mrs. Harry Crandall, 62, who passed away after a six-month illness.

She was the widow of the late local veteran exhibitor in this territory and is survived by a sister and three daughters, one of them, Dorothy, who is Mrs. J. J. Payette, wife of Warner's general zone manager in this territory.

## *Charge "Leading Citizen" Distorts Labor Picture*

NEW YORK—Declaring the film is "anti-labor and distorts and perverts the very principles and motives of the American labor movement," the executive board of Local 16 of the United Office and Professional Workers of America has asked its members to boycott "Our Leading Citizen." A copy of a letter explaining its action has been sent to Paramount.

## *Munro to Sail*

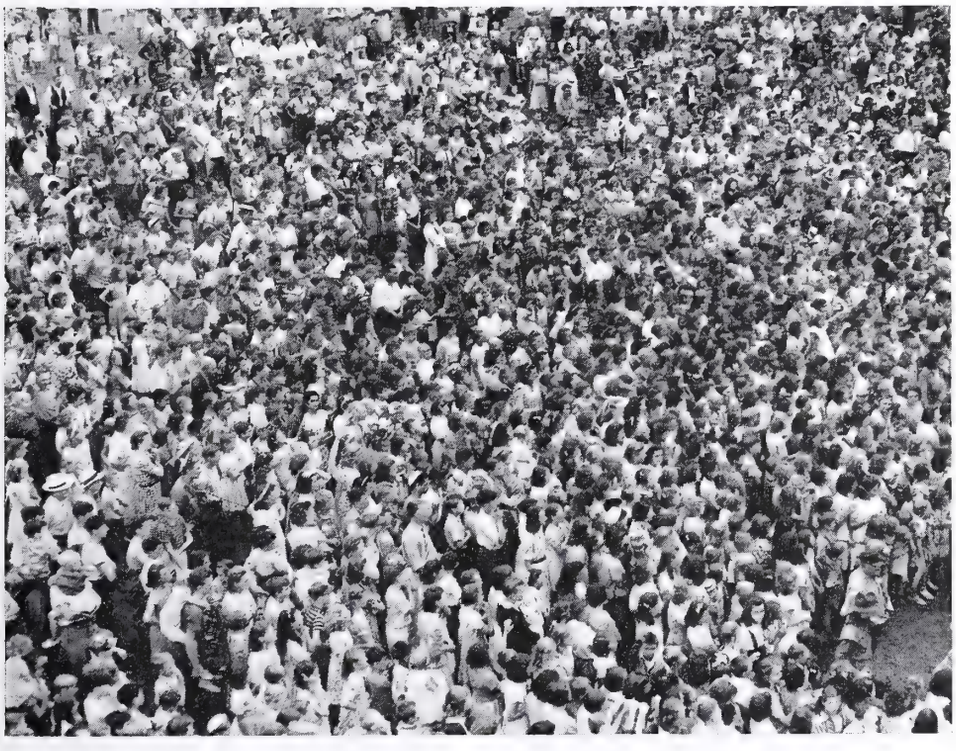
NEW YORK—Charles Munro, managing director of Hoyts, Australian circuit, returns to his headquarters in Sydney after three months here on the *Monterey*, September 13. He concluded a five-year deal with UA during his visit, as well as closing other product negotiations.



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—Photos by Cosmo-Sileo

## *Universal Makes Scranton and America Gloria Jean-Conscious—*

*There was much to-do in the Pennsylvania coal city when "The Under-Pup," its young star and a flock of critics poured out of the special train which brought the party in from New York. Herewith the camera tells the tale:* 1.—*John J. Nolan of the Comerford circuit, Graham McNamee and Matty Fox around the "mike" at the Strand Theatre.* 2.—*Gloria crowned Queen of Anthracite.* 3.—*Part of the approximate* 10,000 *kids who assembled for an ice cream and doughnut party.* 4.—*Gloria shakes a friendly hand with the engineer who conveyed her to the premiering city.* 5.—*With Uncle Jake Davies, who trained her voice when she was younger and that wasn't so long ago.* 6.—*Greeted by Mayor Fred J. Huester on her arrival at Scranton.*

# BROADWAY

WRAY JOHNSTON is on the coast going over production plans that involve the new Jerry Brandt unit . . . Joseph H. Hazen, Warner vice-president, observes the traditional fall movement by leasing an apartment of 12 rooms and four baths at 888 Park Ave. . . . Jack Warner has cancelled his plans to desert the coast in favor of a London production visit . . . J. Cheever Cowdin has returned to his desk after a two-week visit at the Universal studios . . . Adolph Zukor is due to arrive in Los Angeles, September 4, from Honolulu, following his visit to Australia . . . R. Scott Dunlap has returned to the Monogram lot after a quick weekend here to attend a board meeting . . . Sam Krellberg hosting Jack Davis, London newsreel theatre operator, to a Lindy lunch. Davis found much to reminisce with Abe Montague and Joe McConville . . . George Skouras, Matty Fox and Bill Sussman, a Hunting Room trio . . . Evelyn O'Connell, Paramount's World's Fair hostess, is doubling in brass. She's again secretarying for Y. Frank Freeman, her former boss, during his visit here from the studios . . . Irving Ludwig, manager of the 8th Street Playhouse, postcards he's enjoying Quebec . . . W. E. Calloway, Warner west coast district manager, and N. H. Brower, Los Angeles branch manager, were home office visitors.

*Ed Rowley of Robb & Rowley, his son, Junior; C. V. Jones, general manager of the circuit, and Ralph Noble, city manager for Little Rock, took a weekend holiday cruise to Halifax. The group is back on the local scene to resume product negotiations with M-G-M and other distributors . . . Mort Shea, who is spending the summer at his New Hampshire home, only came to town once during the warm months . . . Lew Golder, Columbia producer, is around town these days and planning to head for the coast shortly.*

Of a Thursday at the Astor Hunting Room: E. C. Grainger who is feeling pretty good because business in the Feiber & Shea circuit has picked up in the last month. Joe Seider hasn't a kind word and says it isn't the Fair which is hurting business; it's general conditions . . . Joe Unger and Milt Kusell in a huddle and missing Neil F. Agnew and Charles Reagan, who saunter into the Orangerie for their mid-day repast . . . Charles Kessnich, who is with Harold Portman and Bill Jenkins, says he's been in town for the last month and planning to return home that very same day . . . Leon Netter and Nathan Goldenson are with two other Paramounteers until E. M. Saunders joins the party. Nathanson says he'll be in Detroit after Labor Day to confer with Earl Hudson, temporarily in charge of United Detroit operations . . . Jules Levy and Hal Horne are an RKO twosome, the former stating he has "a few pictures to sell," while Horne wonders if "The Wizard of Oz" will gross $18,000,000. Of course he declines to admit "Snow White" internationally grossed about $8,000,000, which is an unprecedented record for any picture . . . Joe Bernhard and Artie Rapf talking things over and pleased with the rainy weather . . . Al Adams and George Schaefer of Republic with Jimmie Fidler's family in tow . . . Ed Hatrick, with a guest, informs friends he has just come from his office after telephoning the *Journal-American* news desk and the latest report, at the time, was war would most likely be declared in 20 minutes . . . Lee Shubert, back from the coast, lunching with three guests.

*Harry Gold was in Philadelphia last Wednesday and the food at the Warwick there was so inviting he broke his diet. The following day, he met Lou Irwin coming out of the Tavern when the latter tried to interest him in a series of one-reel shorts. Which brings Gold to remark, "I'll look at them, but I'll guarantee you I won't do you any good." The subject then veers to the Ritz Brothers and Lou chirps, "I haven't had them for months" . . . H. J. Yates and Gene Autry will return from Europe, Wednesday, on the* Manhattan; *cutting short the trip by almost a week due to the foreign situation . . . Cedric Worth, screen writer; Robert Richards, former m. e. of the March of Time radio program, and Peter Lyon, radio writer, are new members of Louis de Rochemont's staff for the March of Time reel . . . Charles C. Moskowitz and other labor heads for major circuits held their first meeting with Joe Basson, president of Local 306, and his delegation on contracts for the ensuing year, with other sessions scheduled.*



—Photo by Cosmo-Sileo

## Normandie Cargo—

*Russell Muth, general European manager for Movietone (right), arrives from London on the pride of the French Line for a conference with Truman H. Talley. With him is Steve Fitzgibbons, also attached to the newsreel and in charge of the company's eastern studio. Fitzgibbons was abroad on a vacation.*

One wiseacre came through with this during the week: Did you hear the story of the important circuit operator, who, after weeks of wrangling on a product deal, booked the general sales manager solid for five weeks with a percentage of the gross thrown in? . . . Douglas Fairbanks is back from abroad via the Clipper route . . . Al Powell of the Griffith Amusement Co., Guthrie, Okla., and Dale Lynn of the Pirtle circuit, Beardstown, Ill., have been guests of Henderson Richey while visiting the RKO lounge . . . Jack Cohn, v. p. of Columbia, is planning a South American tour sometime in October when he will attend the company's convention with Joseph A. McConville, foreign head. Among the cities to be toured will be Rio de Janeiro, Montevideo, Carcacas and other Latin American countries.

*Throngs at The Tavern: Eddie Zabel, Milton Hossfeldt and Larry Kent of National Theatres in one group . . . Joe Seidelman and Fernando des Fuentes, Mexican producer . . . Oscar A. Doob and Ernie Emerling, the former observing the Du Pont television receiver had been removed and remarking, "Why not? Television is a thing of the past anyway" . . . The Silverstones—Murray, Manny and Arthur—with Arthur W. Kelly, giving UA a right handsome representation . . . Joe Burstyn and Harry Thomas . . . Charlie Curran and Sam Marx . . . Jack Goetz, E. M. Fay, Lou Pollock, Hank Linet and Maurice Bergman, but not necessarily together . . . Also Joe Stein ordering shirred eggs and chicken livers, "but make the shirred eggs scrambled."*

*On the Lighter Side:* W. G. Van Schmus, managing director of the Music Hall, on Wednesday poured and most of local filmland's fourth estate quaffed in honor of William Holden, Adolphe Menjou, Lee J. Cobb and Sam Levene, who happen to be part of the cast of "Golden Boy," which happens to be booked into the Hall. For Columbia, which happens to own "Golden Boy," were Harry and Jack Cohn, Abe Montague, Abe Schneider and Nate B. Spingold. Gus Eysell and R. V. Downing were among the Hall executives present . . . Anna Neagle and Herbert Wilcox, star and producer, respectively, of "Nurse Edith Cavell," were honored on the completion of their first Hollywood picture under an Anglo-American production plan for RKO at a private preview of the film Thursday at the Trans-Lux on Lexington avenue, followed by an informal dinner in the Empire Room of the Waldorf-Astoria. George J. Schaefer, Ned Depinet, John J. O'Connor, Fred Meyers, Max Fellerman and S. Barret McCormick were on the receiving line.

*"The thing I like most about Philadelphia," chuckles Sidney Samuelson, "is that it doesn't have any trade paper reporters around" . . . Helen O'Toole, secretary to Ed Kuykendall, sails on the* Roma, *Thursday, for a Bermuda vacation . . . George Gold, Allied of New Jersey president, has returned from a vacation to "colossal" Panama . . . The Edward G. Robinsons got in from a shortened Euro-*




—Metropolitan Photos

## "Mary Todd Lincoln"—

*Ruth Gordon, well-known Broadway actress, as she left New York for Hollywood to play Abraham Lincoln's wife in "Abe Lincoln in Illinois" for RKO.*

*pean sojourn on the* Washington, *Thursday . . . Tom Waller, syndicate contact at Paramount, sings so loud, and well, that the local synagogue at Long Beach, where he lives, has invited him to join its choir . . . Sam E. Morris, Warner vice-president, is due to return here October 2 after attending sales meetings in Buenos Aires . . . Herbert Berg, Paramount trade paper contact, is moving to Brooklyn, thereby committing a very unsporting act.*

F. W. Beiersdorf, Warner Washington branch manager, and Harry Seed, Pittsburgh manager, were in town for home office conferences with Roy Haines . . . Larry Golob, Warner fan magazine contact here, is in Hollywood on a business trip to the studios . . . Gloria Jean, Universal's new starlet, was in Chicago for a personal appearance at the Roosevelt in conjunction with the premiere of "The Under-Pup" . . . Doug Leishman of the Schine circuit, passed through late in the week en route to Gloversville headquarters, following a visit to circuit properties on the eastern shore of Maryland.

*J. J. Sullivan, FWC film buyer, is vacationing on the coast and is due back the middle of September to finish up on product deals and to attend the World Series . . . Eddie Zabel went to Chicago to meet his wife coming in from the coast after an extensive vacation . . . Larry Kent is planning to return to California in October, via the Canal. He has three reservations . . . Bob Kane is due to leave for the coast the end of the week. He has been spending the past few weeks with his brother-in-law, S. R. Kent, at the* 1,000 *Islands. The* 20*th-Fox president, by the way, is not planning to return to his desk for another month or so.*

Fernando des Fuentes, Mexican producer for Universal, is in town conferring with Joseph H. Seidelman, who, by the by, canceled his contemplated coast trip because of the war scare in Europe. Fuentes plans to remain in town another ten days, or so, before returning home . . . Jack Epstein, Mexican branch manager for Universal, arrived Thursday for home office palavers . . . Bill McShea, assistant to A. A. Shubart of RKO, returns Tuesday from his vacation . . . Bill Rowland, who is producing Spanish pictures for RKO in Mexico, is about town again.

*Hubert Lyons, RKO southern district manager, returned to his headquarters over the weekend after a visit to the home office . . . Sol Sachs, Dallas manager for the same company, is here . . . Bill Jenkins came to town from Atlanta, Thursday, for a quick visit . . . Bob Smeltzer, central district manager for Warners, was a home office visitor during the week . . . Donald Crisp returned on the* Laconia *from a vacation abroad . . . Geraldine Fitzgerald is here from a vacation in Ireland and plans to head for the coast soon . . . Bill Jaffe conferred with Marlene Dietrich the other day on tax matters . . . Mike Marco has returned west after a brief visit with Jack Partington and Sam Dembow.*

Morris Josephs, New Haven Universal branch manager, was in to see Eddie Peskay early in the week on a deal for Stamford and Greenwich . . . Herman Robbins and George Dembow journeyed to Washington for a few days . . . Jake Soltz of the Rhumba circuit in Pittsburgh, lunched with Clarence Eiseman, local UA manager and formerly of Pittsburgh, at the Astor the other noon . . . Harry Feinstein, Pittsburgh Warner circuit buyer and



—Wide World Photo

## Back to Hollywood—

*He's there now to do another picture, but this shows Laurence Olivier as he reached New York from London aboard the* Ile de France.

booker, was another visitor around town. Ditto for Sammy Speronza, of the same office, who has been vacationing with his wife . . . Luis Enrique Perez, Republic distributor in Venezuela, is in New York on a two-week visit.

*Ben Washer doesn't switch to Donahue & Coe for another month, or at least until the opening of "The Real Glory" at the Rivoli . . . Edna Best arrived on the* Nieuw Amsterdam *and immediately choo-chooed to the coast where she is due on the RKO lot for a role in "Swiss Family Robinson" . . . David Niven is back from a Cape Cod siesta and is coastbound . . . Victor Chenkin, continental singer, has been signed by Roman Rebush, head of Credo Pictures, to appear in a Jewish film . . . Among RKO lounge visitors of the week were Eddie Newman, manager of the Lyceum, Winnipeg, Canada; B. K. Beach, secretary-treasurer of Western Theatres, Canada; R. B. Beach, assistant manager of the Capitol, Winnipeg . . . "Toots" Shor*

(Continued on page 34-B)







—Metropolitan Photos

## "Golden Boy" Holden Takes in the World's Fair—

*This story goes with the above pictures: William Holden, who plays the lead in the Columbia film, visits the World's Fair where a day was named after the picture. With him are Madge Evans and Adolphe Menjou. Next, he shakes hands with Gladys Niesen of St. Louis who, by lot, becomes his luncheon guest at the expensive French Pavilion. Finally, to prove it was on the level, they actually have lunch.*

## Triad Theatres to Open A Pair in the Bronx

NEW YORK—Triad Theatres will open the Metro and Congress in the Bronx, on September 8 and September 15, respectively, according to Moe Baranco. The New Vogue, among the trio recently acquired from Moe Rosenberg, is still being picketed by the motion picture division of the TMAT.

Edward Peskay, who is financing Baranco in the Bronx venture, has not decided when he will head for the coast. He is planning to join his brother, Hi and Ben, in their theatre and distribution business in California, but definite plans await settlement of the Vogue situation strike and winding up other personal affairs in the east.



—Photo by Cosmo-Sileo

## "Mr. Van" Entertains Royalty—

*Dinner scene atop the Music Hall as W. V. Van Schmus, managing director of the theatre was host at a dinner for Prince Consort Felix of Luxemborg and his son, Crown Prince Jean. The royal pair, on an official visit from the grand duchy which borders on Belgium, France and Germany, also were taken on a backstage tour of the house. Left to right, George J. Schaefer, president of RKO; Julius Holmes of the World's Fair; Prince Consort Felix, Van Schmus, and Crown Prince Jean.*

## Father of Robert Donat Is Dead at Age of 75

WALLINGTON, CONN.—Ernest Donat, father of Robert Donat, is dead here at the age of 75. He had been ill for some time. His widow and two other sons, William and John, reside here, and another son, Philip, lives in Nova Scotia.

NEW YORK—On his last visit here, Robert Donat expressed concern over his father's failing health. Donat currently is appearing in a picture for M-G-M in England. His last picture was "Goodbye, Mr. Chips," which continues at the Astor on a "pop" price policy.

## To Ask Ouster of Ruling In Radtke Patent Suit

NEW YORK—Virgil Crites will apply to the federal court on September 5 to set aside the verdict of Judge Mortimer W. Byers on July 7 dismissing his suit against Albert A. Radtke, Radtke Patents Corp., United Research Corp. and Warner.

Crites will ask for a new trial and a new judge. Action charged infringement of a patent, entitled "Methods of and Means for Optically Reproducing Sound."

# "U" Is Set to Meet All Release Dates, Cowdin, Back, States

## Grants Alperson Details In Pact Breach Claim

NEW YORK—Federal Judge Samuel Mandelbaum has granted Edward L. Alperson a bill of particulars in connection with his action against Grand National Pictures, Educational and Earle W. Hammons.

Alperson, claiming breach of contract, is suing for $135,644 plus 10,500 shares of Grand National stock. He claims he was employed on October 1, 1938 on a five-year contract for GN at $1,000 weekly, plus 14,000 shares of common stock.

On January 21, 1939 the contract was breached, he asserts, and since he says it could be cancelled on six months' notice, is suing for the above amount.

### Drop Injunction Proceedings

ST. LOUIS—Injunction proceedings against two theatre unions who were picketing the Bremen and O'Fallon theatres here were dropped Wednesday when owners of the theatres and union leaders reached an "amicable agreement."

NEW YORK—Universal "will meet all release dates" on the new season schedule, declares J. Cheever Cowdin, board chairman, upon returning from a two-week visit to the studios.

With seven companies shooting at present, Cowdin says the company is well into films that are scheduled for release through October. The studios are geared to follow this "right on the nose," so far as subsequent productions are concerned, he said.

Cowdin minimized the anticipated strike as a result of the jurisdictional war between the AAAA and the IATSE. "Fundamentally," he said, "there is too much sense in our groups to let a minor situation like that get out of hand. In the end, good sense will reign."

He said Nate Blumberg, president, is expected to return to New York next week. He has been on the coast for almost two months, supervising production while combining a pleasure trip. Charles Prutzman, Universal counsel, is remaining at the studios for an extended period in order to correlate east-west legal matters.



## An Editor Visits a Producer—

*Baburao Patel, president of the Film Journalist's Association of India and editor of* Filmindia, *who now is in America studying production, visits Alexander Korda in London and there is the subject of a reception. Left to right, Korda, Patel, June Duprez and Sabu who is starring in "The Thief of Bagdad."*

## Film Series by Redwing On 24 Indian Legends

NEW YORK—Production is to get under way shortly on a series of 24 Indian legends, comprising features and shorts, under supervision of Chief Robert Redwing, director and producer of the newly formed Redwing Motion Picture Co. The product will be for educational as well as theatrical distribution.

The initial effort, "The Saga of the Lenni-Lenape Indians," will have a cast of full-blooded American Indians and will be produced on the Hackensack River in New Jersey.

### Helms Staunton Strand

STAUNTON, VA.—Edward Purcell III, formerly assistant manager of the Virginia Theatre at Harrisonburg, has assumed his new duties as manager of the Strand Theatre here.

# Buffalo Polio Spread Brings Juvenile Ban

BUFFALO—The spread of infantile paralysis here has resulted in orders by the board of health to all theatres to refuse admission of children less than 14 years of age, whether accompanied by adults or not. The ban will continue indefinitely, it was announced. All Saturday matinees were canceled.

# REVIEW FLASHES

DAY THE BOOKIES WEPT, THE (RKO)—This has plenty of laughs and the dialogue is fast and snappy. Joe Penner comes through with a fine delivery, ably assisted by a supporting cast including Betty Grable, Tom Kennedy and Richard Lane. Leslie Goodwins directed.

EVERYTHING'S ON ICE (RKO)—Gives six-year-old Irene Dare her first starring opportunity and she makes the most of it. Producer Sol Lesser has surrounded her with a better than average production and a number of scintillating ice-skating numbers which more than compensate for the run-of-the-mill story. Moppet Irene is a phenomenon on the ice, doing everything from the can-can to the hula. Erle C. Kenton directed.

HEARTBEAT (French M. P. Corp.)—This French production is a compelling drama of the fundamental course of life among the peasants of Provence. Running through the production, which excellently utilizes outdoor locations, is a constant air of reality. Orane Demazis, Fernandel, Henri Poupon. Marcel Pagnol directed.

PRISONER OF CORBAL (Syndicate)—Rafael Sabatini's novel stacks up more as bewilderment than entertainment as Unity has produced it. There isn't a designed drop of comedy in the French revolution yarn, yet there is more than a little for laughs. Nils Asther, Noah Beery. Directed by Karl Grune.

RIDERS OF THE FRONTIER (Mono)—Standard western qualified to more than satisfy the saddle-and-six-gun fan fraternity. Tex Ritter sings songs, slugs and socks with impartial promiscuity. Edward Finney produced. Spencer Bennet directed.

WALL STREET COWBOY (Rep)—The reception this will get depends on how avid the western fans are. If they like hoofs, saddles and six-guns in all directions "Wall Street Cowboy" may be found lacking. The film gets off to a fairly exciting start, but slows down when the locale shifts from the prairie country to New York's financial district. Directed by Joseph Kane.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# WASHINGTON

IN CONJUNCTION with "Gloria Jean Day" at the New York World's Fair, special screenings of Universal's "The Under-Pup," featuring Gloria Jean, were held at Keith's Theatre, Washington, and the Capitol Theatre, Richmond, Va., on Sunday, August 27 . . . Tex Ritter, popular Monogram western star, found time between his public appearances at the local Atlas Theatre, and Neighborhood Theatre in Arlington, Va., to visit the local exchange and autograph stills for his many admirers.

*Filmrow was saddened with the news of the sudden death of Jesse Skinner, who operated houses in Victoria and Kenbridge, Va. . . . Herb Moody of Wytheville, Va., is vacationing with his family at Hot Springs, Ark. . . . Miss "Rusty" Duncan, Warner theatres, has returned from her sojourn at Ocean City sporting a much envied tan. It served as an inspiration to Dorothy Reynolds, who has journeyed to the same spot to acquire one . . . Tom Rayfield, Clark Film manager, was tendered a surprise birthday party last week, with the Monogram staff and his associates in attendance.*

Bill Kraemer, who was formerly associated with 20th-Fox and Universal, has been appointed booker for the Schine circuit in the Maryland area. He plans to take offices near Filmrow, with Lorraine Middlekauf as his secretary, she having resigned from the Theatre Merchant Service Co. . . . George W. Weeks, Monogram sales-manager, paid a short visit to Branch Manager Harry Bachman . . . Sidney Lust has announced plans to change the name of the Boro Theatre to the "Bethesda" for the purpose of publicizing the community in which same is located . . . Frances McCormack, Warner theatres, has returned to her duties following a brief illness. Mrs. Alice Anderson of the same office has purchased a new home in Virginia . . . Pete Richardson, manager of the Diamond Theatre, Selbyville, Del., was presented with an 8½-pound baby girl recently . . . John Fox, Pocomoke City, Md., is quite proud of having caught the largest fish in his community . . . Helen Ulman, Salisbury, Md., is making preparations for a boat trip to Florida.

*Ben Judell of Producers Distributing Corp. has designated the franchise for the Washington territory to George Gill, manager of Trio-Preferred Pictures . . . Sidney Goldberg, formerly associated with Grand National and the Theatre Merchant Service, has been appointed salesman to replace H. Jasper . . . Columbia's Joe Walsh is sporting a new car . . . Paul Wall, Metro contact department, has returned to his desk after having served as special representative in the field . . . Mrs. Freida Cohen has joined the Metro staff in the capacity of contract clerk . . . Gertrude Kaler, Metro, is spending her vacation in Maine, with plans for a stopover at the World's Fair . . . Seen along the Row: Spud Querry, Marion; George Loeffert, South Norfolk; J. H. Webster, Cradock; B. H. Mears, Belle Haven; Bobby Levine and father from Portsmouth . . . Columbia's Ethel Finney is vacationing.*

Robert Smeltzer, Warner district manager, and Fred Beiersdorf, Warner branch manager, are en route to New York for a home office conference . . . Elmer McKinley, UA office manager, has chosen New York for his vacation . . . UA's Marcie Plant and Eleanor Harper have returned to the fold . . . Metro's Sarah Brown is recuperating from an operation at Emergency Hospital . . . Mary Horner, Warner theatres, is heading to Colonial Beach for the weekend, while her coworker, Mrs. Norma Newman, will journey to Ocean City . . . Paramount's Bertha Boyd is suntanning at Bar Harbor, Me. . . . Helen Schultz, Paramount, will trek to Chicago for her vacation . . . Edgar Moss, 20th-Fox district manager, is expected at the local exchange this week . . . Dorothy Norman, Grand National, has tendered her resignation and will enroll at the University of Iowa in the near future, having been awarded a scholarship in national competition . . . Metro's Esther Blendman has been promoted from the contract department to the accounting division . . . Frank Boucher, former Baltimore exhibitor, has been appointed division manager for the Schine circuit in the eastern New York, Delaware and Maryland areas.

*Thomas W. McGuire, Warner theatres, will be married on Labor Day to Mary Jane Moran . . . W. Kiesling, booker for the Dock Newbold Corp., is recuperating from an attack of intestinal flu . . . Ground has been broken for a new house that is being erected by F. Thompson in North Tazewell, Va. . . . Bill Snidow, Palace, Christianburg, and, incidentally, the mayor of the community, is recovering from a serious attack of lumbago . . . Danny Weinberg, Bedford, Va., is quite elated over the success of his bowling alley enterprise in Lexington, Va. . . . It is rumored that a new house is to be built in Martinsville, Va.*

## *Four Brandt Houses to Revert to Vaudeville*

NEW YORK—Four theatres in the Brandt circuit will revert to vaudeville policies this month, the first being the Flatbush, Brooklyn, which opens September 14 with the same name band and acts idea as last year. The Audubon, upper Manhattan and Windsor, Bronx, adopt the policy, September 21 and a week later the Carlton, Jamaica, changes to a vaude-film policy.

## *Bula in Asthabula, Ohio, Taken by Feiber & Shea*

NEW YORK—Feiber & Shea on Saturday took possession of the Bula, Asthabula, Ohio. On the same day the State, in the same city, was reopened after a summer shutdown. The Crown, Manchester, N. H., reopened Sunday after being dark for the summer and the Strand, same city, is now on a full week schedule after being operated two days a week since July.

# BROADWAY

(Continued from page 33)

*hopes to open his own restaurant in the 50's shortly.*

"Highbinders" is what M. A. Lightman calls distributors, as he exits from the Astor Hunting Room with Tom Connors and Charles Kessnich. But the M-G-M boys have a quick retort, saying "We're the exception. M-G-M is the friendly company," which leads Lightman to add, "Oh, yeah. I couldn't make a deal with them at home so I had to come all the way to New York to talk it over" . . . Arthur Lucas, Paramount partner in Atlanta, has been in town with Senator George . . . Joe Unger spent last weekend at Sam Pinanski's home in New England. Commenting on his visit to Boston, Unger says, " 'The Star Maker' is doing a helluva business. I got there, meaning Boston, just in time to witness it, too" . . . Harry and Billy Brandt in a huddle with Max Cohen on the product situation on 42nd Street . . . Ted Fio Rito will do a short for Paramount, according to Lou Diamond . . . Herb Berg says Roy Benjamin, architect for the Sparks circuit in Jacksonville; Ethel Neelley, secretary to M. S. Hill, division manager for North Carolina Theatres in Greensboro; Eugene J. Gilbert, Saenger architect in New Orleans; Donald P. Cole and his son, Donald jr., were visitors to the Paramount World's Fair lounge during the week.

*The Harry Brandts celebrated their 15th wedding anniversary at Saratoga and one of the things they did was to treat all of the children at the Hawley Home to ice cream . . . Harry Goldstone has joined Times Pictures of which Moe Kerman is vice-president . . . William Holden, Columbia's "Golden Boy," is certainly being feted royally while in the east on his first trip . . . Zeb Epstein is all agog over the holding over of "The Old Maid" for a fourth week at the Strand with Ozzie Nelson and Harriet Hilliard spotlighting the stage show . . . Milt Kusell spent the Labor Day weekend at his farm in the Connecticut Berkshires. He says he likes the chores of a farmer which takes his mind off the film business. Incidentally, he's in the egg business, the same as Dave Blum, who has moved back to the city from his Naughright, N. J. farm.*

John W. Hicks, now en route to the coast from Australia, is not due back in New York before September 8 . . . Eddie O'Connor, M-G-M's manager in Cuba, has returned to Havana after an extended vacation here . . . Susan Hayward was in Des Moines participating in the selection of the most beautiful redhead at the Iowa State Fair . . . Sam E. Morris delayed his departure from Rio de Janeiro so that he could attend the opening of "Juarez" at the Sao Luis, Thursday . . . Norman H. Moray made a brief trip to Philadelphia during the week. He was back at his desk Friday, full of vim and vigor as usual.

*Stanton Griffis is not due back from abroad until early in October . . . Benn Jacobson, one of the eastern talent scouts for M-G-M, took his mother to the Capitol the other afternoon to see Mickey Rooney and Judy Garland in person, which is something for a talent scout . . . Leo McCarthy, former Fox Midwest chief booker and now independent producer, is still around town. He plans to head for Hollywood soon . . . Louis Phillips has been more or less of a commuter between here and Chicago the last few weeks . . . Errol Flynn's father, Professor T. T. Flynn, is here from Belfast, Ireland, visiting the Warner player . . . Bill Rodgers' many luncheon friends missed him at the Astor while the M-G-M sales manager was in Chicago and on the coast . . . E. M. Saunders knows as much about flying and planes as he does about M-G-M pictures, the reason being Budd, his son, is doing a swell job handling theatrical and radio accounts for American Airlines hereabouts . . . Laurence Bolognino is planning to open several of Consolidated's closed theatres right after Labor Day.*

Guy P. Morgan, UA manager for the Argentine, by this time is well on his way to Buenos Aires. He sailed on the *Uruguay*, August 25, after an extended visit here. With him went Clemente Lococo, one of the leading exhibitors in Buenos Aires and a producer of Spanish-language films there . . . Dame May Whitty is in Hollywood for a role in "Raffles." She flew west . . . Grad Sears has been a busy fellow, answering the telephone calls that piled up after he announced Warner's 12-point sales program, drawn largely and generously from the code that once was . . . Carl Leserman, his assistant, hasn't done much film peddling out of town thus far and is sort of hankering for the time when he can get into the territory again . . . Bill Jaffe is back from a stay at Saratoga.

*Lou Jaffe, William F. Whitman of the RKO legal department and Al Davidson of the treasurer's office, are vacationing, the latter touring Canada . . . Baburao Patel, regarded as an authority on the industry in India, arrived on the* Normandie *en route to the coast where he will spend several weeks at the various studios. He will remain in New York, however, until September 12, during which he is taking in all the sights at the World's Fair . . . Jessie De Angelis, widow of the late Phil De Angelis, is continuing business of the outdoor advertising firm with Edward De Angelis and Anthony Zito as associates . . . Al Rosen, manager of the State, is resting at his home for another week prior to a sinus operation . . . The Loew publicity department has been having several out-of-town critics visiting Oscar A. Doob and some of the other boys. Among the guests have been Jack Moffitt of the* Kansas City Star; *Boyd Martin of the* Louisville Courier-Journal; *Dudley Glass of the* Atlanta Georgian; *Lloyd Lewis of the* Chicago News; *George Foxhall of the* Worcester Telegram, *and Paul Walker of the* Harrisburg Telegraph.



—Photo by Cosmo-Sileo

## A Domestic Scene—

*George Ballachine, dance director whose ballets are different, greets his wife, Zorina, on her arrival in New York from Hollywood where she starred in "On Your Toes" for Warner.*



## War Is No Scare—

*Maureen O'Sullivan, reassured by M-G-M which seems to know through some process Europe's diplomats are not aware of that peace will prevail on the other side, goes to London for the lead opposite Robert Montgomery in "Busman's Honeymoon." As she arrived from Hollywood, she and her baggage looked like the above. Miss O'Sullivan, in dark attire, is flanked by her sister, Sheila.*

Jack D. Trop has gone to the coast and expects to be back in a few weeks to line up his new production venture, possibly with Paramount . . . Lester Cowan is back on the coast again after a trip here . . . Bob O'Donnell has returned to his headquarters in Dallas after a two-week visit in these parts . . . The wife of Harold Zeltner, Loew assistant manager, is ill. Recently, according to district manager, D. F. Barreca, a call was sent out for a blood donation. Another assistant manager, hearing of it on his day off, rushed to the scene and contributed the necessary transfusion . . . George Scharf of Loew's

publicity department is taking his law seriously. He recently passed his bar exams and is now studying up on actual cases . . . George J. Schaefer and Barret McCormick are both back on the local scene after a few weeks at the RKO studios.

*Wallace Beery has been in town on a quick vacation . . . Joy Hodges was married to Gilbert H. Doorly, Omaha newspaper publisher, over the weekend . . . Victor Orsatti, coast agent, is back in Hollywood after a looksee around the big town and Saratoga . . . Dave Loew delayed his departure for the coast until Friday, all because the missus wanted to stay on a couple of more days . . . Bob Weitman says "The Star Maker" garnered* $10,000, *approximately, on the opening day at the Paramount . . . William F. Rodgers is back from California . . . George A. Smith, western district manager for Paramount, has been visiting the home office.*

## Schines' Attorney Confers On Move for Particulars

GLOVERSVILLE, N. Y.—Willard S. McKay, attorney for the Schine circuit with headquarters in New York, arrived here Thursday and spent the greater part of the weekend in consultation with J. Myer and Louis W. Schine and other executives in connection with drawing up a motion for a bill of particulars in the government suit. Although the department of justice filed papers in the Buffalo federal court, August 8, answers are not due from the Schine circuit until Labor Day week.

## Past Presidents' Day by Ampa on September 28

NEW YORK—Ampa resumes September 28 with the first program of the season to be Past Presidents' Day. All past presidents will be rounded up for the event, according to Paul Lazarus jr., for the opening gun. "We have a lot of new ideas and new people coming in."

Meanwhile, Lazarus left over the weekend for a two-week vacation at Cold Spring, N. Y.

## Ross Federal Executives Parley on Winter Plans

NEW YORK—An outline of fall and winter plans and policies were discussed during the week at a series of meetings here between district managers and home office executives of Ross Federal Research Corp. Harry A. Ross, president, presided.

District managers who attended were Harold Lund, eastern division; Walter Anderson, south; Ruel Williams, west coast, and J. A. Kraker, mid-Atlantic district.

## Variety Jubilee Dinner Set in Atlantic City

ATLANTIC CITY—The annual Variety Club Jubilee dinner is slated for Tuesday at the Traymore when "Miss America" for 1939 will be chosen. P. Mortimer Lewis and Frank P. Gravatt are jointly serving as Kings-for-a-Day, representing the Philadelphia Variety tent.

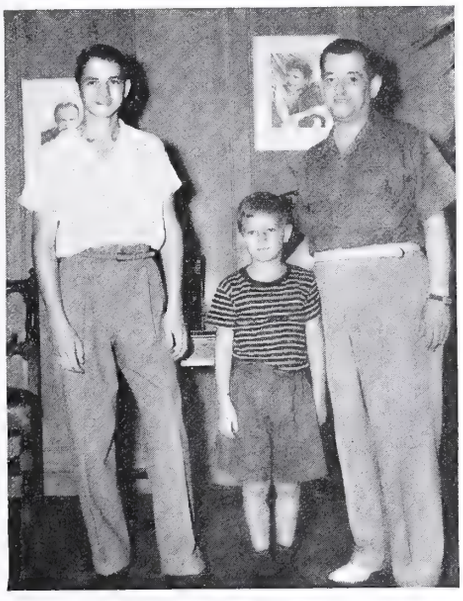
# PHILADELPHIA

MRS. RUTH C. HUSTLER, wife of Herb H. Hustler, head of Tioga and Great Northern theatres, died last Saturday night . . . Leo I. S. Conway, pioneer Philly theatre ticket broker, died Monday in Fitzgerald-Mercy Hospital. Funeral was Thursday. He was 53 years of age . . . George E. Schwartz, U head, played host at Uptown Theatre Monday morning to all exhibitors interested in seeing screening of "The Under-Pup" . . . Charles Kahn, local realtor, takes Erlen and Renel theatres from Erny and Nolan for $485,000. Kahn is said to be making the deal for Stanley-Warner to operate the houses at $45,000 annual rental, with Luke Gring, present manager, being retained on contract . . . Cedar passes from the Lessy interests to Sam Shapiro, Charles Segall and Lewen Pizor.

*William Holden, star of Columbia's "Golden Boy," visited the Street Monday . . . Holme Theatre, now under lease to S-W, has been sold to Melvin J. Fox, Marion Fox, Lewis Sablosky and Sadie Sablosky. Premises are at* 8045-51 *Frankford Ave. and include* 1,800-*seat theatre as well as stores and offices . . . Fay's, vaude-filmer, is scheduled to open September* 14 *. . . Senate, formerly Susquehanna, opens Labor Day under Charles Stiefel management . . . Sam Rosen, Monogram exchange head, announces sales-drive September* 2 *to October* 28 *with bonuses for salesmen turning in most dates . . . Dave Barrist insists he is still the street's most eligible bachelor, despite whatever everyone is saying . . . George Fishman is handling exploitation on the Variety Club Miss Philadelphia-Atlantic City contest.*

Tex Ritter plays Lebanon in person this weekend . . . Warner's Germantown, whose roof fell in, fortunately while no one was in the place, has been remodeled and reopened . . . Same organization's Market Street Palace has reopened all spruced up with three stories lopped off as per instructions of Building Inspectors . . . Warner's Capitol, always a repeat-run, drop-in house on Market St., now has the three-hour big show policy, but no double features; Earle is back to vaude-film for the steenth time. And the Fox is back to films with pit orchestra for overtures only . . . Bill Rovner was held up Monday and had his car taken away from him. Claims he took a poke at one of the muggs. The cops found his car later the same day.

*Rube Shapiro, who manages the Admiral for his Dad, will marry a pretty mite of a Metroite September* 10 *. . . Vine Street's popular tobaccanist, Norman Beckett, respectfully reminds oldtimers that Tuesday was the seventh anniversary of his father, Samuel's, death . . . Pete Magazzu took over the Palace, Sheppton, Pa. . . . Kay Milner, Uncle Oscar Neufeld's girl Friday, on vacation . . . The Exhibitor-Variety Golf Tournament will be held at Lulu Country Club September* 29 *. . . After passing up many fight pictures in the past, S-W booked the Armstrong-Ambers fight films for their whole circuit . . . Thomas P. Taylor of Thomas Theatre, Taylor, Pa., made one of his most infrequent visits to the Street this week . . . After severe siege of illness at Willow Crest Sanitarium, Dave Greenberg, manager of Variety Club, and wife are convalescing.*



## Paramount Gets Visitors—

*William Hissner, operator of the Academy, Lebanon, Pa., comes to Gotham and there visits Paramount's World's Fair Lounge. His sons are with him.*

## Kemper Managing Head For D-B 20th Century

BUFFALO—Richard Kemper is the new managing director of the Dipson-Basil 20th Century, first-run downtown house. He is from Wheeling, W. Va., where he was general manager for Dipson's five New Dominion theatres—a sixth was added there last week.

Plans are under way to remodel the recently acquired Hollywood in Lackawanna, according to Nicholas J. Basil, executive vice-president of Dipson-Basil. Around $12,000 will be spent on improvements.

William Dipson, son of Nikitas, and secretary of Dipson-Basil, has been acting manager of the Century since its reopening August 1.

Constantine J. Basil, president of Basil Enterprises, is sailing September 8 for Athens, Greece, with his wife and two daughters and niece Helen, daughter of N. J. The three girls will enter the American College in Athens.

## Libel Charge Denial Is Made by Warner Bros.

NEW YORK—Warner Bros. Pictures have filed a general denial and a request for a trial by jury in the federal court in response to the $75,000 libel action against them by Katherine Moog. Miss Moog claims to have been libeled in "Confessions of a Nazi Spy."

# ALBANY

DAVE ROSENBAUM, operator of Capitol, Elizabethtown, and manager of Rex, Keesville, was on Filmrow for the first time in some weeks. His wife assists in the operation of Capitol . . . Percy Quigley of the Coxsackie, Coxsackie, was also a visitor . . . Ditto, Lou Bucken of Amenia; Phil Straus, Pine Plains; George Thornton, Saugerties and Tannersville; F. W. Dean and Charles Beebe, Colonial, Manchester Depot, Vt.; Ollie Mallory, Starr, Corinth (Mallory, whose hobby is collecting coins, presented some old pieces to exchangemen); Seth Fields, new Schine booker (here for two days) . . . Herman Ripps, former star M-G-M salesman here and now working the New Jersey territory, made his final weekend visit to Albany to supervise moving of his furniture to New York. He liked Albany and regretted leaving.

*Christine Korin, stenographer for Will Gaddone, M-G-M booker, is on vacation in New York. Like many other Row vacationists, she is including visits to the World's Fair . . . Norman Moray, Vitaphone shorts executive in New York office, visited local Warner-Vitagraph exchange. He was Adirondacking . . . 'Twas a radio, not a traveling bag which Filmboys presented to Bill Kraemer on his transfer to Washington by the Schine circuit. A branch manager gave him the portmanteau . . . Amos Curry, operator of houses in Norfolk and Norwood, near the Canadian border, and Mrs. Curry took in the World's Fair . . . Al Feltman, former operator of Lincoln, Schenectady, has returned from California . . . Virginia Sawyer resigned as secretary in the Republic office to accept a position in Whitehall, her home town.*

Cecil Patten, State, Adams, owns a yacht and other boats rented for fishing parties at Henderson Harbor on Lake Ontario. He usually spends the day at the Harbor, returning to Adams, 14 miles away, for night shows . . . Alice Smith and Mrs. Agnes Birkenhauer, Warner office, were among those at Saratoga for Saturday racing . . . Kay Breen, Metro cashier, returned from vacation . . . Eleanor Paradies, owner of the Hollywood Exchange, Buffalo, was in Albany and on Filmrow with the exchange's local salesman, Ben Smith. Reported she dated some independent pictures with Schine Booker Seth Fields . . . Harry La Mont has taken over the theatre hall in Athens, Hudson River town. Mitchell Conery operated it last season. La Mont runs the Vanderbilt in Greenville, Catskill Mountain summer resort, and IOOF Hall in Berlin, back of Troy.

*Fred Sliter, new 20th Century-Fox salesman, has many friends among exhibitors in this territory, due to his service as Albany branch manager of an old time company. He bossed other exchanges, including Educational in Boston. He is the father of Harold Sliter, one of the ranking Schine executives in Gloversville . . . Beatrice Borell, assistant cashier of 20th Century-Fox, was guest at a shower given by girls in the office. She will be married September 9.*

## *W. Va. Theatre Managers Re-elect Their Officers*

WHITE SULPHUR SPRINGS, W. VA.—All officers of the West Virginia Theatre Managers Ass'n were re-elected unanimously at the meeting held here Thursday.

A resolution condemned the Neely Bill and asked all distributors to put the various desirable trade practice provisions included in the code into practice, regardless of the status of the code itself.

About 90 per cent of the membership attended by Ed Kuykendall representing the national organization.

## *ITOA Again Buys Space To Hit Stars on Air*

NEW YORK—Blasting away again at stars appearing on the radio, the ITOA, through paid space, asks that film names keep off the air. While several of the studios have gone on record against stars' appearances on the radio, the ITOA, in its latest blast, wants to make sure the studios will definitely curtail the practice.

# BALTIMORE

COMMISSIONER STANTON pulled another of his neat rulings by not permitting the screening of Universal's "Under-Pup" last Sunday morning at Keith's Theatre after invitations were mailed. Several days later a postcard was received by exhibitors stating that Commissioner Stanton would not permit the screening, but the invitations would be good at RKO Keith's in the nation's capitol the same time, the same day and the same picture so Baltimore exhibitors who wanted to see the screening had to get up an hour earlier and travel 40 miles because Commissioner Stanton just won't give Baltimore a break, the last of his rulings as all Baltimore remembers was by not permitting midnight shows on New Year's eve.

*Howard E. J. Harding, chief censor inspector, weekending on the eastern shore . . . Margaret Ziegler, cashier at the Broadway, celebrated her birthday last week. It also marked her 15th year as cashier at Rome theatres . . . Barry Goldman, ace manager at the Regent, had a real tieup in his lobby during the showing of "Man About Town" by hiring three girls in the lobby to give every patron a free drink of beverage. Barry says that over 600 cases were distributed.*

Metro's chief checker, Morris Zell, and Molly Gallun both said "I do" and are now honeymooning at Virginia Beach . . . Roy Miller of the Grand is the latest Baltimore theatre manager to be a papa. It's a boy . . . Lillian Zell of Preston is vacationing at Hampton Roads, Va. . . . Mr. and Mrs. Bill Hicks, Hampden, have just returned from a short visit to Atlantic City with a snake story . . . Lou "Fixer Dugan" Cohen, Essex, is shopping for fenders that don't dent . . . Mr. and Mrs. Harry Silver, Overlea, moved into their new home . . . Buddy Silverberg, Park, went fishing at Tolchester for three days and fished 28 hours and caught only one eel.

# RICHMOND

CARRINGTON WADDELL, manager of the Halifax and Princess in South Boston, came up from Virginia Beach for home office conferences. Carrington took his family to the beach for the month of August . . . George Hester, doorman at the State, filled in at the Venus while the State was closed for alterations . . . Bob Coulter, manager of the Byrd, is planning on taking the missus up to the Fair in October . . . Edith Lindeman, film editor of the *Times-Dispatch*, has returned with her family from visiting the World's Fair.

*Albert Naylor-Foote, former member of the service staff of the National, is taking a six weeks' training course at Fort Meade, Md. He will return a full-fledged second-lieutenant . . . Al Nowitsky, manager of the National, is going to plane up to Cleveland for the Air Races . . . Muriel Stevenson, secretary to A. Frank O'Brien, city manager for Wilmer & Vincent, just spent one of her two weeks' vacation at Virginia Beach and expects to go up to New York for the second week . . . Elbert Grover, RKO salesman, was in town on his way down the Valley.*

The State and National both reopened August 31 after being closed for two and a half weeks undergoing extensive alterations under the direction of A. O. Budina and Herman Nowitsky . . . Dorothy Shewbridge, Neighborhood Theatres home office staff, has returned from his vacation at Virginia Beach . . . The following corporations having failed to pay their annual registration fee and franchise taxes, have had their charters revoked by the State Corporation Commission: Brink Amusement Corp., Virginia Beach; Cumberland Theatres, Inc., Appalachia; South Washington Amusement Corp., South Washington, and National Capital Amusement Corp., Delaware Corp.

*George Crozier, projectionist at Loew's, has returned from vacationing in North Carolina and moved into his new home on Grove Avenus Crest . . . Leah Elsner, cashier of the State, was secretly married to Rucker Brewster in South Mill, North Carolina . . . Mrs. Addie Boyd, cashier at the Colonial, has returned from vacationing at Buckroe Beach . . . Frank Storino, manager of the Lincoln Theatre, will marry Miss Mary Gambarella of Norfolk, October 21 . . . Universal gave a screening of "The Under-Pup" at the Capitol Theatre, inviting exhibitors from all over the state . . . Gordon Culley, assistant manager of the Venus and Ponton, has returned with his wife from the World's Fair . . . The local Lichtman Theatres sent the winner of a lucky number contest to the World's Fair all-expenses paid.*

Charlie Abercrombie, manager of several theatres in Danville, has announced his company will build another theatre there to be ready by the first of the year and to cost between $20,000 and $30,000 . . . "Tex" Ritter, cowboy star, made a personal appearance at the Venus Theatre . . . Allen Sparrow, manager of Loew's, gave a special showing of the Virginia Lions' Club film at his theatre.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

### *"War" Say Actors as Guilds Huddle*

**Actors declare "It Is War" as the Screen Actors Guild, American Guild of Variety Artists and other affiliates of the American Association of Actors and Artistes launched a non-stop series of meetings to explain to members the crisis developed in the AAAA jurisdictional battle with the International Alliance of Theatrical Stagehands. The meetings were scheduled to continue until Sunday, to be climaxed by an emergency mass meeting to take a strike vote.**

# Studio-Labor Parley Deferment Tenses

Postponement of the studio-labor basic agreement parleys shortly after they got underway in New York and the announcement that they will not be reopened until December 5 has caused the local Hays office to begin preparing for another attack of the studio labor headaches which have afflicted it in recent months.

Hopeful of a respite when Pat Casey, labor contact, headed east to sit in on the huddles, spokesmen here declared the organization is gearing for another landslide of labor complaints. A regular association meeting was held to discuss the general situation, with Joseph M. Schenck presiding.

Local officials were unable to throw any light on whether the conference held between President Roosevelt and Will Hays, MPPDA president, in Washington, pertained to the industry's labor troubles or to the Federal investigation of union, industry and personal activities on the coast, launched recently with the arrival of Charles H. Carr, assistant to Attorney-General Frank Murphy.

Casey informed Hays attaches here that the parleys in New York were delayed pending the outcome of the AAAA-IATSE quarrel and of the IATSE-United Studio Technicians Guild election, involving 12,000 studio workers, now scheduled to be held September 21.

### Leipold to "Flying Deuces"

Paramount has loaned John Leipold to Boris Morros to score the latter's "Flying Deuces," Laurel-Hardy comedy, which RKO Radio will release.

# *Spectre of Mass Strike Rises As IA-4A Negotiations Fail*

Darkening storm clouds which may foreshadow one of the most drastic strikes ever to confront the motion picture industry have gathered in ever-thickening clusters over Hollywood following the complete failure of efforts in New York to successfully negotiate a peaceable solution to the jurisdictional dispute involving the Associated Actors and Artistes of America, the International Alliance of Theatrical Stage Employes, the Screen Actors Guild and the American Federation of Actors.

Thus the tentative peace plan, mapped out here by SAG and IATSE representatives and delivered to IA leaders in New York by a special SAG delegation comprising President Ralph Morgan, Kenneth Thomson and Laurence Beilenson, has been scrapped. The proposal, under which the IA would withdraw its claims to jurisdiction over the AFA and an election would be held by performers in the variety field to determine their bargaining agent, was rejected by George Browne, president of the IA, with the threat to "reduce the actors to a vassal state."

#### Actors Accept "Issue"

This brought forth a reply from the SAG declaring "to this the actors will never submit . . . We accept the issue." This was taken to indicate that the next development will, in all probability, emanate locally with the return of Morgan, Thomson and Beilenson and the scheduling of an emergency SAG board meeting.

Browne's adamant refusal to consider peace negotiations had been crystallized earlier with the receipt by IA representatives here of a telegram from the international leader directing that "every assistance" be rendered to persons performing work under the AFA banner.

While the threat of war in the IATSE-AAAA trenches was growing stronger, however, studio jurisdictional dispute appeared on the way toward being settled with the receipt of word from Washington, D. C., that the national labor relations board there has set September 21 as the date of a bargaining election to be participated in by the IATSE and the United Studio Technicians Guild. Control of 12,000 studio employes is involved. Balloting will be conducted at Columbia, Metro, Paramount, RKO Radio, Walter Wanger, Samuel Goldwyn, Hal Roach, 20th Century-Fox, Universal and Warner. Joseph M. Schenck, representing the Producers Ass'n, issued a statement promising "every effort will be made by the producers to facilitate a fair and equitable election" and asserting that "it is the hope of the producers that the election will lead to a solution of the present dispute regarding rights of representation between the contending groups."

#### Wind Up SWG Hearing

With producer attorneys entering general denials to the charges that they were guilty of unfair labor practices, the NLRB hearing on the Screen Writers Guild's complaint was wound up and attorneys were given two weeks in which to file written briefs. Alexander Wilson jr., who conducted the hearing for the NLRB, indicated a decision would be reached by November 1, the case now having been turned over to NLRB headquarters in Washington. The SWG endeavored to establish that the Screen Playwrights contact had been held over the Guild as a threat during bargaining negotiations, which broke off last May.

Threatened strike of studio publicists was averted when the producers agreed to the major demands of the Screen Publicists Guild. A draft of the final contract, calling for a $100 weekly minimum for seniors and a modified Guild shop, is in the producers' hands. Producers have also agreed to award severance pay where sufficient cause for dismissal has not been established. A comimttee has been appointed by the SPG to confer with individual publicity heads of the studios to establish a definite classification for senior and junior workers.

Other less significant labor developments:

Producers and the Screen Readers Guild have agreed on a wage scale for outside readers, leaving few details to be completed before a contract is signed. M-G-M Office Employes Guild has adopted a new constitution and set of by-laws, revising the method of issuing a strike call. Melvyn Douglas was honored guest at the session.

A proposed new constitution for Local 47, American Federation of Musicians, was defeated at a general membership session.

# Plans Perfected for Industry's Banquet

Signaling the start of an active autumn season for Hollywood's many progressive organizations, the Motion Picture Democratic Committee has virtually perfected plans for the all-industry banquet it will stage September 7 and at which the first annual Award for Service to Democracy will be presented to the producer of the picture deemed as having made the outstanding contribution to the democratic ideal during the 1938-39 season.

Melvyn Douglas has been appointed chairman of the affair by Philip Dunne, MPDC chairman, and will introduce Attorney-General Frank Murphy, who has accepted the committee's invitation to participate as chief speaker. Murphy will present the award. Sealed ballots, the result of a secret vote among various studio Guilds and unions some weeks ago, will be opened the morning of the banquet. Submitted for consideration were 20th Century-Fox's "The Story of Alexander Graham Bell" and "Young Mr. Lincoln," Warner's "Juarez" and "Confessions of a Nazi Spy," Walter Wanger's "Blockade," Selznick International's "Made for Each Other," Universal's "The Spirit of Culver," Columbia's "You Can't Take It With You," Paramount's ". . . one-third of a nation," and Republic's "Man of Conquest."

More than 500 stars, directors, writers, producers and executives have been invited to attend.

### "Grapes of Wrath" Party

Following closely on the heels of this affair, the film colony's liberal element is making elaborate plans to participate in a "Grapes of Wrath" party to be held by the John Steinbeck Committee at International Studios. Receipts will be devoted to improving the lot of the state's migrants, the whole event under the chairmanship of Helen Gahagan.

Honoring Bishop Paul Yu-Pin, vicar apostle of Nanking, China, now visiting the film capital, the MPAC joined with the Chinese Aid Council and other organizations in sponsoring a testimonial banquet. Invited to attend as guests of honor were Gov. Culbert Olson, Lieut.-Gov. Ellis Patterson, Don Ameche, Pat O'Brien, Spencer Tracy, Hal Mohr, Wallace Ford, Norman Foster, John Ford and Joseph Breen of the Hays office.

Telegrams urging Mayor Bowron of Los Angeles not to accord an official welcome to a Japanese "good will" delegation when it arrived here by airplane were sent by Dudley Nichols, Donald Ogden Stewart, Frank Tuttle, Herbert Biberman, Mrs. Beatrice Buchman, Viola Brothers Shore and other prominent figures in Hollywood.

A new service has been initiated by Associated Film Audiences under which it is now prepared to make available a number of films which have received few or no commercial bookings.

These may be obtained by organizations affiliated with the AFA, paying a minimum cost for the sound projection equipment and operator.



## *Forearmed—*

*The significance of the Moral Rearmament movement and its world-wide spiritual phases are explained to Mae West by Dr. Frank N. Buchman, left, MRA director, who was invited to come up and see the blonde star in her apartment. In the middle—literally, not figuratively—is Lester Cowan, who will produce a picture for Universal co-starring the buxom Mae and W. C. Fields.*

# Giannini to Board Of Lubitsch Unit

A substantial step toward perfecting the executive setup of the recently-formed Ernst Lubitsch Productions, preparatory to the launching of its program for United Artists release, was taken with the election of Dr. A. H. Giannini, former UA president, to a post as member of the board of directors. Dr. Giannini joins Sol Lesser, president; Lubitsch, vice-president and secretary, and Louis R. Lurie, San Francisco financier, who is treasurer. The Lubitsch unit, a corollary to Sol Lesser Productions, will manufacture two features for UA's 1939-40 quota, neither announced as yet, and will swing into action in January, 1940, when Lubitsch has completed a one-picture directorial commitment held with M-G-M.

Lesser's unit will produce "Our Town," from the Thornton Wilder play. Lesser will relinquish supervision of his Principal Productions to Barney Briskin upon completion of "Escape to Paradise," Bobby Breen starrer, for RKO Radio release, and Briskin will carry on with the making of four more Breens.

Having set the details of his three-picture production deal, for Columbia release, in association with John Wildberg, Jack Skirball, former production head of Grand National, returned from New York to begin lining up a cast for his initialer, "Angela Is 22." The Sinclair Lewis play will be filmed at Astoria studios in New York, Skirball disclosed, with the second, "Fourteen Uncles," to be made here. It has not been decided as yet whether "For All of Us," an Ursula Parrot story which will wind up the quota, will be made in Hollywood or in the east. Films are budgeted at a minimum of $400,000 each.

GN's affairs are in status quo. The studio is completely inactive and, local spokesmen reiterate, will remain so until some announcement of his future plans are made by President E. W. Hammons, now in New York but expected to check in locally within the near future.

Irving Starr's first independent production for Columbia in a four-picture series starring Tony Martin, goes into work September 7 under the title "Passport to Happiness." Edmund Hartman wrote the screen play from James Edward Grant's original, and Joseph Santley has been signed to direct.

# Shifts Precede Pact With Publicists

With a closed shop contract between the Screen Publicists Guild and the producers now in its final drafted form and awaiting the signatures of studio executives, several changes in the publicity department personnel at the major studios are being effected.

Bill Edwards, who has been on the Paramount publicity staff for the past five years, resigned to accept a berth as a unit man at Universal. Harry Neimeyer, Warner publicist, has checked off the lot after five years, with Al Gordon taking over the vacancy. Charles Blake has submitted his resignation as a publicist for the Burbank studio effective September 9.

Perry Leiber, new studio publicity-advertising director for RKO, has named Elliston Vinson as his assistant. Vinson has been in charge of press books and art.

Henry Duffy, stage producer and one of the founders of the El Capitan College of the Theatre, has been signed by Darryl F. Zanuck as a member of the 20th Century-Fox production staff. Duffy has checked in at the plant to await an assignment.

Pending decision as to the starting date of his next production venture, which he has already announced will be "If I Were President," Boris Morros has skeletonized his independent production unit, with only those directly concerned with the completion of "Flying Deuces," his first effort, remaining on the payroll. Rudolph Mate, production associate, remains in charge at General Service Studio. Jim Rowe and Alice Stuart, of the publicity staff, have checked out, following Jack McCurdy, publicity director.

## *"Hawaiian Nights" Given Premiere in Honolulu*

In line with the current vogue for debuting pictures in the locale suggested by their subjects, Universal gave "Hawaiian Nights," musical featuring Mary Carlisle and Johnny Downs, its world premiere at the Princess Theatre in Honolulu, Hawaii, September 1. Picture went into general release the following day.

# Rodgers Sees Upbeat; Others Check In

Reporting a general upswing in theatre grosses throughout the country, which he predicts will register further gains with the pre-season release of a number of important films by the major companies, including his own, Wm. F. Rodgers, sales chief of M-G-M, checked in at the Culver City studio for a week's stay. He immediately plunged into conferences with Al Lichtman and other studio executives, as a result of which Metro's 1939-40 release scheduled up to Jan. 1, 1940, has been tentatively set. Rodgers also planned to look over much of the completed new product, including Selznick International's "Gone With the Wind."

As chairman of the distributor's committee on trade practice reform, Rodgers' arrival has been eagerly awaited by local exhibitors, including the Independent Theatre Owners of So. Calif. and Ariz., with whom parleys were scheduled.

**Hutchinson to New York**

After a week of conferences concerning new product, sales campaigns and the foreign situation, Walter J. Hutchinson, 20th Century-Fox's sales manager, has returned to New York. He parleyed with Darryl Zanuck, William Goetz and Joseph M. Schenck at the Westwood studio.

Herbert J. Yates, head man of Republic, is expected in at the studio September 15 for an extended stay, following a tour of the British Isles accompanying Gene Autry, the studio's cowboy star. Yates informed studio executives he would head for New York and journey directly to Hollywood.

Already here is James R. Grainger, Republic's general sales manager, who will divide his time between the studio and the Pacific Coast exchanges. Grover C. Parsons, western district sales head, came in from San Francisco to huddle with Grainger concerning product and sales campaigns for the new season.

Expected to return after Labor Day, Y. Frank Freeman, Paramount's vice-president, is in New York conferring with President Barney Balaban and other home-office executives relevant to the company's outlook for 1939-40. He was accompanied east by Mrs. Freeman.

**"U" Hits High Point**

Ending two weeks of parleys on the production lineup, which finds Universal hitting a new high mark in activity for the year, J. Cheever Cowdin, chairman of the board, has returned east. L. G. McGinley, newly-named assistant to William J. Heineman, western sales manager, spent a day at the studio huddling with President Nate Blumberg, Cliff Work and Milton Feld, then planed out for Detroit. To set commercial tieups on new product and players, Frank McFadden, of Universal's exploitation staff, winged out for Chicago and Detroit.

Murray Silverstone, chairman of United Artists' executive committee, and Charles Schwartz, UA counsel, terminated a short visit by returning to New York. They discussed product and business details with Walter Wanger, David O. Selznick, Hal Roach, Edward Small and other UA producers. Daniel T. O'Shay, corporation secretary and assistant to Selznick, trained east for his annual vacation.

Gordon Hollingshead, in charge of Warner's short subjects production under supervision of Bryan Foy, returns from the east next week to launch the fall program. "Old Hickory," one of the company's historical featurettes, will be the first under way, going into work September 15.

Back at M-G-M is Barrett Kiesling, traveling publicist, who has just completed a four-month tour through the south and midwest contacting newspaper editors.

# *Drastic Studio Changes Would Trail a European Conflict*

*By* IVAN SPEAR

The chief concern of executives here, when and if the dogs of war are unleashed, is the well-nigh undisputed fact that a general European war would result in an almost complete collapse of foreign markets and the shutoff of foreign money. This, in turn, would necessitate the paring of production costs and a general curtailment of film-making activity here to gear the industry down to its proportionately-reduced outlets.

With England certain to be plunged into the conflict if and when it arises, the fate of the British production units established by many American companies also is a subject for serious consideration. While some may continue production, others will probably be confiscated by the British government for use as storage plants, hospitals and in other ways. From all indications Metro is planning to go ahead with its English quota, having scheduled a September 11 start on "Busman's Holiday," starring Robert Montgomery, unless war actually starts before that time. Recent conferences between Darryl F. Zanuck and Walter J. Hutchinson, foreign distribution head for 20th Century-Fox, disclosed no plans to clamp down activity. Further, Director Monty Banks is huddling here with Zanuck concerning plans for the next Gracie Fields starrer, to be made in London, and Robert Kane, British production head for the company, is expected in shortly to sit in on the conferences. Apparently adopting an attitude of watchful waiting, neither Columbia nor Warner have disclosed what steps may be taken in connection with their respective English film-making units.

**Rushing "Thunder Afloat"**

Cashing in on the timeliness of the subject matter, Metro is rushing plans for immediate release of "Thunder Afloat," which has just received the official approval of the Navy Department at a special screening in Washington. Picture is based upon invasion of the American coast by German submarines during the World War.

One of the more serious potential blows in the event of war would be the loss to Hollywood of many foreign players and technicians, chiefly English, who would be forced to answer the call to arms. Among them are such figures as Basil Rathbone, Roland Young, Laurence Olivier, Ian Hunter, Ronald Colman, David Niven, Charles Laughton and others currently active in Hollywood production. Charles Boyer and his wife are in Antibes, France, where Boyer is awaiting a possible call to the French army.

Crucial European developments during the past few days also have had their effect on a number of Hollywoodians who chose to vacation on the continent. Norma Shearer, now at the home of Laudy Lawrence, Metro's Paris representative, has booked passage on no less than three American-bound ships. Gene Autry and Herbert Yates of Republic steamed out from Southampton en route here. Scenarist W. P. Lipscomb is sailing from England, September 15. Warner has called George Raft back to the film colony and the actor has already docked at New York. Likewise, Jack Warner has abandoned plans for a vacation along the Riviera and has canceled all vacations for employes at the studio for the present.

Prior to his return to New York, Murray Silverstone, operating head of United Artists, indicated war would not affect UA's production plans for 1939-40. However, he did not touch upon the status of Alexander Korda, British producer for UA, whose future plans in the face of hostilities would necessarily be problematical.

In any event, students of the situation are unanimous in agreeing that the whole complexion of Hollywood's picture-making industry will probably undergo drastic changes and curtailments if the powers-that-be in Europe touch off the powder-keg.

## Wall Street Journal Says War Would Hurt Industry

NEW YORK—"There is one American industry that definitely will be harmed, in event of war, the film industry," says the *Wall Street Journal.*

It goes on: "American moving picture producers made such strides during the last war that they were able to attain world domination in the post-war years and, as a result, 25 per cent to 35 per cent of gross film rentals now generally come from foreign sales.

"Although Hollywood has received little important income from continental Europe for some time due to restrictions of one kind or another, the important export field is principally Great Britain, its colonies and South America. If war breaks out, Great Britain is apt to be a poor customer and danger from air raids might well close down the big profitable London theatres. The same would be true in Paris."

## Role to John Miljan

John Miljan has been signed for a featured role in Paramount's "Emergency Squad," drama-romance based on the police-fire department "suicide" units. Edward Dmytryk is directing.

# Cinémarks

Pete Smith has closed his Hollywood home and will live at Hermosa Beach for the next six months . . . A baby daughter was born to Mrs. James FitzPatrick, wife of Metro's short subject producer, at Hollywood Presbyterian Hospital.

*

*Susan Hayward, Paramount starlet, left for Des Moines, Ia., to act as judge in selecting Iowa's most beautiful redhead at the state fair . . . Victor Fleming is vacationing for three months at his ranch near Del Mar . . . Wallace Beery will be guest of honor at the Cleveland National Air Races, opening September 2 . . . George (Gabby) Hayes, Republic western player, paid a visit to his home town of Wellesville, N. Y., for the first time in 30 years.*

*

Director Henry King has returned to 20th Century-Fox after a flying trip east to pick up backgrounds for his next assignment . . . Republic's studio club held its first annual picnic at Opid's Camp, near Mount Wilson, August 27 . . . A. P. Sloan jr., of General Motors, was the guest of Louis B. Mayer at M-G-M . . . Orry-Kelly, Warner costume department chief, has returned from a vacation trip to Australia.

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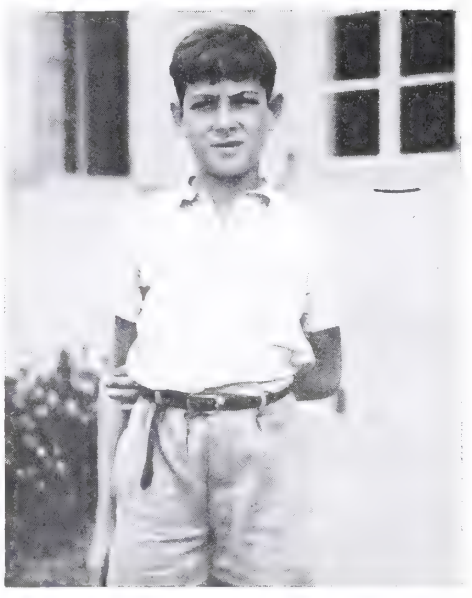
*Honoring Bandleader Charlie Barnet, Bing and Dixie Crosby were hosts at an informal barbecue at their ranch. Among those attending were the Everett Crosbys, the Hal Mohrs, the Larry Crosbys, Mr. and Mrs. Chuck Riesner, Mr. and Mrs. Bill Pierce, Mr. and Mrs. Ben Judell, Harvey Judell, Gloria Franklin, Dorothea Kent, Robert Taylor and Barbara Stanwyck, George Burns and Gracie Allen, Mr. and Mrs. Charles R. Rogers, Al and Jimmy Ritz and Mr. and Mrs. Mischa Auer.*

*

Edward Staub, former exhibitor of Chicago and Los Angeles, and father of Director Ralph Staub, died of a heart attack at the age of 67. Services were held at Forest Lawn . . . Milton Weiss of Metro's New York publicity staff is combining business and pleasure by spending some time at the studio during his vacation trip here.

*

*Scheduled as speakers at forthcoming meetings of the Paramount Studio Club Little Theatre are Stuart Walker, associate producer for the company, and William Pierce, assistant to Producer Charles R. Rogers . . . Harry Ruskin, Metro scenarist, has returned from a New York vacation . . . Director Jack Conway of M-G-M is back on the job after a holiday at the Umpqua and Rogue Rivers.*



## *"Adopted" by Kanin—*

*Manuel Baron Pena, 13-year-old Spanish boy, "adopted" by Garson Kanin, director, through the Foster Parents' Plan for Spanish Children. Announcement was made by Eric G. Muggeridge, executive secretary of the Plan, with offices at 55 West 42nd St., New York. There are said to be more than 100,000 Spanish children now awaiting "adoptions" in the French concentration camps. Cost of "adoption" is $9 per month and the children are taken out of the French refugee centers and placed in one of the eight children's colonies in and around Biarritz, France.*

A Lake Arrowhead vacation is on schedule for Humphrey Bogart when he has completed a Warner acting assignment . . . Ken Whitmore, of Warner's publicity department, is en route back to Hollywood after accompanying Zorina, the dancer, east to handle publicity in connection with her new picture.

## *Ritz Bros. in Republic "Hit Parade of 1940"*

Republic has borrowed the Ritz Brothers from 20th Century-Fox to headline in "Hit Parade of 1940," going before the cameras shortly as a top-budgeter. The comedy trio returns to the Westwood studio upon completion of the Republic chore to feature in "Three Blind Dates," winding up the Ritzes' present 20th Century-Fox contract.

## *New "Hardy" Start Sept. 1*

Scheduled for a September 1 camera start, the newest in Metro's "Hardy Family" series has been tentatively titled "Judge Hardy and Son." George Seitz directs.

### First in "Cisco Kid" Series

Herbert I. Leeds has been assigned to direct the first in the new series of "Cisco Kid" features, starring Cesar Romero, for 20th Century-Fox.

# A Lavish Premiere For "The Women"

Another gala contribution to the current Hollywood cycle of top hat-and-ermine premieres was staged by M-G-M when "The Women," co-starring Joan Crawford, Rosalind Russell and Norma Shearer, made its debut at Grauman's Chinese Theatre. Accompanied by the usual lavish trappings, exploitation and ballyhoo, it was attended by hundreds of notables from the film colony as well as community socialites.

The ever-present first-night fans and autograph hounds were accommodated in bleachers flanking the theatre, built with a 5,000-seat capacity. Dovetailing with the fashion display in the picture, a live fashion exhibit was staged on specially-built platforms in the theatre forecourt, with models wearing dresses designed by Adrian, Metro costumer. A group of M-G-M stock actresses, selected by a studio committee for their pulchritude, functioned as part of the theatre staff, serving as curb attendants, lobby escorts and ticket-takers.

The event was broadcast by Station KMTR, with Frank Whitbeck, studio advertising director, appearing as master of ceremonies and introducing first-nighters over the air.

Among those attending: Louis B. Mayer, Hunt Stromberg, E. J. Mannix, Al Lichtman, William F. Rodgers, George Cukor, Rosalind Russell, Joan Crawford and Charles Martin, Joan Fontaine and Brian Aherne, Darryl F. Zanuck, Pandro Berman, Cliff Work, Nate J. Blumberg, Harry Cohn, William Goetz, Mr. and Mrs. John W. Considine jr., Robert Taylor and Barbara Stanwyck, Virginia Bruce and J. Walter Ruben, Mitchell Leisen, Sam Zimbalist, Mr. and Mrs. Meryvn LeRoy, Jack L. Warner, William LeBaron, Mr. and Mrs. Charles R. Rogers, David O. Selznick, Hal Roach, Walter Wanger and Joan Bennett and hundreds of others.

### American Gas Co. an Ally In "Women" Campaign

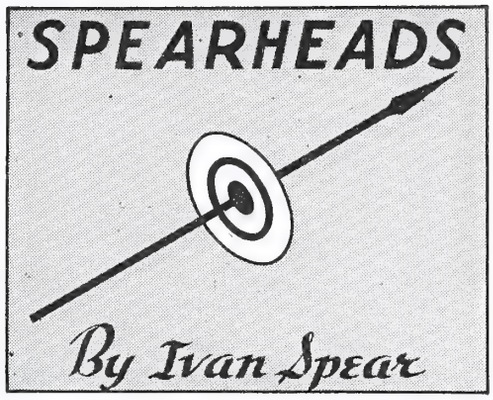
Tying in with the national release of "The Women," Metro has arranged an exploitation and advertising campaign in conjunction with the American Gas Co. Thousands of company offices throughout the country will carry elaborate kitchen exhibits with credits for the picture.

## *Small Borrows Vidor*

Charles Vidor has been borrowed by Edward Small from Columbia to direct "South of Pago Pago," starring Jon Hall, which goes into work September 15 for United Artists release.

## *Gets "Timber Wolf"*

Lew Seiler has been assigned to direct "Timber Wolf," featuring Dennis Morgan, Ronald Reagan and Alan Hale, at Warner. Production starts September 11.




THE dove of peace hovers o'er Burbank. Japanese American Citizens League comprising American-born Japanese of Los Angeles sponsored showings of Warner's historical featurettes as part of the observance of Nisea Week.

Now, if Fritz Kuhn would sponsor screenings of "Confessions of a Nazi Spy" at American Bund encampments, Hollywood's widely-heralded Americanization campaign (still unofficial) might be catalogued as a stupendous success.

➞

*Two carabao, Philippine water buffalo, cost Samuel Goldwyn* $1,700 *during the filming of "The Real Glory."*

*. . . and without noodles—.*

➞

**Edgar Allan Poe, great-grand-nephew of the poet and writer, has been signed by Warner to act as technical advisor for "The Life of Edgar Allan Poe."**

**Producer Bryan Foy now is seeking the original raven in San Pedro.**

➞

Another sin which is probably attributable to Hollywood's usual lack of efficiency in public relations, is found in the announcement that Louise Campbell, whose contract at Paramount expires this month, will forsake the film capital and return to Broadway.

Miss Campbell, whose talent, charm and screen ability are too apparent to require detailing here, has been outstanding in every worthwhile part at which she has been giving a chance. Witness: "Men With Wings" and the recently-released hit, "The Star Maker."

Just how popular she has been with motion picture fans is a question difficult to answer. On the assumption that the production geniuses who concluded it unwise to renew her contract at Paramount or offer her a comparable pact at another studio know what they are doing, it is a reasonable theory that such popularity never attained staggering heights. Why?

Obviously, because Miss Campbell has not been given the big guns of publicity which every day are primed, loaded and discharged in reverberating salvos to bolster the fan enthusiasm for many regularly employed oldtimers as well as newcomers who possess considerably less Thespic prowess than the gifted actress whom Hollywood is returning to Broadway.

➞

*Literary Note:*

*A new volume containing the favorite recipes of Hollywood stars, compiled by Kenneth Harlan and Rex Lease, is being published under the title "What Actors Eat When They Eat."*

*The "When" should be changed to "If" —in the interests of accuracy.*

**And another master-mind mystery. Why should Columbia have spent good dollars, and plenty of them, for the rights to "remake" the Ben Hecht-Charles MacArthur stage hit, "The Front Page," originally filmed by Producer Howard Hughes with Pat O'Brien and Adolphe Menjou in the leading roles? The Gower St. studio will star Irene Dunne, provided she ever makes up her mind to approve the script. Even if it is possible to visualize a female Hildy Johnson cussing and battling her way through a decidedly unfeminine role—which visualization is no mean feat in itself—certainly the original story will have to be changed materially. Further, Columbia has let it be known that the title will also be changed. Which facts remove the venture considerably from the category of re-makes, as they are generally considered, and pose a doubt as to the necessity of having acquired the film rights in the first place.**

**It would be just as logical to pay Cecil B. DeMille for the privilege of remaking "The Ten Commandments" with Ann Sheridan "oomphing" the part of Moses.**

➞

Universal has signed Jack Roper, heavyweight prizefighter, for a featured role in the Johnny Mack Brown western, "The Galloping Kid." If Roper is desirous of having his film career more impressive than his attainments in the squared circle, he'll have to learn to gallop a lot faster than he did while trying to gallop away from Joe Louis' deadly left.

# *Matrons, Moppets and Mystery*

Quality substituted for quantity in the week's preview lineup, inasmuch as the quartette of features which made their debuts all rated on the credit side of the critical ledger—two of them qualifying for places in the top bracket of the current output of product.

Superlatives in huge quantities must be used to describe Metro's opulent screen treatment of Clare Booth's sensationally successful stageplay, "The Women." Although of necessity much less outspoken in language and situation than was the original, it nevertheless is pungent, crisply sophisticated, brilliantly dialogued and can be expected to attract record turnouts among the feminine sex. That it is overlong, and that very few men will probably evince enough interest to pay their way through the turnstiles, is probably carping criticism in the face of the many obvious merits with which it has been endowed. Hunt Stromberg has given it his customarily lavish and painstaking production guidance and George Cukor, who directed, displayed an extraordinary insight into the pervading theme of the original. The screenplay drafted by Anita Loos and Jane Murfin contributes the necessary dash of warmth and humanness without which "The Women" might have been a superficial caricature. To this must be added the boxoffice pulling power of a marquee triumvirate comprising Norma Shearer, Rosalind Russell and Joan Crawford as a further guarantee of the picture's success.

All the earmarks of a solid hit are contained in Universal's "The Under-Pup," in which Joe Pasternak again displays his mastery over that particular production phase dealing with pictures about children by uncovering 11-year-old Gloria Jean as a certain candidate for widespread audience acclaim. Evincing quaint humor, a birdlike voice and Thespic ability beyond her years, this little newcomer scores an instantaneous success and carves a position for herself as one of Universal's best acting bets. The screenplay, whimsical, sentimental and, at times, loaded to the brim with hokum, was ideally tailored to Gloria's talents by Grover Jones, who based his script on a story by I. A. R. Wylie. Richard Wallace's direction, which must have presented a difficult problem in the handling of scores of youngsters, was sure and skillful throughout.

* * *

The remaining two features, although falling into the program category, possess enough entertainment ingredients to more than pay their way in every exhibition situation. Paramount presented the forerunner of a new sleuth series in "Death of a Champion." Well up to standard in every respect, it boasts a light and amusing script by Stuart Palmer and Cortland Fitzsimmons, adapted from a story by Frank Gruber, and gives Lynne Overman a splendid opportunity to display his wares as the wise-cracking amateur detective. William H. Wright's production and Robert Florey's direction are excellent.

Twentieth Century-Fox has a delightful domestic comedy, sure to please most theatre patrons, in "Stop, Look and Love." A cast of dependable troupers responded well to Otto Brower's spirited direction. Picture was produced by the Sol Wurtzel unit.

# Majors Count 41 Pictures in Work

The steadily rising production total has hit the 41-picture mark in the major studios, with ten others nearing the starting line.

Columbia gunned "The Incredible Mr. Williams," registering a total of four in work. Metro signaled a start on "Judge Hardy and Son" and finished "Dancing Coed" to hold to its five-picture total. Monogram, with no new starts, has one in production.

No starts were scheduled at Paramount, filming eight features. RKO Radio, likewise, is coasting, with six in work. "Abraham Lincoln Boggs" got underway at Republic, and "Arizona Kid" went into the cutting rooms, giving the studio a three-picture total.

20th Century-Fox unleashed a barrage by starting "Swanee River," "20,000 Men a Year" and "The City," shoving its total up to five. "Drums Along the Mohawk" and "Too Busy to Work" were completed. For United Artists, Samuel Goldwyn gunned "Raffles" and Walter Wanger launched "Send Another Coffin," giving UA a total of three in work.

Hitting a new high for the year, Universal's total stands at seven, including two starters: "The Man From Montreal" and "The Galloping Kid.'" Warner is filming five, none new starts.

## *Secret Ballot Ordered to Select Bargaining Agency*

WASHINGTON — Studio employes of ten companies are to hold a "secret ballot election" to settle the question of representation for collective bargaining purposes, under orders issued by the national labor relations board.

The board's order gives government approval to a tentative agreement reached in Hollywood August 22 to settle the controversy by an election which will permit the employes of the ten companies to determine whether they are to be represented by the AFL International Alliance of Theatrical Stage Employes, the independent United Studio Technicians Guild, or by neither.

To be eligible to vote, employes must have received 60 days' employment between January 1 and July 15, last, and be within stipulated categories of employment.

The election will poll the employes at Columbia, Loew's, Paramount, RKO, Walter Wanger Productions, 20th Century-Fox, Universal, Warner Bros., United Artists and Hal E. Roach Studios.

## *Extend Louis King*

Paramount has extended its option on Director Louis King, now piloting the Dorothy Lamour starrer, "Typhoon." The pickup marks the beginning of King's third straight year with the studio.

# • REVIEW FLASHES •

**DAY THE BOOKIES WEPT, THE (RKO)—This has plenty of laughs and the dialogue is fast and snappy. Joe Penner comes through with a fine delivery, ably assisted by a supporting cast including Betty Grable, Tom Kennedy and Richard Lane. Leslie Goodwins directed.**

**EVERYTHING'S ON ICE (RKO)—Gives six-year-old Irene Dare her first starring opportunity and she makes the most of it. Producer Sol Lesser has surrounded her with a better than average production and a number of scintillating ice-skating numbers which more than compensate for the run-of-the-mill story. Moppet Irene is a phenomenon on the ice, doing everything from the can-can to the hula. Erle C. Kenton directed.**

**HEARTBEAT (French M. P. Corp.)—This French production is a compelling drama of the fundamental course of life among the peasants of Provence. Running through the production, which excellently utilizes outdoor locations, is a constant air of reality. Orane Demazis, Fernandel, Henri Poupon. Marcel Pagnol directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# 75 Enrolled in New Film Critic Group

NEW YORK—The newly formed Newspaper Film Critics of America claims virtually unanimous membership among motion picture editors and critics in Boston, Baltimore, Louisville, Chicago, Albany, New Orleans, Memphis, Dallas, Milwaukee, Omaha, Pittsburgh, Detroit, Toronto and Montreal. With about 75 members enrolled, applications have been sent to other editors and critics throughout the country.

Harry Martin of the *Memphis Commercial Appeal* is temporary chairman, and "Buck" Herzog of the *Milwaukee Sentinel* temporary secretary-treasurer. Keith Wilson of the *Omaha World-Herald* and Merle Potter of Minneapolis comprise, with Martin and Herzog, the planning committee.

With a declared policy of "acting independently of Hollywood, the organization proposes to seek elevation of standards of criticism and comment on films, cooperate toward the advancement of the film department as an important factor in the American press and cooperate for the betterment of the industry. Speaking privately, Martin declares the organization has a deep desire "to build the motion picture departments of the American press to the place they should rightfully occupy in the newspapers of today."

Present plans call for the NFCA to establish its own set of awards immediately after its annual convention shortly after January 1. The convention, still tentative, may run for three days, with authorities on various film subjects invited to address the group. Mutual problems would also come in for a large share of discussion. Every editor and critic would be given an opportunity to present his or her problems.

The first convention has been tentatively set for next February in the middle west, at which time permanent officers will be elected.

# Judell's Initialer Goes Into Work

Ben Judell's Producers Pictures Corp. definitely launches its program of 60 features for 1939-40 release by sending "Torture Ship" into work at Grand National studio, where shooting space has been secured.

Victor Halperin is directing under the supervision of Sig Newfield, executive producer. Cast for the picture, which is based on a story by Jack London, includes Irving Pichel, Lyle Talbot, El Brendel, Sheila Bromley, Jacqueline Wells, Russell Hopton and Anthony Averill.

William G. Smith, veteran distributor and head of Jewel Productions, has signed Bill Cody jr. to star in a series of youth adventure pictures, to be based on a series of stories purchased from Street and Smith Publications.

## *A Supplemental Bulletin On Sound Distributed*

Permitting theatre operators to derive the maximum advantage from latest studio sound recording devices, the Research Council of the Academy of Motion Picture Arts and Sciences has issued a supplement to its technical bulletin of October 10, 1938. Supplement contains specifications for standard electrical characteristics for International Projector's Simplex Four-Star sound systems.

The original bulletin contained characteristics for Mirrophonic and RCA sound systems. With the addition, the technical pamphlet covers a majority of modern sound reproducing systems installed in most of the nation's theatres.

## *D. W. Griffith Assigned Helm for Roach Feature*

Hal Roach has assigned D. W. Griffith to produce "1,000,000 B. C." The veteran film-maker handled the screen adaptation and will shove the picture into work in November.

## *Warner Borrows Holden*

Warner has borrowed William Holden from Paramount to co-feature with George Raft in "Invisible Stripes." Picture rolls early this month. Lloyd Bacon directs.

## SCRIPTERS

**—Metro**
ALDOUS HUXLEY to "Pride and Prejudice," forthcoming Norma Shearer starrer, which Hunt Stromberg will produce.

**—Paramount**
ROBERT SHANNON to "Blue Hawaii," forthcoming Harlan Thompson production.
EDDIE MORAN to "Buck Benny Rides Again," to star Jack Benny.

**—Universal**
KURT SIODMAK and ERIC TAYLOR to "Friday the 13th," an original by Willis Cooper, which will co-feature Boris Karloff and Bela Lugosi.

## *Week's Turn for Hope In San Francisco*

Returning from his European vacation, Bob Hope, Paramount player and radio comedian, has been booked for a one-week personal appearance engagement at the Golden Gate Theatre, San Francisco. Opening September 13, he will team with Jerry Colonna, his sidekick on the airwaves.

Warner will send William Lundigan, new contract player, to St. Louis and Salt Lake in conjunction with showings of "The Old Maid." Ronald Reagan, also of Warner, departed for Williamstown, N. Y., to attend the world premiere of the studio's "Bill of Rights," historical short subject, at the annual convention of the National Christian and Jewish convention.

Replacing Mickey Rooney, who returned to go into a new "Hardy Family" picture at M-G-M, Bert Lahr is sharing honors with Judy Garland on the stage of the Capitol Theatre, New York. He is set for a two-week engagement. Leni Lynn, Metro's 13-year-old singing starlet, has been sent to Fort Worth, Texas, to appear at the Casa Manana for two weeks with Eddie Cantor. She was accompanied by Howard Herty of the studio publicity staff.

Jack Benny and Mary Livingstone opened a three-day engagement at the San Francisco Fair September 2.

## *Another Quarter Million Allotted "20,000 Men"*

Production budget for 20th Century-Fox's "20,000 Men a Year" has been boosted $250,000 and the feature, dealing with aviation training for civilians, will be released as a Cosmopolitan production. The film has gone into work with Alfred E. Green directing for the Sol Wurtzel unit.

## *Del Mar Track a Metro Color Short Subject*

Metro has signed Louis Lewyn to produce a new color musical short, titled "Where Turf Meets Surf." It will depict activities at Bing Crosby's Del Mar racetrack, located only a few hundred yards from the Pacific Ocean.

### Wanger Borrows O'Brien

Walter Wanger has borrowed Pat O'Brien from Warner for the topline in "Send Another Coffin," mystery melodrama which swings into production immediately. Tay Garnett directs.

# Kloepper Wins Lehr Cup in Tourney

PORTLAND, ORE.—The fifth Oregon annual motion picture golf tournament occupied the course and clubhouse of the Portland Golf Club, August 22 and 23, and from all indications it was the most successful event of its kind in this territory.

Jack Kloepper walked off with the Lew Lehr cup in the championship flight for men and Mrs. C. Morelock and Mrs. Jack Kloepper cut the cards to decide the winner of the women's championship flight with the former taking the cup.

In the championship flight for men the following participants won trophies: W. A. Graeper, golf bag; Jack Rosenberg, three woods; William Patterson, golf shoes; R. J. Mattecheck, lamp; Denny Hull, electric clock; R. O. Wilson, sweater and three golf balls, and G. C. Dickman, three golf balls.

First flight, men: John Noble, Ginger Rogers cup; Ed Newman, jacket; Ted Gamble, Mainliner; E. Morelock, camera stick; Jack Leverett, $5 Meier & Frank merchandise bond; Ray Myers, 8 cans of pears; B. A. Stover, six golf balls, and F. Nachle, 1 year's subscription to Pacific Coast Shoman.

Second flight, men: C. M. Christensen, Bing Crosby cup; Al Forman, Shavemaster; M. E. Corey, three woods; Ed Bromwell, two Benson hotel dinners; M. Kenworthy, one can of oil; M. Segel, one box of pears; William Graeper, six golf balls, and Frank Newman jr., one year's subscription to Pacific Coast Shoman.

Third flight, men: Ed Miller, Electrical Products Corp. cup; James Sheffield, toaster set; Tom Sharon, radio; Vete Stewart, one quart Old Grandad; Carl Porter, BOXOFFICE electric clock; Roy Brown, $5 merchandise bond; H. LaDuc, one box of pears, and Gene Engelman, year's subscription to Pacific Coast Shoman.

Fourth flight, men: George De Waite, National Screen Service electric clock; C. Tillman, radio; G. G. Speck, spotlight; C. Mac Braver, three-year golf policy; G. C. Parsons, spotlight; William Burke, putter; Leslie Davis, bill fold; Frank Buckmiller, year's subscription to Pacific Coast Shoman.

Fifth flight, men: H. C. Donner, vacuum cleaner; Ralph Woods, golf shoes; M. E. Corey jr., jacket; Rollen Kuhn, Ted Gamble's slacks; S. S. McFadden, sweater; Joe Warren, $2 cash; Lou Amacher, bill fold, and Al Sather, year's subscription to Pacific Coast Shoman.

Sixth flight, men: Claude Smith, golf bag; Charles Whiteside, flood lamps; Charles Powers, jacket; W. G. Ripley, spotlight; Foster Blake, $2 cash; J. T. Sheffield, box of pears, and R. D. Tully, three golf balls.

Seventh flight, men: Fred McBreen, golf bag; Ben Shearer, two spotlights; William White, $10 merchandise order; George Braiger, Toastmaster; William Foreman, six golf balls; Eddie Hudson, $2 cash; Howard Manes, eight cans of peaches, and West Johnson, three golf balls.

Eighth flight, men: M. W. Mattecheck, $25 deposit in N. Y. Life Ins. Co.; Bob White, golf shoes; Frank Myrick, cigarette case; Guy Navarre, putter; Jess Hommel, three golf balls; Mel Keller, $2 cash; Johnny Harvey, shirt, and George Jackson, three golf balls.

Ninth flight, men: Al Finkelstein, tire; Charles Rosemeyer, Shavemaster; H. S. McCloud, four Schapp's dinners; Mark McDougal, slacks; R. L. Kirk, one quart of gin; Frank Gilbert, $2 cash; Joe Bradt, belt; H. L. Fop, potter plant; Jack O'Bryan, three golf balls, and W. Wessling, three golf balls.

Tenth flight, men: E. P. Hoyt, waffle iron; Phil Parrish, box of pears, and Ed Read, golf balls.

Men's special awards: Low gross, Jack Kloepper, Vete Stewart cup; low net, J. Noble, Town Tavern cup; longest drive on No. 5, Ed Newman, $5 merchandise order; runner-up on No. 5, M. J. Mattecheck, wood covers; closest to pin on No. 4, Carl Porter, electric clock; runnerup on No. 4, R. Kuhn, three golf balls; best putter on putting green, Ed Miller, Slats Wilson and M. W. Mattecheck; shortest drive on No. 1, J. Buckmiller, one dozen XYZ chrystals; high gross, Joe Bradt, one gallon of wax.

Championship flight, women: Mrs. C. Morelock, winner; Mrs. Jack Kloepper, toaster; Mrs. Ben Shearer, waffle iron, and Mrs. R. J. Mattecheck, traveling iron.

First flight, women: Mrs. Guy Navarre, toaster; Mrs. C. Mac Brayer, waffle iron, and Mrs. J. Sheffield, camera.

Second flight, women: Mrs. Denny Hull, radio; Mrs. Ted Gamble, waffle iron, and Mrs. Carl Porter, electric clock.

Third flight, women: Mrs. W. A. Graeper, floor lamp; Mrs. Tom Shearer, golf bag, and Mrs. Eddie Hudson, potted plant.

Fourth flight, women: Mrs. Bob White, golf bag; Mrs. R. O. Wilson, clock, and Mrs. George De Waite, candle stick.

Fifth flight, women: Mrs. Agnes MacRae, $5 cash; Mrs. "Dutch" Stover, cosmetics and table plaque, and Mrs. Rollin Kuhn, Silex and three golf balls.

Ladies' special awards: Low gross, Mrs. C. Morelock, two table lamps; low net, Mrs. C. Morelock, four dinners; Longest drive on No. 5, Mrs. Jack Kloepper, $5 merchandise order; best putter on putting green, Mrs. Ben Shearer, Rogaway cup; shortest drive on No. 1, Mrs. Dutch Stover, eight cans of apricots; high gross, Mrs. Dutch Stover, box of pears.

Special door prizes: Lloyd chrome chair, Mrs. Eddie Hudson; roaster, Mrs. Carl Porter; Mixmaster, Mrs. B. F. Shearer; spinning wheel, Mrs. Tom Shearer; mirror, Mrs. J. Sheffield; electric razor, George De Waite; book set, Al Forman; Mrs. Bob White, Errol Flynn-Bette Davis trophy; Mrs. K. Bridge, cigarette holder, and Mrs. Dutch Stover, table plaque.

## OPTIONS

**—Columbia**
BUSTER KEATON held to direct two more short subjects under supervision of Jules White.
BRUCE BENNETT given term acting deal.

**—Metro**
EDWIN JUSTUS MAYER to "Not Too Narrow, Not Too Deep," a Joseph Mankiewicz production.
KAY VAN RIPER given new writing deal.
JOHN MONK and FRED FINKLEHOFFE jr. join writing staff.
NAT PENDLETON given new long-term acting contract.
BONITA GRANVILLE given term acting contract.

**—RKO Radio**
RAY McCAREY signed to one-picture directorial deal.

**—Republic**
EUGENE TUTTLE joins writing staff on term ticket. He is the son of W. C. Tuttle, president of the Pacific Coast baseball league.
STUART ANTHONY to "Riders of Perdition," a Roy Rogers Western.
MORGAN COX to "Lone Texas Ranger," a serial.
STANLEY ROBERTS to "Covered Wagon Days."
DONALD BARRY, actor, given contract extension.

**—Hal Roach**
RIAN JAMES to "Turnabout."

**—20th Century-Fox**
PEVERELL MARLEY, cameraman, and CLAY CAMPBELL, makeup head, sign new contracts.
ESTHER BRODELET, writer, held for another term.

**—Universal**
ANNE GWYNNE, actress, held for another term.
BARBARA O'NEIL signed to five-year acting agreement.
BILLY LENHART and KENNETH BROWN, juvenile comedy team which debuted in "The Under-Pup," given term contracts.

**—Walter Wanger**
BRODERICK CRAWFORD signed to long-term acting agreement. He draws a featured role in "Send Another Coffin."

**—Warner Bros.**
MICHAEL HOGAN to "Disraeli."

## *"Rouge" Show Oct. 21*

SAN FRANCISCO—The highly-touted spectacle, "A Night at the Moulin Rouge," will open at the Curran here October 21. The company of 150, 90 per cent female, will include Helen Morgan, Rita Rio and her all gal band; Toby Wing, Stan Kavanaugh, and a troupe of Viennese Can Can dancers.

### Atlas Has Fight Films

LOS ANGELES—Henry Sonnenshine of Atlas Films will distribute films of the Henry Armstrong-Lou Ambers boxing match.



### *Visitors at Warner—*

*H. W. Knutson (second from the right), exhibitor from Livingston, Mont., and his family meet James Stephenson on the set of "Philo Vance Comes Back," Warner picture in which Stephenson is starring.*

# Rodgers Assures ITO Full Data on Code

LOS ANGELES—Executives of the Independent Theatre Owners of So. Calif. and Ariz. were assured by William F. Rodgers, Metro sales head and co-chairman of the trade practice code committee, that he will make every effort to complete his data pertaining to changes made in the code draft in order to make a definite announcement relating thereto at the ITO's scheduled board meeting September 8.

Rodgers explained his plans at a meeting with ITO leaders and indicated he would make special reference to the distributors' attitude concerning the commercial previews and first-run moveovers situations, which he discussed at length. The latter two items have long been the subject of strenuous objections on the part of the ITO.

Rodgers revealed that the code is in the hands of attorneys in the east.

The chief item of business at the ITO board session will be the election of a new board of directors for the coming season.

### Los Angeles Allied Asks Rodgers to Board Meet

LOS ANGELES — Contingent upon the length of his current stay in Hollywood, William F. Rodgers, Metro sales head and co-chairman of the trade practice code committee, has been invited to attend the next Allied board of directors' meeting, slated to be held September 11.

The invitation came from James C. Quinn, Allied's executive secretary, who announced that although Allied is "unalterably opposed" to the code in its present form, the organization wishes to discuss with Rodgers certain other phases of the local exhibition situation. The directorate also will lay plans for initiating a campaign to bring new members into Allied, with a determined drive to get under way late in the month.

## *Managers in Tribute to Golden States' Bolton*

OAKLAND—A tribute to David J. Bolton, division manager for the Golden State circuit, by managers of the East Bay division wound up Friday coinciding with the final week of a $2,000 bonus handicap drive.

The tribute was sprung on Bolton via a Ten-O-Win ten-theatre broadcast hookup. Special exploitation stunts and other audience inducements for the Bolton week culminated in a motor car giveaway Friday night.

Leaders in this division in the bonus drive at the end of the 11th week in their respective standing order were: Tiny (250 lbs.) James, Broadway, Oakland; Ralph (Ship Ahoy) Ford, Central, Oakland; Glen (Oklahoma) Caldwell, Palace, San Leandro; George (Baby) Yost, Palace, Oakland; Morris E. (Rosy) Rosenberg, Fairfax, Oakland, and Ward (Pop) Cassady, Haywards, Haywards.

## *Theatres Utility Service Has Projector Franchise*

SEATTLE—The Theatres Utility Service Co., operating under the name of Tusco, has obtained the franchise for exclusive distribution of Holmes projection machines, both 16mm and the new 35mm Imperial, in the Seattle and Portland territory.

The deal was signed by O. J. Holmes, president of the projector firm and the Tusco representatives, including H. S. McLeod, Louis Ebert and Bill Stober.

## *Long and Nace Circuits Sign Monogram Pacts*

PHOENIX, ARIZ.—The Louis Long and the Harry Nace circuits, totaling nearly 30 houses, have signed contracts for Monogram's 1939-40 product. Ray Olmstead and Howard Stubbins, Monogram franchise holders for Southern California and Arizona, closed the deals.

# Defendants Named in Fox West Coast Suit

WASHINGTON — Individual defendants named in the Fox West Coast criminal proceedings on charges of violation of the consent decree of 1930, which action is reported more fully on page five of this issue, are as follows:

Fox West Coast Theatres Corp., Fox West Coast Agency Corp. and Fox West Coast Service Corp.: Spyros P. Skouras, Charles P. Skouras, William T. Powers, Charles A. Buckley, Al Hanson, John B. Bertero, J. J. Sullivan, Larry Kent, Thornton Sargent, Cullen Espy, Dick Dickson, George Bowser and B. V. Sturdivant.

Loew's Inc., and Metro-Goldwyn-Mayer Distributing Corp.: Nicholas M. Schenck, Al Litchman, William F. Rodgers, Edward M. Saunders, George A. Hickey and Clayton T. Lynch.

Paramount Pictures: Barney Balaban, Neil F. Agnew, Charles M. Reagan, Myke H. Lewis, George A. Smith and Carroll N. Peacock.

Warner Bros. and Vitagraph: Harry M. Warner, Albert W. Warner, Ben Kalmenson, W. E. Calloway, Gradwell L. Sears and N. H. Brower.

United Artists: Murray Silverstone, Ben Fish, George J. Schaefer, E. W. McLean and L. G. Schlaifer.

Universal: J. Cheever Cowdin, William A. Scully, Charles J. Feldman, Nathan J. Blumberg, William J. Heineman, James R. Grainger and A. J. O'Keefe.

RKO: Leo Spitz, Ned E. Depinet, Jules Levy, Cresson E. Smith, Harry Cohen, George J. Schaefer and N. P. Jacobs.

Twentieth Century-Fox: Joseph M. Schenck, W. J. Kupper, Sidney R. Kent, John N. Dillon and Herman Wobber.

It was said at the department of justice that the penalty in criminal contempt cases is fine or imprisonment, or both.

## *Kay Kyser Chalks Up Three FWC Records*

LOS ANGELES—Three consecutive theatre dates for Kay Kyser and his orchestra in Fox West Coast houses in San Diego, Long Beach and Pomona brought in a total gross of $9,154. Kyser grabbed off more than $3,500 at the Fox, San Diego; pulled in another $3,500 at the West Coast, Long Beach, and grossed more than $2,150 at the Fox, Pomona.

## *"Feathers" a Hit In Frisco*

**San Francisco—Herman Cohen, operator of the United Artists Theatre here, reports that "Four Feathers," Alexander Korda's new Technicolor production for UA, chalked up a three-year attendance and gross record at his house. The film will be held for an indefinite run.**

# Comeback by Flesh In the Northwest

SEATTLE—The stage seems to be coming into its own in these parts.

The Post Street Theatre in Spokane is starting a vaudeville policy September 1. Bill Evans, operator, states he will feature two pictures along with acts. Mike Lyons, with his recently opened Show Box, is doing the big stage business here. The Show Box, situated downtown, is featuring vaudeville, a dance band, organ, pictures and the patrons can sit and sip their suds and enjoy a smoke all during the evening. Fifi D'Orsay, the present headliner, is packing 'em in.

As for the legitimate shows, the Metropolitan Theatre, now playing "Tobacco Road," is to bring to town Katharine Cornell in her newest hit, "No Time for Comedy." Another hit scheduled to appear at the Met is "I Married an Angel" and also to come is "Little Foxes," starring Lenore Ulric. The last time Miss Cornell played here several years ago her train was delayed and the first night audience waited until 2 a. m. for the performance to start.

Not only is the Met in for a promising season of legit attractions, but the big playhouse is about to blossom out as a first-run continental film showplace under the management of Doc Howe as Seattle representative of the Herbert Rosener Co., which formerly operated the Montlake Theatre. Met's first screen offering will be "The Three Waltzes."

## *"Elsinore" Distribution In L. A. to Monogram*

LOS ANGELES—Local distribution on "Mutiny of the Elsinore," British-made feature starring Paul Lukas, is being handled by Monogram. Distribution in the western territory is being handled by H. B. Friedman and William Rothschild.

## *FWC Spending $40,000 on The Glendale Theatre*

GLENDALE, CAL.—Fox West Coast is remodeling and enlarging the Glendale at a cost of $40,000. It will reopen September 15 with new sound and projection equipment, marquee, carpets, seats and furnishings, and will have 1,168 seats.

### Columbia-Nace Deal Closed

LOS ANGELES—Columbia's 1939-40 product lineup has been sold to the Harry Nace circuit, comprising 15 houses in Arizona. Deal was set by Wayne Ball, Columbia branch manager here.

### Reitz Buys Sproul Interest

BRENTWOOD, CAL.—W. R. Reitz, partner with Bob Sproul in the Brentwood Theatre, has purchased Sproul's interest in the house and assumes control as sole owner.

# LOS ANGELES

GEORGE SMITH, western district sales manager for Paramount, has planed to New York to confer regarding the company's sales policy for the new season . . . Similar huddles with the Warner home-office took W. E. Calloway, western sales chief, and N. H. (Jack) Brower, local exchange manager, east . . . To set a product deal for 1939-40 with Harry David, head of the Publix circuit in the inter-mountain territory, George Hickey, Metro's western district supervisor, left for Denver. He'll make the rounds from there, going to Seattle, Portland and San Francisco.

*Fred Young of B. F. Shearer Co. spent a week at Catalina Island with his family . . . Weekending at the same spot was Vida Dobbs, cashier at Chester Black's Pico Drive-In Theatre . . . For the second consecutive week the local Universal staff is first nationally in the company's exhibitor testimonial drive . . . Jim Quinn, Allied States secretary, plans to open his new Monterey Theatre in mid-September . . . Bob Whitson and Herman Lewis hosted their numerous assistant house managers at lunch.*

Looking over the local exhibition field for a desirable property, Chester Cowger, formerly connected with the Dickinson circuit in Kansas, has taken up residence here . . . Guests at the Warner studio during vacation trips to southern California were Fred S. Jernigan of Robbins and Rolly-United Theatres, Inc., Dallas, Tex., and Albert Suzore, operator of the Bristol Theatre in Memphis, Tenn.

*Columbia held a trade screening of "Golden Boy" at the Fox Boulevard Theatre for exhibitors in the territory . . . Booking visitors included Gordon Darling, operator of the newly-opened Lamont Theatre, Lamont; J. E. Poynter, San Clemente; Dewey Ringer, Popkin-Ringer circuit; Earl Johnson, Bard's Adams; August Finn, Orpheum, on Pico Blvd., and the Times; Hugh Bruen and Al Cooper, Whittier; Jack Cohn, Rampart; Max Gardens, Roslyn; Max Sinker, Carlin-Sinker circuit; Al Weder, York and Royale; Harold Glass, Gordon.*

Grover Parsons, Republic's San Francisco manager, came in for short conferences with Francis Bateman of the local office . . . I. Zussman, chief of Metro Premium Co., checked in accompanied by Sid Bernstein, head of the company's San Francisco office, to discuss plans for re-opening the local branch, which was closed recently. They intend to do away with the local warehouse and ship in all product from the east . . . Murray Fisher is back at work at Coast Pictures after a ten-day vacation.

*In for a short visit was George Alderman, former agent, now handling premiums in the San Francisco territory . . . Chester Black of the Drive-In Theatre is now answering to the name of "Beachcomber." He tossed a Malibu Beach party for ushers at his theatre, who reported the best time was had by Black himself . . . Jack Katz of the Palms Theatre, Palms, is considering applying for a position with J. Edgar Hoover's G-men. Following many complaints of patrons that equipment and gasoline were being stolen from their cars parked at the Palms lot, Katz set up watch and caught seven youngsters, two of them with police records.*

H. E. Pickett, manager of Harry Nace's Orpheum Theatre in Phoenix, Ariz., is vacationing here . . . Harold Robb and Ed Rowley, of the Robb-Rowley circuit, have returned to their Dallas, Tex., headquarters after spending several weeks here on a combined business-pleasure trip . . . Bill Woodward, former owner of the Belmont Theatre, Belmont Shores, a visitor . . . Ditto Dave Biedermann and Edwin Carewe, the former motion picture director.

*Booking: Clarence Mullins, Dreamland Theatre; Francix Perrezo, World and Mission; Ted Cunningham, Empire; Ben Hayward, Diana, San Diego; Ralph Grunauer, South Side Theatres; Billy Sobelman, Victory; Jimmy Graff, Hub; Jack Goldberg, Garden, Belvedere Gardens; Ray Robbins, Variety; Phil Greenbaum, Mecca; Jack Chasen, Rosebud.*

Fred V. Cannata, of the Horwitz circuit, Houston, Tex., is vacationing here with his family . . . Mr. and Mrs. George Bourke trekked up to San Francisco to see the fair. He operates the Nuart and Tivoli in Sawtelle . . . A. J. O'Keefe and W. J. Heineman, Universal sales executives, pulled in from a business trip to Salt Lake City . . . Luncheon trio: Marty Solomon, salesman for Ben Judell's Producers Distributing Corp.; Harry Myers, Columbia office manager, and Sam Nathanson of Coast Pictures.

*In for bookings: Earl Strebe, Newport Beach; John Menard jr., Showshop, Glendale; Seth Perkins, San-Val Drive-In, Burbank; Judge LeRoy Pawley, Desert, Indio; Simon Lazarus, Princess and Century; Isaac Victor, Victor, Long Beach; Harry Hoffman, Soboba, San Jacinto; Dave Bershon, Leimert, Leimert Park; Lou Hetzger, Cabrillo circuit; Charles Gore, Gore Bros.' Lido; George Diamos, Lyric Amusement Co., Tucson, Ariz.*

Sam Cummins has taken office space at Majestic Pictures to establish distribution of foreign-made features. Cummins had general American distribution rights to "Ecstasy" several years ago . . . Street scene: Ben Bronstein, local circuit operator, airing his views on the art of deep-sea fishing . . . William Wagner, head of Wagner Silhouette marquee letters, has returned to his Chicago headquarters after two weeks of conferences here.


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LOS ANGELES

# SEATTLE

WAR seems to be the main topic of conversation these days. Many of the film boys are regular reserves and subject to call, most of them in the flying corps . . . With the Ascap test case soon to appear on docket in Tacoma and theatres preparing to fight, Ted Harris of the Trianon Ballroom has been appointed by his branch of the business to contact various night club and tavern owners to get them set for the legal battle . . . Jim Hone, executive-secretary of the MPTO, is a little put out at the actions of the Seattle police department. Jim and his wife were driving to a friend's home for dinner when they were ordered to pull over to the curb by a prowler car crew. The law boys claimed Jim was driving a stolen car. They made him drive to the station where he then identified himself and was allowed to go with his character still pure. Jim is still mumbling about a citizen's rights.

*Speaking of traffic laws, Victor Meyers, lieutenant governor of Washington, owes the Portland traffic department* $5. *Vic's car was listed on the "pickup" list for Portland and a warrant issued for five fixless tags. One tag was dismissed as the usual courtesy but after one citation the trouble starts. Vic has mailed in the five bucks . . . Mrs. Harry Usher, well known here, has been notified that her hobby and her explanation of it, will appear in the forthcoming issue of "Strange as It Seems," distributed by Universal. The hobby is making scrapbooks about President Roosevelt . . . The Rialto ran smack into trouble again. The house is now dark after members of the Motion Picture Operators Union, Local* 154, *were called out by a union official who hired a sound truck to broadcast the strike message from the street outside the theatre. Union officials said the strike was called because of wage troubles. To avoid any possibility of violence, the union in place of sending a delegate into the theatre to call out the employes, used the sound truck.*

Most distinguished visitor of the week was Ruby Keeler (Mrs. Al Jolson), who came to give her youngest sister, Marjorie, a good sendoff when she opened a two-week engagement at the Ranch, one of Seattle's top night spots. Two other sisters flew to Seattle from Hollywood with Ruby. They are Gertrude Keeler and Mrs. Michael Newman. The three visitors dropped in unexpectedly on their younger sister and their mother, Mrs. Ralph Keeler, who travels with Marjorie on her dancing tours. Mrs. Jolson said that Al was in New York where he went to witness the Armstrong-Ambers scrap.

*Sending and receiving of a television program in Seattle was accomplished for the first time this week. It was witnessed by a select group of civic leaders, newspapermen and others vitally interested. Four local artists played musical instruments in one room and the receiving sets in the next room reproduced the program and images on an upright mirror . . . First giveaways in a downtown house in many moons finds the Liberty advertising free candy for kiddies attending a special Saturday morning matinee. Boys and girls between* 9 *and* 11 *a. m. receive a free candy bar . . . Popcorn Smith, getting an order for popcorn from Bill Kienitz in Honolulu. Bill uses* 8,000 *pounds of popcorn a month.*

The Green Lake Theatre celebrated its second anniversary this week with the presidents of the Green Lake Commercial and Green Lake Community clubs in active charge of the program. Special stage attractions, contests, street dancing, searchlights, fireworks and everything that goes to make a celebration was used. L. O. Lukan, manager of the theatre, had his hands full handling the crowds and the whole party was a great success . . . Martin Brown of the Avenue Theatre in Yakima is walking around in a daze handing out cigars. To save a lot of conversation, Martin just tacked a sign on the cigar box lid reading "It's a boy." Mama and son are doing great. Congrats! . . . Virgil Rogers, former booker for the Circle, Atlas and Rialto theatres, has settled in Portland where he has opened the Star Theatre, featuring double bills and a tab show on the stage . . . Mickey Carney of Enumclaw, back at the theatre after the vacation but getting around on crutches. A sprained ankle is the cause of the hobbling.

*Give Portland credit. They have just completed their golf tournament and they promoted so many prizes that everyone entering the contest got something. The gang from Seattle who attended were tickled pink. Among those getting prizes were J. T. Sheffield, his daughter Mary, Guy and Mrs. Navarre, Ben and Mrs. Shearer, Eddie Miller and many others who are too bashful about their name in print . . . W. B. McDonald of the Avalon Theatre in Olympia took a gang on his new boat,* Charlotte II. *In the party were Mr. and Mrs. Junior Mercy, Mr. and Mrs. Roy Peacock, Mr. and Mrs. Don Beckman and Mr. and Mrs. McDonald. They cruised around Windermere and did a little swimming, winding up the day with a dinner at the Film Club and then to the Show Box. Must say the boys looked real cute with their figleaf bathing suits . . . With the ferry strike over, the Island gang is back to normal. Only one guy got caught napping, George Blair of Filmrow's Rendezvous. George drove his car to Colman dock and went home on a friend's boat. The next morning the strike was over and the ferries were running. George took the regular ferry and had to thumb his way eight miles to reach the spot where he left his car.*

Folks on the Row who were betting that Fred Mercy sr. wouldn't last out a week in the wilds of Vancouver Island are paying off. Not only did Senior stick out the week at Campbell River, but he hung up an all-time fishing record for the Mercy family by catching two tyee salmon, 34 and 38 pounds, respectively. Hal Gillespie, the Mercy chain's publicity demon, caught a pair of salmon five pounds heavier, but Gil is the Izaak Walton of the Yakima Valley . . . The show gang was shocked to hear that Beverly Coghlan, daughter of Willard Coghlan, Evergreen Theatre executive in Spokane, may lose the sight of one eye as a result of a bicycling collision with a streetcar . . . John Paul Sullivan, son of A. J. Sullivan of National Screen Service, on the Row—and above—his dad. John Paul stands 6 feet 2¼ inches in his stocking feet.

*J. T. Sheffield, home from a six-week trip during which he visited in North Carolina, New York, Washington, Salt Lake City, Denver, Butte and other cities . . . Walter Graham, returning in his plane from Alaska. He flew from Seattle to Nome in* 20 *hours and was only* 19 *hours on the return trip. Allen Blum accompanied him . . . Bill Parker is doing a lot of commuting by plane these days in the interest of "Oz." Bill flew in from Spokane, Tuesday, out to Portland Wednesday, back to Seattle Saturday, to Portland Monday, back Tuesday, and Wednesday off again to Portland . . . L. J. and Mrs. McGinley, Les and Mrs. Theuerkauf and Herndon Edmond, attending the opening of Paul Volkman's new theatre in Wapato. After the opening, McGinley left to resume his air tour for Universal. He joins Bill Heineman and Al O'Keefe in San Francisco . . . Charlotte Tabor, spending her vacation in Alaska . . . Mrs. MacRubenfeld, home from her vacation on Lummi Island.*

Henry Sonnenshine, accompanied by his son here for the opening of Premier Pictures exchange of which he is general manager . . . Spyros Skouras, his secretary John Healy, and his son Spyros jr., on to Hollywood after a conference with

## Telenews Opening Set

SAN FRANCISCO—Managed by Ellis Levy the new Telenews Theatre will open September 2. The new plant will house a recreation lounge, a news library and a radio studio.





## Into Portland—

*John Danz, left, operator of the Sterling Theatres in Seattle, who this month extended his string into Portland with the leasing of the Orpheum Theatre. He operates several houses in eastern Oregon. Albert Forman, brother of Bill Forman, general manager for Danz, who becomes supervisor for the circuit in Portland and Oregon. Ron Harrington will manage the Orpheum.*

Hamrick-Evergreen executives and managers. At the conference from out of town were Al Finkelstein, Herb Sobottka, Frank Newman jr., Roy Brown, Mose Mesher, Ron Harrington and Mike Newman, all from Portland; Joe Rosenfield, Oscar Nyberg, Russell Brown, Buck Searle and Ernie Rose, from Spokane; Morrie Nimmer from Wenatchee; Jim O'Donnell from Eugene, Ore.; Al Baker and Bill Monahan and Mrs. Mathes from Bellingham; Billy Hartford and Jimmy Andrus, Everett; Hal Murphy, Olympia; Pete Peterson, Bremerton . . . Bill Shartin, spending a weekend with the Jimmy O'Neals on Vashion Island . . . John and Mrs. Hamrick, off to Banff and Lake Louise . . . George Hutchins, who will open his new Dishman Theatre near Spokane on September 15, busy on the Row making arrangements for his various programs.

*Jack Kirk of the Grand Theatre with Doris Lewis and Mr. and Mrs. I. Kennedy of Portland, to Hollywood and a visit to Metro studios . . . O. M. Durham, reporting a fine opening of his Mission Theatre in Mount Vernon . . . Girls of the M-G-M exchange, throwing a surprise shower for Bernice Zimmerman who recently married Bill Kelly . . . Harriet Lamb, coming through the operation in fine shape . . . Neal Walton, back from the business trip to San Francisco . . . Bob Scott of the Lyric Theatre in Vancouver, B. C., spending some time here and talking of old times . . . Madge Spear, spending some time with her dad in Sumner . . . Ted Harris, buying a new house and he and the wife spending all their spare time prettying it up . . . Lloyd Lamb, signing up most of the circuits and independent theatres for his theatre program, Movi-News . . . Elsbeth Hofmann, getting a contract to appear in two plays at the Erie Playhouse in Erie, Pa. She will leave the Showboat cast of "Dinner at Eight" at the end of its run.*

## "Each Dawn I Die" Held In 13 Key Situations

NEW YORK—Warner Bros.' "Each Dawn I Die" has been held over in 13 key situations to date, according to latest reports at the home office. The film has gone into extra weeks at the following theatres: Paramount, Brooklyn; Hippodrome, Cleveland; Branford, Newark; Capitol, Springfield; Fox, Philadelphia; Metropolitan, Boston; Mary Anderson, Louisville; Orpheum, Seattle, and the New York Strand.

The feature has gone into a continuous first run at the Stanley, Atlantic City; the Missouri, St. Louis; the Regent, Rochester; and the Echo, Syracuse.

## Relight San Andreas

SAN ANDREAS, CAL. — The San Andreas Theatre here has been relighted under the management of James Anderson and Rod Rodney. Anderson formerly was with Glen Rice's Beverly Hillbillies and Rodney has served in all phases of theatre business for the past 25 years.

### New Lamont Is Opened

LAMONT, CAL.—The new Lamont Theatre, owned by the Darling Bros. circuit, has been opened. It is a 700-seater.

## John Danz Is Preparing Plans for New Season

SEATTLE—John Danz, president of Sterling Chain, is keeping his theatre crews busy these days in preparation for the fall season. The Uptown Theatre, closed for some time, will reopen September 1, with a foreign picture policy. Frank Jenkins, at present manager of the Arabian, will handle the Uptown. Danz has set September 8 as the reopening date of the Palomar Theatre with the new policy under which the Warner product, recently contracted for, will be introduced.

The Palomar, offering a policy of double bills and vaudeville, will close for one week, right after Labor Day, to undergo remodeling. New policy will be single bills and vaudeville. Plans are being formed to make the opening a gala event with several stars from Hollywood appearing in person.

The Orpheum Theatre in Portland begins its career as a Sterling house September 1, presenting pictures and vaudeville. Al Forman, brother of Bill, the general manager of Danz Sterling theatres, will be the new manager of the Portland Orpheum. Jack Sampson, publicity head for the chain, is dividing his time between both cities, Seattle and Portland, until the house gets going.

# SALT LAKE

JOHN GRIFFIN, who owns the Orpheum Theatre at Chinook, Mont., and gets into Salt Lake City about once a year, was a Filmrow visitor. Griffin recently opened the Gem Theatre . . . Also visiting was A. M. Russell of Bozeman, Mont., operator of three theatres in Montana . . . Another visitor was C. M. Pace of the Delta Theatre at Pace, Utah.

*Herschel Stewart, in charge of territorial operations for Fox West Coast, is back from the recent regional meeting at Denver . . . Bill Seib, Columbia branch manager, attended a meeting of managers at Denver. Supervisor Robert Hill of the Salt Lake City and Denver districts also attended. "Golden Boy" was previewed . . . W. W. McKendrick, Monogram branch manager, made an extended sales trip into Nevada and Idaho . . . F. H. Smith, Paramount manager, has returned from a business trip in Montana. District Manager George A. Smith arrived here from Los Angeles to hold a conference with the sales staff. His next stop is Denver.*

George Scott paid a surprise visit to Salt Lake City, according to Miss Nina Scott, his sister of the Sheffield-Republic offices. Scott is with the Paramount studios. Lee Scott, office manager of National Theatre Supply Co., is George's brother . . . Manager G. S. Pinnell of Sheffield-Republic, is working in the Idaho territory . . . J. T. Sheffield left here recently to return to Seattle to confer with Western Division Sales Manager Grover C. Parsons of Republic. En route back from the recent New York convention, Sheffield stopped off at Detroit and bought a new Cadillac, driving all the way to Seattle.

*KDYL in Salt Lake City broadcast the official Salt Lake City welcome to the 17 little orphan girls en route to Hollywood to be the guests of Linda Ware at the premiere of "The Star Maker." The show was aired directly from the trackside at the Union Pacific Depot in Salt Lake City . . . Orin J. Hazen of the Service Theatre Supply Co. reports installation of new equipment in John Griffin's new Grand Theatre at Chinook, Mont. Service also seated two new theatres at Chester and Harlem, Mont., which are owned by Carl Veseth, who also operates in Malta.*

# PORTLAND

ACOMBS, who now owns the Ideal Theatre at Burns and the Cameo at Newberg, is taking over the Liberty at Camas and the Roxy at Washougal September 1, buying out the Mercy circuit in those spots of Yakima . . . Ron Harrington, who has been managing Hamrick-Evergreen's Liberty and was to take over at the New Rivoli when that circuit takes over the house, will be back on his old stamping ground as resident manager of John Danz' Orpheum this week. Al Forman will become supervisor for the Danz theatres in Oregon. Outside the Orpheum in Portland there are several in eastern Oregon, according to Bill Forman, general manager for Danz, who operates the Sterling circuit in Seattle.

*Bill Parker of M-G-M's Seattle headquarters flew into Portland twice last week on "The Wizard of Oz" and took in the golf tournament at the same time . . . Sammy Siegel made a rush trip down from the Puget Sound city on "Four Feathers" . . . Spotted on the Row during the week: Dick Fisk of Bandon and Ted Francis of Newberg . . . Ed Bramwell, Universal's poster clerk, is away on his vacation . . . Archie Holt is back from San Francisco and the Fair . . . Millicent Smith, Tom Shearer's secretary, is back at her desk after a sojourn in the country . . . Herb Sobottka of Hamrick-Evergreen took a trip to Eugene to see about a world's premiere of RKO's "Abraham Lincoln in Illinois."*

Mike Newman of Columbia made a flying trip through Portland in the interests of "Golden Boy" . . . Al Finkelstein is moving his family back to Portland from the beach on Labor Day . . . George Roy of the New State Theatre in Eugene was listed among the passengers of the Panama Pacific liner *City of Newport* when she left San Francisco Sunday for New York, via Panama and Havana.

*Appeal of Screen Adettes, Inc., from the action of the censor board in condemning the French picture, Golgotha," a story of the life of Christ, will be heard by the city council September 7 . . . Changes in the censorship ordinance to authorize the board to designate certain places at which picture must be viewed and to give the board more time in which to view them have been pased by the city council. While it has been the practice to show films to the censors at certain places, question recently was raised as to the legal authority to do so.*

# S' FRANCISCO

MAL KLEIN of the local Columbia exchange has just returned from his vacation. He covered Yellowstone and Sun Valley . . . Columbia had a preview of "Golden Boy" for the trade at the Alhambra Theatre here last week. Much acclaim and all that . . . H. Bruce Sholes of the local Alexander Prevue Co. reports that bossman Harold Schwartz, the general manager of Alexander, is expected here next week to formally open the local office and will innovate the 24-hour service to Los Angeles and 36 hours to Portland service . . . And by-the-by, H. Bruce has joined the four-pointer club, bagging one last weekend in northern California.

*Doc Henning of the Pacific Premium Co. here has sojourned to Los Angeles for a short stay . . . Marcel Chiniquy and wife of the Defiance Fan Co. of Los Angeles was here in town on business and seeing the town . . . They visited quite a bit with the Rileys of Pacific Coast Theatrical Supply Co. here . . . Columbia is boasting of a newlywed. E. T. "Torrey" Roberts, Sacramento Valley salesman for Columbia, was just married to Ocel Linderman. They were married in Reno and celebrated all over the state of Nevada.*

United Artists Harry Harrison is back after a fruitful vacation . . . Lorraine Colman, inspectress at 20th-Fox is back after her vacation . . . Formerly a booker for Metro Exchange here and in other branches, Jack Jacobs has just been advanced to the position of salesman for the same exchange here . . . Over at the Monogram the new boss, Bill Duggan, and his crew were all previewing the new Monogram film "Irish Luck" with Frankie Darro. The preview was held at Gerald Karski's Motion Picture Service Co. here. Gerald has just returned from a trip up north and east.

*A new aunt has broken out in our midst —and none other than Nell Warner of the local Republic exchange. The newcomer is a girl and was born in Saint Francis Hospital here . . . Jim Riley of Pacific Coast Theatrical Supply has just installed new chairs in the Richmond Bowl in Richmond, Cal., which will open October 15 . . . Joan Warfield, wife of the assistant manager of the Warfield Theatre here and also the switchboard genius for Fox West Coast here, will vacation in Hollywood with Geneva Fisher, former Peggy O'Neill line coach . . . Hilda Ginn's offices in the Golden Gate building is being remodeled. Hilda is the manager-secretary of the California Theatres Association, Inc., here.*

Sol Lesser just returned from a vacation in British Columbia . . . Everell Howell and his family have just left to view the same country. Howell is the operator of the Mananchi and Molino in Portersville. . . . It is reported Charlie Holtz may relinquish his partnership in the Sierra in Sacramento and the Blumenfeld Circuit is building another house in Sacramento . . . Another report going the rounds is there is a big change in management of the Nasser's houses due . . . Mike Luft of the Varsity in Davis was here in town and could do nothing but talk of his newly acquired missus of three weeks.

*General Theatres Inc., is moving to new offices this week in the same building . . . Wally Foehan is back after a very successful tour of the north . . . A. C. Fisher, operator of the Bly, Ore. and Doris, Cal. theatres is thinking of opening two new houses in southern Oregon . . . Louis Leib, formerly of the Rex in Klamath Falls, Ore., is checking through Oregon and California for a suitable spot for a new house . . . Another member of the four-pointer club is R. O. Bemis of the Walter Preddy Theatrical Supply Co. staff. He bagged his over last weekend . . . William Peters of the Escalon is remodeling his theatre and installing new equipment.*

Scratchings along the Row: Tom Bellasas, Roxie, in Stickton; Harry Brown, State, Marysville . . . J. Leslie Jacobs, local realty man, is here after his vacation and already has a deal on the fire . . . Wally Feehan covered 5,000 miles on his trip north . . . E. V. Clover of the Rex Theatre in Oreville was seen along the Row . . . Eddie Robinson of the Western Poster Troupe is vacationing . . . A. Fakada of Hanford is here . . . Ditto Ray Kelsal of San Jose and Dan Tocchini of Sebastopol . . . Dan Nunan's brother Harry also was visiting here in town last week . . . Ditto Dave Bolton of Santa Rosa . . . Gladys Paull, contract clerk at the Warner exchange, is vacationing . . . Also Paula Silverstein of Warner . . . V. Preston, Warner booker, is back from his vacation down south . . . The Warner Club is planning a mammoth wienie roast at Sigmund Stern Grove sometime in October.

# DENVER

WITH all first runs doing average or better, "The Star Maker" packed the Denham to have the best comparative gross of the week, and is being held over at the Denham. A circus on the stage at the Denver accounted for much of the business at this house, where "Winter Carnival" was the screen fare. And it was run like a circus—with prize packages of candy hawked in the aisles. A trained elephant was included in the acts.

*The Fox houses in Denver are adding a $200 Bank Night to their usual Ford and piano giveaways on Tuesdays. The Ford is given away every week, the piano and cash will be offered to the first ticket holder, and if not won the cash builds . . . Tom Ward, new assistant manager at the State, is the proud daddy of a baby boy, Richard . . . Ollie Wog, who has sold out of Denver previously, has been transferred from Los Angeles Universal exchange to Denver, where he succeeds Carl Mock, moved to Indianapolis.*

Ross Bluck, assistant manager at the RKO exchange, is back at his desk after a vacation to Salt Lake, and in the mountains between there and Denver. While in Salt Lake Ross attended the film picnic, and together with Eddie Loy, former film salesman of Denver, they put on an act that wowed them . . . Nat Wolfe, manager of the Commercial Film exchange, is back after a hurried trip to Brooklyn, N. Y., in an attempt to see his mother alive again. He was too late, but stayed until after the funeral.

*Homer Ellison, former Denverite and now a National Theatre Supply salesman out of Kansas City, was seen on the Row visiting friends . . . Fred Flanagan has moved his equipment from his theatre at Vona, Colo., to Seibert, Colo. Fred also operated at Stratton, Colo. . . . Harry McDonald and his booker, Bob Spawn, of Torrington, Wyo., were seen on the Row interviewing bookers and exchange managers.*

The Armstrong-Ambers fight pictures went into the Paramount for first run and follow up with the Tabor. They are stirring up a lot of interest and creating much talk about the referee's decision . . . Signed up to run M-G-M product exclusively the Plaza, usually a dime grind, is boosting its price to 15 cents. M-G-M has enough product backed up to operate the house for several months and Dave Cockrill intends giving the plan a thorough tryout.

*Chas. Klein of the Black Hills Amusement Co. flies in for business conferences from his Deadwood, S. D., headquarters . . . Rose Agren, efficient office manager and booker at the Monogram exchange, is back from a vacation and feeling fit for another year of work . . . Ben Fish, sales manager for the western district of United Artists, is here for a few days conferring with Earl Collins, manager, and others of the Denver exchange.*

Leo Adler, United Artists auditor, is here for three weeks checking the books at the local exchange. Leo just put in his vacation at Brook Forest Inn near here, and said he never spent a more enjoyable two weeks any place . . . Sam Feinstein, Lusk, Wyo., who operates there and also in Nebraska, was in a serious auto accident, in which he received severe cuts about the face, and passengers in his car also were taken to the hospital. Sam's car was demolished in the crash.

## *Esquire Opens Sept. 2*

SAN FRANCISCO — Blumenfeld Circuit's newly remodeled American Theatre will reopen September 2 as a first-run Warner house under the new name of the Esquire. "I Stole a Million" and "When Tomorrow Comes" will headline the first showing. A gala opening party is planned.

### Gustine Opens at Sanger

SAN FRANCISCO—William Gustine's Star Theatre in Sanger, Cal., opened September 1. Many Filmrowites attended the opening.

### Fukada Building at Sanger

SAN FRANCISCO—A. Fukada of Hanford is building a new theatre in Sanger, Cal. The house will be ready in the near future.

# Further Questioning Ahead for Myers

CHICAGO—Continuation of the deposition of Sam Myers, one of the defendants in the anti-trust monopoly suit of Frank Ford, was scheduled for late this week or early next week in the office of Louis Jacobson, attorney for Ford. Other defendants are B&K and the major distributors.

Myers was examined at length last Friday (August 25) by Jacobson, with Henry Schuchat, commissioner, appointed by the federal court, presiding. Also present were Aaron Stein, attorney for Myers, and Miles Seeley of the legal firm of Mayer, Meyer, Austrian & Platt, attorneys for the other defendants.

Asked about his background in the motion picture business, Myers reviewed his career. He said that his Teatro del Lago in Wilmette played ahead of the Evanston Varsity Theatre when the latter was an independent, but that in 1932 when the Varsity was taken over by B&K that the Teatro del Lago was relegated to a clearance period playing after the Evanston house.

He added that the NRA code board in 1933 ruled against him in his appeal to have the Teatro del Lago placed ahead of the Varsity. On that code board were Walter Immerman of B&K; Felix Mendelssohn, then M-G-M branch manager; J. J. Rubens, Great States; Nate Wolf, Lane-Court Theatre, and Allen Usher, then Paramount branch manager. He added that the late Aaron Saperstein, then president of Allied of Illinois, later succeeded Immerman as a member of the board.

## *Publix-Great States Buys Republic's New Product*

CHICAGO—Republic has closed a deal for its 1939-40 product with the Publix-Great States circuit, covering 75 theatres in Illinois and Indiana.

Deal was closed for Republic by J. R. Grainger, president; Irving Mandel, Chicago franchise owner; Max Roth, midwest district sales manager, and Harry Lorch, Chicago branch manager, and for the circuit by J. J. Rubens, Henry Stickelmaier and John Dromey.

## *Bailey Circuit's Seventh Opened in Washington*

WASHINGTON, ILL.—The Bailey circuit has opened its newest house, the seventh in its chain. Named after the county, it is called the Tazewell Theatre. The house seats 400 persons. Sam Traynor is general manager of the circuit, in charge of operation.

### Fargo to Woodward

SYCAMORE, ILL.—Walter Woodward of Benton Harbor, Mich., has taken over the Fargo Theatre here.

# *Indiana 70% Against Code; Is 65% for Neely, Says ATOI*

INDIANAPOLIS—Seventy per cent of Indiana exhibitors were against adoption of the proposed trade practice code before it was condemned by the department of justice, according to a statement issued by the Associated Theatre Owners of Indiana.

Taking exception to the recent BOXOFFICE code survey wherein Indiana was revealed as 50-50 on the code adoption question, the ATOI office here said that the results of its poll "are not at all surprising and in line with estimates of the Association."

The same ATOI poll revealed, according to the statement, that 65 per cent of Indiana exhibitors are in favor of the Neely bill.

The questionnaire distributed by ATOI, and the results revealed:

| *Question* | *In Favor* | *Against* | *Didn't Vote* |
|---|---|---|---|
| 1. Are you in favor of the proposed Fair Trade Practice Code? | 30% | 70% | ..... |
| 2. Are you in accord with Allied's rejection of the Code? | 78% | 17% | 5% |
| 3. Do you agree with the ATOI Board in approving the Allied rejection of the code? | 76% | 14% | 10% |
| 4. Are you in favor of the passage of the Neely Bill? | 65% | 35% | ..... |

EDITOR'S NOTE: The BOXOFFICE question concerning the code did not condition replies upon organizational or factional loyalty, was circulated impartially to ATOI members and non-members, disclosed the following consensus of Indiana exhibitors:

"Does the proposed Trade Practice Code meet with your approval?

Yes: 50% No: 50%

The national reaction was 67 per cent in favor of the code's adoption. The BOXOFFICE survey appeared on pages four and five of all editions for August 5.

# Campaign on Bingo Is Bearing Fruit

MILWAUKEE—That the drive being carried on here by small merchants and theatre men to outlaw Bingo is bearing fruit is evidenced by the announcement from the Farmer-Labor Progressive Federation-Socialist party that it has canceled its bazaar scheduled for November 8 to 12 in the Auditorium here.

The announcement said that "recent court decisions in Milwaukee and Wisconsin have made it extremely hazardous" to conduct affairs operating games based on lottery or chance. The affair would have marked the organization's sixth annual event of this kind.

### Lauds Anti-Bingo Action

Circuit Judge Robert S. Cowie, La Crosse, who was responsible for court action against the La Cross Theatres Co., which resulted in a decision by the state supreme court holding Bank Night a lottery, lauded Dist. Atty. Lambert A. Hansen for his recent action against Bingo games in Monroe county.

Judge Cowie in his communication to Hansen said that "Bingo, Wahoo, Bank Night and kindred gambling and lottery rackets are just as illegal as a roulette wheel and everybody knows it."

Reports from Madison indicate that the Paulson bills, No. 194-S and 195-S, prohibiting granting of prizes and declaring lotteries a nuisance, will fail to clear the senate despite the fact that they were headed for passage on August 10. Since that date, the senate by unanimous consent voted to lay them aside temporarily.

Reason for this change of heart is said to be the fact that independent exhibitors do not like the measures in their present form since they would prohibit the giving away of dishes and also apparently would not ban games of chance sponsored by churches. As a result, the ITPA of Wisconsin has declared itself as being opposed to the bills in their present form.

# Richman and Browne Confer in Chicago

CHICAGO—Harry Richman, who opened Thursday night at the Paree, was closeted several times during the week with George Browne, president of the IATSE, conferring on ways of settling the present jurisdictional dispute between the American Federation of Actors and the Associated Actors and Artistes of America. Richman is vice-president of the AFA.

Richman said that, should a strike of any sort be called, an estimated million persons would be thrown out of work.

## *Switow and Sons Acquire Washington, Ind., House*

WASHINGTON, IND.—M. Switow and Sons, of Louisville, have purchased the local Temple Theatre. The Switow Co. also operates the Lerose Theatre, Jeffersonville, Ind.; and also the Indiana and Liberty in Washington in addition to several other houses in Indiana and Kentucky.



## Stars Come Through—

*Gloria Jean, starlet of Universal's "The Under-Pup," poses with Adolphe Menjou, a co-passenger on the eastbound train. Gloria, headed for the premiere of her picture in her home town of Scranton, Pa., was accompanied by her family, Charles Previn, Universal's musical director, and Dave Lipton of the studio's publicity department.*

# A Film Feast Is On RKO's Table

*By* B. O. TELLER

CHICAGO—Herbert Wilcox, director-producer, and Anna Neagle, star of RKO's "Nurse Edith Cavell," came through Chicago en route to Toronto.

That may not be news. But, the fact that when they left, Jack Osserman, RKO branch manager, was wearing just about the biggest smile of contentment we have ever seen, makes their visit worthy of mention.

For they brought with them news of the press preview of RKO's "Nurse Edith Cavell," in Hollywood a few days before; news that carried the most flowery descriptions of praise that a picture has received in many moons.

Wilcox and Miss Neagle appeared at the premiere of the film in Toronto at the opening of the Canadian National Exposition, where 12,000 persons saw the picture in an outdoor arena. The New York opening will be September 14 at the Music Hall, with present plans calling for importation of film critics from as far away as Los Angeles for the occasion. So enthused are RKO-ites that they are even talking road-show plans for "Cavell."

Wilcox said that Miss Neagle had been offered over $500,000 worth of film and radio contracts 24 hours after the Hollywood press preview. These will all be turned down in lieu of more RKO assignments. Her next probably will be a picture with Cary Grant in the male lead. The company has approached her to play the feminine lead opposite Fredric March in the picturization of the Broadway success, "The American Way."

But to get back to Jack Osserman, you'll notice he's still wearing that tremendous smile, continually repeating a pet phrase: "It's either a feast or a famine, and boys, this year for 1939-40 it's definitely an RKO feast." And then he begins enumerating again all of RKO's lineup for next season. Drop in and listen to him. You may not be convinced but you'll go away feeling that the film business isn't dead yet.

# MILWAUKEE

CHARLES W. TRAMPE, head of Monogram-Midwest Film Exchange and Film Service, Inc., has scheduled a golf party September 8 to which all theatre men here are invited.

*E. F. Maertz, head of the ITPA of Wisconsin and Upper Michigan, reports the organization's membership list growing weekly with prospects for a bang-up organization by fall.*

Charlie Fox is planning the reopening of his Empress Theatre here Labor Day with burlesque shows.

*Charles R. Phipps, director of Madison Civic Theatre Productions, will visit film celebrities in Hollywood in September—men whom he has helped along the road to film fame.*



## A While in Chicago—

*Bill Holden, star of Columbia's "Golden Boy," as he alighted in Chicago en route to New York for the premiere of the film. He stopped off here long enough to meet critics at a press luncheon arranged by Exploiteer Jack Thoma.*

## A New Giveaway

CHICAGO—Stuart DeLang, originator of Auction Night, has a new giveaway game, "The Money Man," which he plans to start in local houses after Labor Day.

The Brillion Auditorium at Brillion is being remodeled into a modern theatre.

*Ray A. Felt, business agent for the Madison local of the IATSE & MPMO union, has been named to the city board of education by Mayor James R. Law.*

Marcus Heiman, New York, head of the Ashley Theatre Corp., was a Madison visitor. The firm is planning a new house in Madison.

*Lloyd Manufacturing Co. salesmen from all parts of the country met in Menominee, Mich., to inspect new furniture and seating designs.*

Members of the New York Giants football team, who are training in Superior, were presented from the stage of the Palace Theatre here.

*Kenosha Theatre at Kenosha, in cooperation with the J. C. Penney Co., staged a special "Back to School" kids show.*

Meinhardt Raabe, midget who has a part in "The Wizard of Oz," made personal appearances at the Orpheum in Madison in connection with the showing of the film. Raabe formerly attended the University of Wisconsin.

*Lee Macklin, manager of the Grand Theatre at New London, reports the drilling of a well at the rear of the theatre to provide cooling water for the air-conditioning system.*

Gladys Swarthout sang before 52,000 at the Washington Park Temple of Music, while Diana Gaylen, Hollywood ghost singer, attracted some 3,000 at Humboldt Park.




## Sang for 200,000—

*Lawrence Tibbett as he arrived for his concert appearance at Grant Park. The free event drew some 200,000 persons.*

# Paid Ad Emphasizes Public vs. Critics

ST. LOUIS—Fanchon & Marco interests here again have raised the question of whether the motion picture critics of the daily newspapers should bend their views to those of the cash customers or attempt to impose their personal likes and dislikes on the paper's readers:

Through the instrumentality of paid advertisements, the matter of Public vs. Critics was brought into the open. Here is a sample of the copy used in the ads:

**PUBLIC vs. CRITICS**

**Should critics review a picture from their own personal opinion or from the public's point of view?**

**May we cite a specific example: Colvin McPherson commented on the very fine crowd on hand to see the opening of the Irene Dunne-Charles Boyer hit, "When Tomorrow Comes," now at the Ambassador Theatre—and glumly predicted a rapid decline when the public found it to be no "Love Affair" (in his opinion).**

**Now, let's take a look at the record: "When Tomorrow Comes" opened to record-breaking patronage—62 per cent greater than "Love Affair"—both pictures did capacity business on Saturday and Sunday —and "When Tomorrow Comes" did more business in six days than "Love Affair" did in nine.**

**Mr. and Mrs. St. Louis Moviegoer, you can pick your entertainment. And we know you'll pick Cary Grant and Carole Lombard in "In Name Only" and Bette Davis in "The Old Maid" due soon at the Ambassador as "Must See" attractions.**

**"When Tomorrow Comes" is being held over because so many people are telling all of their friends to be sure to see it.**

**That's the answer!**

**Yours for Greater Entertainment,**
**Fanchon and Marco,**
**(Ambassador-Fox-Missouri Theatres)**

## Step Up 'Under-Pup' Bow To Meet Release Bids

CHICAGO—Due to the fact numerous other Universal and RKO pictures are set for the house and because Universal wants the film available for general release as soon as possible, Universal's "The Under-Pup," was to open Saturday at the B&K Roosevelt Theatre.

The picture stars the new Joe Pasternak find, Gloria Jean, and was well received at the exhibitor screening held recently at the Esquire Theatre.

## Son to Vlastos

FOWLER, IND.—Mrs. Dick Vlastos, wife of the owner of theatres in Fowler, Williamsport, and Knox, presented her husband with a son, born recently in the hospital at Lafayette, Ind.

## Visit the Lounge

NEW YORK—Among callers at the RKO exhibitors' lounge here were Sidney Schatz, Sheridan Theatre, North Chicago, Ill.; Tom Norman, Pal, Palatine, Ill.

# "Name This Theatre" Contest Is Ruled Out by McKittrick

ST. LOUIS—Because the office of Atty. Gen. Roy McKittrick turned thumbs down on the proposition, residents of St. Louis and St. Louis county and vicinity lost an opportunity to win a Lincoln Zephyr automobile and 500 gallons of gasoline through the medium of a "name this theatre" contest arranged by Shuchart Investment Co. The winner would have been the one to pick the name for the new de luxe neighborhood theatre being erected by Sam Shuchart and associates on Clayton Road east of Big Bend Blvd. in Richmond Heights, Mo.

The award of the automobile was to have been made when the house has its grand opening in about two months.

The theatre management had already made a tieup with the *St. Louis Star-Times*, afternoon newspaper, and the committee to pick the winner was selected when the attorney-general's office stepped in.

Prior to the unfavorable decision by Missouri's No. 1 legal adviser, the theatre owners and the newspaper had obtained the approval of the postoffice department.

Officials of the theatre company finally picked the name themselves, the "Esquire."

The new house is one-story with basement, 80x150 feet and of reinforced concrete, brick, steel and structural glass. With equipment, the theatre will represent an investment of about $300,000.

It is reported the owners of the Esquire, who also are interested in the Norside and the Will Rogers theatres, are preparing an extensive building program that contemplates a series of new houses in a number of city and suburban neighborhoods.

Harry Greenman, former manager of the Fox Theatre and more recently head of Greenman Theatres, is slated to be managing director of the new Esquire.

## Gets Exhibitors' Eyes

CHICAGO—Tom Gilliam, Warner branch manager, has installed in the local branch office a large 40x60 board, with the Warner "merchandising policy for 1939-40" on it. The whole thing is set off with a large spotlight to draw the attention of exhibitors entering the office.





## Part of Their New York Visit—

*From left to right, at the top are Mr. Philip Nanos and A. E. Diehl of the Criterion Theatre, St. Louis; below are Fred Davies and S. W. Neall of the Indiana Theatre, Kokomo, Ind. Their smiles are for the camera at RKO's exhibitors' lounge in New York.*

# INDIANAPOLIS

SEEN along Filmrow: Nick Paikos, Tipton; Kenneth Ball, Brownstown; Anthony Bokas, Argos; Bob Hudson, Richmond; John Dixon, Flora; Dick Vlastos, Fowler; Bill Studebaker, Logansport; Karl Gast, Akron; Sam Neall, Kokomo; Harry Van Noy, Anderson; T. N. Luckett, French Lick; Mrs. Janet Prewitt, Plainfield; Bruce Kixmiller, Bicknell; Art Clark, Bloomington; Trueman Rembusch, Franklin; Joe Schilling, Connersville; Harold Neese, Brazil; D. G. Steinkamp, English; George Mallers, Portland; Harold Reckley, Greencastle; Mrs. Annette Kuebler, Jasper; L. T. Moore, Mitchell; Harmon Allison, Mooresville; Jack Van Borssum, Terre Haute; Bob Harned, Sellersburg; Roy Harrold, Rushville; Mrs. Charles Landstoffer, New Haven; Jim Dooley, Nashville; William Condra, Milltown.

*I. T. Sollers, operator of the Lyric Theatre, Covington, Ind., was a visitor along Filmrow two times this week.*

W. W. Wallace, booker at Warner Bros. Exchange, is among those now suffering with hay fever.

*Fred Greenberg, branch manager at Warner Bros., flew to Cincinnati last Monday with V. U. Young, president of Theatrical Managers, Inc., to attend the Variety Club outing there.*

Clyde Willard, assistant manager of the Apollo Theatre, Indianapolis, will visit Little Rock, Ark., on his vacation this week.

*Gladys McFadden, cashier at Columbia, is in the Methodist Hospital where she is suffering from high blood pressure. She will probably remain at the hospital for at least ten days.*

Andy Anderson, operator of four Kentucky theatres with headquarters in Bowling Green, was a visitor along Filmrow greeting old friends on one of his rare visits to Indianapolis.

*Gale Brubaker, assistant cashier at RKO, is on a one week vacation.*

Many exchange employes and theatremen attended the wedding of Herman Morgan jr. and Mary Jeanette Seller at the Third Christian Church in Indianapolis last Friday. Morgan is booker for Affiliated Theatres, Inc., and was formerly with Universal.

*Ernie Miller, who operates the Cinema and has the only local neighborhood daily matinee show, has reported better business this summer than ever before.*

Phil Davidson, manager of Settos' Irving Theatre, has inaugurated "kiddie" matinees on Saturdays. The theatre will soon install a new front and redecorate.

*Claude Allison, manager of the Strand Theatre, is always using novel ideas foretelling his patrons of his coming attractions. Now it's a midget auto racer which roams the streets with bells ringing and horn blowing, carrying the banners of coming screen hits to be shown at the theatre.*



## On His Visit—

*M. Grossman, a Chicago exhibitor, has a friendly chat with Rosemary Lane on the "Four Wives" set at the Warner plant.*

## Herald & Examiner Merged By Hearst in Windy City

CHICAGO—Windy City exhibitors had one less daily newspaper in which to advertise this week, with the folding of the Hearst morning tabloid, the *Herald & Examiner*. It was merged with the *Evening American* to become the *Herald-American*.

The passing of the *Herald & Examiner* leaves the local tabloid field to the comparatively new *Chicago Times*, which has forged ahead rapidly.

Dorothy Day was film and drama critic of the *Herald & Examiner*. Louella Parsons' Hollywood column has been shifted to the *Herald-American*.

## Cupp Back in Hoopeston After World Fair Trip

HOOPESTON, ILL.—E. W. Cupp, manager of the Lorraine Theatre here, one of the McCollum theatres, is back in Hoopeston after having supervised a trip to the New York World's Fair for winners of popularity contests conducted in McCollum houses. The winners received a free seven-day trip to the Fair.

## "Oz" Breaks Record In Indianapolis

**Indianapolis—Ward Farrar, manager of Loew's Theatre, reports the "Wizard of Oz," which played at his theatre this week, broke all house records. The showing was climaxed by a tremendous campaign in a tieup with the Friehofer Baking Co. in a coloring contest for kiddies. Over 50,000 homes were contacted and the children are still talking of the contest.**

# ST. LOUIS

LOEW'S has held over "Wizard of Oz" for a second week, while "When Tomorrow Comes" and "Unexpected Father" continue into their second seven days at the Ambassador. "The Star Maker" is the chief new attraction at the Fox Theatre with "Coast Guard" as the second feature on the bill.

*The Civic Theatre's final play of the current season "Bachelor Born" opened a six-day run on August 29. The season at the Warson road amphitheatre will come to an end on September 3.*

It seems that in addition to wives, husbands and sweethearts the cash customers lose a lot of other things at the Municipal Theatre in Forest Park during a 12-week opera season. As the 1939 season came to a close the count of unclaimed articles stood at 176, including one woman's breastpin, nine women's belts, five women's coats, one cosmetic bag, one child's bag, one rubber cape, 34 cushions, one small black case, four women's jackets, three opera glass cases, 18 women's umbrellas, one tobacco pouch (didn't say whether male or female), four auto keys, one muffler, two opera glasses, two raincoats, two raincapes, one pipe, one coin purse, 18 pairs of gloves, six sweaters, etc.

*The cash customers of the American Theatre are promised some high class stage attractions during the 1939-40 season which will open on October 1 with that tarnished favorite "Tobacco Road" on the boards.*

Foreign motion pictures will be available to St. Louis again this season at the S'Renco Art Theatre, formerly known as the S'Renco Screening Room. The 1939-40 season opens the evening of September 10 with the Russian film, "Alexander Nevsky." Each film during the season will open on Sunday night and run for four nights with two performances daily at 7:15 and 8:45 p. m. All shows will be open to the general public at prices that approximate those charged by the local first-run houses showing domestic films.

*Ray Curran, office manager for UA, is a very happy guy these day after winning first place in his company's playdate drive in this zone. And Ray very modestly passes all the credit to his friends among the independent exhibitors and the leading circuits in the territory.*

Every time that Chet Vickery, assistant manager of Loew's, drops into the Circle Bar Garden, Joe Schirmer, the maestro, strikes up the tune "Smoke Gets in Your Eyes," a favorite with Chet.

*A large signboard 60x25 feet across the front of the old Grand Central Theatre was blown out into the street in a heavy windstorm. The board had announced that the house was to reopen as the Guild Cinema Theatre.*

### Warner Title Change

HOLLYWOOD—Warner's "Floating Trouble" has been retitled "Gambling on the High Seas."

# CHICAGO

RKO's "Star of Midnight" and "The Lost Patrol," both reissues, were so well received at the B&K Lakeside Theatre that the program was held over an extra day.

*Henri Elman's softball team lost its second-round softball game in the city-wide tournament, but it wasn't his fault. Henri offered the boys a dollar a hit, and five dollars a home-run. Incidentally, the boys are looking forward to another victory banquet now that they are Filmrow champs again.*

Duke Hickey was responsible for the excellent welcome trailer shown at the trade screening of Universal's "The Under-Pup" at the Esquire Theatre.

*Dirk Courtenay, local press-agent about town, is now handling the blurbs for Bert Wheeler, who opens the next week in Dayton's RKO Theatre. He is also handling publicity for Lawrence Welk, whose "Champagne Music" orchestra opens at the Chicago Theatre September 8.*

Among the golfers Sunday were Harry Balaban and Roy Bruder, manager of the Chicago Theatre, at the Mill Road Golf Course. And what golfers! Harry with an 86 and Roy with an 84, took back seats to no one.

*Chicago ushers are keeping their fingers crossed. One of their crew, 18-year-old John Kelly, passed all mental and physical examinations, except for his eye-sight, for entrance to Annapolis and they are hoping Uncle Sam's naval department will waive that one disqualification this time.*

Jimmie Stewart passed through Chicago Monday night via TWA . . . Election of officers of the Film Bookers Club was to be held at the regular meeting of the organization this week.

*Rose Rothstein of the Winnipeg (Canada) office of Warner Pictures, visited the local theatre and picture offices of Warner this week.*

George Gollos of Gary, Ind., was a Filmrow visitor this week. And tagging along was "Smokey Joe the Second," his ever-present wire-haired terrier, who is a dead-ringer for M-G-M's Asta.

*John Ash, M-G-M home office auditor, was here this week . . . Charlie Cooper is back at his home after a stay of nearly a week at Evangelical Hospital.*

The Bon-Air Country Club night club section closes Sunday night for the season. The spot was the most popular nightery in the Windy City this summer.

*Said a local theatre press agent this week: "This war stuff is getting me down. It's tougher than ever for a press agent to get space now that Hitler and his pals are grabbing page one, and every other available page, too."*

Millie Anderson, able Girl Friday to TWA's press chief here, Bill Westlake, is back after a Michigan vacation.

# Seek Dismissal of Appeal by Nick

JEFFERSON CITY, MO.—Members of the St. Louis IATSE Local No. 143 have asked the Missouri supreme court to dismiss the appeal of IA's vice-president, John P. Nick, from an order of the St. Louis circuit court ousting him from control over the local affairs and assets.

The attorneys for the protesting members attacked Nick's appeal on the technical ground that the record of the appeal was not in proper form.

Circuit Judge Ernest F. Oakley of St. Louis some weeks ago ousted Nick and Clyde A. Weston, business manager of Local No. 143, in a suit brought by 66 members of the local who were seeking local autonomy.

## Comptroller in St. Louis Hits Free Pass System

ST. LOUIS—City Comptroller Louis Nolte has denounced the system under which the promoters of all projects using the municipal auditorium must provide at least 40 free passes for local politicians. In the case of the Symphony Orchestra, the organization gave 100 free tickets for each concert.

In attempting to explain this system under which private concerns paying the stipulated rentals for a city owned project —the taxpayers have $5,000,000 invested in the auditorium—James E. Darst, manager of the auditorium, said that it's an old theatrical custom to supply free tickets to the management. He said that 99 per cent of all theatrical, carnival and auditorium contracts contain an identically phrased clause that the management gets 40 tickets.

A protest was registered by the Civic Music League when it was called upon to supply 40 free tickets for each of its five concerts at the auditorium.

## Chicago Nabes Feel Brunt Of European War Scare

CHICAGO—While business in the loop was not off much this week, neighborhood theatres felt the brunt of war talk.

"The man on the street" coming home in the evenings evidently stuck close to the family radio listening to European developments.

In the loop M-G-M's "The Wizard of Oz" was headed for its second week at the United Artists Theatre; Paramount's "The Star Maker" was having a better than average week at the Chicago, and RKO's "Bachelor Mother" was having an excellent week at the Palace.

## Essaness Total 29

CHICAGO—With the opening of the Julian Theatre for the fall season on September 14, the Essaness circuit of 29 houses will be operating at full speed. The Town Theatre in Cicero began matinees again this week.

## Territory Topics

### INDIANA

FERD NESSEL, manager of the State Theatre at Anderson, operated by the Gregory circuit, has left for a vacation with his wife and daughters.

*Bob Suits, manager of Loew's Majestic Theatre, Evansville, has been very busy these days on his campaign for "Wizard of Oz." Bob is a bachelor this summer while his wife and children are visiting in the east.*

Nathan Tamler has reopened his Oliver Theatre in Indianapolis after a shutdown for remodeling and redecorating. The theatre was filled with beautiful flowers from friends in the industry.

*Old Trails Theatre, Mickleyville, Ind., has new seats. The theatre is now being operated by Ruby Hack, sister of the late Herman Cole.*

The Bandbox Theatre at Otterbein has been closed. The theatre is operated by James Huckleberry, who expected to reopen the middle of September.

*Dick Vlastos, operator of the Dreamland at Fowler and theatres in Knox and Williamsport, is the father of a boy born at the St. Francis Hospital in Lafayette, Ind.*

Isadore Levine, operator of the LaPorte and Cozy theatres, LaPorte, Ind., was re-elected national executive committeeman at the state American Legion convention held at Bloomington, Ind. Levine has been active in Legion activities for many years.

*M. G. Merrill, manager of the Howard Theatre, Monon, Ind., which is operated by Theatrical Managers, Inc., was married August 16 to Katherine Burke of New Castle, Ind. Merrill formerly was manager of the Royal at New Castle, also operated by Theatrical Managers.*

After a short layoff, work has resumed on the new theatre at Remington, Ind.


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# This Week We Meet

## EDDIE ZORN

CHICAGO—One exhibitor who believes in selling motion pictures on their entertainment value alone and who thinks there is no room in this business for giveaways and doubles and triple features, is Eddie Zorn, operator of the Crescent Theatre, Pontiac, and Apollo Theatre, Belvidere, Ill.

Zorn has been one of the prime factors in the United Theatre Owners of Illinois, down-state organization of exhibitors, which was started with the purpose of forestalling harmful legislation to the industry. He has always been in the thick of every fight to aid the motion picture business ever since he entered it right after the World War in 1919.

Eddie was selling stocks and bonds in Wall Street over the telephone when he called a potential customer—S. R. Kent, then head of Paramount Pictures. Kent told him that if he could sell stocks over the telephone, he could sell motion pictures. Thus Kent sold Zorn on the idea of going to work for Paramount.

Among the teachers in the student sales school at the Paramount home office, where Zorn learned how to sell, were George J. Schaefer (now of RKO) and Neil Agnew, Paramount's general sales head. After some time in the school, Zorn was sent to Pittsburgh, and later to Canada, under George Weeks (now with Monogram, as general sales manager). That was in 1921, when Paramount was just opening its branches in Canada, and Eddie went to Calgary as branch manager.

After remaining in Canada for some time Zorn was transferred to Chicago. He covered Illinois and Indiana from 1923 to 1926, but, as he puts it, he "saw the handwriting on the wall" and decided to go into the theatre operation field, taking over the Pontiac house. Later he added the Belvidere house.

Zorn operates his theatres with the thought of "merchandising motion picture entertainment on its own merits." He has never used giveaways of any kind in his theatres. Nor does he believe in double features. He has proved his theories of operation by becoming one of the leading independent theatre owners in downstate Illinois.

He is now adding a third house, a 500-seat theatre, in Pontiac. Not yet named, the theatre is expected to open about October 1.

Another reason for Zorn's success is that he has sold his personality to his patrons. Every night he can be found in front of one of his theatres and he prides himself on knowing each of his patrons by their first names. He never has to dodge patrons because of a bad program which has been advertised with bombshell advertising. Rather, he believes in keeping his advertising at an even keel, and his patrons have come to believe him when he says he is showing a picture that should be seen.

The Zorns—Mrs. Zorn is known to her personal friends as "Minna"—live in a modest home in Pontiac. Eddie is a member of various civic and social clubs. His hobbies are golf and good books and magazines. When Eddie isn't talking about his theatre business, he is sure to tell you about some good book or article he has just read.

## Warner Shows Trade Three New Films in Windy City

CHICAGO—Warner Bros. held two trade screenings this week. On Thursday, "Dust Be My Destiny," with John Garfield, and "A Child Is Born," with Geraldine Fitzgerald and Jeffrey Lynn, were shown. "The Old Maid," starring Bette Davis and Miriam Hopkins, was exhibited Friday.

Tom Gilliam, branch manager, said he plans to hold numerous like screenings as new season product arrives from the Burbank studios.

## Hal Tate Radio Show Is Renewed for 13 Weeks

CHICAGO—The movie-tattler radio show of Hal Tate has been renewed by the Taylor Washing Machine Co. for another 13-week period over station WJJD. The program, only film gossip show in town, is broadcast daily, Monday through Friday, at 10:30 a. m. Tate is assisted by Rosemary Wayne.

Guest stars on the program recently included Bob Hope, Louise Campbell, Evelyn Brent and Esther Ralston.

## Ken Butterfield Shifted To Berth in Janesville

JANESVILLE, WIS.—Ken Butterfield has been transferred here by Fox-Wisconsin from Marinette. Butterfield becomes city manager of the Fox Myers and Beverly theatres, succeeding Russell Leddy, who goes to Green Bay, as manager of the Fox-Orpheum there.

Before coming here Butterfield managed the three Fox houses in Marinette, the Fox, Strand and Rialto.

## Dissolve Organ Firm

ST. LOUIS—A petition for the dissolution of George Kilgen & Sons, Inc., pioneer organ manufacturers of 4016 Union Blvd., has been filed in circuit court. Plans for the dissolution were ratified at a meeting of the stockholders held on June 14.

### Lose Four Shows

ST. LOUIS—The Municipal Opera Ass'n has had four shows washed out by rain this season, the largest number of lost performances in many years.

# SPR'GFIELD

PETER NEPOTE, manager of the Lincoln and Grand theatres at Robinson, Ill., was a visitor at the home office of Frisina Amusement Co. here. Pio Pedrucci of Gillespie was another visitor.

*Max Tschauder, city manager for Frisina, attended a preview meeting in St. Louis in connection with the picture, "Golden Boy."*

"Stanley and Livingstone" proved so popular at the Fox-Lincoln Theatre that Manager A. R. Zimmer was obliged to hold it over a second week.

*M. E. Berman, manager of the Orpheum Theatre, booked Johnny Perkins and his gang along with Billy Scott's orchestra for the first of a new fall series of vaudeville programs on Fridays and Saturdays.*

## B&K Houses Take Part in Chicago Safety Drive

CHICAGO—B&K theatres participated in the local Safety Week Drive this week by tying up with the *Chicago Times* in giving away free passes to courteous motorists.

The *Times* had a courtesy car cruising about the city. Daily, five awards of $5 each were given to the most courteous and safe drivers. Other drivers who showed courteous ways each received an award of a pair of passes to B&K theatres. In all, 25 pairs of passes were distributed daily by B&K and the *Times*.

## Dick Vlastos Starts Work On New House in Fowler

FOWLER, IND.—Construction on the new Fowler Theatre, being built by Dick Vlastos, is under way. The 500-seat house is expected to be ready for opening about November 1.

## I-I Opens the Lex

CHICAGO—Indiana Illinois Theatres opened its newly-acquired Lex Theatre this week. The house, formerly the Lexington Theatre, is on the south side, and was operated by Warner Theatres. I-I remodeled the house entirely.

### Columbia Feature Retitled

HOLLYWOOD—"Taming the West" is the new title of the Columbia feature, formerly "Sundown in Helldorado."

## Some Arithmetic By Roy Bruder

**Chicago—Roy Bruder, manager of the Chicago Theatre, got his arithmetic to working the other day and did some figuring on how many patrons have come into the ace B&K house since it was opened 17 years ago.**

**Figuring an average attendance of 70,000 weekly, the theatre has played to about 3,500,000 annually, which, in round figures, means about 59,500,000 patrons in 17 years.**

# Legality Clouded, Minneapolis Dual Bill Ban Gets Study

MINNEAPOLIS—After hearing an opinion from the city attorney that a proposed ordinance designed to outlaw double features by limiting the time of continuous movie performances to two hours and 15 minutes would be invalid unless it bears a reasonable relationship to the community's health, comfort, welfare, safety and morals, the city council ordinances committee voted to take the measure under advisement for further consideration.

This action was taken after L. B. Schwartz, counsel for Northwest Allied, sponsoring the ordinance, argued that such relationship to taxpayers' health and comfort exists and the council would have the authority to pass it.

L. J. Ludwig and Theodore Hays, representing the Minnesota Amusement Co., opposed the ordinance, arguing that its purpose was industry regulation instead of health protection, that enforcement would be impractical, that it would infringe on personal liberty and that the industry itself is able to restrict double featuring, if that becomes necessary.

W. A. Steffes, president of Northwest Allied, declared that unless the ordinance is passed every Minneapolis theatre will be double featuring within 30 days, in his opinion, "and the city will be flooded with objectionable pictures." He said the dual bills are spreading and that one local theatre even has been exhibiting triple features.

Steffes also revealed that independent exhibitors now are a unit in favor of the ordinance. Previously a group headed by Sol Lebedoff was opposing it because they wished to retain their Saturday midnight shows comprising twin bills. But a meeting of Twin City independents, including those not associated with Northwest Allied, was held Monday night and at its conclusion the vote was unanimous to back the measure, he said.

Only four Minneapolis and St. Paul exhibitors were absent from the meeting, according to Steffes, and the absences in those cases was unavoidable. While Lebedoff himself was not present he was represented by his two sons who assist him in the operation of his two theatres.

There was a large attendance of independent exhibitors at the committee meeting and when Hays and Ludwig asserted that the independents themselves were divided regarding the measure's advisability, Steffes asked those on hand opposed to the proposed ordinance to arise. Not one got up.

The independents unanimity even extends to the dime lower loop subsequent run grind houses that have been double featuring for many years, Steffes said.

Steffes insisted that his group is vitally interested in the public health and said he had no objection to a public hearing on the ordinance.

"If necessary," he asserted, "I can have here, to talk for the measure, heads of Parent-Teachers and teachers organizations, physicians and mothers and fathers who wish its passage. I purposely have refrained from bringing in outsiders and stirring up a hullabaloo because I didn't think it would be a good thing for our business and felt we could settle this among ourselves."

### A "Moral" Issue, Too

Steffes called attention to the fact that Ludwig and Hays represent the Minnesota Amusement Co., a subsidiary of Paramount, which he said is on record before the U. S. courts in opposition to double features as "a vicious product, injurious to the industry and to the public."

"You have a moral as well as health issue here," asserted Steffes. "With all Minneapolis theatres double featuring there won't be enough pictures to go around and exhibitors will bring in all the vice, dope and other objectionable films that they can get their hands on."

In reply, Hays said that the mayor and police department could be counted upon to keep out the objectionable pictures.

"What we wish is to show that the proponents are not concerned primarily with the public health, but with industry regulation," said Hays. "The Minnesota Amusement Co. is as much concerned about public health and morals as Mr. Steffes' followers. But we want this thing fought out in the open.

"If double features are a strain on eyes and children's nerves, as now is claimed, don't you suppose the legislators of New England and California would have banned them long since? As a matter of fact, exhibitors have been double featuring in those sections for from 12 to 15 years.

"I hold no brief for or against double features. I believe the industry itself can control them. We do resent an attempt to regulate our business by legislation in an inconsistent manner."

Ludwig cited an opinion by the Twin City's leading eye specialist that movies do not impose an eye strain. He predicted that this ordinance would be only the forerunner of additional legislative regulation.

It was suggested by Schwartz for Northwest Allied that the proposed ordinance could be amended in such a way that longer film shows would be permissible if there were a 15 minutes' intermission during the performance. Such an intermission, however, would be impracticable, Hays asserted.

The city attorney suggested that the proposed law's purpose would be achieved better if the ordinance prescribed the starting and finishing time of the film shows. Schwartz, however, replied that regulation could be carried to a point where it might hamper or destroy an industry.

The assistant city attorney, who had submitted the opinion to the committee, said that in order to defend the measure's validity successfully he'd have to be able to produce competent local medical evidence to the effect that the showing of movies a certain length of time produces eye strains and adversely affects children's nerves. This, he asserted, would involve the placing of movies in a different classification from other amusements. In his opinion, he said, the matter probably would be one for state legislative action, inasmuch as the municipality has no authority to regulate competition or enforce trade practices, such power being within the state's province.

## Blame Business Drop On War Crisis

**Minneapolis—A sharp drop off in business from previous low levels is being blamed by Twin City exhibitors on the war crisis. A survey shows that many potential theatre customers have been devoting as much time as possible to listening to the radio. They wish to hear all the broadcasts from the European capitals, as well as the latest news flashes, so intense is the interest in developments.**

**Broadcasts that have been coming from Berlin, Paris, London and Warsaw have been a particular lure. It's also a matter of keeping fully informed, investigation reveals.**

## Allied Unit Sues More For Back Dues

**Minneapolis—Eight more members and former members are being sued by Northwest Allied States for nonpayment of dues. These are in addition to two suits filed several months ago, but not yet reached for hearing.**

**Among those who are being sued is Sol Lebedoff who is trying to form a new organization, Tri-State Exhibitors' Ass'n, as a rival to Northwest Allied. Lebedoff, in his answer, has asked for an accounting of funds.**

## Barrons to Rebuild Pratt House Destroyed by Fire

PRATT, KAS.—Mr. and Mrs. C. H. Barron, whose Kansas Theatre here was destroyed by fire August 11, have purchased lots and will immediately begin rebuilding the Kansas. The Barrons also operate the Barron Theatre, No. 1 house in Pratt.

The new Kansas will reopen as soon as it is completed early this fall.

Mrs. Barron is a director of the KMTA, and the Barrons have been in the show business for years.

## Twin City Variety Club's Golf Tourney Sept. 29

MINNEAPOLIS—The Twin City Variety Club has set September 29 as the date for its second golf tournament of the summer at the Oak Ridge Country Club.

This tournament will be limited to Variety club members and the winner will represent the Tent at the Variety club's national golf tournament in Dallas, Texas, next April.

# *Slow Going for New Unit, But Lebedoff Is Not Worried*

*By* B. O. TELLER

MINNEAPOLIS—It's slow going for Sol Lebedoff, arch foe of President W. A. Steffes of Northwest Allied, in getting the ball of his new rival organization, Tri-State Exhibitors' Ass'n, rolling. He's running into plenty of trouble and the progress to date is almost negligible.

Although only one exhibitor was present last Thursday at the time specified by Lebedoff for his second meeting to make plans for a state convention and although it consequently became necessary to call off the meeting, he claims he's not discouraged and has no intention of abandoning his plans.

"I'll simply bide my time," says Lebedoff. "At the appropriate moment I'll swing into action. When we organized the Independent Exhibitors' Ass'n several years ago the first meetings were poorly attended, but we wound up with a big membership."

Lebedoff thought that the main reason for the non-appearance of exhibitors was the fact that they had been invited to a belatedly arranged luncheon at the same hour by the promoters of a theatre gift book deal which has enlisted the interest of President W. A. Steffes of Northwest Allied.

However, investigation showed that this luncheon was for theatre managers and assistants only and was attended only by Steffes and two other exhibitors, neither of whom has shown interest in Lebedoff's proposed organization. Apparently, Lebedoff was mistaken in believing a "fast one" was pulled in the holding of the luncheon.

**"Must Dig Up Other Excuse"**

"Yes, I attended the luncheon in question," said Steffes. "But, except for two other exhibitors who are loyal Northwest Allied members, the only ones present were house managers and assistants. So that Mr. Lebedoff will have to dig up another excuse for his failure."

There were 15 exhibitors at the first Lebedoff meeting, but most of them did not know that a move was to be made to start another exhibitors' organization. Harry Dickerman, owner of three Twin City theatres and a former Northwest Allied member, alone was on hand when the second meeting, 10 days later, was supposed to start. Another exhibitor had his house manager present.

Lebedoff also charges that "pressure" has been brought to bear on exhibitors not to join his association. He says he'll not announce the date of his next meeting in advance, but will summon exhibitors by telephone on the day in question. Also, he asserts, he'll canvass the territory for out-of-town members.

The main purpose of the new organization at the outset would be to fight for lower film rentals, according to Lebedoff who has proposed a buyers' strike and closing of all theatres during the month of December in protest against distributors' demands.

The organization also was to fight against the proposed city ordinance limiting film programs so that special midnight shows with dual features would not be outlawed. However, neither he nor any of those who indicated their opposition to the ordinance at the first Lebedoff meeting were present at the council committee meeting considering the measure. And at a meeting of independents the night before there were only five votes against the ordinance, according to Lebedoff. Steffes claims the exhibitors went on record unanimously in its favor.

Dues of the Lebedoff organization would be much lower than those of Northwest Allied and it would steer clear of national matters, devoting itself to local trade problems, it had been announced.

# A Major Picture for Minnesota Puzzles

MINNEAPOLIS—Speculation is rife here as to how the 4,000-seat independently operated Minnesota Theatre landed major product, an M-G-M picture, this week for the first time. The house has been in operation for more than a month and up to this time has had to depend entirely on independent product. And no other major company picture is in prospect.

The lowdown seems to be that the picture in question, "Within the Law," a M-G-M remake of the old stage hit, was released last March and the Minnesota Amusement Co., which has M-G-M and all other major product sewed up, failed to date it.

Somehow or other, Gordon Greene, Minnesota Theatre managing director, got wind of this and requested the picture. M-G-M here agreed to give it to him, but at this juncture the Minnesota Amusement Co. allegedly stepped in and sought to date it.

Greene was notified that he couldn't have the film. Then there was a considerable hullabaloo. M-G-M reconsidered and decided that he should have the picture for the Minnesota after all. Minnesota Amusement apparently withdrew agreeably.

There have been veiled threats that the Minnesota Theatre plans an appeal to the federal department of justice or resort to courts if the major companies persist in their refusal to service it because they prefer to sell the Minnesota Amusement Co.

The Benz interests, who operate both the Minnesota and the 2,000-seat Palace, lower loop 15 cent subsequent-run double feature house now temporarily closed, also are known to be considering a court action to compel the exchanges to service the Palace for dime pictures the same as being done for other smaller lower loop houses a few blocks distant. They want to reopen the Palace at a dime admission, but the exchanges insist that the admission be 15 cents at the minimum.

Greene is eager for the city council to pass the Northwest Allied sponsored ordinance limiting film shows to two hours and 15 minutes in length so as to knock out double features. If this is passed, he believes, the Minnesota Amusement Co. will not be able to absorb all the major product and some of it will be available for his house. At present, the circuit's Aster in the loop, using a double feature policy, takes four first runs nearly every week.

Other houses in the loop that have had difficulty in obtaining first-run major product are the independent World, owned by W. A. Steffes, and Irving Gillman's Time, both of them sure-seaters. The World closed several months ago, claiming inability to secure sufficient satisfactory product. However, after considerable publicity was given to Steffes' plight, the World began to find pictures available. It lined up "The Mikado" for its reopening and "Four Feathers" to follow. A Paramount British production, "Stolen Life," also has been made available.

While the Minnesota Amusement Co. hasn't completed its new-season product deals yet, John J. Friedl, its general manager, says there's no significance to this. Various details have to be ironed out, he says, and this takes time. There have been no serious disagreements over prices, he insists, and he expects eventually, in association with the Mort H. Singer Orpheum, to continue with the major products the same as hitherto.

## *Fight Taken to Court for Theatre Lease Renewal*

DES MOINES—Operators of the Avalon Theatre here have brought suit in district court against the building owners to obtain renewal of their lease on the property.

The operators, E. M. Garbett, A. E. Thiele and Elias Garbett sr., filed the action against E. V. Patterson and his wife, Minnie Patterson, the property owners.

In exercising an option contained in the present lease, which expires September 30, the operators notified the property owners of their desire to renew the lease for an additional five years, the petition states.

The owners have refused to sign a renewal lease, according to the petition, stating that it is their intention to sell the property.

The petitions ask that the suit be tried before expiration of the present lease and that the building owners be enjoined by the court from bringing a law action.

## *Gresham Operator Makes Tieup With Merchants*

GRESHAM, NEB.—Sen. Bill Diers theatre here is entering into a merchants' agreement, to operate as a crowd come-on. Idea is to allow all high school and under age kids in free, charging adults a dime. He figures to get the oldsters to town to entertain the kids.

# KAYCEE

ON THE ROW: "Yic" Williams, Delphus, Carthage, Mo.; E. L. Lewellyn, Rosendale, Rosendale, Mo.; M. B. Presley, Globe, Savannah, Mo.; Cle Bratton, Ritz, Council Grove, Kas.; George Lehman, Plaza, St. Joseph, Mo.; Gus Diamond, Vogue, Salina, Kas.; J. Ward Spielman, Gem, Baldwin, Kas.; Larry Larsen, Civic, Webb City, Mo.; A. J. Simmons, Lamar, Mo.; A. W. Heyl, Kaw, Junction City, Kas.; Frank Cassil, Rialto, St. Joseph, Mo.; Fred Wilcox, Lockwood, Lockwood, Mo.; L. O. Ringler, Peabody, Kas.

*T. S. "Curly" Wilson was on Filmrow from the Beyer at Excelsior Springs, Mo., and gave ample evidence of his membership in the order of "The Brothers of the Brush," a zitz club for bewhiskered pusses. It seems Excelsior is to have a Mulesta, and the local boys are advertising it with their chins . . . A. W. Heyl, Junction City, Kas., has taken over the Avon, Hillsboro, Kas., from E. C. Armold.*

Norris Cresswell, the photographer, was on the Lake of the Ozarks the other day enjoying a vacation when he heard a shout from the lake. Walking out of the lodge at Gravois Mills, he watched a big power cruiser pull up. "Hey, is Cresswell there?" Jack Shriner (the big yachtman), Les Durland, and Chuck Esterle were aboard. Just a case of Filmrow getting together.

*Ruth Toler is succeeding Virginia Hudson on the telephone at the Columbia exchange. Virginia is leaving Saturday. Ruth used to be at Monogram . . . Chapter 2 of Ed Solig's vacation was written last week when he went to Chicago and Omaha.*

Please take note, you guys. Frances Smith at Republic came in the other morning with a diamond on that particular finger. We understand it started Decoration Day. Hmmm.

*The Dickinson Theatre in Mission Acres (just outside Kansas City, Kas.) entertained 300 orphans. Busses were provided by the theatre for the youngsters.*

Frank Bowen of American Desk Manufacturing Co., Temple, Tex., is reseating the Sosna Theatre at Moberly, Mo., for Louis Sosna, with 510 fully upholstered chairs. Bowen also is reseating the Sun, Kansas City, and installing new seats in Gus Diamond's new house in Eldorado, Kas.

*Johnny Scott of Republic-Midwest and Walt Kirkham of Commonwealth Amusement Corp. left Thursday for Minneapolis on vacation. This is a WARNING to all Minnesotans to be on the lookout for these two. If you see them, DODGE 'EM.*

In town: Bob Robison, Grant, Grant City, Mo.; F. L. Chenoweth, manager for Earl Kerr at Albany and Bethany, Mo.; Walter Lovan, Park, Eldorado, Mo.; George Hayob, Mary Lou, Marshall, Mo.; Loren Turner, Maywood, Plaza, Electric and Granada, Independence, Mo.; E. Van Hyning, Ritz, Parsons, Kas.; Robert Martin, Cozy, Chetopah, Kas.; Walt Talbot, Rogers, Ark.; J. W. Grantham, Ritz and Baxter, Baxter Springs; Howard Killian, Kaw, Marion, Kas., and Avon, Hillsboro.

# *Series of Regionals by KMTA; Fair Trade Practices Topic*

## Jameson Chairman of Annual Movie Ball

KANSAS CITY—Variety Club has named Earl Jameson of Film Delivery as general chairman of the annual Movie Ball, charity affair held each year to raise money for Filmrow's own charitable activities. Jameson was general chairman last year.

The Movie Ball was one of the prime subjects of discussion at a meeting of Variety, Monday night. George S. Baker, chief barker, presided.

F. E. Ritter of the Uptown and T. R. Thompson of RKO were named co-chairmen for the annual golf tournament, tentatively scheduled for the last Monday in September.

In their report as co-chairmen of the games committee, Robert F. Withers of Republic-Midwest and Harold Lux of Screenland indicated they planned to arrange several tournaments (ping-pong, billiards, etc.) during September, October and November.

KANSAS CITY—Fair trade practices—what independent exhibitors want and how they think they should go about getting them—will be the subject of a new series of regional meetings which Kansas-Missouri Theatres Ass'n plans to hold in Kansas and Missouri next month.

Frank Cassil, president, indicated the action of the department of justice in turning thumbs down on the code had left independents in a quandary, especially since the government's move leaves in exhibitors' minds the strong conviction there will now be more government suits.

Exhibitors will focus their discussions on a possible future course of action with respect to fair trade practices.

Cassil indicated dates for the meetings and their locations might be announced by next week. The number will be approximately the same as that held last winter before the legislatures met in Kansas and Missouri; that is, about ten, with the odd one in Kansas.

### Our Apologies, Abraham

KANSAS CITY—Leon S. Abraham, RKO office manager, was inadvertently mentioned as booker last week.


## TRADE DIRECTORY

*A HANDY GUIDE FOR THE EXHIBITOR*

**KANSAS CITY TERRITORY**

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### EXHIBITOR ASSOCIATIONS

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# DES MOINES

RAY Copeland's secretary, Isobelle Conkling, is vacationing (we remember a vacation of Isobelle's at Camp Hantesa about 15 years ago when she was just a wee little girl who cried a lot, and we were not quite so wee and too mean to cry) . . . Conrad Curtis, who took Jerry Bahner's place at Paramount, has taken off for New York with wedding bells tinkling in his ears . . . Art Faulds is doing his loafing in California . . . Pat Snyder says she's going to content herself with a weekend in Davenport . . . Bing Miller is in Cleveland visiting his family.

*Mel Evidon may be quiet himself, but there wasn't any soft-peddle on those black and white checkered slacks and tie he was sporting the other day . . . M-G-M staff wasn't so chipper Wednesday. Helen Quire and Lester Riley were blowing noses in harmony; Maxine Bunkofske was nursing the place where a tooth was, and everybody seemed to be taking an interest in Oriett Montgomery's neck ailment. Even such a sick crew laughed when Mitzi Lee got hung up on Metro's high counter and squeaked noisily for Renee to save her. They all guffawed again when we were telling Bud Shumow, "At Spirit Lake, Speed Lambert passed out" and Bud said "Gosh, did he?" before we could add "popcorn." Frank Gaskill made the* R&T *front page just like "Career" when he met his pretty divorced wife at a party and re-married her.*

A short, blond, good-natured booker in DM hopes Walker and Sherrill in Metro's Kaycee office read this: Who owes who one-fifth of Scotch (Haig & Haig preferred) and when are they going to pay it? . . . Ollie Reese, the artistic soul at RKO, outdid herself on that lovely bouquet of white gladiolas in the white pottery vase . . . And Lou Elman must be cut-doing himself, when he's got the people who work for him telling how hard Lou works. They claim Lou's been hitting the trail for months 'n months! Bill Curry is thinking about copying Mitzi's haircut on his two little feminine images . . . Don West is either a darn good bowler or the guy's conceited. He's signed up to play on TWO bowling teams and has several other offers!!



## Iowans in New York—

*Mr. and Mrs. Nathan Sandler and sons of the Northwood Theatre, Northwood, Ia., get their pictures taken while visiting the RKO World's Fair exhibitors' lounge.*

*The Iowa state fair provided an unexpected plug for "The Wizard of Oz" here when eight of the midgets in one of the midway sideshows turned out to be Munchkins in the film. They hadn't seen themselves on the screen yet, so they lined up at the boxoffice (not the magazine) whilst a photographer pushed a button.*

Mel Evidon's trade showing of "Golden Boy" was an event despite his earlier offering of the film in Iowa City and the screening at the little Fox Theatre here . . . Warner will be happy to know that the diary gag on Brenda Marshall was going into type at the *R&T* before the janitor had collected the discarded envelope.

*The McNerney Drug store pinball machine has been getting the puzzled glances of the boss since one of the Orpheum Theatre hands nicked it for* $9.45 *in two days . . . Dr. Cuthbert D. Smith has "The Life and Loves of Beethoven" scheduled next on his program of foreign-made films at the Beaver Theatre. He's conducting a one-man Gallup poll to find out if he'll dare to boost the price from* 56 *to* 70 *cents.*

One of the district winners in the redhead contest wrote a nice thank-you note to the judges . . . Fern Staley of Iowa county wired her much obliges to Susan Hayward . . . News that Virginia Huxford (one of the redheads) of Des Moines had been named national popcorn queen or something like that was shushed through the week prior to the redhead contest finals and screen test at the state fair, for fear of influencing judges in the Paramount-*R&T*-State Fair stunt.

*With Warner's Hula Dancer Lulu strutting her stuff (deah, deah!) on the Midway and a professional Hollywood cowboy, Pinky Barnes, entered in the rodeo with Barton Carter, Oklahoma neighbor of the late Will Rogers, Hollywood's still doing all right for publicity in the DM sheet.*

## Writ Is Granted Hanson In Humboldt Dispute

LINCOLN—Oscar W. Hanson was granted a temporary injunction in district court this week to restrain Dorwin L. Frank and Lewis M. Billings from interfering with him in operation of the Plaza, Humboldt, Neb.

Hanson claimed he purchased the theatre from Frank and Billings last year. Contract gave the pair the right to rebuy the property by paying Frank $4,500 on or before Jan. 2, 1940. Frank alleges the defendants have taken possession of the house without complying with the terms of the contract.

## McDonald Bros. Building 500-Seater in Mitchell

MITCHELL, NEB.—McDonald Brothers of Torrington, Wyo., have started construction on a new theatre here to cost about $30,000. The building will be of cinder block, re-inforced concrete and steel construction, and will seat about 500.

### Termer to Rita Johnson

HOLLYWOOD — Rita Johnson, former Broadway stage actress, has been signed to a new long-term contract by Metro. Her most recent picture for the studio was "Stronger Than Desire."

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

MARVIN FOSSE is soooo naive . . . He had a luncheon engagement in DM the last time he was in from Wellman and LaPorte City. He went along the Row bragging that all he had to buy her was lemon coke. He doesn't know that when a gal starts going easy on the pocketbook, she's trying to get a place in the sun for life.

Elmer Burch had his son here in the hospital. He is planning on taking him to the University Hospital in Iowa City soon. We wish good news when you get him there, Elmer.

George Tidrick, who recently sold Pleasantville to H. O. Cobb, is planning on opening Monroe.

Everybody showed up on the Row this week: A. T. Chado, Cedar Rapids (he runs Riverside, Lone Tree, and Oxford); Art Meredith from Sigourney; Charlie Marks of Garner; Floyd Puffer of Cresco; Floyd Rafferty from Coon Rapids; Laurel Nelson, Gowery; Ralph Pratt and Tom Duncan of Washington, and W. H. Smith of Manchester.

# MINNEAPOLIS

WELWORTH THEATRES office staff at full strength again with return of Al Hill, Helen Johnson and Bud McInerny from vacations . . . Charlie DuRyk, hustling Ten-O-Win representative, who considers a jump from St. Louis to Minneapolis via Cleveland just another incident in his working day, is fattening his list of accounts in this territory . . . George Jermain, the Metro Premium man, enjoyed sunburn in Lake Benton, Mich., while folks here stayed inside during a rainy Sunday. He unbuttoned his shirt to prove it upon his return.

*Joe Floyd, manager of the Hollywood Theatre, Sioux Falls, S. D., swung a neat "want ad" tieup, an exclusive and permanent feature . . . Bill Volk, prominent local independent exhibitor, is moving into a pretentious modernistic home . . . Ted Bolnick, Eddie Ruben's man at LaCrosse, Wis., and the Mrs. in town . . . Ben Spewak, the promoter, dickering with members of the Minneapolis baseball team for barnstorming dates at the season's close in Minneapolis public parks. Under the plan they'd play against neighborhood aggregations.*

Maitland Frosch, the theatre supply man, reports renewed activity in this territory's theatres in improving equipment . . . Ben Ashe, Fergus Falls, Minn., exhibitor, motion pictures "dearest friend and severest critic," is organizing a kiddies' band at his theatre. He says he believes his patrons are entitled to some entertainment . . . "Nickey" Goldhammer, RKO district manager, taking horseback lessons. On a pony, Nickey? . . . Mike Manus, Twin City Variety Club steward, proving his right to the title "star fisherman" on every visit to the lakes.

*Abe Kaplan, Twin City independent, on a diet. Expects it to start showing soon . . . Arnold Crane, Lake City, Minn., exhibitor, heading for Omaha to attend fraternity convention . . . Emery Eckberg, manager of the South St. Paul Hollywood Theatre, vacationing at Yellowstone . . . Eddie Swanson, another manager down the river at Red Wing, Minn., also away, browsing through the Missouri Ozarks . . . Harold Field, owner of the large Iowa independent circuit, host to his employes at his Lake Minnetonka home during his chain's convention here . . . Leonard Grossman, the genial Movie Cash fellow, reports town after town lining up this theatre promotion.*

Out-of-town exhibitors visiting Filmrow included Mike DuFae, Milbank, S. D.; Charles Connaught, Olivia, Minn.; E. P. Parsons, Renville, Minn.; Don Buckley, Redwood Falls, Minn.; Dean Smith, Stewartville, Minn.; Emma Raeburn, Lemon, S. D. (who just took over the Willow Theatre, Linton, S. D.); E. P. Danielson, Mabel, Minn., and Don Anderson, Pine Island, Minn. . . . Two pictures that aroused considerable enthusiasm among its auditors at special invitation exhibitors screenings this week were Columbia's "Golden Boy," and Universal's "The Under-Pup" . . . Gene Meredith, Warner Brothers' chief accountant, back from his vacation, says he covered 6,000 miles on his jaunt to California and back.

*Grand National has moved from its former quarters, which were taken over by Monogram, to 74 Glenwood Ave., at the corner of 11th St., north. Eph Rosen, its new branch manager, expects to have three releases ready for distribution in the territory this month. The films are ready, he points out, but are being held up temporarily . . . H. M. Herbel, Warner district manager, a visitor . . . Eddie Burke, Minneapolis "Theatre Book Night" distributor, has moved his quarters from 1111 Currie Ave. to 74 Glenwood Ave., No. He says he has 40 theatres already lined up on the deal, starting September 9 . . . C. K. Olson, Warner branch manager, visited northern Minnesota accounts . . . Larry Klein, RKO office manager, visiting parents in St. Louis, Mo.*

Jerry Weisfeldt, Warner booker, back from a visit to the New York World's Fair . . . Mae Johnson, United Artists cashier, wedded to Emmett Ward during her vacation. She'll return to the job after her vacation honeymoon . . . The popular Bill Elson, almost an institution as a toastmaster here, served in that capacity, of course, at the trade's testimonial dinner tossed for L. E. Goldhammer in celebration of his promotion from branch to district manager for RKO . . . Morrie Abrams, M-G-M exploiteer, out in the territory, working hard on "Wizard of Oz," which did sensational business at the State here the past week and has moved over to the Century for a second loop week.

*Paramount has a release going into the World here for its first-run. Picture is the British-made "Stolen Life," and will follow "Four Feathers" at the Steffes house . . . Minneapolis M-G-M office still in the lead in its district in the "Championship Contest." District includes, in addition to Minneapolis, Chicago, Detroit, Milwaukee and Indianapolis . . . "Hy" Chapman, Columbia branch manager, visited western Wisconsin and Duluth accounts.*

A. Selby Carr, John Fritcher and Ernie Lund, Paramount office manager and head and assistant booker, respectively, brought back a large batch of fish from their northern Minnesota jaunt . . . Big surprise is fact that Benny Goodman, booked into the St. Paul Orpheum, September 21, will not play the Orpheum here. Last season he played the Minneapolis Orpheum, doing an exceptionally big business, and did not visit St. Paul. They figure it's too soon to bring him back here . . . Max Batsel, chief engineer for RCA Photophone, came from Camden, N. J., to spend several days with A. P. Bill, local representative, and to confer with local accounts regarding service . . . W. A. Steffes' Alvin Theatre will have at least four legitimate roadshow attractions the coming season—those sent out by Arthur Oberfelder's Legitimate Theatre Corp.

*Joe Podoloff, 20th-Fox branch manager, back from a conference in Chicago with W. C. Gehring, division manager . . . Don O'Neill, assistant Minnesota Amusement Co. booker, combining a vacation and honeymoon . . . "Stanley and Livingstone" was held over for a second week in Minneapolis because of big business.*

# OMAHA

JULIA ANDERSON, Grand National office manager, was married this week. She will make her home in Des Moines, where her husband is in the printing business. Best of luck from the entire Omaha Filmrow, Julia . . . Elmer Sedin, RKO home office representative, is here.

*Rubie Anderson is now working in the Grand National exchange as cashier, taking over some of Julia Anderson's duties. Rubie was formerly assistant cashier at Warner . . . Lucille Clow, Paramount, has a birthday next week.*

Fern Bull is the new steno at the RKO exchange, taking the place of Bessie Halstead who went to Los Angeles for a vacation and wound up getting a job in an exchange there . . . Sol Francis has the Renfrew series, released through Monogram.

*C. E. Werden, Capitol Theatre, Hartley, Ia., has a birthday this week, also Roy Small, Cozy, Wymore, Neb.; Carsten Gehlsen, Burke Theatre, Burke, S. D.; Bruce Merrill, Lyric, Edgar, Neb.; Hollis Silkensen, Silkys, Dell Rapids, S. D. . . . Hubert Schrodt, Grand, Estherville, Ia., celebrates his 11th wedding anniversary next week.*

Universal's "The Under-Pup" got a big hand at a special trade screening at the Dundee in Omaha. The invitations had it a "Joe Pusternack production" . . . Lou Levy, Grand National boss for Omaha and Des Moines, was in this territory this week.

*A few exhibitors who have been in the theatre business 20 years or more include Frederic Largen, Lyric, Creighton, Neb.; J. Erle Kirk, North Star, Omaha; Paul G. Held, Strand, Griswold, Ia.; Roy Small, Wymore, Neb.; Ralph E. Falkinburg, Majestic, Lexington, Neb.; Arthur G. Miller, Lyric, Atkinson, Neb.*

George F. Burch has taken over the Strand Theatre at Walnut, Ia., from W. F. Carter. Carter returned to State Center, Ia., his plans unannounced . . . Roy Reichard, Orpheum, Mapleton, Ia., was on the Row. Also Mr. and Mrs. Ed Kugel, State, Holstein, Ia.

*Eddie Forester, Omaha manager, leaving this week for sunny California with his family. After 11 years in the business, Eddie is going to try his hand as a magazine writer and we're predicting a success. Good luck, Eddie!*

Jake Rachman, *World-Herald* columnist, did double duty as film critic while Keith Wilson visited the New York Fair. Jake was formerly critic for the old *Bee-News* and has many friends among exhibitors and filmites.

# "Big Four" Again to Conduct Barbecue

KANSAS CITY—Probably the biggest purely industry affair, certainly the most spontaneous and most enjoyable, will be repeated September 11 at Earl Jameson's Acres south of town when J. F. B. J. (Jameson, Reube Finkelstein, Dick Biechele, and Finton Jones) present the annual barbecue dinner. Advertised as "positively the last," the boys are being traditional about the event, since every one before has been advertised that way. This year they even admit the questionability of such a statement by following it with a question mark.

Last year every member of film, theatre and allied trades who were in Kansas City or near it attended the barbecue. It attracted persons in the industry who hardly ever show up at any other industry event. If it keeps growing and getting better, as it has each year, the boys will have to lease Swope Park.

Constituted of goodwill and good eats, the affair has become a successful gesture of good fellowship from four of Filmrow's most popular inhabitants to the industry in Kansas City and its territory.

## *Frank Bowens to Observe A Silver Anniversary*

KANSAS CITY—Mr. and Mrs. Frank Bowen (Frank and Betty to you) will celebrate their 25th wedding anniversary September 5. Both are familiar—and well liked—figures on Filmrow, and the industry at large is congratulating them this week on the event, which, the Bowens say, they will celebrate very quietly.

Frank, who now represents American Desk Mfg. Co. of Temple, Tex., for theatre seating, has been in or next to the show business since 1901. As a youngster, he worked backstage of the Auditorium Theatre, Auburn, N. Y., as prop boy and later shifting scenery. And he can still remember the names of the shows he worked, too: "Babes in Toyland," "Isle of Spice," "Yankee Counsel," Maude Adams in "Winter's Tale," "The Old Homestead," "Amateur Cracksman," Montgomery & Stone in "Wizard of Oz," etc.

In 1905, he managed the Electric Park at Glen Haven, N. Y., near Rochester.

Betty and Frank were married in Auburn, which is Frank's home town.

Frank was in the park business at Salisbury Beach, Mass., till 1914. In 1920, he entered the field of theatre seating in Kansas City, transferring to New York in 1925. He sold jobs like the Roxy in New York, and handled the seating of Muehlebach Field in Kansas City. In 1929, he went to California, but returned to Kansas City in 1932.

The Bowens are still in love—with show business, with each other, and with life.

### Barrie Burke Pays a Visit

NEW YORK—Barrie Burke, division manager for the Minnesota Amusement Co. in Minneapolis, was a visitor to Paramount's World's Fair Lounge in the home office.

## *Branton Knew His Man*

**Des Moines—When Bill Scholl, exploiting "In Name Only" for RKO, walked into G. Ralph Branton's office at Tri-States last week, G. roared:**

**"I know you. You've worked for me somewhere."**

**He wasn't wrong. Scholl was his office boy in Boston, years and years ago.**

# LINCOLN

BOB LIVINGSTON is back from a trip to Pittsburgh and his old home town of Cressline, Ohio, where he buried his brother, Ed, a former railroader . . . Keith Wilson, the *Omaha World-Herald* film critic, took off for an eastern vacation, so could not fill one of the uneasy chairs as a judge in York, Neb., for the beauty contest . . . While at camp in Ashland, BOXOFFICE ran onto Bob Becker, the village jack-of-all-trades, who is the Neu Theatre's projectionist and sub mailman.

*Only night during the guard scraps that Carl Reese, the Omaha Filmrowite, came down, the fisticuffs were rained out . . . Harry Schiller is vacationing from his duties in Grand Island, and Earl Engstrom, who used to be an artist under Author Eddie Forester, when he was manager there, is handling the town . . . Incidentally, this man Bill Youngclaus, in Grand Island, is a harder man to find than one who has a 17-slow rating in the credit bluebook. (That's a simile, not necessarily a fact).*

Bob Huffman is back to work. Reason: He was cut down in the city golf championships . . . Mike Roth makes more calls to sell trailers than most celluloid peddlers do to sell a whole program of features. He's thinking of traveling by narrow gauge railroad in keeping with his product, when and where such road is available . . . Jack McCarty is still running the Duckyourheadasyouenter Theatre in Gretna, Neb. . . . Vincent J. DiFiore is Theatrerow's No. 1 jitterbug, not because he's so good, but because nobody else dances.

*Bomb proof shelter item: State American Legion convention was held here, and Ed Vaughan is still trying to find out who threw that paperbag of water out of that hotel window which bull's-eyed his noggin and showered him profusely . . . Carl Rose, the York, Neb., lad who makes his community believe in the show business, is a stockholder in the town's baseball team. He confides the stock wasn't worth the paper it was written on, so they didn't bother to write it . . . Sen. Bill Diers, the speaker of the legislature, a grocer, a banker, a farmer, and a showman in Gresham, Neb., would like to sell the latter department, says he. He tried to get it under the AAA and get paid for not running the theatre, but he found the inspectors were not THAT careless.*

Orville Rennie, Hastings, is already framing an idea for another program of home-talented productions for this winter season in his town. He makes tired old vaudeville live, even when it looks very much like everybody else is trying to kill it . . . Mance Lofgren is taking his Mrs. and vacationing pretty soon . . . No reports on Frank Roberts since he dropped auditing for theatre operations in Colorado, but he must be doing all right . . . Ike Hoig, in for a couple of new suits, a pinch of his gal's hand and a hello to the homefolks, is now en route back to work in Pueblo, Colo. He denied he's secretly married, or even contemplates double harness.

*Turnpike Casino bows to the college crowd on three-day week basis on September 15, and the first band in will be Wayne King . . . Abe Lyman, in for a date in the same dancery last week, said Eleanor Powell, the screen dancer gave him back his $3,500 glitter-rock, and their romance, which heated and cooled for five years, is off for good. Lyman and his brother, Mike, are again dealing for the Trocadero, Hollywood night club . . . Howard Federer says any husband would prefer getting news of a Paris divorce in his mail, than paris green in his coffee.*

# Higdon Helps Guide Expansion Program

KANSAS CITY—Partnership Theatres, Inc., Dallas, Tex., has retained Ray Higdon, theatre broker, as contact man for an expansion program that will take him into Missouri, Kansas, Nebraska, Arkansas, and Arizona. Higdon left National Screen Service in Oklahoma about six months ago to come here where he has been buying and selling theatres. He formerly was branch manager for Fox in Oklahoma City, and has also been in the theatre business.

## *A Big Opening for Giles In Kaycee by Wolfberg*

KANSAS CITY—John Wolfberg had a big opening at the Giles, former Mokan, Friday night. The house has been refurbished from screen to marquee and is one of the finest suburban subsequents in town.

## *Variety Enterprises Sets Headquarters in Omaha*

ASHLAND, NEB.—W. M. Miller, the Neu Theatre operator here, has formed Variety Enterprises, Inc., with headquarters in Omaha. VEI's function is to handle "check night" in Nebraska, Iowa and Dakota territory.

## *Hiffners Visit Fair*

NEW YORK—William Hiffner, operator of the Academy Theatre in Lebanon, Pa., and his family were among visitors to the Paramount's World's Fair headquarters here.

## Premiere in Hospital

OMAHA—Omaha had its own world premiere when a small enthusiastic group crowded the solarium of St. Catherine's Hospital to witness Paramount's "The Star Maker," and to pay homage to a heartbroken little orphan girl from Detroit, Helen Bereda.

Helen was on her way to Hollywood as the guest of Linda Ware, 14-year-old singing discovery who is starred in the picture with Bing Crosby, when she was stricken ill and rushed to the hospital for an appendicitis operation.

When Paramount executives learned of her misfortune, a special film was rushed here and orders given to install sound projection at the little girl's bedside.

The Omaha premiere was held simultaneously with the Hollywood showing at the Carthay Circle.

The audience was made up entirely of friends invited by Helen, local dignitaries and city officials, who have been especially kind and attentive to the little girl.

## Scott-Ballantyne Co. to Handle Heating Line

OMAHA—R. S. Ballantyne of the Scott-Ballantyne Co. announces his firm is entering the heating equipment field for theatres. The company will carry a complete line of Carrier heating equipment, Ballantyne said.

The service will include oil burners and stokers for present heating plants in addition to installation of complete warm-air heating systems in theatres of all sizes, he said.

## Northwest Leads U. S. In Produce Income

MINNEAPOLIS—Good tidings for Northwest exhibitors is the fact that cash farm income from crops, livestock and the AAA is rising faster in the Northwest than in the United States as a whole. Up to July 1 income in Minnesota, the Dakotas and Montana aggregated $281,609,000, coming in at the rate of $1,550,000 a day, or $10,850,000 a week. It exceeds the 1938 six months' income by $15,949,000—a 6 per cent advance. Gain for the United States as a whole is only 1 per cent.

## Three Air Conditioning Jobs Handled by Betz

KANSAS CITY—The Betz Air Conditioning Corp., with general offices at 1820 Wyandotte here, announces three recent cooling system installations in theatres as follows: New Moon, Vincennes, Ind.; Hiland, Louisville, Ky., operated by the Switow circuit, and the new American, Mt. Carmel, Ill., operated by Thede Coleman.

### Klimen Vacationing

MECHANICSVILLE, IA.—Peter Klimen, owner of the Cedar Theatre here, is vacationing at Lake of the Woods, in Canada.

# Day and Date Runs Same Scale Hurt

MINNEAPOLIS—Because so many independent neighborhood houses here are scaled at the same 25-cent admission and are playing pictures day and date, it's making the going tougher all around, according to the current plaint of suburban exhibitors.

There have been recent instances when no less than 13 independent neighborhood houses have played such attractions as "Only Angels Have Wings" day and date. In consequence, it's declared, available business for this particular film was split up so much that none of the theatres attracted anywhere near the merited gross. It has been the same in a number of other cases and outstanding boxoffice hits thus are virtually wasted.

The trouble is that all wish to play the outstanding pictures as quickly as they're available, the exhibitors point out. This day and dating is blamed for the failure of numerous loop hits to stand up in the neighborhood situations.

One solution would be for the 25-cent theatres to get together and try to reach an agreement to take turns in playing the big pictures first, according to the exhibitor leaders. However, it undoubtedly would be difficult to effect such agreements.

The problem is one of comparative recent duration because up to the last several years there were only a few 25-cent houses, most of the theatres being scaled at 15 and 20 cents.

Northwest Allied States will be asked to try to thresh out the difficulty.

## Minnesota Amusement Is Rehabilitating Uptown

MINNEAPOLIS—The Minnesota Amusement Co. is spending $20,000 to improve the Uptown, its principal neighborhood house, which has been closed since a fire several months ago. Reopening is planned for the late fall.

## Back From Vacation

BISMARCK, N. D.—Mr. and Mrs. G. E. Wingreene of the Bismarck, Capitol and State theatres here, have returned from a three-week vacation spent in New York and Nova Scotia. The Tuna Rips at Wedgeport provided a 486-pound tuna for Wingreene's prowess.

## Iowa in "The Soil"

DES MOINES—Iowa has been cast in a featured role.

Jasper, Hardin and Hamilton counties are scheduled for parts in the new department of agriculture film, "The Soil." The film is being sponsored by the government in a series portraying changes in the agricultural situation.

Pare Lorentz, who directed "The Plow That Broke the Plains" and "The River," is to handle the latest series. He expects scenes of Iowa farms and farm families to carry out the theme depicting the impact of mechanization on agriculture. Wonder if Hollywood knows Iowa has its own private Pare Lorentz (Burton Jerrel) who has already covered the Iowa soil situation artistically and efficiently?

## Noon Hour of Shorts Now At K. C. Fox Esquire

KANSAS CITY—The Fox Esquire, Fox Midwest's downtown first run managed by Joe Redmond, this week inaugurated a new idea in exhibition, an "Esquire Hour" of short subjects from 12 to 1 p. m., to catch the luncheon crowd. All sorts of shorts are being used. The regular feature starts at 1 o'clock.

## Minnesota Turns Toward More Stage Name Power

MINNEAPOLIS—The Minnesota Theatre here is going in for more stage names. The 4,000-seat independently operated house has the Stroud Twins, radio stars, the week of September 1 and is negotiating for Zasu Pitts and others.

## Reaffirms Plan

OMAHA—C. A. Brown, former operator of the Dundee Theatre in Omaha, was here recently and said in a newspaper interview he is contemplating construction of a theatre in Omaha's West Farnam area. Plans for Brown's theatre were announced several months ago in BOXOFFICE.

### Metro Rebuilds in London

NEW YORK—Plans have been completed for a new home for M-G-M in London. Demolition of the present buildings there will start immediately. The new 8-story building is scheduled for occupancy in June, 1940.

## "Trouble-Shooter" for Campaign

**Minneapolis—An "alibi committee," with Roy Slentz, Gopher manager, has been created by the Minnesota Amusement Co. in connection with its present "Greatest Movie Season" campaign. The committee will probe into the facts to determine the reason for any unsatisfactory business. Ruled-out alibis for August include circuses, night baseball, rain, the roller derby, fishing trips, community picnics, band concerts, songfests, prizefights, wrestling contests, beer taverns, steamboat excursions, softball games, radio programs and golf tournaments.**

"SINCE asking you to insert our advertisement in four issues of your magazine, we have sold the theatre in question. We, therefore, will ask that you do not run this advertisement in any more issues.*

We have received the various replies that you have forwarded to us and congratulate you on the returns that you get from classified advertisements in your weekly paper."

*—W. N. Pettibone,*
HANNIBAL, MO.

*The Pulse of the Motion Picture Industry*

BOXOFFICE

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*It required only TWO issues to make this theatre sale.

# DETROIT ASTIR OVER FEDERAL AFFIRMATION INDUSTRY INVESTIGATION IMPENDS LOCALLY

## *Refuses to Brand Bank Night Play*

MANSFIELD, OHIO—City Solicitor Marion Ward has refused to issue an affidavit against the management of the Madison Theatre here charging violation of the state lottery laws in connection with Bank Night awards, contending that, in his opinion, the law has not been violated.

Ward's written opinion was given to Police Chief Meade K. Bates. The chief had presented data on Bank Night awards to Ward with a request for an affidavit against Grattan Johnson, manager of the theatre.

The solicitor said he had read the opinions and rulings of courts both in Ohio and other states regarding Bank Nights and similar games and had based his own opinion on them.

The question of Bank Night was placed before a Richland county grand jury about two years ago by Shelby officials and the jury refused to indict the theatre operator, it was pointed out. A similar scheme known as a "Suit Club" was started here about two years ago, however, and a municipal court jury held it illegal.

The Madison "Bank" paid out again this week. The Park Theatre here instituted a Payoff Night similar to Bank Night recently, and Sol Bernstein, manager of the Ritz, said he would launch a similar scheme if it were held legal.

To avoid conflict with opposition houses, the Madison and Ohio will shift Bank Night to Fridays from Thursdays.

### Organization Bingo Is Equally Illegal in Mich.

DETROIT—Games of Bingo, Keeno and similar type are illegal, regardless of what type of organization sponsors them, Attorney General Thomas Read has ruled. The opinion was sought by the Hackson Post of the Veterans of Foreign Wars, and appears to apply to church Bingo as well as other types. This ban would apply, even if promoters "give merchandise equal to the cost of the ticket sold."

This move merely confirms earlier interpretations of existing law, but was of considerable importance in view of the timeliness of the subject and the almost 100 per cent effective ban on all cash games in theatres. Exhibitors have been viewing the approach of an even advanced Thanksgiving Bingo season with considerable trepidation.

### Anti-Nazi Story Buy

HOLLYWOOD—"Goose Step," an anti-Nazi story by Shepard Traub, has been purchased by Ben Judell's Producers Pictures Corp.

## Opinion Deems Field an Unfruitful One: See New Trust Tangent

DETROIT—The statement attributed to J. Edgar Hoover, FBI head, in Washington this week that an investigation of the local film industry is or has been made aroused intense interest among distribution and exhibition circles. Rumors of such an investigation have been fairly authenticated informally for some time, but no formal confirmation has been secured from local department of justice offices, which referred inquiries to Washington headquarters, in accord with routine.

That some local anti-trust suit may be started is considered probable, in view of general activity in filing of such suits, but Detroit, to local observers, appeared a singularly unfruitful field for anti-trust activity of the typical sort, inasmuch as only 17 out of some 200 theatres in the metropolitan area are operated by a major-affiliated circuit, United Detroit Theatres, a Paramount affiliate. Two other national groups each have a lone house in Detroit—Skouras with the Fox, and Balaban interests with the Adams. With no Warner or Loew theatres in the state, usual distributor-theatre affiliations are unimportant here.

Local gossip pointed to the possibility that the investigation may turn to other aspects of "trust" or "monopoly" activity, giving the industry a preview of department of justice ideas on proper management in other fields than the familiar affiliation problem.

Interesting sidelight of the possible development is the close familiarity with the local setup on the part of Attorney General Murphy, who retired only January 1 as governor of Michigan, and has been in fairly close touch with local show business for years.

## *Loew's in Canton to Have A Fling at Vaudeville*

CANTON, OHIO—Loew's here which has been adhering to a first-run double feature policy for several months, will offer its first stage show, three days, starting September 8, when Phil Spitalny and his "Hour of Charm" all-girl orchestra will appear in conjunction with a film program, Frank Henson, manager, announces.

It will be the first stage presentation at the Loew house here in more than five years. Henson said Loew's Theatre in Akron will play the attraction the remaining four days of the same week.

He has not revealed if stage policy will be permanent.

## *Golden Will Address The ITO of W. Va.*

CLARKSBURG, W. VA.—Edward A. Golden, vice-president of Monogram Pictures, has accepted an invitation to address the first annual convention of the ITO of W. Va., to be held at the Waldo Hotel here, Tuesday, September 26.

"Eddie" made his hotel reservations this week and notified the ITO officers he considered himself as being highly honored in being invited.

Abram F. Myers will be present from Washington to present the new exhibitor organization with its Allied charter.

Officers state the September 26 convention will be the largest attended motion picture industry affair ever staged in the Mountain State.

## *Art Robinson Will Reopen Detroit Madison Sept. 15*

DETROIT — Reopening of the Madison Theatre, Detroit's oldest first run house, is slated for September 15, under management of a new company headed by Arthur Robinson, of Robinson Bros. circuit, now operating four small neighborhood houses, and also head of a theatre premium organization.

Details of the new policy were very much in the dark, but Robinson said that the house will be booked independently and not through any of the existing combines. It will probably be operated as a subsequent run, popular-priced theatre.

The Madison has been operated almost constantly since its opening some 20 years ago by the original Kunsky circuit, now the United Detroit Theatres, and was headquarters house of the circuit up until about a year ago when it was closed.

Robinson will remodel the house, installing new seats, carpeting and booth equipment and shutting off the balcony, cutting down the seating by about one-half, to 1,000 seats.

## *The Strand, Youngstown, to Reopen Under New Head*

YOUNGSTOWN, OHIO—The newly decorated and refurnished Strand here will open early in September under new management. The sound system has been improved and acoustic panels installed in the auditorium which also has been redecorated. New upholstered seats have been installed.

The new management, which also operates the Home Theatre here, will continue the double feature subsequent run policy at the Strand.

# *Endeavor to Operate Without Giveaways Getting a Test*

*By* ELSIE LOEB

CLEVELAND—Starting this week, Cleveland has one subsequent run theatre that is specializing exclusively in the exhibition of motion pictures. "THIS IS A MOTION PICTURE THEATRE" is a sign newly erected over the Savoy Theatre by the new owner, Ed Cole.

Ed Cole has been in the exhibition field in the Cleveland area for the past 20 years. He had faith in the value of motion picture entertainment 20 years ago and he has that same faith in it today. For that reason he is going to try to prove that a motion picture theatre can be operated with profit without the aid of business builders. In other words, Cole is going to paddle his canoe upstream, without the aid of games, premiums or giveaways of any kind. At least, he's going to try it and his experiment is in Cleveland where premiums are used in practically all subsequent run houses where not forbidden by local ordinance (Cleveland Heights and Shaker Heights), is worth watching.

"I realize," Cole said, "that these are hard times, that money is scarce and that the public wants a lot for its money. It is because of this realization that I am going to try to show my patrons that their best and cheapest bet is the motion picture theatre which sells only motion pictures for the price of admission. Knowing that people are 'long' shoppers these days, it is my plan to give the patron the benefit of the cost of premiums. Instead of paying money out of my pocket for giveaways, one or two nights a week. I am setting my admission price at ten cents on two nights a week. Regular admission price is 25 cents. On Friday and Saturday nights, however, I am charging ten cents. My policy is to offer a saving rather than to give something in addition to the show.

"How shall I succeed? Who knows? Does the public want entertainment at pictures, or do they want premiums? We shall soon know. Anyhow, it's worth a try."

# Over a Hundred at Girard Film Fete

GIRARD, OHIO—More than one hundred film men gathered at Pete Wellman's Mahoning Country Club last Thursday to enjoy a day of golf, dinner and an evening of entertainment. The weather was perfect, the spirits were high and a good time was reported by all, especially by Izzie Schmertz, 20th Century-Fox branch manager, and Lou Walters, National Theatre Supply manager, who won the door prizes.

Among those present were: B. D. Stoner of M-G-M; Joe Kauffman and George Rosenbaum, Universal; Herbert Ochs, Mrs. Ochs and daughter, Walter Brand, Joe Minsky, Vitagraph; Matt Goodman, Lou Geiger, Lester Dowdell, UA; I. J. Schmertz, Eddie Bergman, Ted Scheinberg, 20th-Fox; Lester Zucker, Oscar Bloom, Manny Glick, Columbia; Sam Schultz, Lee Chapman, Monogram; Jack Lefton, Republic; LeRoy Kendis, Exhibitors Postal Rental; Moe Gross, tailor; Ernest Lefton, Paramount Theatre, Akron; George Delis, Canton; Ray Wallace, Alliance; Joe Trunk and Mrs. Trunk, Youngstown; Joe Robins and Mrs. Robins, Warren; Paul and Mrs. Ellis, Warren; Leter Ruffo, Niles; Louis and Mrs. Gross, Central Shipping Room, Cleveland; Bert Botzum, Akron; Jack Greenberg, Cleveland; Jack Steinberg, Youngstown; Joe Shagrin, Youngstown; Oscar Stotter, Cleveland; Stuart Cagney, Cleveland; Mrs. Esther Clark, Cadiz; Lou Walters, Cleveland, and Aaron Wayne, Cleveland.

Ray Wallace of Alliance came to the shindig well protected. He brought along with him as his guests the mayor of Alliance, the safety director and one of the judges.

Joe Trunk took the spotlight as master of ceremonies and is reported to have done a swell job of it.

# Cleveland First-Runs Enjoy Gross Rise

CLEVELAND—First run downtown business shot up approximately 40 per cent last week. This upswing was noted alike with the three new pictures on view and also with two holdovers.

Everett Steinbuck, manager of Loew's State Theatre, reports that he did the biggest matinee business in the history of the house during the week with "The Wizard of Oz." Evening business was average, but the total brought the take 35 per cent above average.

Eddie Miller, manager of Warner's Hippodrome, held "Stanley and Livingstone" for nine days, doing 50 per cent better than par business.

"Bachelor Mother" closed its fourth and last week at the Allen with business as big as during its first week at that theatre. Matinees and evenings were equally good. The business, the management stated, justified holding it indefinitely, but because of other bookings it was withdrawn. "Four Feathers" in its second week topped the average at Loew's Stillman by 20 per cent.

Asked for opinions as to why grosses all along the line topped anything locally in the past 13 weeks, the answer was unanimous—pictures the public wants to see.

## *F&Y Frolic*

COLUMBUS — The Theatre Division of F&Y Building Service, under the direction of Leo Yassenoff, president, held a chicken fry and corn roast at Harbor Hills, at nearby Buckeye Lake. The event attracted many theatre executives from central Ohio.

# Fall Social Program For Pitt's Variety

PITTSBURGH—The fall social season program at the Variety Club has been lined up as follows:

Family night parties, formerly Friday evening events, are now scheduled for Saturday evenings, with organizations as hosts instead of individuals.

September 9: 20th Century-Fox Night, with Ira H. Cohn and associates.

September 16: Metro-Goldwyn-Mayer Night, with Brutus Bishop jr. and associates.

September 23: House Committee Night.

Sept. 30: Archie Fineman and M. N. Shapiro Night.

October 7: Warner Bros. Theatre Night, with Harry M. Kalmine and company.

October 14: New Universal Night, with Jules Lapidus and associates.

October 21: Harris Amusement Companies Night, with John H. Harris.

October 28: Directors and Officers Night, honoring Chief Barker Ira H. Cohn. Eleventh annual banquet scheduled for October 29.

Kings for the Day at the Monday dinners are announced as follows:

September 4: Labor Day, no club activity.

September 11: Variety Post American Legion, Harry M. Kalmine, Commander, King.

September 18: Camp O'Connell Day, Ira H. Cohn and I. Elmer Ecker, Kings.

September 25: Dr. A. I. Wise, King.

Nominating committee has selected the following for election to office in the Variety Post No. 589, American Legion, (election scheduled for September 11):

Harry M. Kalmine, commander; C. C. Kellenberg, adjutant; Dr. L. G. Beinhauer, first vice-commander; Joe Hiller, second vice-commander; James G. Balmer, finance officer; Father James Garrahan, service officer and chaplain; Joseph Misrach, sergeant-at-arms. Brian McDonald and Dr. A. I. Wise have been nominated as two additional members of the post executive committee.

## *Protests Showing Of "Citizen"*

**Columbus—Local theatre managers have received protests from the Columbus League of Women Shoppers over the playing (in the future) of "Our Leading Citizen." The group is a unit of a national organization interested in labor problems.**

**It contends the Bob Burns picture is anti-labor and the league president threatens a boycott of any house using the picture, asserting all local labor unions will lend their support.**

# PITTSBURGH

BILL ROBINSON of the Cotton Club and "The Hot Mikado" is the first professional to send his best wishes for the success of the ITO of West Virginia convention, according to Danny Davis, ITO secretary, who is preparing a year book to be issued September 26, date of the Allied conclave at the Waldo Hotel, Clarksburg. Danny wishes to emphasize the convention is not a stag affair. Registration fee of $5 includes banquet for exhibitor, or guest, and lady companion. There will be fun, frolic, gayety and surprises galore. You'd better check the date—September 26—and attend.

*Bill Davis is vacationing in the east . . . Col. Billy Wheat and Harry Rachiele are back on the job here after Canadian and New York holidays, respectively . . . Marty Terner furnished the stage settings and drapes for the new Pike Theatre, Wheeling, W. Va., opened last Friday . . . M. L. Simons, editor of M-G-M's* Distributor, *was a visitor here. Another recent M-G-M visitor was Charles Fogle, who is in charge of exchange maintenance . . . Lester Krieger, Warner manager at Philadelphia, is spending the Labor Day weekend here with his dad, Louis Krieger, manager of International Pictures Distributing Co.*

Many exhibitors and members of the trade enjoyed a special screening of New Universal's "The Under-Pup" at the Regent Square Theatre. The photoplay, which introduces Gloria Jean is considered one of the best audience pictures in a season of hits, and the Joseph Pasternak production was roundly applauded . . . The R. V. McCalmonts have returned from a motor tour of Canada and eastern states . . . George W. Collins family has returned home from Cochranton where a summer home is maintained. George's nephew, George Corcoran, manager of the Anton, Monongahela, has returned from a vacation at the World's Fair.

*L. C. McElroy, veteran film man and former manager of the Melrose Theatre, was a visitor the other day. After leaving here several years ago, he opened a string of cleaning shops in Ohio and then returned here as proprietor of the hotel on Brownsville Road, Mock Ave. and Clairton Blvd., which is to be dismantled to make way for a centralized shopping center consisting of a theatre, super market and* 19 *other stores. McElroy reports he is not informed that the centralized project is being backed by John P. Moss, owner of the Melrose Theatre, but admits he would like to be back in the theatre business.*

Dean McCloskey has rejoined Steve Dascalos as assistant manager at the Central Theatre, formerly the Lando-Grand, Center Ave. Dascalos recently opened the Central. McCloskey worked for Steve at the Regal, Wilkinsburg, and the Ritz, Rankin, and recently had been employed at the Beacon for David Green and at the Castle, Castle Shannon, for Leon Reichblum . . . Andy Battiston's son Richard will not be a member of the Duquesne University grid team this year, having withdrawn from school . . . Services were held last Saturday for Harry Baker, 52, president of the National Association of Amusement Parks. Formerly a partner of Harry G. Traver of Beaver Falls, Baker was one of the country's foremost operators of park rides and was part owner of 12 such enterprises at the New York World's Fair.

*MPTO directors were scheduled to meet in regular session September* 1 *. . . Local hotels and musicians' union are planning a court fight on the state liquor control board's ruling that the dance spots must stop their music at midnight on Saturdays (*1 *a. m. daylight time) . . . Frank J. Harris is resting at Atlantic City and will return here to continue his political activities . . . Bill Scott was back on the job for UA this week after departing with his tonsils.*

Mark Goldman is doctoring . . . Fred J. Herrington is vacationing in New York . . . Lou Porter has a new Ford . . . Jimmy Nash, Lew Lefton and Eddie Moreels headed for White Sulphur Springs to attend the West Virginia Managers Ass'n convention . . . Jake Soltz of the Rhumba circuit was in New York . . . Bill Blatt was forwarding a lot of fish to Patton from

(Continued on page 69)


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# CLEVELAND

LEMOTTO SMITH, with theatre interests in Coshocton and Huntington, W. Va., made his first personal appearance on Filmrow last week after his return from California . . . Nat L. Lefton and S. P. Gorrel of Republic Pictures were in Gloversville last week working on a Schine deal.

*Sidney Garfinkle, local representative for Quality Premiums, has received a new line of premium chinaware and invites inspection.*

Nathan Isreal, former manager of the Crown Theatre, has been appointed manager of the Crown. Meyer Kaplan, owner, is supervising the Crown these days . . . Phyllis Kohn last week inspected the New York Fair instead of inspecting Monogram films.

*Clarence Bugbee, manager of the Madrid Theatre at Port Clinton, was in town last week doing business on the Row . . . Manny Manishore of Regal Films is back in town with prints of the Louis Ambers-Robert Armstrong fight picture. It runs 21 minutes and, according to ringside enthusiasts, has what it takes to make a fight picture exciting.*

Col. Harry E. Long, Loew division manager, hasn't gone Hollywood with those dark blinkers he is wearing—it's just eye strain . . . Louis Sharp, who operates the Sharp gas station across from the Film Bldg., is kept busy these days passing out the dope on how he lost 60 pounds.

*The Roxy Theatre, Cleveland's one and only burlesque house, officially opened for the season on September 1. The house, which closed in June, opened temporarily for the duration of the National Poultry Show, but closed again immediately after the show. George Young continues as manager.*

Warren Irons, distributor of Movie Sweepstakes, has a new game which he is about ready to put on the market . . . Sid Cohen, booker for Co-operative Theatres of Ohio, was in New York last week and all he caught was a cold.

*The Shea circuit took over the Beulah Theatre, Ashtabula, on August 29 . . . Jack Elliott, former Youngstown exhibitor, is handling publicity for the Thistledown Race Track. Last week he promoted a "Wizard of Oz" race as the feature of a Motion Picture Day.*


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P. D. C. Franchise Holder


Metro's district manager, John J. Maloney, was in town working with Branch Manager Frank Drew on local 1939-40 contracts . . . Nat Holt, RKO Great Lakes division manager, recently returned from New York, is enthusiastic over the fact that the Palace reverts to stage shows with first run pictures on September 8 . . . Lou Walters of National Theatre Supply Co. has on display an array of new projectors designed to fit the smaller purses.

*Jack Shulman and Abe Schwartz, who are building a deluxe picture theatre in Painesville, are hopeful that it will be ready to open the middle of September . . . James Parker (Papulias) of the Olympic Theatre, Steubenville, has dressed up his house with new carpets and new sound projector, all purchased from National Theatre Supply . . . Ray Wallace is also putting on some fall style at the Columbia Theatre, Alliance, with new carpets and a generous splashing of paint.*

Phil Kendis of Exhibitors Poster Service, who has been ill for the past three weeks, managed to be on hand for Universal's trade screening of "The Under-Pup" at the Lake Theatre last Friday evening which attracted the largest turnout of any recent private screening.

*J. S. Jossey was in New York last week, and Joe Lissauer, associated with W. N. Skirball, is back from a New York business trip . . . Bert Stearn, United Artists district manager, and Mrs. Stearn were guests over the weekend of Matt and Mrs. Goodman at their summer home in Sarnia, Ontario.*

Jerry Marrison, local sales manager for Metro Premiums, is proudly displaying the new Met-Rose premium set consisting of flat silver with service pieces, silver fruit dishes with glass inserts, and silver goblets with glass inserts.

*The wife of Jack Lykes, manager of Loew's Stillman Theatre, went Hollywood last week when she donned the styles of 1900 and rode around town in an automobile of the same vintage to exploit "The Star Maker," this week's attraction at Loew's State . . . The Madison, a Scoville, Essick & Reif house, has just emerged with a complete new fall outfit. The theatre has been entirely remodeled inside and out including a new sign.*

John D. Kalafat of the Associated circuit last week automatically became a member of the local Grandfathers Club when a daughter was born to his son, Jimmy and Mrs. Jimmy. The young lady weighed 6 pounds 9 ounces upon arrival and is reported to be adding to that weight daily. Grandfather is reported to be doing well under the strain of congratulations . . . Paul Gusdanovic is back from a week at Cambridge Springs.

### Keaton to Direct Two

HOLLYWOOD—Buster Keaton has been signed to direct two more Columbia short subjects under supervision of Jules White.

## Operators Dickering On Pitt Wage Scale

PITTSBURGH — IATSE Local No. 171 is negotiating with Loew's, Harris and Warner Bros. theatres for new contracts. After at least four meetings, there is no agreement between the machine operators and the theatres.

Operators contract with independent theatres has another year to run.

Regular wage scale is in effect again at all theatres after a ten-week period during which time the operators took a summer reduction.

## *Renovating Interest Is High in Cleveland*

CLEVELAND—L. H. Walters, manager of National Theatre Supply here, states that there is a general interest in theatre renovation at the present time. In verification he lists the recent installation of new sound, projectors and carpet in the Olympic Theatre, Steubenville; a deal for complete equipment with Shulman & Schwartz for their New Lake Theatre, Painesville, now under construction, and recent contracts for new carpet for the Palace Theatre, Canton, and new lamps and generator for the Ohio, Lorain.

## *Cleveland Warner Club Announces Officers*

CLEVELAND—New officers of the local Warner Club include Bob Cox, president; Marvin Samuelson, vice-president in charge of entertainment; Ruth Finger, vice-president in charge of welfare; Dave Bachner, vice-president in charge of membership; Jane Meisel, secretary; Irving Ribbe, treasurer. Outgoing President Evelyn Friedl was named chairman of loans. The board of governors consists of Eddie Miller, manager of the Hippodrome; Charles Albert and Larry Kreusser, bookers.

The new officers were announced at a social meeting held at Lyndhurst Club.

## *Russells Propose New Millersburg House*

MILLERSBURG, OHIO—Mrs. Hoy Russell, who with Mr. Russell operates the Opera House here, announce they will start breaking ground for a new 500-seat house early in September. Location has been secured and plans are being completed by Harsh & Davies, architects in Columbus.

### Mansfield Majestic to Relight

MANSFIELD, OHIO — Warner's Majestic, dark all summer, will reopen September 3. Wayne Williams resumes as manager. House was the only one shuttered here this summer.

### Fishing in Ontario

AKRON, OHIO—Robert Menches, manager of the Liberty here, and his family are enjoying a fishing trip at Bob's Lake, Ontario.

# DETROIT

HARRY LOTZ, UA booker, takes his spare time detective work seriously. He has a Sherlock Holmes pipe now . . . Joe La Rose has a four foot ditch right in front of his Roosevelt Theatre now. They found hidden springs in the street, which is being widened and work is held up. So Joe is forgetting his worries on a trip to New York's Fair.

*Mort Vinson thinks this scribe lives in his apartment building. We don't . . . Ollie Brooks, Butterfield head booker, has an overside chef's apron, not to mention the big hat.*

Victor Petriks of the Nortown has erected a new home on Seven Mile Road near Jefferson complete with radio-controlled door opener and everything modern . . . Jack Ryder, Paramount salesman, is weekending at a lake near Pontiac.

*Saul Korman has traded in that stogie on a cigarette after becoming self-conscious about it . . . Jack Thompson, Paramount salesman, is recovering from eye cuts received near Kalkaska, when the brakes failed on his car and he went off the road.*

C. E. Skinner, head of United Film distributors, is in town for a brief visit from Hollywood. He will return to the coast shortly, leaving the offices here in charge of Mrs. O. K. Helmore.

*Mac Krim's other downtown hangout is that Packard garage on Jefferson Ave. . . . Beryl (Obie) O'Bryan of Butterfield is dropping her notes these days—but not that famed memory . . . Joseph Simon reports record "takes" on Hungarian pictures at the Delray.*

Hal Walker, director, and Loyal Griggs, cameraman for Paramount, were in town filming the Detroit-Windsor tunnel for a forthcoming picture . . . Feminine employes of UA still admit a little thrill when they get a glimpse of that realistic head of the "man in the iron mask."

*John Fill is re-establishing the National Sound Co. of which he was formerly head, in Highland Park. The business was taken over a year ago by Raymond Schroeder . . . Ben Cohn's (of the Senate and Kramer) new son was his third, not his second child.*

Sanford D. Adler and Milton Adler of Conditionaire, Inc., donated an air conditioning unit for the Children's Ward at Receiving Hospital . . . Helen Bereda, who missed her Hollywood visit through an emergency appendectomy at Omaha, saw the preview or "The Star Maker" anyway, ahead of the Hollywood preview in a special showing at the hospital. She also received a flower bouquet from Bing Crosby.

*Roy Reid, roadshow distributor who used to have headquarters here, was back in town en route to Des Moines and Minneapolis . . . Helen Plachta gets our recommend as a messenger girl, with Jay Conover of Grand National on the receiving end.*

Pete Simon jr. is going in training to become a reporter . . . Charlie Snyder, film censor, has returned from nearly a week at Escanaba, attending the American Legion convention.

*Ben Cohen says the Variety golf tournament about paid for his operation, thanks to Irving Goldberg and friends . . . Jack Saxe is all burned up (by the sun) over there in Canada.*

M-G-M-ites, under the presidency of Mrs. Fay Davis, held a big party in the offices Thursday for club members only. Dinner, dancing, games and a special screening were on the program.

*Jim West,* BOXOFFICE *photographer, has a new pair of cheaters . . . Charles Garner is easing along, trying to get over that hay fever.*

Bill Flemion of Excellent says his "Hitler, the Beast of Berlin," should be a smash hit if war comes. Reminds Charlie Perry of the Adams of when he played "The Kaiser, the Beast of Berlin" in the last war.

*Emil Beck, independent booker, has moved his office over to the M-G-M booking desk . . . Martin and Nelson B. Berman have formed Continental Film Salvage Co. on West Warren Ave. to handle salvaging of old film . . . RCA Photophone is closing offices in the Book Building and moving to Ernest Forbes' Askit Co. offices on Grand River Ave. Sales offices are in Forbes' Oliver Theatre Supply in the Film Bldg.*

Jack Ferentz, musicians' union business agent, came back with a story of how he got away from a big fish that chased his boat . . . Max Kolin was on the important hospital committee of the American Legion convention.

*Frank Wetsman reported biting two (hot) dogs . . . Lee Welsh is displaying his young daughter . . . Ira Rottell of the Hollywood let out another notch in his belt . . . Fred Johnson is recovering from his recent operation in Des Moines.*

Sidney Foreman, co-defendant in the Colonial Theatre suit of Jacob Schreiber vs. Midwest Theatres, et al, advises that he is accountant for Midwest Theatres, but is not, and has never been attorney for Jacob Schreiber.

**WOLVERINE DOINGS:**

Al Grasgrin, resigning as down-river supervisor for Wyandotte and Trenton theatres of the Associated Circuit, is president of the new Flatroc Theatre Co. at Flat Rock. He reports plans under discussion for a second new theatre in an undisclosed town about 20 miles away.

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Redick Hamer, who used to be Grasgrin's assistant at the Trenton, has succeeded him as manager of the house . . . Frank I. Wixom (father of Clyde Wixom, veteran of the Kunsky-Trendle Circuit) had an attendance of 75,000 at the annual Lumberjack Picnic at his ranch at Edenville.

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Lee Carrow is dividing his time between his Lee Theatre at Carson City and managing the local baseball team which has hung up almost a perfect record this season . . . William Cassidy, circuit operator, is on a trip.

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Howard Reynolds of the Family and Vogue, Grand Rapids, struck oil on some property he owns just outside the city and an oil boom is on in the Furniture City . . . J. C. Peck of the Rowena, Fenton, and D. Bernstein of Bay City were Detroit visitors.

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The Goldbergs and the Komers got out a permit for remodeling of their Punch and Judy in Grosse Pointe, to cost about $6,500.

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Fred J. Barr, who used to manage Butterfield's Keith and Majestic theatres at Grand Rapids, is holding the manager's post at Ramona Gardens, largest amusement park in western Michigan, now—and home of the Ramona Theatre.

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Julius Fodor, Benton Harbor exhibitor, has left on a combination business trip and vacation to Europe. His mother died there recently, and her estate is being settled . . . Goldberg Twins are reseating the Punch and Judy at Grosse Pointe.

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Joseph Decker of the New Dundee at Dundee, was a visitor to Monogram, where he used to be booker. His brother, S. K. Decker, former Monogram president, writes enthusiastically from Los Angeles . . . W. G. Thick of Marshall reports his son recovering nicely from his recent serious illness.

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Ashman Brothers of Caro have acquired Herb Ives' Rivola at Tawas City. Herb is in Detroit temporarily . . . Al Grasgrin is now heading the company which will operate the Flatroc at Flat Rock, while John Vlachos remains associated.

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## *Confesses Complicity In Detroit Holdup*

DETROIT—The $400 holdup of Ben Cohn's Senate Theatre last week was an "inside job," according to a confession police attributed to Alben Macek, who they said was an employe at the house. The money was taken directly from Macek and the cashier.

John Pival, assistant manager, said he thought Macek was backward in pursuing the bandits, and Macek was interrogated by police.


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Applicant Must be of Sober Habits on the Job, and Not Afraid to Get His Hands Dirty in an Emergency. State Age, Experience, Qualifications, and References.

Good Salary to Right Party. All Information Exchanged Will Be Held Strictly Confidential.

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## Klingler, Cohen, Berney Get "Goodwill" Tokens

LEWISTOWN, PA.—Film distributors and exhibitors attended an outing at Johnson's Lodge near here last Wednesday after participating in a "goodwill" testimonial at the Rialto Theatre where Burtus Bishop jr., M-G-M manager at Pittsburgh, presented tokens to Paul O. Klingler, Harold Cohen and Ike Berney, Lewistown exhibitors.

Among those present were Sam Fineberg, Si Feld, George Tice, Austin Interrante, George Elmo, Milton Brauman, Vince Josack, Sam Steinberg and Don D'Carlo of Pittsburgh; Earl Sweigert, Paramount, Philadelphia; Bill Doyle, Universal, Philadelphia; J. Holman, Paramount, Philadelphia; Walter Yost, Harrisburg; Joe and Bob Shapiro, Mount Union; Drew Kolb, Millheim; Ray Allison, Cresson; Lee Balsly, Altoona.

## Star of "Golden Boy" to Appear in Pittsburgh

PITTSBURGH—William Holden, one of Paramount's Golden Circle players, who is starring in the title role of Columbia's "Golden Boy," now at the Harris Alvin Theatre, will make personal appearances there for one day, Wednesday, September 6.

Filmdom's newest "find" gives a splendid performance as Joe Bonaparte in a heart-warming story in which he is seen in the "fast company" of Barbara Stanwyck, Adolphe Menjou, Edward S. Brophy, Sam Levene, Joseph Calleia and Lee J. Cobb.

## Porcelain Front for the Electric in Harrisville

HARRISVILLE, W. VA.—W. R. Heaton is modernizing the Electric Theatre here with the installation of a new porcelain front.

J. W. Heaton, son of the Harrisville exhibitor, who is identified in exhibition at Pennsboro, is constructing a new theatre at Cairo. Steel was purchased this week for immediate delivery and work on the project will be carried forward as rapidly as possible. The Cairo theatre is unnamed at present.

## 500 Children Are Guests At Cleveland "Oz" Run

CLEVELAND—Five hundred children, members of the dramatic clubs of the Cleveland playgrounds, were guests of The Distillata Co. and Loew's Theatres, at Loew's Stillman last Saturday to see "The Wizard of Oz." Manager Jack Lykes was on hand as head of the reception committee.


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## Guest in Gotham—

*J. Masters, city manager of the Crescent Amusement Co., Bowling Green, Ky., pauses at the RKO exhibitors' lounge.*

# COLUMBUS

ERWAY BRINER'S "High Santa" is a favorite with Cincy Filmrow horse players. They were all aboard for his $14.40 win at Thistledown. Last season he was in the money 12 out of 14 starts. This month he is at Detroit. Briner has houses in Lancaster (Liberty) and in Circleville (Cliftonia).

*In the Queen City for the annual Variety Club outing were Herb Vance, Lawrence Burns, Jack Needham, Mac McDonald and Bernie Gardner.*

Johnny Gordon, press agent for the Phil Chakares circuit in Springfield, is coming along after an emergency appendix removal. Mrs. Gordon is also convalescing following an operation.

*Pardon us, Leo Kessel, but our spelling went haywire . . . Milt Staub of the Gustav Hirsch organization has contracts for new marquees on the State, Galion; Madison, Cleveland, and the New, Columbus. He also was awarded wiring contracts for Bill Skirball's new houses in Bryan and Massillon.*

"Watty" Watson, efficient M-G-M exploitation man, is getting his share of road work, what with conventions and all. Sunday and Monday found him in Springfield for the managers' meeting of the Chakares circuit. And on Tuesday and Wednesday he was in White Sulphur Springs for the West Virginia Managers Ass'n convention.

*Leo (F&Y Theatre Division) Yassenoff's party last week turned out to be one of the year's biggest. (Already we're looking forward to the next one!) The local "regulars" were there en masse. Out-of-town guests included: George Challis and Leonard Sowars, Theatre Managers, Inc., Muncie, Ind.; Louis Wiethe, Kentucky Theatre, Latonia, Ky.; Charlie Ackerman, Glenway, Cincinnati; Edgar Kundy and L. B. Guilfoyle, Louvee and Virginia theatres, Wellston; Tom Alfred, Lyric, Lancaster; Arnold Skelly, Arcade, Newark; Harry Abrams, Palace, Lancaster.*

## New Albert Aaron House In Charleston, W. Va.

CHARLESTON, W. VA.—A new theatre will be erected on W. Washington St. for Albert Aaron, local theatre owner. The building plans are for a theatre, three stores and eight bowling alleys, the architect being Fred A. Bishop of Richmond, Va.

Bids on the general contract are now being taken by Aaron at the Sunset Theatre. Specifications indicate a solid brick structure, with concrete foundation, one story and base, 75x150 feet.

An air conditioning system will be installed and modern equipment and fixtures will be featured. Front will be of colored glass and seating capacity will be around 825. Approximate cost will be $60,000.

## "Dr. I. Q." Is Moved to Stanley in Pittsburgh

PITTSBURGH—"Dr. I. Q." radio program, recently cleared of lottery charges when broadcast from the stage of a Chicago theatre, has moved into the Stanley and will continue each Monday evening for six weeks.

Harry M. Kalmine, zone manager for Warner Bros. theatres, following a booking trip in New York, announces the return of stage shows at the Stanley Theatre, initial unit to be opened within three weeks. The house has been without stage attractions since late in June. Radio bands are now being lined up.

## Hayes Garbarino Out as Manager of Two Houses

PITTSBURGH—Joseph Birocco, who is a member of the company operating the Garby Theatre, Clarion, and the Emlen, Emlenton, announces the withdrawal of Hayes Garbarino as manager of the two houses. Pete Samuel has been named as manager of the Clarion house and Birocco is managing the Emlenton Theatre. Garbarino's future plans are not known.

## Pitt Variety Post Resumes Free Shows September 6

PITTSBURGH—Variety Club Post No. 589 of the American Legion on September 6 resumes regular monthly free shows at the Veterans' Hospital, Aspinwall, after a summer layoff. Dave Broudy and his orchestra and floor shows from cafes and night clubs will inaugurate the new season, and shows will be scheduled for the vets the first Wednesday of each month.

### Moran to Script Benny Film

HOLLYWOOD—Eddie Moran has been signed as a scripter on "Buck Benny Rides Again," a Jack Benny starrer for Paramount.

# PITTSBURGH

(Continued from page 65)

the Jersey shore where he was vacationing . . . Gabe Rubin will play Grace Moore's French picture "Louise" at his Art Cinema early in the new season. We understand Rubin is opening a foreign film house at Cleveland . . . Jim Alexander, newsreel cameraman for many years, was seen snapping candid camera shots this week on Filmrow . . . Jack Marks, the Clarksburg showman who recently celebrated his 70th birthday, was a recent booker with his Orpheum manager, Joe Feeney.

*There will be little or no activity on Filmrow Monday, Labor Day. Variety Club will be closed, no Monday dinner having been arranged . . . Jack Judd, NSS manager, has returned from New York . . . Local New Universal salesmen are among the company leaders in the early bird standings: Si Feld is fourth, Dave Barnholtz is fifth, Lou Hess is ninth and Bill Satori is 11th . . . Miss Mathilda Kiel of the MPTO office is back on the job after a two-week vacation at Conneaut, Ohio.*

Larry Katz, International representative of the IATSE, who has been busy with wage negotiations here, was in attendance at a West Virginia Federation of Labor convention in Wheeling . . . Irene Polen of the England Bros. office will be on duty next week after a nice vacation . . . Harry Hendel has returned from a Canadian vacation . . . Raymond "Bud" Allison, a senior at Bucknell, was visiting this week with his dad, R. Allison, before the opening of the university semester . . . Harry H. Goldstein, Paramount district manager, was here this week inspecting the remodeled exchange.

## Ambers-Armstrong Fight Films at Pitt's Fulton

PITTSBURGH — Pictures of the Ambers-Armstrong fight opened last Saturday at the Fulton where 20th-Fox's "Second Fiddle" was in its second week. Billed as a feature, the copy inquired "Was it fixed?—Was Armstrong robbed? See for yourself."

The picture is being distributed by Irving Dietz and George "B" Josack at 1701 Blvd. of the Allies.

## Danny Davis in Hospital After an Auto Accident

CLARKSBURG, W. VA.—Danny Davis, ITO of W. Va. secretary, was confined to St. Mary's Hospital here this week following an auto wreck Saturday night. Davis suffered various injuries together with a wrenched back when he stopped his car at the intersection on the main Fairmont-Clarksburg road and a car plunged in behind him.

### Add to "Hunchback" Cast

HOLLYWOOD — Paul Newlan, Margaret McWade and Margaret Seddon have been added to the cast of the "Hunchback of Notre Dame," which RKO is remaking with Charles Laughton in the title role.



## Exhibitors Meet a Star—

*Messrs. Rader of the Arcade Theatre, Newark, Ohio, chat with Ruth Gordon, who will portray the role of Mary Todd Lincoln in RKO's "Abraham Lincoln of Illinois." All are at the World's Fair visitors' quarters established by RKO.*

# CINCINNATI

THE Milk Fund Show for the benefit of St. Mary's Hospital, sponsored by Queen City Variety Club, is set for September 15, and according to all advance information, will be the biggest affair ever, with music, wrestling, athletics and vaudeville on the bill. Harry Hartman is general chairman, assisted by Maury White, J. J. Grady and Joe Goetz.

*Mr. and Mrs. A. J. Holt of the Idle Hour Theatre have put a new modernistic front on their house at 7029 Vine St.*

Thomas F. Whalen, manager for Schine's interests in Oneonta, N. Y., was made manager for Maysville, according to announcement of Lew Hensler, Lexington, Ky., succeeding Jack Frisch at the Russel and Washington theatres. Frank Heibeck continues as assistant manager. Frisch formerly operated the Washington and Hollywood theatres, until he sold both to Schine interests, and has since managed for Schine's. He left for Salisbury, Md., to manage a Schine house in that city.

*Warner's R. Smeltzer and Roy Haines visited the local office this week. Ruby Lee was also in.*

Universal's "The Under-Pup" received hearty recommendations from the previewers. Columbia's "Golden Boy" is set for September 7 at RKO Palace . . . Martin Shear's "Beauty Contest," at the Hippodrome, Newport, for Miss Kentucky, the winner to compete with other state contestants for the honor of representing Kentucky at Atlantic City, drew record crowds.

*Mr. and Mrs. George Revelis, Washington, C. H., visited the Row this week. Other callers were James Howe, Carrolton, Ky.; Mr. and Mrs. Louis Martin, Glouster and Circleville, Ohio, and Mr. and Mrs. M. L. Crist, Ripley.*

Universal's Paul Barron arrived in Cincinnati Monday, August 28, for the second of a series of pep meetings, promoting the company drive. He is captain of the eastern division . . . L. Gabhardt, former postmaster of Harrisburg, Ky., now owner of the Opera House, a booking visitor.

*New theatres reported this week include Clark Raider's house, Eden, Ohio; F&W Construction Co., and a new 700-seater at Fairfield, Ohio. Elmer Shard is reported to have broken ground for a new house, Hyde Park, Cincinnati, on Lookout Square.*

E. Wersel of the Hyde Park has closed his house for reconstruction. All that remains is a new front installed last year and Wersel is completing rebuilding and re-equipping, also air conditioning.

*Allan Moritz, Columbia branch manager, was confined to his home by a severe attack of intestinal grippe.*

Hal Hode, Columbia home office, visited with the locals, en route via plane to a preview of "Golden Boy" at Columbus . . . Phil Chakeres and Affiliated Warner Clubs were hosts to approximately 100 film folks for a picnic and dance at Terrace Park, Springfield, Sunday.

*Bert Hukle, Roxy Theatre, Huntington, W. Va., is convalescing after an emergency appendectomy.*

Shea's "Weller Theatre," Zanesville, broke all records with 20th-Fox's "Stanley & Livingstone" . . . Joe M. Goldberg of Big Features has returned to Louisville and his home office.

*J. J. Grady and Ed Burkart will attend the W. Va. Exhibitors' convention at White Sulphur Springs.*

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PITTSBURGH

# LOUISVILLE

JOSEPH W. GOLDBERG, Louisville, Big Feature Rights representative for Kentucky, Tennessee and Indiana, returned from Cincinnati where he did relief duty for a couple of weeks in the main office. He then left on his own vacation.

*W. A. Kinney, president of the Orpheum Theatre Co. of Louisville, left on a several weeks' trip, which will include a cruise to Nova Scotia.*

Said Boyd Martin in the *Louisville Courier-Journal*: "Time was when Labor Day yearly brought a new theatrical season because theatres usually closed during the summer. There were no air-conditioned theatres in those days; no night ball games or badminton, no softball, no great number of automobiles or gaily-lighted swimming pools to give the theatre competition. Yet the majority of theatres closed. But today, with all that competition, they remain open. Summer is just the off season, and with each fall, we look forward to a fall program we hope will surpass the pictures which kept the fans going to the movies in spite of the outdoor counter attractions."

*"The Wizard of Oz," after a bang-up week at Loew's, was moved over to the Brown for another week's run in Louisville.*

W. A. Quinn, of the Falls City Theatrical Equipment Co., said 2,000 copies of the Falls City Equipment Co. *News*, a monthly publication, would come off the presses early this month.

*The Lyric Movietones, colored softball team, is leading the Louisville Industrial League.*

## *The State in Charleston To Open September 12*

CHARLESTON, W. VA.—The State Theatre here will be opened September 12. It was constructed at a cost of $65,000, has 670 seats, and is owned by Floyd Price and Gene Custer of Newark, Ohio.

Last week the first Custer-Price house in the state, the Lewis in Lewisburg, was opened. The Lewis has 650 seats and cost $60,000.

## *Charles Lynch to Manage The Olympic in Altoona*

ALTOONA, PA. — Charles Lynch, veteran film man and exhibitor, has been named as manager of the Olympic Theatre, an A. N. Notopoulos circuit house.

Walter "Jess" Ackerman, formerly at the local theatre, has been sent to the Temple, Aliquippa.

## *Builds in Paris, Ky.*

CINCINNATI — Harry Schwartz, veteran Kentucky exhibitor, is building a new theatre at Paris, Ky. The F&Y Theatre Service of Columbus is contractor for the 500-seat $20,000 house.

## *$100 to Thieves*

PITTSBURGH — Thieves broke into the Harris-Beechview Theatre and carried away a small safe containing $100. Several hundred tickets were picked up at the same time. Workers found the front door unlocked the next morning.


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## *In Old Kentucky*

*By* SCOTTY DE VEAUX

THIS reminds me of that old song, "The Sun Shines Bright on My Old Kentucky Home." Today it's shining, but in between the showers that we have been having for the past week or two most of the theatre managers are pulling their hair as the theatre patrons pass by soaking wet, but not so for the Alice Theatre in Leitchfield, Ky., managed by Mr. Walter Downing who has been playing "Jesse James" this week to standup crowds for all shows, which was held over for three days. He has a 382-seat house in a town of 1,100 population. Prices 10-25 cents sell out every show, six per day.

Edwin W. Rau, owner of the theatre, has been in Evansville, Ind., at the bedside of his father for over a week, who is not expected to live. He's expected to return to Leitchfield this week.

J. R. Hatcher of Lebanon, Tenn., has taken over the managerial duties of the Capitol and Diamond theatres while J. P. and Russell Masters are on an extended trip through the east and the New York World's Fair, Atlantic City and Baltimore. The Masters wives and family accompanied them.

R. M. Thomason, formerly of Sedalia, Mo., and who has been in Bowling Green as manager of the Princess Theatre since March, is planning a visit to Kansas City and Sedalia in the very near future. He is well known around Kansas City, as he has been in the picture business around there for the past 12 years.

Paul Harrington, field man of the Ruffin-Chickashaw Amusement Co. of Covington, Tenn., is staying on at Benton until the new Benton Theatre is completed.

## *Casino to Reopen*

PITTSBURGH—The Casino Theatre on Diamond St., closed during the summer, will reopen with regular burlesque programs, September 10. The house uses a number of short subject films between flesh shows. George Jaffe is the proprietor.

### Deals for Madera Capitol

MADERA, PA.—The Capitol Theatre here, closed for a long period, may be acquired by H. J. Thompson enterprises of Clearfield, Pa. Negotiations are now being conducted.

## *Lasky to Pitt on Talent Quest*

**Pittsburgh—Jesse L. Lasky will be here September 24-26 for RKO "Gateway to Hollywood" auditions to be featured on the stage of the Harris Senator Theatre. Contestants will compete for the screen names of Gale Storm and Terry Belmont in the Hollywood finals.**

# Bingo Start in Conn. With Latest Ruling

BROADBROOK, CONN.—The New Broadbrook Theatre, operated by Oscar Hausner, is first since legalization of Bingo by the state legislature to arrange a tieup with a local organization in presenting Honey, a variation of Bingo.

The local fire department sponsors the games Friday and Saturday evenings with a $75 honey-pot prize in credit for merchandise as a special award and $10 in credit in regular prizes. Knights of Pythias will sponsor Honey at the Capitol Theatre, East Haven, beginning next week. The games are being inaugurated with the approval of local authorities. Adolph G. Johnson is Connecticut representative for Honey.

A large percentage of independents were playing Bank Night, Lucky, Honey and other games with cash prizes before the state-wide ban which followed the Middletown test case last year. While many were not in favor of the games, exhibitors expressed the opinion at the last legislative session that theatres should be permitted to revive them.

The law as enacted in the final week of the session, however, sanctioned Bingo for civic, charitable and volunteer fire organizations, with merchandise prizes only, and with local option. Theatres resented the discrimination and the competition which organization Bingo has been in the past.

New Haven, East Haven, Waterbury, New Britain and Broadbrook are among the towns that have voted for Bingo with the restrictions placed upon its operation by the legislature. New Haven seeks to legalize it further for political groups.

### Outfit Hall in Hartford As Bingo Establishment

HARTFORD—The pavilion Hall at Capitol Park on Wethersfield Ave. will be outfitted for Bingo games with accommodations for 1,200 persons. The establishment will be operated by Connecticut Enterprises, Inc., and an October 8 opening is planned.

An ordinance legalizing Bingo here was signed two weeks ago by Mayor Spellacy.

### East Hartford Officials Legalize Bingo Playing

HARTFORD—Bingo has been legalized in East Hartford, while aldermen of Stratford and Waterbury also have placed their okay on the game. Action is still forthcoming from West Hartford officials.

## *Graphic Circuit Is Taking Over Danvers Operation*

BOSTON—The Graphic Theatre circuit is taking over operation of the Orpheum Theatre in Danvers. Newell B. Kurson, local Graphic executive, has appointed Benedict Govan manager of the house. Govan formerly managed the Princess in Wakefield for Charles Hodgdon.

# *M&R Action Documents Detail Paramount Theatre Deals*

BOSTON—A number of Paramount Theatre transactions in New England are detailed in documentary evidence filed as exhibits in the Morse & Rothenberg $2,100,000 anti-trust suit against the major distributors and the Maine and New Hampshire Theatres Co.

**Concord, N. H.**

The Comptrollers reported that "arrangements" had been made for New England Theatres, Inc., to acquire one-fourth of the capital stock of the Star Theatre Corp. and Concord Amusement Co., controlling and operating the Star and Sterling theatres in Concord, N. H., for $16,000, "reports of a 1923 meeting of the executive committee of Paramount" indicated. The deal was okay.

The Paramount executive committee, meeting in 1921, reported, "A discussion followed regarding the New England situation, at the conclusion of which the president appointed a committee consisting of Mr. Kent, Mr. Sanders, Mr. Salsbury, and Mr. Kohn to consider the best policy to be followed in respect to the Black New England Theatre, Inc., report at the next meeting.

"The report of the committee appointed at the previous meeting to study the Black New England Theatres situation was read at the meeting, and on the motion duly made, seconded and unanimously carried was accepted and filed and the plan of action therein recommended was duly approved."

The advances to Black New England Theatres, Inc., of $12,000 on Jan. 5, 1922, and $13,000 on Jan. 14, 1922, were later reported.

**Abe Spitz**

"There was presented an agreement dated Feb. 4, 1923, with Abraham A. Spitz," the report of another executive committee meeting showed, "whereby this Corporation will acquire all of the Spitz interests in Black and Spitz's Theatres, Inc., and Strand Theatre Corporation for a consideration of $20,850, payable in four installments."

"The Comptroller reported," at an early 1923 executive committee meeting, "that arrangements had been made for the New England Theatres, Inc., to acquire one-quarter of the capital stock of the Star Theatre Corp. and Concord Amusement Co., controlling and operating the Star and Sterling theatres at Concord, N. H., for $16,000."

**Boston**

"Final agreements" were presented Paramount executives at a 1925 conference, "in regard to the operation by Boston Capital Operating Co. of the Capitol Theatre, Tremont and Hollis Sts., Boston, Mass., and the financing of the completion thereof by B. F. Keith Theatres Co. and Famous Players Lasky Theatres Corp.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved that the execution and delivery by the president and secretary of this corporation of that certain agreement, dated June 18, 1925, between Boston Capitol Buildings, Inc., formerly called Tremont Street Realty Co., party of the first part William J. McDonald and Max Schoolman, parties of the second part; Boston Capital Operating Co., party of the third part, and the B. F. Keith's Theatres Co. and Famous Players Lasky Corp., parties of the fourth part, in relation to the property known as Capitol Theatre and Commonwealth Office Building in the City of Boston, Mass., be and it hereby is ratified, confirmed and approved, it was further resolved, that the execution and delivery by the president of this corporation of that said agreement, dated June 24, 1925, between the B. F. Keith's Theatres Co., Famous Players Lasky Corp. and Boston Capitol Theatres Operating Co. in relation to a joint subscription for $500,000 (500,000) dollars of preferred stock of the Boston Capitol Buildings, Inc., and the ownership of stock in Boston Capital Operating Co. be and is hereby ratified, approved and confirmed."

**Auburn, Me.**

"Arrangements," it was further reported March 31, 1926, "were being made by the Maine and New Hampshire Theatres Co. for the construction of a theatre at Auburn, Me., and by Consolidated Amusement, Inc., for the construction of a theatre at the corner of Grand Central and Delaware Aves., Tampa, Fla., both of these projects to be financed by the respective companies.

"Mr. Franklin reported advances of about $57,500 to American Amusement Corp. for the purpose of completing the improvements to the St. James Theatre at Boston.

"On motion duly made, seconded, and unanimously carried, it was

"Resolved, that the executive committee hereby approves the above described advancements, subject to the consent of the finance committee which is hereby requested.

"From the meeting of the executive com-

(Continued on page 74)

# Depositions Continue In Me.-Vt. Suits

BOSTON—George S. Ryan continues to take depositions in the Maine and Vermont anti-trust suits of C. F. Millett, Frank LePage, and Kenneth Gorham. The lawyer has already questioned, under oath, Norman Ayers of Warner, Thomas Bailey of 20th-Fox, William Erbb of Paramount, and John Dervin of United Artists.

The George Solomon Equity suit, which Ryan is handling for the veteran Charlestown theatreman, has been postponed because of the present anti-trust maneuvers which are filling Ryan's time during a recess of the Morse and Rothenberg $2,100,000 monopoly suit.

# Interstate, Joelson Enter Fall River

BOSTON—Edward Ansin, E. Harold Stoneman, and Julius Joelson have now officially gone into Fall River, Mass., stronghold of former national and present local Allied head Nathan Yamins.

The Interstate Theatres Corp., of which Ansin and Stoneman are respective president and treasurer, this week Thursday took over operation of the Empire and Durfee.

Julius Joelson, independent circuit head, has leased a newly constructed house in Fall River which, at one time, seemed due to pass to Yamins. Yamins continues at the Strand, Capitol and Park.

Ed Fain, general manager for Interstate, has appointed William J. Canning the Empire manager and Christopher Joyce the Durfee manager. Canning formerly covered the Durfee. Joyce is a transferee from Plymouth.

## *Rules Cambridge Theatre May Get Year's License*

BOSTON—The Cambridge Theatre, Inc., should be licensed for one year, beginning August 1, to show films at the Inman Square Theatre, Supreme Court Justice Henry Lummus decreed here last week.

The corporation, as sole lessee, has operated the suburban house for the past seven years. Licenses, since August 1, 1936, have been issued to Michael O'Leary, a corporation employe.

In opposing the supreme court action, R. E. Everts, Cambridge city solicitor, informed Judge Lummus that Mayor John W. Lyons had no objection in issuing a license to the Cambridge Theatres, Inc., but that His Honor did not want to have two such permits outstanding. Lummus suggested that O'Leary's license be invalidated and that another be issued the corporation.

## *Site Available for New House at New Britain*

HARTFORD—The possibility of another theatre in New Britain has been reported hereabouts by theatremen. It has developed as a result of the vacating by a department store of quarters in the one-story block at 530 Main St. The owners have made public the fact that a Hartford group is interested in installing a theatre in the premises.

Some minor alterations would give the backers a theatre with a seating capacity of 1,000. The location of the proposed house is across the street from the State and neighboring the Palace.

### Mrs. Al Moulton

BOSTON—The wife of Al Moulton, financial secretary of the Moving Picture Operators' union, Local 182, died Tuesday.

## *'Stanley & Livingstone' Lead Holdovers*

**Boston—"Stanley and Livingstone" has been held for a third week at Keith's Memorial. "Unexpected Father," added as a second feature last week, has been retained for a second week. "The Wizard of Oz" and "Blondie Takes a Vacation" is day-and-date at Loew's State and Orpheum for a second week.**

# Yamins Names Two Confab Delegates

BOSTON—Nathan Yamins, president of the Independent Exhibitors, Inc., has appointed Wilbur Peterson of the Orpheum in Somerville and Max Levenson, circuit partner, Allied regional directors. The pair will represent the local unit at the eastern regional conference at the Hotel Ritz-Carlton in Atlantic City on September 7. Also tentatively scheduled to make the trip are Frank Lydon, Frank Perry, Sam Resnick, and Arthur K. Howard.

Called by Eastern Regional Vice-President Lydon, the directors from New England, Connecticut, New York, New Jersey, eastern Pennsylvania, Delaware, Maryland, and the District of Columbia will discuss exhibitor problems, film buying, and government legislation and litigation.

## *Allied Unit May Name New Secretary on Sept. 12*

BOSTON—A successor to the late Adolph Bendslev, deceased secretary of the Independent Exhibitors, Inc., may be chosen Tuesday, September 12, when the New England unit of Allied meets in Boston. Bendslev, operator of the community in Wellesley and prominent in national organization affairs, died suddenly in August following a heart attack.

Results of the entire eastern production survey poll, conducted by Allied, will be scrutinized at the 20 Shawmut Street confab. Special attention will be concentrated on the local product survey now under way here, while product buying under present business conditions will be discussed.

"Business is off all over the country, including summer resort theatres," Business Manager Arthur K. Howard said this week in a message to members. "General business forecasts do not indicate a rise in business activities, employment, or payrolls. There is no justifiable excuse for the slightest increase in film rentals."

## *Resume Solomon Suit*

BOSTON—The George Solomon equity suit brought in Suffolk superior court against Daniel Grishaver, Selma Yonkers, Jacob Yonkers, and Benjamin Rudnick will be resumed next Wednesday, ending a brief recess requested by Plaintiffs' Attorney George S. Ryan. Solomon charges a conspiracy to oust him from the Thompson Square Co. is in existence.

# PROVIDENCE

DEFYING the city censors who banned "Mice and Men" (among other legitimate productions) when Atlantic Coast Productions, Inc., asked permission to stage the play at the Albee here this summer, management of the Lippitt Theatre, strawhat circuit playhouse at Cumberland, R. I., will do the show Labor Day week. This is the first time such a situation has occurred hereabout since several years ago, the Community Theatre in North Providence ran a film frowned on by the Providence bureau of police. Community made money with the showing but ill favor created discouraged the management from repetition thereafter.

*RKO-Albee goes back into New York district management this week as Michael J. Kavanagh arrives here to take over the resident manager job. Kavanagh was with Astor, Embassy, Criterion and other New York City houses from* 1920 *to* 1926 *and from* 1927 *to* 1930 *managed for United Artists in the Detroit area. Recently he was manager of Paramount, Cincinnati, from which city he came to Providence last Tuesday. William J. McCourt, who has been acting as manager since the Albee reopened a fortnight ago, goes back to the RKO-Memorial, Boston, with appointment of Kavanagh to the local post.*

Louise Clark is back in the boxoffice at the Albee as cashier.

*Jay Dowden of RKO's home office has been in town for over a week planting publicity and campaign tieups on "In Name Only," opening at the Albee August* 31. *Bill Morton, house press agent, is assisting Dowden with the campaign.*

Jack Carroll, publicity man for Fay's theatres here, engineered a nifty feature by Robert L. Wheeler in Sunday *Journal* filled with reminiscent matter on 22 years of vaudeville at Fay's Theatre.

*Johnny Hodge, assistant manager of the Strand, winds up the vacation lists for the season this week enjoying his annual layoff. He is spending the time on Cape Cod, Block Island and other popular New England recreational retreats.*

Strand is making big use of 24-sheets around town this season, using the billboards for "Our Leading Citizen" (current film) and also for "Star Maker" (opening 30th). This is the first time in years the Strand has utilized posters in its advertising.

*Legion Circus, offering eight acts twice nightly in Cranston Municipal Stadium September* 4 *to* 9, *promises to give some competition to theatres Labor Day week. The show, promoted by J. C. Harlacker, is second annual circus sponsored in Cranston by Legion posts of that city.*

Those optimists who have felt Narragansett race track's popularity would wane from year to year learned this week that betting handled for first two weeks of the current meet has been larger than that of first two weeks of last year's summer racing. Coming weekend, with the $25,000 added special race on Saturday, is expected to give the mutuel figures another big boost.

# BOSTON

LARRY LASKY, Larry Stone, and Louis Stern have been to Havana. Stern and Lasky own the Barre Theatre at Barre, Vt., the latter managing it. Lasky handles E. M. Loew's open-air situations in Baltimore and Washington. Stone manages the Kenmore in Boston for Charles Morse and Louis Rothenberg.

*Phil Smith, New York and New England circuit owner with ozone interests in Cleveland and Detroit, returned to town this week . . . Harry Arthur was in from New York last week . . . Russell Burke, Frederick E. Lieberman publicist, has been on vacation.*

Max Michaels opened the Columbia this week with flesh and films. He is operating the house for Ben Welansky interests.

*N. D. Golden, head of the motion picture division of the U. S. department of commerce, was in town this week. Golden, on hand to attend the Veterans of Foreign Wars Encampment, was the guest for several days at the home of Joe Cifre. Golden is Commander of the General Edwards Post of Washington, D. C.*

Vincent Dixon has resigned from the staff of Keith's Memorial Theatre and is headed toward the West Coast where he may rejoin RKO in Charles Koerner's division.

*Joseph Burchini, the granddaddy of drive-in theatres in New England, has been critically ill. Burchini, who started what is now the Weymouth Drive-In and who had a hand in other local outdoor locations, is plaintiff in several lawsuits involving New England ozoners.*

Betty Adams of Keith's Memorial left Boston last week Thursday en route to San Antonio, Tex. . . . Al Longo, publicity assistant to Joseph A. DiPesa, returned Monday from a seashore vacation . . . Lou Richmond, field manager for the E. M. Loew circuit, spent the last week at Nantasket and this week in the mountains. He is not expected back at Tremont Street headquarters until after Labor Day.

*Dennis Shea, Turners Falls exhibitor, will celebrate the 25th anniversary of the Shea Theatre during Labor Day week. The silver jubilee stanza will be commemorated by souvenirs. Shea is booking vaudeville for the occasion.*

Helen Sahl, booker for Specialty Pictures, has concocted a new beverage. She calls it Libra-Mint. "Rub the inside of a highball glass with mint," directs Miss Sahl. "Put in two jiggers of rum and add coco cola to the taste."

*Charles Morse and Louis Rothenberg have reopened the Strand in Haverhill. The Massachusetts house was recently damaged by fire.*

Babe Cummings, formerly of the Modern, was in town the other day . . . Dora Kraska, who has resigned from Imperial, spent last weekend at Nantasket prior to leaving Tuesday on a Savannah cruise . . . Mabel Dow of Cameo Screen Attractions, Inc., has been in Plymouth this week. . . . Morris Nunes, premium distributor, and Mrs. Nunes were in town last week, conferring with Burt Lazarus.

*Samuel Ginsburg, owner of the Strand in Wallingford, Conn., is dead.*

Walter Dyer, booker for Paramount in Portland before the Maine branch was dissolved, has been appointed local booker for Universal by Exchange Manager William Kelly.

*Fred Greenway, manager of Loew's State, has been having trouble with a sore throat . . . Sal DiManno, Loew's State assistant manager, has a gum infection . . . Leonard Kraska, house manager of the Fine Arts, has hay fever . . . James O'Brien, formerly here for International seat and now in Philadelphia for Heywood-Wakefield, is still being bothered with athlete's foot.*

Emma V. Corbett of Universal vacationed last week in Rowley . . . Florence Scully Slater of Universal has been in Old Orchard this week . . . Arthur K. Howard of Allied returned to town Monday from Plymouth . . . Ray Johnston of Monogram was here last week Thursday.

*Elmer Turnquist, former branch manager for Imperial, has been working on the Ambers-Armstrong fight films for Harry Asher . . . F. D. Scribner, manager of the Strand and Crown in Manchester, and Miss Eleanor Jones have married at that New Hampshire city.*

Harry Snyder, New England divisional manager for J. Don Alexander, is lining up film district cruising parties. Alexander's yacht, the *Two Smiles*, should soon sail north to Boston from its New York dry dock . . . D. M. Alexander, production manager for his brother, is back from the Mediterranean.

*Agnes Wayland is looking over "Down East" vacation literature . . . Morris Safner, Rhode Island exhibitor, was in town last week . . . Charles Israelson was in from Wells Beach, Me. . . . Arthur Lockwood, circuit owner, was up from Middletown, Conn.*

C. J. Russell sr. has been using the bicycle popularity contest at the Art Theatre in Bangor, Me. The promotion is being handled in this territory by James Kennedy and Joseph Schmuck.

*Sidney Howard, playwright, was killed last week in Tryingham when a tractor he was cranking started when in gear and crushed him. Howard has been under contract to RKO, Universal, and Samuel Goldwyn.*

Jeanne Finkelstein of the Good Will Advertising Co. has been in Saratoga and Schroon Lake this week . . . Jack Rabino-

(Continued on page 78)


FIRST LINE OF DEFENSE



CAPITOL RUBBER MATS

Reduce Cleaning Costs
Save Expensive Carpets
Beautify Your Lobby

These custom-built inlays are available in a number of designs. Furnished in any color combination of red, white, blue, grey, green, brown, black, yellow, and orange.



CAPITOL THEATRE SUPPLY COMPANY

*A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS*

28-30 PIEDMONT STREET • BOSTON, MASS.

## *Fete for Johnston an Exclusive Affair*

Boston—Not even One-Eye Connolly could crash the luncheon given in honor of Ray Johnston last week by Ben Welansky and Steve Broidy. The Monogram affair at the Georgian Room of the Hotel Statler was that exclusive. Connolly was finally admitted as a guest, however. It was a stunt put on by Martin Sheridan, Monogram publicist who handles NBC's "Inside Story" in the New England sector and who had secured the veteran ducat dodger for an air appearance.

Frank Lydon, Allied eastern regional vice-president, commented on Johnston's fair dealings with independent exhibitors as an after dinner speaker on a list which included Charles O'Reilly, Broidy and the Monogram president himself.

# Paramount Theatre Deals Are Shown

(Continued from page 71)

mittee, April 7, 1926, referred to the agreement, dated July 18, 1925, between New England Theatres, Inc., Olympia, Inc., and William T. L. Gray of Lewiston, Me., providing for the employment of Mr. Gray as general manager for the theatres in which said company are or may be respectively interested, and recommended a modification of the basis for this minimum guarantee compensation, whereby $25,000 a year of the said compensation will be granted by New England Theatres, Inc., and $25,000 a year by Olympia Theatres, Inc. In addition, the terms of the said contract will be so interpreted to reduce somewhat the theatre rents used in computing Mr. Gray's compensation.

"After discussion, on motion duly made, seconded, and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described changes in the Gray contract."

**Maine and N. H. Theatres Co.**

Adolph Zukor "outlined" during a 1929 executive committee meeting "the situation with respect to Maine and New Hampshire Theatres Co. in which Olympia Theatres, Inc., has a 50 per cent stock interest and recommended the acquisition of the other 50 per cent if it could be obtained upon terms acceptable to this company.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved, that the president be and he hereby is authorized to negotiate of the half of the corporation of the outstanding 50 per cent of the capital stock of Maine and New Hampshire Theatres Co."

**Olympia Theatres, Inc.**

"Negotiations," read the record of May 1, 1929, "had been concluded for the acquisition by Olympia Theatres, Inc., of a lease of a new theatre to be constructed at No. 76 Parker St., Gardner, Mass., for a term of 15 years at an annual gross rental of $15,000 the lessee to pay any increase in real estate taxes which may be assessed against the property after the second year assessment and to install equipment costing no less than $30,000."

**Metropolitan, Boston**

"Recommended" May 15, 1929, was "the acquisition by Paramount Famous Lasky Corp. from B. F. Keith Corp., of 750 shares of Class "A" stock of the American Amusement Corp. and 1,500 shares of preferred stock and 1,500 shares of common stock of Boston Metropolitan Buildings, Inc., also of an account receivable for $32,500 is owing by American Amusement Corp. to B. F. Keith's Corporation, for the aggregate sum of $257,600 of which $225,000 is for said stock and $32,600 for said amount receivable.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved, that the above described capital expenditure be and hereby is authorized and approved."

**Portland, Me.**

On Oct. 2, 1929, it was reported to the Paramount executive committee that "negotiations had been concluded for the acquisition by Olympia Theatres, Inc., or other subsidiary company, of a lease of the Strand Theatre at Portland, Me., for a term of 20 years at the gross rental of $85,000 per annum, one-half year rental to be paid in advance and credited over the third, fourth, fifth and six years of the term. The tenant is to pay for the new sign and marquee now being installed."

At an Oct. 30, 1929, session, "the secretary referred to the resolution adopted by the executive committee at its meeting held on Oct. 2, 1929, in regard to a lease of the Strand Theatre in Portland, Me., and stated that it had been found necessary for the lessee to deposit $50,000 instead of $32,500 to be credited on the rent during the seventh, eighth, ninth and tenth years of the term, at the rate of $10,000 per annum during the seventh and eighth years, and $15,000 per annum during the ninth and tenth years. Interest on such deposits is to be compounded semi-annually and allowed to accumulate until April 1, 1933, when such accumulated interest is to be paid over a period of two years thereafter. The lease will be taken by a subsidiary of New England Theatres, Inc., instead of Olympia Theatres, Inc.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described changes in the proposed lease of the Strand Theatre at Portland, Me."

**Newport, R. I.**

Rhode Island Theatres, Inc., it was brought out at an executive committee meeting in 1930, "contracted to purchase the fee of Paramount Theatre in Newport, R. I., now under lease to said company, for a purchase price of $300,000 payable by the execution and delivery of two notes or bonds for $200,000 and $100,000 respectively, secured by purchase money mortgages, the mortgage deed securing the payment of the note for $200,000 to be prior in lien to the mortgage deed securing the payment of the note for $100,000. The first of the said notes is payable in five years from the date of the closing and

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# Frederick Lieberman May Build in Hub

Boston—Frederick E. Lieberman interests may build on Washington St., near the juncture of Milk St. and nearly opposite the Old South Meeting House. Lieberman recently formed the Old South Operating Co. and the Old South Theatre, Inc., together with Morton Lieberman, Myer H. Slobodkin and Ralph Slobodkin. Rumors still persist, too, that Lieberman may put up a house in the Fields Corner section of Dorchester.

## *Levensons Will Operate New Worcester House*

Boston—Max and Joe Levenson, independent circuit operators, will operate the Greendale house being constructed by Henry Steinberg and Arthur Blanchard. The suburban Worcester location is being readied for opening soon after Labor Day.

Steinberg, present bank president, is a former New England circuit owner. Blanchard, owner of the Strand Theatre building in Southbridge, manages that theatre for Interstate. He recently built a drive-in in Sturbridge which is in partial opposition to that house.

The pair tentatively plan several other New England theatres, including one in the locality of the new housing project in South Boston.

## *Roy Heffner, Fred Morley Complete Fishing Trip*

Boston—Roy E. Heffner, Bank Night assignee and the operator of an embryonic New England theatre chain, has returned to Boston after a fishing trip throughout northern New England and Canada with Fred Morley, Texas theatreman. Heffner and R. E. Griffith recently returned from a similar excursion. Griffith owns a circuit that extends throughout Texas, Arizona, New Mexico, Kansas and Nebraska. The trio looked over a number of theatre situations between casts.

## *RKO Boston Stage Shows In the Light Sept. 1*

Boston—Stage shows were to have been resumed Friday at the RKO Boston following culmination of RKO-union negotiations. Ben Domingo, city manager, spotted the first weekend flesh for a four-day stay so as to include Labor Day. Two first-run features had been booked, at press time, to mark the lighting of footlights at the downtown house. The fact that the de luxe location has 3,246 seats was expected to counteract turnover difficulties.

**Harry Dramin, 26, Dies**

Hartford—Harry Dramin, 26, died here last week at the home of his parents, Mr. and Mrs. Louis Dramin. Louis Dramin was formerly assistant manager of Loew's Theatre and manager of the Webster here.

# NEW HAVEN

OPENINGS of the new 700-seat State Theatre, Jewett City, built by Joseph Quittner and Peter Perakos, and the 403-seat Fairmont, New Haven, formerly the annex, recently acquired and renovated by Al Pickus are scheduled for the middle of the month. Finn's Jewett City, temporarily housed in a high school, is now closed. Thomaston, Deep River; Forest, Allingtown, and Windsor should follow along soon, if building and remodeling schedules are on time.

*Armstrong-Ambers fight pictures played Loew's College, New Haven; Majestic, Bridgeport; Palace, Hartford, and Plaza, Worcester. Also, Strand, Stamford, and others. Loew "A" houses playing "Wizard of Oz" had too long a program, Harry Shaw says, to book the fights. Dick Cohen is handling the films.*

Maurice Kempner is lessee and operator of the 500-seat Glastonbury Theatre, now owned by Mrs. Nathan Lampert . . . Eight hundred-seat Orpheum, Danielson, an Interstate house, is reported offered for sale.

*First calculations on the* 18-*week S. R. Kent Drive find the New Haven* 20*th-Fox branch first in the international group of* 19 *exchanges. Earl Wright, drive captain here, predicts New Haven will win the four-week salary prize when all's said and done . . . Local Metro-ites are also confident they will be winnahs in their drive which was officially closed Thursday. And the Warner staff was anxiously awaiting computations on its bonus drive as we went to press. Good luck to the home teams!*

With the moving of the Shelton postoffice to its new building in October, Morris Hadelman will be starting construction of a new 750-seat theatre on the site of the present postoffice in a few months to replace the 500-seat house now operated.

*Installation of B-*31 *exchange employes' new officers was postponed at the eleventh hour because of vacation absences, and is now scheduled for September instead. New contracts will also soon be under consideration.*

Warner Theatres reports better business for the month of August in spite of unrelenting heat . . . Holdovers: "Four Feathers" had a second week at the Plaza, Stamford, and a third at the Regal, Hartford . . . Avon, Stamford, held "Lady of the Tropics" . . . "Stanley and Livingstone" was a Loew-Poli holdover all along the circuit . . . Patron at the Middlesex, Middletown, made a timely inquiry for "Andy Hardy Gets *Hay* Fever" . . . State, Hartford, returned to stage shows September 1, featured Jack Benny's Rochester, Betty Grable and Frankie Masters and his orchestra. Following two weeks bring Gene Krupa and Glenn Miller, with Artie Shaw, Ozzie Nelson, and Rudy Vallee promised for the future.

*Congratulations to William Hutchins, manager of National Theatre Supply, who is a new daddy of a* 6-*lb.* 10-*oz. boy . . . Also to Joe Markov of the Lampert circuit, who is an expectant father . . . And to Nathan Lampert, whose cast has been removed* 11 *months after his serious automobile accident . . . Barney Calechman has just returned from an auto trip to Montreal and Saratoga . . . Adolph Johnson saw the* S. S. Europa *dock and greeted his son Robert, who has been on a musical tour of England with other members of his college band . . . Chris Joyce has been transferred by Interstate from Plymouth to Fall River. Joyce was previously with various M&P houses in Connecticut . . . Lucy Flack, operator of the Capitol, Milford, has been spending her weekends at a summer home in Lakewood.*

Report is Franklyn Arrigoni and the Middlesex Theatre, Inc., have filed a new suit against Mr. and Mrs. Salvatore Adorno and the Brown estate claiming $800 damages in a right-of-way dispute . . . Albert L. Smith, operator of the Colonial and Tower, Walnut Beach, will close the Tower as usual on Labor Day. The Colonial will be renovated.

*Max Hershman of National Screen Service and William J. Jefferson of American Display Co. were in town checking on Poli new season trailers and lobby displays . . . Tim O'Toole and Ben Lourie screened "Golden Boy" for a small group of exhibitors, who received it enthusiastically for its human quality and fine acting . . . Palace, New Britain, has opened with a Price glassbake deal.*

Paul Kaney, M-G-M exploitation man, in this week on "Wizard of Oz." Last-minute arrangements were made for the Poli New England towns and Boston to use the original carriage in which Dorothy rides in the picture as a ballyhoo. The reception committee of boys and girls chosen in each theatre to meet Mickey and Judy in their recent visit rode in the carriage and visited the mayor, children's hospitals, etc.

*Majestic Theatre, Bridgeport, will soon celebrate its* 17*th anniversary and Manager Morris Rosenthal already has the local press celebrating that event with art and stories. The ten millionth patron last week received a six months' pass. Rosenthal recalls that the late S. Z. Poli opened the house in November,* 1922, *with Eddie Cantor in a Parisian revue, "Make It Snappy." Two days later he brought the Poli Players in William A. Brady's "The Man Who Came Back." Ed Lund managed the house then, and it wasn't until the summer of* 1924 *that Rosenthal became the manager after a vaudeville career as blackface, Dutch and Hebrew dialect comedian.*

## *See Open Shop Point Won by M&P*

**Boston—An open shop is seen for M&P Theatres as the striking IATSE ushers returned to work in all 11 Greater Boston theatres of the circuit. Amicable negotiations between the circuit and the union were being continued at press time.**

"Rosie," as he is affectionately called, bought a stock company for $200 at 19 and barnstormed through the middle west for a year. Before managing the Bridgeport house, he was manager of the Poli, Waterbury. He has introduced many new ideas, such as community singing, junior symphony orchestra, local Follies, etc., and is still on his toes as one of the outstanding managers of the circuit.

*Julian Tuthill, film editor of the* Hartford Times, *remarks, "About the only return this department and its contemporaries in other cities give for the courtesy extended by the movie industry is a willingness to recognize the industry's problems . . . to realize that no matter how much we personally may cry out for films of high artistic merit, not every picture can measure up to expectations."*

Final meeting on the New Movie Season cavalcade planned by the Poli circuit was held Wednesday. Bob Russell, Nat Rubin and other managers, just recovering from the tremendous and effective piece of work connected with Mickey Rooney-Judy Garland appearance, have once more thrown themselves into the fray to put over the cavalcade . . . George Landers went nautical and invited the crews of two Coast Guard cutters stationed at New London to attend the New England premiere of Columbia's "Coast Guard" at E. M. Loew's, Hartford, and preceded the show with a luncheon at the Hotel Bond.

*Sidney Kleper, assistant at the Poli, Meriden, planted a two-column classified ad in the* Record. *This house has found the classified columns effective. Joe Amstead, of the Elm Street, Worcester, stopped in at the division office en route to Washington to bring home his vacationing daughter . . . Lou Cohen, of the Palace, Hartford, discovered in the city a granddaughter of Capt. Josiah Richmond, who took Stanley to Zanzibar in his whaler, and capitalized on the discovery with a four-column story, authentic old letters and art in the* Times *on "Stanley and Livingstone" . . . Jack Sidney, assistant at the Poli, Bridgeport, and last of the managers to go on leave, met his father, in from the coast, in Virginia.*

Picture Harry and Mrs. Shaw outfitting a bevy of college girls in swing skirts and sweaters to ride in the pastel-colored Crosley cars which will travel from Boston to the Fair at New York and proclaim the New Movie Season and Loew product all the way . . . Milton Stiefel, director of the Ivoryton strawhat these many years, is alone in announcing his summer group will continue to perform as long after Labor Day as there appears to be a demand.

*Allyn, Hartford, conducted a novel contest in which the winner received a* $10 *prize and was guest at a midnight screening of "Island of Lost Men" . . . Empire, New London, ad announcing the starting of a new golden poppy dinner set pictured the set, but made no mention of pictures at all.*

# HARTFORD

ALLEN M. WIDEM, 109 Westbourne Parkway, Hartford, is now BOXOFFICE correspondent for that city and area. Any contributions or suggestions will be cordially welcomed from showmen in that vicinity. Phone is 6-0453.

*Julian B. Tuthill, film critic for the* Hartford Times, *is managing Conrose's Cinema City in Old Colony Beach, Sound View, Conn., for the summer. The house is run by Conn and Rosenthal, owners of the Palomar Danceland.*

A special "Kiddie Cartoon Jamboree" was played at the Lenox Theatre, a Warner Unit.

*Miss Arline B. Boucher is a new addition to the theatre and motion picture department of the* Hartford Times *for the summer. She assists Julian B. Tuthill, editor.*

Bob Witty is a new addition to the staff of the Loew's Poli in Waterbury . . . Walter Lloyd, manager of the Allyn Theatre, offered $10 to the woman who would sit alone and view a midnight preview of "Island of Lost Men." One woman did.

*Back from vacations are Joe Miklos, assistant manager, and Anne Helenski, cashier of the Embassy Theatre in New Britain, and Stephen Wallack, doorman, and Anna Maffei of the Strand Theatre in the same town.*

Every Friday evening at the Loew-Poli Palace in Meriden, Joseph Samartano, manager, holds a "Gala Swing Night" on the stage, offering three cash prizes to dance teams who compete. Joe is breaking in Sidney Kleper, his assistant, as a photographer.

*Repair work will begin on the Cameo, Bristol, before fall sets in, it is learned . . . Ed Fitzpatrick, manager of the Loew-Poli in Waterbury, together with his assistant, George Loukides, are busy planning a huge trylon and perisphere display in the theatre's lobby.*

Henry Needles, New England Warner representative, was a guest columnist for M. Oakley Christopher's "For Your Information About Local Entertainment" in the *Hartford Courant.* Henry gave a brief history of entertainment in the United States. Mrs. Christopher is vacationing.

*Part of the screenplay for "Coast Guard," Columbia picture, was written by Albert Duffy, former Hartford newspaperman . . . It is reported the Essex Square Theatre Corp. has purchased the theatre formerly owned by Lou Pratt in Deep River.*

Miss Rose Penta, cashier of the State Theatre at Waterbury, has been vacationing . . . Report from Westbrook is a resolution approving Bingo was passed quite recently.

*About Springfield, Mass., vacationists: Henry Ferris, Broadway, has returned from Newport, R. I.; Claude Fredericks, manager of the Garden, is on his vacation, while Charlie Smith, his assistant, is running the Garden in his absence; Al Anders of the Bijou with the Mrs. are on a brief vacation.*

Walls at the Cameo Theatre in Waterbury are being sound-proofed . . . George Wilkinson of the theatre in Wallingford, together with the Mrs. and son, took a trip to the White Mountains in New Hampshire . . . The Drive-In Theatre, Milford, has a new amplifying system.

# BRIDGEPORT

MATT L. SAUNDERS flew to Chicago and back to visit his mother . . . George Condon plans extensive alterations on his Fine Arts Theatre at Westport.

*Michael Whalen is in from the west coast for one week's appearance in a summer theatre.*

"Sonny" Greenberg of the Park City is back at his desk after spending his vacation in bed due to illness.

*Lou Anger's Colonial looks snappy with its new marquee in bright colors.*

Loew-Poli staff praised for best handling of crowds in state during the Mickey Rooney-Judy Garland personal appearance.

*William Finn, Loew-Poli doorman, is back on the job after an operation for appendicitis.*

Jack Sidney has decided against that trip to Hollywood. He is spending his vacation touring through Virginia with a carnival.

*Morris Rosenthal sent a cameraman around the city's bathing beaches to snap pictures of gals in bathing suits and then used the prints in his Majestic lobby as a local bally for "These Glamour Girls."*

Balcony seats are being respaced at the Globe to allow more leg room. New seats are due later.

*Michael Carroll of the American is back from a visit with relatives in Saratoga and Schenectady. He refuses to comment on his betting powers at Saratoga.*

Morris Rosenthal, Majestic, has probably visited the World's Fair more times than other local managers.

*Mrs. M. Oakley Christopher,* Hartford Courant *film editor, is off on a trip to London.*

Rosalind Russell is with her parents in Waterbury.

*Rudy Frank is now handling publicity for the State, Hartford.*

# Documents Reveal Paramount Deals

(Continued from page 74)

the second of said notes is payable in semi-annual installments of $10,000 and both of the said notes are to bear interest at the rate of six per cent per annum, and are to be granted by Olympia Theatres, Inc.

"After discussion, of motion duly made, seconded and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described expenditure by the Rhode Island Theatres, Inc., and the consent of the finance committee to the execution and endorsement of the above mentioned notes and purchase money mortgages is hereby requested.

"The secretary reported that arrangements had been made for the acquisition by Rhode Island Theatres, Inc., of a lease of the Strand Theatre at Providence, R. I., for a term of 15 years from March 1, 1930, at annual gross rental of $100,000 during the first five years, $105,000 during the second five years and $110,000 during the last five years of the term. Plus the proportionate share of any increase in ground rental and land taxes, said lease to be granted by Olympia Theatres, Inc.

"After discussion, on motion duly made, and seconded, and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described lease by the Rhode Island Theatres, Inc."

**Strand Theatre Corp.**

"Negotiations had been concluded," it was reported April 9, 1930, "for the acquisition by New England Theatres, Inc., of up to 1,860 shares of preferred stock and 2,596 shares of common stock of Strand Theatre Corp. of Rhode Island Corp. for the purchase price of $123,842.50 payable $79,520.75 in cash and the remainder by its interest bearing notes aggregating $44,321.75, made payable to the order of such person as certain directors of the Strand Theatre Corp. may have specified, one-fourth of the notes to mature on August 1, 1930, and the remainder in equal installments quarterly thereafter.

**Greenfield, Mass.**

"The incorporation on July 16, 1930, of a new operating company known as Publix-Lawlor Theatre Corp., was reported, "two-thirds of the capital stock thereof having been acquired by Publix Enterprises, Inc., and the other one-third by Carroll J. Lawlor, of Greenfield, Mass., Public Enterprises, Inc., having an option to purchase Mr. Lawlor's stock in said company at any time after August 1, and that said Publix-Lawlor Theatres Corp. had acquired from Mr. Lawlor a lease of the Lawlor Theatre in Greenfield, Mass., for a term of 15 years from Aug. 2, 1930, at an annual gross rental of $18,000. and a lease of the Amherst Theatre, Amherst, Mass., for the same term at an annual gross rental of $7,500; also that said company had acquired from Olympia Theatres, Inc., a lease of the Garden Theatre, Nos. 353-367 Main St., Greenfield, Mass., (one of the theatres acquired by this corporation by GB Theatres Corp.), for the same term

at an annual gross rental of $30,000. All three theatres are to be managed and operated for the new corporation by Publix Theatres Corp. for compensation of four per cent of the gross receipts, and Mr. Lawlor is to be employed as resident manager of the three theatres for the term of one year from Aug. 2, 1930, at a salary of $100 per week.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described stock investments and lease by the Olympia Theatres, Inc."

**Amherst**

"The secretary reported that arrangements had been made for the organization of the new operating company to be known as Publix Amherst Theatres, Inc., one-half of the capital stock thereof to be owned by Publix-Lawlor Theatres Corp., the corporation referred to in a previous resolution adopted at this meeting, and the other half by M. A. Shea, of New York City, said company to acquire from said Publix-Lawlor Theatres Corp. a sub-lease of the Amherst Theatres, at Amherst, Mass., for the term commencing Nov. 2, 1930, and ending Aug. 1, 1945, at an annual gross rental of $7,500, said theatre to be managed and operated for the account of the new corporation by Publix Theatres Corp. for a compensation of four per cent of the gross receipts; the Town Hall Theatre in Amherst now under lease to Mr. Shea, to be closed down and the lease terminated.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described stock investments and sub-lease by Publix-Lawlor Theatres Corp.

"The secretary also reported that arrangements had been made for the organization of a new operating company to be known as Publix Westfield Theatres, Inc., one-half of the capital stock thereof to be owned by Olympia Theatres, Inc., and the other half by M. A. Shea of New York City, said new company to acquire leases of the Park Theatre at Westfield, Mass. (now under lease to Mr. Shea) and the Strand Theatre on Church St. in the same city (one of the theatres acquired by this corporation by G. B. Theatres Corp.) for a term of 12 years from Nov. 2, 1930, at an annual gross rental for each theatre of $14,500, both theatres to be managed and operated for the account of the new corporation by Publix Theatres Corp. for a compensation of four per cent of the gross receipts, with provision for transfer of the management to Mr. Shea in case the operation of said company result in a net loss in any year.

"After discussion, on motion duly made, seconded and unanimously carried, it was:

"Resolved, that the executive committee has no objection to the above described stock investment and lease by Olympia Theatre, Inc."

**Holyoke**

"The secretary reported that arrangements had been made for the acquisition by Olympia Theatres, Inc., from M. A. Shea of New York City, of an assignment of a lease of the Strand Theatre at Holyoke, Mass., and the store adjacent thereto, subject to the approval of the landlord, for a term of 20 years from April 2, 1932, at an annual net rental of $20,000; said theatre now being leased for the term expiring on April 2, 1952, to Holyoke Strand, Inc., a wholly owned subsidiary theretofore acquired by this corporation from G. B. Theatres Corp. and transferred to Olympia Theatres, Inc., as set forth in a previous resolution adopted at this meeting."

# PORTLAND

HOULTON is reportedly to have a new business block, theatre and recreation center in Market Square with construction work to start soon. The new building will occupy the site of the old Snell House, a lot purchased by the Black and Churchill Theatres two years ago. A reliable source points to M&P Theatres, Inc., as the power back of the new theatre, but additional details were not available.

*A license to show motion pictures week days at the Seville Theatre, Knightville, was granted to Russell J. Mack this week by the city council who turned down a petition for permission to show films on Sundays at the same house. Refusal to grant Mack a license for Sunday shows was due to objections registered by chnrches and citizens located in the Knightville area.*

"Wizard of Oz" drew SRO business at all evening performances throughout a week's run at the State Theatre here to top all records at the house for many months . . . Francis Gooch, manager of the Uptown Theatre, Bath, is vacationing. High spot so far is the golf date he had with Larry Fleming the other day. When pressed for the score, Larry claims he can't count that far.

*The Portland Lion's Club Charity Circus hogs the spotlight all week at the Portland Stadium. Six cars are being used as "extra attractions."*

A checkup of tourists for the week of August 5 showed a total of 12,962 cars as compared with 12,368 for the same period last year—that in spite of the imminence of Labor Day. Coincidentally, local stores also report an upward trend in business.

*Credit to C. J. Russell jr., manager of the Opera House, Bangor, for the excellent tieup arranged with Freese's Department Store, Bangor, whereby "Stanley and Livingstone" was plugged in a six-column, 15-inch display ad featuring new fall fashions. In addition to the ad run in the* Bangor Daily News, *the picture was plugged six times over the air Friday, August 18. The picture was held over two days at the theatre after an unusually successful seven-day run.*

Edward Everett Horton, starring this week at the Ogunquit Playhouse in a comedy, "Springtime for Henry," was honored with a cocktail and dinner party at the Sparhawk Hotel, Ogunquit, Saturday evening, August 26, just prior to his closing performance. The party was given by a Portland group.

# NEW HAMPSHIRE

PRESIDENT ROOSEVELT'S advancement of the annual Thanksgiving Day observance date has stirred up considerable resentment among New Hampshire's tradition-conscious folk but theatre men are expected to share the favorable view of most other business men who believe that spacing the holiday farther from Christmas will increase public spending.

*In expanded newspaper advertising, the Modern Theatre in Manhattan announced that every Thursday and Friday, lady patrons will receive utensils, which, when a complete set is gathered, will comprise a 24-piece Royal Hostess kitchen set. The theatre already had been offering a chinaware giveaway.*

Arthur K. Dame, assistant manager of the Palace in Penacook, has become a benedict. He was married in an elaborate ceremony at Salisbury to Miss Vaulien F. Shaw, proprietress of a Penacook beauty parlor.

*Friends in Keene have received word from Ellenville, N. Y., of the death of Henry Horton, a member of the original cast of Denman Thompson's "The Old Homestead." He also played the role of Uncle Josh when the melodrama was revived in Keene, near Swanzey, Thompson's birthplace, several years ago.*

Ansel B. Sanborn, Carroll county's ace film exhibitor, offered the hospitality of his Casino in Wolfeboro for a mid-summer reunion of the Boston Brewster Club, composed of graduates of Brewster Academy in that town. The film man is an alumnus of 1911.

*Bill Barty of "Our Gang" comedies made a hit with the kids in Wolfeboro when he went swimming with them while making a personal appearance at America's first summer resort with the Van Arnam Tent Show.*

Add marquee dandies: Pinehall Hall, Centre Ossipee, advertised "Each Dawn I Die" plus "Night Work." Another at the Empire, Manchester: "Alexander Graham Bell"—"Almost a Gentleman."

*Hank Keene and His Radio Gang, well known for several years to New Hampshire airwave devotees, drew good crowds with their tent show at the Valley Street Circus Grounds in Manchester, during a week's engagement. There were 40 in the troupe, including "Miss Ohio."*

Fenton D. Scribner, manager of the Crown and Strand in Manchester, and Miss Eleanore Jones were married in St. Joseph's rectory, Manchester. Following the ceremony, they left for Nantucket and New York. Their home will be at 324 Amherst St., Manchester. Although a Manchester girl, the bride recently had been employed by an aircraft corporation in East Hartford, Conn.

# BOSTON

(Continued from page 73)

witz, Woonsocket exhibitor, was in town last week . . . Warren Nichols, Peterboro exhibitor, was down from the White Mountain state . . . Donald Cook is on Cape Cod . . . Roy E. Heffner jr. was in town the other day from managerial duties at the Key in Middleboro.

*Gertrude Hanlon, secretary to Anti-Truster George S. Ryan, has returned from a New Hampshire sojourn and is planning another, further north in the White Mountains for the last week in September . . . Walter Nolan, Loew's State usher, has had his vacation extended so that he may have a hand in the usher walk-out from a group of Boston and suburban M&P houses. Nolan is first-year president of the Local.*

Bernard Paine, manager in North Adams for E. M. Loew's, touched at Panama on his vacation . . . William McCourt, assistant at Keith's Memorial, is expected back at the Boston house early in September. He has been acting manager at RKO Albee in Providence.

*Mrs. Herman Rifkin, wife of the Republic distributor, gave a shower last week Wednesday to Marjory Meltzer who has resigned from the E. M. Loew office to marry September 3. Some 50 attended the Newton affair . . . Freida Blank, niece of the circuit operator, fills the vacancy.*

John Buckley, manager of the Warren in Roxbury, has been pulling in Saturday matinee business with Kiddie Komedy Karnivals.

*George Landers, Hartford manager for the E. M. Loew circuit, was in town last week . . . Jimmy Cagney is scheduled to spend the next few days off the Massachusetts coast . . . Florence Buckley, short subjects booker for E. M. Loew, was away this week to spend a second vacation week on the beach. She recently returned from a week in Canada . . . Dr. Victor Shenberg, brother-in-law of Louis B. Mayer, was in New York the other weekend, visiting Mayer before the latter's return to the coast.*

H. M. Addison, Loew's divisional manager, held the "Wizard of Oz" for a second week at Loew's State and Orpheum, co-featured with "Blondie Takes a Vacation" . . . Only other holdover in town was a third week of "Stanley and Livingstone" at Keith's Memorial.

*William Purcell has had the Strand in Beverly dark . . . Frederick E. Lieberman has lifted the top price at the Repertory from 25c to 35c. Lieberman now has the Repertory and adjoining Newsreel working with one boxoffice and one entrance.*

Flora Campbell, actress well known here because of her work in New England summer theatres, and Ben Cutler, band leader, have married.

*Dorothy Rolfe of the local M-G-M exchange plans to leave for Los Angeles about September 11. She seeks a transfer to the West Coast . . . Her mother, employed here at 20th Fox, may go later with a similar motive.*

John F. Clark, former treasurer at the Metropolitan Theatre, is now permanently connected with the Boston Community Fund. Clark worked with the charitable enterprise gratis the past few years, his services being donated by Martin J. Mullin and Sam Pinanski.

*Francis Margolis, assistant to Hy Teich of the Four Star Program Co., and Sam Lager will marry on Labor Day.*

W. D. Kelly of the M-G-M home office was in New Hampshire recently, looking over livestock at Benson's Animal Farm. He was accompanied by Ed Dobkin of the local M-G-M service department . . . Dave Whalen, Bostonian now Republic exploitation manager, was in Buffalo last week to open "In Old Monterey" at the 20th-Century Theatre.

## Labor Board Ruling Setback to TMAT

BOSTON—Initial TMAT attempts to gain a foothold in Boston have failed with the rejection by the state labor board of claims of a union majority at Loew's State and Loew's Orpheum theatres. A ballot was recently taken at the two first-run houses. Affirmations of H. M. Addison, Loew's divisional manager, that a number of those voting were ineligible were upheld by the labor board.

The TMAT recently lost a similar decision with the Western Massachusetts Theatres, Inc.

## Reserved Seat Policy Gets Hartford Trial

HARTFORD—A policy of reserved seats for evening shows will make its debut Friday, September 8, at the Warner Colonial Theatre here, accordingly to Henry Needles, New England representative and district manager for Warner.

The plan calls for the Colonial to play day and date the films that are being shown at the downtown Strand and the evening seat reservations will be limited to the lower floor. Prices will be 35 cents for the balcony and 50 cents for orchestra—the same as they are at the Strand.

Dave Sugarman, manager of the downtown Regal, has been transferred to the Colonial where he will put into effect the new policy.

## State Theatre, Hartford, To Resume Stage Shows

HARTFORD—The State Theatre here will resume vaudeville September 1, with first stars slated to appear including Jack Benny's Rochester, Betty Grable and Frankie Masters and his orchestra.

Reports are also persistent that the Palace, Loew-Poli house, will institute flesh this fall. The Palace is managed by Louis Cohen.

## Pouzzner Policy Change Advances Middlesex

MIDDLETOWN, CONN.—Morris Pouzzner, new operator of the Middlesex, Capitol, and Palace, Middletown's only theatres, has changed policy to make the Middlesex the "A" house for year-round operation. This house remained in operation the past summer for the first time. The Capitol will be increased from the three-day operation schedule followed during the summer to full-time operation, in conjunction with Middlesex, beginning this fall. Admission scale has been reduced from the former 30 and 40 cents to 25 and 35 cents. The Palace, which has been dark all summer, may be tried as an "action" house, operating Saturdays and Sundays at low admissions.

Installation of new sound, screen, drinking fountains, lamp bases and lamp houses in the Middlesex has been recently completed. Extensive repairs were made to the Capitol last spring. Ernest Dorau manages the houses.

## Invites Aged to Monthly Free Show at Needham

BOSTON—Donald Mitchell, manager of the Paramount in Needham, has invited localites on old-age assistance to be his guests at one matinee performance each month.

"This has created a great deal goodwill in the town towards the theatre," Mitchell says, "and I have had a great many people come to me and tell me what a grand thing the theatre has done for these old people. It is a gesture that costs us nothing. Yet it buys us good will that cannot be bought by money or any other way."

## "Our Leading Citizen" Is Condemned by Labor

NEW HAVEN—"Our Leading Citizen" has been condemned as unfair to labor unions by the executive board of the local central labor council, representing 40 unions.

Copies of the resolution urging neighborhood houses not to play the film were sent to all theatre managers in New Haven and vicinity and to Paramount Pictures.

## Howard Barnes Cut About Head in Car Accident

HARTFORD—While returning to his summer home at New Hartford, Howard Barnes, film critic for the *New York Herald Tribune*, suffered slight cuts about the head in a car accident.

He was released from a hospital in Torrington after receiving treatment for the cuts.

### Picket Loew's in Hartford

HARTFORD—Loew's Theatre here is being picketed by the AFL. The union claims the theatre is employing non-union help.

# Federal Memorandum Expected Shortly

OKLAHOMA CITY—Filing of the government's memorandum brief in the Griffith case here is expected this week, though the department of justice has until September 5 to pursue such action.

Briefs are in substantiation of defendants' motion before Judge Edgar S. Vaught asking that the government be forced to file a bill of particulars and present charges more clearly.

At the first hearing in Judge Vaught's court he granted defendants time to file memorandum briefs for his study in arriving at a decision with regard to the motions, then granted additional time to the government to file its answering brief.

Five days additional time has also been granted defendants to file their answer following filing of the department of justice memorandum.

It is understood that Judge Vaught is eager to begin trial of the case. He has intimated that following his decision on the present motions before his court he will call a pre-trial conference to settle all preliminary points and will make a serious effort to bring the case up for trial before the end of October.

The government is asking dissolution of present practices alleged between the four Griffith circuits and major distributors and for dissolution of the Griffith companies to "restore competition in all cities and towns" where Griffith now has control.

### Momand Suit May Reach Trial During September

OKLAHOMA CITY—Filings are expected next week in the Momand suits by defendants, following which the issues will be joined and trial of the $4,500,000 antitrust damage suits started some time during the month of September.

All preliminary matters have been disposed of in Judge A. P. Murrah's federal district court and time granted by Judge Murrah for defendant Griffith companies and major producers and distributors to file their answers to Momand's original petition and bill of particulars. It is expected that if Judge Murrah's docket will permit, actual trial of the case will be started before the end of September.

This will bring the Momand cases and the department of justice's other case against the Griffith companies and distributors into the two federal district courts here at about the same time. However if the Momand trial moves along with any speed it may be completed at about the same time the department of justice suit begins in Judge Vaught's court here.

### Says Screen Game in 3,500

CHICAGO — Hollywood, boxoffice stimulant now entering the southern territory, is being used by 3,500 theatres, according to Hollywood Amusement Co., distributors.

### New Pact to Binnie Barnes

HOLLYWOOD—Binnie Barnes has signed for another year with 20th Century-Fox.

### *"Oz" Holds Second Week in N. O.*

**New Orleans—"The Wizard of Oz" is being held over a second week at Loew's State. Lines are formed as early as nine in the morning and continue throughout the day and up to the last show in the evening. There has been no advance in prices.**

# Anti-Ascap Measure Has Favor in Ala.

MONTGOMERY, ALA.—The senate judiciary committee of the Alabama legislature has given a favorable report to the Stakely bill aimed at the asserted song monopoly of the American Society of Composers, Authors and Publishers.

The bill was urged by Alabama radio stations, many hotels and other businesses which the committee was told have suffered heavily because of charge for broadcasting and for orchestra playing of songs copyrighted by the association.

The Stakely measure would require the association to pay a 3 per cent annual state gross receipts tax and would prevent the association from charging broadcasters and others a flat fee of from $500 to $1,000 a year, plus 5 per cent of the gross revenues of any company playing the copyrighted music.

## *Louisiana Exhibitor Fights Decision Granted Ascap*

MONROE, LA.—Maurice Meltz, Ferriday, La., exhibitor, sought a retrial here in an adverse decision handed down in federal court against him for using Ascap songs in a film without paying a license fee.

Meltz's attorney contended that the copyright had been exhausted on the songs when permission was given Paramount and Educational to record them for film use and that his client was an innocent infringer because no notice of copyright appeared in the film.

## *New Monogram Deals*

DALLAS—George W. Weeks, Monogram's general sales manager, announces deals with the following southern circuits for new season product: Interstate and Texas Consolidated Theatres, Hall Industries, Inc., and Cumberland Amusement Co.

## *Downing Opens House*

BROOKHAVEN, MISS.—L. E. Downing has opened his new 325-seat Haven Theatre here. Downing was formerly with Paramount-Publix in the Carolinas.

### New FitzPatrick Pact

HOLLYWOOD—James A. FitzPatrick, producer of "Traveltalks" short subject series for Metro, has been signed to a new contract by the company.

# Oklahoma Allied Will Meet Sept. 26-27

OKLAHOMA CITY—Definite dates of September 26 and 27 have been set for the first annual convention of the Allied Theatre Owners of Oklahoma, following a meeting here at which preliminary plans were drafted by the organization committee headed by Orville Von Gulker of Okeene, Okla.

The Biltmore Hotel was chosen as convention headquarters. The organization committee is at present developing plans for the convention of independents who will consider a constitution officially creating the Allied association at the same time.

Name speakers have not as yet been engaged but Von Gulker has stated that national figures are being contacted to address the gathering on subjects relating to monopolistic practices within the industry, legislation and problems of the independent theatre operator.

The organization committee has been directing activities of the Allied group since its formation here last spring. It was decided then to postpone immediate incorporation of the association until all organization activity had been completed, the September convention time having been set as the period earlier.

Announcement of speakers, convention subjects and lines upon which the convention is to proceed are to be announced by Von Gulker within the next week.

## *Threet and Walker Will Build in Texas Town*

DALLAS—A $60,000 theatre will be erected in College Station, Tex., according to information from L. M. Threet, prominent Texas independent exhibitor interested in the project.

Threet said he and V. A. (Buddy) Walker, of Norman, Okla., were the prime movers. The building, designed by Corgan & Moore, Dallas theatre architects, will be leased by Threet, Walker and others for opening of the theatre.

Threet operates independent theatres in competition to chains in Lufkin, Overton, Jacksonville and Livingston. Walker formerly operated in Texas in oil areas but retired from that field several years ago.

## *Two New Orleans Bldgs. May Be Remodeled*

NEW ORLEANS—Active in the rumor market here are the old Saenger building at the corner of Tulane and Liberty streets and the St. Charles Theatre. Reports are that the Saenger building will be remodeled and turned into a film building for the use of independent exchanges, accessory shops and offices. Other reports hold that when the present lease on the St. Charles Theatre expires the Pratt estate will turn the historic place into a commercial building. No confirmation was forthcoming concerning such plans for either structure.









# "Oz" Leads a March To Better Grosses

OKLAHOMA CITY—Business conditions for the month of September appear on the upgrade for the theatre industry in this state, a survey by BOXOFFICE reveals, with "The Wizard of Oz," Metro-Goldwyn-Mayer picture, leading upward trends in boxoffice figures in almost every locality of the state.

Locally the film led for one of the best grosses in several weeks at all houses at the start of the present week. Promotion of "Happy New Movie Year" locally has also done much toward stimulating theatre patronage.

Excellence of film line-up for the fall months is pointed to by many exhibitors as one of the reasons for the expected pick-up in receipts during the remaining months of the year with most exhibitors predicting grosses week-by-week for the remainder of the calendar year will exceed those of last year in almost every instance.

## *Kelly and Randolph Field Covered for Time Reel*

SAN ANTONIO—A March of Time film devoted exclusively to the Army Air Corps, including the scenes of training activities at Kelly and Randolph Fields near here, was completed last week. Scenes from various airdomes all over the country will be shown in the film. Graduation exercises at Kelly Field also will be seen in the special newsreel scheduled for national release this month.

The crew of three who were in San Antonio working on the short subject were George L. Black, director; Ashby Abel, cameraman, and Johnny Giesel, sound technician.

## *Paramount's World's Fair Quarters a Rendezvous*

NEW YORK—Among recent visitors from the south to the Paramount World's Fair headquarters here were A. Higginbothom, associated with the Saenger circuit in New Orleans; Charles Simpson, manager of the Cameo Theatre, Anniston, Ala.; Forney Brice, Ritz Theatre, Anniston, Ala., and Fannie Slepian and Clara Kaplan of Memphis, Tenn. Miss Slepian is secretary to M. A. Lightman of the Malco circuit.

## *New York Visitors—*

*And to the RKO World Fair Lounge maintained in the home office for the convenience of visiting exhibitors. Top: Mr. and Mrs. L. Tidball and children of the Isis Theatre at Ft. Worth, Tex. Second: Mr. and Mrs. J. C. Chatmas of the Palace and Strand in Marlin, Tex. Third: Mr. and Mrs. J. K. Buckner of the Palace in Grapevine, Tex. Fourth: H. S. Lewis of the Chimes Theatre at Baton Rouge, La., and guests.*

EXTRA

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**CAPITOL THEATRE**
**Belleville, Ont.**

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Texas Theatre
Corpus Christi, Texas:
Amusu Theatre
Grande Theatre
Melba Theatre
Palace Theatre
Ritz Theatre
Tower Theatre

**GRIFFITH THEATRES**
Lubbock, Texas:
Lindsay Theatres
Cactus Theatre
Broadway Theatre
Lyric Theatre
Ada, Okla.:
McSwain Theatre
Kiva Theatre
Ritz Theatre

**INDEPENDENT THEATRES**
Lyric Theatre, Harrison, Ark.
Rialto Theatre, Paris, Ark.
Wiggins Theatre, Paris, Ark.
Capitol Theatre, Linden, Tex.
Palace Theatre, Fredericksburg, Tex.
Ritz Theatre, Oxford, Miss.
Lyric Theatre, Water Valley, Miss.
Palace Theatre, Granbury, Tex.
Rosso's Theatre, Plaquemine, La.
Lyons Theatre, Houston, Tex.
Opera House, Franklin, La.
Queen Theatre, Mt. Vernon, Tex.

**INTERSTATE THEATRES, Inc.**
Ft. Worth, Tex.:
Palace Theatre
Majestic Theatre
Hollywood Theatre
Worth Theatre
Eastland, Tex.:
Lyric Theatre
Ranger, Tex.:
Arcadia Theatre
Amarillo, Tex.:
Capitol Theatre
Paramount Theatre
Rialto Theatre
State Theatre
Abilene, Tex.:
Majestic Theatre
Palace Theatre
Paramount Theatre
Queen Theatre
Breckenridge, Tex.:
National Theatre
Palace Theatre
El Paso, Tex.:
Ellanay Theatre
Plaza Theatre
Texas Theatre
Grand Theatre
Wigwam Theatre
Wichita Falls, Tex.:
Gem Theatre
Majestic Theatre
State Theatre
Strand Theatre

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**CHARLOTTE, N. C. NEW ORLEANS, LA. MEMPHIS, TENN.**

# MEMPHIS

FILMROW was saddened to learn of the death of C. H. McWilliams of El Dorado, Ark. While McWilliams did not take any active interest in the operation of the Rialto and Majestic theatres in El Dorado, he was the silent partner of Bo Clark of the Clark-McWilliams Enterprises, and has many friends in the business. He had been ill with heart trouble for the past two years and at the time of his death he was visiting in Michigan. His body was returned to El Dorado for burial.

*Cliff Wallace, Ross Federal's branch manager, and his two small daughters, Wanda and Barbara Jean, are off on a two-week vacation, which will include Washington and New York City.*

Miss Blanche Wacaster has just completed plans for the erection of a new 300-seat theatre in Rison, Ark. The house will be ready for occupancy around October 15. Until completed, Miss Wacaster has made arrangements to use the American Legion Hut, where she will start operating September 4. No name has been decided for this theatre yet. This is the first theatre in Rison since the silent days. Miss Wacaster is the sister of E. B. Wacaster, who operates the Ozark Theatre at Ozark, Ark. The seating and equipment for this house is being handled by Peter Dawson of the National Theatre Supply.

*Exhibitors seen along the Row this week: Miss Louise Mask of the Luez at Bolivar; C. N. Eudy, Ackerman; John Shannon, Portageville, Mo.; Mrs. H. Bruster, Roxy, Dickson, Tenn.; C. M. Mounger, Calhoun City; J. F. Wofford, Eupora; J. W. Wofford, Union; Albert Cohen, Shelby; Jack Watson, Tunica; Leo R. Wintker, Ritz at DeWitt, Ark.; W. W. Davis, Hollygrove; W. H. Kaver jr., Von, Booneville, Miss.; Claude Gentry, Lyric, Baldwyn; Al Wilson, Red Bay, Ala.; and Don Landers, Harrisburg . . . Lucille Allen, who a year ago was forced to give up her secretarial position at the Malco Theatres, due to illness is now fully recovered, back at her desk again.*

L. R. Allen of the Commonwealth Circuit, together with K. K. King, their city manager of Searcy were in advancing their bookings. Allen advised they would reopen the Plaza at Harrison around the middle of September for the fall and winter business . . . W. E. Tyson of the Grand at Water Valley was in booking after a trip through Mayo Clinic at Rochester, Minn. He says he thinks he will soon be as good as new . . . Mike Carmichael, branch manager of the Monogram Southern Exchange, was in town after a three-week trip into the territory.

*Miss Emma Cox, who has operated the Gem Theatre in Osceola, Ark., for a number of years was in re-arranging her bookings to include her new theatre wh ch will be completed around September 10. No name has been decided for this new house, but she advised the name would be selected within the next few days via a contest. The person who submitted the winning name would be given a 90-day pass to either of her theatres.*

Clyde Westbrook, who operates the Wesco Theatre in Cleveland, Miss., has just purchased a skating rink in Cleveland and will operate same in connection with their theatre . . . Mrs. M. B. Stegar of the Palace Theatre at Tunica, Miss., is vacationing in Columbia, S. C. . . . Trade screenings were held by Universal on "The Under-Pup" at the Malco, Memphis, Sunday, August 27, at 11:15 a. m. and at the Rialto Theatre, N. Little Rock, on Thursday morning, August 24.

*Howard Waugh of the local Warner Theatre advises that new chairs will be installed in the entire balcony of this theatre within the next ten days. This installation being under the supervision of Floyd Schaffer of the American Desk Co.*

Ed Sapinsley and his wife have just returned from a trip to Nashville, Tenn., where they visited Mrs. Sapinsley's parents . . . W. M. Snelson, Republic's branch manager and his entire force put aside all thoughts of sales, bookings, trial balances, etc., Saturday and drove over to Blue Lake for a day's outing . . . Two very unusual visitors on the Row were E. W. Gibson of the Tutrovansum Theatre, Tutwiler, Miss., and F. G. Roberts of the Ritz Theatre at Bald Knob, Ark.

*Paul Zerilla and Joe Maceri of the Lamar, Daisy and Palace theatres in Memphis, and Phil Zerilla of the Rialto, have just returned from a ten-day fishing trip on the gulf coast. Joe's son, Mike, was also a member of this fishing party.*

# SANTONE

JESSE L. LASKY, RKO producer, was guest speaker at a Rotary Club luncheon held in the Saint Anthony Hotel here. His subject was "Motion Pictures, Yesterday and Today." City Manager Bill O'Donnell of Interstate theatres here was chairman of the program.

*After a healthy week's run at the Aztec Theatre, Warner's "Each Dawn I Die" was moved over to the Texas for an extended engagement . . . Seen chatting in Henry Schneider's Place on Main Ave last Wednesday week ago: L. W. McClintock, Paramount branch manager, Dallas, and Tommy Caraway and Ralph Labutis of the Texas-Valley Film Service here. By the way, this place offers the biggest nickel beers in town.*

Isham Jones and his orchestra played a two-night stand at the Olmos Terrace. . . . Midnight show at the Majestic Saturday was Paramount's "Star Maker," with the stage presentation of "Rhythm Riddles" broadcast over KTSA.

*With the closing of the local Paramount office, Clara Cadena and Thomas Donahue have been transferred to Dallas. Among last visitors at the branch were: J. C. Webb of the Bandex Theatre, Bandera, Tex., and yours truly . . . Jose Luna of the Rialto, Taft, Tex., was a recent caller at Azteca Films office.*

Miss Corrine Miller, well known in local dramatic circles, and William "Buster" Bryan, KTSA program director, were local winners in the Jesse Lasky "Gateway to Hollywood," talent quest held at the Majestic Theatre. The couple leaves for Hollywood in October for a tryout in pictures.


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# New Price Fixing Suit Faced by Interstate

DALLAS—L. L. Dunbar, owner and operator of the Cliff-Queen Theatre since 1925, has filed suit in United States district court against the Interstate circuit and Karl Hoblitzelle asking damages of $18,147 plus $5,000 attorneys' fees. If granted the amount will be tripled and total will be $53,443 plus the attorney costs.

Dunbar bases his suit on ruling of the United States supreme court that price fixing of theatre admissions is illegal. He claims he had been enjoying profit at less than 25 cents, as demanded at the time by Interstate and also claims he enjoyed profit by the showing of double bills which he says Interstate sought to prevent in his house.

The Dunbar case is the first arising out of the case of the United States vs. Interstate et al. on setting admission prices of 25 cents minimum. The Paul Scott case slated for federal hearing next month embodies part of the decision in the federal case.

### Improves in Hazelhurst

HAZELHURST—Bill Carmichael has installed a new Neon sign on his Hazel Theatre here. He also had the marquee rebuilt.

# DALLAS

PETE BARNES, owner and purveyor of "Foto-Nite," came back from a business visit to Canada wearing a red coat. Friends thought at first about the Northwest Mounties. Later they learned the flash was coincident with latest styles and bore in mind Pete was a snappy dresser anyway.

*Texans have been flocking to New York, at least those engaged in show business. Sol Sachs, RKO district manager, just got back this week and said while he was there R. J. O'Donnell of Interstate, Ed Rowley and C. V. Jones of Robb & Rowley; R. E. Griffith and Henry Lockhart of the Griffith outfits, were all there working out next year's deals. Sachs said he was there for the same purpose and may have to go back to wind up details.*

Sol said he met Meyer Rachofsky, vice-president of the Mercantile Bank, and Harry Harris of Texas Poster Exchange in the Brass Rail. They were headed for a Broadway show while taking a few hours leisure before embarking to Nova Scotia on a fishing jaunt.

*Out in the territory we learn other New York visitors were Mr. and Mrs. L. C. Tidball, Fort Worth; Mr. and Mrs. J. C. Chatmas of Marlin and Mr. and Mrs. J. K. Buckner, Grapevine.*

C. B. Webb of Bandera, near San Antonio, was in town along with Gidney Talley of Pleasanton . . . O. B. English of Tahoka was quietly getting advantageous dates for his theatre on the Row Tuesday.

*Miss Marion Holzheuser, secretary to Rubin Frels at Victoria, has been in the hospital recovering from injuries sustained in an automobile accident. It seems she was in the back seat when an approaching car struck from the rear resulting in pelvic injuries to her. She was recently married.*

## Complete New Macco

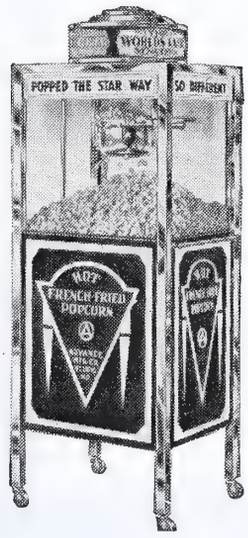
MAGNOLIA, ARK.—The new Macco Theatre has been completed here by W. P. Florence. The Macco has a glass block front and its marquee is of latest design. Florence also has the O'Deon Theatre here.

### Not City Manager

DALLAS—Lew Bray, manager of the Lyric in Brownwood, Tex., recently was erroneously referred to as city manager there for Interstate. L. D. Brown, owner of the Queen and manager of the Gem, has sole management of those two Brownwood houses.

### Wilde Story to Metro

HOLLYWOOD—Metro has acquired screen rights to "The Canterville Ghost" by Oscar Wilde.


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# ATLANTA

ALONG THE ROW: Frank Merritt of the Empire Theatre, Birmingham; Harry and Ike Katz, formerly of here, but now of Washington, D. C., with Paramount Premium; Jack Frost, from Buckhead; Tony Griswold, from Suwannee, Tenn.; L. J. Duncan and Aubrey Gay of West Point, Ga.; Harvey J. Woodward of Winder, Ga.; Hugh Manning of Etowah, Tenn.; James Jarrell of Commerce, Ga.

*Ben Kalmenson, southern and western division manager for Warner, and Fred Jack, southern district manager, Warner, from Dallas, visited the Atlanta office . . . Jack Lamont, of GN, is on a trip to Alabama . . . Page Baker, RKO branch manager at New Orleans, and Norman Colquhoun, RKO branch manager at Charlotte, spent several days in Atlanta on a circuit deal.*

Happy (Pappy) Barnes, UA Alabama representative, was in town with his wife and baby . . . John Mangham has returned from a trip to New Orleans . . . Bill Minder, former GN branch manager in New Orleans, spent a couple of days in Atlanta and then left for New York, from where he plans to go to California . . . Randall Bryan, Monogram salesman, was in town over the weekend.

*Guy Brown has lined up a number of deals for Screen Sponsorship . . . Bud Chalman, Alabama Paramount salesman, and Clyde Goodson, Tennessee Paramount salesman, were in town over the weekend . . . F. J. Case, of Pompano, Fla., stopped over in Atlanta en route on a western trip . . . Bill Schuessler, of Lafayette, Ala., visited his brother, Howard Schuessler, UA booker . . . John Jenkins is back from a Texas trip.*

Mrs. David Regan, former secretary to Mike Levinson, is opening a theatre at Selma, Ala. . . . J. U. McCormick happily anticipates occupying his new home at Emory Grove early in September . . . Theatrical Printing's building is all spruced up with a fine new sign . . . Jack Crawford, in from Gadsden, Ala., says his new house is due to open soon . . . Perry Spencer, Republic publicity man, is in Knoxville for a brief trip.

*Dick Johnson, UA office manager at Charlotte, and Dusty Rhodes, Republic office manager at Charlotte, were weekend visitors . . . Coley Brown, manager, National Theatre Supply, has returned from a Florida vacation . . . Bob Hightower, National Theatre Supply salesman, was in town over the weekend . . . News of the death of Miss Myrtis McLaughlin, who died recently in Tampa, Fla., has saddened her Row friends. She was a sister of Miss Georgia McLaughlin, secretary to Sam Moscow of Columbia, and Mrs. Thetis McLaughlin Tedger, of Metro.*

Brinson Wallace, Columbia salesman, was a recent in-towner . . . So was Harold Kissler, Warner salesman . . . Bob Wilby is on an extensive motor tour.


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# Atlanta Club Golf Tourney Oct. 2-3

ATLANTA—October 2 and 3 has been set as the date for the first annual golf tournament under the sponsorship of the newly organized Variety Club here at a course to be selected later.

Headed by Riley P. Davis of Theatrical Printing Co. as chairman, the committee includes J. H. Harrison, Wilby-Kincey Theatres; Carl Floyd, Republic; O. C. Lam, Lam Amusement Co.; Kermit Stengel, Rockwood Amusement Co., and Hugh Manning of the Manning and Wink circuit.

Promising a number of valuable prizes, the committee announces the entrance fee as $5.00, presently planned to include the dinner following the tournament.

Highlight of the trophies will be the Variety Club cup, the permanent possession of the club, contributed by the Lucas and Jenkins circuit. The name of the winner each year will be inscribed on the cup, which will be on continuous display in the clubrooms.

# CHARLOTTE

JOE WATSON and Mrs. Watson have returned to Memphis after two weeks' visit in Charlotte. Watson is with the Paramount exchange in Memphis.

*Mrs. Runa Curtis, exhibitor of Liberty and Silver City, was along the Row this week booking.*

H. J. Hardy is the new booker at RKO, taking the place of Bill Lake.

*Midnight shows in the uptown theatres have become a habit lately, with business tops.*

Mrs. W. A. Holliday and daughter from New York have moved to Charlotte to join Holliday who is a new Paramount salesman for this territory.

*Miss Mildred Thomas is in Athens, Ga., on her vacation. She is in the National Screen Service office.*

Oscar Morgan, Paramount southern division manager was in Charlotte on a short visit.

*Helen Lett and son Duke have returned home from a vacation at Myrtle Beach. Papa Lett is a Paramount salesman.*


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# Privilege Plea Halts Frels Victoria Suit

DALLAS—Hearing in the Frels case in state district court at Victoria, Tex., has been postponed at least until the October term of that court, according to reports reaching the Row and not too definite information received from defendants in Dallas.

The case was called for Monday, August 28. At that time the defendants, R. E. Griffith Theatres, J. G. Long Theatres and Jefferson Amusement Co., entered a plea of privilege asking that each be sued in their home towns—Long in Bay City, Jefferson in Beaumont, and Griffith at its base of operations.

The judge said he could not act on such a motion during a special session of his court, in progress at the time, but that he would have to defer the matter to a regular term which would come up in October.

**Building Plan Holds**

No other action was taken in the case nor was an injunction granted to Frels who asked that defendants be restrained from building a new theatre in Victoria at this time. The judge remarked, however, that should the plea of privilege be denied and the case be heard in his court, that the defendants might be liable to penalties if construction of a theatre is undertaken at this time, according to the reports reaching Dallas.

Contacting the R. E. Griffith home office, it was learned that construction of the new Victoria theatre would proceed as far as was known at the moment, and that contract for the structure has been let.

### "Kansas Terrors" New Title

HOLLYWOOD—"The Kansas Terrors," Republic announces, is the new title of "Heroes of the Saddle."



## *Does the Fair—*

*Bolivar Hyde, city manager for the Sparks circuit in St. Petersburg, Fla., at the Paramount New York World Fair lounge in the home office.*

## *All-States Opens a New House at Union, S. C.*

UNION, S. C.—All-States Theatres, Inc., with headquarters in Alabama, has opened its new house here, the Ritz, last week. The company plans to acquire or build a chain of theatres in this section, it is reported. J. D. Luker is general manager here.

The Ritz equipment is of the latest type, including air conditioning, sound, furniture and fixtures. It has 600 seats for whites and 250 balcony seats for Negroes. It is housed in a two-story building on East Main St., opposite the Main Street grammar school.

# NEW ORLEANS

TOY HOUCK's Joy Theatre Circuit, with headquarters in New Orleans, has added two houses to its expanding list. They are the theatre owned by Dudley J. LeBlanc at Kaplan, La., and a house relinquished by Frank DeGrauww at Guedan, La.

*Jeff Rebstock, exhibitor who supplies the oil fields at Golden Meadows with films, is expanding into a circuit operator with plans for a house at Norco, La., and for a Negro house at St. Martinville, headquarters for the Teche country of Evangeline. Rebstock is said to be associated with a theatre equipment firm in this enterprise.*

From screen entertainment to syrup for the palate—that's the career picked by Joseph Boudoin of Kaplan. Associated in a theatre here with Frank DeGrauww, Boudoin sold out to other interests and will devote his time to operation of a huge syrup factory to be constructed in the heart of this sugar cane country.

*Republic Pictures of the Southeast is quite chesty over the fact that in addition to circuit deals and a deal with Theatre Service Corp., which buys for 93 theatres, it already has sold product to 60 independents and is starting now on its New Orleans subsequent run deals.*

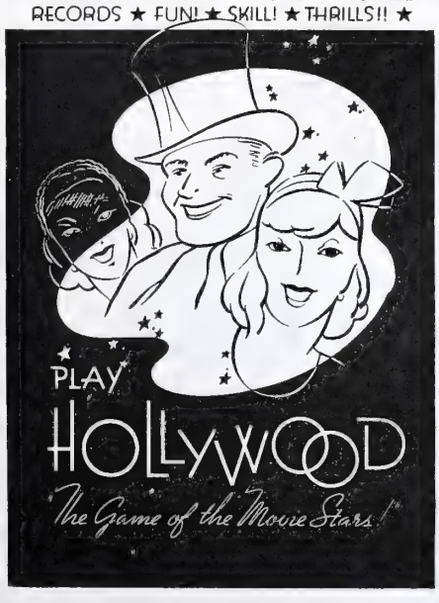
Harry Balance, 20th Century-Fox southern district manager, made his first visit here since illness took him out of the running for some while.

*Guy Brown, former RKO manager in New Orleans and Atlanta, has taken over the ad films, Screen Sponsorship in Georgia, Alabama and Florida, while Harold F. Cohen, film salesman, has assumed the rights for Louisiana and Mississippi.*


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## *W. D. Metcalf Taken to Little Rock Hospital*

MORRILTON, ARK.—W. D. Metcalf, who opened the Ritz Theatre here in January, has been taken to a Little Rock hospital. Metcalf has never completely recovered from injuries suffered in a fall while building the Ritz.

### Confers With Partners

MORRILTON, ARK.—Levi Metcalf of the Ritz and Metro theatres in Purcell, Okla., was here conferring with Sid Metcalf and S. B. McSwain, operators of the Ritz here in which he has an interest.

### Books Hoffberg Film

DALLAS—"Rangle River" has been booked by Interstate to play the entire circuit.


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# OKLA. CITY

ORPHANS of institutions in and around Oklahoma City were guests of the Criterion for a special showing of "The Star Maker," with invitation from Linda Ware being used.

*Marie Huckaby, new cashier at the State Theatre here. She was formerly cashier for Griffith's Rialto.*

Mrs. Irwin Tucker visiting and telling how good her husband is doing with Griffith-Dickinson in Fayette, Mo.

*Jess Cooper of Antlers has completed remodeling of an old building theatre and will install equipment purchased from the Oklahoma Theatre Supply Co. therein to make it into a new theatre.*

Melvin Smith of Jordon has remodeled a store building into a new 200-seat theatre there with another sale of goods from OTS being installed therein.

*Jimmy Burge, manager of the Criterion Theatre, guest on Ernest Fair's Movie News program over KOCY here last week. Spence Pierce of Midwest was previous guest.*

Don "Hi-fi' Davis has three new sales recently completed and in usual procedure of giving credit where due we list them as Jack Pierce's Cabin Theatre at Stigler, Okla., Fred Allred's Allred at Pryor, Okla., and J. B. DeShaggo's Rex at Nowata, Okla. What did Don sell? Why, RCA Photophone, of course!

*Carl Derrick acting as manager of the Circle Theatre while Manager Dee Fuller is in California on vacation.*

E. B. Coleman, M-G-M district exploitation director, in Oklahoma City working on "The Wizard of Oz."

*Dick Dyer of Standard Theatres keeping pace with his offspring, both doing nicely.*

It is understood that Standard Theatres will reopen the Ritz Theatre, only east side suburban house, some time within the next few weeks. Repairs on the building are being made by the landlord.


FIRST ANNUAL

**VARIETY CLUB GOLF TOURNAMENT**

Mon.-Tues., Oct. 2-3

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RILEY DAVIS, Chairman

# Move Pigeonholed For a Film Board

OTTAWA — The proposal to establish a National Film Board for Canada, authorized by act of Parliament in the closing hours of the last session, has been pigeonholed and may not be acted upon—at least for a long time, according to information from a reliable source.

Although John Grierson of the Film Advisory Council, London, recently paid another visit to Canada, no definite steps have been taken for the organization of the board and the reason given is that the European situation has prevented careful consideration of the matter. On the other hand, the prediction is made that the film commission will never come into actual being because of opposition in certain Parliamentary circles.

**Elections Cause Delay**

General elections are due in the Dominion but the election writs have not been issued because of international developments which have also delayed the organization of the film board. If, however, the elections are held this fall and a change in government is brought about, the Conservatives now forming the Opposition side of the House of Commons have hinted one of their first acts would be to cut off the board as an expensive and unnecessary luxury. During the debate in the House, Conservative spokesmen roundly condemned the proposed commission.

The present highly efficient Government Motion Picture Bureau was largely developed during the regime of Hon. H. H. Stevens as Minister of Trade and Commerce, who is a prominent Conservative. He has asserted that the present bureau, with its film laboratory equipment, is sufficient for Canada's film needs.

Hence, if there is a general war and the federal elections are indefinitely postponed, the National Film Board will be sidetracked. If the elections are held and the present government is turned out—as predicted by some political students—the film board will never be created.

### Critic Eagerly Awaits Film Board's Start

MONTREAL—Intimation that a National Film Board would be set up has gladdened the heart of S. Morgan-Powell, veteran drama and film critic of the *Montreal Star*.

"For several years past," he commented, "I have been advocating that Canada ought to make educational films designed specifically to interpret Canada to the rest of the British Empire and to the world at large. I have contended consistently that the most invaluable medium whereby such interpretation could be accomplished is the motion picture, and that this medium should be utilized without delay in order not only to correct many misapprehensions and misconceptions of this country and people that exist outside our own boundaries, but also with the broader Imperial objective of bringing about better understanding between the component parts of the Empire and thereby strengthening the Imperial bonds around the world.

"For some considerable time past the Union of South Africa has been sending to Canada and other parts of the Empire educational films that have taught us more about the Union and its geography, flora and fauna, its people and its civilization and culture, than could have been taught—and even then not half as successfully—by reading a small library of books. So far, however, Canada's contribution to educational films has been decidedly limited alike in number and in scope.

"Now all this is to be changed. Apparently the authorities have awakened to the fact that the tour of the King and Queen has aroused great interest about things Canadian throughout the Empire, and this in turn has created a demand for information about the Dominion which the Government believes can best be furnished through the medium of the screen. It is very encouraging to find that Ottawa has arrived at this conclusion, even though it has taken them a fearfully long time to do so.

"According to present plans the film which will be prepared under the supervision of the board will be designed to illustrate modes of life and work in various parts of Canada, and will be distributed on a plan designed to show the people in each section how those in all the other sections work and live. They will be distributed at the same time to Great Britain and other Dominions in exchange for similar films from those countries.

"The board will consist of seven members who will give their services gratis. A full-time administrative director on salary will be in charge of production. The board will consist of two cabinet ministers, two senior civil servants, a prominent educator, a publicist with experience in the dissemination of propaganda, and one representative of the public who possesses a technical knowledge of the film industry.

"The sooner the board gets to work, the better for all concerned."

## *Two-Men-in-Booth Bill Is Fought by Independents*

VANCOUVER—Independent exhibitors sent a delegation to Victoria to confer with the attorney-general in pursuance of their endeavor to be relieved of the necessity of two projectionists in a booth, which, they claim, burdens them with an extra and unnecessary expense.

They argue "suburban" theatres in many parts of the dominion are not so handicapped and unless some logical reduction can be made, some houses will be darkened. A round-table conference, with all concerned represented, is suggested, but no date has been set.

## *Draws Visitors*

NEW YORK—A recent Canadian visitor to the RKO Radio exhibitors' lounge here was Mrs. Garson Soloway of the Paramount and Bloordale theatres, Toronto. A guest from Coventry, England, who also called was H. C. Orr of the Orr circuit.

# Slow-Burning Film Has Commendation

MONTREAL — An important pronouncement on the question of risk of fire in cinemas where slow-burning films are used has been made by the committee set up by the British Home Office and the Scottish Office.

The finding of the committee is that danger from fire may be treated as negligible.

The committee agrees with the policy of the majority of local authorities in treating such films as outside the Cinematograph Act.

Two kinds of films are in use today. They are the highly inflammable film on a nitrate basis and the slow-burning film on an acetate basis.

In experiments made before the committee by representatives of the London Fire Brigade the nitrate film caught at once and burned quickly and fiercely. The other took much longer to ignite and burned slowly.

Slow-burning films are mainly used for advertising, documentary, educational, instructional, and propaganda purposes.

It is the committee's view (with one exception) that those concerned with the production and exhibition of slow-burning films may be safely left with the responsibility for the contents of the films.

It is understood that the Home Secretary and the Secretary for Scotland have accepted the committee's recommendations generally.

## *A Dispute Over Pictures Taken of Quintuplets*

TORONTO—Because pictures and stills were taken of the Dionne Quintuplets on the occasion of their trip from Callander to Toronto to meet the British Monarchs, although efforts had been made by the Ontario government's official guardians to keep them from cameramen, a dispute has arisen between the Newspaper Enterprise Ass'n of Cleveland, Ohio, and the officials, one result of which has been that the NEA has refused to make further payments under its contract calling for $25,000 per year for the exclusive picture rights for the famous children.

The NEA has declared the contract has been broken, but R. L. Kellock of Toronto, lawyer for the guardians, has replied every precaution had been taken to guard against unauthorized pictures and, if such had been taken by the Royal Tour cameramen who worked under a pool arrangement with the Dominion government, the guardians were not responsible.

The dispute will come before Judge J. A. S. Plouffe in the court at North Bay, Ont., late in September, the judge having been named as the referee in matters affecting the Quints. No announcement has been made of a similar move by 20th Century-Fox which holds a contract for exclusive picture feature rights, with two more features to be made of the growing babies under the contract.

# TORONTO

NOW it is the turn of Manager Tom Daly of the big Imperial Theatre to have a holdover, the engagement of "Stanley and Livingstone" having been extended to a second week. "Four Feathers" has finished at the Uptown after playing three weeks.

*Lewis J. Allemann, press representative of RKO Radio Pictures, New York, has returned to that city after some days in Toronto for the Canadian premiere of "Nurse Edith Cavell" in an open air theatre at the Canadian National Exhibition. The presentation was marred somewhat by the fading out of the sound several times.*

Tom Ross, owner of the Royal Theatre, Bowmanville, Ont., has been having a busy time, having been elected president of the Bowmanville Beach Community Ass'n. He is also past president of the Bowmanville Rotary Club.

*The Grover Theatre, Toronto neighborhood unit of the B&F circuit, has blossomed out with a new front which includes an extensive neon sign in the form of a lightning flash which extends from the roof to the marquee.*

Ray Allen, general manager of the Premier Theatres, Toronto, beat the gun for the new season by having a gala opening of the Casino Theatre with its combination policy for the fall and winter, top price being 40 cents.

*Theatre men carried off various honors in the annual golf tournament of the North Toronto Businessmen's Ass'n at St. Andrew's Golf Club. Manager Bob Eves of the Oakwood Theatre won the prize for the longest drive, as he did at the recent film industry's first annual tourney, while R. McClelland, owner of the Capitol, won an award for a birdie. Manager Vern Hudson of the Capitol took second prize in the putting.*

Manager Ernie Smithies of the Capitol Theatre, Kingston, has had no less than three "best pictures" this year but that hasn't bothered him. In a signed advertisement he said: "Don't stop me if you've heard this before! Here is the best picture I've seen this year. Did I say that before? Sure, I said the same thing about 'Boys Town' and 'The Country Doctor'—and what's more I meant every word of it. In all sincerity I mean every word when I tell you 'On Borrowed Time' gave me the biggest thrill of any picture I've seen all year, etc." Privately, Ernie declares he may have still more "best pictures" in 1939.

*Mrs. Frank Fisher, wife of the Toronto branch manager of Empire-Universal, has added to her year's tennis laurels by being a finalist in the ladies' singles of the Eastern Canadian Lawn Tennis Championships at the Rideau Club, Ottawa. Previously she had won titles at Toronto and Montreal.*

William Chilton, originally a Toronto exhibitor, has been appointed manager of the new Princess Theatre at Sault Ste. Marie, Ont., which was enlarged and modernized by Charles de Paul after being closed for several months.

*One of the crack shots at the military competitions of the Dominion of Canada Rifle Ass'n at Connaught Ranges, Ottawa, was Harold Parker, manager of the Capitol Theatre at Yarmouth, N. S. He has won many prizes at target shooting.*

Famous Players Canadian Corp. is considering plans for the erection of a 1,200-seat theatre at Fort William, Ont., because of local business improvement. The Tivoli at Kingston, Ont., may also be reopened in the fall, a large aluminum plant being in course of construction in the Limestone City.

*The Oakwood Theatre, on the northwest outskirts of Toronto, is sporting an attractive new front of the transparent type, with changing color effects. The Oakwood, now managed by Robert Eves, is one of the oldest suburban houses and the new front has brought about a startling change.*

P. J. Nolan, owner of the Rexy and Nola theatres, Ottawa, has shown much improvement in health after practically a whole summer at his country residence. His daughter, Marion, has looked after the management of the theatres in capable fashion during his convalescence.

*The Central Canada Exhibition, Ottawa, had an interesting feature in its "Theatre of Wood," constructed entirely of lumber, which was sponsored by the White Pine Ass'n. Entertainment was provided on the screen afternoon and evening.*

Mrs. Joshua Smith, co-owner of the Avenue Theatre, Toronto, had a prominent part in the reception to Anna Neagle, star of "Nurse Edith Cavell," for the Canadian premiere. Representing the Toronto Black Watch Ass'n of which Miss Neagle is an honorary colonel, Mrs. Smith presented a bouquet of flowers to the star.

*Lester Gregory, proprietor of various theatres in Ontario, has appointed G. Gotts as manager of his new Vogue at Leamington, which was formally opened in August.*

G. J. Cons, editor of documentary films for the Gaumont-British Corp., London, has been the lecturer on visual education at the teachers' summer course at the Royal Ontario Museum, Toronto, during which he gave demonstrations of recent films for school use.

*A visitor in Ottawa is Mrs. Edouard Hesseberg, mother of two Hollywood film stars, Melvyn Douglas, featured in "Theodora Goes Wild," "Tell No Tales" and many other productions, and his younger brother, George Douglas. Mrs. Hesseberg, widow of the late concert pianist, is visiting with her aunt, Mrs. Clifton A. Douglas of Ottawa. Melvyn and George acquired the taste for the theatre when they accompanied their father on concert tours of Europe and North America.*

Unless something unforeseen happens. Famous Players' theatres across the Dominion will be used during the coming season for a tour by a British stage company headed by Maurice Colbourne and Barry Jones for the presentation of several plays including "The Apple Cart," "The Queen's Husband," "Too True to Be Good" and "Arms and the Man." The tour is scheduled to open October 9 and the bookings include Toronto, Hamilton, London, Ottawa and a number of western cities.

*As a wheather forecaster, L. M. Devaney, general manager of RKO Distributing Co. of Canada had a perfect batting average for the open-air premiere at Toronto of "Nurse Edith Cavell." He quoted odds of one to 10 against rain for the night of the performance and won handily with not a cloud in the sky.*

"Ding Dong, the Witch Is Dead," from the picture "Wizard of Oz," is being featured on the Canadian Broadcasting network from Toronto in the program of "Ten Musical Maids" on the evening of September 3.

*Al Sedgewick, manager of the Belsize Theatre, Toronto, will hear his brother, Joseph Sedgewick, K. C., prominent lawyer and former government official, over the air at 7:45 p. m. September 3, when he will speak on vocational training. Another brother, Harry Sedgewick, is president of Rogers Radio Station, Toronto, one of the largest Canadian broadcasting units.*

Special features at the Capitol Theatre, Ottawa, for Fair Week, playing as single attractions, were "Goodbye, Mr. Chips" and "Each Dawn I Die" and Manager T. R. Tubman reported nice business.

## *Almost a Drive-In*

REGINA, SASK.—Several hundred dollars damage was done to the new front and outer lobby of the Capitol Theatre here when a woman lost control of her car in a collision with another machine and drove into the building. The woman was injured by broken glass. Miss Jean Stephens, the cashier in the theatre boxoffice just inside the outer lobby got a bad scare but escaped any injuries when the car came plunging straight at her, only to stop a few feet short of her all-glass boxoffice. Miss Len Williams, at work in an upstairs office of Manager W. Novak, was jarred almost out of her seat. Theatre patrons heard the crash and came running out to add to the confusion on the street. A newspaper took care to note the picture being played at the time was "Hotel for Women."

### Assigned "Quo Vadis"

HOLLYWOOD—"Quo Vadis" is a forthcoming Hunt Stromberg production for Metro, starring Robert Taylor. This story of ancient Rome will be adapted by Howard Estabrook, who has just signed a new long-term contract with the company.

# A Film Guide Issued By Welfare Council

OTTAWA—The Canadian Welfare Council has issued a guide for women's organizations and parents throughout the Dominion for the selection of film attractions which are rated for family and juvenile attendance. The current recommendations are as follows:

*"Susannah of the Mounties"*—A comedy-melodrama, starring Shirley Temple who sings and dances only one number. The story ends on a happy note. For juveniles.

*"Andy Hardy Gets Spring Fever"*—This is the most delightful picture in the Hardy Family series, with more genuine home appeal. Mickey Rooney's first adult love affair is the main topic. The family.

*"Unexpected Father"*—A pleasant picture, starring Baby Sandy who wins everyone by her smiles and baby tricks. Will appeal mainly to women and children.

*"Bachelor Mother"*—A delightful comedy which should appeal to everyone. In addition to comedy and human appeal, it has romance, music and good production values. The family.

*"Man About Town"*—A fairly good comedy with music, starring Jack Benny and Dorothy Lamour. Eddie Anderson, the colored actor known on Benny's radio programs as "Rochester," practically steals the picture. The family.

*"Daughters Courageous"*—Although the same players who were in "Four Daughters" appear here, this is not a sequel to that picture. It is somewhat similar in feeling, presenting a heart-warming drama of family life. The family.

*"Clouds Over Europe"*—A comedy-drama, starring English players and produced in England. The family.

*"Good Girls Go to Paris"*—A lavishly produced comedy. The Cinderella-like plot should help audiences to take their minds off their own troubles. The romance is charming. For adolescents and adults.

*"On Borrowed Time"*—A fine artistic achievement but limited in appeal. Since the underlying theme is that of death it may be pretty sombre entertainment for many but the performance by young Bobs Watson is magnificent. Adults.

*"Winter Carnival"*—A fairly good picture with appeal mostly to young college folk. The family.

*"Shipyard Sally"* — A comedy-drama starring Gracie Fields who sings a number of songs including "Danny Boy," "Land of Hope and Glory" and "Wish Me Luck." The film opens with topical shots of the launching of the *Queen Mary*. The family.

*"Just William"*—A juvenile comedy, based on Richard Compton's famous boyish character. Young Dickie Lupino shows promise in the main part. The family.

*"Beau Geste"*—The most appealing thing is the love between three brothers and the sacrifices they make for each other. The romance is of little consequence. The family.

*"In Name Only"*—Very good! It is a strong triangle drama, strictly adult in appeal.

*"Beethoven"*—All-French dialogue with superimposed English sub titles. Some of the composer's famous works are introduced. Adults.

*"Louise"*—Screen version of Charpentier's opera of the same name, starring Grace Moore. French dialogue, music and songs with superimposed English sub titles. Adults.

The following short subjects are listed:

*"Royal Banners Over Ottawa"*—A vivid record, in gorgeous natural color, of the two-day visit of King George and Queen Elizabeth to Ottawa. The background music is almost as stirring as the picture itself and the running commentary is exceptionally fine.

*"Angel of Mercy"*—A serious and dramatic study of Clara Barton's magnificent struggle which resulted in the establishment of the International Red Cross. Excellent. The family.

*"The Little Goldfish"*—Charming Technicolor. Family and Junior matinee.

*"Prophet Without Honor"*—Fine historic sketch of Matthew Fontaine Maury, the young naval officer credited with being the father of the weather bureau. Historically accurate. The family.

# Dominion's Imports Of Film Are Down

OTTAWA—A preliminary report of the department of trade and commerce, on the trade of Canada for the fiscal year ended March 31 last shows that film imports totaled in value $1,251,938, down slightly from the previous year's total of $1,387,999 but ahead of the valuation for the fiscal year ending in 1937 at $1,238,475. That for 1936 was $1,104,090 and for 1935, $909,139.

Film imports from the United States for 1938-39 were valued at $983,581, compared with $1,089,281 for the previous year, $989,-819 for 1937, $875,852 for 1936 and $676,-383 for 1935.

The valuation of films imported from the United Kingdom for the past fiscal period totaled $103,180, practically the same as the total for 1937-38 at $104,925 but lower than the 1936-37 figure, $123,071. The 1936 total was $96,679 and for 1935, only $81,313.

The value of these imports from France for 1938-39 was $97,575, which was down from $120,697 for the previous fiscal year. Film imports from Germany were practically negligible, the total for the fiscal year ending March last being only $411 as compared with a mere $945 the previous 12 months. This emphasizes the lack of demand in the Dominion for German films in recent years.

Incidentally, there were no imports of films from Italy during the past year and the total for 1937-38 was negligible.

The growing stringency of the censor boards in the Dominion toward foreign language productions, with the exception of French releases, has been a discouragement for such imports and there is every probability that, with the recent turn in international events, there will be even less inclination by Canadians to import films from Continental Europe in the months to come.

# A Visitor Outlines French Film Laws

MONTREAL—Development of the moving picture industry has created new and complicated problems for courts and lawyers, Jacques Charpentier, batonnier of the Paris Bar, told the annual meeting of the Canadian Bar Association in Quebec.

"As the representative of the French legal profession at the meeting of Canadian lawyers," M. Charpentier devoted the customary address delivered by foreign representatives to an outline of the French law relating to motion pictures.

The central problem related to the ownership of films, French courts had decided the producer was the owner of a film although he might have obligations to the author of the scenario, the stars, the photographers and various technicians whose creative work formed part of the film.

Even where a film was made from a novel it was regarded in France as a new artistic creation. The tribunal, of the Seine, had decided a film based on a novel was a new work in that it proceeded from a different technique and had a different aim.

So far Poland was the only country to legislate on proprietory rights in films but in France legislation was being drafted.

In time it was possible there might be an international agreement governing these rights as was the case with copyright in books. M. Charpentier said he had no doubt the final solution of the problem would be a general rule that the producer was the owner.

Whenever anything went wrong with a moving picture the public and the courts usually held the producer responsible. They did not look to the author or the star or the photographer.

Thus in France if a person on the street had a picture taken of him without his consent which appeared in a motion picture in such a way as to cause injury to him he could recover damages from the producer.

Arthur Vallee, K.C., of Montreal, vice-president for Quebec, presided at the session at which M. Charpentier was made an honorary member on motion of E. K. Williams, K.C., of Montreal.

## *A. G. Blaine Is Building 500-Seater in Kimberly*

VANCOUVER—A. G. Blaine, operator of the Star in Cranbrook and Orpheum in Kimberly, has started construction of a 500-seat house in the latter town.

The building covers an area of 54x100 feet, with masonry walls, steel and concrete, and heavy timber construction. Equipment and decoration will be in keeping with the solid character of the building and all is expected to be ready early in November.

The plans were prepared by Green, Blankenstein, Russell and Ham, Winnipeg architects, and the cost is estimated at $40,000 to $50,000.

# MONTREAL

"NOT 'Goodbye' yet for Mr. Chips," announced Loew's Theatre, indicating the commencement of a sixth week for the film which has broken all summertime attendance records.

*Most theatre managers said "Goodbye" to August without regret. It has been the most uncomfortably hot month on record, with high humidity. Of course, those managers whose theatres are air conditioned were sorry the month was over for they did almost all the business that was to be done.*

Smoke drawn into the ventilating system of the Capitol, Hamilton, Ont., caused a mild panic until it was discovered that a smouldering cigarette thrown into a grating below the ventilator entrance had ignited some papers which firemen promptly extinguished. The score or so of patrons who quit the theatre in a hurry were soon back at the wicket demanding to be readmitted.

*Alexander Knox, a former London, Ont., news reporter, has written a successful play, "Old Master," which was produced at the Malvern Festival. Knox has deserted the editorial room for the green room and is now acting in London, playing the part of King James II in Shaw's play, "In Good King Charles's Golden Days."*

Toronto *Star* and Toronto *Globe and Mail* are keen rivals at the Canadian National Exhibition where each is producing its own film version of the Royal Tour of Canada and the United States.

*Several packages of newsreels from New York were again shipped to England by air when the flying boat* Caribou *left Boucherville, Que., August* 24 . . . *Mrs. Sherman Rogers, wife of a New York film scenario writer, is in Montreal to attend her mother who is ill in the hospital.*

Cinema de Paris is presenting Sacha Guitry's masterpiece, "Remontons les Champs-elysee." . . . "Tarzan Finds a Son" returned to Montreal at the Imperial, where it is now succeeded by "Young Mr. Lincoln."

*John Levitt of Regent Films, is back from New York where he spent most of his time at the World's Fair.*

Quebec theatres have recaptured their audiences which experienced 11 weeks of film famine while the cinemas were closed.

*Contracts sent out to Nova Scotia exhibitors contain a protective clause giving the exchanges the right to cut off the supply of films if the legislation giving the provincial censor board power to regulate the exchanges objects to the pictures. Exhibitors are signing the contracts none the less.*

Evidence of revival in British film production was welcomed by John Maxwell in his presidential address to shareholders of Associated British Picture Corp. The slump of a few years ago, he contended, had not affected the corporation which continued to produce films steadily throughout the past 12 years.

*A private bill presented in the British Parliament by Sir Ernest Graham-Little, member of London University, bears the title Cinematograph News Films (Prevention of Abuses) Bill, and has as its general object the prevention of unreasonable restrictions on the distribution of cinematograph news films in Great Britain. It would empower the board of trade to invalidate any contract under which conditions are imposed compelling makers or distributors of newsreels to limit the supply to any particular class or classes of exhibitor.*

Gordon Dann, manager of the York Theatre, observed a girl patron who turns up regularly every Friday as soon as the doors open and, with intervals to powder her nose and eat a sandwich, stays until the theatre closes at midnight—a 12-hour vigil. He is speculating as to the explanation, but has not plucked up courage enough to ask for it.

*Cape Town, South Africa, is one ahead of Montreal. Its city council has decided to build a municipal theatre, something which Montreal has discussed often without getting any farther.*

Noticed on film exchange windows: "Universal Says It With Production;" "Columbia Week—Help Montreal Lead;" "20th-Fox Kent Seventh Annual Drive." All the boys are busy hoping to share in the prize money.

*Jim Telfer of Montreal and Los Angeles who recently completed background shots for M-G-M's "Northwest Passage," was beaten by Ed. Meister of Cleveland, Yale golf team captain in the recent Canadian Amateur Golf Championship contest at Mount Bruno, Que. He consoled himself by taking cine-kodak pictures of the succeeding play.*

Barbara Read of Port Arthur, Ont., has entered film stardom by being given a leading role with Lee Tracy in "The Spellbinder." Her first break came when she played with another Canadian star, Deanna Durbin, in "Three Smart Girls."

*R. E. Champtaloup, tourist manager of the Automobile Ass'n of Auckland, New Zealand, has been exhibiting colored films of scenes in that dominion to audiences in eastern Canadian cities. He has now arrived at the Chateau, Lake Louise, where he is studying the summer ski-ers.*

Canadian textile executives are interested in the production of the forthcoming film on cotton, sponsored in New York by the Cotton-Textile Institute, and due for release in October. It will relate the fibre's 5,000 years of history which coincides with the known period of civilization.

*Morris Davis of the Belmont Theatre is lining up a number of attractions for late September, including revival of the Thursday night "Belmont Amateur Hour" which he conducts himself.*

Thursday evening is the manager's "night off" in many theatres. The most popular way of spending it seems to be to to take a "busman's holiday," and drop around to the office.

## *Release of Dominion Film Of Royal Visit Delayed*

TORONTO — Although two commercially compiled prints of the Royal Tour of Canada and the United States in feature-length form are being presented nightly at the Canadian National Exhibition, the release of the Royal Visit feature by the Dominion government has been delayed through no fault of the Government Motion Picture Bureau at Ottawa which has been engaged in editing the official film. No date can be fixed for the release of the government's feature, it is understood, because of the necessity of approval of representatives of the Civil Service and Parliament who have been kept busy with the international situation.

Many municipalities have made formal request that shots of local scenes in connection with the visit of Their Majesties be included in the official tour feature.

# WINNIPEG

LAYING foundations for the extension of educational work through documentary films, Dr. Boris V. Morkovin of the department of cinematography, University of Southern California, who has been visiting here interviewed representatives of the provincial department of education. He was brought to Winnipeg by Mrs. H. E. Hastings, convener of the better films committee, local council of women. While in the city Dr. Morkovin interviewed John Grierson of London, Eng., member of the British government's film council, who pioneered the documentary film in England.

*Max Heppner is bringing "The Youth of Maxim Gorky" to the Colonial . . . "Four Feathers" goes into a third week at the Garrick.*

S. Swartz's newly formed organization, Independent Films, reports a fine roster of new product will be available to exhibitors. The company is contemplating the introduction of a new sales plan which Swartz believes will bring good results.

*The Lyceum does not seem the same with Eddie Newman in New York on a holiday and that dazzling Newman smile nowhere in evidence . . . Preceded by as lavish a display of advance publicity as ever hit this town, "Folies Bergere," the stage show which will play the Frisco World Fair when it leaves Winnipeg, opens here.*

B. Bercovitch of the Rex, Regina, is a visitor . . . S. Weiner has returned from Florida.

*Mrs. Don Gauld is holidaying at Lake Winnipeg . . . M. Chisvin is making a visit to leading United States centers . . . Mrs. Lou Geller and Mrs. Phil Geller are visiting Banff.*

Elsie Brown of Empire-Universal is on vacation . . . Winnie Shaw of RKO has gone to England . . . Beulah Krivel of Paramount was married recently . . . Zelma Ripstein has joined RKO.

*Rose Rothstein of the local Warner office visited the Chicago theatre and office quarters of the company this week.*

# Big Hand for Anna Neagle in Toronto

TORONTO—Despite the war scare, Anna Neagle, star of "Nurse Edith Cavell," was accorded an enthusiastic reception on her visit here for the Canadian premiere of the production directed by Herbert Wilcox who accompanied her from Hollywood on this, their second appearance in the Ontario capital. From arrival until departure, their 24 hours was taken up with engagements which made the program as crowded as the schedule of a Royal Tour.

Miss Neagle was welcomed at the railway station by officers of the British Overseas Branch of the Toronto Board of Trade, the Black Watch Ass'n of which she is an honorary colonel, members of the City Council and film executives and presented with bouquets of flowers to the accompaniment of the pipe band of the Toronto Scottish Regiment. Press and other conferences, a luncheon, dinner at the Granite Club, her appearance on the stage of the bandshell at the Canadian National Exhibition for the film premiere and finally at the formal opening of the Government Building at the Fair rounded out the busy day, after which she proceeded to New York City the following morning to sail for England.

The film star was publicly greeted by Sir Gerald Campbell, K. C. M. G., His Majesty's High Commissioner to Canada; L. R. Macgregor, trade commissioner from Australia; R. M. Firth, from New Zealand; D. de W. Meyer, accredited representative of the Union of South Africa and Sirdar H. S. Malik, trade commissioner for India. In a brief ceremony in front of the crowd of 7,000 persons, Col. John A. Cooper, president of the Motion Picture Distributors of Canada, presented Miss Neagle with a certificate of life membership in the Canadian Red Cross Society of which he is a veteran official. Later at the Australian Pavilion at the Canadian National Exhibition, Miss Neagle placed on display the Australian woollen dress material from which the apparel was made which was worn by Queen Elizabeth when Her Majesty was received at Washington by Mrs. Franklin D. Roosevelt.

Incidentally, His Excellency, Lord Tweedsmuir, Governor-General of Canada, and Prime Minister W. L. M. King were unable to represent the Canadian government at the ceremonies, having been detained at Ottawa because of the critical European situation but they wired their greetings.

Discussing the film situation generally, Miss Neagle declared production technique in Hollywood was ahead of that in England where 14 pictures were in course of making as compared with some 200 in Hollywood. All of the great British pictures were not made in the U. S., as, for example, "Citadel" and "Goodbye, Mr. Chips." Cinema audiences were growing up and no longer could be described as having the average of mentality of 11 years, the success of "Pygmalion" being an indication of this trend.

Regarding screen players, Miss Neagle declared that, eventually, she wanted to be another Edna May Oliver because of the latter's fine personality while she described May Robson as marvelous, pointing out that the 75-year-old actress had been working 56 days without a break. Miss Neagle declared she had cried when she read the historical records of the trial and execution of Nurse Cavell, two of whose sisters were now living in England, one as a matron of the Hull Infirmary.

Wilcox declared the difference between Hollywood and London was this: In Hollywood, if a picture succeeded, other studios copied it but, in England, a success was followed by a fortnight's period of mourning by rival producers. He made anxious inquiries regarding the European situation, declaring if war broke it would put an end to English production because the studios would be taken over by the government for military purposes.

Miss Neagle, who had previously visited here for the Canadian premiere of "Victoria the Great," declared she did not have time to think of marriage, that she had not yet put away her first million dollars and she had made her theatrical start as a chorus girl. She confided her real name was Marjorie Robertson but had changed it nine years ago when she got her first chance for a character role.

# SASKATCHEWAN

THE combination of hot weather, the war scare in Europe and difficulties of turning the crop into cash even at its present low price for wheat, is reflected in the current dull theatre business in the province. It appears general throughout the province. Even the best pictures will not draw as they should, exhibitors find. People have no desire to leave the radio where newscasts are eagerly sought for every available scrap of information on the European situation. The war scare has temporarily called off Famous Players Canadian Corp.'s plans for a certain amount of remodeling in theatres. It, and the crop delay, has resulted in many small country houses remaining shuttered though it was originally planned for them to reopen. This is particularly true in the southeast where there are no crops. There is some improvement to be hoped for in other sections as winter approaches.

*There has been yet no start made on the* $10,000 *alterations announced for the Metropolitan Theatre, Regina, nor on the new marquee and sign for the Capitol, also in Regina . . . Manager Charlie Bahrynowski of the Metropolitan is taking a lot of kidding over that bonus cheque party in the offing . . . Manager Jack Fields of the Capitol, Moose Jaw, off to Winnipeg on a holiday with his family.*

The Olympia at Assiniboia is doing a fine business, according to Sam Rothstein, manager. Assiniboia is in the heart of Saskatchewan's "dust bowl." Without crops for nine years, the entire area has staged a terrific comeback that will mean 25-40 bushel to the acre crops this season and, if farmers can shake the price bogey, a bit more money.

*Davidson Theatre has changed hands insofar as management is concerned. John Vopni, who has been handling the house on lease, will terminate his stay on September 1. Owner Fred Easter already has announced Gus Garlson of Craik will be his booking agent.*

Jack Zaitzow, operator of the Princess Theatre, Melville, and a string of showhouses in 16 small towns in northeastern Saskatchewan, has returned from a six-week holiday motor trip to the San Francisco Fair. He found conditions in his area fair, with good crops hoped for.

*Roy Townsend, operator of the Grand Theatre, Regina, had to undergo an operation at the hospital after his finger accidentally became caught in the shutter of a projection machine.*

Dave Gurevich, manager of the Palace Theatre, Limerick, visited in Winnipeg . . . Alvin Reitz, owner of the Princess Theatre, Radville, has returned to his home after two weeks in the Grey Nuns' Hospital, Regina, where he underwent a minor operation . . . Selma Assaly, operator of the Grand at Melfort, was a business visitor in Saskatoon. She hoped for good fall business with a fine crop in prospect.

*W. Popham has been appointed manager of the Roxy in Saskatoon, succeeding Jack Whitehouse, who has gone to London, Ont., to direct the activities of a showhouse there. Popham also owns and operates a theatre at Kamsack.*

The 16mm business is good throughout the province, according to Joe deVries, western manager of Sovereign Films, who was in Regina from Calgary. The making of new pictures in the small film medium has aided sales especially in the small outlying areas. He claims no 35mm houses in the northern part of the province were being closed due to 16mm competition, but many new spots were being serviced that previously have not had any motion picture facilities.

*R. C. Sutherland, owner-manager of the Hi-Art Theatre, Weyburn, has returned from a holiday motor tour to Nelson, B. C.*

## *A New Marquee and Front For Hi-Art in Weyburn*

WEYBURN, SASK.—Plans to erect a new marquee and front on the Hi-Art Theatre of which he is the owner and manager, are announced by R. C. Sutherland, following his return from a motor tour westwards. He also plans to insulate and redesign the ceiling of his showhouse, this city's only entertainment center since successive bad crops caused the closing of the other two theatres.

Sutherland was one of the first Saskatchewan theatremen to introduce a system of air conditioning. He devised his own system of air filtered over water and installed it at a cost of $500.

Sutherland said the work and expense more than justified itself, but he plans to revise the system so as to make it more efficient.

# VANCOUVER

ANDY DIGNEY, Oak Theatre, is proud of his car which has had a new coat of enamel and a general overhauling. It is a nice job . . . Announcement of a race week coincides with the arrival of Ralph Calladine to the Columbia and Plaza, Victoria, for whom the ponies have an unfailing attraction.

*Among the visitors on Filmrow were W. H. Gill of the Community Club, Port Alice; Fred Bannister, Victory Theatre, Mission; and Herb Jorgensen, Community Club, Rock Bay.*

L. A. Allen of GN expects receipt next week of "Rangle River," and "Marie Chapedlaine." Of the latter he is very enthusiastic on account of its Canadian setting and recommendation by the Church as a faithful portrayal of the simple devout life of the French-Canadian people. The sound is in French with English text.

*Norman Duncan, Strand Theatre, has returned from his holiday among the cows and horses on that Cariboo ranch, and is proudly showing snap-shots of himself in full regalia, mounted and afoot. That sojourn next to mother earth (no, he was not thrown) has given him additional energy and ideas, and he has thrown himself into the exploitation of "Island of Lost Men" with an appeal—in Chinese—to the countrymen of Anna May Wong to come to his theatre to see her in her latest success.*

When C. S. Neville, FP executive, and Ivan Ackery, Orpheum Theatre, returned from their vacations at Rainbow Lodge, Alta Lake, their friends wondered why there were no fish stories, and if it was possible that the lake had been fished out before they got there.

*Frank Vaughan is so much occupied with that Empire-Universal exhibitor testimonial drive that he has thought, and time, for little else. "Look and You'll Buy," the slogan, is ever in his mind and on his lips.*

Contract for the installation of seats for the Lodi has been placed with LaSalle Recreations, Ltd.

*The first of a series of popular lectures to be given at the Anglican Theological College here is to be "The Church and the Theatre," by Dean Spencer Elliott.*

J. R. Bain, Dominion Sound Equipment, Ltd., is back from his trip east where he spent some time at the New York World's Fair concentrating on the latest developments in acoustics. He is now occupied with the Northern Electric Mirrophonic conversion of the sound equipment in the Dominion and Strand theatres.

## *Montreal Repertory Has Cooperation of CBC*

MONTREAL—Beginning in October, the Canadian Broadcasting Corp. plans to cooperate with and assist Martha Allan in the development of radio dramatization by the Montreal Repertory Theatre, over the national network, it is just announced.

Miss Allan is negotiating for the exclusive rights to dramatize all novels of Lord Tweedsmuir. "If these negotiations are successfully concluded, we will consider the dramatizing of them over our trans-Canadian hookup as soon as the productive capacity of her artists is shown," CBC officials said.

It is expected that with the extension of its activities to the medium of radio, proper facilities will be arranged and that plans for the proposed MRT Theatre on Greene Ave., will be altered to accommodate radio studios and control rooms.

## *Fast Film Shipment*

HOLLYWOOD—Marking the fastest film shipment on record for so great a distance, and the first time a print has been shipped entirely by air from Los Angeles to Australia, the first print of "From the Ends of the Earth, a New Romance in Celluloid," M-G-M institutional short subject, was scheduled to arrive in Sydney on August 24, 13 days after leaving the Culver City studios, to have its preview at the M-G-M Australian convention.


# How to operate motion picture theatres *profitably*




Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

## The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

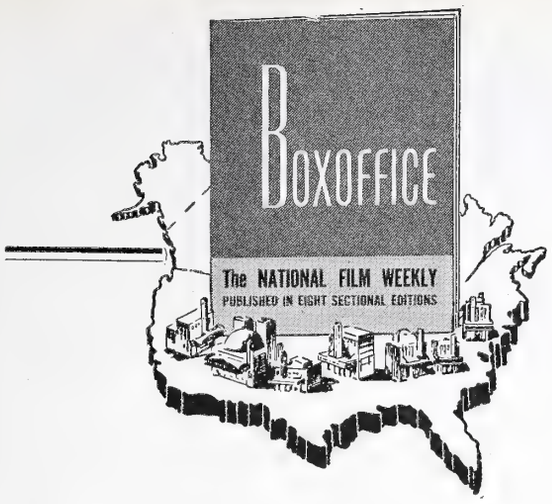
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# Reviews

**M-G-M (1)** **134 Minutes** **Rel. Sept. 1, '39**

Superlatives are in order when describing the opulent production, brilliant dialogue, sterling acting and atmosphere of crisp sophistication with which this famous play was transcribed to the screen. The fact, however, as the title indicates, that there is not a man in the cast makes it safe to predict that there will be very few of that sex in the audiences, predominantly feminine, who may be expected to turn out in droves. As a shrewd insight into woman's nature, a blend of satire, sentiment and earthly comedy, it transcends anything heretofore captured on celluloid; consequently, its success in the de luxe first-runs and metropolitan centers is a foregone conclusion. Whether the provinces accept it with equal enthusiasm is open for debate. Rosalind Russell outshines such competition as Norma Shearer and Joan Crawford. George Cukor directed.

**Norma Shearer, Joan Crawford, Rosalind Russell, Mary Boland, Paulette Goddard, Virginia Weidler, Phyllis Povah.**

## *The Women* F — Comedy Drama

**Paramount (3901)** **67 Minutes** **Rel. Sept. 1, '39**

An extremely novel murder mystery, laid against a dogshow background and introducing Lynne Overman as a wisecracking amateur sleuth in the forerunner of a new series, this measures up to program standards in every respect. Although produced on a modest scale, it moves along briskly, has its suspenseful moments and is considerably enlivened by Overman's line of bright chatter and the fine support he is given by Donald (Small Fry) O'Connor. Overman and his assistant, young O'Connor, are selling encyclopedias at a swanky dog show, Overman himself claiming to be the "human encyclopedia." When a champion great dane dies mysteriously, and the body of an unknown man is discovered in Quade's booth, O'Connor begins looking for clues. It is not until he is kidnaped that Overman gets to work and solves the mystery. Robert Florey directed.

**Lynne Overman, Donald O'Connor, Virginia Dale, Joseph Allen, Susan Paley, Harry Davenport, Robert Paige.**

## *Death of a Champion* F — Comedy Mystery

**Republic (——)** **66 Minutes** **Rel. Aug. 28, '39**

There is all that might be desired by the exhibitor in this film, plus salable names and the opportunity for spectacular exploitation. The story is a compact affair, well written, plausible and capably directed. It concerns a minor airport's difficulties with a dangerous wire that hamper landings. Contributing elements include an egotistical pilot—(Phil Regan)—low finances and romance in the form of Jean Parker. Fulfilling an air mail contract motivates the story. Performances rate above average. Aerial and ground photography is fine. Atmosphere is the real thing. Also to be considered is the fact that the story resembles other efforts along the line of flight. Col. Roscoe Turner has a fair amount of footage. Sidney Salkow directed.

**Phil Regan, Jean Parker, Col. Roscoe Turner, Robert Armstrong, Noah Beery jr., Harlan Briggs, Helen Lynd.**

## *Flight at Midnight* F — Drama

**Universal (——)** **87 Minutes** **Rel. Sept. 1, '39**

All the earmarks of a solid, substantial success are contained in this wholesome, good-humored story, a well-tailored vehicle that will be enjoyed by adults and children alike. Eleven-year-old Gloria Jean, who makes her screen debut herein, scores an instantaneous success, possessing a carload of personality, acting ability, quaint humor and a birdlike singing voice. From any standpoint she looms as an important film discovery. Little Miss Gloria Jean has been surrounded with a sterling supporting cast in which C. Aubrey Smith and Moppet Virginia Weidler stand out, while some amazingly funny comedy is supplied by two new juvenile players, by name Kenneth Brown and Bill Lenhart. Story deals with the adventures of an east-side tomboy in a snobbish camp for socialite girls. Richard Wallace directed.

**Gloria Jean, C. Aubrey Smith, Virginia Weidler, Nan Grey, Robert Cummings, Beulah Bondi.**

## *The Under-Pup* F — Drama with Music

**RKO Radio (986)** **59 Minutes** **Rel. Sept. 8, '39**

Gun-toting George O'Brien and his brave buckaroos follow the prescribed ritual in outsmarting the villain and bringing justice to the range. A formula western, with a slight garnishment of Spanish sauce, it will please the outdoor fans who like to see everybody killed but the cameraman. Production and cast are up to standard for the series, O'Brien turning in his customarily virile performance, while the musical motif is supplied through the interpolation of several Mexican numbers. O'Brien heads a band of volunteer vigilantes, roaming the west to aid the oppressed. Saving Lupita Tovar in an attempted stage-coach holdup, he is invited to her father's rancho for a fiesta and becomes embroiled with a villainous rancher who is attempting to take over the property. Justice triumphs, of course. David Howard directed.

**George O'Brien, Lupita Tovar, Lucio Villegas, William Royle, Glenn Strange, LeRoy Mason, Mary Field.**

## *The Fighting Gringo* F — Western

**Monogram (3824)** **55 Minutes** **Rel. Apr. 5, '39**

Indifferent lines and poor lighting give this picture a cloudy effect, and too much talk to deliver the action necessary for the houses to which it is speeded. Russell Gleason and Shirley Deane, the former Jones Family lovebirds, form the romance team in a story of fake sweepstake ticket selling. Gleason, a letter thrower in railroad mail cars, yens for a job as postal inspector, which is almost denied him for an infraction of the rules. He goes after the gang, headed by Ralf Harolde, and wins his laurels. J. M. Kerrigan, Selmer Jackson, Oscar O'Shea and Maude Eburne are others who have a little more than bits. It's a Martin Mooney story, scenarioed by Milton Raison, with Howard Bretherton directing.

**Russell Gleason, Shirley Deane, J. M. Kerrigan, Maude Eburne, Oscar O'Shea, Ralf Harolde, Selmer Jackson.**

## *Undercover Agent* F — Action Melodrama

**20th-Fox (008)** **57 Minutes** **Rel. Sept. 22, '39**

Average audiences won't need coaxing to get a lift from this wholly delightful domestic comedy. It's an easy-going, almost lackadaisical account of a small-town family; the kind that people think they've heard so much about. Situations abound in good humor. There's no top-notch cast; a pair of swell troupers in William Frawley and Minna Gombell as husband and wife, "daughter" Jean Rogers as charming as they come, Eddie Collins for a bit of cute comedy, and Robert Kellard as a handsome suitor—but they fit their assignments like a glove. Miss Gombell, presumptuous, meddlesome mother, albeit well-meaning, spoils every "chance" Miss Rogers has with young men by talking too much. Jean isn't anxious about matrimony, but falls in love with Kellard, a chance acquaintance. The romance almost goes on the rocks due to mother, but Frawley takes a hand. Otto Brower directed.

**Jean Rogers, William Frawley, Robert Kellard, Eddie Collins, Minna Gombell, Cora Sue Collins.**

## *Stop, Look and Love* F — Comedy

**RKO Radio (935)** **59 Minutes** **Rel. Sept. 8, '39**

There is a slight possibility that this may get by as filler material in remote exhibition situations, but audiences generally won't be inclined to accept such a wild and woolly story of international intrigue, which does not measure up to program standards in any respect. The script is a ridiculous and confusing hodge-podge, production details are under average, and direction by Lew Landers is equally spotty. Allan Lane and Linda Hayes top a second-rate cast, the latter handicapped by a heavy and artificial foreign accent. The plot, as well as can be determined, concerns the attempts of rival factions in some anonymous nation to rub out Lane, wireless operator on an American boat, although their motives are never adequately explained and most theatre-goers won't trouble themselves to find out.

**Allan Lane, Linda Hayes, Robert Barrat, Charley Foy, J. Farrell MacDonald, William Von Brincken, Lionel Royce.**

## *Conspiracy* F — Melodrama

**Amkino (SR)** **94 Minutes** **Rel. ——**

The attitude of this Russian historical epic would indicate that its producers had in mind the Soviet counterpart of a Hollywood "prestige" picture. Its vastness, native color, a few excellent characterizations and spectacular battle scenes command attention, but dramatic conflict and other essentials that make mass entertainment, even among Soviet sympathizers, are singularly lacking. Many names and incidents connected with Czar Peter, 1709 and the battle of Poltava pass in review. The latter scene employs about 10,000 extras. A naval battle with about 18 frigates is likewise an exciting episode. Focal point of the film is the swashbuckling monarch who led Russia out of feudalism, but was forced to commit his son to execution for an attempted betrayal. This is the second film dramatization of the same subject turned out in Russia. Directed by Vladimir Petrov.

**Nikolai Simonov, Alla Tarasova, Nikolai Cherkassov, M. Tarkhanov, V. Dobrovolski.**

## *Conquests of Peter the Great* F — Historical Drama

**SELLING ANGLES:** **"Flight at Midnight"**

The accoutrements and instruments necessary for modern aviation are ideal props for lobby displays. The fact that Col. Roscoe Turner appears in the film should be played up. His photogenic visage and lion cub mascot rate mural space in the lobby. Toy glider give-aways to attract the youngsters merit consideration. An indoor or outdoor gliding meet could be arranged. Local newspapers running a Junior Birdmen column also could be enlisted.

**CATCHLINES:**

A Story of Men Who Brave Death That Aviation May Benefit.

Sacrifice and Courage Behind the Scenes of Air Transportation.

The Menace at the Edge of the Field.

**SELLING ANGLES:** **"Undercover Agent"**

Since the leading characters, Russell Gleason and Shirley Deane, were well established in the popular Jones Family series, reference to this in the ads would be an aid. Might make up heralds in the form of sweepstake tickets, billing the attraction something like this: "This ticket is a phony like lots of others. Learn the truth by seeing 'Undercover Agent'." Might allow admission for no-good sweeps tickets for the first 20 or so who bring them to the theatre. Could make a window, or showcase display of them, with gag lineage to attract attention. Could spot cards on the picture in book-shop windows with a display of racket and crime books.

**CATCHLINES:**

Normally, Sweepstakes Ticket Buyers Have a Chance in a Million . . . These Had No Chance at All.

Doing the Work of a Postal Inspector Unofficially Won Him the Job.

**SELLING ANGLES:** **"Conquests of Peter the Great"**

For the comparatively few houses that are open to Russian films it might be worth experimenting with something approaching a "class" campaign, since Amkino, USSR distributors, are scheduled to release other films of a like nature during the 1939-40 season. However, it is not necessary to lose exploitation sight of the fact that Russia's past wartime exploits are pictured as the sympathetically-minded prefer. You may be able to reach out for some extra business by calling the film's historical value to the attention of educational authorities for showing to history classes. A lobby display of enlarged still scenes coupled with old, wartime implements might make an arresting item.

**CATCHLINES:**

A Monarch Who Loved and Hated Fiercely . . . Who Scorned the Princes of Europe.

**SELLING ANGLES:** **"Death of a Champion"**

The "human encyclopedia" angle can be used as the basis of a cooperative newspaper contest, challenging readers to duplicate Overman's feats of memory. The same type of stunt can be utilized on a radio "quiz" program. The dogshow background suggests tieups with pet shops and the staging of the reliable "mutt parade" by juveniles, their dogs suitably bannered with picture and theatre billing. Give marquee credits to Lynne Overman and Donald O'Connor as a new team.

**CATCHLINES:**

Meet Oliver Quade, the Human Encyclopedia Who Knows the Answers to Every Question . . . Except Why a Man and a Dog Were Murdered.

Who Killed the Woman? . . . Who Killed the Man? . . . Who Killed the Dog? . . . Who Would Have Won the Prize at the Dog Show?

**SELLING ANGLES:** **"The Fighting Gringo"**

George O'Brien's name on the marquee should be enough to draw in the western fans. In a promotional tieup with a local grocery, construct a "barbecue pit" in the lobby and dispense tamales and other Spanish food to patrons. Dress attendants as Mexican ranchers, with serapes and sombreros. Play Mexican music over the lobby p. a. system and tie in for spot plugs over a local radio station carrying western or hill-billy programs.

**CATCHLINES:**

Loaded With the Thrill-a-Minute Action . . . You've Come to Expect of George O'Brien . . . Kingpin of the Old West.

He Fought for Justice . . . To the Tune of Blazing Guns . . . In the Roaring, Rugged West.

**SELLING ANGLES:** **"Conspiracy"**

With no marquee names to sell, exploitation should be concentrated on the atmosphere of plotting and intrigue. Plant a series of italicized words in the classified advertising section of a local newspaper which, when placed in the right order, spell out some descriptive sentence. Award free admission to the first ten sending in the correct sentence. Distribute inexpensive paper masks with theatre and picture billing imprinted on them.

**CATCHLINES:**

Thrill-a-Minute Action . . . In This Story of Breathless Intrigue . . . And Daring Romance.

Marked for Death . . . An Innocent Man Fights Against Tremendous Odds . . . For Life and Love.

**SELLING ANGLES:** **"The Women"**

Using the title as the keynote, concentrate your advertising campaign on feminine patrons, relying on them to drag the males in with them. Use cutouts of the top cast names in a lineup across the marquee. Hold special "all-women" matinees. Tie in with the divorce angle by inviting a local judge or churchman to see the picture and offer his comments on the secrets of a happy marriage. Title credits should be shared equally by Norma Shearer, Joan Crawford and Rosalind Russell.

**CATCHLINES:**

The Brilliant Story of a Wife Who Turned Heartbreak to Happiness . . . Despite All That Her "Friends" Could Do to Ruin Her Future.

The Stage Sensation of the Century . . . Becomes the Picture That Will be Talked About by Every Woman . . . Who Has a Man.

**SELLING ANGLES:** **"The Under-Pup"**

Concentrate on selling Gloria Jean, newest of the screen's child players, to your patrons. Make over the lobby to resemble a summer camp, tying up with a supply store to obtain a pup tent and camping equipment. Hold a contest for amateur singers, limited to girls of eleven or younger. Sell the picture on your personal guarantee that it is one of the finest of the year.

**CATCHLINES:**

The Screen Hails a Brilliant New Star . . . an Eleven-Year-Old Youngster Who Is Destined to Become America's Sweetheart . . . Gloria Jean.

The Show You'll Never Forget . . . Warm and Vibrant With the Spirit of Young America.

**SELLING ANGLES:** **"Stop, Look and Love"**

Instead of taking the easy way out, some genuine effort should be put behind this film; it ought to pay nicely. "Stop, Look and Listen to the Laughs at the Blank Theatre" could be the subject of poster signs at well populated spots and highways. For your newspaper advertising you might try an original, anonymous letter from a daughter to her mother, urging the parent to see the picture and see for herself how she may be spoiling her daughter's chances for meeting eligible young men. A classified ad from a girl to her beau, telling him to meet her at the theatre instead of her home because "Mother" talks too much, might arouse interest.

**CATCHLINES:**

Cupid Would Be an Easy Mark If Mama Kept Her Tongue Where It Belonged.

If It's Love You're After Try It Without Mother's Help.

# "WIZARD OF OZ" CHALKS UP RECORD GROSSES

AVERAGE IS 100%

## Top Hits of the Week

WIZARD OF OZ (dual)—Cleveland....250

WHEN TOMORROW COMES (dual)—Los Angeles ....200

WIZARD OF OZ—Los Angeles, Portland ....200

BACHELOR MOTHER—Cleveland....175

WIZARD OF OZ (dual)—Omaha....165

EACH DAWN I DIE (dual)—Portland ....150

FOUR FEATHERS—Los Angeles (2nd wk.) ....150

STANLEY AND LIVINGSTONE—Cleveland ....150

WIZARD OF OZ—Kansas City, Denver, New Orleans....150

BACHELOR MOTHER (dual)—Kansas City....140

LADY OF THE TROPICS—Oklahoma City ....140

### EXTENDED RUNS

**Bachelor Mother,** 4th wk., Cleveland; 3rd wk., Seattle.

**Each Dawn I Die,** 3rd loop wk., Chicago.

**Lady of the Tropics,** 3rd wk., Salt Lake City.

**The Mikado,** 3rd wk., Minneapolis.

### CHARLOTTE

Broadway—**Island of Lost Men** (Para)..... 90
Carolina—**Wizard of Oz** (M-G-M).....100
Imperial—**Hotel for Women** (20th-Fox), 1st half .....110
Imperial—**Four Feathers** (UA), 2nd half.....110
State—**Colorado Sunset** (Rep) .....110

### CHICAGO

Apollo—**Our Leading Citizen** (Para)..... 90
Chicago—**Stanley and Livingstone** (20th-Fox), plus stage show, picture moved to Apollo for 3rd loop wk. .....110
Garrick—**Each Dawn I Die** (FN), 3rd loop wk. 90
Oriental—**Maisie** (M-G-M); **Tarzan Finds a Son!** (M-G-M), both 2nd loop wk., stage show ..... 90
Palace—**I Stole a Million** (Univ), plus stage show .....100
Roosevelt—**Winter Carnival** (UA) ..... 85
State-Lake—**Five Came Back** (RKO), plus stage show ..... 95
United Artists—**Lady of the Tropics** (M-G-M), moved to Garrick for 3rd loop wk..... 90

### CINCINNATI

Albee—**Stanley and Livingstone** (20th-Fox), held .....130
Capitol—**Lady of the Tropics** (M-G-M), 2nd wk..110
Keith's—**Hell's Kitchen** (WB) .....100
Lyric—**Each Dawn I Die** (FN), 2nd wk.....120
Palace—**When Tomorrow Comes** (Univ), held..130
Shubert—**These Glamour Girls** (M-G-M).....110

### CLEVELAND

Allen—**Bachelor Mother** (RKO), 4th wk., 7 days. .....175
Hippodrome—**Stanley and Livingstone** (20th-Fox), 9 days .....150
Palace—**Clouds Over Europe** (Col), 7 days.... 85
State—**The Wizard of Oz** (M-G-M) .....135
Stillman—**Four Feathers** (UA), 2nd wk.....120

### DALLAS

Capitol—**The Girl From Mexico** (RKO), 1st half ..... 90
Capitol—**Undercover Doctor** (Para), 2nd half.. 85
Majestic—**Stanley and Livingstone** (20th-Fox).120
Palace—**Hotel for Women** (20th-Fox) .....130
Rialto—**Blondie Takes a Vacation** (Col).....100
Tower—**Each Dawn I Die** (FN), 2nd wk.....100

### DENVER

Aladdin—**Each Dawn I Die** (FN), after a wk. at the Denver .....100
Broadway—**Bachelor Mother** (RKO); **They All Come Out** (M-G-M), dual, following a wk. at the Orpheum .....120
Denham—**Heritage of the Desert** (Para)..... 75
Denver—**Stanley and Livingstone** (20th-Fox)...120
Orpheum—**Wizard of Oz** (M-G-M); **Five Times Five** (RKO) .....150
Paramount—**Hell's Kitchen** (WB); **Man Who Dared** (FN) .....115
Rialto—**Second Fiddle** (20th-Fox), after a wk. each at the Denver and Aladdin; **Code of the Secret Service** (FN) .....115

### DETROIT

Adams—**Stanley and Livingstone** (20th-Fox), after wk. at the Fox; **Woman Is the Judge** (Col) .....100
Fox—**When Tomorrow Comes** (Univ); **They Made Her a Spy** (RKO) ..... 90
Michigan—**Each Dawn I Die** (FN); **Night Work** (Para) .....110
Palms State—**The Man in the Iron Mask** (UA); **Naughty But Nice** (WB) .....100

### INDIANAPOLIS

Alamo—**In Old Caliente** (Rep); **Mickey the Kid** (Rep) ..... 75
Apollo—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox), 2nd wk. move-over from Circle ..... 90
Circle—**Daughters Courageous** (FN); **Naughty But Nice** (WB) .....120
Loew's—**Wizard of Oz** (M-G-M); **Blondie Takes a Vacation** (Col) .....250

### KANSAS CITY

Esquire—**Hotel for Women** (20th-Fox), hold-over ..... 95
Midland—**Wizard of Oz** (M-G-M) .....150
Newman—**Our Leading Citizen** (Para) .....100
Orpheum—**Bachelor Mother** (RKO); **Saint in London** (RKO), held over .....140
Uptown—Same as Esquire ..... 90

### LOS ANGELES

Chinese—**The Wizard of Oz** (M-G-M) .....200
Downtown—**They Shall Have Music** (UA); **Cowboy Quarterback** (FN) .....100
Four Star—**Four Feathers** (UA), 2nd wk.....150
Hillstreet—**When Tomorrow Comes** (RKO); **Unexpected Father** (Univ) .....200
Hollywood—Same as Downtown .....100
Pantages—Same as Hillstreet .....200
Paramount—**Island of Lost Men** (Para); **Night Work** (Para) ..... 35
State—Same as Chinese .....150

### MILWAUKEE

Palace—**On Borrowed Time** (M-G-M); **Blondie Takes a Vacation** (Col) .....120
Riverside—**She Married a Cop** (Rep), plus stage show .....110
Strand—**Four Feathers** (UA); **Hotel for Women** (20th-Fox) .....100
Warner—**When Tomorrow Comes** (Univ); **Angels Wash Their Faces** (FN) .....110
Wisconsin—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox) .....125

### MINNEAPOLIS

Aster—**Behind Prison Bars** (Col); **Saint in London** (RKO) ..... 90
Century—**Our Leading Citizen** (Para) ..... 80
Gopher—**Indianapolis Speedway** (WB) .....100
Minnesota—**Mr. Wong in Chinatown** (Mono), plus stage show .....100
Orpheum—**Hotel for Women** (20th-Fox), plus stage show, **Paul Whiteman** .....150
State—**Stanley and Livingstone** (20th-Fox)....125
World—**The Mikado** (Univ), 3rd wk. .....100

### NEW HAVEN

College—**Lady of the Tropics** (M-G-M); **Miracles for Sale** (M-G-M), 2nd wk. ..... 65
Loew-Poli—**Stanley and Livingstone** (20th-Fox); **Charlie Chan in Reno** (20th-Fox), moved to College for 2nd wk. .....105
Paramount—**The Forgotten Woman** (Univ); **Night Work** (Para) ..... 50
Roger Sherman—**When Tomorrow Comes** (Univ); **Indianapolis Speedway** (WB) .....130

### NEW ORLEANS

Center—**Rose of Washington Square** (20th-Fox) ..... 90
Globe—**Goodbye, Mr. Chips** (M-G-M)..... 90
Liberty—**Behind Prison Gates** (Col) ..... 85
Orpheum—**The Sun Never Sets** (Univ).....100
Saenger—**Stanley and Livingstone** (20th-Fox)..125
State—**Wizard of Oz** (M-G-M) .....150
Tudor—**Unexpected Father** (Univ), 2nd run... 80

### OKLAHOMA CITY

Criterion—**When Tomorrow Comes** (Univ) .... 80
Liberty—**6,000 Enemies** (M-G-M); **Cowboy Quarterback** (FN), 4 days ..... 75
Liberty—**Undercover Doctor** (Para); **Timber Stampede** (RKO), 3 days ..... 90
Midwest—**Lady of the Tropics** (M-G-M) ....140
Plaza—**Our Leading Citizen** (Para), moveover 80
State—**Blue Montana Skies** (Rep); **Reformatory** (Mono), 3 days ..... 95
State—**Woman Doctor** (Col); **King of the Turf** (UA), 4 days .....115
Tower—**Man in the Iron Mask** (UA), move-over ..... 85

### OMAHA

Brandeis—**The Sun Never Sets** (Univ); **I Stole a Million** (Univ) .....120
Omaha—**The Wizard of Oz** (M-G-M); **Torchy Runs for Mayor** (WB) .....165
Orpheum—**On Borrowed Time** (M-G-M); **Some Like It Hot** (Para) .....120

### PHILADELPHIA

Boyd—**Wizard of Oz** (M-G-M) .....125
Earle—**Angels Wash Their Faces** (FN).....110
Fox—**Hotel for Women** (20th-Fox), plus John Boles on stage ..... 90
Karlton—**Each Dawn I Die** (FN) .....100
Stanley—**Lady of the Tropics** (M-G-M), 2nd wk. ..... 90
Stanton—**Four Feathers** (UA), 2nd run.....100

### PITTSBURGH

Alvin—**Hotel for Women** (20th-Fox) .....110
Penn—**Four Feathers** (UA) .....115
Stanley—**Each Dawn I Die** (FN), 2nd wk.....100
Warner—**The Man in the Iron Mask** (UA), 2nd d.t. wk. .....110

### PORTLAND, ORE.

Broadway—**Each Dawn I Die** (FN); **The Hobby Family** (FN) .....150
Mayfair—**When Tomorrow Comes** (Univ); **Miracles for Sale** (M-G-M), 2nd wk.....120
Orpheum—**Coast Guard** (Col); **Parents on Trial** (Col) .....100
Paramount—**Hell's Kitchen** (WB); **Million Dollar Legs** (Para) .....100
United Artists—**Wizard of Oz** (M-G-M) .....200

### SALT LAKE CITY

Capitol—**Missing Daughters** (Col); **Mutiny on the Bounty** (M-G-M), 2nd run .....105
Centre—**Wizard of Oz** (M-G-M) .....115
Paramount—Closed for summer.
Roxy—**Mad Youth** (SR); **Meet the Girls** (20th-Fox), plus stage show .....105
Studio—**Lady of the Tropics** (M-G-M), 3rd wk..105
Utah—**Five Came Back** (RKO); **Magnificent Fraud** (Para) .....115
Victory—Closed for summer.

### SEATTLE

Blue Mouse—**Bachelor Mother** (RKO); **On Borrowed Time** (M-G-M), 3rd wk. .....100
Fifth Avenue—**Wizard of Oz** (M-G-M) .....130
Liberty—**Eagle and the Hawk** (Para), reissue; **Five Little Peppers** (Col) ..... 90
Music Box—**Stolen Life** (Para) ..... 90
Orpheum—**Our Leading Citizen** (Para); **Million Dollar Legs** (Para) .....100
Palomar—**You Can't Get Away with Murder** (FN); **Girl From Rio** (Mono), plus stage show ..... 85
Paramount—**Stanley and Livingstone** (20th-Fox); **House of Fear** (Univ), 2nd wk.....100

# The Exhibitor Has His Say

## Columbia

**Blondie Takes a Vacation**

We could have played this two nights as the series is catching on. We packed them in and the show pleased. Baby Dumpling and Daisy (the pooch) worth the admission price. Hope Columbia doesn't spoil the series with poor stories. Sun. Weather: Rainy. Admission: 30-15. Population: 1,500. Capacity 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Good Girls Go to Paris**

This one played to average business. Good comedy, but picture not big enough to bring them in. Joan Blondell always pleases with her cute ways. Melvyn Douglas good as usual. Wed., Thurs. Weather: Hot. Admission: 30-15. Small town and rural patronage. Population: 1,500. Capacity: 250. — G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Only Angels Have Wings**

Airplane story which means indifferent appeal to feminine patronage. Did not do business expected. Picture was excellent however, but N. G. for me on Sun.-Mon. date. Admission: 15-10. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

## First National

**Heart of the North**

A good action picture in which the little girl steals the show. The color shots in the North Country are very nice. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## Metro-Goldwyn-Mayer

**Goodbye, Mr. Chips**

This picture was a little disappointing from the gross side, but was a beautifully acted and directed picture that only missed here by its lack of action. Mon., Tues. Weather: Hot. Admission: 30-15. Rural small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Honolulu**

Pleasing picture and liked by many for Eleanor Powell's dancing. Drew very well for three days. Sun., Mon., Tues. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

**Ice Follies of 1939**

I juggled this one around, setting it in and taking it out until at last I gave it to them on Bank Night and I still say it was Bank Night and not the picture that put the business in my theatre. Those who said anything said it was good, but the masses kept quiet. Wed., Thurs. Weather: Moderate. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**It's a Wonderful World**

This picture was swell entertainment for anybody's money, but Colbert didn't draw too well for us. Mon., Tues. Weather: Hot. Admission: 30-15. Rural small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

### Now Alphabetically By Companies

**To accommodate numerous exhibitors who have suggested the change, "The Exhibitor Has His Say" department has been revised to arrange titles of pictures according to distributing companies. The titles appear in alphabetical order under the proper company headings.**

**Lady of the Tropics**

Without question M-G-M has created an attractive screen personality out of Hedy Lamarr as well as a boxoffice star. This pix well done and audience ate it up. Above average at boxoffice. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**Lucky Night**

"Class" stars in a program picture. O. K. for bargain or cash night. Fairly good comedy. Robert Taylor rather let down from the feminine "glamour pedestal" in this. Picture will please, but will be forgotten before morning. Admission: 25-15. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Maisie**

Did better than average business with this. It is good entertainment and received good comment by those who like snappy dialogue. Perfect vote for Ann Sothern. Robert Young always good. Sun. Weather: Hot. Admission: 30-15. Small town and rural patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Sergeant Madden**

Did Wed., Thurs. business without loss, which is unusual. Alan Curtis does a good job as headstrong son. Laraine Day and Tom Brown miscast. Picture draws on the strength of Beery's past performances. Just a programmer. Admission: 25-10. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Society Lawyer**

Just a program picture which got by on bargain night. Tues. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**Stand Up and Fight**

A good picture. Played on double bill during our celebration to poor business. Sun. Weather: Windy. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**Tarzan Finds a Son!**

Was almost afraid to book this one after playing a 20th-Fox release titled "Tarzan's Revenge." But our audience must have forgotten as we packed them in with this one. The "son" steals the show. Wed., Thurs. Weather: Hot. Admission: 30-15. Rural small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

## Paramount

**Boy Trouble**

Good litle program show to poor business. Well liked by those who came. Fine for weekend or family night. Wed., Thurs. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Ia.

**Invitation to Happiness**

A good picture spoiled by a lousy trailer. Love interest played up and action left out of trailer helped to put this one down on our books as only a little above average business. Irene Dunne losing draw here. Mon., Tues. Weather: Warm. Admission: 30-15. Population: 1,500. Capacity: 250. — G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Lady's From Kentucky**

Only fair entertainment. Below average at boxoffice. Good story idea and good cast, but looks as if direction and cutting were not given any painstaking attention. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**Say It in French**

Not worth the money. Stay away from it exhibitors. Fri., Sat. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Union Pacific**

One good show. Played late, but had fair attendance. Thurs., Fri., Sat. Weather: Fair. Small town patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

## RKO Radio

**Story of Vernon and Irene Castle**

Excellent picture to very poor business. Music is grand and appeals to both old and young. Not a small town show as they don't seem to know who the Castles were. Sun., Mon. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—Don Bloxham, Palace Theatre, Exira, Ia.

## 20th Century-Fox

**Arizona Wildcat**

This was a natural for us in this state. Jane Withers is certainly holding up her end in the pictures they put her in. Believe they would do well to try her soon in something bigger. Too many of what she is doing now may develop her into a type and spoil her future. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**Boy Friend**

Satisfactory program picture. Picture drew

up to average and audience seemed to enjoy it. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**Boy Friend**

One swell show. Jane always good here. Sun., Mon. Admission: 20-10. Small town patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Everybody's Baby**

Best of the family series. Fox pictures alway good. Weather: Hot. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Frontier Marshal**

Seldom does one get an ideal program, but this with shorts, "Muscle Maulers" and "Frame Up," all from Fox good. "Frontier Marshal" above the average. Business would have been better had I put out additional advertising and my endorsement as an exceptional good show. Population: 400. Capacity: 300.—Baker Theatre, Macclenny, Fla.

**Gorilla, The**

Did O. K. for me. Dandy bargain night picture, especially for the kids. Plenty of action and comedy. However, think the Ritz Bros. cut attendance some, as have a lot of patrons who refuse to see them irrespective of picture quality. Admission: 15-10. Small town patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**It Could Happen to You**

Not so "hot." Just one of those things thrown together and called a picture. Thus may get by in none-too-critical spots, but don't brag it up too much. Too much drinking, which is necessary for development of plot, makes it unsuitable for children. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter Buchholtz, New Haven Theatre, New Haven, Mo.

**Little Princess**

Shirley's best picture for the past two seasons. Not the boxoffice draw she once was, but still popular with the kids. In the end the producer and public will have to wait for her to grow up. I think that time is here now or fast approaching. Fri., Sat. Weather: Warm. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**Second Fiddle**

Sonja Henie's sweet wholesome manner seems to appeal to the men as she draws them out for us. Did top business and the picture rated it, as it was a fine piece of entertainment. Wed., Thurs. Weather: Hot. Admission: 30-15. Rural small town patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Three Musketeers**

This would have been a pretty good Ritz Bros. vehicle if the ending had any punch. As it is it turns out to be a sort of a fizzle. N. G. at boxoffice. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**Wife, Husband and Friend**

Well, it was alright until Loretta Young and Ronald Colman have their fight and he leaves her. At that point the picture changes in tempo from a comedy with promise of fun to an over-acted drama on the part of Loretta and the result is the spoiling of a swell opportunity. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**Young Mr. Lincoln**

We were afraid of this one after reading trade paper reports of poor business, but it nearly did twice our usual biz on it. Great show. Audience applauded at end. Only fault was the background music. Audience comment was gratifying. Wed., Thurs. Weather: Warm. Admission: 30-15. Small town and rural patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

## *United Artists*

**Cowboy and the Lady**

Played this feature late, but did fairly good business. Gary Cooper's acting not quite up to usual, but audience accepted feature favorably. Book it, if you haven't played it. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**Made for Each Other**

Rather sentimental in spots, but a swell show. Give it your best dates and put your best efforts behind it. It's worth it. Business a little under usual Saturday-Sunday attendance. Weather: Fair. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**Winter Carnival**

If we weren't located near Dartmouth College this mediocre picture would have flopped for us. Thin story and amateurish acting or poor direction was chief fault (as if that isn't enough). Mon., Tues. Weather: Hot. Admission: 30-15. Small town and rural patronage. Population: 1,500. Capacity: 250.—G. B. Woodbury, Bethel Theatre, Bethel, Vt.

**Zenobia**

This one didn't get much from trade papers, but it seemed to please those who came looking for a laugh. It didn't break any house record. Sun. Weather: Hot. Admission: 30-15. Rural small town business. Population: 1,500. Capacity: 250. — G. B. Woodbury, Bethel Theatre, Bethel, Vt.

## *Universal*

**Three Smart Girls Grow Up**

We liked it very well, but we could not decoy any cash customers up to the boxoffice. Too bad Durbin-Koster-Pasternak don't belong to some other company. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## *Warner Bros.*

**They Made Me a Criminal**

John Garfield coming to the top fast. Well liked picture. Dead End Kids okay, on double bill. Sun. Weather: Windy. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**Wings of the Navy**

A good aviation picture. George Brent is plenty good. Did good business third day of a three day celebration. Tues. Weather: Good. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.




# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Radio Contest Plugs "Wizard of Oz"

OKLAHOMA CITY—Promotion of the "Wizard of Oz" through a radio contest featured presentation of the film at the Criterion here as well as Griffith Amusement Co. houses in Guthrie, El Reno, Chickasha and Norman.

With the cooperation of E. B. Coleman, M-G-M publicity man, 20 books of the "Wizard of Oz" retailing at $1.19 each were purchased and sent to Hollywood for autographs by members of the "Oz" cast.

These were then offered by Ernest Fair over his daily 15-minute radio program on KOCY for best letters on "Do you want more pictures like the 'Wizard of Oz,' and why?" with a number of the books guaranteed for each of the above named towns. Passes to theatres in each of the towns were set up as additional prizes.

Fair began talking about the picture the day after he saw a screening. In each of the nine broadcasts before its local opening he presented facts behind the production and descriptions of its outstanding scenes.

It is the first picture so far this year that the radio commentator has boosted with this amount of advance buildup, as well as so extensive a contest.

### Midget Personal Appearances Ballyhoo M-G-M Film

LOUISVILLE, KY.—Loew's of Louisville plugged "The Wizard of Oz" by bringing Arnold Vierling, 20-year old Seymour, Ind., midget and member of the film cast, into town for street and newspaper ballyhoo.

Attired in bright red costume, Vierling made the rounds in downtown Louisville, conspicuously carrying a brightly-covered copy of the book, "The Wizard of Oz," with him.

The newspapers liked the idea, too, and from a news standpoint, The *Courier-Journal* used a two-column cut of the midget, with the book cover showing up.

Loew's planned to use the same stunt in Indianapolis.




### "Bell" Phone Tie—

*One of the many window displays secured by Mack McCarty, advertising manager of the Mallers Bluffton Theatre at Bluffton, Ind., on "The Story of Alexander Graham Bell." Additionally, the local newspaper ran material on the front page in consideration for a ten per cent admission reduction to readers who had been subscribers for a year or more. "In our nine years in this town," says McCarty, "this is the first time we ever were able to get any free publicity from the newspaper."*

## Baby Banquet Gets Plugs For "Bachelor Mother"

MILWAUKEE—Harry MacDonald, manager of the Warner Theatre here, secured first-class publicity in all local dailies as a result of his banquet for 7-month-old boys held at the Schroeder Hotel here to plug "Bachelor Mother," playing the house.

Some 50 babies, properly chaperoned, turned out for the "stag," which included toys, favors and a special gift to one of the kids possessing a lucky number.



### Parade for "Man About Town"—

*A traffic-stopping stunt was this parade featuring 12 Chevrolet cars for "Man About Town" at the Capitol Theatre in Victoria, B. C., Canada. Martin Cave, acting theatre manager who arranged the tieup, was the driver of the first car.*

## Blow Up Letter by Horner Complimenting "Citizen"

CHICAGO—Blowups of a letter from Illinois' Gov. Henry Horner complimenting Paramount's "Our Leading Citizen" were used in all loop theatres of B&K as the picture played its first-run at the Apollo.

Comments by Horner on the picture:

"Paramount Pictures is to be congratulated on its splendid production of 'Our Leading Citizen.' This film is a powerful and stirring drama which emphasizes the importance of preserving the fundamentals and ideals of our American way of living.

"In a vivid manner, it demonstrates that America can succeed only so long as capital and labor work together. Bob Burns, as 'Our Leading Citizen,' plays the greatest role in his career. His ideals, homespun philosophy of living and principles of government are not unlike those of Abraham Lincoln.

"This picture should be seen by every citizen in the state of Illinois."

## Driving Tieup Effected By Butterfield Chain

DETROIT—A unique tieup with police departments of some two dozen cities in Michigan was made by the Butterfield circuit, in the form of a "Courteous Driving Campaign." Newspaper publicity was excellent, with photos of winning drivers used in several cases.

Here is the way the campaign was worked:

Thirty officers were given ten citations (a total of 300) and were instructed to distribute them to drivers performing some special act of courtesy.

An original copy of the citation good for an admission to a Butterfield theatre for one week, was given to each driver cited.

## Latest News Service

PORTLAND, ME.—A news bulletin box handling 70 slide flashes, working similar to a Trans-Lux screen, was installed in front of the State Theatre here to report up-to-the-minute foreign and home news. Occasional screen plugs were run between news flashes.

## Clever Ad Copy for "Leading Citizen"

**La Crosse, Wis. — The Hollywood Theatre here plugged "Our Leading Citizen" in a clever newspaper advertisement featuring the pictures of Bob Burns and John C. Burns, local produce merchant, captioned: "Speaking as one Burns to another, your latest role as the small town lawyer in Paramount's new movie—Our Leading Citizen—is the best yet!"**

# SHORT SUBJECT REVIEWS




## "Carnival" Salesladies—

*One of the stunts used by Art Catlin, United Artists exploiteer, to sell "Winter Carnival" at the B&K Roosevelt Theatre. The two girls, dressed as skiiers, covered the entire Chicago loop district for two days, carrying copy shown.*

## Heralds From Air

HARRISONBURG, VA.—Heralds with lucky numbers were distributed over ten county towns as well as Harrisonburg by airplanes to advertise "Only Angels Have Wings" at the State Theatre. The campaign, arranged by Jack W. Fretwell, manager, received cooperation of the Chamber of Commerce and local newspapers.

## Ice Stunt for "Tropics"

BOSTON—Joe DiPesa, Loew's publicist, used ice to put over the hot angle on "Lady of the Tropics." Stills of Hedy Lamarr and Robert Taylor were frozen in ten cakes of ice and spotted in well-traveled areas. The on-lookers obtaining the pictures were admitted to exchange them for ducats.

## Selling "Unmarried"

CHICAGO—A "whispering campaign" was conducted for "Unmarried" at the Cosmo Theatre. The following copy was used in newspaper ads: "Haven't you heard? . . . It's all over town. They are unmarried. Yeh! . . . Everybody is talking about it now at the Cosmo."

## Old Baby Carriages

SALT LAKE CITY—Antique baby carriages were on display in the lobby of the Utah Theatre to plug "Unexpected Father." The carriages, some as old as 88 years, carried brief records and attracted much interest.

## Baby Chick Contest

CLEVELAND—A baby chick guessing contest featured exploitation for "Bachelor Mother" at the Hippodrome here. Display was in the May Co. window.

## Breaking the News

*Paramount* (Paragraphics) 10 *Mins.*

How Madison Square Garden rates as the sports center of the world is effectively described by Ted Husing. It opens with scenes of a horse show, then shifts quickly to an ice carnival where skiiers leap off slides with artificial snow. One night there may be a rodeo, political rally, dance contest, theatrical event or circus. Following a night of boxing, ice hockey will take place with a six-day bike race, indoor tennis, track, softball and basketball occurring in whatever order they come. Prominent personalities grace the clips which should make interesting program fare.

## Sweet Moments

*Paramount* (Headliner) 11 *Mins.*

Russ Morgan and his sliding trombone introduce four new songs especially written for this short. They are "Old Heart of Mine," "Holiday in Toyland," "Am I Proud" and "Sweet Moments." Carolyn Clarke is the most effective vocalist, scoring very nicely with her rendition of "Am I Proud." Outstanding in the short are the lighting and arrangement of the orchestra. Here Director Leslie Roush takes a bow for being imaginative and George Webber for some magnificent photography.

## Hydro-Maniacs

*Paramount* (Rice Sportlight) 10 *Mins.*

They grow all kinds of nuts in Florida and this is an example of the zaniest. A group of hydro-maniacs, or men who race outboard motors, give a furious and exciting performance. Usually this type of race is conducted along a water course, but these fellows hurdle land obstacles and zig-zag madly through tricky creeks, and still come out alive. Most of it is amusing, although it gets a little monotonous after awhile.

## Mooching Through Georgia

*Columbia* 19 *Mins.*

The talents of Buster Keaton, Monty Collins and a number of other players are barely utilized for their practical worth in this farce of the Civil War. The situations are painfully obvious. Keaton runs all over the set in a dual-uniform role while the Northern Army gives chase. Told in retrospect—two old inmates in a soldier's home are responsible.

## The Charm Bracelet

*Columbia* (Phantasy Cartoon) 6 *Mins.*

This first of a new series is hardly an appetizer for what is to come. The feeble action offers Scrappy, who presents his girl Margie with a charm bracelet. At night the various miniature figures come to life, go through their familiar paces and, at length, get back to their places as dawn comes.

## NEWSREELS

**Tuesday, August 22**

**Movietone News, No. 99:** Britain's reserve fleet reviewed by King George VI; new British plane carrier wrecks launching cradle; Britain tests defenses against enemy air attack; former British Foreign Secretary Anthony Eden as soldier; Polish army prepares for invasion; Postmaster General Farley visits Warsaw officials; Franco begins rebuilding Spain; Italy's motorized army reviewed by King Victor Emanuel; Former King Zog of Albania in exile in France; new War Resources Board formed in Washington in case of war emergency; Lew Lehr; Saratoga racing; girl archers; John Cobb attempts auto speed record; Sir Malcolm Campbell breaks world's water record.

**News of the Day, No. 297:** British aircraft carrier runs away at launching; Poland warns dictators; Italian and German officials confer on axis; Polish envoy warns of war; Anthony Eden joins army for duty; English Duke reviews forces; America's War Resources Board holds first meeting; Edgar Bergen's solo glider flight; Postmaster General Farley visits Polish president; Alabama floods; John Cobb after land speed record.

**Paramount News, No. 110:** English warship runs away at launching; former King Zog arrives at exile home; Spanish war babies baptized; antelope babies transported; Panama Canal's 25th birthday; national motorboat regatta; professional footballers in training; John Cobb seeks land speed record; new evidence in mystery of island disappearance; folk play hailed as American Oberammergau.

**RKO Pathe News, No. 10:** Ship runs wild at launching; Poland celebrates World War entry; new War Board meets to gear industry; James Farley visits Warsaw; American naval hero arrives to be honored; new U. S. bomber ready for French army; biggest American family reunion; Saratoga racing.

**Universal Newsreel, No. 799:** Tragic launching of new British vessel; nationwide shortage of oil threatened; "mystery" bomber in trial flight; John Cobb attempts auto speed record; King Emanuel reviews Italian troops; Admiral Yarnell leaves China; camera centennial celebrated at World's Fair; Joe Louis golfing; Mt. Vesuvius in new eruption; 60,000 in family clan meet; King Zog in French exile; girl archers.

**Thursday, August 24**

**Movietone News, No. 100:** World events; sea floor post office in Bahamas open; President Carmona of Portugal visits East Africa; 80th birthday of Cariboo gold mine in British Columbia; painting trylon and perisphere at World's Fair; White River carnival in Arkansas; Jim Londos marries in California; fashions by Vyvyan Donner; Movietone climbs Mount Olympus; U. S. doubles finals at Brookline; La Jolla swim; sheep dog in Australian show; Lew Lehr.

**News of the Day, No. 298:** War crisis special, dramatic summary of events leading to present critical situation abroad; Uncle Sam gets new flock of birdmen; jewelry goes streamlined; battles for U. S. tennis doubles; rough water swim derby in the Pacific.

**Paramount News, No. 111:** America keeps watch; a review of overseas situation; music for masses attracts 250,000; dancing or dancing?; how style flies; front porch candidate?; Thomas E. Dewey visiting his birthplace at Owosso, Mich.

**RKO Pathe News, No. 110:** Europe, a review of the crisis; free Tibbett concert draws 250,000; new auto glass a boon to vision; two-mile rough water swim on coast; national doubles tennis titles.

**Universal Newsreel, No. 800:** Army air cadets graduated; hits 6 mile per minute auto run; British gird for war in air; new safety glass aids drivers; Mexicans hail 1914 revolt; old and new fashions shown; Marlene Dietrich back in U. S.; boy wins through water swim; prize baby seen in cute parade; Australia wins U. S. doubles.

## Big Fish

*Columbia* (News World of Sports) 10 *Mins.*

This reel occupies itself wholly with big game fishing off the coast of Lower California. Marlin are the quarry. There are many spectacular leaps and rushes that are capably caught by the camera. Two big ones are thrillingly hooked and landed by the time the end rolls around. Worthwhile.

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **THE INCREDIBLE MR. WILLIAMS**—Joan Blondell, Melvyn Dougas, Ruth Donnelly, Donald MacBride. Producer: Everett Riskin. Director: Al Hall.<br><br>**ILLICIT CARGO**—Jack Holt, Kathleen Howard, Eduardo Ciannelli, John Wray. Producer: Larry Darmour. Director: Lewis D. Collins. Original: Albert DeMond, Eric Taylor. Screenplay: Albert DeMond. | **SCANDAL SHEET**—Edward Norris, Otto Kruger, Ona Munson, Nedda Harrigan, John Dilson. Producer: Irving Briskin. Director: Nick Grinde. | |
| GN | | | |
| M-G-M | | **FAST AND FURIOUS**—Franchot Tone, Ann Sothern, Lee Bowman, John Miljan, Ruth Hussey, Allyn Joslyn. Director: Busby Berkeley. Original: Marco Page. | |
| MONO. | | **MUTINY IN THE BIG HOUSE**—Charles Bickford, Barton MacLane, Dennis Moore, Russell Hopton. Producer: Scott R. Dunlap. Director: William Nigh. Original: Rev. Patrick O'Neil. Screenplay: Martin Mooney. | **SCOUTS OF THE AIR**—John Trent, Marjorie Reynolds, Milburn Stone. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. |
| PARA. | **THE FARMER'S DAUGHTER** — Martha Raye, Charlie Ruggles, William Frawley. Producer: William Thomas. Director: James Hogan.<br><br>**CAMPUS WIVES**—Joseph Allen, Janice Logan, Virginia Dale, John Arledge. Producer: Edward T. Lowe. Director: Kurt Neumann. | **THE LIFE OF VICTOR HERBERT**—Allan Jones, Mary Martin, Susannah Foster, John Garrick. Producer: William LeBaron. Director: Andrew Stone. Screenplay: Russell Crouse, Robert Lively.<br><br>**FEDERAL OFFENSE**—William Henry, Lyle Talbot, Anthony Quinn, Harvey Stephens. Producer: Edward T. Lowe. Director: Robert Florey. Original: J. Edgar Hoover. Screenplay: Horace McCoy, William R. Lipman. | |
| RKO | | **RENO**—Richard Dix, Gail Patrick, Claire Dodd, Hobart Cavanagh. Producer: Robert Sisk. Director: John Farrow. | **MARSHAL OF MESA CITY**—George O'Brien, Virginia Vale, Henry Brandon, Leon Ames, Chill Wills. Producer: Bert Gilroy. Director: Dave Howard. Screenplay: Jack Lait jr. |
| REP. | **ABRAHAM LINCOLN BOGGS** — Edward Ellis, Anita Louise, Margaret Hamilton, Clem Bevans. Producer: Robert North. Director: Dudley Murphy. Original: Harry Hamilton. | **HEADLINE NEWS** — Arleen Whelan, Michael Whalen, Gordon Oliver, Charley Grapewin. Producer: Herman Schlom. Director: Harold Young. Screenplay: Lionel Houser, Alice Altschuler. | **THE KANSAS TERRORS** — Robert Livingstone, Raymond Hatton, Duncan Renaldo, Jacqueline Wells. Producer: Harry Grey. Director: George Sherman. Original Screenplay: Luci Ward, Jack Natteford. |
| 20TH-FOX | | **THE SIMPLE LIFE** — Stuart Erwin, Marjorie Weaver, June Gale, Chick Chandler. Producer: Sol Wurtzel. Director: William Beaudine. Original: William Anthony McGuire. Screenplay: Clay Adams, Leonard Hoffman, Hamilton MacFadden. | **TOO BUSY TO WORK**—Jed Prouty, Spring Byington, Florence Roberts, June Carlson, Andrew Tombes, Kenneth Howell. Producer: Sol Wurtzel. Director: Otto Brower. Screenplay: Stanley Rauh. |
| UA | **RAFFLES** — David Niven, Olivia de Havilland, Dudley Digges, Lionel Pape, Dame May Whitty. Producer: Samuel Goldwyn. Director: Sam Wood. | **OF MICE AND MEN** — Burgess Meredith, Lon Chaney jr., Betty Field, Charles Bickford, Noah Beery jr., Leone Roberts. Producer: Hal Roach. Director: Lewis Milestone. Original: John Steinbeck. Screenplay: Lewis Milestone. | |
| UNIV. | **THE MAN FROM MONTREAL**—Richard Arlen, Andy Devine, Anne Gwynne, Kay Sutton, Addison Richards. Producer: Ben Pivar. Director: Christy Cabanne.<br><br>**THE GALLOPING KID**—Johnny Mack Brown, Bob Baker, Fuzzy Knight. Director: Ray Taylor. | **DESTRY RIDES AGAIN**—James Stewart, Marlene Dietrich. Producer: Joe Pasternak. Director: George Marshall.<br><br>**TOWER OF LONDON** — Basil Rathbone, Boris Karloff, George Sanders, Barbara O'Neil, Nan Grey, John Sutton. Producer: Rowland V. Lee. Director: Rowland V. Lee. | **LEGION OF LOST FLYERS** — Richard Arlen, Andy Devine, Anne Nagel, Guinn Williams, Jack Carson, William Lundigan. Producer: Ben Pivar. Director: Christy Cabanne. |
| WB-FN | **GAMBLING ON THE HIGH SEAS**—Wayne Morris, Janet Wyman, Gilbert Roland, Noel Madison. Producer: Bryan Foy. Director: George Amy. Screenplay: Robert E. Kent. | **STATE COP**—John Payne, Dennis Morgan, Gloria Dickson, Julie Stevens, DeWolf Hopper. Producer: Bryan Foy. Director: Terry Morse. | **PHILO VANCE RETURNS** — James Stephenson, Margot Stevenson, Henry O'Neill, Edward Brophy, Martin Kosleck, Ralph Forbes. Producer: Bryan Foy. Director: William Clemens. Original: S. S. Van Dine. Screenplay: Tom Reed. |

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

This index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.


A

A Child Is Born (WB) Aug. 5.. 415
Across the Plains (Mono) June 3 3855
Adventures of Huckleberry Finn (M-G-M) Feb. 18..... 923
Adventures of Sherlock Holmes (20th-Fox) Aug. 26 ..... 005
Allegheny Frontier (RKO).....006
Andy Hardy Gets Spring Fever (M-G-M) July 15..... 944
Angels Wash Their Faces (FN) Aug. 5 ..... 367
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

B

Bachelor Mother (RKO) July 1 932
Back Door to Heaven (Para) Apr. 15 .....3833
Bad Lands (RKO) July 29..... 933
Beau Geste (Para) July 29.....3902
Behind Prison Gates (Col) Aug. 5 9033
Beware, Spooks! (Col).....
Blind Alley (Col) Apr. 29.....9016
Blondie Takes a Vacation Col) July 22 .....9010
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boys Reformatory (Mono) May 6 3820
Bridal Suite (M-G-M) May 27.. 937
Bulldog Drummond's Bride (Para) June 24 .....3844

C

Calling All Marines (Rep).....
Calling Dr. Kildare (M-G-M) Apr. 29 ..... 932
Captain Fury (UA) May 13.....
Career (RKO) July 1.....
Charlie Chan at Treasure Island (20th-Fox) Aug. 12 ..... 006
Charlie Chan in Reno (20th-Fox) June 3..... 948
Chasing Danger (20th-Fox) Jan. 7 ..... 941
Chicken Wagon Family (20th-Fox) Aug. 19 ..... 002
Climbing High (20th-Fox) Apr. 22 .....8012
Clouds Over Europe (Col) June 10 .....9012
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Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Conspiracy (RKO) Sept. 2..... 935
Cowboy Quarterback (FN) July 8 366
Crashing Through (Mono).....

D

Dancing Co-ed (M-G-M)..... 3
Dark Victory (FN) Mar. 11... 354
Daughters Courageous (FN) June 24 ..... 360
Day the Bookies Wept (RKO)... 002
Death of a Champion (Para) Sept. 2 .....3901
Desperate Trails (Univ) .....
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Down the Wyoming Trail (Mono) June 17 .....3864
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E

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Elsa Maxwell's Hotel for Women (20th-Fox) July 29.... 001
Escape, The (20th-Fox)..... 010
Eternally Yours (UA).....
Everything on Ice (RKO).....
Everything Is Rhythm (Astor).
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Exile Express (GN) Feb. 18..... 301

F

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Fighting Gringo (RKO) Sept. 2.. 986
First Love (Univ) .....
Five Came Back (RKO) June 10 927
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Flight at Midnight (Rep) Sept. 2.9111
Flying Deuces (RKO)..... 010
For Love or Money (Univ).....3030 May 13 .....
Forgotten Woman (Univ) July 8..3031
Four Feathers (UA).....June 24
Frontier Marshal (20th-Fox) July 29 ..... 951
Frontier Pony Express (Rep) Apr. 15 ..... 854
Full Confession (RKO) Aug. 26. 003

G

Gay Nineties (Astor) .....
Girl and the Gambler (RKO) June 10 ..... 926
Girl From Mexico (RKO) May 20 928
Girl From Rio (Mono).....3825
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Good Girls Go to Paris (Col) June 24 .....9005
Goodbye, Mr. Chips (M-G-M) May 20 ..... 945
Gorilla, The (20th-Fox) May 27. 944
Gracie Allen Murder Case (Para) May 13 .....3839
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H

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Indianapolis Speedway (WB) July 15 ..... 315
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Intermezzo, A Love Story (UA)
Invitation to Happiness (Para) May 20 .....3841
Irish Luck (Mono) Aug. 26....3826
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J

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Lucky Night (M-G-M) May 6... 933

M

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Man About Town (Para) June 17
Man From Sundown (Col) Aug. 5 .....9208
Man From Texas (Mono).....3865
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Man of Conquest (Rep) Apr. 15.. 801
Man They Could Not Hang (Col) Aug. 19 .....9018
Man Who Dared (FN) Apr. 8... 375
Mickey the Kid (Rep) July 1.. 814
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Million Dollar Legs (Para) July 15 .....3846
Miracles for Sale (M-G-M) Aug. 5 946
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Mountain Rhythm (Rep) July 8. 845
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Mr. Smith Goes to Washington (Col) .....
Mr. Wong in Chinatown (Mono) July 22 .....3807
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O

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P

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Q

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R

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S

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Scouts of the Air (Mono).....3816
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Should Husbands Work? (Rep) July 22 ..... 816
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S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
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Stanley and Livingstone (20th-Fox) Aug. 5 ..... 003
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Story of Vernon and Irene Castle (RKO) ..... 838
Street of Missing Men (Rep) Apr. 29 .....
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sun Never Sets, The (Univ) June 10 .....3009
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T

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Television Spy (Para).....
Tell No Tales (M-G-M) May 20. 935
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Those High Grey Walls (Col)..
Three Texas Steers(Rep)June 24 866
Three Sons (RKO)..... 004
Thunder Afloat (M-G-M)..... 4
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
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Torchy Runs for Mayor (WB) Apr. 1 ..... 322
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Two Bright Boys (Univ).....
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U

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Undercover Doctor (Para) May 27 .....3840
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When Tomorrow Comes (Univ) Aug. 19 .....3003
Winner Take All (20th-Fox) Feb. 25 ..... 949
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Wizard of Oz (M-G-M) Aug. 19. 949
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# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1939, Unless Otherwise Specified.**
**Ⓒ Indicates short of the week.**
**Ⓒ Indicates color.**

# SHORTS

## Columbia

### ALL-STAR COMEDIES

**A Star Is Shorn (17)** ....Apr. 21, '39
**Boom Goes the Groom (17½)** .....Mar. 24, '39
**Mutiny on the Body (17)** .....Feb. 10, '39
**Now It Can Be Sold (17)** .June 2, '39
**Pest From the West (..)** ....June 16
**Rattling Romeo (17)** .....July 14
**Skinny the Moocher (16½)** ...Sept. 8
**Static in the Attic (19)** .....Sept. 22
**Swing You Swingers (18)** .....Jan. 20, '39
With Andy Clyde.
**The Chump Takes a Bump (18)** .....May 5, '39
**The Sap Takes a Wrap (15½)** .....Mar. 10, '39
**Trouble Finds Andy Clyde (18)** .....July 28
**Mooching Through Georgia (..)** .....Aug. 11

### COLOR RHAPSODIES

**Crop Chasers (..)** .....Sept. 22
**Happy Tots (7)** .....Mar. 31
**Hollywood Sweepstakes (8)** ...July 28
**Jitterbug Knights (7)** .....Aug. 11
**Lucky Pigs (7)** .....May 26
**Mountain Ears (..)** .....Oct. 20
**Nell's Yells (7)** .....June 30
**Peaceful Neighbors (8)** ..Feb. 26, '39
**The Gorilla Hunt (8)** ....Feb. 24, '39
**The House That Jack Built (7)** .....Apr. 14, '39

### COLUMBIA TOUR

**Big Town Commuters (9)** Feb. 3, '39
**Holland (Andre de la Varre Productions) (..)** .....Sept. 15
**Man Made Island (Frisco Fair) (10)** .....May 26
**Sojourn in India (..)** .....July 7
**Morocco (10)** .....Aug. 11

### COMMUNITY SING

**No. 1 Crosby Hit Songs (9)** ....Aug. 4
**No. 2 Old Time Songs (9½)** ...Sept. 8
**No. 7 Parade of Hits (9)** .Mar. 24, '39
**No. 8 Strauss Waltzes (11)** .....Apr. 21, '39
**No. 9 Songs of the West (10)** .....May 19, '39
**No. 10 Songs of Romance (..)** June 16
Third Series
**No. 5 Friendship Songs (10)** .....Jan. 27, '39
**No. 6 Moon Songs (10)** ....Feb. 24, '39

### FABLES CARTOON

**Little Lost Sheep (..)** .....Oct. 6

### FOOLS WHO MADE HISTORY

**No. 1 Charles Goodyear (..)** ..Aug. 25
**No. 2 Elias Howe (..)** .....Oct. 6

### HAPPY HOUR

**No. 1 (10½)** .....Feb. 22
**No. 2 (10½)** .....Mar. 23
**No. 3 (11)** .....Apr. 21

### KRAZY KAT

**Golf Chumps (7)** .....Apr. 6, '39
**Krazy's Bear Tale (7)** ....Feb. 17, '39
**Krazy's Shoe Shop (6)** ....May 12, '39

### MUSIC HALL VANITIES
(New series)

**A Night in a Music Hall (10½)** .....Jan. 20, '39
**A Night at the Troc (10)** ..Mar. 2, '39
**Montmarte Madness (10½)** ...June 30
**Yankee Doodle Home (10)** .....May 19, '39

### PHANTASIES CARTOON

**The Charm Bracelet (..)** ....Sept. 1

### PICTUREGRAPH

**No. 1 (..)** .....Jan. 15, '39

### SCRAPPY CARTOONS

**A Worm's Eye View (7)** ..Apr. 28, '39
**Scrappy's Added Attraction (6)** .....Feb. 3, '39
**Scrappy's Rodeo (6)** .....June 2
**Scrappy's Sideshow (7)** ....Mar. 3, '39

### SCREEN SNAPSHOTS (Series 17)

**No. 1 (..)** .....Sept. 15
**No. 2 (..)** .....Oct. 20
**No. 5 (9)** .....Jan. 13, '39
**No. 6 (10½)** .....Feb. 17, '39
**No. 7 (10)** .....Mar. 17, '39
**No. 8 (9½)** .....Apr. 8, '39
**No. 9 (10)** .....May 12
**No. 10 (10)** .....May 26
**No. 11 (10)** .....June 29
**No. 12 (10)** .....July 28

### SPORT REELS

**Bows and Arrows (..)** .....Sept. 29
**Diving Rhythm (10)** .....May 5, '39
**Get Ready Navy (10)** .....Jan. 6, '39
**Jockeys Up (10½)** .....June 2
**Navy Champions (9½)** .....Mar. 17
**Odd Sports (10)** .....Feb. 10
**Technique of Tennis (8½)** ....June 30
**There Goes Rusty (10½)** .....July 15
**Big Fish (10)** .....Aug. 18

### THREE STOOGES COMEDIES

**A Ducking They Did Go (16½)** .....Apr. 7, '39
**Calling All Curs (17½)** .....Aug. 25
**Oily to Bed, Oily to Rise (18½)** .....Oct. 6
**Saved by the Belle (17)** .....June 30
**Three Little Sew and Sews (16)** .....Jan. 6, '39
**We Want Our Mummy (17)** .....Feb. 24, '39
**Yes, We Have No Bonzana (16)** .....May 19, '39

### WASHINGTON PARADE

**No. 2 Inside the White House (11)** .....Feb. 21, '39
**No. 3 Inside the Capitol (10)** .....May 26, '39
**No. 4 Library of Congress (10)** .....Aug. 4

## Grand National

### CAVALCADE OF STUFF

**No. 1 (10)** .....Jan. 6
Col. Stoopnagle.
**No. 2 (10)** .....Jan. 20

## M-G-M

### CRIME DOESN'T PAY

**Help Wanted (21)** .....June 10
**Money to Loan (21)** .....Mar. 11, '39
**While America Sleeps (21)** .....Apr. 15, '39

### FITZPATRICK TRAVELTALKS
In Technicolor

**Ancient Egypt (9)** .....Jan. 21, '39
**Colorful Curacao (9)** .....May 27
**Glimpses of Australia (9)** ...Apr. 15
**Imperial Delhi (8)** .....Feb. 18
**Java Journey (10)** .....Mar. 18
**Picturesque Udaipur (8)** ..May 13, '39
**Rural Hungary (9)** .....Apr. 29, '39

### MINIATURES

**Great Heart (11)** .....Dec. 31
**Hollywood Hobbies (10)** ..May 13, '39
**Ice Antics (9)** .....Feb. 11
**Love on a Tap (11)** .....Mar. 18, '39
**Prophets Without Honor (11)** .....May 20, '39
**The Greener Hills (11)** ...May 27, '39

### MUSICAL COMEDIES

**Happily Buried (20)** .....Apr. 15, '39
**Somewhat Secret (21)** ...Mar. 25, '39

### M-G-M CARTOONS
(New Series)

**Art Gallery (9) Technicolor** ...May 13
**Goldilocks and the Three Bears (11)** .....July 15
**Jitterbug Follies (9)** .....Feb. 25, '39
**Ⓒ Little Gold Fish (8)** ...Apr. 15, '39
**Mama's New Hat (9)** .....Feb. 11
**The Bear That Couldn't Sleep (9) Technicolor** .....June 10
**Wanted No Master (8)** ...Mar. 18, '39

### M-G-M NEWS OF THE DAY
Released twice weekly.

### OUR GANG COMEDIES

**Alfalfa's Aunt (11)** .....Jan. 7
**Auto Antics (10)** .....July 22
**Clown Princess (10)** .....Apr. 15, '39
**Cousin Wilbur (10)** .....Apr. 29, '39
**Dog Daze (11)** .....July 1
**Duel Personalities (10)** ..Mar. 11, '39
**Joy Scouts (10)** .....June 24
**Tiny Troubles (10)** .....Feb. 18

### PASSING PARADE (New Series)

**Angel of Mercy (10)** .....May 20, '39
**Giant of Norway (11) Sepia** .June 24
**New Roadways (10)** .....Jan. 28
**Story of Alfred Noble (11)** ..Feb. 18
**Story That Couldn't Be Printed (11)** .....July 22
**The Story of Dr. Jenner (10)** .Mar. 18
**Yankee Doodle Goes to Town (11) Sepia** .....June 17

### PETE SMITH SPECIALTIES

**Culinary Carving (9)** .....July 1
**Double Diving (10)** .....Jan. 14
**Ⓒ Heroes at Leisure (10)** .....Feb. 11
**Marine Circus (9)** .....Mar. 11, '39
**Ⓒ Penny's Picnic (10)** .....Dec. 17
**Poetry of Nature (8) Sepia** ..June 17
**Radio Hams (10)** .....May 20, '39
**Take a Cure (Sepia) (9)** .....Aug. 12
**Weather Wizards (9)** .....Apr. 8, '39

### ROBERT BENCHLEY

**An Hour for Lunch (9)** ..Mar. 18, '39
**Dark Magic (10)** .....May 13
**Home Early (9)** .....May 27
**How to Eat (10)** .....June 10
**How to Sublet (8)** .....Jan. 28, '39

## Paramount

### BETTY BOOP CARTOONS

**Musical Mountaineers (7)** .May 12, '39
**My Friend the Monkey (7)** .....Jan. 20, '39
**Rhythm on the Reservation (7)** .....July 7
**So Does an Automobile (7)** ..Mar. 31
**The Scared Crows (7)** ....June 9, '39
**Yip Yip Yippy (7)** .....Aug. 11

### COLOR CLASSICS

**Always Kickin' (7)** .....Jan. 27, '39
**Small Fry (7)** .....Apr. 21, '39
**The Barnyard Brat (Technicolor) (7)** .....June 30

### COLOR CRUISES
(New Series in Cinecolor)

**Costa Rica (10)** .....Dec. 2
**Ecuador (Cinecolor) (10)** ....Sept. 1
**Jamaica (10)** .....May 26
**Land of Inca Memories (10)** ..Jan. 27
**Republic of Panama (9)** ....Mar. 24

### HEADLINER

**A Song Is Born (10)** .....Jan. 6, '39
**Artie Shaw's Class in Swing (10)** .....Sept. 8
**The Champagne Music of the Lawrence Walk (10)** .....Mar. 3
Lawrence Walk and his Orchestra
**Sweet Moments (11)** .....Aug. 18
Russ Morgan and Orchestra.
**Music Through the Years (11)** .....Feb. 3, '39
Jan Garber and Orchestra.
**Paramount Presents Hoagy Carmichael (10)** .....May 5, '39
With Jack Teagarden and his orchestra.
**Sweet Moments (11)** .....Aug. 18
Russ Morgan and Orchestra.
**Tempo of Tomorrow (10)** ..June 2, '39
Richard Himber and his orchestra.
**Three Kings and a Queen (11)** .....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS
Released twice weekly.

### PARAGRAPHICS

**Breaking the News (19)** .....Aug. 25
**Circus Co-Ed (10)** .....Mar. 10
**Farewell Vienna (10)** .....June 23
**Fisherman's Pluck (10)** ..Apr. 14, '39
**Swans (10)** .....May 19, '39
**That's Africa (10)** .....Feb. 10
**Unfinished Symphony (10)** ...Jan. 13

### PARAMOUNT PICTORIAL

**No. 6 (10)** .....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
**No. 7 (10)** .....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
**No. 8 (10)** .....Mar. 3
**No. 9 (10)** .....Apr. 7, '39
Sea police, animals after dark, fashions.
**No. 10 (11)** .....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
**No. 11 (10)** .....June 2, '39
Three stories about water.
**No. 12 (10)** .....July 14

### POPEYE CARTOONS

**Ⓒ Aladdin and His Wonderful Lamp (22)** .....Apr. 7, '39
**Customers Wanted (7)** .....Jan. 27
**Ghosks Is the Bunk (7)** ..June 16, '39
**Hello, How Am I? (7)** .....July 14
**It's the Natural Thing to Do (7)** .....July 28, '39
**Leave Well Enough Alone (7)** .....Apr. 28
**Wotta Nitemare (7)** .....May 19, '39

### POPULAR SCIENCE
(In Cinecolor)

**No. 3 (10)** .....Jan. 6, '39
**No. 4 (10)** .....Mar. 10
**No. 5 (11)** .....May 12, '39
**No. 6 (11)** .....Aug. 4

### GRANTLAND RICE SPORTLIGHTS

**Death Valley Thrills (10)** ..June 9, '39
**Diamond Dust (10)** .....May 12, '39
**Frolicking Frogs (10)** .....Dec. 23
Hijinks with trained frogs including a jumping contest.
**Good Skates (10)** .....Apr. 14, '39
Ice skating with champions.
**Hold Your Breath (10)** .....Feb. 17
Depicting a novel underwater track meet.
**Hydro-Maniacs (10)** .....Sept. 1
**The Sporting Irish (10)** .....Mar. 17
Sports in Ireland.
**Two Boys and a Dog (10)** .Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
**Watch Your Step (10)** .....July 7

### UNUSUAL OCCUPATIONS
(In Color)

**No. 4 (10)** .....Feb. 3, '39
**No. 5 (10)** .....Apr. 14, '39
**No. 6 (Cinecolor) (10)** ....June 16, '39

## RKO Radio

### DISNEY CARTOONS

**Beach Picnic (8)** .....June 9, '39
**Donald's Cousin Gus (7)** ..May 19, '39
**Donald's Lucky Day (8)** ..Jan. 13, '39
**Donald's Penguin (8)** .....Aug. 11
**Ferdinand the Bull (8)** .....Nov. 25
**Goofy and Wilbur (8)** .....Mar. 17
**Mother Goose Goes Hollywood (8)** .....Dec. 23
**Practical Pig (8)** .....Feb. 24, '39
**Sea Scouts (8)** .....June 30
**Society Dog Show (8)** .....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
**The Pointer (8)** .....July 21

**The Hockey Champ (7)..Apr. 7, '39**
**The Ugly Duckling (9).....Apr. 7**

**EDGAR KENNEDY COMEDIES**

**A Clean Sweep (17).....Dec. 2**
**Baby Daze (15).....May 19, '39**
**Clock Wise (16) .....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.
**Feathered Pests (16) .....July 28**
**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Swing Vacation (19).....Feb. 24, '39**
**Sales Slips (17) .....July 21**

**LEON ERROL COMEDIES**

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20).....Mar. 10, '39**
**Moving Vanities (17).....May 5, '39**
**Ring Madness (19).....June 30, '39**

**MARCH OF TIME**

**No. 5 (18) .....Dec. 23**
The Refugee—Today and Tomorrow.
**No. 6 (18) .....Jan. 20, '39**
The State of the Nation.
**No. 7 (19) .....Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18) .....Mar. 17, '39**
**No. 9 (19) .....Apr. 14, '39**
Japan: Master of the Orient.
**No. 10 (20) .....May 12**
Dixie—The nation's number one problem.
**No. 11 (19) .....June 9**
War, Peace and Propaganda.
**No. 12 (22) .....July 7**
The Movies March On.
**No. 13 (18) .....Aug. 4**
Metropolis—1939.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11) ....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Hello Mama (11) .....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sulivan.
**Readin, Ritin and Rhythm (10) .....Feb. 17, '39**
**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.

**PATHE NEWS**

Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16) .....Apr. 21, '39**
**Marriage-Go-Round (18).....July 28**
**Plumb Crazy (16).....Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9) .....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bow Strings (9) .....Jan. 27, '39**
Archery.
**Devil Drivers (9) .....June 16, '39**
**Kennel Kings (9) .....Aug. 11**
**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)....May 19, '39**
The golfers show how it's done.
**Snow Falls (9) .....Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**
**(New Series)**

**Sagebrush Serenade (19).June 16, '39**
**Ranch House Romeo (17)....Apr. 7**

**REELISMS (New Series)**

**Air Waves (10).....Mar. 10**
**Gold (9) .....Feb. 10**
**Newsreel (10) .....Dec. 9**
**Pack Trip (9) .....Aug. 18**
**Pilot Boat (9) .....Feb. 3, '39**
**Soldiers of the Sea (9)...Apr. 7, '39**
**Swinguet (8) .....May 26, '39**
**Television (9) .....May 5, '39**
**World of Tomorrow (9).....June 23**
**Zoo (9) .....July 21**

**TWO-REEL SPECIAL**

**Five Times Five (19).....July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

# 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Conquering the Colorado (11) Aug. 18**
**Daily Diet of Danger (10).Jan. 6, '39**
**Filming the Fleet (..) .....Oct. 27**
**Sand Hogs (10).....May 12**

**ED THORGERSEN-SPORTS**

**Big Game Fishing (..).....Sept. 1**
**Hunting Dogs (11).....Mar. 3, '39**
**Inside Baseball (11) .....**
**Sand Hogs (10) .....May 12**
**Shooting for Par (10).....Jan. 6**
**Sports Immortals (11) .....June 23**

**FATHER HUBBARD'S ALASKAN ADVENTURES**

**Birthplace of Icebergs (11)..Aug. 4**

**FASHIONS**

**Fashion Forecasts No. 1 (..) .....Sept. 15**
**Fashion Forecasts, No. 3 (11) .....Mar. 31, '39**
**Fashion Forecast No. 4 (..)..July 7**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS DRIBBLE PUSS PARADE**

**Monkeys Is the Craziest People (..) .....Sept. 29**
**Muscle Maulers (11) .....April 14**
**What Every Inventor Should Know (10) .....Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (..) .....May 26**
**Isle of Pleasure (11).....Feb. 3, '39**
**Mystic Siam (10).....Mar. 17, '39**
**Tempest Over Tunis (11) ....June 9**
**The Evergreen Empire (..)..Oct. 13**
**Viking Trail (10).....Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (..).....June 16**
**Africa Squawks (7) .....June 30**
**Barnyard Baseball (7) .....July 14**
**Barnyard Egg-Citement (Technicolor) (11) .....May 5**
**Frozen Feet (7).....Feb. 24**
**Gandy Goose in G-Man Jitters (7) .....Mar. 10**
**Hook, Line and Sinker (..).Sept. 8**
**Nick's Coffee Pot (7) .....May 19**
**Nutty Network (7) .....Mar. 24**
**One Gun Gary in the Nick of Time (7) .....Jan. 27**
**Sheep in the Meadow (..)...Sept. 22**
**The Cuckoo Bird (7) .....April 7**
**The Golden West (7) .....Aug. 25**
**Their Last Bean (7) .....April 21**
**The Old Fire Horse (..) ....July 28**
**The Orphan Duck (..).....Oct. 6**
**The Owl and the Pussycat (7) .....Jan. 13, '39**
**The Prize Guest (7).....June 2**
**The Three Bears (6) .....Feb. 10**
**Two Headed Giant (7).....Aug. 11**

# Universal

**LANTZ CARTUNES**

**Charlie Cuckoo (..) .....Apr. 24**
**Little Tough Mice (7).....Mar. 13**
**One Armed Bandit (7).....Mar. 27**
**Stubborn Mule (7).....July 31**
**Slap Happy Valley (..).....Aug. 21**
**Silly Superstition (..).....Aug. 28**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 59 (9) .....Jan. 30, '39**
**No. 60 (10) .....Feb. 20, '39**
**No. 61 (9) .....Mar. 13**
**No. 62 (9) .....Apr. 10, '39**
**No. 63 (9) .....May 15, '39**
**No. 64 (9) .....June 26, '39**
**No. 65 (9) .....July 17**
**No. 66 (10) .....Sept. 25**

**MENTONE PRODUCTIONS**

**Bank Notes (19) .....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17) .....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Pharmacy Follies (18)....May 17,'39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**Swing Sanatorium (18).....June 14**
Dorothy Stone-Charles Collins.
**With Best Dishes (17).....Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

**OSWALD CARTOONS**

**The Big Cat and the Little Mousie (7) .....Aug. 15**

**WALTER LANTZ CARTUNES**

**Arabs with Dirty Fezzes (7)..... (..) .....July 31**
**Bird on Nellie's Hat.....June 19**
**Bola Mola Land (7) ....May 29, '39**
**Charlie Cuckoo (7).....Apr. 30, '39**
**Crack Pot Cruise (7)....Apr. 10, '39**
**Magic Beans (7) .....Feb. 13**
**Nellie of the Circus (7)...May 8, '39**
**Snuffy's Party (7) .....Aug. 7**
**The Birth of a Toothpick (7) .....Feb. 27**

**STRANGER THAN FICTION**

**No. 58 (9) .....Jan. 2**
**No. 59 (9) .....Feb. 6**
**No. 60 (9) .....Mar. 6**
**No. 61 (9) .....Apr. 3**
**No. 62 (9) .....May 1, '39**
**No. 63 (9) .....June 5, '39**
**No. 64 .....July 3**
**No. 65 (9) .....Aug. 7**
**No. 66 (..) .....Sept. 18**

**TWO REEL SPECIAL**

**Boy Meets Joy (17).....Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
**March of Freedom (21).....Sept. 6**

**UNIVERSAL NEWS**
Released twice weekly.

# Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..) .....Mar. 25**
**A Swing Opera (..).....July 22, '39**
**Broadway Buckaroo (20) June 3, '39**
**Home Cheap Home (..) .....Mar. 18**
**Projection Room (..) .....Mar. 4**
**Rollin' in Rhythm (..).....Apr. 15**
**Seeing Spots (20) .....Apr. 29, '39**
**Sophomore Swing (20).....Jan. 21**
**Small Town Idol (20).....Feb. 11**
**Sundae Serenade (20).....Feb. 25**
**You're Next to Closing (20) .....May 13, '39**
**Wardrobe Girl (..).....June 17, '39**

**THE COLOR PARADE**
**(New Series)**

**For Your Convenience (10) .....May 20, '39**
**Mechanix Illustrated No. 2 (10) .....Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10) .....Feb. 25**
**Mechanix Illustrated No. 4.Apr. 22,'39**
**Mechanix Illustrated No. 5 (..) .....June 10, '39**
**Modern Methods (..)...July 15, '39**
**Nature's Mimic (10).....Dec. 3**
**Points on Pointers (9).....Jan. 28**
**The Roving Camera (10).Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7).....Apr. 1**
**It's an Ill Wind (7).....Jan. 28**
**Polar Pals (..).....June 3, '39**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky's Movie Mystery (7)..Mar. 11**
**Porky's Picnic (..).....July 15, '39**
**Porky's Tire Trouble (7).....Feb. 18**
**The Lone Stranger and Porky (7) .....Jan. 7, '39**
**Christopher Columbus jr. (7) .....May 13, '39**
**Scalp Trouble (..).....June 24, '39**
**Wise Quack (..).....Aug. 5, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10) .....Apr. 29, '39**
**Blue Barron & Orch. (10).Jan. 21, '39**
**Clyde Lucas & Orch. (10)..Jan. 7, '39**
**Clyde McCoy & Orchestra (10) .....Mar. 18**
**Dave Apollon and His Orchestra (11) .....Dec. 24**
**Dave Apollon and Orchestra (..) .....Apr. 8**
**Jerry Livingston & Orchestra (10) .....Feb. 4**
**Larry Clinton & Orchestra (10) .....May 20, '39**
**Leith Stevens & Orch. (..).....June 10, '39**
**Rita Rio & Orch (..)...July 1, '39**
**Russ Morgan & Orchestra (11) .....Feb. 25**
**Will Osborne & Orch. (..).....July 22, '39**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7).....Mar. 11**
**Bars and Stripes Forever (7).Apr. 8**
**Believe It or Else (..)..June 3, '39**
**Count Me Out (7).....Dec. 17**
**Daffy Duck and the Dinosaur (7) .....Apr. 22, '39**
**Dangerous Dan McFoo (..).....July 15, '39**
**Dog Gone Modern (7)....Jan. 14, '39**
**Goldrush Daze (7) .....Feb. 25**
**Ham-Ateur Night (7)....Jan. 28, '39**
**Naughty But Mice (7) ..May 20, '39**
**Old Glory (..).....July 1, '39**
**Prest-O Change-O (7).....Mar. 25**
**Robinhood Makes Good (7)...Feb. 11**
**Snow Man's Land (..)..July 29, '39**
**The Mice Will Play (7).....Dec. 31**
**Thugs With Dirty Mugs (7).May 6, 39**

**TECHNICOLOR**

**Bill of Rights (..).....Aug. 12, '39**
**Lincoln in the White House (21) .....Feb. 11, '39**
**Quiet Please (..).....July 1, '39**
**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20).....May 20, '39**
**Swingtime in the Movies (20) .....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**The Master's Touch (10)....Feb. 18**

**VITAPHONE VARIETIES**

**Crawfords at Home (..)..Apr. 15, '39**
**Dean of the Pasteboards (10) .....May 27**
**Gadgeteers (10) .....Feb. 18**
**Tax Trouble (10).....Mar. 18, '39**
**Ski Girl (10).....Jan. 14, '39**
**Witness Trouble (..)...July 29, '39**

**TRUE ADVENTURES**
**(By Floyd Gibbons)**

**A Minute From Death (11)...Mar. 4**
**Chained (..) .....Apr. 1**
**Haunted House (..).....June 3, '39**
**High Peril (12) .....Feb. 18**
**Lives in Peril (..).....July 7, '39**
**The Human Bomb (12)...Jan. 7, '39**
**Three-Minute Fuse (..).July 29, '39**
**Voodoo Fires (11) .....May 6**

# SERIALS

**COLUMBIA**

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.
**Mandrake the Magician...May 6, '39**
12 chapters.
**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle**
**12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
**Dick Tracy's G-Men .....Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.
**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ✪ indicates color photography.

| | APRIL 22 | APRIL 29 | MAY 6 | MAY 13 | MAY 20 | MAY 27 |
|---|---|---|---|---|---|---|
| COLUMBIA | [16] Western 9214<br>**Law Comes to Texas** (57)<br>Bill Elliott<br>R—May 27 | [27] Western 9206<br>**Spoilers of the Range** (58)<br>Chas. Starrett<br>Iris Meredith<br>R—June 10 | [4] Drama 9031<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | [11] Action Drama 9016<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | | [25] Action Drama 900<br>**Only Angels Have Wings** (122) R-May 2<br>C. Grant-J. Arthur<br>[22] Action Drama 902<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 2 |
| GRAND NAT'L | | | | [13] Drama 301<br>**Exile Express** (70)<br>Anna Sten-Alan Marshal<br>R—Feb. 18<br>[13] Western WI-19<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | [20] Action Drama 314<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | |
| MGM | [21] Comedy 934<br>**The Hardys Ride High** (81)<br>M. Rooney-L. Stone<br>R—Apr. 22 | [28] Drama 932<br>**Calling Dr. Kildare** (86)<br>Lew Ayres-Lynn Carver<br>Lionel Barrymore<br>R—Apr. 29 | [5] Comedy 933<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | [12] Action Drama 935<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | [19] Comedy 936<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | [26] Comedy 937<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 |
| MONOGRAM | [19] Melodrama 3829<br>**Wanted by Scotland Yard** (62)<br>James Stephenson<br>Betty Lynne<br>R—Apr. 29 | | [1] Action Drama 3820<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | | [18] Western 3864<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | [22] Action Drama 3813<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 |
| PARAMOUNT | [21] Drama 3833<br>**Back Door to Heaven** (85)<br>Wallace Ford-Aline MacMahon-Patricia Ellis<br>R—Apr. 15 | [28] Comedy Drama 3834<br>**The Lady's From Kentucky** (77)<br>Ellen Drew-George Raft<br>R—Apr. 15 | [5] Outdoor Drama 3835<br>✪**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | [12] Drama 3836<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | [19] Musical 3837<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | [26] Drama 3838<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>[26] Drama 3864<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 |
| REPUBLIC | [19] Western 854<br>**Frontier Pony Express** (57)<br>Roy Rogers<br>Mary Hart<br>R—Apr. 15 | [25] Action Drama 811<br>**Street of Missing Men** (65)<br>Chas. Bickford-H. Carey<br>R—Apr. 29 | [5] Western 844<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | [15] Western 866<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | [15] Outdoor Spectacle 801<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>[18] Western 855<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | [27] Drama 812<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 |
| RKO RADIO | [21] Action Drama 922<br>**Fixer Dugan** (68)<br>Lee Tracy-Peggy Shannon<br>R—Apr. 29 | [28] Melodrama 923<br>**Rookie Cop** (60)<br>Tim Holt; R-Apr. 29<br>[28] Musical 838<br>**Story of Vernon and Irene Castle** (92)<br>F. Astaire-G. Rogers<br>R—Mar. 18 | [5] Comedy Drama 924<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | [12] Melodrama 925<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | | [26] Western 984<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 |
| 20TH-FOX | [21] Comedy Drama 939<br>**Winner Take All** (61)<br>Tony Martin-Gloria Stuart<br>R—Feb. 25<br>[21] Melodrama 945<br>**Inspector Hornleigh** (76)<br>G. Harker-Miki Hood<br>R—Apr. 22 | [28] Outdoor Drama 940<br>**Return of the Cisco Kid** (71) R—Apr. 29<br>Warner Baxter<br>Lynn Bari-Henry Hull<br>[28] Musical 8012<br>**Climbing High** (71)<br>J. Matthews; R-Apr.22 | [5] Action Drama 941<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | [12] Musical 942<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | [19] Comedy 943<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | [26] Com. Melodrama 944<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 |
| UNITED ARTS. | [21] Comedy<br>**Zenobia** (71)<br>Oliver Hardy-Billie Burke<br>Harry Langdon<br>R—Mar. 18 | | | | | [26] Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 |
| UNIVERSAL | [21] Action Drama 3018<br>**Big Town Czar** (66)<br>Barton MacLane<br>Eve Arden<br>R—Apr. 22 | [28] Comedy Drama 3030<br>**For Love or Money** (66)<br>June Lang<br>Robt. Kent<br>R—Apr. 22 | | | [19] Action Drama 3010<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | [26] Action Drama 3040<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 |
| WARNER-F.N. | [22] Drama FN354<br>**Dark Victory** (106)<br>Bette Davis<br>George Brent; R-Mar. 11 | [29] Comedy FN373<br>**Sweepstakes Winner** (59)<br>M. Wilson-J. Davis<br>R—Apr. 22 | [6] Action Drama FN353<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | [13] Action Drama WB322<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | [20] Action Drama FN364<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | [27] Action Drama FN374<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 | JULY 1 | JULY 8 |
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| **COLUMBIA** | | | | | |
| 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118)<br>(reissue) R. Colman | | 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-L. Meredith<br>R—July 1 | 20 Action Drama **9012**<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 | 29 Drama **9032**<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy **9005**<br>**Good Girls Go to Paris**<br>(73); R-June 24<br>J. Blondell-M. Douglas | |
| **GRAND NAT'L** | | | | | |
| 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | | | | |
| **MGM** | | | | | |
| | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama **941**<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama **942**<br>**On Borrowed Time**<br>(99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 |
| **MONOGRAM** | | | | | |
| 1 Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the<br>Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?**<br>(57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 | | | 1 Action Drama **3814**<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | |
| **PARAMOUNT** | | | | | |
| 2 Comedy **3839**<br>**Gracie Allen Murder Case**<br>(75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 | 16 Drama **3841**<br>**Invitation to Happiness**<br>(99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama **3844**<br>**Bulldog Drummond's**<br>**Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical **3845**<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 |
| **REPUBLIC** | | | | | |
| 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette<br>R—July 8 | | 23 Western **856**<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western **867**<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 | | 3 Drama **814**<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 |
| **RKO RADIO** | | | | | |
| 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **926**<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama **929**<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western **985**<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama **930**<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 |
| **20TH-FOX** | | | | | |
| 2 Comedy Drama **946**<br>**Jones Family in Holly-**<br>**wood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>**Young Mr. Lincoln**<br>(101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **948**<br>**Charlie Chan in Reno**<br>(71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Moun-**<br>**ties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama **950**<br>**If Could Happen to You**<br>(72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama **952**<br>**Mr. Moto Takes a Vaca-**<br>**tion** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 |
| **UNITED ARTS** | | | | | |
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| **UNIVERSAL** | | | | | |
| 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | | | 30 Melodrama **3038**<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama **3031**<br>**Forgotten Woman** (68)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 |
| **WARNER-F.N.** | | | | | |
| 3 Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB324**<br>**Nancy Drew, Trouble**<br>**Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama **FN363**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music **WB311**<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama **WB312**<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 |
| **MISCELLANEOUS** | | | | | |
| 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), **reissue**<br>Wm. S. Hart<br>R—May 27 | 16 Musical **Astor**<br>**Everything Is Rhythm**<br>(60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale | | 2 Drama **Astor**<br>**Out of Singapore** (74)<br>Noah Beery-M. Love |

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| JULY 15 | JULY 22 | JULY 29 | AUGUST 5 | AUGUST 12 | AUGUST 19 |
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| **COLUMBIA** | | | | | |
| 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama 9025<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 | 20 Comedy 9010<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | 28 Action Drama 9033<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells<br>R—Aug. 5 | 4 Action Drama 9008<br>**Coast Guard** (72)<br>Randolph Scott<br>Frances Dee<br>R—Aug. 19 | | 17 Melodrama 9018<br>**Man They Could Not Hang** (64)<br>Boris Karloff<br>R—Aug. 19 |
| **GRAND NAT'L** | | | | | |
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| **MGM** | | | | | |
| 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy 944<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama 945<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama 946<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 | 11 Drama 947<br>**Lady of the Tropics** (91)<br>Hedy LaMarr<br>Robt. Taylor<br>R—Aug. 12 | 18 Comedy Drama 948<br>**These Glamour Girs** (79)<br>Lew Ayres-Lana Turner<br>Anita Louise<br>R—Aug. 26 |
| **MONOGRAM** | | | | | |
| | 21 Western 3865<br>**Man From Texas** (60)<br>Tex Ritter<br>R—Aug. 12 | | 1 Mystery 3807<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | | 15 Drama with Mus. 3825<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>R—Aug. 12<br>16 Western 3866<br>**Riders of Frontier** (58)<br>Tex Ritter |
| **PARAMOUNT** | | | | | |
| 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama 3847<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama 3848<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy 3849<br>**Night Work** (62)<br>Mary Boland<br>Charles Ruggles<br>R—Aug. 12 | 11 Comedy Drama 3850<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 | 18 Melodrama 3865<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western 3859<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 |
| **REPUBLIC** | | | | | |
| 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | | 26 Comedy 816<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western 846<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 | 10 Western 868<br>**New Frontier** (56)<br>Three Mesquiteers<br>R—Aug. 19 | 14 Western 847<br>**In Old Monterey** (70)<br>G. Autry-S. Burnette<br>R—July 29 |
| **RKO RADIO** | | | | | |
| 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama 931<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western 933<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 | 18 Drama 936<br>**In Name Only** (92)<br>Carole Lombard<br>Cary Grant-K. Francis<br>R—Aug. 12 |
| **20TH-FOX** | | | | | |
| 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night**(71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 | 28 Outdoor Drama 951<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy Drama 001<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 | 11 Comedy Drama 002<br>**Chicken Wagon Family** (65)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver<br>R—Aug. 19 | 18 Adventure Drama 003<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly-R. Greene<br>R—Aug. 5 |
| **UNITED ARTS.** | | | | | |
| | | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama with Music<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 |
| **UNIVERSAL** | | | | | |
| 14 Comedy 3008<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama 3007<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 | | | 11 Drama 3003<br>**When Tomorrow Comes** (90)<br>Charles Boyer<br>Irene Dunne<br>R—Aug. 19 | |
| **WARNER-F.N.** | | | | | |
| 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama WB315<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | 12 Comedy WB326<br>**Torchy Plays With Dynamite** (59)<br>J. Wyman-A. Jenkins<br>R—Aug. 5 | 19 Drama FN356<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| AUGUST 26 | SEPTEMBER 2 | SEPTEMBER 9 | SEPTEMBER 16 | SEPTEMBER 23 | SEPTEMBER 30 |
|---|---|---|---|---|---|
| **COLUMBIA** | | | | | |
| 22 Comedy Drama **9017**<br>**Five Little Peppers** (..)<br>Edith Fellows | 30 Wild Horse Picture<br>**Konga, the Wild Stallion** (..) | 5 Drama **9002**<br>**Golden Boy** (100)<br>Stanwyck-Holden<br>R—Aug. 19<br>7 Mystery Drama **1025**<br>**Hidden Power** (60)<br>Jack Holt-Gert. Michael<br>R—May 29 | 14 Western **1201**<br>**Outpost of the Mounties**<br>Chas. Starrett-I. Meredith (..) | 21 Drama<br>**Those High Grey Walls** (..)<br>Walter Connolly<br>Iris Meredith | 30 Drama<br>**Scandal Sheet** (..)<br>Otto Kruger<br>Ona Munson |
| **GRAND NAT'L** | | | | | |
| | | | | | |
| **MGM** | | | | | |
| 25 Comedy Fantasy **949**<br>**Wizard of Oz** (102)<br>Judy Garland<br>Frank Morgan<br>R—Aug. 19 | 1 Comedy Drama **1**<br>**The Women** (134)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell<br>R—Sept. 2 | | 15 Comedy **2**<br>**Henry Goes Arizona** (..) (..)<br>Frank Morgan | 22 Drama **4**<br>**Thunder Afloat** (..)<br>Wallace Beery<br>Chester Morris<br>Virginia Grey | 29 Comedy Drama **3**<br>**Dancing Co-ed** (..)<br>Lana Turner<br>Richard Carlson |
| **MONOGRAM** | | | | | |
| 25 Western **3856**<br>**Oklahoma Terror** (..)<br>Jack Randall<br>22 Melodrama **3826**<br>**Irish Luck** (61)<br>F. Darro-D. Purcell<br>R—Aug. 26 | | | 12 Action Drama **3815**<br>**Sky Patrol** (..)<br>John Trent<br>Marjorie Reynolds | 19 Outdoor Drama<br>**Crashing Thru** (..)<br>James Newell<br>Jean Carmen | 30 Drama **3803**<br>**Mutiny in the Big House** (..)<br>Chas. Bickford<br>Barton MacLane |
| **PARAMOUNT** | | | | | |
| 25 Musical Comedy **3851**<br>**Star Maker** (94)<br>Bing Crosby<br>Louise Campbell<br>R—Aug. 19 | 1 Melodrama **3901**<br>**Death of a Champion** (66)<br>L. Overman-R. Paige | 8 Western **3954**<br>**Range War** (66)<br>W. Boyd-R. Hayden<br>R—Aug. 12 | 15 Drama **3902**<br>**Beau Geste** (114)<br>Gary Cooper-R. Milland<br>R—July 29 | 22 Comedy<br>**$1,000 a Touchdown** (..)<br>Joe E. Brown<br>Martha Raye | |
| **REPUBLIC** | | | | | |
| 21 Action Drama **825**<br>**Smuggled Cargo** (61)<br>Rochelle Hudson<br>Barry MacKay<br>R—Aug. 26 | 28 Drama **9111**<br>**Flight at Midnight** (66)<br>P. Regan-J. Parker<br>R—Sept. 2 | 6 Western **857**<br>**Wall Street Cowboy** (..)<br>R. Rogers-G. Hayes | | | 28 Drama<br>**Calling All Marines** (..)<br>D. Barry-H. Mack |
| **RKO RADIO** | | | | | |
| | 1 Melodrama **935**<br>**Conspiracy** (59)<br>A. Lane-L. Hayes<br>R—Sept. 2 | 8 Western **986**<br>**Fighting Gringo** (60)<br>Geo. O'Brien; R-Sept. 2<br>8 Drama **003**<br>**Full Confession** (72)<br>V. McLaglen-S. Eilers<br>R—Aug. 26 | 15 Comedy **002**<br>**Day the Bookies Wept** (..)<br>J. Penner-B. Grable | 22 Comedy Drama **934**<br>**Fifth Avenue Girl** (80)<br>Ginger Rogers<br>James Ellison<br>R—Aug. 26 | 29 Drama **001**<br>**Nurse Edith Cavell** (95)<br>Anna Neagle<br>Geo. Sanders<br>R—Aug. 26 |
| **20TH-FOX** | | | | | |
| 25 Comedy **004**<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 | 1 Detective Drama **005**<br>**Adventures of Sherlock Holmes** (85)<br>B. Rathbone-I. Lupino<br>R—Aug. 26 | 8 Melodrama **006**<br>**Charlie Chan at Treasure Island** (73)<br>S. Toler-P. Moore<br>R—Aug. 12 | 15 Drama **011**<br>**The Rains Came** (..)<br>Myrna Loy-Tyrone Power<br>George Brent | 22 Comedy **008**<br>**Stop, Look and Love** (57)<br>Jean Rogers<br>William Frawley<br>R—Sept. 2 | 29 Drama **009**<br>**Here I Am a Stranger** (..)<br>R. Greene-N. Kelly |
| **UNITED ARTS.** | | | | | |
| | | | 15 Drama<br>**Intermezzo, A Love Story** (..)<br>Leslie Howard<br>Ingrid Bergman<br>John Halliday | | 29 Melodrama<br>**The Real Glory** (..)<br>Gary Cooper<br>Andrea Leeds |
| **UNIVERSAL** | | | | | |
| | 1 Comedy Drama<br>**Underpup** (88)<br>Gloria Jean-Truex-Grey<br>R—Sept. 2<br>1 Outdoor Drama<br>**Mutiny on the Black Hawk** (66) R—June 24<br>R. Arlen-A. Devine | 8 Drama<br>**Two Bright Boys** (..)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Western<br>**Desperate Trails** (58)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Musical Comedy<br>**Hawaiian Nights** (64)<br>Downs-Carlisle<br>R—Aug. 26<br>8 Musical<br>**Mikado** (92)<br>Kenny Baker<br>R—Jan. 7 | 22 Drama<br>**Rio** (..)<br>Sigrid Gurie<br>Basil Rathbone | 29 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin |
| **WARNER-F.N.** | | | | | |
| 26 Comedy **FN376**<br>**Hobby Family, The** (54)<br>Irene Rich-H. O'Neill<br>R—Aug. 26<br>26 Drama **FN367**<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan; R-Aug. 5 | 2 Drama **FN452**<br>**The Old Maid** (95)<br>B. Davis-M. Hopkins<br>R—Aug. 5 | 9 Com. Melo. **WB419**<br>**Nancy Drew and the Hidden Staircase** (60)<br>Bonita Granville<br>Frankie Thomas<br>R—Aug. 26 | 16 Drama<br>**Dust Be My Destiny** (88)<br>John Garfield<br>Priscilla Lane<br>R—Aug. 19 | 23 Comedy **FN469**<br>**No Place to Go** (57)<br>Fred Stone<br>Gloria Dickson<br>Denis Morgan | 30 Melodrama **WB415**<br>**A Child Is Born** (79)<br>G. Fitzgerald-G. George<br>J. Lynn<br>R—Aug. 5 |
| **MISCELLANEOUS** | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| AUGUST, 1940 | | | | | | |
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| OCTOBER, 1940 | | | | | | |
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COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

| OCTOBER 7 | OCTOBER 14 | OCTOBER 21 | OCTOBER 28 | NOVEMBER 4 | NOVEMBER 11 |
|---|---|---|---|---|---|
| | | 15 Comedy Drama<br>**Mr. Smith Goes to Washington** (..)<br>Jean Arthur<br>James Stewart | 24 Comedy<br>**Beware Spooks!** (..)<br>Joe E. Brown<br>Mary Carlisle | | |
| | | | | | |
| | | | | | |
| 4 Action Drama **3816**<br>**Scouts of the Air** (..)<br>John Trent | 13 Western **3857**<br>**Overland Mail** (..)<br>Jack Randall | | | | |
| 6 Comedy<br>**What a Life** (..)<br>B. Field-J. Cooper | 13 Drama<br>**Jamaica Inn** (106)<br>C. Laughton-M. O'Hara<br>R—July 8 | 20 Drama<br>**Television Spy** (..)<br>W. Henry-J. Barrett | 27 Drama<br>**Disputed Passage** (..)<br>D. Lamour-A. Tamiroff<br>J. Howard | 29 Comedy Drama<br>**Honeymoon in Bali** (..)<br>(For. My Love for Yours)<br>M. Carroll-F. MacMurray | |
| | | | | | |
| 6 Drama **004**<br>**Three Sons** (..)<br>E. Ellis-V. Vale | 13 Musical **946**<br>**Everything on Ice** (..)<br>I. Dare-E. Linden | 20 Comedy **010**<br>**Flying Deuces** (..)<br>Laurel & Hardy | 27 Outdoor Drama **006**<br>**Allegheny Frontier** (..)<br>John Wayne<br>Claire Trevor | | |
| 6 Drama **010**<br>**The Escape** (60)<br>K. Richmond-A. Duff | 13 Musical **007**<br>**Hollywood Cavalcade** (..)<br>Alice Faye-Don Ameche | 20 Comedy **018**<br>**Shipyard Sally** (80)<br>G. Fields-S. Howard | 27 Action Drama **013**<br>**20,000 Men a Year** (..)<br>R. Scott-M. Healy | | |
| 6 Comedy<br>**Eternally Yours** (..)<br>Loretta Young<br>David Niven | 12<br>**Housekeeper's Daughter** (..)<br>Joan Bennett-Wm. Gargan<br>Adolphe Menjou | | | | |
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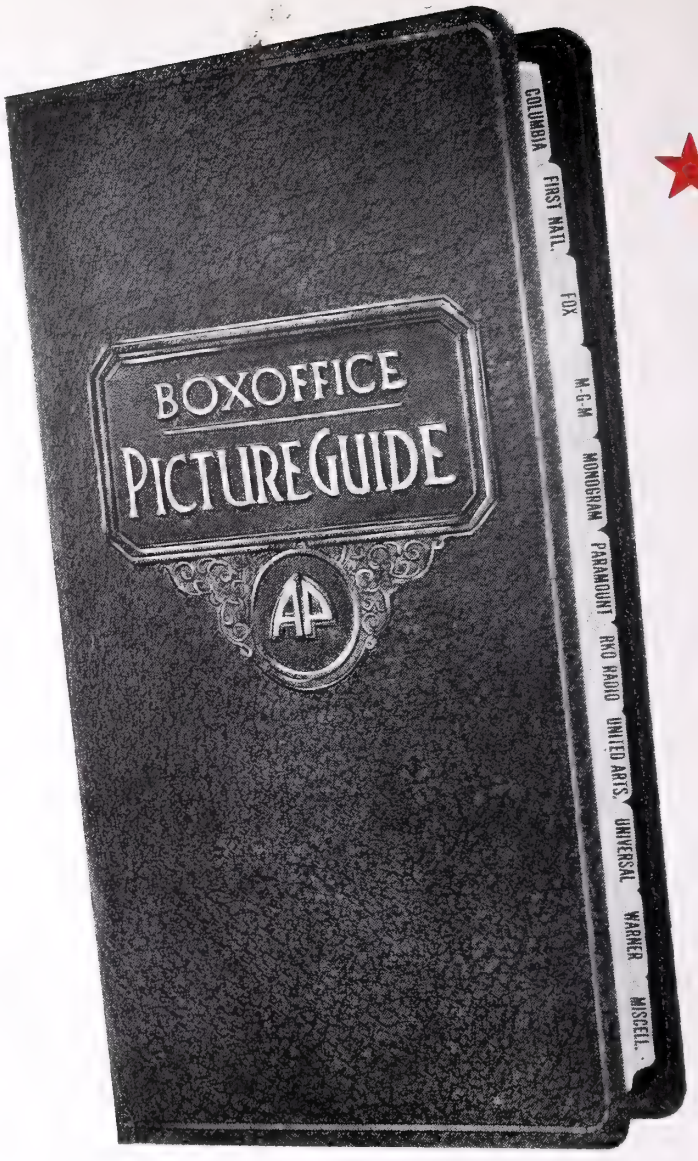
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# BOXOFFICE

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## "A TIME FOR STEADY HEADS"

See Page 3




*While M-G-M's magic wonder show "WIZARD OF OZ" winds up the 1938-39 season in a blaze of glory, the year '39-'40 has opened up with all eyes on Leo the Lion!*

## THERE'S A FORTUNE IN YOUR PALM!

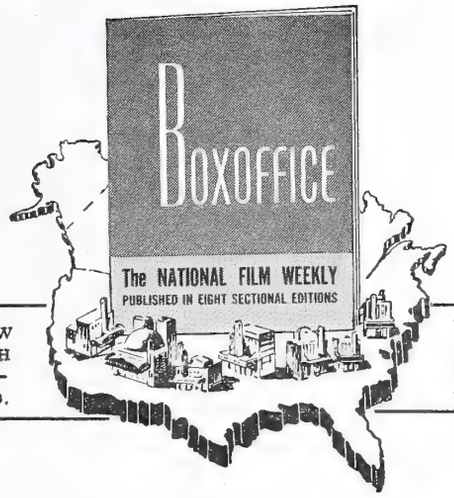
When you see "THE WOMEN" (Norma Shearer, Joan Crawford, Rosalind Russell) and "BABES IN ARMS" (Mickey Rooney, Judy Garland) you will understand the furore these productions have already created.

No season has ever, thus early, yielded two such sensational attractions.

Previews of other early releases from M-G-M will be held shortly. What you have heard is true. M-G-M is racing far ahead of the entire field. The wise money is on Leo!



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# *IT'S A TIME FOR STEADY HEADS*

WE MAKE this brief and, we hope, very much to the point.

War is raging and intensifying in Europe. This country cannot escape its economic reverberations.

It is too early to predict how.

On the pages that follow, readers will find as thorough an analysis of prevailing opinion as dispassionate reporting was able to gather by press time. It is easily within probability that the situation may have changed since then, so rapidly is the march of events crystallizing.

Drawing upon the experiences which grew out of the First World War, but admitted to be guesswork now, the prevailing impression among floods of impressions is that an exhibition boom is on its way, induced by billions to be spent in this country by the belligerent nations. If this turns out to be fact, the profits may again remind of pre-depression times.

Yet, this may not be the turn at all. The future easily may be marked by a need for retrenchment; an eventual, if not sooner, tightening of the belt and the exercise of a business caution such as this industry, in its modern phases, has thus far not been called upon to observe.

Because the days are fraught with uncertainty and bewilderment, this, certainly, is a time for steady heads and cool reasoning. There may be no cause for hysteria. Yet tomorrow may bring with it an hysteria leading into blind folly from which recovery will not be easy.

This is indeed a time for steady heads. And a time, too, for an industry that may be called upon to pass through difficulties no man can forecast to make one more effort at burying its factional strifes in a front united in unflinching resolve to meet whatever the common problem may be.

Kann

# BEST GUESS IS WAR ORDERS PRESAGE BOOM IN EXHIBITION, BUT CAUTION IS WATCHWORD

## Strict Hollywood Economy And Production Cuts Also Are Envisioned

*By* LEONARD WEISBERG

NEW YORK—Predicated on the theory that the European war will be of extended duration, the industry faces a boom in domestic exhibition but also a strict economy program in Hollywood coupled with possible curtailment in production, as a companion hobby horse designed for protection in the event the exhibition garden does not flower.

There is no certainty about this forecast and those who venture the opinion quickly describe it as a guess and a trial balloon sent aloft in an atmosphere of complete uncertainty. However, this is how domestic and foreign sales executives, as well as some top-ranking executives, view a situation unparalleled in the latter day history of the industry. Observations are, for the most part, informal and in many cases privately ventured, but the facts appear to indicate the industry may have much to lose and little to gain for the long haul.

### Down in Early Stages

There seems to be no conflict of opinion insofar as the impact of the early phases of the second World War are concerned. It is expected and already regretfully discounted that the initial period will find grosses generally down. But once the lull has subsided and the public gets accustomed to "reading the evening newspapers, listening to the radio and then going to the movies," as one forecaster presents his forecast, a normal boxoffice is anticipated with quality product, as usual, determining the flow or ebb of the gross.

However, the "cash and carry" ruling of the government which will permit the manufacture and sale of all commodities except munitions of wars to belligerent powers is expected to result in millions, and perhaps billions, of dollars of purchases here, largely for England and France which have the ocean bottoms to convey their buys overseas. It was explained, however, that the exemption of Canada from the President's neutrality regulation was due to the fact that Canada at the time had not declared war on Germany and did not constitute a back door for the shipment of war material to the Allied powers. The stepping up of government defense measures in navy yards and other military arms is putting tens of thousands of hitherto idle men back at work.

In a word, developments in the first week of European hostilities definitely indicate a period of wartime prosperity which will place unpredictable millions of dollars in circulation out of which it is anticipated this industry will draw its share. These are the background factors leading to the conviction prevalent in a number of quarters that exhibition is facing flush times.

On the strictly foreign side, perhaps the outstanding note in conversations with those who have a vital interest in the exchange of film for dollars in countries still open for business is the status of currency: Will there be strict embargoes? If so, for how long, and how much of a loss will the falling English sterling incur?

For the most part, anxiety is on England, where the market represents up to 52 per cent of the 40 per cent which is normally part of the international film dollar. There is every expectation here that exhibition in England will return to almost normal once the flush of war excitement has passed. Harry M. Warner, returning from London on the *Queen Mary*, declared the British government desires to encourage attendance at film houses in order to keep up the morale of the masses. This will be accomplished by setting up theatres in "safety zones," in comparatively isolated areas, where shows will be given in daytime only.

Conversely, some sources declare that even should British exhibition get back to a fairly normal status this would be of no avail to American producers if Eng-

(Continued on page 16)

## *Gov't Is Sure Producers Won't Reflect Any Bias in Product*

WASHINGTON—The Administration expects this industry to exercise care, as well as good taste, in production so that no bias is shown toward any of the European belligerents. Furthermore, it believes that it will.

Newsreels will be permitted to show war scenes, in line with American freedom of the press. There will be no censorship on this side of the water, but from the manner in which the conflict is being waged in its early stages, it is not expected here that European censorship will permit much of importance to come through.

(Newsreel editors in New York inform BOXOFFICE that European censorship already is in full effect and that they expect little war material from the front unless the clips are released by specific governments for deliberate propaganda purposes.)

As a matter of fact, Administration officials are not greatly concerned over the behavior of producers. They have demonstrated in the past that their patriotism is real and effective. The Administration, therefore, appears willing to pay them the compliment of leaving the handling of a ticklish situation in their hands. Aside from a general tightening up of the restrictions on pictures showing military and naval activities, a perfectly natural step in wartime in a country infested with spies, producers will find little difficulty in continuing as usual.

The espionage situation and its sister, propaganda, are two very different things, however. The United States is over-run with agents of foreign powers, scurrying around in the effort to pick up little secrets, not only of our military strength and plans, but of the sentiments of the people, the business and financial situation and all the little things that governments, particularly foreign governments, seem to find so interesting and important.

Some of this espionage is conducted with the aid of motion picture cameras. The Dies committee is investigating that, as well as the "fellow travelers" of the Communists, the Nazis and other subversive groups among the motion picture people.

The Dies committee is said to have a list of 30 prominent Hollywood people who have made heavy contributions to the Communist Party, and is expected to go west to investigate further in the near future. The film industry ridicules the charge, as well it might.

Another angle of the situation is the propaganda carried in the foreign pictures which have been coming into the country. The Russian pictures are frankly propaganda, but it cannot be said that the German, French or British films are free from it. It is there, but like the quinine in the pill, it is hidden under the chocolate coating.

As a matter of fact, the propaganda, espionage and subversive activities investigated by the Dies committee are merely the window dressing, the government's propaganda to bring the situation before the people. The real work is being done behind the curtain by the federal bureau of investigation and the many other agencies which have an interest one way or another—the post office department, the customs service, the immigration service and others.

The Administration intends to tear the veil from the faces of those who are pushing Communism, Nazi-ism and other isms in this country. It may result in some film talent losing much of its boxoffice appeal, but it will clear the air and the Administration then will leave it to the industry to support American neutrality and later, if necessary, American preparedness for whatever may eventuate.

# WON'T RELAX ANTI-TRUST ENFORCEMENTS IN GOV'T EFFORT TO CUSHION EFFECTS OF WAR

## *Appeal to Roosevelt Reported*

**New York—A highly placed film executive, representing one of the major companies the identity of which thus far has not been established is understood to have written the President appealing for a relaxation of impending anti-major legal prosecutions on the ground the war imperils essential foreign income and the going on domestic ground might well be made easier by the Federal authorities.**

**There is no indication if the exact detail will ever become known. In fact, in view of the enormous pressure under which the President is working in his efforts to cushion American industry to withstand the effects of the European conflict, doubt prevails if he can find time to give such a request his attention. A question also prevails as to whether or not the White House might not merely pass along the communication to the government bureau dealing with such matters. In this case, it would be the department of commerce, of course, where the appeal might repose without action.**

**The Washington bureau of BOXOFFICE reports in an adjoining column that no anti-trust relaxation is likely and that, in fact, the government is expected to tighten existing regulations in the effort to prevent profiteering and any further extension of monopoly.**

## *Many Americans Are in Danger Zones; All Staying at Posts*

NEW YORK—*This is an official list of American film men resident in belligerent countries, as furnished by the companies which employ them. To a man, they remain at their posts, according to present plans.*

**Columbia**

Joseph Friedman, managing director in England; headquarters, London.

Sidney Bruckner, traveling auditor, now in France.

**Loew's, Inc.**

Sam Eckman jr., managing director of M-G-M, Ltd.; headquarters, London.

Ben Goetz, in charge of production in London.

Ludwig "Laudy" Lawrence, general manager on the Continent; headquarters, Paris.

Arthur Field, in charge of synchronization, and "second string" man to Lawrence; headquarters, Paris.

**Monogram**

Arthur Levey, general representative; headquarters, London.

**Paramount**

David L. Rose, managing director in England; headquarters, London.

Fred W. Lange, managing director on the Continent; headquarters, Paris.

Lewis K. Buddy, general manager, Paris newsreel bureau.

Frank Farley, in charge French production and due here soon; headquarters, Paris.

**RKO**

Reginald Armour, managing director for Europe; headquarters, Paris.

**Republic**

None.

**20th Century-Fox**

Francis L. Harley, managing director in England; headquarters, London.

Ben Miggins, manager for Continental Europe; headquarters, Paris.

William Morgan, manager in France; headquarters, Paris.

Robert Kreier, assistant to Miggins; headquarters, Paris.

**United Artists**

None.

**Universal**

Ernest Koenig, in charge in France; headquarters, Paris. He wires Joseph H. Seidelman, "I will stick to the bitter end."

**Warner Bros.**

Robert Schless, managing director for the Continent and England; headquarters, London.

Max Milder, managing director in England; headquarters, London.

Sam Sax, in charge of British production; headquarters, London.

*Other Americans in key and semi-key positions in countries, near and far, which already are, or may become, embroiled:*

Louis Lobre, in charge for M-G-M in Egypt; headquarters, Cairo.

M. Weill, in charge for Universal in Belgium; headquarters, Brussels.

Ralph Clark, managing director for Warner in Australia; headquarters, Sydney.

Jack Dillon, in charge for Warner in New Zealand; due here in a month.

Harold Dunn, in charge for Warner in the Far East; headquarters, Singapore.

### Reisman Cuts Trip

NEW YORK—Phil Reisman, foreign sales manager for RKO, is aboard the *Brazil* which is due from Rio de Janeiro, September 18. He has been in South America attending a sales convention at Buenos Aires and cut his trip short because of the war.

## Continuance of Conflict To Bring More Gov't Trade Restrictions

*By* EARLE A. DYER

WASHINGTON—Plans of the Roosevelt Administration for cushioning the effects of the European war upon American industry, finance and agriculture call for "business as usual," and are not seen in Washington as involving any change in the enforcement of the anti-trust statutes.

While admittedly it is too early to attempt to foresee what the effects of the current blow-up across the Atlantic may be, there is no indication that they will reach the film industry in the shape of abandonment or even relaxation of the department of justice prosecutions.

On the other hand, one of the major efforts of the Administration in preparing the country for neutrality will be to prevent the profiteering and the development of trusts which marked the World War period, and which led us into the "Roaring Twenties"—when the groundwork was laid for the current difficulties of the film industry—and into the "Depression Thirties."

**No About-Face Seen**

So far, Administration officials have given no thought to changes in law enforcement other than the tightening up of administration of espionage and other statutes of like nature. There is no reason to believe, however, that an Administration committed to the development of little business will do an about-face under conditions no more pressing than those which are expected to prevail in the immediate future.

Those who look for a relaxation of the government's interest in industry will be disillusioned when the Administration really gets its neutrality and preparedness program well under way. Continuance of the war will bring more and more government restrictions on all lines of industry and trade. The control of industry is a basic requirement of both neutrality and participation in modern wars, and the War and Navy departments have long since perfected plans for the conscription of industry in the event of an emergency.

## *Chicago Theatres Feeling Effects of the War*

CHICAGO—Windy City theatres felt the effect of the war crisis over the weekend as boxoffice takes both in the loop and neighborhoods dropped off. It appeared that everyone was interested in getting the latest possible news by radio at home.

Chicago newspapers recognized the public interest by printing editions throughout Labor Day, when most of the papers usually suspend publication.

The Pulse of the Motion Picture Industry

# BOXOFFICE

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IN CANADA

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HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Plain Talk...

With the demise of the trade practice code as the result of Thurman Arnold's edict, the industry's efforts at self-regulation are retarded, if not shattered. Much time, thought and effort had been put into the preliminary work of getting a code that would function and all that would now seem to be lost. However, the Warner announcement of inclusion of some of the code's provisions in its new season contracts is the silver lining in the cloud and it lights up the approach, at least, to more favorable trade relations between buyer and seller.

Much that the code provided—much that exhibitors demanded—was better terms for the purchase and playing of product. While under the code these terms would have been uniformly offered by all participating distributors, the turn of events holds promise of considerable exhibitor benefit along these lines.

While Warner Bros. have not granted all that the proposed code provided, this firm has definitely improved terms in its sales contract. Definite benefits, regardless of how differing may be the views in some quarters, will accrue to exhibitors.

There is the general belief that other major distributors will offer concessions of their own. This makes for additional gains for exhibitors. Terms of contract can be just as important as price. And the creation of competition in contract forms should make for a healthy condition that will at least relieve, if not eliminate, much of the discord between distributor and exhibitor. There is the attendant possibility that in the competition of contractual provisions the sum total of individual terms may go beyond concessions offered collectively through the code.

This new condition may mean doing away with the uniform exhibition contract, which had as its main advantage saving the reading of every picture contract by exhibitors. The lazy fellows won't like the idea of having to read each contract before signing. But the effort will be well worthwhile. It is here recalled that Ed Kuykendall, president of the MPTOA, was a strong advocate for a simplified short form of contract. Keeping the new contractual terms brief and in simple language will help to avoid confusion.

Those exhibitors who anticipate getting everything they want in the way of relief from unfair trade practices through the government's monopoly suit against the major companies must be aware of the long wait for any outcome therefrom. Several independent exhibitors with whom we have talked have estimated that it would be at least five years before a final ruling would be handed down by the supreme court on the government's case. And even then the outcome is uncertain. So it would appear that a bird in the hand is worth two in the bush.

Going back to the code. The pronunciamento of Thurman Arnold was met with glee in some quarters and deep regret in others. We readily confess to being of the latter class. And we as readily reiterate our contention that no matter how imperfect the code may have been, according to some views, it did present a good beginning in a direction the industry should long ago have undertaken. Eventually it would have worked out to the satisfaction of the greater majority.

But there need be no mourning. There is no doubt but that during the past fourteen months the pre-occupation of executives, exhibitor leaders and even the rank and file down the line, with code matters, interfered with the normal functions of the business.

Now the industry can get back to the business of doing business. And now that the European conflict is a reality, the need to do so is ever so much greater. While the effect of the war situation on this industry—in America—is as yet undetermined, but a moment's reflection clearly dictates the urgent need for every branch of this industry to work together harmoniously for the common good.

Ben Shlyen


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Paramount
Pictures
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# BIG BUSINESS!




"THE STAR MAKER" 20% ahead of "UNION PACIFIC."




"THE STAR MAKER" neck and neck with "UNION PACIFIC."




"THE STAR MAKER" topping "MAN ABOUT TOWN," "MIDNIGHT" and neck and neck with "UNION PACIFIC."




"THE STAR MAKER" 30% ahead of "UNION PACIFIC" —topping any Paramount Picture for the year.




"THE STAR MAKER" 20% ahead of "UNION PACIFIC."




"THE STAR MAKER" neck and neck with "UNION PACIFIC."




"THE STAR MAKER" 80% ahead of "UNION PACIFIC."

Paramount presents

## "THE STAR MAKER"

with

BING CROSBY • LOUISE CAMPBELL
LINDA WARE • NED SPARKS
LAURA HOPE CREWS • JANET WALDO
WALTER DAMROSCH with the Philharmonic Orchestra of Los Angeles

Directed by Roy Del Ruth

Produced by CHARLES R. ROGERS

Screen Play by Frank Butler, Don Hartman and Arthur Caesar
Based on a Story by Arthur Caesar and William A. Pierce
Suggested by the Career of Gus Edwards

PRINTED IN U. S. A

# SEE ALLIED MARKETS HOLDING THEIR LEVEL, THUS CUTTING NEED FOR TIGHTENING HERE

## Reopenings Expected on Gradual Scale as War Routine Established

*By* BILL ORNSTEIN

NEW YORK—Responsible opinion among top-line executives veers toward the belief, and hope, that adjustments in the domestic industry structure will prove largely unnecessary because of an anticipated maintenance or boom in the level of English and French exhibition upon word that the British Home Office will probably permit theatres on a gradual scale to reopen beginning Monday. The British trade has been asking for such a plan.

This approach rests on the experiences drawn from the First World War. Theatres were closed then, as they are now. Subsequently, they reopened and enjoyed a tremendous business, especially in the English provinces and away from the normally congested West End (Times Square) of London.

It is assumed on all sides in New York that the Allied powers will order theatres to re-light as rapidly as the war machinery rumbles more smoothly in its grooves. The impression is entertainment will prove as essential a commodity as gas masks and that part of the home defense program, of necessity, will have to include forms of popular pastime in which the "cinema" automatically must be included.

Therefore, it is calculated, and those who subscribe to the theory do not regard it as over sanguine, that, following the initial period of retrenchments of doubts, the markets in England and France, and more particularly in England, are very likely to bounce back to their norm and, perhaps, go beyond. Should this bear fruit, any discussions bearing on curtailments here either in production totals or production quality will prove to be needless.

Mick Hyams, who, with his brothers, is associated with the H. and G. Kinemas, Ltd., operating large theatres in London, is in this country. He informs BOXOFFICE it is his opinion the British public will not countenance any permanent closing of theatres. He adds that in the last war after theatres reopened they did enormously well and were constantly packed. The one string which he attaches to the current situation deals with air raids and fear of them. "Aside from occasional Zeppelin attacks, you must understand we had no fears about the air then," he points out.

### Out Again, In Again Niven

Hollywood—Samuel Goldwyn will proceed with the production of "Raffles," after all. And with David Niven in his pre-determined role. Among the first impacts of the war was what was described as a "temporary postponement" of the picture due to the fact Niven is a lieutenant in the British army reserve. It develops, however, that Niven is not subject to call by his government.

## *War Crisis Seen Pinching UA; May Get 3 of Korda List*

NEW YORK—While United Artists may be hit badly as a result of the European war, if only from a production standpoint, the company is assured at least three of the productions scheduled by Alexander Korda, UA's chief foreign producer. This despite inside word that Korda is to be drafted by Britain to make propaganda films. "The Thief of Bagdad" is virtually finished and will be completed. "Sinner," with Merle Oberon, probably will not be made, this likely applying also to "The Jungle Boy."

Master prints of "Conquest of the Air" and "Over the Moon," both produced by Korda, were recently received at the home office, it is said.

Drafts covering revenue from England were received up to early this week and the expectations were that this would continue without interruption. A home office foreign representative based this on advice from the company's banks, who declared there will be no restriction on remittances from abroad, the English embargo on cash notwithstanding.

The company has eight new films in England, enough to take care of general release there up to Christmas, it is said, and six new films in France. If shipping facilities hold up, new product will be sent abroad as per schedule, according to present plans.

About 52 per cent of the international dollar is represented in foreign revenue, so far as UA is concerned. Of this, 59 per cent comes from England, seven and one-half per cent from Australia and New Zealand combined, and three per cent from France.

Should a strict embargo on cash be put into effect in these countries in order to conserve resources, UA's financial position would be correspondingly affected, a spokesman observes.

### Washington Thinks Foreign Market Levels Will Stand

WASHINGTON—While the industry, heavily dependent as it is on overseas markets, may have to pass through a period of temporary readjustment, informed circles here view it as highly probable that revenue from the allied nations not only will maintain their current level, but may reflect gains.

It is pointed out in the dispassionate approach which the government accords matters of this nature that other industries, too, will be equally affected by the loss or constriction of their foreign markets. At the same time, there is some question here as to whether or not the film industry stands in any danger whatsoever of entirely losing out in the nations now at war with Hitler Germany.

As the situation is seen here, it is felt that, as soon as the belligerents accustom themselves to the new order of things, efforts will be made to keep some, if not all, of the entertainment industries going so that the people may get their minds off the war now and then. Among those entertainment industries, films certainly are quickly and at once included.

Accordingly, it is expected that England, and to a lesser degree France, will continue to use motion pictures, both for home consumption and for entertainment of soldiers behind the front. Thus, motion pictures may find classification as a necessary commodity in the British and French economy and, since the manpower of those countries will be diverted more and more to military activities, they may look to the American producers for their programs in increasing extent.

### *"Metro" Ruled Out In Cables*

New York—Since the transatlantic cable commission vetoed messages in code, M-G-M is not allowed to use the word "Metro." It is agreeable to use "Goldwyn" and "Mayer," but not Metro because, it was held, the name may mean something in code.

## *Paramount Plans a New Story Based on War*

HOLLYWOOD—A first evidence of what may develop into a trend, induced by the war in Europe, asserts itself in Paramount's plan to immediately produce "Battalion of Death" by John Monk Saunders. The story is based on overseas news stories telling of the formation in France of a battalion of aged and incurably diseased men who are reported willing to organize into a suicide squadron and assume fatal military assignments. Joel McCrea, Akim Tamiroff, Ray Milland and Robert Preston already have been cast.

# AVERAGE ALMOST $90,000 A WEEK!

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## FIFTH AVENUE GIRL

**Just finished its second week at Radio City Music Hall, after a first week that shot it way over that charmed circle of $100,000-a-week hits . . . Now readying for more of the same kind of pre-release runs!**

*ional!*

***THAT'S the kind we mean***

***when we say* BIG ONES *from* RKO RADIO!**

# GOV'T'S "A TO Z" QUIZ ON SUIT CONFRONTS LAWYERS WITH YEAR'S RESEARCH; MAY FIGHT

## Attorneys in Huddle on Objections With View Of More Time Plea

NEW YORK — Unless major distributors strenuously object to the "Big Stick's" A to Z quiz, submitted in the form of an interrogatory, 32 mimeographed pages broken down into 68 main questions and 175 sub-divisions, legal forces of every company are in for more than a year's research work, according to a spokesman.

Under Equity Rule 33 of new Federal Procedure, distributors have 10 days from date of service to object. Three extra days are allowed for mailing, which happened in this case, making the deadline Thursday. However, if answers are to be filed without objections, the respondents have 15 days, plus the extra three.

Counsel for the majors conclaved during the week to study the objections with the intention of requesting from the department of justice extra time in which to file. A number of the lawyers had been vacationing and returned the day after Labor Day. Others have been to Chicago on the resumption of the B&K preliminaries, all of which have put a crimp into the legal machinery for the past week.

### Definition Difficult

Several difficulties present themselves to attorneys before they can answer. One question is the exact definition of a major circuit house where operation is not controlled by the distributor. For instance, an attorney asks, if X company had a 15 per cent interest in Y theatres, does not have any voice in formulating policy, but is in the deal for investment purposes would this represent a major circuit unit?

Then the "Big Stick" men want to know picture by picture every playdate, rental clearance, availability, release date and whether theatres playing were circuit houses or independents and, in each case, if theatres were first run and continued first runs, subsequent runs, etc. These questions apply to the three seasons starting 1935-36.

Specific territories are cited such as Greater New York, Philadelphia, Dallas, Kansas City, Kas., Kansas City, Mo., New Orleans, Boston and Seattle, Wash., which indicates to distributor counsel the justice department will concentrate its case in these areas. Not alone are the key cities mentioned but suburbs of Washington, D. C., Los Angeles, Chicago, Philadelphia Cincinnati, Cleveland and Milwaukee. References are made to West Allis, Cudahy, Wauwatosa and South Milwaukee territory and Evanston, Oak Park, "No Man's Land," Wilmette and Maywood in the Chicago outskirts.

From the quiz, attorneys gather the "Big Stick" has a new set of definitions for various industry terms, quite different from those outlined in the Griffiths and Sudekum petitions.

While the first impression was that the quiz followed along the lines of the questionnaire sent out by Harry Hopkins, secretary of the department of commerce, it is learned that, where Hopkins limited his queries to general questions on the entire industry, the 32-page quiz from Paul Williams is quite technical and relates to the original petition, the difference between the two being that of law and business with Williams representing the former and Hopkins the latter.

(Continued on page 14)

## *U. S. Proceedings Against FWC No Surprise; Was Discounted*

NEW YORK—Inception of criminal contempt proceedings by the Washington "Big Stick" against Fox West Coast and all majors with the exception of Columbia, caused nary a ripple on the industry's surface here. That the department of justice contemplated such action had been known for several months. Apparently, it had been delayed, as in the case of the Schine action, until National Theatres' division, district and house managers had held their various conventions.

Columbia, as reported, is not involved since it is no more a party to the consent decree entered upon by FWC than it is in the B&K agreement in Chicago, which is also under federal attack.

Spyros Skouras, named as one of the defendants in the current move, had made at least two trips to Washington in an effort to stave off the proceedings, but without success.

Because of Charles Skouras' efforts in the past year to amicably settle clearance and other disputes with independents by arbitration with the ITO of Southern California and Arizona, it had been hoped the threatened action might be indefinitely postponed.

### Peculiarities Noted

Several peculiarities in the list of individuals named are noted. Al Hanson, formerly assistant to Charles Skouras, resigned about two years ago to devote most of his time building moderate-priced homes in California. He has two theatres, one, the Compton, Compton, Cal., which is operated in partnership with FWC, and the South Gate, which is near Compton, and independently managed.

Myke H. Lewis about a year and a half ago quit as Paramount coast district manager and is now general manager with Harry Sherman, who produces Hopalong Cassidy westerns for Paramount. George J. Schaefer is listed for both UA and RKO. He has not been with UA for more than a year, or since he became identified with RKO, of which he now is president.

James R. Grainger, listed with Universal, has not been with the company for 20 months, or more. He is president of Republic Pictures Distributing unit. Leo Spitz, down as an RKO executive, is special counsel for the company in Chicago. It is likely all these men with the exception of Schaefer, because of his RKO connection, will be eliminated from the group of 54 individuals cited.

Charles A. Buckley, FWC attorney, and named as one of the defendants, has been in town for more than two weeks. He will stay on here indefinitely and handle the action. The Big Stick had not handed FWC executives in the east or the west the 78-page citation at the time the story broke in the news and trade papers. Inquiries resulted in the information copies of the complaint were not off the press. However, at National Theatres' headquarters executives could not understand the secrecy in that the public knows more about the complaints against the circuit than the circuit men themselves.

Specific charges are not expected to be made, the indication being the justice department is cloaking the complaint in "meaningless" language, as in the case of the Griffiths, Schine, Crescent and all-industry suits. This will call for a bill of particulars, 20 days after service.

Mystery also surrounds the naming of six district managers, John B. Bertero, who has charge of all Los Angeles first runs; B. V. Studivant, Cullen Espy, Thornton Sargent, Dick Dickson and George Bowser. The only possible answer, according to local spokesmen, is that these men may have been named in complaints by independent exhibitors. If this is so, then the answer for inclusion of J. J. Sullivan, William T. Powers and Larry Kent, buyers, is not readily forthcoming.

Every attempt will be made by FWC to learn where and when alleged violations

(Continued on page 14)

### *Conviction Means Dual Punishment*

**Washington—The department of justice explains the penalty in criminal contempt cases is fine or imprisonment, or both.**

DARRYL F. ZANUCK'S PRODUC



# THE RAINS CAME

Released September 15th

LOUIS BROM[illegible]

[illegible] Fox picture starring

MYRNA [illegible] TYRO[illegible] GEORGE

LOY · POWER · BRENT

Directed by

CLARENCE BROWN

with

BRENDA JOYCE · NIGEL BRUCE · MARIA OUSPENSKAYA

JOSEPH SCHILDKRAUT · MARY NASH · JANE DARWELL

MARJORIE RAMBEAU · HENRY TRAVERS · H. B. WARNER

Associate Producer Harry Joe Brown

Screen Play by Philip Dunne and Julien Josephson

# FEDERAL AMBITION FOR ALL-INDUSTRY SUIT TRIAL BY NOVEMBER SEEN AS REMOTE IN N. Y.

## *Gov't's "A to Z" Quiz on Suit Poses Year of Research*

(Continued from page 12)

It is estimated attorneys will have to devote at least three whole days to figure out what Williams is driving at, so broad are the questions.

It is doubtful whether the companies will reveal the information sought, much of it being corporate secrets.

Reflecting on the answers to Hopkins, each of the seven companies, UA excluded, which presented the facts sought, did so through Price, Waterhouse, who, in turn, made a total compilation and did not break down the figures according to individual firms. A separate letter accompanied the answers, specifically stating the information was not to be turned over to the "Big Stick" for the all-industry suit and that lawyers or persons identified with the compilation would not be subject to subpoena.

The last paragraph in the new quiz has the following: "State names and addresses of the persons who supplied the facts contained in the answers . . . indicating the information supplied by each." This certainly is not "according to Hoyle," attorneys hold, after what has been discussed with Hopkins.

Breaking down the quiz there are six divisions. First is organization which has 24 questions and 48 sub-divisions in which everything from soup to nuts about the financial situation of every defendant is asked, including partnerships, creditors, debtors inside and out of the business. Dates of acquisition of interests, disposal dates, terms of the various deals and gross income, net profits for the three years beginning 1935 are sought.

Next is production which has five main questions and four sub-divisions. What production costs were on each picture distributed from 1919-20, the number of sound stages, shorts and newsreels produced and costs and the number of employes in this branch of the business are asked.

Distribution activities are next with 12 main paragraphs and 43 sub-divisions in which the whole gamut of questions is asked about key city runs, how pictures played, what first run major circuit and independent rentals were since the 1935-36 season, the same applying to shorts and newsreels.

Exhibition has 10 questions and 53 sub-divisions. Here Williams wants to know each theatre operated by each company since January 1, 1930, or those operating or pooling or percentage arrangement with dates.

If a circuit operated a theatre less than nine months since January 1, 1930, the length of time closed, reason for closing, seating capacity, admission prices of all floors, if there is more than a main floor, are sought.

The name of pictures and distributors for each film playing a circuit house from 1930-31 and to 1937-38, availability, clearance, affiliation and rentals are asked.

The number of persons employed in each branch of the industry also is requested. The quiz winds up with an insight into the various companies' history, who the predecessor or predecessors were and their functions and whether the successors resulted from reorganization, merger, stock acquisition of assets, consolidation or otherwise with dates on each.

## *U. S. FWC Proceedings Were No Surprise*

(Continued from page 12)

of the consent decree took place.

The individual defendants named by the department are as follows:

Fox West Coast Theatres Corp., Fox West Coast Agency Corp., and Fox West Coast Service Corp.: Spyros Skouras, Charles P. Skouras, William T. Powers, Charles A. Buckley, Al Hanson, John B. Bertero, J. J. Sullivan, Larry Kent, Thornton Sargent, Cullen Espy, Dick Dickson, George Bowser and B. V. Sturdivant.

Loew's Inc., and Metro-Goldwyn-Mayer Distributing Corp.: Nicholas M. Schenck, Al Lichtman, William F. Rodgers, Edward M. Saunders, George A. Hickey and Clayton T. Lynch.

Paramount Pictures: Barney Balaban, Neil F. Agnew, Charles M. Reagan, Myke H. Lewis, George A. Smith and Carroll N. Peacock.

RKO: Leo Spitz, Ned E. Depinet, Jules Levy, Cresson E. Smith, Harry Cohen, George J. Schaefer and N. P. Jacobs.

Twentieth Century-Fox: Joseph M. Schenck, W. J. Kupper, Sidney R. Kent, John N. Dillon and Herman Wobber.

United Artists: Murray Silverstone, Ben Fish, George J. Schaefer, E. W. McLean and L. J. Schlaifer.

Universal: J. Cheever Cowdin, William A. Scully, Charles J. Feldman, Nathan J. Blumberg, William J. Heineman, James R. Grainger and A. J. O'Keefe.

Warner Brothers and Vitagraph: Harry M. Warner, Albert W. Warner, Ben Kalmenson, W. E. Calloway, Gradwell L. Sears and N. H. Brower.

## Many More Months of Defense Data Work Seen Necessary

NEW YORK—There is no chance whatsoever of the all-industry suit reaching trial in November, according to major counsel, despite the efforts of Paul Williams, in charge of the action for the department of justice, still angling for a November 1 date.

While Senior Judge John C. Knox has now returned from his three-week vacation trip and again will look into the list of available federal judges in the southern district of New York to hear the case, industry attorneys hold to the opinion they are not nearly finished compiling the necessary data for the case. This will take many months, it is held, because of the government's reluctance in tipping its hand as to where the complaints emanate. Hence, every large and small situation in the country must be finecombed for data on the five-year period covered in the suit.

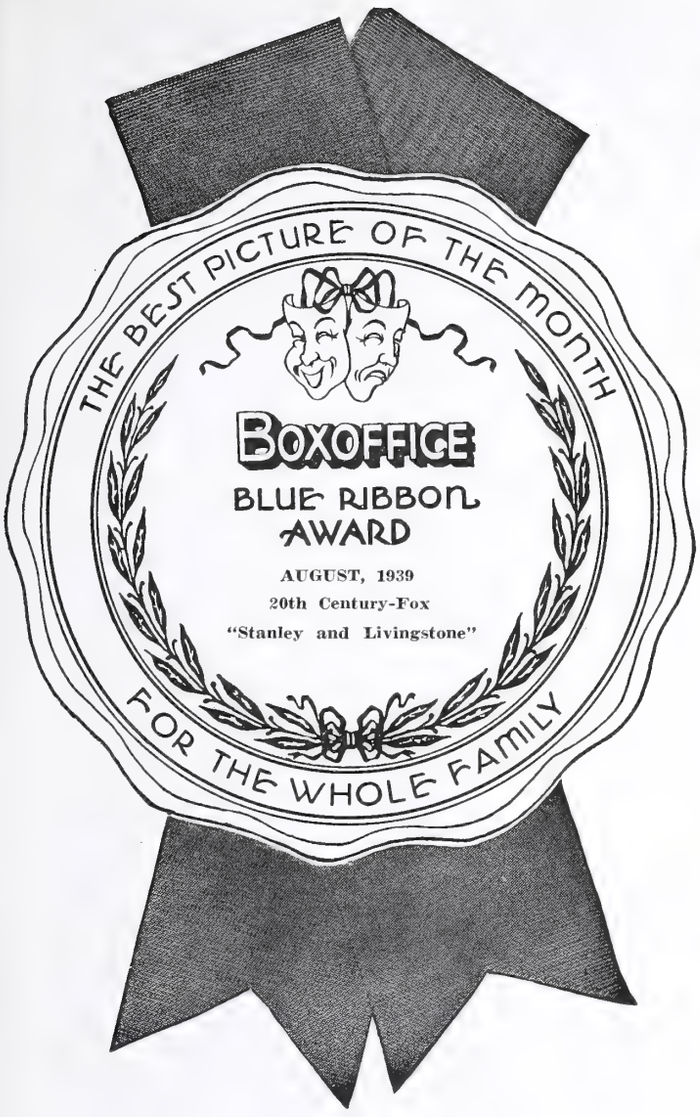
### A 62-Page Plea

Although the industry's investigating process has been working smoothly, the government's moves in Oklahoma City, Buffalo and Nashville have been occupying the legal minds here on counter steps. The motion in support of a further bill in the Griffith case gives a fair idea, according to major lawyers, of the work involved. The plea is in 62 mimeographed pages citing decisions in numerous other anti-trust cases where rulings have been handed down on the points raised in the plea.

Some thought has been given to retaining outstanding lawyers for the Nashville and Buffalo actions and also for the big suit in New York. It is expected decisions will be made for the Crescent and Schine cases before the New York action because it is felt the all-industry suit will trail the other two by many months. Hence there is no immediate need for outside counsel. For the Oklahoma City action, former Judge Charles B. Cochran has been retained.

Negotiations were proceeding with Frederick H. Wood of Cravath, de Gersdorf, Swaine & Wood by Myer and Louis Schine to defend their action upstate. Wood, it is said, would be assisted by Willard C. McKay, New York city counsel for the Schines. A number of upstate attorneys are being considered by distributors who, it is stated, will file motions shortly for a bill of particulars before answering, basing their step on the papers drawn by Judge Cochran in Oklahoma City. This procedure also will apply to Crescent.

Meanwhile, there is some doubt in the minds of home office legal men whether any of the government-sponsored cases will come to trial before the first of the year, what with pending motions and others to be filed.




*This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.*



# "Stanley and Livingstone" Wins Boxoffice Blue Ribbon for August

"Stanley and Livingstone," 20th Century-Fox's stirring adventure drama of the newspaper man who fulfilled the most daring assignment in journalistic history, is the story of the film selected by the National Screen Council as winner of the BOXOFFICE Blue Ribbon Award for August, and the outstanding picture among that month's releases.

In this Darryl F. Zanuck production, Spencer Tracy, twice Academy Award winner, Nancy Kelly and Richard Greene, play starring roles. Henry King, who directed "Stanley and Livingstone," has such pictures to his credit as "Jesse James," "In Old Chicago" and "Alexander's Ragtime Band," the latter two having won previous BOXOFFICE Blue Ribbon Awards. Spencer Tracy has won previous BOXOFFICE Awards for his work in "San Francisco," "Captains Courageous" and "Boys Town."

"Stanley and Livingstone" is the biography of two great explorers in the Dark Continent, and an interpretation of one of the most dramatic stories in the annals of adventure.

20th Century-Fox's production, "Young Mr. Lincoln," was winner of the June Award. M-G-M's "On Borrowed Time" was July's Award recipient.

## Cast of Characters

*Henry M. Stanley*....SPENCER TRACY
*Eve Kingsley*.....NANCY KELLY
*Gareth Tyce*.....RICHARD GREENE
*Jeff Slocum*.....WALTER BRENNAN
*Lord Tyce*.....CHARLES COBURN
*Dr. David Livingstone*
.....SIR CEDRIC HARDWICKE
*James Gordon Bennett jr.*
..... HENRY HULL
*John Kingsley*.....HENRY TRAVERS
*Sir John Gresham*....MILES MANDER
*Mr. Cranston*.....DAVID TORRENCE
*Captain Webb*.....PAUL STANTON
*Frederick Holcomb*
.....HOLMES HERBERT
*Sir Oliver French*
.....MONTAGUE SHAW
*Sir Henry Forrester*
.....BRANDON HURST
*Hassan* .....HASSAN SAID
*Colonel Grimes*.....PAUL HARVEY
*Commissioners*.....RUSSELL HICKS, FRANK DAE
*Morehead*.....JOSEPH CREHAN
*Carmichael* .....ROBERT MIDDLEMASS
*Senator* .....FRANK JAQUET
*Sir Francis Vane*
..... CLARENCE DERWENT

## Production Staff

*Executive Producer*
.....DARRYL F. ZANUCK
*Associate Producer*
.....KENNETH MACGOWAN
*Director* .....HENRY KING
*Screenplay*.....PHILIP DUNNE, JULIEN JOSEPHSON
*Historical Research and Story Outline*.....HAL LONG, SAM HELLMAN
*Photography*
.....GEORGE BARNES, A.S.C.
*Art Directors*.....WILLIAM DARLING, GEORGE DUDLEY
*Set Decorations*.....THOMAS LITTLE
*Film Editor*.....BARBARA MCLEAN
*Costumes* .....ROYER
*Sound*.....ALFRED BRUZLIN, ROGER HEMAN
*Musical Direction*.....LOUIS SILVERS

# Exhibition Boom Seen; Caution Watchword

(Continued from page 4)

land finds itself constrained to conserve its financial resources and places a strict embargo on currency. In the same vein is the observation that Canada, a vital part of the domestic market, may also impound all funds.

"If a situation like this comes to pass," a foreign executive states, "it wouldn't mean buttons to me if English exhibitors were holding $2,000,000 in escrow for delivery at a future date. My company, as every other company, needs immediate cash to operate economically. And don't forget, England and France have no guarantee that they will win the war."

The immediate effect of such an eventuality, that is, the clamping down of rigid restrictions on currency for an extended period, would cause great financial dislocation here. For the time being it is expected every effort will be made to trim budgets at the studios, with the gravity of the foreign situation the peg on which the elimination of some lower-scaled productions would be hung. While there is no clear evidence of action having been taken in this direction so far, it is known some schedules have been prepared to cut overhead "considerably," both at the studios and the home offices once the signal is given.

According to one foreign source, local banks have advised all accounts that embargoes on currency in England do not apply to contracts closed prior to Sept. 5.

In any event and even assuming that revenue from England and France is not impaired to any great degree, the majority of foreign executives foresee a substantial loss, possibly up to 25 per cent, due to the fluctuation in rates of exchange. The English pound sterling has been at $4.86 or thereabouts for many months past, it is pointed out. That is the rate companies have been enjoying in most of their transactions. When war clouds began to gather and the rate began to slide, the British Stabilization Fund pegged the pound at $4.68. Early this week the pound had broken to $4.12. Even to the uninitiated, it is pointed out, the difference between $4.86 and $4.12 means a "bad" loss.

Such a loss, termed in one quarter an "unproductive loss" that can never be recouped, could conceivably reach the point where it might have drastic effects on companies that are not too well cushioned and to whom the foreign revenue normally means the difference between profit and loss because they have no affiliated theatres to help in recapturing the foreign shrinkage.

## *Warner-Saxe Wisconsin Pool Deal Renewed*

MILWAUKEE—The Warner-Saxe pool arrangement has been renewed for another year. The pooling arrangement, according to Jimmy Coston, Warner zone manager in Chicago, is automatically renewable annually unless either party desires to abrogate it. It is a five-year deal.

# *With Effect Inevitable, Studio "War Council" Maps Plans*

HOLLYWOOD—That the European war will have a material effect upon production activity generally, including curtailed budgets, reduced production output, wage scales for studio labor, types of story material, availability of English talent in Hollywood and the corresponding availability of local talent abroad, seems to be the consensus in the film capital. Just how far-reaching the effects of the conflict will be is, however, apparently anybody's guess at this writing, with the strong possibility that more specific information will be forthcoming following a general membership meeting of the producers association called by Will Hays immediately upon the MPPDA president's arrival from New York.

Association attaches indicated that the entire situation, in all its phases, would be discussed at the session and that every effort would be made to arrive at a complete plan for taking joint action to combat the probable reverberations from abroad. However, Hays refused to reveal, before the meeting, what specific lines he and the association intend to pursue.

There have, to date, been only scattered indications of a general production retrenchment—a policy that may, however, be extended as a result of the Hays office meeting. 20th Century-Fox has "temporarily deferred" production of "Scotland Yard," to star Warner Baxter and aimed directly at the now-chaotic British market. A factor in its postponement was the inavailability of Jane Baxter and Edmund Gwenn, British players cast in supporting roles, to leave London.

RKO Radio has, for the second time, suspended production of "Vigil in the Night," a hospital picture which has a British background and is scaled on a high budget.

Edward Small's United Artists production unit has halted operations temporarily while Small launches a survey to determine what losses in foreign grosses he may expect. Completed scripts of three forthcoming productions, including "South of Pago Pago," which was to roll September 15, have been shelved. Likewise marking time is Boris Morros, whose independent unit is operating on a skeleton basis.

Unsettled conditions, it is reported, also may affect the refinancing of Grand National by its president, E. W. Hammons, whose negotiations for a $1,000,000 loan through eastern backers may be jeopardized.

Company heads and home office executives are converging upon Hollywood to discuss with their studio representatives what must be done, in both production and distribution, to compensate for curtailed foreign markets, notably England and its colonies.

The producers association, it was expected, would be dovetailed with a scheduled meeting of studio managers which had been called to discuss the labor situation. Hays spokesmen declared everything possible would be done to protect existing wage scales wherever feasible but that, at the same time, producers would endeavor to arrive at understandings with labor leaders to the end that certain wage increases now being demanded will not be met for the time being.

The loss of British talent, especially in the acting field, will be a severe blow. RKO Radio is rushing production of "The Hunchback of Notre Dame," which features Charles Laughton; and Basil Rathbone, Roland Young, Ronald Colman, as well as other stellar actors, writers and directors who are British subjects are likely to be called shortly or leave of their own volition to join the service.

On the other hand, Selznick International was prepared to start "Rebecca" on schedule despite the fact that Laurence Olivier, who has the male lead, and Alfred Hitchcock, who is directing, are both British. Twentieth Century-Fox will launch "Little Old New York," a heavily-budgeted vehicle, September 18, although Richard Greene, an Englishman, heads the cast. Warner has given no indication that "The Sea Hawk," to star Errol Flynn, will be postponed from its scheduled September 15 start.

Production plans for Charles Chaplin's "The Great Dictator" have not been altered by the European outbreak and the veteran comedian-producer will send the picture into work within a few days along lines originally planned. Warner's "Underground," a story of the anti-Nazi movement in Germany, is set to roll next week and, as yet, seems to be a definite starter.

## *Bombardment of Entertainment*

**Hollywood—In "The Rains Came" the Zanuck squadron has staged again for 20th Century-Fox a bombardment of high-powered entertainment, the reverberations of which should crash through every showing to echo and re-echo substantial profits. The film version of Louis Bromfield's widely discussed best seller ensnares elements to captivate every theatre patron, regardless of individual taste. A bittersweet love story for the romantic, brittle dialogue and innuendo for the sophisticates, the breathtaking earthquake and flood for the lovers of sweep and spectacle, and for those who desire a moral to garnish their film fare, the redemption and cleansing of sullied souls in the crucible of catastrophe. All of which emotions are entrusted to the capable talents of as impressive and star-studded a cast as has been convened before one camera in many months, a cast which never fails in its assignment and which is bolstered by unstintingly lavish production and masterful direction. Harry Joe Brown, associate producer. Clarence Brown, director.—SPEAR.**

# FOREIGN SALES CHIEFS CONJECTURE AT LARGE, BUT HOPEFULNESS IS THEIR GENERAL KEYNOTE

## Admit Serious Disruption But Hope for Break as Routine Established

NEW YORK—*Foreign sales executives of the major companies admit to conjecture over tomorrow and what the war may bring and to difficulties today in maintaining their normal business abroad, what with transatlantic shipping so seriously disrupted.*

*Yet, there prevails what some may view as a surprising degree of confidence and hopefulness.*

*A general repertorial canvass of foreign headquarters in New York brings to light a number of points of view and a great many interesting slants on what prevails now and what might prevail tomorrow:*

### No Columbia Foreign Cash Since Start of War

NEW YORK—Columbia has not received any revenue from countries engaged in war since open hostilities began, according to the foreign department.

Hope was expressed that the money embargo "opens up." Otherwise, a spokesman said, "We can all expect to be about 25 per cent shy" when the auditors tally up the year's revenue. A further observation there is that Hollywood "will have to trim to the bone" if the war situation is of an "extended" duration.

Shipments to foreign countries have been simultaneous with pre-releases in this country, it is said. This would give England, Columbia's best overseas customer, enough to last for about seven months, should native films be choked off.

### Sees Only Small Loss For Loew's Abroad

NEW YORK—Arthur M. Loew, in charge of foreign affairs for Loew's, is optimistic and says the company will lose only small percentage of business abroad. He does not fear for the company's overseas investments.

M-G-M's investment in England is in the Empire theatre, London, which it owns. The distributing offices are leased. In France, the two-story building in Paris where offices and a synchronization studio are located are M-G-M property. In Germany, Poland and New Zealand there is no investment except for office equipment.

Theatres owned by the company in South Africa are the Metro in Johannesburg and in Durban. In Australia, properties are the Metro in Adelaide and in Brisbane.

Robert Montgomery and Maureen O'Sullivan are the only players in England except for the coast studio personnel which includes Ben Goetz and a number of technical men. Norma Shearer returned on the *Manhattan* earlier in the week.

Operations continue as heretofore in all countries and films are being shipped as they become available. The last two were "The Women" and "Babes in Arms," the company figuring the print cost negligible and the possibilities of continued revenue promising.

Restrictions on currency, according to Loew, are "no more onerous" than those which existed before war was declared.

At the present time it is proposed to continue production in England where "Busman's Honeymoon" is in work. However, the answer rests with the British government.

None of the company's foreign offices is closed.

About 60 per cent of the M-G-M foreign dollar comes from the belligerent countries, the British Empire, the French empire, Germany and Poland, according to Loew, and this represents 24 per cent of the world dollar.

Regarding theatre investments in South Africa and Australia, William Melniker, in charge of foreign theatre operations, states "they are as safe as the gold dollar."

### Belligerents Represent 25% Monogram Foreign Revenue

NEW YORK—European countries at war, including the currently neutral Italy, represent 25 per cent of Monogram's revenue. Because of the uncertainty of the general situation, W. Ray Johnston has postponed his planned trip to Hollywood. He declares he wants to be on the ground here to await developments.

Further, he states he has no way of telling at this juncture exactly how Monogram will be affected. Pathe, Monogram's British distributor, is completing "Traitor's Spy" with Bruce Cabot. The film, plus others, is slated for distribution here under a deal made when Johnston was abroad a few weeks ago. The Monogram president, however, has heard nothing about shipment.

Norton V. Ritchey, head of foreign distribution, states he has not been informed that money due from England will not be forthcoming. The company's banking houses have informed him, he adds, that embargoes on currency do not apply to contracts closed by American firms prior to September 5, which is well past the period in which Monogram's foreign deals were closed.

Ironically, Monogram may be hit hardest in France, although that market is not so large a revenue producer as England. The company has only recently got a foothold there, Ritchey claims, and in the past six months has piled up more revenue than in the previous two years.

Shipments are going ahead to all foreign countries as they are ready for release here, depending, of course, on the ships available for their transportation. The only films that have not reached their destination since war began were some consigned to Danzig on the *Pilsudski*, which entered a British port when open hostilities began.

It is Ritchey's personal opinion that England will be expected to waive all quota requirements during the period of the conflict.

### Paramount Sees Revision of Quota Acts as Help

NEW YORK—Because of the possible curtailment of production other than propaganda films, Paramount home office executives believe the Australian and British quota acts will be revised to the benefit of American producers. In a short time, however, a scarcity of home-made product is expected in the countries engaged in the

(Continued on next page)

## *Blackout in Germany Seen*

New York—While Germany continues, within limitations, to be a market for product from Paramount, 20th Century-Fox and M-G-M, business transactions in that direction will probably be halted for political reasons.

Already shipments of film consigned to Germany by the three companies are said to have run wide of their destination due to the naval blockade of ships bound for that country.

From time to time spokesmen for these three companies have said, informally, that, while there might have existed an inclination to withdraw from Germany, such action would necessarily require the consent of stockholders, a procedure in which the companies were reluctant to engage.

Given now as the final reason for probable cessation of business with Germany is the observation of a spokesman whose company is among the trio: "Germany hasn't meant much for some time, but we stayed in as long as there was some kind of a market there. Now, however, we are confronted with the need to protect a greater market. By that I mean, of course, England, where we may face complications if we should persist in attempts to send product past neutral boundaries."

**For additional angles on the European war and its possible effect on the industry here, see pages 4-5-9.**

# FILM SHIPMENTS ABROAD WITHOUT A BREAK PLANNED, BUT IT IS A PROBLEM IN SHIPS

## Most Have Shipped Near Release Dates, With Supply Built Up

(Continued from preceding page)

war which will open the avenue for increased shipments from the United States and neighboring countries.

Paramount has almost a year's supply of new product in England and other European countries. Although the company has been doing business in Germany, shipments ceased with the start of the war, because of the British blockade. The general feeling is that if other companies continue to send film to Germany, these producers will fall into disfavor with England, which by far, means more revenue to all American concerns.

"French Without Tears," the most important British-made Paramount film, is due to arrive next week on an American boat. Ray Milland and Nancy Drew, who appear in the picture, returned from England recently.

The company has four American representatives abroad. David Rose, managing director for England, intended to return last week for production conferences with Y. Frank Freeman, but canceled reservations on the *Queen Mary* and *Normandie* to see operations through. However, he is trying to send his family over if he can get accommodations in the next few weeks.

**A Number to Stay**

Fred W. Lange, managing director for Europe, with the exception of England, is remaining in Paris and has no plans of returning. Lewis K. Buddy, general manager of the Paris newsreel bureau, had been here on his vacation when war broke out. He arrived in Lisbon via the Clipper, Tuesday, en route to Paris to supervise the newsreel crew. Frank Farley, production head in France, has cabled he will return to the United States shortly.

There are a number of other American citizens in minor capacities in foreign offices, all of whom are staying abroad. The names and number of persons could not be immediately checked at the home office.

Stanton Griffis, chairman of the executive board, and his bride are making frantic efforts to return from a honeymoon and business trip. Griffis had been working on the Odeon deal whereby the Oscar Deutsch circuit would acquire eight British theatres from Paramount. The deal was reported still in process this week, and rumors the houses were to change hands September 4 were denied.

There has been no impounding of funds, according to executives. With the war on, it is figured that 15 per cent of the world dollar is now affected but that in a year this may jump to 30 per cent. Of the foreign dollar, this company sees approximately 57 per cent affected.

"We haven't felt any immediate effects," it was stated at the Paramount home office. Cables are coming through with a "remarkable matter-of-fact attitude" from foreign representatives who are sticking it out, the feeling being "That is war. So what the hell!"

Asked if film shipments will be continued, an executive said "All we need are the boats." At this home office it is felt British production will be stultified and few, if any new pictures, will be put into work. This, of course, does not include propaganda films.

John W. Hicks, in charge of foreign affairs, returned Friday from Hollywood after an extensive trip with Adolph Zukor, chairman of the board. Hicks had been in constant contact with home office developments while in California.

## *Expect Britain to Lift Quota*

**New York—Almost lost in the shuffle, insofar as early calculations as to the effect of the war is concerned, is the status of the English quota law. Without exception, foreign distribution heads are assuming England will "waive" quota requirements until such a time that it is deemed necessary for it to function again. This may be a long time off, or at least until native English production gets back to normal, which is not expected until hostilities cease. Most English actors have been called to duty, while English producers are being drafted for propaganda films.**

### All But One Republic Print to Foreign Field

NEW YORK—Foreign distributors have been receiving Republic's advance prints since the first of the year and, with the exception of "Flight at Midnight," just finished, there is nothing on hand to send abroad. A slowup in shipments is expected to result from the neutrality law. Whatever boats are to be used, either those of neutral nations or American vessels there will be no guaranty of quick delivery, as in the past, it is pointed out.

Remittances already are slowing up from Australia. Early in the week a remittance came through from England for the week preceding hostilities. England alone is said to represent approximately 23 per cent of Republic's international dollar. In France, pictures have been sold to a local distributor piecemeal.

There has been no impounding of funds in any of the belligerent countries. Likewise, Republic has no American representatives abroad.

H. J. Yates, president of Consolidated; Joseph Kaufman, of the laboratory; Gene Autry and Bill Saal, the latter having gone abroad on special exploitation for "Man of Conquest" and to handle the Autry tour, returned during the week from Europe, cutting the trip short by a week.

Until developments take shape, Morris Goodman, foreign head, is biding his time, shipping where and as best he can.

## *Eyes Now Turn to South America*

**New York—As the department of commerce turns toward South America with the idea of learning what European trade might now be diverted to America, film leaders likewise look in that direction as a likely field for increased film revenue which will make up part of the losses that may develop through constrictions of the English and French markets.**

**While American films dominate in the South American republics, German and French films, and English in a lesser degree, have a hold there. If the war, as is expected, confines belligerent production to propaganda films, the playing time thereby made available to the south, it is figured here, will accrue to American-made product.**

### British Reopening Reports Are Cheering to RKO

NEW YORK — With advices from abroad that the English government plans to reopen as many theatres as possible for daytime exhibition in isolated areas, RKO is ready to capitalize with "Nurse Edith Cavell," produced by Herbert Wilcox, starring Anna Neagle, both English subjects, and brimming over with timeliness.

The film was due to be trade-shown this week in London and would normally have gone into a first-run London house in about two weeks. All this having been put aside as a result of the war, RKO now plans to rush the film to as many "safety zone" theatres that are expected to reopen shortly as it is able to book.

The only revenue from abroad has come from Holland and Amsterdam, although this may cease, a spokesman informs BOXOFFICE. Meanwhile, there is no intention of interrupting shipments. England has received all films on scheduled release dates so far, which would give the country enough product from RKO to last about six months, it is said.

In the face of the present crisis, home

(Continued on next page)

# "WILL ALLIES IMPOUND FUNDS?" THE CHIEF QUESTION MARK CONFRONTING MAJORS NOW

## England and France Are Still Letting Money Out; Hint of Bar

(Continued from preceding page)

office executives state they expect England to "overlook" the quota requirements.

A print of "Nurse Edith Cavell" has also arrived in France, it is said, but no information has been received as to when theatres may reopen, since the country is considerably more vulnerable to air attack than England, it is held at RKO. The film is due to open at the Music Hall, September 28, following the run of "Golden Boy."

Although the company had announced plans for "The Man Who Lost Himself," to be produced in London under the recently formed Walter Futter-Leslie Howard banner, with the latter as star, the film has been temporarily abandoned. The new season schedule also called for "Kitchener," but this was not definitely set for London production.

### Drop of Pound Sterling Is 20th-Fox Main Worry

NEW YORK—The chief concern at 20th Century-Fox appears to be the level at which the English pound will rest, insofar as the European war is disturbing the home office. Otherwise, the attitude, as expressed by a foreign department spokesman, is: "Wars don't choke off our business."

Robert T. Kane, the company's head of foreign production, has been in this country for the past three weeks. With the cessation of cables he has been unable to come to a determination over what is to be done about production in England, assuming such a procedure is at all possible, it is said.

Operations are still continuing in Germany, according to what is known about this situation at the home office, but it is thought the English naval blockade has undoubtedly halted the entrance of films into the country. A spokesman said it is possible future shipments to Germany may be made through neutral countries, instead of direct.

Currency has not been interrupted from Paris or the continent, it is said, but these markets are not as important, financially, as England, which is estimated to produce over 50 per cent of the company's foreign revenue.

All operations covering the British market are centered in the company's Wembley studio. The latest report from that point is that "American dollars are scarce in London."

### Says Universal's Foreign Position Is Strong

NEW YORK—Joseph H. Seidelman, vice-president in charge of foreign distribution, feels Universal's position abroad is extremely strong. The company does not maintain its own distribution in England where General Film Distributors, Ltd., markets the product.

"Our cash position is strong because we have no commitments in the countries at war," he informs BOXOFFICE. The belligerent nations represent about 60 per cent of Universal's total foreign revenue, he adds. Seidelman also reports there is a temporary restriction on remittances from Australia and English colonies. However, monies from other countries have not been impounded, he declares.

Shipments are being maintained to those nations not affected by transportation restrictions arising out of war emergency measures, but Universal currently is not exporting to England in its normal flow but "wherever possible prints are being dispatched."

Seidelman appears less certain about nations currently neutral. In a doubtful list as to the future and its impress on American film activities, he lists Norway, Sweden, Denmark, Belgium and Holland.

### Warner Has Six-Month Film Supply Abroad

NEW YORK—While the company was planning to ship new product to all countries, except Poland, Warner executives are chiefly concerned over restrictions dealing with various nations' liners. The belief held is that shipments would be made on neutral and American vessels.

The company has about a six-month supply of film abroad and there is no immediate shortage. There have been no official orders to cease British production, executives declare.

The percentage of world and foreign revenue affected by the war, according to a home office executive, is about the same as the other major companies. The specific amounts are not available.

All offices, with the exception of those in Poland, are functioning and no damage is reported.

Sam Morris, vice-president in charge of foreign sales, sailed from Brazil, Wednes-

(Continued on page 22)

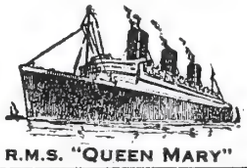
**THANKS FOR THE MEMORY**

Thanks for the memory of this great ocean trip
On England's finest ship.
Tho' they packed them to the rafters,
They never made a slip.
Ah ! Thank you so much.

Thanks for the memory.
Some folks slept on the floor,
Some in the corridor;
But I was more exclusive, my room had Gentlemen above the door.
Ah ! Thank you so much.

I thought that I *was* quite a sailor,
But *each* day found me getting paler
I turned out to be quite a railer
They called it a swell, but to me it was—well.

Thanks for the memory
Of Good Old Chamberlain;
He won't quit till its done;
He's out to show this upset world
We don't need a Napoleon.
So, thank you so much !



R.M.S. "QUEEN MARY"

## *Bob Hope Writes Ode to an Ocean Trip—*

*Sometime associated with "Thanks for the Memory" which he helped introduce and which hit the best-seller division, Bob Hope, pretty obviously tickled by his safe return to America from war-beset Europe, wrote a parody aboard the* Queen Mary. *Printed and distributed among his friends, if warbled at all, it should carry the "Memory" tune.*

# Warner Chary About Forecast On Immediate Effects of War

NEW YORK—With events occurring with such rapidity in England and on the continent no conservative conclusion can be drawn as to the immediate effect on the industry, either abroad or in this country, Harry M. Warner said on his arrival with Mrs. Warner from England on the *Queen Mary*.

The first foreign ship to arrive here since England formally announced a state of war existed with Germany, the *Queen Mary* carried 3,562 persons, including Bob Hope, Hal Rosson, Dan Carroll of the Carroll-Birch-Coyle circuit in Australia, Mrs. Irving Asher and Mrs. Harry Charnas. David Rose, head of foreign production for Paramount, canceled his trip.

In answer to all questions pertaining to the effect of curtailment of distribution and exhibition in England as a result of the war as this might bear on recouping possible losses, Warner replied: "You can't tell what is going on unless you are over there. Everything has changed since I left. There's no use talking about these things; we'll just have to take a holiday and go and fight."

He said D. E. Griffiths, who was head of First National Film Distributors, Ltd., in England before the unit was merged with Warner Bros. Pictures, Ltd., is "being retained," and "will take care of American companies." Warner would not expand on this designation. The assumption is he had reference to the fact Griffiths is president of the Kinematograph Renters' Society in which American distributors are predominant.

He was of the opinion that exhibition in England would be resumed in about a week.

This observation was also made by Carroll, who said the English government has announced it will set up "safety zones" in comparatively isolated areas for the exhibition of films and resumption of other entertainment. All English production has ceased, however, he declared, with actors being recruited for the army and producers drafted to turn out propaganda pictures. Carroll, who was accompanied by his wife, returns to Australia, boarding the *Monterey* in Los Angeles September 13.

Rosson was abroad to direct "Manon Lescaut," starring Merle Oberon, for Alexander Korda, he said, but the war canceled the production. He said that Korda has been drafted to produce propaganda films for the English government.

After a week in the play, "Golden Gate," which will be played in Los Angeles, Hope is scheduled for a part in Paramount's "Road to Singapore," the comedian said. He is scheduled to take the "m. c." spot in a radio show beginning September 26.

### Calls Griffiths' Retirement "Sensation" to U. K. Trade

LONDON—Retirement of D. E. Griffiths, former managing director of First National, under the merger of that company with Warner here, is described as a "sensation" by Ernest W. Fredman, editor of the *Daily Film Renter* and authoritative commentator on the British trade.

"Griffiths, more than any other president of the K.R.S.," he writes, "has made tremendously powerful contacts with government departments, has done invaluable work particularly for the American section of the industry and accomplished wonders in three and a half years of unstinted service given to the renters' society."

Fredman notes distributors and exhibitors were "staggered" by the news.

# Warner Blasts Nazi Activity Here in Libel Suit Answer

NEW YORK—Warner blasts away at Nazi activity in this country in its answer to the $5,000,000 libel suit filed by Fritz Kuhn, as president of the German American Bund, over "Confessions of a Nazi Spy."

In the form of an affirmative defense, the producer denies the Kuhn charges, repeating the story and scenario were predicated on two trials in the federal court here and in the Canal Zone. Then the attack:

"The German American Bund and its members are active militant propagandists of Nazi ideology, and endorse and actively support, and would plant and propagate in the United States, the undemocratic principles of Adolf Hitler, and are therefore, disloyal to the United States and abuse the rights and privileges of their United States citizenship. They are regarded, and regard themselves, as instruments of Nazi philosophy, and have fostered in the United States the worldwide espionage system of the Nazi German government.

"Its members pursue their activities in connection with, and under the supervision of the Nazi government. They seek to promote religious prejudice in the United States and advocate the destruction of the Constitution and Bill of Rights and our present form of government, ultimately to subject it to the will and domination of Nazi Germany."

Warner won a step in a smaller action based on similar charges when Federal Judge Samuel Mandelbaum vacated a notice of examination filed by Katherine Moog, who sought to question S. Charles Einfeld, Lya Lys, and Milton Krims before trial. She is suing for $75,000 damages for alleged libel in the film.

## Points to Experience In China, Spain

**New York—While a period of stringency is anticipated at the outset, the foreign department at M-G-M, reporting it finds no enthusiasm in profits arising out of a state of war, points to its experience in China and Spain as an indication of what it expects in Europe. In China and Spain, theatre business boomed.**

**Metro is one of the few remaining companies attempting to do business in Germany. It intends to maintain its normal activity in that direction, but already is virtually discounting the future in that limited market.**

## McConville Brings Print Of Duvivier Picture

NEW YORK—On his return from France recently, Joseph A. McConville, Columbia foreign head, brought back with him a lavender print of the first Julien Duvivier picture produced in cooperation with Paul Graetz for Columbia, which participates in the financing.

A moratorium has been declared on the second French picture which was being prepared and is now being held up indefinitely. The negative on the initial picture was due on the *Queen Mary*, but so far has not arrived.

## Shaw Urges Britain to Keep Theatres Open

LONDON—George Bernard Shaw, in a letter to the *London Times*, calls the darkening of picture houses "a masterstroke of unimaginative stupidity." He asks how the government proposes entertaining soldiers on leave as well as the civilian population.

As a plan of his own, he suggests the government provide new theatres where required and that all entertainers, regardless of their field, be exempted from service so that they continue their normal occupations.

## No Roadshow Plans Set For "Nurse Edith Cavell"

NEW YORK—There are no plans for roadshowing "Nurse Edith Cavell," recently completed by Herbert Wilcox in Hollywood with Anna Neagle starred. The picture goes into the Music Hall shortly. Wilcox is planning to return to England with Miss Neagle in about two weeks via the Clipper, which now goes as far as Lisbon, Portugal. From there he is expected to make other plans to return to London.

## Scandinavian Shipments Halted by Blockade

NEW YORK—Direct shipments to Scandinavian countries ceased Wednesday when major company home offices received official word of stoppage of vessels to Scandinavia. Foreign executives are now figuring out means to get pictures into those countries through other routes.

# NEW FAVORITES

EASTMAN'S three great new films back up their special characteristics with typical Eastman reliability and uniformity. Worthy successors to earlier Eastman emulsions, they are the new raw-film favorites of the motion picture industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

## EASTMAN

**PLUS-X**
***for general studio use***

**SUPER-XX**
***for all difficult shots***

**BACKGROUND-X**
***for backgrounds and general exterior work***

# British Memo Holds Reopening Hope

LONDON—In conformity with the scheme conveyed to exhibitors of the government's proposals for the control of places of entertainment in wartime, the following memorandum on A. R. P. issued by the Home Office summarizes requirements of operation:

"After general closure reopening will be permitted in places least exposed to attack.

"Such reopenings will be for daylight performances only, and the local authority will be able to dictate the number in the audience.

"Exhibitors will be required to take reasonable steps to render the auditorium proof against splinters and blast and provide shelter for staff and performers.

"A member of the staff should be so placed as to hear public warning of an air raid and see that the warning is conveyed to the audience.

"There shall be a fire party in attendance at all time properly equipped for dealing with incendiary bombs.

"Staff should be trained in first aid and anti-gas precautions. Expenses for this training must be met by employers.

"Complete lighting restrictions will be enforced.

"The public will be notified of the closing via the newspapers and broadcast announcements."

In further explanation of the state of emergency, the regulations state: "While the closing will, at the outset, be universal, it is contemplated that when experience has been gained of the nature and extent of the air attack it may be possible to permit places of entertainment to reopen, at any rate in those districts which are found to be least exposed to the risk of attack."

This is expected on September 11.

### GB London Studio Reopens; Others Function

LONDON—As an earnest of the government's desire to keep production normally flowing, GB's studio at Shepherd's Bush in the city proper has reopened and other studios, to a greater or lesser degree, continue to function.

The government is anxious to continue studio activity, it is officially stated.

Meanwhile, theatres which were immediately darkened when hostilities broke out, are expected to open, probably in wholesale, beginning Monday. A few relighted over the weekend.

### RKO Cable Report Cites British Reopening Hope

NEW YORK—Ralph Hanbury, RKO's managing director in the United Kingdom, in the following cable to George J. Schaefer, reports:

"All cinemas closed by government decree but chief constable of each city is empowered to reopen some, or all, theatres in his district according to experience gained through vulnerability of air raids. This means districts far away from large centers will be permitted to reopen shortly, but to a limited degree and possibly to restricted screening hours and number of theatres operating in each district. Unfortunately, these are far away places principally non-industrial towns with thin population, so from standpoint of our operations revenue is tremendously decreased. Maybe experience will allow some theatres to reopen in main centers such as London, Birmingham, Glasgow, etc., within reasonable time with perhaps similar screening restrictions."

## *Shipping Restriction Is WB Chief Concern*

(Continued from page 19)

day, for home. He has been gone several weeks on a tour of South American countries.

Harry M. Warner, president; Edward G. Robinson and George Raft recently returned from business and pleasure trips abroad. At the present time there are no company representatives in the countries at war.

## *"Arizona" Is Postponed; Color May Be Dropped*

HOLLYWOOD—The European war has struck directly at Columbia, where a production huddle analyzed the desirability of postponing immediate shooting on "Arizona," top-budget Clarence Budington Kelland story, which Wesley Ruggles will direct. A 30-day wait to see which way the war blows is said to be the result of the confab. When the film does roll it will probably be made in black and white, not Technicolor as originally planned, the switch-over being figured to save about $500,000. The film was to have gone before the cameras September 11.

## *20th-Fox's "Uncensored" Production Deferred*

HOLLYWOOD—Twentieth Century-Fox has temporarily deferred production of "Uncensored," previously titled "Scotland Yard," due to the presence in England of Jane Baxter and Edmund Gwenn, who were to share leads with Warner Baxter. The studio claims this to be the only film affected by the war, adding it will be replaced on the schedule.

## *Schenck Is Cautious; M-G-M Plans Stick*

**New York—"It is too early to tell what will happen" is how Nicholas M. Schenck replied to a question concerning the effect of the Second World War on the industry. Schenck, who was on Pier 19 to greet Norma Shearer arriving on the "Manhattan," was reluctant to talk. He did say, however, M-G-M's plans remain unchanged.**

# Yates Sees No Need For War Alarm

NEW YORK—Herbert J. Yates, president of Consolidated Film Industries, sees no reason for the industry to become alarmed over the Second World War. Yates, who returned on the *Manhattan*, declares Republic at present is not considering any retrenchment.

Told that the initial reaction here to the outbreak of European hostilities was one of wide uncertainty, Yates replied "We have a jittery industry."

He went on to say there is no doubt that some of the companies will take advantage of the situation to clean house. Yates, however, added emphatically, "There is no need to do that.

"It is silly to make a change of policy at this time. We will have to follow the course of events for at least another 90 days."

Concerning the British quota, Yates said it is generally understood the quota will have to be suspended until after the war since all commercial production has ceased.

According to Yates, Republic's position is fairly secure since there are 26 pictures in England available for distribution. He foresees no difficulty over distribution and exhibition there.

Republic's world-wide business is running approximately 20-25 per cent ahead of last year, Yates declared.

## *Will Hays Back on Coast After an Eastern Trip*

HOLLYWOOD—Will Hays is back after a quick trip to Washington and New York. The MPPDA head normally remains here until late in September, but broke up to confer with President Roosevelt and Thurman Arnold in Washington.

Reports from the east declare Hays was interested in getting the President's reaction over an "appeasement" plan in connection with the department of justice anti-trust actions in view of the fact that the Second World War might seriously imperil the industry's financial status, and that an "easing up" on the suits, if an amicable adjustment could be made, would help preserve the industry's position.

## *Allied War Effect Views At Convention Divided*

ATLANTIC CITY — Opinion is divided among delegates to the Allied of New Jersey convention as to the effects of the European war at boxoffices.

A committee will investigate and report at the next meeting late this month its findings on the desirability of inaugurat-

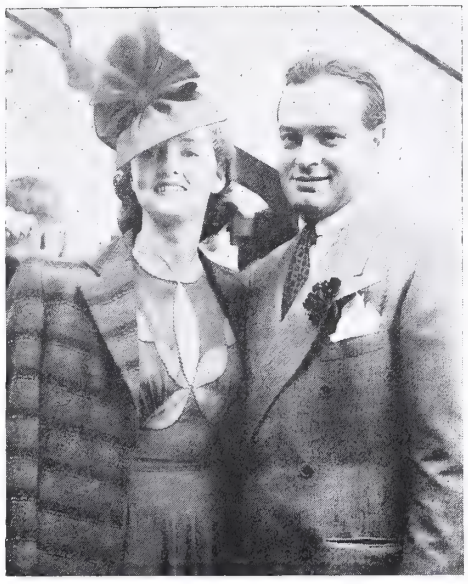
(Continued on page 24-A)

### Delay MPPDA Meet

NEW YORK—A meeting of major foreign heads scheduled at the Hays office Friday to correlate information from abroad on the war situation has been postponed to Monday.



—Photo by Cosmo-Sileo



—Photo by Cosmo-Sileo



## *Four Travelers From Europe and a Visitor From Newark—*

*Harry M. Warner and Mrs. Warner return on the* Queen Mary *from war-torn Europe. They're smiling. In the center are Bob Hope and his wife, who also returned on the same vessel. They're smiling, too, and why not? On the right is Louis Calhern, who appears in "Fifth Avenue Girl" for RKO. Playing in "Susan and God" in Newark, he dropped in at the company's World's Fair Lounge for a visit.*

# BROADWAY

BILL SCULLY, Frank J. A. McCarthy, Al Herman and George Schwartz, the latter Universal Philadelphia branch manager, tet-a-tet-ing at lunch with Ted Schlanger, Lester Krieger, Leonard Schlesinger and Frank Marshall of Warners home office and Philadelphia circuit at the Astor Hunting Room . . . Ed Kuykendall wasn't prepared for the cool weather when he hit the local scene. He was dressed in a light blue summer suit which fit his girth to the hilt . . . John Wexley, Warner writer, left for the coast Friday after finishing a new novel at Bucks County, Pa., where he spent the summer.

*Erich Pommer intends to leave for the coast the end of the week. He has several deals on tap and may return to England, transportation permitting, in a month or so . . . Harry Joe Brown is here from the coast to join his wife, Sally Eilers, who has been playing summer stock, for a brief vacation during which the World's Fair will be seen . . . H. M. Richey attended the Allied of New Jersey convention in Atlantic City . . . Ed Raftery, on his return from Chicago, sneaked in a few days' vacation before he returns to his desk Monday . . . Adolphe Menjou has gone back to Hollywood after an extended vacation here, midst parties and soirees, to co-star with Kay Kyser in "That's Right, You're Wrong" . . . David Bernstein, M-G-M treasurer, has cleared the shores of Maine to return to his humble desk and office in the Loew State Bldg.*

Arthur W. Kelly had a birthday September 7. The loyal foreign department publicity staff took cognizance of the occasion in the following telegram: "Congratulations and best wishes to our boss for carrying on the battle of birthdays in the midst of the birthday of battle" . . . Norton V. Ritchey, who saw naval service during the World War, is his own skipper these days, with his personally supervised 35-foot auxiliary yawl *Outlaw* . . . Gabe Hess "hello"ing a "fellow I used to be in the same law class with in 1903" . . . A slab of Lindy's fresh peach cake, the war, business and the Warner sales policy bring an emittance from Laurence Bolognino: "I'll die rich yet." Breadbreaker Al Suchman pays a "compliment" to Dave Levy, who is hosting Herman Becker to lunch . . . Joel Swenson of the Hays office; Monroe Greenthal, Morris Helprin, Harry Kosiner and Louis Berg eye-deep in war headlines . . . Rube Jackter paving the way, via the stomach, for his deal with the Griffith circuit with R. E. Griffith and Booker Henry Lockhart as guests. Carl Shalit, Columbia's Kansas City district manager, and Ben Marcus, K. C. manager, in on the lunch and the deal . . . Mike Poller and "Augie" Schubart a duo . . . Leonard Picker, Columbia attorney, sat on the cold damp beach with a hot camp fire on the opposite side. P. S. The cold is in a holdover week.

*Paramount's foreign chief, John W. Hicks jr., arrived on the 20th Century, Friday. He reports that Adolph Zukor will come east within a few weeks . . . Otto Mantell, UA's representative in Prague, is here as a result of winning first prize in a continental sales drive. Also, as a result of the non-Aryan decree now effective there . . . J. A. McConville, in charge of foreign distribution for Columbia, is getting his bags packed for his South American trip shortly . . . One of the veterans of the Universal foreign department, Jack Epstein, manager for Mexico, is here for talks with Boss J. H. Seidelman.*

Max C. Batsel, chief engineer for RCA Photophone, is back from a tour of half dozen midwestern cities where he visited exhibitors on sound reproduction problems . . . Louis Calhern and Jesse Royce Landis among the visitors to RKO's World's Fair Lounge . . . Phil Reisman has been attending an RKO convention in the Argentine with Nat Liebeskind in the chair, the home office hears . . . Carl Spellman of the Amuzu at Oakland, Ind. and Norma Puhlman of Paramount's Milwaukee exchange were among visitors at the Paramount Fair lounge . . . Alec Moss spent the Labor Day weekend with Harry Browning of the M&P circuit at the latter's home near Boston.

*Arthur Loew returned from the coast Tuesday after a quick trip which had nothing to do with M-G-M's foreign business . . . Haskell Masters, UA Canadian district sales head, spent the Labor Day weekend in town and has returned to his headquarters, taking with him his children who spent the summer in a Maine camp . . . Billy Ferguson spent the holiday at his Ogunquit, Me., home . . . Charles Olajos, Erpi treasurer, is due back from the coast next week after a vacation in Hollywood . . . Charles Munro, operating head of Hoyts in Australia and now on the coast, sails in a few days for home after an extended visit here . . . Joseph H. Seidelman has been losing a lot of sleep over the foreign situation. His eyes have smarted badly. He has been forced to don dark glasses . . . Russ Bell, formerly of the home office, is now art director for Monogram at the studio. His departure for the new post was heralded by one of those well-staged Ray Johnston parties.*

Joe Seidelman's father has been in Polyclinic for observation . . . Ted Curtis of Eastman Kodak is back from the coast

(Continued on page 24-B)

# 4A's-IATSE Peace Nears Unification

NEW YORK—At long last, peace hovers over the entertainment industry as the Associated Actors and Artistes of America and the IATSE composed their differences in an unexpected settlement which averted the ominous threat of labor warfare on a nation-wide scale.

Stability also enters the scene as the 4A's became a party to a working agreement now existing between the IA and the American Federation of Musicians. As a result of the three-way tieup, the American Federation of Labor assumes an undisputed grip on the amusement field.

In all quarters, the agreement was heralded as a victory for the 4A's since Ralph Whitehead, the bone of contention during the union battle, is out of the picture with the American Guild of Variety Artists taking over.

The "one big union" now has a better chance of materializing as the subcommittee of the 4A's plunged enthusiastically into the drafting of plans for the elimination of the overlapping features of membership in the entertainment unions.

The text of the agreement follows:

"1. In order to prevent a recurrence of the controversy now existing, the parties agree that the IATSE and the Four A's will enter into an agreement similar to that existing between the IATSE and the American Federation of Musicians. It is recognized that certain changes will have to be made to make the agreement applicable to the Four A's. Subject to the consent of the American Federation of Musicians, the Four A's will become a party to the agreement now existing between the IATSE and the American Federation of Musicians with whatever revisions may be necessary to make the agreement applicable to the Four A's.

"2. The IATSE recognizes the jurisdiction of the Four A's as heretofore defined by convention action and decisions of the executive council of the American Federation of Labor, i. e., that the Four A's has jurisdiction over all performers in the amusement and entertainment world.

"3. The IATSE will concurrently revoke the charter heretofore issued to the American Federation of Actors.

"4. The IATSE will forthwith notify its locals all over the United States that the organization and the only organization having jurisdiction over variety performers is the American Guild of Variety Artists. And that such locals are to assist the American Guild of Variety Artists in every way, and that this assistance shall be mutual as between the IATSE and the American Guild of Variety Artists.

"5. All contemplated strikes arising out of the controversy shall be withdrawn. All litigation between the parties hereto shall be dismissed.

"6. The Four A's will cause all its branches to lift the suspensions of Sophie Tucker and Harry Richman.

"7. Neither party in the future will invade the jurisdiction of the other.

"8. The American Guild of Variety Artists will admit all present members of the American Federation of Actors to membership without payment of initiation fees and without discrimination."

## New Season Film Buying Will Get ITOA Study

NEW YORK—Harry Brandt, president of the ITOA, has called a meeting of the membership for Wednesday at the Astor when the local film buying for the new season will be aired.

Brandt states distributors are presenting a complex problem these days. Salesmen, he claims, ask one set of prices one day and the next change them. However, he observes all companies are seeking increases out of proportion to past season performances.

BOXOFFICE's story last week which reported a stalemate in selling activities locally and the various reasons outlined is regarded by Brandt as an accurate account of the situation.

## Wittman and Felder Get Trio of Triad Theatres

NEW YORK—Sig Wittman, formerly with Universal and also with GN, and Max G. Felder, former exhibitor, on Friday closed with Ed Peskay and Moe Baranco for immediate acquisition of the new Vogue, Metro and Congress in the Bronx. Louis Nizer handled the deal for Wittman and Felder who bought the stock in Triad Theatres.

Wittman had a deal on with Moe Rosenberg for the houses before Peskay and Baranco stepped in and closed. Since Peskay opened the new Vogue he has been picketed by the film division of the TMAT. He had planned to open the Metro over the weekend and canceled because of the pending deal.

## Consolidated Reported Set For New Broadway House

NEW YORK—Despite denials by a circuit executive, Consolidated Amusements is reliably reported to have closed with City Investing for a long-term lease on the new Geo. M. Cohan Theatre being erected on the corner of 43rd St. and Broadway. Consolidated reopened the Avalon, Bronx, Saturday, and no dates for the relighting of the Willard, Mt. Eden and Squire have been set. The latter will show Italian pictures as the Cine Citta.

## Seider Considers Closing Two Long Island Houses

NEW YORK—Joseph M. Seider, head of Prudential Playhouses, is seriously considering the permanent closing of the circuit's theatres in East Hampton and West Hampton, L. I. Since the hurricane last year, theatre grosses in both towns has fallen to such a degree that operation is impossible. However, the new Greenport, Greenport, which was built to replace the demolished theatre in that town will not close, it is stated.

# Majors Ask Delay in Government Quiz

NEW YORK—Attorneys for major company defendants in the "Big Stick's" suit late in the week signed a stipulation seeking an extension until October 7 to either answer or object to the government's A to Z quiz.

Austin C. Keough, Paramount general counsel, has already had indication that the adjournment will be granted, but until lawyers for the department of justice sign the stipulation nothing is official.

The stipulation was sent to Washington over the weekend and is expected back signed Monday, when it is scheduled to be filed in federal court here. Attorneys for seven major companies discussed the move at a Hays office meeting and, it is understood, no definite decision has been made either on the objection or answer.

Principal reason for the adjournment is because distributors' chief counsel is occupied in Chicago on the contempt proceedings in the B&K consent decree and other pending anti-trust suits. Under the new procedure of equity rule, respondents have until September 14 to file objections and an additional five days to answer without objections.

## Preliminary Hearing on Momand Stay Plea

OKLAHOMA CITY—Hearing on a preliminary injunction in connection with the anti-trust action brought by A. B. Momand against major distributors and Griffith Amusement Co. has been set for district court here September 14.

Complainant asks issuance of a preliminary injunction to restrain 20th Century-Fox, Paramount, Vitagraph, Loew's, RKO, Columbia and Universal from making contracts with Griffith for second run films in Shawnee, Okla., and to compel the making of contracts for such runs for the plaintiff's Odeon in the same town.

## Schine Attorney Contends No "Cause of Action"

BUFFALO—Contending that the complaint fails to state a cause of action, that it fails to show the defendants violated the anti-trust laws and that the allegations do not show that the respondents are engaged in interstate commerce, Willard S. McKay, attorney for the Schine circuit has filed a motion in federal court here seeking dismissal of the "Big Stick" action. Hearing will be held September 18.

## Law Guides FWC Suit

LOS ANGELES—Albert Law, assistant to the attorney general, and his assistant, Harold Collins, who have been investigating FWC activities the past three years, will handle the prosecution of the contempt proceedings against the circuit. Although there was an indication an eastern department of justice representative may come on to assist in the trial, the plan has been abandoned by Thurman Arnold.

# Towns Near Border Feel War Pinch

ALBANY—Theatres in communities near the Canadian border were the first to feel directly the effects of the European crisis which sprang from Germany's march on Poland. This was manifested, several days before outbreak of actual hostilities, in the discounting of Canadian currency, due to the fall in the pound sterling. Border town theatres, however, accepted Canadian money at face value, according to salesmen returning from trips to Northern New York. Exhibitors absorbed the loss. Banks naturally discounted Canadian currency when they presented it for deposit. The discount rate the last week of August in Plattsburg, for instance, was around four per cent, which meant that the Canadian dollar brought 96 cents.

The policy of accepting Canadian money at full value, regardless of exchange rate, is not a new one with theatre operators along the border. Filmrow salesmen say they have usually done so in the past, because it is good business. A chain in a city near the Canadian line decided, in one previous instance, to enforce the discount rate, but suffered a decrease of $450 to $500 in a week's gross, according to an informant. The management thereupon returned to the "full rate." A veteran salesman states that one of the few times he can remember when border picture houses generally enforced the discount on Canadian currency was back in 1920 or 1921. At that time, discount was 17 per cent.

Salesmen point out that the Canadian dollar invariably returns to full value, most of the declines being temporary. Incidentally, salesmen report no greater tension was noticeable along the border during the crisis.

There are 20 or more theatres served by Albany exchanges, near the Canadian boundary. Bill Kennedy's house at Rouses Point is probably the closest, being only two miles from the line. His Champlain Theatre also is near. Plattsburg, about 25 miles away, enjoys Canadian patronage. So, in varying degrees, do houses in Chateaugay, Malone, Ft. Covington, Massena, Waddington, Norfolk, Norwood, Ogdensburg, Gouverneur, Watertown, Alexandria Bay, Clayton and Canton.

## *War Situation Subject Of Loew Board Meet*

NEW YORK—The current war situation abroad and what effect it may have on business were among the topics discussed by the Loew board at its regular meeting Wednesday. The general feeling among the directorate is that policy must await developments from the other side. A shortage of news is apparent because of cable restrictions.

Loew's will pay the regular 50 cents common dividend to stockholders September 30 as of September 19.



—Photo by Cosmo-Sileo

***Back, and Fooling Nobody—***

*Tyrone Power and Annabella, after various war delays, finally reach domestic terrain from Europe via the* Dixie Clipper. *Like everyone else, this shows them assembling baggage for the customs men.*

# Data Embargo on UA MPPDA "Pull-Out"

NEW YORK—A three-way embargo on information has been proclaimed in connection with the report UA has withdrawn membership from the MPPDA.

While lacking the official stamp of approval, Hays office attaches informally declare UA has not left the fold. Murray Silverstone, UA's director of operations, had a "no comment" reply when asked to declare his company's position. Barney Balaban, president of Paramount, around whose B&K affiliate in Chicago the controversy is said to revolve, likewise, maintains silence.

Among those who claim to have knowledge of the incident, the "withdrawal" is said to have been precipitated when UA "flew off the handle" over a product deal for '39-'40 involving B&K. "It has nothing to do with a Hays office policy angle," was one observation.

In another quarter, it is said the tiff came about in connection with the government's action pending against B&K.

## *Hicks Believes Producers Can Cope With Crisis*

NEW YORK—John W. Hicks jr., Paramount foreign chief, arriving from the coast, makes no effort to minimize the seriousness of the European conflict, but believes the producers can cope with the situation. He recently returned from Australia and New Zealand with Adolph Zukor, chairman of the board. Both look for increased taxes there as a result of the dominions' entry into the war.

### Two Monogram Deals

WASHINGTON—The Bendheim circuit and I. Notes have purchased Monogram's new season slate.

# No "U" Retrenchment, Reply to War Talk

*By* GENE RICH

CHICAGO—"No retrenchment or curtailment of production planned at Universal," in a phrase was Nate Blumberg's answer to war talk and queries as he stepped off the train Thursday en route to New York.

"We've had a dress rehearsal for this war for two years now and so we expected it," he commented. "We have planned and promised 61 units, 30 of which are already made, and we'll deliver everyone of them."

He said that Bing Crosby, who came in on the same train with him, would begin his Universal picture in January; that Grover Jones is writing and Richard Wallace will direct the second "Under-Pup" picture with the same cast, and that Norman Krasna will write and Bill Seiter direct the next Durbin vehicle. Actual production already has started on "Destry Rides Again."

### Nate Blumberg and Family Back From Hollywood

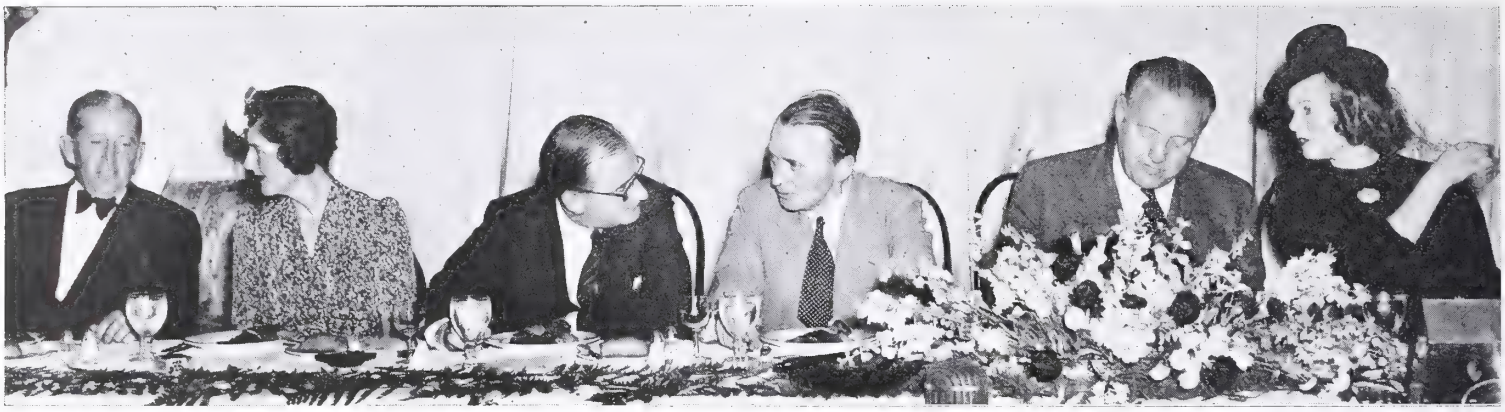
NEW YORK—Nate J. Blumberg, president of Universal, returned Friday from a summer spent in Hollywood. His family accompanied him, having abandoned a plan to visit some of the national parks en route east. Matthew Fox, who was to meet Blumberg in Chicago, canceled his trip.

## *Allied War Effect Views At Convention Divided*

(Continued from page 22)

ing a single feature policy at Allied houses in areas normally pursuing a dual policy.

Col. H. A. Cole addressed the delegates on organization matters. Other discussions centered about new season product, the Neely bill and the U. S. monopoly suit.



—Metropolitan Photos

## First the Film, Then a Dinner Followed—

*Following a preview of "Nurse Edith Cavell" at the 51st St. Trans Lux, Herbert Wilcox, the producer, pursued the English trade show custom of staging a dinner. About 200, therefore, showed up at the Empire Room of the Waldorf where the dais included, as per above, Will H. Hays, Mrs. Charles Halaert, wife of the Belgian consul; Wilcox, Sir Louis Beale, commissioner of the British Pavilion at the World's Fair; George J. Schaefer, president of RKO, and Anna Neagle, star of the film. Others at the dais, but not shown, included Ned E. Depinet and Jules Levy.*

# BROADWAY

(Continued from page 23)

. . . Ben Pepper of O'Brien, Driscoll & Raftery has returned from a three-week vacation which he spent lolling around his Connecticut home . . . John Howley has a 10-day respite in the New Hampshire hills behind him . . . Fred Jack, southern district manager, and Ralph McCoy, Atlanta branch manager for Warner, were in town conferring with home office executives . . . RKO lounge visitors of the week included Ed Myerson of the Davis Square, Somerville, Mass.; M. Stavert, ad manager for the Mason-Prevost circuit in Montreal; Sam Soltz, Howard, Baltimore; Ray Schreiber, Midwest Theatres, Detroit; Jake Soltz, Rhumba, Detroit; Garson Jaffa, Schine circuit, Gloversville; Carl Spillman, Amuzu, Oakland City, Ind.; Mrs. Frank Witek, wife of the manager of the Lake Shore, Chicago; John R. Schleder, Harris circuit, Pittsburgh.

*Bill Rodgers, sales manager of "the friendly company," met a friendly cop at the cross roads of the world the other day during an after lunch traffic jam. The friendly blue coat escorted the friendly sales manager across and this is the conversation that followed: Said the officer, "How come I saw you so early this morning, about 9:30?" Answered Rodgers, "I had to get a shave." Said the bluecoat, "I'd like to give you a shave. Boy, would you get a shave." Which brought Rodgers to retort, "I know a lot of people that would like to shave me . . . and how!" "The conclusions are yours, my friend," as Rodgers would say . . . Arthur Silverstone, brother of Murray and Manny, is planning to return to England soon if he can find a boat that will take him . . . George Hirliman, the independent producer, has been about town these past few days.*

*Gangplank Notes:* When the *Manhattan* steamed into port with 2,200 passengers and a crew of 600, it was interesting to learn how many aboard tried to, but could not obtain bookings on the ill-fated *Athenia* . . . The Herbert J. Yates party had a large number of greeters on hand. Returning with him were his wife and his son, Richard; Walter Titus and his wife (Yates' daughter), Gene Autry, and his wife and Bill Saal, Republic's special sales representative. Bill caused quite a stir with his blue beret . . . Elsa Maxwell trooped down the gangplank as jaunty as ever . . . Same for Grace Moore who said she was anxious to return to France so she could drive an ambulance, or something . . . Norma Shearer, as usual, caused the most commotion. No one paid much attention to the quiet man in the green raincoat—Nicholas Schenck—who escorted Miss Shearer through customs regulations. War has its hardships, Miss Shearer learned. She had to sleep on a cot in order to obtain passage.



—D. Richard Statile

## The Situation in Hand—

*In which Jack Dempsey tries out his well-known hold on a yodeling cowboy named Tex Ritter, one of Monogram's joys. Trying the same idea, on the left, is Billy Taub. He sells clothes in the Broadway manner.*

*Weekend arrivals here included Bing Crosby, Orson Welles. Welles made a radio appearance with Helen Hayes, Sunday night . . . Errol Flynn, who has been staying at the Waldorf-Astoria, planed out to the coast after he saw his dad, Professor T. T. Flynn, and sister, Rosemary, off to Ireland . . . Still they come to the RKO exhibitors' lounge. The following dropped in to say "hello": David Newman, Madison, Detroit; Michael N. Shapiro, Shapiro & Fineman, Pittsburgh; R. V. McGinnis, New Theatre, Hope, Ark.; M. W. Johnson and J. O. Weaver, Arvada, Arvada, Colo., and Tom and Jack Benyon of the Benyon's Sons Theatres, Porthcawl, Wales . . . Hortense Schorr, accustomed to introducing new personalities in New York, as witness Richard Cromwell and also Grace Moore, was up to her standard with William Holden and the Music Hall campaign for "Golden Boy." The picture got off to a substantial start Thursday.*

*Office Scene:* No cameras, no lights, just a branch manager and a prominent independent exhibitor. The branch manager is Henry Randel of Paramount and the theatre operator is Sam Rinzler, who walks in and sees a ladder near the window. Sam asks: "Are you having your office painted?" B. M. kidding because the ladder is there for hanging drapes: "Yeah," says the exhibitor. "Must be war paint," pipes Randel: "Yeah, battleship grey!" . . . Emil K. Ellis is back from the coast after a five-week trip . . . Mel Heyman of M-G-M's publicity department going through the ups and downs in the Loew elevator with Judy Garland and her mother in tow . . . Herby Berg had to go all the way to the Newark airport to meet Larry Dudley coming in Thursday afternoon. Dudley is a sea scout engaged in a publicity stunt for "Rulers of the Sea" . . . Earl Carroll has been discharged from the court as a bankrupt . . . Larry Golob is due back shortly from a visit to the Warner studios . . . Bob Smeltzer, Warner central district manager; F. W. Beiersdorf, manager of the Washington exchange, and Harry Seed, Pittsburgh branch head, were in town for home office palavers . . . Joe Unger was in Boston and Milt Kusell in Philadelphia the latter part of the week.

# Court Rejects Appeal In "Lynton" Case

NEW YORK—The circuit court of appeals has turned down application of Edward Sheldon and Margaret Ayer Barnes for a re-hearing on the decision of the court allowing them one-fifth the net profits of "Letty Lynton" instead of all.

In their unsuccessful application, the plaintiffs based their request on two grounds: First, that the cases cited by the court in making its decision contained no mention of apportionment of profits, and second, that even if this case is one in which apportionment should be made, they should first be allowed to present evidence to show that one-fifth is not a fair apportionment.

In this regard the plaintiffs state, "The ruling laid down by the court in allowing the copyright owners 20 per cent of the net profits is not only improper and inadequate, but constitutes an open invitation to plagiarism, since it would enable a deliberate plagiarist to pirate literary material without fear of penalty."

The argument continued by declaring that pictures with star casts and poor stories often lose money, while the reverse is often true also. To show the importance of the story, cases are cited where Hollywood paid hundreds of thousands for plays. "Ben Hur" is cited as one where the final net to the heirs was over $4,000,000. "Abie's Irish Rose," another example, was sold for $300,000 plus 50 per cent of the profits, it is contended.

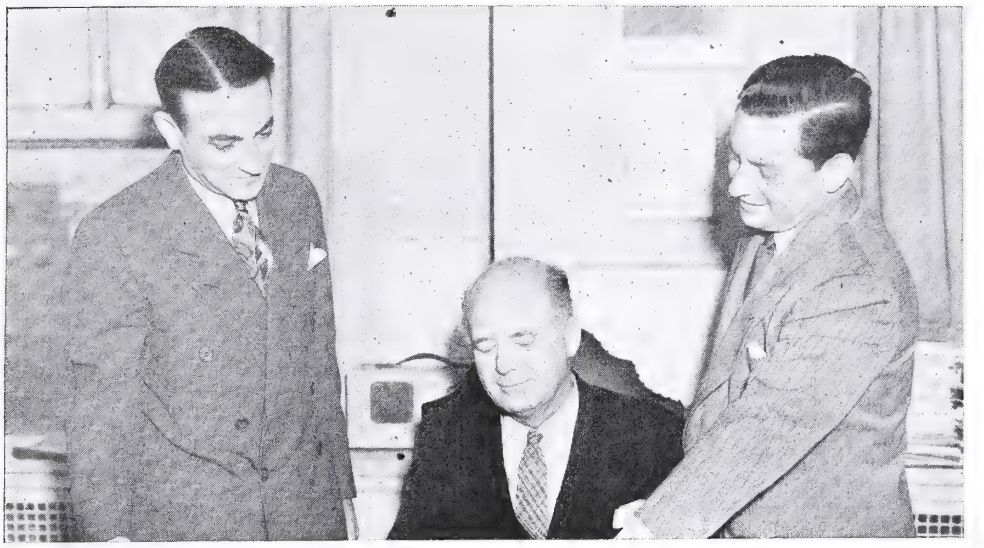
The plaintiffs and the defendants will carry the case to the supreme court. The first award had been $587,000, or all the profits. This was later reduced to $532,000. The last cut of the circuit court reduced it still further to approximately $106,000.

## Century Makes Changes In Managerial Setup

NEW YORK—Century Circuit has made several changes in its managerial setup. Emanuel Freedman of the Fantasy, Rockville Center, is now at the Grove, Freeport, L. I.; Edward Freiberger goes from the Marine to the Fantasy, Rockville Center; Fred Brunelle from the Bliss to the Queens, Queens Village; Walter Smith from the Queens to the Bliss; Leonard Freund from the Patio to the Kingsway, Brooklyn; William Appelgate from the Kingsway to the Patio; Richard S. Tretler from the Avalon to the Marine, Brooklyn; Eddie Cline from the Grove to the Freeport, Freeport; Monroe Schram from the Freeport to the Sunnyside, and Jack Weinstein from the Sunnyside to the Avalon.

## Eastern N. Y. Allied Unit Meets Again in October

ALBANY—The eastern New York Allied unit will not resume monthly meetings until October. Sessions were not held here in July and August, and September will be passed over because the first Monday—the regular meeting day—fell on Labor Day. The October gathering will be on the third and the place, the Ten Eyck Hotel.



—Photo by Cosmo-Sileo

## An Exhibitor Discusses Production—

*R. E. Griffith, president of the Griffith circuit, puts in a word about forthcoming production by Edward B. Small of "Kit Carson," the original having navigated in territory adjoining that now embraced by the Griffith circuit. The exhibitor is seated. On the left is J. J. Milstein, the producer's New York representative. On the right is Harry L. Gold, vice-president of UA, which will distribute.*

## Paramount in Mid-Season Chicago Sales Palaver

NEW YORK—Paramount division and district managers and home offices executives convened in Chicago over the week-end for a mid-season sales palaver with Neil F. Agnew, general sales manager, and Y. Frank Freeman, production head. Division managers were Charles Reagan, western and J. J. Unger, eastern. District men included Oscar Morgan, central, from New York; George Smith, Los Angeles; Morris Milligan, Toronto; Ralph LiBeau, Kansas City; Hugh Braly, Dallas; Harry Goldstein, Cleveland; Allen Usher, Chicago; William Erbb, Boston; Milt Kusell, New York, and Harold Wilkes, Atlanta. G. J. Frawley and Alec Moss were among the home office executives attending. The eastern contingent returns Monday.

Reagan was in Chicago, Thursday, and stayed over for the sessions. Unger and Kusell returned to New York from out-of-town visits and joined Agnew and the home office group leaving here Friday.

## Columbia Reports $2,046 Net Profit for 53 Weeks

NEW YORK—Net profit of $2,046 for the 53 weeks ended July 1, 1939, is reported by Columbia. The figure compares with a net of $183,392 for the 12-month period ended June 25, 1938.

The current balance sheet shows assets of $12,987,851 and liabilities of $2,003,899. The report states working capital amounted to approximately $10,985,000. Among liabilities are bank loans in the amount of $1,637,937.

### Fromkess Quits Monogram

NEW YORK—Leon Fromkess has resigned as treasurer of Monogram and there are no plans to replace him, according to Edward A. Golden, vice-president and assistant to W. Ray Johnston, president.

## Refuses Rehearing for Stirn RKO Appeal

NEW YORK—The circuit court of appeals has denied an application by Ernest W. Stirn, RKO stockholder, for a re-hearing on his appeal. Stirn had been found guilty of *laches* by the circuit court.

The petition declared, "He could not think that the court may permit the omnibus charge of *laches* to stand against him, saddling on to him delays directly chargeable to the major interests, as they call themselves."

Stirn plans to take the case to the supreme court.

Special Master George W. Alger states that there will be no hearings before him this week on the RKO underwriting agreement.

NEW YORK—Atlas will not withdraw its offer to underwrite the new RKO common, although for probably the next month there will be no hearings to determine the fairness of the offer, due to the unstability of the present market caused by war conditions.

## Pathe and Subsidiaries Net Profits on Decline

NEW YORK—Pathe Film and subsidiary companies report net profit of $35,310 for the six months ended June 30, 1939, comparing with a net of $51,678 for the same period in 1938.

Du Pont Film Mfg. Corp., of which Pathe owns 35 per cent stock, had a net profit, after all charges, of $826,000 for the first six months of 1939 as compared with $639,000 in the corresponding period of 1938.

### Upstate Allied Meet Set

BUFFALO—The local unit of Allied of New York will hold a meeting at Pearl Street headquarters here September 11.

# Pro and Con Briefs in Vineland Suit Due

PHILADELPHIA—Attorneys for both sides in the suit brought by owners of the Landis Theatre, Vineland, N. J., against the Stanley-Warner circuit and the major distributors probably will file their briefs by Monday or Tuesday.

Following that, date will be set by the U. S. district court for oral argument, and the decision of Judge William H. Kirkpatrick may be rendered before the end of the month.

The score or so of affidavits filed in behalf of the plaintiffs have been answered by affidavits of Ted Schlanger, Warner district chief, and by managers of all the major exchanges—Paramount, RKO, M-G-M, 20th-Fox, Columbia, Universal, United Artists and Warner. Counsel for the S-W circuit and Warner exchange is Morris Wolf, for the other exchanges, William A. Schnader.

The main points of Schlanger's affidavit were described in the August 19 issue of BOXOFFICE.

The exchange managers' affidavits closely parallel one another. They take issue with specific allegations made by the plaintiffs, as, for example, the statements allegedly made in conversations with representatives of the Landis. Then they go into the clearance problem, telling how clearance schedules work and defending their use, as of benefit to both distributors and exhibitors. Main point brought out is that many of the practices about which the plaintiffs are protesting are part of logical business procedure.

### "No Conspiracy" Proved, Ask B&K Dismissal

CHICAGO—With all attorneys contending evidence did not show any collusive or conspiracy action on the part of the defendants, motions were set before Master Edgar Eldredge seeking dismissal of the criminal contempt charges by the government against B&K, Barney Balaban and all of the majors except Columbia.

Attorneys for the companies all argued that government witnesses have continually presented opinions and not facts and have continued to reverse their opinions.

## *Fourth Reel—Big Moment*

**Santiago, Chile (By Tugboat, with Fast Tail Wind)—The police are looking for a Chilean youth with a very sheepish expression on his face.**

**It seems a gay first night audience was awaiting the showing of "Ecstasy" at the Imperio. A youth hanging about the projection room suddenly darted in, grabbed the first reel, and darted off.**

**Evidently the audience, when informed of the incident, feared it was going to be deprived of the footage that shows Hedy Lamarr, undraped, in a swimming pose. Manager Augusto Blanco thereupon explained all, averting a near-sensation.**

**The big moment when Miss Lamarr appears in the nude, Blanco said, is in the fourth reel. The picture started with the second reel.**

## *Mohawk Drama Festival Closes Biggest Season*

SCHENECTADY—Charles Coburn, founder-director of Mohawk Drama Festival on Union College campus and an RKO film star, reports that attendance during the seven weeks' season was more than 10,000 greater than last year. This summer almost 33,000 people paid to see the 35 performances. The motion picture background of Coburn and of Guest Stars Sally Eilers, Jean Muir and Frank McGlynn, was heavily publicized.





## *Heading for Monogram's Board—*

*On the left is Steve Broidy, New England franchise holder. On the right, it is William Jaffe of the law firm of Rosenblatt & Jaffe. Both have been nominated to Monogram's board, which is tantamount to election.*

# Resort Area Takes Under a Year Ago

ALBANY—Summer situation business in the Catskills and Adirondack Mountains, as well as in other resort areas served by Albany exchanges, was better in August than in July, but it was poorer than last year, perhaps by 20 to 25 per cent. This is the report of Filmrow salesmen. They state that no appreciable pickup was noted in cities and towns outside vacation centers. Boxoffice receipts in these communities were as much as 50 per cent off.

Weather conditions this summer were ideal for motoring and outdoor activities, which meant they were bad for theatre business. Even in the mountains, a number of exhibitors found that the weather worked more against than for them. With warm days of sunshine, people stayed in bathing or played other sports until 8 or 9 p. m.—too late to attract them to theatres. There was little prolonged rain or cold weather. From early July through Labor Day, no damp, chilly weekends—the dream of exhibitors—were registered. Showers did fall several Sundays, but they did not turn into steady rains. The expected patronage from out-of-state visitors to the World's Fair did not materialize at most upstate houses. In fact, the exposition definitely hurt theatre trade.

Some salesmen state that parts of the Catskills were less affected than the Adirondacks. The Catskill county said to have made the best boxoffice showing was Sullivan, where local exchanges, except Metro, handle few accounts. New York offices generally serve Sullivan county. Towns like Monticello, Liberty, Loch Shelldrake and South Fallsburg enjoyed pretty good business, according to reports. Their patronage is from the metropolitan area. Theatre trade in a number of Ulster and Grene county situations was not up to par.

Lake Placid and Chestertown were two of the Adirondack communities on which consistently good reports were received. Lake George was on the upbeat in August, according to one branch manager. Saranac Lake and Schroon Lake are said to have made a fair showing. The Thousand Island region was less fortunate. Several western Adirondack mountain spots enjoyed their top trade the last two weeks in August. Saratoga is reported to have done good business in August, product there being very strong. Plattsburg area theatres did not cash in, as expected, on the 52,000 troops gathered for field maneuvers.

## *Hear of Increase*

HOLLYWOOD—Studio carpenters have been granted a 10 per cent wage increase, affecting 3,000 workers, the membership learned in a general meeting here. The tilt was the outcome of the short-lived basic agreement parley in Newark recently.

### New Premium Firm

ALBANY—Biddo, Inc., has been formed to conduct a business in premiums and prizes for theatres. Capital: 200 shares, no par. Incorporators: Seymour Olian, N. Y.; Etta Zwilling, Rose Hummel, Brooklyn.

# Suit Against Schines By Broker Dismissed

NEW YORK—Supreme Court Justice Sidney Bernstein has dismissed a $35,000 action of Carl Erickson, broker, against J. Myer and Louis Schine and the Schine Enterprises, although the action as against the Fenyvessy Enterprises, Inc., still holds. The plaintiff was given 10 days to amend his complaint. A real estate broker, he claims he was hired in May, 1937, to sell to the Fenyvessy Enterprises, five theatres in Rochester, N. Y.—the Monroe, Madison, West End, Liberty and Capitol—for not less than $1,000,000. He claims to have secured an offer of $700,000 from the Schines which was rejected, but that on Jan. 25, 1939, the Schines bought four of the theatres, all except the Capitol, for $600,000. The plaintiff claims he was responsible for the sale, thus entitling him to the $35,000 commission.

## *Gala Opening Held for Troy Warner House*

TROY—Warner Theatres staged a spectacular reopening of the Troy, which underwent a $60,000 renovating job during a three-week closedown. High state and city officials, as well as Saratoga celebrities, were present to extend greetings. Proceedings were broadcast over WOKO and WABY and to the crowd outside. A 50-piece American Legion fife and drum corps played, while floodlights bathed the theatre. A special edition of the Troy *Sunday Observer-Budget,* with a Warner advertisement occupying the entire first page, was presented to all patrons as a souvenir.

### Jamestown Theatre May Lead the Reopenings

ALBANY—Winter Garden, Jamestown, was expected to be the first of Warner western New York theatres reopened after a summer closedown. Dates for relighting of other houses were to be fixed over the weekend. Warner kept one or two theatres operating in all cities where there were shutterings.

## *Newbury Again Heads Allied of New Jersey*

NEW YORK—Convening members of Allied of New Jersey here again named Lee Newbury to head the organization. Maury Miller and Ralph Wilkins are vice-presidents; Harry Lowenstein, secretary; David Snaper, treasurer.

## *Reduce Capital*

ALBANY—Schine-Oneonta Corp. and Oneonta-Strand Corp., both with principal office in Gloversville, have changed their capital stock structure. The first voted a reduction from $5,000, at $10 par value for each share, to 10 shares, no par value. The second reduced its capital stock from $50,000 at $10 par value, to 10 shares, no par.



***Upstate Man Pays RKO a Visit—***

*He is Garson Jaffa of the Schine circuit and with him is his mother. They visited the RKO World's Fair Lounge while in New York.*

# ALBANY

CHRIS MARKS, who operates Rialto and Highland, Utica, was on Filmrow for first time in some weeks. Ditto, Kingsley Ryan, with theatres in Ausable Forks and Keesville. Ryan plays vaudeville and radio acts, from time to time, as added attractions . . . Others ankling Filmrow: Morris Kronick, of the Orpheum, Amsterdam (he returned to full time operation after a three-day schedule during summer) ;Morris Slotnik, operator of theatres in Oriskany Falls and other central New York towns; George Thornton, of Saugerties and Tannersville; Frank Williams, Benton booker; Henry Freider and Henry Grossman, who have three houses in Hudson. Reopening of the Warren, one of the F&G houses, was delayed until a better line could be obtained on prospects for the cement industry business in Hudson, 'tis reported.

*Jack Arth, who has a summer situation at Schroon Lake, closed Labor Day . . . Pete Bournakis reopened Strand, Watertown. He kept Liberty, same city, lighted during dog days . . . Harry Berkson, Monogram franchise holder upstate, made a flying visit to Albany. His headquarters are in Buffalo . . . Exchanges have set dates for three Schine houses shuttered since June: Pontiac, Ogdensburg; Hippodrome, Little Falls; Regent, Amsterdam . . . J. J. Maloney, M-G-M Pittsburgh branch manager, called on Manager Ralph Pielow here. Incidentally, Maloney is an old boss of Jack Walsh, energetic M-G-M exploiteer.*

Seymour Bagatelle is no longer booker for Morse circuit in this territory, according to exchangemen. He had set dates for Colonial, Utica . . . Joe Kallett, brother of Mike and Sid, is circuit's manager in Rome . . . Jack Bellman, Republic eastern district manager, visited local office, managed by Arthur Newman.

*Francis E. Downey, artist in Warner Theatres zone office, married Margaret M. Merges, a state employe, on Labor Day. Couple motored north on a honeymoon. They will live in Clinton Heights.*

A policeman, patroling his beat in the early morning, discovered bunting on the marquee of Harry Hellman's Paramount Theatre ablaze. Aided by a passerby, he pulled it from the building and extinguished the flame.

*Jules Levy, RKO general sales manager, was at Schine headquarters in Gloversville over the weekend . . . Benton's Congress, Saratoga, announced that a print of "The Bookies Wept" was flown east for the premiere at theatre, five days after film had been completed at RKO studios. Telephone and telegraph messages were sent to the Coast, to rush finishing touches on the Joe Penner feature in time for its exhibition before Spa turf fans.*

Walter Reade's Community presented a gold whip to Don Meade, the jockey selected by the theatre's patrons as the best-liked rider . . . Harry Brandt and his wife took the water "cure" at Saratoga during a stay of several weeks . . . Universal held a trade showing of "The Under Pup" at Warner's Madison. Comment on the picture starring new child songstress, Gloria Jean, was reported enthusiastic.

*George Seed, manager of Colonial, a Morse circuit house in Utica, visited Filmrow. Ditto: John Augello, operator of Family, Utica; Frank Wieting, Park, Cobleskill; C. W. Landman, Modern, Manchester Depot, Vt.*

John Hay Whitney, who has financed Selznick International productions, commuted by plane between New York and Saratoga during Saratoga racing season.

*Community Theatre, Saratoga Springs, conducted a "Most Popular Jockey" contest during final week of racing. Patrons were asked to cast a ballot for their favorite Spa rider, the winner to receive an award. Names of three leaders appeared daily in theatre ads . . . A local touch to midnight premiere of "Golden Boy" at Benton's Congress, Saratoga, was the attendance of Hope Lawder and other officials of the Spa Players, whose leading man and co-producer of 1938, Don Beddoe, has a role in the Columbia film. George H. Bull, president of Saratoga Ass'n, also was present.*

# PHILADELPHIA

ROLAND HAYNES arranged a screen quiz broadcast in front of the Colonial, with a sponsor footing the bill . . . Jack Goldman, who for a long time was official photographer for the Stanley-Warner circuit, is now a center-city manager, taking over the Keith's. Between picture taking he studied the art of managing in temporary jobs at the Victoria, Grange and Imperial-60th. His job at the latter house is taken over by George Kemble, formerly of the Capitol. Herman Comer takes Kemble's place there . . . Allen Lewis, Dante, is polishing up his Italian for the new season's foreign language films.

*The Newville, Newville, Pa., opens this week under Robert Shoaff . . . Community Theatre, East Berlin, also reopening . . . Report of a new house being contemplated in Spring Grove, Pa. . . . Allied Theatre Owners executive office has moved to the Warner Building, where it will share office space with Clark Film Distributors . . . Kay Milner, Oscar Neufeld's secretary, is back from an Atlantic City vacation . . . Sid Stanley reopens the Fays, September 14. The Shubert, under I. Hirst, reopens on the 18th . . . Many local Allied men went off to the Atlantic City convention.*

Paramount Notes: War news, with sinkings of ships on the high seas, has made Ann Kraftsow, accounting department, cancel her scheduled trip to the West Indies . . . Charley Malley, booker, is off for a late vacation to Ventnor and the Poconos . . . Mert Nason, booker, is busy helping put out the *Villanova Alumnus*, Villanova College publication. He's sports editor . . . Miss Philadelphia paid a visit to the Paramount office. The boys still look dazed . . . Ralph Brasher, traveling auditor now on assignment in town, had a visit from Gerhard Stindt, son of Paramount's newsreel man in Berlin. The youth helped his father film the Munich conference.

*The M-G-M picture: The office was excited about the marriage of popular Beatrice Weinstein to Rube Shapiro, scion of Dave, on the tenth. Many Metroites planned to attend . . . Mildred Rudo just back from vacation . . . Florence Weitzman, contract department, is off on a belated vacation trip . . . Florence Averell, Bob Lynch's handy girl, is looking pretty after unofficial weekend vacations at Ocean City. She takes her real vacation in the winter . . . Ethel Roberts has resigned to accompany her husband to State College, Pa., where he's opening a book shop.*

Al Martin, Horlacher dispatcher, celebrated the first birthday of his daughter, Mary Nancy, on the 5th . . . Mr. and Mrs. A. M. Ellis marked a wedding anniversary on the 3rd . . . George Fishman, Republic, and his wife chalked up another year of asserted wedded bliss on the 8th . . . Ruth L. Ellis, daughter of Martin, Broadway, becomes six on the 12th, and Phyllis Joyce Lewis, daughter of Allen, Dante manager, reaches her first birthday on the 15th . . . Joe Mazer, assistant, Princess, is now at the Family . . . The deal whereby the Erny and Nolan houses, Erlen and Renel, were to be taken over by S-W has fallen through.

*Miss Philadelphia contest, sponsored by Variety Club, wound up with choice of Nancy Lee, 18-year-old photographers' model. She and 43 contest winners from all over the country were guests of the Club at a screening of "Beau Geste," then went to Atlantic City . . . The Philadelphia Variety Club also went to the shore, but not after the girls. They held their monthly dinner at the Traymore Hotel, where they feted two "Kings for a day," Frank P. Gravatt, president of Steel Pier, and P. Mortimer Lewis, New Jersey theatre owner. Rudy Vallee was m. c. Affair was arranged by hardworking William J. Clark, Earle Sweigert, Jack Beresin and Oscar Neufeld.*

Tommy Scholl, New Keystone, and Dave Shapiro, Admiral, weren't left out of this beauty pageant business. They helped pick a Miss Central North Philadelphia—Anna Reid, 17-year-old high school girl—and awarded her prizes from the respective stages. Business men's associations and American Legion posts joined in the affair . . . Admiral also gave a flag to the Memorial Post No. 692, American Legion . . . Avon, closed for remodeling, is scheduled for reopening this week, with a parade and other events.

*Local newsreel men are having trouble getting shots at the Navy Yard and other centers of war preparation. They have passes, but the guards won't honor them . . . Business was boosted last week by unusual midnight shows Sunday night at the Earle, Fox, Stanley . . . The father of Ben Harris, Masterpiece booker, died last week . . . Matty Presby, former Preferred booker, is now with the Warner exchange . . . Rumor is that Dave Shapiro is contemplating closing the Admiral to give force to his complaint against "discriminatory practices" by the exchanges in favor of S-W houses.*



—Photo by Cosmo-Sileo

## *Take Hollywood Airway—*

*Norman Reilly Raine and Capt. John T. Trout leave for Hollywood and production of "The Fighting Sixty-Ninth." Raine did the script. Trout, formerly a member of the regiment, will serve as technical advisor.*

Bill Porter, Monogram, is the Vine Street's closest follower of war news, can tell you at any moment where the German and Polish armies are . . . Ray Mayers, Uptown, played up opening of "Indianapolis Speedway" by presenting an Ann Sheridan cup to the winner of the midget auto races at the National Speedway (formerly Phillies Ball Park) . . . Michael H. Egnal, Bristol, marks a milestone September 15 . . . A short on the 3-cents-a-day hospitalization plan will be distributed through Clark Films . . . Jack Goldman ballyhooed reopening of the Keith's by printing the announcement in red ink on 200 newspapers, and persuading newsboys to tack them on front of their stands.

*Bill Yearsely, Circle, got together with the American Legion to help raise money for an iron lung . . . Al Blumberg, Midway, holds weekly staff meetings to work up exploitation ideas . . . Tiny Goldsmith, Cross Keys, is courting the patronage of school kids with giveaways of school paraphernalia . . . Lee Kline, Orpheum, is calling attention to coming attractions by elaborate displays in big shop windows in the shopping district.*

# Looks to Others for Pact Concessions

NEW YORK—Regardless of the present position of the trade practice code, the MPTOA "sees no reason why all distributors cannot give exhibitors some immediate adjustments on trade practices along lines similar to those announced by Warner," Ed Kuykendall, MPTOA president, states.

It is toward that end that Kuykendall met with William F. Rodgers, head of the distributors' negotiating committee, twice during the week, with another session scheduled for September 11.

"We do not consider Rodgers' committee disbanded," Kuykendall declared, "no matter where the code is at present, and we believe he can help us to get some relief at once."

### Nothing New on Code Status, Rodgers Tells Coast ITO

LOS ANGELES—The major distributors' trade practice negotiating committee has nothing new to report on the present status of the code, the ITO of Southern California and Arizona has been advised by telegram by William F. Rodgers, committee chairman. The wire to Robert H. Poole, ITO president, refers the organization to Rodgers' announcement of August 18, at which time the distributors expressed hope that it might persuade the government to reconsider its interpretation that the code, if adopted generally, would be illegal.

# Producers May Chart War Course Jointly

HOLLYWOOD—Probability that joint action will be taken by the entire membership of the producers association to chart their future course and map complete plans for combating the effect on production and distribution of the European war indicated by Hays office spokesmen with the disclosure that Will Hays, MPPDA president, who journeyed here from New York, had called a general association meeting.

Although it was not known what specific topics would be discussed, attaches declared there was every possibility that ways and means of forestalling union demands for wage increases—at the same time protecting existing scales—would be surveyed. It was declared the session would probably be dove-tailed with a scheduled meeting of studio managers. called to discuss pending negotiations by several crafts for bargaining agreements and to confer on the possible effect of the war on studio employment.

Producers, many of whom are already engaged in huddles with homeoffice representatives concerning revisions in their budgets, production and release schedules, were expected to air their views, from which a general plan of action will be evolved.

This more pressing business in connection with the war emergency has caused James Roosevelt to abandon, for the time being, his plans to embark on a study of the motion picture industry and the interrelational problems confronting it. A series of appointments to confer with executives at Metro, 20th Century-Fox and Warner have been cancelled.

## *20th-Fox Quarter Dividend Of 37½ Cents on Preferred*

NEW YORK—Twentieth Century-Fox reports a third quarter dividend of 37½ cents on the preferred, payable September 30 to stockholders of record September 18. The board decided to pass up the dividend on the common in view of the uncertainty of revenue from the foreign markets.

## *Science Note From Hollywood*

**Hollywood—In Margaret Mitchell's novel, "Gone ..... .....," it took Scarlett O'..... approximately a year and a half to cover her hands with parenchymatous tissue. Callouses to you.**

**In the film version, it took Monty Westmore, head makeup man, only 30 minutes. He made 25 of them of transparent rubber colored slightly with maroon grease paint. They were cemented with the same material to the phalanges of the fingers, the palms and heels of the hands.**

**It's been some time since Hollywood has seen any parenchymatous tissue, especially at the rate of almost one a minute.**

# RICHMOND

MARY PICKFORD paid Richmond a visit last Wednesday where she was received by Mayor J. Fulmer Bright, state officials and Tobacco Festival officers. Later she met Governor Price at the State Capitol and broadcast her first impressions of Virginia. She visited Williamsburg and Yorktown before proceeding to South Boston to be crowned "Queen of Tobaccoland" . . . Carl Thilow, theatre advertising solicitor for the *News-Leader*, just returned from the New York World's Fair and says that he and his family had a wonderful time despite the fact they were drenched to the skin during all of that rain of last week.

*Harold Kitzmiller, well known here as a former manager of the National, now is driving a Greyhound bus between Norfolk and Washington . . . Fred Putnam, former house manager of the Colonial, is now located in Jennings, La., where he is managing a theatre . . . Fred Beiersdorf, Washington branch manager for Warner, was in town conferring with A. Frank O'Brien, city manager for Wilmer and Vincent . . . Charlie Hulbert, manager of the Lee, is taking the second week of his vacation now, being relieved by Keith Caudle. Charlie and his wife visited Bermuda on his first week.*

Bill Attmore, RCA engineer, has bought a new car . . . Pete Whitmore, who resigned from the service staff of the Westhampton, is now connected with the Green Lantern Restaurant . . . Harry Scearce, who resigned from the service staff of the Colonial to take a position with the Chesapeake & Ohio Railway, is still doing a little extra work at the Colonial . . . Charlie Somma is visiting the New York World's Fair . . . Elmer Wilschke, RCA Philadelphia office, was a recent visitor . . . Floyd Stawls, manager of the Carillon, has returned from vacationing in Norfolk . . . Graham Barbe, Lichtman district manager, was a recent visitor . . . Otis Kyger, former relief manager for Wilmer & Vincent here, and now managing the State in Reading, is spending his vacation here with his family this week.

*The new push pull recording system has been installed in Loew's, being the first in town . . . N. C. Haefele, National Theatre Supply, Baltimore manager, passed through here last week after landing a nice order for equipment for a new theatre in Newport News . . . Herman Nowitsky, Wilmer & Vincent chief maintenance engineer, was a visitor for the reopening of the National . . . Harry Nordin, home office, Neighborhood Theatres, spent the Labor Day holidays visiting the Fair . . . "Happy" Jones started the new season at the Lyric with a Chrysler sponsored show.*

Helen Boswell, cashier at the Colonial, has returned from vacationing in New York . . . Muriel Stevenson, secretary to A. Frank O'Brien, also vacationed there . . . Gorden Pulliam, member of the Byrd service staff, has gone in for photography in a big way . . . Allen Sparrow, manager of Loew's, is looking for someone to show him the fine points of golf . . . Tom Pitts, who is manager of Ben Pitts' two houses on Church Hill, has returned from vacationing in Fredericksburg . . . William Pearsall, one of Allen Brown's aides at the Brookland, will enter the Virginia Military Institute this month.

*Ben Caplon, Columbia Pictures salesman, was in town last week . . . B. F. Sothern, owner of the State in Clarksville, has started construction of another house to seat 600, and expects to have it ready by Thanksgiving . . . H. W. Robinson is also planning a new theatre in Covington . . . Mrs. Dave Peterson and son accompanied Dave when he came up from Virginia Beach last week. Dave is the regular relief Altec engineer for Mervin Ullman here . . . David Kamsky, who is advertising manager for the Neighborhood Theatres, and Miss Margaret Rosenberg, have announced their engagement . . . Al Nowitsky, manager of the National, flew down to Norfolk last Sunday morning.*

## *Thomas Buys "Sudan" for New York, New Jersey*

NEW YORK—Harry Thomas has bought "Sudan" in New York and New Jersey. Feature Pictures will handle the film in Portland and Seattle; Jack Adams in Texas and Oklahoma; Sack Amusements in St. Louis, Milwaukee and Chicago, and Majestic Pictures of Los Angeles will distribute in California, Nevada, Arizona, New Mexico, Hawaiian Islands and Alaska.

## *Gammel Purchases Three Schuchert Theatres*

BUFFALO—George J. Gammel, owner of three widely separated community houses, the Unity, the Seneca and the Ariel, which he long has called the USA Theatres, has bought the three Joseph A. Schuchert houses, the Columbia, the Colonial and the Stadium, formerly called the Majestic. It is understood the consideration was in excess of $100,000.

## *Local 306 Throng Attends "Projectionists' Day"*

FLUSHING, N. Y.—Thursday was "Projectionists' Day" at the World's Fair. Approximately 350 members of Local 306 turned out and there were speeches by N. D. Golden of the department of commerce; Joseph Basson and others. P. A. McGuire of International Projector figured importantly in the arrangements.

## *Remodels the Lincoln*

SCHENECTADY—Sidney Dwore placed new seats and new sound and redecorated the Lincoln throughout for an early September reopening. House was operated by Al Feltman until its summer closing in June. The Palace, another of Dwore's theatres, will take off the shutters about September 15. His Cameo continued operating during the summer.

# BALTIMORE

I M. Rappaport held a sidewalk broadcast over WBAL with special ceremonies in front of his Hippodrome last week to commemorate the eighth anniversary under his direction. Speakers included Mayor Howard W. Jackson, Senator George I Radcliffe and John B. Gontrum, state insurance commissioner. Paul Girard acted as master of ceremonies.

*Jean Rome, relief manager Rome theatres, and R. Marhenke, Broadway manager, and ten other employes of Broadway, Leader, Capitol and Met went down the bay last Saturday night to fish all night but caught no fish and spent Sunday morning trying to buy some . . . Ernie Woods' dieting has rid him of 25 pounds M. Shoubin, Pic, is vacationing at the Jersey shores . . . Harry Frock, operator Overlea and Preston, broke his finger and had to take ten days off.*

Ted Routson, publicity chief for the Hippodrome, is vacationing at Ocean City, Mo. . . . Martin Rogers McHenry vacationing . . . Mr. H. A. Blum, Little, is off to the Atlantic City convention of the Allied MPTO of New Jersey . . . Lou Yokelle, formerly national supervisor for Ross Federal, now is Baltimore representative of Capitol Printing Co. . . . Mr. and Mrs. Morris Rome are vacationing at Atlantic City.

*The case of Westway vs. Durkee is now in the federal district court . . . Nathan Canter opened the completely redecorated Astor with a bang.*

Metro really gave many a manager heart failure last week when so many houses had to bicycle prints on "Andy Hardy Gets Spring Fever" . . . Eddie Wyatt Preston taking a week's vacation in Virginia . . . Building activity is being speeded up at the Time Theatre to assure the opening of Baltimore's first newsreel theatre the latter part of September. Leon Zeller announces Morton E. Baker will be manager.

*William Zell, Harlem, just back from the hospital and doing very nicely . . . Frank Hornig announces that his Horn Theatre will have a new marquee and the front will be completely renovated . . . Harry Vogelstein, Balto Poster, and Abe Cohen, Essex, have just returned from the Jewish War Veterans' Convention in Florida . . . Barry Goldman, Regent, went fishing over the weekend and told a true fish story—he caught nothing.*

Mr. Holmes Alexander, vice-chairman Maryland censor board, has just arrived from his vacation in Connecticut with a good coat of tan . . . Mr. George R. Mitchel, chairman of the censor board; Alexander and Miss Marie Pressman, secretary, are very active in reorganizing the board.

### Son in Film

COXSACKIE, N. Y.—P. F. Quigley jr., son of the local exhibitor, has been employed as an extra in the making of "Little Old New York." Directed by Henry King, scenes were taken along the Hudson.

# • REVIEW FLASHES •

BLACKMAIL (M-G-M)—Redblooded, gripping and original story of chain gangs, oil well fires and the men who fight them, offers Edward G. Robinson a role which fits his talents like a glove. The result is action entertainment of the highest order with never a dull moment and the potentialities for topnotch business. John W. Considine produced; H. C. Potter directed.

CALLING ALL MARINES (Rep)—The situation will be well in hand in all theatres where this fast-moving melodrama about leathernecks lands. Endowed with sufficient story and production values to make it highly acceptable program material at any time, its appeal is further enhanced by the timeliness of its martial theme. Armand Schaefer produced; John H. Auer directed.

ONE HOUR TO LIVE (Univ)—Although the title carries no meaning to what transpires, film on subsequent examination reveals an action yarn of program merit which has Charles Bickford performing commendably as the police officer who gets his man. Doris Nolan is the feminine lead. Harold Schuster directed.

TROPIC FURY (Univ)—Has as much force as a tepid breeze. It is handled in a cumbersome and melodramatic manner. The only good thing about the picture has Richard Arlen freeing rubber workers from virtual slavery. Andy Devine, as Arlen's cohort, furnishes whatever laughs there are. Christy Cabanne directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# Production Drop May Be Reduction Hint

HOLLYWOOD—Possibly as the forerunner of a general production curtailment occasioned by the outbreak of war in Europe, film-making activity at the major plants has dropped to a total of 37, with ten others in preparatory stages for immediate starts.

Columbia shoved off "Renegade Law" and, for release by that company, Larry Darmour gunned a new Jack Holt starrer, "Illicit Cargo," to give the studio a four-picture total. Metro started "Broadway Melody of 1940," totaling five in work. Monogram has two, including "Scouts of the Air," a new starter.

"Strange Money" and "The Farmer's Daughter" got underway at Paramount while "Diamonds Are Dangerous" and "Untamed" were completed. Studio has eight in production. RKO Radio lists four, with Sol Lesser starting "Escape to Paradise," and "Sued for Libel," "The Marshal of Mesa City" and "Allegheny Frontier" finishing. "Jeepers Creepers" got the starting signal at Republic, with "Sabotage" and "The Kansas Terrors" going into the cutting rooms. Two are in work at the plant.

Twentieth Century-Fox started "The Bluebird" to total five in work. Universal has six, having launched "Destry Rides Again" and completing "Listen, Kids." No new starts were scheduled among United Artists producers, who have a total of two filming. Warner started "Uncle Sam Awakens" and finished "The Roaring Twenties," emerging with a five-picture total.

# Officers Active in Company Stocks

WASHINGTON—Officers and directors of motion picture companies are engaging in extensive transactions in the stocks of their corporations, it is disclosed by the semi-monthly report of such deals issued by the Securities and Exchange Commission.

The first July report, issued by the SEC September 6, showed the following transactions:

Loew's, Inc.: Disposition by J. Robert Rubin, officer, New York, of 1,600 shares of common stock by sale and 60 shares by gift, reducing his holdings to 31,415 shares.

Monogram: Disposition in June by W. Ray Johnston, officer, New York, of 847 options for common stock, reducing his holdings to 5,350.

Paramount: Acquisition and disposition by John Hertz, New York, director, of five shares of common stock through Lehman Bros., leaving his holdings unchanged at 100 shares held through Lehman Bros. in addition to 1,000 shares held direct.

Pathe: Disposition by Kenneth M. Young, officer, New York, of 900 shares of common, reducing his holdings to 400 shares, and acquisition by Thomas P. Loach, officer, New York, of two shares, bringing his holdings to 18 shares.

Trans Lux: Acquisition by Leslie E. Thompson, director, New York, of 500 shares of common stock as compensation, bringing his holdings to 4,000 shares.

Twentieth Century-Fox: Disposition by Joseph M. Schenck, director, Beverly Hills, Cal., of 4,300 shares of preferred stock, reducing his holdings to 18,284 shares.

Universal Corp.: Acquisition by Nathan J. Blumberg, officer, New York, of 2,000 common voting trust certificates, bringing his holdings to 2,500; acquisition by William Freiday, director, New York, of 1,200 certificates, bringing his holdings to 1,200 in addition to 1,500 held through a holding company; and acquisition by Charles D. Prutzman, officer, New York, of 100 certificates, bringing his holdings to 400.

Warner Bros.: Exchange in April by Joseph Bernhard, director, New York, of 8,000 debentures for new debentures.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# Anti-Dictator Films Are Spurred by War

Outbreak of war in Europe has apparently provided another shot in the arm for Hollywood's unofficial Americanization, anti-totalitarian production policy, with two new pictures having been added to the lineup of forthcoming releases in that vein.

Walter Wanger has dusted off "Personal History," the book by Vincent Sheean to which he owns screen rights, and is having it whipped into screenplay form by John Meehan. The United Artists producer plans to send it into production within six weeks, indicating he feels its contents, comprising Sheean's slant on the European political situation, are now more timely than ever.

Underway at Warner is "Uncle Sam Awakens," newest in the "Secret Service" series starring Ronald Reagan, which treats of government action to re-enforce that department as an added protection because of the turmoil abroad. The same plant intends to launch "Underground," a story of the anti-Hitler movement in Germany, as soon as Geraldine Fitzgerald, slated for the feminine lead, returns from her trip to Ireland. Anatole Litvak will direct with John Garfield in the top spot.

With Charles Chaplin's "The Great Dictator" still halted for rehearsals and script changes, the veteran actor-producer has signed Karl Struss as first cameraman and has booked Reginald Gardiner for one of the leads. Chaplin will portray a dual role. Sydney Chaplin is functioning as production manager.

Warner is preparing to launch a series of showings of its patriotic short subjects for west coast school children immediately following the start of the new school year and, providing satisfactory results are obtained, will extend the program to other localities. "Bill of Rights" and "The Monroe Doctrine" will be screened at the initial showings, which are to be held in theatres in the morning. American Legion posts have signified their intention to cooperate.

## *Directs "The Valiant"*

Twentieth Century-Fox has signed David Burton to direct "The Valiant," the re-make which Sol Wurtzel is producing. Lloyd Nolan has the starring role.

# *Labor Controversy Is Rapidly Approaching Happy Ending*

Although the war abroad has precipitated another problem in Hollywood's harried motion picture industry, its own complex labor troubles have assumed a rosier hue than has been present in months through the sudden and speedy settlement of the dispute between the IATSE and the Associated Actors and Artistes of America—which for a time threatened to bring about one of the most drastic strikes in film history.

But one major jurisdictional argument remains to be disposed of—that concerning the IATSE and the United Studio Technicians Guild, both fighting for control of some 12,000 studio workers—and that is expected to be settled when eligible workers, under supervision of the national labor relations board, cast ballots September 21 to choose their bargaining agent.

The IATSE-AAAA peace agreement, which came just before the deadline set by AAAA affiliates for a nation-wide strike, was evolved when President Ralph Morgan and Kenneth Thomson of the SAG called upon William Bioff, former IATSE representative on the west coast, to intervene. Bioff, Morgan, Thomson and other AAAA executives drafted a proposed peace treaty which Bioff submitted to President George Browne in New York, and which was approved by him and the AAAA board in the east. Announcement that strike plans had been cancelled was made by Morgan at a mass meeting of nearly 5,000 actors who had convened to learn whether a strike call was to be issued.

### AFA Charter Revoked

Under terms of the agreement the IATSE revokes the charter which it granted the American Federation of Actors and pledges its cooperation in organizing the American Guild of Variety Artists as a substitute. Both the IATSE and the AAAA pledge that neither will invade the jurisdictional field of the other.

Bioff's intervention has led the 11 IA coast locals to launch a campaign for his return as coordinator of the international's west coast activities, a position which he resigned nearly two years ago. IA photographers have already drafted a resolution pleading with him to accept on the grounds that, so far, they have been unable to make any headway in negotiating new working agreements with the producers. Photographers also expressed their hope that Bioff might be able to settle the jurisdictional dispute between that union and the American Society of Cinematographers.

Eligibility lists for the pending IA-USTG election have been virtually completed by the personnel of all studios involved and the NLRB has begun preparation of a master list. Both factions are renewing drives to gain moral and financial support.

### SAG Plans Election

With the threatened strike now a thing of the past, the Screen Actors Guild has begun laying plans for its annual election of officers, now set for October 1. Ralph Morgan has been nominated for re-election as president, as have James Cagney, first vice-president; Joan Crawford, second vice-president; Edward Arnold, third vice-president; Porter Hall, treasurer, and Paul Harvey, recording secretary. The nominating committee has selected Walter Abel, Cagney, Miss Crawford, Dudley Digges, John Garfield, Frank McHugh, Robert Montgomery, George Murphy, Irving Pichel, Elisabeth Risdon and Dorothy Tree as candidates for the board of directors.

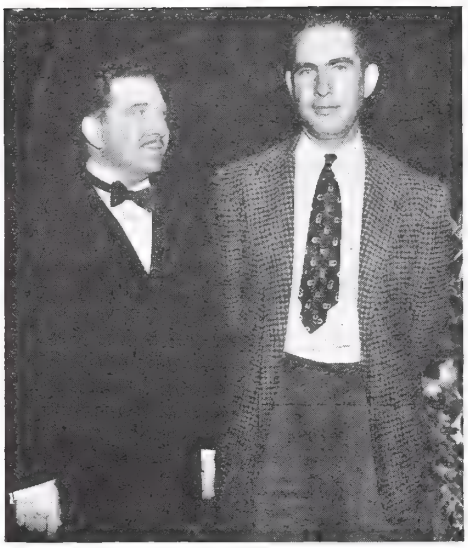
The IA trial board has expelled Howard Robertson, Jeff Kibre and two others from membership because of their affiliation with the USTG.

Lesser labor developments:

Dissolution of the Screen Playwrights, Inc. and cancellation of its producer contract was discussed at an SP board meeting. Steps were taken to pursue that course should the NLRB in Washington hand down a decision ordering producers to negotiate contracts with the Screen Writers Guild.

Producers are expected to sign a closed shop agreement with the Screen Readers Guild, demands of which have been accepted by all major studios. The Society of Motion Picture Artists and Illustrators is drafting a new agreement, having recently been certified as sole bargaining agent for its craft. These and other labor matters were discussed at a meeting of major studio managers, in which Victor Clarke, Hays office labor contact, participated.





### *Visitors to the Warner Studio—*

*Frank McHugh plays the role of host to two westerners on separate occasions at the Warner studio in Burbank. At the left he is shown with Mrs. Marion C. Sinift, whose husband, "Mac," runs the Delmar and Daly theatres in Los Angeles; at the right with Cliff Miller, showman from Lehi, Utah*

# Executives in Study Of Effects of War

With the thought of war and its possible effects on film production uppermost in their minds, a number of company heads and homeoffice executives are heading for Hollywood to plunge into conferences with their studio representatives with a view to mapping future courses of action.

With that end in view George J. Schaefer, president of RKO Radio, will cut short his eastern sojourn and return here next week, although he was not expected in Hollywood again until early in December. Herbert J. Yates, Republic's head man, will check in at the North Hollywood plant next week, having arrived in New York from England accompanied by Gene Autry, the company's western star. William Saal of the exploitation staff will come west with Yates and Autry.

Already back in New York are Herman Wobber, 20th Century-Fox sales head, and Walter Hutchinson, chief of foreign distribution. They huddled with Joseph Schenck, Darryl Zanuck, William Goetz and other studio executives concerning possible alterations in release and production schedules.

Conferences along similar lines have been held at M-G-M, where Arthur Loew, vice-president in charge of the foreign department, parleyed with Louis B. Mayer and E. J. Mannix.

With European developments causing W. Ray Johnston, Monogram president, to cancel his projected trip to the coast, Scott Dunlap, production head, has checked back at the studio after attending the company's board of directors' meeting. Dunlap was accompanied by Trem Carr, one of the directors.

Evidently considering it more essential to check with the homeoffice, President Nate Blumberg of Universal trained out for New York after a three-month stay at the studio. He was accompanied by his family and is expected to return early in December.

Predicting the war will cause a heavy increase in revenue from American pictures in Australia and New Zealand, John Hicks jr., Paramount's foreign distribution head, and Adolph Zukor, chairman of the board, returned to the studio after an extended tour of those countries. Hicks continued on to New York, while Zukor is remaining in Hollywood for a short time.

## *Rush Robinson Yarn*

Aiming it as a possible vehicle for Edward G. Robinson, due in shortly from a European vacation, Warner is rushing preparations to produce "Footsteps in the Dark," a mystery melodrama based on a London stage success.

## *Foster to Next "Chan"*

Norman Foster has been assigned to direct "Charlie Chan in Panama," starting late this month, at 20th Century-Fox. David Hempstead is producing.

# Three More Swanky Premieres on Tap

War or no war, the current Hollywood vogue for silks-and-sables premieres and previews, accompanied by the usual lavish exploitation and attended by industry notables and the inevitable autograph hounds, is enjoying unabated popularity, with three such affairs scheduled within the next week.

The formal press preview of Samuel Goldwyn's newest United Artists production, "The Real Glory," will be the initialer on the schedule, having been slated to make its bow before the critics at Warner's Beverly Hills Theatre, September 11. With Goldwyn himself heading the list of those planning to attend, an impressive aggregation of Hollywoodians will don their best bibs and tuckers to turn out for the affair. Guests will include Walter Wanger, Edward Small, Cliff Work, Pandro Berman, Darryl Zanuck, Harry Cohn, Charles R. Rogers, William LeBaron and other studio executives; stars of the picture including Andrea Leeds, David Niven and Broderick Crawford, and dozens of others.

Paramount will follow September 12 with the press preview of the Frank Lloyd production, "Rulers of the Sea," to be held at the Carthay Circle Theatre. The studio's exploitation staff has arranged to display two "baby ships"—exact quarter-scale models of a pair of vessels used in the picture—as the highlight of an elaborate lobby display. Grandstands to accommodate first-night fans will be constructed flanking the theatre forecourt, and the usual array of floodlights, gleaming limousines and distinguished film colonists will contribute to the glamour of the affair.

Twentieth Century-Fox will make its bid September 14 when "The Rains Came" receives its press premiere at Grauman's Chinese Theatre. Here, too, a grandstand —capacity 5,000—will be erected and plans are being worked out by studio publicists whereby the event will be broadcast over a local radio station. Among the guests will be Louis Bromfield, author of the novel on which the picture was based.



### *At Debut of "The Women"—*

*A scene at the premiere in Hollywood of Metro's newest "The Women." Left to right: Louis B. Mayer, Paulette Goddard, George Cukor, Joan Crawford and Hunt Stromberg.*

# NEW FAVORITES

EASTMAN'S three great new films back up their special characteristics with typical Eastman reliability and uniformity. Worthy successors to earlier Eastman emulsions, they are the new raw-film favorites of the motion picture industry. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

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***for backgrounds and general exterior work***

# *Anti-Nazi League Gears Self For Sustained "Isms" Fight*

More than ever determined that no stone must be left unturned in efforts to halt the spread of Nazism, its principles and policies, the Hollywood Anti-Nazi League is gearing itself to a record pitch of activity now that Europe's two most powerful democracies, England and France, are engaged in a war against Adolf Hitler and the totalitarian government which he heads in Germany.

That the HANL, spearhead of Hollywood's liberal movement and a bitter opponent of the "appeasement" policy abandoned by England when it declared war on Germany, feels its work has only begun and that it hopes to be of invaluable service during the conflict was forcefully manifested by Sonja Dahl, executive secretary of the organization in a statement to BOXOFFICE.

"We intend to do everything within our power to aid the democracies," Miss Dahl declared. "Our whole fight, since the League was formed in 1936, has been to stop Nazism, and we will continue along the lines pursued during the past three years."

In substantiation of this statement, Miss Dahl pointed out a new link in the HANL chain has been forged in the San Gabriel Valley, where progressive citizens have banded into a branch of the League under the leadership of R. C. Hildebrand. Samuel Ornitz, screen writer and charter member of the HANL, spoke at the initial session of the new branch.

**To Strengthen Weapons**

The HANL, Miss Dahl said, will take steps to strengthen its most potent weapons —education and enlightenment—to combat the Nazi menace to personal liberty and freedom of thought and speech. To that end, plans are now being laid to make it as unpleasant as possible for Fritz Wiedemann, west coast consul for the Nazi government, when he visits La Crescenta to preside over "German Day," scheduled to be held September 10 under the auspices of the German-American City Federation, which HANL asserts is dominated by the German-American Bund.

Developments abroad have forced the Motion Picture Democratic Committee to postpone, for one week, the all-industry banquet at which the first annual Award for Service to Democracy will be presented to the producer of the picture deemed as having made the outstanding contribution to the democratic ideal during the 1938-39 season. Atty.-Gen. Frank Murphy, scheduled to appear as chief speaker, notified MPDC leaders that the pressure of official business in Washington, D. C., as a result of the war would necessitate setting back the date until September 14. Advance reservations for more than forty 20th Century-Fox representatives have been placed by Darryl Zanuck; Jack Warner has reserved ten; David O. Selznick has put in a call for 12 and Walter Wanger and Samuel Goldwyn have reserved 14 places each. James Cagney, Helen Gahagan, Philip Dunne, Winfield Sheehan and others have reserved blocks of tickets to the affair.

More than 250 persons, including film notables, joined to pay tribute to Bishop Paul Yu-Pin, Catholic vicar apostle of Nanking, China, upon his arrival in the United States to organize aid for the Chinese people. A featured speaker was Pat O'Brien, Warner star, who pledged his support to the Chinese cause and deplored Japan's aggressive measures in the current conflict.

Garrison Films, Inc., has secured distribution rights to "A Musical Message From Hollywood," a one-reel short turned out by the Motion Picture Guild. Containing the song, "Mr. Roosevelt, Won't You Please Run Again," the film was directed by Frank Tuttle and Herbert Biberman. Jay Gorney and Henry Myers wrote the song.

**Holds Alan Marshall**

David Selznick has signed Alan Marshall, featured player, for another year.



## *Fair, and Rain—*

*Rain was no obstacle for Sonja Henie when she visited the New York World's Fair, her first port of call the Norwegian Pavilion. With her at the right is Mrs. Arthur Wirtz, trailed by a party of friends.*

# Cinémarks

Frank McHugh is planning a vacation at Arrowhead when his current Warner assignment is completed . . . The Troupers will stage a benefit show at the Wilshire Ebell Theatre, September 10, with Hugh Herbert and Charles Irwin emceeing . . . Charles Previn, Universal's musical director, has returned from Scranton, Pennsylvania, where "The Under-Pup" was given its world premiere.

*

*Edward Schellhorn, Paramount's foreign press representative, is vacationing in New York . . . Mr. and Mrs. Harry M. Warner have returned to Hollywood after an extended stay in London.*

*

James Roosevelt planed out for Hyde Park to spend the Labor Day weekend with his family . . . Sonja Henie has returned to Hollywood from a three-month vacation abroad and has begun preparations for her next assignment at 20th Century-Fox . . . Hal Roach checked back at the studio after hunting locations in Nevada for one of his forthcoming pictures.

*

*Dennis Morgan, Warner player, is planning a vacation at Lake Tahoe when his current acting assignment has been completed.*

*

David Lipton, assistant studio publicity director at Universal, checked in after accompanying 11-year-old Gloria Jean on her recent trip to Scranton, Pa., where her first starring picture was premiered.

*

*Adolph Zukor, chairman of Paramount's board, and John W. Hicks jr., foreign sales manager, have returned to Hollywood after a six-week tour of Australia. They conferred with Paramount officials and theatre executives there . . . Wallace Beery planed out to attend the opening of the National Air Races in Cleveland . . . James Cagney is vacationing for three weeks on his farm in Martha's Vineyard, Mass.*

*

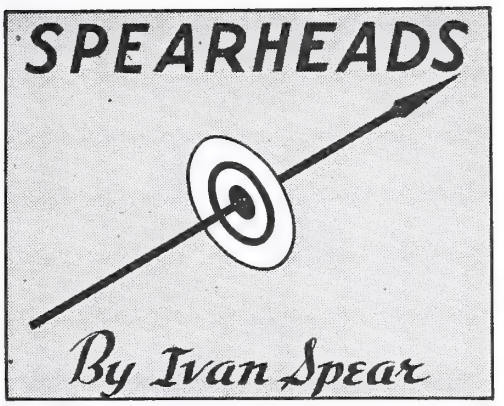
Crane Wilbur has returned to work at Warner following a fishing trip which took him to Lake Tahoe . . . Charles Tedford, Warner writer, has been dispatched to Chicago to collect data for future historical pictures . . . Robert Benchley, Grover Jones and Rupert Hughes were featured as guest speakers when Sigma Delta Chi, professional journalism fraternity, held its annual convention banquet at the Beverly Hills Hotel. Metro supplied projection equipment and screened one of its "Passing Parade" short subjects, "The Story That Couldn't Be Told."

*

*Madeleine Carroll and Mr. and Mrs. Bob Hope have returned to Hollywood, having successfully made their departures from war-torn Europe . . . Director Theodore Reed and Scenarist Don Hartman are back at Paramount after journeying to New York in connection with preparations for a forthcoming film . . . Producer Jack Moss and Director Stuart Heisler of Paramount planed to Atlanta, Ga., to scan locations for a new production.*

*

Clark Gable and Carole Lombard are spending several days in the High Sierras where Miss Lombard is recuperating from a recent emergency operation. They return September 11, when she is scheduled to resume work in an RKO vehicle . . . Director John Farrow of RKO is planning to join his wife, Maureen O'Sullivan, in Ireland when his current assignment is completed.




THE Brudern Joachim—Harry, Al and Jimmy—apparently decided it advantageous to assume the characteristics that go with the name when they chose "Ritz" as the high-sounding cognomen under which their joint Thespic career should bud and blossom.

With one more picture to come on their 20th Century-Fox contract, that company elected to fulfill the commitment by loaning them to Republic for parts in "The Hit Parade of 1940." This assignment the Ritzes declined, obviously feeling that the North Hollywood studio was not good enough to avail itself of their rib-tickling talents. Whereupon 20th Century-Fox executives promptly declared their contract terminated.

There has been nothing in critical or fan reaction to the feature-length pictures in which the trio has been starred to justify it being choosey as to what companies are to produce its future films—if any. Nor does a survey of the grosses of the brothers' features indicate cause for such discrimination.

Richard Dix, who was a firmly-established star in his own right long before the fondest dreams of the Ritz Brothers could visualize topline billing, was recently starred in a picture at Republic. It might give the Joachims pause for thought to review the playing time and grosses enjoyed by "Man of Conquest." Certainly the Republic-Dix deal proved beneficial to both the company and the star.

Assuming the attitude that their talents and services are beyond the reach of the smaller companies will do little to bolster the waning popularity of the Ritzes in production circles.

→

*Warner will give the world premiere of "Pride of the Blue Grass" to the community which is willing to step up and admit being "the most typical one-horse town" in America.*

*Wonder if they have ever heard of a town called Burbank, Cal.?*

→

**From the Parsons column:**

**"A nice letter from Walter Yust asking me to again do the lead article on motion pictures for the 1940 edition of the Encyclopedia Brittanica."**

**Congratulations, Louella, but watch those split infinitives.**

→

Incidentally, now that the threatened industry strike has been averted and the war in Europe is well under way, some one might undertake to answer the burning question regarding just who, if anyone, will compose the words of wisdom designed to enlighten readers of the august encyclopedia anent the inner workings of filmania. Thus far the Hearst columnist is the third to be named for the task, it having previously been announced that Cecil B. DeMille, the producer, and Bill Hebert, the Selznick International publicist, had been booked for the chore.

→

*Metro seems determined to release the Nelson Eddy-Ilona Massey starrer under the title "Balalaika." At least 99 per cent of the fans and exhibitors will have considerable difficulty in pronouncing it, while even fewer of them will entertain any conception of what it means—a mandolin of Russian ancestry that has gone in for geometry.*

→

**According to a local columnist, George Raft, recently returned from abroad, is taking bows for having "pulled a neat trick upon his arrival in England. Disguising himself as a tourist, he joined the crowd of autograph seekers, waited with them until they gave up all hope of seeing Raft, then took the boat train to London."**

**For several months prior to the decision of Warner to use the Raftian talents in "Each Dawn I Die," Raft had no difficulty in avoiding his fans either inside or outside of the nation's theatres.**

→

One of the smartest exploitation stunts of recent months, and one which is attracting more than ordinary attention from press and public alike, is creditable to John LeRoy Johnston, under whose efficient management Walter Wanger's product is publicized. Several weeks ago, the Wanger company announced that it would find the American couple married the longest and treat the husband and wife to a trip to the New York World's Fair and the world premiere of "Eternally Yours." Johnston now is investigating reports of a pair of Texans, aged 109 and 105 who have been married for 81 years.

It is human interest, space-commanding undertakings of this character, conceived all too infrequently by the industry's public relations brains, which illustrate the possibility of valuable exploitation without the expenditure of staggering sums of money.

# *Ice, Intrigue and Indifferent*

The long Labor Day weekend, the outbreak of war in Europe and the averted industry strike may have been the reasons for the slim pickings that confronted that Hollywood contingent which considers previews an essential element in its weekly activities. Only four pictures, none of which even approached the super class, were submitted to the scrutiny of reviewers.

In this far-from-competitive field, Sol Lesser's "Everything's on Ice," an RKO Radio release, rated as the best. In the upper bracket of program entertainment, this gives six-year-old Irene Dare her first starring opportunity, and one of which she takes full advantage. Lesser obviously went the limit to provide her with better-than-average production and a number of well-spotted and scintillating ice-skating routines which more than compensate for the somewhat run-of-the-mill story thread. Little Irene manages her lines with poise, serving notice that experience will round her out as a clever child actress, and establishes herself as nothing short of a phenomenon on the ice. Her amazing grace and skill on skates should win the plaudits of every audience and assure Lesser of a mounting boxoffice value for his child discovery. Erle C. Kenton directed with smoothness and finesse.

* * *

Two qualified as acceptable program material in the action category.

Doubly appealing because of its timely martial atmosphere and through the inclusion of an abundance of action, story and production values, Republic's "Calling All Marines" should be as warmly welcomed in the supporting program niche for which it was made as have the genuine U. S. leathernecks whenever called upon to protect America's citizens and properties. The cast, while not super-powered, is entirely adequate, and Armand Schaefer has handled his production assignment ably. Earl Felton's script, based on a story idea by Harrison Carter, is well-knit and builds to a suspenseful climax, upon which John H. Auer capitalized to the utmost in his direction.

Certain to fully satisfy the sagebrush-and-six-gun addicts is Monogram's newest Tex Ritter opus, "Riders of the Frontier," in which Ritter warbles, shoots and punches his adventurous way through another standardly tailored vehicle. Producer Edward Finney paid particular attention to the outdoor locales, which the photography captured in striking beauty. Spencer Gordon Bennet's direction and the original screenplay by Jesse Duffy and Joseph Levering are well up to par.

* * *

From Britain came the fourth member of the quartette, Imperator Films' "A Royal Divorce," starring Ruth Chatterton. Extremely ponderous and overly theatrical, it is an allegedly historical version of the lives of Napoleon and Josephine. Laggardly in direction, short on action and suspense, and long on dialogue, its chances of being accepted by average American audiences are probably very slim, although it may receive limited acclaim in the class houses. Production is by no means opulent, judging from Hollywood standards, and Miss Chatterton, though striving valiantly, is badly miscast as Josephine.

# Production Activity Decreased to 37

Possibly as the forerunner of a general production curtailment occasioned by the outbreak of war in Europe, film-making activity at the major plants has dropped to a total of 37, with ten others in preparatory stages for immediate starts.

Columbia shoved off "Renegade Law" and, for release by that company, Larry Darmour gunned a new Jack Holt starrer, "Illicit Cargo," to give the studio a four-picture total. Metro started "Broadway Melody of 1940," totaling five in work. Monogram has two, including "Scouts of the Air," a new starter.

"Strange Money" and "The Farmer's Daughter" got underway at Paramount, while "Diamonds Are Dangerous" and "Untamed" were completed. Studio has eight in production. RKO Radio lists four, with Sol Lesser starting "Escape to Paradise," and "Sued for Libel," "The Marshal of Mesa City" and "Allegheny Frontier" finishing. "Jeepers Creepers" got the starting signal at Republic, with "Sabotage" and "The Kansas Terrors" going into the cutting rooms. Two are in work at the plant.

Twentieth Century-Fox started "The Bluebird" to total five in work. Universal has six, having launched "Destry Rides Again" and completing "Listen, Kids." No new starts were scheduled among United Artists producers, who have a total of two filming. Warner started "Uncle Sam Awakens" and finished "The Roaring Twenties," emerging with a five-picture total.

### Warner Completes 19 On New Season Slate

Warner has 19 features completed for release during the new season which starts this week. The studio plans a total of 48 for 1939-40.

The following are either in the cutting rooms or ready for release:

"The Private Lives of Elizabeth and Essex," co-starring Bette Davis and Errol Flynn.

"The Roaring Twenties," starring James Cagney with Priscilla Lane, Humphrey Bogart and Jeffrey Lynn.

"City of Lost Men," with a cast topped by John Garfield, Ann Sheridan and Pat O'Brien.

"Dust Be My Destiny," starring John Garfield and Priscilla Lane with Alan Hale.

"The Old Maid," co-starring Bette Davis and Miriam Hopkins.

"A Child Is Born," with Geraldine Fitzgerald, Jeffrey Lynn and Gladys George.

"Angels Wash Their Faces," starring Ann Sheridan with the Dead End Kids.

"On Your Toes," starring Zorina with Eddie Albert.

"Espionage Agent," starring Joel McCrea with Jeffrey Lynn and Brenda Marshall.

"Secret Enemy," featuring Margaret Lindsay and Boris Karloff.

"Pride of the Blue Grass," with Gantry, famous blind jumping horse, and Edith Fellowes.

"Philo Vance Comes Back," featuring James Stephenson, Margot Stevenson and Henry O'Neill.

"Lady Dick," with Jane Wyman, Dick Foran and Gloria Dickson.

"Dead End Kids on Dress Parade," with the Dead End Kids, John Litel and Cissie Loftus.

"The Return of Dr. X," featuring Wayne Morris, Humphrey Bogart and Rosemary Lane.

"Kid Nightingale," with John Payne and Jane Wyman.

"No Place to Go," featuring Dennis Morgan, Gloria Dickson and Fred Stone.

"Nancy Drew and the Hidden Staircase," with Bonita Granville and Frankie Thomas.

"Smashing the Money Ring," featuring Ronald Reagan, Margot Stevenson and Eddie Foy jr.



## *Admiration Study—*

*Barbara Stanwyck displays to William Holden the* BOXOFFICE *Blue Ribbon Award presented her when, last May, the National Screen Council selected Paramount's "Union Pacific" as the best general feature released during that month. Miss Stanwyck, who had the feminine lead in that film, is currently appearing in "Remember the Night" at Paramount and was visited on the set by Holden, one of the studio's featured players.*

## *Ballys "Deuces"*

Fred Stanley has been engaged to handle publicity and details of the premiere for Boris Morros' initial production, "The Flying Deuces," co-starring Laurel and Hardy. Stanley will work under the supervision of the RKO studio publicity staff, as the picture is being released by that company.

# Judell Distribution Territories Sold

Having sold distribution rights in Philadelphia and Washington, D. C., and planning to open eight new branches in his own chain of exchanges October 1, Ben Judell, president of both Producers Pictures Corp. and Producers Distributing Corp., has announced all sales territories throughout the nation have been disposed of. The first in a schedule of 60 pictures for the 1939-40 season, "Torture Ship," is now well under way at Grand National with Victor Halperin directing.

Judell disclosed Ed Boreth of Masterpiece Film Attractions, Inc., has been awarded the Philadelphia franchise, and George J. Gill of Trio Productions, Inc., has garnered the Washington territory.

"Torture Ship" will be followed on Judell's production schedule by "Hitler—Beast of Berlin" and "The Sagebrush Family Trails West."

The U. S. district court has approved the appointment by the trustee in bankruptcy of Jesse J. Goldberg as agent to liquidate the product assets of Maurice Conn's bankrupt Ambassador and Conn Pictures corporations. The two concerns have 32 pictures on hand, which Goldberg, in a swing around the 21 exchanges handling the product, will attempt to dispose of.

The delay of E. W. Hammons, Grand National president, in consummating a $1,000,000 loan which is being negotiated with Felt and Co., eastern financiers, caused Franklyn Warner, president of Fine Arts Pictures—off-again-on-again GN affiliate—to travel to New York for additional conferences with the GN head man. Warner is withholding delivery of "Isle of Destiny," filmed in Cosmocolor, to GN, and reportedly may seek another release for it and the balance of his new 1939-40 program, all of which will be produced in that color process.

## *Budget Gene Autry's Next Three at $150,000 Each*

Gene Autry's next three vehicles for Republic will be budgeted at $150,000 each, nearly twice the amount usually allotted this western series. Headlining the trio, under William Berke's production guidance, will be "The Grand Old Op'ry," based on a transcontinental radio show, for which most of the ether show's entertainers are being signed.

## *"Tanganyika Exploit" to 20th-Fox as Color Film*

"The Tanganyika Exploit," a story of British army maneuvers in Africa during the last World War, has been added to 20th Century-Fox's production schedule, with Otto Brower slated to direct. Brower will take a cast and crew to Africa in January, the picture to be filmed in color.

## SCRIPTERS

**—Columbia**
LEW MELTZER and DANIEL TARADASH to "The Dame From Newark," slated as a co-starrer for Barbara Stanwyck and William Holden.

**—Samuel Goldwyn**
FREDERICK HAZLITT BRENNAN borrowed from Paramount to do screenplay of "Sweetheart of Turret One," navy story by Frank Wead.

**—Metro**
LAWRENCE HAZARD to "Valedictory." Harry Rapf produces.

**—Paramount**
FRANK WEAD and ALAN LEMAY to "Northwest Mounted Police," Cecil B. DeMille production.
EDDIE MORAN and ZION MYERS teamed with BILL MORROW and ED BELOIN on "Buck Benny Rides Again," forthcoming Jack Benny starrer.

**—RKO Radio**
DALTON TRUMBO to "Curtain Call," from an original by S. K. Lauren, which will feature Anne Shirley.

**—Republic**
JAN FORTUNE to "Dark Man."
HARRISON JACOBS to an untitled vehicle for Roy Rogers.
EARL FELTON to "Should Wives Work?" Picture is next in the "Higgins Family" series.
KAREN DE WOLFE to "Down By the Old Mill Stream," a Gene Autry starrer.

**—Universal**
ROY CHANSLOR to "Honeymoon Deferred" for Producer George Yohalen.
WILLIAM ULLMAN jr. to "Our Home Town."

## *Metro Has 11 Short Films Poised for Production*

Metro's shorts department has 11 subjects slotted to start this month, signaling the launching of the 1939-40 production season. Included are one Pete Smith "Specialty;" a Carey Wilson "miniature;" one production by Lewis Lewyn; two "Our Gang" comedies; a John Nesbitt "Passing Parade;" a James FitzPatrick "Traveltalk;" two cartoons, one each from Rudolf Ising and Hugh Harman, and two "Crime Does Not Pay" shorts.

## *20th-Fox Completes "Chan" Schedule for New Season*

Twentieth Century-Fox's schedule of "Chan" vehicles for the 1939-40 slate has been completed with the addition of "Charlie Chan in Panama" and "Charlie Chan on the Orient Express" to the schedule. Sidney Toler will continue in the title role and John Stone will function as associate producer.

Lester Ziffren and John Larkin are scripting "Charlie Chan in Panama" for an October camera start.

## *"Red Butterfly" Scheduled For Metro Production*

Metro has disclosed plans to produce "Red Butterfly," basing the plot on the life of Dr. Goldberger, who discovered the pellagra germ and the cure for it. Production has been delegated to Edward Chodorov.

## *Carpenters Get Hike*

Studio carpenters have been granted a 10 per cent wage increase, affecting 3,000 workers, the membership learned in a general meeting here. The tilt was the outcome of the short-lived basic agreement parley in Newark recently.

# A Silence Shrouds West Coast Probe

Secrecy continues to shroud the recently-launched investigation by Charles H. Carr, assistant U. S. attorney-general, into such film industry matters as alleged labor racketeering, possible income tax evasions and corporate affairs. Spokesmen for Carr maintain that the investigator has "no comment" to make, but indicate that satisfactory progress is being made.

Attaches admitted that Carr conferred for some time with William Bioff, at one time IATSE coordinator on the west coast, and that he had questioned a delegation of extras and vaudeville performers. Subject of the examinations, however, was not revealed.

## *Assign Jacques Tourneur To First "Nick Carter"*

Metro has assigned Jacques Tourneur to direct "Nick Carter," first in the projected series which Lucien Hubbard will produce.

Tourneur has been piloting short subjects, his first feature-length assignment having been "They All Come Out," which was stretched to full length from three reels.

# REVIEW FLASHES

**BLACKMAIL (M-G-M)—Red blooded, gripping and original story of chain gangs, oil well fires and the men who fight them, offers Edward G. Robinson a role which fits his talents like a glove. The result is action entertainment of the highest order with never a dull moment and the potentialities for topnotch business. John W. Considine produced; H. C. Potter directed.**

**CALLING ALL MARINES (Rep)—Endowed with sufficient action, story and production values to make it a highly acceptable program material under any circumstances, its appeal is enhanced by the timeliness of its martial theme. Donald Barry, Helen Mack, Warren Hymer. John H. Auer directed.**

**ONE HOUR TO LIVE (Univ)—Although the title carries no meaning to what transpires, film on subsequent examination reveals an action yarn of program merit which has Charles Bickford performing commendably as the police officer who gets his man. Doris Nolan is the feminine lead. Harold Schuster directed.**

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## OPTIONS

**—Columbia**
JOE LEWIS signed to directorial contract. He joins the Irving Briskin production unit.

**—Samuel Goldwyn**
PHILIP MacDONALD joins writing staff to work on an untitled original.

**—Metro**
ARNOLD GILLESPIE, head of miniature department, signed to new contract.
IRVING BRECHER, writer, given new contract.
CHARLES A. GREENE jr. joins studio as writer, reader and member of research department, working in the short subjects unit.
LESSER SAMUELS added to writing department.
ROBERT PLANCK given one-year contract renewal as head cameraman.
HUGH HARMAN and RUDOLF ISING, heading individual cartoon-making units, each signed to new pacts.
SCOTT LITTLETON joins writing staff in short subjects department.
KATHERINE GRAYSON, 16-year-old singer, signed to long-term contract.

**—Paramount**
WILLIAM HENRY, featured player, held for another year.
ELLEN DREW, actress, given contract extension for one-year period.
IDA LUPINO given extension on original one-picture acting agreement.
MADELEINE CARROLL draws new one-year acting contract. Her next assignment will be "Safari," opposite Fred MacMurray.

**—RKO Radio**
JOHN TWIST given pickup on writing contract, beginning his fourth consecutive year on the lot.

**—Republic**
NORMAN HOUSTON joins writing staff to work on serials.

**—Selznick International**
JOAN FONTAINE given long-term acting contract. She has been set for the feminine lead opposite Laurence Olivier in "Rebecca."
ALAN MARSHALL held for another year as featured player.

**—Stephens-Lang**
RICHARD BALDWIN signs three-picture contract to appear in the remaining "Dr. Christian" pictures for RKO Radio release.

**—20th Century-Fox**
CESAR ROMERO draws new long-term acting contract.
HILLARY LYNN signs writing contract.
SEN YUNG, of the "Charlie Chan" series, given new pact; LYNN BARI and KATHERINE ALDRIDGE, featured players, held for extended terms.

**—Warner Bros.**
ROBERT KENT, currently scripting "Floating Trouble," given term writing ticket.
PRISCILLA LANE draws new acting contract.
ABEM FINKEL, writer, given contract extension.
HOWARD KOCH, writer, held for another term.
JERRY WALD, writer, held for another year.

## *Wm. Pereira Designer for New Paramount Studio*

A substantial step toward launching construction of Paramount's new $12,000,000 studio in West Los Angeles was taken when T. Keith Glennan, operations manager, announced William Pereira, noted industrial designer, had been engaged as chief architect and construction coordinator. Much of Pereira's experience in the architectural field has been in the designing of modern motion picture theatres.

Glennan announced work will actually start when necessary ordinances are obtained and the storm drain contract for that area is completed.

## *Readying "Californian" At Fox for Macgowan*

"The Californian," a story of early days in this state, is being developed as a Kenneth Macgowan production at 20th Century-Fox. Sam Hellman is doing the script, with Tyrone Power tentatively set for the title role.

# Defendants Are Mum On Contempt Suit

LOS ANGELES—Comment by Charles Skouras, Fox West Coast president, who declared "There is nothing I can say at this time" in answer to the government's action in bringing criminal contempt proceedings against FWC and seven major distributors, characterized the reaction of every company and individual involved in the suits. Other than Skouras' terse statement, an unbroken silence has been maintained, indicating defendants will not make their plans known until they appear in U. S. district court October 16. On that date they have been ordered to appear to show cause why they should not be tried on the contempt charges.

The action culminates a two-year local investigation by Albert J. Law and Harold Collins, special department of justice deputies, who last spring submitted to their superiors in Washington a voluminous report of the data collected during an exhaustive probe of the books and records of FWC and every major distributor except Columbia. The Law-Collins investigation was made as the result of charges by independent exhibitors and distributors that the majors and FWC were guilty of violating anti-trust ordinances and breaching the 1930 consent decree.

Law and Collins, who filed the proceedceedings here, made no further comment and declared that any statement about the case would have to come from their Washington headquarters.

The government has been given until October 2 to effect service on the defendants and the case has been assigned to Judge George Cosgrave.

## *FWC Partner in New House To Be Built in Ventura*

VENTURA, CAL.—A new 600-seat house is to be constructed here by Principal Theatres, Fox West Coast subsidiary, in partnership with Charles Corcoran, already operating two theatres here. The new theatre will be designed as a first-run and moveover house, supplanting the present American Theatre.

A third independent house, the Mission, is owned and operated by Mrs. Jennie Dodge.

## *Outline National Theatres Drive to FWC Managers*

LOS ANGELES—Details of the fourth annual National Theatres drive, which opened September 3, were outlined to Fox West Coast house managers by Charles P. Skouras, circuit president, at a special "pep" session. Skouras also awarded prizes amounting to more than $2,100 to house managers and bookers who placed in FWC's "Appreciation Week" last August 13-19.

## *Service Patrons on European Crisis*

**Los Angeles—Patrons of Fox West Coast theatres in Pasadena, South Pasadena and Glendale were kept informed of last-minute developments in the European crisis through news broadcasts spotted at intervals throughout the show. The stunt was worked out by B. V. Sturdivant, district manager, in cooperation with Station KNX and the Columbia network's news staff.**

# West's First Telenews House Bows in S. F.

SAN FRANCISCO — The first Telenews Theatre west of Newark, N. J., was opened in San Francisco last Saturday with impressive ceremonies. The house is operated by the Newsreel Theatres Chain of New York.

Pre-opening publicity was in the form of spot radio announcements that were used during news broadcast periods, newspaper advertisements and publicity, and handbills which were circulated in the downtown district. Kleig lights flooded the skies as the NBC Coast Red network carried a half-hour broadcast of the opening ceremonies from the lobby of the theatre.

Prominent at the broadcast were Angelo J. Rossi, mayor of San Francisco; Lt.-Gov. Ellis Patterson, Dave Rubinoff, Harry Baris, Loyce Whiteman of Hollywood, and Frank Vail and Joe Rucker, newsreel cameramen from Pathe and Paramount, respectively.

The theatre has a seating capacity of 400 and is situated in the shopping, rather than the theatre, district, in order to attract persons desiring an hour of relaxation. For the further convenience of its patrons it has a spacious and well-appointed lounge and recreation room equipped with concealed loud speakers which bring announcements and news broadcasts to the patrons regularly.

Clipper and domestic air service are used to bring newsreels from Europe and the Orient within three days from the time the scenes are shot. Telenews also maintains its own newsreel cameraman for shooting in the Bay area.

Ellis Levy and John H. Tobin are in charge of the local theatre. Officials of the company, all of whom were here for the opening, include: Herbert Sheftel, president; Al Burger, secretary-treasurer, and W. Freeman Githens, in charge of operations.

## *Carnival Ban Hearing*

SEATTLE—The public hearing on the proposal to ban carnivals from Seattle, pushed by the MPTO of the Northwest and the Theatrical Federation, will be held before the city council on September 11. Fighting the ban is Hamlet Dodd, attorney representing the W. C. Huggins Shows.

# ITO to Meet Despite Absence of Rodgers

LOS ANGELES—Although the pressure of business called William F. Rodgers, Metro sales head and co-chairman of the trade practice code committee, to Chicago unexpectedly, the Independent Theatre Owners of Southern California and Arizona announced it would not cancel its scheduled board meeting, set for September 8, for which Rodgers had promised to be on hand.

Robert Poole, executive secretary of the ITO, disclosed the directorate would be given a complete report of the conference which he and President Al Galston held with Rodgers shortly after the latter's arrival here. At that time Rodgers promised to "make very effort" to complete his data pertaining to changes made in the code draft and make a definite announcement relating thereto at the board meeting.

Rodgers also declared he would do everything in his power to secure the two concessions requested by the ITO—banning of commercial previews and first-run moveovers, to which the ITO has long objected. Poole declared Rodgers would probably communicate with him before the board session.

Chief item of business scheduled for the meeting was to be the election of a new board of directors for the coming season.

## *14 Warner Players Are on P. A. Tour of the Coast*

LOS ANGELES—Warner has sent 14 contract players on a coast personal appearance tour for which stops have been scheduled at various independent theatres which have bought the company's product for the new season. The aggregation was set to stop first at San Francisco, then continue on to Seattle, Portland, Oakland, Sacramento and other cities. On September 15 they will make a return appearance in San Francisco, attending the Los Angeles Day celebration at the Golden Gate Exposition.

Included in the party are Priscilla Lane, Lya Lys, Ronald Reagan, John Payne, Dennis Morgan, Gloria Dickson, William Lundigan, James Stephenson, Jean Parker Isabel Jewel, Barbara Pepper, Jane Gilbert, Lucille Fairbanks and Claire Windsor.

## *IATSE Holds 46th Annual Banquet in Seattle*

SEATTLE—The theatrical stage employes union held its 46th annual banquet at midnight in the Washington Hotel, with George Thomas, only surviving charter member, in attendance. The committee handling the arrangements included Sam Sands, Floyd "Stubby" Hart, for years stage manager of the Orpheum Theatre, and Basil Gray. O. M. Jacobson, representative of the union, was the principal speaker.






## *"Field Marshal" in Hollywood—*

*In the capacity of "Field Marshal" for W. J. Heineman's western division in the current Exhibitor Sponsored Testimonial to New Universal, L. J. McGinley visited the Universal studios to gather first-hand information on product now under way. In the picture at top left, McGinley (second from right) is welcomed by J. Cheever Cowdin, Cliff Work and Nate J. Blumberg. Upper right he is shown on the "First Love" set with Deanna Durbin and Henry Koster. At the immediate right he visits Basil Rathbone, Boris Karloff, Vincent Price and Rowland V. Lee on the "Tower of London" set. Other productions he inspected in work were "Green Hell," with Douglas Fairbanks jr. and Joan Bennett; "Rio," with Sigrid Gurie, Leo Carrillo and Robert Cummings, and "Listen Kids," with Al Rogell, Johnny Downs and Constance Moore. Other individuals he visited included Harry Edington, John Brahm, Richard Arlen, Andy Devine and Johnny Mack Brown.*



# He Sells 'Em Singles In a Dual-Bill Town

SAN FRANCISCO—When opposition houses here lowered prices on a double-feature policy, Charles Schlaifer, managing director of Herman Cohen's United Artists Theatre, had a job of selling to do on single features without price cuts. This he proceeded to do in a two-headed campaign.

One branch of the campaign plugged all United Artists newspaper ads with single-feature praise. Such lines as the following were used freely in varying degree of prominence: "Entertainment As You Like it, With Pictures So Big We Present Single Features Exclusively; Everyone Knows Big Pictures Always Play Single Bill." No mention was made of the difference in admission prices.

The second angle in Schlaifer's campaign was trailer copy playing up single features quite strongly. Herewith the text of one of the trailers:

THANK YOU
SAN FRANCISCO!
THROUGH THE PAST SEVERAL YEARS WE EXCLUSIVELY HAVE PRESENTED SINGLE FEATURES IN SPITE OF THE FACT THAT OTHER THEATRES SHOW DOUBLE FEATURES . . . YOUR SUPPORT AS EVIDENCED BY YOUR PATRONAGE HAS PROVEN TO US THAT THERE ARE THOUSANDS OF DISCRIMINATING MOVIE GOERS IN SAN FRANCISCO.

IT IS THEREFORE WITH PARDONABLE PRIDE THAT WE LOOK BACK AT OUR RECORD AND WITH THE CONFIDENT FEELING OF KNOWING WHAT YOU . . . THE PUBLIC . . . WANT THAT WE NOW INAUGURATE OUR
GREATEST YEAR
OF THE FINEST PICTURES
EVER PRESENTED IN ANY THEATRE
EXCLUSIVE ENTERTAINMENT AS YOU LIKE IT. OUR PICTURES ARE SO BIG THAT THEY PLAY SINGLE FEATURE ONLY!

ACTIONS SPEAK LOUDER THAN WORDS . . . SO WE SHALL ALLOW OUR PICTURES TO SPEAK FOR THEMSELVES . . .

THE GREATEST ARRAY OF PRODUCERS EVER ASSEMBLED UNDER ONE BANNER . . . UNITED ARTISTS . . . COMBINE TO BRING YOU THESE GREAT PICTURES . . .
HIT AFTER HIT . . .
(INDIVIDUAL FRAMES PLUGGING EACH PICTURE—PRODUCER—TITLE—CAST, ETC.)

# S' FRANCISCO

OFFICIALS of the Golden Gate Theatre, San Francisco's only vaudeville house, after spending several frantic days trying to locate Bob Hope on the European continent by phone and cable, are breathing easier now that they have learned he arrived in New York early this week. Hope, together with his radio pals, Jerry Colonna and Dolores Reade, have been booked for several months for a September 13 opening, which now will go on as scheduled.

*Paula Silverstein, private secretary at Warner Bros., spent her vacation showing friends from the middle west and east around the Bay area and the Exposition.*

Jack Benny, Mary Livingstone and Phil Harris and his orchestra were the Labor Day weekend attractions at the free concerts on Treasure Island. Benny's two-a-day drew an estimated 20,000 for each of his six performances.

*Although local newspapers regularly use local theatre screens for advertising purposes, the San Francisco* Chronicle *recently outreached its competitors by using virtually every house for several days in exploiting the addition to the paper of the magazine "This Week."*

# SEATTLE

NOW that Labor Day is past and vacation season over, the exhibitors in this neck of the woods can get busy campaigning for the fall season. The baseball games will be over in a couple of weeks, the bangtails have quit running at the Longacres track, so now the thousands of sport fans should be ready to get back-to-the-theatre habit, providing the ballyhoo is as inviting as it has been for the outdoor amusements.

*War is the main topic of talk among the film boys, with betting very light as to the duration. Advertisements are appearing in the local dailies, placed by the consuls of the various countries, giving instructions to their citizens.*

John Danz, Bill Forman and all other "biggies" of Sterling Chain theatres, trouped to Portland for the grand opening of the Orpheum, recently acquired by Sterling. House is presenting vaudeville and two features. Al Forman, brother of Bill, will be the Orpheum manager, and the advertising will be done by Jack Sampson, publicity chief for the chain . . . The Uptown Theatre, another in the Sterling group here, has reopened with foreign picture policy. Frank Jenkins, former manager of the Montlake, is the new manager for the Uptown.

*Another house to reopen is the Rialto, this time under the management of Toby Leitch, well known actor and showman. Toby is offering two features and a stage show in which he does the comedy himself . . . Tacoma is due for a little rumpus among its showshops. Reports have it that the first runs intend to do a little changing in their policy and prices which will seriously affect the suburban independents. Already one meeting has been held by a few of the independents to formulate plans in case the changes happen, and from conversation, they will.*

All the film boys east of the mountains will be interested to know that Guy Toombs, former manager of the Davenport Hotel in Spokane, and now manager of the Hotel Utah in Salt Lake City, crashed the United Press with a story about his many autographed pictures. Guy has one of the finest collections in the country, given to him by notables, including two presidents of the United States . . . "Tobacco Road" did such a whopping business here for its eight-day run, that on the final day, in order to handle the crowds a special midnight matinee was held following the final regular evening performance . . . Another big business getter this week was the circus visit for two days.

*Seattle gals are again making good. Helen Carroll, who has been seen in local productions, is in from New York on her way to Hollywood for a screen test. Helen has been with Walter Houston's "Knickerbocker Holiday" for the past year and was spotted by talent scouts. Florence Coardy Merriam is back from the World's Fair where she was selected to sing in the Goodrich Arena under the auspices of Mu Phi Epsilon. The third gal to click is Vernita Murphy, daughter of Major William Murphy, head of the Alaska communications commission. Vernita is working under the moniker Sally March and is now playing opposite Roy Rogers, the Republic star, in "The Arizona Kid."*

Preparing for its showing of the new Warner product, the Sterling's Palomar will close for three days for a general going over. House will revert from its present policy of vaudeville and pictures for its reopening with "The Old Maid." The bigger Warner pictures are figured to stand up on their own. For the reopening it is expected that Warner will send up some stars for a personal appearance.

*Efforts are now being made to bring a big name of radio or screen to act as master of ceremonies at the forthcoming Puyallup Fair. The Fair starts September 18 and runs for seven days.*

It was a smart business head that thought of opening a bowling alley half a block from Filmrow. Most every noon and evening the boys are in there pitching. Plans now are being made to form a bowling club and organize a team to compete with other city teams. Among the ardent fans of the game are Junior Mercy, Roy Peacock, Cecil Gwinn from Centralia, Eddie Miller, Eddie Walton, Neal Walton, Bill Kostenbader and Bill Parker.

*Fish was plentiful on the Row this week. Jim Hone was seen packing a long package home. Bill Parker was looking for a cooler to put his in while others were putting them in their cars. Seems Mike Berovic of Tacoma took time out for a fishing and hunting trip and came back with the limit. His car was lined with rabbits and the back end filled with fish, hence the distribution. By the way, have you ever seen Mike with a three-day growth?*

Word from Spokane tells of the passing of Mrs. Perong, wife of Nick. For many years Nick was manager of theatres for Pantages, but his last theatre was the Fox in Spokane some years ago . . . The reason a gang of the Sterling boys hurried back from the Portland Orpheum opening, was to be in time for the wedding of Paul Carey, son of Harry Carey, head man of the Sterling Chain shops. Harry is responsible for the building of the theatre fronts and lobby displays for the various Sterling houses.

*Work has started on the new club rooms for the boys and girls of Warner. The present club quarters are being enlarged and refurnished . . . Clifford Saffle, accompanied by his wife and two sons, visiting at the home of his brother, Maury Saffle, of Metro. They are vacationing from Spokane . . . Harry Cohen, coast division head for RKO Radio Pictures spending some time here with Eddie Lamb, local branch manager.*

Juel Rogers of the Republic exchange in Butte, vacationing here and saying hello to the local exchange. Juel was in the Seattle branch for a couple of years . . . Jack Flannery taking a plane to Missoula, Mont. . . . Mrs. J. T. Sheffield, hurrying to make a dinner engagement, slipped on the stairs at home breaking two bones in her wrist.

*A visitor this week was Bebs Malloy accompanied by his wife. Bebs formerly was at the old Palace Hip Theatre, but since those days he has developed into an actor. He is on his way to San Francisco to open an extended engagement, but will stop in Portland for a week's run at the Capitol.*

J. E. Van Name has arrived from West Virginia to become district representative here for the Alexander Film Co. of Colorado Springs . . . John and Mrs. Hamrick have returned from a vacation trip to Banff with a group of Broadmoorites . . . W. O. Brown of the Nifty Theatre in Waterville spending some time on the Row. He has been busy this summer with his horse at the Longacres track.

*Mike Newman back to Hollywood after setting a swell campaign for the opening of "Golden Boy" . . . John von Herberg arriving by plane from his business trip to Washington and New York . . . Mr. and Mrs. Ray Ackles over from Spokane for the weekend . . . Harriet Lamb, wife of Lloyd, much improved after the major operation. She is confined to the Swedish Hospital . . . Beverly Parker, while Bill has been busy flying from city to city, has learned to drive the family car, so Bill had better figure on using the planes for the rest of his trips.*

Mary Elizabeth Pierce and John Sweet were married in the St. Edwards Church. After the ceremony Junior and Dorothy Mercy gave a wedding breakfast at the Washington Athletic Club for the wedding party and relatives of the bride and groom . . . Cecil and Mrs. Gwinn back from their California trip and stopping in Seattle before going home to Centralia.

*B. F. Shearer has contracted for the Warner product for his Roxy in Everett and the Tower in Bremerton. The pictures will be first run in both situations . . . Fred Mercy sr. and his wife in from Yakima . . . Bonita Highley on the Row as secretary to Lloyd Lamb.*

Among those trekking to Portland for the Orpheum opening were Jimmy O'Neal, Al Bloom, Al Goldstein, Danny Matin, J. T. Sheffield and Eddie Walton . . . L. C. Tomlinson, head booker for Republic, away for his vacation, with Tony Silvaggio taking over . . . Murray Peck making a lot of trips to Tacoma in the interest of business.


"BASE BALL TODAY"

means Night Mare tonight for many Exhibitors. Apparently all sports and amusements are aimed directly at the box office, and no one knows the answer. But let's go to the Ball Game to see if they

"Overlooked Any Box Office Bets"

in exploiting the opportunities they created. Many times a page from the other fellow's book will complete your story.

"POPCORN SMITH"

Box 284, Seattle

## A FWC Subsidiary Takes A Los Angeles Deluxer

LOS ANGELES—Principal Theatres, subsidiary of Fox West Coast, which operates six theatres in the metropolitan area, has acquired the Los Angeles Theatre, 1,800-seat de luxe show case, from Joseph Leo, manager of operations for William Fox, who has owned the house for nearly eight years. Fox purchased the theatre from H. L. Gumbiner in 1931, shortly after the latter constructed it at a cost of $1,000,000.

The acquisition gives Principal the Los Angeles, Orpheum, Rialto, Tower, President, Olympic and Newsreel theatres in the downtown territory. The Los Angeles will be operated by Sherrill and Laurence Cohen.

## Loren Geisinger Named Aide to Earl Cooke

LOS ANGELES—Loren Geisinger, assistant manager at the RKO Hillstreet Theatre for the past eight years, has been appointed assistant to Earl Cooke, manager of Warner's Hollywood, transferring immediately. Appointment was made by Lou Halper, Warner theatre manager in the Pacific Coast territory, who also boosted James McFaul to treasurer and second assistant manager at the Hollywood.

In other shifts, Bill Brown, Hollywood's assistant manager, moves to the Downtown in a similar capacity and John Jacobs has been named assistant manager of the Warner Huntington Park Theatre.

## A. T. Mullen Purchases The Vista in San Diego

SAN DIEGO—A. T. Mullen has purchased the Vista from Harry Goldfarb. Goldfarb will continue to operate the National in National City, a suburb.

# LOS ANGELES

DOC HENNING, who handles premiums in San Francisco, dropped in to visit . . . Morris Barsky has obtained the local agency for Pacific Premiums, whose head offices are in San Francisco . . . The Warner exchange will hold its annual picnic at the Valley Park Country Club, September 12 . . . Ten-O-Win, business stimulator, has opened offices locally with William H. Crosby in charge.

*Ending a vacation here, Martin Hirsh, of the Hirsh Amusement Co., has returned to his home in Philadelphia . . . Filmrowites have a new de luxe gasoline service station in their midst. Head gas-pumper is Dan Derdarian, who displayed a showmanlike flair by distributing a box of candy to every new customer.*

Hal Neides of the Orpheum Theatre, San Francisco, dropped in for a business visit . . . Fred Siegel, operator of the Palomar and Margo theatres in Oceanside, has headed north for a vacation, accompanied by his family. They plan to visit the Golden Gate Exposition, among other stops . . . Dode Samuels, RKO Radio salesman, checked in from a selling trip through his Arizona territory.

*Bookings: Earl Strebe of Newport; Mike Rapaport, Arlington; Max Sinker and Irving Carlin, operators of the Alvarado and Oriental; Al Minor, Burbank; George Bourke, reporting that remodeling of his Nuart in Sawtelle is coming along nicely; Emil Umann, Regina, Beverly Hills; Sol Moehler, Harry Vinicof circuit.*

Benny Taylor of National Screen Service giving an exhibition of skill on the marble game in the Film Cafe, but losing his audience when he failed to deliver the goods . . . Frank Valuskis, in from Buena Park, complaining about everything in general . . . Manny Feldstein and Paul Dietrich of Oxnard Theatres, chatting with Doc Barsky, local theatre booker . . . Buck Wade of Universal, off to Salt Lake to take over the exchange managership there, but leaving his family here for the time being.

*More bookers: Jack Goldman, Pico and Park theatres; Mondy Sondy, Kiva; Harry Hollander and Lou Bard, Bard's circuit; Al Snadow, Bill Robinson Theatre; Jules Wolf, Lincoln; Dave Rector, Long Beach; Harold Glass, Gordon; John Menard, who operates houses in Norwalk and Downey; Monty Friend, Montrose; Bill Woodward, Belmont, Belmont Shores; Ben Hayward, Diana, San Diego; Bert Osterman, Fox West Coast realty man for the northern territory, came in for conferences with the head office . . . Jerome Myers, who operates the Bell Theatre in Philadelphia, who is vacationing here, was a visitor at the Warner studio.*

From all reports of exhibitors along Filmrow, Labor Day proved a banner holiday for the picture business . . . Employes of Coast Pictures spent the day cleaning up the company's new headquarters in the offices vacated recently by Grand National . . . Mrs. Roy Peacock, wife of the manager of the B. F. Shearer Co. office in Seattle, is holidaying here . . . Mrs. Katherine Ronan (nee Schaefer) has returned to work as C. T. Lynch's secretary at Metro. She has been honeymooning with her new husband for the past two weeks.

*Reporting that business conditions in the northwest are not up to standard, Al Gorell, former independent distributor in Seattle and once an exchange operator locally, has returned here to reopen offices . . . Jack Brower, Warner exchange manager, has returned from New York, where he attended a company sales session . . . Harry Sonnenshine's young son, Jackie, proved his worth as a kibitzer during a marble-game session at the Film Cafe . . . Bruce Fowler, who manages the Four-Star Theatre, went fishing off Ensenada, Mexico, over the Labor Day weekend.*

Roy Keehn, former manager of the Park Theatre, Huntington Park, now operator of the Esquire in Hollywood, checked in to do some booking . . . Other bookers: Harry Milstein, who owns houses in Torrence and Gardena; Koby Wartman, Trojan; Rodney Pantages, Pantages, Hollywood; Gregg Carter, operator of the Tele-View Newsreel; Gus Metzger, Cabrillo circuit; Tom Burgess and C. O. Davis, San Bernardino Drive-In; August Finn, calling himself the "short circuit" operator now that he owns two houses—the Times and Orpheum.

# DENVER

WEAVER and Cook have sold the Rex at Rocky Ford, Colo., to Gibralter Enterprises, Inc., who also operate the Grand. This makes 40 houses operated by Gibralter in the Denver area.

*J. H. Hoffberg, independent distributor, was here conferring with local theatre and exchange men, and made arrangements for the screening of "The Living Dead," made in Germany and kept there until smuggled out.*

Commercial Film exchanges has taken distribution of the "Broken Melody" feature with Merle Oberon for the Denver and Salt Lake territories.

*The summer season of ten weeks closed the Elitch Theatre where Donald Woods and Jane Wyatt played the leads. Their personal popularity was responsible for much of the increase in business over the past several years.*

G. A. Malafronte, Universal auditor, was back in Denver installing a new booking and billing system.

*Verda Rochlitz, Universal booker, spent her vacation in Fort Dodge, Ia.*

Ed Auger, national sales manager for Photophone, Camden, N. J., spent a few days here conferring with Sam Reed, Denver manager. Auger was accompanied by Adolph Goodman, who made several tests of special equipment in local theatres . . . G. F. Holly, Kansas City, service manager of the Denver territory, has been transferred to the national service department of Photophone in Camden, N. J., and is succeeded by Carl Johnson of Dallas, Tex.

*Sam Reed, local manager for Photophone, spent a few days fishing in western Colorado.*

J. C. Parker of Delhart, Tex., and Ft. Morgan, Colo., was in town booking films last week . . . Fox is opening a second house in both Longmont and Montrose, both in Colorado.

*Harry McDonald of Torrington, Wyo., was in town buying equipment for his new theatre in Mitchell, Neb.*


**B. F. SHEARER COMPANY**
*"Theatre Equipment Specialists"*
**Heywood-Wakefield Seats**
**Wagner Silhouette Letters**
**Motiograph Projectors**
1964 So. Vermont RO. 1145
LOS ANGELES

# SALT LAKE

"LADY OF THE TROPICS," Metro film starring Robert Taylor and Hedy Lamarr, is completing its third week at the Studio Theatre here, reports Manager Chester Price.

*Local visitors were six beauty contest winners en route to Atlantic City, N. J., where they will compete for the title of Miss America of* 1939.

The bird refuge near Brigham City will be photographed by a Fox Movietone newsreel crew, announces the chamber of commerce.

*The Roxy Theatre here will present the roadshow production of "Tobacco Road" beginning September* 18. *Andy Floor is Roxy manager. The theatre is resuming its stage offerings.*

Manager F. H. Smith of the local Paramount office is back at his desk . . . Branch Manager W. W. McKendrick is expected back from a sales trip into Idaho and Nevada.

*Howard Gordon of the Star at Weiser, Ida., is a visitor on the Row . . . Manager Sam Gardner of the local Metro branch is back from a successful swing throughout the surrounding territory . . . Paramount's district manager, George A. Smith, has left for Denver following a sales meeting here with F. H. Smith, branch manager.*

Will Steege, FWC representative, headquartering at the Liberty Theatre, Great Falls, Mont., is back from vacation . . . Harold Jones, his wife and their daughter are back from a Nebraska visit.

*Harold Woods, manager of the Rio, Helena, Mont., has been transferred to manage the Fox theatres at Walsenberg, Colo., succeeding Ed King, resigned. Robert Bothwell, former assistant manager of the Fox Pocatello theatres in Idaho, succeeds Woods.*

Manager Norman Sprowl of the Utah Theatre is using spot radio announcements to publicize current and forthcoming attractions . . . Republic's Manager G. S. Pinnell and Salesman Paul McElhinney are again making calls in southern Utah.

*The Lyric Theatre at Challis, Ida., is installing new chairs, projection and sound equipment according to R. P. Haas, NTS branch head.*

H. C. Fuller, in charge of the local RKO offices, has left for the Coeur d'Alene district of Idaho . . . Betty Emery, secretary to the manager at the RKO exchange, is on a flying vacation to Yellowstone . . . Ferry Brown, booker, is vacationing in San Francisco . . . Sammy Appleman, of the RKO Butte office, and his bride, came through Salt Lake en route to San Francisco.

*G. R. Lawrence, exhibitor, is reopening the Garland Theatre at Garland, Utah.*

Ben Fish, district manager for UA, is making a periodic visit to the local office . . . George Jacoby, traveling auditor for Universal is visiting the exchange.

## *Fred Mercy sr. Sells Two Oregon Units to Combs*

SEATTLE—Fred Mercy sr., president of Inland Theatres, part of the Mercy circuit, announces that he has sold two of his theatres to Avery Combs of Newberg, Ore. The theatres disposed of are those in Camas and Washougal. They have been under the management of Edgar Mercy.

## *Aparton L. A. Salesman; Wade Salt Lake Head*

LOS ANGELES—A switch in positions has brought Matt Aparton, former Universal branch manager in Salt Lake, into the local Universal exchange as a salesman. He replaces Buck Wade, who has been transferred to the Utah metropolis to manage the exchange there.

## *Mayfair in Los Angeles Is Managed by Ken Bushey*

LOS ANGELES—Kenneth Bushey has been transferred from the Paramount Theatre, downtown, where he was assistant manager, to the Mayfair, taking over as manager. The Mayfair is a unit in the Southside circuit, an affiliate of Cabart Theatres, which operates the Paramount in partnership with Fanchon and Marco.

## *Majestic Will Distribute "It Can Happen Here"*

LOS ANGELES—"It Can Happen Here," documentary film containing allegedly uncensored newsreel clips filmed by American, German, French and British photographers during the last World War, has been acquired for distribution in southern California and Arizona by Majestic Pictures.

## *Interest in Seattle Royal Is Yielded by Williams*

SEATTLE—Bert Williams of Cashmere, Wash., has turned over all his intersts in the Royal Theatre to Charles Faskin. House is in the Charles Greime and Faskin circuit.

## *600-Seat Town Theatre Is Opened in Bell Gardens*

BELL GARDENS, CAL.—The new Town Theatre, a 600-seat house, has opened under the ownership of Al Bowman and I. Kaplan. Opening bill featured Universal's "Three Smart Girls Grow Up."

## *Wilson Disposes of Houses In Leavenworth, Cashmere*

SEATTLE—Ted Wilson is disposing of his theatres in Leavenworth and Cashmere to accept a position here with the Boeing Airplane plant. Theatres are the Alpine in Leavenworth, and the Vale in Cashmere.

# PORTLAND

PORTLAND'S Filmrow suffered a lull over the Labor Day weekend . . . N. A. Rhoades of Battle Ground, Wash., headed the visitors' list . . . C. J. Schuntz has taken over the theatre at Oakridge . . . Others on the Row included Sam Whiteside of Corvallis, George Gould of Dallas, Ray Henderson of Albany and Lawrence Spraker of Stayton.

*Denny Hull of Marshfield is still displaying his diploma which gave him a life membership in the college of princes of goodfellows. The diploma was awarded him as a token of appreciation of the wonderful time shown film men on his birthday, July* 26, *at Marshfield. Millicent Smith of B. F. Shearer's office designed the diploma which was awarded at the golf tournament banquet. It was signed by everyone who attended Denny's party. Tom Shearer made the presentation.*

Metro-Goldwyn-Mayer took over Shearer Jewel Box Theatre for an exhibitors' showing of "The Women" . . . Harry Percy of White Salmon, Clatskanie and Bingen made an appearance early during the week . . . So did John J. Taggart of Vernonia; Loring Schmidt, Salem; A. Combs, Liberty, Camas; Art Adamson, Corvallis and Mrs. Flossie Odem, Redmond.

*Kenneth Hughes is now manager of Hamrick-Evergreen's Music Box and Playhouse, replacing Cedric Hess who managed the Playhouse . . . Glenn Brogger, Paramount salesman, is in eastern Oregon making the jack-rabbit circuit . . . Marion Sobottka is restocking the family larder after attending Seattle's* $10,000 *handicap at Long Acres where she bet seven races and won seven races. Herb is still wondering just how much she won.*

George Hickey, western division manager for M-G-M, came to town and left with Ted Gamble for Seaside where they will confer with J. J. Parker on the new season's product . . . Ben Fish of UA is expected in before the end of the week . . . Portland will play host to 14 Warner screen personalities September 11 when they come to J. J. Parker's Broadway for the opening of "Dust Be My Destiny." The tentative list includes Hugh Herbert, Gloria Dickson, John Payne, Ronald Reagan, William Lundigan, Dennis Morgan, Sheila Bromley, Lucille Fairbanks, niece of Douglas Fairbanks; Nanette Fabares, 17-year-old find; Jean Parker, Claire Windsor, Lya Lys, Marie Wrixon and Jane Gilbert, Margaret Lindsay's young sister. The event will be in celebration of the acquisition of Warner Bros. product, in addition to First National, by the J. J. Parker theatres.

## *Sanborn and Rennie Open New El Monte House*

EL MONTE, CAL.—A. L. Sanborn and John Rennie have opened the new El Monte Theatre, a 900-seat house. Sanborn has operated the Rialto here for the past 16 years.

# Game Owners Suing Milwaukee Official

MILWAUKEE — The Hollywood Amusement Co., Inc., filed suit in federal court here September 1 seeking $5,000 damages from Police Chief Joseph Kluchesky and asking that he be enjoined from interfering with the playing of "Hollywood," a boxoffice stimulant, in local theatres.

The firm, the complaint alleges, is owner, manufacturer and distributor of the game, which formerly was played in about 25 local theatres. The game has been discontinued since a recent ruling by the state supreme court holding Bank Night a lottery.

The plaintiff holds that "Hollywood" is a game in which skill and judgment are the prime factors and contends that no state or city law is violated and that the chief's action amounts to interference with a legitimate business.

Chief Kluchesky has 20 days in which to answer, unless an extension is granted by the court. Charles Swidler, Milwaukee, is counsel for the plaintiff.

In the action of Charles W. Trampe, head of Film Service, Inc., to restrain the Bahn Frei hall here from holding Bingo, Judge Daniel W. Sullivan granted the counsel for the defendants an order requiring Trampe to show cause September 8 why examination of the defendants before the trial, which has been set for September 11, should not be barred.

Attorney Max Raskin, counsel for the defendants, contends that Trampe's suit is based on alleged violation of criminal law and that an examination might compel his clients to give incriminating testimony against themselves.

Pending the hearing, Judge Sullivan temporarily held up the discovery examination which had been set for September 1 before Court Commissioner Roland J. Steinle.

## *Warner Two-City Drive Is District Managers'*

CHICAGO—A new type of drive is the district managers' drive that now is keeping Warner Bros.' Chicago-Milwaukee zone district managers interested.

Instituted by Zone Manager Jimmy Coston, who is donating $500 in prizes, the contest will run for 13 weeks. Participating are Chicago district managers Harry Turrell, Herb Wheeler and Larry Stein; and Milwaukee district managers Jack Keegan, Milton Harmon and L. F. Gran.

## *Chas. Mallers and Family Back From Trip to Coast*

BLUFFTON, IND.—Charles Mallers, operator of the Grand and Roxy theatres here, has returned with his family from a visit of several weeks on the coast and at the San Francisco Fair. Mallers has brought back about 500 feet of scenes he shot while on his trip.

Mack McCarty, assistant to Mallers, was in charge during the latter's vacation.

## *Paikos Wins Reel For Big Fish*

Tipton, Ind.—Nick Paikos, operator of the Diana Theatre, is the proud owner of a Supreme Phlueger Reel valued at $25, which was awarded to him for catching the biggest fish in a gravel pit near Tipton. His fish was a 6 lb. 6 oz. bass and Nick says a bigger one got away.

## *Garver Sells Terre Haute House to Gregory Chain*

TERRE HAUTE—Ross Garver, operator of the Orpheum, Swan, Idaho and Virginia theatres here, has sold his Orpheum to the Gregory circuit.

Garver has operated the Orpheum for a number of years. The Gregory circuit will close the theatre until September 22, during which time it will be remodeled and redecorated. A new front will be among the improvements.

### Quimby Takes Long Lease on Paramount at Ft. Wayne

FT. WAYNE, IND.—The Quimby circuit has taken a long lease on the Paramount Theatre from the Loop Realties, Inc. The theatre, closed since July 3, will be reopened within two weeks following remodeling and redecorating.

Quimby operated the Paramount until the middle of 1938. From last September until early June, Loop Realties operated it.

# Union Fight in St. Louis Is Settled

ST. LOUIS — Injunction proceedings brought by owners of the Bremen and O'Fallon theatres against C. Orville Newlin, secretary-treasurer of Local No. 6 of the St. Louis Theatrical Brotherhood and Leo Scharfenberg, its president, and Carl Klaus, president of IATSE Local B-2, have been settled by mutual agreement of the parties involved.

Under the peace pact, union officials agree to call off pickets and reinstate as members of Local B-2 several employes of the two theatres who were dismissed for alleged failure to pay union dues.

Clarence H. Kaimann, on behalf of Hyde Park Amusement Co., owners of the Bremen Theatre, and of Kaimann Bros., Inc., which operates the O'Fallon, promised to use his influence to have the labor committee of the MPTO of St. Louis call a meeting of members the week of September 11 to consider a new wage contract and working agreement for Local B-2 and also the question of employing members of Local No. 6 for maintenance work in their theatres.

### Monogram Slate to Farrar

ST. LOUIS—A new season product deal with the local Farrar circuit has been concluded by Monogram.





## *Indiana Exhibitors in Hollywood—*

*Top: Lola Lane entertains Guy P. Collier (right) of the Orpheum Theatre Co., Mitchell, Ind., and his friend, Milton Kirkpatrick, at the Warner studio. Lower: Also at the Warner studio, May Robson, center, greets Mrs. Elsie L. Blessing, operator of the Royal Theatre at Danville, Ind., and her husband.*



## Reunion!—

*Harry Hadfield, right, manager of the B&K Belpark Theatre in Chicago, and his wife visit Frank Craven at the Paramount studio. Hadfield, one of Chicago's pioneer amusement men, played with Craven's father in the Castle Square Stock Co. in Boston 40 years ago.*

## Esquire Theatre Photos Exhibited in England

CHICAGO — Photographs of Chicago's most publicized subsequent-run theatre, the Esquire, have been sent to the Royal Institute of British Architects, for display. The photographs will become a part of an exhibition and permanent collection of the Institute, and were requested for display from Harry and Elmer Balaban, operators of the theatre.

The photographs which have been sent will be part of "upwards of 6,000 photographs, representative of all that is best in modern architecture at home and abroad," according to H. S. Goodhart-Rendel, chairman of the exhibition committee of the Royal Institute.

Constructed under the direction of Pereira & Pereira, Chicago architects and members of the BOXOFFICE Modern Theatre Planning Institute, the theatre has received favorable comment from theatre owners and architectural circles all over the world. The latest edition of the Encyclopedia Britannica has incorporated a full page of illustrations on the Esquire in its "theatre section."

## Brumberg Bags Speaking Engagements in Illinois

CHICAGO—Warner's ambassador of goodwill, William M. Brumberg, assistant branch manager, returned last week from a trip downstate with two speaking engagements for the next few weeks.

Brumberg will speak on Monday, September 18, before the Lions Club of Earlville, Ill., as the guest of Charlie Dyas, who operates the Lyric Theatre there. The first week in October he is set to speak before the Women's Federated Clubs at Paxton, Ill., as guest of A. B. McCullom of Hoopeston.

### One for Ray McCarey

HOLLYWOOD—Ray McCarey has been signed to a one-picture RKO directorial deal.

# MILWAUKEE

DOUGLASS MONTGOMERY made his first visit to Milwaukee for his appearance in "Night Must Fall," which opened the Pabst Theatre September 4 for a week's run.

*Charles Fox reopened his Empress Theatre here September 2 with burlesque and flickers. House has been thoroughly renovated.*

Otto Meister's Whitehouse Theatre has had its front newly decorated.

*The Fox Wisconsin plugged "The Wizard of Oz" with men garbed as characters of the flicker in front of the boxoffice.*

Garden Theatre, dark for many months, reopens September 16 with the foreign flicker "Little Flower," sponsored by a Catholic organization.

*Recent Milwaukee visitor was Howard Holah of the Birmingham Theatre, Birmingham, Mich., who dropped in to visit old friends on the tail end of a vacation jaunt. Holah was formerly with the old Pathe exchange here.*

Fox's Ritz Theatre is sponsoring a weekly Saturday morning merchant show with tickets available from some 16 cooperating merchants.

*Art Judge, who is engaged in the business of upholstering theatre seats, is back on the job after being laid up with an injury for the past month.*

Joe Reynolds, former manager of Warner-Saxe's Egyptian Theatre, will return shortly after a ten-month absence due to illness. Reynolds was confined to the Will Rogers Memorial hospital in New York.

*The Mirth Theatre has hooked up with the Bay View Observer in offering two guest tickets to pioneers on the city's south side for the past 25 years or more.*

Miss Virginia Saxe, daughter of John E. Saxe, long associated with the theatre business here, was married August 31 in New York to William Lyons.

*Harvey Kny, manager of the Venetian, Racine, and his assistant, Everett Anderson, and William Bindel, usher, were held up in the theatre last week by an armed bandit who escaped with $930.81 from the theatre's safe.*

Russ Leddy, manager of Fox's Orpheum Theatre in Green Bay, addressed the De Pere Rotary Club last week.

*Rinlo jr., film dog owned by V. C. Browning, Hollywood, Cal., appeared at the Cranberry Harvest festival in Wisconsin Rapids last week.*

Latest house to be the victim of a stench bomb here is Fox's Wisconsin. The Times was the first to be bombed. No labor trouble has been reported at either theatre.

*West Salem Theatres, Inc., Milwaukee, opened its new Salem Theatre in West Salem, September 2. M. E. Walker, formerly of Madison, is manager of the house, which was formerly the Rex.*

W. R. Vincent, operator of the Nicolet Theatre in De Pere, reported the theft of $25 from a candy machine in the lobby of the house.

*Rock River Theatre Operating Co., has taken over the Savoy Theatre in Watertown, formerly operated by Harry Perlewitz. The new company also is operating the Classic there and has closed the Savoy temporarily.*

Standard Theatre Co., Milwaukee, has taken over the Grand Theatre in Green Bay from George Hannon and has announced plans for the construction of a new 800-seat house on the city's west side. The Grand is currently dark undergoing renovations, with its reopening slated for late September.

*The Rubin bill, amending the equal rights statutes to provide for more stringent penalties for racial discriminations by operators of hotels, restaurants and places of amusement, has been signed by Governor Heil. The measure raises the minimum fine from $5 to $25.*

H. K. Timm, manager of the Star Theatre at Oshkosh, is renovating the house.

*Latest houses to offer Book Night with encyclopedias as the lure include the Rex in Beloit and the Rivoli in La Crosse.*



## Guild Helmsmen—

*Glum was the atmosphere and serious the mien of these Screen Actors Guild leaders as they paused in Chicago en route to the west coast from the collapse of efforts to patch up jurisdictional trouble with the IATSE. The row, meanwhile, has been settled. Left to right here are Kenneth Thomson, SAG executive secretary; Ralph Morgan, Guild president, and Laurence W. Bielenson, SAG attorney.*

# "Nurse Edith Cavell" May Be Roadshown

CHICAGO—A possibility that Harry and Elmer Balaban may play a roadshow engagement of RKO's "Nurse Edith Cavell," in their Esquire Theatre was seen this week.

A print of the picture, en route to New York, was screened between trains on Tuesday for the Balabans and then sent on to Gotham.

While no one about RKO here would comment, it is said that should the deal be made, it would call for a $1.50 or $1.00 top with a guaranteed run of three or four weeks.

It is also thought possible that in view of the current European war, and the fact that the film deals with the famous World War English nurse, that RKO might revamp its national exploitation campaign on the picture.

## *Indiana Fair Coliseum Will Be Sport Center*

INDIANAPOLIS—The new Coliseum, just completed for the Indiana state fair here at a total cost of nearly two million dollars, will be the scene of many attractions booked there in the future.

Immediately following the fair, the entire arena is to be converted into a skating rink for the Ice Carnival which opens November 5. Ice hockey games have been booked for this season as well as several other winter sports attractions.

Plans are also being formed to bring the National Bowling Tournament to the Coliseum in 1941. The new building is of modern construction featuring glass brick, a seating capacity of 8,000 and a complete amplifying system has been installed.

Theatre operators are awaiting boxoffice reaction to these attractions which will be new to Indianapolis residents.

## *Business Continues Fairly Steady in Chicago Loop*

CHICAGO — Business continued fairly steady in the loop this week, with M-G-M's "Wizard of Oz" leading the parade again. The picture goes a third week at the United Artists Theatre.

"Golden Boy," while doing well at the Chicago, was to make room for Paramount's "Beau Geste," and it was expected the Columbia hit would move over to another B&K loop house.

## *Ready Subway Entrances To Five Loop Theatres*

CHICAGO—Work has begun on preparation of plans for subway entrances in the Chicago loop to the B&K State-Lake, Chicago, Roosevelt and United Artists theatres; and to the Jones, Linick & Schaefer McVickers Theatre.

## *Daylight Saving Into Discard*

**Chicago—The Windy City will be back on central standard time again on Sunday, September 24, daylight saving going into the discard at midnight.**

## *Allied of Illinois Board Has Operator Demands*

CHICAGO—At the first fall meeting of Allied of Illinois board members on Tuesday, demands of the operators' union for the coming season were discussed, as were general film buying problems for 1939-40. It was learned not many independents had made product deals as yet for the coming season.

Announcement was made that the new Lex Theatre, opened by Indiana-Illinois Theatres, on the south side, was the 172nd member theatre of the local unit.

### Conferences Continuing on New Operator Pact

CHICAGO—Conferences were to continue this week on the operators' union contracts for next season. John Smith, Pete Shayne and Neil Bishop, officials of the union, were to confer with exhibitor leaders.

As BOXOFFICE goes to press, the union has reduced its wage demands to an increase of 10 per cent over last season. All deals will be retroactive to September 1, when the current contract expired.

Dickering in behalf of the exhibitors were Jack Kirsch, president of Allied Theatres of Illinois, and Morris Leonard, president of the Exhibitors' Ass'n of Chicago, and general counsel for B&K.

### O'Neil Signs Five-Year Pact

HOLLYWOOD—Universal has signed Barbara O'Neil to a five-year acting agreement.

# CHICAGO

TRAVELING through Chicago en route to the coast over the weekend, was Will Hays. He left on the Super-Chief . . . Robert Gillham, Paramount ad chief, was here conferring with B&K's publicity head, Bill Hollander, on the opening of "Beau Geste" at the Chicago Theatre.

*United Artists' publicity department in New York has sent tropical fans to prominent exhibitors, with the following copy: "To keep you cool, while 'Four Feathers' gets hot at the boxoffice. Alexander Korda."*

Latest of Leon J. Bamberger's clever exhibitor mailings for RKO, is one on "Fifth Avenue Girl." It is in a small bag on which is written, "It's in the bag." It is a leaflet telling about the picture.

*Some of the local crews of the newsreel companies took pictures of feverish activity in the Chicago grain pit, as prices soared because of the European war.*

# Expected to Ask End To Contempt Case

CHICAGO—With resumption of hearings before a master in the government's case charging criminal contempt of the 1932 consent decree, attorneys for the defendants—B&K and the majors excepting Columbia—were expected to seek recommendation that the federal judge dismiss the case, despite the fact that the master indicated he would not so rule.

Government attorneys, Robert Wright and Seymour Simon, continued introduction of evidence in their case, and expected to complete their arguments by the end of the week, at which time the defense will start. The regular corps of defense attorneys are continuing in the case.

E. Van Pelt of the FBI was a government witness, identifying various documents.

Meanwhile, the monopoly suit of independent exhibitors against B&K and the majors is scheduled to get under way Tuesday, September 26. However, it is expected the government case may still have precedence over the independents' case and that the latter will be postponed indefinitely.

## *Shirley Ten Eyck Injured Returning From Vacation*

INDIANAPOLIS—Shirley Ten Eyck, telephone operator at Warner Bros., was injured in an automobile accident while returning from her vacation. She has been confined to her home suffering from head injuries and severe bruises. One man was killed in the accident and several injured. Miss Ten Eyck is expected to return to her post in the near future.

### Termer to Bennett

HOLLYWOOD—Bruce Bennett has been given a term acting contract with Columbia.


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# This Week We Meet

## J. E. FLYNN



CHICAGO—He is John E. Flynn formally, but to his innumerable friends in the industry, he is plain Jack Flynn, one of the friendliest executives of the "friendly company," M-G-M. That's the way, we imagine, nearly everyone who knows Jack Flynn, would introduce M-G-M's midwestern district manager.

He is one of the veterans of M-G-M, having been connected with the first Goldwyn Distributing Co. But, Jack Flynn, today, has another interest besides selling Leo the Lion's productions to exhibitors. That is a sincere desire to train young men within the industry, and more specifically, within the ranks of M-G-M. There are many young men with the company as salesmen and in higher posts today, who began in one of Jack Flynn's district offices as shipping or poster clerk, or cashier.

Besides the company's routine of development, Flynn has his own intensive course of training for deserving young men that helps them right up through the ranks. A graduate of St. Ignatius College in his home town of Cleveland, Jack Flynn first entered the business world as a public accountant. Before long he was transferred to Chicago where he got the desire to study law. He spent three and a half years attending Chicago School of Law, but returned to public accounting. He soon left that, and 26 years ago began with the Mutual Film Co., being sent to Omaha as assistant manager.

**With General in Omaha**

A couple of years later he became assistant manager of the Omaha office of General Film Corp. He advanced to become special representative under Fred Aiken, who had the Omaha, Des Moines and Minneapolis offices. He later became manager of the Cleveland and Columbus offices.

It was in 1917 that Jack Flynn went with the old Goldwyn Distributing Corp. in Cleveland, and has been with the company or its successors ever since. He didn't stay in Cleveland long. He was sent to Sydney, Australia, to open and supervise five offices that would cover Australia and New Zealand. With him went Mrs. Flynn, whom he married in Chicago in 1916.

Remaining there for about a year, Flynn returned to the U. S. in 1918, enlisted and was subject to call for the entertainment division of the intelligence corps of the American army.

After the war, he left New York to go to Detroit, Cleveland and Cincinnati, as district manager, for the Goldwyn Co. In 1922, when it became the Goldwyn Cosmopolitan Corp., Flynn returned to New York as vice-president. Later, he was sent to the west coast as district manager of the six offices there.

When the merger came, and the company became M-G-M, he continued as district manager with headquarters in San Francisco, handling that exchange together with Seattle and Portland. A year later, in 1925, he returned to the middle west as district manager, handling St. Louis, Kansas City, Omaha and Des Moines. Sometime later, he went to Detroit, this time as district manager handling the motor city, Cleveland, Cincinnati, Pittsburgh and Albany.

About a year ago, there came a re-alignment of M-G-M districts, and Jack Flynn came to Chicago in his present district managership, handling Detroit, Milwaukee, Minneapolis, and Indianapolis, in addition to the Windy City.

Jack Flynn is not merely a district manager, though he is the senior member of the d.m.'s. He has been counseled many times for his opinions on sales policies, and is highly regarded by the M-G-M home office in New York. This same high regard for him is held also by M-G-M's studio chief, Louis B. Mayer.

**His Business Philosophy**

His business philosophy is that two honest, sincere, sane business men—seller and buyer—can sit down and thrash out any business difficulties and reach an amicable solution. He has always worked on the theory that every theatre operator is a potential customer and it has been his policy to develop the finest business and friendly relationship possible with exhibitors.

"I have developed many fine friendships," says Jack Flynn, "during the 26 years I've been in the film industry and these I prize above all else."

When you find J. E. F. talking about something besides what good pictures M-G-M has, it'll probably be fishing. He talks an excellent casting game, for he hardly ever has time to put it in practice. He also is an excellent swimmer and spends other free moments swinging golf clubs.

## *"Borrowed Time" Pleases Chicago Film Council*

CHICAGO—The August listing of pictures by the Chicago Better Film Council, is as follows:

Family — "Andy Hardy Gets Spring Fever," "On Borrowed Time" (M-G-M); "Daughters Courageous" (WB); "The Man in the Iron Mask" (UA); "Mr. Wong in Chinatown" (Mono); "Climbing High" (GB); and "Invitation to the Waltz" British.

Adults and young adults — "Exile Express (GN); "Good Girls Go to Paris," "Parents on Trial" (Col); "Hotel Imperial" (Para); "Stronger Than Desire" and "Tell No Tales" (M-G-M).

Adults—"Each Dawn I Die" (FN); "Lady of the Tropics" (M-G-M); and "L'Alibi" (ABN).

"On Borrowed Time" was listed as "a beautiful portrayal, highly recommended."

## *Theatre Cooperative Firm Formed in Indianapolis*

INDIANAPOLIS—A new corporation has been formed here to be known as the Indianapolis Co-operative Theatres, Inc., with headquarters at 603 Indiana Trust Bldg. Harry Markun, operator of the Talbott & Belmont theatres will be resident agent. The purpose of the new corporation is to foster the business of motion picture theatre owners.

The corporation has no capital stock and is a non-profit organization. The incorporators are Harry Markun, Oscar Kuschner, operator of the Hollywood Theatre and Irving Tamler, operator of the Tuxedo Theatre.

## *Oshkosh Mayor Approves Electrical Inspection*

OSHKOSH, WIS.—Mayor George F. Oaks on August 28 approved an ordinance for the city providing for the appointment by the common council of an electrical inspector and the licensing of electricians.

The new measure gives the electrical inspector the power to inspect the wiring and electric installations of all theatres in the city at least once in three months and to cause all defects therein, if any, to be remedied within 15 days.

## *Bookers Club Election Date Is September 26*

CHICAGO—Postponed from last week, the election of the Film Bookers' Club will be held next meeting. That meeting is scheduled to be held Tuesday, September 26, in the club rooms at the Crillon Hotel.

**Cartright Back From Vacation**

ANDERSON, IND.—Charles Cartright, assistant to Ferd Nessel at the State Theatre, has returned from a vacation with his family, driving to eastern points. They visited friends in Detroit.

## Chicago Releases

CHICAGO—Releases for October in the Chicago film territory are listed as follows (first figure is production number, last figure running time):

WEEK OF OCTOBER 1

3842—Grand Jury Secrets (Para)—68.
3843—Heritage of the Desert (Para)—74.
954—Susannah of the Mounties (20th-Fox—79.
315—Indianapolis Speedway (WB)—82.
360—Daughters Courageous (FN)—107.
.....—Mutiny on the Black Hawk (Univ)—65.
935—Conspiracy (RKO)—60.
846—Colorado Sunset (Rep)—60.
.....—When a Man's a Man (Mono)—57.
.....—Songs and Saddles (Sup)—64.

WEEK OF OCTOBER 8

3844—Bulldog Drummond's Bride (Para)—56.
944—Andy Hardy Gets Spring Fever (M-G-M)—86.
938—6,000 Enemies (M-G-M)—62.
953—News Is Made at Night (20th-Fox)—71.
325—Waterfront (WB)—60.
9005—Good Girls Go to Paris (Col)—77.
985—Timber Stampede (RKO)—59.
.....—Hitch Hike Lady (Rep)—76.
.....—Forbidden Music (Mono)—64.
.....—Daughter of the Tong (Sup)—62.

WEEK OF OCTOBER 15

3846—Million Dollar Legs (Para)—65.
942—On Borrowed Time (M-G-M)—99.
951—Frontier Marshal (20th-Fox)—71.
356—Each Dawn I Die (FN)—91.
9033—Behind Prison Gates (Col)—62.
.....—Hawaiian Nights (Univ)—64.
993—Of Human Bondage (RKO)—83.
944—Lost Squadron (RKO).
868—New Frontier (Rep)—55.
.....—Scouts of the Air (Mono)—60.
.....—Shakedown (Mono)—61.
.....—Straight Shooter (Sup)—60.

WEEK OF OCTOBER 22

3849—Night Work (Para)—61.
943—Goodbye, Mr. Chips (M-G-M)—114.
002—Chicken Wagon Family (20th-Fox)—63.
326—Torchy Plays With Dynamite (WB)—59.
.....—Man in the Iron Mask (UA)—111.
9018—Man They Could Not Hang (Col)—63.
930—Career (RKO)—80.
.....—House of 1,000 Candles (Rep)—68.
.....—Overland Mail (Mono)—55.
.....—Mystic Circle Murder (Sup)—63.

WEEK OF OCTOBER 29

3850—Our Leading Citizen (Para)—89.
947—Lady of the Tropics (M-G-M)—90.
003—Stanley and Livingstone (20th-Fox)—101.
366—Cowboy Quarterback (FN)—57.
.....—Winter Carnival (UA)—89.
9008—Coast Guard (Col)—61.
3007—I Stole a Million (Univ)—72.
933—Bad Lands (RKO)—69.
911—Flight at Midnight Rep)—69.
.....—Orage (Mono)—76.
.....—Mutiny on the Elsinore (Sup)—69.

## Cooperate on Contest

INDIANAPOLIS—The Circle and Apollo theatres here are cooperating in the "Gateway to Hollywood" contest sponsored by RKO. James Moore, studio talent scout, gave auditions at the Claypool Theatre here. Final choice of the winner will be made by Jesse Lasky later in the month.



## Honors a Rival—

*When Thor Hauschild, manager of the Paramount Theatre in Marion, Ind., presented a bronze plaque to the "Leading Citizen" of Marion as an exploitation stunt for "Our Leading Citizen" it became his duty to honor Billy Connors, manager of the competing first-run theatre. Here, Hauschild, right, is presenting the award to Connors.*

# Heavy Competition This Fall Looms

CHICAGO—Bowling alleys, dance halls and skating rinks are expected to offer increased night competition to theatres this fall.

Reports are that bowling alleys have continued their almost mushroom growth this summer, to add scores to those that practically over-ran the city last season. In fact, so interested have athletic-minded man and women become in the sport, that some alleys are already over-taxed for league enrollments.

The sport is not a cheap one and requires contestants to spend practically an entire evening, not leaving any time for theatre attendance on at least that night.

Skating rinks also have been reported being prepared for the fall and winter in greater numbers, and the usual large number of dance halls are expected to reopen.

## Demand Grows for Picture Dealing With World War

CHICAGO—The European war has created a big demand for prints of "When Germany Surrendered," dealing with the last World War, according to Johnny Mednikow, who has Illinois, Indiana and Michigan distribution rights to the film.

Duke Hickey, handling publicity on the picture, was in Detroit this week working on an engagement in the auto town.

## Short Term Loan

INDIANAPOLIS—Following an item which appeared recently in the *Indianapolis News* regarding the holdup at "Joey's Smoke Shop" on Meridian St., just north of Filmrow, there have been a lot of rumors as to just what really happened.

It seems that two well-known Indiana exhibitors, one operating a theatre in Indianapolis and the other operating theatres in several Indiana towns were present to witness the entire proceedings.

The patrons were seated around a table in Joey's Smoke Shop about midnight enjoying a smoke, or whatever one does in a smoke shop, when two men strolled in and forced everyone to line up against the wall.

It seems that the exhibitor who operates theatres in various towns in Indiana had just "gone broke" doing whatever you do in a smoke shop and had borrowed approximately $200 from the Indianapolis exhibitor. And it was shortly after this transaction that the two strangers appeared, removed the valuables from the "patrons" among which was the $200 just borrowed. Then when they came to the Indianapolis exhibitor, they asked him if he was working there or just one of the "suckers." He replied he was a sucker so they told him to keep his money, which all goes to prove that good turns will be rewarded. Now who can figure out who the exhibitors are?

## Into Surplus to Make Up Loss of Opera Season

ST. LOUIS—The 892 firms and individuals who subscribed $105,430 to guarantee the 1939 season of the Municipal Opera Ass'n against loss will not be called upon to make up the small deficit that resulted from the 1939 season which closed August 27. Whatever loss might have been incurred will be paid out of the surplus built up in prior seasons.

Only twice in 21 years were guarantors called upon to pay losses. In 1919, they contributed $11,000 and in 1930, $28,000. They were reimbursed later from profits of subsequent years.

## Lay Purdue University's Music Hall Cornerstone

LAFAYETTE, IND.—The cornerstone of the $900,000 Purdue University music hall and auditorium was laid here August 31. The building will seat 6,027 persons.

Erected as a PWA project, it is to be completed next spring. Speakers included President Edward C. Elliott, and L. J. Arthur, PWA engineer.

## Cooper Redecorates

BRAZIL, IND.—Stanley A. Cooper, operator of the Lark and Sourwine theatres, have completed recarpeting and redecorating the Lark for opening of the new film season September 10. Plans are also under way for redecoration of the Sourwine Theatre in the very near future.

## A Theatre Firm Formed In Richmond Heights

RICHMOND HEIGHTS, MO.—The Esquire Theatre Co. has been incorporated to own and operate the new Esquire on Clayton Road, which is scheduled to open within a few weeks.

The company is capitalized for $10,000. Incorporation papers provide for 100 shares of no par value stock. The incorporators: Samuel M. Schucart, St. Louis, 50 shares; Sam Komm, Collinsville, Ill., 25 shares, and Sam Levin, St. Louis, 25 shares.

Levin, an attorney, is also interested in the Norside and Will Rogers theatres in St. Louis, while Komm has a financial interest in houses in Collinsville, East St. Louis and St. Louis.

## Book Night Contract

CHICAGO — Book Night, now being offered by Ben Burns and Bernard Hoyt of Consolidated Book Publishers, to Chicago exhibitors, will go into the B&K Norshore Theatre shortly.

### Baldwin for Three

HOLLYWOOD—Richard Baldwin has signed a three-picture pact with Stephens-Lang Productions to appear in the three remaining "Dr. Christian" pictures which RKO will release.

### W. H. Dillon Plans One

MOREHOUSE, MO.—W. H. Dillon plans construction of a new 400-seat theatre here to be known as the Dillon.

## Fine Distinction

SOUTH BEND, IND. — This actually happened, so says M-G-M's praiser-extraordinary, Norman Pyle, who was here working on the engagement of "The Wizard of Oz" at the Colfax Theatre.

A youngster, about six or seven years old, came up to the cashier, pushed some money into the boxoffice, and asked for:

"Three tickets, please; one child's and two 'humans.'"

# ST. LOUIS

C D. HILL, manager of the local Columbia office, was in New York on business.

*Barney Rosenthal of Republic was in Rolla, Mo., and vicinity last week, while his partner, Nat Steinberg, made Cairo and other southern Illinois points.*

South St. Louis is glad Al Rosecan, owner of the Princess Theatre, has returned from his vacation in Hollywood. Al has supplied at least two-thirds of the dishes used in the south side through dish nights at his house.

*Col. Lawrence McDaniel, excise commissioner, probably can be found in one of the local first run theatres each Monday night, now that the Municipal Opera season has closed.*

James E. Harris of Loew's Theatre has obtained a commercial pilot's license.

*Out-of-towners along the Row included John Spaulding of Flora, Ill., and A. Weeks, Staunton, Ill.*

George E. "Dad" McKean, local representative of Bank Night, is about recovered from the recent illness he contracted while vacationing in Indiana.

## Stern Handles Goldblatt 25th Anniversary Tieup

CHICAGO—Sidney Stern of General Film Laboratories is handling details of a tie-up with 80 local theatres and the Goldblatt Bros. department stores, in celebration of Goldblatts' 25th anniversary in business.

Theatres are offering a bicycle to the boy who gives the best answer to the question, "What Goldblatts has accomplished in the last 25 years." Each theatre runs a trailer on its screen, and the boys are given cards to fill out. Each theatre gives away a bicycle.

## Chicago Zone Leaders in Warner's 13-Week Drive

CHICAGO—The first five theatres in the Chicago zone at the end of the 13-week Warner Theatres national drive, in point of greatest percentage of increase in net results, were:

Paramount, Hammond, E. Arkin, manager; Stratford, Chicago, Steve Fitzgerald; Mirth, Milwaukee, Karl Kelley; Appleton, Appleton, Wis., Al Kopulos; and Granada, Milwaukee, Charles Bosch; in the order named.


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# War and Heat Dents Holiday Attendance

KANSAS CITY—The effect of war was felt sharply by exhibitors here and in western Missouri and Kansas over the Labor Day holiday. The first shock of the news from Europe had the effect of keeping people at their radios. The extraordinary heat over the same period was a contributing factor.

Judging from scattered reports, the effect amounted to about ten per cent, although in some cases it was considered larger; in others, smaller.

By midweek, however, most persons were recovering from the shock that accompanied the news of hostilities, and were already adjusting themselves to their normal course. The reaction seemed to be one of continued interest in the war, but much less feverish anxiety to hear war reports hour by hour. People were returning to old habits of getting their news from newspapers in the regular editions and from their favorite (and not all the programs) radio program.

Observers along Filmrow here were inclined to think that another week or two would see a return to normalcy; that then people would start going back to theatres as in the past, and that very likely the increased activity in business that inevitably will result from the European conflict—which will mean more on the payroll, higher wages, etc.—should be reflected in theatre grosses.

## *Commonwealth Circuit Annexes Two Theatres*

KANSAS CITY—Two houses were added to the list of Commonwealth Theatres when the circuit took over the Paramount at Rock Port, Mo., under an arrangement with John C. Stapel. Comonwealth secured an interest in the house. Roy Jones is managing. He formerly was at Marceline, Mo., for Commonwealth.

In a deal with Griffith-Dickinson Theatres, Inc., Commonwealth took over the operation of the Dickinson, Creston, Ia. C. H. Kirkpatrick, manager, will continue in that capacity.

## *John Wolfberg's Giles Has Gala Opening Sept. 1*

KANSAS CITY—The new Giles Theatre, formerly the Mokan, was formally opened September 1 by John Wolfberg with a sneak preview of a major first-run hit, Red Blackburn and his orchestra on the stage, along with the VFW drum and bugle corps, the Ludwig accordion band, and a special radio broadcast over radio station KCMO.

The new theatre, which represents a complete remodeling and redecoration of the former Mokan, now is one of the finest suburban houses.

### "Timber Wolf" to Seiler

HOLLYWOOD—Lew Seiler will direct "Timber Wolf" for Warner. Dennis Morgan, Ronald Reagan and Alan Hale are featured.

# *Fate of Minneapolis Twin Bills Is Hanging in the Balance*

MINNEAPOLIS—With the city council ordinances committee having under advisement the Northwest Allied sponsored and Minnesota Amusement Co. opposed ordinance limiting continuous screen performances to two hours and 15 minutes so as to outlaw double features, the fate of the Aster Theatre, Gateway and neighborhood theatres' Saturday twin bills hangs in the balance.

The committee will meet next week, at which time it either may decide on public hearings or vote on the question of whether it should table the proposed measure or recommend its passage or defeat to the council.

President W. A. Steffes of Northwest Allied, pointing out the spread of double features, declares that local independents are unanimous in favoring the passage of the ordinance. He has predicted that unless it is enacted the territory will go 100 per cent dual bill within a very short while. The vast majority of independents are strongly opposed to double features, he points out, and are fearful that the "undesirable" policy will become general.

### Double Features "Lifesavers"

Even the Gateway district exhibitors, who have been double featuring at a dime for years, and the independent neighborhood exhibitors who have been asserting that the special Saturday midnight shows, comprising twin bills, are their present "lifesavers" are strongly supporting the proposed ordinance, according to Steffes.

The Minnesota Amusement Co. opposes this type of industry regulation, believing it can run its own affairs. Further political and legislative regulation along different lines undoubtedly would follow, it believes.

Belief in the trade is that the measure has comparatively small chance for passage. It is pointed out that the city attorney's staff believes the subject would be more a matter for state legislation than municipal action because, they believe, it involves regulation more appropriate for state action than a health and morals issue. The municipality is not empowered to enact ordinances regulating industry.

### Newspaper Denounces Duals

In an editorial, the Minneapolis *Times-Tribune* expressed the view that double features are undesirable and not wanted by the public generally. At the same time, however, the newspaper states that, in its opinion, the situation does not require legislation—that the motion picture industry can be depended upon to shape its own policies in accord with public desire.

"People usually are anxious to get all they can for their money, yet it must be acknowledged that that is not wholly true when it comes to double feature movies," said the editorial. "The topic is one which has been discussed for some time throughout the nation, and there is a surprising vigor about public reactions against the "two for the price of one" policy on the part of motion picture theatres. In general, it would seem that the public unhesitatingly prefers one good movie to two mediocre ones.

"Discussion of the double feature development before the Minneapolis city council added an unusual topic to the broad range considered by the city fathers. They are no doubt used to treating a baffling variety of problems, but the issue of how much is too much in the field of movie fare was a brand new one. The council reserved judgment. It apparently could generate no great excitement over the warning that failure to limit movie programs to two hours and 15 minutes meant prompt and certain growth of the trend toward double feature billings. Councilmen evidently reasoned that that trend, like a good many others, had waxed and waned completely oblivious to the existence of such bodies as city councils. They were unconvinced, too, as to the immediacy of peril.

"The double feature program has surprisingly few champions in this land of moviegoers. Trends affecting it are likely to shape permanent policy without the necessity of resorting to the 'pass-a-law' formula."

# Awaits "Right Time" To Form New Group

MINNEAPOLIS—All is still quiet on the exhibitors' front here. Sol Lebedoff, arch foe of President W. A. Steffes of Northwest Allied, still apparently is awaiting a "propitious time" to get his new rival organization to Northwest Allied going.

Lebedoff continues to insist that, despite the fact only one exhibitor showed up at his second meeting, he's determined to proceed with his plans. But, he admits, "it all will take time."

Northwest Allied leaders are confident nothing further will come of Lebedoff's campaign—that the proposed new association already is "as good as dead and buried." They point out that neither Lebedoff himself nor any of his supposed followers appeared before the city council ordinances committee to oppose the proposed anti-double feature ordinance which they were supposed to be fighting.

Even those exhibitors not associated with Northwest Allied profess to have little interest in Lebedoff's "Tri-State Exhibitors' Ass'n." On the other hand, Lebedoff claims that he has had "plenty of assurance of support from the boys at the proper time" and that "a large number of exhibitors have agreed to become members of the new body" and "help fight for lower film rentals."

# Lincoln Theatre Row Aspect Is Altered

LINCOLN—Two major decisions, as they affect theatre Row, were made this week by Howard Federer, general manager of the Nebraska Theatres, Inc.

One was that he'll re-light the Liberty, 1,000 seater, about September 15, and the other, that he'll give vaudeville a test run in the Varsity.

Both events coincide with the opening of the schools and colleges here in mid-September.

Nature of the Liberty policy is undecided, although Federer said he was thinking of making it the ace house of the NTI's string of four (Varsity, Liberty, Colonial and Kiva), leaving the Varsity on a dual B policy, the Colonial with its westerns and actions, and the Kiva staying on seconds.

The vaude try is going to be minor, he said, and if taken well by the Varsity's patrons, will be pushed into something stronger.

Decision to relight the Liberty, which has been shuttered for four months, makes Lincoln one of the few keys in the United States to be 100 per cent lighted. It will have eight downtown theatres going, complete usage of all available theatrical real estate.

## *McGinley Addresses "U" Staff in Minneapolis*

MINNEAPOLIS — The local Universal branch was visited by L. J. McGinley, Seattle branch manager and western field captain for the "Exhibitor Sponsored Testimonial for Universal," who conferred with H. B. Johnson, local branch manager, and addressed the local staff, stating the testimonial's purpose and what was expected of Minneapolis. Johnson reported that exhibitors in this territory are showing much interest in the testimonial.

## *Editorial Encourages "Oz" Attendance*

**Minneapolis—The Minneapolis Star-Journal ran a lead editorial recommending attendance at "The Wizard of Oz" at the the State Theatre. The newspaper linked the picture and the State Fair as especially desirable diversion during the critical European time. It is believed to be the first time here that a newspaper has used its lead editorial to encourage patronage of a film.**

# Youngclaus-Tri-States Accord Reaffirmed

LINCOLN—Agreement, which has lasted nearly two years between William Youngclaus and the A. H. Blank-Tri-States Theatres in Grand Island, Neb., was re-affirmed in Omaha, after a two-day dicker between Youngclaus and G. Ralph Branton.

Situation there remains as usual—Youngclaus operates the Island and keeps the Empress closed, while Blank-Tri-States and Harry Schiller, run the Capitol and Grand, keeping the Majestic closed. Town has turned profitable, it is understood, since the agreement went into effect, for all parties.

Meantime, Youngclaus leased the building next door to the Empress, which would allow for expansion of seats, should the agreement ever fall through. First runs play the Blank-Schiller houses, and Youngclaus takes the A seconds and westerns.

## *A. P. Welch Buys Hayfield Theatre From Behrndt*

HAYFIELD, MINN.—A. P. Welch has acquired the theatre here from Ed Behrndt, who resides at Kassen, Minn. He will operate the house himself.



## *Visitors to Hollywood—*

*Claude Rains, second from right, entertains N. W. Huston, left, Galena, Kas., exhibitor, and a party of friends who visited the "Four Wives" set at the Warner studio in Burbank.*

# Crops, Cattle Upsurge Boon to Theatres

MINNEAPOLIS—Skyrocketing grain and cattle prices, caused by the war, are believed to assure this territory's exhibitors prosperity during the ensuing year.

Whenever bountiful crops have gone hand in hand with good prices, as is now the case, theatre patronage and business generally have boomed in this particular territory which is mainly dependent on agriculture's welfare for its own well being.

It is too early, of course, to feel the effects of the zooming grain prices. Much of the present crop hasn't been marketed yet. The fact that it still is in the farmers' hands increases the prospects for good times because it means the soil tillers will get the benefit of the rise and buying power will soar.

In general, show business was starting to show some improvement before the war crisis. With interest at fever pitch in the European developments and people gluing themselves to their radios theatre patronage has been somewhat adversely affected. Now that war actually has broken out, however, and European reports are not coming in with such frequency, the public again is turning to the theatres for diversion and trade has started on the mend, according to a survey.

No less than four outstanding attractions have been doing big business in downtown Minneapolis. "The Folies Bergere" and the Stroud Twins have been attracting large crowds to the Orpheum and Minnesota, respectively, while, among the films, "The Wizard of Oz," "The Star Maker" and "Four Feathers" have been exceptional magnets, the first-named drawing crowds comparable to those that attended "Boys Town" here.

## *Diamond to Open Roxy in Eldorado on Sept. 14*

KANSAS CITY—On Filmrow this week, Gus Diamond announced the opening of his new Roxy Theatre at Eldorado, Kas., would be September 14. Gus, who also operates houses in Salina and Arkansas City, Kas., is inviting friends from the film and theatre business to inspect the new 400-seat Roxy. The house was designed by Charles Sharp, architect, Emporia, Kas.

## *Anything to Satisfy The Customers*

**Omaha—Anything to satisfy the customers, says Hank Tammen, owner of the Dakotan and Moon theatres at Yankton, S. D.**

**Tammen found he was short on film one noon. He drove to Sioux Falls, S. D., and return, a distance of 164 miles, in 135 minutes in order to keep the program right on schedule.**

# MINNEAPOLIS

OBSERVATIONS at the dinner given by the local film industry for L. E. "Nickey" Goldhammer in celebration of his elevation from RKO branch to district manger: Bill Elson in his usual fine toastmaster fettle. Keeping 'em laughing with his humorous sallies and funny stories. The theme song for the occasion, dedicated to RKO, he announced, was "I Get Along Without You Very Well." Lots of chuckles for this one.

*Praise for the committee which arranged the affair. In addition to Elson it included Ben Freedman, Syd Volk, Bennie Berger, Fay Dressel and Lou Elman. They did a swell job. Sol Lebedoff, happy and proud, occupying a place at the speakers' table, next to "Nickey," whose ability he so much admires . . . Minneapolis city council represented by Aldermen Harold Kauth and Sylvester Blotcky . . . A. H. Blank, prominent Iowa exhibitor, up from Des Moines and sitting with Harold Field on one side of him and Eddie Ruben on the other.*

W. A. Steffes, Twin City Variety Club chief barker and Northwest Allied president, telling how his cattle had been winning blue ribbons at the Minnesota State Fair. He breeds them at his northern Minnesota estate . . . Dave Kimmel representing Jules Levy . . . Kenny Adams and Eddie McErlane, RKO bookers, very exclusive, sitting at a table all by themselves. Maybe because they came into the banquet room late and all other space was occupied.

*Harold Lyons, 20th-Fox salesman, drove 340 miles in from South Dakota to be on hand for the affair . . . Sherman Fitch, Sioux Falls, S. D., RKO branch manager, at the speakers' table . . . An abundance of fine food and drink along with the good fellowship . . . "Nickey's" father and son both on hand, making three generations present . . . And was Dad proud, and how?*

The two Crane Sisters of the Welworth Theatres staff in New York to see the World's Fair . . . Harold Lyons, who says he is "that way" with Tommy Charek, Warner salesman, possessor of a brand new Buick . . . And who was that gorgeous dream Tommy Charek was seen with at the Hotel Nicollet Minnesota Terrace? And Tommy having a private telephone line to San Francisco, according to reports. Incidentally, Tommy renewed an old acquaintance here with Leo Seltzer, Roller Derby owner, with whom he formerly was associated in the show business.

*"Nickey" Goldhammer was 36 years old the day before the industry party for him. So the event partook of the nature of a birthday party as well . . . Marty Lebedoff, independent exhibitor, is backfield coach at Robbinsdale high school. When in high school he was on his way to become a football star when an injury incapacitated him and prevented him from engaging in further competition. That was back in 1932 . . . Netty Solomon, RKO booker in Chicago, here visiting the A. F. Sterns and renewing old acquaintances.*

Emery Eckberg, manager of the Hollywood, South St. Paul, enjoying those full moons at Yellowstone National Park . . . Mannie Sgutt, Columbia salesman, driving a new car . . . Bill Crystal, RKO salesman, displaying ribbons he won while matriculating at the University of North Dakota . . . "Golden Boy" is the new nickname for "Hy" Chapman, Columbia branch manager . . . Charlie Zinn, Century theatre manager, has moved into his new home in the exclusive Interlachen district.

*Eddie Burke, veteran film man, in the U. S. Veterans Hospital, recovering from a minor illness . . . A. F. Stern, RKO salesman, has bought a new home. Ditto Charlie Winchell, Minnesota Amusement Co. publicity and advertising head . . . Russ Anger, formerly RKO salesman here and now Omaha branch manager, up for the Goldhammer dinner . . . Lowell Kaplan of Welworth Theatres host to 40 athletes from De La Salle high school at a showing of "Boys Town" at Pantages Theatre . . . Bill Passen, Johnny Paychek's publicity man, up from Des Moines to visit with Tommy Charak.*

Out-of-town exhibitors visiting Filmrow included Al Inman, Fairfax, Minn.; Charles Connaught, Olivia, Minn.; Don Buckley, Redwood Falls, Minn.; Carl Sather, Annendale, Minn.; Ernie Phillips, River Falls, Wis., and Jack Heywood, New Richmond, Wis. . . . W. H. Workman, M-G-M branch manager, in Chicago on business conference. His father returned to his home in Cleveland after a visit here.

*Mother of Florence Meng, Warner inspectress, passed away . . . Father of Bill Cameron, M-G-M city salesman, came all the way from Nova Scotia to visit him . . . Monogram in its new quarters on Currie Ave., North, formerly occupied by Grand National. The latter now quartered at the corner of Glenwood Ave., North, and 11th St. . . . M-G-M screened "The Women" and the boys are all raving . . . Gordon Greene, Minnesota Theatre managing director, in Chicago lining up talent.*

Nine-year-old daughter of Everett Seibel, Minnesota Amusement Co. publicity man, wrote "Wizard of Oz" review published by the *Star-Journal*. In literary ability the youngster very evidently takes after the old man . . . Ben Blotcky advises that, after a terrific advance campaign, the first Northwest showing of "Beau Geste" will occur at the State here September 15 . . . Minneapolis M-G-M office still in the lead in its district in the Championship Contest—Columbia exchange being dolled up by a painting job.

*"Union Pacific" still packing 'em in over the territory and "The Star Maker" expected to follow in its boxoffice footsteps. Which is the reason why Ben Blotcky wears such a wide smile . . . J. MacFarland, local branch manager, headed the local delegation attending the National Screen regional sales meeting. Also in attendance were Salesmen David W. Branton, N. David Bader and Joe Feldman . . . Barrie Burke, Minnesota Amusement Co. district supervisor, back from a vacation trip to the New York World's Fair . . . "Hy" Chapman of Columbia told all the boys to tune in last Monday on the "Magic Key" program to hear the "Golden Boy" broadcast.*



## At World's Fair—

*Among recent visitors at the Paramount home office while doing the New York World's Fair was Barry Burke, division manager for Minnesota Amusement Co. in Minneapolis.*

## Iowa Exhibitors Join in Campaign on Spending

DES MOINES—With the *Nation's Business* map of general business conditions showing that Iowa in July had extended the sharp upturn registered in June, exhibitors in this area have been devising co-op ads and special exploitations to cash in on apparent spending activity.

There were other indications of dollar turnover in the state. State cigaret taxes for August showed an $18,641 gain over August, 1938, and sales tax receipts for the second quarter of the year have topped the corresponding 1938 period with an expected several thousand returns yet untabulated.

Des Moines itself saw strike activities cut into trading during most of August as retail stores quit advertising and the city-wide dollar day went by the boards.

However, the start of the new month saw the firms shouting their wares again, bidding for a backlog of buying that should have stacked up and offering merchandise that should bring the farmers and small-towners in for bargains—and entertainment.

## By Horse to and From Work?

**Lincoln—Playing some 200 westerns in the past two years has had its effect on George O. Monroe, at the Colonial here. Open spaces finally got him, shown in his purchase of a home this week.**

**He's five blocks from his nearest neighbor on the outskirts of town.**

# Potter Praises Screen and Talent

MINNEAPOLIS—In a full-page statement to motion picture patrons, Merle Potter, veteran *Times-Tribune* film critic and editor, paid a high compliment to the screen and the type of entertainment which it is providing for the public. Said Potter:

"Every now and then some long-faced cynic—the type becomes more difficult to find by the year—starts a lament, despairing because what he chooses to describe as the theatre's best days are no more.

"Presumably his memory is going back to the time when there were few, if any, motion picture theatres, and the legitimate stage was magnificently alive and resplendent.

"Well, no doubt those were grand days in the theatre. Certainly there is no need to disparage the past the better to glorify what we have now.

"Nevertheless, there is indeed ample cause to rejoice in the present, so far as our theatrical entertainment is concerned. Thirty years ago Minneapolis had a local stock company that operated approximately 40 weeks in every year, and road show companies came here with frequent regularity. Probably there never were more than 50 performances of shows in any one week.

"Today the situation is vastly different. There are more than 50 motion picture theatres in Minneapolis, and every day there are more than 200 performances of shows, on an average, from the screens of these playhouses, attended every week by more than 300,000 patrons. The per capita cost, by any standard, is very low. It is possible to witness performances of the best actors and actresses in the world, in plays written by the best playwrights in the world, for so little as 15 cents, and never more than 55 cents.

"Muni, Laughton, Tracy, Donat, Bergner, Davis, Shearer, Sullavan, Shakespeare, Howard, Shaw, O'Neill. Let no one say that only persons of inferior talents give of their genius to motion pictures.

"Of course, motion pictures often wander far from realism. They would fail of their purpose if they did otherwise. Enough of news about men preparing for wholesale slaughter of their fellows, enough of ambitions never realized, of futility and indecision, of unhappiness and contemplation of human frailities.

"Don't try and tell us that there never was a 'Snow White,' that little Dorothy never did make that amazing visit to the marvelous land of Oz. We motion picture fans know that these little things are more real than today's disappointments, whatever they may be. Don't tell us that virtue isn't always triumphant, that righteousness doesn't always win. And what if the screen is filled with the faces of impossibly handsome leading men, with a surfeit of beautiful women? We can see thousands of other sort everywhere we look any day.

"We're grateful for motion pictures which can, when we desire it, obstruct the view so we are temporarily shut off from a realism we do not relish.

"Moreover, we are grateful to motion pictures which are so varied as to satisfy all of our emotional, sentimental and intellectual needs. We rejoice in our 'Pasteurs' and our 'Zolas,' our 'Romeo and Juliets,' all the pictures of purpose and dignity, nicely spaced between things of less enduring consequence. We rejoice because motion pictures are one of the greatest of all our democratic institutions. There can be no room for snobbery in the enjoyment of motion pictures. Given the proper time and place, it is possible for the most underprivileged person in the land to see a screenplay that costs millions of dollars to produce, for a few trifling coins.

"It is the earnest purpose of the motion picture department of this newspaper to assist the public in making an intelligent selection of what motion pictures it cares to see. In doing this, we strive to be fair and impartial, keeping always in mind the fact that a great varieties of tastes are to be served. Cheapness and bad taste we never will countenance.

"We do like motion pictures. We like them very, very much. In the belief that you like them, too, we welcome the opportunity of making this department of the *Times-Tribune* as informative, as discriminating, as interesting as it is possible for us to make it."

## Chance to See Red

DES MOINES, IA.—Fred (Red) Felbinger, Paramount newsreel's ace football photog had to pass up the All-Star football game in Chicago because of Paramount's contest to pick the Queen of Iowa Redheads.

While a sub was focusing on the gridmen in Chicago, Red was scowling his way through a "screen test" of the redhead queen in front of the grandstand at the Iowa State fair. But here's the payoff. While Red was cursing about the fates that kept him from the Chicago game, the "test" he was making was only a dummy. The real one was shot that afternoon.

Felbinger had some other troubles, too. Something more than 200 pounds of it in the form of Maestro Paul Whiteman who was delighted to crown the redhead queen ("Hell, I married one of 'em"), but who wouldn't do it while Felbinger and his kodak were present. Said Paul: "I'm an old man in a young man's game" and newsreels were out.

As a result the Paramount starlet who helped with the judging, does the crowning of Redhead Queen Margaret Leeper of Waterloo, Ia., on Red's reels.

Whiteman had only praise for the film work of his wife, the former Margaret Livingston. "She was an actress—a helluva good one," he remarks, "but she said one ham in the family was enough and quit. It's too bad she didn't keep on so I could do the managing."

Whiteman credits theatre orchestras of a decade ago with doing much toward educating the public in the appreciation of music. He points out that the orchestra entertained with popular music, but gave theatre patrons a shot or two of the classics along with it.

Early judging of Iowa's redheads almost went haywire when Mike Barnes hadda go to Minneapolis and A. H. Blank couldn't be dragged away from that Tri-States party at the Hyperion club. Paramount's "redheaded" starlet balked then, but Griff Williams, whose band was playing at the fair that night, joined the judging ranks and saved the day.

## Around 100 Tradesmen at Dinner for Goldhammer

MINNEAPOLIS—Approximately 100 exhibitors and film men turned out to do honor to L. E. Goldhammer at a dinner arranged by the trade in celebration of his promotion from RKO branch to district manager. The party was held in the Hotel Nicollet grand ballroom.

William Elson was toastmaster. Speakers included Sol Lebedoff and Bennie Berger, veteran exhibitors; A. H. Blank, prominent circuit operator, Des Moines, and Lou Elman, Des Moines, RKO branch manager.

Lebedoff at one time worked as a salesman for Goldhammer and he lauded the latter's ability and extolled his qualities as a man and a friend. "I wish you utmost in luck and success," he told his former employer.

One of Goldhammer's earliest jobs was with Blank, the latter said. Even in his youthful days, he asserted, "Nickey" gave plenty of evidence of the qualities which "are carrying him far up the ladder."

Telegrams were received from Jules Levy, Moe Levy, R. K. Branton, Ned Depinet, Harry Michalson, Sol Yaeger and others congratulating "Nickey" and expressing regret at their inability to be present in person. On his part, "Nickey" briefly expressed his thanks and happiness, and promised he would strive might and main to be worthy of his company and friends' confidence.

## Sheldon Grengs Now Owns Both Cloquet Theatres

CLOQUET, MINN.—Sheldon Grengs now owns both theatres here. He bought the opposition house, the Leb, from the Baer Bros. who had purchased it recently from W. M. Miller.

## OTSC's Latest Sales

KANSAS CITY — Recent installations by Oklahoma Theatre Supply Co. are announced by L. J. Kimbriel, branch manager, as follows: Tivoli Theatre, Maryville, Mo., 850 Heywood-Wakefield seats; L. O. Christian, new theatre, Blue Mound, Kas., 240 seats; Booth, Rich Hill, Mo., lobby furniture; Warren Weber's DeLuxe, St. John, Kas., carpets, desks and lobby furniture; 1,500 seats, Muncipial auditorium, Moberly, Mo.; Metal Crafts Industries, St. Joseph, Mo., desks.

### Extends Madeleine Carroll

HOLLYWOOD—Paramount has extended Madeleine Carroll for another year, with her next assignment in "Safari," opposite Fred MacMurray.

# KAYCEE

A SMART piece of showmanship, that of Barney Joffee, when he secured the paintings by Mrs. Percy Lewis, Marshall, Mo., Negro, which won the state fair prize, and which evoked so much comment.

*On the Row: Glen Newbold, Yates Center, Kas.; Joe Lenski, Pittsburg, Kas.; H. E. Porta, Community, Humansville, Mo.; George Owens, Lathrop, Lathrop, Mo.; Charles Thomas, Uptown, Sweet Springs, Mo.; Frank Anderson, Family, Kirksville. Mo.; J. G. Whitted, Weston, Weston, Mo.; F. L. Lowe, Sterling, Kas.; C. E. Cook, Maryville, Mo.; C. A. Brooks, Ritz, Marshfield, Mo.; Nick Kotsis, Holden, Mo., in with a new story; Louis Griefe, Windsor, Mo.; Ferd Ledoux, Holton, Kas.; Howard Killian, Hillsboro and Marion, Kas.; Elmer and J. E. Bills, Salisbury, Mo.; A. J. Simmons, Lamar, Mo.; George Nescher, Valley Falls, Kas.*

Hazeljoy Ralph and Gretchen Brown of Commonwealth went home over the holiday, but in different directions: the first to Newton, Kas., the latter to Brunswick, Mo. . . . Marjorie Crawford of Republic is back from a New York vacation.

*Harry Wheeler of Paramount and Mrs. Wheeler went to Yellowstone three weeks ago for their vacation. Harry, the big fisherman, had a rumble full of tackle, but didn't take it out—and there's plenty of fish in Yellowstone. Looks like he's trying to maintain his record of never catching any.*

W. P. Bernfield and Reube Finkelstein were sitting in a corner at Variety Club the other day, Bernie nursing his asthma and Reube crying with hay fever. Just a couple of "casualties" solacing each other.

*Walt Kirkham of Commonwealth just returned from a vacation in Minnesota.*

R. O. "Bob" Garrett of the Metro advertising accessories department and Miss Babe Swanson, tennis star, will be married September 23. Congratulations, both!

*Columbia's Fun Club held a picnic last Friday at the Waterworks in North Kansas City. Highlights were—ribs, and a specialty act by Ruth Toler and Louise Williams, both very good.*

Jim Foland screened "Tumbleweeds" for the newspaper men and exhibitors the other day. Among those who saw the Bill Hart opus were John Cameron Swayze of the *Journal*, and Mrs. Swayze; Phil Koury, *Star;* Clarence Schultz, Ralph Kieffer, Glen Newbold, etc.

*Don Phillips, Colby, Kas., exhibitor, is reported married and on his honeymoon. The Phillipses are planning a new house in Colby.*

R. W. McEwan, Magic Eye distributor, observed his 20th wedding anniversary last week. He feels mighty proud and has only five years to go to be up with the Frank Bowens. Mac has been in the film business since 1898.

## *Expect Another Big Crowd At Annual Barbecue*

KANSAS CITY—Only death or destruction will keep members of the film and theatre industry and allied tradesmen from the 'steenth annual barbecue at Earl Jameson's estate Monday night, September 11.

Hosts of the stag affair, biggest and best of all such, are Jameson, Reube Finkelstein, R. R. Biechele and Finton Jones, the four musketeers, who have bagged for the occasion ribs, beef, ham and hot dogs. The method will be barbecue.

Starting at 6 p. m., the event will last until long after the last crumb of the food is gone.

Tom Collins of the *Journal* will be on deck to help along the festivities; several of the players from the Kansas City Blues organization are expected to attend, and a real leading lady from Hollywood has been promised. The latter will constitute, according to the authorities, "a great cinema surprise." There will be stars galore—if it doesn't rain, in which case stags are asked to use their rain checks for Tuesday night.

Jack Barnett of 20th-Fox will shoot some films. There is a reel from last year in the J. F. B. J. archives.

### Paramount Extends King

HOLLYWOOD—Paramount has extended its option on Director Louis King, now piloting the Dorothy Lamour starrer, "Typhoon."

## *Variety Club in Kaycee Begins Bowling Season*

KANSAS CITY—The Variety Club Bowling League opened its season Friday. The set-up of teams as it stood midweek just before the opening blast at Louie was as follows:

Dubinsky Bros.: Bill Dubinsky and M. Hoffman of Dubinsky Bros.; Jim Lewis, Ted Wilkins, Bob Riddle, Leon S. Abraham, and Winston Brown, RKO.

Cinema Club: Andy Anderson of Paramount; Charley Siebenthaler, Independent Poster Exchange; Joe Lysowski, Altec; Walt Kirkham, Commonwealth, and Martin Stone, Screenland.

National Screen Service: Chet Stiles, Larry Biechele, Ralph Gregory, C. E. Gregory, and Jack Avirill, NSS, and Walt Abranz, Universal.

Film Delivery: Earl Jameson, Earl Jameson jr., William Pritchett, Ray St. James, and Ralph Tonge, Film Delivery, and George Baker.

Finton Jones: Finton Jones, insurance; G. Serslev; Norris Cresswell, photographer; Jim Weakley and John Scott, Republic-Midwest; and Harry Bradbury and Harold Hellman, Columbia.

Warner Bros.: Jim Winn, Harry Gaffney, Paul Robison and others.

Barkers: Frank Hensler and Walt Lambader, Metro; Jack Gregory, Altec; Jack Barnett, 20th-Fox; Bill Bradfield, Columbia, and Les Durland.

Leon Abraham is president of the league.

# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

### KANSAS CITY TERRITORY

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**Southwest Theatre Equipment Co., Indp't**
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#### EXHIBITOR ASSOCIATIONS

**Independent Theatre Owners Association**
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

**K. M. T. A.**
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#### SCREEN PUBLICITY

**Alexander Film Company**
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
**Phone: Hiland 2694**

# OMAHA

MANY exhibitors in the Omaha trade area operate other businesses in addition to operating a theatre. Here are a few of them:

*Harold S. Conroy, Roxie Theatre, Shelton, Neb., is a barber and his wife operates a beauty shop . . . Frederic Largen, Lyric, Creighton, Neb., heads the theatre equipment manufacturing company bearing his name . . . Leslie Roth, State, Estelline, S. D., runs a pool hall.*

H. A. Taylor, Ritz, Omaha, operates the Music Box, a highclass downtown dance hall, in the winter time . . . Hollis H. Silkensen, Silkys, Dell Rapids, S. D., owns a service station . . . E. E. Hopkins, new exhibitor at Whiting, Ia., also is a banker and general store owner.

*Leo Wolcott, Grand, Eldora, Ia., owns farms and ranches and is a successful operator . . . R. E. Brega, Star, Callaway, Neb., is an attorney . . . Harold Hall, Elkader, Ia., operates a finance business in addition to the Elkader Theatre . . . Mr. and Mrs. Roy Syfert, Ainsworth, Neb., are both licensed morticians.*

Walter Gunther, Palace, Syracuse, Neb., does sign work and sells made-to-measure clothes . . . Eylias K. Kleinsasser, Met, Freeman, S. D., is a commercial photographer . . . Dr. Frank Rider, Wauneta, Neb., is a dentist when he is not operating the Chateau Theatre . . . Dr. J. T. Palensky, Howells, Neb., also is a dentist.

*Bruce Merrill, Lyric, Edgar, Neb., is an expert electrician and built much of his theatre equipment . . . A. G. Miller, Lyric Atkinson, Neb., is a postmaster . . . Howard Colon, operator of the Colonial Theatre at Hamburg, Ia., also has worked for Uncle Sam as a postmaster . . . Bowman Bros., McClelland, Ia., are expert radio repair men and electricians.*

Mike Moran, Heartwell, Neb., runs a dance hall and general store . . . J. V. Frank, Harvard, Neb., is in the oil business besides running the Harvard Theatre . . . A. J. Anderson, new exhibitor at Sloan, Ia., is also an auto dealer and restaurant owner . . . C. N. Robinson, Home, Blair, Neb., operates a restaurant.

*Ray Brown, Harlan, Ia., owns some apartments in addition to the Harlan Theatre . . . Floyd Wolfe, Lynch, Neb., is a carpenter . . . C. E. Warden, Capitol, Hartley, Ia., was formerly a superintendent of schools . . . Carroll Lane, Iowa circuit owner, was formerly principal of schools at Carroll, Ia.*

Murrel Simpson, Palace, Clearwater, Neb., is the town's bandmaster . . . Rosalie Boughn, Sun, Walthill, Neb., is a housewife when not running the theatre . . . C. M. Peterson, Grand, Genoa, Neb., is a railroad man. His wife runs the theatre . . . J. Morgan Reynolds, Bertrand and Elwood, Neb., has been a rural mail carrier.

*Frank Thomas, Brownville, Neb., raised apples commercially . . . Eddie Forester, Omaha Theatre manager, has been so successful as a magazine writer he resigned to devote full time to it . . . C. C. Goodrich, Rialto, Stromsburg, Neb., runs a garage . . . W. W. Small, Princess, Decatur, Neb., is an implement dealer.*

Phil Lannon, manager of two theatres at West Point, Neb., raises high grade hogs . . . Fred Baker, Star, Homer, Neb., is station agent at Winnebago, Neb. . . . Ed Kugel, State, Holstein, Ia., used to be a bank cashier at Clarks, Neb. . . . George Hall, Rosebowl, Franklin, Neb., used to be a sheriff, as everybody knows.

*Frank Hollingsworth, Beatrice, Neb., still carries a union card although he doesn't work for the railroad any more . . . Fred Schuler, Humboldt, Neb., is a stock-raiser and farmer while Mrs. Schuler runs the Humboldt Theatre . . . Paul Thacker, Pender, Neb., is superintendent of schools.*

## Tri-State Changes; More Are Expected Shortly

DES MOINES—A number of changes have occurred in the Tri-States Theatre Corp. set-up here, and some others will be announced soon.

David Dewey, superintendent of maintenance for Tri-States, left Thursday (August 31) for Union City, Indiana, where he will be affiliated with the Union City Body Co.

Myron Blank will replace Mr. Dewey with William V. Tony as his assistant. Mr. Tony was formerly manager of the National Theatre Supply here. A. C. Schuyler will succeed Mr. Tony at the supply company.

Don Allen, Des Moines Theatre manager, is being transferred to the Omaha Theatre in Omaha, Neb. His successor has not yet been named.

## Dailey in a Dither

DES MOINES—Behind that yellow tie with the red spots on it was Jack Dailey, Paramount advertising department's travel expert, who came to town to act as observer while one of Paramount's ballyhoo-builts, accompanied by mother, acted as observer at the Iowa redhead contest.

After getting his female responsibilities safely aboard the Hollywood plane, Jack combed his hair and got down to the really serious business of getting permission for Paramount's "Rulers of the Sea" trailer (it's a model ship) to cross the state.

He traveled all the way (30 miles) to Ames to discover that Iowa law says nothing on the highways can be more than 45 feet long. Special permission has been granted for a 60-foot load of lumber, but the "Seas" truck and trailer measures 82 feet from its radiator clear back to its 18th wheel.

With Tri-States' Hyperion Club stag out of the way, there wasn't an immediate chance of floating it across, so Jack was in something of a dither when permission was refused. Latest reports showed that via the *R&T's* veteran politician, Cy Clifton, Dailey had negotiated a conference with the governor so things were looking up.

And Boss Cliff Lewis can look for something else to worry about.

# LINCOLN

FRANK ROBERTS, former auditor with the J. H. Cooper string, but transferred to the theatre operations end of Cooper enterprises, is already eyeing another job . . . Wayne King opens the Turnpike Casino, which will start off, September 15, as regular three-day weekend competition for the college trade . . . George F. Monroe jr. writes home from Colorado that there's a baby at their house—it's only a dog, however.

*There are five guys on theatre Row, including* BOXOFFICE, *who hold commissions in the U. S. Army reserve, and to whom war means more than newsreel features . . . Orville Rennie was called in from Hastings, Neb., to gab with Evert Cummings about the possibility of trading the Adams county metropolis for a job in the Omaha, Omaha . . . Joe Rosenberg, having joined Sol Francis at Monogram three weeks ago after resigning from RKO, goes along with Francis as caddy—carrying Francis' briefcase, their three cans of product, and a sack of popcorn when they go with exhibitors like Howard Federer to baseball games.*

Gov. R. L. Cochran has written letters to all the Omaha exchange men who wrote him guaranteeing their support for his senatorial candidacy. Not many Filmrows in the country ever have received such a barrage of letters from a state executive . . . Harvey Traylor has a couple of ushers so tall he has to speak to them two steps up the Lincoln stairs so he can look 'em in the eye without 45-degree angling his head . . . State Fair is helping theat Row a little this week, a few people having money left after the horses run . . Incidentally, Sid Rose picked up more money betting on noses here one day than he did from his pictures.

*Joe Phillipson, with his wife and daughter, took a looksee at Salt Lake City, Yellowstone and Denver before Joe looped around and started back to New York, with a stop for business here. Huddled with Bob Huffman, Cooper's city manager. Vincent DiFiore, who is handling Paramount's books . . . Meantime, Jean Kindc landlord of the Stuart, went all the w to California to see Joe Cooper about the arrangement for the future of the house. He is understood to be offering the Lincoln Theatres Corp. head three propositions—a new lease at lower figure, but involving house improvements and A policy, paying up under the present lease terms, or releasing the theatre tenancy. New deadline for the negotiations is September 15.*

B. M. Montee, H. A. McClure's finger in the Fox-Midwest houses of Beatrice, hasn't been up to make himself known since sliding into Charlie Morehead's chair . . . Harry Schiller is back from his vacation, with the fish all sighing relief, and Earl Engstrom, too, who has had Grand Island on his hands . . . Carl Rose, York, confirr suspicions generally that his new boss, M. E. McClain, Fremont, is a prince . . . . Joe Jacobs, not necessarily speaking from experience, says married men prefer girl friends who are beautiful, but mum.

# DES MOINES

HINT to publicity department for Paramount studios in Hollywood: Why not let both your starlets and their publicity escorts in on the fact that it's still considered good taste to introduce the ladies in the party first even though said ladies are escorted by the dolers of free newspaper space? Such a discourtesy is noticed even by the newsmen, and reflects discreditably on both actress and studio involved.

*Thank-you notes to Filmrowers for personal favors: First to Sy Harlan (a guy we said was okay long afore this) and to Iles and McKinney for keeping some of the family from pounding the pavement in search of a job . . . Second to G. Ralph Branton and Stan Mayer for screening the "Young Mr. Lincoln" last Saturday for the sisters from St. Catherine's and the Mercy Hospital.*

We increased our store of information about the human race by getting us a job at the Iowa State Fair and nearly killing ourself for nine days. We discovered while posing as a handwriting analyst that you can't make any dough by telling an Iowa farmer (his writing indicates he has an "analytical mind") . . . you have to spend the rest of the day explaining to the one customer what "analytical" means . . . We also learned, when we tried selling perfume, that it's worth 25 cents of any farmwoman's egg money to smell like Hedy Lamarr. We didn't sell a drop until we got the bright idea of sidelining up to the customer with an atomizer and murmuring, "This is Hedy Lamarr's favorite perfume!" From then on we sold the stuff like wildfire and easily outclassed all the old heads at the game (please, M-G-M, don't sue us for libel—think of the thousands of Iowa farmwomen who now fancy they've something in common with the smoldering Hedy).

*Looks like he who guffaws last, guffaws best with Joy Hodges married to Omaha's Gil Doorly . . .* BOXOFFICE, *the* World-Herald's *film critic Keith Wilson, and even the* R&T's *Ken Clayton were snickering at Spirit Lake about the* Register's *story during "Career," hinting at romance and wording it evasively, "Joy drove out to the airport to see if Gil Doorly got off all right according to his schedule." Maybe it's just another time when news didn't happen, but some reporter made it happen. We think the* Register *should have let Reporter Gammack cover the wedding here fittingly attired in quiver, bow and arrows.*

Opal Judd has been writing very special letters on very special paper to a very special person, formerly employed at Monogram and she seems to have a very special opinion of aforementioned individual, too . . . Don West is another late customer at the Brown Drug.

*The Tri-States gang had a time of it at Red's club rooms for Don and Mary Allen, who are leaving for Omaha . . . Madge Ward, A. H.'s secretary, says she needs a pair of roller skates to keep up with herself since she's stenoing for G. Ralph, Ray Blank, as well as her usual boss . . . Virginia Orr, Branton's secretary, is up north on a vacation. She's bought herself some golf clubs and means to learn to use them before she gets back.*

If that McTeague youngster's voice gets him into films, he can thank the buildup the president of Dowling College gave to Terry Delapp.

*Art Anderson should know by now that we see no point in his having that screening at 12:45 when we're working at the fair . . . He'll just have to bring "The Old Maid" outa mothballs again for a pair of people.*

Bobby Stone (Joe Aranow to you Des Moines readers) has left his Hollywood chores for a few days to visit his parents here. Maybe Joe Dietch's package as he hustled down Locust St. didn't contain what it appeared to contain—but he was coming from that direction.

*Speed Lambert stopped for a moment to pass the time of day at the* R&T *and to pick up some copies of the magazine section that carried a layout on "The Women." And to ask some questions about the activities of M-G-M's publicity offices.*

## *Worth the Flight*

BATTLE CREEK, IA.—A fishing trip that has many of the qualities of a day dream (with the very vital exception in mind, that it really happened) is the fond memory of J. D. Warnock, manager of the Luna Theatre here.

Warnock is but recently back from a three weeks' stay in the wilderness regions of Ontario, Canada.

Accompanied by Dr. H. D. Jones of Schleswig, Warnock chartered a plane at Sioux Lookout, northernmost town in Ontario, and equipped with canoe, tent, sleeping bags, utensils, food, cameras and the all-important fishing tackle, left for the outlying lake chains. With the aid of an Indian guide, they pitched camp in the midst of a wilderness of lakes and heavily wooded islands, abounding in moose, beaver, bear, deer and all kinds of wild life.

Warnock's fishing record reads 26 muskellunge, ranging in weight from five to 34 pounds; 24 deep lake trout from eight to 28 pounds; hundreds of walleyed pike, small mouthed bass, perch and great northern pike. During the last few hours at camp, several large lake trout were caught, dressed and carried on the plane to Sioux Lookout whence they were shipped to the states.

## *She Joins Sons Unknowingly*

OMAHA—Ralph Goldberg, operator of a local circuit, for the past seven years has been the central figure in a real-life drama more heart-stirring than most of those flashed on the screens of his theatres.

The exhibitor's mother, Mrs. Himon Goldberg, died recently without knowing two of her sons were killed seven years ago, and therein lies the story.

The sons, Harry and Sam Goldberg, were shot to death Dec. 4, 1932, following a dispute with Jules Rachman, their cousin, over business matters in connection with the Goldberg theaters, which the three brothers operated. Rachman was convicted for the double slaying. At that time, Mrs. Goldberg was ill in California and news of the tragedy was kept from her.

Son Ralph feared to tell his mother of the deaths, so grave was her condition. To keep her from worrying, Ralph finally decided to write her letters, signed by Harry and Sam. It was thought the news could be broken to her when her condition improved.

The deception was continued, however, because her condition failed to improve.

Every week or two, Ralph wrote a letter to his mother who remained in Los Angeles, and signed one of his dead brothers' names. Most of them he mailed from Omaha. Some he sent to friends in New York or other cities for mailing.

Friends who visited Mrs. Goldberg were warned of the deception.

Mrs. Goldberg sometimes became fretful, wondering why Harry and Sam never came to see her—especially as Ralph did so every few months. Ralph then wrote a letter explaining that, because of the depression, refinancing of the Goldberg theatres was necessary, and the brothers were tied up in the east.

Six months ago Mrs. Goldberg returned to Omaha. From then on, all letters presumably from Harry and Sam were mailed from New York. Mrs. Goldberg died without knowing two of her sons preceded her in death.


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# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **RENEGADE LAW**—Charles Starrett, Iris Meredith. Producer: Irving Briskin. Director: Leon Barsha. | **ILLICIT CARGO**—Jack Holt, Kathleen Howard, Eduardo Ciannelli, John Wray. Producer: Larry Darmour. Director: Lewis D. Collins. Original: Albert DeMond, Eric Taylor. Screenplay: Albert DeMond.<br>**THE INCREDIBLE MR. WILLIAMS**—Joan Blondell, Melvyn Dougas, Ruth Donnelly, Donald MacBride. Producer: Everett Riskin. Director: Al Hall. | |
| GN | | | |
| M-G-M | **BROADWAY MELODY OF 1940**—Eleanor Powell, Fred Astaire. Producer: Jack Cummings. Director: Norman Taurog.<br>**JUDGE HARDY AND SON**—Lewis Stone, Mickey [illegible], Fay Holden. Producer: Lou Ostrow. Director: George Seitz. | **REMEMBER**—Robert Taylor, Greer Garson, Lew Ayres, Billie Burke, Lionel Atwill, George Barbier, Sara Haden, Paul Hurst, Reginald Owen. Producer: Milton Bren. Director: Norman Z. McLeod. Original: Norman Z. McLeod, Corey Ford. | **FAST AND FURIOUS**—Franchot Tone, Ann Sothern, Lee Bowman, John Miljan, Ruth Hussey, Allyn Joslyn. Director: Busby Berkeley. Original: Marco Page. |
| MONO. | | **SCOUTS OF THE AIR**—John Trent, Marjorie Reynolds, Milburn Stone. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. | |
| PARA. | **STRANGE MONEY**—Ellen Drew. Producer: Harold Hurley. Director: Robert Florey. | **EMERGENCY SQUAD**—Louise Campbell, William Henry. Producer: Harold Hurley. Director: Edward Dmytryk. | |
| RKO | **ESCAPE TO PARADISE**—Bobby Breen, Kent Taylor. Producer: Sol Lesser. Director: Erle C. Kenton. | **SUED FOR LIBEL**—Kent Taylor, Linda Hayes, Lillian Bond, Thurston Hall, Morgan Conway. Producer: Cliff Reid. Director: Les Goodwins. Original: Wolfe Kaufman. Screenplay: Jerry Cady.<br>**VIGIL IN THE NIGHT**—Carole Lombard, Anne Shirley, Helena Grand. Producer: George Stevens. Director: George Stevens. Original: A. J. Cronin. | |
| REP. | **JEEPERS CREEPERS** — The Weaver Brothers, Elviry, Roy Rogers. Producer: Armand Schaefer. Director: Frank MacDonald. | **SABOTAGE**—Arleen Whelan, Michael Whalen, Gordon Oliver, Charley Grapewin. Producer: Herman Schlom. Director: Harold Young. Screenplay: Lionel Houser, Alice Altschuler. | |
| 20TH-FOX | **THE CITY**—Ricardo Cortez, C. Aubrey Smith. Producer: Sol Wurtzel. Director: Ricardo Cortez. Original Screenplay: John Larkin.<br>**DAYTIME WIFE**—Tyrone Power, Linda Darnell. Director: Gregory Ratoff. | **SWANEE RIVER**—Al Jolson, Don Ameche, Nancy Kelly. Producer: Kenneth Macgowan. Director: Sidney Lanfield.<br>**THE SIMPLE LIFE** — Stuart Erwin, Marjorie Weaver, June Gale, Chick Chandler, Barnett Parker. Producer: Sol Wurtzel. Director: Eugene Forde. Original: William Anthony McGuire. Screenplay: Jay Adams, Leonard Hoffman, Hamilton MacFadden. | |
| UNIV. | **LITTLE ACCIDENT** — Sandy Henville, Hugh Herbert. Producer: Charles Lamont. Director: Charles Lamont. | **DESTRY RIDES AGAIN**—James Stewart, Marlene Dietrich, Brian Donlevy, Charles Winninger. Producer: Joe Pasternak. Director: George Marshall.<br>**FIRST LOVE** — Deanna Durbin, Lewis Howard, Robert Stack, Helen Parrish. Producer: Joe Pasternak. Director: Henry Koster. | **LISTEN, KIDS**—Johnny Downs, Constance Moore, Edgar Kennedy, Paula Stone, Janet Beecher, Marjorie Rambeau. Producer: Al Rogell. Director: Al Rogell. |
| UA | **SEND ANOTHER COFFIN** — Pat O'Brien, Ruth Terry, Broderick Crawford, Edward Arnold, Claire Dodd, Douglas Dumbrille. Producer: Walter Wanger. Director: Tay Garnett. | **OF MICE AND MEN** — Burgess Meredith, Lon Chaney jr., Betty Field, Charles Bickford, Noah Beery jr., Leone Roberts. Producer: Hal Roach. Director: Lewis Milestone. Original: John Steinbeck. Screenplay: Lewis Milestone. | |
| WB-FN | **UNCLE SAM AWAKENS**—Ronald Reagan. Producer: Bryan Foy. Director: Noel Smith. | **WE ARE NOT ALONE**—Paul Muni, Dolly Haas, Una O'Connor. Producer: Henry Blanke. Director: Edmund Goulding. Original: James Hilton. | |

# Cleveland Charts a Film Celebration

CLEVELAND—Cleveland is making big preparations to celebrate the 50th anniversary of motion pictures.

One of the main features of the celebration program will be an extensive display in the concourse of the Terminal Tower, one of the busiest spots in the city. The display will be in the nature of a history of the industry, with exhibitions of costumes, jewelry and sets used in the production of motion pictures past and present.

Local interest will stress the facts that Thomas A. Edison, father of the motion picture industry, and the Warner Bros., leaders in the field of production, were born in Ohio. Thomas A. Edison was born in Milan, while Youngstown was the home of the Warner family.

The event will open September 19 with a great civic luncheon. Invitations to attend this luncheon are being extended to Will Hays, James Roosevelt, Gov. John W. Bricker, Senator Robert Taft, Mayor Harold H. Burton. Bob Hope, screen and radio star, who has returned from Europe will also be invited to Cleveland for the occasion. Mayor Burton has agreed to issue a proclamation announcing the start of the Golden Birthday celebration.

Ohio actors who have made good in pictures will also be invited to attend the Cleveland celebration. These include, in addition to Bob Hope, John Howard, Eleanore Whitney, Alan Baxter, Adolphe Menjou and Clark Gable.

The motion picture exhibit in the Terminal Tower will have as its theme the history of the motion picture industry showing the development from the nickelodeon to silent pictures and then on to talkies. Old theatre equipment, such as screens, chairs and projectors will be contrasted to the newest type of equipment.

Production exhibits will be sent from the coast with the compliments of the studios. Local theatre supply companies will provide mechanical exhibits. The March of Time will contribute a continuous trailer based on its issue telling the story of motion pictures.

A film memory test will be launched to arouse local interest in cooperation with one of the newspapers.

The local celebration will be continued through October 6.

## *Promotions in Vitagraph Ranks Are Announced*

CLEVELAND—Promotions from the ranks are announced by Herbert Ochs, local Vitagraph branch manager. Ralph Salyer, city booker, steps up into the sales division. He will be connected with the Vitagraph office in Cincinnati. Larry Kreusser moves up as Salyer's successor and Harold Bein steps into Kreusser's shoes. The vacancy created by moving up the boys of the booking department will be filled shortly.

# *WVMA Joins Ranks of MPTOA; Sol Hyman Named to Board*

WHITE SULPHUR SPRINGS, W. VA.—The West Virginia Managers' Ass'n, in fifth annual convention here, voted to join the MPTOA. It was announced Sol Hyman of Huntington, president and founder of the exhibitor group, would be named as a member of the MPTOA's national board of directors.

The business session was addressed by Ed Kuykendall, MPTOA head, and was devoted mostly to preparing information and plans with which to combat the Neely Bill. A long resolution was passed and ordered sent to all members of Congress urging defeat of the measure. Plans were made to go before all the teachers organizations and explain the effects the passage of the Neely Bill would have on exhibition, this action having been taken following Kuykendall's explanation of the bill's terms and the reasons for its promotion. E. R. Custer of Charleston was prominent in discussions against the Neely Bill.

State tax legislation was discussed and plans were made to combat any inimical legislation that may come up at the next session of the legislature.

Governor Homer A. Holt was the honor guest at the dinner-dance which concluded the convention. Approximately 100 attended the banquet.

Among exhibitors present were Dr. and Mrs. C. P. Church, Mannington; Mrs. P. M. Thomas, Parkersburg; James Rogers, Sol and Abe Hyman, Huntington; C. E. Brown, Cabin Creek; R. W. Phelan, Clendenin; W. H. Holt, Richwood; Lloyd Rogers, Welsh; Archie Clemens and B. Hensley, Montgomery; Max Matz, Bluefield; Mr. Grogan, Kimball; P. L. Dysard, Lewisburg; Milt Levine, Williamson; W. W. Hines, White Sulphur Springs; Gene Custer, Jim Shanklin, Danny McGnatt, Charles Aaron, Lester Rosenfeld, D. S. MacQueen of Charleston.

# MPTO of W. Pa. Will Convene Oct. 23-24

PITTSBURGH—The Roosevelt Hotel has been named as convention headquarters for the annual independent exhibitor conference Monday and Tuesday, October 23 and 24. Sponsored by the MPTO of W. Pa., Inc., the date and place were selected by directors of the organization.

A convention chairman will be named at an early date as will committee heads, according to M. A. Rosenberg, president.

MPTO plans to publish a souvenir program and announces that a banquet will be one of the highlights of this year's affair.

Allied leaders, unnamed at present, will attend the two-day convention as will leading film distributing executives.

### Sales Policies Will Be Discussed at Meeting

PITTSBURGH—Membership meeting of the MPTO of W. Pa., Inc., has been called for Tuesday noon, September 12, at the Roosevelt Hotel. A luncheon will precede the special business session which is for members only.

One of the subjects to be discussed is the exhibitor poll or "product survey" regarding actual sales policies of the various film distributing companies.

## *Steubenville Reopening*

STEUBENVILLE, OHIO—The completely redecorated and modernized Olympia Theatre here reopened last week. New equipment also has been added to this 700-seat house. James D. Parker is manager.

# UDT Bows to Lower Admission Schedule

DETROIT—After holding out all summer with a 65-cent top, competing directly with the Fox admission at a dime lower, United Detroit's Michigan Theatre has dropped prices a dime. Move is coincident with the reopening of the United Artists, by the same circuit, as the de luxe single bill house among the first runs, with the UA prices, which have usually been identical with those of the Michigan, at the new lower level as well.

New schedule includes drop from 40 to 35 cents up to 6:30 p. m., and from 50 to 40 cents for Saturdays up to 5:00 p. m., and Sundays up to 1:00 p. m.

The Palms-State, other UDT first run, has dropped some price schedules similarly, keeping a 50-cent top, however.

To date, no move toward a general price drop in the city has been reported, and neighborhood houses appear to be little affected by the move. Had it come early in the summer when the Fox made the dime drop together with the cutting of stage shows, a general price cut all over the city would have been expected. With the cautious delay in responding to the original Fox move, however, UDT management appears to have avoided giving any impetus toward such a concerted move. With a dozen subsequent or second runs of their own, the circuit has obviously sought to avoid any such move.

## *Alliance Vaude Try*

ALLIANCE, OHIO—The Columbia here, one of the Tri Theatres group, managed by Ray C. Wallace, will try out vaudeville starting September 15.

# Schreiber Co-op Suit Defendants Served

DETROIT—Suit of Midwest Theatres—the Ray Schreiber Circuit—against Cooperative Theatres of Michigan and its individual members, charging conspiracy, etc., showed some progress when Co-op officials decided to waive further proof of service upon corporation officers. Sam Barrett, assistant general manager, has been served, and this is to be considered as sufficient for the corporation, according to General Manager Carl Buermele.

Only some seven or eight individual members have been served, Buermele said, and these have brought the problem of their representation to the Co-op office.

## LOUISVILLE

JESSE L. LASKY will be in Louisville September 14 and 15 to preside at auditions in connection with a nation-wide search for new screen talent. Local winners will compete in finals at Hollywood. The two selected will appear in an RKO picture to be made this fall. Lasky advance talent scout, James Moore, blew into town last week and set up headquarters at the Brown Hotel, where the auditions are to be held. J. P. Musselman, manager of Fourth Avenue's Rialto, is cooperating with Lasky and Moore.

*Two Kentuckians, one the veteran producer D. W. Griffith, of La Grange, and the other Victor Mature, young Louisville actor, will join forces in the making of "1,000,000 B. C." at Hal Roach studios. Griffith, in retirement for several years, left his La Grange home last month for another fling at the films.*

D. H. Finke, Chicago, General Register Corp. executive, was in town the other day on a business mission. He was accompanied about town by G. R. C.'s local representative, Abe Finberg.

*The Brown held "The Wizard of Oz" for two weeks, making a three weeks' run here for the picture. Loew's had it the first week.*

A full-page ad in the *Paoli Republican* heralded the opening of the Luckett Amusement Co.'s new Strand Theatre last week at Paoli, Ind. The new theatre, with a seating capacity of 700, has all the latest features, including wiring for television. F. W. Brauer is Luckett's Paoli manager.

*Percy Gladden, operator of the Roxy at Bloomington, Ind., and one of the oldest showmen in the Hoosier state, was reported critically ill at an Indianapolis hospital . . . The father of W. S. Conway, who runs the Irwin Theatre at Cannelton, Ind., died last month.*

Luckett has installed a new vertical sign, new marquee, new boxoffice and new carpeting at the Dream Theatre at French Lick, Ind. . . . It's the Rio now, instead of the Alhambra, at Rockport, Ind., Manager Howard L. Hargis announces.

*Settos' Elks Theatre at New Albany, Ind., Louisville's neighbor, has inaugurated a new series of stage shows.*

In the current issue of the Falls City Theatre Equipment *News*, published by W. E. Carrell and W. A. Quinn, the latter related a story of how he took over a neighborhood theatre losing $100 a week, and by various promotions, including a Kiddies' Club to bring in the children, and special-price campaigns, had the place making $150 a week within reasonable time. In order to build up his weakest night—Wednesday—he told of offering two Wednesday-night tickets for the price of one to all the customers on Friday, Saturday, Sunday and Monday. As a result, Wednesday night jumped to the top.

### *Blumberg Is Hailed By Allied Unit*

**Pittsburgh—Nate J. Blumberg, president of New Universal, was congratulated for the quality productions turned out by the company since his appointment to that post in a wire forwarded to him by the MPTO of W. Pa., Inc. Directors of the local Allied organization authorized the congratulatory telegram.**

**"The exhibitor company" trademark of New Universal has been receiving favorable nods here, and there is much interest in the three-month "Exhibitors' sponsored testimonial" to the company.**

## *Building Under Way on Cameron, W. Va., House*

PITTSBURGH—A new theatre was scheduled to be under construction this week at Cameron, W. Va., for Sperling & Lowe, Moundsville, W. Va., exhibitors. The house will be modern in design and decoration, and work will be rushed so that it will be ready for opening as soon as possible. The business property on the main street was purchased by Moundsville theatre owners and their entry into the town was unexpected. Cameron has a theatre, the Almo, operated for a long period by C. E. Kuhn.

## *600-Seat Open Airer Is Opened in Wooster, O.*

WOOSTER, OHIO—A new open air theatre, called the Hillside, opened here last Saturday. It has 600 seats, all of the beach type, which are folded up each night. It is not a drive-in theatre as it has no accommodations for patrons to see a show while staying in their cars. Admission prices are 10 cents for children, 15 cents for adults. Standard size films are used.

### Mutual Buys Monogram

DETROIT—Mutual Theatres circuit has closed a deal with Monogram for its 1939-40 product.

# 'Education' Campaign On Bingo Planned

DETROIT—The ban on Bingo and similar games sponsored by churches, lodges and other reputable organizations will be enforced in Detroit, Police Commissioner Heinrich Pickert announces.

Governor Luren D. Dickinson advised Pickert that the existing laws banned such games, as well as those conducted commercially, and Pickert replied with the statement that a campaign of education for enforcement would be started first, before resorting to more extreme methods of law-enforcement. Pickert stressed the "impossibility" of having a police officer on hand every time a game was likely to be played, and contended that more could be accomplished by a campaign of education.

## COLUMBUS

JOHNNY BARCROFT'S Caribbean cruise didn't pan out. The Italian liner *Roma* sailed back to Europe, leaving the RKO press agent and Orlie and Ken Rader standing at the dock! They compromised on a vacation at Cedar Point on Lake Erie.

*Larry Kaho, who has been operating the Orient Theatre in West Jefferson since the death of his father, is remodeling the house.*

"Jack Rabbit" shows in this territory are beginning to fade. In central Ohio these free shows have been unsatisfactory from a technical viewpoint, although in northern Ohio reports have it that the equipment and product has been on par with theatres.

*Ruppert McNeely, the Baltimore exhibitor,, is ready to concentrate on his theatre—now that the Buckeye Lake fishing season is almost over.*

Elmer Fritz, owner of two houses in Urbana, isn't so sure the Cincinnati Reds are the last word. Last week the WSAI "recreated play-by-play" truck was in town and took all of his business. Other exhibitors report similar experiences.

*The "Wizard of Oz" exploitation truck (containing a small circus) is working the Cincinnati and Cleveland territories this week . . . F&Y is building the new Harry Schwartz theatre in Paris, Ky.*

Lou Holleb opened his remodeled New Theatre Sunday . . . Nat Holt, RKO boss, was in town last week for first time in several weeks.

*Russ Bovim, manager of the Ohio Theatre, has "discovered" a second Hedy Lamarr. At the Deshler Hotel and at the Ohio State Fair she almost caused a riot—police escort being necessary to rescue her from the admiring crowds. Of course the Ohio was promoting "Lady of the Tropics," but the near-riots were not part of the plans.*

# CLEVELAND

## "Bachelor Mother" Has Prolonged Run

**Cleveland—RKO's "Bachelor Mother," with Ginger Rogers and David Niven, is making something of a record in Cleveland, where, with the exception of only one week, it will play continuously for several months.**

**"Bachelor Mother" opened its local engagement at Warner's Hippodrome, from where, after a big week, it moved over to the Allen where it settled down for three consecutive weeks. Following this, the picture traveled from the downtown area to Keith's East 10th St. Theatre. After a week's rest it breaks September 9 for suburban situations.**

## Cleveland's Penn Square Again Foreign Outlet

CLEVELAND—The Penn Square Theatre, Euclid Ave. at East 55th St., will go back to its foreign film policy when it reopens September 20 under the management of Gabe Rubin, who, for the past five years, has operated the Art Cinema Theatre in Pittsburgh. Ralph Rose, lessee of the Penn Square, is affiliated with Rubin in the venture. Present plans call for the opening picture to be "The Crisis," documentary film dealing with the seizure of Czecho-Slovakia by Germany.

For several years, previous to last season, the Penn Square was Cleveland's exclusive foreign film picture theatre. Last season foreign pictures were shown at the City Theatre. At the present time there is no indication that the City, which closed in June, will reopen.

## John Barcroft Caribbean Cruise Stymied by War

COLUMBUS—John L. Barcroft, local RKO press agent, has been stymied by the European war. He was scheduled to sail on a Caribbean cruise September 1 on the *Roma* with Kenneth and Clark Rader, local theatre executives, but on orders from Rome, the ship canceled her sailing and has been standing by in New York.

John's Caribbean cruise, report has it, has landed him in Cedar Point. Anyway, he saw the New York Fair.

## Loew's Broad Stage Show Season Opens Sept. 15

COLUMBUS—First local stage show of the season is set for September 15 at Loew's Broad. The girleg musical is "La Vie Paree," presented by A. B. Marcus. As in the past, the theatre "may spot book stage attractions from time to time."

## Rappolds to Build

COLUMBUS—George and John Rappold, operators of the Innis Theatre, will build a new 600-seat house on the south side. Construction cost is estimated at $20,000.

PERC ESSICK, local circuit owner, and Mrs. Essick entertained a number of film men and their wives at their summer home on the Lake Erie shore over the Labor Day weekend. Included in the party were Mr. and Mrs. Nat Holt of RKO, Mr. and Mrs. Frank Drew of M-G-M and Fred Meier of *The News*.

*Mrs. M. B. Horwitz, wife of the general manager of the Washington circuit, is convalescing at Mt. Sinai Hospital from a recent major operation . . . Charles Aaron, M-G-M auditor, is a visitor at the local exchange.*

Anne Vickers, secretary to M-G-M Branch Manager Frank Drew, leaves the end of the week for a three-week vacation trip to the west coast. While in Los Angeles she will visit Mr. and Mrs. H. A. Bandy. All but the newly arrived local film folks will remember Mr. Bandy as onetime manager of Cleveland's Goldwyn exchange. Mr. Bandy, who left Cleveland to become Goldwyn's foreign representative in England, is now retired and devotes his time to his garden.

*Paul Baron of Universal is here in the interests of the three-month exhibitor sponsored Universal sales drive. He tells us that Universal has signed up for more pictures with Billy Lenhart and Kenneth Brown, the two young pests who made a hit in "The Under-Pup." Many who attended Manager Joe Kauffman's screening of "The Under-Pup" last week at the Lake Theatre expressed approval of U's new find, Gloria Jean, and prophesies that the picture has B. O. appeal.*

Ralph Redmond, manager of the Jewel Theatre, an Associated circuit house, has assembled his family again. His wife and son spent the summer with Mrs. Redmond's folks in Chicago . . . Nat L. Lefton, chief of Republic's Ohio outfit, is pleased to announce that he recently concluded new season product deals with the Schine and Shea circuits in this territory. Lefton also closed a contract with Dave Chatkin for first-run showing at the Palace Theatre, Akron.

*Dan Steiniger of the New Home Theatre, Bridgeport, O., and Jack Lefton of the Republic sales force, are on a fishing trip . . . Mrs. Esther Lefton and son of Pittsburgh have been visiting the Jack Leftons in Cleveland.*

Gene Autry is now live copy for magazine writers. The September 2 issue of the *Saturday Evening Post* carried a story of the singing cowboy written by Alva Johnson, entitled "A Tenor on Horseback." The *American Magazine* of September 8 also went into the Gene Autry matter in a big way. Al Gregg, in charge of Republic publicity locally, has placed 1,000 window cards advantageously in Cleveland and other cities, telling about both stories.

*Philip Kendis of Exhibitors Poster Service, who has been out of circulation for the past month with a back ailment, is at Hot Springs, Ark., where he hopes to complete the cure.*

Here's a "man bites dog" story. Charles Mulcahy of the *Youngstown Vindicator* and Vladimar Posvar, formerly of the *Cleveland News* and now with the *Cincinnati Post*, called on Republic publicity man Al Gregg in his office last week. This is a reversal of the usual procedure and so unusual as to deserve notice.

*Caldwell Brown, who owns a half dozen theatres in Zanesville, believes in preparedness. When Sam Gorrel of Republic Pictures called on him in his office the other day, he noticed a pair of boxing gloves on Brown's desk, indicating anything you please, seeing as how the selling season is now flourishing. However that may be, Gorrel vouches for the fact that the "appeasement" policy was used and negotiations were concluded without resort to the boxing gloves.*

The two-year contract of the Film Exchange Employes' union, as an affiliate of Local 160, IATSE, expires this month. It is reported that renewal will be automatic . . . Paul Gusdanovic, circuit owner, who suffered a recent heart attack, returned from Cambridge Springs looking the pink of perfection.

*Milton Harris, director of publicity and exploitation for Loew's theatres, went to New York over the weekend to visit with his mother . . . George Lefko, RKO branch manager, was host last weekend to a group of Pittsburgh buddies . . . H. C. Patterson has taken over the Oakland Theatre, Marion, and after shining up the brass rails and using a bit of paint here and there, will reopen it on a full time basis.*

John Sabot, RKO city booker, is back at his desk from a vacation, which on account of his six-month-old son, was spent at home . . . M. L. Simon of the M-G-M home office and editor of M-G-M's interoffice paper, *The Distributor*, assisted District Manager J. J. Maloney at a special meeting of salesmen and bookers held here over the weekend.

*There was* 100 *per cent attendance at the meeting of Warner Theatre managers in this zone held here last Tuesday at which Joseph Bernhard, general manager of Warner theatres, and Harry Goldberg, director of publicity and exploitation, outlined the forthcoming Warner product and the manner of selling it to the public. Immediately after the meetings, Messrs. Bernhard and Goldberg left for New York.*


NOW BOOKING
**"DEAD MEN TELL NO TALES"**
First of the
12 ALLIANCE SPECIALS
A Four-Star Rating by N. Y. Press
Emelyn Williams and a Notable Cast
**Big Feature Rights Exchanges, Inc.**
Cleveland - Indianapolis - Cincinnati

# CINCINNATI

"SUGAR" BOCKELAGE, well known secretary to Joe Oulahan at Paramount's, is leaving to report for duty at the district offices of Paramount, Los Angeles, on the 18th. Miss Bockelage was presented with a handsome set of luggage by the personnel, and was the recipient of much good wishes from exhibitors and filmfolk throughout the mideast territory, where she is esteemed highly.

*Current report has it that Schine's will move their Bellefontaine booking offices to Cincinnati, using Cincinnati, Cleveland and Washington as booking centers. Joel Golden will be in charge here.*

Friends of Jay Goldberg, assisting his father during the holidays from school, at Big Feature Rights offices, will be sorry to learn he has been confined to his bed with a stomach ailment . . . Margie Jones has returned to her desk at Warner following illness.

*Labor Day weekenders included Frank Schrieber at Universal, who is runnerup in the local tennis championship contest. Mr. and Mrs. Howard Roudebush, Universal, are vacationing in Chicago. Naomi Gordon left for Columbus.*

Social event of the week was the gala party given by Col. Paul Krieger, Universal BM, to the entire personnel at his beautiful suburban home. A dinner and an evening devoted to cards and dancing were much enjoyed.

*Mrs. Mills, wife of W. C. Mills, Mills Theatre, Huntington, is reported seriously ill at the Huntington Hospital.*

Frank S. Weitzel of Trailer Made Service is leaving for a booking trip throughout Ohio and West Virginia for the Alpine Circuit.

*The local Republic office is mighty proud of Gene Autry and his writeup in the* Saturday Evening Post. *A four-page spread in colors was devoted to the Republic star, and his popularity.*

Rosemary Roche has resigned from Big Features. Jack Finberg has been added to the United Artists sales staff for West Virginia territory.

*Local motion picture theatres have suffered during the war crisis, due, it is thought, to the radio broadcasts of spot war news. However, features downtown that opened to remarkable business included "The Wizard of Oz" and "The Women." "Wizard" is holding over for a second week at top grosses.*

Sol Fox, RKO advertising department, is vacationing. RKO's E. V. Dinerman has returned.

T. B. KLAIBAN
Motion Picture Screen Resurfacing Co.
White and Silver Screens
Guaranteed Workmanship—Reasonable Prices
Satisfied Customers for Twelve Years
604 WARD AVE., GIRARD, OHIO
Phone: Girard, Ohio, 361-J

## *Daughters of Union Vets And GAR Oppose 'Wind'*

PITTSBURGH—Daughters of Union Veterans of the Civil War and the fast-dwindling comrades of the Grand Army of Republic, meeting here in the latter's 73rd annual encampment last week, passed resolutions to take every step possible to stop showing of the motion picture, "Gone With the Wind."

The Daughters described the novel as an "outrageous attempt to palliate the treason of the South and smirch the reputation of General William T. Sherman."

"Were it not that young people will see the picture, it could be ignored, but it is unfair that our boys and girls should be given such a distorted view of what actually took place," said the resolution. Each state department voted to confer with local censors and "endeavor to stop the showing of the picture."

Members of the Pennsylvania board of censors, contacted on the proposed ban, stated that prints of the picture were not available as yet, but expressed doubt if they could do anything about suppressing the picture.

David O. Selznick's "Gone With the Wind," a M-G-M release, is expected to be exhibited here this fall as a roadshow in the Nixon Theatre.

### Labor in Pittsburgh Protests "Citizen"

PITTSBURGH—Several local labor organizations have protested the exhibition of Paramount's "Our Leading Citizen," starring Bob Burns. Letters to the MPTO of W. Pa., Inc., state the picture is anti-labor and the exhibitor organization is urged to "withdraw" the film.

## *The Mary Lee in Boswell Is Leased to Thompson*

BOSWELL, PA. — Charles Szewczyk has leased the Mary Lee here to H. J. Thompson of the Clearfield Amusement Co. Szewczyk, owner of the theatre, remains as manager.

## *Detroit Madison Opens As Last Run Sept. 15*

DETROIT—The Madison Theatre will definitely open September 15 with a 20-cent admission policy at all times, Arthur Robinson, premium distributor and head of Robinson Bros. Circuit, says. Robinson is reseating the house and installing new booth equipment, preparatory to opening.

The policy will be last run in the downtown area, removing the house from direct competition with most of the larger downtown theatres. Products of most major and independent distributors will be booked. Two and three changes a week will be followed.

Reopening of the Madison will mean the return of a distinctly popular-priced house, without "run" appeal to the Grand Circus Park district, where all of the city's first runs are centered. Centering of better class Detroit theatre patronage in this district is expected to be a stronger factor in the probable success of the Madison under the new Robinson policy, while it may not adversely affect the patronage of the higher-priced first and second runs in this district. Most other subsequents are concentrated in the Michigan-Monroe Ave. district, half a mile south, catering to an entirely different clientele.

## *Stage Shows May Return To Detroit's Colonial*

DETROIT—Stage shows may return to Raymond Schreiber's Colonial on a big scale late in September. The Colonial for years has played second-rate shows, but spokesmen for the circuit say the quality will be "stepped up 100 per cent," indicating a definite bid for top-line attractions.

An unconfirmed report has Jack Broder, operator of the Rainbo Theatre, negotiating for Orchestra Hall. This mammoth house, built for symphony orchestra and legitimate productions, would make a semi-uptown "grind" house, it is assumed, and would bring Broder back to Woodward Ave. where two years ago he operated five theatres and two ballrooms.

## *In Old Kentucky*

*By* SCOTTY DeVEAUX

CHARLES EARLS, assistant manager of the Brownie, Middlesboro, and Opal Lee Wilson of Paris, Tenn., are now one. Elizabeth Carmony, cashier at the Brownie, is also a newly-wed, marrying Jimmy Morris, a non-pro. Incidentally, the Brownie recently underwent a complete renovation under the supervision of "Bigg" Landrum, operator.

Schine's Liberty at Pikeville is being remodeled . . . To determine his most beneficial advertising medium, H. B. Miller of the Manwaring, Middleton, is surveying his territory . . . Mrs. P. O. Lewis of the Palace, Evarts, is a bridge enthusiast . . . W. H. Nunn and F. C. Hassler are building a new 400-seater at Albany.

J. P. and Russell Masters, operating three Crescent houses in Bowling Green, are back from the New York Fair. They were accompanied by their families . . . J. E. Isaac jr. has been managing the Kentucky, Whitesburg, while his boss, S. Thomas, is getting rid of a bothersome molar, and Irene Blair is relieving Verna Bates, cashier, who was injured in a car accident.

J. F. Carnahan has acquired an interest in the Lyric at Beattyville. John Dunsill is manager . . . Mike Staley has taken over the Lacky, Lacky; Garret, Garret, and the Weyland, Weyland . . . H. T. Allen, manager of the Abrigal Theatre, Prestonburg, is mourning the death of his Irish setter.

# PITTSBURGH

MANY friends in the industry were among the several hundred who attended the 50th wedding anniversary reception for Mr. and Mrs. Louis Wheeler in the social hall of Beth Shalom Temple Sunday. All members of the family were present, the golden wedding couple being joined by their sons: Samuel, 20th-Fox manager at Washington; Al, M-G-M booker at Boston; Ed, Realart press, Baltimore; Hymen, Republic sales representative, Pittsburgh; George, Columbia sales representative, Pittsburgh, and Maurice, local attorney, and daughters, Mrs. Mary Chaban and Mrs. Rose Wheeler, widow of Jacob Wheeler of Pittsburgh, in addition to 11 grandchildren and other members of the family.

*Among guests we spotted at the reception in honor of the happy Wheeler parents were the Ira H. Cohns, M. A. Rosenbergs, Max Shulgolds, Jules Lapiduses, Art Levys, E. S. Thorpes, Samuel Finebergs, George W. Collinses, Joseph Ginses, Walter Thomases, Lou Hannas and Mrs. Hanna sr., Mark Goldmans, Jackie Heller and his mother, Samuel Steinberg, Miss Harriett Pettit, Martin Terner, Cecelia and Loretta Guehl. "Bartenders" included Ben Hanna, Tom Ray, George Ball and Ellwood Ohleger of Filmrow. Music was furnished by Lennie Hahn and his orchestra.*

Leonard Gaynor of Columbia was here with William Holden, the "Golden Boy" himself, who made appearances at the Alvin Wednesday . . . Terry Turner, advance man for Jesse L. Lasky's "Gateway to Hollywood" search, was here in the interest of the Senator Theatre dates, September 24-26 . . . M. S. "Mort" England was back on the job this week after an extended honeymoon in South America.

*Fulton Theatre has taken New Universal's "A" spirit . . . WB Manor Theatre was entered early Tuesday morning by yeggs who tried to work the combination off the safe, but they left without disturbing the contents, which, according to Allan Davis, manager, included three days receipts . . . Abe Rottenstein vacationed in Canada over the weekend; the Frank Thomases drove to Niagara Falls; the Fred J. Herringtons and the James H. Alexanders with young Jimmy visited the World's Fair . . . A single-reel cartoon was destroyed in a projection machine fire at George Clair's Arco Theatre, Burgettstown.*

Rex Theatre, Wheeling, W. Va., will world premiere Paramount's "Honeymoon in Bali" September 12 in honor of 4-year-old Carolyn Lee, daughter of a Wheeling steel mill worker, who has a prominent role in the picture, which was formerly titled "My Love for Yours." . . . Pittsburgh expects to have the initial public showing of RKO's "Allegheny Frontier," starring John Wayne, which is shaping up as one of the screen's mightiest dramas of pioneers against the wilderness . . . Sunday midnight shows were featured at the Alvin where "Golden Boy" is holding forth and at the Penn where "The Women" is on view and where for this performance tickets were sold only to lady customers (males were not barred, just not permitted to approach the ticket window) . . . Jules Lapidus is worried about his father who is confined to a local hospital.

*Milton Golden, son of the former city exhibitor Mannie Golden, has entered the theatre field at the Warner Regal Theatre, Wilkinsburg, as assistant to Edward Salamon, manager. Young Golden, who has completed his educational career and who had a fling in the musical world with an orchestra, replaces William Kibler, resigned . . . Ed Shafer, after a summer season at the Globe, Atlantic City, has returned to manage the Casino for George Jaffe, the house reopening with a midnight show Sunday, September 10.*

Henry Burger, manager of the WB Boulevard Theatre, is supervising operation of the WB Brookline Theatre which has been reopened for afternoon and evening performances Saturdays and Sundays and evening performances other days . . . John Walsh, who recently reopened the Fulton, hurried to Newport, R. I., the other day and returned with his wife and daughter . . . Don Bruce of Wilkinsburg, former editor of *Showorld*, will edit *Radio Review*, a new magazine which will make its appearance September 23 . . . An opportunity for a double stage wedding is presented at the State Theatre, Wilkinsburg, where Cupid has been on duty. Within the next month or six weeks we will find some fine youngsters taking the marriage vows. Frank Barr, manager, and Miss Frances Perrin, cashier, met only a few months ago when the former came to the State from Charleroi where he had been employed at the Menlo Theatre. It was "love at first sight" and so they are to be wed. Don Harris, Barr's assistant, may seek the preacher first, however. It develops that he has long been engaged to Miss Ellen Beckett. Our not-too-brilliant suggestion of a stage wedding brings blushes from the young folks, but it's really not a bad idea. Both couples will reside in Wilkinsburg. Our blessings to all concerned!

*Harry Seed, Vitagraph manager, was on business in New York last week . . . Mayor Scully's ordinance which would have boosted the license fee on pinball devices from $1 to $25 a machine has been delayed again in council (until after the election, at least) . . . American Theatrical Valance Co. furnished stage settings and drapes for the new Basle Theatre, Washington, Pa. . . . Guy V. Ida was around passing out wooden nickels. They are souvenirs of the Golden Jubilee of McDonald, Pa., September 1-4 . . . It's a boy at the Tony Mungellos.*

Melvin Barrett, formerly of the local Paramount ad sales department and who is now manager of this department at the Cleveland branch, was here over the weekend making final preparations for his marriage. The event has been scheduled for Sunday afternoon, September 17, at the William Penn Hotel. The lucky girl is Miss Ruth Gersen of this city. They will reside in Cleveland . . . Max Shulgold has received word that several new GN releases will be ready within the next two weeks.

*Variety Club's fall social season opens September 9 with Ira H. Cohn and his gang in charge of 20th Century-Fox Night. Next Saturday's party (September 16) will be known as M-G-M Night, and Burtus Bishop jr. and his roaring lions will have charge. House Committee takes over September 23, there being no designated host due to sacred Jewish holidays. September 11 dinner has been turned over to the Variety Post American Legion and the September 18 dinner will be another "big" night at the club, bringing to an end the benefit fund campaign for Camp O'Connell.*

Vacation of Frank Ray and Clara Pawalas, both of the RKO exchange, proved to be a happy honeymoon. The wedding was announced upon their return from their vacations when they established a residence on Stewart St., Carrick. Frank Ray is a veteran in service as a film distributor, having entered the business as a youngster, and Mrs. Ray is another film exchange employe of long standing. Their wedding culminated a five-year romance. Best wishes, Frank and Mrs. Ray.

*John Freinstein of the M-G-M booking staff returned to his duties this week after a summer layoff . . . Helen Gajer of M-G-M was vacationing this week . . . Harold C. Lund, district manager for Ross Federal Research Corp., was in New York for a week attending company meetings . . . Souvenir edition of the* New York Post *received here the other day headlined in inch-tall letters: "James H. Alexander, Pittsburgh, Pa., Welcomed to New York's World's Fair." A Max Shulgold edition made the rounds too.*

The Harry Stahls are parents of a son, born August 25 in the Buhl Hospital, Sharon, Pa. Proud papa made announcement of his first-born while booking on Filmrow . . . Jake (Rhumba) Soltz's Beechwood Blvd. home was visited by Negro prowlers who obtained little loot while the exhibitor vacationed in New York . . . John Frankel, attorney for various labor organizations, who was involved in the local movie operators' strikes of six and seven years ago, died last week after suffering a heart attack. Frankel was president of the Peoples' Alliance . . . Sidney Pink, former city exhibitor, is doing a good job as manager of the California Theatre, Pomona, Cal., having been awarded a prize in the Skouras Showmanship Drive.

*Rudy Covi, youthful Herminie, exhibitor and confirmed bachelor, who goes hiking each Sunday with his faithful dog, Rags, was seen strolling through the country lanes without the faithful one, and was accompanied by a very charming young lady instead.*

**FOR SALE**
**300 Veneer Chairs. A-1 Condition.**
**Grand Theatre, McDonald, Pa.**

# DETROIT

MIKE VICTOR has the ladders out, redecorating the front of the Astor . . . Harold Munz of the Century was away with his family at Grand Haven . . . Charles W. Munz, founder of the circuit, was on deck in personal charge . . . Richard Holtz, our old friend from paint days, is now in the Munz office.

*Fisher Body division of General Motors is distributing "The First Century of Baseball" gratis—just telecast at New York, incidentally . . . Alben Macek, doorman at the Senate, and Robert Smith, arrested on charges of robbing the cashier, both pleaded not guilty.*

Earl Hudson is going to screen about a half reel of the old silent "Beau Geste" as introduction to the film, which comes into the UA following the record-breaking "Wizard of Oz."

*Ruth Johnson, UDT receptionist, has returned from a vacation in New York City . . . Alice Gorham, UDT exploiteer, now has that big desk vacated by Cliff Giesseman, when he went with Altec. Her own went up with George W. Trendle when he moved into WXYZ.*

Bill Hendricks, youthful UDT exploiteer, is vacationing at the Pavilion at Saugatuck, Mich. . . . Bud Harris, chief UDT projectionist, took a few days off for special treatment, in his recovery from a recent throat operation.

*Eddie Atkinson, now with Paramount Theatre at Miami, was an office visitor . . . James Pooler, film editor of the* Detroit Free Press, *is spending his vacation in moving.*

Carroll Robb, secretary to Earl Hudson, is back from her vacation . . . Al Champaign, 20th-Fox auditor, has just moved into a house at Royal Oak, which he is practically rebuilding—all by himself.

*George W. Carr of International Seating Co. is in the ranks of the pipe-smokers . . . Lloyd Hammond is leading the cheering gallery at that new game down in Irving Belinsky's. Irving, by the by, is up to date with a big "war map" of Europe on the official film bulletin board . . . Joseph Ellul of the Regal is about to celebrate his sixth anniversary at the Empress.*

Jack Saxe of Monogram spends most of his time outside of office hours at his summer home in Canada . . . Col. L. T. Lewis, has taken over distribution of "Human Wreckage" for the territory, with first booking at the Colonial . . . Frank Wetsman was off to Grayling to close the fishing season. Hal Burriss, who couldn't go along, says his new nickname is "Noisy."

*Ruehl Williams, western division manager of Ross Federal Service, stopped in Detroit on his way back to Los Angeles after having attended the meeting of all division managers in New York . . . Research Salesman R. E. Harvey of Detroit branch, Ross Federal Service, returned from a two-week trip to Denver, Colo., on his vacation.*

Bennett & Straight, architects, report the steel work on the Cameo Theatre at Russell and Seven Mile, to be well under way. This is a remodeling and new construction job which will, when completed, make the Cameo practically a new house. George Flucksa is the owner. House is expected to be completed about December 1.

*Frank J. Downey, branch manager, and Harold Sandelman, city salesman, lead M-G-M-ites suffering from hay fever . . . H. C. Beck, M-G-M city salesman, finds local exhibitors just not interested in anything but the war broadcasts . . . M-G-M's booking desk is divided between joining the air escadrille and getting a job at the Ford plant.*

Harold C. Robinson, of Film Truck Service, is making the official measurements of boats for the Gold Cup Races . . . Ralph Ruben, Amusement Supply head, is taking over distribution for the territory for Ashcraft projector lamps.

*Eddie Jacobson, manager of the Rainbo, is known as Grouch to his neighborhood kids; he's starting a Groucho Club, replacing the Popeye Club . . . Al Rupert, owner of the Rupert, back from his California trip, has some undisclosed ideas up his sleeve.*

Harry Clark is managing Wisper & Wetsman's Tower, with George H. Santer as assistant . . . M. McCusker, business agent of the theatre engineer's local, has been out of town . . . George DeVos is changing the name of his Flasher Neon Display Corp. to DeVos Neon Service, Inc. . . . A. T. Schmidt has organized the Radiant Lights Co. to install fluorescent lighting and is working on some theatre plans now.

*Joseph Simon, manager of the Delray, is doing minor remodeling, putting in new fire wall and door . . . Dave Flayer, the lawyer-exhibitor, is getting ready for winter, with a new boiler at the Amo.*

Mrs. Cully Buermele is off to Chicago for several weeks . . . Pete Simon jr. got a special contribution for his aerial career from a somewhat inebriated aeronautical engineer who dropped into the studios . . . Pete sr. is working on a new titling method and is expected to film the Gold Cup Races for Universal.

*Willard J. Turnbull, Detroit manager of National Theatre Supply, was called to Chattanooga, Thursday, by the sudden death of his mother at his old home there.*

James F. Sharkey, RKO branch manager, has moved into the de luxe front office vacated by District Manager Nat Levy, who is transferred to Philadelphia, while Milt Cohen, city salesman, has moved into Sharkey's vacated office.

*Charles M. Voelker, president of Detroit Film Laboratories, took his second trip to Chicago in a week . . . Raymond Schreiber has been in New York for a week with Booker Sol Berns, getting set on stage shows to go into the house in late September . . . Edgar McMillen, stagehand, accompanied Schreiber and Berns to buy new scenery.*

Frank Stuart, Majestic manager, is suffering from a leg ache . . . George W. Craig, lighting specialist, is back from a fishing trip on the Au Sable . . . Harry Lee of Amusement Booking Service is back from his honeymoon.

*Sam Brown, circuit operator, is back at his desk after a long illness. Offices are now at 1117 Palms-State Theatre Bldg., just down the hall from Altec . . . Joseph Urban of the Farnum meets so many friends en route there that he keeps a 1 p. m. appointment with Fred Sturgess at 4 p. m.*

Arthur C. Robinson, circuit operator, is forming a separate corporation, Madison Theatre Corp., to run his new acquisition, the downtown Madison. Capitalization is $17,500. David Newman of the Pasadena was attorney in the matter.

*Sig Kulka's new Film Preserving Co. will share space with Detroit Film Laboratories in the former 20th-Fox exchange on Sibley St.*

D. J. Wilson, manager of the Redford Theatre, is vacationing . . . A certain 20th-Fox salesman, after screening of "Big Game Fishing," announced it as just a preview of what he'd catch in Florida next winter. His messmates are planning to use his catch for bait.

*Eddie Atkinson, former UDT booker, now at Miami, returned here for the funeral of his father . . . Sue Brown of the Para-*

(Continued on next page)

## *Ben Cohen Completes Air Conditioning at Two*

DETROIT—A remodeling program that included the installation of gas-engine driven air conditioning equipment in the Crystal Theatre and a change of air distribution in the Senate Theatre has been completed by Ben Cohen, owner.

The Senate job was directed by Hugh Lenane, engineer for American Refrigerating Co. here, who used six Anemostats and changed the outlet and duct system. The equipment installed in the Crystal is a Carbondale V-type Freon compressor, driven by a Continental stationary engine powered with natural gas.

## *UDT Managerial Shifts As Roy Miller Quits*

DETROIT—United Detroit Theatres has completed a shift of managers, following resignation of Roy Miller, as manager of the Palms-State. Donald Kuhn moves up from the Riviera to take Miller's post, and Dow Thompson jumps from the Varsity to the Riviera.

Hyman Bloom moves from the Annex to the Varsity, and Gil Green from the Regent to the Annex. Frank Perry surrenders his post as first assistant at the United Artists to become manager of the Regent.

## Open Minerva Roxy

MINERVA, OHIO—The Roxy, operated by George Manos, Toronto, Ohio, exhibitor, has been reopened following extensive remodeling. Modernization included new glass front, new fixtures and equipments and all new decorations, the latter by William Naidenoff of Pitt Art Studios, Pittsburgh.

# DETROIT

(Continued from preceding page)

*mount staff is back from her old home town in southern Illinois with pictures of bass she caught there.*

Gus (Mysterious) Embach, Paramount booker, returned from parts undisclosed after his vacation with a plenty dusty car . . . Bill Frick, Paramount's night caretaker, the man nobody knows, is back and things are shining again.

*John Howard, branch manager, has a new exploitation tieup for "King of Chinatown." They're playing Chinese checkers in the park out in front now . . . Joe Renick, deserting Ralph Ruben, is new city salesman for McArthur Theatre Equipment Co.*

Bea Mattingly, secretary at Paramount, thinks a lot of phone numbers are a sure sign of affluence . . . Jacob Boodman, five-foot head of Film Cleaning Service, has three sons, we learn: Allan N., ex-business agent of the Exchange Employes Union, and two talented youngsters. The 16-year-oldster is a foot higher than Jacob, and the 10-year-old is a prizefighter.

*George W. Trendle, ex-head of UDT, is smiling these days, with only radio to worry about . . . Censor Charles W. Snyder is planning a trip to California.*

Ralph Peckham, GN manager, visiting President Bill Flemion of Excellent, says that's no ground for rumors of a merger . . . UA's Bessie Gottlieb says she got that shiner and 11 stitches when she suddenly met a brick building while riding a bicycle in Charlevoix Bldg.

*Sylvia Shiffman of the Film Bldg. office is back from her vacation, sunburned in reverse . . . Manager W. R. Stebbins of the Exchange Bldg. is considering that ice water idea.*

Jack Saxe of Monogram is in charge of selling tickets for the Nat Levy testimonial September 30, with all exchange managers assisting . . . Variety Club resumes fall luncheons, September 18, with the Saturday Frolics the first week in October.

*Herb Brown, M-G-M booker, reports his baby has gained three pounds . . . Frank J. Downey, M-G-M branch manager, flew in from Chicago to attend the M-G-M Club party.*

Robert Frymire, assistant manager of the Detroit branch of Ross Federal, was severely beaten and robbed by three bandits on Monroe Ave. . . . F. S. McKeown, manager of Ross Federal Service here, is

(Continued on next page)

## Progress on Allison's New Altoona House

ALTOONA, PA.—Foundation has been completed and work is progressing on a new theatre in the Llyswen residential district at Logan Blvd. and Burgoon Road for R. Allison, which is described by the veteran showman as the first of a series of new theatres which he plans for eastern Pennsylvania cities.

The new unnamed theatre, which will maintain a popular-price policy will be of modern design. Scheduled for opening by November 1, progress has been so satisfactory that Allison sees a possible opening by October 15.

## Operators Bowling League Will Use New Alleys

PITTSBURGH—Movie Operators Bowling League has arranged to use the facilities of the Triangle Recreation Parlors, which were newly opened, in the second season of bowling for members of the IATSE, Local No. 171. These are the same new alleys that have been picked by the Film-row Bowling League. George Engstler is president of Movie Operators League; John Lengyel is secretary and William Thompson is treasurer.

## Two Dozen Friends Pay a Tribute to K. Vaveris

ALTOONA, PA.—Two dozen friends in the industry honored K. "Gus" Vaveris, manager of the A. N. Notopoulos-Altoona Publix Theatres' Strand, Johnstown, Pa., at a surprise birthday party in the Penn-Alto Hotel here Thursday. "Uncle Gus" was wined and dined and presented a gold watch.

## Reopens With Duals

MANSFIELD, OHIO—Warner's Majestic, dark most of the summer, has reopened with a dual feature, subsequent run policy. Admission prices are: Matinee, 10 cents; evenings, 15 cents; Sundays and holidays, 10 cents till 2 p. m.; children a dime all the time.

## Shifts to Weekends

BURTON, OHIO—Irving Field, who has been operating the Opera House on Wednesday and Thursday during the summer, has installed new chairs and after the first week in October will operate on Fridays and Saturdays. During the summer Field has been bucking 16mm open air free shows which were sponsored by local merchants.





## Goodwill at "Goodwill Outing"—

*When good-fellows of the film trade got together in Lewistown, Pa., for an industry "goodwill outing," the above scenes resulted. At the top, starting with the top row and working down left to right, are: R. Allison, Si Feld, Al Engel, unidentified, Edward Oliver, Bob Freeman, "Brownie," John Saleme, Earle Sweigert, Bill Doyle, Walter Yost, Burtus Bishop, Jack Holman, Bill Rosensteel, Sammy Steinberg, George Tice, Joe Friedman, Joseph Shapiro, Lee Balsly, George Elmo, Vince Josack, Drew Kolb, Bob Shapiro, Raymond Johnson, Ike Berney, Chef "Rafie," and Paul O. Klingler. Below, Burtus Bishop jr., Pittsburgh Metro manager, presents statuettes as a symbol of "goodwill between buyer and seller and between competitor and competitor." Left to right are Ike Berney, Pastime Theatre, Lewistown, who is observing his 32nd year in the industry there; Harold D. Cohen, Embassy Theatre, Lewistown, aviator and broker; Paul O. Klingler of the Lewistown Rialto, and Bishop.*

# DETROIT

(Continued from preceding page)

proudly telling about the beautiful desk set he won at Variety's golf tournament.

**WOLVERINE DOINGS:**

Jack Thompson, Paramount salesman, is moving out into the territory—well, almost; he's going into his new home on the Eight Mile Road, right on the city limits . . . Lou Greenley, Monogram state salesman, is 40 per cent ahead of last year already.

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Harold C. Robinson's Film Truck Service has taken over deliveries to theatres at Tecumseh and Wyandotte . . . Lou Greenley, by the way, had to get a new pair of glasses after getting too friendly with Mac Krim's horse.

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Howard Reynolds, of the Family and Vogue, Grand Rapids, was in town, getting ready to go to the state of Washington to pick timber for the blowers which he manufactures, as another sideline . . . Jim Olson of Clare gave some of the filmites a treat when he circled around in that new plane of his—takes him 45 minutes to get to Detroit.

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Bernard Schram, general manager of Schram Theatres, Kalamazoo, has returned from a four-week vacation in New York City . . . Herb Bolshoven, Grand Rapids exhibitor, says he caught an 85-pound, four-ounce fish, species unstated, in a nearby lake.

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Joseph Decker, the Dundee showman, was an exchange visitor again; it's a habit . . . Warren Slee, M-G-M exploiteer, was up in Lansing exploiting.

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William Cassidy, circuit owner, was off to the New York Fair . . . Ed Dalton of Flushing, St. Charles, and Lake Orion, is taking delivery on a new Stinson airplane. He already has his pilot's license. Going to ride the circuit by air?

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Fred C. Dickely, Altec service manager, has been vacationing upstate.

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Associated Theatres will reopen the Majestic at Wyandotte about September 15 . . . Construction started this week on Associated's new Nortown at Flint. Delay was due to changing plans, with house to have 1,200 instead of 1,000 seats.

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Harold Smilay seen two days in a row on Griswold St. with the same suit . . . Announces Associated has booked Major Bowes' Anniversary Unit for the anniversary weekend of the Wyandotte at Wyandotte—will not resume regular stage show policy till later in the fall. Same goes for the Rialto at Flint.

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William Schulte, circuit operator, is up at Co-Op Sam Barrett's cabin on the Au Sable, near Grayling, recovering from hay fever. Sam comes up weekends . . . George C. Marr has installed a Heberlee air conditioning job, using deep well for cold water supply, in his Marr at Saginaw.

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Jeff Williams has completed digging of a well for future air conditioning installation at the East Detroit in the town of the same name . . . Construction of a well for similar air conditioning was started this week by Walter Shafer at his Shafer at Wayne.

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Stanley Marz, Saginaw, is playing "Ecstasy" at the State . . . Burt Foster, Excellent state salesman, in town Saturday getting ready for the holiday.

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Walter Shafer's new Shafer at Garden City opened Friday.

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H. V. Beggs reports Heberlee Ice Machine Co. has moved to new quarters at 430 East Woodbridge St., by the Tunnel—their old building on Peterboro has been torn down for a parking lot. Heberlee has completed installation of air conditioning unit for William A. Guentsche at the Lakewood.

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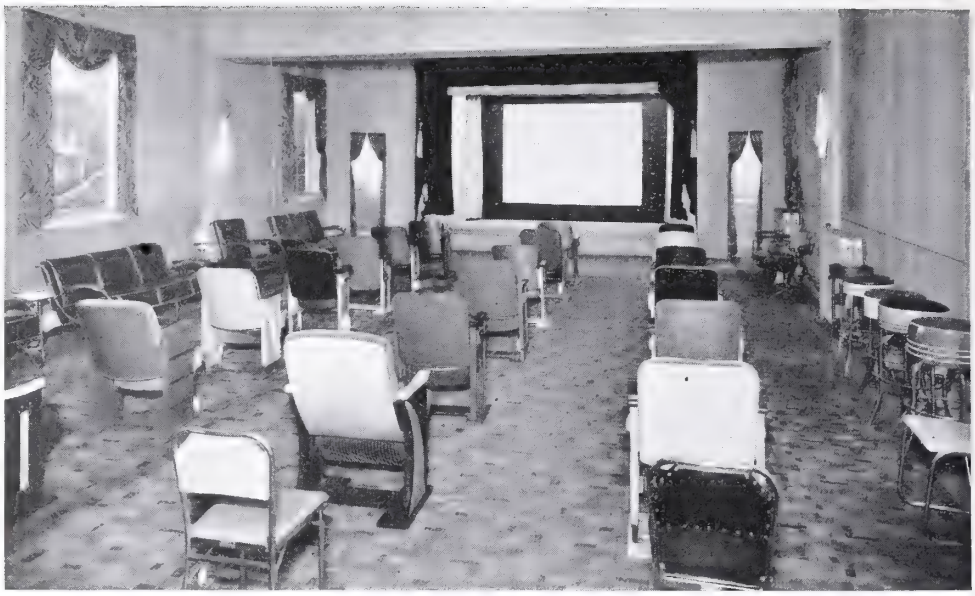
Paul Favors, usher at Saul Korman's Grant, is doubling as sparring partner for Tony Pastor at his training camp here—and landed one blow so hard that he sprained the challenger's ankle. They say he gets good training up at the Grant.

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Andy Harvey of Exhibitors' Service completing committee arrangements for that film employes' ball.

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Irwin Pollard of Republic has teams for the Film Bowling League all set—tentatively.



—Photo by Fischer

## *A View of the Model Theatre—*

LOUISVILLE — This model theatre was built in the Falls City Theatre Equipment Co. plant here for the benefit of customers and prospective customers, with the idea of showing them exactly how their various lines of equipment perform and appear in actual setting.

For instance, when demonstrating a curtain machine, a control button opens and closes the curtain. A three-color lighting system is demonstrated in the same manner. Projection machines, amplifiers, speakers and other equipment are actually demonstrated so that the customer can see and hear them in action.

Opera chairs, chrome furniture and carpets are seen under theatre lighting effects. Several types of screens are mounted on rollers and can be changed quickly. In this way, the customer can select the screen best suited to his particular needs.

Nu-Wood is used on the walls in different design between each column, or pilaster. This enables the customer to choose the design that pleases him most. Often, W. M. Quinn, company executive, explained, customers ask how they can remodel an old building at low cost and yet make it look modern and attractive. The "Little Theatre," as Falls City calls it, has solved many a theatre man's problems along these lines.

## *Trio Building 600-Seat Theatre in Fairmont*

FAIRMONT, W. VA.—A new 600-seat theatre is under construction here for Columbus Harr, Dr. Carl J. Carter and A. J. Colborn. The site is across the street from the old landmark Nelson Theatre which has just been converted into an addition to a dime store. Architect is Peter M. Hulskin of Lima, Ohio. A small store room is included.

## *Operators, Stagehands Dickering in Alliance*

ALLIANCE, OHIO—Local stagehands and operators are seeking a new contract to replace the one which expired September 1. It is understood stagehands seek pay for extra matinee sessions at one of the houses.

## *New Shea Link*

NEW PHILADELPHIA, OHIO—Shea Theatre Corp. will erect a new theatre here, according to Ray C. Hickman, manager of the Union Theatre.

### Shannon to "Blue Hawaii"

HOLLYWOOD—Paramount has assigned Robert Shannon, writer, to "Blue Hawaii," forthcoming Harlan Thompson production.

# *Zukor Calls Block Selling the "Wholesale, Retail Way"*

BOSTON—Block booking, in Adolph Zukor's estimation, is "the wholesale and retail way of selling pictures," the Paramount executive told George S. Ryan in a deposition filed in the Morse and Rothenberg anti-trust suit.

"If I was selling and you owned a theatre and I had so many pictures to sell, I would like to have you buy as many pictures as I could sell you or have you buy as many as you can consume. Whether you call that block booking, I don't know. I don't understand what block booking is and never could," he contended.

Zukor told how he was connected with the Famous Players Co. at the time of the formation of what has evolved into Paramount.

"Do you remember the situation in the industry at the time that you made that original organization?" George S. Ryan asked.

"Fairly well."

"That is, the original organization was a combination of the Famous Players Film Co. and the Jesse Lasky Feature Photoplay Co. and one other company, was it not?"

"Yes, and I think Bosworth. I don't remember they called it Bosworth but I think it was still called Morosco."

"Each of those companies were putting out feature photoplays at that time?"

"Yes, sir."

"And that organization took place at the time when the trade was just beginning to get used to feature photoplays?"

"Oh, no. That took place I should imagine in 1915 or later, and by that time it was quite a field."

"Were some other companies besides the ones that were in this organization making feature photoplays?" queried Ryan.

"Oh, yes, everyone that I recollect at that time."

**700 to 800 Features**

"How many feature photoplays by all the companies?"

"That would be hard to tell but I should imagine seven or eight hundred. I'm guessing."

"Can you tell us without too much modesty, which was the leading company putting out feature films at that time?"

"I don't want to be modest, but I feel that we were the leading one. I always felt that way."

"Which company came after you?"

"In size, in number of pictures?" qualified Zukor.

"In number and quality of pictures?"

"Well, quality, we feel we make the best, the others I can't say. In numbers you mean at that time?"

"At the time of the organization?"

"At the time of the organization. I think Metro, Fox, (not the present Metro), and Triangle."

"What I meant, at the time of the organization, your company, that is which was then the Famous Players Film Co., you felt was the leader. Was the Jesse Lasky Co. the next to the leader?" questioned Ryan.

"Not in quantity—in quality, I think—not in quantity."

"What was the purpose of this organization at that time?"

"Paramount was a distributing organization through which the three producers, Bosworth, Lasky and Famous distributed at the time, and it looked more economical to go together and be able to turn out more consistent programs than each one had been releasing—Let me put it this way; releasing the pictures, one didn't know what the other was making. I felt if we could come together, we would put out a better program and greater variety and that it would produce better results for all concerned."

"Did you feel at that time, your company, the Famous Players Film Co. was in any way in competition with the Jesse Lasky Co.?"

"No."

"That is, you were putting out feature photoplays and the Lasky company was putting out feature photoplays and you felt that your company was first in quality and the Lasky company was second in quality, that's correct, isn't it?"

"No, I wouldn't say that. They perhaps felt they were first. I always felt that we made the best pictures."

"At that time too, you felt the Lasky company made the second best—at the time of the organization?"

"That wouldn't come into it. We were releasing through the same releasing organization and felt we could make a better variety of product jointly than we could independently, one not knowing what the other was doing. You see, we supplied to that distributing organization, these three companies, 80 per cent of their complete consumption; that is, the three companies together supplied 80 per cent, and the other 20, the Paramount company left open to buy in the independent field and we thought we could supply that product, much cheaper, I mean consistent, by joining hands."

"When you say Paramount, you mean the distributing organization at that time?"

"Yes, sir," replied Zukor.

**Memory Test**

"Well, now didn't you feel at that time, your company the Famous Players Film Co. was in competition with the Lasky company?"

"No, because we made a certain number and they made a certain number. We weren't in competition at all."

"Did you feel that you were in competition with the other company that was in the combination, the Bosworth or Morosco company?"

"Not at all," Zukor said.

"That is, you feel that one company that is making feature photoplays is not necessarily in competition with another company that is making feature photoplays?"

"I wouldn't say that. They are in competition. But in that instance we weren't

(Continued on page 65)

# Will Start Momand Depositions Soon

BOSTON—George S. Ryan, anti-trust attorney, plans to begin taking depositions in the $5,000,000 monopoly suit of A. B. Momand, Oklahoma theatre man, as soon as obligations will permit. Defendants' answers in the long-pending litigation have been filed in Oklahoma City.

Ryan, who is bringing a portion of the suit in Boston, already is prosecuting eight other motion picture anti-trust matters in the local U. S. courts.

### Majors Ask Dismissal Of Pollard Suit

BOSTON—Major distributors have filed motions in the Edmund G. Pollard $100,000 anti-trust suit for dismissal, for the striking of certain items in the bill of complaint on the grounds that they are redundant and irrelevant, for the filing of a bill of particulars, and for leave to examine the plaintiff.

George S. Ryan is attorney for the Rumford, Me., theatre owner. Hearing will be before U. S. district court in Maine.

### George Solomon Suit Comes Up Again

BOSTON—The George Solomon equity suit, involving the Charlestown theatre situation, came up again after being recessed. Pleadings were made before a master, Edmund Burke, in Suffolk Superior Court.

### Depositions Recessed In Three Trust Suits

BOSTON—Taking of depositions for the respective $100,000 anti-trust suits of C. F. Millett, Frank LePage, and Kenneth Gorham has been temporarily recessed. George S. Ryan has covered Harry Rogovin of Columbia, John Dervin of United Artists, Tom Bailey of 20th-Fox, and William Erbb of Paramount.

The first two of the suits, all of which name the Graphic Theatre circuit in addition to major distributors, are being brought in the U. S. court in Maine. The Gorham action was filed in U. S. court in Vermont.

## *Bangtails and Pooches Still Getting Big Play*

BOSTON—Theatre receipts have been generally down this summer, but Massachusetts bettors have already wagered $3,500,000 more at local horse and dog tracks than in 1938. This amount is being increased daily by continued operation of dog racing at Wonderland Park in Revere.

The state racing commission reports that up to last week Massachusetts parimutuel fanciers had wagered $37,181,192 as compared to $34,670,534 last year. Race track attendance at the same time, jumped more than 100,000, with a 173,000 increase at doggeries taking care of a 63,000 drop at horse circuits. Horse and dog parimutuels have been legal in Massachusetts for the past three years.

# Settlement Extends AFA's Jurisdiction

BOSTON — Settlement of the national IATSE, Screen Guild, AFA controversy makes the two weeks' notices given stagehands at the RKO Boston here little more than scraps of paper, the local RKO office informed BOXOFFICE midweek.

Acting per New York instructions, the stagehands at the RKO Boston declared that they would not work if all acts at the Boston, which resumed vaudeville last weekend after being on straight films all summer, were not AFA. A further threat of withdrawing the projectionists and ushers was made.

One act on the initial bill was already AFA; three of the four remaining acts signed with the AFA after the ultimatum. Slate Brothers alone, refused to sign, and after playing one show, were replaced with a local AFA act. The Slate Brothers based their refusal on the fact that they belong to the Screen Actors Guild and that extant screen contracts would be imperiled if they joined the AFA.

The union threat puts RKO Boston vaudeville personnel out of IATSE jurisdiction. Union contract difficulties, although in no way premeditated on the national mixup, had kept stage show resumption at the house uncertain until a few days before actual opening late last week.

## *New Haven Labor Group Condemns "Citizen"*

NEW HAVEN — Urging the Connecticut Federation of Labor to take similar steps, the Central Labor Council of New Haven, representing 40 AFL unions, passed a resolution at its last meeting condemning the picture "Our Leading Citizen" as unfair to labor, and warning Paramount that "unless this picture is withdrawn from circulation, the full resources of the American Federation of Labor unions in this city will be utilized in informing the public as to the true nature of the film." Copies of the resolution have been sent to theatre managers in New Haven and vicinity and to Paramount.

The resolution calls the picture a "direct attack on labor and the trade union movement," stating that it "deliberately and grossly misrepresented labor in its attempt to obtain decent wages and working conditions, and tries to poison the mind of the public against labor." It further states that "the trade union movement is a fundamental part of our American democracy" and asserts that "attempts, such as this one, to influence the mind of the public must be recognized and defeated."

Harold V. Feinmark, president of the council, states he will interview Paramount officials, together with others prominent in Connecticut labor circles. The picture played first run at the Paramount several weeks ago, and according to Manager Lou Schaefer, no protests were received at that time.

### Headline "Hit Parade"

HOLLYWOOD—The Ritz Bros. will headline Republic's "Hit Parade of 1940."

## *Keeping Busy*

BOSTON—Martin Sheridan, Monogram publicity director in New England, hit the celluloid exploitation road in a direct hop from the newspaper game. Sheridan, who is a feature writer for the Boston *Sunday Herald* and other papers, attracted RKO Publicist Irving Shiffren by his writups of film notables. Shiffren told another film advertising executive and the word grapevined until Steve Broidy eventually nabbed the newspaper man.



MARTIN SHERIDAN

Sheridan continues to do newspaper feature work, making a pretty proposition of it by syndicating his wares among such sheets as the Philadelphia *Enquirer*, the Worcester *Sunday Telegram*, the Springfield *Sunday Republican*, the Portland *Telegram*, and the Providence *Sunday Journal*.

He handles eastern stories for NBC's "Inside Story" and "We, the People." He is New England publicity director for the former program. Also in a radio way, Sheridan often hits the local airlines in person, occasionally of a Saturday, with newspaper and theatre-artist Art Moger.

The local program, which comes over WCOP is "Artists and Models." Sheridan knows something of both. He formerly did the continuity for the comic strip "Winnie Winkle." He has written a book, now in the hands of the publishers, which declares its subject matter by the title, "Comic Strips Are Serious Business."

Sheridan, who is the president and personnel of the Feature Foto Service, occupies an off evening by doing a book review or two for the Boston *Herald*. He occasionally even finds time to read the book.

## *Mark Jeffrey Is Brent Roadshow Salesman*

BOSTON—Mark Jeffrey, formerly owner of the New England Film Exchange, is northern New England salesman for Charles Brent roadshow productions.

Jeffrey, for years an independent exchange operator, has sold for a number of local distributors. He is a member of the Theatrical Post of American Legion and the only film man in this territory to hold the Congressional Medal of Honor. Jeffrey set off for Maine Tuesday.

## *Dunn and Heffner Meld Their Lowell Interests*

BOSTON—Irving Dunn, Lowell exhibitor, and Roy E. Heffner have amalgamated their Lowell theatre interests, according to an announcement from the offices of Specialty Pictures, Inc. Dunn is to operate both houses. Heffner plans to reopen the Tower, which he took over last year, on September 10.

# Drive-In "Nuisance" Decision Waits

MILFORD—Judge P. B. O'Sullivan reserved decision in the public nuisance suit brought by 12 Milford residents against the Milford Drive-In Theatre, seeking a permanent injunction. After a two-day hearing in which a large group of residents, physicians, sound experts and others testified, the judge took the unusual stand that he would like to visit Connecticut's first Drive-In theatre himself before handing down a decision.

The property owners contend that the talking and music of the moving pictures is "so loud, annoying and shrill" that their families and children are unable to obtain any rest. The physician of one of the plaintiffs took the stand to say that her nerves had been seriously affected, while a pediatrician was produced to testify that noise of this sort was injurious to children's health. The theatre corporation claimed that it had made changes in the equipment which eliminated the cause of property owners' complaint, but witnesses testified there was no difference. The defense sought to bring out that the neighborhood, on and near the Milford Turnpike, is constantly annoyed by sounds of trucks, trains and automobiles.

## *New Monogram Director Is N. E. Sales Chief*

BOSTON — Steve Broidy, New England general sales manager, has been elected to the board of directors of Monogram. Broidy's district won first prize in the recent national sales drive. He is an officer in the Boston Friars Club and, previous to joining Monogram, sold for Universal and for Republic.

Broidy, with figures before him to prove his statement, recently informed BOXOFFICE that present Monogram sales in the New England territory already are 80 per cent of those last year, that year's business in turn, was appreciably ahead of the intake of the year before.

## *Twice-Weekly Changes At Nashua Drive-In*

NASHUA, N. H.—The new Daniel Webster Highway Auto Theatre, located on Route 3, four miles north of this city, held a grand opening recently.

The drive-in has a 25-cent admission for adults, and children under ten are admitted free. The theatre is offering two shows nightly, at 8 and 10 o'clock, with Wednesday and Sunday program changes.

## *Building Code Tightened In Wethersfield, Conn.*

WETHERSFIELD, CONN.—Fireproofing provisions of the local building code have been amended, making it necessary for many buildings, including motion picture theatres, to be built along fire-proof lines.

# BOSTON

FRANK LYDON, Arthur K. Howard, Morris Perlstein, Frank Perry, M. L. Levenson, and Wilbur Peterson were scheduled to represent the Independent Exhibitors, Inc., at the Eastern Regional Conference and 20th annual convention of the Allied Theatre Owners of New Jersey this week in Atlantic City. All but Levenson planned to take their wives.

*Sam Rosen, associated in Connecticut with Circuit Owners Arthur Lockwood and Louis Gordon, was in town last week . . . Al Herman and Frank McCarthy, Universal executives, were conferring with Local Exchange Manager Bill Kelly this week . . . Also in the district was Arthur Sharby who operates houses in Groveton, N. H., and in Island Pond and Richford, Vt.*

Talk is again prevalent that a drive-in theatre may be readied for opening next spring near Manchester, N. H.

*Sam Strong, Universal shipper, has been seriously ill. He has been undergoing treatments for a throat condition.*

Roy E. Heffner, Affiliated Enterprises, Inc., assignee in New England, plans to press a number of Bank Night collection suits when the courts open in the fall.

*The mother of Steve Broidy, Monogram director, is convalescing from a recent illness.*

William Agnew and Joe Unger, Paramount executives, were recent guests of Sam Pinanski at the M&P partner's home at Beverly Farms.

*Burt Jacocks, Warner official, was in New York last week . . . Martin J. Mullin and Sam Seletsky of M&P were in New York last week on business . . . Thad C. Barrows, president of the Moving Picture Operators' Union, Local 182, was in New York this week for Projectionists' Day at the World's Fair.*

Edward Anderson, former major film salesman who has been ill for the past few months, has been receiving a number of visitors at his Roxbury home on Walnut Ave.

*H. J. McKinney of National Theatre Supply Co. has placed three new Simplex heads at the Metropolitan Theatre.*

## Guards His Language

BOSTON—A local theatre circuit executive recently received a complaint from a suburban Boston woman who stated that two employes at one of the chain's houses had been using too, too profane language. The executive requested a report on the incident from the resident manager of the theatre. So the story goes, he received the following:

"Two of our employes volunteered to repair the upright which was weakened by the hurricane. One of them dropped a little hot solder. It struck the man below and ran down his neck. The latter looked up and said, 'Joseph, you really should be more careful.'"

Paul Cuddy, son of the RKO Booker, has lost 36 pounds as an aftermath of a recent appendix removal and complications. He is convalescing . . . Solly Levin of M-G-M has been ill with sinus trouble.

*Frank Petrone of Columbia left this week on vacation . . . Ditto for Margaret Tedder . . . Mabel Dow of Cameo Screen returned Monday from vacation . . . Henry Greenberg, Columbia booker, spent last weekend in New Hampshire.*

Charles Brent doesn't plan to close the Nipmuc Park Theatre in Mendon until October.

*David Rosenbloom of Republic and Mrs. Rosenbloom recently celebrated their third wedding anniversary.*

Nathan Yamins and E. Harold Stoneman were at Lake Tarleton, N. H., part of this week and last . . . David Whalen, Republic exploitation manager, was in from New York for the holiday . . . Ruth Cummings of M-G-M may go to Bermuda the latter part of September.

*Gene Keenan, local Republic publicity man, has been playing up the local appearance of Louisiana Lou, player in the Roy Rogers series. She was on for the Veterans of Foreign Wars encampment.*

Walter Gillis jr., son of the Cameo booker, is convalescing. He suffered a concussion when struck by an automobile . . . Thelma Henniger of Columbia is back after being on the sick list.

*Fred Morley, R. E. Griffith's circuit executive, left Boston this week on the first lap of a return journey to Texas. He and Mrs. Morley were accompanied on the New York boat by Mr. and Mrs. Roy E. Heffner and Martha Heffner. The party, with the exception of Heffner's daughter who has been away to camp, recently completed a fishing trip throughout northern New England and Canada.*

Elizabeth Dervin of M-G-M returned to work this week from a west coast sojourn . . . Florence Scully Slater of Universal has been resting at Old Orchard . . . Harry Krivitz, Washington stage producer, was in town last week, leaving later for New York.

*Mary Hildegarde Healey, formerly publicity manager for Keith's Memorial and later with the Hearst papers locally, has been acting secretary to M-G-M office manager, Jack Byrne.*

William Cuddy, president of the Boston Cinema Club, plans the first fall meeting of the organization of bookers and office managers on October 2.

*Thomas DiMaura, president of Drive-In Theatres Corp., has been having trouble with an infected ear . . . Ben Wilansky, operator of the Globe and other local theatres, has had a heavy cold.*

P. F. Morrisey, formerly Brockton exhibitor, was in Boston last week attending the VFW encampment . . . Helen Chauncey, secretary to Charles Wilson of Republic, was in New York this week.

*Bids are being made for the proposed Frederic E. Lieberman theatre near Milk Street on Washington.*

James Guarino has set no definite closing date for the drive-in theatres at Weymouth, Shrewsbury and Saugus.

*Roy E. Heffner jr., manager of the Key Theatre in Middleboro, has been drumming up trade with a cooperative newspaper handout whose circulation, he says, is higher than that of the local publication. Merchants have been paying the tariff.*


HARRY ANNOTTI
MADE AN IDEAL CHOICE
WHEN HE SELECTED SEATS
FOR THE COLUMBIA-PROVIDENCE



SO WILL YOU IF YOU PICK
IDEAL CHAIRS




CAPITOL
THEATRE SUPPLY COMPANY
28-30 Piedmont St. BOSTON

# NEW HAVEN

MAURICE SHULMAN, president of Allied Theatres of Connecticut, attended the Allied Theatre Owners of New Jersey's 20th annual convention at Atlantic City last week, and will report to Connecticut independents at the next meeting here soon. At its last meeting, the organization expressed agreement with action taken by the national Allied at Minneapolis rejecting the proposed code.

*Openings in the territory include the newly-built 700-seat Quittner-Perakos State Theatre, Jewett City, and the renovated 496-seat Annex, New Haven, renamed Fairmount by Al Pickus. The new Forest, Allington, and Park, Thomaston, are promised for later in September. The Deep River, now being renovated, is scheduled for October 1, and the Windsor-Plaza, under construction, for the end of October. The Windsor Theatre is proceeding with renovation for early opening. The new Groton Theatre is also expected to be completed in October, with steel work in progress.*

Warner Theatre offices being remodeled to occupy the whole second floor of 70 College with de luxe offices, will be ready in three weeks . . . National Theatre Supply is remodeling its Meadow Street offices . . . Connecticut Films Distributing will move to the second floor of the film building. No mention of cocktail parties.

*Michael Daly has purchased the 450-seat Lily, Plainfield building, formerly operated part time by Henry Fontaine. Daly operates in Hartford and Lowell.*

"Unashamed" had a three-day successful run in East Hampton . . . "Wizard of Oz" daytime business was reported three times the evening . . . 11 a. m. openings helped swell the grosses in Loew-Poli houses . . . Hartford array for last week in downtown: Return of vaude to the State with Rochester and Grable, all week; "The Women," "Wizard of Oz," "Angels Wash Their Faces," and "Golden Boy" . . . "When Tomorrow Comes" also was spending a third week at the Regal . . . "Goodbye, Mr. Chips" was held a second week at the Stamford.

*Fishman Theatres reports the Apollo will go back to full time operation September 10, but no change in summer dark policy of the Winchester.*

Honey in full swing at the New Broadbrook and Capitol, East Haven, under organization sponsorship. Bingo is a big advertiser on amusement pages of the state these days. In New Haven, ruling is sought from state's attorney on whether political groups can play Bingo too, after attorney general referred the matter back to local authorities. It is suggested state attorneys of various counties cooperate and furnish common interpretation for use in the state . . . Empire Theatre, New London, has inaugurated a new game "Peek-a-Boo," which uses stamps and cards for gifts.

*Warner will reopen the Tremont, Ansonia, only house the chain darkened for the summer, on September 15. Schedule will be three-a-week, similar to last year's, with independent product.*

B-41 unit of exchange employes here will meet September 11 at the Hotel Garde. Special meeting is thought likely this month to discuss contracts expiring in November.

*National Theatre Supply has the complete contract for renovation of Essex Theatre Corp. latest acquisition, the 475-seat Pratt's, to be renamed Deep River Theatre. Under the personal supervision of William Hutchins, seats will be installed, new booth equipment, sound, carpet, decoration, screen, etc. Lee Malcarni expects to reopen October 1 with all improvements.*

Mrs. Joseph Shulman has designed the theatre interior for the new 600-seat Plaza Theatre, in Windsor. American Seating has the chair contract . . . Modern Theatre Equipment Co., will install new projectors in the 400-seat Alcazar, Naugatuck, operated by Lou Anger . . . Modern also will do the job when Harold Tabackman's Bostwick, Bridgeport installs new projectors, screen and lenses . . . Sam Weiss's Stamford Theatre will have complete new lobby and front display.

*Lou Moscow of Progressive Premium took a tuna-fishing holiday off Block Island . . . Earl Wright of 20th-Fox made it a party with some Boston friends for bass-fishing up the Connecticut River . . . Lucy Flack of the Capitol, Milford was called suddenly to Lakewood by news of a death in her family . . . Bon Rogers of Popular Pictures and Sam Davidson of Cameo Screen Attractions both down from Boston to visit the film district.*

Jay Dowden, RKO's advance man on "In Name Only," was a busy visitor. Dowden handles publicity on the Steeplechase Pier in Coney Island during the summer . . . Howard Burkhardt, once at the Loew-Poli here, now at Loew's Orpheum, Boston; Fred Greenway of the State, Boston; Joe DiPesa, Loew publicity man in Boston and his assistant, Al Longo, and Eddie McBride of the State, Providence, were all in for the final manager's meeting at Harry Shaw's office to complete New Movie Season details.

*Charles Tomasino, son of Michael Tomasino of the Victory and White Way, assisting at the theatres during his vacation from law school, was suddenly stricken with appendicitis last week and rushed to the hospital for an operation . . . Lou Schaefer, Paramount Theatre manager, complicated his vacation with an attack of the grippe.*

## His Own Doctor

BOSTON—Someone asked Dick Rubin, Saugus exhibitor and local Allied director, if he could cook.

"No," countered Rubin, "but I can sew."

He lifted a trouser's leg and proved it.

It seems that about ten weeks ago Rubin was sheathing the space beneath his stage to provide an air chamber for a new air-conditioning system. He gashed his knee severely on a strip of iron.

It happened early in the morning. Rubin couldn't contact his doctor, and he had to get back to work to meet time obligations. So he purchased a needle and some catgut at a nearby drug store and personally took three stitches in the wound.

The Lincoln Theatre, "art" and foreign films house in New Haven, is set for September 15 opening after a dark summer . . . Mrs. Jack Crawford will manage for Gilbert Josephson . . . Harry Blume will try foreign films at the Plaza, New Haven. Thursdays and Fridays . . . Milton Stiefel defies straw hat tradition by installing a furnace and new seats in Ivoryton and announcing no closing date.

*Bill Pine of the Darien Theatre is infanticipating for the second time . . . Sportsman Sam Weiss of the Stamford and Avon is taking advantage of the last rides of summer on his own horse . . . Lou Phillips of Modern Theatre Equipment spent the holiday at Wilkes-Barre, Pa. . . . Jean Warshow, secretary to Sam Weiss, is vacationing in New Jersey . . . Lenore La-Vine Olderman of Warner writes "having a grand time. Wish you could be with me," and datelines it Ansonia.*

Lou Brown, Loew-Poli publicity manager, is in line for congratulations on his sixth wedding anniversary . . . Nick Mascoli, Milton Hyams, and Morton Katz get return engagements of cramps when they talk about the creamed octopus on toast served by Mascoli . . . Nathan Lampert of the "borscht" circuit will go to Florida soon and leave son-in-law Joe Markov in charge.

*WELI, New Haven independent station, went full time on Labor Day, with a special program including a Horace Heidt remote from the Hotel Biltmore in New York. The station is used by several local theatres regularly*

Theatre Row: New Haven Warner theatre department is waiting for word as to whether it won first or second place in the annual drive. Congratulations, either way . . . Florence Bauer is the new Poli Theatre secretary . . . Salutes to Bob Russell and Nat Rubin of the Poli, New Haven, for putting over the six-page co-op supplement on "The Women" in the *Journal-Courier*, day before opening. New Haven papers are notoriously hard to crack, and the special section contained reams of readers on the stars and production, as well as art. Full back page was taken by the theatre with a knockout ad . . . Bijou Theatre inaugurated a five-weeks Jitterbug contest September 5, with watches by a local jeweler as prizes . . . Agency making arrangements at the World's Fair for the windup of the Loew New England new movie season cavalcade windup is Steve Hannagan, which handles the Crosley account.

*Says the* Herald: *"More than any time in the history of movies . . . The story becomes Hollywood's most vital interest as the new 1939-40 season starts on its screen rounds . . . Hollywood's chance is in buying the product of minds that think out of the ordinary." The three-column article makes a survey of the coming product of all companies.*

# Zukor Outlines His Selling Attitude

(Continued from page 61)

because we were releasing through one organization."

"You were releasing under separate contracts?"

"Yes, under separate contracts, but all the same."

"Well, at that time, the exhibitor wasn't required to buy all the product of both companies, was he?"

"No, he never had to buy all the product."

"That is, if the Paramount company of that time which was the distributing organization sold to an exhibitor, he might sell to the exhibitor, either the product of the Lasky or the product of Famous Players company, whichever the exhibitor wanted?"

"I don't know the method they used. I don't remember how they sold the product."

"Well you don't think—"

"I think they sold just two releases a week. I don't think they referred to trademarks, whether it was Paramount or Lasky or somebody else. That's as near as I recollect it."

"That is, they sold whatever two releases happened to be available for that week?"

"They had two releases a week. They sold two releases a week. Whether they sold it by the trademark or whether they sold it in bulk or individually, I don't know, I don't remember, because I had nothing to do with the distribution end. I had no interest in it."

"Now I think it appears in the other deposition that you, or your company rather, sometime after that acquired the Paramount Distributing Organization?" Ryan said.

"Yes, sir."

"That is, you acquired all of the capital stock of that company by purchase from the various stockholders?"

"Yes, sir," said Zukor.

"What was the purpose of that acquisition?"

"Well, the purpose of consolidating the distribution with the production was because it seemed to be one and the same operation."

"Did you intend by that acquisition, to make your company greater if you could?"

"To solidify the company."

"Did you want to make it greater?"

"Not particularly."

"Were you anxious to increase the profits of the company at that time?"

"Yes, sir. At all times."

"You have been anxious, as you say, in practically everything that has been done by Paramount Publix Corp. since that time to increase the profits of the company?"

"Yes, trying to find ways and means to do it."

"Was it sometime around '17 or '18 that you got the stock of the Paramount Distributing Organization?"

"I am not accurate on the date, but I think I would rather not mention. We could look it up in the records. I don't remember exactly the year."

"Well, do you remember at that time whether or not you, as president of the Famous Players Lasky company, had an intention to dominate the motion picture industry field?" pressed George S. Ryan.

"At no time, not then and not now," replied Zukor.

"Did you at any time tell anyone that you had such an intention?"

"No, sir—"

"Do you remember a man named Williams at one time connected with First National?"

"Very well, J. D. Williams."

"Of course you remember when First National came into the field?"

"Yes."

"At the time when First National came into the field, it was an exhibitors organization, was it not?"

"Yes."

"And originally it was begun in order to arrange for distribution of photoplays to all of its members?"

"Right."

"Subsequently it began to produce?"

"Correct."

"Now at that time, or shortly after the time that First National came into the field, did you talk to Mr. Williams about First National?"

"No, sir. Mr. Williams and I were not on friendly terms."

"Do you remember at any time saying to Mr. Williams that it would be better

(Continued on next page)

# New England Allied Product Queries In

BOSTON—"Yes, we have no the-ay-ters," one unidentified individual wrote on the back of the 1939-40 product survey card being distributed throughout New England by the Independent Exhibitors, Inc.

Comprehensive returns on the survey are being received daily, however, according to Arthur K. Howard. The business manager had no statement to make on results, saying that they would be brought before the next meeting of the organization which is scheduled for September 12, together with a cross discussion of buying under present conditions.

The 1939-40 product survey pivots around the number of features bought, whether rentals are more or less than those of the past season, how many of the films are on percentage, how many issues of news are taken, how many shorts are bought and how many shorts are needed.

Individual reports, Howard said, will be held in absolute confidence. Names of theatres and exhibitors do not figure in the compilation, report cards coming in anonymously.

# NEW HAMPSHIRE

CLARENCE MIXER, manager of the Bayview Pavilion, Alton Bay, has been named to the finance committee of the state department of the American Legion.

*During a severe electrical storm that temporarily crippled power lines in various parts of New Hampshire, the Colonial and Arcadia theatres in Portsmouth were without lights for some time.*

During the recent 18-day meet of parimutuel horse racing at Rockingham Park in Salem, a total of $5,013,762 was wagered on the bangtails. This was an increase of $331,237 over the handle during the 1938 summer racing there. The leading jockey at the track was "Chuck" Charlton, rider for Louis B. Mayer, M-G-M chief, whose stable made its eastern debut at Rockingham. Charlton booted home 19 winners in 18 days.

*A radio quiz program, with cash prizes for the winners, has been a Thursday night attraction at the Colonial in Laconia.*

Billy B. Van of Newport, once famous comedian, had charge of a circus program at a six-day exposition staged by the Dartmouth-Lake Sunapee Region Ass'n in Canaan, August 30 to September 4.

*Harold A. Tantaquilgeon of Norwich, Conn., better known as Tom Hat, who acted as an adviser in production of the Universal film, "The Last of the Mohicans," stopped in Rochester recently, en route to Old Town. He is one of 147 survivors of the Mohican Indians.*

The Scenic Theatre in Rochester shared in increased patronage when business firms of that city sponsored Dollar Days. The theatre was one of the sponsors of the event.

*When Lawrence Tibbett, screen and opera baritone, learned that his son, William, was making his stage debut with the Peterborough Players in Peterborough, he dashed across the continent from California by plane, train and auto, and arrived in the New Hampshire town in time to see two acts of "Little Women," in which his son appeared. The summer theatre cast gave the distinguished visitor an informal party following the performance.*

The Emerson Mountaineers of radio fame were a recent stage attraction at the Scenic in Rochester.

## *Davidson Is Distributing 13 20th-Fox Reissues*

BOSTON—Sam Davidson has taken over the New England distribution of 13 20th-Fox reissues. The output includes eight George O'Brien's and five Harold Bell Wright's. Star players in the new setup include Richard Arlen, Ralph Bellamy, Ricardo Cortez, Paul Kelly, Mae Clarke, and Heather Angel. Davidson is distributing the features as a part of the lineup of Cameo Screen Attractions, Inc.

The five Harold Bell Wright pictures include: "The Californian," "Wild Brian Kent," "Secret Valley," "It Happened Out West," and "Western Gold."

The eight O'Brien vehicles are comprised of: "Whispering Smith," "O'Malley of the Mounted," "Thunder Mountain," "Border Patrolman," "Hard Rock Harrigan," "When a Man's a Man," "Cowboy Millionaire," and "Dude Ranger."

# Children His 'Hobby'; Is Making It Pay

BOSTON—"Children are our best salesmen, as well as potential future patrons," asserts Joe Lourie, manager of the M&P Strand in Dorchester. "I sincerely believe that if you get them, you will get the adults as well."

The stress that Lourie puts on what he says is a "hobby" is shown by his statement that: "Through careful handling, early shows, after-school shows, and making friends with children, we have so far this year taken care of 51,503 of them as against 43,250 for the same period last year."

"At every break, we have police in front of the theatre. On rainy days, on days where we have full houses of children, I go on the stage myself and caution them relative to exercising care on leaving the theatre, not crossing until signaled by police, etc.

"I also call time out during a performance until children take off or unbutton coats and put hats in their pockets so that they will not be lost. Adults have frequently commented on this. We also have a checking service for roller skates to take care of those children who skate to the theatre. We give any number of similar services to children, and I sincerely believe that that is why our children's business is so outstanding and is constantly showing an increase."

### 1,700 Children Attend Traffic Safety Show

BOSTON—Harry Goldstein, manager of the Morton in Dorchester, drew approximately 1,700 children and 100 adults at a recent Wednesday morning safety show. Two guest speakers from the Boston police department supplemented the film program which included an educational reel on safety and a "Hop-A-Long Cassidy."

"We received many favorable comments from the parents of some of the children who were here," Goldstein said. "I feel that this theatre has established itself more deeply in the good graces of our patrons and has proved that this theatre really is interested in the safety of the children who attend our house."

## *Harry Asher Gets PDC New England Franchise*

BOSTON—Harry Asher, who at one time held the New England franchise for what is now Paramount Pictures, has signed the franchise in this territory with the Producers Distributing Corp. of Hollywood. Asher has formed a new corporation, the Producers Distributing Corp. of New England, to handle the output.

A New Haven branch has been added. Harry Gibbs will cover the Connecticut center. In Boston, Asher has added Sam Soroker to the sales force.

Five pictures are expected to be ready for release in October. The first of these, Jack London's "Torture Ship," will be in the vaults about October 1.

# PROVIDENCE

LABOR DAY theatre business way off in city and state with war news and holiday activity occupying public's time and attention.

*RKO-Albee was informed this week that Michael J. Kavenagh, announced as scheduled to take over management of theatre, would not get the position after all. Meanwhile William J. McCourt continues at manager's desk.*

Eddie McBride, Loew's State manager, in Boston Tuesday completing arrangements for the Providence visit of M-G-M-Crosley "Golden Jubilee" caravan scheduled to reach this city Saturday. McBride has one of the midget cars on display in the theatre lobby with accompanying poster material telling of the caravan's coming. Plans call for a parade through downtown business streets Saturday afternoon, reception and welcome from mayor in front of theatre at climax of parade, with a radio broadcast of the major's speech. Saturday night the cars and accompanying gals will go to the American Legion Circus in Cranston Stadium, to appear there before an expected crowd of 10,000.

*Displaying surprising talent at interior decoration, Manager Ed Reed of the Strand personally supervised inside lobby trim with artificial leaves Tuesday. Autumn touch is an "adieu" to summer, designed to get patrons in the mood for fall hits coming to the Strand in the next few weeks.*

Ed Sharpe, militaresque new doorman at Loew's State got that upright carriage in a long enlistment in Uncle Sam's Navy. Sharpe succeeds Harold Mortin, who returns to house's usher staff after four months on the ticket taking assignment.

*Fays Theatre reopened to capacity business last Friday with public giving a warm reception to vaudeville acts on program; first "live" talent seen in Providence theatres since the house closed last May.*

## *Is Liberman Agent*

BOSTON—Meyer Rosen has been appointed New England representative of the Liberman Flag and Banner Co. of New York. Rosen formerly was with the National Flag and Banner Co. Rosen is maintaining headquarters in the film district on Winchester St.

## *Awaits Millbury Permit*

BOSTON—Dominic Tuturro, former operator of the Majestic in Worcester, is awaiting a court decision before taking action on opening of his new theatre in Millbury. He has been having permit trouble.

## *Anshen-Hookailo Merge*

BOSTON—Irving Anshen of Master Motion Picture Co. and Helen Hookailo of M&P equipment division were married this week, Sunday, at the Southern House in Brookline.

# Into Theatre Field To Provide Outlet

(Continued from preceding page)

for him to come over to your company because you were going to put the other company out of business?" pressed the plaintiffs' attorney.

"That's why Mr. Williams got a job because he carried tales like that, that never happened."

"Who had he carried those tales to?"

"To his own superiors, I don't know."

"Well, I take your answer is that you didn't say any such thing to Mr. Williams?"

"I did not."

**Enter First National**

"Did you say to Mr. Williams that you or your company was going to buy enough franchises of First National so that First National could never distribute a picture?"

"No, sir," replied Adolph Zukor.

"Well now, at the time, the First National came into the field, you knew did you not, that there was some arrangement by which a majority or a major number of the franchise holders had to agree on a picture before it could be bought and distributed?"

"I know nothing of that policy."

"Didn't you know how it was operating?"

"If one did, I never knew how that operated. I wasn't interested to that extent."

"And didn't you tell Mr. Williams that your company was going to be the dominating company in the field and that you wouldn't stand for any competition like First National?"

"No, sir."

"Nothing to that effect?"

"No, sir."

"Subsequently your company began a policy of acquisition of theatres, that's correct, is it not?"

"That's correct."

"Now I think it appears from the records of your board of directors meeting of July 22, 1917, that the board approved the policy of the extension of the company's activities along the line of acquisition of theatres?"

"Yes, sir."

"And it was shortly after that, that the $10,000,000 was secured by your company to use in acquiring theatres, is that correct?"

"Yes."

"What was the purpose of going into the theatre field?"

"In the first place, we had to get into the theatre field because we saw our first-run situation was threatened by leading exhibitors combined and that our outlet was threatened. We wanted to provide an outlet for our product."

"Now this loan was arranged for through Kuhn, Loeb?"

"It wasn't a loan. It was a preferred issue of stock."

"And before arrangements were made, an investigation was made of your company by a Mr. Connick, representing Kuhn, Loeb?"

"He made an investigation of our company?"

"Yes?" asked Ryan.

"Yes," replied Zukor.

"And did you know that he made an in-

vestigation generally of the motion picture industry?"

"That I don't know."

**Zukor Wanted Success, Not Size**

"Did you talk to Mr. Connick?"

"Yes. He was in our employ for a period of time."

"In your employ for a period of time?"

"Yes. Not at that time, but subsequently, he was."

"When did he come into your employ?"

"After the $10,000,000 preferred issue was financed."

"Did you tell Mr. Connick at any time during his investigation that your goal was to have the largest and most successful motion picture company?"

"Not the largest, but the most successful, that I will admit, not only to him but to many people, but I don't think I said the largest."

"Didn't you want to have the largest?"

"No, I wanted to have the best, not the largest."

"Well, if a thing was good, the larger it would be the better it would be?"

"Not in the picture business."

"So you weren't particularly interested in the size of your company?"

"No, in its success, yes."

"And did you tell him at that time, your company, the Famous Players company, dominated the industry, and the acquisition of the theatres in the key cities was to insure the distribution of the pictures of your company?"

"I never recollect having made a statement that the Famous Players (whatever it was called at that time) . . . that it was dominating the industry."

"Your company had a good market for its pictures without acquiring theatres, did it not?"

"No, our company was in danger as soon as First National was organized."

"Was First National the only real competition your company had struck up to that time?"

**Always Competition**

"No, we always have competition, but First National was made up of the men who bought their product. The First National main members consisted of the exhibitors who had first run theatres, and when the First National was organized we found ourselves in the position that our outlet was not only threatened, but that they would not buy any pictures, and the only way we could show the pictures ourselves in the first instance was to have a definite, permanent outlet for our product. That was precipitated by the First National organization."

"Have you found that the acquisition of theatres that you have made has given you a definite, outlet for your pictures?"

"It certainly has."

"Well, at the time that you started this policy of theatre acquisition, you had some 11,000 customers out of 15,000 theatres, didn't you?"

"I can't answer that as to the amounts. I wasn't familiar enough with that to testify to that."

"You wrote a letter to your stockholders in regard to this new preferred issue of $10,000,000 did you not?"

"I don't remember, but if that—"

"That is, if there is a statement in a letter supposed to be signed by you to the effect that there were 11,000 out of 15,000 theatres, that's correct?"

"That's correct."

Mr. McClennen herewith objected to that as based on contents of a written instrument not in evidence.

"That's correct," repeated Zukor.

"Well, at any rate, Mr. Zukor, you knew that your company did, at that time, have a large number of accounts throughout the United States?"

"Yes."

"You knew that the majority of the theatres were customers of your company?" questioned George S. Ryan.

"A great many I would know. It was the majority, a great many, a predominating number," responded Zukor.

# HARTFORD

REPORTS have it in West Hartford that a petition bearing the names of people in that town who want Bingo legalized may be presented at the Town Council's September meeting. East Hartford and Hartford already have Bingo . . . Work has begun on the superstructure of the new Plaza Theatre in Windsor. Foundation walls were poured a few weeks ago.

*Julian B. Tuthill, theatre and motion picture critic and columnist for the* Hartford Times, *edited the School Edition of that newspaper last week.*

In and around the state: Colchester Theatre in Colchester has a new painting job on its outside theatre sign . . . Glastonbury Theatre in Glastonbury arranged for a special show for the Third Annual Children's Day under the auspices of the Town of Glastonbury Council, Knights of Columbus . . . Ovenware and towels are being presented by the management of the Empire in New London to women patrons on special days . . . Pratt's Theatre is scheduled to open the middle of the month in Deep River.

*Bob Martineau, broadcaster of a Hollywood and Hartford motion picture and theatre program heard over WTHT, broadcasting division of the* Hartford Times, *is back from vacation. During his absence, his program was not heard.*

Doings about downtown: The Princess Theatre has had some painting done on its front doors and panels . . . Jack Simons tied up with the local press in plugging "The Wizard of Oz." He also had in his lobby a replica of a coach and two horses, besides costumes worn by Judy Garland in the motion picture. The Loew-Poli manager had writeups in the Hartford Press just about every day . . . Nothing has been heard on Main St. on the report of Loew-Poli Palace taking on vaudeville for the fall. The State's vaudeville programs have started already . . . Irene Dunne, picture star, was guest columnist recently for the column space usually filled by M. Oakley Christoph, *Hartford Courant* film columnist, who is away on vacation to Paris.

*Syd Conn, one of the partners who runs the Conrose's Cinema City Theatre down in Sound View, was a visitor. Ditto for Jim McCarthy of the downtown WB Strand . . . Local historian, Billy S. Garvie of the* Hartford Times, *dug up the news in the files of that newspaper that this city saw its first big color film at the now defunct Parsons Theatre in December,* 1912. *A film by the title of "Durbar in India" was shown with a Kinemacolor machine. The* Times *critic said at the time: "It may be left for future generations to realize "Durbar in India" in nature's own colors as wonderful."*

Jack Simons of the downtown Loew's Poli recalling the days when he saw "The Wizard of Oz," with Fred Stone, at Pittsburg where Jack was the chief usher at the Shubert Theatre . . . That new reserved seat policy at the Avenue Colonial Theatre with Bill Stevenson, who was for many years the manager of the now defunct Parsons Theatre, will continue. He is being assisted by Dave Sugarman, who has been transferred from the downtown Regal by Henry Needles, WB district manager.

*Groucho Marx, M-G-M filmster, told Moses Berkman,* Times *political reporter, who covered Governor Baldwin's trip to the west coast, that the world premiere of the Marx Bros.' newest motion picture, "A Day at the Circus," may be held at Bridgeport.*

Public schools were to have opened for their 1939-40 school season on Thursday in Hartford; West Hartford and Wethersfield a day earlier. During the summer vacation for students, theatres in and around Hartford had "Kiddie Shows" for the children who were home.

*New faces seen in Waterbury these days are those of Jane Mascoli, who is at the Cameo Theatre in the role of cashier, and Bill Ghent, new usher at the Loew-Poli. Jane, incidentally, is the niece of Jerry Mascoli, owner of the Cameo . . . Walter Murphy, Bristol Theatre, Bristol, spent a weekend recently in Massachusetts . . . To Columbia University to take up the study of journalism goes Paul Sheehan, usher at the Embassy, New Britain, this fall . . . Lou Cohen, Loew-Poli Palace Theatre, was on vacation recently.*

The opening date for the newly built Strand Theatre reportedly owned by Peter Perakos, New Britain, and Joseph Quittner, Moodus, in Jewett City has been announced as September 15. The capacity is 800 seats . . . The late Bill Seaman's position as usher at the Warner in Bridgeport has been filled by Ralph Decker . . . Julian B. Tuthill, *Hartford Times,* was among those present at the beauty contest for "Miss Connecticut" . . . It has been rumored in New Haven that Arena will play one day vaudeville.

## A Honolulu Premiere

HOLLYWOOD—"Hawaiian Nights," Universal musical featuring Mary Carlisle and Johnny Downs, was world premiered in Honolulu.

## A Role for Miljan

HOLLYWOOD—John Miljan has been signed for a featured role in Paramount's "Emergency Squad." Edward Dmytryk is directing.

# More Serious Themes Urged for Films

BOSTON—"The most potent and eloquent of propaganda media" was how motion pictures were described by Dr. Everett R. Clinchy, director of the Williamstown Institute of Human Relations, speaking at a meeting of the organization sponsored by the National Conference of Christians and Jews. Declaring it would be unfortunate if film producers "devoted themselves to the boy meets girl themes," Dr. Clinchy urged that silver screens devote themselves to "serious situations in our economic and social life."

Greater realism in films were urged by Professor Richard Lewis of Glendale Junior College in California. Professor Richard Lewis spoke on the subject of "The Movies and Propagandizing."

"If motion pictures can help save democracy," Lewis said, "they can serve by showing us life as it is with real problems. By not presenting realities, motion pictures permit the propagandists to take the center of the stage in the drama of life itself."

## *Moriarty Promoted*

WORCESTER, MASS. — Russell Moriarty, student assistant at the Poli Theatre, has been promoted to the assistant managership of the Plaza Theatre, replacing Edward Dolan, who has resigned.

### Bonita Granville Held

HOLLYWOOD—Metro has signed Bonita Granville to a new term acting contract.

## *Back on the Job*

BOSTON—No local theatre patron was more pleased than Sarah Reese when vaudeville was resumed last week at the RKO Boston.

There has been no flesh in de luxe Boston, former stage show Hub, for the past few months. Sarah Reese has missed it.

Particularly an admirer of theatre music, the lady early made the Metropolitan her headquarters, going into the house mornings day after day and eating her meals at the downstairs cafeteria so as not to miss a performance. She beat time for Fabien Sevitsky and his pit orchestra and for stage aggregations, then topped off the evening by treading back downstairs to the Platinum Salon where she waved beats for Sid Reinherz's dance band.

When the Metropolitan went into a straight film policy, Sarah Reese shifted her affections to the RKO Boston. RKO orchestra players, as those at the Metropolitan had before them, sometimes complained that Miss Reese's sense of time was not all that it should be and her enthusiasm often resulted in discords.

Genial Bill Robinson, whose stage routines generally included a number of silent breaks, arose to the occasion recently and did the lady's heart good when he informed an RKO audience that Miss Reese's motionings were all that kept him in time during the silent hiatuses.

# BRIDGEPORT

A COOLING system is assured for the Loew-Poli theatre by next summer.

*Ernie Grecula, former doorman at the Majestic, is now assistant manager at the Alcazar Theatre, Naugatuck.*

Harry Shaw came into town to m. c. the final jitterbug contest on the Globe stage.

*"These Glamour Girls" had the best opening at the Majestic in two years with a heavy rain and "The Wizard of Oz" as opposition.*

Night prices now prevail all day Saturday at the Warner Theatre.

*The booth at the Globe is being enlarged and 1,800 new seats will be installed soon.*

Jack Sidney, assistant at the Loew-Poli, is still trying to get that estate settled over in Belgium.

*Excavation has started for Ridgefield's first motion picture theatre. The house is expected to be ready for the Christmas holidays.*

The last of the summer theatres in this area has rung down the curtain for the season.

*James Hague,* Times-Star *critic, was the only local film editor to attend the Gloria Jean premiere in Scranton.*

## *Loew Hit Parade Tied With Trade Jubilee*

NEW HAVEN—Combining industry jubilee and annual new season ballyhoo, the Loew's Movie Hit Parade-Crosley Motor Cavalcade will descend on New Haven, September 14, and make everybody in the City Hall, on the streets, and at the radio new season-conscious.

The cavalcade of ten pastel-colored miniature cars, provided by Crosley Motors, will be driven by Connecticut college girls in collegiate outfits, with a specially-constructed Loew float leading the procession and local bands hooking on in all Loew towns on the itinerary.

The cavalcade left Boston, September 7, and Hartford's celebration is set for the 12th, Meriden and Waterbury the 13th; New Haven, 14th; Bridgeport, 15th, and World's Fair, New York, 16th.

Harry F. Shaw, Loew-Poli division manager, and Lou Brown, publicity chief, will accompany and supervise activities throughout, while Bob Russell here and managers everywhere are working out scores of details locally.

The parchment scroll which the governors of Massachusetts, Rhode Island and Connecticut, and the mayors of Boston, Hartford, Springfield, Worcester, Waterbury, Meriden, New Haven, Providence and Bridgeport will sign, reads as follows:

"1889 1939"

Loew's Movie Hit Parade-Crosley Motor Cavalcade join in celebrating the golden jubilee of motion pictures sponsored by Loew-Poli New England Theatres, Loew's Boston Theatres and Loew's Providence theatre.

Motion pictures have for years formed the principal entertainment of persons of every walk of life. They have given joy and laughter to those who were sorrowful. They have given knowledge to all. They have become a common bond of friendship. It is the honest pledge of those associated with motion picture theatres to give the people of these sovereign states, until posterity, pictures of the highest calibre, designed for wholesome entertainment of everyone."

# Sees Row Over 'Wind' As Too Much Puffing

BOSTON—Concerning the present north versus south controversy over "Gone With the Wind" the Boston *Globe* editorially labels the contention, "unnecessary publicity."

The United Daughters of the Confederacy "need not concern themselves" in taking exception to the Daughters of the Union Veterans' report, denouncing the film as "this outrageous attempt to palliate the treason of the south and smirch the reputation of General Sherman," went the comment.

"For the past two decades," said the important New England daily, "there has been an increasing curiosity in the north and west to hear, see and read everything that presents the other side of the Civil War picture. The tendency was first shown by the reception given 'The Birth of a Nation.' Since then the whole subject of the war was carried to the south and of the reconstruction horror that followed the death of Lincoln has been given attention which shows no sign of lagging."

## *Settlement for Ushers Is Effected by M&P, IATSE*

BOSTON—M&P Theatres and the IATSE have amicably settled the ushers' strike which involved eleven of the circuit's houses in downtown and suburban Boston.

No contract has been signed at the present time, although provisions of the agreement call for the ushers at the Metropolitan, Paramount and Fenway in Boston to get $15.00 for a basic 42-hour week. Ushers at the Washington Street, Modern and Scollay Square in Boston and the Strand, Morton, Dudley and Rivoli in suburban Boston and the Broadway in Chelsea are to get 32½ cents per hour. Double pay for overtime applies to all eleven theatres.

The union was bargaining only for itself and is not demanding a closed shop.

## *Turners Falls Showman Observes 25th Year*

BOSTON—Denis J. Shea, operator of the Shea Theatre at Turners Falls, is celebrating his 25th year as an exhibitor. Recognition of the silver jubilee takes the form of extra stage and screen attractions throughout the week at the Massachusetts house.

# *Defendant Answers to Momand Suit Are Similar in Tenor*

OKLAHOMA CITY—Defendants in the Momand $4,500,000 anti-trust suits have filed their answers to Momand's original petition and his amended petition in federal district court here.

Each of the separate firms filed answers which varied only in minute details. Griffith Amusement Co. and Consolidated Theatres, Inc. answers were filed by counsels Henry Griffing and J. B. Dudley. Remaining answers were filed by Keaton Wells and Johnson for each individual defendant attorney. Answer of Paramount Pictures, Inc., was by Austin C. Keough of New York City; Publix Theatres Corp. by Keough; Warner Bros. Pictures, Inc., by Robert W. Perkins of New York City; the Vitaphone Corp. by Perkins; Warner Bros. Theatres, Inc., by Perkins; Pathe Film Corp. by Phillips and Nizer of New York City; 20th Century-Fox Film Corp. by Dwight, Harris, Koegel and Caskey of New York City; Loew's Incorporated by J. Robert Rubin of New York City; Vitagraph, Inc., by Perkins; RKO Radio Pictures, Inc., by William Mallard of New York City; United Artists Corp. by O'Brien, Driscoll and Raftery; Universal Film Exchange, Inc., by Charles D. Prutzman; Columbia Pictures Corp., by Schwartz and Froelich, and Educational Film Exchanges by D. I. Johnston.

**Similar to Vitagraph Answers**

The answers in general followed the pattern of the Vitagraph, Inc., answer which states as follows:

"1. That the complaint fails to state a cause of action against this defendant upon which relief can be granted.

"2. That the pretended assignments to the plaintiff recited in said complaint are champertous and against public policy for the reason that the plaintiff was a director and the managing officer of each of said assignor corporations took the assignments for the purpose of bringing suits thereon and speculating upon the results of the litigation; that said assignments are fraudulent and void as to other stockholders and creditors of each of said assignor corporations, because no fair and reasonable consideration was paid therefor, and because they were not authorized by proper action of the stockholders and the board of directors of said assignor corporations.

"3. That the plaintiff is not the real party in interest as required by the laws of Oklahoma in the prosecution of a cause of action in any civil proceedings because the complaint shows upon its face that the plaintiff did not acquire the legal or equitable title to said causes of action by the pretended assignments.

"4. That the plaintiff has failed to comply with Rule 9 of the Rules of Civil Procedure for the District Courts of the United States, which provides: '(g) SPECIAL DAMAGE. When items of special damage are claimed, they shall be specifically stated.' Under the statements of the complaint, the plaintiff is not entitled to recover general damage, but only special damages sustained by him or his assignors, and the statements in said complaint are insufficient to comply with said Rule 9 or to permit any recovery in favor of the plaintiff and against these defendants."

It then analyzes the first cause of action of Momand's petition, stating, "That it is without knowledge or information sufficient to form a belief as to the truth of the statements, or any of them, in paragraph 3 of said complaint, except that it admits that it is a corporation duly organized by law, and since March 5, 1920, has transacted business in Oklahoma City, Oklahoma."

It then analyzes various paragraphs of the first cause of action and all remaining causes of action in much the same manner. The 40th paragraph of the answer then summarizes:

"That wherever paragraphs in any cause of action are incorporated into and made a part of another cause of action, this defendant adopts the same answer to said paragraphs when subsequently used as has been made herein when said paragraph or paragraphs first appeared, to avoid repetition in pleading, and to have the same force and effect as if repeated in the answer to each subsequent cause of action.

"Answering further, this defendant denies each and every material statement, averment or inference in the complaint of any combination, agreement, contract, monopoly or conspiracy on the part of this defendant, and denies that it has, or is, violating any section or sections of the Act of July 2, 1890, commonly known as the Clayton Anti-Trust Act.

"Wherefore, this defendant prays that the plaintiff be denied relief and that it have judgment for costs."

Answers filed by Columbia Pictures Corp., Publix Theatres Corp., Warner Bros. Theatres, Inc., 20th Century-Fox Film Corp., Loew's Incorporated, RKO Radio Pictures, Inc., United Artists Corp., Universal Film Exchange, Inc., and Paramount Pictures, Inc. were similar to the above, except for minor changes relative to their individual companies.

The answer of Vitaphone Corp. stated, "The court does not have jurisdiction over this defendant for the reason that the pretended summons was not issued, served and returned as required by law, and the complaint fails to state a cause of action against the defendant upon which relief can be granted." The same statement was also made in the answers of Pathe Film Corp. and that of Warner Bros. Pictures, Inc.

An *amicus curiae* answer was filed by D. I. Johnston in reference to Educational Film Exchange of Texas, which states in part:

"That Educational Film Exchange, Inc. . . . is designated as a defendant . . . that Educational Film Exchange of Texas was incorporated under the laws of Texas on October 27, 1920, with its principal office in Dallas, Tex., and was qualified to do business in Oklahoma on September 13, 1921; that said corporation ceased to do business on or about February 1, 1933 and its right to do business in Oklahoma was cancelled on January 15, 1935; that these facts were called to the attention of the court in a special appearance and motion to quash and affidavits were filed in support of said motion which, upon hearing, was overruled and exceptions allowed; that if it was intended to designate Educational Film Exchange of Texas as a defendant, said corporation does not now exist and the attention of the court is again called to the facts in reference thereto."

The answer then repeats other paragraphs of the previously quoted answer with reference to jurisdiction, champerty, assignment, compliance with Rule 9, etc., concluding:

"That D. I. Johnston, appearing *amicus curiae* and answering further, states that he is without knowledge or information sufficient to form a belief as to the truth of the statements, or any of them, in the complaint insofar as they are or may have been applicable to Educational Film Exchange of Texas (Educational Film Exchange, Inc.)."

## *Alabama Senate Passes Bill Against Ascap*

BIRMINGHAM, ALA. — A bill designed to break up the "monopoly" of the American Society of Composers, Authors and Publishers on copyrighted songs and music was passed unanimously by the Alabama senate and now goes to the house where its passage is predicted if supporters can get it on a crowded calendar.

The measure is being supported by radio stations, hotels and other amusement places. Under the bill, payment for use of such compositions would be by the piece, and composers and publishers would be required to fix the amount of the copyrighted fee they would expect on each selection used.

# Pat Garyn Launches New Film Company

DALLAS—Pat Garyn, long identified in the upper brackets of distribution, has launched the Texas Film Co., with offices at 302½ S. Harwood. In this new company there are associates, but their names were not available at this time.

Garyn points out that the first picture, "Rangle River," a J. H. Hoffberg release, has been sold to Interstate and the Griffith circuits. The company now has 20 pictures for distribution in the southwest, Garyn said. Screenings on additional pictures were scheduled for the Fox screening room this week.

### Monogram to R&R

DALLAS—Monogram has closed with the Robb & Rowley circuit for its new season product.

# *Dates for Three Depositions in Miami Monopoly Suit Set*

MIAMI—Scheduling of dates for at least three of the depositions to be taken in the near future in connection with the pending monopoly suit in Miami are announced this week by the attorneys for the plaintiffs, the Cameo and Surf theatres.

Particular interest centers around the testimony of Darryl F. Zanuck to be taken in his office at the 20th Century-Fox studios September 15. The deposition of Mitchell Wolfson, a partner in the Miami incorporation known as the Wometco Theatres, is Hiram D. Parks, Warner film salesman, who was covering the Florida territory in 1936. Now working in the southwest, Parks' testimony will be taken at Lovett, Tex., on Saturday, September 16.

Other depositions, certain to be productive of interesting testimony which cannot be taken this month because of the absence from the state of the principals, will be those of S. A. Lynch, president of Paramount Enterprises, Inc., and Sidney Meyer, the other partner in Wometco Theatres, Inc.

Also due for clearance before the federal bar are some routine pending motions which will be heard early in October to pave the way for the hearing before Judge John W. Holland of the suit in which the two new Miami Beach theatres ask for cumulative damages and for an injunction against alleged monopolistic practices said to be used by Paramount Enterprises, Inc., and the Wometco Theatres, Inc.

Another activity of the week in this Miami monopoly case was the posting of a series of interrogations to be answered by the president, treasurer and general sales manager of each one of the Big 8, the major distributors, who are joint defendants along with the two Miami theatrical organizations. These interrogations were sent to all the counsel for the defense.

Text of the interrogations will be available next week.

# Private Light Plant Proves Big Saving

DALLAS—On one of his far between periodic visits to Filmrow, making contacts supplementary to his association with the R&R circuit, Sam Parish of Huntsville, said he is using a private light plant for his Dorothy and Avon theatres that nets him an untold saving in previous light and power rates.

To start with the Huntsville rate is known in the trade as high in comparison to other places. Parish said his plant is a new development and that he has had it installed long enough to know its results. In fact, he says it is turned on, left and forgotten until time to turn it off.

Parish said his power bill had been from $150 to $170 in instances. He said his bill now is $25 a month for the two houses for actual operation of the plant.

The equipment cost slightly over $4,000, he said, and payments could be arranged over three years, although Parish paid cash.

The Dorothy and Avon are advantageously arranged in one block, on different streets with their backs coming in close together, which made it easy for one plant to serve two theatres. Private power lines may not cross a street or alley, it was pointed out.

Parish said although his situation received full benefit of a private plant that he was not too sure that a one-theatre situation would be benefited enough to install such a system.

He said however, that the equipment he has is being sold by a Houston company which has the state rights and that this company is preparing a state-wide selling campaign.

# M I A M I

THE Lincoln is being re-upholstered. The ceiling is being retinted and new carpets are being laid. The custom of serving tea and coffee to unhurried patrons is, of course, being continued. Better screen illumination for the Lincoln will be insured by the new screen which is being installed.

*Tops in repairs, however, is reported by the Rosetta, the Ace, Ritz and Harlem theatres. All four were re-roofed. Also new at the Rosetta are a lens installation, screen and candy machine of a new type also to be installed at the State and Miami. It has a two-way counter, offering service both to the theatre lobby and the street.*

Mrs. Ann McDaniels, secretary to Charles Walders and cashier at his Tivoli, is vacationing in Louisville, Ky. She will also visit friends in several other northern cities.

*Down at Wometco's main office, Mrs. Freddie St. Clair, relief cashier, is on the switchboard while Barbara Wilkins is vacationing on Black Mountain in North Carolina.*

The Metropolitan Ice Palace is getting the nod from Wometco-ites these days. Particularly on Thursdays the theatre folk are conspicuous among the figure cutters . . . The son and heir in the Larry Johnston family is passing the anniversary of his sixth month with a record which deserves commendation, having to his credit a career featured by not one single night's "broadcast!"

*Coming up from the Grove where he was assistant to Ira McKinney, is Ralph Ramsey, new assistant manager of the Capitol. Jimmy Johnson, former chief-of-staff at the Coconut Grove house, has been promoted to Ramsey's former post.*

# Neely, 16mm, Code and Meeting Allied Topics

OKLAHOMA CITY—Allied Theatre Owners of Oklahoma through its corresponding secretary, George W. Sumner, has issued a bulletin attacking 16mm competition, discussing the Neely bill, "Conciliation or the Code" and talking about the proposed buying organization and first annual convention to be held here in Oklahoma City, Tuesday and Wednesday, September 26 and 27, at the Biltmore Hotel.

Pointing out that a great deal of preliminary work has been done in connection with the development of a buying organization for independent theatre owners in Oklahoma, Sumner declares the subject will be thoroughly discussed at the forthcoming meeting.

Citing tradepaper reference to the motion picture trade code as a "dead duck," Sumner claims for Allied complete credit for the "salvation" of independent exhibitors from "the awful massacre that would have resulted if they had set up another arbitration and NRA in the industry."

On the Neely bill, Sumner exhorts members to apply pressure to Congressmen to secure passage of the measure through the House during the next session.

On 16mm competition, Sumner says:

"Schools will soon reopen. During the summer many more superintendents have been sold upon the idea of purchasing 16mm equipment for their schools. If the school is without funds, the salesmen explains that the machines can be made to pay for themselves by holding weekly shows at the schools. Many schools in the past have been operating these shows in direct competition with local theatre owners. No theatre man objects to the use of 16mm equipment in schools if it is a means of bringing educational and instructive materials to the student body, as a part of the curriculum. But when it becomes direct competition to legitimate motion picture theatres, the theatre owner needs to check up. He shouldn't wait that long.

"A number of companies have leased old but important pictures to distributors of 16mm film. Many of these prints cannot be classed as educational by any means. They are purely entertainment subjects that are exhibited in the theatres of the land. This procedure can be stopped if theatre men protest. If your school is engaged in active competition with you by showing entertainment films, send us the name of the films, the companies, and other information that you can secure. Your Allied organization will make a strong protest to the offending companies—this may stop the trouble at its source."

## *Col. Cole Goes East for N. J. Allied Address*

DALLAS—Col. H. A. Cole, president of Allied States Ass'n, left for New York last weekend where he was scheduled to shift over to Atlantic City for an address before the New Jersey Allied convention slated for Wednesday, Thursday and Friday.

## Schwarz in Dallas to Start Alexander Prevue Deals

DALLAS — Harold Schwarz, vice-president of Alexander Prevue Co., has been in Dallas the past few days speeding up distribution of the Alexander Prevues which the Dallas office will handle in several southwestern states. With the arrival of Schwarz was M. J. McInaney, vice-president of Alexander Film Co., who sat in on the initial prevue distributing plans.

In charge in this territory is J. A. McInaney, district manager, who handles Alexander screen advertising as usual and also supervises the sales and distribution of prevues.

## W. L. Landers, 56, Dies In Batesville, Ark.

BATESVILLE, ARK.—W. L. Landers, age 56, owner and operator of the Landers Theatre here for a number of years, died at his home at Batesville last week.

Landers bought the New Auditorium, local theatre house, in 1910 and changed the name to the Gem Theatre. After remodeling the house the name was again changed to the Landers. He helped organize the ITO of Arkansas in 1920 and had been a member of the board of directors since. He was a past president of the Tri-State group.

He is survived by his wife, son, a daughter and two sisters.

# DALLAS

G PRESTON TATE of Comanche, one of the most energetic small town exhibitors in the country was diverted from his speed because of an operation in a Dallas hospital from which he apparently has recovered. Preston sells wholesale tobacco and other commodities out of Comanche and finds time to successfully operate the Queen at Santa Anna, his being the first material successful operation the town has ever known. Besides Santa Anna and his wholesale business, Tate is also interested with C. V. Caver in the Strand at Honey Grove.

*In the final punch of the Casa Manana show at Ft. Worth were exhibitions by many drum majors of band organizations. Miss Virginia Ann Cox of Gilmer, Tex., was an important contender. Incidentally, she is 16 and is the daughter of Mr. and Mrs. C. H. Cox of the Strand and Crystal in Gilmer. Her technique was paraded before thousands at the Ft. Worth shows. In voice she won first prize before the Texas Federation of Women's Clubs three years ago. At Casa Manana, besides twirling a baton, she was auditioned by Eddie Cantor, star of the show for that engagement.*

Emphasizing current popularity of bookers, it was in the cards that ten or more, plus south Texas salesmen, would journey to Freeport Saturday for a bit of deep sea fishing out of Freeport. Max Sexton of Republic said the party was being given by Arthur Milentz of Liberty and Freeport and that Carl Milentz of Daisetta would cooperate.

*Recent visitors were George Chatmas of Hearne; J. C. Chatmas, Marlin, after his return from vacationing in New York; C. W. Sadler, Weatherford; J. C. Hurst, Abernathy; Leroy Land, Ralls; Henry Smith, McGregor; and Mitchell Lewis and his father from Houston.*

Mrs. J. A. Lemke, elderly matron in exhibition, honored Filmrow recently with a personal visit, the first in years since the death of her late and memorable husband. Mrs. Lemke carries on with the Crystal, Fox and Rex, all downtown houses in Waco. Mrs. Lemke maintains a staff, including members of her family, in carrying out the administration of her three theatres.

*Harry Graham, Universal's southern district manager, has been in town working on new season's circuit deals and incidentally setting in on the important independent operations.*

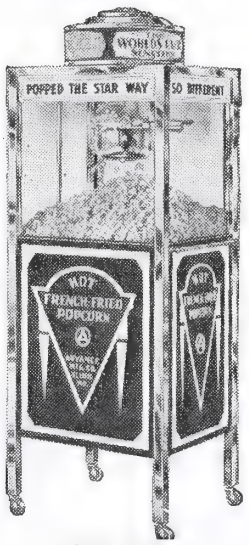
Herschel Crawford of Slaton, who is making many sit up and take notice because of his operations at that point, was in town last week on a booking and new idea trip.

*Homer Mulkey, who made history with his entertainment of bookers in Claren-*

(Continued on page 75)


ACCESSORIES FOR THE THEATRE

Tickets
Carbons
Projection Lamps
Rectifiers
Machine Parts
Westinghouse
Rectifier Tubes
Reels
Amplifiers
Speakers
Horns
Transformers



STAR POPCORN MACHINE

Thumb Tacks
Cetron Photo Cells
RCA Tubes
Exciter Lamps
Amplifier Repair Service
Matching Transformers
Deodorants
Lens
Film Cement
Take Up Belting
Rewinds

HERBER BROTHERS

*"Fair Treatment and Adequate Service Always"*

210 SOUTH HARWOOD DALLAS, TEXAS

# ARKANSAS

JERRY DOIG, former manager of the Howard and Liberty at Nashville, has been transferred to Fordyce. Cecil Callahan, formerly of Frederick, Okla., will manage the two Nashville houses.

*Miss Margaret Lucile Talley and Aubrey Allen Jennings, both of Dermott, were married July 30. Jennings is associated with the Allied Theatre of Dermott.*

The Imperial Theatre, Pocahontas, has been remodeled and redecorated. New seating arrangements have also been made . . . Installation of new cushion seats and a larger new type of screen is announced by Harry D. Bogart, manager of the Imperial at Marianna.

*The new Evans Theatre at Mountain Home opened recently.*

Miss Gussie Sullivan and Richard Jarrett, both of Searcy, were married Wednesday, August 30. Jarrett is employed by the Rialto Theatre at Searcy.

*Mr. and Mrs. Frank D. Pape and Oscar Miller, manager of the Bob Burns Theatre, Van Buren, left for California recently. They attended the San Francisco fair.*

The Pastime Theatre, Danville, has recently installed new upholstered seats. Remodeling of the house has been underway for the past month. A new marquee, new glass front and boxoffice have been installed.

## Slate War Story

HOLLYWOOD — "Battalion of Death," by John Monk Saunders, has been purchased by Paramount as an Arthur Hornblow jr. production. Joel McCrea, Robert Preston, Akim Tamiroff and Ray Milland are slated for top roles in the film, which is based on the recent formation of a "suicide squad" in France by old men and cripples as volunteers for dangerous war work.

## A Wometco Shift Boosts Allen to Managership

MIAMI—Newest manager in the Wometco houses is Leonard Allen who has been advanced from his post as assistant to Jack Fink at the Capitol to be manager of the Biltmore. During his four years with the organization he has been at two other houses, the Rosetta and the Mayfair. He started as an usher at the latter and was promoted to the assistant manager's post at the Rosetta. Assisting the new manager is Ed Amsden, who comes over to this Lemon City house from the Lincoln on the beach where he was chief of staff, having started with Wometco as an usher at that house in 1936.

Charles Ozburn at the State, on which extensive repairs are being started, will have Gordon Spradley, who comes into the Flagler street sector from the Biltmore, as his assistant manager. A number of other pre-season changes are being made in the Wometco personnel.

## Dallas NTS Branch Sales Cover 7 Texas Theatres

DALLAS—An upturn in equipment sales is reported by the National Theatre Supply branch with seven new installations as follows: R&R Texas, Dallas, screen; M. D. Stewart's Texas, DeLeon, screen; A. R. Rhodes, Lone Star, Jasper, changeable letter sign; L. Fontana's Dreamland, Port Arthur, screen; P. W. Cloud's Palace, Snyder, marquee letters.

Hall Industries' Rialto, Beeville, projectors, super bases, arcs, all-steel reflectors, changeovers and sound system; Hall Industries' Rialto, Alice, chairs, aluminum frames, curtain control, changeovers, reel and alarms, film splicer, modernistic ticket chopper, dimmers, transverter, lenses, automatic rewind, film cabinet and screen.


WAR DECLARED

ON INFERIOR SOUND AND PROJECTION

Simplex PROJECTORS

TRADE MARK REG'D.

AND 4 STAR SOUND

go over the top for big box-office victory

NATIONAL THEATRE SUPPLY CO.

ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY


# TENNESSEE

CHARLES AMOS, manager of the Paramount, Nashville, is back on the job again after six months in the hospital and at home as the result of a broken leg caused by a fall from a ladder. A first-floor office, just off the lobby entrance, has been provided so that Manager Amos would not have to climb stairs as he is still using crutches. Assistant Ben Garrett has carried on successfully in his absence.

*Elmer Baulch, secretary of the Crescent Amusement Co., Nashville, presided over the fifth annual convention of the Southeastern Shrine Ass'n.*

Crescent Amusement Co. is going ahead with the construction of a new theatre at Murfreesboro, a contract having been awarded to B. F. Yearwood. C. R. McCowan is supervising the work for Crescent. The United States government has asked an injunction against further expansion of the Crescent circuit, but this cannot be put into effect until after the court hearing, which cannot be set until September 14.

*W. F. Ruffin, president and general manager of the Ruffin Chickasaw Amusement companies, West Tennessee and West Kentucky theatre groups, announces intention to erect a house at Halls, the tenth in his circuits. A site has been donated by the city and the theatre is to be completed November 1. It will seat about 500.*

Charles Kamin, aged 40 years, projectionist for the Palace Theatre, Knoxville, was found dead recently in his hotel room. He had been with the Palace for a year, coming from Chattanooga.

*M. M. Buchanan, president of the Buchanan Amusement Co., Memphis, operating theatres in Tennessee and Alabama, has returned to Memphis from Athens, Ala., where he has been managing the Bama Theatre. Earl Oscar, former manager of the Ritz, Athens, succeeded him at the Bama.*

The Dayton Theatre management, Dayton, announce that a one cent tax is being dropped from the admission price. High school students are admitted at matinees on Mondays and Tuesdays for 15 cents.

*On September 1 the University of Tennessee began assembling a motion picture film library with O. E. Sams jr. in charge. Films will be available to public schools and civic groups for educational programs. First films will be available about December 1. No charge will be made for use of the films.*

It is said to be probable that Crescent Amusement's new Belle Meade Theatre, Nashville, soon to open, will combine vaudeville with pictures. The Belle Meade is a suburban house.

### Adapt Next DeMille

HOLLYWOOD—Frank Wead and Alan Lemay will adopt "Northwest Mounted Police," Cecil B. DeMille's next for Paramount.

# MEMPHIS

THERE has been quite a sudden change in the manner and attitude of one of our most genial members of the Memphis film colony. "Bob" Bostick, branch manager of NTS, it is understood, is requesting all his friends to address him as "Mr. Bostick." Reason: He's the daddy of a new 6½-pound boy tagged "Robert Lee Bostick jr." Both this young man and Mrs. Bostick are getting along nicely.

*W. F. Ruffin, president of the Ruffin Amusement Co., whose headquarters are at Covington Tenn., advises plans have been completed for the opening of a theatre in Halls, Tenn. The building, now under construction, will have a seating capacity of* 300. *Tentative opening date is October* 10.

Exhibitors seen along the Row this week: Charles Canfield, McCrory, Ark.; C. H. Collier from Drew; Charles Collier from Shaw; John Staples of the Franklin Theatre, Piggott, Ark.; Hobart Goff of Parsons and Bruceton; H. C. Langford of Marks, Miss.; J. W. Crabtree jr. of Clarendon; Whyte Bedford of Hamilton, Ala.

*The latest report is that Adamsville, Tenn., is to have a theatre. A Mr. Sibley is erecting a stadium-type theatre, which will have approximately* 350 *seats. The theatre will be ready around October* 12 *and the name of same will be determined by a contest, the winner to receive a* 90*-day pass to this theatre.*

C. F. Bonner, who has operated the Community Theatre in Pine Bluff, Ark. for the past 15 years, was on Filmrow for the first time in six years. He took his son over to an eye specialist while here.

*Henry Farmer is new assistant shipper at 20th-Fox, replacing Bud Wallace, resigned . . . Herman Chrisman, Columbia's up-to-the-minute office manager, is back at his desk after a vacation . . . Ray Morrow, who is affiliated with Robb & Rowley in Malvern, Ark., was in conferring with their local booker. However, he managed to get around with his many friends on the Row as this was his first trip in several months.*

Guy Brandon is back from Saginaw, Mich., where he purchased a new "Covered Wagon" trailer, and he says it is just a matter of days now before he is off to Florida with his family for a several weeks' vacation.

*An unusual visitor on the Row was E. W. Churchwell of the Churchwell Theatre, Savannah, Tenn. It was his first trip here in many, many moons . . . Jim Kane, Malco's city manager in Conway, and Earl Vandiver of the Vandiver in Kennett, Mo., were out-of-town guests at the Variety Club luncheon, Monday.*

T. W. Young, branch manager of 20th-Fox, together with his two salesmen, Nat Wyse and T. I. (Deacon) Baskin; Mark Sheridan, office manager, and Eddie Gibbons of the ad sales department, were to go to New Orleans for a meeting in connection with the S. R. Kent drive . . . Lyle Richmond of the Missouri Theatre at Sen-

ath, was in town to meet his wife, who has been vacationing for the past month in New Orleans.

*O. F. Collins of the Capitol Theatre at Paragould, Ark., was in rearranging bookings to include his Majestic Theatre, which he is opening four days a week. During the summer, operation was confined to Friday and Saturday . . . Phil Zerilla of the Rialto, not satisfied with being a crack showman, is also a crack shot. Phil has held every big western Tennessee title during the past five years, and this week added to his list the Tri-States skeet crown, at the Memphis Skeet Club.*

Leonard Andrews, booker for Universal, is back at his desk after a vacation . . . "Dink" Jones, who operates theatres in Sheridan, Lonoke and Carlisle, Ark., was on the Row for the first time in several weeks. He just returned from a vacation on the gulf coast with his wife and baby . . . Sol Sachs, RKO's district manager, spent several days in Memphis with his local manager, Al Avery . . . Paul Baron, Universal's eastern drive leader, held a second meeting here this week.

*G. W. Haynes of Strand Enterprises, Inc., who operates a chain of theatres in Arkansas, Mississippi and Tennessee, advises he has closed a long-term lease for a larger building for his theatre in Ripley, Tenn. Remodeling of this building is to start within the next* 60 *days. He is installing all new equipment, and the house will have approximately* 400 *seats. This building, located on the southeast corner of the square, will be ultra-modern when completed. He will continue to operate in his present theatre until the new one is completed. Haynes also has purchased a new building in Ridgely, Tenn., and will enlarge his theatre there. He is installing new equipment and chairs and hopes to have a day-and-date opening of these new houses.*

Johl LeVeck, who owns and operates the PTA Theatre at Benoit, Miss., reports his projection booth was damaged by fire . . . Tate Baker of Paramount is back after a vacation in Evansville, Ind.

## Tribute to Doorman

MIAMI—Returning winter visitors will miss a familiar face at the Capitol Theatre this season. Harry Redell, who has been "on the door" there since 1931, took his last bow. His entire life had been spent in the world of the theatre. He had been a singer, actor, director and production manager. He served with a Y entertainment unit during the World War.

In paying tribute to his late doorman, Jack Fink quoted one of Redell's favorite observations: "The front of the theatre holds up the building." He made a big job, Fink adds, out of what would have been regarded and treated by many as a menial post.


Is Your Theatre Comfortable?

Does your carpet need replacing—

How about new chairs—

Are your lighting fixtures attractive—

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# SANTONE

IN APPRECIATION of his work in cheering wounded soldiers brought back to hospitals in the United States during the World War, the Bexar County Council, Veterans of Foreign Wars, sent Eddie Cantor a telegram during his three-day engagement at the Texas Theatre here. The message, signed by Council Commander B. F. Harris, said the assembly voted "thanks for your fine human and patriotic services rendered our disabled comrades."

*Dick Betts, formerly manager of the now extinct Paramount Pictures shipping plant on Soledad St., has taken a position with Interstate circuit here . . . Mrs. Dolly Wildenstein, cashier at the Texas Theatre, has returned to duty after vacationing in Austin and Waco . . . Jack O. Mitchell, KTSA production director and announcer, is the new emcee on the "Rhythm Riddles" Saturday midnight presentations at the Majestic Theatre; assisting him are Lee Roy Handley and William Eubanks of the house staff . . . Charlie Boyer of the Sunshine Broadcasting Co.'s station here is spending his vacation in the home town, Saint Louis.*

Jack Karmi, general manager of Karmi Pictures Co., Hollywood, will open a branch office in San Antonio for the outlet of roadshow productions released by his organization.

*New faces seen around the Joy Theatre include the following: Lorraine Graves, chorus girl; Myrtle Lee Patton, day cashier; George Gibson, doorman; Miss Hilda Stone, musical director and pianist; Al Perez, drums, and Don Ramirez, sax player.*

Going and coming: Frank O. Starz, director of publicity for the Interstate circuit, Dallas, a recent caller at the local offices; Mrs. Oliver B. Thomas, back from a short visit in Houston; Mrs. W. G. Thomas of Louisville, Ky., will arrive October 1 at the "Penthouse" for a visit with her son, Oliver "Buzzo" Thomas, manager of the State here; Miss Nola Boyd, former leader of her all-girl orchestra, has gone to Hollywood for advanced work in radio technique and monologues in which she now specializes.

*Mrs. Stephen Jones of Los Angeles has opened the School of Speech Arts here, giving professional training in radio, screen, theatricals, dramatics, dancing and voice technique.*

Local theatrical groups having a part or floats in the Labor Day parade here Monday were Interstate Theatres, Motion Pictures Operators, and Stage Hands Union, (IATSE).

*A membership drive for new members for B'nai B'rith, Jewish organization, was inaugurated here last Sunday with a banquet at the Gunter Hotel. Eddie Cantor was guest of honor and principal speaker.*

In observance of Labor Day, the Azteca Films office and the Independent Film Exchange and Supply Co., San Antonio's only two picture exchanges, were closed Monday.

*As part of KTSA's news bureau service to the public, highlights of the European crisis were broadcast at the Majestic Theatre Sunday between shows. The audiences applauded when the announcer mentioned names of the Allies and their victories, and booed when informed of Hitler's bombings of unprotected Polish towns. This Interstate house will continue to give first-hand news flashes during the duration of the conflict in Europe.*






## *Baxley and Harris to Represent "Foto-Nite"*

DALLAS—Pete (Fay) Barnes, the owner of copyrights, says that Lou Baxley and Buddy Harris are to act as distributing representatives for "Foto-Nite" in the territories of Dallas, New Orleans, Atlanta, Charlotte, Memphis, Oklahoma City, Denver and Kansas City.

The deal with Barnes was negotiated during recent days by Baxley, who last week carried the announcement that he was all set with Interstate, Texas Consolidated, Griffith, Robb & Rowley, Arkansas Amusement Co., and many independent theatres.

Barnes said he has closed a contract with Oscar Hansen for distribution of "Foto-Nite" throughout Canada.

# NEW ORLEANS

BEVERLY BROWN, who has been directing WWL's summer theatre of the air, will produce "East Lynne" beginning September 20 with former members of the Federal Theatre Project comprising the cast.

*Jeff Rebstick, exhibitor at Golden Meadows, La., will open a house at Norco, La., and a Negro house at St. Martinville, La.*

Harry Mendelson, well-known orchestra leader, is mourning the loss of his mother, Mrs. Mathilde Mendelson, who died after a short illness.

*Vincent Callahan, manager of broadcasting station WWL, has resigned to take a similar position in Boston. A. J. Cummings is temporary head.*

It is possible the New Orleans theatres will observe two Thanksgiving days—the 23rd and 30th of November, or rather turkeys will be given away for two weeks instead of one as formerly . . . Bessie Shields, for the past two years director of publicity for the Federal Theatre Project—now defunct, has accepted the position of director of publicity for the Actors' and Theatre Writers, Inc., with headquarters in New York City.

*The local office of* BOXOFFICE, *J. W. Leigh, correspondent, has been moved from* 1509 *Bodenger Blvd. to* 1136 *Behrman Ave.*

Saengers and Affiliated have signed for the complete line-up of Republic pictures for 123 houses in Louisiana, Mississippi, Alabama and Florida. Leo Seicshnaydre, local manager for Republic, assisted in the transaction which was signed in this city.

*A horse show will be staged October* 29 *at Jackson Barracks. The Louisiana National Guard is sponsoring the event . . . The Louisiana State Fair will be held in Shreveport October* 21 *to* 30, *inclusive . . . Mayor Robert Maestri has been made an honorary member of the Musicians Union,* 174, *AFL.*

Warren Sales of the Garden Theatre, an uptown institution, always stands at the door greeting his patrons as they enter.

# OKLA. CITY

MORRIS LOEWENSTEIN, head of the Theatre Owners of Oklahoma and secretary of the Motion Picture Theatre Owners of America, has just received a letter from Ed Kuykendall, MPTOA prexy, stating that plans for holding the MPTOA convention in San Francisco this year have been abandoned due to present labor conditions in the industry on the West Coast. Morris also informs us that San Francisco will probably have the 1940 or 1941 convention and that St. Louis, among a number of other mid-western cities, including Detroit, is now under consideration for the 1939 convention which may be held in October.

*Mrs. Max Brock and son in town from Lawton as Max leaves his theatre for a day to attend to state business. Max is a member of the state welfare commission.*

Your correspondent asked his KOCY listeners what stories they would like to see made into a picture, similar to the "Wizard of Oz" that is, with most choices being for "Cinderella," "Alice in Wonderland" and more of the Oz stories. Many suggested "Pinnochio" and "Gulliver's Travels" as a good story material for films. Won't they be surprised how quick the films can take up a fan's suggestion?

*T. B. Noble jr. off with his double-barreled shotgun the first day of the dove season. So were most of the boys in the film business here.*

George Sumner, corresponding secretary of Allied, has moved his offices to Shawnee, Okla., from which city he is now conducting his theatre supply business as well as conducting Allied affairs.

*Bob Gallman, recently manger of the Pix Theatre, up and around after a hernia operation in St. Anthony's Hospital. Feeling chipper, too.*

Judge A. P. Murrah back in town after his vacation—which means action in the Momand anti-trust suits . . . And Judge Edgar S. Vaught is due back any day so we may look forward to immediate action in the other federal district court here on the department of justice suit against the Griffith companies.

*Sam Caporal getting set to do a lot of remodeling on his Yale Theatre here in Capitol Hill. We understand a new marquee, front and Neon sign are set for the outside.*

Naturally all Filmrow is talking at great length about the European war situation; with those boys holding reserve commissions wondering "if and when" very seriously.

*Luther Groves set to open his new Villa Theatre at 23rd and Villa Sts. sometime within the next week or two. Now completing installation of equipment.*

Applications are now being taken for memberships in the new tent of the Variety Club here. We understand the penthouse of the Black Hotel has been set as club headquarters and no better spot in the village could be found for that purpose.

*"The Wizard of Oz" came close to setting an opening day record at the Criterion, coming within a few dollars of "Jesse James" opening day.*

State Theatre will be back on its single bill policy within the next few weeks. Has been operating on double-bill two-change per week schedule.

*Bob Pfotenhauer, State Theatre manager, contemplating the fall suit-buying season. Bob held last year's record for new suits; competition threatens this year from several sources however.*

The Filmrow bowling league is getting off to a big start with interest greater than any other sports competition framed up on the Row in many a moon.



## Opens New House—

*One of the newest of local suburban theatres is Cecil Davis' Coronado Theatre, northeast of Oklahoma City, which has just been opened. Shown above are Davis, left, and J. Eldon Peak, head of the Oklahoma Theatre Supply Co. which furnished equipment for the house. Picture was taken by RCA's Don Davis.*

### Opens in Maben, Miss.

MABEN, MISS.—J. D. Courtney, formerly of Rosedale, Miss., has opened the 349-seat Maben Theatre here. A balcony seats 75 persons.


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# DALLAS

(Continued from page 71)

*don recently, was in town with his right hand man, Lee Bell, and set in many new dates. Mulkey was presented with a handsome office token as appreciation from those who made the trip west. W. J. (Dutch) Cammer, Monogram booker, took up the funds and make the presentation.*

C. D. Touchon, United Artists auditor, has arrived in town for a scrutiny of the Dallas branch books. Charley goes way back to the time when features became popular in Texas. He knows many film and theatre men and has many friends in the southwest.

*J. M. Langston, who lives at Broaddus, Tex., is opening a new show at Kountze, according to information received by exchanges. The house will seat 400 and be open within 30 days.*

There was a special and astute occasion at the Peak Theatre recently. P. G. Cameron said that a woman, probably 70 years old, saw her first talking picture a Sunday or two ago. The singular patron, was shown every consideration. She enjoyed the picture and it was believed a regular patron had been won over to the cause.

*E. B. Whorton was in town putting through final plans for reopening of the Rule Theatre at Rule, damaged by fire early this summer. Whorton said it would be only a few days before his theatre again became an account for distributors and equipment houses.*

A Mr. Wilkes of Conroe is building a new show at Willis, seven miles north of town. The capacity is 250, according to information gathered on the Row.

*Lutzer Bros., Dave and Jake, announce a new theatre for Nocona, Tex., immediately. The Lutzers with associate Joe Vaughn, have operated in Nocona for the past few years. Last spring or winter there was a fire, and that location was not renewed. The company maintained a second house during the interim. Now the Lutzers are building a modern, streamlined theatre for the town.*

### Buys "Tugboat Annie" Series

HOLLYWOOD—Warner has purchased the screen rights to the "Tugboat Annie" short story series by Norman Reilly Raine. The series will be produced by Bryan Foy, with May Robson in the title role and Alan Hale in the leading supporting part.


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## *Gulliver and Popeye Are Sent to See the World*

MIAMI—Plans for a dummy reception, a double dummy reception, to be exact, are among the exciting activities centering these days around the office of W. E. Bradford, special Paramount publicity representative assigned to the Max Fleischer studios for concentrated exploitation of the full length animated Technicolor feature, "Gulliver's Travels."

The dummies referred to are life-sized figures of Gulliver and Popeye who will be started on their transcontinental air tour by the time this appears in print. The squint-eyed sailor is chaperoning Gulliver on his trip to Miami where the latter is to fulfill a film contract! At some 30 cities en route the dummies will be ceremoniously presented to the mayors to whom they will extend invitations to Gulliver's "big show."

A flood, no less, of cleverly gagged glossies is pouring out of Hollywood from the negatives being sent on from Miami by Bradfield. Principals in the first of these pictures have been the two Miamians who have modeled for the figures and voices of Gulliver and Princess Glory, Sam Parker and Lovinia (Lovey) Warren. Picture plans call for the making of at least 600 gag stills against the Miami background.

## *A Successor by Fleischer To "Gulliver's Travels"*

MIAMI—Highly satisfied with the first color rushes on Paramount's "Gulliver's Travels," Max Fleischer will start soon on a second full-length cartoon feature to be made as a successor to the screen version of the Jonathan Swift satire.

Fleischer's corps of readers was directed to comb the field of fantasy for a suitable story. Some of the script writers were put at work making rough outlines of adaptations of stories listed by Fleischer.

More than 700 artists are working at present on "Gulliver's Travels," which is now in the final stages of production.

## *Florala Manager's Berth For A. T. Vinson jr.*

OPELIKA, ALA.—A. T. Vinson jr., who for the past four years has been connected with the Martin Theatre here as assistant manager, has been promoted to manager of the Strand, another Martin house, at Florala, Ala.

## *Dixie Doin's*

*By* "AL" HENDERSON

STOPPED and chatted recently with Margaret Higganbotham, wife of Senator Gene Higganbotham at Hardy, Ark., and was informed that she is increasing her string of houses with the addition of Calico Rock., Ark. Much luck to her in the new venture. Margaret was formerly Mrs. Harkey.

---

The writer visited the new theatre just erected at Mountain Home, Ark., by Herbert Evans of Harrison. The new house, known as the Evans, is certainly one sweet theatre and a credit to the town.

---

Stopped by Pine Bluff, Ark., for a visit with our good friend Paul Jones (not any kin of the famous sailor) and found he was taking a well-earned vacation at Greenville, Miss., with his parents. Paul is city manager for Malco at Pine Bluff and during his absence the work is being carried on by his assistant, John McLeod. Hope you had a swell time, Paul.

---

Called around at the Alamo to say hello to Buster Clark and was informed he had brought the young Mr. Clark home and that the operation the baby had undergone at Memphis apparently was a complete success. Here's hoping that Mrs. Clark and Buster have no further trouble with their youngster.

---

We hear that a new theatre was going into the town of Rison, Ark., but when we called around there all we could find out was that a building had been leased for a theatre by some woman but there were no indications that it would begin operation at any early date.

---

It appears that Maurice Barr, city manager for Saenger at Shreveport, is on the road to recovery after the operation that took him to New Orleans for an indefinite time. He soon will be able to resume his duties.

---

Paid a visit to Mrs. Mark Atwood, operator of the Amusu at Fordyce, Ark., and asked about the rumors that K. Lee Williams had purchased her theatre. She advises that though they have been nogotiating for some time the actual transfer to Williams has not taken place and that she is still operating the Amusu.


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# Brief Improvement Is One Reaction

*By* MILTON GALBRAITH

TORONTO—Strange calmness and an air of businesslike confidence pervaded the Canadian scene as news of developments floated across the Atlantic, an attitude of relief being in evidence with the realization that the hour of showdown was at hand. Certain persons went about the process of making warlike preparations for an unseen and unknown enemy but the remainder of the population merely viewed with passing curiosity the presence of sentries, guards and the occasional appearance of marching troops.

Metropolitan newspapers rolled off special editions at frequent intervals and with censorship of the radio being applied by the Canadian Broadcasting Corp. by the blanking out of newscasts from United States' sources, the people merely turned the dial of their receiving sets to listen to the broadcasts from powerful American stations. The wireless facsimile equipment which had been installed for demonstration purposes at the Canadian National Exhibition, Toronto, was put to practical use by the distribution of facsimile bulletins at the grounds. Crowds continued to flock to the annual exhibition and the attendance for the first week was above that of 1938.

Business showed improvement at the theatres and there was an indication that the Canucks were turning to amusements and recreation to forget Europe, leaving the Empire leaders to figure out the course of action to which full support would eventually be given. Famous Players Canadian Corp. held a directors' meeting after which the announcement was made that the usual dividend of 25 cents for the second quarter of 1939 would be paid to common shareholders on September 30. The circuit proceeded with its special managers' bonus contest for the three months ending November 30 and with its arrangements for general exploitation campaign for the fall season.

The usual Sunday midnight shows before the Labor Day holiday were held with satisfactory attendance, several new theatres were opened on schedule and the few theatres that had been dark during the summer were re-opened. Censors were working out the details for control of press, screen, radio and public gatherings and Soviet pictures were conspicuous by their absence, the Ontario Board of Moving Picture Censors having clamped down on Russian releases several weeks ago. There was little or no change in commodity prices and the stock exchanges reflected the confidence of the people. No one knew what the future held for them but the idea seemed to be that nobody cared a damn.

### Harold Bremner Dead

MONTREAL—Harold Bremner, 43, for many years a well known figure in theatrical and entertainment circles here, died suddenly at Pine Hill, Quebec.

## War Bulletin Board

Developments along the industry front in Canada in the wake of the war in Europe are as follows:

(1) Clare Moyer of the federal civil service and a former newspaperman, has been appointed moving picture censor for Canada under the war measures act. He headquarters in Ottawa.

(2) Chairman O. J. Silverthorne of the Ontario censor board has withdrawn RKO's "Nurse Edith Cavell" and Paramount's "Beau Geste" for further revision and announces a permanent ban on European films with the exception of French and British productions.

(3) Large Toronto theatres are taking precautions against sabotage by placing watchmen at the houses. Attendance, for the present, has dropped.

(4) The Hon. H. C. Nixon of the Ontario government states that there is at present no intention to revive the amusement tax which was created by the province in the last war, nor have any restrictions on the operation of theatres been proposed.

(5) Exhibitors are asking exchanges for comedy features. There is no rush for war pictures. Newsreels are being closely censored under a coordinated plan for federal and provincial censorship.

# Trade Pickup Now; Later Uncertain

*By* BEN LEPKIN

WINNIPEG — The long-awaited opening of the fall season is now underway with first-run houses playing the choice of the current crop of films.

Business is picking up after the midsummer slump, but an unexpected factor to cope with has arisen in the shape of the war in Europe.

With England at war, there is no doubt that the British Empire will be involved in some form or another. This element of direct participation has brought about a state of great tension in the city, possibly of a kind greater than that which exists across the border where engagement in any war is not so certain an outcome. The effects have been very evident here.

It is reported on excellent authority that the night when the Russo-German pact was announced, about two weeks ago, business immediately fell off. One chain of theatres reported a 30 per cent drop in business that night. Radio news reports are keeping potential film patrons tied to their radios.

All houses in the city have been giving prominence to the news reels and featuring up-to-date accounts of the trend of affairs in Europe and at home.

Considerable interest is being displayed as to the future of the films with regard to such matters as the effect of censorship and the nature and extent of British films in the future.

## Independents Hold First Convention

Toronto—The first Canadian convention of independents, held here September 7, to deal with clearance grievances, met with Chairman K. O. Scott of the anti-protection league of Canada. The session was held behind closed doors.

# War Tension Hurting Canadian Grosses

*By* ROY CARMICHAEL

MONTREAL—The international crisis had the effect which any form of public excitement always has, of diverting public attention from amusements. Audiences diminished, and there were signs of a swing towards wartime films as "Confessions of a Nazi Spy."

Restlessness pervaded the spirit of the populace, and crowds took to roving the streets, scanning the newspaper bulletins, or buying the newspaper extras and reading them in restaurants.

The radio, with its constant succession of news bulletins and broadcasts from the warring capitals, kept thousands of people at home who might have been cinema patrons, and managers were somewhat doleful over diminishing receipts.

In Montreal, as in other Canadian cities, many young men were drilling at the armories instead of taking their girl friends to a show, and hundreds of youths thronged the headquarters of the various militia regiments, eager to enlist. As a result, it was noticed that there has been for the past week a larger number of girls going alone or in pairs or groups to the theatres.

News that the British government has empowered the police to stop public meetings or assemblies and close motion picture houses and theatres, caused speculation among Canadian theatre managers as to whether or when the Canadian government would follow suit.

Among uses to which the theatres may be put under British enactments is the provision of refuges in case of bombing raids. Police have power to take over any building or cellar for that purpose. During the last war, Canada was never in any danger of air raids, but the increased range of planes has made it necessary for Canadians to envisage that possibility.

### To Adapt Navy Yarn

HOLLYWOOD — "Sweetheart of Turret One," a navy story by Frank Wead, will be adapted for Producer Samuel Goldwyn by Frederick Hazlitt Brennan.

# National Film Board Appointments Made

OTTAWA—Although intimation had come from government sources that the organization of the proposed national film board of the Dominion had been postponed because of the unsettled international situation, upon which hinged the decision to hold federal elections this fall, announcement immediately followed by Hon. W. D. Euler, minister of trade and commerce, of the appointment of six members of the board, none of whom is actively identified with the recognized film business in Canada, who are expected to select a national film commissioner as the chief paid executive official of the commission.

Those appointed, who are not members of the civil service, are: Walter C. Murray of Saskatoon, a college professor, director of the National Film Society and described as president of the Canadian Film Co.; C. G. Cowan of Ottawa, vice-president of the National Film Society and an official of the British-American Bank Note Co., and Edmond Turcotte, French-Canadian newspaperman of Montreal.

The three civil servants appointed to the board are J. G. Parmelee, deputy minister of the department of trade and commerce; R. S. Hamer of the department of agriculture, and Col. V. I. Smart, deputy minister of the department of transport, all of Ottawa.

Enquiries among film exchanges brought no information regarding the Canadian Film Co., of which Professor Murray is listed as president, and film trade officials were apparently unaware of its existence except in the possibility that it is to be associated with the National Film Society.

The jurisdiction of the board under the act passed at the session of Canadian Parliament last spring is very comprehensive and considerable has obviously been left to the decision of the board itself. No names have been mentioned as the prospective national film commissioner who would occupy a post similar to that of the general manager of the Canadian Broadcasting Corp., which now controls all broadcasting in the Dominion.

The feeling prevails that, with European developments making it improbable that the Canadian elections could be held this fall, the government proceeded with the setting up of the new board to which opposition members in the Canadian Commons took objection when the bill was being debated. A change in government might have meant the discarding of plans for the national film board.

## *Contract Let by Warren For House in Alberni*

ALBERNI, B. C.—A contract has been let by H. E. Warren, operator of the Capitol, Port Alberni, for the erection of a theatre here. The cost of the building is said to be $10,000, to which will be added the cost of decoration, equipment and seating.

It will be of heavy mill construction with a seating capacity for 350 covering an area of 44x80 feet, and is scheduled to open by the end of November.



## *His a Big Job—*

*One who has done a big job is Capt. Frank C. Badgley, M. C., director of the Canadian government motion picture bureau, Ottawa, in organizing and directing the motion picture arrangements throughout Canada for the tour of King George and Queen Elizabeth through a pool with the major newsreel companies of the United States, Canada and Great Britain. The extensive work will not be completed until he has edited a feature-length pictorial record of the Royal Visit for release to theatres in the fall. Former newspaperman, Capt. Badgley was appointed director of the Bureau in 1927 after he had gained film experience in studios at New York. He is president of the Red Chevron Club of Ottawa which is restricted to those who enlisted in the First Canadian Contingent in the Great War during which he served as an officer with distinction, winning the Military Cross for bravery under fire.*

## *Television Displays an Attraction at Fair*

TORONTO—Along with increased employment of motion pictures at this year's Canadian National Exhibition in Toronto, interest was aroused in a display of the RCA-Victor company in conjunction with the RCA-Victor television demonstration, wireless facsimile and wirephoto booths.

The separate exhibit included the latest type of equipment for theatre use, such as an amplifier, speakers and record-reproducing machines. This was practically the first time that sound equipment had been placed on display at the Toronto fair.

Still another film presentation at the C. N. E., in addition to two different feature-length pictures of the Royal Tour the hourly screening of the March of Time release, "The Refugee" and various other instructional shorts, was a film dealing with the Moral Rearmament rallies in New York City and Los Angeles, released by Positive Productions. This was shown in the new open-air moving picture theatre.

# New Openings Led by Stevens' Sudbury

TORONTO—The most important of new theatres which have been opened in Canada at the inauguration of the fall and winter season was the Regent at Sudbury, in the mining country of northern Ontario, by R. G. Stevens, veteran independent exhibitor of that city. The Regent, which has been under construction for the past four months, replaces the theatre of the same name and is much larger than the original structure.

Mr. Stevens also operates Regent theatres at Creighton Mine and Sturgeon Falls in the North Country.

Another new house, which opened Septemper 2, is the Palace at Galt, Ont., which is being operated by Harry Martin, independent exhibitor.

The construction department of Famous Players Canadian Corp., has made arrangements for the installation of an air-conditioning plant in the Capitol Theatre at Prince Rupert, of which D. G. Borland is manager.

Work is progressing on the erection of the Pylon Theatre, College Street, Toronto, under the direction of the owners, Ray Lewis and E. Sterling of Toronto. A unique feature of this theatre is a cement block bearing the footprint of Anna Neagle, British screen star, who made the impression during her recent visit to Canada.

## *New Duties Are Stacked Before Col. John Cooper*

TORONTO—In addition to his duties as president of the Motion Picture Distributors of Canada, Col. John A. Cooper has been busy as an executive officer of the Red Cross Society of Canada in the organization of details in preparation for war. As officer-commanding the Canadian Buffs Battalion on the Western Front for many months during the Great War and as a former officer of the Queen's Own Rifles of Canada, Colonel Cooper has also received many calls with respect to war veterans' activities during these eventful days.

On top of these features, it is expected that the Dominion government will look to Colonel Cooper for the mobilization of theatre facilities and the organization of film resources in the patriotic cause.

## *Ontario Passes "Geste" Despite Ban in Quebec*

TORONTO—Despite the action of Herve Roche, new chairman of the Quebec board of moving picture censors, in condemning the new version of "Beau Geste" at the request of the French consulate, the ban applying to the province of Quebec, the feature has been approved by the Ontario censors without question.

The first presentation was at a special midnight show in the Uptown Theatre here under the direction of Manager Fred Trebilcock.

# A Managers' Contest Launched by F-P

TORONTO—The special managers' bonus contest of Famous Players Canadian Corp., has become effective across the Dominion for the 13-week period closing November 30 on a weekly profit quota basis for cash prizes totaling $5,000, these being in addition to the regular annual bonus, the individual quotas being figured on the comparisons with the corresponding period of 1938. All theatres have been listed in six groups with a regional first prize of $200 in each instance, the second prize being $100, the maximum zone total to be $475.

Additional cash prizes make it possible for a manager to win an aggregate of $850 in cash, the special awards including $50 in each group for the theatre showing the greatest increase in attendance, a similar prize of $50 for the most economical operation of a theatre, prizes of $25 for the best exploitation campaigns and $500 to the district manager whose group makes the best record, with $200 to the second district manager.

The managers of ace houses who will fight it out in Group "A" are: C. T. Spencer, Capitol, and George Stroud, Palace, of Hamilton, Ont.; T. R. Tubman, Capitol, Ottawa; T. S. Daley, Imperial, Fred Trebilcock, Uptown, and Walter Graydon, Hippodrome, Toronto; R. Mitcheltree, Capitol, Calgary; Walter P. Wilson, Capitol, Edmonton; M. S. Joiner, Capitol, and I. F. Ackery, Orpheum, Vancouver; Don Gauld, Metropolitan, and Harold A. Bishop, Capitol, Winnipeg.

Group "B" comprises: A. E. Moule, Capitol, Brantford; Leonard Bishop, Tivoli, Hamilton; Ernie Smithies, Capitol, Kingston; P. Valliere, Capitol, Quebec; Walter H. Golding, Capitol, St. John; D. Krendel, Tivoli, Toronto; W. V. Novak, Capitol, Regina; C. E. Doctor, Dominion, Vancouver; R. S. Roddick, Capitol, Halifax; W. K. Trudell, Capitol, London; Angelo Stevens, Regent, Ottawa; S. Scott, Capitol, Sudbury; Robert Knevels, Capitol, Windsor; Pete D. Egan, Palace, Calgary; J. R. Muir, Strand, Vancouver, and J. M. Robertson, Capitol, Victoria.

Group "C": A. P. Drohan, Capitol, Chatham, Ont.; C. G. Markell, Capitol, Cornwall; E. J. Landsborough, Capitol, Galt; R. McKibbin, Royal, Guelph; J. W. Nelson, Capitol, North Bay; A. E. Cauley, Capitol, Peterboro; W. J. Fawcett, Capitol, Sarnia; W. P. McGeachie, Algoma, Sault Ste. Marie; R. J. Harrison, Capitol, St. Catharines; D. P. MacDonald, Vogue, Sydney; Robert Eves, Oakwood, C. L. Querrie, Palace, M. J. Doyle, Parkdale, J. E. Lynch, Runnymede, of Toronto; H. C. Merritt, Palace, Windsor; L. J. Chown, Strand, Calgary; A. Entwisle, Strand, Edmonton; Frank Willis, Orpheum, Fort William; A. W. Shackleford, Capitol, Lethbridge; J. P. Pitner, Capitol, Westminster; C. Dilley, Colonial, Port Arthur; Frank Miley, Capitol, Saskatoon; Cliff Denham, Dominion, Victoria; L. Osier, Regent, Oshawa, and Jack Purves, Eglinton, Toronto.

Group "D": G. J. Forhan, Belle, Belleville; F. McLennan, Capitol, Brockville; T. J. Courtney, Casino, Halifax; Robert Maynard, Cartier, Hull; T. McCoy, Grand, Kingston; I. Singerman, Imperial, Ottawa; Fred Doney, Capitol, St. Thomas; Al Ritchie, Alhambra, Jack Laver, Bloor; R. L. Downey, Beach, A. Easson, Village, G. Morrell, St. Clair, M. Margolius, College, of Toronto; K. M. Leach, Variety, Calgary; A. Entwisle, Empress, Edmonton; G. Carson, Royal, Fort William; E. P. Fields, Capitol, Moose Jaw; G. J. McComber, Lyceum, Port Arthur; C. Bahrynowski, Metropolitan, Regina; W. Winterton, Daylight, Saskatoon; W. Harper, Liberty, Trail; Phil Tucker, Broadway, Vancouver; M. Prieswerck, Atlas, Victoria; Vern Hudson, Capitol, Toronto.

Group "E": W. J. Burke, Brant, Brantford; Palace, Cornwall, C. G. Markell; S. Andrews, Capitol, Guelph; P. J. Hanifen, Garrick, Halifax; Harold Hitchinson, Strand, Hamilton; F. W. Winter, Capitol, Moncton; J. V. Ward, Capitol, Niagara Falls, Chris Holmes, Avalon, Ottawa; J. Bolinsky, Imperial, Sarnia; S. Korman, Capitol, Rouyn; T. S. Forhan, Capitol, Welland; J. J. LaFave, Tivoli, Windsor; E. Scandrett, Royal, Woodstock; F. E. Petch, Strand, Brandon; E. C. Lackey, Capitol, Kamloops; L. V. Campbell, Empress, Kelowna; A. W. Shackleford, Roxy, Lethbridge; J. M. Gow, Capitol, Nanaimo; J. H. Black, Penctiton; D. G. Borland, Capitol, Prince Rupert; O. Bowes, Grand, Regina; W. Bennett, Empress, Vernon.

Group "F": Ken Craig, Capitol, Cobourg; Grand, Galt; L. Preston, Palace, London; Empress, Moncton; Max Davey, Noranda; C. Georgas, Classic, Owen Sound; J. S. Smart, Capitol, Port Hope; D. P. MacDonald, Capitol, Sydney; Al Sedgwick, Belsize, W. G. Hunt, Bedford, Toronto; G. W. Martin, Trent, Trenton; E. C. Lamoureux, Empire, S. C. Clayman, Regent, Windsor; C. G. Smith, Strand, Chilliwack; A. Entwisle, Princess, Edmonton; Capitol, Rossland; H. Creasey, Alma; J. Millman, Kitsilano, H. Thompson, Regent; A. L. Zetterman, Victoria, L. New, Windsor, H. G. Copley, Grandview, and K. C. McRae, Kerrisdale, of Vancouver.

# VICTORIA

OUTDOOR talking moving pictures are the latest attraction in Victoria and were used recently to help put over a traffic safety campaign held in this city. A Shell Oil truck equipped with a projector and talking machine drove around town at nights and at busy intersections a screen was set up and two reels of films dealing with traffic control were shown.

*For the showing of "Indianapolis Speedway" at the Dominion Theatre, Assistant Manager Ed Morbey arranged a tieup with the local Auto Race Track featuring a parade of racing cars through the city advertising the picture at the Dominion in connection with the local races. The pictures was also advertised over the public address system at the Race Track. Two racing cars were placed outside the theatre during the showing of the picture.*

A new tapestry lobby display in the Atlas Theatre has prompted many complimentary remarks from patrons.

*Manager Cliff Denham of the Dominion Theatre is back on the job after spending a holiday in Southern California. During his holiday he visited the San Francisco Exposition.*

"Aussie the Boxing Kangaroo" on the stage of the Capitol Theatre drew good crowds. Particularly popular with the patrons was the fact that the kangaroo was taken off the stage and led among them.

*"Goodbye, Mr. Chips" drew such good crowds at the Capitol that Manager J. M. Robertson held it over for another week. A big advance publicity campaign went over so well that two weeks before the showing of the picture patrons had started to buy their tickets. It was the first time a picture at the Capitol has met with so much enthusiasm previous to the showing. This picture was well suited here because of the large English population in this city.*

# Clearance Conciliation Meeting Postponed

TORONTO—A meeting of the newly constituted Provincial conciliation board in Nova Scotia, scheduled for a recent date to consider the clearance situation for the new season, has been postponed to September 15. This follows the first all-Canada convention of independent exhibitors held at Toronto, September 7, to deal with trade grievances.

## *Television Manufacturing Finds RCA-Victor Ready*

TORONTO—The manufacture of television equipment in the Canadian factories of RCA-Victor as soon as the Canadian Broadcasting Corp. provides the necessary facilities in its studios across the Dominion and organizes a steady supply of television programs was predicted by E. C. Grimley of Montreal, president of the RCA-Victor Canadian company, on the occasion of an official visit to the Canadian National Exhibition here where a model television set was demonstrated under the auspices of the Toronto *Daily Star*. Over a period of two weeks, many thousands of fair visitors witnessed the frequent demonstrations, the nominal admission fee for which was turned over to the *Star's* fresh air fund.

President Grimley was officially welcomed to the CNE at a ceremony in the fair grounds by Elwood A. Hughes, general manager of the Exhibition.

### Ballet Girls Strike

MONTREAL—The Canadian National Exhibition midway saw the first strike in its history on August 29 when eight ballet girls, members of the Minsky Oriental Show, walked out after their demand for a $15 weekly wage was rejected.

### Roy Rogers Vehicle

HOLLYWOOD—"Days of '49," by Norman Houston, has been purchased by Republic as a Roy Rogers western.

# MONTREAL

FILMROW has been rather quiet, the lure of holiday weather calling exhibitors to the summer resorts. Visitors included: E. Beaumont of the Cinema de Levis, Levis; George Gray, Wonderland, Magog; G. Martineau, Royal, Valleyfield; Ambrose Nolan, Pix, Aylmer; P. Senecal, George's, Ste. Therese; T. Trow, Imperial, Three Rivers, and William Carp, Broadway, Montreal . . . Harry J. Allan, of Toronto, Grand National manager for Canada, visited Harry A. Kaufman, Quebec province manager at Filmrow.

*Conrad Veidt, one-time citizen of the Reich, is hailed in London as Filmdom's "perfect spy." The premier of his latest effort, "The Spy in Black," in which he portrays a German agent, has just been given at the Odeon, and his first picture along these lines, "I Was a Spy" has been reissued in England.*

In response to the public demand for "war" pictures, the first run theatres on St. Catherine street are showing newsreels several times a day. They are able to show European news pictures four days after they were taken, owing to the rapid transit across the Atlantic by Imperial Airways and Clipper.

*Even small towns have their "beauties." The Plaza Theatre of Tilbury, Ontario, has just conducted a beauty contest to which it invited the citizens to "come and help pick Miss Tilbury."*

Margaret Anglin, Canadian stage actress, has turned to the radio instead of the screen . . . Canadian theatrical people seen in the summer theatres in various parts of the United States include Helen Trenholme and Dorothy Knox of Montreal; Fay Wray of Cardston, Alberta; Hume Cronyn of London, Ontario, and Florence McGee of Oakville in the same province.

*Many Montrealers motored or journeyed by train to Toronto to witness the world premier of "Nurse Edith Cavell" at the Canadian National Exhibition and see the Scottish actress, Anna Neagle, in person.*

One result of the German-Russian agreement is that the anti-Nazi film, "Professor Mamlock," which had been banned by the British film censors, is now being shown in the United Kingdom. Made in Russia, it depicts the sufferings of a cultured Jew under the Nazis in Germany . . . Canada's Thanksgiving holiday will be October 9.

*Breaking all midseason records, "Goodbye, Mr. Chips" is concluding a seventh week at Loew's Montreal. "Four Feathers" is in its fifth week at the Orpheum, Montreal and in its second week at the Empire, Quebec.*

Two popular Filmrow sisters, Miss Ethel Druxerman of Grand National Films, and Miss Helen Druxerman of Columbia, spent their holidays at Schroon Lake, N. Y., and have returned tanned and in high spirits after "a wonderful time."

*Although showings take place 15 times daily, over 1,000 people crowded the little theatre of the League of Nations Society at the Canadian National Exhibition in a single night to witness films depicting the hardships of central European refugees.*

With the closing of Belmont Park, amusement center, motion picture theatres will have little outdoor competition. As a matter of fact they have had less than usual this year, for Dominion Park, for 30 years a popular amusement gathering place, did not reopen.

*The link beteween Hollywood and the burning of a Montreal lumberyard is not immediately apparent. But there is such a link. The woodyard, destroyed by fire August 31, was that of the James Shearer Co., Ltd., whose head a few years ago was Andrew Shearer, father of Norma Shearer, the film star, and of Douglas Shearer, the famous film technician. The Shearer plant was renowned in sports circles as the birthplace of the modern ice hockey stick, first produced there nearly 50 years ago.*

Arthur Benjamin, British composer-pianist, adjudicator at Canadian musical festivals in 1935, 1937 and 1939, whose opera "The Devil Take Her" was produced in London and Sydney, New South Wales, will take up permanent residence in Vancouver. He has been on the staff of the Royal College of Music, London, for 14 years, and his compositions are included in the repertoire of the leading orchestras of Europe and America.

*Members of Filmrow Bowling League are eagerly anticipating commencement of the season toward the end of September. The League again will use the Pines alleys, and will be strengthened by the addition of a new team formed by a combination of RKO and Grand National staffs.*

For Labor Day week the Capitol reversed its usual double bill policy and showed only the Empire-Universal film, "When Tomorrow Comes," in which Irene Dunn and Charles Boyer are starred.

*Last minute visitor to Filmrow—Mel Lodge, well-known exhibitor, who operates the Magnet Theatre, Danville; the Clubhouse, Asbestos; Town Hall, Richmond.*

## *Real to Many*

TORONTO—Theatre patrons and others of the Toronto district experienced the thrill of a black-out when all lights over a wide area were extinguished without warning, all buildings and streets being plunged into inky darkness. There was no apparent cause for the occurrence but it became known some time later that an electric storm at the Chats Falls hydro-electric plant, more than 200 miles from Toronto, had temporarily disrupted the service.

There was some excitement at the Belsize Theatre, a suburban house, where a large audience was intently watching "The Confessions of a Nazi Spy." The theatre interior suddenly went black at a thrilling moment in the picture and the crowd showed signs of uneasiness but the theatre staff quickly took command of the situation under the direction of Manager Al Sedgwick.

# Series of Promotions By Famous Players

TORONTO—Following a directors' meeting of Famous Players Canadian Corp. here, announcement was made of important changes in personnel of the Canadian chain.

Jack Arthur, manager of the Uptown Theatre, ace local house, has been promoted to district manager for western Ontario in succession to Robert S. Roddick, who has been transferred to the Capitol at Halifax, N. S., from which he will serve as district manager for the Maritime Provinces. This district has been under the charge of Clarence M. Robson, eastern division manager with offices here.

Larry Graburn, former manager of the Halifax Capitol and previously manager of leading theatres at Vancouver, B. C., is transferred to the local head office.

Succeeding Jack Arthur as manager of the Uptown here is Fred Trebilcock, who is promoted from assistant manager.

The changes are largely the result of the serious illness of Robson, who suffered a heart attack following the national managers' meeting at Niagara Falls five weeks ago. It is intimated Robson may not be able to take an active part in business details for many weeks to come.

Arthur, as well as Robson, has been with President N. L. Nathanson since the birth of the F-P circuit 21 years ago. Originally, Jack was director of the concert orchestra which was featured at the first de luxe theatre in the Dominion, the Regent here, which has been torn down. His forte was the organization of atmospheric prologues and seasonal stage presentations along with guest artists and a ballet directed by Leon Leonidoff and Florence Rogge, who eventually went to the Roxy in New York City.

Arthur became supervisor of orchestras and presentations for the whole Nathanson chain but, with the advent of sound pictures, he became manager of a large theatre in Toronto, alternating at the Uptown and Imperial. He has taken an active part in the production of community festivals and the Toronto Skating Club carnival. Congratulations are being showered upon both Arthur and Trebilcock on their promotions, both being very popular in Toronto circles.

## *Circuits and Independents May Buy Product of UA*

TORONTO—Confirming a report is the information from the Toronto head office of United Artists Corp., Ltd., of a change in the policy of the company for 1939-40 under which the product, including Korda productions, will be sold to both circuit companies and independent exhibitors according to the essential factors of individual situations.

For the past two years Canadian United Artists had sold away from Famous Players Canadian Corp., giving definite preference to the independents. Both are now practically on an equal basis.

# TORONTO

A VISITOR in Toronto during the Canadian National Exhibition was Alice Faye, screen star, who had accompanied her husband, Tony Martin, whose orchestra filled a feature engagement as a dance band for the big annual fair. Miss Faye occupied her time with shopping and sightseeing and, for the occasion, was merely Mrs. Martin.

*Gloria Jean, youthful star of "The Under-Pup," featured a personal appearance at the Imperial Theatre, for the Canadian premiere of the picture which opened September 7, with a personal donation of* $1,000 *to the* Toronto Star *Fresh Air Fund for underprivileged children.*

When Fred Trebilcock, recently appointed manager of the big Uptown Theatre, made his start as an usher at this theatre 12 years ago, the attraction was the silent film, "Beau Geste." His promotion as manager of the theatre has been marked by the pre-release showing of the 1939 "Beau Geste." For brief periods he was manager of the Family and Capitol theatres in suburban Toronto and assistant manager of the Toronto Imperial but otherwise he has been constantly at the Uptown except for holiday occasions when he has enjoyed round-the-world and other cruises.

*Frank O'Byrne, Toronto manager of Associated Screen News Limited, has been having a busy two weeks during which he directed the making of a moving picture of the Canadian National Exhibition.*

Walter F. Hayner, Canadian sales manager of M-G-M, has fully recovered from the illness which befell him at the close of the Famous Players' managers' convention and has returned to active business duties, including a business trip to New York City. H. M. Masters, general manager of United Artists Corp., Ltd., Toronto, has also been in New York on business to confer on new season details.

*Members of the Black Watch Ass'n of Toronto attended in a body at the Avenue Theatre, for a performance of "Victoria the Great," starring Anna Neagle who has made a number of welfare donations to the organization. This feature was revived following the visit to the Ontario Capitol of Miss Neagle. J. L. Smith, son of Ray Lewis, is announced as manager of the Avenue since it was taken over by the* Digest *publisher.*

The Canadian government has finally proclaimed Monday, October 9, as Thanksgiving Day in the Dominion, although this date had long since been anticipated by all the film exchange bookers and exhibitors.

*R. Main, general supervisor of Associated Theatres Limited, has purchased a new residence at 20 Kappelle Ave. He was formerly manager of the Grand in Sudbury.*

The re-opening feature of the Hippodrome, big downtown unit in Toronto of Famous Players Canadian Corp., which has been closed for three months, was Elsa Maxwell's "Hotel for Women" which was presented in conjunction with a vaudeville program.

*One of the first Canadians to be called to the colors was the young son of Ben Cronk, manager of the art display department of Famous Players Canadian Corp., Toronto, for many years.*

With the arrival of the new season and the passing of hot weather, out-of-town exhibitors once more began to show an interest in the business activities of Toronto film distributors in a personal way. Among recent callers was Reg Billington, manager of the Majestic at Dundas; Howard Hager, proprietor of the Regal at Hagersville; Frank Giaschi of the King George which has been recording a good summer season at the resort town of Huntsville; L. H. Vicary, owner of the present two theatres in Orillia, the Opera House and the Princess; Ross T. Stewart of the Lyric Theatre in downtown Hamilton and William S. Quinn, owner of the Victoria at Tweed.

*From near and distant points over a few days trade visitors along Filmrow included Hy Meehan, Academy, Lindsay; Syd Goldstone, manager of the attractive Centre Theatre which was opened at Peterboro last February; Ed Warren, proprietor of the Royal at Aurora and Sam Merlina, owner of the Uptown at Orangeville.*

A deputation in Toronto from Barrie comprised the Saso Bros., operating the Roxy, and Richard Garrett, owner of the Imperial. Bill Stewart, old-time showman, was in from London where he runs the Rex while A. C. Stock of the Iroquis Theatre represented Petrolia; Len Lush of the Berford, Wiarton, made one of his periodic visits while Bob Hambleton of Simcoe and Simon Meretsky of Windsor, each owning a group of theatres, toured several exchange offices. Nick Trebish booked more pictures for his Capitol at Meaford.

*Following a busy summer at Campbellford where he operates the Hollywood Theatre and a swanky hotel, Abe Rappaport made the bookers envious with his tales of fish and business during the past three months while Jack Allen came to town for his Tivoli Theatre at Thorold where the troops are guarding the Welland Canal just in case. J. G. Strathy of the Brock at Whitby dropped in an another commuting trip.*

One who has been missed for a couple of weeks is Miss J. Simon of the Toronto branch of Regal Films Limited who is the official welcomer at the Film Exchange Bldg. on Victoria St. With her years of experience, Miss Simon knows every angle to the film business.

*In a tie-up with a candy company, Manager Armstrong of the Hudson Theatre, suburban house, presented a bag of confectionery to each juvenile at the Saturday matinee, the feature being "Dawn Patrol" . . . The success of the serial, "Lone Ranger Rides Again," at Saturday matinees at the Bayview Theatre, has prompted Manager C. F. Graham to book "Dick Tracy's G-Men" under a similar plan commencing September* 16.

The Duchess Theatre, neighborhood house which changed hands recently, is getting new seats, the order being secured by Charles A. Bochner of the Canadian Theatre Chair Co.

*Garfield Cass of Regal Films Limited, Toronto branch, has been hoofing it, the reason being that his automobile was stolen.*

Harland Rankin, proprietor of the Plaza Theatre, Tilbury, has returned from a three weeks' vacation at Erieau, to find that local business has been on the quiet side because of the closing of Tilbury factories through unsettled conditions . . . B. H. Yeo, veteran independent, has opened a theatre, seating 175, in the small village of Crapaud, P. E. I., which has the unusual policy of being open only one night every two weeks.

*George Law, film trade veteran of Toronto and also of western Canada, has been appointed manager of the Beverly Theatre, by V. Simone who operates both the Beverly and Radio City theatres. Mr. Law was previously booker with Associated Theatres.*

The art department of Famous Players Canadian Corp., is now to be found in new premises of the Elder Bldg., 26 Soho St., Toronto, according to announcement by Manager Ben Cronk.

## *Hamilton Stockholders Get Share Price Query*

MONTREAL—Hamilton United Theatres is circularizing its preferred stockholders with a notice asking them to state the price at which they would be willing to offer the stock. Notice states the company is "interested in purchasing a limited number of preferred shares for redemption." The company does not undertake to redeem all or any part of the shares that may be offered.

Preferred stock of Hamilton United Theatres is redeemable at $110 and the current market price for the stock is around 60½ bid. At December 31, 1938, some 7,879 shares were issued at par $100.

## *Continuous Performance Dropped by F-P Unit*

TORONTO — Famous Players Canadian Corp. has made a change in the policy of the Avalon Theatre, Ottawa, managed by Chris Holmes, for the new season, whereby the continuous performance schedule has been dropped. One matinee is now being given at 2 p. m. and evening shows run from 7 to 11:30 p. m.

This is an isolated change because practically all theatres of the circuit are continuing with unaltered policy.

### O'Brien in Wanger Film

HOLLYWOOD—Pat O'Brien will play a top-line role in Walter Wanger's next UA production, "Send Another Coffin."

# VANCOUVER

P. J. ALLEN, Orpheum Theatre, Dawson, Y. T., is giving Filmrow shippers a busy time in filling his orders for exhibition during the coming winter, all of which have to be in transit before a closing date for summer rates.

*Harry Howard, Theatre Equipment Supply Co., had a moment of joy when his horse won a race, quickly followed by the reverse when his trainer was severely injured by a late finisher as he ran out on the track to the winner.*

Bill Hansher, Paramount, and Babe Coval, WB, acted as hosts to Carl Porter, exhibitor from Salem, Ore., on his recent visit to this city.

*Frank Gow, Famous Players executive, says that proposed improvements, and new work, probably will be postponed on account of the prospects of Canada being involved in the war; this naturally includes the reseating of The Dominion.*

To date, the independent exhibitors have not yet signed a new contract with the projectionists. In view of the orders for members of the militia to report for duty, there may not be enough projectionists to fill all booths.

## *Montreal Filmrow May Get New Location*

MONTREAL—Filmrow may be working out its last year on Monkland Ave., Notre Dame de Grace. Negotiations are understood to have been completed by which a new building will be erected for the distributors. It will be situated on the southwest corner of Dorchester St. west and Windsor St., at present partly occupied by a disused church which about 20 years ago was converted for a short time into a theatre.

Distributors expect that the new building will be undertaken very shortly and that they will be able to remove to it at the end of April, 1940.

No official details are yet available.

### New "Hardy" Rolling

HOLLYWOOD—"Judge Hardy and Son" is now before the cameras at Metro, with George Seitz directing. The series characters remain the same.

### Megs "Pago Pago"

HOLLYWOOD—Charles Vidor will direct "South of Pago Pago" for Edward Small, UA producer. He moves over from Columbia for the task.

## *Neon Revenue and Net Gains in Canada*

MONTREAL — Gross revenues and net profits of Neon Products of western Canada gained in the year ended April 30, 1939. Net profit is up to $73,302 from $61,064 the preceding year. Balance sheet shows some strengthening of position. Bank loans of $131,000 are down $14,000 while cash of $7,252 compares with $410 a year ago. Purchase money obligation has been reduced $10,000 to $30,000, with the balance due in three annual installments.

Regarding working capital, George W. Sweny, managing director, has the following comment to make:

"The item 'Neon Signs at Cost' $398,722 as at April 30, 1939 is, strictly speaking, neither a fixed asset nor a current asset, but lies somewhere between the two. This figure represents the cost of assets which have been constructed on firm orders and which are in process of liquidation every month, the contracts for which constitute the future revenue of the company. This liquidation is being offset from month to month by new contracts.

## *"Chips" Is Praised Highly By an Ottawa Newspaper*

MONTREAL—High praise was paid in a recent editorial in the Ottawa *Journal* to "Goodbye, Mr. Chips," Metro's James Hilton picture, which has just completed its sixth week at Loew's Theatre here. The writer claims the picture is "simpler than 'The Good Earth,' quieter than 'The Informer,'" and that it has "retained the authentic charm of Mr. Hilton's novel and yet has somehow added to its stature."

"We hear the movies scorned, their influence decried—and sometimes rightly," the writer continued, "but this moving tale of English school life reveals beyond question a skill and thoughtfulness found all too rarely in the so-called higher branches of arts and letters. For the very reason that some despise them—their popularity—the movies possess a weapon in our scheme of things today whose power is scarce-equalled. And it is, therefore, doubly heartening, for the significance it bears and as much as for the delightful entertainment it offers to see and pay respects to a picture of the quality of 'Goodbye, Mr. Chips.'"

### A Termer to Kent

HOLLYWOOD — Robert Kent, currently scripting "Floating Trouble" for Warner, has been given a term writing ticket by the studio.


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# WINNIPEG

HEAVY newspaper advertising marks the opening of the fall season with all uptown theatres displaying large and attractive ads.

*Foreign films in the city this week include a Russian film, "Youth of Maxim Gorky," at Max Heppner's Colonial and a Yiddish film, "Her First Marriage" at the Times.*

Sim Rost at the Garrick exploited the opening of "They Shall Have Music" with a strong campaign in which half page distinctive newspaper ads were a feature.

*J. Zaitzow of Melville, Sask., was a visitor to the city. Zaitzow recently returned from a trip to California.*

Buster Radis, formerly salesman with UA, is now office manager for that firm.

*Sammy Krupp is very much in evidence with Kahanovitch, his best friend and boon companion.*

Uptown theatres held special Sunday midnight shows because of the Labor Day holiday.

*Prominent display is given this week in local newspapers to the Garrick announcement of its new lineup of films for the coming season, which the house is procuring through an arrangement with UA and Columbia.*

## *Mrs. Marks Preparing Second at Fort Erie*

TORONTO—Preparations are well under way for erection of a second theatre at Fort Erie, Ont., by Mrs. Lillian Ziff-Marks, wife of Joseph Marks, a distributor of Disney cartoons in the United Kingdom. Mrs. Marks, who has further expanded by the purchase of the Elmwood Theatre, a suburban house of London, Ont., is the proprietor of the Bellard Theatre at Fort Erie. Business in that Canadian center is on a lively basis for a number of reasons. Across the Niagara River from Buffalo, Fort Erie is a popular summer resort and also has several industries, including the Fleet Aircraft Corp., which is working at full capacity. Further, the Bellard Theatre is able to compete with Buffalo first-run theatres because of the early release of attractions in the Canadian border town at a low price of admission.

The name of the Bellard Theatre, incidentally, is composed of the initials of immediate members of the Marks family.

Bruce S. McLeod, who sold the London Elmwood to Mrs. Marks, is busily engaged in the remodeling of his King Theatre at Strathroy, Ont., and with the operation of his recently opened theatre at Glencoe, Ont.

### Dalton Trumbo Assigned

HOLLYWOOD—Dalton Trumbo will script "Curtain Call" for RKO from an original by S. K. Lauren, which will feature Anne Shirley.

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MT488 Price signs, boxoffice
MT489 Display frames
MT490 Poster lights
MT491 Poster projectors
MT492 Cut-out machines
MT493 Time schedule clocks, electric
MT494 Monogrammed mats, rubber
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MT497 Sound truck P. A. systems
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MT530 Fabrics, decorating
MT531 Brass railings
MT532 Rope railings
MT533 Metal, ornamental
MT534 Mirrors
MT535 Luminous colors
MT536 Ticket booths
MT537 Directional signs
MT538 Exit boxes
MT539 Curtain controls
MT540 Curtain tracks
MT541 Curtains, fireproof
MT542 Fountains, drinking
MT543 Fountains, ornamental
MT544 Rubber seat upholstery
MT545 Rubber floor & wall coverings

## LIGHTING

MT550 Fixtures, lighting
MT551 Colored lamps
MT552 Lumiline lamps
MT553 Candle flame lamps
MT554 Floodlight lamps
MT555 Spotlight lamps
MT556 Sign lamps
MT557 Dimmers
MT558 Ultra violet lighting
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MT597 Lamps, reflector arc
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MT599 Lamps, incandescent projection
MT600 Arc regulators
MT601 Arc controls
MT602 Control panels
MT603 Rectifiers, copper-oxide
MT604 Rectifiers, tube type
MT605 Bulbs, rectifier
MT606 Rheostats, projection
MT607 Motor-generators
MT608 Lenses, projection
MT609 Lenses, condenser
MT610 Current changers
MT611 Mirror reflectors
MT612 Carbons, projector
MT613 Carbon savers
MT614 Reels
MT615 Reel alarms
MT616 Rewinders, automatic
MT617 Change-over devices
MT618 Slide projection
MT619 Lamps, spot and flood
MT620 Take-ups, film
MT621 Film safety controls
MT622 Fire prevention devices
MT623 Fire shutters, porthole
MT624 Film scales
MT625 Film scrapers
MT626 Film splicers
MT627 Film cleaners
MT628 Air gun (cleaner)
MT629 Tool kits
MT630 Film cabinets
MT631 Film cabinet stands
MT632 Effect projectors
MT633 Rectifiers, magnesium-copper sulphide

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MT644 Deodorant blocks
MT645 Insecticides
MT646 Disseminators
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MT673 Lens assemblies, sound
MT674 Public address systems
MT675 Microphones
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MT677 Hearing aid systems
MT678 Acoustical materials

## STAGE EQUIPMENT

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MT692 Footlights
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**RKO Radio (002)** **65 Minutes** **Rel. Sept. 15, '39**

Plenty of laughs, particularly for the turf fans. Not only are the situations laugh-provoking, but the dialogue is fast and snappy. Bert Granet handled the script which is much funnier than the Collier short story by Daniel Fuchs. Joe Penner comes through with a fine delivery, ably assisted by Betty Grable, Tom Kennedy, Richard Lane and others. The story is about a cab driver who is nuts about pigeons. He shies clear of horses until his cabby cohorts wangle him into going to Kentucky to buy their own horse rather than lose their bankroll on others. Penner is tricked into buying a nag, who dotes on alcoholics. How the nag wins the big race and Penner returns into the good graces of his sweetheart, Miss Grable, and ultimately buys the much-desired pigeon farm ought to be fun for everybody. Leslie Goodwins directed.

**Joe Penner, Betty Grable, Tom Kennedy, Richard Lane, Thurston Hall, Jack Arnold, Earl Hodgins, Max Wagner.**

## *The Day the Bookies Wept* F — Comedy

**Monogram (3866)** **58 Minutes** **Rel. Aug. 16, '39**

A standard western throughout, this is fully qualified to more than satisfy the saddle-and-six-gun fan fraternity, having been well fortified with thrills and suspense. Tex Ritter slings songs, slugs and socks with impartial promiscuity and Producer Edward Finney has seen to it that the outdoor locale and the photography are of better-than-average quality. This time Tex, a law enforcement officer, disguises as a dangerous outlaw and affiliates with a gang of cattle rustlers in order to round them up. He discovers that a crooked ranch foreman, in league with a doctor, is keeping his employer ill, thus clearing the way for him to run the cattle off the ranch. Ritter brings the villains to justice, of course, after a climactic gun battle. Spencer Gordon Bennet directed.

**Tex Ritter, John Rutherford, Hal Taliaferro, Olin Francis, Nolan Willis, Roy Barcroft, Mantan Moreland.**

## *Riders of the Frontier* F — Western

**Imperator Films (SR)** **87 Minutes** **Rel. ————**

Ponderous and theatrical in the extreme, this allegedly historical version of the lives of Napoleon and Josephine may garner limited acclaim in the class houses. However, its lack of action and suspense, and overabundance of dialogue, mark the British-made offering as having little chance of being accepted in most exhibition situations. The only familiar marquee name to American audiences will be Ruth Chatterton, badly miscast as Josephine, who marries Napoleon when he is an obscure French militarist. She holds no affection for him but he—and this is doubtful history, at best—loves her so madly that he sets out to conquer the world for her. Not until he becomes the most famous man in all Europe does she display any affection—and then it is too late. Jack Raymond directed.

**Ruth Chatterton, Pierre Blanchard, Carol Goodner, Sonja Carrol.**

## *A Royal Divorce* F — Historical Drama

**RKO Radio (946)** **65 Minutes** **Rel. Oct. 13, '39**

Six-year-old Irene Dare, given her first starring opportunity, makes the most of it in a pleasing bundle of entertainment capitalizing on the current popularity of ice-skating as a film subject. Producer Sol Lesser has surrounded her with better-than-average production and a number of scintillating skating routines which more than compensate for the run-of-the-mill story. Moppet Irene, her acting endeavors held to the minimum, lets herself go on the ice, emerging as a skating phenomenon who executes everything from the can-can to the hula with amazing skill. Edgar Kennedy and Roscoe Karns share Thespic honors, the latter as Irene's wise-cracking, irresponsible uncle who winds up behind the eight-ball when he attempts to launch her on a skating career. Erle C. Kenton directed.

**Irene Dare, Roscoe Karns, Edgar Kennedy, Lynne Roberts, Eric Linden, Mary Hart, George Meeker.**

## *Everything's on Ice* F — Comedy Drama

**Republic (857)** **66 Minutes** **Rel. Sept. 6, '39**

Upon how avid your western fans are rests the reception this one will get. If they like hoofs, saddles and six-guns in all directions "Wall Street Cowboy" may be found lacking. In place of much of the usually essential blood-and-thunder stuff, the yarn divides between the prairie country and New York's financial district where a battle of wits for control of a ranch goes on. The film gets off to a fairly exciting start, but slows down when the locale shifts. Roy Rogers is something less of seasoned cowboy in appearance than some of his contemporaries, but he is engaging and sings well. A lot of comedy business entrusted to Raymond Hatton and "Gabby" Hayes falls by the wayside. After many complications, Rogers gets the aid of a financier to mine his ranch, which unscrupulous mortgagors are attempting to take over. Directed by Joseph Kane.

**Roy Rogers, George "Gabby" Hayes, Raymond Hatton, Ann Baldwin, Pierre Watkin, Craig Reynolds.**

## *Wall Street Cowboy* F — Western

**Syndicate (SR)** **73 Minutes** **Rel. ————**

If a Broadway sluff house first run audience is any criterion, Rafael Sabatini's novel stacks up more as bewilderment than entertainment as Unity has produced it. There isn't a designed drop of comedy in the French revolution yarn, yet the audience found more than a little to laugh at. The film has all the earmarks of substandard English production; staggeringly slow, overacted, faulty direction and cumbersome construction. Overlong battles of words, grimaces and stilted romantics are not unlike early "talkie" efforts. Cutting in more than a few spots, apparently to vitiate some sharp situations, doesn't help the continuity. It's all about the pursuits by a revolutionary and an aristocrat for a woman of noble birth. The former, whose forces are in control, sets up his own laws in an unsuccessful effort to snare her. Directed by Karl Grune.

**Nils Asther, Noah Beery, Hazel Terry, Hugh Sinclair, Ernest Deutsch, Davy Burnaby.**

## *The Prisoner of Corbal* F — Drama

**French M. P. Corp. (SR)** **90 Minutes** **Rel. Sept. 4, '39**

In this French production, which was directed by Marcel Pagnol, there is compelling drama of the fundamental course of life among the peasants of Provence. The portrayals of the rugged characters whose chief communion in life is with honest toil on the land are finely etched. The scenario is a simple affair concerning a young girl who runs away to Marseilles with a scoundrel. She returns a year later to her Provencal home and is humiliated by her father's code of honor. A young man who met and loved her previously, with the aid of a trusted friend, brings about parental approval and marries her. Toward the conclusion there are many fine moments of first-rate acting. The production utilizes excellent outdoor locations and there is a constant air of reality.

**Orane Demazis, Fernandel, Henri Poupon, Edouard Delmont, Andrex, Toinon, Jean Servaix.**

## *Heartbeat* A — Drama

**Victory-Principal** **54 Minutes** **Rel. ————**

As westerns go this is just satisfactory. The story is handled in slapdash fashion. The one slightly redeeming feature is the injection of action fore and aft of the running time. Gun battles and riding come in for adequate display. The dialogue is trite stuff that the supporting cast barely delivers with proper emphasis. In other words, it is long-winded. The audience is treated to the spectacle of a scientific expedition which is seeking Indian relics and treasure. Tim McCoy has a dual role. At first, disguised behind a moustache and Mexican dialect, he appears as a guide. Later he is Bill Carson seeking the murderer of Joyce Bryant's father. It all works out.

**Tim McCoy, Joyce Bryant.**

## *Fighting Renegade* F — Western

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**THEATRE** .....

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**SELLING ANGLES:** **"A Royal Divorce"**

Arrange for a display of Napoleona—coins, paintings, books and other curios—in the lobby. The historical background suggests many tieups with schools and educators on that phase of European history dealing with Napoleon. Prepare for the lobby a map of Europe as it looked in Napoleon's reign. Give the marquee credits to Ruth Chatterton, reminding patrons of her past triumphs in "Madame X" and other American-made films.

**CATCHLINES:**

Napoleon and Josephine . . . One of History's Most Celebrated Couples . . . Brought to Vivid Life.

A Woman Who Has Found Love . . . And Is Willing to Sacrifice Everything to Prove It

**SELLING ANGLES:** **"The Prisoner of Corbal"**

The title is probably the most imaginative angle in the entire proceedings. With Sabatini's name behind this approach you may be able to reach a number of adventure fans. You may be able to wrap some color around a lobby display that embraces a miniature guillotine, an "edict" for the "beheading" of all traitors, etc. There's a chance that idle passersby may get a kick out of a herald, in Old English script, that orders citizens to marry within three days or become "prisoners." You might dress some of your girl ushers in early French military garb to appear in busy spots with signs reading: "Save Me . . . I Do Not Want to Become 'The Prisoner of Corbal.'"

**CATCHLINES:**

Spectacular . . . Thrilling Adventure of Rafael Sabatini's Stirring Story.

Terror Becomes the Law . . . The Guillotine Its Symbol.

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**L. J. DEAN**
**Dixie Theatre**
**Camp Wood, Tex.**

**SELLING ANGLES:** **"Riders of the Frontier"**

Give Tex Ritter, who has a considerable following as a western star, the marquee credits and make the lobby over in the usual western fashion. Tie up with libraries on western novels and with magazine stands on pulp action publications. Hold a juvenile "rodeo" on the theatre stage in connection with matinee showings. Form a "Tex Ritter Fan Club" and promote an amateur contest for juvenile singers and guitar players.

**CATCHLINES:**

Tex Ritter as a G-Man of the Great Open Spaces Who Poses in a Daring Masquerade to Capture Cattle Thieves.

Lightning-Fast Action . . . As Tex Ritter Tames the Toughest Gang of Outlaws Who Ever Drew a Six-Shooter.

**SELLING ANGLES:** **"Wall Street Cowboy"**

You may be able to have some fun with the kids if you offer a pair of ducats to the youngster who brings in the largest number of phony stock securities his or her parent ever "went for." This is a lively angle in the film. A sight that might attract attention would be a man with a combination east-west outfit for a street bally; wing collar and bow tie, with chaps, boots and cowboy hat to complete it. Still another might be a flashy-looking station wagon model auto, which is largely associated with the wealthy, being towed by a pair of truck horses, the latter mounted by cowboys. The auto should be well bannered with the title. Try some cowboy band music over your p.a. system.

**CATCHLINES:**

East Meets West With a Crash.

It's Roundup Time on Broadway.

**SELLING ANGLES:** **"Fighting Renegade"**

The exhibitor might dig up a collection of Indian relics and drape them around his lobby a few days in advance of the showing date. Otherwise, it should be sold as just an ordinary western without any overemphasis. The film is obviously a quick job and the production is so poor that automobiles are to be heard on the sound track while horses are running and the keen microphone also picked up the sound of trains whistling. For a novelty it may pay to have the audience participate in a hiss, boo and boner contest.

**CATCHLINES:**

Tim McCoy in a Dual Role Riding the Range for the Sake of Science. What! Again?

With Dialect and Tim McCoy to Snake Wells and Back. Murder, Mystery and Excitement En Route.

**SELLING ANGLES:** **"The Day the Bookies Wept"**

Have a good-looking horse parading the streets with a man dressed in a jockey's outfit drawing attention to your theatre. Another stunt would be to have a typical betting stand, empty, of course, with a sign reading, "The Day the Bookies Wept." Either that or a cashier's cage in the inside lobby, with the same idea. In announcing the picture slant the program in the style of a racing form. Penner is a draw with the kiddies because of his radio programs. And don't overlook the pool rooms and fighting arenas.

**CATCHLINES:**

He Loved Pigeons, But Was Sold on Horses.

Hiccup Comes Out of Nowhere to Win the Big Race.

**SELLING ANGLES:** **"Everything's on Ice"**

Most exploitable feature is the remarkable skating prowess of little Irene Dare. Promote a skating tournament for children of the community at a local ice rink, awarding an "Irene Dare" trophy. Attain a "winter" atmosphere in the lobby. Mount giant cutout "skates" over the marquee. Make tieups with sporting goods stores on skates and other winter sports equipment. Give supporting credits to Edgar Kennedy and Roscoe Karns.

**CATCHLINES:**

We'll Guarantee You'll Fall in Love With This Little Queen of the Silvery Skates.

Fifty Pounds of Skating Dynamite . . . This Little Six-Year-Old Wizard in Her First Sensational Starring Success.

**SELLING ANGLES:** **"Heartbeat"**

Marcel Pagnol, who has been connected with many outstanding French productions should be played up as the guiding light of this film. The geographic location of the story, well known for its contributions to interior decoration, has possibilities for attracting interest. Trailer emphasis on a number of the finely photographed country scenes is important. Where the audience has an above average literate rating you might emphasize the fact Jean Giono wrote the novel upon which the story is based. Vincent Scotto's score fits in a like category.

**CATCHLINES:**

A Fundamental Drama of Earthy Passions Played Against the Landscape of Provence.

A Human and Compelling Emotional Drama of Staunch Characters in a Provencal Setting.

# Short Subject Reviews

## The Story That Couldn't Be Printed

*M-G-M* (Passing Parade) 11 *Mins.*

How the Constitution's 11 words dealing with freedom of the press were invoked in the early days is convincingly told. With John Nesbit handling the narration, the story of John Zenger, publisher of the *N. Y. Weekly Journal* and trials and tribulations he met when he dared challenge Governor Crosby with the truth in print, should interest generally. Andrew Hamilton is brought in to defend Zenger before a jury and, when it looks like doom for the publisher, the renowned lawyer sways the 12 men in the box to free the man from what appeared an inevitable fate behind bars. Victor Kilian portrays the role of Zenger and Fred Wortlock the part of Hamilton. Both are excellent. There is considerable interest and entertainment in the subject produced by Jack Chertok and directed by Joe Newman.

## One Against the World

*M-G-M* (Passing Parade) 11 *Mins.*

That milestone in medicine, the first operation on a living person by Dr. Ephraim MacDowell, is reenacted here. The location is Danville, Ky.; the time, 1809. What action transpires concerns small town superstition and religious bigotry pitted against a doctor who had the courage to face their opposition. The story is forcefully told and the production has merit. Jonathan Hale has the leading role. Decidedly worthwhile.

## The Bookworm

*M-G-M* (Cartoon) 9 *Mins.*

The beautiful coloring and the imaginative execution of the plot of this item should prove their worth to the exhibitor. Chiefly concerned are characters from weird literature who make a witch's brew. A worm is lacking. A raven is dispatched to locate one and from that point on the chase device is worked in. The variations are humorous and show inventive resourcefulness. First rate entertainment.

## Auto Antics

*M-G-M* (Our Gang) 10 *Mins.*

This latest detailing of the further adventures of the child troupe concerns itself with their efforts to rescue their pet mongrel from the dog pound. To effect this they must win a juvenile auto race. It comes off as expected—the dog is rescued and a member of the gang wins the race. Done in the usual style and with the usual touches.

# NEWSREELS

**Tuesday, August 29**

**Movietone News, No. 101:** The world crisis and suspense engendered over Germany's claim on Poland for Danzig and Polish Corridor highlighted with scenes in Germany, Danzig, Italy, France and England. Washington War Board ready to act in emergency, President Roosevelt appeals to foreign nations, army bombers in air raid demonstration, Lew Lehr, U. S. women retain tennis cup, new U. S. women's golf champion, after thrills on French Riviera.

**News of the Day, No. 299:** London in emergency defense measures, France speeding mobilization, Danzig builds barricades, Germans speed munitions output, President Roosevelt reveals peace efforts, returning travelers hail Statue of Liberty, Washington officials make plea for neutrality, U. S. women retain Wightman tennis cup.

**Paramount News, No. 112:** Entire issue devoted to first scenes in European crisis, flown across Atlantic on Clipper plane, covering French mobilization, flooding of Danzig with Nazi banners, return of Germany's foreign minister after signing Russian non-aggression pact, British and French fleets guard Gibraltar, England's reservists called up Washington emergency committee studies foreign crisis, Polish ambassador announces policy, President Roosevelt makes appeal to Hitler.

**RKO Pathe News, No. 12:** President Roosevelt in maze of duties arising from European war threat, foreign ambassadors outline policies, President makes peace plea to Italy, Poland, Germany, Britain reaffirms stand on treaty obligations, America honors Luxembourg royalty, Africans honor President of Portugal, new golf queen, army tests new air bombers.

**Universal Newsreel, No. 801:** Poland awaits Nazi storm troopers, Frenchmen called to colors, Britain girds for air raids, U. S. looks to defenses, cabinet members discuss crisis, test flights for new army bombers, maneuvers in army training camp, new Universal starlet gets homecoming reception, Broadway star acts as race starter, America retains Wightman tennis cup.

**Thursday, August 31**

**Movietone News, No. 102:** Navy air bombers hop to new Alaska base, Howard Hughes tests new stratoliner, submarine Squalus fails to stay above surface, willow trees save river erosion, new British envoy presents credentials, N. Y. district attorney visits home town, Rear Admiral Yarnell receives DSM, airline hostesses enlist in army nurses reserve corps, Chicago beauty contest, Walter Hagen plays last golf game, John Cobb sets new land speed mark, Olympic diving stars, Lew Lehr.

**News of the Day, No. 300:** Transatlantic liners searched in war scare mystery, new British envoy arrives, Poland's army moves to borders, Squalus salvage operations, Mickey Rooney and Judy Garland at World's Fair, army bombers in target practice, air line stewardesses join army nurse reservists, jitterbug contest, new golf queen, Detroit aquatic carnival.

**Paramount News, No. 1:** European war crisis material photographed up to morning of August 30, shipped via Clipper. Rifle and pistol match in Ohio, Salvation Army elects new head, Hollywood dog show, Walter Hagen quits tournament golf.

**RKO Pathe News, No. 13:** U. S. agents detain foreign ships, Canada guards against sabotage, Russia tests factory defense units, German youth drafted for harvest, Rear Admiral Yarnell honored, former British ambassador returns to England, new British envoy arrives, shifting river bottom saved by engineers, underwater shots of Squalus salvage operations.

**Universal Newsreel, No. 802:** Customs agents detain foreign ships, homecomers on Normandie and Aquitania, airplane factories rush fighting craft to foreign nations, air line hostesses enroll in army nurses reserve unit, Canada guards against sabotage, new British envoy arrives, Squalus salvage operations, dare-devil racer killed, Rear Admiral Yarnell honored, Chicago bathing beauty stunt, Indiana circus parade, Olympic diving tryouts.

## March of Time

*RKO* 20 *Mins.*

This release, titled "Soldiers With Wings," sticks to a single topic; America's army air machinery. With the obvious cooperation of the army, the subject treats of pertinent aspects in the expansion and maintenance of this branch of national defense. It should appeal to imaginative youth, for whom there is a left-handed appeal as recruits, and adults who are vitally concerned with future security. Many of the stages that a recruit goes through before he gets his "wings" are detailed, as are the intricate tactics of mass formation and aerial warfare strategy under veteran officers. Opening and closing sequences briefly touch on European air defenses, with off-screen emphasis on the terror engendered by Europeans over the destruction of which these air fortresses are capable. Photography throughout is exceptional.

## Take a Cue

*M-G-M* (Pete Smith Specialty) 9 *Mins.*

Altogether too short. In the usual Pete Smith style the tricks and fine points of billiards are shown in such a manner that the audience is sure to applaud. Charles Peterson demonstrates a number of remarkable shots. There is comedy and in another category the sort of champion playing that rivets an audience's attention to the screen.

## Rhumba Rhythm

*M-G-M* (Miniature) 10 *Mins.*

Outside of lively music and snappy dancing there is little else to recommend this. Built around the La Conga in Hollywood, the plot has two autograph collectors crash the place and win a Conga contest. George Murphy helps out. Various prominent players are draped about the premises. The music and a specialty dance hit the spot.

## New Chicago Building to House Newsreel Theatre

CHICAGO—With work progressing rapidly on the construction of the new two-story "tax-saver" Capitol Bldg. at State and Randolph, the Telenews Theatre, which will be included in the structure, is expected to be ready for opening about December 1.

Alfred Burger, secretary of the New York firm which is gradually building up a chain of newsreel houses, is expected in Chicago soon, following the opening of the Telenews Theatre in San Francisco. Others in the firm are Herbert Scheftel, president; Edward Reeves, vice-president; and Paul Warburg, W. French Githens, and Angier Biddle Duke, directors. It is thought possible that Dave Dubin of New York may be named to manage the local Telenews house.

# The Exhibitor Has His Say

## Columbia

**Homicide Bureau**

A fair "B" picture. It's strictly an action film and I am doubtful if it could hold its own. We played it in connection with a stage show to the tune of S-W-E-L-L business. Tues., Wed. Weather: Rain. Admission: 25-10. General patronage. Population: 26,400. Capacity: 999.—Pearce Parkhurst, State Theatre, Torrington, Conn.

**Lady and the Mob**

A swell story idea that is lost to some extent in the transition to the screen. The cast is okay and the story buildup is fine as the film upwinds, but there is no punch in what is supposed to be the climax. An ending that fulfilled what the buildup would lead one to expect would have made this top entertainment. Below average at the boxoffice. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263. —E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**West of Sant Fe**

O. K. Played Fri., Sat. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 568.—C. E. Norcross, Tower Theatre, Seiling, Okla.

## Metro-Goldwyn-Mayer

**Burn 'Em Up O'Connor**

A good auto race picture that did only fair business. Fri., Sat. Weather: Good. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**They All Come Out**

Well, to tell the truth, quite a few of them stayed in. One of Leo's minor efforts with a whizzing good trailer. Picture got so slow in one spot I had to have the mayor blow the fire siren to wake 'em up. Showed it for ten cents and they didn't get cheated very badly. General business. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

## Monogram

**Song of the Buckaroo**

One of Ritter's best westerns I have played for some time. A peculiar mixture of drama makes this outstanding. Also Mary Ruth's piano playing is outstanding. Sun., Mon. Weather: Good. Admission: 15-10. Small town patronage. Population: 12,000. Capacity: 500.—H. L. Stolzman, Eagle Theatre, Austin, Minn.

## Paramount

**Ambush**

Contains plenty of action dealing with crooks and police, but not the kind of action which draws patrons to this theatre. These shows just help us pass the time away. Thurs. Weather: Clear. Admission: 30c top. Neighborhood patronage. Population: 2,000,-000. Capacity: 800.—Frank Glenn, Renel Theatre, Philadelphia, Pa.

**I'm From Missouri**

Good in all ways. Fair rental. Burns good draw here. Fri., Sat. Weather: Hot. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**St. Louis Blues**

A very good show, but failed to do even average business. Sun., Mon. Weather: Rainy. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

## RKO Radio

**Arizona Legion**

A good Saturday western which will please the majority even if George O'Brien is getting old. Sat. Weather: Fair. Admission: 25-10. General patronage. Population: 1,900. Capacity: 250.—Jack Wright, Strand Theatre, Bastrop, Tex.

**Boy Slaves**

Excellent class "B" feature. Heart rending drama with an excellent supporting cast. Good comment from patrons. Sun., Mon., Tues. Weather: Fair. Admission: 15-10. Small town patronage. Population: 23,000. Capacity: 778.—George S. Ellis, American Theatre, E. Liverpool, Ohio.

**Next Time I Marry**

Very good comedy-drama. Well acted, no draw. Tues., Wed. Weather: Rain. Admission: 20-10. Small town patronage. Population: 700. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**Sky Giant**

Fair aviation picture. Richard Dix okay on double bill during three-day celebration. Monday. Weather: Fair. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

## Republic

**Come On, Rangers**

Good western and this boy can, and does, sing. Action enough for your chewers and not too rough for the others. Fri., Sat. Weather: Fine. Admission: 25-10. Small town patronage. Population: 1,750. Capacity: 385.—Mayme P. Musselman, Princess Theatre, Lincoln, Kas.

**Fighting Thoroughbred**

Pretty good racetrack story. Not big but very well done. Did a little above other features. Tues., Wed. Weather: Good. Admission: 20-10. Small town patronage. Population: 700. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**Night Riders**

Lots of action and shoot 'em up. Got by very nicely to good business. Admission: 25-10. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Rhythm in the Clouds**

A nice comedy picture to fill out a double bill with, as a musical comedy it is hardly up to tops. Thurs., Fri., Sat. Weather: Fair. Admission: 15-10. Neighborhood patronage. —J. S. Erickson, Rex Theatre, Kingsford, Mich.

**Rough Rider Patrol**

Average western drama. Failed to draw. Fri., Sat. Weather: Good. Admission: 20-10. Small town patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**Street of Missing Men**

Just a program picture. Got by on Friday-Saturday. Weather: Good. Small town patronage. Admission: 20-10. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

## 20th Century-Fox

**Kentucky**

A very good picture which we did just average business on. Sun., Mon. Weather: Rainy. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**Mysterious Mr. Moto**

Very interesting murder mystery and, as usual, Mr. Moto gets his man. Wed., Thurs. Admission: 25-10. County patronage. Population: 1,000.—W. H. Hebert, Hi-Way Theatre, Sheridan, Ore.

**Stanley and Livingstone**

Looks as if direction and cutting might have been the reason for this one coming off the end of the line without dramatic punch, except for the portrayals of Tracy and Kelly there are no high spots. Seems to me the story material at hand could have been easily worked into a dramatic epic of top rank. All the comments of our audience as they left concerned how much they admire Tracy. Slightly above average business. Admission: 40-10. Comospolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## United Artists

**King of the Turf**

A surprise one. Picture of father and son angle that gets you. Step on it. The race will have them holding on to their chairs. Sun., Mon. Weather: Fair. Admission: 25-10. General patronage. Population: 1,800. Capacity: 200.—Jack Wright, Strand Theatre, Bastrop, Tex.

## Universal

**Black Doll**

Another Crime Club production. While nothing to get excited over, it isn't a bad series and we already have played many of them here with success. Give it a try. Thurs., Fri. Weather: Fair. Admission: 25-10. General patronage. Population: 26,400. Capacity: 999.—Pearce Parkhurst, State Theatre, Torrington, Conn.

**Ex-Champ**

Swell entertainment for the McLaglen fans in particular and the action fans generally. And the picture gives you a kick in the pants to go home on! We can use a lot of pictures with this latter feature, even when taken literally as in Fox's "Second Fiddle." "Ex-Champ" also has a hidden moral that is just evident enough. Average business at the boxoffice. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263. —E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

**Pirates of the Skies**

Double billed with Warner's "On Trial" on bargain night to a large and appreciative audience. What more is there to tell! Tues. Weather: Hot. Admission: 40-25-10. Small town patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**Unexpected Father**

Nice light entertainment with top honors going to Auer and the baby. Little less than average business, but everyone went home tickled to death so that made up partly for having to skimp on the cream and the sugar for the two days we played the picture. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way Theatre, Wickenburg, Ariz.

## *Warner Bros.*

**Comet Over Broadway**

Pleased. Good mother love story. Stress this angle. Wednesday. Weather: Fair. Small town patronage. Population: 2,500. Capacity: 350.—H. S. Johnson, Pal Theatre, Millen, Ga.

**Dodge City**

Picture good, but played too late. Rental too high. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Off the Record**

Good B picture. No special. Friday. Weather: Fair. Small town patronage. Population: 2,500. Capacity: 350.—H. S. Johnson, Pal Theatre, Millen, Ga.

**On Trial**

Double billed on bargain night with Universal's "Pirates of the Skies" to a large and appreciative audience. What more is there to tell! Tuesday. Weather: Hot. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium Theatre, Emporium, Pa.

**Valley of the Giants**

Special show. We gave it a big play-up and cashed in. Audience pleased. Technicolor photography beautiful. Sat., Sun. Weather: Clear. Admission: 20-10. Rural, small town patronage. Population: 750. Capacity: 250.—Raymond Johnson, Colton Theatre, Colton, S. D.

**Valley of the Giants**

A swell picture. Right down the alley for small towns. Fri., Sat. Weather: Good. Admission: 15-10. Rural patronage. Population: 600. Capacity: 200.—Nate Bragg, Opera House, Guide Rock, Neb.

## *How Did It Do at Your Boxoffice?—Mail This Coupon Today*

Date.....1939

To:

***The Exhibitor Has His Say***

**BOXOFFICE, 4804 East 9th St., Kansas City, Mo.**

*Title* .....

*Company* .....

*Comment* .....

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*Date Played*..... *Weather*.....

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*Title* .....

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*Date Played*..... *Weather*.....

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*Title* .....

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*Date Played*..... *Weather*.....

**Exhibitor** .....

**Theatre** ..... **Seating Capacity**.....

**Type Patronage**..... **Admission Scale**.....

**Town** ..... **State**.....

**Population**.....

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Crystal Gazer Sells "Wizard of Oz"

ST. LOUIS—A fortune teller working in the lobby of Loew's Theatre for a week prior to the opening of "The Wizard of Oz" was an important cog in a fine exploitation campaign for the film worked out by Manager Harold W. "Chick" Evens and Jimmy Harris, advertising and publicity manager.

Through the cooperation of the St. Louis Society of Magicians, Evens and Harris dug up a mind reader, provided him with a costume and crystal ball and placed him in a tent in the lobby. After each reading, he would tell the hopefuls: "It will be your good fortune to see a good motion picture in this theatre next week. It's 'The Wizard of Oz.'"

An atmospheric castle booth housing a flock of stills and 40x60s was also erected in the theatre's lobby. The signs advised customers to make a trip to "The Magical Land of Oz" by stepping through a decorated opening. It got plenty of play.

With the aid of the St. Louis park department, Evens and Harris staged a coloring contest for children, using the city's 40 playgrounds. Free theatre tickets were the prizes. The theatre also distributed 10,000 cards bearing "Oz" copy.

The theatre used its 15th birthday, the day "Oz" opened, for a full page cooperative ad in the *Star-Times*, afternoon paper. There were also supplemental ads with department stores and Evens and Harris secured eight full windows in department, music and book stores for displays.

The entire front of the theatre was used for display purposes. It was embellished with "Oz" cut-outs. An electric sign adorned the marquee and golden footprints led from both corners of the block in which the theatre is located to the boxoffice. On the sidewalk was printed: "Follow these footprints to 'The Land of the Wizard of Oz.'"

### Stores Compete for Tieups With "The Wizard of Oz"

CHICAGO—Department stores are competing for tieup possibilities on "The Wizard of Oz," according to Bill Bishop, M-G-M exploiteer. "It's the first picture I've ever worked on where stores have come to me and offered window and advertising tieups," he said.

Already set is a 10-window display with Goldblatt's and similar commitments to Marshall Fields, the Fair Store and Kresge's. The picture is currently at the United Artists Theatre.

### Style Show for "Waltz"

ALAMO HEIGHTS, TEX.—For the return engagement of "The Great Waltz" at the new Broadway Theatre, Manager Henry Bergman featured a style show.

## *"Bachelor Mother" Stunt Built Around Boy Waif*

ALBANY—A publicity "natural" in the form of a boy baby abandoned on the steps of a church in Hudson, enabled RKO Exploiteer Seiling, the management of Fabian's Palace and the *Times-Union* to put on a swell ballyhoo for "Bachelor Mother."

Less than 48 hours before the film was to open at the Palace, a Franciscan brother found the infant. Brought to Brady Maternity Hospital here, the baby was photoed. The *Times-Union*, which had arranged with the Palace and RKO to open a bank account for each youngster born in the city 24 hours prior to picture's debut and registered with the paper, started a campaign via its columns and a money barrel in the theatre lobby, to raise funds for the abandoned baby. Ginger Rogers, notified in Hollywood, sent a telegram and $25. The theatre duplicated this. Charles Coburn of the supporting cast came over from the Mohawk Festival, Schenectady, for a personal appearance and donated $5.

### Elaborate Window Displays Set for "Bachelor Mother"

SOUTH BEND, IND.—Elaborate window displays in leading department stores featured exploitation arranged here by Guy Martin, manager of the Colfax Theatre, for "Bachelor Mother."

Other features: Giant attraction cards, surrounded with black and white stills crediting attraction, theatre and playdate in main lobbies of three leading hotels, and a "Bachelor Mother" lunch at Walgreen's.

## "Golden Boy" Babies Given Many Gifts

SARATOGA SPRINGS, N. Y.—The Congress Theatre and 10 cooperating stores offered gifts to any baby born within the city limits during the three-day run of "Golden Boy."

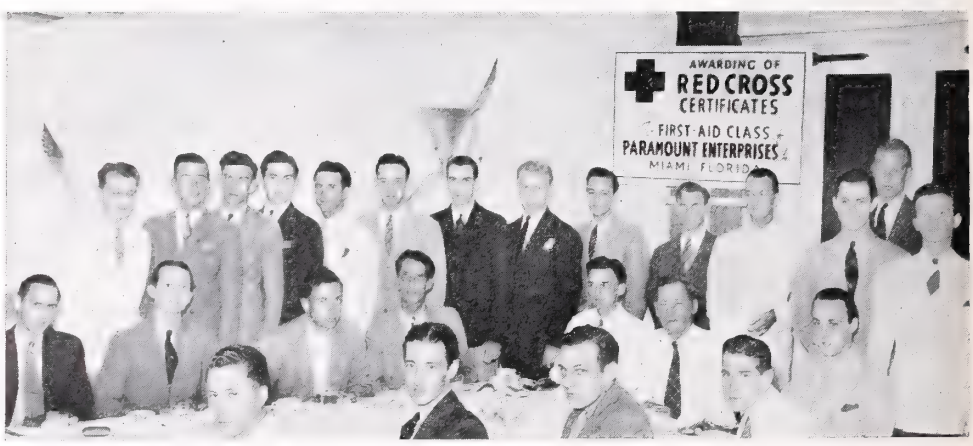
A page advertisement in *The Saratogian* bore the caption: "A Baby Is Worth Its Weight in Gold." Then followed the statement that "Saratoga's Golden Boy or Girl" would receive from the Congress a purse made up of a sum in dollars equal to the pounds of the baby or babies' weight, weights at birth to be attested by the attending physician. The theatre promised to pay a dollar per pound or fraction thereof.

In addition, the lucky mother or mothers were to receive a one-year pass to the Congress.

Stores whose advertisements were clustered around a large one for "Golden Boy" offered a baby set, blanket, ring, toy dog, kit of supplies, laundry order, a half ton of coal and other appropriate gifts.

## *Jitterbugs Draw*

PARSONS, KAS.—Dave Dallas, Griffith-Dickinson manager, promoted Parsons' first "Jitterbug Tournament" at the Kansan here and did three times ordinary business. The event was a competition for the title of "Jitterbug Champions of Kansas."




## *Work in Cause of Humanity—*

*For their record in first aid and activity in connection with work by the Red Cross, employes of the Paramount Enterprises circuit in Miami were awarded Red Cross certificates. Here they are at a dinner party in the Hahama room of the Columbus Hotel in Miami. Seated at the table, starting at the far left and progressing clockwise, are Brooks Clemments, George Manley, Carl Mott, Eddie Carmichael, Dave Goyen, W. R. Lynch (general manager), Tommy Manning, Hazen Witt, Jimmie Love, William Barnett, Jack Worley. Standing, starting at far left are Fred Pope, Herbert Watson, Ross Henderson, Randall Miller, John Dwyer, George Allen, Lynwood Darter, Paul Lee, William Merrill, Ted Otstott, William Mount, Bernard Harris, Dick Carlson and Dave Alcock.*

## Clipper Ship Caravan For Paramount Plug

HOLLYWOOD—An exploitation caravan for Frank Lloyd's "Ruler of the Seas" will be dispatched by Paramount for an 8 500-mile tour of the United States, September 13. A fleet of trucks and trailers will carry a three-masted clipper ship, 67 feet long; a second ship, replica of the first steam vessel to cross the Atlantic; two special buses in which film players will be transported; a five-ton supply truck, an advance truck and two sedans.

The equipage, known as the "Hollywood Rulers of the Sea Caravan," will visit more than 500 cities and towns during the six-week tour. The ships, actually seaworthy, will travel by water on the Great Lakes, Missouri, Ohio and Mississippi rivers.

Stunt will commemorate the 101st anniversary of the crossing of the Atlantic under steam power for the first time.

Itinerary includes Salt Lake, Denver, Omaha, Kansas City, St. Louis, Des Moines, Minneapolis, St. Paul, Milwaukee, Chicago, Detroit, Toledo, Cleveland, Rochester, Pittsburgh, Wheeling, Memphis, Baton Rouge, New Orleans, Dallas and scores of other stopovers.

## "In Name Only" Tied In With Ohio State Fair

COLUMBUS, OHIO—A tieup with the Ohio State Fair, asking visitors to identify themselves, worked out with the aid of the *Columbus Citizen*, highlighted a campaign by Harry Schreiber, manager of the Palace here, for RKO's "In Name Only."

The theatre gave the *Citizen* a blowup of a photograph of some visitor snapped by the paper's cameraman and five pairs of theatre tickets daily. Those identifying themselves received passes for the picture.

The paper also devoted a news column to the film.

Another feature included a "Man on the Street" program by Station WCOL, which asked the question "What Should a Woman Do Who Suddenly Discovers She Is a Wife 'In Name Only.'" Passes were awarded to those questioned.

## Campaign for "Citizen" Around a Racing Car

SALT LAKE CITY — Paramount's "Our Leading Citizen" is being built up here around a lobby display in the Utah Theatre featuring Ab Jenkins' speed car of a few years ago.

Jenkins recognizedly is Salt Lake's leading citizen, as well as one of America's foremost automobile racers.

## Test Hedy's Appeal

INDIANAPOLIS—For "Lady of the Tropics," Ward Farrar, manager of Loew's, and Harold Marshall, M-G-M exploiteer, conducted lie detector tests of leading bachelors and young married men to determine their reaction to Hedy Lamarr.

## Cleveland Costume Party For "The Wizard of Oz"

CLEVELAND — More than 100 children of Greater Cleveland participated in a "Wizard of Oz" costume party staged by Milton Harris, director of publicity for Loew's Theatres, in conjunction with the city recreation division, the *News* and the State and Stillman theatres.

The story of "Oz" appeared in the *News* daily for two weeks, with characters from the picture featured.

Contestants were required only to register with their playground instructors, or if not connected with any of the playgrounds, applications could be filed with the "Wizard of Oz Masquerade Editor" of the *News*. The contest was limited to boys and girls ranging in age from six to 16. One of the stipulations was that all costumes had to be made by children or parents. Rented costumes were barred. Prizes consisted of a new dress or suit for first prize winners.

## Clever Newspaper Series To Sell "Livingstone"

MARINETTE, WIS.—The Fox Theatre here plugged "Stanley and Livingstone" with a series of daily newspaper advertisements captioned with such words as "Reward," "Discovered," "Lost" and "Found."

The same house used comments from "the most hardboiled critics in town" who "see more than 100 movies each year," to advertise "The Man in the Iron Mask." Quoted in the ad were Marsha Johnson, cashier at the Fox; Herb Newman, projectionist, and John Gillis, janitor.

## Promotes Full Page Ad To Plug "The Women"

KENOSHA, WIS.—E. R. Brennan, manager of the Kenosha Theatre, promoted a full page newspaper advertisement to help plug "The Women."

Seven merchants, not including the theatre, cooperated in the advertisement, which was captioned, "Tomorrow is Kenosha's Greatest Shopping Day for 'The Women.' Planned for Women—in honor of the Great Metro-Goldwyn Picture, 'The Women.'"

## They Learn How

SALT LAKE CITY — "Good Girls Go to Paris" was screened at the Utah Theatre for a group of waitresses and manicurists, with costumed girls passing out heralds on the picture.

## Spot Wrecked Plane

SALT LAKE CITY—A plane which crashed near here some time ago was spotted at the Utah Theatre to draw attention to RKO's "Five Came Back." And it did.

## Daughters Counted

HARRISONBURG, VA.—Families with four daughters were admitted free to the State Theatre here by Manager Jack W. Fretwell for the showing of "Four Daughters."




EVERYTHING about the Gotham bespeaks gracious living . . . its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent; economy not forgotten.

Under the same Management as

The Drake
CHICAGO

The Blackstone
CHICAGO

The Evanshire
EVANSTON, ILL.

The Town House
LOS ANGELES

A. S. Kirkeby
Managing Director

The Gotham
5th Ave. at 55th St. NEW YORK CITY

# "OLD MAID" DOUBLES AVERAGE IN NEW HAVEN

AVERAGE IS 100%

## Top Hits of the Week

THE OLD MAID (dual)—New Haven .....200

THE STAR MAKER—Denver.....180

FOUR FEATHERS (dual)—Portland..150

IN NAME ONLY (dual)—Los Angeles, Omaha .....150

STANLEY AND LIVINGSTONE—Cleveland, Portland .....150

WIZARD OF OZ—New Orleans (2nd wk.) .....150

THE OLD MAID—New York City (3rd wk.) .....145

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 15th wk., New York City.

**The Mikado,** 4th wk., Minneapolis.

**Lady of the Tropics,** 3rd wk., Chicago, Salt Lake City.

**Stanley and Livingstone,** 3rd wk., Chicago, Seattle.

**When Tomorrow Comes,** 3rd wk., Portland.

### BOSTON

Fenway—**Magnificent Fraud** (Para); **Chicken Wagon Family** (20th-Fox) ..... 70
Memorial—**Stanley and Livingstone** (20th-Fox); **Unexpected Father** (Univ), 2nd wk. ..... 65
Metropolitan—**The Star Maker** (Para); **Bulldog Drummond Takes a Bride** (Para).....135
Orpheum—**Wizard of Oz** (M-G-M), 2nd wk.; **Blondie Takes a Vacation** (Col) ..... 85
Paramount—Same as Fenway ..... 75
State—Same as Orpheum ..... 60

### CHARLOTTE

Broadway—**Chicken Wagon Family** (20th-Fox).100
Carolina—**Stanley and Livingstone** (20th-Fox).110
Imperial—**Four Feathers** (UA), 1st half.....110
Imperial—**These Glamorous Girls** (M-G-M), 2nd half .....100

### CHICAGO

Apollo—**Stanley and Livingstone** (20th-Fox), 3rd loop wk. ..... 90
Chicago—**The Star Maker** (Para), plus stage show, film moved to Apollo for 2nd loop wk..110
Garrick—**Lady of the Tropics** (M-G-M), 3rd loop wk. ..... 85
Oriental—**Unexpected Father** (Univ); **Clouds Over Europe** (Col), 2nd loop wk., plus stage show ..... 90
Palace—**Bachelor Mother** (RKO), plus stage show, held 2nd wk .....100
Roosevelt—**Hotel for Women** (20th-Fox), moved to Garrick for 2nd loop wk..... 90
State-Lake—**They All Come Out** (M-G-M), plus stage show ..... 90
United Artists—**Wizard of Oz** (M-G-M), held 2nd wk. .....125

### CINCINNATI

Albee—**In Name Only** (RKO), held over.....130
Capitol—**Wizard of Oz** (M-G-M), 2nd wk., held .....130
Keith's—**I Stole a Million** (Univ) .....100
Lyric—**When Tomorrow Comes** (Univ), 2nd wk..110
Palace—**The Star Maker** (Para), held .....120
Shubert—**Stanley and Livingstone** (20th-Fox), 2nd wk., held .....120

### CLEVELAND

Allen—**Stanley and Livingstone** (20th-Fox), 2nd wk. .....150
Hippodrome—**When Tomorrow Comes** (Univ)..120
Palace—**The New Adventures of Sherlock Holmes** (20th-Fox) ..... 90
State—**The Star Maker** (Para) .....100
Stillman—**The Wizard of Oz** (M-G-M), 2nd wk..130

### DALLAS

Capitol—**Hell's Kitchen** (WB), 1st part.....100
Capitol—**Island of Lost Men** (Para), 2nd part.. 80
Capitol—**Blind Alley** (Col) ..... 85
Majestic—**Our Leading Citizen** (Para); Gateway to Hollywood show on stage with Edmund Lowe, Wendy Barrie and Jesse L. Lasky ..... 90
Palace—**Wizard of Oz** (M-G-M) .....115
Rialto—**On Borrowed Time** (M-G-M) .....120
Rialto—**Chicken Wagon Family** (20th-Fox).... 85
Tower—**Stanley and Livingstone** (20th-Fox), 2nd wk. ..... 90

### DENVER

Aladdin—**Stanley and Livingstone** (20th-Fox), after a wk. at the Denver .....120
Broadway—**Wizard of Oz** (M-G-M), after a wk. at the Orpheum .....130
Denham—**The Star Maker** (Para).....180
Denver—**Winter Carnival** (UA), plus stage show .....140
Orpheum—**Lady of the Tropics** (M-G-M); **Rookie Cop** (RKO) .....110
Paramount—**Blondie Takes a Vacation** (Col); **Exile Express** (GN) .....100
Rialto—**Each Dawn I Die** (FN), after a wk. at each the Aladdin and Denver.....130

### DETROIT

Adams—**When Tomorrow Comes** (Univ), after wk. at Fox; **Panama Lady** (RKO) .....100
Fox—**Coast Guard** (Col); **Blondie Takes a Vacation** (Col) .....100
Michigan—**Each Dawn I Die** (FN), 2nd wk.; **Night Work** (Para) ..... 90
Palms State—**The Man in the Iron Mask** (UA), 2nd wk; **Naughty But Nice** (WB), 2nd wk... 85
United Artists—**The Wizard of Oz** (M-G-M)...120

### INDIANAPOLIS

Alamo—**The Man From Sundown** (Col); **Special Inspector** (Warwick) ..... 70
Apollo—**Daughters Courageous** (FN); **Naughty But Nice** (WB), 2nd wk. ..... 85
Circle—**When Tomorrow Comes** (Univ); **Forgotten Women** (Univ) .....120
Loew's—**Winter Carnival** (UA); **Miracles for Sale** (M-G-M) .....100

### KANSAS CITY

Esquire—**The Mikado** (Univ) ..... 60
Midland—**These Glamour Girls** (M-G-M); **The Man They Could Not Hang** (Col)..... 75
Newman—**The Star Maker** (Para).....135
Orpheum—**Bachelor Mother** (RKO); **The Saint in London** (RKO), 2nd wk..... 90
Tower*—**It Could Happen to You** (20th-Fox), plus stage show .....100
Uptown—Same as Esquire ..... 65
*1st wk. of reopening.

### LOS ANGELES

Chinese—**Hotel for Women** (20th-Fox); **Mr. Moto Takes a Vacation** (20th-Fox).....100
Downtown—**Each Dawn I Die** (FN) .....140
Four Star—**Four Feathers** (UA), 2nd wk.....100
Hillstreet—**In Name Only** (RKO); **Missing Daughters** (Col) .....150
Hollywood—Same as Downtown .....140
Pantages—Same as Hillstreet .....150
Paramount—**The Star Maker** (Para); **Exile Express** (GN) .....125
State—Same as Chinese .....100

### MILWAUKEE

Palace—**Frontier Marshal** (20th-Fox); **Chicken Wagon Family** (20th-Fox) .....105
Riverside—**Should Husbands Work?** (Rep); Blackstone, Magician on stage .....120
Strand—**Man in the Iron Mask** (UA); **Our Leading Citizen** (Para) .....100
Warner—**Bachelor Mother** (RKO); **I Stole a Million** (Univ) .....125
Wisconsin—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox), 2nd wk...100

### MINNEAPOLIS

Aster—**The Man They Couldn't Hang** (Col); **Forgotten Women** (Univ) ..... 90
Century—**Stanley and Livingstone** (20th-Fox), 2nd wk. ..... 90
Gopher—**These Glamour Girls** (M-G-M) .....100
Minnesota—**Should Husbands Work?** (Rep), stage show ..... 90
Orpheum—**Hotel for Women** (20th-Fox), plus stage show **(Paul Whiteman)** .....175
State—**Wizard of Oz** (M-G-M) .....125
World—**The Mikado** (Univ), 4th wk. ..... 80

### NEW HAVEN

College—**Stanley and Livingstone** (20th-Fox); **Charlie Chan in Reno** (20th-Fox), 2nd wk..130
Loew-Poli—**The Wizard of Oz** (M-G-M); **Blondie Takes a Vacation** (Col), moved to College for 2nd wk. .....125
Paramount—**The Hurricane** (UA); **Stella Dallas** (UA), reissues ..... 65
Roger Sherman—**The Old Maid** (FN); **Torchy Plays With Dynamite** (WB) .....200

### NEW ORLEANS

Center—**Magnificent Fraud** (Para) ..... 75
Globe—**Invitation to Happiness** (Para)..... 80
Liberty—**The Spellbinders** (RKO) ..... 90
Lyceum—**Hardy's Ride High** (M-G-M)..... 90
Orpheum—**Angels Wash Their Faces** (FN).....100
Saenger—**Hotel for Women** (20th-Fox) .....100
State—**Wizard of Oz** (M-G-M), 2nd wk.....150
Tudor—**Stanley and Livingstone** (20th-Fox), sub run ..... 95

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 15th wk., held .....110
Capitol—**Wizard of Oz** (M-G-M), 2nd wk., held. **Garland and Rooney** on stage.....180
Criterion—**Death of a Champion** (Para) ..... 80
Globe—**Coast Guard** (Col) .....100
Paramount—**Our Leading Citizen** (Para), plus stage show ..... 90
Radio City Music Hall—**Fifth Avenue Girl** (RKO), plus stage show .....130
Rivoli—**When Tomorrow Comes** (Univ), 2nd wk., held .....120
Roxy—**Hotel for Women** (20th-Fox), plus stage show ..... 90
Strand—**The Old Maid** (FN), 3rd wk., plus stage show .....145

### OKLAHOMA CITY

Criterion—**The Wizard of Oz** (M-G-M) .....135
Liberty—**Five Came Back** (RKO); **The Spellbinder** (RKO), 4 days ..... 90
Liberty—**Waterfront** (WB); **Way Down South** (RKO), 3 days ..... 80
Midwest—**Each Dawn I Die** (FN) .....110
Plaza—**When Tomorrow Comes** (Univ), moveover ..... 80
State—**Tidal Wave** (Rep); **Behind Prison Bars** (Col), 3 days .....100
State—**Coast Guard** (Col); **Five Little Peppers and How They Grew** (Col), 4 days .....110
Tower—**Lady of the Tropics** (M-G-M), moveover ..... 95

### OMAHA

Brandeis—**In Name Only** (RKO); **The Spellbinder** (RKO) .....150
Omaha—**The Star Maker** (Para); **Stronger Than Desire** (M-G-M) .....140
Orpheum—**When Tomorrow Comes** (Univ); **Ex-Champ** (Univ) .....120

### PHILADELPHIA

Boyd—**Wizard of Oz** (M-G-M), 2nd wk..... 80
Capitol—**Island of Lost Men** (Para), 1st wk. of 3-hr. show policy ..... 80
Earle—**These Glamour Girls** (M-G-M); return of stage shows .....110
Fox—**When Tomorrow Comes** (Univ) ..... 75
Karlton—**Hotel for Women** (20th-Fox), 2nd run ..... 85
Palace—**Andy Hardy Gets Spring Fever** (M-G-M), 3rd run ..... 90
Stanley—**Stanley and Livingstone** (20th-Fox). 90
Stanton—**I Stole a Million** (Univ) ..... 95

### PITTSBURGH

Alvin—**When Tomorrow Comes** (Univ) .....135
Fulton—(Reopening) **Second Fiddle** (20th-Fox).130
Penn—**The Wizard of Oz** (M-G-M) .....130
Stanley—**Angels Wash Their Faces** (FN)..... 80
Warner—**Four Feathers** (UA), 2nd d.t. wk....125

### PORTLAND, ORE.

Broadway—**Four Feathers** (UA); **Unexpected Father** (Univ) .....150
Liberty—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox) .....150
Mayfair—**When Tomorrow Comes** (Univ); **Miracles for Sale** (M-G-M), 3rd wk. .....100
Orpheum—**Flight at Midnight** (Rep); **Grand Jury Secrets** (Para), plus stage show, headed by Jackie Souders' orchestra .....100
Paramount—**Beau Geste** (Para); **News Is Made at Night** (20th-Fox) .....140
United Artists—**Wizard of Oz** (M-G-M), 2nd wk. .....140

### SALT LAKE CITY

Centre—**Beau Geste** (Para) .....105
Studio—**Lady of the Tropics** (M-G-M), 3rd wk..110
Utah—**Our Leading Citizen** (Para); **Undercover Doctor** (Para) .....115

### SEATTLE

Blue Mouse—**Stanley and Livingstone** (20th-Fox); **Quick Millions** (20th-Fox), 3rd wk.... 90
Fifth Avenue—**Wizard of Oz** (M-G-M), 2nd wk. 110
Liberty—**Golden Boy** (Col) .....110
Music Box—**Four Feathers** (UA) .....100
Orpheum—**Hotel for Women** (20th-Fox); **They All Come Out** (M-G-M) ..... 90
Palomar—**S. O. S. Tidal Wave** (Rep), plus stage show ..... 90
Paramount—**The Star Maker** (Para); **The Forgotten Woman** (Univ) ..... 90
Uptown—**Peg of Old Drury** (Foreign) ..... 80

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

**This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.**

### A

A Child Is Born (WB) Aug. 5.. 415
Across the Plains (Mono) June 3 3855
Adventures of Huckleberry Finn (M-G-M) Feb. 18..... 923
Adventures of Sherlock Holmes (20th-Fox) Aug. 26 ..... 005
Allegheny Frontier (RKO).....006
Andy Hardy Gets Spring Fever (M-G-M) July 15..... 944
Angels Wash Their Faces (FN) Aug. 5 ..... 367
Arizona Kid (Rep) .....
Asking for Trouble (GB).....8012
Awful Truth (Col), reissue....1072

### B

Bachelor Mother (RKO) July 1 932
Bad Lands (RKO) July 29..... 933
Beau Geste (Para) July 29.....3902
Behind Prison Gates (Col) Aug. 5 9033
Beware, Spooks! (Col).....
Blackmail (M-G-M) ..... 3
Blind Alley (Col) Apr. 29.....9016
Blondie Takes a Vacation Col) July 22 .....9010
Blue Montana Skies (Rep) May 6.844
Boy Friend (20th-Fox) May 13.. 943
Boys Reformatory (Mono) May 6 3820
Bridal Suite (M-G-M) May 27.. 937
Bulldog Drummond's Bride (Para) June 24 .....3844

### C

Calling All Marines (Rep).....
Captain Fury (UA) May 13.....
Career (RKO) July 1.....
Charlie Chan at Treasure Island (20th-Fox) Aug. 12 ..... 006
Charlie Chan in Reno (20th-Fox) June 3..... 948
Chasing Danger (20th-Fox) Jan. 7 ..... 941
Chicken Wagon Family (20th-Fox) Aug. 19 ..... 002
Cisco Kid (20th-Fox) .....
Clouds Over Europe (Col) June 10 .....9012
Coast Guard (Col) Aug. 19.....9008
Code of the Secret Service (FN) May 13 ..... 374
Colorado Sunset (Rep) Aug. 5... 846
Confessions of Nazi Spy (FN) Apr. 29 ..... 353
Conspiracy (RKO) Sept. 2..... 935
Cowboy Quarterback (FN) July 8 366
Crashing Through (Mono).....

### D

Dancing Co-ed (M-G-M)..... 3
Daughters Courageous (FN) June 24 ..... 360
Day the Bookies Wept (RKO) Sept. 9 ..... 002
Death of a Champion (Para) Sept. 2 .....3901
Desperate Trails (Univ) .....4058
Destry Rides Again (Univ).....
Disputed Passage (Para).....
Down the Wyoming Trail (Mono) June 17 .....3864
Drums Along the Mohawk (20th-Fox) ..... 015
Dust Be My Destiny (FN) Aug. 19

### E

Each Dawn I Die (FN) July.22. 356
Elsa Maxwell's Hotel for Women (20th-Fox) July 29.... 001
Escape, The (20th-Fox)..... 010
Eternally Yours (UA).....
Everything Is Rhythm (Astor).
Everything's on Ice (RKO) Sept. 9 ..... 946
Ex-Champ (Univ) May 20.....3010
Exile Express (GN) Feb. 18..... 301

### F

Fast and Furious (M-G-M).....
Fifth Avenue Girl (RKO) Aug. 26 934
Fighting Gringo (RKO) Sept. 2.. 986
First Love (Univ) .....
Five Came Back (RKO) June 10 927
Five Little Peppers (Col).....9017
Flight at Midnight (Rep) Sept. 2.9111
Flying Deuces (RKO)..... 010
Forgotten Woman (Univ) July 8..3031
Four Feathers (UA).....June 24
Frontier Marshal (20th-Fox) July 29 ..... 951
Full Confession (RKO) Aug. 26. 003

### G

Gay Nineties (Astor) .....
Geronimo (Para) .....
Girl and the Gambler (RKO) June 10 ..... 926
Girl From Mexico (RKO) May 20 928
Girl From Rio (Mono).....3825
Golden Boy (Col) Aug. 19.....9002
Good Girls Go to Paris (Col) June 24 .....9005
Goodbye, Mr. Chips (M-G-M) May 20 ..... 945
Gorilla, The (20th-Fox) May 27. 944
Gracie Allen Murder Case (Para) May 13 .....3839
Grand Jury Secrets (Para) May 20 .....3842
Green Hell (Univ) .....

### H

Hawaiian Nights (Univ) Aug. 26.
Hell's Kitchen (WB) June 24... 312
Henry Goes Arizona (M-G-M).. 2
Here I Am a Stranger (20th-Fox) ..... 009
Heritage of the Desert (Para) Mar. 25 .....3843
Hero for a Day (Univ).....
Hidden Power (Col) May 27.....1025
Hobby Family (FN) Aug. 26.... 376
Hollywood Cavalcade (20th-Fox) 007
Honeymoon in Bali (Para).....
Hotel Imperial (Para) Apr. 22..3836
House of Fear (Univ) May 20..3038
Housekeeper's Daughter(UA)....

### I

I Stole a Million (Univ) July 22..
Indianapolis Speedway (WB) July 15 ..... 315
In Name Only (RKO) Aug. 12.. 936
In Old Caliente (Rep) July 15.. 856
In Old Monterey (Rep) July 29. 847
Inside Information (Univ) June 10 .....3040
Intermezzo, A Love Story (UA) Invitation to Happiness (Para) May 20 .....3841
Irish Luck (Mono) Aug. 26....3826
Island of Lost Men (Para) July 29 .....3848
It Could Happen to You (20th-Fox) June 3 ..... 950
It's a Wonderful World (M-G-M) May 13 ..... 936

### J

Jamaica Inn (Para) July 8.....
Jones Family in Hollywood (20th-Fox) May 27..... 946
Juarez (WB) Apr. 29..... 301

### K

Kansas Terrors (Rep) .....
Kid From Kokomo (FN) May 27. 363
Konga, the Wild Stallion (Col) ..9034

### L

Lady of the Tropics (M-G-M) Aug. 12 ..... 947
Law of the Pampas (Para).....
Lost Horizon (Col) reissue.....1071
Lost Squadron (RKO) reissue.. 994
Lucky Night (M-G-M) May 6... 933

### M

Magnificent Fraud (Para) July 1.3847
Maisie (M-G-M) June 17..... 940
Man About Town (Para) June 17
Man From Sundown (Col) Aug. 5 .....9208
Man From Texas (Mono).....3865
Man in the Iron Mask (UA) July 8
Man of Conquest (Rep) Apr. 15.. 801
Man They Could Not Hang (Col) Aug. 19 .....9018
Man Who Dared (FN) Apr. 8... 375
Mickey the Kid (Rep) July 1.. 814
Mikado, The (Univ) Jan. 7....4044
Million Dollar Legs (Para) July 15 .....3846
Miracles for Sale (M-G-M) Aug. 5 946
Missing Daughters (Col) Apr. 29.9027
Mountain Rhythm (Rep) July 8. 845
Mr. Moto Takes a Vacation (20th-Fox) Nov. 19..... 952
Mr. Smith Goes to Washington (Col) .....
Mr. Wong in Chinatown (Mono) July 22 .....3807
Mutiny on the Black Hawk (Univ) June 24 .....4051
Mutiny in the Big House (Mono) 3803
My Love for Yours (Para).....
My Man Godfrey (Univ).....Reissue

### N

Nancy Drew and the Hidden Staircase (WB) Aug. 26..... 419
Nancy Drew, Trouble Shooter (WB) July 15 ..... 324
Naughty But Nice (WB) June 10 311
New Frontier (Rep) Aug. 19.... 868
News Is Made at Night (20th-Fox) July 8..... 953
Night Work (Para) Aug. 12....3849
No Place to Go (FN)..... 469
Nurse Edith Cavell (RKO) Aug. 26 ..... 001

### O

Of Human Bondage (RKO) reissue ..... 993
Oklahoma Frontier (Univ).....
Oklahoma Terror (Mono).....3856
Old Maid, The (FN) Aug. 5..... 452
On Borrowed Time (M-G-M) July 8 ..... 942
$1,000 a Touchdown (Para).....
Only Angels Have Wings (Col) May 20 .....9001
Our Leading Citizen (Para) Aug. 5
Out of Singapore (Astor).....
Outpost of the Mounties (Col)..1201
Outside These Walls (Col) June 3 .....9031
Overland Mail (Mono) .....3857

### P

Pack Up Your Troubles (20th-Fox) ..... 014
Panama Lady (RKO) May 13... 925
Panama Patrol (GN) Feb. 25.... 314
Parents on Trial (Col) July 8...9032

### Q

Quick Millions (20th-Fox) Aug. 5 004

### R

Racketeers of the Range (RKO) May 20 ..... 984
Rains Came, The (20th-Fox).... 001
Range War (Para) Aug. 12....3954
Real Glory, The (UA).....
Renegade Trail (Para) July 29..3859
Riders of the Frontier (Mono) Sept. 9 .....3863
Rio (Univ) .....
Rose of Washington Square (20th-Fox) May 13 ..... 942

### S

Sabotage (Rep) .....
Saint in London (RKO) July 1.. 929
Scandal Sheet (Col) .....
Scouts of the Air (Mono).....3816
Second Fiddle (20th-Fox) July 8
She Married a Cop (Rep) July 1 815
Shipyard Sally (20th-Fox)..... 018
Should a Girl Marry? (Mono) Aug. 5 .....3823
Should Husbands Work? (Rep) July 22 ..... 816
Singing Cowgirl (GN) June 3..WI-3
Six Gun Rhythm (GN) Feb. 18 WI-19
Sky Pilot (Mono) .....
6,000 Enemies (M-G-M) June 3.. 938
Smuggled Cargo (Rep) Aug. 26. 825
Some Like It Hot (Para) May 13 3837
Sorority House (RKO) Apr. 22.. 924
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
Stanley and Livingstone (20th-Fox) Aug. 5 ..... 003
Star Maker (Para) Aug. 19.....3851
Stolen Life (Para) Apr. 29.....3864
Stop, Look and Love (20th-Fox) Sept. 2 ..... 008
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sun Never Sets, The (Univ) June 10 .....3009
Susannah of the Mounties (20th-Fox) June 17 ..... 954

### T

Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Television Spy (Para).....
Tell No Tales (M-G-M) May 20. 935
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Those High Grey Walls (Col)..
Three Texas Steers(Rep)June 24 866
Three Sons (RKO)..... 004
Thunder Afloat (M-G-M)..... 4
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Torchy Plays With Dynamite (WB) Aug. 5 ..... 326
Torchy Runs for Mayor (WB) Apr. 1 ..... 322
Tower of London (Univ).....
Tropic Fury (Univ) .....
Trapped in the Sky(Col)Feb. 18.9024
Tumbleweeds (Astor) May 27...
Two Bright Boys (Univ).....
20,000 Men a Year (20th-Fox).. 013

### U

U-67 (Astor) .....
Undercover Doctor (Para) May 27 .....3840
Underpup (Univ) Sept. 2.....
Unexpected Father (Univ)...July 22
Union Pacific (Para) May 6...3835
Unmarried (Para) May 27.....3838

### W

Wall Street Cowboy (Rep) Sept. 9 ..... 857
Ware Case, The (20th-Fox) July 29 .....8014
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
What a Life (Para).....
When Tomorrow Comes (Univ) Aug. 19 .....3003
Winter Carnival (UA) July 22...
Wizard of Oz (M-G-M) Aug. 19. 949
Wolf Call (Mono) May 27.....3813
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) Sept. 2... 1
Wyoming Outlaw (Rep) July 15..867

### Y

You Can't Get Away With Murder (FN) Jan. 28 ..... 364
Young Mr. Lincoln (20th-Fox) June 10.....947

### Z

Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date Is National Release, 1939, Unless Otherwise Specified.

Indicates short of the week.

Indicates color.

# SHORTS

## Columbia

### ALL-STAR COMEDIES

A Star Is Shorn (17)....Apr. 21, '39
Boom Goes the Groom (17½).....Mar. 24, '39
Mutiny on the Body (17).....Feb. 10, '39
Now It Can Be Sold (17).June 2, '39
Pest From the West (..)....June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Swing You Swingers (18).....Jan. 20, '39
With Andy Clyde.
The Chump Takes a Bump (18).....May 5, '39
The Sap Takes a Wrap (15½).....Mar. 10, '39
Trouble Finds Andy Clyde (18).....July 28
Mooching Through Georgia (..).....Aug. 11

### COLOR RHAPSODIES

Crop Chasers (..).....Sept. 22
Happy Tots (7).....Mar. 31
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7).....Aug. 11
Lucky Pigs (7).....May 26
Mountain Ears (..).....Oct. 20
Nell's Yells (7).....June 30
Peaceful Neighbors (8)..Feb. 26, '39
The Gorilla Hunt (8)....Feb. 24, '39
The House That Jack Built (7).....Apr. 14, '39

### COLUMBIA TOUR

Big Town Commuters (9) Feb. 3, '39
Holland (Andre de la Varre Productions) (..).....Sept. 15
Man Made Island (Frisco Fair) (10).....May 26
Sojourn in India (..).....July 7
Morocco (10).....Aug. 11

### COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 7 Parade of Hits (9).Mar. 24, '39
No. 8 Strauss Waltzes (11).....Apr. 21, '39
No. 9 Songs of the West (10).....May 19, '39
No. 10 Songs of Romance (..) June 16
Third Series
No. 5 Friendship Songs (10).....Jan. 27, '39
No. 6 Moon Songs (10)....Feb. 24, '39

### FABLES CARTOON

Little Lost Sheep (..).....Oct. 6

### FOOLS WHO MADE HISTORY

No. 1 Charles Goodyear (..)..Aug. 25
No. 2 Elias Howe (..).....Oct. 6

### HAPPY HOUR

No. 1 (10½).....Feb. 22
No. 2 (10½).....Mar. 23
No. 3 (11).....Apr. 21

### KRAZY KAT

Golf Chumps (7).....Apr. 6, '39
Krazy's Bear Tale (7)....Feb. 17, '39
Krazy's Shoe Shop (6)....May 12, '39

### MUSIC HALL VANITIES (New series)

A Night in a Music Hall (10½).....Jan. 20, '39
A Night at the Troc (10)..Mar. 2,'39
Montmarte Madness (10½)...June 30
Yankee Doodle Home (10).....May 19, '39

### PHANTASIES CARTOON

The Charm Bracelet (..)....Sept. 1

### PICTUREGRAPH

No. 1 (..).....Jan. 15, '39

### SCRAPPY CARTOONS

A Worm's Eye View (7)..Apr. 28, '39
Scrappy's Added Attraction (6).....Feb. 3, '39
Scrappy's Rodeo (6).....June 2
Scrappy's Sideshow (7)....Mar. 3,'39

### SCREEN SNAPSHOTS (Series 17)

No. 1 (..).....Sept. 15
No. 2 (..).....Oct. 20
No. 5 (9).....Jan. 13, '39
No. 6 (10½).....Feb. 17, '39
No. 7 (10).....Mar. 17, '39
No. 8 (9½).....Apr. 8, '39
No. 9 (10).....May 12
No. 10 (10).....May 26
No. 11 (10).....June 29
No. 12 (10).....July 28

### SPORT REELS

Bows and Arrows (..).....Sept. 29
Diving Rhythm (10).....May 5, '39
Get Ready Navy (10).....Jan. 6, '39
Jockeys Up (10½).....June 2
Navy Champions (9½).....Mar. 17
Odd Sports (10).....Feb. 10
Technique of Tennis (8½)....June 30
There Goes Rusty (10½).....July 15
Big Fish (10).....Aug. 18

### THREE STOOGES COMEDIES

A Ducking They Did Go (16½).....Apr. 7, '38
Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Saved by the Belle (17).....June 30
Three Little Sew and Sews (16).....Jan. 6, '39
We Want Our Mummy (17).....Feb. 24, '39
Yes, We Have No Bonzana (16).....May 19, '39

### WASHINGTON PARADE

No. 2 Inside the White House (11).....Feb. 21, '39
No. 3 Inside the Capitol (10).....May 26, '39
No. 4 Library of Congress (10).....Aug. 4

## Grand National

### CAVALCADE OF STUFF

No. 1 (10).....Jan. 6
Col. Stoopnagle.
No. 2 (10).....Jan. 20

## M-G-M

### CRIME DOESN'T PAY

Help Wanted (21).....June 10
Money to Loan (21).....Mar. 11, '39
While America Sleeps (21).....Apr. 15, '39

### FITZPATRICK TRAVELTALKS In Technicolor

Ancient Egypt (9).....Jan. 21, '39
Colorful Curacao (9).....May 27
Glimpses of Australia (9)...Apr. 15
Imperial Delhi (8).....Feb. 18
Java Journey (10).....Mar. 18
Picturesque Udaipur (8)..May 13, '39
Rural Hungary (9).....Apr.29, '39

### MINIATURES

Hollywood Hobbies (10)..May 13, '39
Ice Antics (9).....Feb. 11
Love on a Tap (11).....Mar. 18, '39
Prophets Without Honor (11).....May 20, '39
The Greener Hills (11)...May 27, '39

### MUSICAL COMEDIES

Happily Buried (20).....Apr. 15, '39
Somewhat Secret (21)...Mar. 25, '39

### M-G-M CARTOONS (New Series)

Art Gallery (9) Technicolor...May 13
Goldilocks and the Three Bears (11).....July 15
Jitterbug Follies (9).....Feb. 25, '39
Little Gold Fish (8)...Apr. 15, '39
Mama's New Hat (9).....Feb. 11
The Bear That Couldn't Sleep (9) Technicolor.....June 10
Wanted No Master (8)...Mar. 18, '39

### M-G-M NEWS OF THE DAY

Released twice weekly.

### OUR GANG COMEDIES

Alfalfa's Aunt (11).....Jan. 7
Auto Antics (10).....July 22
Clown Princess (10).....Apr. 15, '39
Cousin Wilbur (10).....Apr. 29, '39
Dog Daze (11).....July 1
Duel Personalities (10)..Mar. 11, '39
Joy Scouts (10).....June 24
Tiny Troubles (10).....Feb. 18

### PASSING PARADE (New Series)

Angel of Mercy (10).....May 20, '39
Giant of Norway (11) Sepia.June 24
New Roadways (10).....Jan. 28
Story of Alfred Noble (11)..Feb. 18
Story That Couldn't Be Printed (11).....July 22
The Story of Dr. Jenner (10).Mar. 18
Yankee Doodle Goes to Town (11) Sepia.....June 17

### PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Double Diving (10).....Jan. 14
Heroes at Leisure (10).....Feb. 11
Marine Circus (9).....Mar. 11, '39
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20, '39
Take a Cure (Sepia) (9).....Aug. 12
Weather Wizards (9).....Apr. 8, '39

### ROBERT BENCHLEY

An Hour for Lunch (9)..Mar. 18, '39
Dark Magic (10).....May 13
Home Early (9).....May 27
How to Eat (10).....June 10
How to Sublet (8).....Jan. 28, '39

## Paramount

### BETTY BOOP CARTOONS

Musical Mountaineers (7).May 12, '39
My Friend the Monkey (7).....Jan. 20, '39
Rhythm on the Reservation (7).....July 7
So Does an Automobile (7)..Mar. 31
The Scared Crows (7)....June 9, '39
Yip Yip Yippy (7).....Aug. 11

### COLOR CLASSICS

Always Kickin' (7).....Jan. 27, '39
Small Fry (7).....Apr. 21, '39
The Barnyard Brat (Technicolor) (7).....June 30

### COLOR CRUISES (New Series in Cinecolor)

Ecuador (Cinecolor) (10)....Sept. 1
Jamaica (10).....May 26
Land of Inca Memories (10)..Jan. 27
Republic of Panama (9)....Mar. 24

### HEADLINER

A Song Is Born (10)..Jan. 6, '39
Artie Shaw's Class in Swing (10).....Sept. 8
The Champagne Music of the Lawrence Walk (10).....Mar. 3
Lawrence Walk and his Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Music Through the Years (11).....Feb. 3, '39
Jan Garber and Orchestra.
Paramount Presents Hoagy Carmichael (10).....May 5, '39
With Jack Teagarden and his orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Tempo of Tomorrow (10)..June 2, '39
Richard Himber and his orchestra.
Three Kings and a Queen (11).....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS

Released twice weekly.

### PARAGRAPHICS

Breaking the News (19).....Aug. 25
Circus Co-Ed (10).....Mar. 10
Farewell Vienna (10).....June 23
Fisherman's Pluck (10)..Apr. 14, '39
Swans (10).....May 19, '39
That's Africa (10).....Feb. 10
Unfinished Symphony (10)...Jan. 13

### PARAMOUNT PICTORIAL

No. 6 (10).....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
No. 7 (10).....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
No. 8 (10).....Mar. 3
No. 9 (10).....Apr. 7,'39
Sea police, animals after dark, fashions.
No. 10 (11).....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
No. 11 (10).....June 2, '39
Three stories about water.
No. 12 (10).....July 14

### POPEYE CARTOONS

Aladdin and His Wonderful Lamp (22).....Apr. 7, '39
Customers Wanted (7).....Jan. 27
Ghosks Is the Bunk (7)..June 16, '39
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28, '39
Leave Well Enough Alone (7).....Apr. 28
Wotta Nitemare (7).....May 19, '39

### POPULAR SCIENCE (In Cinecolor)

No. 3 (10).....Jan. 6, '39
No. 4 (10).....Mar. 10
No. 5 (11).....May 12, '39
No. 6 (11).....Aug. 4
Popular Sciences No. J9-1 (Cinecolor) (11).....Sept. 15

### GRANTLAND RICE SPORTLIGHTS

Death Valley Thrills (10)..June 9, '39
Diamond Dust (10).....May 12, '39
Frolicking Frogs (10).....Dec. 23
Hijinks with trained frogs including a jumping contest.
Good Skates (10).....Apr. 14, '39
Ice skating with champions.
Hold Your Breath (10).....Feb. 17
Depicting a novel underwater track meet.
Hydro-Maniacs (10).....Sept. 1
The Sporting Irish (10).....Mar. 17
Sports in Ireland.
Two Boys and a Dog (10).Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
Watch Your Step (10).....July 7

### UNUSUAL OCCUPATIONS (In Color)

No. 4 (10).....Feb. 3, '39
No. 5 (10).....Apr. 14, '39
No. 6 (Cinecolor) (10)....June 16, '39

## RKO Radio

### DISNEY CARTOONS

Autograph Hound, The (8)...Sept. 1
Beach Picnic (8).....June 9, '39
Donald's Cousin Gus (7)..May 19, '39
Donald's Lucky Day (8)..Jan. 13, '39
Donald's Penguin (8).....Aug. 11
Goofy and Wilbur (8).....Mar. 17
Practical Pig (8).....Feb. 24, '39
Sea Scouts (8).....June 30
Society Dog Show (8).....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
The Pointer (8).....July 21

**The Hockey Champ (7)..Apr. 7, '39**
**The Ugly Duckling (9).....Apr. 7**

**EDGAR KENNEDY COMEDIES**

**Baby Daze (15).....May 19, '39**
**Clock Wise (16) .....Mar. 24**
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.
**Feathered Pests (16) .....July 28**
**Maid to Order (18).....Jan. 27, '39**
Edgar tries to marry his father-in-law off with amusing complications.

**HEADLINER COMEDIES**

**Swing Vacation (19).....Feb. 24, '39**
**Sales Slips (17) .....July 21**

**LEON ERROL COMEDIES**

**Crime Rave (18).....Jan. 13, '39**
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20).....Mar. 10, '39**
**Moving Vanities (17).....May 5, '39**
**Ring Madness (19).....June 30, '39**

**MARCH OF TIME**

**No. 6 (18) .....Jan. 20, '39**
The State of the Nation.
**No. 7 (19) .....Feb. 17**
Young America and Mexico's New Crisis.
**No. 8 (18) .....Mar. 17, '39**
**No. 9 (19) .....Apr. 14, '39**
Japan. Master of the Orient.
**No. 10 (20) .....May 12**
Dixie—The nation's number one problem.
**No. 11 (19) .....June 9**
War, Peace and Propaganda.
**No. 12 (22) .....July 7**
The Movies March On.
**No. 13 (18) .....Aug. 4**
Metropolis—1939.

**NU-ATLAS MUSICALS**

**Arcade Varieties (11) ....May 12, '39**
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Hello Mama (11) .....Apr. 14, '39**
George Jessel, Four Eton Boys, Frieda Sullivan.
**Readin, Ritin and Rhythm (10) .....Feb. 17, '39**
**Samovar Serenade (10).....Mar. 17**
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10).....Jan. 20, '39**
The Rimacs, Rosita Ortego, Sisters Virginia.

**PATHE NEWS**

Released twice weekly

**PATHE PARADE ('36-'37 releases)**

**RADIO FLASH COMEDIES**

**Dog-Gone (16) .....Apr. 21, '39**
**Marriage-Go-Round (18).....July 28**
**Plumb Crazy (16).....Feb. 3**
Pat C. Flick as a plumber causes considerable commotion on a job.

**PATHE SPORTSCOPE**

**Big Leaguers (9) .....Apr. 21, '39**
The Chicago Cubs get ready for the pennant chase.
**Bow Strings (9) .....Jan. 27, '39**
Archery.
**Devil Drivers (9) .....June 16, '39**
**Kennel Kings (9) .....Aug. 11**
**Riding the Crest (9).....July 14, '39**
Surfboard riding at Waikiki beach.
**Smooth Approach (9)....May 19, '39**
The golfers show how it's done.
**Snow Falls (9) .....Feb. 24**
A ski picture that's different.

**RAY WHITLEY WESTERNS**

**(New Series)**

**Sagebrush Serenade (19).June 16, '39**
**Ranch House Romeo (17)....Apr. 7**

**REELISMS (New Series)**

**Air Waves (10).....Mar. 10**
**Gold (9) .....Feb. 10**
**Pack Trip (9) .....Aug. 18**
**Pilot Boat (9) .....Feb. 3, '39**
**Soldiers of the Sea (9)...Apr. 7, '39**
**Swinguet (8) .....May 26, '39**
**Television (9) .....May 5, '39**
**World of Tomorrow (9).....June 23**
**Zoo (9) .....July 21**

**TWO-REEL SPECIAL**

**Five Times Five (19).....July 21**
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

# 20th Century-Fox

**ADVENTURES OF A NEWS CAMERAMAN**

**Conquering the Colorado (11) Aug. 18**
**Daily Diet of Danger (10) Jan. 6, '39**
**Filming the Fleet (..) .....Oct. 27**
**Sand Hogs (10).....May 12**

**ED THORGERSEN-SPORTS**

**Big Game Fishing (..).....Sept. 1**
**Hunting Dogs (11).....Mar. 3, '39**
**Inside Baseball (11) .....**
**Sand Hogs (10) .....May 12**
**Shooting for Par (10).....Jan. 6**
**Sports Immortals (11) .....June 23**

**FATHER HUBBARD'S ALASKAN ADVENTURES**

**Birthplace of Icebergs (11)..Aug. 4**

**FASHIONS**

**Fashion Forecasts No. 1 (..) .....Sept. 15**
**Fashion Forecasts, No. 3 (11) .....Mar. 31, '39**
**Fashion Forecast No. 4 (..)..July 7**

**FOX MOVIETONE NEWS**
Released twice weekly.

**LEW LEHR AND HIS DRIBBLE PUSS PARADE**

**Monkeys Is the Craziest People (..) .....Sept. 29**
**Muscle Maulers (11) .....April 14**
**What Every Inventor Should Know (10) .....Jan. 20, '39**

**LOWELL THOMAS MAGIC CARPET**

**Good Neighbors (..) .....May 26**
**Isle of Pleasure (11).....Feb. 3, '39**
**Mystic Siam (10).....Mar. 17, '39**
**Tempest Over Tunis (11) ....June 9**
**The Evergreen Empire (..)..Oct. 13**
**Viking Trail (10).....Feb. 17, '39**

**TERRY-TOONS**

**A Bully Romance (..).....June 16**
**Africa Squawks (7) .....June 30**
**Barnyard Baseball (7) .....July 14**
**Barnyard Egg-Citement (Technicolor) (11) .....May 5**
**Frozen Feet (7).....Feb. 24**
**Gandy Goose in G-Man Jitters (7) .....Mar. 10**
**Hook, Line and Sinker (..).Sept. 8**
**Nick's Coffee Pot (7) .....May 19**
**Nutty Network (7) .....Mar. 24**
**One Gun Gary in the Nick of Time (7) .....Jan. 27**
**Sheep in the Meadow (..)...Sept. 22**
**The Cuckoo Bird (7) .....April 7**
**The Golden West (7) .....Aug. 25**
**Their Last Bean (7) .....April 21**
**The Old Fire Horse (..) ....July 28**
**The Orphan Duck (..).....Oct. 6**
**The Owl and the Pussycat (7) .....Jan. 13, '39**
**The Prize Guest (7).....June 2**
**The Three Bears (6) .....Feb. 10**
**Two Headed Giant (7).....Aug. 11**

# Universal

**LANTZ CARTUNES**

**Charlie Cuckoo (..) .....Apr. 24**
**Little Tough Mice (7).....Mar. 13**
**One Armed Bandit (7).....Mar. 27**
**Stubborn Mule (7).....July 31**
**Slap Happy Valley (..).....Aug. 21**
**Silly Superstition (..).....Aug. 28**

**GOING PLACES WITH GRAHAM MCNAMEE**

**No. 59 (9) .....Jan. 30, '39**
**No. 60 (10) .....Feb. 20, '39**
**No. 61 (9) .....Mar. 13**
**No. 62 (9) .....Apr. 10, '39**
**No. 63 (9) .....May 15, '39**
**No. 64 (9) .....June 26, '39**
**No. 65 (9) .....July 17**
**No. 66 (10) .....Sept. 25**
**No. 67 (..) .....Oct. 16**

**MENTONE PRODUCTIONS**

**Bank Notes (19) .....Mar. 15**
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17) .....Apr. 12**
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)....July 12, '39**
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Nautical Knights (19)....Jan. 11, '39**
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Pharmacy Follies (18)....May 17, '39**
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**Swing Sanatorium (18).....June 14**
Dorothy Stone-Charles Collins.
**With Best Dishes (17).....Aug. 9**
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

**OSWALD CARTOONS**

**The Big Cat and the Little Mousie (7) .....Aug. 15**

**WALTER LANTZ CARTUNES**

**Arabs with Dirty Fezzes (7) ..... (..) .....July 31**
**Bird on Nellie's Hat.....June 19**
**Bola Mola Land (7) ....May 29, '39**
**Charlie Cuckoo (7).....Apr. 30, '39**
**Crack Pot Cruise (7)....Apr. 10, '39**
**Magic Beans (7) .....Feb. 13**
**Nellie of the Circus (7)...May 8, '39**
**Snuffy's Party (7) .....Aug. 7**
**The Birth of a Toothpick (7) .....Feb. 27**

**STRANGER THAN FICTION**

**No. 58 (9) .....Jan. 2**
**No. 59 (9) .....Feb. 6**
**No. 60 (9) .....Mar. 6**
**No. 61 (9) .....Apr. 3**
**No. 62 (9) .....May 1, '39**
**No. 63 (9) .....June 5, '39**
**No. 64 .....July 3**
**No. 65 (9) .....Aug. 7**
**No. 66 (..) .....Sept. 18**
**No. 67 (..) .....Oct. 9**

**TWO REEL MUSICALS**

**Boy Meets Joy (17).....Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
**Swing Hotel (..) .....Oct. 18**

**TWO REEL SPECIAL**

**March of Freedom (21).....Sept. 6**

**UNIVERSAL NEWS**
Released twice weekly.

# Vitaphone

**BROADWAY BREVITIES**

**A Fat Chance (..) .....Mar. 25**
**A Swing Opera (..).....July 22, '39**
**Broadway Buckaroo (20) June 3, '39**
**Home Cheap Home (..) .....Mar. 18**
**Projection Room (..) .....Mar. 4**
**Rollin' in Rhythm (..).....Apr. 15**
**Seeing Spots (20) .....Apr. 29, '39**
**Sophomore Swing (20).....Jan. 21**
**Small Town Idol (20).....Feb. 11**
**Sundae Serenade (20).....Feb. 25**
**You're Next to Closing (20) .....May 13, '39**
**Wardrobe Girl (..).....June 17, '39**

**THE COLOR PARADE (New Series)**

**For Your Convenience (10) .....May 20, '39**
**Mechanix Illustrated No. 2 (10) .....Jan. 7, '39**
**Mechanix Illustrated, No. 3 (10) .....Feb. 25**
**Mechanix Illustrated No. 4.Apr. 22,'39**
**Mechanix Illustrated No. 5 (..) .....June 10, '39**
**Modern Methods (..)...July 15, '39**
**Points on Pointers (9) .....Jan. 28**
**The Roving Camera (10).Mar. 25, '39**

**LOONEY TUNES CARTOONS**

**Chicken Jitters (7).....Apr. 1**
**It's an Ill Wind (7).....Jan. 28**
**Polar Pals (..).....June 3, '39**
**Porky and Teabiscuit (7) Apr. 22, '39**
**Porky's Movie Mystery (7)..Mar. 11**
**Porky's Picnic (..).....July 15, '39**
**Porky's Tire Trouble (7).....Feb. 18**
**The Lone Stranger and Porky (7) .....Jan. 7, '39**
**Christopher Columbus jr. (7) .....May 13, '39**
**Scalp Trouble (..).....June 24, '39**
**Wise Quack (..).....Aug. 5, '39**

**MELODY MASTERS**

**Artie Shaw and Orchestra (10) .....Apr. 29, '39**
**Blue Barron & Orch. (10) .Jan. 21, '39**
**Clyde Lucas & Orch. (10)..Jan. 7, '39**
**Clyde McCoy & Orchestra (10) .....Mar. 18**
**Dave Apollon and His Orchestra (11) .....Dec. 24**
**Dave Apollon and Orchestra (..) .....Apr. 8**
**Jerry Livingston & Orchestra (10) .....Feb. 4**
**Larry Clinton & Orchestra (10) .....May 20, '39**
**Leith Stevens & Orch. (..).....June 10, '39**
**Rita Rio & Orch (..)...July 1, '39**
**Russ Morgan & Orchestra (11) .....Feb. 25**
**Will Osborne & Orch. (..).....July 22, '39**

**MERRIE MELODIES (In Color)**

**A Day at the Zoo (7).....Mar. 11**
**Bars and Stripes Forever (7) .Apr. 8**
**Believe It or Else (..)..June 3, '39**
**Count Me Out (7).....Dec. 17**
**Daffy Duck and the Dinosaur (7) .....Apr. 22, '39**
**Dangerous Dan McFoo (..).....July 15, '39**
**Dog Gone Modern (7)....Jan. 14, '39**
**Goldrush Daze (7) .....Feb. 25**
**Ham-Ateur Night (7)....Jan. 28, '39**
**Naughty But Mice (7) ..May 20, '39**
**Old Glory (..).....July 1, '39**
**Prest-O Change-O (7).....Mar. 25**
**Robinhood Makes Good (7)...Feb. 11**
**Snow Man's Land (..)..July 29, '39**
**Thugs With Dirty Mugs (7) .May 6, 39**

**TECHNICOLOR**

**Bill of Rights (..).....Aug. 12, '39**
**Lincoln in the White House (21) .....Feb. 11, '39**
**Quiet Please (..).....July 1, '39**
**Sons of the Plains (19)..July 30, '38**
Mauch Twins, Rosella Towns.
**Sons of Liberty (20).....May 20, '39**
**Swingtime in the Movies (20) .....Jan. 7, '39**
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

**SPECIALS (New Series) Tech.**

**The Master's Touch (10)....Feb. 18**

**VITAPHONE VARIETIES**

**Crawfords at Home (..)..Apr. 15, '39**
**Dean of the Pasteboards (10) .....May 27**
**Gadgeteers (10) .....Feb. 18**
**Tax Trouble (10).....Mar. 18, '39**
**Ski Girl (10).....Jan. 14, '39**
**Witness Trouble (..)...July 29, '39**

**TRUE ADVENTURES (By Floyd Gibbons)**

**A Minute From Death (11)...Mar. 4**
**Chained (..) .....Apr. 1**
**Haunted House (..).....June 3, '39**
**High Peril (12) .....Feb. 18**
**Lives in Peril (..).....July 7, '39**
**The Human Bomb (12)...Jan. 7, '39**
**Three-Minute Fuse (..).July 29, '39**
**Voodoo Fires (11) .....May 6**

# SERIALS

**COLUMBIA**

**Flying G-Men .....Jan. 28, '39**
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.
**Mandrake the Magician...May 6, '39**
12 chapters.
**Secret of Treasure Island...Mar. 17**
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**REPUBLIC**

**Daredevils of the Red Circle 12 Chapters .....June 10 '39**
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.
**Dick Tracy's G-Men .....Sept. 2**
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.
**Lone Ranger Rides Again.Feb. 25, '39**
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

**UNIVERSAL**

**Buck Rogers .....Apr. 11, '39**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
**Oregon Trail (15 chapters)....July 4**
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
**Scouts to the Rescue.....Jan. 17, '39**
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

| | MAY 6 | MAY 13 | MAY 20 | MAY 27 | JUNE 3 | JUNE 10 |
|---|---|---|---|---|---|---|
| COLUMBIA | [4] Drama **9031**<br>**Outside These Walls** (61)<br>D. Costello-M. Whalen<br>R—June 3 | [11] Action Drama **9016**<br>**Blind Alley** (71)<br>C. Morris-A. Dvorak<br>R—Apr. 29 | | [25] Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>[22] Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | [1] Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>[1] Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | |
| GRAND NAT'L | | [13] Drama **301**<br>**Exile Express** (70)<br>Anna Sten-Alan Marshal<br>R—Feb. 18<br>[13] Western **WI-19**<br>**Six Gun Rhythm** (57)<br>Tex Fletcher-J. Barclay<br>R—Feb. 18 | [20] Action Drama **314**<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | | [31] Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | |
| M-G-M | [5] Comedy **933**<br>**Lucky Night** (82)<br>Myrna Loy-Robert Taylor<br>R—May 6 | [12] Action Drama **935**<br>**Tell No Tales** (69)<br>Melvyn Douglas<br>Louise Platt<br>R—May 20 | [19] Comedy **936**<br>**It's a Wonderful World** (86)<br>C. Colbert-J. Stewart<br>R—May 13 | [26] Comedy **937**<br>**Bridal Suite** (69)<br>(For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | [9] Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 |
| MONOGRAM | [1] Action Drama **3820**<br>**Boys Reformatory** (61)<br>Frankie Darro<br>R—May 6 | | [18] Western **3864**<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | [22] Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | [1] Western **3855**<br>**Across the Plains** (53)<br>(For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | [10] Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 |
| PARAMOUNT | [5] Outdoor Drama **3835**<br>◐◎**Union Pacific** (137)<br>Barbara Stanwyck<br>Joel McCrea<br>R—May 6 | [12] Drama **3836**<br>**Hotel Imperial** (80)<br>I. Miranda-R. Milland<br>R—Apr. 22 | [19] Musical **3837**<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | [26] Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>[26] Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | [2] Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | [9] Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan-J. C. Naish<br>R—May 27 |
| REPUBLIC | [5] Western **844**<br>**Blue Montana Skies** (56)<br>Gene Autry-June Storey<br>R—May 6 | [15] Western **866**<br>**Three Texas Steers** (59)<br>The Three Mesquiteers<br>R—June 24 | [15] Outdoor Spectacle **801**<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>[18] Western **855**<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | [27] Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | [2] Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>R. Byrd-K. Sutton<br>R—June 3 | [9] Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry-S. Burnette<br>R—July 8 |
| RKO RADIO | [5] Comedy Drama **924**<br>**Sorority House** (63)<br>Anne Shirley-J. Ellison<br>R—Apr. 22 | [12] Melodrama **925**<br>**Panama Lady** (65)<br>L. Ball-A. Lane<br>R—May 13 | | [26] Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | [2] Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | |
| 20TH-FOX | [5] Action Drama **941**<br>**Chasing Danger** (60)<br>Preston Foster<br>Lynn Bari<br>R—Jan. 7 | [12] Musical **942**<br>**Rose of Washington Square** (86)<br>Alice Faye<br>Tyrone Power<br>Al Jolson<br>R—May 13 | [19] Comedy **943**<br>**Boy Friend** (70)<br>J. Withers-A. Whelan<br>R—May 13 | [26] Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | [2] Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | [9] Drama **947**<br>◐**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 |
| UNITED ARTS. | | | | [26] Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | |
| UNIVERSAL | | | [19] Action Drama **3010**<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | [26] Action Drama **3040**<br>**They Asked for It** (61)<br>B. Lundigan-J. Hodges<br>R—July 8 | [2] Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>[2] Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | [9] Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>[2] Mystery **Reissue**<br>**Old Dark House** (71) |
| WARNER-F.N. | [6] Action Drama **FN353**<br>**Confessions of a Nazi Spy** (102)<br>Edw. G. Robinson<br>Lya Lys<br>R—Apr. 29 | [13] Action Drama **WB322**<br>**Torchy Runs for Mayor** (60)<br>Glenda Farrell<br>Barton MacLane<br>R—April 1 | [20] Action Drama **FN364**<br>**You Can't Get Away With Murder** (78)<br>H. Bogart-Gale Page<br>R—Jan. 28 | [27] Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>R. Reagan-R. Towne<br>R—May 13 | [3] Comedy Drama **FN375**<br>**Man Who Dared** (60)<br>(For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | [10] Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 |
| MISCELLANEOUS | | | | | [2] Comedy **Astor**<br>**Gay Nineties** (64) | [9] Western **Astor**<br>**Tumbleweeds** (82), **reissue**<br>Wm. S. Hart<br>R—May 27 |

| NOVEMBER, 1939 | | | | | | |
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| DECEMBER, 1939 | | | | | | |
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| JANUARY, 1940 | | | | | | |
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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JUNE 17 | JUNE 24 | JULY 1 | JULY 8 | JULY 15 | JULY 22 |
|---|---|---|---|---|---|
| 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama **9012**<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>L. Olivier-V. Hobson<br>R—June 10 | 29 Drama **9032**<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy **9005**<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western **9208**<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama **9025**<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 | 20 Comedy **9010**<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 |
| | | | | | |
| 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama **941**<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama **942**<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama **943**<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy **944**<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 |
| | | 1 Action Drama **3814**<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | | 21 Western **3865**<br>**Man From Texas** (60)<br>Tex Ritter<br>R—Aug. 12 |
| 16 Drama **3841**<br>**Invitation to Happiness** (99)<br>I. Dunne-F. MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama **3844**<br>**Bulldog Drummond's Bride** (57)<br>J. Howard-H. Angel<br>R—June 24 | 7 Musical **3845**<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music **3846**<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama **3847**<br>**Magnificent Fraud** (78)<br>Akim Tamiroff-L. Nolan<br>Patricia Morison<br>R—July 1 |
| | 23 Western **856**<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western **867**<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 | | 3 Drama **814**<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy **815**<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | |
| 16 Melodrama **926**<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>S. Duna-L. Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama **929**<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western **985**<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama **930**<br>**Career** (78)<br>Anne Shirley<br>Edw. Ellis<br>R—July 1 | 14 Drama **993**<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama **994**<br>**Lost Squadron**(79)reissue<br>Joel McCrea-Richard Dix | 21 Musical **947**<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 |
| 16 Melodrama **948**<br>**Charlie Chan in Reno** (71)<br>S. Toler-Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama **950**<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama **952**<br>**Mr. Moto Takes a Vacation** (65)<br>P. Lorre-V. Field<br>R—Nov. 19 | 14 Musical Comedy **949**<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama **953**<br>**News Is Made at Night**(71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama **8014**<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 |
| | | | | | |
| | | 30 Melodrama **3038**<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama **3031**<br>**Forgotten Woman** (68)<br>Sigrid Gurie-Don. Briggs<br>R—July 8 | 14 Comedy **3008**<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama **3007**<br>**I Stole a Million** (78)<br>George Raft-C. Trevor<br>R—July 22 |
| 17 Com. M-Drama **WB324**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama **FN363**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music **WB311**<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama **WB312**<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama **WB325**<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama **FN360**<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 |
| 16 Musical **Astor**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale | | 2 Drama **Astor**<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | |

COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| MARCH, 1940 | | | | | | |
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| JULY 29 | AUGUST 5 | AUGUST 12 | AUGUST 19 | AUGUST 26 | SEPTEMBER 2 |
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| **COLUMBIA** | | | | | |
| 28 Action Drama **9033**<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells | 4 Action Drama **9008**<br>**Coast Guard** (72)<br>Randolph Scott<br>Frances Dee<br>R—Aug. 19 | | 17 Melodrama **9018**<br>**Man They Could Not Hang** (64)<br>Boris Karloff<br>R—Aug. 19 | 22 Comedy Drama **9017**<br>**Five Little Peppers** (60)<br>Edith Fellows | 30 Wild Horse **9034**<br>**Konga, the Wild Stallion** (65) |
| **GRAND NAT'L** | | | | | |
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| **MGM** | | | | | |
| 28 Drama **945**<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama **946**<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 | 11 Drama **947**<br>**Lady of the Tropics** (91)<br>Hedy LaMarr<br>Robt. Taylor<br>R—Aug. 12 | 18 Comedy Drama **948**<br>**These Glamour Girls** (79)<br>Lew Ayres-Lana Turner<br>Anita Louise<br>R—Aug. 26 | 25 Comedy Fantasy **949**<br>**Wizard of Oz** (102)<br>Judy Garland<br>Frank Morgan<br>R—Aug. 19 | 1 Comedy Drama **1**<br>**The Women** (134)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell<br>R—Sept. 2 |
| **MONOGRAM** | | | | | |
| | 1 Mystery **3807**<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | | 15 Drama with Mus. **3825**<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>R—Aug. 12<br>16 Western **3866**<br>**Riders of Frontier** (58)<br>Tex Ritter<br>R—Sept. 9 | 25 Western **3856**<br>**Oklahoma Terror** (52)<br>Jack Randall<br>22 Melodrama **3826**<br>**Irish Luck** (61)<br>F. Darro-D. Purcell<br>R—Aug. 26 | |
| **PARAMOUNT** | | | | | |
| 28 Drama **3848**<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy **3819**<br>**Night Work** (62)<br>Mary Boland<br>Charles Ruggles<br>R—Aug. 12 | 11 Comedy Drama **3850**<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 | 18 Melodrama **3865**<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western **3859**<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy **3851**<br>**Star Maker** (94)<br>Bing Crosby<br>Louise Campbell<br>R—Aug. 19 | 1 Melodrama **3901**<br>**Death of a Champion** (66)<br>L. Overman-R. Paige<br>R—Sept. 2 |
| **REPUBLIC** | | | | | |
| 26 Comedy **816**<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western **846**<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 | 10 Western **868**<br>**New Frontier** (56)<br>Three Mesquiteers<br>R—Aug. 19 | 14 Western **847**<br>**In Old Monterey** (70)<br>G. Autry-S. Burnette<br>R—July 29 | 21 Action Drama **825**<br>**Smuggled Cargo** (61)<br>Rochelle Hudson<br>Barry MacKay<br>R—Aug. 26 | 28 Drama **9111**<br>**Flight at Midnight** (66)<br>P. Regan-J. Parker<br>R—Sept. 2 |
| **RKO RADIO** | | | | | |
| 28 Melodrama **931**<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy **932**<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western **933**<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 | 18 Drama **936**<br>**In Name Only** (92)<br>Carole Lombard<br>Cary Grant-K. Francis<br>R—Aug. 12 | | 1 Melodrama **935**<br>**Conspiracy** (59)<br>A. Lane-L. Hayes<br>R—Sept. 2 |
| **20TH-FOX** | | | | | |
| 28 Outdoor Drama **951**<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy Drama **001**<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 | 11 Comedy Drama **002**<br>**Chicken Wagon Family** (65)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver<br>R—Aug. 19 | 18 Adventure Drama **003**<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly-R. Greene<br>R—Aug. 5 | 25 Comedy **004**<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 | 1 Detective Drama **005**<br>**Adventures of Sherlock Holmes** (85)<br>B. Rathbone-I. Lupino<br>R—Aug. 26 |
| **UNITED ARTS** | | | | | |
| 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama with Music<br>**They Shall Have Music** (120)<br>Andrea Leeds-J. McCrea<br>J. Heifetz; R-July 15 | | |
| **UNIVERSAL** | | | | | |
| | | 11 Drama **3003**<br>**When Tomorrow Comes** (90)<br>Charles Boyer<br>Irene Dunne<br>R—Aug. 19 | | | 1 Comedy Drama<br>**Underpup** (88)<br>Gloria Jean-Truex-Grey<br>R—Sept. 2<br>1 Outdoor Drama **4051**<br>**Mutiny on the Black Hawk** (66) R—June 24<br>R. Arlen-A. Devine |
| **WARNER-F.N.** | | | | | |
| 29 Comedy **FN366**<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama **WB315**<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | 12 Comedy **WB326**<br>**Torchy Plays With Dynamite** (59)<br>J. Wyman-A. Jenkins<br>R—Aug. 5 | 19 Drama **FN356**<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy **FN376**<br>**Hobby Family, The** (54)<br>Irene Rich-H. O'Neill<br>R—Aug. 26<br>26 Drama **FN367**<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan; R-Aug. 5 | 2 Drama **FN452**<br>**The Old Maid** (95)<br>B. Davis-M. Hopkins<br>R—Aug. 5 |
| **MISCELLANEOUS** | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| SEPTEMBER 9 | SEPTEMBER 16 | SEPTEMBER 23 | SEPTEMBER 30 | OCTOBER 7 | OCTOBER 14 |
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| ] Drama 9002<br>**olden Boy** (100)<br>anwyck-Holden<br>—Aug. 19<br>] Mystery Drama 1025<br>**idden Power** (60)<br>ack Holt-Gert. Michael<br>—May 29 | 14 Western 1201<br>**Outpost of the Mounties**<br>Chas. Starrett-I. Meredith<br>(63) | 21 Drama<br>**Those High Grey Walls** (..)<br>Walter Connolly<br>Iris Meredith | 30 Drama<br>**Scandal Sheet** (..)<br>Otto Kruger<br>Ona Munson | | |
| ] Melodrama 5<br>**lackmail** (..)<br>dw. G. Robinson<br>uth Hussey | | 22 Drama 4<br>**Thunder Afloat** (..)<br>Wallace Beery<br>Chester Morris<br>Virginia Grey | 29 Comedy Drama 3<br>**Dancing Co-ed** (..)<br>Lana Turner<br>Richard Carlson<br>29 Comedy<br>**Fast and Furious** (..)<br>A. Sothern-F. Tone | | |
| | 12 Action Drama 3815<br>**Sky Patrol** (61)<br>John Trent<br>Marjorie Reynolds | 19 Outdoor Drama<br>**Crashing Thru** (..)<br>James Newell<br>Jean Carmen | 30 Drama 3803<br>**Mutiny in the Big House** (..)<br>Chas. Bickford<br>Barton MacLane | 4 Action Drama 3816<br>**Scouts of the Air** (..)<br>John Trent | 13 Western 3857<br>**Overland Mail** (..)<br>Jack Randall |
| 3 Western 3954<br>**ange War** (66)<br>. Boyd-R. Hayden<br>—Aug. 12 | 15 Drama 3902<br>**Beau Geste** (114)<br>Gary Cooper-R. Milland<br>R—July 29 | 22 Comedy<br>**$1,000 a Touchdown** (..)<br>Joe E. Brown<br>Martha Raye | 29 Comedy Drama<br>**Honeymoon in Bali** (..)<br>(For. My Love for Yours)<br>M. Carroll-F. MacMurray | 6 Comedy<br>**What a Life** (..)<br>B. Field-J. Cooper | 13 Drama<br>**Jamaica Inn** (106)<br>C. Laughton-M. O'Hara<br>R—July 8 |
| 3 Western 857<br>**Vall Street Cowboy** (66)<br>. Rogers-G. Hayes<br>—Sept. 9 | | | 28 Drama<br>**Calling All Marines** (..)<br>D. Barry-H. Mack | 6 Western<br>**Arizona Kid** (..)<br>Roy Rogers<br>Sally March | 11 Action Drama<br>**Sabotage** (..)<br>Arleen Whelan<br>Gordon Oliver<br>13 Western<br>**Kansas Terrors** (..)<br>Three Mesquiteers |
| 3 Western 986<br>**ighting Gringo** (60)<br>eo. O'Brien; R-Sept. 2<br>3 Drama 003<br>**ull Confession** (72)<br>. McLaglen-S. Eilers<br>—Aug. 26 | 15 Comedy 002<br>**Day the Bookies Wept** (65)<br>J. Penner-B. Grable<br>R—Sept. 9 | 22 Comedy Drama 934<br>**Fifth Avenue Girl** (80)<br>Ginger Rogers<br>James Ellison<br>R—Aug. 26 | 29 Drama 001<br>**Nurse Edith Cavell** (95)<br>Anna Neagle<br>Geo. Sanders<br>R—Aug. 26 | 6 Drama 004<br>**Three Sons** (..)<br>E. Ellis-V. Vale | 13 Musical 946<br>**Everything's on Ice** (65)<br>I. Dare-E. Linden<br>R—Sept. 9 |
| 8 Melodrama 006<br>**Charlie Chan at Treasure Island** (73)<br>. Toler-P. Moore<br>—Aug. 12 | 15 Drama 011<br>**The Rains Came** (..)<br>Myrna Loy-Tyrone Power<br>George Brent | 22 Comedy 008<br>**Stop, Look and Love** (57)<br>Jean Rogers<br>William Frawley<br>R—Sept. 2 | 29 Drama 009<br>**Here I Am a Stranger** (..)<br>R. Greene-N. Kelly | 6 Drama 010<br>**The Escape** (60)<br>K. Richmond-A. Duff | 13 Musical 007<br>**Hollywood Cavalcade** (..)<br>Alice Faye-Don Ameche |
| | | 22 Drama<br>**Intermezzo, A Love Story** (..)<br>Leslie Howard<br>Ingrid Bergman<br>John Halliday | 29 Melodrama<br>**The Real Glory** (..)<br>Gary Cooper<br>Andrea Leeds | 6 Comedy<br>**Eternally Yours** (..)<br>Loretta Young<br>David Niven | 12<br>**Housekeeper's Daughter** (..)<br>Joan Bennett-Wm. Gargan<br>Adolphe Menjou |
| 8 Musical Comedy<br>**Hawaiian Nights** (64)<br>Downs-Carlisle<br>R—Aug. 26<br>8 Western 4058<br>**Desperate Trails** (58)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Drama<br>**Two Bright Boys** (..)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Musical 4044<br>**Mikado** (92)<br>Kenny Baker<br>R—Jan. 7 | 22 Drama<br>**Rio** (..)<br>Sigrid Gurie<br>Basil Rathbone | 29 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin | 6 Melodrama<br>**Tower of London** (..)<br>Basil Rathbone<br>Boris Karloff | 13 Comedy<br>**Hero for a Day** (..)<br>Anita Louise<br>Dick Foran<br>13 Drama<br>**Tropic Fury** (63)<br>Richard Arlen<br>Andy Devine |
| 9 Com. Melo. WB419<br>**Nancy Drew and the Hidden Staircase** (60)<br>Bonita Granville<br>Frankie Thomas<br>R—Aug. 26 | 16 Drama<br>**Dust Be My Destiny** (88)<br>John Garfield<br>Priscilla Lane<br>R—Aug. 19 | 23 Comedy FN469<br>**No Place to Go** (57)<br>Fred Stone<br>Gloria Dickson<br>Denis Morgan | 30 Melodrama WB415<br>**A Child Is Born** (79)<br>G. Fitzgerald-G. George<br>J. Lynn<br>R—Aug. 5 | | |

COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

# Booking Chart

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**AUGUST, 1940**

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**SEPTEMBER, 1940**

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**OCTOBER, 1940**

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| | OCTOBER 21 | OCTOBER 28 | NOVEMBER 4 | NOVEMBER 11 | NOVEMBER 18 | NOVEMBER 25 |
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| COLUMBIA | 15 Comedy Drama<br>**Mr. Smith Goes to Washington** (..)<br>Jean Arthur<br>James Stewart | 24 Comedy<br>**Beware Spooks!** (..)<br>Joe E. Brown<br>Mary Carlisle | | | | |
| GRAND NAT'L | | | | | | |
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| MONOGRAM | | | | | | |
| PARAMOUNT | 20 Drama<br>**Television Spy** (..)<br>W. Henry-J. Barrett | 27 Drama<br>**Disputed Passage** (..)<br>D. Lamour-A. Tamiroff<br>J. Howard | 3 Western<br>**Law of the Pampas** (..)<br>Wm. Boyd | 10 Drama<br>**Geronimo** (..)<br>Preston Foster<br>Ellen Drew | 17 Western<br>**Llano Kid** (..)<br>Tito Guizar<br>Gale Sondergaard | 24 Drama<br>**Ruler of the Seas** (..)<br>Doug. Fairbanks jr.<br>M. Lockwood-W. Fyffe |
| REPUBLIC | | | | | | |
| RKO RADIO | 20 Comedy **010**<br>**Flying Deuces** (..)<br>Laurel & Hardy | 27 Outdoor Drama **006**<br>**Allegheny Frontier** (..)<br>John Wayne<br>Claire Trevor | | | | |
| 20TH-FOX | 20 Comedy **018**<br>**Shipyard Sally** (80)<br>G. Fields-S. Howard<br>20 Western<br>**Cisco Kid** (..)<br>Cesar Romero<br>Binnie Barnes | 27 Action Drama **013**<br>**20,000 Men a Year** (..)<br>R. Scott-M. Healy | 3 Comedy **014**<br>**Pack Up Your Troubles** (..)<br>Jane Withers | 10 Drama **015**<br>**Drums Along the Mohawk** (..)<br>Claudette Colbert<br>Henry Fonda | | |
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| UNIVERSAL | 20 Drama<br>**Green Hell** (..)<br>Doug. Fairbanks jr.<br>Joan Bennett<br>20 Western<br>**Oklahoma Frontier** (..)<br>Johnny Mack Brown | 27 Action Drama<br>**Destry Rides Again** (..)<br>Marlene Dietrich<br>James Stewart | | | | |
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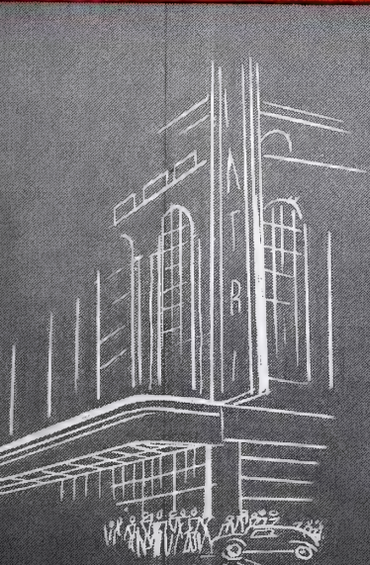
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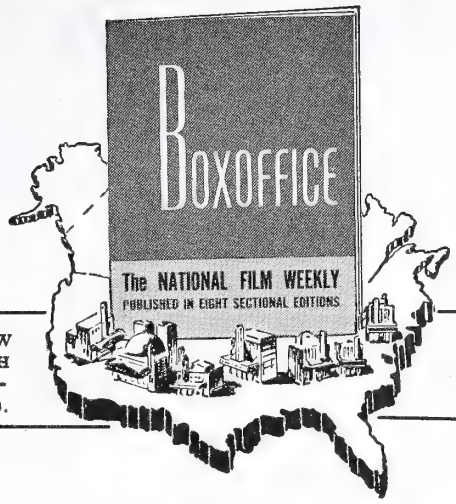
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*Please turn to page 7*

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# A KEY TO THE FUTURE

ALL forecasts of the situation so blazingly focalized by the war are likely to be accurate for as long a time as it takes to read them.

Everyone is guessing and the ultra conservatives, well aware of the incalculable implications of the new world born on September 1, prefer to say nothing for the present. Yet, into the indefinite quilt blanketing the future several observations appear reasonable and safe to weave.

England will not be a closed field to the industry here. But to what extent a war-time theatre business will approach a peace-time theatre business becomes unadulterated speculation. Best-informed opinion, however, is lining up now on the side of the belief America faces serious losses in a market without which no national producing and distributing company likes to survey its future.

Canada, busy supplying the mother country with its war requirements, probably will reflect some sort of a boom. Australia, New Zealand and South America, removed from the direct impacts of the conflict should, at worst, retain their present levels, thus making it possible for the American industry to maintain position in those countries. English, French and German production, it seems inevitable, will decline to a degree where, as film exporters, these nations' hold in South and Central America perhaps will dwindle to inconsequentials and so open those avenues further for American product. Therefore, all is not lost abroad.

Bringing the possibilities closer to the native scene, it must be borne in mind constantly that the bouncing baby of them all continues, as it always has, the market here at home. It is the first market, far and away. It is the largest and the most lucrative market. It is, obviously enough, the market which must be protected no matter what further cataclysms may let themselves loose across the waters.

The issues troubling the domestic scene are several. What danger is there born of decisions brought on by panic? Will output be cut and, above all, will it be cut in terms of quality? There are answers, it seems, but there are also probable exceptions to the answers. It may be expected that someone, or several someones, will fly off the deep end, ultimately to regret his or their hasty decisions.

But the determination now is most clear about maintaining quality. The responsible men at the heads of the major companies are fully aware of the suicidal danger inherent in any revision downward in merit. They are, and very properly moreover, giving much consideration to methods by which the production dollar can be conserved and, at the same time, show up more visibly on the screen. It might be pointed out this is a job that should have been given thorough-going attention some time ago and before the advent of war which now makes it necessary.

Certainly, negative costs are to be trimmed. And why not? This, also, is a necessary that should have been attended to long since. It is highly advisable to bear in mind that one of the thin-ice conditions on which the business here has been skating for years has been its blind reliance on what has developed into vital overseas markets. There was great business comfort in it so long as the money shipped into New York without interruption. Only circumspectly has consideration been turned to what may happen if, for any reason, the British pound failed to show up in its accustomed frequency, and value.

Rather than gear itself on a basis of self-sufficiency in the home market and the establishment of a profit cushion from away-from-home markets, the reverse has existed on the general theory the negative will be paid off here and foreign will supply the gravy. The fallacy of this sort of business philosophy today comes to roost with a vengeance.

Now there has arrived an enforced opportunity to readjust production budgets on the safe basis of a returned cost, plus a profit from the domestic market, and a cautious leeway allowed to those foreign territories which are either removed from the war, not in it or likely to be swept into it. This is possible. Furthermore, it permits the making of $1,000,000 pictures in the assurance the cost and net may be retrieved domestically. One million dollars continues to be a great deal of money. It ought to be sufficient for the most expensive studio to do its job expertly.

Thus, once more a serious and essential task lodges in Hollywood's lap. Stringency indicates there must be less reliance in the future on treasuries about to become less overflowing. The gaps, as they should have been, must be bridged by a greater application of brainpower, applying itself to the limitations in the pattern drawn by the events in Europe. It can be done.

If it is, the future becomes assured.

Kann

# NO THREAT FACES $1,000,000 PRODUCTIONS; EXPERTS SAY HOME MARKET CAN ABSORB THEM

## Plan No Interruption in Normal Flow of High Calibre Features

NEW YORK—Attractions slopping over into the $2,000,000 cost class are out, but any film up to $1,000,000 is a safe investment for the domestic market. Distribution experts, going conservative now because of the new conditions precipitated by the Second World War, generally agree on this. The indication immediately follows that this bracket will be maintained for the very topline pictures, thereby assuring to the American exhibitor what is viewed as an uninterrupted flow of high calibre merchandise.

The stop figure at a cool million is computed on the possibilities of the home market which, in any distributor's calculations, always embraces Canada. It does not take into account returns from the untroubled foreign territories, such as Latin-America, and markets, such as Australia, New Zealand and South Africa, where little disturbance is anticipated.

### Most of It Guesswork

Although the major companies are only beginning to emerge from the shock of the European conflict and the economic dislocation brought in its wake, guesswork remains the essential consideration to bear in mind in connection with all forecasts about the future and what it may bring. However, there has been a considerable amount of discussion and a great deal of calculation turned to the problem and out of it the conclusion about the $1,000,000 negative evolves. It may become the permanent guide post by which Hollywood, for no one can foretell how long, will govern itself.

All major companies, some regularly and some not so regularly, have had attractions grossing $2,000,000 or better here. There is a bracket immediately below it accommodating films doing between $1,400,000 and $1,800,000. More generous is the group which runs between $850,000 and $1,200,000. The records reveal a representative aggregation of 30 per cent attractions, if the attractions have it and are handled right, lands in the $1,000,000 each division. Pictures ranging from $600,000 to $850,000 are plentiful, while it is also true that many of the so-called big ones which, on the basis of cost ought to run well over $1,000,000, never approach that anticipation.

Distributors have been refreshing memories and digging out these grosses to demonstrate the era of the big attraction is anything but gone. They declare the figures furnish their own mute evidence of the current possibilities, war or no war, and suggest a yardstick by which to measure the future if Hollywood will recognize the limitation and reshape its operations accordingly.

At $1,000,000 each for the de luxers, distributors are confident an uninterrupted stream of important attractions is not only possible, but feasible and desirable as an essential step in the preservation of the home market with no reliance of any nature placed on foreign income. Revenues from the good markets, to which will be added some revenue from those war stricken, are regarded in this view as a profit cushion to further bolster domestic profits regarded as well within the range of possibility under this peak, fixed negative equation. Thus, for the first time in two decades or more, serious thought is being directed toward the establishment of a self-sufficient, self-contained market not necessarily dependent upon the uncertainties of the lands overseas.

Hand in hand with this appraisal is a growing conviction on the part of distributors that the domestic exhibitor must make up his mind to help win this portentous struggle.

## *Production on the Upbeat*

HOLLYWOOD—*War or no war, production this week curved upward. With 39 pictures shooting, a round dozen are preparing to go before the cameras. Features just starting and those with probable starting dates follow:*

### *Columbia*

| Title | Type | Cast | Probable Starting Date |
|---|---|---|---|
| Missing Daughters | Melodrama | None designated | Sept. 25 |
| Cop From Hell's Kitchen | Gangster drama | None designated | Oct. 1 |
| Tree of Liberty | Historical drama | None designated | Oct. 15 |

### *Grand National*

No pictures scheduled

### *Metro-Goldwyn-Mayer*

| | | | |
|---|---|---|---|
| Not Too Narrow, Not Too Deep | Melodrama | Clark Gable, Joan Crawford | Sept. 21 |
| A Call on the President | Topical comedy | Marsha Hunt | Oct. 15 |
| Good News | Musical comedy | Judy Garland | Dec. 1 |

### *Monogram*

| | | | |
|---|---|---|---|
| Heroes in Blue | Crime melodrama | None designated | Sept. 18 |
| Untitled | Western | Tex Ritter | Oct. 1 |
| Rip Van Winkle | Legend | None | Oct. 15 |

### *Paramount*

| | | | |
|---|---|---|---|
| Buck Benny Rides Again | Comedy | Jack Benny | Oct. 15 |
| Way of All Flesh | Drama | Akim Tamiroff | Sept. 20 |
| Opened by Mistake | Crime drama | Charles Ruggles | Sept. 20 |
| Crime File | Gangster drama | None designated | Oct. 15 |
| Comin' Round the Mountain | Hillbilly musical | Lynne Overman | Sept. 20 |
| Safari | Adventure drama | Madeleine Carroll, Doug Fairbanks jr | Oct. 2 |
| Victory | Sea story | None designated | Oct. 15 |
| A Night at Earl Carroll's | Musical | None designated | Oct. 30 |
| Broken Heart Cafe | Romantic comedy | Joyce Mathews | Oct. 2 |
| Road to Singapore | Drama with music | Bing Crosby, Bob Hope | Sept. 25 |
| Go West, Young Man | Historical western | None designated | Oct. 10 |
| Glimpse of Heaven | Musical | Linda Ware | Oct. 15 |
| The Biscuit Eater | Dog story | None designated | Oct. 1 |
| Old Siwash | College comedy | William Holden | Oct. 20 |
| Light of Western Stars | Western | None | Nov. 1 |

(Continued on page 16)

## *Congress Into Session Sept. 21 on Neutrality*

WASHINGTON — A special session of Congress has been called by President Roosevelt to meet September 21 for the purpose of considering neutrality legislation.

It is not expected the session will do much with measures of less than immediate importance and there is little chance that the Neely bill, now pending in the House, will receive any consideration. Especially if, as expected, the special session is of comparatively brief duration.

# QUALITY STAYS, WASTE GOES; PRODUCTION DOLLAR MUST SHOW MORE, MAJORS RULE

## 68 Shooting or Finished

HOLLYWOOD—*Eleven companies have 68 features shooting or finished. The following information is official:*

### Columbia

| Title | Type | Cast |
|---|---|---|
| The Incredible Mr. Williams | Comedy | Melvyn Douglas, Joan Blondell |
| Illicit Cargo | Melodrama | Jack Holt, Eduardo Ciannelli |
| Blondie Brings Up Baby | Domestic comedy | Arthur Lake, Penny Singleton |
| The Man Trailer | Western | Charles Starrett |
| His Girl Friday | Newspaper comedy | Irene Dunne |

### Grand National

No pictures available

### Metro-Goldwyn-Mayer

| | | |
|---|---|---|
| Another Thin Man | Detective comedy | William Powell, Myrna Loy |
| Gone With the Wind | Historical drama | Clark Gable, Vivien Leigh |
| Broadway Melody of 1940 | Musical comedy | Fred Astaire, Eleanor Powell |
| Judge Hardy and Son | Comedy-drama | Mickey Rooney, Lewis Stone |
| Henry Goes to Arizona | Comedy | Frank Morgan |
| Remember | Romantic comedy | Robert Taylor, Greer Garson |
| Northwest Passage | Historical drama | Spencer Tracy, Robert Young |
| Balalaika | Musical | Nelson Eddy, Ilona Massey |
| Secret of Dr. Kildare | Drama | Lew Ayres |
| Babes in Arms | Musical comedy | Judy Garland, Mickey Rooney |

### Monogram

| | | |
|---|---|---|
| Untitled | Western | Jimmy Newill |
| Overland Mail | Western | Jack Randall |

### Paramount

| | | |
|---|---|---|
| Diamonds Are Dangerous | Spy drama | Isa Miranda, George Brent |
| The Light That Failed | Drama | Ronald Colman, Walter Huston |
| The Cat and the Canary | Mystery-comedy | Bob Hope, Paulette Goddard |
| Dr. Cyclops | Novelty | Albert Dekker |
| Untamed | Outdoor | Ray Milland, Akim Tamiroff |
| Emergency Squad | Melodrama | Louise Campbell |
| Victor Herbert | Biography with music | Walter Connolly, Allan Jones |
| Parole Fixer | Gangster drama | Lyle Talbot, William Henry |
| The Farmer's Daughter | Comedy | Martha Raye |
| Campus Wives | College comedy | Joseph Allen, Janice Logan |
| Knights of the Range | Western | Russell Hayden, Jean Parker |
| Typhoon | Adventure drama | Dorothy Lamour |
| Seventeen | Adolescent comedy | Jackie Cooper, Betty Field |
| Our Neighbors, the Carters | Dramatic comedy | Fay Bainter, Edmund Lowe |
| Medicine Show | Western | William Boyd, Russell Hayden |
| Happy Ending | Drama | Pat O'Brien, Olympe Bradna |

(Continued on page 17)

# *Product Backlog Is Pondered By Adding Playing Time Now*

NEW YORK—Paramount is determined to combine its entire organization into one solid front in its effort to meet the situation arising out of the war. To that end, Leon D. Netter, home office contact between various theatre partners and the parent organization, is off on a lightning air visit during which he will urge each partner to give extended playing time to current bookings where possible and to wring dry each playdate, even if it means stretching a point. The idea is to build up as substantial a backlog of product as is possible in the event the future brings a shortage.

The company does not now anticipate this will occur, but is taking no chances. In its calculations, executives here have even allowed for a modest curtailment, perhaps as few as three or four from each company.

The general theory which Netter is setting forth includes an urging upon Paramount's partners to content themselves with small profits or an even break on current and engagements immediately to come, but seriously to give all thought to additional playdates which obviously would mean consumption of product at a reduced rate of speed.

## No Trend Is Evident Yet To Cut Salaries or Trim Schedules

NEW YORK—Quality will be maintained by eliminating waste, effecting sensible economies, conserving the production dollar but, at the same juncture, by making the production dollar show up better in the completed product.

This, in a nutshell, is the method by which preponderant producer opinion proposes to meet the danger deposited on the doorstep of the American industry by the war in Europe and its raids on essential foreign markets, chiefly, of course, Great Britain.

There is no visible evidence to date of any intention to cut salaries, close down studios or trim the output. There is an apparent realization that the situation is serious, but certainly not hopeless, and an understanding that the belt probably will have to be tightened without precipitating strangulation. The major companies believe the job facing them can be done without recourse to cheaper pictures and they envision the method as one calling for greater diligence, harder work, better judgment and extreme care.

#### Misgivings Fading

The misgivings which overlaid the industry here in New York in the first week of the war appear gradually to be giving ground to a more cheerful viewpoint, although in all quarters the magnitude of the problem and the seriousness of the situation are not discounted. This is evident in the growing flood of statements of policy issued throughout the week. Some were issued to BOXOFFICE and others at large.

Murray Silverstone, in charge of worldwide operations for UA, for instance, believes this:

"No one can guess what is going to happen in Europe. It may be anything and it may be nothing. An organization like ours, on which so many people depend, can't sit and wait. We've got to go ahead.

"With this statement is a publicity release that tells what our producers are doing. Their answer has to be to keep shop open. It means better pictures, not necessarily more expensive pictures, but pictures in which every dollar counts. For us, it means that we have to sell them more efficiently than ever, that we have to give better service, exploiting them better than we ever had.

"In other words—the best thing and the only thing—we can do about the European crisis is first, in the pictures themselves, and, second, the way we handle them.

"We have to keep on working, working harder and better than ever."

The publicity release which Silverstone

(Continued on page 6)

# CHEERIER, BUT STILL CAUTIOUS, SENTIMENT FILTERING THROUGH INDUSTRY ON WAR CRISIS

## Executives Discount Talk Of Product Shortage; Point to Reserve

(Continued from page 5)

attached to the statement made to Boxoffice pointed out UA producers, as well as the distributing company "are now working at the top of their capacity." Six pictures are in work and five others are finished and awaiting release. Four have been released thus far this season. David O. Selznick has had "Rebecca" before the cameras for about 10 days. Likewise has Walter Wanger on "Send Another Coffin." Samuel Goldwyn is about a week into "Raffles;" Charlie Chaplin is in the rehearsal stage of "Production No. 6," formerly titled "The Dictators;" Hal Roach is well along on "Of Mice and Men" and Alexander Korda will complete "The Thief of Bagdad" before diverting his energies to propaganda films for the British government which, it is understood, has named him chief of such activity. Ready for release are "Intermezzo, a Love Story," "Eternally Yours," "The Housekeeper's Daughter," "The Real Glory" and "Over the Moon."

**Says Position Secure**

Despite the uncertainty expressed in some quarters over the effect of the Second World War on production and distribution, Universal's position is secure, Nate J. Blumberg, president, advises.

"We have enough product either finished or in work to carry us through next April. We will deliver everything as sold," is the way he appraises the future. To substantiate this, he adds, "There are presumably eight companies at work at the studios and there will be no cutting dow in production values."

Blumberg also has an observation concerning the prospects of exhibition. As former head of theatre operations for RKO and one who remembers conditions that existed during the First World War he thinks "the chances of prosperity for theatre owners is very good if the war keeps up any length of time." He bases his conviction on the additional entertainment money that will be made available through the impetus given to industry. Such wa the condition that prevailed during the latter stages of the first war, he recalls.

However, he believes product will have to keep pace with patronage and regards "first quality" films as a prime requisite. This essential, he adds, is recognized among all Hollywood production heads, a factor that led him to remark that, if any retrenchment is necessary as a direct result of the war, it will not be in production. Rather, he hinted, in the salaries of upper-bracket executives.

Harry M. Warner, president of Warner:

"All I can say is we are going ahead and will continue to make the pictures we have announced. Beyond that, there is very little anyone can say."

W. Ray Johnston, president of Monogram:

"The war in Europe, in my opinion, is not as big a blow to the picture industry as first thought. I feel that business there will be at least eighty per cent of normal. We intend to overcome this drop in revenue by making more and bigger pictures with better star value in order to create larger grosses per picture.

"This is no time to cut costs, but a time to make better pictures—to give more thought to what is really boxoffice and what will build up the theatre owners' grosses and through this also enlarge the intake to the producer-distributor."

## *"Feet on Ground," Kuykendall Urges*

New York—E. L. Kuykendall, president of MPTOA, in a statement to Boxoffice, declares:

"At this time when everybody seems to be jittery because of the war and when you hear in every corner rumors of what this company or that company may do, I feel that it is high time for all of us in the industry to keep our feet on the ground and not do silly things.

"If we are to do anything, we should work harder. I predict a very healthy business this coming fall and winter and am hopeful that exhibitors, producers and distributors will not start a program of curtailment which can only tend to drag us down to lower grosses. I know that many others in the industry feel as I do and this encourages me to believe that there will be very little, if anything, done in reduction of numbers of pictures to be produced.

"Let's throw aside petty things and work collectively with our chins up so that this industry may keep the stride it has just recently attained."

## *Sees Theatre Prosperity Judging From Last War*

New York — "It is a shame that we should have to rely on such a situation," states John J. O'Connor, "but if the last war is any criterion I think theatre business is in for a measure of prosperity."

The head of RKO theatre operations declares the upbeat in the grain, coal and steel industries during the First World War had a very satisfactory effect at boxoffices, especially in those sectors where the large industries center their operations.

## Cowdin Sees Expansion In Parts of the World Not in War Zones

New York—With the "probable lessening competition from foreign-made pictures" because of the war, Universal looks forward to expansion of its business in Latin-America, Canada and other British dominions removed from the scene of hostilities, J. Cheever Cowdin, chairman of the company's board, points out in a letter to stockholders.

With his exposition of Universal's war approach, Cowdin includes figures pointing out the company shows a consolidated profit of $989,995 for the 39 weeks ending July 29, 1939 after all charges but before provision for federal income taxes. This represents an improvement of $1,743,102 over the similar period of 1938 when the loss was $753,107 and an improvement of $2,126,964 over the corresponding period of 1937 when the loss was $1,136,968. Likewise, it is an improvement of $1,802,469 over the same 39 week period of 1936 when Universal reported a loss of $812,473. Final figures for August indicate a profit for that month, Cowdin continues. On the war, he has this to say:

"The outbreak of hostilities in Europe has brought a number of inquiries from stockholders as to the probable effect on Universal's business. It is still too early, of course, to gauge with any degree of accuracy what the final results will be."

**Sees Entertainment Demand**

Referring to England, he observes, "The tense conditions prevailing during wartime have, in the past, created an insistent demand for entertainment of all kinds; and at the moment there is no reason to believe that the psychological effects of this war will differ from those of previous wars."

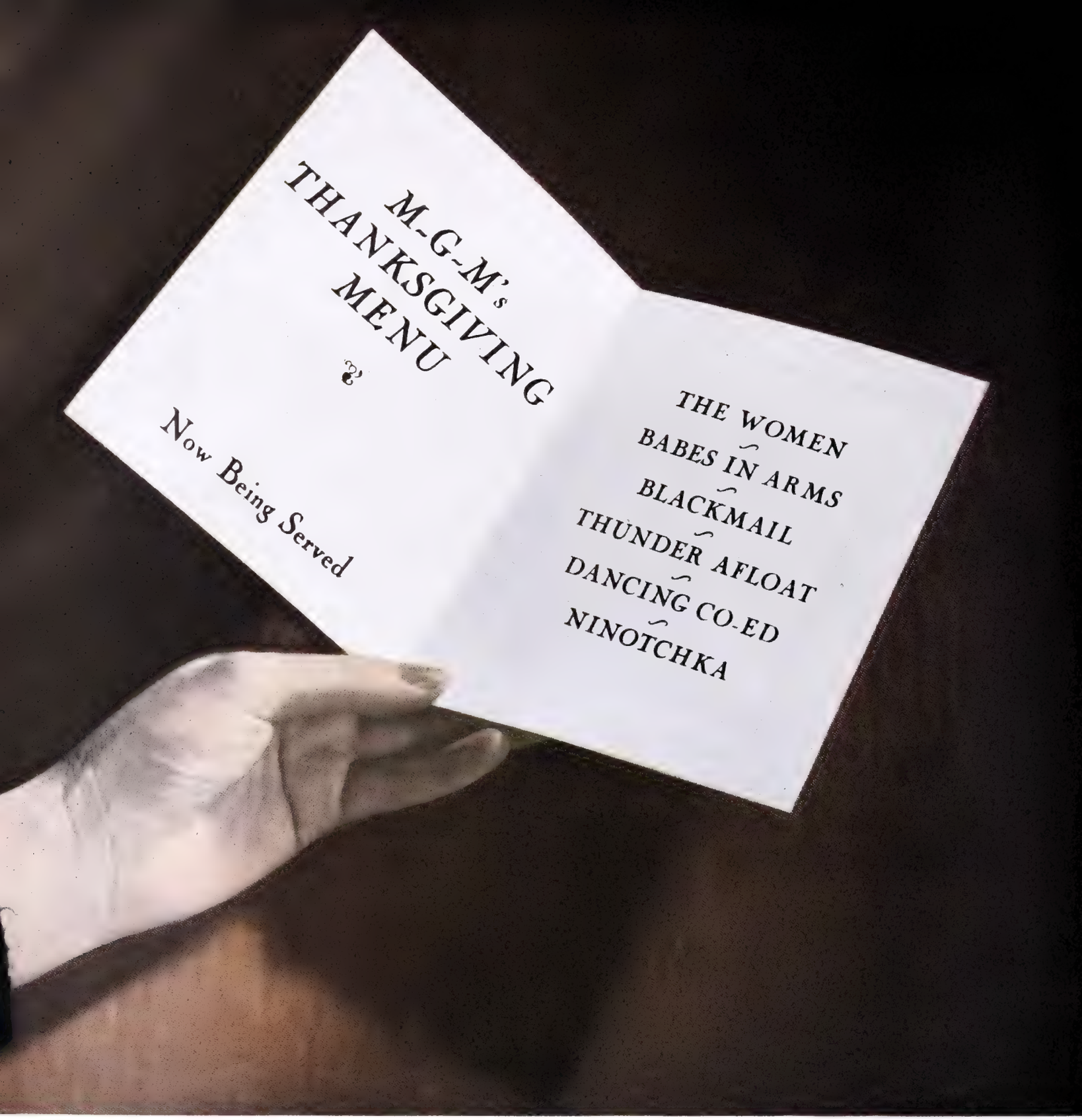
On other countries, this:

"Universal has not been distributing pictures in Germany for some time past and the increasing peace-time restrictions imposed on foreign pictures by France has made that country a relatively unimportant market. In any event, we are informed that approximately 50 per cent of the theatres in France are now operating. On the other hand, your company has been receiving an increasing amount of business from Holland, Belgium and the Scandinavian countries, and with European production almost certain to be curtailed, some expansion in this market may reasonably be anticipated. It is impossible to forecast at this time what disturbances there will be in the various rates of exchange from time to time, but your management is watching this phase of the business very carefully."



# THEY'VE MOVED THANKSGIVING AGAIN!

*it starts right now!*




# THE TALK OF THE INDUSTRY! PREVIEWED AND READY FOR S.R.O.!




NORMA SHEARER • JOAN CRAWFORD • Rosalind Russell *in* "THE WOMEN" *with* Mary Boland Paulette Goddard • Phyllis Povah Joan Fontaine • Virginia Weidler Lucile Watson • From the Play by Clare Boothe • By Arrangement with Max Gordon Plays and Pictures Corporation • Screen Play by Anita Loos and Jane Murfin • Directed by George Cukor • Produced by Hunt Stromberg.
A Metro-Goldwyn-Mayer Picture

MICKEY ROONEY & JUDY GARLAND *in* "BABES IN ARMS" *with* Charles Winninger • Guy Kibbee • June Preisser • Grace Hayes • Betty Jaynes • Douglas McPhail • Rand Brooks • Leni Lynn • John Sheffield Screen Play by Jack McGowan and Kay Van Riper • Based on the Play by Richard Rodgers and Lorenz Hart • Directed by Busby Berkeley Produced by Arthur Freed.
A Metro-Goldwyn-Mayer Picture

EDWARD G. ROBINSON *in* "BLACKMAIL" *with* Ruth Hussey • Gene Lockhart • Bobs Watson • Screen Play by David Hertz and William Ludwig • Directed by H. C. Potter Produced by John W. Considine, Jr.
A Metro-Goldwyn-Mayer Picture

WALLACE BEERY *in* "THUNDER AFLOAT" *with* Chester Morris Virginia Grey • Screen Play by Wells Root and Commander Harvey Haislip Directed by George B. Seitz • Produced by J. Walter Ruben.
A Metro-Goldwyn-Mayer Picture

"DANCING CO-ED" *with* Lana Turner • Richard Carlson • Artie Shaw and his Band • Ann Rutherford Lee Bowman • Thurston Hall • Leon Errol • Directed by S. Sylvan Simon Produced by Edgar Selwyn.
A Metro-Goldwyn-Mayer Picture

GRETA GARBO *in* "NINOTCHKA" *with* Melvyn Douglas • Ina Claire An Ernst Lubitsch Production • Directed by Ernst Lubitsch • Produced by Sidney Franklin.
A Metro-Goldwyn-Mayer Picture

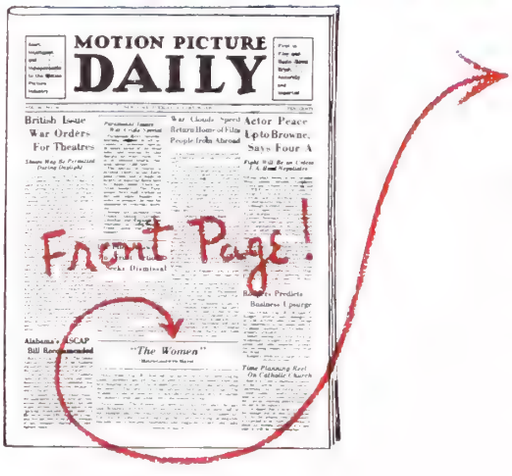
# "Look ahead Mister Exhibitor! M-G-M is writing the history of '39-'40!"

Never before has any company (*including M-G-M!*) started a season with such a barrage of established hits!

(*more next page*)



# "THE WOMEN" is FRONT PAGE NEWS




*It's so BIG they put it on Page One and here's what they say:*

"Roll out the barrel the world's been singing about, Showmen, and get ready to need it to hold the money when the first houseful in to see 'The Women' get to a phone to tell their friends the news . . . THE WOMEN is one of those terrific box-office attractions." —**MOTION PICTURE DAILY**

"THE WOMEN's success is a foregone conclusion. Superlatives are in order. Audiences may be expected to turn out in droves."—**BOX OFFICE MAGAZINE**

"THE WOMEN is one of the smash hits of the season. Extended runs, hold-overs and top-grosses will be the rule." —**VARIETY**

"THE WOMEN is the hottest box-office attraction of 1939 . . . a self-selling, gate-building morsel spiced to the palate of any and all comers."
—**MOTION PICTURE HERALD**

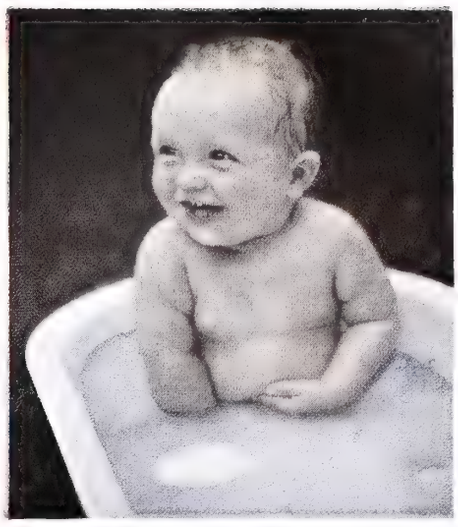
"THE WOMEN solid triumph with top box-office punch . . . M-G-M has a top hit! Boys and girls, here is one that should break records."
—**HOLLYWOOD REPORTER**

"THE WOMEN is sure-fire screen fare." —**FILM DAILY**

"THE WOMEN is for the women, and that means that they'll drag the men with them."
—**SHOWMEN'S TRADE REVIEW**

"THE WOMEN is a solid smash hit."
—*Ed Sullivan,* **DAILY NEWS**
**Column Syndicated Nationwide**

"THE WOMEN is a bold, glittering and enormously funny film. I urge you to run to it the moment it is exhibited in your part of the country."
—*Beau Broadway,* **MORNING TELEGRAPH**



*This bath-tub scene is not the one in "The Women."*




*Get ready for Extended Runs!*

"THE WOMEN has all the elements of a smash success. Absorbing entertainment, exciting, provocative and pictorially decorative. The season's stand-out offering."
—**DAILY VARIETY**

"THE WOMEN is not only adult, but extremely sophisticated."
—*Louella Parsons,* **LOS ANGELES EXAMINER**

"THE WOMEN will certainly bowl over the matinee trade, and go quite a bit beyond that."
—*Edwin Shallert,* **LOS ANGELES TIMES**

"THE WOMEN is going to be one of the smash hits of the year."
—*Harrison Carroll,*
**LOS ANGELES EVENING HERALD AND EXPRESS**

# AND NOW THE HEADLINES BEGIN!

*(Just the first few, as we go to press, from* VARIETY*):*

**'Women' $16,000 Paces OK Cincy;**

Cincinnati, Sept. 5.
European war chill was overcome by holiday-padded weekend and cinema trade currently is okay. Ace b.o. lure this week is 'Women,' which is attracting a swell Albee figure.
Albee (RKO) (3,300; 35-42)—'Women' (M-G). Very big $16,000.

**'Women' Sweet $34,000, 2 L. A. Spots;**

Los Angeles, Sept. 5.
Metro's 'The Women' topping the town, playing day and date at Loew's State and Grauman's Chinese. Film grabbed a sweet $31,000 on the current week, plus around $3,000 extra at a preem performance at the Chinese.

**'Women' 19G in Uneasy Pitt.**

Penn (Loew's-UA) (3,300; 25-35-50)—'Women' (M-G). Powerhouse newspaper campaign plus big word-of-mouth will shoot this out in front for big $19,000. Will hold for another week.

# FLASH! "THE WOMEN" S.R.O.!

## Watch those dames bring in the dough!

*Start '39-'40 with "The Women" and get the hit habit early. Eyes on Leo! Keep going!*

# WRITE THIS DOWN!

**BECAUSE** of our own sincere belief after having previewed "Babes In Arms" in several widely different theatres--

**BECAUSE** of the hysterical enthusiasm of the audiences in each instance—

**BECAUSE** of the grape-vine comments already started by the newspaper representatives and columnists of Hollywood—



WORD OF MOUTH IS MAKING IT FAMOUS ALREADY!

MICKEY ROONEY & JUDY GARLAND *in* "BABES IN ARMS" *with* Charles Winninger • Guy Kibbee • June Preisser • Grace Hayes • Betty Jaynes • Douglas McPhail • Rand Brooks • Leni Lynn • John Sheffield Screen Play by Jack McGowan and Kay Van Riper • Based on the Play by Richard Rodgers and Lorenz Hart • Directed by Busby Berkeley Produced by Arthur Freed.
A Metro-Goldwyn-Mayer Picture

*We Predict:*

# "'BABES IN ARMS' WILL

# MICKEY ROONEY
# JUDY GARLAND



and hundreds of entertainers in the gala musical comedy stage hit, the most discussed film of the new season:

# "BABES IN ARMS"

## MAKE SCREEN HISTORY"

*You'll predict it too! There's another Babe in Arms on next page!*



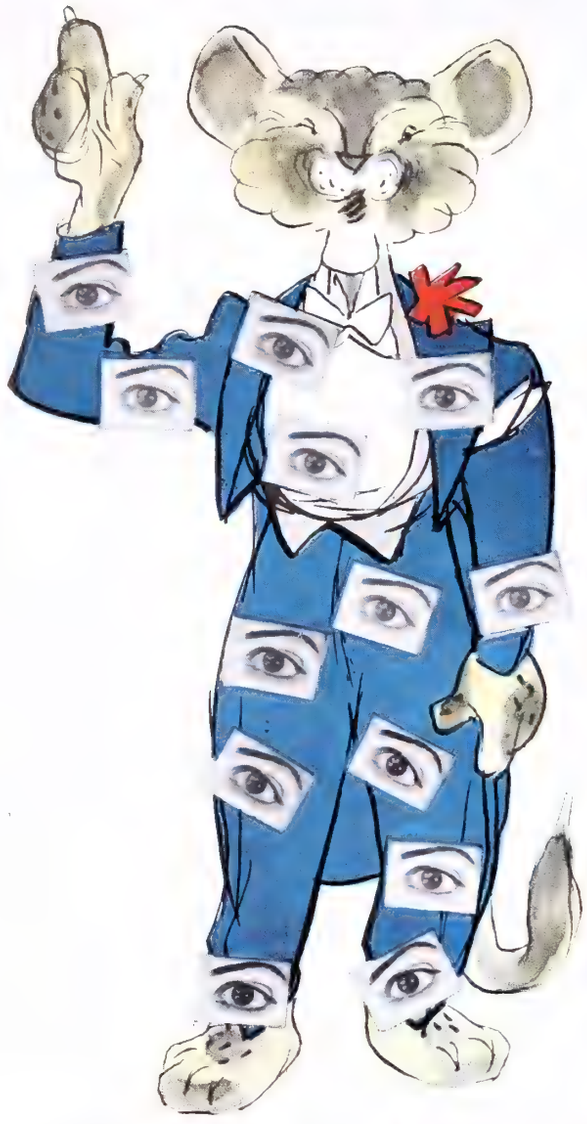
# "DID PAPA SIGN HIS M-G-M CONTRACT YET?"



# "YES, PAPA SIGNED HIS M-G-M CONTRACT!"

He believes in security. He knows that grade "A" pictures mean grade "A" milk for baby and new furs for Mama. He knows that year after year, when all is said and done, there's just one safe bet for the family, The Friendly Company!

*(More wonderful news follows:)*



# "EYES ON LEO"

Last year M-G-M serviced the largest number of theatres and had the largest number of accounts in its entire history! To them we say: "Your faith and loyalty is reflected in M-G-M's remarkable new product!" M-G-M's Fall line-up is literally The Talk of the Industry. While "The Wizard of Oz" continues to set new marks in extended-runs and while the life-saving Summer hits of M-G-M are still fresh in memory: "Andy Hardy Gets Spring Fever", "Goodbye Mr. Chips", "Lady Of The Tropics" etc. etc., the season '39-'40 begins triumphantly! "The Women" and "Babes In Arms" are already celebrated on every Film Row! Also previewed and acclaimed are the four great attractions shown on the next page.













(*continued*)

Many others near completion and the advance tip-off is:

"More Big Ones on the way!"

M-G-M is racing far ahead of the field!

There's no comparison—and remember this is just the beginning! Just Sept. and Oct.!

Eyes on Leo!

(*next page please*)




*all together now:*

**"METRO-GOLDWYN-MAYER'S**
**THE ANSWER TO YOUR PRAYERS**

PRINTED IN U. S.

# Must Get Maximum, Balaban Maintains

NEW YORK—"Far-sighted" showmen have the responsibility of instilling major producers with the confidence necessary to hurdle any "difficulties" arising from the European war, is the belief of Barney Balaban, Paramount president, who tells BOXOFFICE the need exists for "getting the maximum rentals from the public."

Emphasizing that he sees no reason for increasing admission prices, he appeals to theatre operators to strengthen their positions in order to conserve the quality of product essential to profitable operation "now and in the future."

"We are willing to go forward," he declared, "on the assumption and belief that exhibitors will rise to the occasion and produce out of each picture boxoffice rentals that will justify our investments and our going conscientiously beyond the present year."

It is Balaban's opinion that exhibitors should get the "maximum rentals" from the public.

"I think it would be far-sighted for exhibitors," he said, "to exercise every effort to do this, carrying pictures an extra day or two, even if they break even. Every $50 or $100 extra that the distributor gets from such efforts means that much more assurance that we will have the money to produce the quality pictures that are needed during times like these and in the future."

### No Paramount Curtailment, Freeman Tells Meeting

CHICAGO—"There will be no curtailment at Paramount," said Y. Frank Freeman, Paramount studio chief, as he stopped in Chicago en route to the west coast. Freeman attended the first day's sessions of the two-day midseason sales meeting at the Blackstone Hotel.

"We've got all our stories, castings, and plans set for practically everything for the 1939-40 season," he said. "We, therefore, can't do much about changing plans. W have only four stories to set up yet—the Crosby picture, which begins work September 25; the Douglas Fairbanks jr.-Madeleine Carroll picture, "Safari," starting October 9; the next Benny production, October 15, and the DeMille picture which will get under way about January 3 of next year."

The extent to which foreign situation will affect American production and returns cannot be determined yet, he added. "No one can say anything about the foreign situation for several weeks or months," was Freeman's contention. Anyway, I'm concerned now mainly with production and not with exhibition anymore."

"We have 26 completed features, eight more before the cameras and 17 definitely scheduled within the next few months. All of these pictures were cast, budgeted and planned with the possibility of the European crisis in mind and not one of them will be dropped from our schedule nor will there be any budget revisions on any of these. Our own partners realize that at this time it is imperative that all three units—production, distribution and exhibition—must pull together as never before and our theatre affiliates have pledged complete cooperation."

## *Communiques On the War*

### Paramount Delivering Fully, No Policy Change—Agnew

CHICAGO—Paramount will deliver everything announced at its Los Angeles convention, Neil Agnew, general sales manager, told a mid-season sales meeting of home office executives and district managers over the weekend here. It was the answer to whether there would be any retrenchment or change in production plans due to the current European situation.

"There will be no change in our sales program as announced," said Agnew. "We called this meeting for the express purpose of relaying to our men in the field that there will be no change either in our selling program or production plans as announced.

"We have already sold some 5,000 or 6,000 accounts," he added, "and that is another reason why we couldn't very well change plans. It would not be fair to the exhibitors. Any changes that occur in production will be only normal ones that would ordinarily have occurred."

Y. Frank Freeman, studio production chief, outlined details of the entire program as it stands at present.

Four pictures were screened for the men: "Seventeen," taken from the Booth Tarkington classic, starring Jackie Cooper and Betty Fields; "Rulers of the Sea;" "Honeymoon in Bali," with Madeleine Carroll and Fred MacMurray, and "Disputed Passage," directed by Frank Borzage, and with Akim Tamiroff, Dorothy Lamour and John Howard.

Agnew returned to New York late Monday.

### Harry Cohn Says Columbia Will Stand by Program

HOLLYWOOD—Into the rapidly swelling ranks of major companies to stand by their announced programs is Columbia. In a statement, Harry Cohn declares:

"There will be no deviation from our regular production program with the sole exception of a temporary postponement of 'Arizona' for a period of 60 days. I have instructed all our producers, directors and writers that full speed ahead is the working slogan of Columbia. We are not pulling in any horns. As a matter of fact, we are spending fully $5,000,000 more on Columbia product this year than at any time in our organization's history."

At the same time, Cohn adds his opinion to that of others when he points out he believes one of the effects of the war will be a change in the trend of stories.

# 20th-Fox Will Deliver All, States Schenck

HOLLYWOOD — The program without change is the emergency ruling at 20th Century-Fox. Joseph M. Schenck, chairman of the board, in a statement declares quite frankly it will be necessary to reduce expenses, but he also declares officially there will be no salary cuts and no impairment of quality in production. He states:

"From a careful analysis of available reports, it is apparent that the industry, due to the war in Europe, is facing the immediate loss of 60 per cent of its foreign revenues. This is a situation which, without proper retrenchment, however regrettable, could paralyze the entire structure of the film industry.

"This retrenchment cannot be at the expense of the quality of our pictures. It is our intention to go through with our production program as originally planned.

"But since this emergency is crucial, the necessity for reducing operating costs cannot be denied. It is not the intention of 20th Century-Fox to attempt to meet this emergency by salary cuts. Therefore, it is up to everyone to be keenly aware of the need for the strictest economy and the elimination of waste wherever possible. This company has always had economical and efficient organization and operation, but now drastic economy will be necessary if we are to continue to operate in the face of the loss of vital foreign income.

"We must have sympathetic cooperation in our efforts to survive the crisis confronting us and to bring about a sane and safe future. A careful survey of the facts provides no reason for optimism at this time. Conditions are very grave and from all indications, will remain grave as long as the war continues. Only by mutual service can we bring about a brighter outlook later on."

### Increased Domestic Return Need Seen by Wobber

NEW YORK—In a message to the sales force of 20th Century-Fox, Herman Wobber, general manager of distribution, informs the organization it now has an added burden on its shoulders. "There is nothing about the new load we all, individually and collectively, must assume due to curtailment of company revenues in lands affected by the European situation that increased dollar return over here will not make materially lighter," he states.

"Today, the task of every man and woman in the domestic organization becomes of far greater importance than ever in company history. That must be obvious to all. We have been a big company in a strong world. It is now for us in peaceful lands to apply an effort that will keep us a strong company in a weakened world. Our strength is contingent upon greater result, greater revenue on this side of the great waters. One need not indulge in mathematical wizardy to understand the

(Continued on page 8)

The Pulse of the Motion Picture Industry

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HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
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VICTORIA, B. C.—350 Robertson, Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

BECAUSE the path which the industry follows must parallel what travels along with it, figures released the other day from Washington, are interesting. They had to do with with national income and went something like this:

For the first seven months of this year, this significant bracket increased $1,143,000,000 to $37,985,000,000, as compared with $36,842,000,000 for the same period last year. A rise of three per cent. Employes, many of whom must also be film supporters, make up two-thirds of the total. Income to them for the period was $25,250,000,000, an increase of $1,210,000,000 or five per cent more than the $24,040,000,000 paid them for the first seven months of last year. It is noteworthy that payrolls in the commodity-producing industries, which include mining, manufacturing and construction, rose ten per cent.

The point about all this staggering array of billions is simple enough: They indicate more money earned and, thus, more money in circulation. In any such condition, the assumption is reasonable that this industry, unless mortally hurt by the war, which, at the moment, seems remote, is quite apt to get its share, provided its merchandise is attractive and delivered in steady flow.

That becomes the industry's job, in this year or any other.

## *Direct Quote*

Jascha Heifetz, via publicity channels:

"I was scared stiff when I first reported to Mr. Goldwyn's studio. Somehow or other, I was calmer during the German invasion of Austria and the student riots in Bucharest."

This demonstrates the strength of power politics in Hollywood.

## *Authoritative*

Adolphe Menjou to Reporter Michael Mok of the public, via the New York "Evening Post":

"Get this straight, once and for all. We, in pictures, are not in the business of acting. We're in the business of entertaining and exploiting personalities. Look at the stars that interest the public most today—Baby Sandy, fifteen-months old; Shirley Temple, ten years old; Deanna Durbin, sixteen; May Robson, seventy-four; band leaders, drummers and all kinds of trained horses, dogs, ducks and penguins."

Alright, we've got it straight, once and for all.

## *Direct Action*

Kern County, California, has taken steps to improve the lot of the migratory workers as depicted in "The Grapes of Wrath," according to Howard Brubaker in "The New Yorker." The book has been kicked out of the libraries.

## *Localizing It*

Because she did it for her brother in English politics, Sophie Stewart, British actress in "Nurse Edith Cavell," has a new formula for aspiring young screen actresses: Get out and make soap box speeches for political candidates.

It ought to work, provided the scene is confined to Hollywood.

## *Communique From Ali Gaga*

Dear Editor,

That "Ess and Fress with Mortimer Hess" paraphrase on "Swing and Sway with Sammy Kaye," might start the worst vogue since "Handies"—and the blame will fall on your red head.

My sleep has been disturbed by visions of marquee signs crossing each other like a Slavko Vorkapich montage effect, the signs carrying publicity slogans like:

**HAVE NO FEARS WITH GRADWELL SEARS**
**JUMP FOR JOY WITH MYRNA LOY**
**READ AND SCAN WITH MAURICE KANN**
**HAVE NO TSOURAS WITH SPYROS SKOURAS**
**PAY THE RENT WITH SIDNEY KENT**
**FILL YOUR SEATS WITH HOWARD DIETZ**
**THE PUBLIC PAYS FOR HELEN HAYES**

Quick, Ginsberg, the needle.

En route to Mattewan,

ALI GAGA.


What a laff!
when Martha tries to be Joe's better half...
JOE E. BROWN · MARTHA RAYE
in
"$1,000 A TOUCHDOWN"
with ERIC BLORE · SUSAN HAYWARD
JOHN HARTLEY · JOYCE MATHEWS
Original Screen Play by Delmer Daves · Directed by James Hogan
Paramount Pictures

# Concerned Over Drop In Foreign Exchange

NEW YORK—One of the more serious results of the Second World War, and a condition that has foreign managers definitely worried, is the manner in which the rate of exchange has fallen off in the Allied countries.

According to the latest, approximate figures, the rate has dropped 15 per cent in Great Britain, France, New Zealand, Australia, Strait Settlements, Egypt, India and the British West Indies. China and Hong Kong have been off approximately 20 per cent for some time.

Mexico, with a 10 per cent increase, and Argentina, with a five per cent, are the only two countries in the foreign market that figure in the plus side of the column.

Although no accurate figures could be obtained, one authority points out major companies are already suffering an estimated 15 per cent decrease in the approximate 50 per cent of their revenue, which comes from abroad.

## *Skouras Sees Slight Drop As a Result of War*

NEW YORK—Business has tapered slightly throughout the country as a result of the European war, Spyros Skouras, chief operating executive of National Theatres, Inc., states. There is no way of telling what percentage receipts are off, he adds.

Skouras will leave for the coast on a periodic trip in about two weeks. He said his contemplated visit has nothing to do with the "Big Stick's" suit. Rick Ricketson, operating head for Fox Intermountain, and Harold J. Fitzgerald, generalissimo for the Wisconsin territory, were in town on "routine" business affairs. They have returned to Denver and Milwaukee, respectively.

## *M-G-M Postpones British Production Schedule*

LONDON—Because many British players called to service by the government is creating a scarcity of talent, M-G-M has decided to postpone all production here until further notice. "Busman's Honeymoon," which was set to start last week with Robt. Montgomery and Maureen O'Sullivan costarred and Richard Thorpe directing, may be taken off the current schedule entirely, although the plan at the moment, now that the script has been completed, is to make the picture in Hollywood. Miss O'Sullivan flew to New York via the *Yankee Clipper* and is expected to be followed shortly by the remaining Hollywood personnel here.

## *"U" Reissues "All Quiet" With a New Title*

NEW YORK—Universal is reissuing "All Quiet on the Western Front" under the title of "The Uncensored Version." The film has been re-edited and treated with modern sequences. The company also will reissue "The Road Back," putting in scenes originally deleted because of German protests.

## *A Spark From Mars*



LONDON—Industry and press argued at length for the reopening of theatres here. Now, of course, many of them are. Prior to that, however, incidents like the following took place:

"The open door at the public house is partly due to the closed entrance at the cinema and the locked turnstiles at Chelsea and Highbury," remarked the *Evening Standard*. "The cinemas are still open in Warsaw and Paris. Madrid watched Charlie Chaplin when Franco was beating at the gates of Madrid. We don't want to fiddle while Europe burns. But we will fight none the worse for an occasional glimpse of Ginger Rogers."

# Johnston Feels War May Enlarge Market

NEW YORK—Monogram is of the belief that the Second World War may open a larger market for its product. W. Ray Johnston, president, is said to be discussing this angle with production executives on the coast, a spokesman declares.

This source reasons that with British production stalled it would be necessary for all theatres in England to look to Hollywood for product. As a corollary, he points to Australia and South America, usually heavily reliant on British films, to increase its orders with American distributors.

# Won't Touch Quality, States M-G-M Head

NEW YORK—Reiterating a one-line statement made last week as he met Norma Shearer returning from Europe, Nicholas M. Schenck, president of Loew's and M-G-M, now indulges in a more formalized manner of expressing his company's intention, and that of the entire industry, to maintain quality in entertainment.

"There has been considerable speculation in the industry and in financial circles regarding the position of the industry in the present world crisis. Many in the industry have expressed a fear that there would be a lowering in the quality of pictures, and reduced employment," he declares.

"I, personally, have refrained from forming any snap judgment, but have chosen to await developments so that I could see our way ahead more clearly. At this moment, it is foolish for anyone to think that our company—or any other major companies—will curtail production or lower the quality of pictures for the reason that the producing companies are themselves large exhibitors, and have three or four times as much capital invested in theatres as in production. If we are to operate our theatres successfully, we must have outstanding pictures and plenty of them.

"Furthermore, I believe that the orders closing theatres in England and France will gradually be relaxed as conditions permit, so as to make possible the furnishing of needed entertainment to the civilian populations of the warring countries. However, should our foreign losses exceed present expectations, we will at that time consider ways and means of meeting the emergency."

## *Toronto Expects War Tax On Profits, Incomes*

TORONTO—A war tax on business profits and personal income, plus an increase in the sales tax on many types of commodities up to perhaps 10 per cent, is in prospect here. The sales tax step-up would affect imports of films, accessories, printed matter and theatre equipment.

The Independent Theatres Association of Ontario is the first film group in the Dominion to pledge its unqualified support to the government in the war.

## *Increased Domestic Return Need Seen by Wobber*

(Continued from page 7-A)

indispensability of a greater return here. Domestically, I sincerely believe the opportunity for increasing weekly revenue, in every single territory, never was greater than it is at the moment.

"There is nothing about the situation over here that faster liquidation—and I mean liquidation as it concerns every foot of bookable film—cannot remedy."

# THE GREATEST RELEASE SCHEDULE EVER PUBLISHED!

*Now truer than Ever!*

1939 - 1940

20th CENTURY FOX

SUBJECT TO CHANGE

AUG. 17, 1939

# AUGUST

**Aug. 4** **ELSA MAXWELL'S HOTEL FOR WOMEN**

Ann Sothern, Linda Darnell, James Ellison, Jean Rogers, Lynn Bari, June Gale, Joyce Compton, Elsa Maxwell, John Halliday, Katharine Aldridge, Alan Dinehart, Sidney Blackmer. A Cosmopolitan Production.
*Directed by Gregory Ratoff*

**Aug. 11** **CHICKEN WAGON FAMILY**

Jane Withers, Leo Carrillo, Marjorie Weaver, Spring Byington, Kane Richmond.
*Directed by Herbert I. Leeds*

**Aug. 18** **STANLEY AND LIVINGSTONE**

Spencer Tracy, Nancy Kelly, Richard Greene, Walter Brennan, Charles Coburn, Sir Cedric Hardwicke, Henry Hull, Henry Travers.
*Directed by Henry King*

**Aug. 25** **THE JONES FAMILY IN QUICK MILLIONS**

Jed Prouty, Spring Byington, Ken Howell, George Ernest, Florence Roberts, June Carlson, Billy Mahan, Eddie Collins, Robert Shaw, Helen Ericson.
*Directed by Mal St. Clair*

With the exception of one routine change, this ad is reprinted from Motion Picture Herald of Aug. 26. Because of possible delay in getting Technicolor prints on time, the release date of "Swanee River" was moved back from Nov. 24




# GREAT PICTURES ARE ALL THAT COUNT!

# SEPTEMBER

Sept. 1 **THE ADVENTURES OF SHERLOCK HOLMES**

Basil Rathbone, Nigel Bruce, Ida Lupino, Alan Marshal, Terry Kilburn, George Zucco, Henry Stephenson, E. E. Clive.
*Directed by Alfred Werker*

Sept. 8 **CHARLIE CHAN AT TREASURE ISLAND**

Sidney Toler, Cesar Romero, Pauline Moore, Sen Yung, Douglas Fowley, June Gale, Douglas Dumbrille, Sally Blane, Billy Seward, Wally Vernon.
*Directed by Norman Foster*

Sept. 15 **THE RAINS CAME**

Myrna Loy, Tyrone Power, George Brent, Brenda Joyce, Nigel Bruce, Maria Ouspenskaya, Joseph Schildkraut, Mary Nash, Jane Darwell, Marjorie Rambeau, Henry Travers, H. B. Warner.
*Directed by Clarence Brown*

Sept. 22 **STOP, LOOK AND LOVE**

Jean Rogers, William Frawley, Robert Kellard, Eddie Collins, Minna Gombell, Cora Sue Collins.
*Directed by Otto Brower*

Sept. 29 **HERE I AM A STRANGER**

Richard Greene, Richard Dix, Brenda Joyce, Roland Young, Gladys George, Katharine Aldridge, Russell Gleason, Edward Norris.
*Directed by Roy Del Ruth*

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20th Century Fox assures its accounts—There will be no compromise with quality!

FEATURE RELEASES

SUBJECT TO CHANGE AUG. 17, 1939

DIRECTOR

CAST

Gregory Ratoff

Sothern, Linda Darnell, James Ellison, Jean Lynn Bari, June Gale, Joyce Maxwell, John Halliday, Alan Dinehart, Sidney

Herbert I. Lee

# OCTOBER

Oct. 6 **THE ESCAPE**

Kane Richmond, Amanda Duff, June Gale, Edward Norris, Henry Armetta, Frank Reicher.

*Directed by Ricardo Cortez*

Oct. 13 **HOLLYWOOD CAVALCADE**
**(IN TECHNICOLOR)**

Alice Faye, Don Ameche, J. Edward Bromberg, Alan Curtis, Stuart Erwin, Jed Prouty, Buster Keaton, Donald Meek, George Givot, Eddie Collins.

*Directed by Irving Cummings*

Oct. 20 **THE ADVENTURER**
**(First of the Cisco Kid series)**

Cesar Romero, Marjorie Weaver, Binnie Barnes, Chris-Pin Martin, George Montgomery, John Beach. *Directed by Herbert I. Leeds*

Oct. 20 **SHIPYARD SALLY**

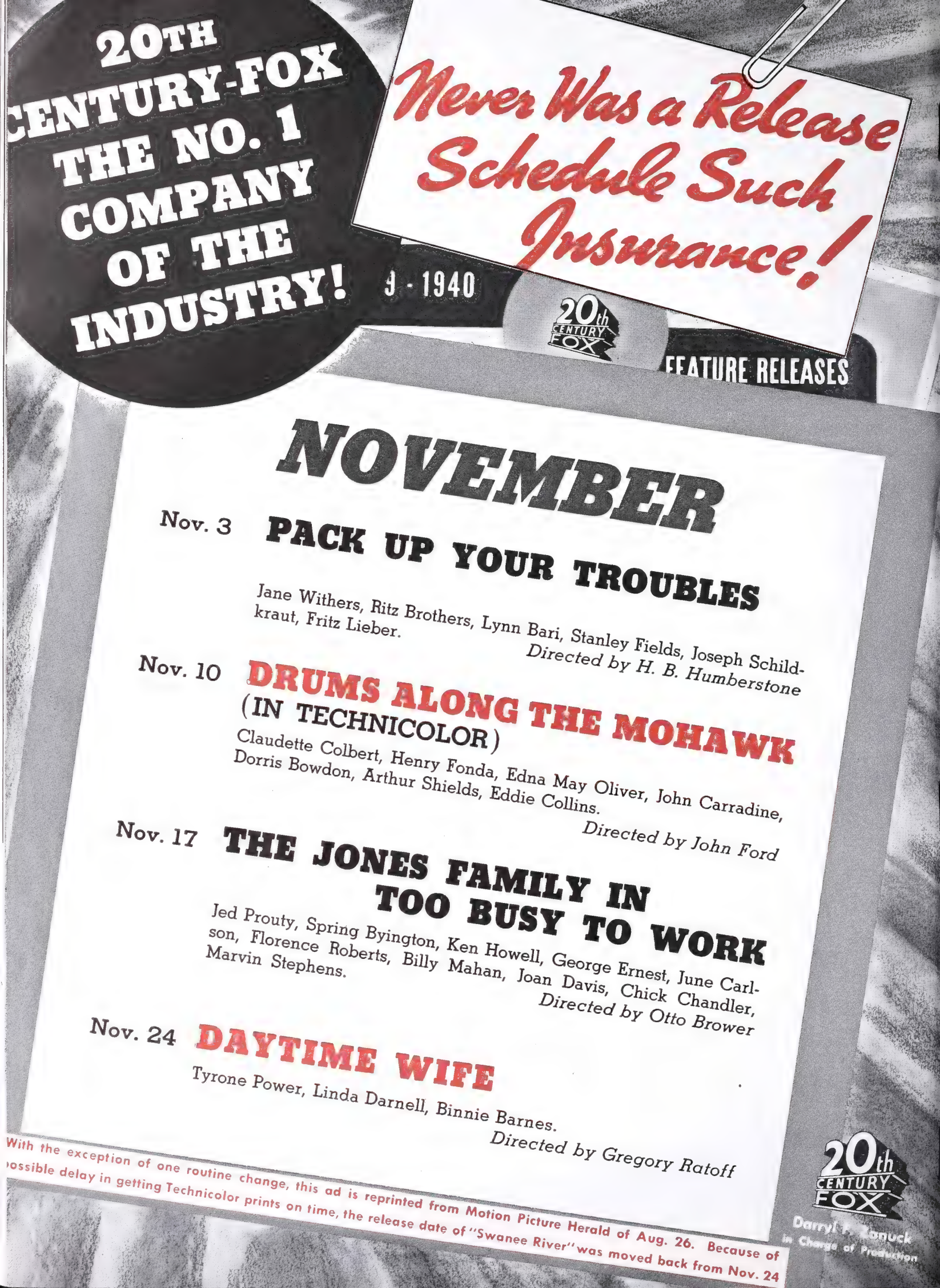
Gracie Fields, Sidney Howard.

*Directed by Monty Banks*

Oct. 27 **20,000 MEN A YEAR**

Randolph Scott, Margaret Lindsay, Preston Foster, Mary Healy.

*Directed by Alfred E. Green*




# NOVEMBER

Nov. 3 **PACK UP YOUR TROUBLES**

Jane Withers, Ritz Brothers, Lynn Bari, Stanley Fields, Joseph Schildkraut, Fritz Lieber.

*Directed by H. B. Humberstone*

Nov. 10 **DRUMS ALONG THE MOHAWK**
(IN TECHNICOLOR)

Claudette Colbert, Henry Fonda, Edna May Oliver, John Carradine, Dorris Bowdon, Arthur Shields, Eddie Collins.

*Directed by John Ford*

Nov. 17 **THE JONES FAMILY IN TOO BUSY TO WORK**

Jed Prouty, Spring Byington, Ken Howell, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Joan Davis, Chick Chandler, Marvin Stephens.

*Directed by Otto Brower*

Nov. 24 **DAYTIME WIFE**

Tyrone Power, Linda Darnell, Binnie Barnes.

*Directed by Gregory Ratoff*

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20th CENTURY FOX

Darryl F. Zanuck
In Charge of Production

# DISTRIBUTORS TO OVERRIDE ARNOLD ON CODE BY MAKING A DIRECT APPEAL TO PRESIDENT

## Stand May Be the Code Trailed the President's "Cleanup" Warning

NEW YORK—Distributors, it is understood, will make a final effort to save the trade practice code by appealing to President Roosevelt.

This stand will be taken by major company presidents, it is stated, in light of the fact that the President more than a year ago called in the heads of each company and handed down an ultimatum to "put the industry's house in order."

Since the meeting with the President, film attorneys hold, the industry's various sales heads promulgated a plan of trade practices which would narrow down, if not eliminate, the complaints reaching the department of justice. Now that the plan is ready, it is further stated, the department asserts the industry cannot go ahead with it unless it is willing to face additional prosecution.

Some attorneys see the code, if put into effect, immediately turning the tide in favor of distributors insofar as the "Big Stick's" suit is concerned. Thurman Arnold, chief of the anti-trust division, realizing this, is not so happy about the future of his suit, it is reported.

### No Meeting Date Yet

No date for the meeting with President Roosevelt is imminent, according to one legal spokesman, because of the foreign situation. But there is assurance a meeting will be held and all the facts presented.

Meanwhile, Ed Kuykendall, MPTOA head, in his latest bulletin has his own interpretation of the code and its intent. He says:

"If the distributors intend to use the code merely for trading purposes in connection with this suit, or expect the department of justice to accept it as a sort of unofficial consent decree, rather than intending it as an honest effort to solve the problems and grievances about which exhibitors have long complained, then it would seem they were badly advised.

"MPTOA repeatedly protested against making the code 'subject to approval of the department of justice,' but was overruled by distributors. We believe that any code should have as its sole purpose to try to remove abuses and prevent injustices in commercial practices. Certainly the law protects that. If such a program when adopted and made effective would make it more difficult for the department to win its case in court, that may embarrass the prosecutor, but it would not hurt the business."

## *Sued Majors Still Deliberate Hire of Outside Legal Giants*

### *Three More Suits Creeping Up*

**New York—For the time being no New York action is planned, but sources close to the department of justice state three new anti-trust suits will be filed against important independent circuits in the very near future. Papers are now being drawn on alleged facts being collated by "Big Stick" men in the field, but where and when the suits will be instituted remain secret.**

### *UA Will Seek to Vacate Gov't "A to Z" Quiz*

NEW YORK—Attorneys for UA will move to vacate the "Big Stick's" A to Z quiz at the adjourned hearing scheduled for October 7 in federal court here, it is learned. While the other major company defendants are holding meetings to decide whether or not to answer or file objections, counsel for UA has already made up their minds to seek a vacation of the motion.

### *All Except UA Have Filed Against Preference Date*

NEW YORK—Affidavits by all major companies except United Artists, have been filed in the federal court, requesting Senior Judge John C. Knox not to grant the requested preference date of November 1 to the government for the start of the all-industry suit, until some disposition is made regarding the 68 interrogatories submitted by the government.

### No FWC Plaint Copies

NEW YORK—Although defendants in the "Big Stick's" action against FWC on the coast have been served, none of the eastern executives or companies has received copies of the complaint.

NEW YORK—Prominent counsel experienced in anti-trust matters is being sought by the major companies for the "Big Stick's" various suits, it is learned. An outstanding authority on anti-trust procedure is now negotiating with the film companies to handle the all-industry case which, from present appearance, will not come to trial before the first of the year, or later.

The firm of Canale, Glanker, Lock & Little of Memphis has been retained by M-G-M, Paramount, 20th-Fox, Warners and RKO for the Crescent suit while UA, Universal and Columbia have secured the services of Cornelius, McKinney & Gilbert of Nashville. The company is reported to be well experienced in cases dealing with the Sherman Act. Tony Sudekum, president of Crescent, has retained McConnico, Arimstead, Waller & Davis. Paschall Davis, son of Norman H. Davis, former ambassador-at-large, is identified with the firm bearing his name. He formerly was a partner in Davis & Polk, local firm which had handled several cases for Paramount at one time. He now resides in Nashville.

For the Oklahoma suit against the Griffith Brothers, distributors have former Judge Charles Cochran.

Confirming a BOXOFFICE exclusive of August 26, Myer and Louis Schine on Wednesday retained Frederick H. Wood, prominent anti-trust counsel, to work with Willard S. McKay on the upstate action.

Although all companies have not been served in the Crescent case, a 25-day extension beyond the normal 20 days has already been secured for filing answers.

A stipulation recently was entered into between counsel for distributors and Paul Williams for an extension of an answer or objection to the A to Z quiz filed until October 7. The general indication is that a strenuous objection will be launched by defendants because of the scope covered, because they feel the time and money involved and the lack of expert assistance to secure the data will retard the normal functions of trade.

### *Say Quiz Would Cost $10,000,000*

**New York—Counsel for distributors estimate it will cost each company approximately $1,000,000 to unearth the information required by the Big Stick's A to Z quiz. The lawyers state that data is sought on every picture and account for the three seasons starting 1935-36 and the theoretical availabilities on each film.**

**The attorneys state major companies released in the neighborhood of 1,000 pictures for the three-year period with an average of 10,000 playdates on each film.**

**If it were decided to answer to quiz and undertake the costs, it is figured the combined major company expense on the all-industry suit would tally at least $10,000,000.**

# St. Louis Approves Warner Sales Plan

ST. LOUIS—Very favorable is the reaction of exhibitors in St. Louis, eastern Missouri and southern Illinois to pronouncement by Gradwell L. Sears that Warner had incorporated some highlights of the code into a 12-point program to govern the 1939-40 sales policy. News of the streamlining of the Warner policy was brought first to most of the exhibitors in this territory by BOXOFFICE.

Hall Walsh, local manager for Warner, says approximately 60 per cent of exhibitors in the St. Louis territory have already signed up for 1939-40. Naturally those exhibitors are pleased to learn that they will immediately enjoy a 20 per cent cancellation privilege.

In the absence of Fred Wehrenberg, president of the local MPTOA unit, there was no statement coming from that organization. Likewise, Harry C. Arthur jr., ranking executive here for F&M and their affiliate, St. Louis Amusement Co., was away.

Several out-of-town exhibitors seen along the Row, expressed pleasure that the step had been taken and are hopeful other distributors would fall into line.

The 12-point program was prominently displayed on the bulletin board near the entrance to the Warner exchange.

### "Let's Wait and See," Is The Albany Attitude

ALBANY—"Very nice, if they do it," remarks Mitchell Conery, head of the circuit bearing his name and a regional vice-president of Allied of New York. "Too early to say. Actual contracts and experience tell the story," observes another. These are typical of the varied reactions to the Warner sales plan.

Conery, who does not claim to speak for other Allied members in this territory but who often reflects their point of view, means by his cryptic phrase the new policy would be advantageous if Warner does not jack up rentals to offset the cancellation privilege. Some cynicism and suspicion over the general code have voiced themselves here and that apparently goes now for the Warner idea.

But he and others concede that, on its face, the cancellation right would benefit a substantial number of Albany territory exhibitors, since more than half of those served from here average less than $100 rental per picture.

## *Wisconsin ITPA Head Is Dubious*

**Milwaukee—Edward F. Maertz, president of the Independent Theatres Protective Ass'n of Wisconsin and Upper Michigan, is openly skeptical over two points in the Warner sales policy. These are Nos. 5 and 12 which refer to continued dealings with "any exhibitor of good reputation" and "reasonable clearance."**

**"I fail to see where there is anything in this platform that will benefit the independent exhibitor. With reference to the 20 per cent cancellation clause, we were told at Minneapolis that we would be expected to pay for these pictures even though we canceled them, so that there is nothing to be gained from this provision," he concludes.**

## *Caution Describes View In Indiana Center*

INDIANAPOLIS—Caution is the word to describe exhibitors' reaction in this area to the Warner 12-point sales plan.

The executive of one circuit comments, "I have nothing to say at the present time. After the plan has been in effect for sometime its benefits or detriments will be obvious."

Another leading circuit man says, "I have just read the Warner 12-point sales plan and feel that, until I give it considerable more thought, I will not be able to make an intelligent and fair statement."

Another remarks, "We are now negotiating for Warner product and we feel that at this time it would be unwise to make any comment on the plan. After our contracts are signed, that's something else again."

A leading exhibitor thinks, "I have never had any difficulty with Warner since I have been operating a theatre and in offering its new 12-point sales plan I believe Warner will be still easier to get along with in the future."

## *Back to the Field*

**War developments last week pushed aside additional reactions from the field to the Warner sales plan drawn generously from highlights of the code. Further comment appears on this page.**

**Aside from the time consumed in discussing the future in terms of the Second World War, the Warner organization has proceeded according to schedule in implementing its announced policy. Letters to all accounts are in the mails. Early complaints dealing with the alleged forcing of shorts sales with features are already in process of adjustment.**

# Quaker City Not Yet Certain on Plan

PHILADELPHIA—They cannot quite make up their minds here on the Warner 12-point program. Lew Pizor and George P. Aarons, for the UMPTO, see in its adoption an attempt to "beat the government suit." Nevertheless, they see other majors, with the possible exception of UA, following suit. Members of local Allied have a general feeling the distributor has started something others will copy.

Then, there is the exhibitor who "would like to believe" what he's read, but feels the salesman will continue to come around and insist upon jacked-up rentals. There is also the theatreman, satisfied Warner customer in the past, who is all for the plan and perfectly willing to accept the Sears declaration completely on its face value. Finally, there is around the operator who admits he doesn't understand it, suspicions that Warner took its step to offset lawsuits.

### No Particular Interest Seen in New Orleans

NEW ORLEANS—Announcement of the 12-point plan fails to arouse much interest one way or another among independent exhibitors here.

The general attitude is that, if Warner puts into effect a plan, no matter how meritorious, it would be but a drop in the bucket until other situations were cleaned up.

"What does 20 per cent cancellation mean to us?" asks an independent who wants his name withheld. "And what does the statement on clearance mean? Nothing, until such time as the circuits don't control the buying situation to such a point that the average exchange has to play ball to get bookings.

"The worst thing about buying in New Orleans is clearance. A certain neighborhood circuit here gets 60 days' clearance. That's as much as the first runs demand. It's been a thorn in our sides. But there isn't going to be any plan formulated by a single distributor which can correct this."

Allied President Henry Lazarus declares he is not sufficiently familiar with the plan to comment and adds: "We've never had any trouble with Warner."

Other exhibitors prefer to see how the plan would work.

Circuit operations get pretty much the terms they want, plan or no plan, is a general consensus.

## *Dallas Likes It Generally*

**Dallas—Individual exhibitors accolade Warner on its new selling policy. Some there are who say they regard the plan as lacking in definiteness. The majority, on the other hand, view the step as one in the right direction and see in it a partial victory, at least, for their objectives.**

**Wallace W. Rucker, Rock Theatre, Round Rock, believes the policy will benefit him in his situation.**

**Bob Hooks, Select Theatre, Mineola, says he was always for a code and that, while he had not read the Warner plan, from what he was told of it he sees its clauses as a benefit.**

**L. M. Threet, operating independent theatres in Lufkin, Livingston and Jacksonville, is frankly dubious.**

# "The Rains Came" smashes "Alexander's Ragtime Band" and "Jesse James" records at Roxy!

**Opening day** topped sensational grosses of "Jesse James" and "Stanley and Livingstone"!

**Second Day** came within hair's-breadth of Roxy's all-time record!

**Sunday** was biggest in Roxy's entire history—beating previous record-holders, "Alexander's" and "Jesse James"!

**And right through the week—** "The Rains Came" continued to sweep record highs into the discard!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

# UA Girds to Fight Gov't Schine Suit

NEW YORK—UA has filed notice of its intention to apply in U. S. district court, Buffalo, September 18, for either (1) dismissal of the corporation as a defendant in the "Big Stick's" suit against the Schine circuit on the ground the petition does not "state facts sufficient to constitute a cause of action;" (2) an order to strike certain allegations from the complaint, or (3) for a bill of particulars.

Allegations UA seeks to strike from the complaint are contained in the "Big Stick's" prayer for relief "that the distributor defendants and each and all of their respective officers and directors, agents and employes, be perpetually enjoined and restrained from licensing feature pictures for exhibition on any run at any theatre in any of the Schine towns, except upon a local competitive basis whereby all theatres operating in each of said towns will have an equal opportunity to license pictures for exhibition without regard to whether those theatres, or any of them, form or constitute a part of a circuit of theatres."

The order for a bill of particulars embraces more than 150 items which UA seeks more definite information on.

For example, UA asks the government to state in detail in what manner the plaintiff claims UA has violated and is now violating provisions of the Sherman antitrust act in respect to:

1—The date when each alleged combination and conspiracy began and the duration thereof.

2—The terms thereof.

3—The means agreed upon to effectuate the same.

4—The place where the same originated.

5—The place or places where the same was carried out.

6—The name of each person, firm or corporation, who was a party thereto.

7—The extent to which each such firm, person or corporation operated therein.

8—The name and location of each theatre and the operator thereof which the plaintiff claims was affected thereby.

9—If such alleged combination and con-

(Continued on next page)

## Reviewer Goes for "Real Glory"

Hollywood—A prophetic title this, inasmuch as "The Real Glory" heralds that kind of a treat for those who desire spectacle and action in their celluloid entertainment.

Produced with characteristic Goldwynian verve, the picture gets under way slowly, but, gathering momentum, attains whirlwind speed for an unusually thrilling climax. Dad and junior will support and praise it wholeheartedly, even though it may be a trifle too sanguniary for feminine trade.

Gary Cooper is perfect at the head of a generally fine cast. Henry Hathaway directed. —SPEAR.

# Production on the Upbeat

(Continued from page 4)

| | | | |
|---|---|---|---|
| Northwest Mounted Police | Outdoor | None | Jan. 15 |
| Gun Chores | Western | William Boyd | Sept. 18 |
| Untitled | Comedy | Claudette Colbert | Nov. 1 |

## Producers Pictures Corp.

| | | | |
|---|---|---|---|
| Brigham Young—Utah Miracle Man | Historical | None | Nov. 15 |
| Buried Alive | Prison drama | None | Oct. 30 |
| Hitler—Beast of Berlin | Documentary drama | None designated | Sept. 15 |
| Sagebrush Family Trails West | Western | Bobby Clark | Sept. 22 |
| Wanted for Murder | Melodrama | None designated | Sept. 29 |
| Man From Oklahoma | Western | George Houston | Oct. 9 |

## RKO Radio

| | | | |
|---|---|---|---|
| Dr. Christian No. 2 | Drama | Jean Hersholt | Dec. 1 |
| Untitled | Western | George O'Brien | Sept. 21 |
| Swiss Family Robinson | Drama | Tim Holt | Oct. 15 |
| Hot Tamale | Comedy | Lupe Velez | Sept. 30 |
| Heart of Darkness | Sea drama | Orson Welles | Oct. 15 |
| Primrose Path | Drama | None | Sept. 18 |
| Silver City | Historical | Tim Holt | Nov. 1 |
| Cross Country Romance | Comedy | Lucille Ball | Nov. 15 |

## Republic

| | | | |
|---|---|---|---|
| Hit Parade of 1940 | Musical | Frances Langford | Sept. 30 |
| Cowboy From Texas | Western | Three Mesquiteers | Oct. 3 |
| Covered Trails | Comedy | James Gleason | Sept. 18 |
| Wagons Westward | Western | John Wayne | Sept. 25 |
| Rovin' Tumbleweeds | Western | Gene Autry | Sept. 15 |

## 20th Century-Fox

| | | | |
|---|---|---|---|
| Grapes of Wrath | Documentary drama | Henry Fonda | Oct. 2 |
| Father Duffy | World War drama | None designated | Oct. 15 |
| Three Blind Dates | Comedy | None designated | Oct. 1 |
| The Valiant | Drama | None designated | Sept. 25 |
| Man Who Wouldn't Talk | Drama | Lloyd Nolan | Sept. 25 |
| The Adventurer | Western | Cesar Romero | Sept. 18 |
| Everything Happens at Night | Comedy | Sonja Henie | Sept. 18 |
| Charlie Chan in Panama | Detective drama | Sidney Toler | Oct. 7 |

## Universal

| | | | |
|---|---|---|---|
| Invisible Man Returns | Horror melodrama | Sir Cedric Hardwicke | Sept. 22 |
| It's a Date | Comedy with music | Deanna Durbin | Sept. 30 |
| Atlantic Cable | Historical | None designated | Nov. 1 |
| Little Accident | Comedy | Baby Sandy | Sept. 15 |

## United Artists

| | | | |
|---|---|---|---|
| Production No. 6 (For. "The Great Dictator") | Satirical comedy | Charles Chaplin | Sept. 15 |
| Personal History | Political drama | None designated | Oct. 15 |
| Our Town | Drama | None designated | Nov. 1 |
| Blackout Over Europe | Current war story | Gary Cooper | Dec. 1 |
| House Across the Bay | Prison drama | Joan Bennett | Sept. 30 |
| 1,000,000 B. C. | Imaginative fantasy | None designated | Nov. 1 |
| Ordeal | Current war | None designated | Dec. 1 |
| Don Juan | Spanish | Fortunio Bonanova | Oct. 15 |

## Warner-First National

| | | | |
|---|---|---|---|
| Underground | Anti-Nazi story | John Garfield | Sept. 18 |
| The Sea Hawk | Period sea drama | Errol Flynn | Sept. 26 |
| Timber Wolf | Outdoor | Dennis Morgan, Alan Hale | Sept. 11 |
| Granny Get Your Gun | Gangster comedy | May Robson | Sept. 28 |
| Fighting 69th | World war | Pat O'Brien | Sept. 18 |
| Edgar Allen Poe | Biographical | Claude Rains | Sept. 21 |
| Capt. Horatio Hornblower | Sea drama | None designated | Late Fall |
| Dr. Ehrlich | Biography | Edward G. Robinson | Sept. 29 |
| Smiling Corpse | Mystery comedy | Frank McHugh | Sept. 30 |
| Virginia City | Historical western | Errol Flynn | Nov. 1 |
| Brother Rat and the Baby | Comedy | Eddie Albert | Sept. 27 |

# UA Ready to Fight Gov't Schine Suit

(Continued from preceding page)

spiracy are evidenced by writing, furnish a copy thereof; if oral, state the substance thereof; if partly oral and partly in writing, state the substance of the oral portions and furnish a copy of the written portions.

The "Big Stick" is also asked to state in what cities and towns the "so-called Schine defendants" have combined with UA in which they:

1—Threatened to build a theatre in opposition to another exhibitor, as pleaded in Paragraph 49.

2—Have built a theatre, as pleaded in Paragraph 49.

3—Have threatened to deprive another exhibitor of product.

4—Have announced the proposed construction of a theatre.

5—Have acquired the superior title to a theatre.

6—Have cut admission prices.

7—Have resorted to costly games.

8—Have given or taken unreasonable protection.

9—Have kept theatre sites or acquired interests in sites in Schine towns wherever there is any indication of competition.

## 68 Shooting or Finished

(Continued from page 5)

| | | |
|---|---|---|
| Strange Money | Prison Drama | Ellen Drew |

### Producers Pictures Corp.

| | | |
|---|---|---|
| Torture Ship | Sea melodrama | Irving Pichel, Lyle Talbot |

### RKO Radio

| | | |
|---|---|---|
| Meet Dr. Christian | Drama | Jean Hersholt |
| Sued for Libel | Drama | Kent Taylor |
| Hunchback of Notre Dame | Historical melodrama | Charles Laughton |
| That's Right, You're Wrong | Musical | Kay Kyser |
| Vigil in the Night | Hospital drama | Carole Lombard, Brian Aherne |

### Republic

| | | |
|---|---|---|
| Abraham Lincoln Boggs | Comedy-drama | Edward Ellis |
| Jeepers Creepers | Musical hill-billy | Roy Rogers, Weaver Bros., Elviry |

### 20th Century-Fox

| | | |
|---|---|---|
| Daytime Wife | Domestic comedy | Tyrone Power |
| The City | Melodrama | Ricardo Cortez |
| The Bluebird | Fantasy | Shirley Temple |
| The Simple Life | Comedy | Stuart Erwin |
| High School | Comedy | Jane Withers |

### United Artists

| | | |
|---|---|---|
| Raffles | Detective drama | David Niven |
| Send Another Coffin | Detective comedy | Pat O'Brien, Edward Arnold |
| Of Mice and Men | Documentary drama | Burgess Meredith |
| A Chump at Oxford | Comedy | Laurel and Hardy |
| Rebecca | Romantic drama | Laurence Olivier, Joan Fontaine |
| Production No. 6 (For. "The Great Dictator") | Comedy-drama | Charlie Chaplin |

### Universal

| | | |
|---|---|---|
| South of the Amazon | Drama | Douglas Fairbanks jr. |
| Legion of Lost Flyers | Action drama | Richard Arlen, Andy Devine |
| Call a Messenger | Melodrama | Little Tough Guys, Mary Carlisle |
| Missing Evidence | Melodrama | Preston Foster, Irene Hervey |
| Galloping Kid | Western | Johnny Mack Brown |
| Man From Montreal | Action drama | Richard Arlen, Andy Devine |
| Listen, Kids | Comedy | Johnny Downs |
| Outlawed Marshal | Western | Johnny Mack Brown |
| Vigilante War | Western | Johnny Mack Brown |

### Warner-First National

| | | |
|---|---|---|
| Four Wives | Domestic drama | Priscilla Lane, John Garfield |
| State Cop | Action drama | John Payne |
| Gambling on the High Seas | Action drama | Wayne Morris |
| Philo Vance Returns | Detective drama | James Stephenson |
| Lady Dick | Detective comedy | Jane Wyman |
| 20,000 Years in Sing Sing | Prison drama | John Garfield, Ann Sheridan |
| The Return of Dr. X | Horror drama | Humphrey Bogart |
| We Are Not Alone | Romantic drama | Paul Muni |
| On Your Toes | Musical | Zorina, Eddie Albert |
| *Uncle Sam Awakens | Military melodrama | Ronald Reagan |
| Elizabeth and Essex | Historical drama | Bette Davis, Errol Flynn |
| Dress Parade | Service story | Dead End Kids, John Litel |
| Guilty Women | Prison drama | Lya Lys |
| Invisible Stripes | Prison drama | George Raft |

*In preparation.

*Current and future releases, as far ahead as* 11 *weeks, appear in the Booking Chart, beginning on page* 71.

# Kuykendall Strikes For Defense Armor

NEW YORK—"Menaced and threatened on every side, torn by distrust, controversies and prejudices from within, disrupted by lawsuits and smeared by venal publicity, this industry needs every possible defense, and a sound, sensible program to solve our problems," Ed Kuykendall, head of the MPTOA, states in his latest bulletin, sounding a keynote for the "great need of a strong exhibitor organization."

Kuykendall asks:

1—Can the industry work out a practical trade practice program under present conditions?

2—Will the department of justice really try to block a practical, effective solution of trade practice problems?

3—Would a code (any code) solve the existing situations?

4—Do exhibitors (and distributors) prefer to settle differences and grievances on unreasonable clearance and overbuying to deprive a competitor of pictures by (a) mediation and voluntary agreement, (b) enforceable decisions of an arbitration board (c) lawsuits, intervention of public prosecutors, boycotts and reprisals?

5—Is there any fair, impersonal, and practical, standard for clearance between theatres?

6—Do exhibitors want a simplified exhibition contract?

7—Should short subjects, newsreels and trailers be a part of every product deal?

8—Would exhibitors prefer to get trailers direct from each company or through the medium of a complete service from a trailer company?

9—Will buying combines solve the buying problem of the individual exhibitor?

10—Do we want the Neely Bill, or any other law to prohibit and prevent any distributor from offering better prices and terms in order to induce the exhibitor to buy more than one picture?

11—Should non-theatrical showings of theatrical motion pictures be curbed and confined to non-competitive situations?

12—Should radio competition of motion picture talent and material be curbed?

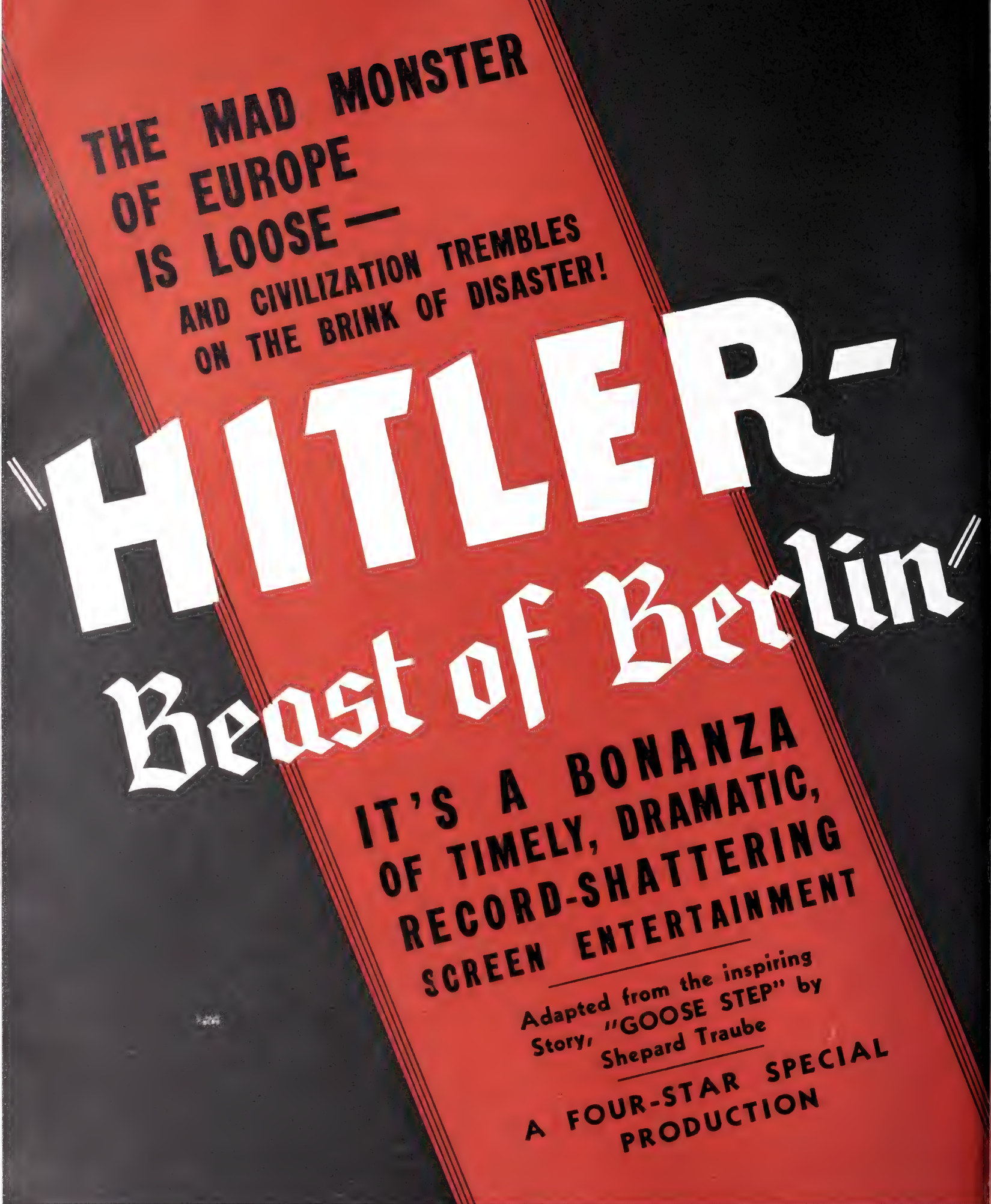
13—What should be done about double feature competition, give-aways, premiums, lotteries, cut-rate admissions, etc.?

14—What can exhibitors do about the music tax extortion by Ascap? Why doesn't the government prosecute its four-year-old anti-trust suit against Ascap?

15—Should exhibitors in this country refuse to show any propaganda pictures favoring either side in view of the present European war and the expressed determination of this country to keep out of it?

16—What can exhibitors do to strengthen their defenses against the coming onslaught of state legislation, singling out the theatres for drastic regulation, special taxation and admission taxes?

17—What organized and unified effort should be directed by exhibitors and exhibitor organizations to combat the adverse publicity against the industry?




# PRODUCERS DISTRIBUTING CORPORATION

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1436 NORTH BEACHWOOD DRIVE—HOLLYWOOD, CALIF.

***EXCHANGES EVERYWHERE***

# "STAR MAKER," "OLD MAID" AND "WOMEN" TOPS

## BOSTON

Fenway—**The Star Maker** (Para), 2nd run; **The Death of a Champion** (Para) ..... 80
Memorial—**In Name Only** (RKO); **Frontier Marshal** (20th-Fox) .....155
Orpheum—**Lady of the Tropics** (M-G-M); **Glamour Girls** (M-G-M) .....140
State—Same as Orpheum .....100
Metropolitan—**Beau Geste** (Para); **Quick Millions** (20th-Fox) .....160
Paramount—Same as Fenway ..... 85

## CHICAGO

Apollo—**The Star Maker** (Para), held 3rd loop wk. ..... 90
Chicago—**Golden Boy** (Col), stage show; picture moved to Roosevelt for 2nd loop wk....100
Garrick—**Hotel for Women** (20th-Fox), 2nd loop wk. ..... 85
Oriental—**Second Fiddle** (20th-Fox), 2nd loop wk.; stage show ..... 90
Palace—**Bachelor Mother** (RKO), plus stage show, 2nd wk. ..... 90
Roosevelt—**The Under-Pup** (Univ) ..... 80
State-Lake—**Hell's Kitchen** (WB), plus stage show ..... 85
United Artists—**The Wizard of Oz** (M-G-M), held 3rd wk. .....110

## CINCINNATI

Albee—**The Women** (M-G-M), held .....130
Capitol—**Wizard of Oz** (M-G-M), held .....130
Keith's—**In Name Only** (RKO), 2nd wk.....120
Lyric—**The Star Maker** (Para), 2nd wk. .....110
Palace—**Man in the Iron Mask** (UA), held.....120
Shubert—**Stanley and Livingstone** (20th-Fox), 3rd wk. .....120

## CLEVELAND

Allen—**When Tomorrow Comes** (Univ), 2nd wk. .....155
Hippodrome—**In Name Only** (RKO) .....125
Palace—**Angels Wash Their Faces** (FN) .....110
State—**Lady of the Tropics** (M-G-M) .....100
Stillman—**The Star Maker** (Para), 2nd wk....135

## DALLAS

Capitol—**Inside Information** (Univ) ..... 95
Capitol—**Night Work** (Para), 2nd half..... 85
Majestic—**The Star Maker** (Para) .....115
Palace—**When Tomorrow Comes** (Univ).....100
Rialto—**Career** (RKO) ..... 90
Rialto—**Frontier Marshal** (20th-Fox), 2nd half.100
Tower—**Wizard of Oz** (M-G-M), 2nd wk.....100

## DENVER

Aladdin—**Goodbye, Mr. Chips** (M-G-M), after a wk. each at the Orpheum and Broadway..140
Broadway—**Lady of the Tropics** (M-G-M); **Rookie Cop** (RKO), dual, following a wk. at the Orpheum .....120
Denham—**The Star Maker** (Para), 4 days on the 2nd wk.; **Beau Geste** (Para), for remaining 3 days .....185
Denver—**Four Feathers** (UA) .....100
Orpheum—**In Name Only** (RKO); **Miracles for Sale** (M-G-M) .....110
Paramount—**I Stole a Million** (Univ); **Cowboy Quarterback** (FN) .....100
Rialto—**Stanley and Livingstone** (20th-Fox), after a wk. each at the Denver and Aladdin; **Forgotten Women** (Univ) .....140

## DETROIT

Adams—**The Man They Could Not Hang** (Col); **Chicken Wagon Family** (20th-Fox)... 90
Fox—**Bachelor Mother** (RKO); **The Spellbinder** (RKO) ..... 80
Michigan—**The Star Maker** (Para); **Miracles for Sale** (M-G-M) .....100
Palms State—**Each Dawn I Die** (FN), after 2 wks. at Michigan; **Night Work** (Para), after wk. at Michigan ..... 90
United Artists—**The Wizard of Oz** (M-G-M)..105

## INDIANAPOLIS

Alamo—**Wyoming Outlaw** (Rep); **She Married a Cop** (Rep), 1st half ..... 65
Alamo—**Rolling Westward** (Mono); **It's a Wonderful World** (M-G-M), 2nd half ..... 65
Apollo—**Our Leading Citizen** (Para); **Hell's Kitchen** (WB) ..... 80
Circle—**The Star Maker** (Para); **This Man Is News** (Para) .....120
Loew's—**Lady of the Tropics** (M-G-M); **These Glamour Girls** (M-G-M) .....125

## KANSAS CITY

Esquire—**Stanley and Livingstone** (20th-Fox), 2nd wk. .....100
Midland—**Lady of the Tropics** (M-G-M); **Coast Guard** (Col) .....110
Newman—**The Star Maker** (Para), 2nd wk..... 75
Orpheum—**Each Dawn I Die** (FN); **The Hobby Family** (FN), 2nd wk. .....135
Tower—**I Stole a Million** (Univ), plus stage show .....105
Uptown—Same as Esquire .....120

**AVERAGE IS 100%**

### *Top Hits of the Week*

THE STAR MAKER (dual)— New Haven (10 days) .....185
THE OLD MAID (dual)—Omaha....175
THE WOMEN (dual)—Los Angeles..175
THE OLD MAID—Philadelphia.....170
BEAU GESTE (dual)—Boston.....160
IN NAME ONLY (dual)—Boston.....155
WHEN TOMORROW COMES—Cleveland (2nd wk) .....155
FOUR FEATHERS—Minneapolis.....150
LADY OF THE TROPICS—New Orleans .....150
THE OLD MAID—New York, Seattle .....150
STANLEY AND LIVINGSTONE—Oklahoma City, Salt Lake City..150
WIZARD OF OZ—New York, Philadelphia .....150

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 17th wk., New York City.
**The Old Maid,** 5th wk., New York City.
**Four Feathers,** 3rd wk., Los Angeles.
**Stanley and Livingstone,** 3rd wk., Cincinnati.
**The Star Maker,** 3rd wk., Chicago.
**When Tomorrow Comes,** 3rd wk., New York City.

## LOS ANGELES

Chinese—**The Women** (M-G-M); **News Is Made at Night** (20th-Fox).....175
Downtown—**Each Dawn I Die** (FN), second wk. .....110
Four Star—**Four Feathers** (UA), 3rd wk.....100
Hillstreet—**In Name Only** (RKO); **The Girl and the Gambler** (RKO), 2nd wk.....100
Hollywood—Same as Downtown.....110
Pantages—Same as Hillstreet.....100
Paramount—**The Star Maker** (Para); **Exile Express** (GN), 2nd wk.....100
State—Same as Chinese .....175

## MILWAUKEE

Palace—**The Star Maker** (Para); **Back Door to Heaven** (Para) .....120
Riverside—**Parents on Trial** (Col), plus stage show .....100
Strand—**Stanley and Livingstone** (20th-Fox); **When Tomorrow Comes** (Univ) .....100
Warner—**The Old Maid** (FN); **The Hobby Family** (FN) .....110
Wisconsin—**The Wizard of Oz** (M-G-M) .....130

## MINNEAPOLIS

Aster—**Million Dollar Legs** (Para); **They All Come Out** (M-G-M) ..... 90
Century—**Wizard of Oz** (M-G-M), 2nd wk.....125
Gopher—**Frontier Marshal** (20th-Fox) ..... 90
Minnesota—**Within the Law** (M-G-M), plus stage show (Stroud Twins).....125
Orpheum—**Miracles for Sale** (M-G-M), plus stage show ('Folies Bergere').....140
State—**The Star Maker** (Para) .....100
Time—**Clouds Over Europe** (Col) .....100
World—**Four Feathers** (UA) .....150

## NEW HAVEN

College—**The Wizard of Oz** (M-G-M); **Blondie Takes a Vacation** (Col), 2nd wk.....105
Loew-Poli—**The Women** (M-G-M); **They All Come Out** (M-G-M), moved to the College for a 2nd wk.....125
Paramount—**The Star Maker** (Para); **Unmarried** (Para), 10 days .....185
Roger Sherman—**Angels Wash Their Faces** (FN); **The Hobby Family** (FN) .....110

## NEW ORLEANS

Center—**Grand Jury Secrets** (Para).....90
Globe—**The Boy Friend** (20th-Fox) ..... 80
Liberty—**Angels Wash Their Faces** (FN)..... 95
Orpheum—**In Name Only** (RKO) .....100
Saenger—**The Star Maker** (Para) .....125
State—**Lady of the Tropics** (M-G-M) .....150
Tudor—**White Zombies** (Halperin) .....100

## NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 16th wk., held. .....115
Capitol—**Wizard of Oz** (M-G-M), 3rd wk.; Garland, Rooney on stage .....150
Criterion—**These Glamour Girls** (M-G-M).....140
Globe—**Angels Wash Their Faces** (FN).....145
Paramount—**Star Maker** (Para), plus stage show. .....190
Radio City Music Hall—**Fifth Avenue Girl** (RKO), 2nd wk., plus stage show.....140
Rivoli—**When Tomorrow Comes** (Univ); final 5 days of 3rd wk..... 70
Roxy—**Adventures of Sherlock Holmes** (20th-Fox), plus stage show ..... 95
Strand—**The Old Maid** (FN), 4th wk. plus stage show, held .....150

## OKLAHOMA CITY

Criterion—**The Star Maker** (Para).....100
Liberty—**Miracles for Sale** (M-G-M); **Panama Lady** (RKO), 4 days .....130
Liberty—**Code of the Secret Service** (WB); **Bad Lands** (RKO), 3 days .....100
Midwest—**Stanley and Livingstone** (20th-Fox)..150
Plaza—**Each Dawn I Die** (FN), moveover from Midwest .....110
State—**The Man They Could Not Hang** (Col); **Konga** (Col), 3 days .....100
State—**Should Husbands Work** (Rep); **She Married a Cop** (Rep), 3 days .....120
Tower—**The Wizard of Oz** (M-G-M), moveover from Criterion .....140

## OMAHA

Brandeis—**The Old Maid** (FN); **Way Down South** (RKO) .....175
Omaha—**The Man in the Iron Mask** (UA); **Million Dollar Legs** (Para) .....115
Orpheum—**Hotel for Women** (20th-Fox), plus Count Berni Vici stage show .....100

## PHILADELPHIA

Aldine—**They Shall Have Music** (UA).....105
Boyd—**The Old Maid** (FN).....170
Earle—**Adventures of Sherlock Holmes** (20th-Fox), plus Gene Krupa and Jack Haley on stage. .....125
Fox—**Golden Boy** (Col) .....110
Karlton—**The Wizard of Oz** (M-G-M), 2nd run..150
Palace—**Bachelor Mother** (RKO), 3rd run....105
Stanley—**Stanley and Livingstone** (20th-Fox), 2nd wk. ..... 90
Stanton—**When Tomorrow Comes** (Univ), end run .....100

## PITTSBURGH

Alvin—**When Tomorrow Comes** (Univ), 2nd wk. 75
Barry—**Assassin of Youth** (Mono) .....100
Fulton—**Second Fiddle** (20th-Fox), Ambers-Armstrong fight picture, 2nd wk..... 85
Penn—**The Wizard of Oz** (M-G-M), 2nd wk.... 80
Senator—**Mr. Wong in Chinatown** (Mono); **News Is Made at Night** (20th-Fox) ..... 70
Stanley—**Lady of the Tropics** (M-G-M) .....125
Warner—**Five Came Back** (RKO); **Bridal Suite** (M-G-M) .....140

## PORTLAND, ORE.

Broadway—**Four Feathers** (UA); **Unexpected Father** (Univ), 2nd wk. .....100
Liberty—**Stanley and Livingstone** (20th-Fox); **Nancy Drew, Trouble Shooter** (WB), 2nd wk..100
Mayfair—**Beau Geste** (Para); **News Is Made at Night** (20th-Fox), 2nd wk. .....120
Orpheum—**Trapped in the Sky** (Col); **Mr. Wong in Chinatown** (Mono), plus stage show headed by Major Bowes' Swing School revue and Jackie Souders' orchestra.....110
Paramount—**Hotel for Women** (20th-Fox); **Charlie Chan at Treasure Island** (20th-Fox)..100
United Artists—**Wizard of Oz** (M-G-M), 3rd wk. .....100

## SALT LAKE CITY

Capitol—**Island of Lost Men** (Para); **Wyoming Outlaw** (Rep) .....105
Centre—**Stanley and Livingstone** (20th-Fox)...150
Studio—**Beau Geste** (Para) .....115
Utah—**Hell's Kitchen** (WB); **Gracie Allen Murder Case** (Para) .....110

## SEATTLE

Blue Mouse—**The Star Maker** (Para); **They Asked for It** (Univ), 2nd wk..... 90
Fifth Avenue—**Lady of the Tropics** (M-G-M); **News Is Made at Night** (20th-Fox)..... 90
Liberty—**Golden Boy** (Col), 2nd wk. .....125
Metropolitan—**Three Waltzes** (Foreign) ..... 90
Music Box—**Four Feathers** (UA), 2nd wk.....100
Orpheum—**I Stole a Million** (Univ); **Miracles for Sale** (M-G-M) ..... 90
Palomar—**The Old Maid** (FN) .....150
Paramount—**Beau Geste** (Para); **Night Work** (Para) .....100
Uptown—**Sacrifice of Honor** (Foreign)..... 80

# Majors Face Setback By Stymied Shipping

NEW YORK—Shipment of films to Europe and Great Britain has been slowed up a week to 14 days whereas normal delivery would consume four and a half days on the regular passenger liners.

Foreign managers have readjusted distribution channels to meet the upheaval caused by the Second World War and little difficulty is expected on that score once theatres begin operating regularly.

Where shipment has been retarded is here in New York, according to William Massce, head of the Massce Co., which exports films for all the majors except 20th-Fox.

He points out that customs house clearances must be obtained first before the steamship companies will issue permits to ship prints. Heretofore, Massce says, a company on a rush order could ship the film at once and then obtain the clearance papers later at customs.

Another factor which will hold up the delivery of prints, he believes, is the application of strict censorship imposed by military conditions.

He also feels it is too early to tell what will happen since only three per cent of the present volume of prints was shipped to the Allied countries during the First World War.

### Into All Countries Where Shipping Fairly Normal

NEW YORK—Spokesmen for Warner and RKO say their foreign business is going on with those countries where shipping facilities are fairly normal as though there were no war. Specifically, this eliminates France, Switzerland, Poland, Yugoslavia and Rumania.

Both companies admit freight charges have gone up, but this appears not to have brought any alarm. While insurance rates are also known to have taken a sharp rise, it is said film shipments are not usually insured unless a request is made by the consignee. In many instances, lavenders are sent in preference to prints.

Warner has not been informed by Sam Sax, head of British production, whether their Teddington studios have been closed "definitely," a foreign sales executive declares. Meanwhile, every effort is being made to deliver as many pictures as possible to nations where neutral ships makes stops "so that if the war situation changes overnight we want our product there," this source added.

### No Interruption Yet in Republic British Cash

NEW YORK—Weekly remittances from England are not being interrupted, Morris Goodman, in charge of Republic's foreign affairs, states. During the past two weeks regular remittances have come through and shipments are being made on both neutral and American steamers.

Lou Calker, an Englishman in charge of Continental sales, has been drafted in the mobilization of home defense in England but is continuing on the job, Goodman reports. Money from Australia and New Zealand has slowed down considerably, he adds.

"I expect things will be normal in a few days in England," Goodman states.

### Normal Foreign Shipments Continued by Metro

NEW YORK—Normal shipments were being continued by M-G-M during the week with at least one new picture out of Hollywood going abroad on the *American Trader*. Instead of using fast boats, the company is making use of whatever steamships are available.

"Everything is in status quo," an executive stated, "and we are looking forward to reopening of the West End houses in London soon."

## *Purchases of War Foods Blamed for Gross Dip*

MINNEAPOLIS—Another angle of the war is blamed for a further drop in grosses here and throughout the territory in the past ten days. Earlier, patrons preferred to remain close to the radio to get all the latest European tidings.

Now, local exhibitors declare, the public, fearing shortages of, and rising prices in, commodities such as sugar, is spending surplus funds on these items, laying in big supplies. This necessitates economizing on entertainment.

## *"It's Gone to Pot"*

NEW YORK—Probably the most disillusioned person in the city these days is Nick Hyams, who, with his two brothers, operates a number of variety houses in London.

Hyams has been here for the past seven weeks seeking the services of Hollywood personalities who are popular in London for an elaborate charity affair scheduled for the Gaumont State in Kilburn, October 18. The show was to be a roundup of outstanding English and American talent as an expression of goodwill between the two countries, as it dovetailed with the charity angle, and was to be known as the Royal Cine Variety Performance. King George and the royal family were to be honor guests.

Mickey Rooney, Lewis Stone and the balance of the Hardy family series; Judy Garland, Joe E. Brown, Allan Jones, Charles Laughton, Elsa Lanchester, Anna Neagle, Laurel and Hardy and Eddie Cantor are but a few of the stars from whom Hyams says he had "promises."

Asked what the present status of the affair was, Hyams gurgled: "It's gone to pot."

# Reports French Trade Is Seriously Bogged

NEW YORK—French distribution and exhibition has been seriously hurt because of the war and business is bad in France, Joseph H. Seidelman, in charge of Universal foreign activities, reports. In Australia, he continues, a two per cent emergency tax has been levied, the first of its kind.

Seidelman sees no falling off of theatre business in English provinces where a 10 o'clock closing hour has been put into effect. He says this is balanced by the fact that theatres open an hour earlier.

About 65 per cent of British theatres reopened over the weekend after seven days' closing, he adds, and shipments are being made on American liners to all countries where possible. There has been no impounding of funds, as yet, he declares.

Attending a special luncheon for Cliff Work, production head for Universal at the Rainbow Room, the company's foreign head stressed the fact that all rumors about the foreign situation should be thoroughly checked before being printed.

He added "things are not as bad as they might seem and are getting better day by day."

### Reports French Production At Complete Standstill

NEW YORK—Production in France is at a complete standstill, reports Lansing Warren from Paris in the New York *Times*. "Since the general mobilization call and the exodus of citizens from the Paris region following the declaration of a state of war it has been impossible to operate the studios and there is no prospect of their being able to resume in the immediate future," he says. "Perhaps, when war conditions become more settled, producers may be able to pick up their activities on the Riviera or elsewhere in France, but to do so it is obvious that the industry must be entirely reorganized."

### Partial Theatre Reopening Under Way Now in Paris

PARIS—A limited number of theatres reopened Thursday with a 10 p. m. closing deadline. They are situated in locations which permit quick dispersal of audiences into nearby air raid shelters.

As safety measures are further developed, other theatres will be opened.

## *Arthur Loew on Coast*

HOLLYWOOD—Arthur M. Loew is back here after an absence of a few days. The purpose of Loew's trip primarily is to check on the condition of Louis Chatain, M-G-M's director in France, who is at the Santa Monica Hospital. Chatain was on his way out to the coast when he became ill in the plane.

***More on War Crisis, Pages 4, 5, 6, 7-A, 8***

## *Australia Points the Way*

NEW YORK—Back from a three-month trip to Australia, John W. Hicks jr., vice-president in charge of Paramount's foreign affairs, tells the story of specially constructed "crying rooms" in new suburban houses in Sydney and Melbourne.

There are two separate "crying rooms" in the back of the orchestra in the new houses where mothers may bring infants and see the shows through a glass window without disturbing other patrons. Each room seats from 20 to 25.

Aside from the convenience these rooms afford mothers attending theatres with infants, Hicks says they have become increasingly popular because distributors are given one room to do their crying and exhibitors the other, particularly when new season's buying gets under way.

## *McConville and Robert to Havana for Convention*

NEW YORK—Joseph A. McConville, Columbia's foreign chief, and Charles Robert, home office supervisor for Latin-America, arrive in Havana Tuesday on the *Oriente* for Columbia's three-day Central American conclave at the Savilla-Biltmore Hotel, beginning Wednesday.

Before leaving, McConville said Columbia would carry out its intention of holding two sales meetings in Latin-America. The second takes place in Buenos Aires, October 30.

Arnold Picker, assistant to McConville, and Jack Segal, home office supervisor for continental Europe, leave here by plane Tuesday to attend the sales sessions.

## *Paramount's Production In England Curtailed*

NEW YORK—With the completion of "Live and Let Live," Paramount has curtailed production activities in England, according to John W. Hicks jr., in charge of the company's foreign activities. No decision has been made whether or not the picture will be released in this country.

Meanwhile, all shipments to and from Europe are being made on American vessels.

Reports the Odeon deal for a group of Paramount British theatres had been called off are denied by Hicks who states terms are all settled, but due to the war situation, consummation has been delayed.

## *Griffis and Wife, Goetz, Thorpe on Way Home*

LONDON—The ever-growing list of Americans hurrying away from the war zone include Stanton Griffis and his wife, the former Whitney Bourne; Ben Goetz and Richard Thorpe. Griffis is the chairman of Paramount's executive committee. Goetz has been in charge of M-G-M production in London while Thorpe was to direct "Busman's Honeymoon" with Robert Montgomery and Maureen O'Sullivan. They are aboard the *Washington*.

June Clyde is another passenger.

### Hebert Leaves Selznick

HOLLYWOOD—William Hebert has resigned as director of publicity for the Selznick-International studios.

## *Silverstone Stresses the Importance of Pictures*

NEW YORK—In a supplementary statement to his earlier comment (see page 5) on the possible effects of the European war on film production, Murray Silverstone, in charge of world-wide operations for UA, declared Friday that "motion pictures are as vital an adjunct to everyday living almost as important as the basic necessities of food, shelter and clothing."

"The fact is," he continued, "there is nothing in our present civilization that can and has brought people together, at least temporarily, more effectively than the screen.

"The next few months will constitute a crucial period for the industry. If we recognize, as we must and will, that we have a tremendous contribution to make, the screen will maintain the high vital character it has been developing for the past three decades."

## *Clearance and Priority Proposed for Canada*

TORONTO—Following a meeting here of the Anti-Protection League of Canada, a proposal has been made for a two-year clearance and priority plan for the Dominion. N. A. Taylor, 20th Century Theatres; Harry Alexander, Independent Theatres Ass'n; A. J. Mason, president of the conciliation board of Nova Scotia, and J. A. Scott of Weston are the committee to negotiate with Famous Players.

Local clearance boards established in six key cities from coast to coast, each board to be made up of two independent exhibitors, one circuit representative and an exchangeman have been recommended by the league. New schedules would be drawn up and an appeal board set up to hear disputes referred to it by regional boards.

## *British Bankers Get It First Hand*

**New York—With the London stock and other exchanges now operating from the Denham and Pinewood studios, a home office foreign executive remarks that "the English bankers finally are in the picture business."**

**In other words, the executive stated, British bankers are now beginning to learn what the picture business is all about first hand.**

# Britain May Reopen Big City Theatres

LONDON—The British government now is seriously pondering the reopening of theatres in large cities in its desire to lighten war restrictions as far as it is deemed safe to do so. The British public is becoming increasingly irked over wartime prohibitions.

Meanwhile, current cautions under which those theatres now functioning must operate include slides which read:

1—You are safer here than in the street.

2—In the event of an air raid, the chief constable requests all patrons to remain in the theatre.

3—In the event of emergency, you will be notified from the stage, but the show will go on.

4—Patrons should carry gas masks.

## *Warner Meet Deals With New Product Pacts*

NEW YORK — New product deals were among the chief topics discussed by Joseph Bernhard, home office executive and Warner circuit zone managers early in the week. Among those attending from the home office were Clayton Bond, Ed Hinchey, Leonard Schlesinger, Harry Goldberg, Willard C. Patterson, Frank Phelps, Nat Fellman, Abel Vingard, W. Stewart McDonald, Harry Rosenquest, Louis Kaufman, Herman Maier and Frank Cahill.

From the field were James Coston, Chicago; Nat Wolff, Cleveland; I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John J. Payette, Washington, and Herb Copelan, Atlantic City.

## *UA Release Into Roxy Following 'Rains Came'*

NEW YORK—Irving Lesser has booked "Eternally Yours" into the Roxy to follow "The Rains Came," which is chalking up a record business. The first picture named is a Walter Wanger production and is the first UA release to play the house in more than five years.

It is understood negotiations are on for a number of other UA releases which will not play the Music Hall, indicating that UA will seek to split its first run availabilities between the two largest theatres in the country and within a block of each other on 50th Street.

## *Fort Covington Exhibitor Quickly Feels War Pinch*

ALBANY—Bill Clark, Fort Covington exhibitor, is one of the first reporting adverse effect of the war because of location near the Canadian border. He has cut off one night from his operating schedule, exchangemen say. Depreciation of Canadian currency is a factor, Clark's theatre drawing patronage from the Dominion.

## He's on Complete War Basis

New York—Perseverance seems to be an essence of life and this adage is true in the case of Louis Foldes, Central European supervisor for Universal with headquarters in Paris. Early in the week, Foldes cabled Joseph H. Seidelman, in charge of foreign operations for the company, that he had been drafted by the Hungarian army. A few days later Seidelman received another cable from Foldes who said, "Am in uniform and in contact with all the offices."

# Shifts in the New York Theatre Map Impend

*By* BILL ORNSTEIN

NEW YORK—With the advent of the new selling season, important changes in the local exhibition setup are in the wind which bid fair to cause revisions in several sectors.

A number of pooling and booking deals either have been terminated or are about to be washed up, with other arrangements having been made or in view which will have a considerable bearing on the pattern of new selling.

Jack Hattem now is booking the three Pear Brothers houses in Brooklyn which have been handled by the Brandt office until recently. Irving Renner of Nelson & Renner was reported in a deal for the three units, which apparently fell through. Hattem is booker and buyer for Interboro circuit in Brooklyn.

Morris Kutisker and Murray Schoen have turned over the Community, Queens Village, L. I., to the Century circuit, which has been booking the house for a number of seasons. The two partners, however, continue to operate the Gem and Eagle, Brooklyn.

Bernard Zimmetbaum and Joe Katsch recently withdrew their theatres from the Brandt booking combine and now are on their own.

An important deal is about to be consummated which will affect the operations of three other independent circuits. This is expected to be ready in two weeks.

## J. R. Wood to Helm of Paramount Pep Club

NEW YORK—New officers of the Paramount Pep Club are J. R. Wood, president; C. Alexander, vice-president; William Shelpark, treasurer, and Natalie Bindler, secretary. Helen K. Manderville, Gladys Bernstein, Oscar Morgan, Lew Nathan and Carl Clausen are the additions to the board of governors.

The National Warner Club, Inc., will hold its annual election of officers and board of governors at the home office September 30. Delegates from all branches will be present.

# Drive Commemorating Jubilee Under Way on Many Fronts

## Application to Examine Bernard Natan Denied

NEW YORK—Supreme court justice Sidney Bernstein has denied an application by Harold Auten to examine Bernard Natan, president; Emil Natan, vice-president; Marcel Hellman, sales representative, and O. Jacquemin, chief of the commercial service, before trial in connection with the suit of the Societe Pathe Cinema against him. All four sought to be examined are former officers of the French company.

The action was begun by its trustees, Marcel Coutant and Maurice Mauger, and seeks $350,000 claiming breach of contract whereby the defendant refused to account for monies received while acting as American distributor for Pathe.

Auten has filed a $17,500 counter action, claiming that amount is due him and represents ten per cent of what Pathe paid for RKO's 1933-34 product which Auten asserts he secured for Pathe to handle it in France.

## Dr. Hugo Riesenfeld Dies on the Coast

LOS ANGELES—Dr. Hugo Riesenfeld, 60, former managing director of the Rivoli, Rialto and Criterion in New York from 1917 to 1925, is dead. For the past few years he has been active scoring music for major and independent studios.

Born in Vienna and educated at the Conservatory of Music here, he came to this country at the age of 22. He was concert master at the Manhattan Opera House, New York, from 1907-11 and later became identified with the Klaw and Erlanger theatrical interests.

In 1927, Riesenfeld was managing director of the Colony on Broadway and from 1928-30 was general music director for the UA studios. He is survived by his widow, the former Mabel Gertrude Dunning.

## Alliance to Release 12 Announced Originally

NEW YORK—Alliance Films will release 12 films as originally announced, declares Budd Rogers, vice-president and general manager, despite the conflict in Europe. He states the company will not curtail its schedule in any way, but proceed with the release of one picture a month.

NEW YORK—Distributors, affiliated circuits, smaller chains and exploitation staffs are training fanfare on the final stretch that will usher in the industry's Fiftieth Anniversary observance. Golden Jubilee activity has been reported in about 225 circuits and individual theatres, with others said to be awaiting the period immediately before the observance week of October 1 to 7 to emphasize campaigns.

More than 100 favorable newspaper editorials and columns have been noted since the anniversary was announced August 15. Regarded as particularly timely is the article by Will H. Hays appearing in the September 23 issue of *Liberty*, entitled "Living Pictures Tomorrow," which the magazine's editor calls an "exciting, authoritative look ahead at the wonder of movie magic in 1950."

Hays says, in part: "Even the imagination of Thomas A. Edison back in 1889 could not conjure up the $2,000,000,000 industry that would develop from his kinetoscope. With that invention the motion picture was born.

"So, realizing this, my predictions about the screen of tomorrow, covering a period, say, of ten years ahead—the foreseeable future, that is—are expectations based on experiments, hopes, and aspirations now believed to be likely of fulfillment. With this understanding, I should like to make three general prophecies:

"1—The mechanical presentation of dramatic entertainment on the screen in motion picture theatres is here to stay as an essential part of the American scene . . .

"2—The types of subject and theme treated in motion pictures will depend on audience demand and acceptability . . .

"3—The motion picture will survive as an entertainment art only if it remains free. It cannot exist where it is placed under arbitrary control from the outside."

Another article that is expected to wield an influence in favor of the jubilee is that appearing in the October issue of *Parents* magazine, in which three pages are devoted to the anniversary stressing the "amazing growth of the genii which sprang from his first crude motion picture machine." Half of the text is devoted to an evaluation of "what 1939 has contributed in the way of screen advancement."

### Western Electric Common Dividend

NEW YORK—Western Electric has declared a 75-cent dividend on its common stock, payable September 30.

## Reverse Order on the Billing

NEW YORK—Exhibitors dealing with band leaders for local theatre engagements are finding them far more temperamental than actors in their heyday.

So much so, according to a local theatre operator, that band leaders insist on knowing with what picture they will play. If they don't like it, the exhibitor is asked to change the booking.

This is said to have happened at a Broadway circuit house where a prominent film, radio and stage band name has been booked to open next week at $12,500, plus overages. The leader in question did not approve of the picture. It was changed.

# Theatres Must Pitch In, Too, Says ITOA

NEW YORK—Part of the readjustment burden through which the industry must pass because of the war in Europe must be borne by the exhibitor, members of the ITOA are told in an editorial appearing in *The Independent*, the association's house organ.

"They should see that the pictures they play are properly presented and exploited. They should book carefully and make the public want to attend the theatre. This is everybody's job and, unless revenue is always coming in to the distributing companies, production must spend less money and eventually gross less," the editorial states. It further declares:

"War in Europe is horrorful, even for us who are 3,000 or more miles away. But face realities we must, and the picture industry must do its best to keep going—not in any haphazard manner, but adhering to the same schedule as it has done in more normal days.

"Above all, picture production must not fade in quality or quantity. No matter what the sacrifice, Hollywood production must go along turning out pictures that show not a decimal point lessening in its artistic concept or physical properties. The war in Europe will decrease film revenue considerably. This loss of revenue can well evidence itself in picture production by revealing a lower quality which eventually would cause domestic attendance to decrease. That must not happen.

"If everybody must make a sacrifice and accept a decrease in personal income, if certain drastic changes in Hollywood routine must be made—then let that be done. The picture industry must not depreciate. If the public can know that this industry is sacrificing itself so that entertainment standards are being maintained in the face of difficulties that are none of its doing, it will redound more to our credit than any other one thing.

"The heads of the various crafts in Hollywood and the various producers should closely study the problem and confer on what steps should be taken. In this crisis, the picture industry should lead the way. Public interest is important at this particular moment, and motion pictures are in that realm. Sacrifices should be made in line of duty.

"The producers should plan joint conferences to beat the economic emergencies rising as the result of the war. And they should be joined by the various crafts."

Harry Brandt, ITOA president, sent the essentials of the comment by wire to the Screen Writers', Screen Actors' and Screen Directors' Guilds. He received a joint reply which follows:

"In connection with European war effect on the film industry, Screen Actors, Directors and Writers Guilds will follow the same policy which they consistently have followed in the past. That policy pledges our full cooperation to any action which is in the best interests of the entire industry.

"If it should be demonstrated that the personal salaries and bonuses of producers, executives, actors, writers, directors, technicians and others are too high, in view of war period revenues of the industry, the three Guilds gladly will discuss any fair adjustment with the other groups affected. On the contrary, should the experience of the war period bring an increase in industry revenues and an increase in living costs, we would expect to meet and discuss an upward adjustment in personal salaries.

"Any such adjustment—downward or upward—necessarily would have to be based on full examination by the guilds of all financial data and other information available to the producing and distributing companies.

"We believe that your assumption that a European war will decrease American film revenue by 35 per cent is totally inconsistent with past experience. On the contrary, we believe there is excellent prospect of increased boxoffice receipts and other revenues. Actual evidence will show which is to be the revenue trend.

"Meanwhile we are notifying our membership—particularly those who work on a free lance basis—that they should not accept salary reductions on the representation that such reductions have been made necessary by war time conditions. We further have asked our membership to report to their respective guilds any attempt by the producing companies to establish lower salary levels on the representation that such levels are war time necessities."

## *"Rains" Pour to an $81,797 Deluge*

**New York — "The Rains Came" rounded out its first week at the Roxy with a gross of slightly over $81,797 which is $6,000 under the record-breaking "Alexander's Ragtime Band" at that house.**

**The first day's observance of the Jewish New Year, with an extra show Thursday night, helped move the film into the huge gross position.**

**The day-by-day take follows:**

| | |
|---|---|
| September 8 | $10,593 |
| September 9 | 16,850 |
| September 10 | 14,005 |
| September 11 | 9,350 |
| September 12 | 9,803 |
| September 13 | 9,739 |
| September 14 | 11,457 |
| Total | $81,797 |

## *New York Allied Awaits Company Sales Policies*

NEW YORK—Until all of the companies declare themselves on new selling policies, Allied of New York will not hold a statewide meeting, according to Max A. Cohen, president, who adds there is no reason for a get-together unless there is something to talk about. The recent Warner policy announcement was mailed to each member in a special bulletin. So far nothing has been heard from any other major distributor.

# No Anti-Trust Letup, Arnold Makes Clear

ATLANTIC CITY — Officially confirming exclusive publication by BOXOFFICE that the war crisis will presage no relaxation in anti-trust enforcement is the address made Wednesday before the 37th annual meeting of the National Petroleum Ass'n by Thurman Arnold, assistant attorney general in charge of anti-trust law enforcement.

Expansion, rather than contraction, of the government's trust-busting activities will be the order of the day, he made clear in describing the problem as one of "preventing the other fellow's war from distorting our economy." He envisions the department of justice moving into "front line trenches" in that struggle.

Arnold declared the anti-trust division is pledged to the freedom of independent enterprise through competitive control as against regulation through positive administration control.

"We picture ourselves in the role of a traffic officer freeing the movement of goods in commerce, rather than a crusader devoted to destroying bigness for the sake of trust busting," he stated. "Indeed we do not wish to destroy combinations which pass on savings to consumers through economical marketing methods or the efficiency of mass production. It is not size itself, but the creation of bottle necks and toll bridges in the distribution of a product which is unreasonable under the law."

### Rumor Justice Department May Close N. Y. Office

WASHINGTON—Report is current here that Thurman Arnold is contemplating closing the New York office of the department of justice and transferring all men to other posts in other cities.

It is believed that, should the closing of the office become a fact, actions such as the all-industry suit will be handled through John T. Cahill, U. S. attorney for the southern district of New York.

## *MPTOA Passes Meeting; Directors Huddle Instead*

COLUMBUS, MISS.—Back from New York, Ed Kuykendall declares the MPTOA this year will pass up its convention, which had been tentatively penciled in for San Francisco, and will hold a two directors' meeting instead. October 23 probably will be the date and the place, the Greenbrier Hotel at White Sulphur Springs, W. Va.

## *Blank, Branton Due Here For Talk With O'Connor*

NEW YORK—A. H. Blank and G. Ralph Branton of Tri-States and Central States circuits are due here from Des Moines September 18 to discuss with John J. O'Connor, head of RKO theatres operations, various aspects of their joint interests.

# Knox Still Hunting For Big Suit Judge

NEW YORK—Senior Federal Judge John C. Knox continues determined to select a judge from the southern district to hear the all-industry suit, it is learned. The indication from reliable sources is that Judge Knox again is combing the list of availabilities with the idea of determining selection by October 2.

From the same sources, Judge Knox is understood inclined to grant the "Big Stick's" request for a preference, but can do nothing about it until he can definitely find a judge who will be prepared to set aside at least a year for the case.

Despite this, major counsel insist it is impossible to start the case on November 1 because of the plethora of detailed work yet to be worked out. Material from the field continues to stream into home offices daily, it is said, and each situation is being thoroughly checked. The reason for this is that the "Big Stick" so far has kept distributors in the dark as to the specific locations from which the evidence will be concentrated. In order to circumvent any surprises, all angles and situations are being investigated.

Affidavits by all major companies except United Artists, have been filed in federal court, requesting Knox not to grant the requested preference date of November 1 to the government for the start of the all-industry suit until some disposition is made regarding the 68 interrogatories submitted by the government.

**Admits Date Extended**

John F. Caskey, of Dwight, Koegel, Harris and Caskey, filed the requests for all but Columbia. He admitted October 7 had been set as the extended date for an answer, but also said so much material had been requested that to prepare it in statistical form would mean delving into the records of production, distribution, and exhibition in every city and town in the United States and would require from six months to a year's work.

Columbia's answer was more powerfully worded. It demanded the preference be denied and declared many of the issues involved were immaterial. Any attempt at answering, declared Columbia, would necessitate engaging a staff of accountants to examine and break down all of its corporate records. All this will require extended preparation and will interfere with orderly preparation for trial, the company asserts.

Columbia then makes the blunt statement that to answer all the questions will take at least a year and concludes by pointing out that answering one question alone would mean going through 450 films in 27,000 theatres and covering 12,000,000 separate situations.

UA, through Benjamin Pepper, has filed objections in the federal court to the granting of any preference date to the government for the start of the all-industry suit until the disposal is made of the 68 interrogatories.

UA stated in its petition that to avoid duplication the objections filed by the balance of the majors could hold for it, also.

## *War Has Nothing To Do With It*

**New York—Exhibitors are becoming double talk-minded these days, what with the war and selling problems confronting them every day.**

**Max Cohen, head of Allied of New York and Cinema circuit of 20 local theatres, was asked to what he attributes bad business.**

**His terse, and very succinct, reply was:**

**"Bad business."**

## *Summer One of Best in Miami, States Meyers*

NEW YORK—This summer has been one of the best in Miami in many years, states Sidney Meyers, partner with Mitchell Wolfson in Wometco circuit, operating about a dozen houses in Miami and Miami Beach. The circuit has acquired no new units recently and plans no expansion, he says. Having concluded a three-week vacation with his family at Poland Springs, Me., Meyers has been contacting various home offices for the past week. He heads back for the south Tuesday.

Wolfson, according to his partner, recently was elected senator for Dade County.

## *Counter Arguments Ready In B&K Contempt Case*

CHICAGO—Attorneys for B&K will be ready Monday to refute the "Big Stick's" allegations the circuit violated the consent decree of 1932. Hearings were held during the week of September 5 before Special Master Eldredge who will present his findings to the court. The "Big Stick" rested its case September 8 and now it is up to the moving defendants to present counter arguments.

### Schroon Lake House Shuts

ALBANY—The Paramount, Schroon Lake, has closed. It is a summer operation.

# Arrest Three Charged With Bond Theft

WILMINGTON, DEL.—Officials of the court of chancery here have been advised by the federal bureau of investigation in New York of the arrest of three men in connection with the theft of 20 $1,000 General Theatre Equipment six per cent gold debenture bonds from the files of the court here back in 1935. The men were taken into custody by FBI agents last week.

FBI agents disclosed that the bonds were recovered about five months after the theft. They were sold through a New York brokerage house, the brokerage house's insurance company having to bear the loss.

The $20,000 in bonds were missed by chancery officials about Thanksgiving, 1935, after a man, representing himself as a member of the Sabbath Congressional committee, which was investigating various receiverships in the country, had spent considerable time examining papers in the case. A short time later persons examining the files discovered the bonds gone.

The three men accused with participation in this and other bond thefts in various parts of the country are: Peter Burns, 44, of New York, said by FBI agents to control the Bond and Share List Co. of New York, under $4,000 bail; George Turnley, 49, New York attorney, $3,500 bail, and Chester G. Bollenbach of Bloomfield, N. J., who acted as clerk and lawyer for bondholders in recent litigations, $2,500 bail.

C. E. Foxworth, FBI agent in the New York district, said that the GTE case has been under investigation for four years after the stolen bonds had been sold by an individual named T. R. Johnson.

GTE, which had been in receivership, has been reorganized.

### Handles Republic in Mexico

NEW YORK—Luis Lezama has closed with Morris Goodman, head of Republic's foreign department, to handle the company's output in Mexico beginning next month.



## *Sees What He Later Plays—*

*John Nolan, general manager of the Comerford circuit, on the right, visits Victor McLaglen on the "Rio" set at Universal. That gives Nolan an advance on his paying public.*

# BROADWAY

LEONARD GOLDENSON is with Leon Netter on that two-week airplane swing around the country to Paramount's theatre partners . . . E. Paul Phillips made a quickie as far as Buffalo to see Vincent McFaul . . . Matty Polon of RKO is taking up heavy housekeeping in Washington Heights . . . Irving Windisch, in reporting the fact that Ann Sheridan is making a personal appearance on the Strand stage, October 6, enthuses to the point of murmuring something about an order for asbestos curtains . . . Fred Jack, Warner southern district manager, and Doak Roberts, Dallas branch manager, have returned to home ground after home office meetings with Grad Sears, Carl Leserman and Ben Kalmenson . . . Ditto Hugh Owen, UA's Dallas manager, after a week here, mostly with Harry Gold . . . Rouben Mamoulian is here from the coast for a short vacation after directing 'Golden Boy" . . . Al Margolies, UA publicity manager, has evacuated his family from Fire Island. He's gone back west . . . West 11th Street.

*Doris Baum, formerly Harry Mosley's secretary at RKO and now Mrs. Harry Berlin, poured for some of her office girl friends Saturday. The group included Norma Davis, Ruth Lowenthal, Tamara Marder, Marie McCarthy, Enid Dumbabin, Eurega David, Gertrude Scheedel and Riba Goldfield . . . Boris Morros is in town with a print of his first effort for RKO release, "The Flying Deuces" . . . Morris Helprin says Lindy is now serving herrings with dotted lines, so the boys know where to tear 'em . . . Gary Cooper was in the Thursday premiere audience of "The Real Glory" at the Rivoli, having interrupted a holiday at Southampton for his first glimpse at the completed film . . . Carroll Young, story editor for Sol Lesser, is in from the coast for conferences with the producer on backgrounds for "Our Town." Cameraman Paul Eagler is with him . . . Other out-of-towners to the RKO exhibitor's lounge included L. O. Lee, Minneapolis, and William S. Wilder, Sidney L. Bowden and Arthur R. Harrison of Norfolk.*

Eddie's Clam House, just below Madison Square Garden, is becoming a popular spot for the younger element among the film crowd. Observed tearing a lobster (for a change) were Manny Reiner, Halsey Raines, George Sharf and Charlie Cohen . . . RKO Pathe's vice-president, Fred Ullman jr., spent the week in Chicago and Kansas City on a business jaunt . . . Universal's A. J. Herman visited Richmond, Va., for the sole purpose of closing the Thalheimer circuit deal . . . Radie Harris snared Bette Davis on her Mutual network program for the Warner star's only local air appearance . . . Bobby Malvin is Mel Heyman's new secretary at M-G-M, replacing Betty Fields who has moved up to Herb Morgan's office.

*Monsieur Jean Lenauer ushered in the fall season with a swanky opening for "The End of the Day" at the Filmarte. Formal clothes were the thing as a number of celebrities responded to Publicist Lillian Nadel's call on behalf of the Actors' Fund. Gertrude Lawrence, Richard Aldridge, Aline McMahon, Victor Francen, Julius S. Bache, Sylvia Sidney, Daniel Fuchs, Walter Hart and Arthur Garfield Hays were among the audience. E. I. Lopert, distributor of the film, was there serious of mein. Looking as lovely as a screen star was the wife of the Filmarte proprietor, Lora Hays Lenauer. Afterwards the distribution and exhibition forces combined to throw a party at the Russian Tea Room.*

Baseball fan Joe E. Brown is coming east for the World Series. It so happens the premiere of "$1,000 a Touchdown" will be held about the same time, so Brown expects to be present . . . Ashley Abel, George Stoetzel, James Delevan and Walter Lang have been assigned to March of Time's technical staff to work on "The Ramparts We Watch" . . . Jack Benny left for Chicago the end of the week to attend the American Legion convention now going on there . . . Errol Flynn is back in town, stopping at the Waldorf-Astoria . . . Arnold Picker still buys gifts for his wife. BOXOFFICE's roving correspondent caught him emerging from Nat Lewis' with an attractively wrapped box intended to surprise the missus . . . Spotted over a Lindy menu the other day: Marvin Schenck and Gene Picker, Leonard Gaynor, Sam Rinzler, Nat Cohn, Irv Wormser, Arthur and Manny Silverstone, and Lou Weinberg . . . Phil Reisman, Sam E. Morris, Arturo Lapeles, Warner's Brazilian manager, and Mel Shauer dock on the *Brazil* today.

HAPPY NEW YEAR TIDINGS: *After nine weeks in bed, the mother of the Moskowitz family ironed out the kinks of her illness on the eve of Rosh Hashona to resume as hostess of the house, a cheery note indeed . . . Pete Lewis' baby is a month old and that gives him reason for a double celebration . . . Whenever J. S. MacLeod, in charge of exchange operations for M-G-M, misses a lunch, he invariably puts into a special tin box the money he would have spent and, at the end of each month, contributes the sum to a charitable cause . . . Louis Nizer and his bride return Monday on the* Brazil *from a South American honeymoon.*



—Metropolitan Photos

## Conducts Shuttle Service—

*Orson Welles, RKO's one-man producing show, hits the town for an hour's radio broadcast. Forty-eight hours later, beard and all, he flew west to resume work on "Heart of Darkness." There'll be more of this shuttling on Welles' part during the next four weeks.*

POTPOURRI: It looked like a raid on Warners the other morning when Neil F. Agnew, J. J. Unger, Milt Kusell, Earle Sweigert and Herman Lorber entered the home office elevator at the same time . . . Ann Rosenthal, who is a lawyer well known in the industry, has finally convinced her father about the Hollywood climate. As a result the family has packed up, lock, stock and barrel, to make a home there. Ruth Seidman, who formerly was in charge of the print department for Grand National, went along . . . Max A. Cohen says if he was finished with his buying he would take the missus in a car and head for parts unknown and a long vacation.

SIDEWALK CHATTER: *Spyros Skouras waiting in front of the Paramount Building for Adam Adams, who comes down and both ride off in a car. But before Adams is met, Skouras buttonholes a reporter and reverses the tables by asking how things are. And he gets a word picture of how things are . . . Billy Brandt attributes those headaches these days to the trials and tribulations of booking vaudeville and band names over his circuit . . . Bill Fitelson, Dave Blum and Gil Golden are still taking advantage of their summer places in New Jersey. Fitelson is in Four Ridges, Blum at Naughright and Golden at Dover.*

CONVERSATION PIECE: John Benas, film buyer for the Skouras circuit, says he has just finished buying 1940-41 product from a major company. Three months ago he concluded arrangements for the new season, meaning 1939-40. Irving Wormser is on hand during the discussion and Benas offers to make a deal for 1940-41, but Wormser rallies with, "If you'll pay me my price," and that's where the deal ends . . . Bill Scully and Frank J. A. McCarthy had visitors during the week, the Universalites including Harry Graham, southern district manager with headquarters in Atlanta; Ed "Dutch" Oldsfield, Dallas manager, and George Schwartz, Quaker City chieftain . . . Tom Connors had J. J. Maloney, district manager headquartering in Pittsburgh, and Maurice N. Wolff, New England district head with offices in New Haven . . . Jimmy Sileo's wife returned safely from Spain on the *President Monroe* after seven weeks abroad . . . Anna D. Ellmer of Loew's publicity department, was given a silver anniversary party by her associates.

ANENT THE FAIR: *Local exhibitors can't wait until October 31, the closing date for the Flushing Meadows show, to come*

*around . . . RKO lounge visitors included Pat J. Mullen of the Hill Top, Pittsburgh; Harry Fried of the Fried circuit, Wayne, Pa.; C. B. Wolf, Pimlico, Baltimore, and Benjamin Beck, also of Pimlico . . . Sidney Meyer of Wometco took his family to the Fair before heading back to Miami . . . Joe Seider says the Fair hasn't hurt his theatre business as much as conditions generally . . . Sam Marx, Columbia story head, has reported back at the studios after spending the summer in the east.*

MENU MEMORANDA: Bill Rodgers started off the Jewish New Year right by moving out of the city Thursday and Friday and back to New Rochelle where he now is the neighbor of John W. Hicks jr. And by the by, Rodgers corrects this department as of last week when he was mentioned as reporting to his office at 9:30 when the friendly traffic cop stopped to ask him the why and wherefore. Rodgers said it was 8:30 a. m., and not an hour later because he is always in his office at 9 a. m., shave or no shave . . . It was a golden Jubilee for Jimmy Coston, Warner Chicago zone manager, about two months ago. Since then, Jimmy is not going to count any more birthdays. He's reached the millenium, or something like that, he says. Flew back to the Windy City, Thursday.

HERE AND THERE DEP'T: *Mel Shauer is on the* Brazil, *due from South America, Monday . . . Jack Ellis, president of M. P. Associates, will call the membership together Thursday to discuss ways and means of securing funds from major companies for relief of unfortunate members and nonmembers. A meeting of the association was held last Tuesday when the annual dinner-dance was gone over. Difference of opinion as to the date is temporarily holding up definite announcement . . . The offer of the A. H. Schwartz estate to turn over the Schwartz home in Long Island to the industry's needy, from all indications, will not be accepted because of the responsibility involved. At least the gesture on the part of the Schwartz estate is worthy of kudos, to which everyone agrees.*

OMNIBUS CHATTER: Sol Lesser, back from New England and Pennsylvania where he looked over exteriors for "Our Town," is preparing to return to the coast in a few days . . . Tex Ritter, Monogram's "shoot 'em up" star, heads for Hollywood the end of the month. He has been spotted for p. a. engagements in Alliance, Ohio; Parkersburg and Moundsville, W. Va.; McConnelsville, Nelsonville, Chillicothe, and Galipolis, Ohio; Martin, Ashland, and Cynthiana, Ky., and Ironton, Ohio . . . Orson Welles flew to the coast to resume work on "Heart of Darkness," in which he will act in addition to direct, produce and serve as scripter, a four-ply role . . . James Cagney has cancelled his planned vacation at Martha's Vineyard, Mass. . . . Arthur Lee is looking toward a television boom in the American market soon, particularly for theatres which, he believes, will demand something new in the face of war conditions.

*Patsy Kelly is out of the Lenox Hill Hospital after a gallstone operation . . . Harry Gold is up to his old tricks again, sniping buttons from the jackets of the gentlemen of the press. They don't like it . . . James J. Kearns, head waiter at the Tavern and former councilman at Englewood Cliffs, N. J., is running for mayor at the November elections. Kearns insists he'll not quit his Tavern post if he's elected because he's sure of eating while working for Bob Goldstein . . . Gracie Rosenfeld, eastern talent and publicity representative for Hal Roach, got together for lunch the other day with Annie Laurie Williams, who is handling John Steinbeck, author of "The Grapes of Wrath." By sheer coincidence, Gracie wore a plaid dress which thrilled Annie Laurie . . . Whether by design or not, it was noted that when Bing Crosby arrived from the coast there was nary a publicity or press man at the Grand Central depot to greet the Paramount star . . . Herman Robbins spent two days in Chicago last week and returned on the same train with Nate J. Blumberg, Mrs. Al Lichtman, who is here to close her apartment before rejoining her husband in Hollywood; Merlin H. Aylesworth, who had been in St. Paul on Scripps-Howard business, and Henry Herbel, Warner distribution executive, is in the middle west.*

Ed Sullivan will appear with the Harvest Moon Dancers at the opening night of the engagement at Brandt's Audubon, September 21. Jimmy Dorsey and his music men will make merry. Sammy Kaye, who swings and sways, if you remember Mortimer Hess, opened Friday at the Flatbush, Brooklyn, for six days and then switches to the Windsor, Bronx . . . Louis Frisch, who has been having trouble with his vocal tubes, has been ordered to take a rest by

(Continued on page 28-A)







## The Press Meets Cliff Work—

—Photos by Cosmo-Sileo

*Here for a handful of days, the general manager of Universal's studio becomes guest at a Rainbow Room luncheon and that same night flies to San Francisco. William A. Scully looks right into the camera's eye, while in the striped tie is J. Cheever Cowdin, chairman of the company's board. Cigar in hand is Work, caught in a bit of story telling. The larger group includes Nate J. Blumberg, Matthew Fox, Red Kann and, again, the guest of honor.*

# Early Thanksgiving Idea Is Spreading

NEW YORK — State celebrations of Thanksgiving Day, according to the *New Dynamo*, 20th Century-Fox house organ, show 24 set for November 23 and 15 for November 30, while nine are to be decided sometime this month.

These are the commonwealths that moved up Thanksgiving to November 23 in accordance with the President's wishes: California, Delaware, the District of Columbia, Georgia, Indiana, Louisiana, Maryland, Michigan, Mississippi, Montana, New Jersey, New Mexico, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia and Wyoming.

Those states which have not accepted the proclamation of President Roosevelt and will observe Thanksgiving Day on November 30 are: Alabama, Connecticut, Colorado, Idaho, Iowa, Kansas, Maine, Massachusetts, Nevada, New Hampshire, North Carolina, Oklahoma, Rhode Island, Vermont and Wisconsin.

In the undecided category are: Arizona, Arkansas, Florida, Illinois, Kentucky, Minnesota, Missouri, Nebraska and South Dakota.

## *Metro to Ask Dismissal Of Plagiarism Action*

NEW YORK—M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's and Culver Export, will ask the federal court September 19 to dismiss the $1,000,000 action against them by Delores Lacy Collins, charging plagiarism of Jimmy Collins' book, "Test Pilot," in the picture of the same name. Collins is her husband.

The action was filed in July, 1938, and was dismissed on the merits by Federal Judge Alfred C. Coxe on Jan. 7, 1939. The circuit court of appeals reversed the dismissal, however, and ordered a more complete trial in the federal court.

## *Dismissal Applications In Wanger Suit Denied*

NEW YORK—Supreme Court Justice Felix Benvenga has denied applications by the News Syndicate Co. and Ed Sullivan to dismiss the $1,000,000 suit of Walter Wanger and Walter Wanger Productions against them. Wanger claims libel in an article by Sullivan in the New York *Daily News* in 1939.

In denying the applications, the judge stated it will be necessary for a jury to decide whether or not Wanger was libeled or if the story was an honest comment on Wanger's product.

## *Two Preferred Dividends By Paramount's Board*

NEW YORK—The Paramount board, at a regular meeting, declared a quarterly dividend of $1.50 per share on first preferred and the regular quarterly dividend of 15 cents per share on the second preferred. Both are payable October 2, 1939, to holders of record September 22.

## *Will Argue Interstate Angle in Schine Plea*

BUFFALO—Although the department of justice is trying to link the Schine circuit with major distributors in a concerted action, Williard S. McKay on Monday, in seeking dismissal of the anti-trust proceedings against the circuit, will bolster his main arguments that the Schine interests do not engage in interstate trade and for that reason cannot be called to account by the "Big Stick." McKay will argue each theatre is operated on local autonomy although headquarters for the circuit are in Gloversville. In his answer to the complaint, McKay contends the "Big Stick's" petition fails to state a cause of action.

The government's request for an injunction to prevent the circuit from increasing its holdings pending trial of the suit will be argued before Federal Judge John Knight in the United States district court here.

At the same time, UA will ask for a dismissal on the ground that the government did not "state facts sufficient to constitute a cause of action."

Assistant United States Attorney Joseph M. Doran will represent the government.

## *Buckley to West Coast After Six Weeks East*

LOS ANGELES—Charles A. Buckley, general counsel for FWC, is back after a six-week visit to National Theatres' headquarters in New York. He is planning to return east in a few weeks, probably after Spyros Skouras makes his periodic visit here.

With October 16 set as the date for answers to be filed before Federal Judge George Cosgrave in connection with the "Big Stick's" alleged violation of a 1930 consent decree, no decision has yet been made on retaining outside counsel. It is understood Buckley and his staff will handle the preliminaries. It is said the complaint filed here is not so drastic as some of the other petitions launched by Thurman Arnold. J. J. Sullivan, chief film buyer for the circuit, is expected to return to New York very soon, having wound up a six-week vacation with his family.

### Schenectady Palace to Open

SCHENECTADY—The Palace will reopen September 20. The subsequent run house was shuttered during the summer.

## *Mayer in Economy Studio Plea*

**Hollywood—Louis B. Mayer, Metro production chief, has issued a plea to his producers to exert utmost economy in preparation and production, keep an even number of pictures in work and avail themselves intelligently of studio facilities and talent as a means of meeting the present war crisis without salary cuts or drastic layoffs.**

# English Embargo on Funds Threatening

NEW YORK—Serious discussions are underway in London over the question of an embargo on film remittances to the American companies. Any action along such lines is viewed as extremely grave by foreign managers here.

In a recent meeting, the board of trade informed Fayette W. Allport, Hays office representative in London, that in view of the unavoidable shortage of dollar exchange, the treasury may shortly suspend all remittances and require all earnings of foreign film companies to remain in England in sterling for the duration of the war.

According to latest advices, theatre reopenings will approximate 60 per cent of all possible situations. Major companies, after the first shock, are readjusting themselves to a diminution of revenue but any further curtailment would be a hard blow.

## *Six Metropolitan Houses Open for Fall Season*

NEW YORK—Six reopenings herald fall theatre activity in the metropolitan circuit.

The Necto chain reopens the Juliette, Arlington, N. Y., Friday and has the Park, Newburg, N. Y., going again.

Max Rothman has remodeled the Liberty, Sayreville, N. J., which has been closed for some time, and will reopen the theatre October 1 under the name of Colony.

Consolidated has put the Avalon, Bronx, back into circulation.

The Irving Place has reopened with burlesque. Burlesque and films feature the new policy at the reopened Schubert, Brooklyn.

## *Acquires Two French Films For Domestic Release*

NEW YORK—French Cinema Center, Inc., has acquired two French films for domestic distribution. They are "Aux Jardins de Murcie," completed in Spain before the civil war broke out, and "L'Or la Montagne," filmed in Switzerland.

## *Cinecitta Opens Thursday With Italian Features*

NEW YORK—The Cinecitta, formerly the Squire, will reopen Thursday as a first run for Italian features distributed by the Esperia Film Co. Opening attraction will be "Scipio Africanus," starring Isa Miranda.

## *N. Y. Employes' Union Plans Contract Renewal*

NEW YORK—Following a meeting of Local B-51, exchange employes union, Chairman Lou Johnson is drafting plans for preliminary discussions on the renewal of the present contract which expires November 31.

# BROADWAY

(Continued from page 27)

his medico, which he is doing. It seems Louis was talking too much . . . Jack Byrne, M-G-M branch manager in Boston, was in town the other day and bemoans his early morning handball workouts. It appears that the YMCA in Boston doesn't open until 9 a. m. and Jack has been accustomed to swatting the ball around at 7:30 and then reporting at his office at 9. But everything will work out all right, Byrne promises, and he hopes to be back on the indoor courts real soon . . . Jack Bowen, local M-G-M exchange head, says the tan coloring he sports comes from playing golf Tuesdays, Thursdays, Saturdays and Sundays. Bill Rodgers and Ted O'Shea, please note.

*Harry Brandt is breathing much easier these days now that his son is recuperating from a serious illness . . . Sam Citron promises a surprise in the Maurice Schwartz Yiddish talker he has just finished. The title is "Tevya," it is in ten reels and will be shown in a Broadway theatre soon . . . George Lynch, film buyer for the Schine circuit, has been in town on a Paramount product deal and is dodging all questions in connection with the "Big Stick's" suit, which is the declared policy instituted by the Schines . . . Eddie Lachman is back in form now that the Jersey at Morristown has reopened with "The Star Maker." For a while, Eddie had been showing Yiddish talkers and Universal revivals at the Mt. Freedom Arena, but the idea didn't click and ended after a brief tryout.*

Joe Hummel is nursing a cold . . . Ditto Madeline White, W. Ray Johnston's secretary . . . Martin Friedman of the Warner home office playdate department has been promoted to the booking staff of the Cleveland branch office, under Branch Manager Herb Ochs . . . Morris Helprin, Alexander Korda's publicity manager, is in receipt of a letter from John Ware, Korda's studio publicity head, who writes he is on his way "up any minute" . . . Russell Bell, Monogram art director who is en route to a similar post at the studio, postcards he is "living in a second-hand car in the daytime and second-hand rooms at night" . . . William Goldberg of Gallic Films, his wife, Dorothy, and wire-haired pooch, Trigger, are returning from Europe on the *Washington* . . . Estelle Schrott, Walter Wanger's publicity representative, is carrying a bandaged right hand, the better to hide a mess of poison ivy.

*Memo from Si Seadler: "Steve, the heir to all my adjectives, brought this one back from camp. He's a great M-G-M booster and when 'Andy Hardy Gets Spring Fever' played the little theatre at nearby Fairlee, Vt., he gave it a big buildup to the boys for a week ahead. Came the night of the showing and Steve set out down the hill to pick up the camp bus. It was loaded to the fenders and not an inch of space for Steve. He stayed back at camp, figuring this time he had oversold the show!" . . . Additional data on the new Sears manse near Harrison: The house sets on one acre of land. It has a three-car garage and an auto court, a hall opening into an archway which leads into a sunken living room; the library is paneled, there is a powder room and game room and fireplace in the basement. All master bedrooms have radio outlets. Bedrooms No. 3 and 4 connect with a sun porch.*

James Mulvey, vice-president of Samuel Goldwyn, Inc., is in Hollywood conferring on production . . . Pete Mayer, son of Arthur, is now in London following a film foray on the continent, adjacent to, if not in, war zones. His family now breathes easier . . . A quiet Thursday and Friday in the New York trade because of the Jewish New Year's observance. Then followed the usual uneventful Saturday . . . Leo Spitz will be here another week. Then to his Chicago law offices . . . Charles McCarthy, Arch Reeves and Morris Kinzler, an Astor Hotel luncheon combination.

# • REVIEW FLASHES •

**BABES IN ARMS** (M-G-M)—From infants to octogenarians, movie-goers should applaud this diverting musical comedy, which is almost certain to launch a new cycle of extravaganzas and net itself a substantial profit in the bargain. Master Mickey Rooney dominates the proceedings throughout, though spirited competition is offered by Judy Garland and an extremely talented group of supporting adolescents. Arthur Freed produced; Busby Berkeley directed.

**CALL A MESSENGER** (Univ)—Another story of adolescent rehabilitation, this blends two of the "Dead End" kids with the "Little Tough Guys" in a spirited rough and tumble comedy drama which would be ideal fare for juveniles, albeit a bit forced and obvious for the adult trade. Ken Goldsmith produced; Arthur Lubin directed.

**END OF THE DAY, THE** (Juno Films)—Once again the French come through with a splendid film. Old age itself is not pleasant to contemplate, but under Julien Duvivier's sensitive and inspired direction the story of actors at the twilight of their career becomes an engrossing dissection of a poignant phase of the theatre. It is superbly acted with Michel Simon's performance ranking as one of the finest for sustained virtuosity.

**KID NIGHTINGALE** (WB)—Packages substantial wallop as a prizefight comedy, with John Payne in the title role doing well for himself as a boxer with crooning aspirations. The load of comedy situations should make it highly acceptable light program material. Mark Hellinger produced; George Amy directed.

**RULERS OF THE SEA** (Para)—Reflecting meticulous care in production and direction, both of which tasks were entrusted to the capable hands of Frank Lloyd, this narrative of the victory of steam over sail in the evolution of navigation wins a place among the finer and more impressive of current productions. The picture is magnificently dialogued, which enables a superior cast, headed by Douglas Fairbanks jr., to make the most of the opportunities the screenplay affords.

**SKY PATROL** (Mono)—Cast in substantially the same mold as its predecessors in the popular "Tailspin Tommy" series, this latest chapter continues to manifest the steady improvement which has been evidenced since their inception, hitting a new high in production values, story, suspense and action. Paul Malvern produced; Howard Bretherton directed.

**THUNDER AFLOAT** (M-G-M)—Lusty and salty saga of the men who went down to sea to man the splinter fleet which protected America's shores from the harassment of German U-boats in 1918. Picture would be a prize package of topflight action entertainment at any time and is rendered doubly valuable through the repetition of history as reflected in the current headlines. Wallace Beery, who tops the cast, was never better. J. Walter Ruben produced; George B. Seitz directed.

**TWO BRIGHT BOYS** (Univ)—Sturdy blend of action, drama and comedy in the oil fields. Showcasing the adolescent talents of Jackie Cooper and Freddie Bartholomew, this should bring a steady flow of patrons and profits to exhibitors everywhere. The cast throughout is splendid. Burt Kelly produced; Joseph Santley directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## Milberg Opens Ritz, Scotia

SCHENECTADY—Sam Milberg has opened the 600-seat Ritz, Scotia, in suburban Schenectady.

## *Skouras Begins Vaudeville At Liberty in Elizabeth*

NEW YORK—Skouras has inaugurated vaudeville at the Liberty, Elizabeth, N. J. Four acts is the current policy and the plan is to increase the show if business warrants. A ten-week band contest is to begin September 18 at the Academy of Music, Crotona and Riviera with professional and amateur bands to play each week for evening performances only.

## *Utica Rivoli to Augello; House Renamed Lyric*

UTICA—John Augello, who operates the Family Theatre, has taken over the Rivoli and renamed it the Lyric. Tony Costa had been operating the Rivoli, reportedly on lease from Mitchell Conery. Competition is very keen in Utica, which, with a population of 73,000, has 12 theatres.





## *Smoky City in New York City—*

*Pittsburgh exhibitors visit RKO's World's Fair Lounge. On the left, Pat J. Mullen of the Hill Top Theatre. On the right, Michael N. Shapiro of the Shapiro and Fineman circuit.*

# PHILADELPHIA

VINE STREET lost its oldest continuous resident when George K. Heebner, builder, died. Seventy-seven years old, he maintained quarters in the same building for 53 years. Many of Clark Films' vaults were built by him . . . Joe Grant, Baltimore exhibitor, was a visitor with friends at the Variety Club . . . Martin Hirsch is back from the West Coast, still dazed at the honor of being photographed with Jane Wyman . . . Exhibitors are wondering why no producer is making pictures of the Nova-Galento fight . . . Showmen Clubbers held their first dance of the season at the St. James. Arrangements under Allen Lewis . . . Hal Seidenberg, Fox, arranged a personal appearance of Bill Holden, "Golden Boy" star.

*Maurice Felt, Casino, is a newspaper publisher. He's putting out a weekly, the West Philadelphia* Herald . . . *The Chestnut Street Opera House is going to reopen . . . Roy Sullender, assistant manager of the Stanton, was married to Amelia Roland. They're honeymooning in Atlantic City . . . Mel Koff, Darby, has taken over the Spielmont, Marcus Hook; is now trying to figure out a good new lucky name for it . . . James Clark and Oscar Neufeld, Horlacher, did a lot of work arranging the Schuylkill Navy pageant . . . Jack Lynch may become manager of a central city hotel.*

Kings-for-a-Day at the Variety Club's next luncheon will be Charles Kahn, real estate operator, and Sam Gross, 20th-Fox . . . Phil Littman, a builder, has a part interest with Iz Barowsky in the New Jewel. Iz marks his second wedding anniversary on the 19th . . . Sam Palan, Monogram's dynamic salesman, thunders through another birthday on the 20th. Pop Pierce, one of the first exhibitors in the area, now operator of a sideshow, reaches his 83rd birthday on the 22nd. Jack Beresin gets a birthday cake on the 24th; Percy Block, former Paramount district manager, on the 29th, and Charles Hite, Monogram salesman, also on the 29th.

*Jake Blumberg reopens the newly rebuilt, air-conditioned Senate, formerly the Susquehanna. Blumberg, who formerly managed the President, has brought with him his idea of neighborhood movies, and will show familiar scenes on opening night . . . Manny Heller is new manager of the President . . . George Beattie and Jack Holman, two of Paramount's out-of-town salesmen, are breaking in new cars . . . Herman Rubin, Paramount city salesman, is sticking as close as possible to the air-conditioned office until the hay fever season flies away . . . Earle Sweigert, Paramount chief, is off to New York for a home office confab.*

The Metro office staff has been writing a lot of letters lately. Reason: The colorful new "Wizard of Oz" stationery . . . Bride Bea Weinstein was given two parlor lamps by the Metro staff . . . Naomi Barr, secretary to Charles Baines, is home with a touch of the flu . . . Betty Chambers of the bookkeeping staff is taking an almost-overlooked vacation at Stone Harbor.

*Dick Mayer reopens the Studio after top-to-bottom renovations . . . Operator Bill Goldberg is supposed to be somewhere in France, stranded by the war . . . Sig Whitman, former Universal manager here, has taken over three theatres in the Bronx . . . S-W's Astor is to be completely torn down and rebuilt . . . Miss Lawndale, picked by Henry Friedman's Landale Theatre, will be given a cup by Miss Philadelphia on the stage . . . Abe Wiener, Savoy, jumped to attention with the outbreak of war and brought back "Confessions of a Nazi Spy," heralding it with flyers crying, "Can America Stay Out of the New World War? See How America Can Remain Neutral. Don't Let It Happen Here." He did a rushing business.*

# BALTIMORE

GUS BROWN, backstage doorman at the Hippodrome, is a proud papa of an 8¾-pound boy. Gus says that he had planned on a girl, even went as far as to pick a name, but evidently something must have gone wrong . . . Leon Back, Rome executive, spent Saturday afternoon at the Suburban Club golfing . . . Helen Keenan of the staff at the Lord Calvert has just returned from a trip to North Carolina and now plans to get married soon . . . The Gov. Ritchie open air theatre has now gone into double features.

*Midget auto races at the Baltimore stadium were given an OK as Judge W. Conwell Smith dismissed an application for a temporary injunction designed to block the experiment. The injunction was sought by Frank A. Hornig, Horn, and T. D. Goldberg, Walbrook, as taxpayers against the city. Judge Smith gave the city* 15 *days from September* 15 *to file a complete answer as to why a permanent injunction should not be issued.*

William K. Saxon, Loew's Century chief, is on the sick list . . . Seen leaving the Hippodrome last week none other than Columbia's branch manager, Sam Galanty . . . Do you know that now if you call a radio car for some emergency in the theatre that the theatre name will not be broadcast over the air as had been in the past, only the street and number. The federal communications has said by calling a business house over the air is advertising.

*I. M. Rappaport of the Hippodrome and son, Bobby, are off to the World's Fair . . . One of the best stunts this season was pulled by Morris A. Mechanic, Center, in conjunction with "All Quiet on the Western Front." He inserted a small ad in the theatre column which read: "For other details see ad on front page." Of course, the front page had in large type "Western Front" and then went into detail about the current war.*

The Baltimore Variety Club is returning to winter schedule by holding regular Saturday night affairs . . . Lou Rome goes fishing every Thursday . . . Tommy Goldberg, Walbrook; Moe Cohen, Lexway, and Morris Flax, Lincoln, have just returned from the Atlantic City convention of Allied MPTO of New Jersey . . . Sam Soltz of the Howard is back from vacation which took him to Canada, Saratoga and the Fair . . . Cliff Jarrett, assistant manager at the Hippodrome, is going to Florida about October 1.

*Wilbur Brizendine, Rialto, visited Al Vogelstein at Baltimore Poster Co. and when he left he felt a draught. For further information ask Wilbur . . . George Jacobs, Goldfield, is through vacationing for the summer . . . Jewish War Veterans of Maryland held a beer party at the Bismark Brewery. Among those present were: Sam Soltz, Harry and Al Vogelstein and Morris Flax . . . Mrs. Leonard, secretary of the Hippodrome, is off to the World's Fair . . . J. L. Rome announces Rome theatre managers will be given prizes for the best publicity stunt of the week . . . William Russell, Ritz manager, is now at the Strand, Dundalk, Md.*

# RICHMOND

CHARLIE YERBY, assistant manager, and Pete Stainback, chief of service at Loew's, were held up in their office by two bandits, but succeeded in bluffing them out of part of the days receipts by telling them they did not have the keys to the vault. The robbers took $17 and beat it for the nearest exit . . . Frances Talley, cashier at the Century in Petersburg, was married to John Spain last month . . . Jimmy Jones, sports editor of the *Times-Dispatch* who helped to legalize the showing of fight pictures in this state, has left to join one of the studios on the coast.

*The Charlottesville police department is handing out free theatre tickets to careful drivers . . . A. Frank O'Brien, city manager for Wilmer & Vincent theatres, spent the weekend in New York . . . Virginia Snead, secretary to Sam Bendheim jr., general manager of Neighborhood Theatres, married Julian Chockley of the U. S. Navy and they immediately left by motor for their new home in California. Dorothy Shewbridge succeeds her . . . Jesse Lasky will be in Richmond, September 27 and 28 in search of talent.*

Robert Mitchell, localite who has been in Hollywood for some time as stand-in for several of the stars, is here for a short visit before returning to sub for Henry Fonda in his next picture . . . Louis Farber replaced Pete Whitmore on the service staff of the Westhampton . . . Ben Caplon, Columbia salesman, was in town . . . Fred Beiersdorf, Warner Washington manager, also was here conferring with Frank O'Brien . . . John J. Donahue, who is the doorman at the Century in Petersburg, celebrated his 80th birthday . . . Tom Jones, veteran stage hand, is back on the sick list after being on the job several days at the National.

*Keith Caudle, relief manager for Wilmer & Vincent theatres and star bowler of the Theatre League, was presented two tickets to his own Colonial for rolling high score at Haskin's Health Center . . . Mrs. Otis Kyger, cashier at the Park, is recuperating from an operation . . . Stewart Tucker, manager of the State, spent a couple of days in the country . . . Elbert Grover, RKO salesman, was in town visiting accounts . . . Herbert Moody, owner of the Millwald in Wytheville, is taking some baths in Hot Springs . . . The Town Council of Appomattox, which includes John Caldwell, owner of the Lee Theatre, has raised the license fees for circuses and carnivals.*

Herbert Williams, son of "Pop" Williams, poster artist of Neighborhood Theatres, has joined the service staff of the State along with James Ellis and Sam Pulliam . . . Peggy Jackson is the new cashier at the Brookland, succeeding Mrs. Luder, who has moved to Alexandria, Va. . . . Jack Parrish, service staff of the Colonial, is vacationing at Buckroe Beach . . . The State Corporation Commission has issued a charter to Harrison Theatre Corp., Richmond, with capital of $15,000 and listing A. E. Lichtman of Washington as president . . . Garrett Leahey, manager of the Westhampton, has returned from his vacation.



## *Street Scene at a Washington Premiere—*

*What the front of Keith's looked like the night "Nurse Edith Cavell" was given a preview in the Capitol City.*

# WASHINGTON

THE nation's capital was smitten with a Hollywood accent when RKO's "Nurse Edith Cavell" was world premiered last Friday at Keith's. Hardie Meakin directed the varied activities in commendable fashion. After a forenoon arrival, the honored guests, Star Anna Neagle and Producer-Director Herbert Wilcox, received the press at the Carlton Hotel. Dinner was served early in the evening in the Carlton Room, with 200 in attendance including representatives of the British Embassy, drama critics of Washington, Baltimore, Richmond, Norfolk and Roanoke, and circuit managers from key cities. RKO was represented by Ralph Rowland, James Brennan, Harry Reiners, Charles Levy, Branch Manager Bob Folliard of the local exchange and his staff. Giant searchlights drew a throng of filmgoers.

*Guy Flannery, Richlands, has set October 1 for the opening of his new house to be called "Guy's" . . . J. C. Hester, Chatham, has returned from his Florida vacation . . . Mr. and Mrs. Bill Spates, Frostburg, have returned from the Fair . . . The Harrison Theatre of Bedford Amusement Co. has been sold to the Lichtman interests . . . Art Soltz, formerly with the Lyceum, Sparrows Point, has been appointed manager of the new bowling alley enterprise in Essex, Md. . . . A new house is being built in Parkville, Md. . . . P. G. Seiwell of Towson and Belair was seen booking . . . Elmore Heins, Roanoke, is confined to his home with flu . . . It is reported Jeff Hofheimer of Norfolk is building a new house in Covington, Va. . . . Birthday greetings to Columbia's Camilla "Mac" Woodson . . . Columbia's Claude Ringer has returned from his vacation . . . Monogram's Buddy Hansen is heading for New York and a visit with his family.*

The RKO group, having finished sixth in the George J. Schaefer Drive, came in for a slice of the prize money, with salesmen and bookers receiving one week's salary and the remainder of the staff one-half week's salary . . . RKO's Archie Rose has returned from a trip to Raleigh, N. C. . . . Reese Harrington and Tom Ayers of Delaware visited the Row . . . RKO's Pat Burns spent the weekend in New York . . . Bernie Depkin of Salem has reopened the Galax Theatre . . . Birthday greetings to Metro's Dorothy Berman . . . Johnnie Garst of Martinsville visited the exchanges.

*Claude Rand, manager of Warner's Kennedy, has returned to his post, having recovered from a recent appendectomy . . . Warner's Tommy Maguire has returned to his duties after taking the "step" and honeymooning at Atlantic City . . . Ted Lohmeyer, manager of Warner's Avalon, was married to Alma Constance Huffman, September 16. Managers of Warner neighborhood theatres and wives surprised Ted with a dinner party at the Shoreham . . . Garfield Smith, formerly a featured singer with Ben Bernie who will appear soon at the Earle, will marry Beth Thompson, secretary to Jay Carmody of the Star.*

Birthday greetings to Universal's Lavalle Forrester, and, incidentally, Lavalle is spending her spare time perusing the varied winter cruise travelogues for that belated vacation . . . The capital was treated to another world premiere September 15, when Metro's "Thunder Afloat" graced the screen of Loew's Capitol. Film deals with submarine warfare which played a prominent part in the last World War with heavy casualties off the New England coast. High ranking officials of the Navy and officials of the district government were honored guests.

*Henry Hiser of the State, Bethesda, has launched a renovation program and will change the name of the theatre to "The Hiser" . . . Sympathy of Filmrow was extended to Harry Bachman, Monogram branch manager, on the death of his father in Lancaster, Pa.*

# ALBANY

WILLIAM E. SMALLEY, head of the Smalley chain, injured his back in a fall at Cooperstown, but continued on the job . . . Lou Bucken, Amenia exhibitor, and Mrs. Bucken were on Filmrow. Ditto, Sid Dwore and Morris Silverman, Schenectady, and Frank Wieting, Cobleskill . . . Number of visiting exhibitors during first part of September was very small. Poor business and new selling season were causes advanced. Complaints of sub par Labor Day weekend trade were heard. Even cool and rainy weather rest of that week did not seem to make exhibitors smile . . . C. W. Landman of the Modern, Manchester Depot, Vt., booked Marc Williams, WGY cowboy singer, for a two-day return engagement. Landman frequently engages radio artists as added attractions.

*Dan Nolan, RKO home office auditor, was at the local exchange . . . Helen Doolittle, secretary to Bernard Kranze, RKO branch boss, split her two-week vacation. Abe Van Deusen, assistant manager and booker, is back from his and working hard. He predicts "Nurse Edith Cavell" will be a very timely feature on its release September 27. "The Day the Bookies Wept," which had a special premiere at Saratoga, and "Full Confession" were first two RKO releases on new season. Filmrow boys and exhibitors say RKO closed the 1938-39 season with strong product in "Bachelor Mother," "In Name Only" and "Fifth Avenue Girl" . . . Lou Olshen, Columbia cashier, at his desk on a sunny Saturday afternoon . . . Dan Houlihan, 20th Century-Fox booker, would be among the leaders in a popularity contest on Filmrow. A most likeable Irishman.*

Bill Cooper, Republic cashier, took care of the booking while Mary Hawkins vacationed . . . Charles A. Smakwitz, Warner theatre district manager, and Lou R. Golding, Fabian division manager, were among the prominent Albanians appointed by Mayor John Boyd Thacher as an honorary committee to march in first division of parade staged by New York department of American Legion as part of its annual convention held in Albany . . . Larry Cowan, manager of Fabian's Grand, was aide to a division marshal in the big procession. Cowan is a lieutenant in U. S. Naval Reserve and is active in veterans' affairs . . . Irving Liner, manager of Proctor's Troy, is another area theatreman who served in the World War. Liner, in fact, holds the coveted distinguished Service Cross for extraordinary heroism with the famous "Lost Battalion" of the 78th Division. His feats are retold in a recently-published book on outstanding American Jews and Jewish cooperation in the conflict. Lafayette Quinlan of Chateugay is one of the exhibitor veterans. Quinlan still suffers from injuries received in action.

*George Richardson, formerly a salesman for Paramount in Albany, is reported to be working for Republic in the Syracuse territory. He is attached to the Buffalo office, which Republic opened in midsummer after Harry Berkowitz stepped out as franchise holder. Richardson was at one time a film peddler in the Boston area . . . Frank Curley, brother of J. E. Curley, Warner Theatres advertising manager, is here from St. Louis for a two-week visit . . . Frank Soule, a Republic auditor, has been at the local exchange . . . Manager Arthur J. Newman was in New York on a Fabian deal.*

M. A. Silver, upstate Warner Theatre boss, was in New York attending a zone managers' meeting . . . Ralph Pielow, Metro manager, has his hand in a sling. Reported he broke a bone.

## UA Board Now Slated to Meet on September 20

NEW YORK—The adjourned UA board meeting, scheduled for Wednesday, was put over until September 20 due to the absence of Mary Pickford, who had been called out of town. Reports that an extension of Murray Silverstone's contract for another two years had been discussed at the first meeting Monday are denied. Silverstone has a five-year pact which has more than three years to run.

There also was no discussion of financing Alexander Korda's future production plans, it is stated.

## Kallett Chain Turns Back Two Summer Situations

ALBANY—The Kallett circuit has turned back the Rex, Bolton Landing, Lake George, to Alec Taylor. Kallett operates the theatre during the summer months. Taylor usually keeps it in operation until December.

Kallett also stepped out of the Strand, new 250-seater at Long Lake, which it leased for the summer. A. Becker is the owner.

Fleischmanns, Catskill Mountain resort town, is another with a house which Kallett circuit runs during warm months. However, the circuit operates the Galli Curci (named after the opera singer) in nearby Margaretville the year 'round.

## Minnesota Amusement Co. Buys Republic Output

NEW YORK—Republic has closed a new season deal with Minnesota Amusement Co. covering 80 houses in Minnesota, North and South Dakota and Wisconsin. James R. Grainger, Max Roth and Gilbert Nathanson represented the company, while John Friedl and John Branton acted for Minnesota.

## Buffalo Branch Third in George Schaefer Drive

BUFFALO—C. Boasberg's RKO branch here finished in third place in the George Schaefer Drive. The Calgary, Canada, branch closed in first place; Detroit was second; Montreal, fourth, and New York, fifth. Thirteen branches went over the quota to share in the rewards.

### Fretwell Joins Papa Ranks

HARRISONBURG, VA.—Jack W. Fretwell, manager of the State and Strand theatres here, is receiving congratulations on the birth of an eight-pound son named Jack jr. Both mother and baby are doing well.

## Seek License for Revised Version of "Ecstasy"

ALBANY—Five judges of the appellate division, third department, sat in the courtroom, with lights extinguished and curtains drawn, to view the revised version of "Ecstasy," for which Eureka Productions seeks an order directing board of regents to issue a license.

The regents several months ago upheld Irwin Esmond, head of motion picture division, state education department, in rejecting the old Hedy Lamarr film on the ground it was still not fit for public exhibition. After seeing the picture, the judges heard arguments by Henry Pearlman, New York, attorney for Eureka, and Charles A. Brind, chief of the law division of the education department. Only a few questions were asked, four of the five judges being familiar with the picture by reason of the fact it was before them in 1937. At that time, the appellate division upheld Dr. Frank P. Graves, commissioner of education, and then the review appeal authority, in concurring with Esmond that "Ecstasy" was obscene and immoral.

### "Harvest" Also Awaiting Opinion by Regents

ALBANY—Whether the French-made "Harvest" shall be licensed for exhibition in New York state or whether the rejection by Irwin Esmond and the state censor board, on the ground it is "immoral and would tend to corrupt morals," shall stand, is a matter that will be decided after the regents' reviewing committee sees the film screened in the State Office Bldg., New York. The report of the committee, expected soon, undoubtedly will be decisive in the regents' action on the appeal filed by Hays, Abramson & Shulman, 120 Broadway. That law firm gave notice of appeal two weeks after the picture division refused to grant a license. It has since filed a brief urging the regents to overrule Esmond.

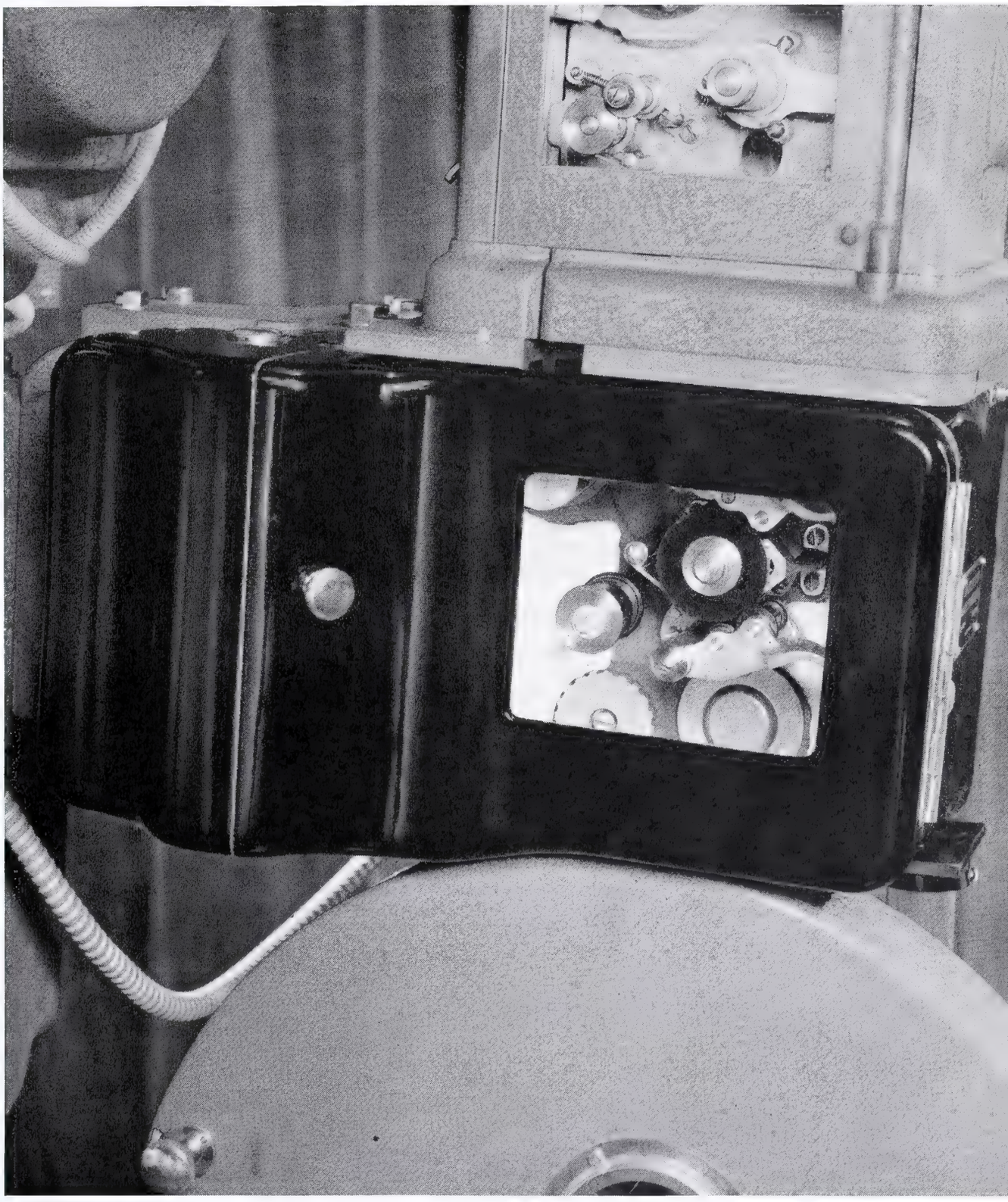
## Roger Marmon Acquires Rensselaer's Theatre

RENSSELAER, N. Y.—Roger Marmon, who recently leased Delmar Theatre, Delmar, has added another, the Bright Spot, in Rensselaer. Herb Gardner formerly operated this house, the only one in a city of 12,000 population. Marmon is making repairs to Bright Spot, which operated weekends last season. Like Delmar, Rensselaer is a six-day town. The common council recently voted to lift the ban on Sunday pictures, but Mayor William Wright vetoed the ordinance. Marmon, a comparatively young exhibitor, takes formal control of Bright Spot on September 21.

## Witman and Felder to Open Pair in Bronx

NEW YORK — Sig Witman and M. G. Felder plan to reopen the Congress and Metro in the Bronx in another fortnight. Alterations are now being made in both houses. TMAT pickets at the New Vogue have been removed following a settlement of the dispute by the new interests.

# The MODERN THEATRE



SEPT. 16, 1939

## SOUND EQUIPMENT



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Here's an important fact to remember—Hollywood is now producing finer sound than ever before—because movie fans demand good sound. To properly reproduce it—and build up your business—install

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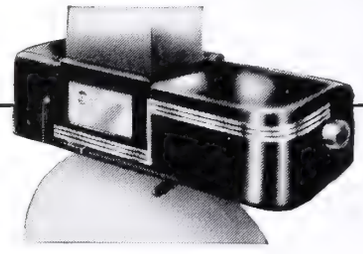
LET'S LOOK AT FACTS. You can show the finest pictures in the world—but you'll have empty seats in your theatre if the sound is poor. Because nowadays movie fans know good sound from bad—and patronize the theatre where listening is as much fun as looking.

Hollywood knows this and that's why Hollywood puts such excellent sound on its films. But how about you—are you letting an outmoded sound system hurt your takes?

It will pay you to find out about the *new* RCA Photophone Magic Voice of the Screen. For here's the equipment built for true reproduction of modern movie sound. It's the tonic your box office needs. And its low cost will surprise you, just as its many new features will delight you. Full details from your RCA Photophone representative.

• • •

*Better sound means better box office—and RCA Tubes mean better sound.*



**Only the New Magic Voice of the Screen offers all these Features!**

This splendid new equipment gives you full assurance of constant film speed by adding the amazing new Shock-Proof Drive to the famous Rotary Stabilizer! Besides this great feature, the new Magic Voice brings you new styling, new protection, new convenience, new added reserve power and many other outstanding *proofs* that it's the best value you've ever seen! Ask your RCA Photophone representative for complete information.

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

RCA Photophone

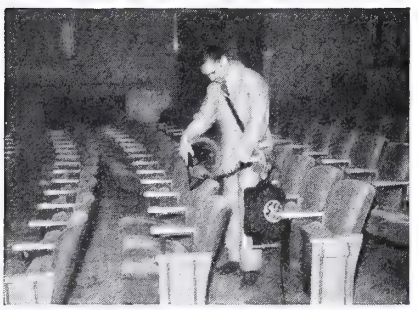
MAGIC VOICE OF THE SCREEN

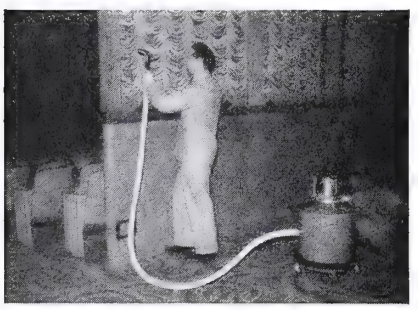
RCA Manufacturing Co., Inc., Camden, N. J.—A Service of the Radio Corp. of America

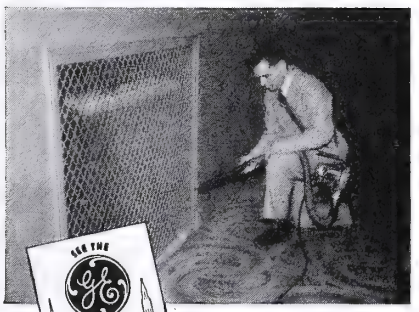
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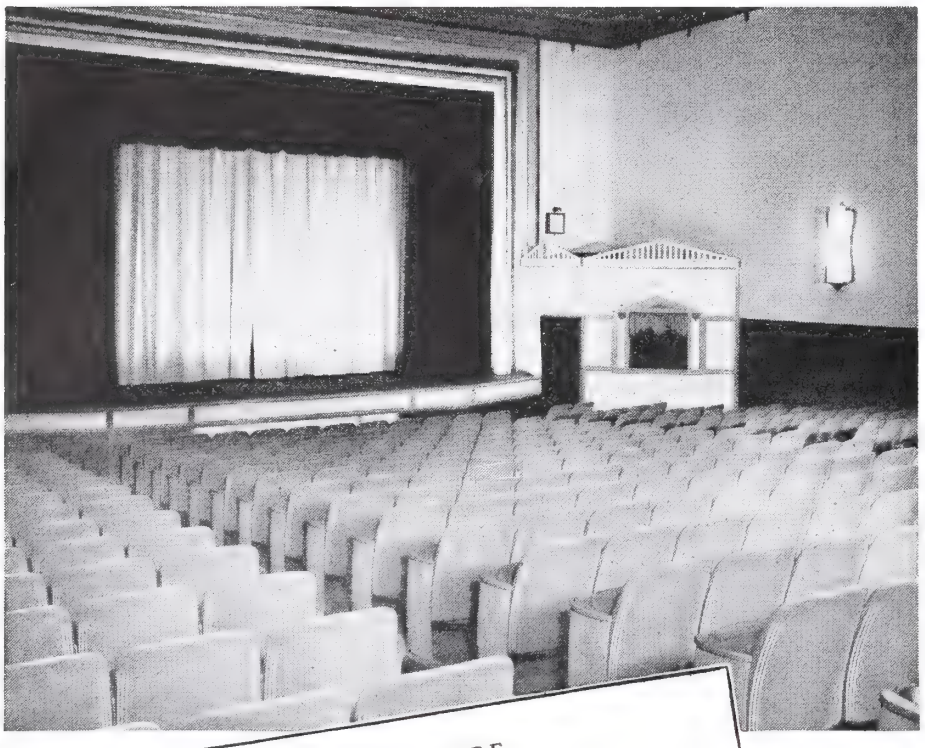
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# *"Since installing your very beautiful American Bodiform Chairs*
# BUSINESS HAS PICKED UP"



*Interior view of the* PALACE THEATRE
*Penacook, N. H.*

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PALACE THEATRE
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Tel. 187

ARTHUR K. DAME, Ass't Manager

L. A. IRWIN, Manager

June 28, 1939

American Seating Company
Grand Rapids
Michigan

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We are happy to report that since installing your very beautiful American Bodiform Theatre Chairs in our theatre last April, business has picked up generally and seems to be holding up now that the hot weather has come.

We sincerely believe these restful chairs have been the best things for results at our box office we could have acquired. We have even broken our house record on one occasion since renovating.

Your service was good and the installation very satisfactory -- thanks again.

We remain

Very truly yours

L. A. Irwin

L. A. Irwin

MR. IRWIN'S letter is typical of the many enthusiastic comments we are receiving from theatre managers in all parts of the country who have installed American Bodiform chairs.

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The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

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# A Crucial Period in the Careers of Picture Showmen

The worst that can possibly happen to a business man is the loss of his perspective—a thing so genuinely necessary in showmanship.

Self-determination—the ability to decide for one's self what is good, or bad, for one's own business is a cardinal requirement of successful theatre management that came very near being lost in a shuffle of uncertainties.

During the past several years and until recently, the object of our commercial affections, the movie fan, has been forced to observe far too much fiddling and fumbling with the forensic problem: What does the public want?

Through a distorted perspective or a disinclination to dope out their own particular formula for the restoration of the movie-going habit, many theatre owners have kept their boxoffices continually behind the eight-ball.

In the sequence of much resultant confusion the small voice of reasoning aroused the proposition that House Appeal, after all, might be an answer to the problem. A few heard and acted on the suggestion. Many others have followed suit.

Despite political uncertainties and economic disturbances of the current year, it bids fair to outstrip any of the past five years in number of new theatres constructed. Cases of old theatres modernized are also comparably high.

The theatre industry is now speedily emerging from a crucial period—a past from which it learned something the hard way. The perspicacity for which real showmanship is noted is reappearing. The movie-going habit is being revived in a most practical manner.

Toler

**September 16, 1939**

# *Some* ANGLES OF THOUGHT *on the* APTITUDE OF INSTRUMENTS

By **Ansel M. Moore**

THE temper of a tool and the facility with which it performs its task. The length of its life and personal satisfaction we may derive from its use are matters of concern to most of us.

Our own particular tool of craftsmanship is a lowly lead pencil and as we ply it here, we cannot escape its importance as an instrument of service to us in our daily battle for bread. That it cost us only a nickel does not negative its vital importance to us.

There is more in common between this little piece of wood-encased graphite, the instrument of our profession, and certain other tools we shall write about, than many of you might imagine. We selected it with entirely as much care and consideration for its usefulness as you yourself may have exercised in choosing some of the more vital instruments of your particular calling.

### Point of Discussion

In fact, we've known theatre owners—plenty of them—who paid even less attention to the aptitude and use values of the sound equipment they purchased than we put into the selection of this little yellow pencil. Which, as you may already have surmised, will be our point of discussion.

It is definitely not our desire or intention to arouse distrust in the minds of our readers nor to further encourage the carping buyer to become more picayunish in his purchase of equipment than any smart buyer should be. We do, however, want to encourage with all our might the intelligent buying (and selling) of sound equipment. The aptitude of the product is all-important.

So that we may not be accused of spouting from our own ideas and imaginations regarding the aptitude of various instruments for the reproduction of sound in theatres, we must inform you that we've received our information from authentic sources.

Furthermore, before we take up the subject of tools, may we make the broad and well-substantiated assertion that good sound reception within your theatre starts—not with your astute selection of the mechanical equipment you intend to install, but—with the draughting of blueprints for your theatre.

### The Acoustic Angle

The acoustical efficiency of your plant should be planned by an architect whose familiarity with the technical application and limitations of sound instruments can safely be assumed. It is up to your architect and you to prepare the acoustic properties of the premises properly and in this preliminary step you'll find worthwhile manufacturers of materials and equipment most willing to cooperate.

Many excellent surfacing materials for sound control are at hand and capable theatre architects and engineers know how to use them in this vital stage of preparing for maximum efficiency from the mechanical instruments for sound reproduction.

Sound equipment manufacturers have attempted and accomplished much during recent years to overcome the stiff handicaps of poor acoustical conditions in our theatres but in the final analysis it must be realized that perfect or even near perfect sound reproduction is not possible unless correct acoustic conditions prevail.

And now let's consider certain of the vital characteristics of the modern sound system—the essential points of aptitude to be considered in the selection of instruments to meet the requirements of theatre patronage today. The three major elements of a sound system—reproducer, amplifier and speaker—will be discussed in the order given.

### The Sound Head

Some of the more important requirements for the sound head are:

(a) It should have full and complete stabilizing provision for constancy of film motion.

(b) It should have ball bearings throughout for long life and trouble-free service.

(c) No chains or belts should be used—quiet gear drive is to be preferred.

(d) It should have oil-proof optical assemblies.

(e) An effective shockless drive should be used to eliminate mechanical disturbances originating in the gear drive and train.

(f) It should have incorporated in its construction suitable provisions for oil drainage of both projector and sound head.

(g) A rubber cushion mounting should be used for elimination of all possible vibration.

(h) No stationary film surfaces should be used.

### The Amplifier

Some of the vital requirements for modern amplifier equipment are these:

(a) It should have true high fidelity frequency range.

(b) It should have an adequate reserve of distortionless power.

(c) It should have conveniently located standby features for emergency operation.

(d) There should be a centralized arrangement for minimum of inter-apparatus wiring and conduit.

(e) There should be a conveniently located and positive contact volume and changeover control.

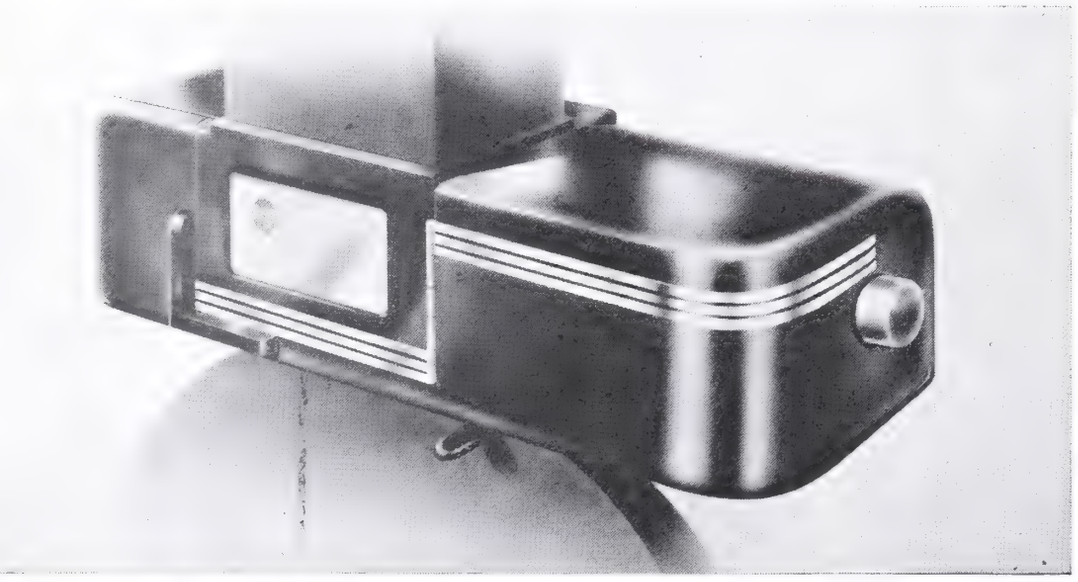
(f) All parts and tubes should be conservatively rated.

### The Speaker

Some of the basic requirements for the modern speaker equipment are:

(a) It should be a "two-way" system for maximum ability to handle all frequencies.

(b) The high frequency horn should be of true cellular construction and have the



*This streamlined case contains the most important elements of a modern system for transmitting tiny sound tracks into life-like audibility.*

correct horn spread for proper coverage of the auditorium.

(c) The high frequency speaker units must be ruggedly constructed to withstand large amounts of power and at the same time they should have a delicate diaphragm in order to respond faithfully to the very highest tones.

(d) The low frequency baffle should be of ample and rugged construction.

(e) The low frequency speaker units should respond faithfully to extremely low tones and reproduce them without placing emphasis on any one single frequency.

(f) The low frequency response must be smooth in order to secure pleasing musical reproduction.

(g) There should be an emergency standby feature to allow operation on the low frequency baffle only and this standby arrangement must be controllable from the projection room.

The foregoing practically covers, in non-technical terms, the critical constituents of a modern sound system. By "modern" is meant that sort of system designed to reproduce all the modern effects of movie-making and bring out in faithful detail what present recording methods have put on the film.

### Institutional Aspects

Now that we've considered the preparation for and the tools with which to turn out acceptable sound reception, let's turn for a moment to the institutional or "House Appeal" advantages of a modern sound system in the aggregate. A few paragraphs devoted to the reason and need for sharper and more efficient tools certainly would not be amiss.

Modern sound equipment does much to maintain the patrons' comfort sensation at a high point by eliminating raspy and blaring sound and unintelligible dialogue. This comfort sensation is obviously the result of numerous factors such as comfortable seats, air conditioning, adequate lighting, good sound, sanitation, and so forth. The impairment of any one of these features may have a seriously distracting effect.

Modern sound equipment will bring out the dramatic and aesthetic values which Hollywood is incorporating more and more in sound tracks. Inadequate sound equipment will introduce many forms of distortion and leave the patrons vaguely conscious of some decided shortcoming in the presentation of the picture.

Modern sound equipment, because of its pleasing appearance and many new operating features, builds up in the projectionist a pride with the resultant increased efforts on his part to perfect the presentation.

Modern sound equipment contains emergency features which make it almost impossible to experience appreciable shutdowns, with resultant loss of profits and prestige.

### Anent Maintenance

Last, but not of less importance, the matter of maintenance must not be overlooked. Regular and routine inspection of the tools provides the best possible insurance against dullness or drop in the efficiency of performance.

Sound equipment output deterioration is fortunately quite slow under normal conditions of operation. But therein lies a point for precaution. Depreciation of sound quality creeps on slowly and the gradual cumulative result thus escapes the attention of management; whereas the patron is more quick to note and censure the performance by comparison with other theatres. Frequent testing, inspection and "truing up" are necessary to sustain a high standard of sound equipment efficiency.

Since sound affects one of the most acute senses of the theatre patron need we elaborate further on the fitness of instruments by which it may be furnished?

## Cover Illustration

*An intimate view of the most vital organ of a modern theatre sound system. The modern sound head with its remarkably simplified mechanism represents an outstanding achievement of scientific engineering practice. In the streamlined design of its encasement and the manner in which it has been merged into the mechanism of the modern picture projector, of which it is now an integral part, it presents an outstanding example, typical of progress in the current production of Sound Equipment, to which this issue is dedicated. (Photo courtesy Electrical Research Products, Inc.)*

## TOOLS

Pictured at right and presented here through the courtesy of RCA Photophone are some of the newest tools for theatre sound transmission. Reading from top downward:

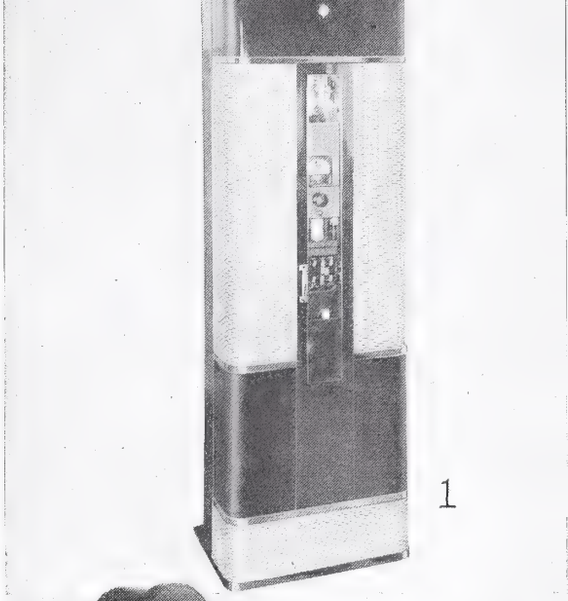
(1) A new streamlined amplifier rack designed by John Vassos and Lynn Brodton, famous industrial artists, for improved efficiency, appearance and convenience in the operation of sound.

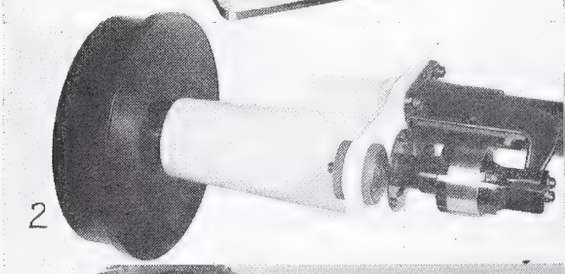
(2) The rotary stabilizer which is an integral part of the modern sound head. Its efficiency has been further stepped up in modern systems by the introduction of a new shock-proof driving mechanism.

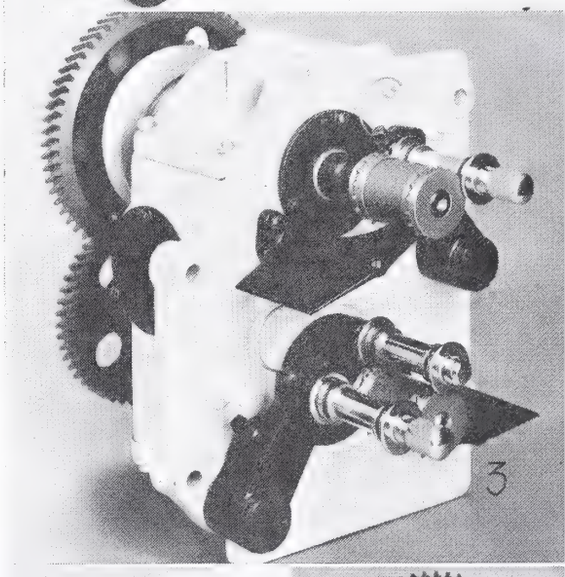
(3) The integral gear box assembly which keeps gears in the modern sound head running in an oil bath. An oil indicator tells the operator when additional lubricant is required.

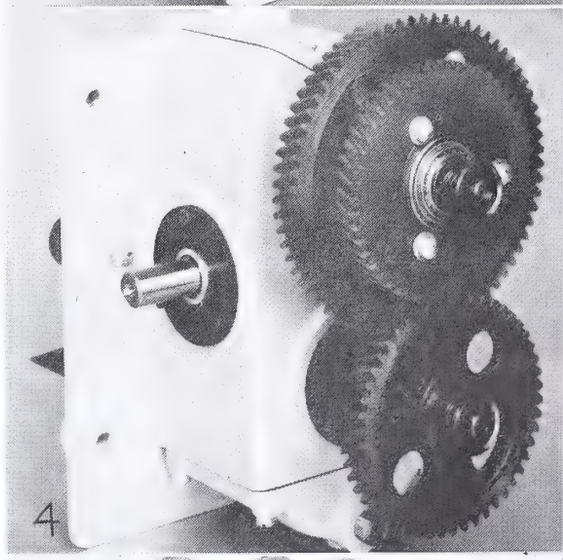
(4) The mechanism which provides the shock-proof drive for the rotary stabilizer in the modern sound head. Isolation of the constant-speed sprocket shaft and drive gear from the gear train and driving apparatus is effected to abolish gear backlash transmission.

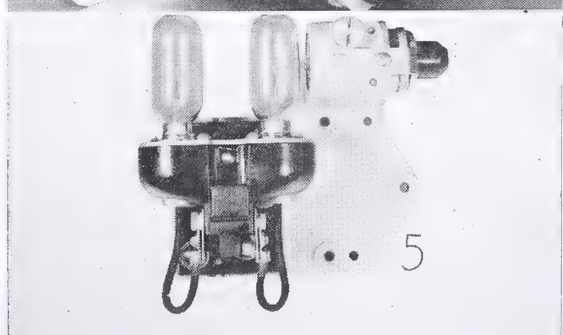
(5) Two other recent developments in streamlined sound head construction are shown here. Also shown is the mechanism for focusing and locking the optical system (right).



# *Just a* TINY MODERN THEATRE *but* IT HAS WHAT IT TAKES

By **Helen Kent**

"SOON after the opening date all the business houses in town closed one evening and the owners, wives, families and employes attended a show in a body as a friendly gesture." So spoke Ray E. Coats, owner of the new theatre in Bowen, Ill., and he continued: "I think that was rather unique for any town regardless of its size."

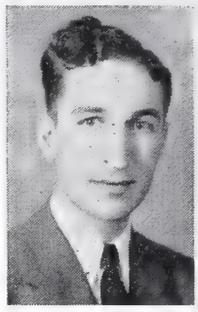
It could only have happened in a small town—Bowen is home to less than 1,000 people—but it serves to indicate the fine support a satisfied populace will give a theatre which provides what they want and demand in the way of entertainment and nice surroundings in which to view it.

This is the spirit which is cultivated in many small-town situations today by theatre owners who court success in competition with good highways to larger cities. It is the spirit of cooperation which business-people in small towns desire for the general prosperity of the entire community. If the small-town theatre provides all its townsfolk could want in the way of refinement and simple enjoyment, the entire town with its other business projects prospers by keeping the community intact and inviting even to outsiders.

### A Pioneering Project

There had been no theatre in Bowen, Ill., prior to the opening of Ray Coats' new house and naturally the populace took great interest in its erection and eventual bid for patronage. Nor had Mr. Coats been in show business before. As he points out, he's been in the theatre business just since June 10, 1939, the date of opening his theatre in Bowen.

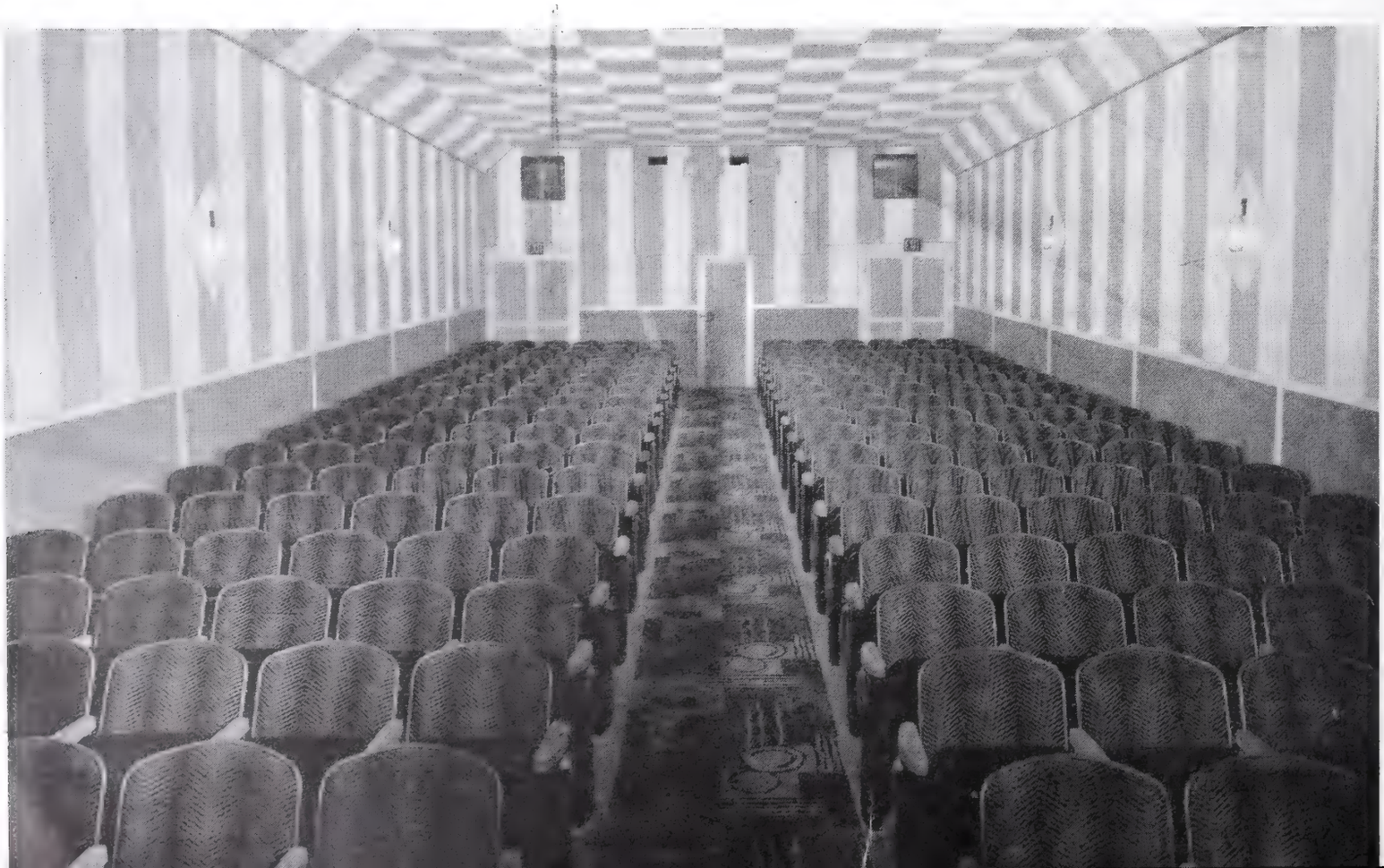
Prior to becoming a member of the showmen's fraternity, Ray Coats had taught school for the past 13 years. For ten of these years he was in the science department of the Lewistown High School, Lewistown, Ill., specializing in the subject of physics. With regard to prospects in his newly chosen profession, Mr. Coats had this to say: "Very good—I have every reason to believe this. Otherwise it would have been very foolish of me to resign from a good teaching position in one of the best schools in the state."



RAY E. COATS

Business has indeed been very good in the new theatre, steadily increasing since its opening notwithstanding the hot weather. The theatre, which is to be named by the patrons soon, draws upon a radius of 25 miles or more for patronage, presents two shows nightly and has four changes of program a week. It is operated by Mr. Coats with the assistance of his mother and sister Anna, and a boy and girl, high school students, serve as ushers.

Typical of small-town showmen who find it pays to be vitally interested and active in civic affairs, Ray Coats is a valued member of the Business Men's Club of Bowen as well as his Masonic lodge. He is an ardent traveler, preferring the West by automobile, and professes his great interest in photography as a hobby. He speaks with pride of some 8,000 full color "stills" taken with a 16mm movie camera, which is no mean accomplishment for an



*The auditorium of Coats' cozy little theatre is neatly decorated and acoustically treated with a modern interior finish in a pleasing plank and tile formation. Of particular note is its comfortable seating, the like of which is found in some of our largest and finest theatres.*



*As yet nameless, but waiting to be christened by its patrons, the front entrance of Ray Coats' little cinema at Bowen, Illinois, is modern in both effect and efficiency. The marquee will be completed and a main sign added after the name is chosen by the public.*

amateur cameraman.

### Has the Right Ideas

To start things off peremptorily, we asked Mr. Coats his opinion with regard to the old question as to whether a theatre situated in a small town or in a neighborhood locality should be any less attractive than a house in the downtown section of a larger city. Just as we expected, from our appraisal of his new theatre, he replied: "No. People will soon learn that there is no reason to travel far when they can get as good or better entertainment from their local theatre. Usually the monetary saving is worth their consideration, also."

He continued: "A good-looking, well-regulated and well-equipped theatre is indeed important. Today people expect the best in everything. And they are always happy when they can take their friends to a theatre that has the best to offer." He then remarked that the hardest competition now facing the small-town or neighborhood house he could imagine is "a better theatre in the same neighborhood or one very close." With which even old-timers in the business undoubtedly will agree.

With regard to upkeep for attractiveness, sanitation, comfort and general efficiency of the theatre, any theatre, Mr. Coats had this to say: "The theatre must be cleaned thoroughly every day, regardless of the attendance. A clean theatre is expected by the public. Besides, first class projection and mechanical operation can only be expected when the equipment is properly maintained."

His ideas on "good housekeeping" were positive and primarily he stressed the points that "plate glass should be kept spotless and rugs should be cleaned with a vacuum cleaner several times a week." As for modernizing with the times and re-equipping the property as needed, he remarked: "This is always a good idea since it produces the correct psychological stimulus for better business."

When theatre improvements are made, Mr. Coats is emphatic in his statement that they should be advertised and exploited to the public as an attraction. He believes any improvement in comfort and convenience should be emphasized and it is his suggestion to exhibitors that they "advertise widely and well." In this connection, he cited the fact that quality as well as quantity is essential in property maintenance improvements and added, "Unique methods of exploitation should be employed more in the smaller towns."

### Favors Budget Method

When asked if he favored budgeting for theatre maintenance, or establishing a yearly upkeep and improvement fund based on the theatre's current rate of income, he replied: "Yes, careful budgeting is very essential to the success of any modern business, and this seems to be true especially of show business. Theatre attractiveness is of more importance than ever before because more people attend the theatre and they use the beautiful 'sets' in the picture as standards by which to judge the more tangible things they see in the theatre itself.

"It's just good business for the theatre owner to provide maximum comfort and convenience for his patrons, such things as air conditioning, nicely furnished lounge facilities, comfortable seats, fine carpets and so forth. More people are employing these conveniences in their homes and they have come to expect and demand the same from the theatre. Finding a good-looking theatre front, well lighted and promisingly displayed, is also important. These are things which help pre-sell a few hours of good entertainment."

Ray Coats' theatre is an intimate small playhouse, unpretentious and simple in design and decor to appeal to the class of patronage found in the small western Illinois town. It seats only 204 persons, but they are made comfortable and entertained enjoyably in every respect that modern theatre design, construction and furnishing can provide.

The front, not yet completed when pictures were submitted for this presentation, will be brilliantly illuminated by a neon name-sign to be placed above the marquee after the theatre has been officially christened by the townsfolk who will select its name. Display is now carried quite effectively in large plate-glass windows which separate the outer lobby from the street entrance.

### Functional Effects

Three tones of aqua blue accentuated by magenta and ivory form the color scheme for the lobby, which is visible from the street. The boxoffice is located in this portion of the house and it provides a decorative element also with complementary decoration and large plate-glass window expanses. Its equipment consists of the latest model ticket register and coin changer for efficient handling of patronage at this point.

The auditorium of the new theatre offers a fitting example of economical design, construction and decoration gained through application of modern materials and furnishings. Beauty of decorative effect and correctness of acoustical conditions were guaranteed by use of sound-absorbent fibre board in unique plank and tile formation. The natural buff and ivory tones of this modern material form the basic color scheme and this also denotes economy of application.

Lighting in the auditorium creates a pleasing atmosphere. Ceiling lights are amber and attractive sidewall fixtures are of tubular amber glass illuminated by deep blue bulbs. Carpeting in the wide center aisle is another decorative element which brings a note of beauty and luxury into the scheme of things at this small house. The carpet is of modern design in harmonizing colors and due to the fact that it was sensibly laid over thick padding for prolonged life and further elimination of noise, its richness is increased many times.

The seating installation in Ray Coats' theatre is especially worthy of note inasmuch as this patron appeal factor elicited more than ordinary concern from the owner. Realizing that seating comfort was second only to picture product presentation in the conduct of a successful theatre, Mr. Coats provided the finest seating he could secure in this respect. With heavily padded backs upholstered in coral and black patterned corduroy material and resilient spring cushioned seats, the chairs not only feature comfort but are also a decorative factor in this hospitable part of the theatre.

Safety features such as metal-rimmed chair backs and light-toned arm rests are incorporated in the seating installation. Decorative aisle-lights at frequent intervals were likewise provided. The auditorium floor was sloped correctly and this together with ample leg-room between chair rows insures each patron a "best seat in the house."

Air conditioning for the new theatre is supplied by a system which includes a large blower that is able to change all air in the auditorium in less than two minutes and cooling is accomplished by coils which circulate cold water pumped from a deep well at the rear of the building. The cooled and purified air is distributed in the theatre through two large grilles, passes through the auditorium and is exhausted through two ducts at the front of the house. The same distribution system is to be used for heating during the winter.

### Features Fine Projection

Ray Coats, with his background of scientific knowledge and avowed hobby of photography, most naturally placed projection and sound reproduction foremost in his considerations of entrance into the motion picture exhibition field. For this reason, it is not surprising that his theatre although small in capacity is equipped with the finest projection and sound equipment available for the type of house it represents.

Purchasing the latest developments of

(Continued on page 42)

# *They put* SOUND RECORDING *on a* WEIGHT-REDUCING DIET *and...*

RECENTLY somewhat of a sensation was created within certain quarters of the motion picture industry by the introduction of a new portable sound recorder for use on location. No extravagant claims heralded the mechanism's performance, and no ten-letter words promised the "ultimate-in-sound" to the ears of the world. For, in this development, the engineers had striven to attain a different objective. So successfully was it reached that despite the absence of fanfare, recording men took just one look at the new instrument and blinked in honest amazement! They beheld, at long last, a really portable recorder—one that weighs but a fraction of the first model!

When sound recording for motion pictures came into being some twelve years ago, one of the first tasks confronting sound engineers—and one of the most urgent—was that of devising a portable mechanism for recording sound-on-film. Long had the public palate been whetted by a movie fare made up of shots taken in the great open spaces and it would tolerate no change in flavor. Mr. and Mrs. Main Street wanted sounds recorded out-of-doors, and with characteristic impatience, they demanded them *right now!*

### Studios Started Trucking

So the technical boys went into the trucking business. Time did not permit the development of a truly portable job so, as an emergency expedient, they procured a grade A moving van and loaded it with a regular studio recorder, properly modified.

Into the truck they shoved or built a mixing panel which for function and size rivalled the console of a pipe organ. Next they packed in an endless array of cables, speed controls, switchboards, and the recording machine itself. Then came a host of miscellaneous gadgets ranging from tire-irons to microscopes—all topped off with thirty or forty storage batteries and a young power plant to generate the juice.

If the director wanted a rush showing Loy in a canoe yielding to the charms of Gable, he shot it from the deck of a ferry-boat! As one rather academic producer wailed back in 1927: "This instrument represents a definite handicap in maintaining as far as possible the desired freedom of action to which we, the creators of silent motion pictures, have become accustomed." And no voice was raised against him.

So, the engineers went to work. In the following years, during which improvements in the quality of sound were emphasized, the designers also strove diligently on the problem of reducing bulkiness and the weight of location equipment. But they would accept no idea which in any way lowered the standards of the sound track. Because then, as now, most of the "takes" for feature pictures were made on studio equipment and subsequently these were inter-cut with shots made on location. Any departure in tonal value of films made by the two methods could instantly be detected by theatre patrons. Both tracks had to sound alike.

### Motors Shed Weight

One of the first elements to shed weight was the motor-driving apparatus. It had been borrowed from the early days of disc recording. In that process, the camera and recorder started in synchronism and attained full speed in step—a requirement calling for heavy, complex machinery. In film recording, the camera and recorder could start independently since any loss of synchronism in the beginnings or endings of the film could be snipped off in the cutting room. The "scene" camera and the "sound" camera needed to tread in lock-step only during the actual "take." So, small, constant-speed motors with special synchronizing windings were developed to meet this less stringent requirement and away went hundreds of pounds.

As a result of this and several lesser savings all bearing fruit at about the time the stock market hit bottom, the weight of a complete equipment had been reduced well below 1,000 pounds—which was distributed among a half dozen or so portable cases. And so ably had the engineers worked that in terms of recorded quality, the system could compete with studio equipments.

### Along Came "Moly"

But the engineers kept everlastingly whittling away. Not long after the introduction of this half-ton recorder, the industry began to hear more and more about two trick metals. One of these, molybdenum, when drawn into wire much finer than a human hair and coiled inside a vacuum tube to form a "screen grid" enabled the sound engineers to toss out many additional pounds of amplifier. After a good shot of "moly" one sluggard vacuum tube would do the work of three!

The second metal, or rather mixture of metals called an alloy, proved equally amazing. For many years, artists had prized the beautiful tints of blue derived from the oxide of cobalt. Its chief value rested in the fact that this oxide made good paint. Little else of practical usefulness was known about the metal except that it melted with great difficulty and could be attracted to a magnet—a property which interested the engineers.



*Film actress Mary Shannon and K. F. Morgan, commercial manager of Erpi, demonstrate the new super-portable sound recording channel which, it is said, stole the show at a recent convention of Society of Motion Picture Engineers in Hollywood.*

Magnets are all important to the recording mechanism because, when coupled with other apparatus, they are instrumental in transforming air-borne sound waves into electrical sound currents and vice versa. The objective of the scientists was to cause tiny permanent magnets to pull with the same force as large electromagnets. Cobalt, they discovered, would do for their magnets of ordinary steel what spinach does for Popeye.

With it, not only could the magnets lift many times their own weight but when two were set in opposition, the upper magnet would actually float in air; would appear to defy the law of gravity. In other words, cobalt-steel could push as well as pull! With these new magnets, microphones shrank from the size of dinner pails to the dimensions of a billiard ball.

### A Diet of Cobalt

Another vital element of the recording machine—the light valve which converts sound currents into light vibrations for photographing the sound track—also lost weight when put on a reducing diet of cobalt. Of greater importance, however, were the many pounds saved through the elimination of power supply apparatus. Cobalt-steel magnets, in contrast with previously used electro-magnets, require no electrical supply for their operation.

In the meantime, of course, other refinements were taking place on many dif-

ferent fronts. Aluminum-alloy replaced angle-iron structures. Cables sheathed in lead gave away to cords encased by lacy jackets of spun copper. Tube sockets were simplified and the rubber truck-tires became suitcase handles. These, and scores of other ingenious improvements all helped the engineers to achieve their goal of extreme portability. Then, a few weeks ago, ERPI, the leading exponent of weight reduction, demonstrated its super-portable recorder.

The new system weighs less than 150 pounds—two small cabinets enclose the entire equipment—and one strong man can pick it up and carry it away!

The motion picture exhibitor, and his patrons, may well ask—how does this greatly simplified equipment affect final results in the theatre? Well—the quality of the results in terms of fidelity or naturalness, will not differ from that recorded on studio equipment. In the production of scenes composed largely of dialogue and sound effects the two can be used interchangeably with equally good results.

Audiences will, however, note certain definite improvements. Heretofore, certain loss of reality has occasionally been apparent in the lack of perfect synchronism between the spoken word and the lip movements of the artist. The explanation for it is simple. Usually such scenes, made in inaccessible places, were photographed with a silent camera. Later, by a process known as "dubbing" sound was added.

### Dubbing the Dialogue

It goes like this. After the silent picture is finished, it is projected onto a screen in a special theatre in the studio. Here the performer, following the action by eye, speaks into a microphone. He again reads the exact lines which he first spoke before the silent camera. A sound track is made as his voice follows what his eye now sees and, later, the two films are combined as a single print. With enough patience and practice, films so made are commercially acceptable.

Naturally, during the process, some loss of realism occurs—but, even so, it saved the day for directors before this new super-portable sound system made its appearance.

But this is not the only improvement. In still another direction, the new equipment will enrich motion picture entertainment. Both photographic and sound effects of greater dramatic value, and settings more spectacular, should be captured through the new freedom of action which this equipment affords. Mobility now has been regained almost to a point equalling that of the "good old silent days."

The super-portable equipment can follow the camera more readily into remote places—mountainous country previously inaccessible to vehicles. It can take to the air and can negotiate narrow streams in a small boat. On location recently, for example, films have caught the crunch of sheering rock as our hero fell screaming from a crag perched high in the rugged Rockies; the happy laughter of boys and girls as they strapped skis to their feet in Sun Valley. The super-portable has followed tunneled trails made by elephants through the Malay peninsula, and recorded for the ears of game fishermen, the sound of barracuda breaking water in the South Seas. From both near and far, its utility serves the industry.

Once again the seemingly prosaic scientist has reached into his bag of tricks and come out with a thrill for our ears!

## GOING DOWN!

*The steady emancipation from overpoundage in mobile sound-on-film recording apparatus is shown by successive stages in these illustrations—viewed in order from the top downward.*

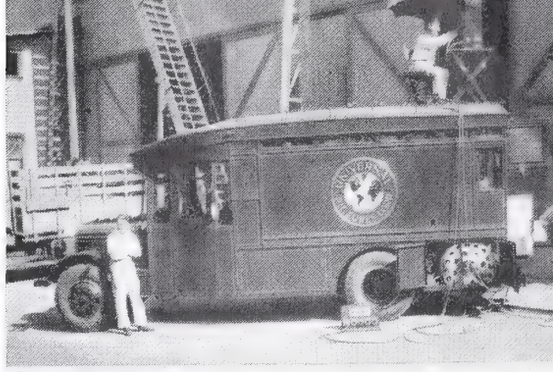
(1) *A small plaque inside the driver's compartment of this* 1928 *"portable" recorder informed state highway inspectors of its weight—*13,000 *pounds! Literally, the overloaded truck carried a standard sound studio equipment.*

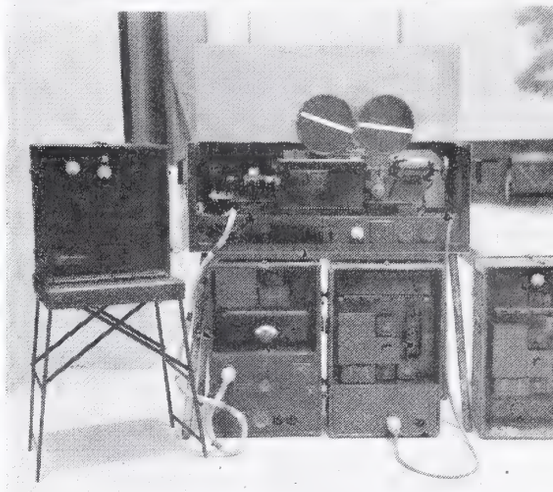
(2) *This, and the picture immediately below it, shows the first equipment designed expressly for portable service. It weighed about* 1,800 *pounds. Directors sighed with relief when it replaced the multi-ton apparatus first employed.*

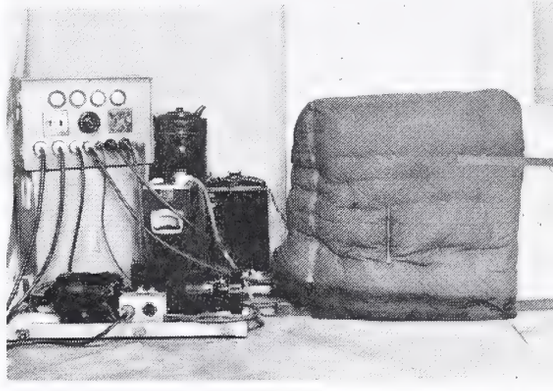
(3) *The motor-driving equipment for the* 1,800-*pound unit described in picture No.* 2, *which added materially to the woes of transportation to and assembly on location.*

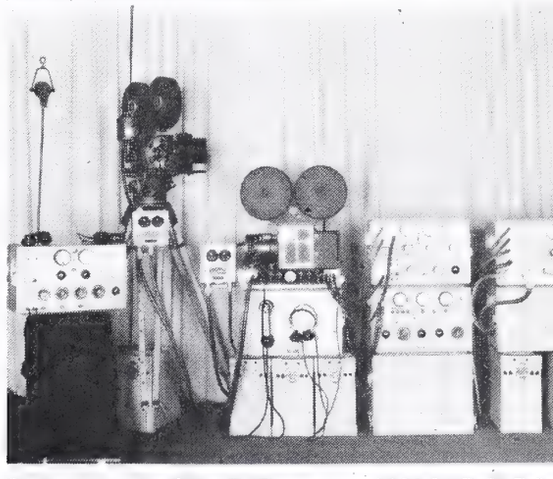
(4) *Everlastingly whittling away, engineers finally chopped the weight of portable recorders in half. Shown here is a sound equipment grossing only* 900 *pounds yet capable of producing a sound track of such quality that it may be intercut with routine studio takes.*

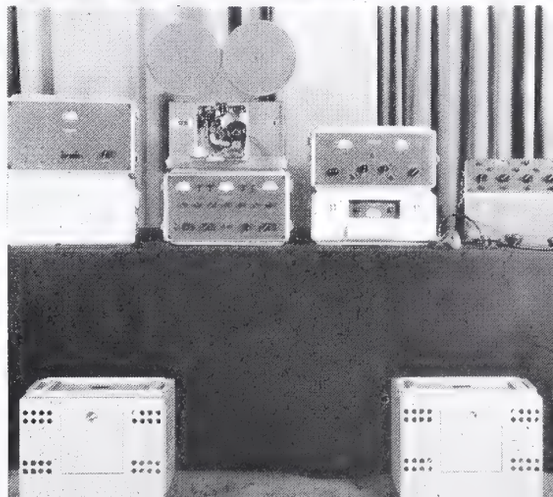
(5) *Most of today's glamorous film personages reached their stellar heights through the efficient operation of the now famous "Q" channel—pictured here. It weighed but* 600 *pounds and with it directors entered many tight corners closed to them since the "good old silent days." A second glance at the action photo on the preceding page will show you the present state of recording portability—a unit that weighs less than* 150 *pounds. (Photos courtesy Electrical Research Products, Inc.)*











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A colorful theatre front, well lighted and arranged for the convenience of all comers, is a business-getter from the start.

## THE SCREEN A FACTOR FOR IMPROVED SOUND

OFTEN fundamentals are overlooked or disregarded in steps taken to improve sound reception in our theatres. One of the fundamental contributors to perfect sound transmission is the screen, which can have much to do with the clarity and sharpness with which the picture is delivered to the patrons. It is frequently a subject of neglect.

Since the screen is a final point of delivery, affecting both the eyes and ears of the audience, it should be kept at a peak of efficiency always. Brush your screen frequently, on the face and back with a soft hair brush or the brushing tool of a vacuum cleaner—at least twice a month.

Dust gradually accumulates on the surface of the screen and it sticks like glue and is mighty hard to remove. This grime gradually darkens the screen and kills the brilliancy of your projected light.

Dust does not settle evenly, so after awhile the screen is likely to appear mottled. There is plenty of dust in a theatre, no matter how clean it is kept. Every time a person moves around through the aisles a lot of dust is kicked up. It rises in the air, gets caught in the light beam and is shot right down on the screen surface.

Dust clogs up the sound holes and muffles the sound. As the dust gradually clogs up the holes it becomes necessary to increase the volume at the speakers. This causes added strain on the tubes and batteries, shortening their life.

Poor, dim light on the screen and distorted sound are most annoying to theatre patrons. They resent such a condition and stay away from the theatre—no matter how good the picture may be or how luxurious the furnishings.

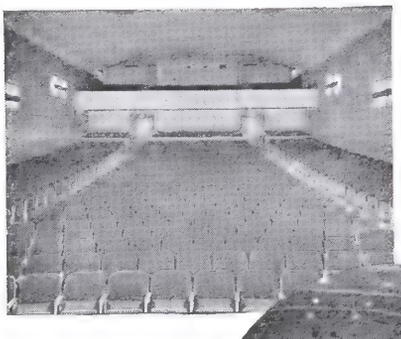
The gradual loss of light brilliancy due to dust makes it necessary to gradually increase the amperage at the arc. This means shorter life to the carbons and a greater current consumption.

Changes in temperature, moisture, or excessive dryness tend to aid in discoloring the screen. A screen is the cheapest important piece of equipment in the house; keep it in first-class condition.





WITH *Genuine* U. S. NAUGAHYDE





*Recent installations of Genuine U. S. Naugahyde in Minneapolis theatres by Air-loc Seat Industries, Inc., of that city. Above—St. Louis Park Theatre; right, Varsity Theatre.*

U. S. Naugahyde is the low-cost truck seat covering that wears for years without cracking or peeling.

You can have the same tough quality for theatre seats—in appropriate color and grain combinations, of course.

That's the only difference—Theatre Seat Naugahyde *looks* delicately beautiful, *feels* exquisitely fine. But it *wears* the same as Truck Seat Naugahyde. It has the same rugged composition—*strong* leather fibres and supple rubber. The same *permanent flexibility*—nothing to dry out and cause brittleness, cracking or peeling. The same *tempered* surface that defies friction and abuse—instead of a perishable "finishing coat", extra resistance is treated right into the material.

That's why you can cover *entire seats* with Naugahyde—and depend on it to stand up at sides and front where flexing is most severe. To hold at seams where strain and wear usually do their worst. *To save you upkeep expense year after year!*

**NOW AVAILABLE THROUGH YOUR LOCAL SEAT SUPPLIER**—*or write us direct for swatches.*

UNITED STATES RUBBER COMPANY COATED FABRICS DIVISION MISHAWAKA • INDIANA


## Sponsors Conference On Air Conditioning

Tentative plans for an Air Conditioning Conference to be held at Lehigh University, November 10 and 11, under the sponsorship of the American Society of Refrigerating Engineers, have already been formulated and the cooperation of other engineering groups is expected in this event.

Present plans call for an opening morning session on industrial air conditioning covering such subjects as air conditioning in printing processes, in film manufacturing, cellophane and rayon manufacturing, fur storage and tobacco plants, and the removal of moisture from blast furnace air, an interesting new application that has received wide general attention.

The afternoon session on the first day, November 10, will be devoted to air conditioning of perishables, with fruit storage, gas storage of meat, air conditioning in breweries, and air conditioning in candy plants among the topics receiving treatment.

The third session, scheduled for the second morning, will cover air conditioning of theatres, hospitals, apartments and hotels, and the fourth session on that afternoon will be given over to air conditioning in transportation. Freight and passenger vessels, steamships, pre-cooling of perishables for freight shipment, and the air conditioning of passenger vehicles will be discussed at this closing meeting.

Prof. B. E. Jennings, of Lehigh University, is in general charge of the Conference, and will be ready to announce definite topics and the names of speakers within the next month. Other members of the Conference committee are: C. C. Williams, president of Lehigh University, honorary chairman; Willis H. Carrier, A. C. Callen, William B. Henderson, John Hertzler, S. R. Lewis and J. L. Rosenmiller.

When winter comes you'll still need air conditioning. Now is the time to do something about it.

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# *Sound* PLAYS A MAJOR ROLE *in the* WORLD PREVIEW OF TOMORROW

THE millions of visitors to the New York World's Fair are most impressed by two paralleled achievements of modern science among the countless wonders on display at this "greatest show on earth"—the lighting effects which each night transform the Fair grounds into a vari-colored fairyland of shining brilliance, and the all-important role that electrical sound amplification plays in entertaining and informing the vast crowds which visit the "World of Tomorrow."

From the huge Perisphere loudspeaker, the largest that man has ever built, to the background music and vocal accompaniment of the world-famed "City of Light" diorama in the Consolidated Edison Exhibit, sound amplification plays a greater part in the New York Fair than in any previous exposition of its kind.

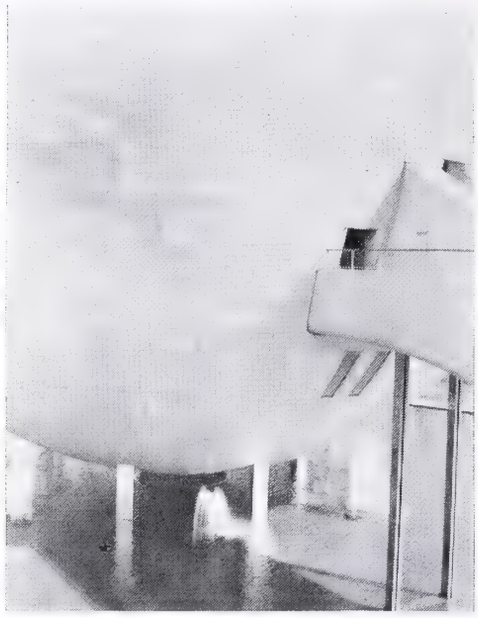
Two years of study and planning by World's Fair officials and private exhibitors, combined with the designing, engineering and production skill of leading sound equipment manufacturers preceded the actual installation of the many tons of equipment needed to accomplish the miracles of sound that are on every hand throughout the Fair grounds.

Sound amplifying and reproducing equipment, motion picture sound reproducing installations and radio broadcast equipment have been installed in scores of major applications at the Fair—from the giant sound systems inside and outside the Perisphere to the handy little portable public address systems which are set up at innumerable locations at a moment's notice to augment the sound of the numerous special events that are constantly taking place on the grounds.

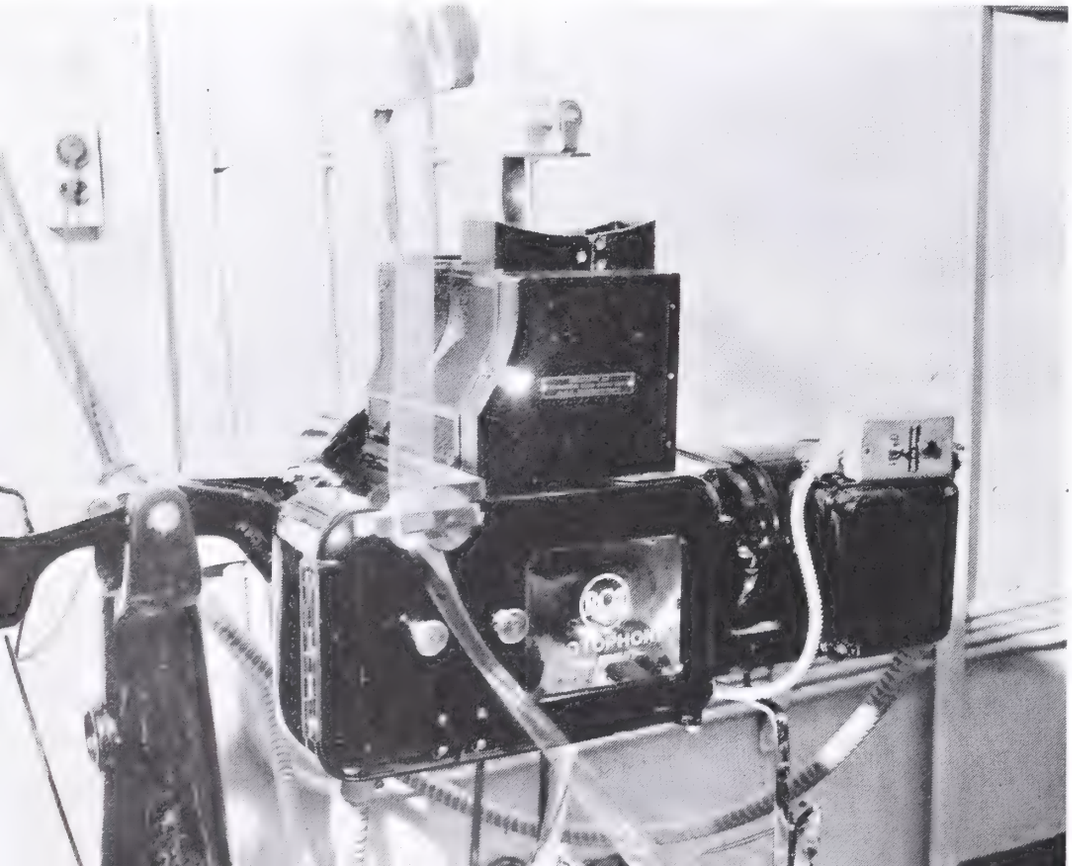
### Sound Features Themes

The mammoth Perisphere loudspeaker was designed and built by RCA engineers working in cooperation with Fair officials. With twelve high-frequency and twenty-four low-frequency reproducing units, tons of concrete, and an intimate knowledge of the sciences of electronics and acoustics, they built an unseen sound reproducer which ranks as one of the outstanding marvels of the big show.

They installed the reproducer units in an especially designed concrete pit beneath the center of the 200-foot ball at the Theme Center, connected them to powerful amplifiers, and succeeded in pervading the entire Theme area of several acres with music whose qualities of tone and controlled volume belie the great size of the equipment used. Hundreds of visitors at a time stand in the mouth of the loudspeaker without being able to locate the source of the music they hear.



*The curving sides of the huge Perisphere at the Theme Center of the New York World's Fair form the upper portion of the largest loudspeaker ever constructed. The pool and surrounding grounds form the lower half of a 360-degree horn which is 200 feet in diameter and 100 feet across at the mouth. The circular recess in the center of the pool (3 feet 5 inches below the bottom of the Perisphere) houses 12 high-frequency and 24 low-frequency units. Through this giant speaker, which was especially designed and built for the project, pours the music which floods the Theme Center. (Photo courtesy RCA Photophone.)*



*This unique film phonograph provides the sound for the famed Democracity Show in the interior of the Perisphere at the New York World's Fair. The endless film feeds through the sound head to provide a continuous show for the millions who visit the Fair's Theme-Center. (Photo courtesy RCA Photophone.)*

The 360-degree "horn" of the Perisphere speaker is formed by the lower half of the Perisphere and the surrounding pool and ground area. It is 200 feet in diameter. The throat is 3 feet, 5 inches wide, and the mouth is 100 feet wide. It is capable of reproducing musical notes outside the range of the human ear, but which can be felt through the vibration of the air. The speaker is used to provide theme music continuously, and may be also utilized for public address purposes.

The largest and most complex of the many sound installations at the Fair is the Broadcast and Public Address Center of the Communications Building. From a huge master control console in the Communications Building, music, speeches and radio broadcasts originating at the Fair and other radio programs received for distribution on the grounds, are controlled through a huge two-channel system. There are four studios at the Center, one of them large enough to seat a large group of persons. Wide windows permit visitors to examine the control room and studios.

Powerful loudspeakers at 15 locations throughout the grounds carry the mes-

sages and music originating at the Broadcast Center. A total of 39 power amplifiers is used.

### Motion Pictures Prevail

Sound for the Theme Show inside the Perisphere is also provided through continuous feed film phonographs and 12 especially designed twin-power speakers. Complete sound systems are installed in the World's Fair Theatre and Concert Hall and the famous Terrace Club, as have also the Communication Theme, the Transportation Theme and the Home Making Theme. Motion picture sound reproducing equipment systems are in use at the Theatre and the Concert Hall.

A battery of eight 100-watt loudspeakers, mounted in two groups of four, provides sound coverage for the Fountain Lake area. They are used to distribute background music for the amusement area during the daylight hours and also take part in the nightly fireworks display on the lake. Amplifiers and remote control equipment were also provided for two mobile sound trucks on the Fair ground, one of 300 watts power and the other of 100 watts.

The U. S. Federal Building, the New York State Ampitheatre and the Florida State Building have complete sound systems. Exhibits erected by Great Britain, Rumania, Argentina, Puerto Rico, Turkey and Switzerland are similarly equipped. In addition, most of the major commercial exhibits utilize sound systems. Among them are Westinghouse, Petroleum Industries, Borden, Bakelite, Firestone Tire & Rubber, Heinz, Swift, Eastman Kodak, Chrysler, American Tobacco and Time and Space.

Sound—in terms of music, speech and sound effects that startle the imagination are encountered everywhere, and in the most unexpected places. It is no wonder that after a time the Fair visitor ceases to look for the sources of these magical sounds and gives himself up to their complete enjoyment.

### The Public Reaction

Hence it requires no serious stretch of the imagination to contemplate the effect of this huge mass demonstration of sound equipment development and efficiency on the public—the same public, incidentally, which attends moving picture theatres and expects to enjoy a comparable degree of excellence in the theatres of individual choice.

As a result of what it has seen and heard at the Fair and will continue to experience in the continual development and improvement of sound reproduction and equipment application, the American public will continue to demand a greater degree of satisfaction from sound as it is recorded for them in the studios and reproduced for them in our theatres.

The theatre industry can benefit directly from the many public demonstrations of sound recording and reproducing equipment efficiency or conversely it can suffer by comparison. The outcome depends largely upon the extent to which the exhibition branch of our industry accepts, adopts and makes correct use of the developments of science to improve the quality of sound in all classes of theatres.

Fortunately, most successful exhibitors are aware of the growing sound consciousness of the movie-going public. They know there is a distinct and decisive preference among patrons for the theatre that presents talking pictures in the degree of advanced audibility and lifelike performance that can be possible only with the best of moving picture reproducing equipment for both sight and sound. And the best will be none too good for the "Theatres of Tomorrow."

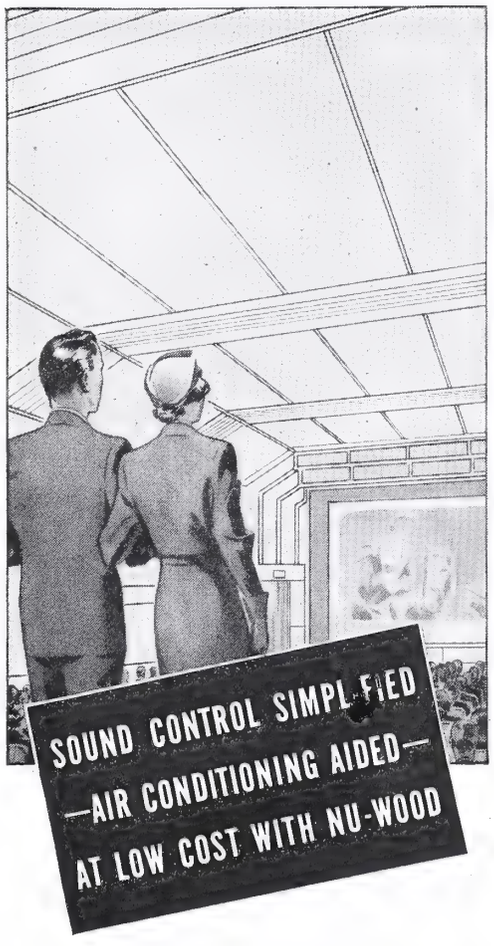
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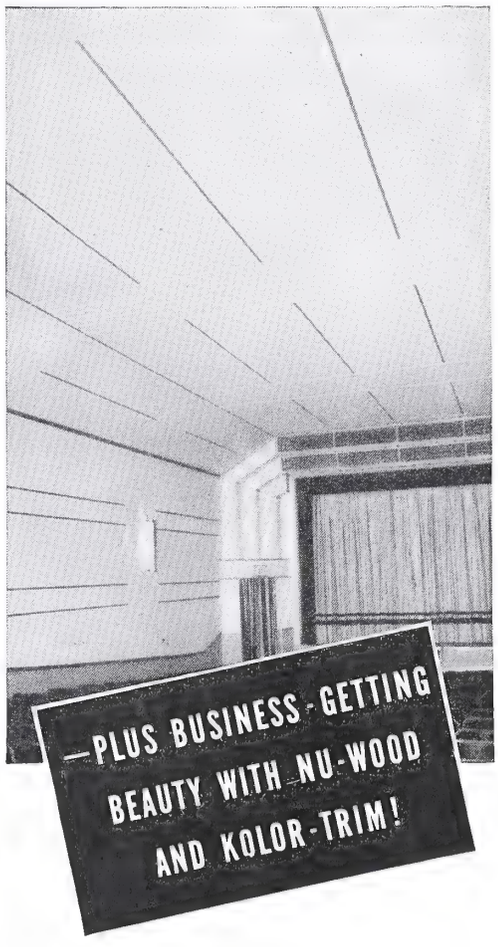
A run-down theatre resists patronage. A modern theatre reaches out for it and pulls it inside.

## IRISH LUCK

Four thousand employes of Hospital Trust, at Ballsbridge, Eire, headquarters of the famous Irish sweepstakes, drew a lucky number this summer when the management installed a complete year-round air conditioning system.

A Carrier system with automatic controls for maintaining correct humidity and temperature conditions was installed to serve the entire building, including cloakrooms and lavatories. In the office section, 1,000 cubic feet of outdoor air per hour per person will be introduced.


Yes, you can get effective sound control and acoustical correction for your theatre—*at low cost*—with Nu-Wood. Architects favor Nu-Wood for covering theatre walls and ceilings because it combines, in a single material, noise-absorbing and acoustical correction. What's more, Nu-Wood insulates—offering better and more economical operation for your air conditioning unit and a more comfortable theatre. That's why Nu-Wood can increase theatre patronage—help to produce bigger box office receipts.

Nu-Wood, with its soft tones and individual designs, will bring *business-building beauty* to your theatre. And there's a new idea in theatre decoration today—Nu-Wood and Kolor-Trim. Kolor-Trim Moldings are wood moldings predecorated in jewel-like colors, harmonizing with the subtle shades of Nu-Wood. With Nu-Wood and these moldings, you can have a complete interior decorating job at one low cost—because no "extras" are needed. Get complete facts about Nu-Wood—Mail the coupon!

*See Nu-Wood in House No. 1 at the New York World's Fair—also in Western Pine Association Exhibits at both Fairs.*

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***Write for your free copy of Mohawk's new illustrated book—"Those Who Know"***

MOHAWK *Theater* CARPETS

MOHAWK CARPET MILLS, INC., AMSTERDAM, N.Y.

## Just a Tiny Modern Theatre But It Has What It Takes

(Continued from page 35)

the equipment manufacturers' production, he has provided for his patrons a standard of screen presentation which is comparable with any to be found in even the largest theatres in big cities. All that modern projection and sound equipment and accessories can bring to motion picture presentation of the sort which reproduces faithfully all that is put into the productions by Hollywood technicians has been provided unstintingly in this small house.

The projection room itself offers an example of up-to-date efficiency. Besides its completeness of mechanical equipment, its general construction is worthy of comment. The room is entirely fireproof, constructed of asbestos building material with steel doors and automatic steel porthole shutters. In addition, all observation ports in the room are fitted with optical glass for good visibility and to eliminate any vestige of noise emanating from the equipment.

Bowen's new theatre stacks up fairly well in any critical consideration of what the modern small-town house should be. It is simple in every detail, yet it provides everything today's movie patron desires in the way of fine picture presentation, comfort and convenience, refined atmosphere and attractive decorative appeal. So it's fairly evident that Ray E. Coats is an astute newcomer who will be a valued member of the showmen's fraternity both by his contemporaries and his customers as well.

## Attractive Lighting Attracts Customers

It is always noticeable that prominent theatres, hotels, restaurants and similar places attract more business with lighting that's good looking and easy on the eyes. They use the powerful influence of distinctive lighting for atmosphere—to lift their places of business out of the commonplace. Poor lighting lacks appeal and hurts business, especially in a competitive situation, while good lighting commands attention and admiration, thus helping business because it creates subconscious appreciation and satisfaction. Any business which depends upon the patronage of the public should cater to this human, natural desire and it will profit.

The theatre lighting installation should provide more than illumination alone. It should combine beauty with utility. Design plays an important part; knowledge of lighting science, engineering practice and principles, acquaintance with arts and decoration, quality of materials, workmanship and construction—all these control the difference between good lighting and poor lighting. The vital point in lighting is the result obtained, not the price paid.

Attractive lobby frames often do more to catch the eye of the passersby than the pretty pictures they contain. These new metal frames are particularly pleasing to all patrons.

# FRAMES DECALOGUE OF AUDIENCE BEHAVIOR

YOUNG America is being taught the common-sense rules of audience behavior as an important phase of photoplay appreciation by the Department of Secondary Education of the National Education Association of the U. S. A. Following is a decalogue of audience behavior, based on student discussions and suggestions, formulated and resolved upon at a recent convention of the Association in San Francisco:

1. Remember that a student movie-goer represents his school and that, by his behavior, he can build or break down the good name of the school.

2. Remember, when responding to the appeals made by a picture, to keep your enthusiasm within reasonable bounds.

3. Remember, if you wish to show disapproval of a film, that the decent thing to do is to remain silent and to reserve your comments until you can speak or write to the manager of the theatre. Careful expression of opinion will prove more effective than acts of disturbance at a performance.

4. Remember that you can best express your disapproval of unruly behavior on the part your friends in the theatre by firmly refusing to join in their acts of disturbance. Speak quietly to those who are boisterous. By being quiet of voice you will accomplish more than by being aggressive.

5. Remember that there are other people in a movie audience besides yourself and your friends, that they have paid to see and hear the program just as you have, and that they are entitled to peace, quiet and respect during the performance.

6. Remember this golden rule of fair play in the treatment of furniture and equipment in a theatre: Treat chairs, rugs and other furnishings as you would have your own treated by visitors in your home. Vandalism is one of the lowest forms of behavior.

7. Remember that, in case of danger of fire, self-control is of prime importance. The danger is not so much from fire as from injury due to panic and rushing to get out.

8. Remember that, once you are outside of the theatre, an expression of opinion regarding pictures that you have seen is much to be desired. Make your comments on as high a plane of thought as possible.

9. Remember that, in discussing pictures, you should listen closely to the comments of others, for the art of conversation depends on attentive listening.

10. In general, remember that the success of our American democracy depends on independent critical thinking, on self-restraint in crowds, on the exercise of imagination regarding the consequences of the mob spirit, and on adherence to the highest ideals of fair play in public conduct.

EDITOR'S NOTE—The Modern Theatre section of BOXOFFICE views the splendid work of this committee as a most valuable contribution to successful moving picture exhibition. Another phase of educational activity, "Theatre Discrimination," will be featured in our next (October 14th) issue. In collaboration with Mr. William Lewin, chairman of the Committee on Motion Pictures, an actual working example of the plan will be presented.

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Despite the fact that no one has told you so in person, your seats may be keeping good customers away.

## Ups Life Guarantee on Sound Vacuum Tubes

As a result of new developments in Altec Service Corporation's system of laboratory and field life tests, vacuum tubes supplied for theatre sound systems by them will receive a ten-fold increase in life guarantee. According to recent announcement. W. E. tubes previously guaranteed for 100 hours' service will now receive a six-months' unconditional guarantee. The large 50-watt size, now carrying a full guarantee of 100 hours' service, will be subject to an extended pro-rated guarantee on any tubes which fail within 1,000 hours.




***Another Theatre Says:***

# FAREWELL TO RASPING ECHOES!

***Patrons Enjoy Undistorted Sound, Thanks to Acousti-Celotex***

DOWN IN Senatobia, Mississippi, theatre patrons like their entertainment *"straight"*—the words and music undiluted with rasping echoes and distortion *caused by poor acoustics.* That's why the beautiful new Senatobia Theatre follows the example of thousands of other show houses in using Acousti-Celotex fibre tile to achieve better listening conditions.

Give *your* patrons the benefit of ideal acoustics, and see what a difference it makes in your attendance! Acousti-Celotex fibre tile *can be applied right over existing ceilings,* in a short time, at moderate cost. You needn't miss a performance!

And remember—the patented perforations of this famous material *retain their acoustical efficiency,* no matter how often you redecorate! Call on your nearest Acousti-Celotex distributor for a FREE Noise Survey of your theatre. Or write direct to The Celotex Corporation, 919 N. Michigan Ave., Chicago, Ill.




*The word Acousti-Celotex is a brand name identifying an acoustical product mark (A) by The Celotex Corporation.*

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## STUDIES USE OF SOUND ENTERTAINMENT VALUES

MAX C. BATSEL, RCA Photophone's Chief Engineer, has returned from a tour of a half-dozen midwestern cities where he visited more than a score of exhibitors and circuit operators to obtain their viewpoints on the practical operating phases of motion picture sound recording and reproducing.

"The research and development laboratories have been making better and better recording methods available to the industry," Mr. Batsel said. "Further, they have matched these advances with comparably improved reproducing equipment for the theatre, with which to pass on to the public the full measure of entertainment which Hollywood puts into the music and the dramatic sound effects of the modern motion picture.

"I found that some exhibitors are not getting anywhere near the full entertainment value out of their pictures or their sound equipment. Often, when the sound in a picture begins to work up to a dramatic climax, they turn down the volume, either out of ignorance or because their obsolete reproducing equipment does not have the power. Either way, all Hollywood's efforts to advance the art with effective, dramatic sound are stopped at the very point of sale to the public."

Mr. Batsel added, however, that he found many exhibitors alert to the possibilities of modern sound reproducing equipment, who are keeping abreast of each new development in the field, and are seeing an awakened public reaction to the sound entertainment they offer.




Seats Sell Shows

Long shows emphasize the importance of comfortable seating. Your chairs compete with comfortable ones beside thousands of radios. That's why correct posture Ideal Seating has a definite box office value, will increase receipts . . . why it's the choice of America's leading theatres.

Staunch, quality construction assures years of service without constant attention. Superiority daily becomes more evident.

There's an attractive Ideal chair to fit any requirement, every budget . . . a variety of constructions and color schemes. Write for catalog describing exclusive features and unsurpassed values. Dealers everywhere.

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Ideal

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Attention: J. E. Robin


## A Minor Detail but A Source of Trouble

The washroom is the key to the owner's own pride in his theatre—to what his patrons think of it and the theatre owner himself. Just *why* the washroom is all important in this respect may be open to debate—but no one will deny that it is all important.

No matter how carefully a theatre restroom meets all other essentials of convenience—no matter how spotlessly clean it may be—no matter how modern and up to date all other appointments—if that one deadly detail is neglected, it soon becomes the target of a widespread whispering campaign among patrons.

That dangerous detail is none other than cheap, worn-out, shabby-looking toilet seats. It is the one thing that patrons never overlook—never excuse. It is a constant source of embarrassment to the patrons as well as the owner himself and it casts its shadow into every portion of the theatre property.

What can be done about shabby looking toilet seats? Fortunately the problem is easily solved. It involves only a simple change that anyone can make quickly with a pair of pliers. The cost is so small that no one who realizes how small it is will put up with the eyesore for a moment. Simply replace the old seats with new, long-wearing, cleanable ones available today. The change can be made in 15 minutes per seat and the entire restroom will reflect the magic of the simple alteration.

Reseating—replacement of rickety old chairs with the comfort of your patrons in mind—will reward your boxoffice more than you may imagine.

## *All Theatre Builders, Please Note*

*If you have recently remodeled or otherwise modernized your theatre and are particularly proud of the result, please send us photographs and details. Through the presentation of these Case Histories, it is our purpose to raise the standard of theatre construction and outfitting and thus render a service to the entire industry. Your cooperation is requested.*—THE EDITOR.

## LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Ave., Chicago, Illinois.

*Brunswick-Balke-Collender Company,* of Chicago, Illinois, submits an attractive folder entitled "Tea-Table Whispers That Shout." The company's line of toilet seats is described and pictured, and the effect this important item has on patronage is stressed. The new vogue for colored seats in pearl finish is also illustrated.

*International Projector Corporation,* of New York City, presents an effective announcement of the new Simplex SI Equipment for medium-sized theatres. The new economical equipment, consisting of projector, pedestal, low intensity lamphouse and Four-Star sound system, is delineated in detail in the profusely illustrated folder.

*The Master Builders Company,* of Cleveland, Ohio, files a copy of a folder on Mastertex, a protective and decorative coating for exteriors and interiors. A color chart is included as well as instructions for application. The paint product is said to be specially designed for use on masonry, concrete, cinder block, soft brick or tile.

*Voigt Company,* of Philadelphia, Penna., submits a new catalogue on attractive modern theatre lighting fixtures for both ceiling and sidewall application. New designs are illustrated and described and their dimensions given.

*West Disinfecting Company,* of Long Island City, N. Y., offers an educational booklet entitled "The Extermination of Rats and Mice." The rodent problem is discussed authoritatively and methods of riddance are described. The company's products for rodent extermination and instructions for their use are given and illustrated.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.

## Gee! Thanks!

In recently reporting and appraising the beauty and efficiency of the new Jackson Theatre, at Jacksonville, Texas, at its premier, the local scribe had this to say:

"The new Jackson is regarded by authoritative sources as one of the finest small-town theatres in America. In the lobby were floral compliments from the trade which Mr. Threet (the owner) said was the best response he had yet received on any of his house-warmings. Inspiration and much of the planning for the new Jackson came out of The Modern Theatre section of BOXOFFICE."





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There is *only one* CRESTWOOD and it is made *only* by Alexander Smith.

**ALEXANDER SMITH**

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**CARPET**

# DECORATING

**DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS**

## A Small-Town Modernizing Project With a Moral

By **Hanns R. Teichert***



IN THIS article, it is our deliberate intention to depart a bit from our usual formula in order to present in more varied detail than is our custom the particulars of a small-town remodeling project in which we were recently quite proudly concerned.

Therefore, we shall not consume large space in elaborating on the decorative phase of the job. The purpose of this article will be to point out a moral and suggest a procedure to be followed by small-town exhibitors in the planning and application of general house improvements — of which, incidentally, decorating is a most important factor.

Let us begin our recital with a certain visit to our studios here in Chicago early last June. Actual negotiations were started at that time, although the project in reality germinated right in these columns —the result of interest we had aroused in this very department.

### An Informal Affair

The Grobaski brothers, Ben and Dan, of L'Anse, Michigan, owners of the Mazda Theatre, came to see us. Our introduction was made most informal and friendly right off the bat, because the Grobaski boys informed us immediately that they were constant readers of Boxoffice and of this department in particular.

They laid their problem before us frankly. They had come to Chicago for no other purpose than to investigate the latest ideas in theatre modernizing and to see for themselves the results of modern procedure. The famous Esquire Theatre was one of the objects of their investigation and it was our privilege and pleasure to escort them to this and other examples of good judgment in theatre planning and decorative effect around town.

At this point, let us make it plain that the Grobaski brothers are by no means neophytes nor newcomers to show business. They built the original Mazda Theatre back in 1924 when L'Anse was little more than a logging camp located in the uppermost reaches of Northern Michigan. Their success as showmen in this remote location and in a town of hardly more than 2,500 population absolves them from any semblance of amateur standing in the ranks of showmanship.

The Mazda Theatre, with a seating capacity of 450, has from its very beginning been an up-to-date theatre, kept entirely in step with the progress of science and industry by these energetic showmen. Hence it can be readily understood why they came all the way to Chicago to get the low-down on what might be right and proper for their latest modernizing move. It's the way the Grobaski brothers do business.

Now it might be assumed that these enterprising small-town showmen had in mind taking business away from the hometown. Nothing of the sort was to happen, nor did it occur. However, they did come to the city for ideas and inspiration and to purchase such of their mechanical and material requirements as were not available among the local trades and crafts.

### An Orderly Procedure

It was our own good fortune to have collaborated with both the local and out-of-town tradesmen and suppliers in turning out, in this instance, one of the neatest and smoothest running theatre remodeling projects it has been our pleasure to participate in for a long, long time.

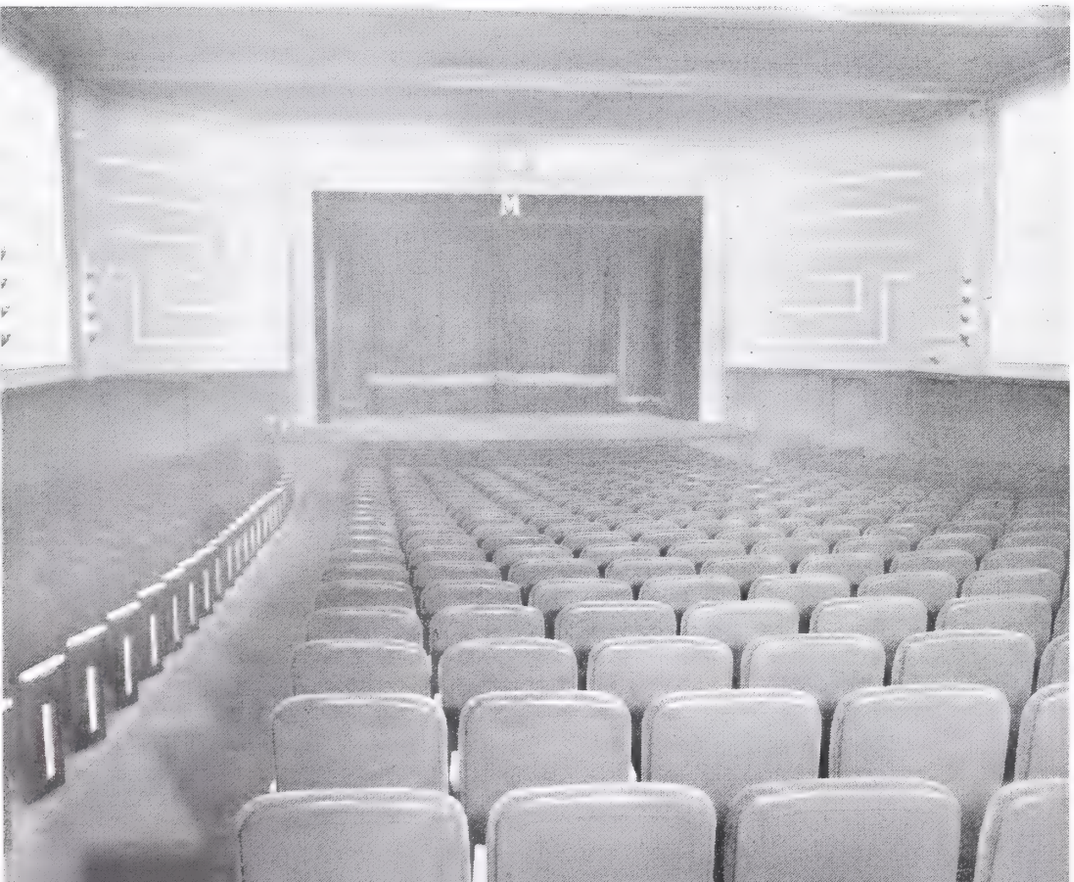
Unquestionably, it all came about through the constructive cooperation of the owners, who had taken the trouble to plan, investigate and post themselves on the current requirements of moving picture theatre operation. In other words, they "looked before they leaped" and landed safely on the satisfaction side of the whole performance.

It is a bit difficult to describe the New Mazda Theatre in cold type and unfortunately but few pictures are available at time we go to press. But we'll try to portray its high points in words to the best of our ability, starting at the front.

The old marquee was stripped of its ornamentation and then streamlined in latest fashion. A continuous porcelain enameled hood now appears around the entire outer edge of the canopy, illuminated with a double line of powder neon against a brilliantly colored complementary background. The ceiling of the renewed marquee is finished with asbestos enameled board and brightly lighted by concealed reflectors.

Enameled building units, an innovation for old theatre remodeling work, were used to face the front of the New Mazda.

*Looking toward stage in the auditorium of the recently modernized New Mazda Theatre, at L'Anse, Mich. House Appeal is apparent in the hospitable atmosphere and provision for ultra-modern seating comfort in this small-town theatre. (Photo courtesy Kroehler Mfg. Co.)*



*Theatre Decorating Specialist, Chicago, Illinois.

Stainless steel poster display cases were installed. The only part of the old marquee remaining is the upright "New Mazda" sign, which was refinished and relamped.

In the lobby, we contrived a smart decorative scheme with a symphony of warm colors—turkey red, yellow and gold. Here as at other points of the house, the decorative treatment was designed to give the patrons a warm, restful reception with colors that will "wear well" and at the same time encourage the mood for entertainment. Indirect lighting and illuminated art display cases characterize the recreated lobby.

### Comeliness and Comfort

The auditorium section of the Mazda was completely redone in the modern, functional manner. Here the decorative scheme was continued as in the lobby with warm, hospitable colors prevailing. A background of turkey red, tinted with shades of yellow and silver to afford a most pleasing and lastingly pleasant effect in conjunction with the new indirect lighting system of the auditorium.

One of the feature points of new equipment in this portion of the modernized Mazda Theatre was the selection of retractible or more commonly called "push-back" seats, of the type used in the Esquire Theatre in Chicago. The new chair is a most practical innovation for the comfort and convenience of theatre patrons. It is of full-upholstered type with a seat that slides backwards automatically when the occupant goes through the preliminary motions of rising to permit others to pass. The patron finds that without actually arising, but merely preparing to do so, he has increased the passage room in front of himself by approximately six inches. This novel yet practical seating comfort feature of the renewed theatre was made the subject of some clever business exploitation by the owners. They featured the news of the seating installation on their marquee as well as in the local press. Hearing device stations are placed at intervals throughout the auditorium.

The air conditioning plant, located in the basement, conditions the entire building. Year-round control of temperature is obtained by the circulation of air from 15,000 to 35,000 cubic feet per minute, controlled by a variable speed fan through a duct system of distribution to all parts of the house. In winter, a mixture of fresh and recirculated air is heated by passing over coils heated with steam. During intermediate seasons, all fresh air is used.

Finest sound reproduction was prepared for in the renovation of the Mazda. Not only in the provision of the best possible sound equipment but in acoustical treatment for the maximum efficiency in sound reception for the patrons. Decorations were done over walls and ceilings formed out of perforated acoustical finish material of a fibrous nature that has excellent sound absorption qualities as well as an ideal decorating surface.

In conclusion, we would like to summarize the whole project by saying that there is no theatre in this country of similar size and situation which is more modern in decorations or more luxurious in appointments than the New Mazda Theatre in L'Anse, Michigan. We assume the right to make such a statement because our business is conducted among all classes of theatres.

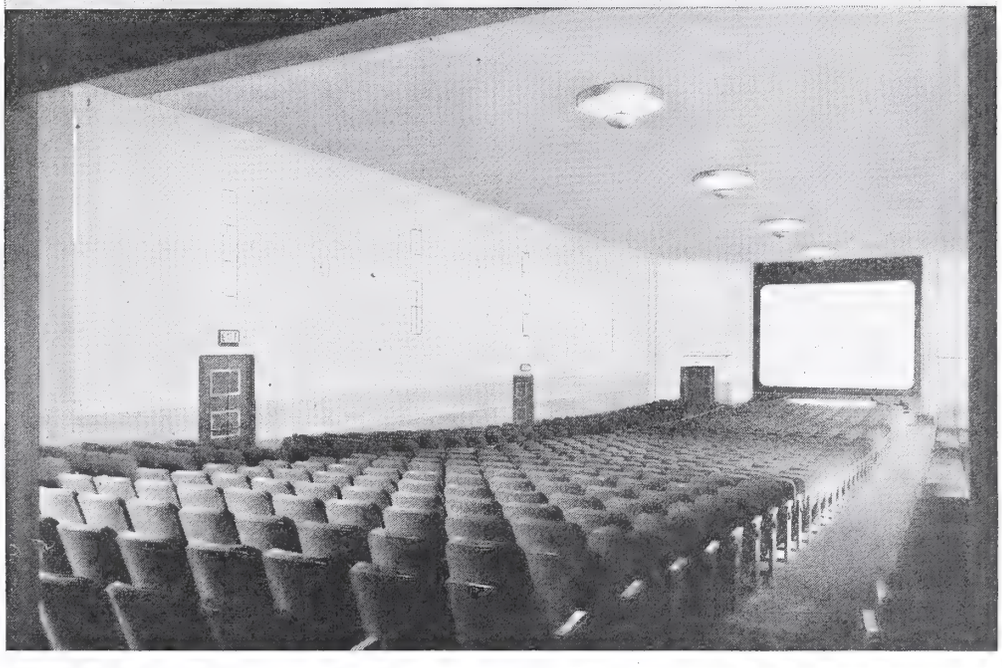
But now for the moral: It is always good policy to make a trip of inspection and investigation. What others are doing, have done or can do, when seen first-hand, may save a lot of disappointment in the end. Cooperation is the keynote.

Grobaski Brothers went about it that way—and it worked beautifully.

## Advisory Service

*Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to* The Modern Theatre, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*


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# An Economical Restoration of a Fire-Damaged Theatre

**How the ruins of an old building were turned most effectively into a fashionable new place of entertainment through capable planning and application of modern materials.**

OUT of the charred and water-soaked remains of a fire-swept theatre building in Baldwinsville, N. Y., came the inspiration for the case history here to be presented.



M. J. DeANGELIS, Architect

Had it not been for an unfortunate turn of fate that practically reduced the former Palace Theatre to ashes, the details to follow could not have been given. But as an old saying goes, "Fate works wonders its missions to perform," and with a fatalistic regard for another old saw, that "everything happens for the best," at least we can find plenty of consolation for the owners in the final outcome of a project forced suddenly upon them by serious fire damage.

The pictures and particulars in review of the outcome are presented through the courtesy of Michael J. DeAngelis, theatre architect, who handled the planning and supervised the project to final completion. Mr. DeAngelis is a member of the Architectural Advisory Board of The Modern Theatre Planning Institute.

### Case History

The Palace Theatre, at Baldwinsville, N. Y., is one of the properties of the S. & C. Theatre Corporation. Located in upper central New York State not far from Syracuse, Baldwinsville has a population of slightly less than 4,000, but the area contiguous thereto provides ample support to the 850-seat Palace Theatre under the management of Sam Slotnick.

The fire which occurred early this year quite thoroughly gutted the premises. A thorough remodeling of the structure and a complete replacement of equipment was therefore necessary. And during the process a number of changes were made in the layout to improve the appearance and efficiency of the plant and to make it conform to the latest demands for convenience and refinement in the provision of moving picture entertainment.

Approximately $18,000 was expended for reconstruction, including a new porcelain enamel facade and a specially fabricated new marquee equipped with latest devices for impressive outdoor advertising appeal.

This custom built marquee is of exceptionally attractive design created for eye appeal that will get the attention of passersby and lead them to the boxoffice.

Other new equipment and furnishings represented an additional expenditure of about $12,000, making a total investment of approximately $30,000.

By ingenious planning and judicious selection of materials that went into the restoration of the fire-swept Palace, a final result was produced that would place an observer's estimate of the cost at a much higher figure than the amount actually spent.

Sans benefit of an actual photograph of the front elevation of the rejuvenated Palace Theatre, we shall pass over this point of interest except for the particulars given above, wherein reference was made to the colorful porcelain enamel facade and a new modern sign and marquee with attraction boards for the accommodation of changeable letters of the silhouette type.

### Foyer Is Featured

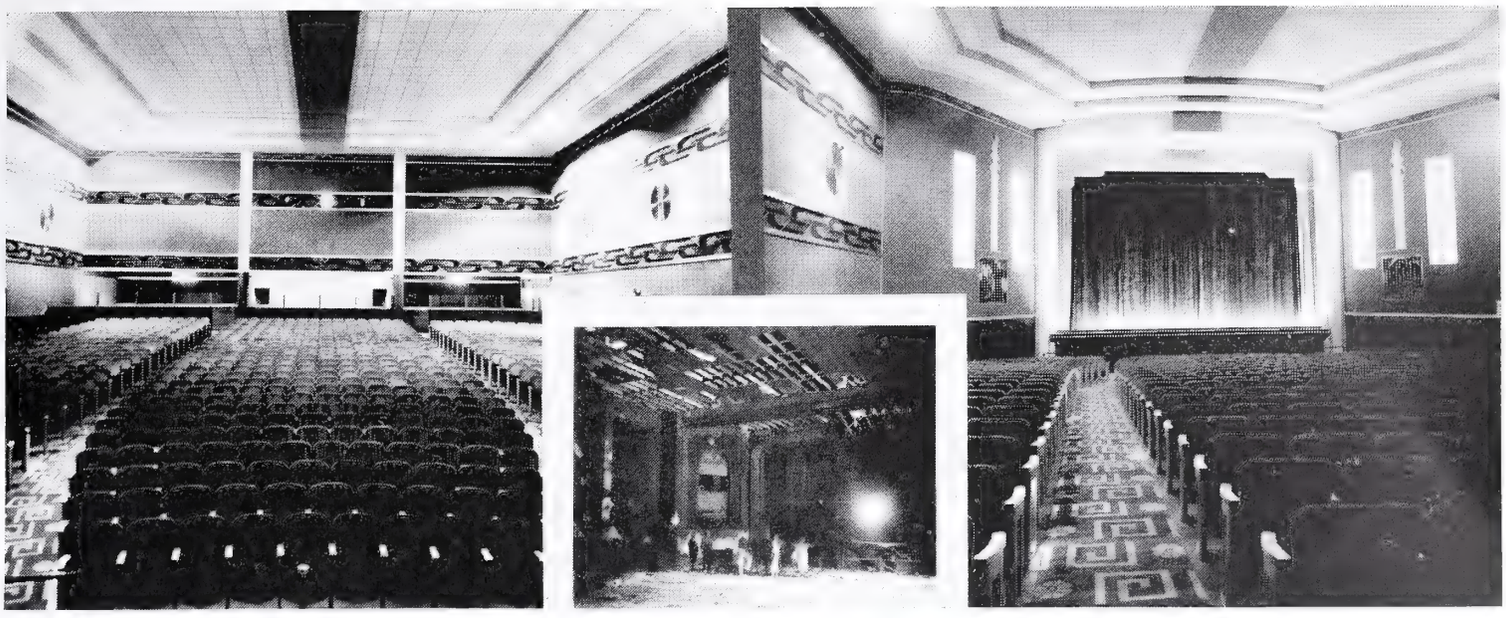
The treatment of the entrance lobby and foyer in the remodeling process was one of the outstanding features of the project. Here an atmosphere of functional modernity is fully expressed. The sidewalls of this area are covered with leatherette in two contrasting tones of tan, each shade separated by bronze stripes; impressionable and easy to look at.

The lobby ceiling is done in acoustical board arranged in tile formation and painted in star effects. Indirect lighting is provided through fixtures of stainless steel. Main entrance doors equipped with modern closing devices are attractively designed with half-round panes to form a complete circular panel when closed.

The second lobby or foyer is fully carpeted with a modern pattern of unique and striking design. A large mural carrying out the effect of stars and cherubim



*Inset—Indicating the condition of the lobby and foyer of the Palace Theatre, at Baldwinsville, N. Y., following the fire which practically destroyed it. At left—The new foyer looking outward to the entrance lobby, and (at right) the same section looking inside toward the standee rail.*



*The small center inset shows the condition of the auditorium section of the Palace after the fire. Larger pictures (right and left) are fore and aft pictures of the auditorium following its complete restoration in modern form and furnishing.*

in the firmament adds materially to the interest of this important portion of the theatre. Chrome tubular furniture in harmonizing color are well placed for the interest and convenience of waiting patrons.

Upon entering the entirely renovated auditorium of the Palace, the patron is introduced to a most unusual and interesting decorative treatment. The sidewalls are covered with flame-proofed velour in a pleasing design and coloring that suggests the modern streamline effect.

The decorative treatment was produced over the original fire-damaged sidewalls by furring with 2 by 4's spaced to receive the velour. A highly effective result was thus produced at minimum expense. The new ceiling was formed of acoustical fibre board arranged in striking step-formation and tile effect for excellent sound correction efficiency and decorative interest.

Silver-painted wood stripes encircle the auditorium walls horizontally to accentuate the flame-proof velour treatment. The wainscot is painted brown. Velour in large strips covers the walls with coral-colored small strips and a touch of blue with a background of silver for the decorative design. Splay walls on each side of the proscenium arch are in cardinal red velour.

### Shortcomings Corrected

The original Palace was quite "barny" in appearance due to its being out of proportion for best operating efficiency. Therefore, by "stepping" the ceiling of the auditorium and building down drop walls in the standee space and foyer, a most interesting and cozy effect is now produced with indirect lighting from specially arranged troughs.

At each side of the proscenium is to be noted a particularly clever handling of the air intake grilles. A statuette pilaster atop each grille is flanked on both sides by vertically set lighting troughs to form a sort of niche which serves to center attention on the stage section of the auditorium. The side draperies are cardinal red and the screen curtain, automatically controlled and operated, is yellow gold with draping in silver.

Indirect lighting is employed throughout the auditorium with stainless steel indirect lighting discs located at intervals on the sidewalls and controlled by dimmers. A hospitable atmosphere with plenty of house appeal is apparent in every detail of the renovated auditorium.

Comfortable seating was one of the major accomplishments of this enforced modernization project. Gracefully curved end standards of modern design, lighted at suitable intervals along the carpeted aisles, serve well to suggest the solid comfort that awaits the customers who are seated in full velour upholstered chairs of the modern posture type.

### Mechanical Provisions

To complete and make practical the resurrection and correction of this fire-damaged theatre the very latest improved

(Continued on page 58)


## THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

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(Owner-Manager)

# SANITATION

**EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE**

# Pastel Color Vogue Inspires a New Theatre Cleaning Routine

By **Katherine Hedick**

WHETHER permanent upholstery or removable slip covers are used in the theatre, their beauty and comfort are a matter of first consideration. The theatre-manager studies draperies and upholstery from the dual standpoint of both fashion and service.

Pastel colored decorations are rapidly becoming a high fashion note. The list of de luxe theatres, auditoriums, broadcasting studios, and hotels, following the new trend of pastel colored upholstery is impressive—but until you have studied the ease with which such upholstery may be cleaned, you may be reluctant to follow this new style. Doubt, as to whether such colors will maintain their look of crisp freshness through the necessary (to you) years of wear, naturally assails you.

There is no question in your mind as to the impression of immaculate cleanliness made by these new shades. You are assured by the salesman that the colors are fast, will not fade. You believe, because of their color tone, they will not readily show wear. Yet—what about cleaning? Will the upkeep be too proportionately large to justify your following this trend in your theatre?

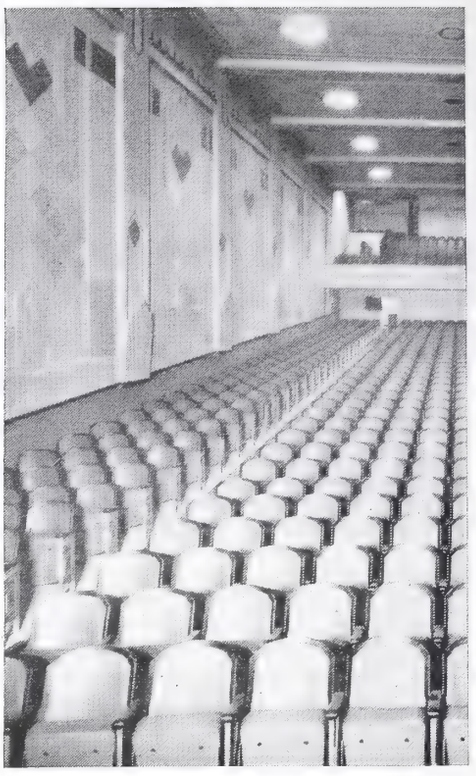
*The coated fabric (simulated leather) is used for the seats and mohair velvet covers the backs of chairs in the Newton Theatre, at Newton, Mass. A combination of unusual practicability. (Photo courtesy Heywood-Wakefield Company.)*

### Colorful Fabrics Are Practical

The answer to these questions is found in an analysis of modern fabrics. Classify them as: 1. pile fabrics; 2. flat fabrics; 3. coated fabrics and leatherettes.

Your pile fabric is identified by its erect fibers which form the wearing surface. Mohair velvets, mohair friezes, cotton velour and similar fabrics fall into this group. Here you find spots or stains may easily be removed before the fabric is renovated (given an all-over general cleaning). This is because the spots or stains do not completely penetrate the material but cling to the pile where they may be removed with ease.

Flat fabrics are those without a pile—the fibers lie flat and their sides form the wearing surface. Broadcloth, whipcord, denim, damasks and most slip cover materials fall into this group. The flat fabrics, available in a wide price range are colorful, comfortable and have good wearing qualities. The nature of the flat fabrics causes them to absorb spots and stains readily, but if such marks are removed while still fresh you may count on your flat fabrics' remaining daintily attractive for many years. The cotton fabrics in this group do not attract moths, are easily spot cleaned, renovated or washed with soap and water. These fabrics are particularly lovely in soft coral tones, greenish-blues and plum shades.



*Cleanability of seat upholstery is expressed in this sectional view of the auditorium of the Rodgers Theatre, at Cairo, Ill. A leather-coated fabric called "Russialoid" is the material used in this instance. (Photo courtesy Irwin Seating Company.)*



Coated fabrics (cloth back with a layer or layers of coating to give greater wearing quality) in simulation of genuine leather give excellent wearing service. These materials are the easiest of all to renovate. They do not readily absorb stain. A clean cloth and a good soap is all you need. The leatherette, or coated fabric, is simply sponged with the soap and then wiped with a damp cloth. If surface dirt is unusually heavy, this operation should be repeated several times. Cleaning solvents are not only unnecessary—but should never be used—on coated fabrics.

### Simplify Spot Cleaning

By following the proper procedure a satisfactory spot cleaning job may be done on any pastel colored upholstery, regardless of its fabric classification. After cushions have been beaten gently with a switch or carpet beater and all dust removed, the surface should be wiped off with a clean damp cloth. Then, spots and stains caused by candy (chocolate or otherwise), ice



*A coated fabric in simulation of genuine leather with a satin-like gloss finish is used for pleasant decorative harmony and cleaning facility in the powder room of the Hall of Music at the New York World's Fair.*

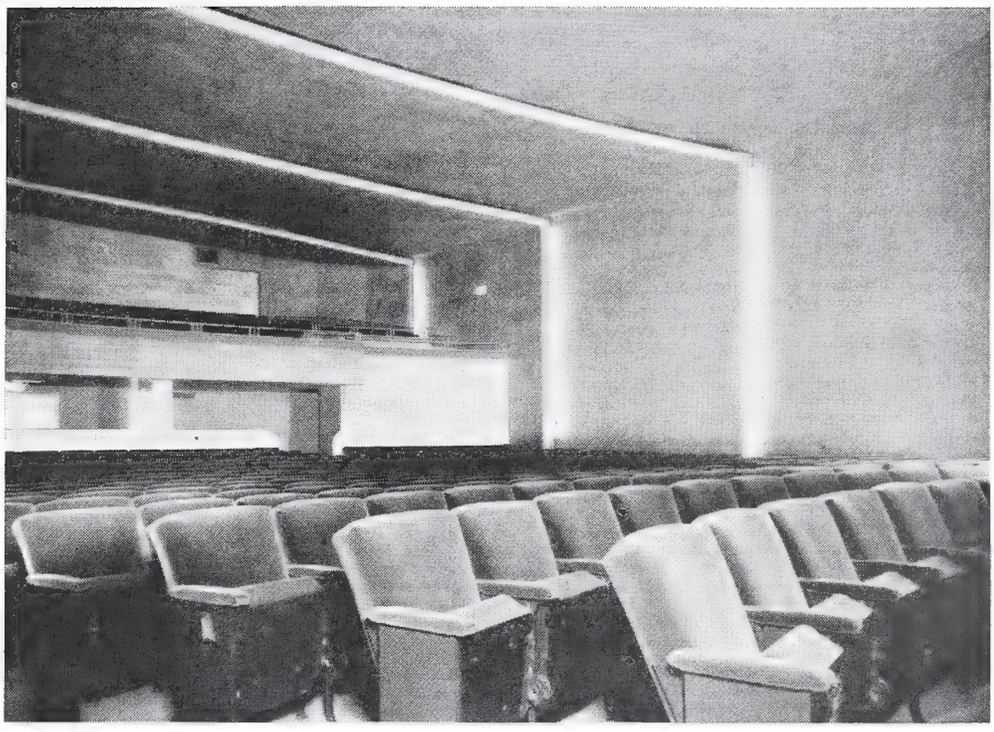
cream, mildew, iron, rust, etc., will usually respond to heavy soapsuds. More stubborn stains, such as grease, oil, blood, tar and chewing gum, will require the use of a suitable cleaning solution followed by an application of soapsuds. Always start cleaning well outside the spotted or stained area and work in toward the center, slowly and with a circular motion. This will avoid formation of a cleaning ring. Remove the suds with a brush or sponge dipped in clear water. If the fabric is pile, brush the surface several times in the direction of the pile or nap while it is still damp. When absolutely dry, brush the fabric in the opposite direction to restore its nap.

First aid kits, for the cleaning of pile and flat fabrics should always be on hand. Prompt attention to spots and stains will restore the material to its pristine freshness and avoid later grief and disappointment. We suggest that this kit contain soaps, clean cloths, household ammonia water and a cleaning solution such as carbon tetrachloride for use on persistent stains. Brushes for the removal of loose dust and dirt may also be included in the kit. A kit, such as the one described, will spare you the complaints of patrons whose light apparel has brushed up soot or other spots!

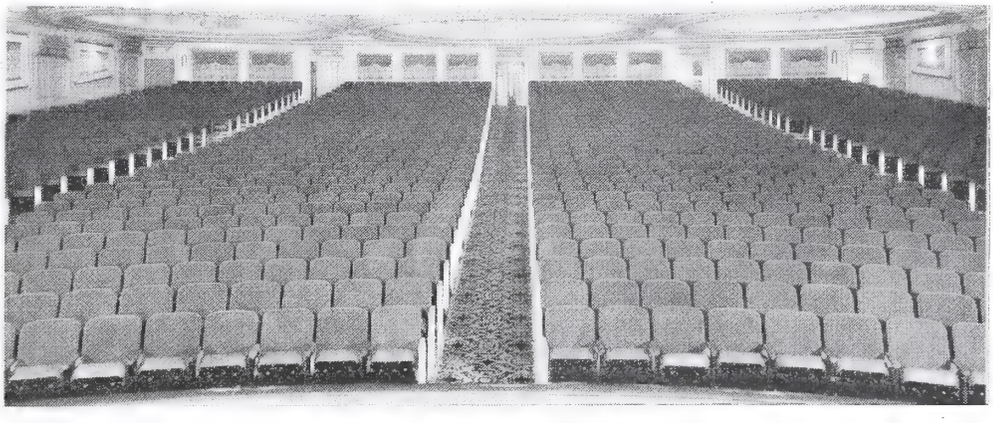
### Concerning Slip Covers

Do you, as is often charged, forget that your slip covers are removable? Do you consider them sin coverers—instead of seat covers? Sadly enough, many managers do take this attitude. They pop on the slip covers without protecting the health of their patrons and preserving the life of their upholstery by beating, dusting and washing with soap and water the chairs and cushions. Once in place, the slip covers are allowed to remain in service for months. Naturally, they get dirty, limp and bedraggled, and their use falls into disrepute.

Slip covers, properly used, are an asset to any theatre. If the old upholstery is outmoded, wearing thin or inappropriate in color scheme for certain seasons, slip covers provide a crisp, fresh decor at little expense. When slip covers are laundered at frequent intervals, their sanitation is immediately and pleasantly apparent. Practically all materials used for slip covers may be laundered in soapsuds and warm water without injury to the fabric. So, why not set aside certain dates for the washing of your slip covers and make their use a blessing instead of a disgrace?



*Mohair velvet upholstery material in a charming coral shade is the pile fabric used effectively in the Normandie Theatre, New York City. The popular pastel vogue is expressed here with marked degree of cleanability. (Photo courtesy American Seating Co.)*



*A view of the first-floor seating section of the Hennepin-Orpheum Theatre, in Minneapolis. "Naugahyde," a simulated leather is used for the seat upholstery, which can be cleaned with ordinary soap and water. (Photo courtesy United States Rubber Co.)*

### Pastels Serve Dual-Purpose

To meet the public's demand for decoration that fulfills the requisites of sanitation and at the same time appears beautiful and clean, the pastel colors are unequalled. Their very appearance proclaims "cleanliness," while the fact that soap and water may be used as their chief cleaning agent assures sanitation.

Today, knowledge of the kinds of dirt, degrees of dirtiness, and nature of these dangers have advanced the popular conception of cleanliness to that point where the patrons of a theatre (or any public place) want proof that not only surface dirt has been removed but hidden dirt has been banished, too. Your patrons will appreciate the assurance of the frequent use of soap and water in your theatre.

The inexpensiveness of soap as a cleaning agent makes it available to every budget. The ease and quickness with which soap puts dirt and soil into solution for removal, saves time and work. Therefore, it truly can be said that pastel colors are practical. It would be safe to predict that their vogue will continue and increase.

## Disinfectants Should Combine Cleaning, Too

The primary purpose of a disinfectant is to kill certain germs and its ability to do this efficiently is one of the most essential tests of its value. Certain cleansers such as soap and water have little disinfecting quality and many disinfectants have no cleaning power. It is often important to choose a product that combines both qualities.

Not only will labor costs be reduced, since two jobs are being done at one time, but it will tend to effect economies of materials, as one product is doing the work of two. Many effective disinfectants of this type are on the market today and they are especially recommended for use in theatre washrooms and other parts of the house.

## How Long Since You Changed Your Lenses?

Projection with sharp definition and faithful reproduction of camera recordings is not possible with objective lenses that have been in use for years.

Frequent cleaning, carefully done, may have served to prolong the usefulness of a projection lens; but it is also safe to assume that cleaning has also contributed to its deterioration through minute scratches and other forms of erosion that reduce optical efficiency.

Objective lenses, "the eyes of the projector," should be replaced more frequently in the interest of better projection. The grey fuzziness and out-of-focus effect that often accompanies the presentation of pictures can usually be traced to the poor condition of this vital part of a projection system.

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In carpeting or recarpeting your theatre, don't forget that good lining is what lends added beauty and it makes the carpet last many times longer, too.

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## SMPE Fall Convention To Be Held Oct. 16-19

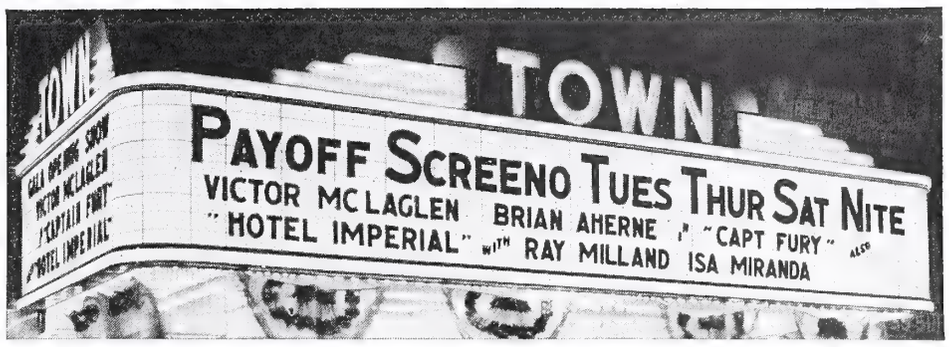
Hotel Pennsylvania, New York City, national headquarters of the Society of Motion Picture Engineers, will be the scene of the twenty-fourth annual convention of the Society, to be held October 16 to 19, inclusive. The technical progress which the motion picture industry has made in the past year will be reviewed at the Convention, in many outstanding technical papers presented by the industries leading engineers and executives.

E. A. Williford, President of the Society, will preside at many of the Convention's gatherings. General arrangements are in charge of W. C. Kunzmann, Convention Vice-President, who is also in charge of registration and information. An extensive program of interesting papers and technical presentations is being arranged by J. I. Crabtree, Editorial Vice-President, and by the Papers Committee headed by Sylvan Harris.

Local arrangements and reception of Society delegates will be in the hands of an 18-man committee headed by D. E. Hyndman, Chairman of the Society's Atlantic Coast Section. Hotel and transportation arrangements are in charge of J. Frank, Jr., and his committee. H. Griffin heads the committee on convention projection. Mrs. O. F. Neu will act as hostess to the ladies, assisted by her Ladies Reception Committee.

One of the principal events of the Convention will be the Banquet and Dance, to be held October 18 at the Hotel Pennsylvania, when the annual presentations of the Progress Medal and Journal Award will be made. The Progress Medal is awarded annually by the Board of Governors of the Society in recognition of any invention, research or development which has resulted in a significant advance in motion picture technology. The Journal Award is made by the same Board to the author or authors of the most outstanding paper originally published in the Journal of the Society during the preceding calendar year. The names of the award recipients will be announced at the banquet.

Mr. Hyndman emphasized the need for making hotel reservations early because of the out-of-town crowds attending the World's Fair. He said reservation cards should be returned as soon as received.


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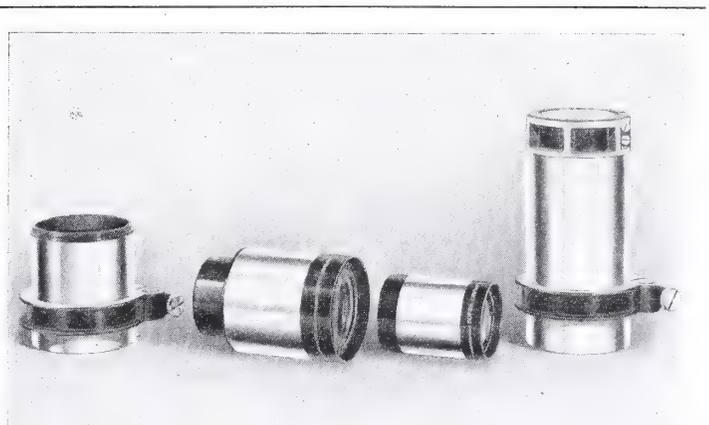
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AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

# You Theatre Fellows Can't Eat Your Cake and Still Keep It Whole

By **Gordon H. Simmons***



I'D REALLY like this article to be of interest to sellers and installers of air conditioning equipment. And it ought to be of interest to you theatre owners, too. So listen in, all of you.

When three classes of people who have totally different ideas and objectives get together to do a job, it might be educational to compare points of view and ends to be attained. Naturally, I am referring to the Seller, the Buyer and Me. I think I am just about as smart as Old Nebuchadnezzar, because at least I can read the "handwriting on the wall." It is plain enough for all to see, but I have yet to find these three classes of people assume a middle-of-the-road point of view when an air conditioning job is to be bought and installed.

### We All Want It

The seller frankly wants to *make* some money. The buyer frankly wants to *save* some money, and I want to *see* a workmanlike job done. There are many like me. The theatre owner will claim he shares my view and the seller will profess the same. But most generally this is just lip service to an idea, because both buyer and seller high pressure me and others of my ilk into using something our better judgment warns against in the interest of a saving on price.

Many times the equipment we don't like is of good manufacture and may be installed in an artistic way. But its suitability may be sorely lacking. Lots of conditioning plants have been installed according to my plans but I have been limited in a necessary part of my function; namely that of being selective about the reputation and size of the apparatus used.

I have been known to call for a larger boiler than standard practice seems to demand because I saw a sure fuel economy as well as the desirability of using more cold fresh air than you theatre owners are accustomed to, or may think you need.

I have specified a 10,000 or 20,000 c.f.m. blower for a job and quoted the owner the best price I could obtain, only to have him tell me he could buy a blower for *far less*. Then I have had to explain to him that the blower of my choice delivers its rated volume of air at 1 inch or 1¼ inch static pressure whereas the blower he is flirting with is rated at "Free Air Delivery."

Further than that, I must select a blower operating at a *quiet* speed, which necessarily increases the size of it. I encounter blowers on many jobs that deliver the same volume of air, but they are speeded up until they sound like a turbine in a power plant. If you owners want noise too, you can buy a blower cheaply enough. But I am just bringing out points having reference to "suitability."

Now, equipment can have a perfect score as to suitability when capacity to do the job is considered, yet it may be most unsuitable from the standpoint of economical operation. I know of many air conditioning plants that nearly break the owners' backs on account of operating expense; otherwise they do a swell job!

### Caution to Cake-Eaters

You theatre owners can't eat your cake and have it, too. If you cut out of a conditioning job a few hundred dollars and think you are smart, the chances are that you're only being dumb. Because—the lowest cost job seldom is the job that operates for least expense. You get what you pay for—no more and no less—in this as well as any other business.

If the seller is not aware that he is up against fierce competition and should he also be an engineer, he will make his initial recommendations for apparatus that is cheapest for you in the long run; but not initially. However, when he finds that you are getting prices from Tom, Dick and Harry, he will most probably revise his proposal to be in line with what his competition offers. Manifestly, he cannot sell you unless he does this very thing. Then either of you can be either the "slicker" or the "sucker."

Just give the seller credit for being just as honest as you are. I'm the crook. I use tactics that range from sly maneuvering to downright stickups at pistolpernt, to procure on my jobs those things which I know must be used to *satisfy* you.

Low operating costs have been an outstanding offspring of my "crookedness." A better-than-standard air conditioning result has been obtained which has its salient effect on the boxoffice. Sometimes when a job is finished and the owner is happy and says, "Have a cigar," I tell him in a burst of confidence that unbecomes me just what I did to him to insure his getting the proper result.

Never yet has one of these victims of my connivery failed to call me a blankety-blank son of a so-and-so and then said, "Have another cigar!" But when adroitness and honesty fail, as they sometimes do, I am driven to the necessity of saying: "Get yourself another engineer."

### Declaration of Independence

I can pull a sit-down strike if I want to because I have little or no monetary investment in you. Even when I do a job under the best possible conditions and with hearty cooperation from everybody, my total fee in some cases hardly pays more than my cost of gasoline. If so many of you did not give me a royal welcome when I call around, I might transfer my sunny disposition and winning ways to other and less deserving markets.

Some folks crave licker. Some people dip snuff. Some souls crave money. But I crave notoriety. I'm getting it, too. I'm known to you theatre owners almost as well as Dillinger was to the G-men—and I may come to the same sad end, so I'm doing my shootin' now, before I get shot.

Don't think that I have you personally at heart. Don't suppose it for a minute. I am interested in your job, not you. And I'll scrap you with every argument I can think of to protect your job against *you* when you foolishly jeopardize it by trying to save too much money.

I know I can get what I want out of the seller provided the price is agreeable to you. He'd rather sell "bigger and better" apparatus every time. But he won't pass up small orders either if he senses that you are penny wise and pound foolish.

The seller and I get along because he finds I am willing for him to make a fair profit. But he also finds that I won't permit him to gouge you, should he be so inclined. Once in awhile I'd like to let him do it, but I take my spite out on a few of you by giving you a better job than you deserve. I do this by pitting my wits against yours even to the point of

*Air Conditioning Engineer, Milwaukee, Wis.

## Are You Confused?

*The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.*

capturing the workmen on the job so that they work for me while you only pay them.

Many's the time I've cajoled a sheet-metal man, a steamfitter or a manufacturer into providing some little extra thing that could be charged for legitimately. Many's the time, too, when I've changed my plans slightly with a blue pencil while on the job, to ease a situation they were up against.

### Tip to Tough Customers

But some of you theatre owners put us up against situations that hold incredible hardships if we are to make money while giving you a decent job. The first desideratum will not be sacrificed by any firm intending to stay in business; so you have to take your chances on the latter.

I don't take any chances at all that would jeopardize the quality of a job. If necessary to go to the mat with you, I do it. But can the equipment sellers do this even if they want to? You'd merely get mad and give your business to somebody else and they would be out in the cold, helplessly watching you get yourself into hot water.

Somebody is needed around here to spout some plain talk, and since there has been a conspicuous absence of ripe tomatoes, cabbages, rotten eggs and things like that, I am constrained to go right on talking. I hope to fire a shot in your direction that will hit you right where you think. My reason for wanting to do this is the further hope that my job will be made easier while handling some of you. Lots of times I devote more thought to this problem than to the job, because doing a job is just a routine chore with me.

Most of the theatre jobs I get are where the owner has become so confused with contrary talk on the part of salesmen that he throws his job in my lap with a feeling that perhaps I am no worse than the worst of them and I do talk like I know sump'n. I had one fellow tell me that "if B. S. were music, you'd be a whole brass band." He said this after the fifth job I did for him, so he must like the way I swing it. At least, I think I made it stick.

But I don't see why these three differing points of view that have to be considered on every job cannot be ventilated by the thought of others beside myself. I haven't said the last word about it by any means and it merits further discussion. So speak right up, some of you sinners!

### Let's Get Together

Must it ever remain the eternal triangle? Cannot some of you colleagues of mine write in letters devoid of compliments and make a few constructive remarks? Surely some old experienced and flea-bitten equipment salesman will come forward and present his point of view. I get the theatre owners' all right. It's in my mail every day.

And I'd like just one theatre owner to discuss the matter in general terms and not as applied to his particular problem. No theatre owner has yet written me who did not drag out the skeleton in his closet which was put there by some so-and-so, and often names are mentioned. I am just a bit tired of viewing bones and graveyards and having people write me in all apparent seriousness to inquire if I can air condition their houses for a hundred bucks or less.

I only wish that now and then someone would say something besides, "How cheap can you do it?" The chin-music too many of you theatre owners make is just like the lilt of a cock sparrow—"Cheep! cheep! cheep!" Only it isn't spelled that way.

Going to the other extreme of incompatibility, I have seen installations in the larger metropolitan houses which cost thousands upon thousands of dollars and have wished I could have one-half of what I could have saved in doing an even better job. But I keep mum on these cases.

### Forget the Gadgets

Salesmen, contractors and engineers, such as I, have no fundamental differences of opinion. We'd like to see you have a good job if you will permit it. You'd like to have one, too—we've heard you say so. But if you really made this fact known at the time of installation, why do so many of you write to me cussing some poor salesman or contractor?

If you'd pay more attention to the total cost of a job instead of the itemized cost of the gadgets, you might get a better job for less money. At least, there is that logical chance worth taking. Pay someone to analyze your situation for you and give you recommendations not beclouded with sales talk. There are many engineers willing to render this service—and it's the most underpaid profession in the world. Take my word for it!

Then call in salesmen from selected firms rather than throw yourself wide open to the heterogeneous collection. Ask them all to *figure on the same result.* Let them discuss quality with you as well as price and don't always select the cheapest man among them.

Of all the unconditioned businesses I've ever dipped my long nose into, this is it! Air conditioning originated in a theatre and it might as well finish there. But for gawd sakes, let's all get some conditioned thought into it, lest it finish us.

I'm finished, right now!

## SIMMONS' Q-AND-A CORNER

**Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.**

From a town out in Iowa with the name of a famous Indian maid comes a letter from a theatre man who, adopting our recent admonition to "look at blueprints before you buy," has asked us to do some looking for him:

*The Letter:* "I have enjoyed your articles in Boxoffice for some time and as I am planning on constructing a new theatre I would like your ideas on cooling and ventilating for enclosed blueprints. These plans may be changed some, so far as the front is concerned, but seating arrangement and size of theatre proper will be as per blueprints.

"Plan on putting fan and washer under stage. I have an old type.....blower and ..... washer. This washer was installed two years ago. I don't know what size it is. But you tell me what you think I need. I plan on putting in a new blower. This cooling system is for theatre only, not offices.

"Will you please return blueprint? An early reply will be greatly appreciated.—J. B."

*The Answer:* "Received your letter of the 7th as well as architect's sketch of your proposed new theatre.

"Please let me know at once the temperature of your city water during the hottest day of the summer season. Or if you propose to get your water out of a deep well on your own property, let me know.

"Now I note that the architect shows boiler room in basement near the main entrance and from your letter I understand that you propose to place blower and other cooling equipment under the stage. This means a separate heating system and a separate cooling system, which is more costly and not as good as *one* system to both heat and cool.

"Does your building extend all the way to the rear property line? Or anyhow, can't 12 feet additional depth be provided behind your rear wall adjacent to your screen?

"I like a two-story outhouse approximately 12 by 22 feet, with boiler and coal bin at grade level and blower and other equipment directly overhead on second floor. Usually a 9-foot ceiling height is required for boiler room and at least 7 feet for fan room directly overhead.

"Maybe this suggested arrangement is not possible for you but it would save you some money if it could be used. Excavating under the stage is expensive and a fresh air intake to blower would be necessary, whereas with the arrangement I propose it is not.

"Naturally I can't make a layout for you until space is allocated for the equipment. I can jamb it under the stage if you say so, but if you are going to use an air washer you had better check the elevation of sewer to be sure the washer overflow will go off by gravity.

"A sectional elevation through your house would be helpful, as well as a front elevation of the stage-end. I'd like to distribute your air right through the proscenium arch and this may call for a diffuser grille approximately 22 by 166 inches in size. It has a most pleasing appearance and can be had in any finish desired. I will hold your drawing until I hear from you.—G. H. S."

---

Recently we covered a case for a Wisconsin theatre owner which came in to us in the usual routine. Right back came his response, which is typical of the way most of you fellows express appreciation for straight-forward advice cheerfully given:

*The Letter:* "Your letter of the 3rd in answer to our inquiry received. I did not

(Continued on page 59)

# CINE' CLINIC

**PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND**

# A Modestly Priced Mechanism for Moderate-Sized Theatres

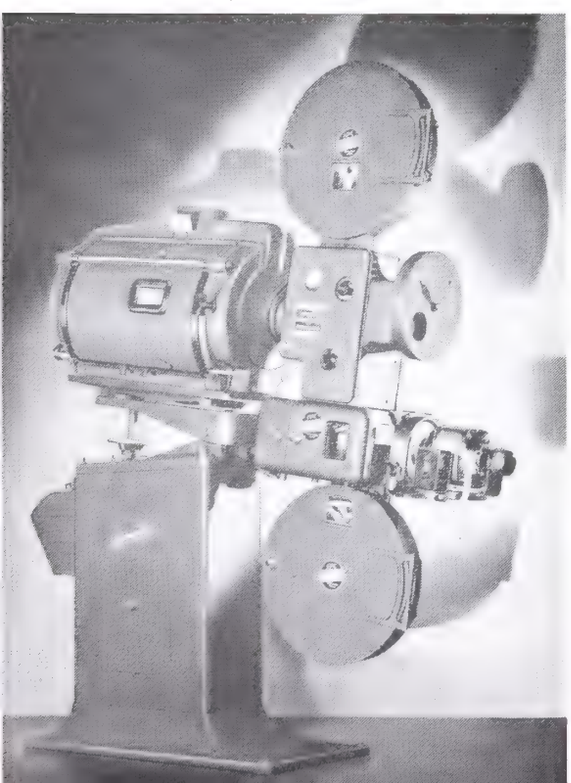
YIELDING to a growing demand for the modern mechanical means of a higher standard of projection among theatres of smaller size and limited income possibilities, International Projector Corporation is introducing a new sound-projector mechanism and an accompanying assembly which shows encouraging possibilities of replacing many ante-dated equipments still in use.

According to announcement, the new Simplex SI mechanism has been designed, manufactured and priced to supply the definite demand for an equipment which will provide better sound and visual projection for moderate-sized theatres with seating capacities ranging from 200 to 800 seats.

Although modestly priced, it is promised that the new mechanism will give satisfactory results and meet the needs of the special field for which it is intended. Thus it will enable the theatre owner who has been compelled to use old, worn-out and obsolete equipment to purchase standard modern equipment at a cost that compares with the low-priced new and rebuilt equipment now in demand among small theatres.

The new mechanism has many of the latest modern improvements, such as front and rear shutters, semi-centralized lubrication, air deflector and aperture cooling unit, sprocket strippers of the non-wrap-around type, fire shutter safety trip of advance design, and other features which, in practical use, have proved useful to the theatre owner and projectionist in improving sound and visual projection and reducing maintenance costs.

*A modern projector and sound assembly for medium- and small-sized theatres recently introduced by International Projector Corporation.*



"Hunting Type" gears are used in the gear train of the new "SI" mechanism as in all other Simplex equipments. Hunting type gears have an uneven number of teeth and for this reason the same teeth do not continue to mesh as the gear revolves. Each tooth in the gear meshes with every other tooth on the mating gear in the course of several revolutions, and this results, it is pointed out, in an even distribution of wear, prevents the development of high or low spots, and is an increased assurance of quiet performance.

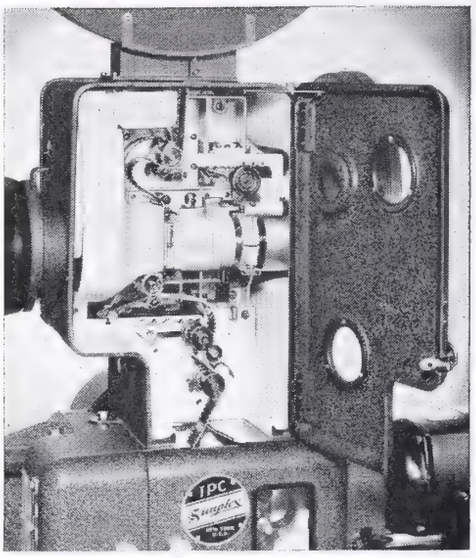
Furthermore, with the hunting type gears, it is unnecessary to mark for an exact tooth when the gears are removed temporarily, and they do not have to be put back in mesh in a certain way. The gears are simply slipped on to their shafts without regard to which tooth meshes with another. This, of course, tends to reduce maintenance and repair.

The "SI" mechanism is entirely gear driven, but there has been a simplification of the drive and fewer parts are used than in any gear train which has been employed heretofore in the regular mechanism. The shutter shaft upper sprocket assembly and intermittent drive assembly are an integral unit. Operating parts are enclosed in an oil tight case and operate in an oil bath.

### Enclosed Movement

Certain dimensional changes have been made in the intermittent movement, but the design is essentially the same as that which has long been incorporated in previous models. All Simplex intermittent movements are completely enclosed, operate in an oil bath and have long proved their ability to stand up under hard grinds. Purchasers of the new mechanism are assured by the producer that the new equipment will give equal satisfaction.

Framing knobs project from either side of the mechanism and in framing the entire upper drive unit and intermittent assembly moves forward or backward as a unit while the gate and film trap remains stationary—only a slight change in the loop length brings the picture into frame when this is required.




*The new Simplex "SI" mechanism as it appears open for inspection.*

The lower sprocket idler assembly can be mounted in either of two positions to correctly align the mechanism with any type of sound head currently available by means of two "bosses" which are provided in the main frame. The gate and film trap assembly is of simplified design which has proved particularly satisfactory where warped film has been used.

Although the lubrication of "SI" mechanism is semi-centralized, in addition to the gear train, several separate points are provided for parts that require attention from time to time. A special composition is used throughout for bearings and these ordinarily will need no attention as they are of the self-lubricating type. As an additional protection, adequate lubrication is assured by feeding oil to the outer circumference of these bearings which is absorbed by the bearings and released as required. The level of the lubricant in the upper oil chamber and intermittent oil chamber can be seen readily through the glass windows.

### Aperture Air Cooled

Another one of the featured points of the new mechanism is the new air deflector and aperture cooling unit now manufactured as an attachment or an integral part of the company's highest priced projectors. The new air deflector and aperture cooling plate does four jobs and does them so well, it is claimed, that no projector mechanism should be without this

## *Have You a Problem?*

**Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.**

important improvement. The air deflector and aperture cooling unit serves to steady the light and make the picture more pleasing and easier on the eyes. It also effects a definite reduction of heat at the aperture, prevents carbon dust and dirt from being drawn from the lamphouse into the mechanism and also prevents drawing of gasses from the arc lamp into the projection room.

The automatic fire shutter is also an important safety factor, and it has demonstrated its value in continued and wide practical use. The automatic fire shutter operates in the following manner:

Should the film remain stationary at the aperature for any reason, the upper loop enlarges above the aperture plate, lifts a curved tripper piece which instantly releases the fire shutter so that absolutely no light can reach the film. The importance of this device as a safety precaution cannot be denied.

Framing and focusing knobs may be manipulated from either side of the mechanism and a framing light is provided which enables the projectionist to thread the film in frame without difficulty regardless of the density of the film. This is accomplished by means of a reflector mounted on a fire shutter which reflects a beam of light through the aperture from behind.

To increase visibility and encourage cleanliness, the interior of the operating side is finished in white enamel. Lubrication points are conspicuously marked in red. All major assemblies are attached to an auxiliary support casting, which in turn is rigidly mounted on the mechanism casing to make it a simple matter to remove assemblies for inspection or repair.

### New Base for Rigidity

The entire "SI" mechanism is modern in design and, in conjunction with the new "SI" pedestal, for the first time permits the delivery of complete Simplex equipment with sound and visual projection at a price that is intended to be within reach of all exhibitors.

The new pedestal is also designed, manufactured and priced for moderate-sized theatres and to give the best possible projection at the lowest possible cost. This pedestal will permit many theatres to discard the three or five point pedestals designed and manufactured many years ago to support the rather flimsy projection and lamphouse equipment then in use; and better sound equipment was introduced as an additional burden. The new pedestal provides a rigid and sturdy base which will be found amply adequate for modern mechanisms, lamphouses, sound heads and magazines.

The "SI" pedestal is a vibration-proof base which gives an additional assurance of steadiness on the screen. It is designed somewhat along the lines of the heavier and more expensive models, has a built-in hand-wheel and lock nut for adjustment for obtaining the correct angle and is also provided with sufficient adjustment to align the projection lamp accurately. Allen headless-adjusting screws provided for the four corners of the base permit the equipment to be aligned easily, regardless of any irregularities that may exist in the projection room floor.

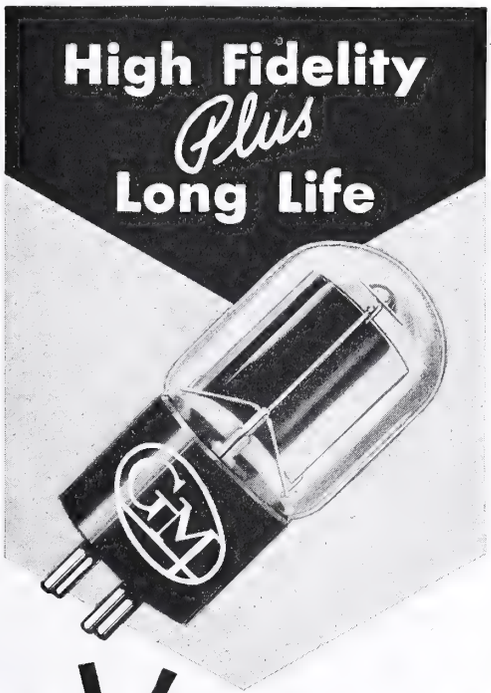
Some economies have been effected by the elimination of lateral adjustment devices used on other bases, but the new pedestal has retained many features of the higher-priced equipment, such as space for installing all wiring in the base itself, adequate plug-in receptacles and a 100-ampere switch and switch box accessible from either side of the projector. The removal of a latch door allows the projectionist or installation engineer access for connecting or disconnecting the several electric circuits.

The "SI" pedestal weighs approximately 225 pounds, is finished in black crackled enamel to match the standard finish of the mechanism, lamphouse and magazines.

### Light Source and Sound

A new low intensity lamp and lamphouse for medium-sized theatres is another feature of the new "SI" projector. The lamp unit is of advanced design, quite sturdy, roomy and it employs an extra large eliptical reflector 11⅜ inches in diameter. The lamp mechanism has an automatic ball bearing arc control motor, ammeter with illuminated scale, arc imager and means for quickly striking the arc. It is equipped with inside dowser which operates from either side of lamphouse and has removable ash tray. It is offered as an extremely economical and efficient lamp and lamphouse designed and constructed to meet present-day needs of small theatres.

Completing the Simplex "SI" projection and sound assembly for medium-sized theatres is the new Type E Four-Star sound equipment, including a rotary stabilizer sound head, volume control amplifier, power amplifier and stage loud speaker equipment of latest design and development.


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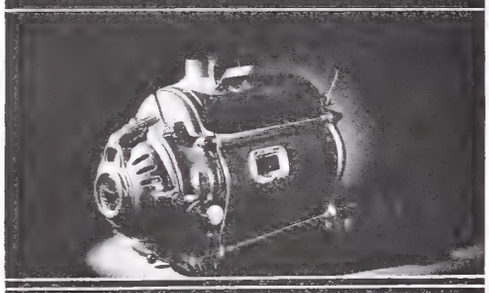
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## An Economical Restoration of a Fire-Damaged Theatre

(Continued from page 49)

models of projection and sound reproducing equipment were installed. Very few, if any, of the mechanical or functional requirements of modern theatre operation were omitted in overhauling the Palace Theatre.

The obvious advantages and observable results of resourceful planning are evident in this instance. The circumstances might well have encouraged the owners of this fire-swept theatre to approach its restoration in a hurried, haphazard manner. The fact that they placed their problem in the hands of an experienced theatre architect and accepted his recommendations readily is evidence of their good judgment. The result speaks for itself both in the appearance of quality and the reasonable cost at which quality was obtained.

The S. & C. Theatre Corporation and the architect, Mr. M. J. DeAngelis, are certainly to be congratulated on their joint accomplishment in creating a really modern theatre out of the charred remains of its much less attractive and efficient predecessor.

## Dry Cleaning Is Best For Soiled Screens

Theatre maintenance men have spent a lot of money and time trying to wash moving picture screens. Up to date, the most satisfactory way to clean a screen has been found to consist of brushing the screen with a suitable brush at least once a week. In this way the surface is kept fairly free from dust. A vacuum cleaner with a special screen cleaning attachment gives excellent results. It is especially useful in getting the dust and dirt out of the sound pores.

There is no satisfactory way of wet-washing a screen. This has been proved by the experiments of large circuit operators. The fabric itself is washable, but it is almost impossible to remove the dirt from an area as large as that of a motion picture screen evenly and uniformly without leaving streaks.

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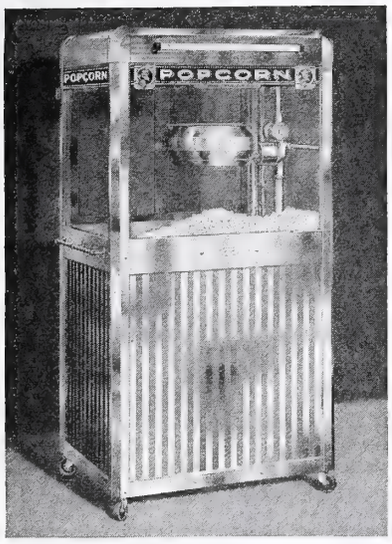
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## *Simmons' Q-and-A Corner*

(Continued from page 55)

know until now that so much valuable information could be put into one letter. I realize that our cooling system at present is little better than none at all, but it is the best we can afford at the present and I wish to assure you that we sincerely appreciate greatly any help you can give us.

"You ask how much space we have between the sidewalls and the screen so that you could size the openings for us. We have five feet. In sizing the openings, would it be possible to keep in mind the possibility that by another year we might be in a position to install larger blowers and that we could use the same openings? Also with the larger openings, should the blowers be moved back? They are up to the wall now.

"We also will ask the local power company to test our motors and if their findings will help you we will advise.

"They are reporting some very fine catches in lake fishing in this vicinity and should you be in this territory we will be more than glad to arrange to help you catch some, or at least try our darndest to help you catch a mess. Looking forward to your answer and a fishing trip, I beg to remain.—R. F. N."

*The Reply:* "Thanks for the kind words in your letter of the 6th. It is always possible to answer a letter in concrete terms instead of with vague generalities when adequate information is furnished.

"But sometimes we get confused in our thoughts just as was Sir Isaac Newton when he found that he had mice in his barn. He had a cat and a kitten that could not get inside when the barn was locked up, so he cut a hole in the barn door to fit the cat and another hole alongside for the kitten. But anyhow, he *did* get rid of the mice.

"Now you have a couple of air supply openings that are 'kitten' size, and a 'kitten' size blower, too, whereas you need a blower that's a damn sight bigger than any cat.

"So tell me now if you want a 'kitten size' hole or a 'cat size' hole and whether you are going to buy a cat or keep the kitten you now have. A hole sized for your kitten would be too small for a cat-size blower, and vice versa.

"You could make a hole in the wall big enough for a horse, but if you haven't a big enough blower you still have *no ventilating system.*

"Each opening should be eight square feet. Make 'em 24 by 48 inches. Top of opening to be 18 inches below ceiling line and side of opening to be 12 inches from side building wall. Move your blower back so that the blower outlet is as far away from the supply grille as the grille is wide. Some vanes should be inserted, too, to prevent all the air blowing through the middle of grille.

"When you do this, let me know, and then I'll specify the diffuser grilles for you. Then I might come up there most any time at all with my fishing pole.—G. H. S."

---

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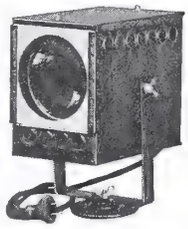
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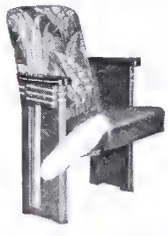


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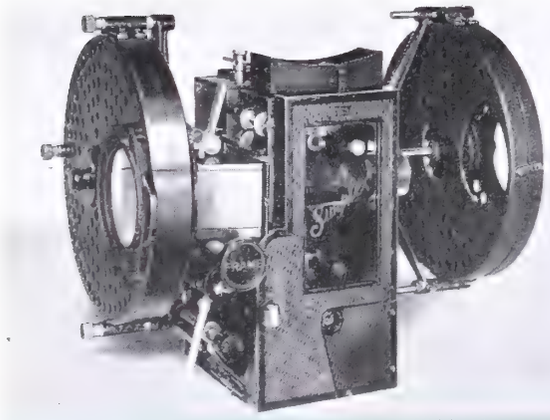
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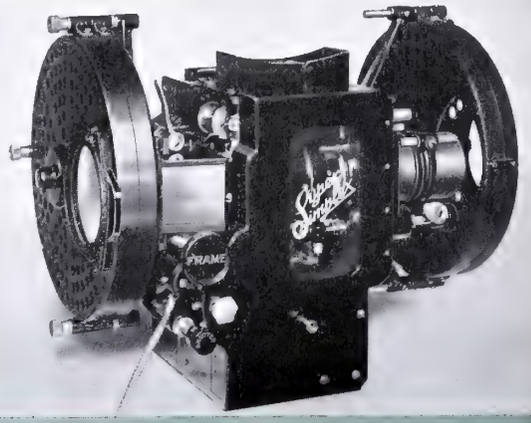
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# Conferences Delayed Week by Schaefer

Ease in the tension which resulted with the outbreak of war in Europe has caused George J. Schaefer, president of RKO Radio, to delay for a week his projected visit to the studio, at which time he is scheduled to confer with J. R. McDonough, Pandro Berman and other executives. Consequently Boris Morros who had planned to huddle with Schaefer here concerning plans for his next independent production for RKO Radio release, left for the east to open the discussion in New York.

Cliff Work has returned to Universal after attending the company's board of directors meeting in New York. He was to be followed shortly by Matty Fox, his studio assistant. They participated in general staff conferences with J. Cheever Cowdin, chairman of the board, and President Nate Blumberg.

**Freeman Back at Desk**

Also back at his desk is Y. Frank Freeman, Paramount vice-president, who conferred with homeoffice executives concerning the lineup of forthcoming product. Robert Gillham, advertising-publicity chief, checked in earlier from New York to discuss exploitation campaigns on a number of forthcoming releases with Terry DeLapp and Cliff Lewis, studio advertising and publicity directors, respectively. Gillham intends to stay here several weeks.

Herbert J. Yates, head man at Republic, has also postponed his arrival at the North Hollywood plant, having been detained by unexpected business in the east. He intends to go into conference with M. J. Siegel concerning production plans and possible revisions in studio personnel.

W. Ray Johnston, Monogram's president, is another visitor, having arrived to spend several weeks in conference with Scott R. Dunlap, studio production head, in reference to the production lineup. George West, Monogram franchise holder, accompanied Johnston to the coast.

Harry M. Warner has returned to the Warner plant in Burbank following an extended trip to England.

Completing an exhaustive tour in search of story material, Sam Marx, Columbia story editor and production executive, is back at his studio desk.

Clarence E. Ericksen, business manager for Walter Wanger, came in from a three-week trip to New York, on which he conferred with United Artists executives concerning distribution plans for forthcoming Wanger features.

# *Workers to Elect a Collective Bargaining Agent Sept. 20*

Last major labor dispute in the industry—the fight for control of some 12,000 studio workers by the IATSE and the United Studio Technicians Guild—is scheduled to be disposed of September 20, that date having been set by the national labor relations board for a collective bargaining election at which employes themselves will select their union representative.

A solid front in favor of the IATSE, which now holds contracts for most of the workers involved, has been voted by representatives of all American Federation of Labor unions, including the musicians, carpenters, plasterers, teamsters, machinists and electricians, while the Screen Actors Guild went on record with the notification it will stand 100 per cent behind the IA. The NLRB's new regional director, Walter P. Spreckels, is preparing a master list of eligible voters and has held several conferences with USTG and IA representatives to perfect it. Voting will be by secret ballot.

In the face of the coming election, however, the IA is pushing plans to work out a new wage scale for the 12,000 workers over which it now exercises control. IA representatives prevailed upon William Bioff, former IA coast supervisor, to accept the chairmanship of the negotiating committee and a preliminary meeting was immediately scheduled with the producers. The IA is demanding a 15 per cent wage increase for 11 studio locals.

Settlement of another jurisdictional dispute—between the IA photographers and the American Society of Cinematographers—is also under way, the ASC having petitioned for an IA charter giving it control over first cameramen. The IA is scheduled to vote upon the request when word is received from its international headquarters in New York. The ASC now holds a five-year producer contract.

SAG and Artists Managers Guild negotiating committees have finally approved the long-pending agent licensing plan, and a general membership meeting of both factions is expected to be called shortly for formal ratification. Under its terms agents will be given a franchise by the SAG, without which they will not be permitted to represent SAG members in studio dealings.

Details of the Screen Publicists Guild-producer agreement are being ironed out rapidly and the contract will be ready for signatures within a short time, the SPG negotiating committee has reported. However, a dispute over certain wage scales is holding up consummation of a similar agreement with the Screen Readers Guild.

Joseph Clark, international vice-president of the studio painters, has checked in for conferences with Herbert Sorrell, business manager of the local, while Joseph Marshall, vice-president of the Studio Utility Employes, has also arrived on a similar mission.

## *Still Mum on Coast Probe*

**Unbending to the extent of declaring he expects to remain on the coast for at least another two months, Charles H. Carr, assistant U. S. attorney-general, still refuses to commit himself by divulging specific information as to the progress being made in his recently-launched investigation into such film industry matters as alleged labor racketeering, possible income tax evasions and various corporate affairs.**

**Carr, sent here by Attorney-General Frank Murphy, declared he had no definite word on when a special federal grand jury would be impaneled to hear the evidence which he was sent here to gather, but advanced the belief it would not be before October 1.**

**So far as can be learned, Carr has conferred with William Bioff, once IATSE coordinator on the west coast, and has questioned delegations of extras and vaudeville performers. He refused to say whether he has had any conferences with leading studio executives as yet.**

# *A Study to Co-ordinate Many Studio Functions Postponed*

A projected study of inter-industry relationships with a view to bringing about closer co-ordination of studio functions has been indefinitely postponed as a result of James Roosevelt's announcement to Joseph M. Schenck, president of the Producers' Association, that he will be forced to relinquish the assignment he had been given to make the survey.

Roosevelt pointed out to Schenck that the outbreak of war in Europe has cast many obstacles in the path of the project and that, further, his preliminary probe of the situation revealed it is a full-time task to which he cannot devote himself because of the duties devolving upon him as vice-president of Samuel Goldwyn, Inc. In his communication to Schenck, however, he declared he is convinced industry harmony can best be brought about by the creation of a "strong, centralized body to decide jurisdictional questions," the organization not to conflict with the present Hays office. Roosevelt also recommended the "revitalization" of the Academy of Motion Picture Arts and Sciences as a "common meeting ground" for all phases of the industry, and declared "there appears to be a lack of understanding, at present, of each others' problems in these various parts."

Meantime, the scheduled opening of negotiations by the IATSE for new working agreements for its studio locals has geared up the activity of the Hays office's labor contact division. However, Pat Casey, chief of the unit, has notified local representatives that the pressure of business in New York will keep him in the east for another week, where he has been conferring with George Browne, IA president, and leaders of other international unions.

Silence has so far been the watchword of Will Hays, MPPDA president, concerning the European war and its possible effects on the industry. Hays also refused to comment on reports from New York that United Artists will withdraw from the association.

Studio managers, meanwhile, met with Victor Clarke, Casey's assistant, to discuss the general labor situation, particularly the action to be taken in regard to demands by various crafts for wage boosts and other concessions in their bargaining agreements, in face of the conflict abroad.

## *Williams Slates Initial Picture for Monogram*

"Heroes in Blue," first in a series to be produced for Monogram by T. R. Williams under the banner of Sherwill Productions, will be directed by William Watson. Shooting is scheduled to start September 18 from an original story by Charles B. Williams and Charles Curran. Williams wrote the screenplay.



### *International Chat—*

*Frank V. McHale, Democratic national committeeman from Indiana, who is handling the presidential campaign of Paul V. McNutt, chats about national and international affairs with Director Michael Curtiz at luncheon on the Warner lot. Curtiz currently is piloting "Four Wives."*

# 300 Are Pruned From 20th-Fox's Payroll

Economy moves and layoffs of personnel in face of the European war hit hardest at 20th Century-Fox, where approximately 300 workers, largely among maintenance and secretarial staffs, have been pruned from the payrolls. Among them, however, were such executives as David Hempstead and Lou Wertheimer, associate producers, and Robert Fairbanks, consulting engineer. Hempstead had been with the studio four years, Wertheimer two. Several writers and various members of other departments have checked out.

Earlier, Troy Orr, who had been in charge of trailers and advertising at the Westwood studio, turned in his resignation after four years on the lot. He has been succeeded by George Weiss, formerly his assistant. Orr plans a vacation before announcing a new affiliation.

Nunnally Johnson, 20th Century-Fox associate producer and writer, will take a six-month leave of absence when he has completed his production chore on "Grapes of Wrath," which he also scripted. He will vacation and work on a play.

Harry Niemeyer jr., former Warner publicist, has joined the RKO publicity department, working as head planter under Elliston Vinson, assistant to Perry Lieber, now heading the department.

Monogram has transferred its press book and art department to Hollywood from New York, with Russell Bell, head of the unit, making his headquarters at the studio. The move was made to gain closer cooperation with actual production activities.

Completing their respective writing chores, Winston Miller has checked off the Edward Small payroll and Everett Freeman has left Columbia.

Jock Laurence has returned to his desk as a production executive for Samuel Goldwyn, cutting short the leave of absence upon which he embarked some months ago.

# Americanism Films Maintain a Place

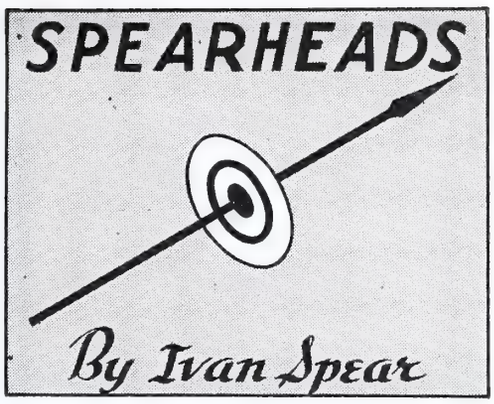
The immediate effect of the European war upon Hollywood's production plans seems to have exerted but little influence on the now more-than-ever-unofficial Americanization campaign, which has gained supporters to replace those which were lost through individual company policy decisions.

On the debit side of the sell-America-to-Americans ledger appears the Warner announcement that it has abandoned all "propaganda" and anti-dictator films and will adhere to a 100 per cent neutrality in accordance with the government's policy. This decision has caused "Underground," dealing with the anti-Hitler movement in Germany, and "The Bishop Who Walked With God," the story of the imprisoned Martin Niemoller, to be taken off the production schedule.

However, Ben Judell's Producers Pictures Corp. has announced an immediate start on "Hitler—Beast of Berlin," one of the company's specials for the season, dealing with the anti-Nazi movement in the heart of Germany.

Paramount, furthermore, has announced plans to produce "Memo to a Movie Producer," from a story by Katharine Hartley Frings, treating of a group of foreign expatriates in a Mexican border town awaiting admission to the United States. Miss Frings is the wife of a German exile who has been living in just such a colony in Tiajuana, Lower California, for the past two years.

The trend of events abroad has decided Universal to begin production of added scenes for "The Road Back," the Erich Maria Remarque novel which it filmed two years ago, and which will be re-issued. Under Director Frank Tuttle, scenes will be injected of a strong anti-Nazi nature which were eliminated in the first version because of violent protests from the German government and its local consulate. Headliners of the original cast, including John King, Richard Cromwell and Andy Devine, have been called back for the added sequences.




WITH the European war entering its third week, reams will have been printed, much of it contradictory, regarding its effect on Hollywood and production activity. Statements concerning future plans and policies have been issued by the executive heads of most companies. Their common essence indicates that, while certain economies must be inaugurated, largely through the elimination of waste and non-essential expenditures, every effort will be bent toward keeping product, both as to quality and quantity, at the high levels it has maintained during the several months preceding the actual start of the world conflict.

To which assurances and reassurances those who toil in the celluloid vineyards, as well as the exhibitors whose livelihoods are derived through purveying to the public the output of the studios, voice a fervent "amen," albeit the more analytically-minded among them may suspect elements of wishful thinking and inconsistency in the declarations from high executive places.

That budgets are not to be materially curtailed seems to be the unanimous decision, while a parallel—and slightly paradoxical—consensus decree that economy must be the watchword. Which apparently hangs the entire problem on the rather nebulous "elimination-of-waste-and-non-essential-expenditure" hook. If the producers admit that there is sufficient of such waste and non-essential expense in their operations so that the elimination thereof can compensate for the loss of a substantial percentage of foreign revenue, that admission is, in the same breath and by the same logic, a self-indictment of their methods and management prior to the present crisis.

Thus far the process of elimination seems to have been largely limited to the lesser lights—janitors, laborers, clerical help, commissary waitresses, publicists, stenographers—approximately 300 of whom were dismissed at one major studio alone. Other lots have inaugurated similar, although not so far-flung, payroll purges. To these people, thrown out of work in an industry and in a community where unemployment was already a serious problem, the war and its effects on production activities has become a very formidable issue.

True, a fine—very fine—sprinkling of executive heads have fallen to add a slight variety to the bumper crop of unimportant noggins which have already felt the ax.

If and when this present small quantity of executive dismissals increases in number, and if and when there are evidences of salary cuts among those higher-paid individuals who may escape the blue envelope, the rank-and-file in the industry will accept with less of a tongue-in-cheek attitude the possibility that budgets can be maintained at pre-war levels through the simple expedient of deleting waste motion and "non-essential" paychecks.

➞

*"What's happened to?" department:*

*The motion picture career of Dick Powell? His final picture for Warner was made several months ago as a "B" offering to which Powell objected strenuously but unavailingly. Since that time the crooner-actor, who strongly hinted that roles in such vehicles were far below his capabilities and standing in the industry, has been active in radio, to some extent, but has completely disappeared as a screen personality.*

*Sidney Skolsky, who upon resigning his portfolio as a Hearst Hollywood columnist, reportedly because of friction with the Number One gal in that category, joined the list of contract scriveners at Paramount? While the Paramount-Skolsky deal was consummated many months ago, there has been no evidence of the erstwhile gossip-gatherer being assigned to a scripting chore.*

*Cathedral Pictures, its first production, "The Great Commandment," and its guiding light, Rev. James K. Friedrich? At the time of the company's organization, the minister announced it as his firm belief that it was entirely possible for motion pictures to "broadcast the message of peace" as entertainingly as any western or crook drama and declared he had the support of thousands of ministers and churches in the undertaking. Although the picture, starring John Beal, has been completed for several months, no further word as to a possible release, or future plans for the company, have been forthcoming.*

➞

**One, at least, of the industry's major problems is solved by the following release from Metro's publicists:**

**"Spelling of title of new Garbo picture has been simplified to 'Ninotchka.' Title formerly was 'Ninotschka.' "**

➞

Everyone who has read "Grapes of Wrath"—and who hasn't?— is probably manifesting more interest in the casting of John Steinbeck's documentary novel than any film in the industry's history, not excluding "Gone With the Wind;" and despite the fact that 20th Century-Fox wisely has not resorted to the overlong suspense-building tactics which marked versatile Russell Birdwell's widely-criticized publicity campaign in connection with the Margaret Mitchell best-seller.

Such being the case, it is probable that the majority of fans will heartily approve the casting of Henry Fonda as "Tom Joad" and of John Carradine as the backsliding preacher. It is doubtful, however, that they will commend the selection of Jane Darwell to portray "Ma Joad." Miss Darwell is a splendid actress, but not a sufficently tragic and hungry type to be visualized as the migratory matriarch who plays so important a part in the story's unfolding. Either Beulah Bondi or Alice Brady would have proved a more popular selection.

# Opulent, Oily and Opiate

Paralleling Wall Street, which means absolutely nothing in the lives of Hollywood's hungry reviewers to whom securities are as alien as mufti to Field Marshal Goering, the preview market enjoyed a meteoric upswing both as to quality and quantity. Among the blue-chip issues and leading the rally were 20th Century-Fox's "The Rains Came," Samuel Goldwyn-UA's "The Real Glory," Paramount's "Honeymoon in Bali" and Hal Roach's "The Housekeeper's Daughter," also a United Artists release. They rate in the order named.

Twentieth Century-Fox's picturization of Louis Bromfield's best-seller must be classified as a veritable bombardment of superb entertainment that should blast out top grosses in all situations. With consummate skill and understanding Harry Joe Brown, as associate producer, and Clarence Brown, who directed, captured elements that are sure to intrigue theatre-goers of every type—pungent love for the romanticists, sharp dialogue and arresting innuendo for sophisticates, a cataclysmic earthquake and flood for addicts of action and spectacle and, to top them all, the salvation of tarnished souls amid catastrophe. All this has been brilliantly portrayed by a remarkably competent cast, while Philip Dunne and Julien Josephson are to be complimented for their intense and compelling screenplay, a masterful adaptation of Bromfield's novel.

In "The Real Glory" Goldwyn and UA have a vehicle which, though possibly a bit on the sanguinary side for wholehearted feminine acclaim, should prove a glorious treat for those who list action and sweep as prime entertainment requisites. The locale and motivation—dealing with the Moro uprising in the Philippine Islands—have a freshness not often seen on the screen, and the vehicle has been imbued with Goldwyn's characteristic verve. The script by Jo Swerling and Robert N. Presnell, though getting away slowly, soon gathers momentum and builds to a thrilling and dramatic climax. Henry Hath-

(Continued on page 70)

## "Tropic Fury" Will Bow In Van Nuys

The premiere to end all out-of-town premieres is scheduled for September 27 in Van Nuys when a gaping populace will participate in gala festivities surrounding the formal first-night showing of Universal's "Tropic Fury," co-starring Andy Devine and Richard Arlen. Honoring Devine, mayor of Van Nuys, and Arlen, mayor of Sunland, the event is being arranged by various San Fernando civic organizations, and film colony residents of the valley are cooperating.

Film will be presented simultaneously at the Van Nuys and Rivoli theatres, with the usual flood of searchlights, autograph hounds and distinguished guests expected to be on hand. San Fernando's honorary mayors, including Mischa Auer of Universal City; Hugh Herbert, Studio City; Al Jolson, Encino; Marion Marsh, Chatsworth; Bing Crosby, Toluca Lake; Glenda Farrell, North Hollywood, and others will be special guests.

## Standard Release Print Leader to Be Studied

The Academy Research Council has appointed a sub-committee to consider possible revisions in specifications for the standard release print leader, last amended in August, 1936, when the industry adopted the council's standard 2,000-foot reel.

The committee, under the chairmanship of S. J. Twining of Columbia, will weigh the feasibility of recommending changes to improve the standard leader and facilitate its use by theatre projectionists.

Committee includes Twining, John Aalberg, Gerald Best, Sidney Solow and Ray Wilkinson.

## Meins Succeeds Schlom As Associate Producer

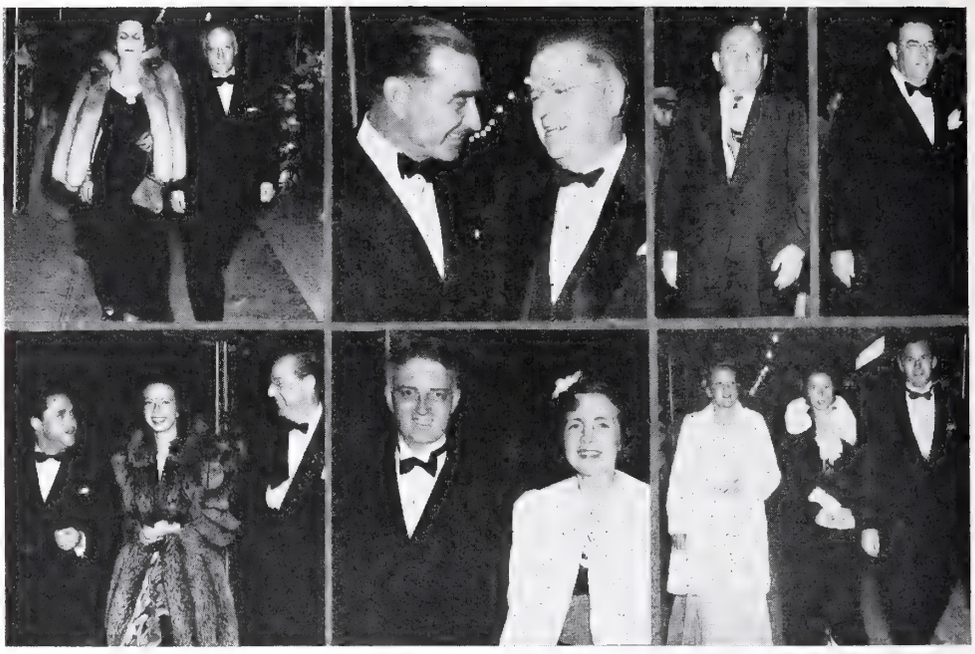
Replacing Herman Schlom, who has checked off the Republic lot, Gus Meins will function as associate producer as well as director on "Covered Trailer," a "Higgins Family" film, set to go into work immediately.

## John Stone Is Associate Producer of "Ciscos"

John Stone has been named associate producer on the "Cisco Kid" series, featuring Cesar Romero, at 20th Century-Fox. He replaces David Hempstead, who left the studio payroll.

## Velez-Errol Cast

RKO Radio has set Lupe Velez and Leon Errol for leading roles in "Hot Tamale," to be gunned late this month under Cliff Reid's production guidance. Les Goodwins will direct from a script by Joseph A. Fields.



## When the Press Saw "Rulers of the Sea"—

*Hollywood executives turned out in numbers for Paramount's "Rulers of the Sea" premiere. Top row, left to right: Adolph and Mrs. Zukor, Frank Lloyd and Y. Frank Freeman, Joseph M. Schenck, Robert M. Gillham. Bottom row: Mervyn and Mrs. LeRoy and Jesse Lasky, W. B. and Mrs. Cokell, George and Mrs. Bagnall and Janet Gibaut.*

# Three Top-Hat Premieres

Cannonading abroad and its possible industry repercussions in this country notwithstanding, Hollywood's elite forgot the war in Europe and gave their sables and dress suits their most strenuous workouts in many a day when no less than three lavish top-hat premieres and previews were presented during the week—attaining an all-time high in the current vogue for such affairs.

The military note was, nevertheless, injected into the atmosphere with which Samuel Goldwyn's "The Real Glory," starring Gary Cooper, made its bow at a formal press preview at the Warner Theatre in Beverly Hills. As the result of suggestions by officers and soldiers at Fort MacArthur, in San Pedro, a full company of anti-aircraft coast artillerymen in formal uniform paraded along Wilshire Blvd. near the theatre and formed an honor guard in the theatre lobby. The troopers numbered nearly 200 officers and men, all equipped with the latest type of military arms. Many had seen service in the campaign against the Moros in the Philippines, upon which the picture's story was based.

Goldwyn's exploiteers foreswore the custom of erecting bleachers for the autograph hounds, leaving those inevitable adjuncts to Hollywood first-nights to fend for themselves. Guests at the event included Producer Goldwyn himself, Walter Wanger and Joan Bennett, Edward Small, Hal Roach, Harry Cohn, Louis B. Mayer, E. J. Mannix, Director Henry Hathaway, David O. Selznick, stars of the picture including David Niven, Andrea Leeds and Broderick Crawford, and many others.

On the next night Paramount's "Rulers of the Sea" made its maiden voyage with a host of critics and top industry personnel on board at the Carthay Circle. Dubbed a "world press premiere," the exploitation centered around a lobby display of two "baby ships," exact quarter-scale models of a pair of vessels used in the picture; grandstands were constructed flanking the forecourt for the first-night fans, and the usual imposing assemblage of celebrities and executives braved the battery of floodlights. Among those attending were Frank Lloyd, who produced and directed the film, his wife and daughter; William LeBaron, George Bagnall, Mr. and Mrs. Douglas Fairbanks jr., Joan Crawford and Charles Martin, Madeleine Carroll, Mr. and Mrs. Bob Hope, Fred MacMurray, Director Mitchell Leisen, Mr. and Mrs. Will Hays, Harry Cohn, Cecil B. DeMille, Pandro Berman, Jack L. Warner and Orson Welles.

The premiere onslaught terminated with 20th Century-Fox's premiere of "The Rains Came" at Grauman's Chinese Theatre. Publicists discarded plans to broadcast the affair over a local radio station and to erect grandstands, contenting themselves with bedecking the lobby in exotic Indian atmosphere and unleashing the usual barrage of floodlights and appurtenances. Nothing loath after two previous similar events, Hollywoodites displayed no lack of enthusiasm in turning out for the premiere, the guests including Mr. and Mrs. Darryl Zanuck, William Goetz, Sol Wurtzel, Myrna Loy and Arthur Hornblow jr., Tyrone Power, George Brent, Harry Joe Brown and Clarence Brown—producer and director, respectively, of the picture—Louis B. Mayer, Charles R. Rogers, Goldwyn, George Cukor, Alice Faye, Joseph M. Schenck, Henry King, Irving









### *At Debut of "The Real Glory"—*

*Upper left: James Roosevelt, vice-president of Samuel Goldwyn Productions, and part of his honor guard at the premiere of Goldwyn's UA release, "The Real Glory." Upper right: James Stewart, Cary Grant, Phyllis Brooks and Samuel Goldwyn. Lower left: Stuart Heisler, Goldwyn unit director, and his wife. Lower right: Harold and Mrs. Lloyd and family.*

Cummings and Louis Bromfield, author of the novel on which the picture was based.

### "Thunder Afloat" World Premiered in Capital

WASHINGTON—Metro staged the world premiere of "Thunder Afloat," navy picture co-starring Wallace Beery and Chester Morris, at the Palace Theatre here, with high officials of the army and navy attending. The picture is scheduled to open at Grauman's Chinese and Loew's State in Hollywood, September 22.

## *New RKO Assignments Set for Ginger Rogers*

Ginger Rogers' next two RKO Radio assignments, as lined up by Pandro Berman, production chief, will comprise "February Hill," to be produced and directed by Gregory LaCava, and "Enchanted Cottage," originally produced in 1923. Miss Rogers recently completed "My Fifth Avenue Girl" for the studio.

### Clemens to Meg WB Film

Warner has assigned William Clemens to direct "The Phantom Detective," starring Jane Wyman. Picture rolls shortly.

# *Earnings and Placements of Extras Show a Sharp Rise*

Substantial gains in both placements and total earnings for extras during the first eight months of 1939 as compared to the similar period in the previous year were disclosed in a statement of recapitulation issued by the Screen Actors Guild. Total wages showed an increase of nearly $410,000 and call sheets registered a gain of more than 38,000 daily placements for the period, bringing the total to 212,000. Biggest month was June, when an all-time high of 34,946 extras were used.

Warner has transferred E. M. Newman from the east to the Burbank plant to undertake production of a series of short subjects based upon the Ten Commandments. He will work under the supervision of Gordon Hollingshead, who pilots the shorts department. Newman has been producing travelogues in Warner's Vitaphone studio in Brooklyn.

Richard Goldstone, Metro shorts producer, has been named chief aide to Jack Chertok, head of the shorts division. He has been in the department for nearly four years.

Twentieth Century-Fox has released the Ritz Bros. from the balance of their acting contract, under which one more picture was scheduled. The same studio has signed Alfred Newman as musical director, replacing Lou Silvers, who has checked out. Newman was formerly musical director for United Artists.

Rufus LeMaire has resigned his RKO post, in which he functioned in charge of new talent and also acted as executive assistant to Pandro Berman, production chief. He had been with the studio for the past year and a half. LeMaire disclosed no plans for the future.

Adding to his executive staff, Ben Judell, president of Producers Pictures Corp., has signed Russell Coller as casting director.

Herman Schlom has terminated his contract as an associate producer at Republic and has checked off the lot. He has been with the studio since 1936.




## *Changes Mounts—*

*Bobby Clark, the 13-year-old world's champion junior cowboy, who will be featured in Producers Pictures Corporation's series of eight "Sagebrush Family" westerns, introduces his horse, Chief, to the airplane in which Bobby will travel on a personal appearance tour beginning in November.*

# Film Production Is Spurred by Judell

Action on all fronts, war or no war, continues as Ben Judell's watchword for both his Producers Pictures and Producers Distributing Corp.

With "Torture Ship," his first production, nearing completion at Grand National studios, Judell has scheduled an immediate start on "Hitler—Beast of Berlin" as the second in the 60-picture program, and has moved the release date up from October 22 to October 8 because of the trend of current events abroad. Screenplay has been completed by Shepard Traube.

Judell has been notified by Bert Sternbach, general manager of his Prescott, Ariz., studios, that the new plant will be ready for production by October 1, with a construction crew now working overtime to complete the location studio. Shipments of technical equipment are leaving Hollywood daily. Three groups of pictures—eight "Sagebrush Family" westerns, eight sagebrushers starring Tim McCoy and eight "Tales of Billy the Kid," featuring George Houston, will be produced at Prescott. Also set to be filmed there is "Brigham Young—Utah Miracle Man," which is scheduled for December release.

Through Producers Distributing Corp., exhibitors throughout the country are being notified of a special offer whereby free bookings of "The Sagebrush Family Trails West," first in the series, will be awarded to 100 showmen recommended by the exchange offices who do not ordinarily book westerns.

Details of plans to organize a production distribution company are being set by Sam Cummings, veteran independent distributor, who has announced he will produce six action features in color and will distribute from 13 to 26 other independent films during the season. Appointing J. G. Bachmann as his western representative, Cummings pulled out for New York for business conferences.

Stephens-Lang Productions, releasing through RKO Radio, has announced a December 1 start for the second in its "Dr. Christian" series, starring Jean Hersholt. Gene Towne and Graham Baker's The Play's the Thing Productions will gun "Swiss Family Robinson," its initialer for RKO Radio, on location at the Channel Islands, off the coast of Santa Barbara, October 22. Edward Ludwig will direct.

Crystallization of production and distribution plans for the newly-formed Frank Capra Productions is expected when Robert Riskin, Capra's partner, returns from Europe within the next two weeks. Capra recently completed "Mr. Smith Goes to Washington" as his final picture for Columbia.

Reports from the east indicate Grand National's financial position is unchanged and that the expected "$400,000 R. F. C. loan has been postponed temporarily. Meanwhile, the studio continues to be idle insofar as GN production is concerned. Franklyn Warner, president of Fine Arts—on-again-off-again GN affiliate—has been in New York for more than a week discussing the situation with President E. W. Hammons of GN.

# Production Pace Quickens for Moment; 39 in Mill, 12 Wait

However the European war eventually may affect the industry, particularly in its production phase, activity in the film-making sector has increased—at least for the time being. Now in work are 39 features, with 12 others slotted for immediate starts.

Columbia, listing no new starts, has four in work. Metro gunned "Judge Hardy and Son" and "The Secret of Dr. Kildare" to raise its total to six. Monogram is filming one, having completed "Mutiny in the Big House."

Paramount's total dropped to five, finishing "Dr. Cyclops" and "Remember the Night," and listing no starters. RKO resumed production of the postponed "Vigil in the Night" and launched "That's Right, You're Wrong" and "Legion of the Lawless" to bring its total to six. Republic is shooting four, including "Rovin' Tumbleweeds" and "Covered Trailers," new starts.

Twentieth Century-Fox shoved off "Daytime Wife," "Everything Happens at Night" and "The Adventurer." Completing "The Simple Life," it emerged with eight in production. Among United Artists producers, Samuel Goldwyn re-started "Raffles," the total in work thus standing at four.

Universal rolled "Vigilante War," totaling six. Warner listed "Invisible Stripes" as a starter, and finished "State Cop," giving it a four-picture total.

## *"Western Stars" Added To Sherman Schedule*

"The Light of Western Stars," a Zane Grey story, has been added to Harry Sherman's production schedule for Paramount release. Norman Houston is scripting and Lesley Selander will direct. The latter has also been set to pilot "Roll, Wagons, Roll," an original by Harrison Jacobs based on the "Hopalong Cassidy" character.

### Adds "Dan Dunn" Series

Four "Dan Dunn" detective features, based on the comic strip, have been added to RKO's production schedule.

## *28 Shorts in Two Months Is Goal Set by Metro*

Metro has added 17 short subjects to the 11 scheduled for production this month, all to be released during October and November. Pete Smith has three "Specialties" in work and three others in preparation. Robert Benchley will make an untitled one-reeler and another "Crime Does Not Pay" subject also starts in October. Others in preparation include two John Nesbitt "Passing Parade" shorts; an "Our Gang" comedy; five Technicolor cartoons, and four James FitzPatrick "Traveltalks."

### Hebert Out of Selznick

William Hebert has resigned as director of publicity for the Selznick-International studios.

### "Typhoon" to King

Louis King will direct "Typhoon," starring Dorothy Lamour, for Paramount.



## *On New Job—*

*Robert Sisk, recently promoted to produce RKO Radio's more important pictures and special features, is pictured here as he talked matters over with Sally Eilers on the "Full Confession" set.*

# Cinémarks

Bing Crosby is vacationing briefly in New York, awaiting the start of his next picture at Paramount . . . Bob Fellows, Warner associate producer, and Robert Buckner, scenarist, returned from Virginia City, Nev., where they collected data for a forthcoming picture . . . Paul Muni was set to leave for New York following completion of his current Warner vehicle to begin a stage commitment.

*

*Norman Reilly Raine, Warner scenarist, has returned from New York, accompanied by Capt. John T. Prout, set as technical advisor on a forthcoming war picture . . . Helen Ferguson, local free-lance publicist, checked in from a business trip which took her to San Francisco.*

*

Richard Schayer, in charge of Metro's junior writers, has returned to work after two weeks in Hollywood Hospital. At the same studio, however, Jack Dawn, makeup chief, is confined to his home with an abscessed ear . . . Director Edward H. Griffith of Paramount has returned from Seattle where he picked up data for his next assignment.

*

*Gale Page, Warner actress, has been bedded with influenza, forcing Director Michael Curtiz to shoot around her in her current picture . . . John Wexley, Warner writer, has returned from a vacation in New York and Pennsylvania . . . Herman Mankiewicz, Metro scenarist, is hospitalized in Grants, N. M., with a broken leg, incurred when his car overturned en route to New York. He was joined there by Mrs. Mankiewicz. Thomas Phipps, also a writer, who was accompanying Mankiewicz, suffered concussion and cuts.*

*

Metro's cartoon department, 48 strong, dropped pencils and brushes and took up golf clubs for their annual tournament at the Brentwood Heights country club. Winners were given merchandise orders on a local men's furnishings store . . . New officers of the Paramount Studio Club Little Theatre include John DeMott, chairman; Ted Palmer, Tex Jackson and Buzz Newman, production staff; Jackson and Ray Grill, business operations; A. C. Lyles and Henry Hull, publicity and exploitation; Bernice Mosk and Harry Sibole, secretarial work; Gerald Davidson and Sarah Catherine Haney, play reading, and an advisory staff comprising Robert Usher, William Pierce, Estelle Newburgh, Kenneth Cryst, H. E. McCroskey, G. H. Hughes, Jack Crouchley, Sue Woods and Edward Gerriets.

*

*Mrs. William H. Pine, wife of Cecil B. DeMille's associate producer, underwent a major operation at the Cedars of Lebanon Hospital and is reported to be progressing favorably . . . Federal Judge William Bondy of New York toured the RKO Radio lot as the guest of J. R. McDonough, operations manager. The jurist is vacationing in California . . . Al Horowitz, head of the camera department at Republc, has returned from a vacation in New York . . . Honoring those who engineered the settlement of the threatened actors' strike, the Masquers staged a "Peace Dinner" at their clubrooms. Guests of honor included Ralph Morgan, president of the Screen Actors Guild; Jean Hersholt, head of the Motion Picture Relief Fund; Lawrence Tibbett, chief of the American Guild of Musical Artists, and Thomas Freebairn Smith, president of the Radio Artists. Edward Earle was chairman and William B. Davidson functioned as master of ceremonies.*

*

Louis B. Mayer functioned as host at a luncheon given the Naval Affairs Committee in Metro's executive dining room. Admiral C. C. Bloch, Chairman Leonard W. Schuetz, Will Hays, MPPDA president, and Mayer, as well as others attending, delivered brief speeches . . . Joe E. Brown leaves for New York next week to catch the World Series, glimpse the new Broadway shows and attend the premiere of his latest picture, a Paramount starrer.

*

*Edgar Bergen has returned from a three-week vacation in Hawaii . . . Back at his Metro desk following a holiday in Europe and New York is Producer Sam Zimbalist.*

## OPTIONS

**—Columbia**
BRUCE BENNETT, little theatre actor, given term contract.
GLENN FORD signs term acting deal. He comes from a little theatre.

**—Samuel Goldwyn**
F. SCOTT FITZGERALD joins writing staff.

**—Metro**
VIRGINIA WEIDLER signs new long-term acting contract. She is currently in "Patsy."
JOHN MONKS jr., FRED FINKLEHOFFE, CAREY WILSON, FRED RINALDO and DAVID HERTZ, writers, sign new contracts.
JACQUES TOURNEUR given new directorial ticket.
EDWARD KILROY, actor, held for another year.
WALTER REISCH, writer, held for a new term. He is working on "Madame Curie."
JUDY GARLAND wins new long-term acting contract. Her next picture will be "Good News," opposite Mickey Rooney.

**—Paramount**
J. ROBERT BREN and GLADYS ATWATER join writing staff.
DOUGLAS KENNEDY, college actor, signed to term pact.
KATHERINE HARTLEY FRINGS given writing contract. She will adapt her story, "Memo to a Movie Producer," for Producer Arthur Hornblow jr. It deals with a group of foreign expatriates in a Mexican border town awaiting for admission to the United States.

**—Republic**
DUNCAN RENALDO, one of the "Three Mesquiteers," held for another term.

**—Selznick International**
PHILIP WINTER, English actor, given term contract.

**—20th Century-Fox**
RICHARD LANE signs two-picture acting deal, going into "The City" and "The Valiant."
RAMON ROMERO, scripter, given contract extension. He is working on an untitled story with a San Francisco gold-rush background.

**—Walter Wanger**
KEN ENGLUND signs one-year writing agreement.

**—Warner Bros.**
FRANK PERKINS, musical arranger, held for another term.
ROBERT TAPLINGER given two-year contract extension as studio publicity director.
LYA LYS given new term acting ticket.

## *Sequel to "Jesse James" On Life of Frank James*

Twentieth Century-Fox discloses plans to produce a sequel to "Jesse James," titled "Frank James," in which Henry Fonda will repeat the role he created as the western bandit's brother. Darryl Zanuck will assign scripters shortly, the picture to go into production when Fonda has completed his chore in "Grapes of Wrath."

## *Bobby Breen Scheduled for An Extended P. A. Tour*

Following completion of "Escape to Paradise," his current starring picture for Producer Sol Lesser, Bobby Breen has been set for an extended personal appearance tour opening in Boston in October and continuing through the east, south and midwest. He returns here late in November.

## *Seiter to Direct Deanna Durbin in "It's a Date"*

Universal has borrowed William Seiter from 20th Century-Fox to direct "It's a Date," Deanna Durbin starrer, which goes into work shortly after "First Love," the current Durbin film, has been completed. The new picture, with a Hawaiian locale, will be produced by Joe Pasternak.

## *"Don Juan" Is Second in UA Series by Atalaya*

Second in Atalaya Films' Spanish-language features for United Artists release will be "Don Juan," starring Fortunio Bonanova, and going into work in October. Bonanova and Maury M. Cohen will co-produce.

## *"Curtain Call" Benedict's First RKO Assignment*

First production assignment for Howard Benedict at RKO Radio since his promotion from the studio advertising-publicity directorship will be "Curtain Call." Dalton Trumbo is doing the script.

## *New Preview Blank Boosts Replies*

**Selznick International has devised a new and more detailed type of preview questionnaire which, the studio reports, has increased the ratio of returns more than three times. The quiz contains ten questions, five pertaining to the preview and five asking for an expression of public opinion as to the degree of popularity of various stars and reaction to stories which Selznick is considering for films.**

# *Production Reassurances Calm War-Induced Apprehensions*

*By* IVAN SPEAR

With the European war well into its second week, Hollywood has begun to settle back comfortably into its accustomed channel of routine operations, its first widespread apprehension regarding curtailments in production activity and expenditures considerably diminished. This first and virtually general feeling was dispelled in large part through reassuring statements from the executive heads of 20th Century-Fox, Warner, Paramount, Universal, Columbia, Monogram, Republic and most other companies—issued individually, but parallel in content—to the effect that no production or budget curtailments are being contemplated.

Plotting of the industry's future course in face of the conflict abroad and its possible repercussions here has apparently evolved into a problem to be coped with by the individual companies themselves, for the Hays office, as such, apparently intends to mark time for the present.

With the expressed sentiments of the majors that business will be pursued as usual tending to restore confidence generally, the film colony is beginning to delve into other previously untouched ramifications of the outbreak of war—subjects which, while of considerable interest, do not have as direct a bearing on the future of the industry in Hollywood. Among them is the possible fate of a number of stars whose boxoffice draw in America is generally conceded to be negligible, but whose vehicles have always been consistent money-makers in the foreign market which the war has cut down so materially. Speculation concerning Metro's Greta Garbo, for example, brings forth a studio reply—unofficial, but well-founded—that her latest picture, "Ninotchka," is being highly exploited as a strong attraction in the domestic market; that her contract as a Metro player is absolutely secure and that the American appeal of her newest vehicle is being counted upon to offset any losses suffered through diminished foreign returns.

The same situation prevails, so far as can be ascertained, with other stars in this category. Laurel and Hardy, top favorites abroad, are scheduled to do three more pictures for Hal Roach during the season and the producer has indicated that he will not alter these plans. Paramount has just completed its second feature starring Isa Miranda, "Diamonds Are Dangerous," and it was officially reported at the studio that there will be no alteration in plans whereby the Italian star will appear in at least two more pictures. Selznick International has exercised its option on Ingrid Berman, Swedish actress, who made her American debut in "Intermezzo." Marlene Dietrich, whose foreign appeal has been as strong as, if not stronger than, her draw in this country, has returned to active camera work in Universal's "Destry Rides Again" after an absence of several years.

**A Job for Publicists**

High-geared publicity staffs at the major studies are being confronted with the virtual certainty that public demand for news of the war in newspapers, magazines, other periodicals and the radio will cut into the amount of space and air time customarily accorded Hollywood and its activities. How drastic the curtailment will be, however, is a question which most exploiteers declare they cannot satisfactorily answer as yet. Planters on many of the major lots report a sharp drop in the amount of space acquired in local metropolitan newspapers for feature and general Hollywood news material, but point out that syndicated columnists are carrying on as usual, leaving one publicity channel as wide open as ever. Coincidentally, foreign correspondents particularly English and French, are seeking more Hollywood news than customarily because of the curtailment of production in their respective native lands, bringing about an increased demand by the periodicals they represent for added material from the film colony to compensate. The Hays office, additionally, has issued credentials to seven new foreign news representatives, bringing the total in Hollywood to 60—most of them reporting they have not so far received orders to curtail the amount of Hollywood news to be filed.

Consensus of opinion among local publicists is that they will be hardest hit in the national magazines, which are devoting more and more space to news, features and photographs of the war.

Meanwhile, prospects that the producers association, through MPPDA President Will Hays, would issue an all-industry statement keynoting plans for the future went glimmering when Hays indefinitely postponed a general membership meeting which he had scheduled upon his arrival from the east. Whether or not such a meeting would be called in the near future, local Hays office attaches could not say. Sole official comment from the MPPDA leader so far has been limited to a brief statement, made at a luncheon at M-G-M honoring the Naval Affairs Committee, that Hollywood production would "remain stable" despite the possibility of America's becoming involved in the war.

Along production lines, also, a steadier course than was originally indicated is

## *Spearheads*

(Continued from page 65)

away's sure-handed direction is grooved in the same high pitch and Gary Cooper delivers another of his flawless performances at the head of a generally fine cast.

Roach's "The Housekeeper's Daughter," which the veteran producer directed himself, proves beyond doubt that he has lost not a particle of that flair for comedy, subtle and slapstick, on which his early reputation was based. Rapid-fire dialogue, farcical situations at their funniest and a tongue-in-cheek motivation throughout qualify this gangster-newspaper burlesque as a strong asset in the lighter vein of the current cinematic crop. Rian James and Gordon Douglas turned out a thoroughly enjoyable screenplay from the novel by Donald Henderson and Clarke, and diverting performances were contributed by Joan Bennett, Adolphe Menjou and other players.

An adept blend of sparkling sophistication, tender romance and, above all, comedy, makes Paramount's "Honeymoon in Bali" another impressive contender for widespread patronage and profits. In addition to capital work by Fred MacMurray and Madeleine Carroll, it contains a bonus in the person of four-year-old Carolyn Lee, a quaint and talented moppet who, from all indications, is going to win the hearts of audiences everywhere. Equal credit for the picture's assured success must be divided among Jeff Lazarus, who produced—his last for Paramount, by the way — Director Edward H. Griffith and Virginia Van Upp, who wrote the screenplay.

* * *

The oils also skyrocketed on the big preview board, with two entirely worthwhile features dealing with the subject of drilling for black gold.

Metro delivered a lusty, red-blooded and gripping story of chain gangs, oil well fires and the men who fight them in "Blackmail," boasting a typical two-fisted virile characterization by Edward G. Robinson. Action entertainment par excellence and a potential top grosser, there is never a dull moment in the highly original script prepared by David Hertz and William Ludwig, basing their treatment on a story by Endre Bohem and Dorothy Yost. Direction by H. C. Potter captures the atmosphere to perfection and John W. Considine jr., with Albert Leroy as his associate, has given it good production guidance.

Less spectacular, but equally sturdy as a comedy-drama, Universal's "Two Bright Boys" should guarantee a steady flow of trade at most boxoffices. Astute showmanship was displayed by Producer Burt Kelly in teaming Jackie Cooper and Freddie Bartholomew in the leads—their performances dovetailing so well that further vehicles combining their redoubtable adolescent talents are indicated. Director Joseph Santley made the most of a workmanlike screenplay by Val Burton and Edmund L. Hartmann.

* * *

The only chill on the list was found in "Taku," a tale of the north country produced, directed and photographed by Norman Dawn. Although possibly of some entertainment value through some unquestionably skillful shots of Alaskan wild life and scenery, it possesses but few possibilities of garnering general acclaim. Its chief fault lies in Dawn's unfortunate decision to tie a story thread into the scenic material and to leave the plot unfoldment in the hands of a ludicrously amateurish native cast.

being plotted. His fears that David Niven might immediately be called to the English colors quieted, Samuel Goldwyn has resumed production of "Raffles," working at a fast pace, however. RKO Radio has re-started shooting on "Vigil in the Night" although it was reported earlier that the film, once halted because of the illness of Carole Lombard, would be held in abeyance pending the arrival here of President George Schaefer. A heavy-budgeter, it is strongly British in theme. The Warner studio is rushing a number of comedies and lighter-vein stories into work to combat the seriousness of the international situation, including such vehicles as "The Smiling Corpse," a mystery-comedy, "The Poor Nut," "Brother Rat and the Baby," "Granny Get Your Gun," "Three Cheers for the Irish" and others. Furthermore, it has placed "Espionage Agent," completed some time ago, back into production to inject latest developments in Europe into the action.

Cecil B. DeMille has announced he will not depart from his original plans to film "Northwest Mounted Police" as a high-budget offering in Technicolor, for which at least two location expeditions are charted. Picture will get into work early in January. Goldwyn, again, is capitalizing on the front-page dominance of the war by setting scripters to work on a topical vehicle titled "Blackout Over Europe," which will use an air raid as its motivation.

### "Strict Neutrality" Causes Change

On the debit side, however, are Columbia's decision to postpone "Arizona" for at least 60 days; and the disclosure that Metro has sidetracked several vehicles, including its projected remake of "Quo Vadis," as well as the next Marx Brothers film, and others. Warner, too, in announcing it would revise its production policy in order to maintain "strict neutrality," has canceled "Underground," an anti-Hitler story which had been set to start immediately.

However, statements by Harry Cohn, of Columbia; Y. Frank Freeman, of Paramount; Joseph M. Schenck, of 20th Century-Fox; W. Ray Johnston, of Monogram; J. Cheever Cowdin, of Universal; Jack L. Warner, of Warner; and Herbert J. Yates, of Republic, are unswervingly unanimous in declaring that the full schedules of their respective companies for the 1939-40 season will be delivered as announced, with a few changes or substitutions in the lineups.

Amplification of plans for the future is scheduled to be the topic of a number of conferences slotted to begin with the arrival of home office executives on the coast. Easing of the tension, however, has caused Schaefer and Yates to delay their trips west. Currently here are Walter J. Hutchinson, 20th Century-Fox's foreign sales chief, and Robert Kane, head of the company's English production unit, which has been closed down. Paramount's Freeman has returned from brief eastern conferences, as has Cliff Work, studio manager at Universal. Johnston already is in conference with Scott Dunlap, Monogram production chief, with a view to aiming the new product away from curtailed European markets into the domestic and South American field—to which end budgets with be raised on a number of forthcoming offerings, Johnston declares.

One of the immediate effects of the majors' announcement that production will be maintained on its customary standard, even though certain economies must be enforced to do so, has been a large-scale pruning of payrolls. This has been particularly evident at 20th Century-Fox, where more than 300—mostly maintenance and secretarial workers, writers and three executives—have been laid off. To a lesser degree the same policy is being enforced at Warner and other studios, although several—including Universal and Monogram—have pledged that no personnel cuts are being contemplated.

Fears that imported talent, particularly British, would be called or would leave of their own volition to join the service, also have been somewhat quieted, the British consulate having informed studio heads that a breathing spell of at least 30 days is in prospect before transportation can be arranged for those in line to be called home. However, Walter Wanger is short one scenarist, Ian Dalrymple having notified the producer from England that he has been appointed air-raid warden of a London district—thus cancelling his writing pact. Director John Farrow of RKO Radio has abandoned plans to join his wife, Maureen O'Sullivan, abroad, having received word from her that she had booked passage from Ireland on the Yankee Clipper. Two Paramount stars, Madeleine Carroll and Bob Hope, have returned to Hollywood from European vacations.

## • REVIEW FLASHES •

**CALL A MESSENGER (Univ)**—Another story of adolescent rehabilitation, this blends two of the "Dead End" kids with the "Little Tough Guys" in a spirited rough and tumble comedy drama which would be ideal fare for juveniles, albeit a bit forced and obvious for the adult trade. Ken Goldsmith produced. Arthur Lubin directed.

**KID NIGHTINGALE (WB)**—Packages substantial wallop as a prizefight comedy, with John Payne in the title role doing well for himself as a boxer with crooning aspirations. The load of comedy situations should make it highly acceptable light program material. Mark Hellinger produced; George Amy directed.

**RULERS OF THE SEA (Para)**—Reflecting meticulous care in production and direction, both of which tasks were entrusted to the capable hands of Frank Lloyd, this narrative of the victory of steam over sail in the evolution of navigation wins a place among the finer and more impressive of current productions. The picture is magnificently dialogued, which enables a superior cast, headed by Douglas Fairbanks jr., to make the most of the opportunities the screenplay affords.

**THUNDER AFLOAT (M-G-M)**—Lusty and salty saga of the men who went down to sea to man the splinter fleet which protected America's shores from the harassment of German U-boats in 1918. Picture would be a prize package of topflight action entertainment at any time and is rendered doubly valuable through the repetition of history as reflected in the current headlines. Wallace Beery, who tops the cast, was never better. J. Walter Ruben produced; George B. Seitz directed.

**TWO BRIGHT BOYS (Univ)**—Sturdy blend of action, drama and comedy in the oil fields. Showcasing the adolescent talents of Jackie Cooper and Freddie Bartholomew, this should bring a steady flow of patrons and profits to exhibitors everywhere. The cast throughout is splendid. Burt Kelly produced; Joseph Santley directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

## SCRIPTERS

**—Producers Pictures Corp.**

GEORGE BRICKER to "Buried Alive," from a prison story by William A. Ullman jr.

**—Paramount**

LEWIS FOSTER to "Comin' Round the Mountain," featuring Lynne Overman; DON HARTMAN to "Road to Singapore."

W. R. LIPMAN to "Go West, Young Man."

LAWRENCE HAZARD to "Safari." Anthony Veiller will produce the Madeleine Carroll-Fred MacMurray co-starrer.

**—Republic**

STUART ANTHONY to "Robin Hood of the Pecos," next Roy Rogers western.

OLIVER DRAKE to "Rocky Mountain Rangers," forthcoming "Three Mesquiteers" western.

**—RKO Radio**

SAM and BELLA SPEWACK to an untitled original for Producer-Director Leo McCarey.

JOHN TWIST to "Distant Fields," from the story by S. K. Lauren.

ALLAN SCOTT teamed with GREGORY LA CAVA on "The Primrose Path," which LaCava will produce and direct.

**—20th Century-Fox**

JOHN TAINTOR FOOTE to "The Mark of Zorro." Tyrone Power will be starred.

WALTER BULLOCK to "Manhattan Holiday," a Kenneth Macgowan production which will star Don Ameche.

**—Universal**

LESTER COLE to "No Power on Earth," which will co-star Jackie Cooper and Victor McLaglen.

NORMAN KRASNA to "It's a Date," next Deanna Durbin starrer, which William Seiter will direct. Picture rolls upon completion of the current Durbin vehicle, "First Love."

**—Warner Bros.**

KEN GAMET to an untitled story for the new "Tugboat Annie" series.

### Doing Goldwyn Original

HOLLYWOOD—Philip MacDonald is working on an untitled original for Samuel Goldwyn.

### Collaborate on "Dame"

HOLLYWOOD—"The Dame From Newark," to co-star Barbara Stanwyck and William Holden, will be adapted for Columbia by Lew Meltzer and Daniel Taradash.

# *Advisory Committee to Guide ITO Group on West Coast*

LOS ANGELES—In the most far-reaching reorganizational move since its inception, the ITO of Southern California and Arizona is now operating under the guidance of an advisory committee with Robert H. Poole as executive director. The ITO membership, in annual meeting, voted to abolish the office of president and other posts comprising the board of directors.

Poole, who formerly functioned as general secretary, explained the reorganization would eliminate the criticism and responsibility which usually fell on the president and would bring about a more coherent managerial body.

The new advisory board comprises Poole, Albert Galston—retiring as the ITO's last president—Jack Berman, Robert Whitson, Jennie Dodge, C. H. Ferry, Abe L. Gore and H. W. Bruen.

The board convened immediately to map plans for the new season, indicating it would push forward for actual establishment of a trade practice code in this territory and continue the ITO's campaign to eliminate commercial previews and first-run moveovers.

Poole and Galston explained to the membership the present status of the trade practice code as outlined by W. F. Rodgers, co-chairman of the code committee, during his recent visit here. Rodgers, in his brief conference with Poole and Galston, pointed out the code is still in the hands of distributor attorneys and assured them he would do "everything in his power" to complete his date pertaining to changes made in the code within a short time. Rodgers also declared he would make every effort to secure two concessions requested by the ITO—elimination of the first-run moveovers and commercial previews here.

A unanimous vote of confidence was given Poole and the new advisory board by the membership, which authorized them to continue the "progressive policies established during the past year."

In one of his last official acts as president, Galston issued a statement commending Warner for voluntarily granting trade concessions to showmen. He declared, in part:

"Our association is particularly pleased because of our efforts, from the inception of the code, to see adopted the many improved trade practices that will be advantageous to all independent exhibitors."

## *Take 10-Year Lease on Paramount in L. A.*

LOS ANGELES—Fanchon & Marco in association with Milt Arthur has secured a new ten-year lease on the Paramount Theatre, first-run house in the downtown area, from the Paramount Publix Corp., it was disclosed following the return from New York of Mike Marco, who set the deal in the east. The new lease calls for a complete remodeling of the house, which will be closed temporarily early in December.

The current dual-bill policy, without stage shows, will continue until after the theatre has been redecorated. Since F-M and Arthur took control of the house six years ago, a single-bill, stage show policy had been in effect almost continuously until last July.

## *Emanuel Sells Out*

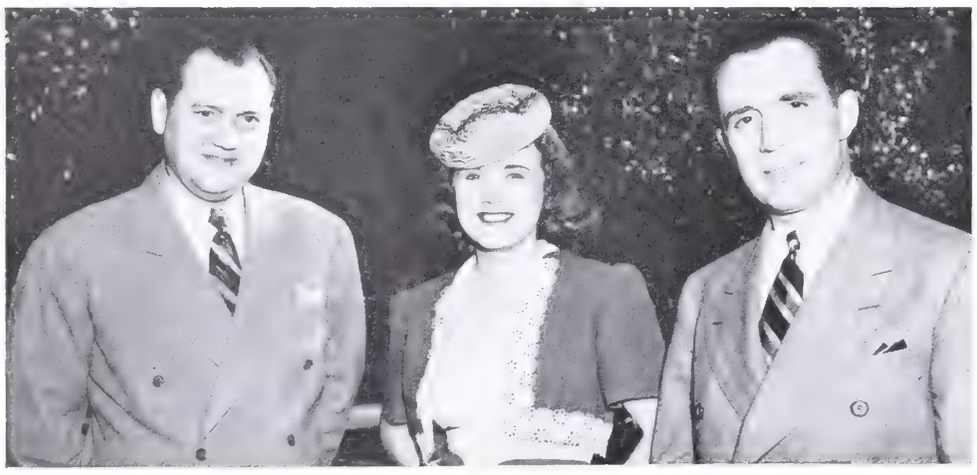
LOS ANGELES—B. K. Emanuel has sold all rights in his Foreign Film Exchange to Azteca Films, owned by R. A. Calderon.

### Re-Sign Harman and Ising

HOLLYWOOD—Metro has re-signed Hugh Harman and Rudolf Ising, who head cartoon-making units at the studio.

### Wilshire Robbed of $750

SANTA MONICA, CAL.—Burglars rifled the safe at Al Hansen's Wilshire Theatre and escaped with $750, the weekend's receipts.



## *Distributors Have Studio Look—*

*William Heineman, left, Universal western sales manager, visits the studios with A. J. O'Keefe, west coast district manager. The hostess is Deanna Durbin.*

# L. A. Grosses Unhurt By War in Europe

LOS ANGELES—The outbreak of hostilities abroad has inflicted no appreciable damage on the boxoffice in most exhibition situations in this territory, operators report, indicating that the populace is not allowing its vital interest in European developments to interfere with its attention to motion pictures.

Save for a brief and sharp business nosedive during the weekend prior to the declaration of war on Germany by England and France, first-runs and subsequents alike, both independent and circuit, have been playing to normal returns—in some instances better than average. The short lull was generally attributed to the barrage of radio bulletins, preceding the war declaration, which kept potential film patrons close to their radios.

A strong lineup of attractions in the first-run houses is also considered a factor in maintaining normalcy. "Golden Boy," day-date at the Hillstreet and Pantages, opened to impressive business, according to Manager E. H. Anderson; "The Old Maid" has been drawing well at Warner's Hollywood and Downtown houses; Paramount played to standing-room over the weekend with "Beau Geste;" and Grauman's Chinese and Loew's State bagged their share of trade with "Lady of the Tropics." "The Women," a moveover at the United Artists and Wilshire, is clicking strongly and "Four Feathers," in its fourth week at the Four Star, has shown no signs of weakening.

FWC's subsequent-run and neighborhood houses, as well as small independent circuits and unaffiliated theatres, have reported that similar healthy business conditions are prevailing, at least for the time being.

## *Sales Tax Applicable To Sound Servicing*

SEATTLE—The charge for servicing of theatre sound equipment is subject to the state retail sales tax, according to an opinion forwarded to Jim Hone, executive secretary of the MPTO of the Northwest, by the Washington tax commission. Signed by Lloyd W. Schram, legal department of the state excise tax division, the letter follows:

"This department has given its consideration to the problem presented in our discussion with you and Mr. Miller on Aug. 18, 1939. We wish to advise that from an examination of the contract designated as 'Agreement and Chattel Mortgage' (C M-14), and from a consideration of the nature of the property sold under that contract, we have concluded that an 'R.C.A. Photophone Electric Sound Reproducing Equipment P. G. No. .....' should be classified as that type of property which remains personal property after installation. Accordingly when a charge is made to an exhibitor for repairs of that equipment, the Retail Sales Tax *is applicable* to that charge."

# SEATTLE

BIG EVENT of the week was the reopening of the Palomar Theatre with its new policy of Warner pictures. The house formerly offered a policy of two features with vaudeville. After being closed for a few days for remodeling and a general cleanup, the theatre was reopened with a single feature "The Old Maid." An extensive newspaper campaign was prepared for 15 Warner stars were brought from Hollywood for the grand opening. Among the group of actors presented were Ronald Reagan, Dennis Morgan, Bill Lundigan, Gloria Dickson, Jean Parker, Lya Lys, Claire Windsor, Nanett Fabares, Lucille Fairbanks, James Stephenson, Jane Gilbert, Rosella Towne, and Maris Wrixon. John Danz, president of Sterling Theatres, and Bill Forman the general manager were on hand to greet the celebrities and hundreds of film fans blocked the streets. The opening day of the new Palomar policy and the weekend business broke all records in the history of the house. Much credit for the campaign goes to Jack Sampson, head of the Sterling publicity department.

*The Orpheum Theatre in Portland, recently acquired by Sterling, and the Uptown in Seattle both have just reopened with heavy campaigns back of them . . . Tacoma had its share of censor troubles this past week. Seems the board came over to Seattle to see the performance of "Tobacco Road" and immediately banned the the play for Tacoma showing. Thanks to an injunction issued by the superior court the show went on as scheduled.*

The gang in the Warner exchange are feeling proud of the new club rooms that have just been remodeled. The Warner Club has just elected new officers for the coming year, as follows: Mortie Endert, president; Art Gollofon, vice-president in charge of entertainment; Aldean Hawk, vice-president in charge of welfare; Mary Schmitt, secretary-treasurer. The board of governors include Craig Turner, Guy Maxey, and Margaret Crow. The welfare committee consists of Eva Haydon, Freda Deitch, Genevieve Connerton, and Gladys Kalushe. On the entertainment committee are Margaret Crow, Aldean Hawk, and Dan Weston. A house-warming will be held as soon as the new club quarters are finished.

*Word from Los Angeles tells that Pat Schanley is in the Queen of Angels Hospital in Hollywood. Pat was formerly of the vaudeville team of Schanley and Furness. Later the two boys opened the well-known hotels in California under the name of "50-50."*

We have it on very reliable authority from a traveler in eastern Washington, that Charley Greime is now serving Grade A to all his friends, film salesmen and popcorn men alike. He has been buying it by the case, delivered each morning early to his office. Latest report is, some one delivered a Jersey cow to the Vitaphone Theatre basement, fully equipped.

*When the 40th Annual Western Washington Fair opens in a couple of weeks, Fanchon and Marco will once again supply the entertainment. Fourteen acts are being advertised with Cy Taillon as the master of ceremonies. A special Seattle Day is already being prepared by the Chamber of Commerce and Jim Hone, of the MPTO will head a delegation of show folks on that special day.*

There's a lot of sadness on the face of George Hood, secretary of the Theatre Employes Union, Local B-22, and it is for a good reason. George reports the losing of his purse somewhere in the vicinity of the Labor Temple. "The purse had a considerable sum of money in it" said George. "Even if the finder doesn't return the money, they might send the purse, cards and papers in it back to me. And I could use the money, too."

*Work has started on the University of Washington's new $64,000 Penthouse Theatre . . . When patrons go to the Metropolitan Theatre to see continental films, they are greeted at the boxoffice by beauteous Juli Bernhardt who was Miss Seattle of 1937 . . . W. F. "Bill" Kienitz, originally a Libby, Mont., exhibitor, and now the popcorn king of Honolulu, Hawaii, is due to arrive this week with Mrs. Kienitz. While here he will purchase more Burch machines and maybe make a surprise visit at Libby.*

Ground has been broken this week for the new theatre Mel Sohns is building at Lake Burien. The house will be of suburban character done in Tyrolean style . . . Rad Pratch of Tacoma plans to leave his theatre for a period and will board his yacht about the middle of the month for a trip to Tahiti . . . Betty Annibal, chief operator on the Palomar switchboard, turning columnist for a day and doing a guest column for Gil Brown of the Seattle Star . . . Eddie Walton, genial sales head of Republic Pictures, was guest of honor at a surprise birthday celebration hosted by Junior Mercy. A big gang was on hand for the doings, and Eddie was really surprised.

*Art and Mrs. Slater joined Fred Laundry in Wenatchee and they all proceeded to British Columbia for the weekend . . . Grover and Mrs. Kirley off for New York after a visit with the John Hamricks . . . Tommy Tomlinson back from the vacation and telling of a golf game with Martin Brown of the Avenue Theatre in Yakima . . . Tommy Cleary, traveling auditor for 20th Century-Fox, here for a couple of weeks' stay doing his stuff on the books.*

J. T. Sheffield, president of Republic of the Northwest, has gone again. This time his travels will take him to his Butte office for a spell . . . Mrs. Peterson, grandmother of Mrs. Jean Spear passed away at her home in Sumner a few days ago. Jean is on the sales force of Fox . . . Jack Shrader, from Yakima, visiting the Row for a preview with Junior Mercy . . . B. F. Shearer and John Hamrick are regulars at the night baseball games.

*Dad Abbott of Sedro-Woolley making his usual trip in for bookings . . . Jim Hone and Paul Westlund of the American Theatre fishing two days in a row and reporting great luck the first day, but not so hot the second . . . Pete and Grace Constanti visiting from Aberdeen. They have closed their Harbor Theatre and are having it remodeled.*

Ben Fish, division manager for United Artists, and George Hickey of Metro are both in for visits to their respective exchanges . . . Iras "Lindy" Lindahl back from the vacation in Los Angeles and San Francisco . . . Harold Hardin, head booker for United Artists, drops a card that he and his wife are in Yellowstone and will return home via Los Angeles and the San Francisco Fair.

*Kenneth Malcolm of the Little Victor Preview Theatre to Soap Lake to chinwag with his father . . . George Blair, with a sore heel, getting lots of wise-cracks about same . . . Addie Young taking a gander at the ponies now running in Spokane . . . Mr. and Mrs. Tew in from North Bend . . . Louis Goldsmith in from Spokane, likewise Joe Rosenfield and Bill Evans . . . Mendy Segel back from San Francisco and his little spell with the army.*

Construction work has started on Guy Navarre's new home . . . Edith Giles off for a business trip to Montana and Idaho . . . Mildred Bishop, leaving the theatres in Lewiston, Idaho long enough to take in a couple of races in Spokane . . . Art Huot out again for his territory east of the mountains . . . Mr. Swift, supervisor of checkers for Warner, here for a few days.

*Cliff Chellew of the Liberty Theatre away for his vacation with Johnnie von Herberg in charge during Cliff's absence . . . Mr. and Mrs. Cochrane in from Snoqualmie . . . Walter Olsen telling of his son breaking his arm and showing x-ray picture to prove it . . . Homer Garvin, former theatre owner in Nebraska and more recently manager of theatres in this territory, is now handling car sales for a well known auto company . . . Morrie Faldborg writing that he has installed a popcorn machine in his theatre in Wilbur . . . Murray Peck trying out bands and preparing to launch on a career of music.*


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**"POPCORN SMITH"**

**Box 284, Seattle**

# SALT LAKE

INDICATING an improvement in business conditions, Utah tax collections during July and August showed a sizeable increase over the same months of 1938.

*Demand for an ordinance to prohibit the distribution of handbills has been lodged with the Salt Lake City commission.*

Ted Kirkmeyer, manager of the Fox Helena Theatres in Montana, was married here last week to Nellie Grant of Denver.

*Lloyd Boreing succeeds Robert Bothwell as assistant manager at the Fox Pocatello theatres in Idaho. Bothwell has been promoted to the management of the Rio at Helena, Mont.*

A visitor at the Sheffield-Republic exchange in Butte, Mont., was J. T. Sheffield . . . Manager H. C. Fuller of RKO is leaving for a sales trip into Montana.

*Manager Tony Hartford and Salesman Walt Millar left for a sales trip into Montana following a local sales parley at the UA office . . . Ernie Gibson, UA salesman, is covering the coal camps of southern Utah.*

J. L. Leadbetter has changed the name of his theatre in Browning, Mont., from the Orpheum to the Park.

*C. R. Wade is the new manager at the local Universal exchange. He succeeds Matt Aparton who has resigned to go to Seattle. Wade was a salesman.*

Clare Woods, formerly manager at the Paramount Theatre, previous to its closing for the summer, has been named manager of the Centre Theatre, Salt Lake's newest. He replaces Charles Pincus who will take charge of the Paramount when it reopens September 22.

*W. W. McKendrick, head of the local Monogram exchange, is back from a sales trip into Nevada and Idaho . . . Manager Harry Kerer of the Premier Film exchange reports the Roxy Theatre has signed for a 15-week encyclopedia giveaway. . . . Ben Fish, UA district manager, has been a local visitor the past few days.*

Celebrations in four Utah cities were underway over the weekend with fairs at Morgan and Milford, a roundup at St. George and a rodeo at Vernal.

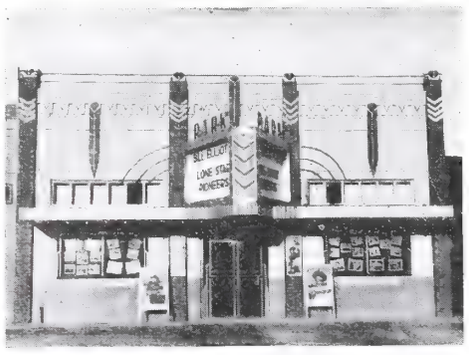
## Skolak Will Reopen

SAN FRANCISCO—Eddie Skolak will reopen the dark Capitol Theatre here September 29, it is reported. The Capitol closed due to poor business conditions which were attributed to the fair.

### Laramie Fox Opened

LARAMIE, WYO. — Fox Intermountain opened the new Fox Theatre here this week. Engineered in the ultra-modern vein, the house was erected at a cost of $75,000.




## Before and After—

*When W. A. Simons and Paul B. McAdam of the Yellowstone Amusement Co., of Livingston, Mont., decided to get a new theatre for St. Ignatius, Mont., they took the old Mission Theatre, shown in the top view, and transformed it into the Park Theatre as pictured. T. R. Taylor is manager of the Park.*

## Distribution Outlets Are Established for 'Sudan'

LOS ANGELES—Reports from the east disclose that Mitchell Leichter, veteran independent producer now handling distribution of "Sudan," animal exploitation feature, has disposed of sales rights in most of the remaining territory. Film has been acquired by Eleanor Paradeis of the Pam-O-Film Exchange for Buffalo and Albany; Jack Adkins, Dallas, Texas; Harry Thoms, New York City, and Philip Lewis of the American Trading Co., for Europe, the New England states including Boston and New Haven, as well as Washington, D. C., Pittsburgh, Philadelphia and Baltimore.

Leichter intends to return to the coast in about three weeks.

## Sidetrack Usual Clearance For "Oz" in Los Angeles

LOS ANGELES—Although "The Wizard of Oz" did not end its continued first-run engagement at the Carthay Circle Theatre until September 15, it has been made available for bookings in the 40-cent houses beginning September 24, 13 days ahead of the customary 21-day clearance.

Sidetracking of the three-week clearance was decided upon by Metro and Fox West Coast executives because of the extended first-run booking the picture has had, first day-date in Grauman's Chinese and Loew's State, then moving over to the Carthay Circle.

# DENVER

ROBERT GARLAND, booker for the southern district of Fox Intermountain Theatres, was severely injured near Montrose, Colo., when his car collided with a dead horse lying in the road. Bob suffered a broken arm and cuts and bruises along with severe shock, and is in St. Luke's Hospital in Denver.

*Coppel Amusement Co. has taken over the business of Gayton Amusement Co. of Pueblo, Colo. This gives Coppel exclusive on Mexican-made films for the Denver and Salt Lake territories. Coppel has also been named distributor for the same areas for First Division releases. On a trip to Santa Fe in which Coppel took in the Fiesta, he made arrangements for a twice-a-month showing of Mexican films in Bernalillo and Espanola, N. M., and Antonito, San Luis and Ardway, Colo.*

Fox has opened the new Fox Theatre at Laramie, Wyo., seating 942. The house is of terra cotta and glass brick in a modernistic design. Rick Ricketson, division manager, flew back from New York, where he was spending a few days, to attend the opening which was also graced by the presence of Nels H. Smits, governor of Wyoming, and W. W. Tipton, mayor of Laramie, and other public officials. Universal's "Under-Pup" was the opener.

*The Leroy Theatre at Wallace, Neb., has been sold by Robert Lee to Francis Cohen, who will take it over October 1 . . . Howard Allen, manager of the Pace at Gordon, Neb., dropped dead of a heart attack. The Pace is a Black Hills Amusement Co. house.*

Lou Williams, formerly with Fox, has been made manager of the Granada, Denver, a Civic Theatres house. He succeeds Charles Bieshline, who left to open an art shop.

*Fox is starting remodeling of a building in Longmont, Colo. The house will represent an investment of about* $60,000.

A. J. O'Keefe, western district sales manager for Universal, spent a few days conferring with Jack Langan, local manager, and theatre men.

## Principal Converts Second Unit to Newsreel House

LOS ANGELES—The Palace Theatre, Principal Theatres second-run house in the metropolitan area, is to be transformed into a newsreel theatre, to be called the News Palace. It will be the second newsreel house in the Principal chain, which already operates one only a block away.

## Valuskis Will Construct House in Willowbrook

WILLOWBROOK, CAL.—Frank Valuskis announces plans to remodel a building here into a 500-seat house to be known as the Valuskis. He now operates the Bell in Bell and the Valuskis in Buena Park.

# LOS ANGELES

THE Warner exchange held its annual picnic and outing at Barney Oldfield's Country Club in San Fernando Valley, September 12, the office closing at noon on that day. Art Bailey handled the arrangements . . . Marie Lawrence of the Warner office in Salt Lake City is holidaying here . . . Jerry Safron, Columbia western district sales manager, left for Salt Lake for a week's stay, and Jack Tillman, Columbia exchange head in San Francisco, has returned to his headquarters after spending several days here.

*Fred Seigel, operator of the Palomar and Margo theatres, in Oceanside, telling C. T. Lynch of Metro that he was in a "buying mood" . . . Glenn Slipper, assistant at the B. F. Shearer Co. office, back from an Arizona buying trip . . . John Menard jr. and Mrs. Menard, of the Showshop, Glendale, spending a few days at Lake Arrowhead . . . Pat Roth, booker at Majestic exchange, recovering from an appendectomy at the Cedars of Lebanon Hospital . . . Mike Newman, Columbia exploiteer, handling the opening of "Golden Boy" in Seattle.*

Robert Wilby of the Wilby-Kincey circuit in the Carolinas, and a Paramount theatre partner, was a luncheon guest of Jack Warner at the Warner studio. Wilby is vacationing in Hollywood . . . Booking: Vic Walker of the State and Princess, Santa Ana; Manny Hoffman, Arlen, Carmen and Lux; Joe Venable, half of the Manny-Venable circuit; Mrs. Foster Jackson, Elsinore; Ray Pierson, Lone Pine, Lone Pine.

*Chatting: H. J. Seiler and his son, Mason, and Frank Harris of B. F. Shearer Co. . . . Al Weder is pinch-hitting for Dave Cantor, operator of the York and Royale theatres, while the latter is honeymooning . . . Booking visitors included Mr. and Mrs. Hal Mohr of the Dixie; Les Funk, in from Bellflower; E. A. Ward, Valley Theatre, Lancaster; Judge LeRoy Pawley, Desert Theatre, Indio; Gene Berkhoff, Midway and Cinema.*

Ben Fish, United Artists' western district manager, planed out for Portland and Seattle after spending several weeks at the local exchange . . . I. Kaplan and Al Bowman, soon to open their new Town Theatre, are scouting around for a giveaway . . . Charles Feldman and Sam Milner of Universal headed for San Diego and over to Arizona on a selling jaunt . . . Hi Peskay of Majestic, and Mel Levinson, head man at Metro Premium, relaxed from the day's cares with a little bowling.

*C. A. Simon, operator of the Needles Theatre in Needles, has checked in for medical treatment . . . The war abroad furnished the topic for some serious conversation, with Bill Martin of the Hemet Theatre, Hemet; Al Blumberg of National Screen Service; Harry Weinberg, Columbia salesman, and Harry Stern of Tri-National, doing the talking . . . Mr. and Mrs. Ray Robbins of the Variety Theatre are vacationing at Murietta Hot Springs, leaving brother Dave to take care of the show.*

Booking: Joe Steinback, Fairoaks Theatre, Pasadena; Harry Hoffman, Soboba, San Jacinto; Bernard Leavitt, El Miro, Santa Monica; Dick LeMucci and Pete Simos, in from Bakersfield; Claude Spaeth of the Congress; Fred Eull, Ramona Theatre, Ramona; Johnny Bannerman, Cabart circuit.

*Exhibitor visitors to the Metro exchange were highly impressed with the exploitation stunt arranged by Jim Schiller for "The Wizard of Oz." Schiller obtained a life-sized "scarecrow" and "tin man" and stationed them beside a table-full of stills from the picture . . . It took Astor Pictures' staff three days to straighten out the mess after Lou Goldstein, hunting a print in the vaults, practically tore the place apart.*

Herbert Boshoven of the Willar-Boshoven circuit, Grand Rapids, Mich., and Charles G. Diller of the Diller circuit, Cripple Creek, Colo., visited the Warner studio as a feature of their vacations in southern California . . . Feminine workers in the Warner exchange were distracting visiting exhibitors by appearing in bathing suits. They were getting ready for the office's annual picnic in San Fernando Valley, for which the exchange closed at noon.

*Koby Wartman, partner with Fred Hirshon in the Trojan Theatre, reports Hirshon is having a big time but getting no big fish on a holiday which has taken him to Guadalupe, Mex., Santa Catalina Island and other fishing spots . . . Lou Berkhoff has booked "Sweepstakes Night," a new giveaway being distributed by George Alderman, into his Midway Theatre . . . Leonard Goldstein, former agent for the "Treasure Chest" business stimulant, dropped in to visit friends.*

Independent exchanges are dusting off their war films with eyes on current headlines. Astor Pictures is exploiting the perennial "Hell's Angels" and is dickering for local distribution rights to "The Unknown Soldier Speaks." Tri-National is handling "The Crisis" and Jack Anderson has local rights to "The Warning," an air-raid documentary . . . George Calderas, manager of the Globe Theatre, San Pedro, came in to do some bookings. House is owned by Bryan Foy, Warner producer.

*Planning a three-week stay to visit the studios and look over the local situation generally, Mort Singer, Chicago circuit operator, has trained in from the midwest . . . George Bourke reports the remodeling job on his Nuart Theatre in Sawtelle is nearing completion. A new three-cornered marquee now graces the theatre front, while the interior of the house is being completely redecorated.*

Herman Lewis, partner in the Whitson-Lewis circuit, dropped in for a visit with Bud Meyers of Coast Pictures . . . Jack Brower, Warner exchange manager, came in from a trip to Phoenix, Ariz., having been held up an extra day by floods in the Imperial Valley . . . Mike Newman is back at his Columbia exchange headquarters after an exploiteering jaunt in the northwest.

*Charlie Olds of the Arroyo Theatre, Arroyo Grande, who came in on a booking expedition, informed friends that his daughter Sally has been managing the house during the summer months. She's only 16 . . . Kay Ronan (nee Schaefer), C. T. Lynch's secretary at Metro, received a toaster and serving set from the office staff as a wedding present. Her co-workers are planning a linen shower for her September 22 . . . Frank Plumley of the Louis Long circuit, Phoenix, Ariz., came in to do some bookings. He was accompanied by Mrs. Plumley . . . Other bookers: Ivan Rowley, Ward's Theatre, Pismo Beach; Charles Gore, Gore Bros. circuit; Bill Peck, LaModa, Atascadero.*

Irving Epsteen has returned to his desk as Fox West Coast's insurance department chieftain after a week's illness . . . Dick Fish, son of Ben Fish, United Artists western district manager, has recovered sufficiently from a recent operation to enroll for the fall semester at the University of Southern California . . . Harold Brown, Little River, Kansas, showman, visited the Warner studio.

*Harry Nace jr. of the Nace circuit, Phoenix, Ariz., came in on one of his infrequent visits . . . George Giroux, Technicolor's field representative, was also a visitor . . . Mr. and Mrs. Vincent Aranza of Carlsbad came in to buy some RCA sound equipment for their Carlsbad Theatre, which opens late in the month . . . Herman Sims and Bunny Lustig are installing Kroehler Push-Back chairs in their new Tower Theatre, Santa Rosa . . . George Mitchell and Herman Rubin of National Screen Service spent their lunch-hour running up huge scores on a local marble game.*

William Kohler of Astor Pictures was giving everyone within shouting distance a sales talk on his new product . . . Charles Feldman of Universal checked in from a business jaunt to San Diego . . . Seymour Fisher, Columbia's Arizona salesman, has shaved off his mustache . . . Booking visitors included Tom Tobin of the Jewel; Kelly Seligman, Dorkel Theatre; Jack Katz of Palms; Gene O'Keefe, in from Maywood.


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LOS ANGELES

# SAN FRANCISCO

A PARTY of 13 topflight film players was in San Francisco this week to participate in the Fox Theatre premiere showing of "The Old Maid." The party included Gloria Dickson, Dennis Morgan, John Litel, Ronald Reagan, William Lundigan, Jean Parker, Nancy Carroll, Rosella Towne, Claire Windsor, Lucille Fairbanks, James Stephenson, Lya Lys. All took in the Fair between two appearances at the Fox.

*Theatres here are taking advantage of the war consciousness which is heightened by the cosmopolitan nature of the city's population. Up-to-the-minute news flashes posted in the foyer are read by large crowds daily.*

Orson Welles, recently signed by RKO, was around town this week, supposedly on a sight-seeing visit. However, in an interview, the 25-year-old producer admitted he was lining up plans to present his Mercury Theatre group in a series of modern and classic plays here this fall . . . Films being shown by exhibitors at the Golden Gate International Exposition for advertising purposes run the gauntlet from animated cartoons to highly technical and scientific productions. Walt Disney's specially-produced Technicolor short, in which Mickey Mouse gets top billing, serves to draw hundreds of fairers into National Biscuit Company's little theatre, and is helping to sell plenty of cookies. Over one-hundred other exhibitors are showing films on the Island.

*The new Telenews Theatre got a real break when its opening date corresponded with that of the European War. Large crowds, eager to glimpse pictures of the combat, are bringing smiles to the face of Manager Ellis Levy.*

Ramblings on the Row: The receptionists and telephone operators at the exchanges and theatre supply houses, etc., have been busy taking dictation from the Western Union. Since the W. U. delivery boys went out on strike last week there has been no delivery of telegrams, all messages being telephoned in and copies sent later through the mail.

*Ernest Van Pelt, M-G-M publicity chief in the S. F. area, has returned from a 10-day jaunt up north in connection with the exploitation of "The Wizard of Oz." After 15 years of association with theatre managers for M-G-M, Van Pelt claims the exhibitors in this section are the most pleasant group he has ever worked with. Incidentally, the only exploitation of any motion picture at the Golden Gate Exposition recently was promoted by Van Pelt when the "Wizard" was featured at the Singer Midget Village. There was a costume contest and plenty of 24-sheet posters on display on the Gay Way.*

Phyllis Cooper, in charge of booking pictures for the American President Steamship Lines, booked herself a husband on September 3. The lucky guy is Bob Wakeman . . . Al Shmitkin, Warner exchange head, took to the road this week for a short trip with one of the salesmen . . . Mr. and Mrs. Charles K. Stern were in the city for a couple of days after docking in on the *Lurline* from Honolulu. Stern is the assistant cashier for Loew's, Inc., and is now back at his desk in Hollywood . . . Things are pretty quiet at the theatres what with people staying close to their radios for the latest bulletins on the war . . . Bob Lippert and associates will preview their new addition, "Movie-Pops," real soon, it was announced here this week. Lippert is undertaking the manufacture of the popcorn confection in the same location now housing his Pacific Premium Co. The idea is a kiddie giveaway combining star photos and candy.

*Charlie Koerner, RKO bossman, is here in town looking over his staff and their workings.*

Bruce Scholes, local head for Alexander Prevues, is now in Los Angeles looking over the territory.

*Edward Sonney is in town visiting his father, Louis Sonney, for the week. Ed has the Texas, Oklahoma and Louisiana territories for the Sonney-Maple Attractions headquartering here.*

The word in town here is that D. B. Levin will resign his position with the San Francisco Theatres, Inc., to oversee his new theatre now under construction in the Mission district here.

*The Regent Theatre in Oakland ran 14 consecutive sex pictures and is now starting at the beginning again. Wally Fehan of the Sonney staff is the star salesman.*

E. K. Taylor of the Simms Theatre in Montana is here after a visit to New York and will probably return to his duties in Montana soon. Taylor is the brother of Jack Taylor and is the general manager of the Simms circuit.

*George Mann was hosted at a birthday party given last week by Redwood Theatres for all managers here . . . New walls are facing J. Leslie Jacobs these days due to the redecorating job done on his offices . . . Herbert Rosener is back here after a prolonged visit to Los Angeles.*

All workers at Western Poster are eagerly looking forward to receiving cigars from Mark Morris jr. who, it is reported, is infanticipating . . . Ruth Washer of the Goldberg circuit is vacationing . . . Ditto Murray "the great" Phillips of Western Poster.

*E. H. Griffiths, operator of the Lilac Theatre in Suva, Fiji, is returning to the islands after a successful series of eye operations at the Green's Eye Hospital here.*

Dan Tochinni of the El Rey Theatre in Sebastapol is remodeling and the work is being done by the Preddy staff . . . Fred Segal of Oceanside is here in town visiting and renewing old acquintances.

*Samuel C. Levin of the Selma Theatre is reopening the Kingsbery Theatre in Kingsbery, Cal. The house is a 450-seater . . . Work is being hurried on the remodeling of the Plaza and Roosevelt in Oakland.*

Petersen circuit will build a new theatre in Centerville within the next two weeks. The house will be ultra-modern and will probably seat 750.



## At Telenews Debut—

*The opening of the Telenews Theatre in San Francisco was considerable of a civic event, as the picture above indicates. Shown cutting the entrance ribbon is Mayor Angelo J. Rossi. At the right, beginning with the lady in the fur piece, and continuing to the left, is Janet Baird of NBC, Al Burger, Herbert Sheftel and Freeman Githens of the Telenews chain, and Ellis Levy, manager of the new house.*

## Filmed Debates Introduced By Telenews Theatre

SAN FRANCISCO—A novel way of selling seats has been instituted here by the newly-opened Telenews Theatre with its public forum of the screen series. As controversial subjects of major public interest arise in this area, the theatre will select two prominent men, each to present one side of the argument. Their speeches and rebuttals will be filmed by Frank Vail, Telenews photographer, with each short to run approximately five minutes.

The first in this series, "Ham and Eggs," dealing with the proposed $30 every Thursday pension plan for California, is now creating widespread interest at the theatre. This short, which presents Lawrence Allen, brother of the leader of the "Ham and Egg" plan, and Percy V. Long, former S. F. city attorney, vigorous opponent of the proposal, has already been booked for numerous California cities.

Pat Patterson, independent booker here, is selling this film for Telenews. Subsequent issues of the series will also be available for booking by California exhibitors.

# L. A. Allied Maps a Membership Drive

LOS ANGELES—A brief discussion of plans for a fall membership drive highlighted a routine meeting of Allied States, recently-organized local chapter of the national independent exhibitor group. Seth Perkins, president, declared another session will be scheduled for the near future at which details of a "pep" meeting, to which all independent showmen will be invited, are to be mapped.

Neither James C. Quinn, executive secretary, nor Fred Hirshon, treasurer, attended. Quinn is preparing to open a new theatre and Hirshon has been on a month's fishing trip off the coast of Mexico.

## *Dr. Hugo Riesenfeld Dies on the Coast*

LOS ANGELES—Dr. Hugo Riesenfeld, 60, former managing director of the Rivoli, Rialto and Criterion in New York from 1917 to 1925, is dead. For the past few years he has been active scoring music for major and independent studios.

Born in Vienna and educated at the Conservatory of Music there, he came to this country at the age of 22. He was concert master at the Manhattan Opera House, New York, from 1907-11 and later became identified with the Klaw and Erlanger theatrical interests.

In 1927, Riesenfeld was managing director of the Colony on Broadway and from 1928-30 was general music director for the UA studios. He is survived by his widow, the former Mabel Gertrude Dunning.

## *Two Circuits Sign Up for Republic's New Product*

SAN FRANCISCO—Two deals for its 1939-40 product have been closed by Republic with the Golden State-T&D circuit, covering 70 theatres, and the Blumenfeld circuit, covering 20 theatres, in northern California.

The circuits were represented by R. A. McNeil and M. Naify. J. R. Grainger, president of Republic; G. C. Parsons, western district sales manager, and Sid Weisbaum, San Francisco branch manager, represented the company.

## *Slight Damage by Flood Waters to Yuma House*

YUMA, ARIZ. — Flood waters resulting from a sudden cloudburst which hit Imperial Valley on the California-Arizona border, caused damage estimated at less than $100 to the Yuma Theatre, a Principal circuit house, it is reported.

Water seeped in beneath the stage and damaged carpets. The flood held up a regular film shipment from Phoenix via truck, necessitating an emergency shipment out of Los Angeles to prevent the house from going dark.

# PORTLAND

TED R. GAMBLE, J. J. Parker's general manager, has been elected president of the Portland Rose Festival Ass'n. He has served as chairman of the program committee the last three years and won high praise in connection with the community enterprise. The 1940 Rose Festival will be held June 5, 6, 7 and 8.

*On the Row we saw M. W. Mattecheck and son, Bob, of Prineville, Kap and Rollin Kuhn of Lebanon, G. L. Rose of Freewater, Harry Percy of White Salmon, Art Adamson of Corvallis, L. E. Bowen of Castle Rock, Loring Schmidt of Salem, Eino Hemmila of Salem, Don Radabaugh of Roseburg, Ray Henderson of Albany, W. F. Myrick of the Rio in Portland, and Mr. and Mrs. Harry C. Moyer of Gresham and the Sellwood Theatre of Portland, and Mr. and Mrs. Eric Paulson and Bill Graeper sr.*

Wilbur Patterson, 20th-Fox assistant shipper and in the sales department, is now assistant booker . . . Tom Shearer is off on a trip to Seattle . . . Jack Kloepper and Howard Mapes are taking bows for their motion pictures of the golf tournament and the films are shown to everybody visiting the Row who wants to see them and that's about everyone . . . Ralph Wood of the Circle of Portland never misses his morning call at B. F. Shearer's . . . Young Bill Graeper and his wife have left for San Francisco and the Fair.

*One reel of Fox news film went up in flames at Moyer's house in Gresham . . . Johnny Harvey, Universal's booker, is suffering from a severe cold . . . Kenneth Piercy was a visitor from Prineville . . . Jack O'Bryan is away on a trip to eastern Oregon.*

The Temple Theatre at Oakridge reopened September 15 under the management of E. M. McCoy, formerly of Dorris, Cal. . . . R. G. Williams, district manager of Ross Federal Service, was in town from Los Angeles on an inspection trip and made the rounds on the Row with R. C. Tully, local Ross manager . . . Ted Gamble stopped downtown Portland traffic with a police escort and everything when ten Warner Bros.' players came to town for the opening of "Angels Wash Their Faces."

*Clark Craig, Paramount shipper, is opening a confectionery at Salem . . . Hamrick-Evergreen is now installed in new offices in the American Bank Bldg. . . . Al Finkelstein flew to Seattle . . . Jimmy O'Connell of Eugene came in for a Hamrick-Evergreen booking meeting . . . Jimmy Carey of Vancouver, Billy Hartford of Everett and Don Geddes of Seattle form the committee working on plans to put the Hamrick-Evergreen circuit over the top in the National Theatres' drive . . . Mike Newman is back from his California vacation—Los Angeles and San Francisco's Fair.*

George Hickey of M-G-M and Ben Fish of United Artists were Portland visitors . . . Portland theatres will cooperate in every possible way with school and city authorities to prevent children from playing hookey, now that school has reopened. Local theatre managers met with Mayor Joseph K. Carson and John G. Kilpack of the school board at Parker's Broadway and outlined plans to prevent school children from running away from readin', writin' and 'rithmatic to watch the silver screen.

# Stars Play Baseball For S. F. Papers

SAN FRANCISCO—Hollywood throws all its daffiness into Seals' Stadium here Sunday, when the comedians and leading men tangle in comical baseball combat. Behind the clowning of the stars and many other cinema celebrities rests a worthy cause, for they're coming to San Francisco to help swell the Christmas funds of the four local newspapers who each year play Santa Claus to this area's needy children.

It will be a regular nine-inning game, complete with every chunk of comedy and every daffy rule and dizzy stunt the professional laugh makers can peddle. Conceived by the film men five years ago to aid Hollywood's charities, their march on San Francisco marks the first time the game has left Hollywood. Back of the show are five of the big brains of the industry—Louis B. Mayer, Samuel Goldwyn, Darryl Zanuck, Will H. Hays and Joseph Schenck.

Included in what will undoubtedly be the greatest gathering of film, stage and radio stars outside of the film capital are: Billy Gilbert, Wayne Morris, Jeffrey Lynn, Preston Foster, Allan Jones, Bob Hope, Dick Powell, Joan Blondell, Jane Withers, Wally Ford, Roscoe Ates, Jack Mulhall, Buster Keaton, Keye Luke, Lucien Littlefield, Roy Rogers, Hugh Herbert, Dick Purcell, Eddie Quillan, Buster Crabbe, William Farnum, Guy Kibbee, Pat O'Brien, Arthur Treacher, Lee Tracy, Mischa Auer, Walter Abel, Jimmie Gleason, Edgar Kennedy, Nat Pendleton, Ray Milland, the Ritz Brothers, and more than 50 others.

A brisk pre-game sale and great public interest in the contest point to a crowd of around 25,000.

## *Jack Anderson Handling "Warning" Around L. A.*

LOS ANGELES—Jack Anderson has acquired distribution rights in this territory to "The Warning," three-reel British-made film which re-creates an actual air raid on a British city, shows the defensive tactics adopted and depicts the devastation of such onslaught. Picture was produced under sponsorship of the British government.

### Times to August Finn

LOS ANGELES—August Finn has purchased the Times from Ben Peskay and Sam Decker. Finn also owns the Capitol.

## First P. A. by Wm. Hart In 15 Years at Marcal

HOLLYWOOD—His first personal appearance since retiring 15 years ago will be undertaken by William S. Hart, dean of silent-screen cowboys, who has been booked by Albert S. Galston to appear at the Marcal in conjunction with showings of "Tumbleweeds." The reissue, starring Hart, is booked into the theatre for September 20.

## San Diego Metro Sold to George Fink by Shapiro

SAN DIEGO—George Fink has purchased the Metro Theatre from Max Shapiro and has also announced plans to construct a new house, the Coronet, as a 650-seater. It will open November 1 on a 25-cent admission scale.

## Reopen Carlsbad Theatre After an Overhauling

CARLSBAD, CAL.—Dark the past several years, the Carlsbad Theatre will be reopened in the near future by Vincent Aranza. House is being remodeled and redecorated by the B. F. Shearer Co.

### Colfax Theatre Burns

COLFAX, CAL.—The Colfax Theatre here was reported destroyed by fire last Monday evening. The exact damages have not been reported as yet.

## And Contents Noted

**St. Ignatius, Mont.—From one ex-paperhanger to another went a suggestion for future occupation after the European war is over when T. R. Tayler, manager of the Park Theatre here, sent Adolf Hitler a set of paperhanging tools. Hitler, says Taylor, will not be able to retire so comfortably as did the Kaiser. The package was addressed:**

**"To Fuehrer Adolf Hitler, Berlin, Germany. From a sympathetic ex-paperhanger . . . Contents: Paperhanging tools." The value was given as 39 cents.**

## Washington Labor Protests "Our Leading Citizen"

SEATTLE—Washington district council No. 1, maritime federation of the Pacific, has gone on record vigorously protesting the release of the film, "Our Leading Citizen," asserting it is a "vicious, unfair, un-American condemnation of organized labor," according to A. E. Harding, secretary.

The organization, in a press release, said they "feel that the showing of such films can serve no good purpose . . . as such subject matter is nothing more than highly misleading, subversive propaganda directed against the principles of democracy and the American sense of fair play."

## New Ben Judell Office Open in Los Angeles

LOS ANGELES — Ben Judell's Producers Distributing Corp. has opened local offices at 1909 S. Vermont. Marty Solomon, western manager, has appointed Arnold Krieger and Harry Stern to the sales staff.

## Coudy Moved to Marcal; Koffman Helms Center

HOLLYWOOD—Albert Galston has switched Jack Coudy to the Marcal Theatre as manager, with Morris Koffman succeeding Coudy in the managerial spot at Galston's new Center Theatre.

## Mounce and Bromley Will Open New House in L. A.

LOS ANGELES—Alex Mounce and George Bromley will open their new Campus Theatre shortly. Interiors are now being completed by Nat Smythe.

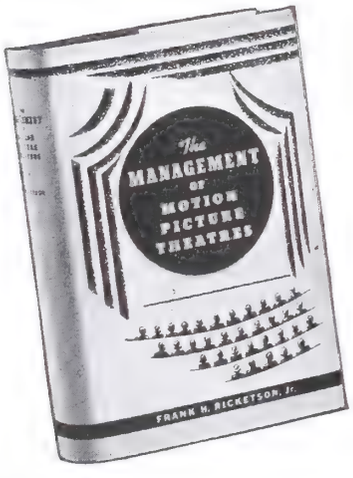
## La Habra to Conrad

LA HABRA, CAL.—Bob Gumm has sold his La Habra Theatre to R. E. Conrad, former Kansas City showman. Doc Barsky, theatre broker, handled the deal.

## Take Tacoma House

SEATTLE—Sidney Dean of Tacoma and John Owsley of Portland have taken over the Rialto in Tacoma.


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## J-L-S Not Planning Any Trust Suits

**Chicago—Johnny Jones of Jones, Linick & Schaefer, this week spiked rumors that J-L-S would institute legal proceedings against any of the major companies.**

**"We're getting along alright now, and are satisfied if we get just our share of product. So I don't think there will be any lawsuits on our part," he told BOXOFFICE.**

# Film Rentals on ITPA Convention Agenda

MILWAUKEE—Film rentals, free show and 16mm competition are all slated to come up for discussion at the annual convention to the ITPA of Wisconsin and Upper Michigan to be held here September 27 and 28.

On the matter of film rentals, E. F. Maertz, president of the association, who has just returned from a trip around the state, declared he was surprised to find many exhibitors paying over 40 per cent of their gross receipts for film rentals.

Maertz, in a letter to exhibitors, has advised theatremen that they should pay no more than 25 per cent of their gross receipts for film rentals, pointing out that where such rentals exceed this percentage some other phases of the exhibitor's business, such as modernization, advertising and scale of wages to employes must be curtailed to the detriment of box-office receipts.

Concerning 16mm competition, Mr. Maertz points out that Paramount has listed four June releases for non-theatrical showings, none of which have yet been available to the majority of Milwaukee theatres nor many up-state houses.

## Trampe's Action Against Bingo Games Proceeds

MILWAUKEE—Latest step in the action of Charles W. Trampe, head of Film Service, Inc., for an injunction to restrain the Bahn Frei hall here from conducting Bingo games occurred September 8 when Circuit Judge Gustave G. Gehrz refused to suppress an adverse examination of Mr. and Mrs. Edward Zrinsek, operators of the tavern in connection with the hall.

Judge Gehrz, however, barred any questions as to whether the Zrinseks shared in Bingo profits, lest such inquiry tend to incriminate them under the gambling statute. He held that questions be limited to the names of persons or groups that have held Bingo games and the rental fees.

### Chicago Softball Finale

CHICAGO—Members of the Filmrow Softball League gathered for their season's finale Monday night at the Crillon Hotel. Four special sports reels were shown.

# Special Master Hears Defense Sept. 18 in Contempt Suit

CHICAGO—The defense in the government's criminal contempt suit based on the 1932 consent decree will begin its case Monday, September 18, before Edgar Eldredge, special master in chancery, appointed to hear the case by Federal Judge Charles Woodward.

Defense attorneys have indicated they expect to have their case in by the end of the month, at which time Master Eldredge will begin preparation of his recommendation to Judge Woodward.

Master Eldredge did as he had indicated over last weekend when he denied all motions that had been presented to him by the defense. He contended that, by law, he is not permitted to make any recommendations until he hears both sides in the case. The defense had sought dismissal of all parts of the case, or at least, striking out of certain sections, on the basis that the government's witnesses were incompetent and gave hearsay and opinionated evidence.

While Master Eldredge continued to indicate that he must hear the entire case before making recommendations, he admitted that the record shows that there is no case either against RKO or Universal. Arthur Goldberg, of the law firm of Spitz and Adcock, attorneys for RKO and Universal, presented the defense arguments.

It is thought possible that the master might recommend dismissal of RKO and Universal from the suit after the entire case is heard.

Lawyers for the defense gained a point when Robert Wright, attorney for the department of justice, admitted the government was not trying to prove any conspiracy between or among the defendants. Wright intimated that each distributor separately can sell B&K but that that right is qualified because when all the film companies begin selling individually they can't all sell B&K because that would leave no major product for any independent exhibitor who might want to open a first-run house in the Chicago loop area.

Defense attorneys offered a number of arguments as to why the case should be dismissed or various parts struck out during the last few days of the hearing before the temporary adjournment.

Robert Golding, of counsel for Barney Balaban, B&K and Paramount, presented the most complete argument. Taking testimony of the government attorneys, such as Aaron Jones sr., Johnny Jones, both of Jones, Linick and Schaefer; Sam Meyers; Edwin Silverman of Essaness Theatres, and others, he argued that "the 'experts of the government' don't agree with each other, and don't agree even with themselves on cross-examination as compared with direct testimony."

He attempted to show that the government's case is "based on two cornerstones on which has been built the arch of conspiracy; that there are class A and B pictures, and that B&K get all A pictures and the independents are offered only B pictures." He attempted to refute this continually by showing the incongruous testimony of the various government witnesses. He added that "the government witnesses say what to them at the moment seems to be the good thing to say, but that their opinions are complete reversals at various times."

He attempted to show that all B&K loop houses don't play A product, as the term was interpreted by the various independent exhibitors who testified for the government. Using their identifications he said that the Chicago Theatre during the three-year period of 1935 and 1938 played 40 per cent B pictures; that the Apollo played B product 91 per cent of the time. He added that "the independents want class A pictures for class B prices."

At one time he referred to "manufactured evidence in letters," as regards testimony for the government by Robert Farrell, attorney for the Oriental Theatre Building bondholders committee.

Fred Pride, New York attorney for 20th Century-Fox, stated that "the evidence did not show any collusive action . . . Any company can adopt any business practices such as selling to B&K that the consent decree of 1932 makes possible . . . Conspiracy and collective action must be shown, and it has not been. Mr. Wright admits that this is no conspiracy case, therefore there is no case at all . . . It is unfair to make the defendants go to the trouble and expense of producing witnesses to a case that has not been established."

Attorneys for Loew's, United Artists, RKO, Universal and Warner Brothers, also were heard, and presented substantially the same arguments.

## A Back Seat for Chicago Suits

**Chicago—Most of the pending anti-trust suits in the Chicago area are expected to take a back seat to the government's criminal contempt case. Attorneys for the independent exhibitors and Frank Ford of Evanston say they will watch developments of the government's case before proceeding with their actions.**

## Bids for I-I Link

MICHIGAN CITY, IND.—Bids were to be taken this week by the offices of W. L. Pereira, Chicago architectural firm, for the new Indiana-Illinois Theatres' house to be constructed here. Named the Lido Theatre, the house will be completed in five months.

### Write One for McCarey

HOLLYWOOD—Sam and Bella Spewack will write an untitled original for Leo McCarey, RKO producer-director.

# October 23-24 Are Indiana ATO's Convention Dates

INDIANAPOLIS—The Associated Theatre Owners of Indiana, Inc., will hold its 13th annual convention and trade show at the Antlers Hotel here on Monday and Tuesday, October 23-24. All activities of the convention are scheduled to take place in the hotel. This is a departure from previous conventions when certain portions of the program were held at other locations. All Indiana theatre owners, managers and their wives are invited to attend. Special activities are being arranged for the ladies.

Some of the high spots of the social activities planned will include an old-fashioned get-together and game tournament to be held Monday night, October 23, at 8:30 p. m. in the hotel ballroom. There will be music, food and refreshments as well as hundreds of prizes for awards in the various games to be played, for which no extra charge will be made.

The climax of the convention will be reached at the banquet to be held at 7 p. m. Tuesday evening. All persons connected with the motion picture industry are invited to attend.

Manufacturers of theatre equipment will play a prominent part in the convention with a display of many pieces of new equipment. RCA Mfg. Co., Ger-Bar, Inc., Burch Mfg. Co., and American Seating Co. already have indicated their desire to participate with equipment exhibits.

Arrangements for the convention are being made by Marc J. Wolf, chairman, general manager of Theatrical Managers, Inc.; Ernest L. Miller, Cinema Theatre; Harry Markun, Talbott Theatre; Earl Bell, Howard Theatre; Carl Niesse, Olson Theatres; all of Indianapolis, and Maurice Rubin, president of ATOI, Michigan City, and Don R. Rossiter, executive secretary of ATOI and secretary of the convention.

## Indiana ATO Announces Two Join as Members

INDIANAPOLIS—Associated Theatre Owners of Indiana announces the following exhibitors who have recently become members of the organization: E. K. Crouch, Palace Theatre, Fairmount, and Homer Schenk, Lyric Theatre, Waterloo. Schenk recently took over the operation of the Lyric at Waterloo from Mrs. Florence Waldo, who had operated the theatre for several years.

## Summer Shutdown Ends For Indiana House

INDIANAPOLIS — The Indiana Theatre, which has been closed all summer, was to reopen September 15.

Kenneth Collins, who will manage the Indiana, has been at the helm of the Apollo Theatre since the Indiana closed in the spring. Clyde Willard, assistant to Collins, will take over the management of the Apollo.

## Wis. ITPA Sponsors Industry Dinner

**Milwaukee—The ITPA of Wisconsin and Upper Michigan is sponsoring an industry dinner and outing at Lake Geneva on Monday, September 18. The affair will include entertainment, golfing, boating, dancing and a banquet in the evening and will represent Wisconsin's contribution in behalf of motion picture's 50th anniversary.**

# Kent Drive Money to Chicago Employes

CHICAGO—Prize-winning checks totaling the equivalent of three weeks' salary went to the 52 employes of the local 20th Century-Fox exchange, which finished first in the 1938-39 S. R. Kent Drive.

Bill Gehring, division manager, distributed the prize money to all employes from Branch Manager Clyde Eckhardt down. Salesmen and bookers received additional prize money for having finished first in the short subjects' drive.

Moe Levy, Prairie district manager, who is drive leader for the 1939-40 season, was on hand to speak to the employes. Also in attendance was Harvey Day of Terrytoons; Jack Lorentz, Milwaukee manager, and his staff.

### Terrytoon Production Is Ahead, Reports Day

CHICAGO—Terrytoons' production for the 1939-40 season are well advanced, according to Harvey Day, advertising manager. Already four shorts of the new series are completed, two of them in Technicolor. He said 50 per cent of this year's product will be in color, adding that business thus far is ahead of that last season at a comparable period.

## Fire Guts John Servaas' House in Martinsville

MARTINSVILLE, IND.—The Indiana Theatre here, damaged by fire of an undetermined origin, sustained a loss of approximately $10,000. The entire interior of the theatre, including screen and stage, was either destroyed by fire or badly damaged by smoke and water. The theatre is owned by John Servaas, president of the Exhibitors Exchange, Inc., a theatre supply house in Indianapolis and who also operates theatres in Indianapolis, Kokomo, Lafayette, Noblesville, Rochester and the State Theatre here. Arrangements are now being made to completely repair and re-equip the house.

The State, which has been closed for some time, will reopen with the same picture policy followed by the Indiana.



## Getting Around—

*This "Golden Boy" Bill Holden of Columbia's gets around to quite a few places in a hurry. Over the weekend he did three personal appearances at the B&K Roosevelt Theatre in Chicago, flew up to Detroit to do likewise at the Fox Theatre, and still had time for newspaper parties. Here he is shown at left with Lawrence Welk, center, whose "champagne music" played the Chicago Theatre, and Patricia Noman, singer in the Welk band.*

# Chicago Registers Business Pickup

CHICAGO—With the usual Labor Day lull somewhat in the background, business has improved the last few days. Over the weekend loop theatres enjoyed excellent business, with suburban houses doing well on Sunday.

"Beau Geste," Paramount's remake of the silent hit, is being held a second week at the Chicago Theatre, "The Wizard of Oz" did well in its third week at the United Artists and Universal's "When Tomorrow Comes" built up well at the Palace.

## Quimby Theatres Acquire Mannie Marcus' House

FT. WAYNE—The Quimby Theatres, operating the Emboyd, Jefferson, Palace and Riley theatres in Fort Wayne have taken over the operation of the Paramount Theatre from Mannie Marcus, who also operates the Creighton and Capitol in Fort Wayne and the Alamo, Ambassador and Cozy theatres in Indianapolis.

It is understood that the Quimby circuit has acquired the theatre on a long term lease.

## Disapproval of "Citizen" Voiced in Indianapolis

INDIANAPOLIS—The Associated Theatre Owners of Indiana has received notification that the Industrial Union Council of Indianapolis has passed a resolution unanimously condemning "Our Leading Citizen," as "prejudicial to the interests of all union labor."

The council urged that this picture not be shown in Indianapolis or in any other city. The council further understood that the picture had been shown privately in previews to the governors of the various states and was inclined to regard such action with suspicion. The communication was signed by Margaret Agnew, recording secretary.

The picture just completed a one-week run at the downtown Apollo Theatre here.

## Musicians Local Protests Broadcasts Over WIBC

INDIANAPOLIS — Indianapolis exhibitors who have been participating in the daily radio broadcast over local station, WIBC, were notified recently by Don R. Rossiter executive secretary of the Associated Theatre Owners, that the association had received word from the Musicians Local No. 3 to discontinue these broadcasts if they wished to retain the goodwill of the AFL labor affiliates.

WIBC is reported to be having difficulties with the musicians local union.

No definite plans have been announced as yet by the association for the continuance of the broadcasts over other station outlets.

## New Operators' Contract Nearly Set in Chicago

CHICAGO—A final agreement on the 1939-40 operators' contract was expected to be set sometime this week. The operators' committee of John Smith, Pete Shayne and Neil Bishop, were meeting daily with Jack Kirsch of Allied and Morris Leonard of B&K and Exhibitors' Association.

## Art Baker Brings Back Stage Shows Sept. 15

INDIANAPOLIS—Art Baker, manager of the Circle Theatre, will start the fall season off with the first stage show to be seen in Indianapolis since the closing of the Lyric several months ago due to labor difficulties. Baker announces the booking of the "Folies Bergere," opening on September 15.

## Prepares Premiere

SPRINGFIELD, ILL.—Jack Thoma, Columbia exploiteer of Chicago, was here this week making plans for the premiere of Columbia's "Mr. Smith Goes to Washington." The picture will be premiered simultaneously in all 48 state capitols.

# CHICAGO

JACK RUBIN of Public Theatre and Sid Erdman, formerly with Al Simon's Restaurant, have opened the 157 Club, at 157 East Chicago Ave.

*Norma Shearer, one of the last Americans to leave Europe before the war broke, passed through Chicago over the weekend en route to the west coast.*

Bill Heineman, Universal's western sales manager, is here working with E. T. Gomersall, district manager, on deals with B&K, Great States and other circuits.

*H. C. Ryan, manager of the Times Theatre, a Bernson house, Waukegan, won the $50 first prize in the national exploitation contest sponsored by the Ward Baking Co. on Warner's "The Adventures of Jane Arden."*

About 85 B&K employes participated in the club golf tournament held Tuesday . . . Rouben Mamoulian, director of Columbia's "Golden Boy," and Jimmy Durante were aboard the Santa Fe Chief when it came into town Wednesday.

*Jimmy Coston was in New York this week attending a Warner Theatres zone managers' meeting . . . The Warner Symphony Theatre, of which Irving Lipnick is manager, has added Sunday vaudeville to its policy.*

H. M. Popkin, president of Million-Dollar Productions, was here conferring with Saul Goldman of Sack Amusement Enterprises.

*Clyde Eckhardt, branch manager of 20th Century-Fox, screened "The Rains Came," at a trade showing Wednesday at the Esquire Theatre.*

All those happy smiles at M-G-M, are because of the recent screening of "Babes in Arms." Ask Jack Shumow or any of the other cohorts of Leo what a job Mickey Rooney does in the picture?

*Johnny Smith and Neil Bishop will be the operators' union representatives at the Illinois State Federation of Labor convention in Springfield this week.*

ADVERTISEMENT. Wanted: By Jack Kirsch, president of Allied of Illinois: To know who sent him the packet of foreign stamps for his son. Reason: He wants to thank the right one; since Jack Rose of Indiana-Illinois Theatres is sure he didn't leave them.

## Wm. Pereira to Supervise Building of New Studio

CHICAGO—William Pereira, of the local architectural firm of Pereira & Pereira, has been engaged as chief architect and construction co-ordinator of the new $12,000,000 studio Paramount is building in West Los Angeles.

Pereira & Pereira supervised construction of the Esquire Theatre, a model showplace here, and are members of BOXOFFICE's Modern Theatre Planning Institute.

## Metro Premieres Bowling Short in West Allis

MILWAUKEE—Louis Orlove, M-G-M exploiteer, and Lowell Parmentier, Fox-Wisconsin south side supervisor, are readying plans to make the "world premiere," of M-G-M's short subject, "Set 'Em Up," as big as if the film were a feature.

The two-reeler is a Pete Smith production dealing with bowling, and is being premiered in West Allis, suburb of Milwaukee, due to the fact that Ned Day, national match game bowling champion, who appears in the film, lives there.

The premiere will be held Saturday, September 30, at the Paradise Theatre, in West Allis, of which Ben Van Korn is manager.

Among the stunts planned is a bowling match between Mayor Del Miller of West Allis, and Day, on specially constructed alleys on the main street. Working on this are engineers of the Brunswick-Balke-Collender Co. of Chicago, manufacturers of bowling equipment.

## Chicago Bowling Season To Start on Sept. 20

CHICAGO—The Filmrow Bowling League gets under way at Bensinger's Alleys Wednesday night, September 20, with eight teams entered. The Warner team is new to the league, replacing Essaness.

Others in the league this season are Photoplay, Film Carriers, National Screen, Universal, Paramount, Filmack and last year's champions, Republic.

### Warner Bowling League Numbers 12 Teams

CHICAGO—The Warner Bowling League has begun the season with 12 teams of five men each. They bowl weekly at the Turner Alleys, in back of the Avalon Theatre on the south side. Hampton Vockel, stage manager of the Avalon, is president, and Harry Corbett, manager of the Hamilton, is secretary.


**TRADE DIRECTORY**

A Handy Guide for the Exhibitor

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# SPR'GFIELD

PETE NAPOTE, manager of the Lincoln Theatre at Robinson, was a visitor to the Frisina home office here last week.

*Bill Feldstein, booker of the Frisina chain, was in St. Louis with his small son, Tommy, who had his tonsils and adenoids removed. Both are doing fine.*

The dove season was enough of an excuse for Dominic Frisina, president of the Frisina chain, to invite some of the Springfield "bunch" out to the country for some shooting.

*J. B. Giachetto, general manager of the Frisina chain, Leo Burnstein, manager of the South Town and State theatres, and Max Tschauder, city manager for Frisina, have returned from a fishing trip—but the fish are still there.*

John Dickson, manager of the Capital Theatre at Litchfield, was a visitor at the Frisina home office here last week. Mrs. Freda Paul, manager of the Marvel Theatre at Carlinville, and her son, Norman, were also visitors.

*Howard Moore, assistant manager at the Roxy Theatre, has returned from a vacation spent in St. Louis and other nearby points.*

Charles Brown, secretary-treasurer at the Orpheum Theatre, has returned from his vacation of fishing in Wisconsin.

*Gene Punches of the Orpheum Theatre is looking forward to his vacation next week. He will visit Chicago and other northern Illinois cities.*

Cero Pedrucci, vice-president of the Frisina chain, and Mrs. Pedrucci, according to postcard remarks, are having a good time vacationing in California.

*John and Bill Giachetto, sons of Dominic Giachetto, secretary-treasurer of the Frisina chain, have returned to Champaign to resume their studies at the University of Illinois. Both spent the summer ushering in the Springfield theatres.*

Theodore Zwerman, Olney, is a busy man. Between managing the Arcadia and Elks theatres, he is supervising construction of his new home. His son, Bob, manager of the Tivoli Theatre at Springfield, says that when it's all done, the Springfield bunch will be up for a house warming so Theodore had better load up his ice box.

*"The Old Maid" is attracting capacity crowds at the Roxy Theatre and probably will be held over a second week.*

## *Norside Joins Ansells in Booking and Ad Tieup*

ST. LOUIS—The Norside Theatre has entered the Ansell Bros. Theatres circuit through a booking and advertising hookup. It is being carried currently in the advertising layouts of the circuit along with the Ritz, Empress and Varsity, which are controlled by the Ansells.



## *At the Fair—*

*Carl Spellman of the Amuzu Theatre in Oakland, Ind., as he visited the Paramount World's Fair lounge at the home office in New York.*

## *Filmarte Guild's Second Season Opens October*

INDIANAPOLIS—The Filmarte Guild's second season will open in October with the first of a series of five outstanding French and British pictures to be shown at the Athenaeum.

In a continental restaurant atmosphere, Guild subscribers will view the foreign film from the vantage point of small tables in the ballroom. The projection screen is to be centered on the stage. The monthly theatre suppers again are to be limited to 400 members and guests.

An innovation this year, in addition to the new setting, is the picture election committee headed by Mrs. Rosamond Van Camp Hill, who recently spent several weeks in the east, attended previews of a number of foreign films in New York.

Outstanding French motion pictures from which a selection will be made include "Abused Confidence," "Double Crime in the Maginot Line," "Champs Elysees," "Forty Little Mothers," "Orage," "Boys' School;" among British films being considered are "Stolen Life," and a Donat revival, "The Ghost Goes West," or "The Thirty-nine Steps."

## *Merchants Sales Plan Is Deemed a Lottery*

ST. LOUIS—A sales promotion scheme whereby local merchants would distribute coupons to customers which would entitle the holder to chances on monthly awards has been held to be a lottery in an opinion prepared by Attorney General Roy McKittrick's office for Prosecuting Attorney Finnegan. In the opinion the Attorney General's office compared the scheme to the "Bank Night" drawings used by motion picture theatres. "Bank Night" has been barred in Missouri on the grounds it constitutes a lottery.

# MILWAUKEE

FOX has reopened its Ogden and Grace theatres here and is also operating its World seven days a week again.

*The reopened Empress, local burlesque house, has shifted to a policy of burlesque on Fridays, Saturdays, Sundays and Mondays with flickers the rest of the week.*

James Moore, RKO talent scout, was a local visitor last week.

*There was a bang-up turnout on hand for the Variety Club's outing September 8 at the Tripoli Country Club. The event attracted nearly 150, with many up-state exhibitors on hand. L. F. Thurwachter, Waukesha exhibitor, acted as master of ceremonies in presenting the golf prizes.*

Etta Weisner, local theatre operator, has been on the sick list.

*George Hannon, former operator of the Grand at Green Bay, has been named manager of the house which now is operated by Standard Theatre Co. The theatre is undergoing renovation, with its reopening slated for September 24.*

Harvey Kny, manager of Warner's Venetian Theatre in Racine, was host to 27 sets of twins at a showing of "The Man in the Iron Mask."

*Warner-Saxe conducted back to school parties at its Garfield, Uptown, Modjeska National, Egyptian, Savoy, Milwaukee, Juneau, Lake, Princess, Tivoli, Parkway, Mirth and Granada theatres here with a free tablet, ruler, pencil and eraser free to each youngster attending . . . Elrow Luedtke, manager of the Orpheum, Kenosha, also was host to local kiddies September 9 at a back-to-school party.*

Standard Theatres Co. has adopted the advertising catchline—"Enjoy life's happiest hours in a Standard Theatre."

*The modernized Myers Theatre, Janesville, dark for the past several weeks, staged its reopening September 9. Ken Butterfield is manager of the Fox house.*

## *'Stanley and Livingstone' Film Council's Favorite*

CHICAGO — Twentieth Century-Fox's "Stanley and Livingstone" heads the family list of ratings of the Better Films Council of Chicago for August. Others in the family group:

"The Star Maker," (Para); "The Sun Never Sets," "Unexpected Father," (Univ); "Winter Carnival," (UA); and "Wizard of Oz," (M-G-M). Comment on "Stanley and Livingstone" was "a masterpiece of family entertainment."

The adult and young adult listing included: "Career," "Five Came Back," (RKO); "Charlie Chan in Reno," "Hotel for Women," (20th-Fox); "House of Fear," "I Stole a Million," (Univ); "Naughty But Nice," (WB); "Our Leading Citizen," (Para); "They All Come Out," (M-G-M); "A Woman Is the Judge," (Col).

Listed in the adult only group are "Dark Eyes," Milo Films; and "Lucrezia Borgia," Gallic Films; both foreign product.

# ST. LOUIS

PLANS and personnel of the St. Louis School of the Theatre, which will open on October 2, have been announced by the Little Theatre, in collaboration with Washington University. It will be operated at the Adult Study Center, Lake and Waterman Aves. Harold Bassage, director of the Little Theatre for the past two years, is to head the school and teach acting, rehearsal and performance, principles and technique of play production, voice and diction. The staff will include Kathleen Scott, a former coach in Hollywood; Associate Professor William G. B. Carson of the university's English department; Anna Agress, formerly of the Pavley-Oukrainsky dancing organization, and SaLees Seddon, secretary on admissions to the weekly and professional courses.

*Recent events in Europe have given a certain timeliness to the Russian film, "Alexander Nevsky," which the Art Theatre opened its second season of foreign and unusual motion pictures on September* 10. *It was produced by Sergei Eisenstein.*

Actual motion pictures of the new European war are being shown in the Fanchon & Marco first-run theatres—the Fox, Ambassador Missouri and St. Louis. The Fox is featuring the war film scoop of the March of Time.

*Jimmy Harris, advertising and publicity chief of Loew's Theatre, has been commissioned a lieutenant in the United States Army and will f'y with the observation squadron of the Missouri National Guards as of October* 10. *Harris holds licenses to fly private and commercial airplanes.*

Joe Winters and his orchestra furnished the music at the first entertainment of the 1939-40 season for the St. Louis Variety Club.

*The Garrick Theatre, Jack Beck, manager of that house, has posted paper for some* 125 *miles in every way outside of St. Louis to announce the reopening for the* 1939-40 *season.*

## Services for Loewenberg Are Held in Cincinnati

MILWAUKEE—Funeral services were held in Cincinnati for Charles Loewenberg, director of advertising and publicity for the Fox-Wisconsin Amusement Corp. who died there September 5.

Loewenberg had been associated with Fox-Midwesco here for several years before the reorganization which resulted in the Fox-Wisconsin Co. He had been a local resident for eight years and had gone to Cincinnati several months ago in an effort to regain his health.

Previous to joining Fox, Loewenberg was publicity director for Paramount. A native of Louisiana, Loewenberg was graduated from Tulane University.

## Ready Chicago Reception For Paramount Caravan

CHICAGO—Carl Krueger, of Cliff Lewis' Paramount studio publicity staff, was here this week making arrangements for the coming here on Tuesday, October 10, of the caravan touring the country for Paramount's "Rulers of the Sea."

In charge of Bob Moriarty, and with Charlie Beauchamp as company manager, the two huge ships in the caravan, will sail down the Lake Michigan coast-line from Milwaukee to Chicago. They will be on exhibition in the Chicago River at the foot of the Wacker Drive dock.

Among the ceremonies planned will be the "wedding of the waters," by pouring of a bottle of Pacific and Atlantic Oceans' water into the Chicago River, and the rechristening of the two ships. It is hoped to have Mayor Edward J. Kelly perform this ceremony.

Paramount stars and starlets available at the time will be with the caravan and will make brief appearances, both at the dock and from the stage of the Chicago Theatre. The caravan will be in Milwaukee, preceding here, on October 7 and following here will go around Lake Michigan to Gary and Michigan City, on October 12.

Towns to be visited in the central part of the country on the trip will be Hudson, Menomonie, Eau Claire, Augusta, Neillsville, Marshfield, Stevens Point, Waupaca, Fremont, Omro, Oshkosh, Fond du Lac, Addison, Milwaukee, Racine and Kenosha, Wis.; Chicago, Waukegan, Highland Park, Evanston, Cairo, and Alton, Ill.; and Hammond, Gary, Michigan City, Evansville and Henderson, Ind.

## Theatre Tax Exponent Is Dead in Milwaukee

MILWAUKEE — Assemblyman John W. Grobschmidt, 43, author of various chain store legislation including bill No. 414A, providing for an occupational tax on theatres, died in a hospital here. Mr. Grobschmidt had been in the assembly since 1928. No action has been taken on his theatre tax bill since April 26 when it was referred to the assembly committee on finance. He is survived by his wife.

## Lavezzi Expands

CHICAGO—Additional floor space is being added and more precision machinery installed at the Lavezzi Machine Works here to increase production of theatre equipment articles, according to V. La Vezzi, company executive. National traveling representative is Jake Mitchell, veteran equipment man.

## Barrymore Show Opens

CHICAGO—John Barrymore, after another week's rest, has reopened in his stage show, "My Dear Children," again at the Selwyn Theatre. The show is set to stay here most of the fall and winter season.

# INDIANAPOLIS

HARRIETTE Wade of the National Theatre Supply office staff has returned from her vacation spent in northern part of the state . . . Tom Goodman has returned from his vacation spent fishing in the northern Indiana streams and lakes.

*Grace McFadden, cashier at the Columbia office, was released from the Methodist Hospital this week where she was suffering from high blood pressure. Miss McFadden will be confined to her home for another week and is then expected to return to her post.*

The local Columbia exchange is being remodeled and redecorated. A new booking counter is being installed as well as a new office for the branch manager, Guy Craig.

*Carl Niesse, general manager of Olsen Theatre Enterprises, and Sol Greenberg, booker for the same company, have returned from a few days in Cincinnati.*

Joe Cantor is about ready to reopen the old Garrick Theatre, to be renamed the Esquire, which he acquired several months ago from Frank B. Sanders. A new front is all that is lacking.

*Claude Allison, manager of the Strand Theatre, is planning another customer service. He will print an East Side name and address with his Strand advertisement in the local newspapers. The name appearing gets admission to the theatre. Claude tried a similar stunt last year and had great success with it.*

Mrs. H. S. Teitel, who with her husband operates the H. S. Teitel Film Service on Filmrow, will head the 12th District American Legion Auxiliary for the ensuing year.

## George West Brings Back English Film Report

CHICAGO — George West, Monogram franchise holder for Cincinnati, St. Louis and Kansas City, here for a visit with Henri Elman, told of his recent trip to England and his return to the United States a week or two before the outbreak of the war.

He said that while theatres would be closed for about four weeks, there were definite thoughts of opening them as soon as arrangements can be made in England for bomb-proof shelters near all theatres. Production will be temporarily suspended, he added, and producers and all others in the film industry will aid in producing war films and trailers to bolster the country's morale.

West conferred with many English producers, and also was at a tea in Parliament which was also attended by Prime Minister Neville Chamberlain and Anthony Eden.

West returned to New York, after his midwestern trip.

### To "Tugboat Annie" Story

HOLLYWOOD—Warner has assigned Ken Gamet to write an untitled story for the first in the new "Tugboat Annie" series.

# This Week We Meet

## STEVE BENNIS

CHICAGO—Around the town of Lincoln, Ill., you'll find that most everyone in that section of the state thinks Steve Bennis is a pretty good guy . . . something that they've got a right to think.

For, Steve Bennis is more than just a theatre operator, who owns theatres in this town of 13,000 people. More than once the town faced tough situations and every time, it was Bennis who was there to see them through.

He's been in Lincoln for 30 years now and has grown right along with the country-side. He has the sincere interest of his fellow Lincolnians at heart, a man much like the Great Emancipator himself. During the height of the depression, when the bank moratorium of 1933 hit the country, Bennis, as usual, was on hand by raising $120,000 to protect the depositors of the First National Bank of Lincoln. No one lost a cent, all receiving 100 cents on the dollar.

Again, in September of 1936 when the "back to job" movement was sweeping the country, Steve attacked the situation with action. He organized the Deer Creek Coal Mine on the outskirts of Lincoln, a move that sent hundreds of men back to work. The move has continued to help business in Lincoln.

Steve Bennis came to the United States in 1901 from his native Greece. He went from New York to Chicago and thence to Albion, Mich., where he worked in a confectionary and went to school at night. It was in 1909 that he came to Lincoln, Ill., and late in that year opened a nickel-theatre. Two years later he opened an air-dome and operated it for three years.

He opened a combination theatre-confectionary in August, 1915. The front was a confectionary and in the rear was a theatre with the screen facing the opposite direction from our modern theatres. The house seated 200. The patrons were in reality the customers of the confectionary, who after buying candy, ice cream, etc., had the privilege of seeing silent films of the day with a piano thumping out "Hearts and Flowers," etc.

It was in 1922 that Roy Seery, then Chicago branch manager for First National, sent young Bill Brumberg to sell Bennis a ten-year franchise, and later that year he opened the Lincoln Theatre. Later he acquired the Lyric and Grand theatres. He is now ready to open a new theatre, the Freeport Theatre, Freeport, Ill.

Leo, one of four sons, is in charge of the theatre end of the Bennis Enterprises; while Steve himself still handles the coal mine. Another son, Charlie, co-captain of the University of Illinois football team when he went to school is now varsity coach at Illinois, while his brother, Bill, is coaching at Shrewsbury, Mass. Joe, married and the father of two children, as is Leo, the fourth son. There is one daughter, Mary, soon to be married.

Everyone around Lincoln will tell you that Steve Bennis' "right hand" for the many years in the past was his wife, Mrs. Anna Bennis, who died in January of this year. It was she who gave him the inspiration to always go on.

## "Oz" Caravan Itinerary Routed in Ill., Wis.

CHICAGO—Itinerary of the "Wizard of Oz," caravan now touring the country for M-G-M, in the Illinois and Wisconsin territories, has been set. St. Louis territory dates will be set later.

The caravan is in charge of M-G-M's veteran caravan captain, Capt. Volney Phifer. The itinerary thus far:

Paramount, Kankakee, Ill., and Plumb, Streator, Ill., September 21; Majestic, LaSalle, Ill.; State, Mendota, Ill.; and Paramount, Aurora, Ill., September 22; Crocker, Elgin, Ill.; Dundee, Dundee, Ill.; Genesee, Waukegan, Ill., September 23; Allen, Jefferson, Wis.; and Rialto, Edgerton, Wis., September 25; Coronado, Rockford, Ill., and Patio, Freeport, Ill., September 26; Peerless, Kewanee, Ill., Rivoli, Monmouth, Ill., and Orpheum, Galesburg, Ill., September 27.

Beginning on September 28, the caravan will enter the St. Louis territory, and will then go on to the Kansas City and Omaha territories. Included are the original ponies used in the production of the picture, together with the carriage, and the original costumes.

## Reports From Coast

ST. LOUIS—Virgil Cady, north side advertising man who is now in Hollywood, has written to friends advising them about the current doings of various former St. Louisians who are now in the film capital, including Chester Gruber, former manager of the Miners Theatre, Collinsville, Ill., who as "Tony Cabooch" is well known to radio, screen and stage followers; Ed Lowry, former emcee at the Ambassador Theatre; Al Lyons from the Fox, and Wally Vernon who used to wow audiences at the Granada Theatre out on the Gravois several seasons ago. All apparently are doing very well and send regards to their many friends in this port.

## Orders New Equipment

BERNIE, MO.—Charles Weeks of Dexter, Mo., has ordered complete equipment for his new 350-seat theatre here from Exhibitors Supply Co., St. Louis. The house will open about October 1.

### Readies "Our Home Town"

HOLLYWOOD—William Ullman jr. will script "Our Home Town" for Universal.

## Menjou Is Disheartened By New War in Europe

CHICAGO—Adolphe Menjou, featured in Columbia's "Golden Boy," passed through Chicago en route to the west coast disheartened by the European war.

"After spending four years in the last war," he said, "I know how long it takes to train an army. This war will be a fight to the finish."

He also intimated foreign revenue on American films will be greatly curtailed. "With air raids going on as they are now, I imagine very few countries will allow crowds to pack theatres for any kind of show," he said.

## Screening of "Cavell" to Attract Star, Producer

CHICAGO—Anna Neagle and Herbert Wilcox, star and producer of "Nurse Edith Cavell," will attend the special critics' screening of the RKO picture next Monday night, September 18.

Preceding the screening, which will be a late affair at the RKO Palace, will be a dinner at the Blackstone Hotel. Critics from Chicago and nearby cities will attend.

Lou Alleman of RKO's New York publicity office will be in charge.

## "Western Front" May Be Reissued by Universal

CHICAGO—With a test run of Universal's "All Quiet on the Western Front" reported clicking at the F&M St. Louis Theatre, St. Louis, it is expected other runs will follow.

It is reported Universal is hurriedly rummaging through many sequences of the 120,000 feet of the picture that were never used and that an "uncensored" version may soon be ready.

### Metro Holds Kilroy

HOLLYWOOD—Edward Kilroy, actor, has been held for another year by Metro.

## No Firewagon Chaser

**Chicago—Phil Dunas, Columbia district manager, is certainly interested in his work. And here's the proof:**

**While Rose Lutter was inspecting two reels of "Blondie Takes a Vacation," one of the reels, through friction and static, caught fire on Tuesday. The inspection room in which she was working was immediately flooded with water from the sprinkler system and a fire alarm set off. The fire was put out immediately, almost before the firemen arrived. The inspectress only received a burned finger.**

**But during it all, Dunas sat calmly at a conference in his office next to the shipping room, and the staff had to pound on his door continually before making him realize that a fire had occurred in the exchange.**

# Dual Thwarting Bill Decision Deferred

MINNEAPOLIS—A decision regarding the Northwest Allied sponsored ordinance to limit continuous screen shows to two hours and 15 minutes' duration in order to knock out twin bills has been deferred by the city council ordinances committee for two weeks.

Because of the illness of Mrs. Theodore Hays, wife of the Minnesota Amusement Co. executive, President W. A. Steffes of Northwest Allied consented to a continuance of the hearing for another fortnight. It was scheduled for this week.

The Minnesota Amusement Co. is opposing the proposed ordinance, not because it plans more double featuring for Minneapolis, according to L. J. Ludwig, assistant general manager, but because it objects to this type of legislative regulation of its operations and believes it will pave the way for further restrictions. It is twin billing at the downtown Minneapolis theatre.

Steffes has united independents in back of the ordinance. He points out the spread of double featuring and predicts that unless the practice is checked by legislation there will be 100 per cent twin billing here and throughout the territory.

The city attorney's office, in an opinion to the committee, has intimated that the subject is more properly a matter for state than city legislation because it feels that it involves business regulation rather than health and morals' protection. Business regulation does not come within the city council's scope.

Steffes declares his organization is prepared to fight to a finish for the ordinance. He believes he can convince the aldermen that double features are injurious to the health and morals and he can muster plenty of laymen support for the measure, he asserts.

The committee on legislation will decide whether to report the ordinance favorably or otherwise to the council proper or to table it. The body as a whole will have the final voice in the matter.

## *Theatre Business Upswing Noted by M. L. Frosch*

MINNEAPOLIS—Increasing theatre equipment sales denote a theatre business upswing and greater confidence in the fall and winter outlook, in the opinion of M. L. Frosch, head of the Frosch Theatre Equipment Co. Good crops and advancing grain prices are making for optimism, he points out.

## *Operators Forego Wage Increase Due to Slump*

SIOUX FALLS, S. D.—Because business conditions here have been below par, booth operators of local theatres are foregoing a salary boost to which they are entitled under their present contract.

# *"Protection" Occasions Major Peace Obstacle in Minny*

*By* B. O. TELLER

MINNEAPOLIS—Present cause of contention in the industry here is protection, aggravated, independent exhibitors claim, by holdovers downtown and by the Minnesota Amusement Co.'s alleged practice of holding back pictures unduly to suit its convenience. There even have been threats to appeal to the federal government or to seek relief in the law courts and northwest Allied leaders now have the matter under consideration.

The situation is such that some of the owners of the bigger 25-cent uptown neighborhood spots claim they're unable to obtain sufficient desirable product and, in consequence, they charge they're suffering considerable financial loss.

Exhibitors in question claim they're unable to follow profitably the 25-cent downtown Gopher, which plays many first-rate pictures, and the loop Aster, which double features first-runs at 15 and 25 cents. In consequence, they must depend principally upon product that plays the State, Century and Orpheum, with some of the last-named theatre's pictures also persona non grata because they're exhibited in conjunction with big stage shows.

Numerous State pictures are moved over to the Century for an extension of their loop first-run, delaying their release to the neighborhoods. A few hold over at the State for two weeks or longer. Pictures also are held up by Minnesota Amusement Co. neighborhood houses which have clearance over the independents by prolonging their runs or delaying their dating, it's asserted.

The more important neighborhood theatres need two boxoffice pictures a week at the least for profitable operations and these will not be in prospect for the ensuing fall and winter, according to the exhibitors. Under present clearance and the way release schedules are operating, they assert they'll be lucky to get one a week.

Twin City independents are refusing to take any pictures that play the independent 4,000-seat downtown Minnesota theatres which shows films and elaborate stage shows for 15 and 30-cent admission. In consequence, it's expected to make the Minnesota's task of obtaining sufficient screen product to keep it going all the more difficult. Thus far, with a single exception, the Minnesota has played only independent product.

One leading independent neighborhood exhibitor has claimed that the Minnesota Amusement Co.-Mort H. Singer loop pool, resulting in a division of "A" product so that the Orpheum gets its share, has resulted to the disadvantage of independent uptown situations.

# A Decision on Ascap Law September 18

LINCOLN—Three judges will hand down a decision relative to the constitutionality of the anti-Ascap law passed by the legislature here in 1937. Date of the pronouncement has been set for September 18.

It is as yet undecided whether the ruling will be made in federal court here or in Omaha.

The anti-Ascap measure, although it does not mention the society by name, bars all music combinations which may be made to control music prices and uses. It was framed during the 1937 session by Sen. Frank Brady, an Atkinson, Neb., rancher.

It was signed as an emergency measure by Governor Cochran, and as emergency legislation was made active immediately. About a month later the society filed a test action in federal court here charging the law was unconstitutional and that the state legislature had usurped powers delegated only to the Congress of the United States.

Ascap secured an injunction against the operation of the law until its constitutionality was determined. Under that injunction, Ascap has carried on for more than two years.

Judge Munger, one of the trio to make the decision, indicated his opinion in the matter when the case was filed and the injunction granted, saying he "had grave doubts of its constitutionality."

# Food Hoarding Tolls Theatre Grosses

MINNEAPOLIS—Another angle of the war business is being blamed for a further drop in theatre patronage here and throughout the territory during the past ten days. Prior thereto prospective patrons preferred to remain close to the radio to get all the latest European tidings.

Now, local exhibitors declare, the public, fearing shortages of and rising prices in such commodities as sugar, etc., is spending all surplus funds for these items, laying in big supplies. This necessitates economizing on entertainment with consequent suffering by the theatres, it's pointed out.

### Plan November Opening

DAVENPORT, IA.—The Time Theatre, 800-seater being built on the site of the old Columbia Theatre, is expected to open in November.

### Metro Shortens Title

HOLLYWOOD—The title of Metro's "The Marx Bros. at the Circus" has been shortened to "At the Circus."

# Minnesota's Future Assured by Test

MINNEAPOLIS—"Satisfactory" results attained by independent operation of the 4,000-seat Minnesota Theatre since its reopening under the managing directorship of Gordon Greene two months ago with a big stage show and screen policy at low admission prices mean that continuous indefinite existence of the project is assured.

An original test period of ten weeks is just concluding and Greene says that the land and building owners, who are promoting the venture, are greatly pleased and determined to keep the venture going. With ground and building rental, taxes and Greene's salary not included in the operating costs, there has been only a comparatively slight loss to date, but this could easily be made up by several profitable weeks, he declares. Besides, he asserts, it covers non-recurring pre-opening heavy expenses.

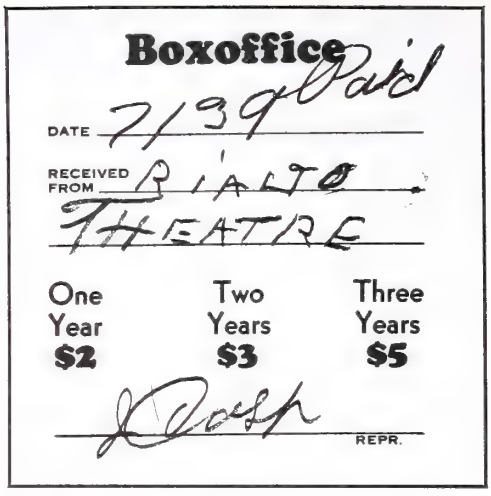
"Patronage has exceeded our expectations," says Greene. "Business during the past fortnight has been particularly encouraging. We feel confident that the enterprise can be put over. Minneapolitans are convinced that the theatre is a civic asset and they have pride in it. But the main reason for the good patronage is the fact we have been giving them real entertainment bargains—big shows for small admission prices."

Greene and J. K. Moss, president of the Minneapolis Theatre Co., owner of the property, will go to New York this week to try to obtain name acts for the stage shows. Thus far the house has had to depend on independent screen product, with the exception of one M-G-M release passed up by the Minnesota Amusement Co., but the screen entertainment apparently has been well received by patrons. However, the theatre sponsors may go into the courts to fight for pictures now tied up by the Minnesota Amusement Co., they say.

The Benz Company, which operates the theatre for its owners and by whom Greene is employed, also owns the 1,800-seat Palace in the lower loop here. It plans to reopen this house in late September with subsequent-run double features and is considering a court fight to compel local exchanges to service it with pictures to be exhibited for a dime admission. Smaller houses a few blocks distant have the double feature policy and are not denied product, Green points out.

## *Minnesota Amusement Co. Buys Republic Output*

NEW YORK—Republic has closed a new season deal with Minnesota Amusement Co. covering 80 houses in Minnesota, North and South Dakota and Wisconsin. James R. Grainger, Max Roth and Gilbert Nathanson represented the company, while John Friedl and John Branton acted for Minnesota.




## *This Is Phoney—*

**Exhibitors in the midwest, especially in Iowa, are warned against the type of receipt reproduced above. Several showmen in Iowa have been misled by the fraudulent form given them by a man operating variously as J. Cash and J. Cost. The only official traveling BOXOFFICE representative in Iowa is H. S. Frame, who carries authorized BOXOFFICE credentials. The official receipt is printed in two colors and carries a one-color reproduction of the BOXOFFICE front cover.**

## *Granstrom's Highland Debut Goes Smoothly*

ST. PAUL—One of the smoothest and most pleasant theatre openings in Twin City show history was chalked up for George Granstrom's new Highland Theatre, independent neighborhood house. The $100,000, 1,000-seat showhouse is one of the Northwest's most beautiful and modern. The opening attraction was "Unexpected Father."

One of the theatre's features is the staggered seating arrangement, with double love seats, giving all patrons an unobstructed view of the screen. The house is seated with Air-Loc full upholstered chairs.

The numerous friends of the owner, George Granstrom, fairly flooded the lobby with flowers and telegrams.

## *Universal Branch Hears Drive's Field Captain*

MINNEAPOLIS — Minneapolis Universal branch prepared to do its bit for the "exhibitor sponsored testimonial" to the company following the three-day visit here of L. J. McGinley, Seattle branch manager and western field captain for the drive. Together with H. B. Johnson, local branch manager, he addressed several meetings of salesmen and office employes.

### "The Valiant" to Burton

HOLLYWOOD — Twentieth Century-Fox has signed David Burton to direct "The Valiant," remake which Sol Wurtzel is producing. Lloyd Nolan has the starring role.

# $22,000 Charity Chest Is Variety's Goal

MINNEAPOLIS—The Twin City Variety Club must raise a minimum of $22,000 for a charitable activity the ensuing year according to a pledge which its heads have made to the national officers, it was announced by Chief Barker W. A. Steffes at a dinner meeting this week.

What the activity in question will be remains to be decided. Steffes has asked members to submit suggestions to the charity committee. Through Merle Potter, *Times-Tribune* film editor, the general public also has been invited to make suggestions. A definite decision will be reached at a dinner meeting called for October 9.

It is planned to have the charitable activity non-denominational and of a continuing character. The charity committee has under consideration the providing of baby incubators for hospitals and home cases, aid to crippled children and the furnishing of milk for undernourished youngsters.

"We must not lose sight of the club's main purpose," Steffes told members. "That purpose is charity. If we don't devote our principal efforts to this cause the club surely will die."

At the October 9 meeting a committee of 11 men will be elected. These 11 men, from their own number, will choose the club's officers for 1939-40. A date also will be named for a reception and dinner to be given for St. Paul city and county officials and newspapermen.

The fall golf tournament at Oak Ridge Country Club September 29 will be open only to members. The winner will be sent by the club to represent it at a national Variety Club golf tournament at Dallas, Tex., next April. Participants will have their regular handicap at both the local and national tournaments.

A social program for the fall and winter will be planned at the October 9 meeting.

## *"Book Night" Giveaway Is Well Publicized*

MINNEAPOLIS—A six-column display ad was run in local newspapers to plug initial "Book Night" at local independent neighborhood theatres. Tens of thousands of dodgers advertising the stunt also were distributed throughout the city. Patrons receive a set of encyclopedias, one at a time, by presenting a coupon and paying a small amount per book. About 18 theatres in the Twin Cities and out-of-town situations already have signed up for the deal.

President W. A. Steffes of northwest Allied, which has indorsed the stunt, asserts the independents were forced into this new gift stunt because the Minnesota Amusement Co. signed up for movie cash tieup with local merchants for its neighborhood and out-of-town situations whereby the storekeepers give out coupons that are redeemable for admission at the showhouses.

# 500 at Barbecue at Jameson's 'Ranch'

KANSAS CITY—The best and biggest stag affair in Filmrow's year was held Monday night at Earl Jameson's "ranch" south of Kansas City. The crowd was estimated at 500 and included notables from Kansas and Missouri as well as Kansas City. As has become customary at the barbecues, everyone relaxed and had a swell time.

Among the notables who attended were three members of the championship Kansas City Blues—Tommy Reis, Bud Metheny and Phil Page; Judge J. H. Anderson, Judge W. E. Kemp, Fred Bellemere, Tom Collins and Lowell Lawrance of the *Journal;* the Fox Midwest gang: E. C. Rhoden, Lon Cox, Edd Haas, Senn Lawler, Charley Shafer, etc.; Lew Chatham of Griffith-Dickinson Theatres; C. A. Schultz, O. K. Mason, Leland Allen, and others from Commonwealth Theatres, including Rex Barrett of Columbia, Mo., Bob Shelton of Warrensburg, Mo., and others; Harry Taylor of National Screen, Benny Benjamin of Republic Pictures; O. G. Strauss of the Star Neon, Minden, Neb.; Cle Bratton, Council Grove, Kas.; Simon Galitzki, Topeka, Kas.; L. B. Snyder, Oakley, Kas.; Chub Golladay, Fox manager at Moberly, Mo.; Gus Diamond, Salina, Kas.; J. A. Wymore, Film Delivery, Salina, Kas.; RCA's Hall Winter (district manager), Sam Reed of Denver, Jack O'Brien of St. Louis, Don Davis, Car Johnson (new service manager, formerly at Dallas), and Gus Holly, service manager who has been transferred to Camden.

Sharing honors with Jameson as hosts were Finton Jones, Travelers Insurance Co.; R. R. Biechele of the Osage, Kansas City, Kas., and Reube "Everybody-Knows-Him" Finkelstein.

Jack Barnett of 20th-Fox shot a thousand feet of film to add to the thousand feet the operators of "the barbecue" now have on ice from last year. Jay Means of the Oak Park and Bagdad was unofficially credited with the best barber shop tenor. Peck Baker had to hide in the trees when someone learned he signed the guest register as A. Hitler.

An unofficial checkup after the party showed there were two or three ribs left and a pot of beer, which means that the outfit consumed practically every crumb of the following gross menu:

One hundred twenty-eight gallons of beer, 30 loaves of bread, 20 dozen buns, 10 gallons of olives (assorted), crate of celery, bushel of radishes, 10 pounds potato chips, 30 pounds hot dogs, 150 pounds beef brisket, 500 pounds ribs, 38 pounds barbecued hams and 35 cases of pop.

It was the best one yet!

## *Cretors Distributor*

KANSAS CITY—Rube Melcher, who recently opened the Poppers' Supply Co. at 1717 Wyandotte St., announces that he is territorial distributor for Cretors popcorn machines and is handling South American Jap Hulless popcorn and Flave-O-Nut seasoning.





—Photos by Cresswell

### *Among the Barbecue and Beer—*

*When Earl Jameson, Finton Jones, "Reube" Finkelstein and Dick Biechele threw their annual "Peace at Any Price Barbecue and Beer Bust" for the film trade at Jameson Acres in suburban Kansas City, scenes like the above were duplicated all over the place. For full details on the affair see the adjoining column.*

## *W. G. McKinney Named Assistant to Kieffer*

KANSAS CITY—Griffith-Dickinson Theatres, Inc., has appointed W. G. McKinney as assistant to Ralph Kieffer, booker for the circuit. McKinney was manager at Lawrence and later at Paola, Kas., for the group. He has been succeeded at Paola by T. G. Morrissett, who comes from the Griffith Amusement Co. in Oklahoma.

Temple DeVilbiss, who fills a managerial post in addition to his job as construction engineer for the company, has shifted from the Macon at Macon, Mo., to the Uptown and Chief at Marceline, Mo. Doyle Mowery, formerly at Marceline, goes to Macon.

The Peoples at Pleasant Hill, Mo., managed by Tom DeVilbiss, is in process of remodeling.

The Griffith-Dickinson Carlton at Manhattan, Kas., has been reopened and all three Manhattan houses now are operating. Harry Wareham is city manager with Stanley Gartside assisting.

H. J. Griffith is in New York buying film for the new season. He has been there three weeks and will be there another two or three.

## *McGinley Confers With U Officials in Kaycee*

KANSAS CITY—L. J. McGinley, field marshal in charge of the west for Universal's exhibitor-sponsored Blumberg drive, was here Sunday and Monday for a meeting with local officials, salesmen and personnel.

### Long-Termer to Romero

HOLLYWOOD—Cesar Romero has been handed a long-term contract by 20th-Fox.

## *Beans and Caviar*

KANSAS CITY—Charley Barnes, manager of the Fox Granada, Kansas City, Kas., doesn't think much of a recent studio release which said the industry wants to give the public caviar in the way of film, but they only want corned beef and cabbage.

Barnes comments boxoffice receipts always are better on the romantic type of picture rather than the razzle-dazzle sort, and he feels Hollywood studios too often camouflage their "bean" pictures as caviar; the public finds it out, and there you are.





## *Midwestern Exhibitors in Hollywood—*

*Left: Mrs. C. W. Lawrence (left), owner of the Crown Theatre at Dodge City, Kas., compares notes with Gale Page during a recent visit to the Warner studio in Burbank. Right: At a later date, but in the same studio, C. L. McVey, operator of the Dreamland at Herington, Kas., chats with Miss Page on the "Four Wives" set.*

# OMAHA

INTRODUCING to the Omaha trade territory: Don Allen, new manager at the Omaha Theatre succeeding Eddie Forester . . . Allen was formerly manager of the Des Moines Theatre and has been associated with Tri-States for 13 years . . . He is married and has a pet spaniel dog . . . Don says he's a lousy golfer, a fair ping pong player and an expert at sitting around telling stories.

*Hazel Anderson, M-G-M booker, is recovering nicely from a broken leg and is now home from the hospital. In case you haven't heard the details, Hazel was run into by a girl while bicycling . . . Harriet Wolsky, United Artists cashier, is back from her vacation, she wants her friends to know.*

J. H. Hoffberg of New York, who handles foreign pictures, was here on a business trip to see Sol Francis of American Distributing . . . Evelyn Cannon, Metro cashier, is on the vacation list . . . George Bonacci, handsome United Artists ad salesman, has returned from a trip to Denver.

*J. Harrison Jones, assistant ad sales manager for Fox, has resigned and is now in Kansas City working in a shoe store . . . Lou Levy, Grand National boss, was here on his regular trip between Omaha and Des Moines . . . Davenport street once more in the throes of WPAving.*

Sid McArdle, United Artists shipper, is now vacationing in Kansas . . . Ann Franek, RKO inspectress, also on the vacation list. Say, does this vacation thing go on forever? . . . F. J. Hrachovec has closed the Alta Theatre at Alta, Ia., according to reports . . . M. D. Lyhane has opened the Oak Theatre at Wood River, Neb.

*Harold Neuman of Western Theatre Supply introduced* BOXOFFICE *to Mr. and Mrs. V. W. Smith, Empress Theatre, Akron, Ia., who report that crop conditions in their area are "not so good." The Smiths have been exhibitors for three years and enjoy the industry very much . . . A. Burrus, Isis Theatre, Crete, Neb., was on the Row.*

The Fox peddlers went to Des Moines for a sales meeting. Those making the trip included Joe Scott, exchange boss; Rube Wagle, booker; Fred Miller, ad sales, and the three salesmen, Gordon Halloran, Bob Berke and Harold Ironfield . . . Mr. and Mrs. A. E. Thacker, exhibitors at Sioux City, Ia., were in town.

*Mrs. M. E. Schreiber of the Royal Theatre, Wisner, Neb., and her mother, Norman Olson, Royal manager, and his sister, are taking a motor trip through the western states. They will be gone about three weeks . . . A rare visitor on Davenport St.: Dr. J. S. Sanders, Princess Theatre, Sanborn, Ia.*

Spotted on Filmrow: E. C. Lund, Glud Theatre, Viborg, S. D.; L. A. Bramson, State, Elk Point, S. D.; Mr. and Mrs. Carl Bailey, Pawnee, Pawnee City, Neb.; Fred Dethlefs, Crystal, Manning, Ia.


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### Selznick Holds Marshal

HOLLYWOOD—David Selznick has signed Alan Marshal, featured player, for another year.

# LINCOLN

DON'T tell Russ Egner, but Sol Yeager, his prize salesman, is said to have persuaded Frank Hollingsworth, Beatrice, to come up to the hoss races so he could sell him film and make a bit of money on the side on the nags. Anyway, that's where they were doing business last week . . . Howard Federer finally had to go to Denver to get away from the pari-mutuel windows, almost finishing in hock . . . Bob Livingston, whose nerves are not what they once were, stayed away and didn't bet on a single nag.

*Ed Vaughn says most of the gals he knows must be singers, only they run the scale a little differently—"dough pay me" . . . Mance Lofgren and his wife took a week off for that vacation . . . Several faces and desk-labels are to change on theatre Row in the next 30 days . . . Bob Huffman and his wife took their maid and went out to do the State Fair midway on passes. Every time there was a particularly violent ride on the pass, Huffman wished his off on the maid . . . Blue Barron and Paul Whiteman are coming in at the Turnpike Casino soon.*

J. H. Cooper picked a fine day to come to town—pay day . . . Wally Johnson, the Friend impresario, spends more time here than he does at home. Incidentally, the gal, Lulu Paulson, his entry in the beauty contest of 1937, a state affair, has gained 30 pounds since then, she says . . . Graham's Western Riders, the Salina, Kas., kids, age 2½ to 18, all seven of them, announced at the State Fair here that they had been signed for appearance in Gene Autry's next film . . . Milton Overman, one-time manager of the Varsity here, is slated to come from Colorado to join Ralph Goldberg Enterprises in Omaha. It may mean a general move for the managers of the allied L. L. Dent-Westland Theatres and the Nebraska Theatres, Inc., a T. B. Noble-Howard Federer setup here.

*Frank Roberts, auditor with the J. H. Cooper Enterprises of Colorado and Nebraska, has been noticed. He says he's slated to join another western theatre circuit . . . Ed Schoenthal's idea of sending regards from Holdrege is not bad. He dispatches a comely blonde to deliver same in person. Those he thinks a lot of are lucky.*

The only guy seen more on theatre Row with his own wife than BOXOFFICE is Joe Scott of 20th Century-Fox . . . Mournful news for Harry Shumow: About the loudest thing in shirts this year is a white with a light blue stripe.

## *Ken Barrett Will Manage Kaycee Giles Theatre*

KANSAS CITY—John Wolfberg, who last week reopened the former Mokan as the new Giles Theatre, has named Ken Barrett as manager. Barrett was with the Dickinson circuit in Fayette, Mo., and Herington and Olathe, Kas., for five years, and previously was with Isadore N. E. Krutman in the theatre business in New York.

## Film Cobweb Painter For Short Subject

Shenandoah, Ia.—A crew of cameramen, reported to represent Scientific Films, has been taking some shots of Mrs. James Campin of near here, at her hobby—painting pictures on cobwebs.

The cameramen say they are putting together an "unusual occupations" film to be released through Paramount.

## Jones and Davis Lead K. C. Opening Bowling Games

KANSAS CITY—The Variety Club started its 1939-40 bowling season Friday evening, September 8, at the Pla-Mor with eight teams rolling under the leadership of new president, Leon S. Abraham. Jimmie Lewis is vice-president and Frank Lambader is secretary and treasurer. There are several new bowlers in the league with C. Borg, Rubinger and Hammer shooting on the Warner Bros. quintet. Results:

| TEAM | | | | PCT. |
|---|---|---|---|---|
| Film Delivery | 745 | 840 | 715 | 2300 |
| Barkers | 813 | 825 | 742 | 2380 |
| National Screen | 588 | 589 | 752 | 1929 |
| Warner Bros. | 674 | 639 | 741 | 2054 |
| Dubinsky Bros. | 711 | 774 | 779 | 2264 |
| Don Davis | 712 | 806 | 821 | 2543 |
| Finton Jones | 746 | 790 | 742 | 2278 |
| Cinema Club | 673 | 743 | 634 | 2050 |

TEAM STANDINGS

| | Won | Lost | Pct. |
|---|---|---|---|
| Finton Jones | 5 | 0 | 1.000 |
| Don Davis | 3 | 0 | 1.000 |
| Barkers | 2 | 1 | .667 |
| Warner Bros. | 2 | 1 | .667 |
| Film Delivery | 1 | 2 | .333 |
| National Screen | 1 | 2 | .333 |
| Dubinsky Bros. | 0 | 3 | .000 |
| Cinema Club | 0 | 3 | .000 |

NEXT WEEK'S SCHEDULE

Don Davis vs. Finton Jones.....Alleys 19-20
Dubinsky Bros. vs. Cinema Club...Alleys 21-22
Barkers vs. Warner Bros.....Alleys 23-24
Film Delivery vs. Nat'l Screen....Alleys 25-26

## No Refunds in Theatre Money-Back Guarantee

ST. PAUL, MINN.—The Roxy Theatre here, advertising RKO's "Career," offered a money-back guarantee to patrons. Newspaper display ads read: "We have such confidence in the entertainment that we offer you an unconditional money-back guarantee if you are not 100 per cent satisfied." Management states it was not compelled to refund a single admission.

## "Hollywood Cavalcade" Trade Showing Soon

MINNEAPOLIS—Joe Podoloff, 20th-Fox branch manager, announces that within the next several weeks, there will be a special trade showing of "Hollywood Cavalcade." The date and place will be decided upon next week, he says. "It's one of the finest pictures ever produced by 20th-Fox," according to Joe.


CENTRAL THEATRE EQUIPMENT CO.
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130 West 18th St. Kansas City, Mo.


# KAYCEE

WALT KIRKHAM of Commonwealth and John Scott of Republic returned this week from Minnesota without any fish. Explanation: There is a 24-pound limit on the amount of fish that can be taken from the state, and none of the fish the boys caught was that small.

*Jim Foland of the Astor Pictures exchange has received an autographed copy of "My Life, East and West" from Wm. S. Hart, the author.*

Social Notes: Lucille Gibian at Majestic is engaged to Morris Ellis . . . Virginia Ziegler and Walt Lambader of Metro, it is said officially, are engaged . . . Mrs. William Johnson (Ethel Morrow to you), St. Louis, is here visiting her parents, Mr. and Mrs. Ralph Morrow.

*L. J. Kimbriel has sold an additional* 160 *Heywood-Wakefield seats to O. L. Christian, who is readying a new house at Blue Mound, Kas., making a total of* 400 *in all.*

Two regulars on the Row this week: Elmer Bills, Lyric, Salisbury, Mo., and Frank Anderson, Family, Kirksville, Mo.

*The Palace, downtown subsequent, is to be remodeled, according to D. Donnici, who has just made a new long-term lease on the house. Donnici has operated it many years.*

Our sympathy to O. F. (Doc) Hitchler, manager of the Vista Theatre, who is mourning the loss of his younger brother, night club entertainer.

*Add Row visitors: O. L. Christian and daughter, Excelsior Springs, Mo.; Frank Weary, Richmond, Mo.; Jack Johnston, McPherson, Kas.; Lee Sproule, Newton, Kas. . . . T. S. "Curly" Wilson of Excelsior Springs was seen on the Row Monday wearing a beard in celebration for the Mulesta in the resort town.*

R. W. McEwan says 41 years in the motion picture business is too long. Last week we had him in films since 1898, the year he entered "show" business at the Greater American Exposition in Omaha. He entered film business in 1906 or 1907 as a projectionist in Omaha.

## Minneapolis Time Allots Day to Danish Film

MINNEAPOLIS—The Time Theatre here interrupted an indefinite run of "Clouds Over Europe" for a one-day showing of a Danish film, "The King Decreed," previously arranged for in conjunction with local Danes.

### Scripts Autry Starrer

HOLLYWOOD—Karen De Wolfe is adapting "Down by the Old Mill Stream" for Republic as a Gene Autry starrer.


# TRADE DIRECTORY

*A HANDY GUIDE FOR THE EXHIBITOR*

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# MINNEAPOLIS

RKO's district manager, L. E. Goldhammer, visiting Des Moines branch . . . Mae Johnson, United Artists cashier, plighted her troth, but she'll combine housewife duties with those of her present position . . . Charlie Jackson, veteran Warner salesman, making Duluth his headquarters during the hay fever season, but Charlie Wiener of Monogram claims the night he saw Charlie the latter's nose was "running worse than ever." Seems funny, though, because Charlie usually finds relief at the head of the lakes' city . . . RKO reissuing the "March of Time" edition devoted to the Maginot Line and expects many sales because of the subject's timeliness.

*Out-of-town exhibitors visiting Filmrow included Don Buckley, Redwood Falls, Minn.; Jack Wright, Red Wing, Minn.; Jack Heywood, New Richmond, Wis.; A. T. Sanvig, Starbuck, Minn.; C. Charboneau, Baldwin, Wis.; Walt Lower, Moose Lake, Minn.; Lyle Webster, Rice Lake, Wis.; Tom Hall, Buhl, Minn.; Mike Dufae, Milbank, S. D., and L. W. Roth, Estelline, S. D. . . . Morrie Abrams, M-G-M exploiteer, accompanied Salesman Mickey Coen on a South Dakota trip in the interests of "Wizard of Oz" . . . "Hy" Chapman, Columbia branch manager, visited western Wisconsin accounts . . . Bill Evidon, Columbia head booker, escaped with slight injuries when he wrecked his car in order to avoid hitting another auto. He ran the machine into the side of a bridge . . . Gene Meredith of Warner preparing to move into town from his summer lake home.*

Cold and rainy weather hurt theatre business plenty this week . . . C. K. Olson, Warner branch manager, called on southern Minnesota accounts . . . W. R. Frank, independent circuit operator, was taken ill in California and compelled to cut his vacation short. He had intended to remain three weeks, but was back in one . . . Mrs. Sol Lebedoff, wife of the local independent exhibitor, recovering from a serious illness . . . Most managers to get together in one time in the Welworth Theatres' organization sat around the luncheon table for a general meeting. E. R. Ruben, head of the big independent circuit, presided over a roundtable conference . . . 'Tis said that "Nickey" Goldhammer, recently promoted to RKO district manager, told those assembled at the dinner in his honor that henceforth he'll only see Twin City exhibitors by appointment . . . Solly Fisher wants it made public that he's changing his office from the Campus to the Varsity Theatre.

*Fred Ableson, RKO salesman, and the missus were visitors in La Crosse, Wis. . . . Harold Boyd, assistant manager of the Hollywood, Sioux Falls, S. D., sightsaw Minneapolis on his vacation . . . Sol Lebedoff spending much time in the office of John J. Friedl, general manager of the Minnesota Amusement Co., trying to induce the latter to release "Hitler, the Beast of Berlin" to his Homewood Theatre . . . Al Lee went fishing t'other day and complained that all he could catch was Norwegian bass.*

Eddie Swanson of the Metro Theatre, Red Wing, Minn., delighting locals with his stories of experiences during his recent vacation in the Arkansas Ozarks. He advises that the hill billies don't like Bob Burns, alleging that the Paramount star libels the mountain folks . . . Mannie Goodman, the popular "Hollywood" valance man, stretching out a quick selling trip here. Likes Minneapolis, he says, and who can blame him? . . . Charlie DuRyk, the "Ten-O-Win" gent with the catchy smile, bouncing in and out of town as he continues his campaign of installations . . . The Fiddlers' Club of younger film men has decided to remain in its present quarters until January 1, after which it will take over the rooms of a well-known fraternal organization, if present plans materialize . . . Ben Ashe back in the office of the Bennie Berger independent circuit as general manager. He answered Berger's summons, but will retain his Fergus Falls, Minn., theatre just the same, managing it from Minneapolis. He resigned from the Berger staff to devote himself to the showhouse.

*George Turner, M-G-M salesman, says that Roy Horton, Lindstrom, Minn., exhibitor, is especially eager to get "The Wizard of Oz" because he has a nephew, one of the dwarfs, playing a role in the picture . . . Sam Zuckman is blue because a new theatre is being built three miles from his Mound showhouse. Too much opposition in the business now, he says . . . A full-page display ad was run in the Sunday newspaper for 20th-Fox's "The Rain Came." A huge Chesterfield ad in the local dailies this week ran an an inset plugging "Beau Geste." A nice break for the State Theatre where the picture now is holding forth.*

W. A. Steffes, president of Northwest Allied and Twin City Variety Club chief barker, has wagered a sizable sum at one to five odds on Pastor to win from Joe Louis at Detroit when they clash for the heavyweight championship. Steffes, of course, will be at the ringside . . . Ben Spewak delaying his theatre projects to give more attention to football. He goes to South Bend, Ind., September 30 to scout Purdue, a future Minnesota foe, against Notre Dame . . . Minnesota Amusement Co. managers gave a testimonial dinner for John J. Friedl, the circuit's general manager, showing their esteem for "the big boss" . . . With war interest at fever pitch, Irving Gillman is stressing the newsreels at his Time Theatre. He uses three "airplane editions"—those of M-G-M, Pathe and 20th-Fox . . . Charlie Winchell, Minnesota Amusement Co. publicity head, host to 20 of the company's managers and office employes on a fishing trip to Lake Mille Lac.

*Mother and dad of Roy Slentz, Gopher manager, up from Fort Worth, Tex., for a visit . . . Bill Donald of Paramount back from a two weeks' honeymoon and domiciled in a new home . . . Don Conley, Columbia northern Minnesota salesman, in Asbury Hospital, recuperating from a successful appendectomy . . . Paramount here enjoyed an exceptionally good "Paramount Week" . . . B. L. Nathanson, Monogram co-franchise holder, receiving congratulations in consequence of his son's marriage.*

Harold Lyon, 20th-Fox salesman, had to rush delivery of his new auto when the old car broke down, causing Harold to use the trains for transportation . . . Harold B. Johnson, Universal branch manager, back from a Chicago sales conference . . . Moe Levy, S. R. Kent drive leader, and W. C. Gehring, division manager, here to address a 20th-Fox sales meeting . . . Jennie Smeby of Universal vacationing in California. A visit to the studio is one of the anticipated treats . . . Daughter of Ben Friedman, prominent independent circuit operator, wedded.

WATCH FOR OPENING OF OUR NEW STORE AT
115 WEST 18TH ST., KANSAS CITY, MO.
CENTRAL THEATRE EQUIPMENT CO.
Motiograph Projectors

## Grant Meadows Transfer Stock Issuing Right

DES MOINES—Meadows Transfer Co., recently taken over by Iles and McKinney of Iowa Film, was one of 23 firms granted the privilege of issuing stock for other than cash by the state executive council here last week.

The stock is issued against property under a section of state law which required corporations making such issues to obtain first the auproval of the state executive council. Approvals followed appraisal of the properties.

## Tells Kaycee Variety of Her Trip to Hollywood

KANSAS CITY—Addressing Variety Club Monday at the first lunch meeting of the fall was Pauline Phillips, 14-year-old girl from the Inter-Denominational Home, whom the club recently sent to Hollywood as guest of Paramount and Linda Ware, told of her trip. Miss LaVere Smith, superintendent of the home and chaperon of Pauline on the trip, was with her at the luncheon. Jerry Zigmond of the Newman presided.

## Stanley Goldberg Office Manager for Monogram

KANSAS CITY—Douglas Desch, branch manager for Monogram, has appointed Stanley Goldberg as office manager, city salesman and booker. Goldberg, who at one time occupied the post of booker at Monogram for a year, succeeds Frank Foley, who has been ordered by his doctor to return to Denver for an operation. Goldberg has been selling theatre premiums the past year or two.

### Assigned "Nick Carter"

HOLLYWOOD—Metro has assigned Jacques Tourneur to direct "Nick Carter," first in a projected series which Lucien Hubbard will produce.

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

They say Leo Wolcott is being welcomed home to Eldora after having spent the entire summer wandering from golf tournament to golf tournament . . . who'd suspect the dapper owner of the Grand to be a tramp athlete?

M. J. Fauver, who operates in Brooklyn and Victor, tells us we had him going to the world's fair when he didn't . . . he just said he was going which is an entirely different matter, he assures us. But he must be a right guy, because he was carrying a copy of BOXOFFICE in his hip pocket.

Who is the Kaycee outfit rumored to be looking at Guthrie Center with an eye to putting in a new theatre?

Art Sunde of the Elma at Elma, Ia., ran off a reel of his 16mm local news stuff for us at Service Theatre Monday . . . he says it packs his show every time he uses it. The ones he took of Mitzi and BOXOFFICE won't.

Jess Carter says he not only stopped at Ruthven to see Lyle Nolan, but went on to Rainy Lake and Lake of the Woods in Canada. Jess does some fancy raves on Lyle's Technicolor films, and says he's never seen any better done commercially.

We hear some good tales on Ina Miller, bookkeeper at the Princess Theatre in Boone. They say she can make a penny cover more territory than the Louisiana purchase.

We hope those Pioneer circuiteers transferred to Webster City, Jefferson and Spencer are having some luck finding places to live. The last time we heard, the going was tough.

Unless we're quite mistaken, we saw either Abe Frankle of DM or his twin brother passing the Lyceum Theatre in Duluth, Minn., Friday. The Lyceum was advertising "Each Dawn I Die" and the house looked as if it weren't going to wait 'til dawn.

We had to go all the way to St. Croix Falls, Wis., so we could call attention to the fact that those placards advertising "The Return of the Cisco Kid" for the St. Croix Falls Auditorium put an incorrect "e" on "Cisco."

Some enterprising exhibitor ought to load a pack and a canoe on his back and invade that section of lakes off the Gun Flint Trail. We did both to spend three days up there and the only film we saw all that time was on the water.

The Rex Theatre in Iowa Falls is hemmed in by two Schlitz taverns on one side and a Schmidt's and a Budweiser on the other.

The Kucharo Construction Co., Des Moines, has been awarded the contract for remodeling the old Columbia Theatre in Davenport. The new theatre will be known as the Time. The project will cost $20,000.

The Lido and Windsor theatres in Hampton, Iowa, are very chummy. They advertise their coming attractions on the same sheet of cardboard, each using one side. We picked one up at a filling station.

The new Rialto Theatre in Pocahontas, Ia., erected by Jack Bouma, has been opened. The building which is 36x127 feet, has a terra cotta and ceramic tiled front of modern design. The theatre has 432 seats and has two entrances with 39-inch aisles.

Remodeling work is being done on the Empire Theatre Bldg., formerly occupied by George Norman, preparatory to the opening of a third moving picture house in Storm Lake. Norman moved out of the building when the new Vista was completed last September.

## Vet. Showmen Meet In Boone, Ia.

Boone, Ia.—One hundred ninety-three years of show business were lumped together in Boone the other day.

Ben Wiley, 61, who was treasurer of Boyd's Theatre in Omaha for ten years and later operated theatre in Boone, was conferring with Hugh Ettinger, who launched his career in Cincinnati, Ohio, more than 60 years ago in "Rip Van Winkle" and has been operating road shows since then, and with Doc Waddell, 67, veteran circus and carnival press agent.

## Hoffberg in Minneapolis For "Living Dead" Run

MINNEAPOLIS—Here to arrange for the distribution in this territory of "The Living Dead," pre-Hitler picture banned by the fuehrer because it was produced by Jews and smuggled out of Germany, J. H. Hoffberg of New York is expected to close for a loop first-run in Minneapolis.

Prior to coming to Minneapolis, Hoffberg, prominent in the state-rights field, toured the principal key spots of the country and made a number of circuit deals for the picture. He reports increasing interest everywhere in foreign films.

# DES MOINES

JOY HODGES, in the role of Gil Doorley's modest, blushing bride, made quite a showing with a four-column and a three-column picture of the goings-on in the *Register and Tribune.*

*A long time ago Jerry Banta over at Metro said he'd come to terms with the stork if he could make a deal for a little number like Mitzi. And now he's claiming he got a better deal Friday with some* 108 *ounces of Banta femininity . . . Grace Blanshan is the new face at Fox. She's there because Edith Levitt decided Maurie Cohen is a better bet than a typewriter.*

Stan Mayer gave Mitzi a ruler (but we use it, and on her!) and a balloon in his office. The balloon popped just outside the Fox door, so Hershey Bar Harry came to the rescue with a false face and two balloons. Speaking of good-natured Gottlieb, he's powerful curious as to where we got the dope on him for Ashby's column —of course, we ain't a-sayin' beyond the fact that our source was a reliable one and so near it could bite him. Mayer was admiring the beautiful full-page roto layout on "The Rains Came," which was handled in the dashing Clayton style. The Mayers celebrated their tenth anniversary September 4 with 14 guests at the Fort Des Moines . . . Stan says married men don't live long, it just seems long (easy, Mrs. Mayer, he grinned when he said it).

*M. A. Levy and Wm. C. Gehring held their second drive meeting in Des Moines Tuesday . . . Fox closed a deal with Central States for the* 1939-40 *product for Iowa and Omaha last week. Carl Sokoloff attended an Ivry Club conclave over Labor Day in Sioux City, in spite of the fact that the car in which he was riding burned up near Guthrie Center.*

A card posted in New Orleans September 5 by Art Catlin, United Artists press agent, shows him to be a most versatile individual. He writes backhand, forehand and prints with equal dexterity . . . Iles and McKinney no sooner got back from California than they each bought an Indian motorcycle. Sounds crazy, but we still got faith in Iowa Film's YMCA boys.

*Thirty holes of golf Sunday made Sy Harlan red as a beet, but you can't spoil Sy's natural beauty . . . Don't forget to stop in at Iowa Film and have Les Knapp tell you about his operation. We did and found it most enlightening. Those little appendix, it seems, aren't where we though they were at all, and we'll betcha they've got you fooled too . . . Dick Kapler looked blue as Kentucky grass, and although we're not at all inquisitive (that's what I said!), we discovered the drooping Kapler jowls hung like that because Loretta Hidlebaugh of Bagley, Ia., is off on a vacation. Loretta was mentioned in Ashby's column as an "ideal date," and a reliable source reports that Dick's trying to change that second 'd' to 'm'.*

At least one Filmrowess was tickled pink when Walt "Dimples" Lohman visited DM from Kaycee last week.

# B&K Arguments in Contempt Suit Slated for Sept. 18

CHICAGO—The defense in the government's criminal contempt suit based on the 1932 consent decree will begin its case Monday, September 18, before Edgar Eldredge, special master in chancery, appointed to hear the case by Federal Judge Charles Woodward.

Defense attorneys have indicated they expect to have their case in by the end of the month, at which time Master Eldredge will begin preparation of his recommendation to Judge Woodward.

Master Eldredge did as he had indicated over last weekend when he denied all motions that had been presented to him by the defense. He contended that, by law, he is not permitted to make any recommendations until he hears both sides in the case. The defense had sought dismissal of all parts of the case, or at least, striking out of certain sections, on the basis that the government's witnesses were incompetent and gave hearsay and opinionated evidence.

While Master Eldredge continued to indicate that he must hear the entire case before making recommendations, he admitted that the record shows that there is no case either against RKO or Universal. Arthur Goldberg, of the law firm of Spitz and Adcock, attorneys for RKO and Universal, presented the defense arguments.

It is thought possible that the master might recommend dismissal of RKO and Universal from the suit after the entire case is heard.

### Defense Gains Point

Lawyers for the defense gained a point when Robert Wright, attorney for the department of justice, admitted the government was not trying to prove any conspiracy between or among the defendants. Wright intimated that each distributor separately can sell B&K but that that right is qualified because when all the film companies begin selling individually they can't all sell B&K because that would leave no major product for any independent exhibitor who might want to open a first-run house in the Chicago loop area.

Defense attorneys offered a number of arguments as to why the case should be dismissed or various parts struck out during the last few days of the hearing before the temporary adjournment.

Robert Golding, of counsel for Barney Balaban, B&K and Paramount, presented the most complete argument. Taking testimony of the government attorneys, such as Aaron Jones sr., Johnny Jones, both of Jones, Linick and Schaefer; Sam Meyers; Edwin Silverman of Essaness Theatres, and others, he argued that "the 'experts of the government' don't agree with each other, and don't agree even with themselves on cross-examination as compared with direct testimony."

He attempted to show that the government's case is "based on two cornerstones on which has been built the arch of conspiracy; that there are class A and B pictures, and that B&K get all A pictures and the independents are offered only B pictures." He attempted to refute this continually by showing the incongruous testimony of the various government witnesses. He added that "the government witnesses say what to them at the moment seems to be the good thing to say, but that their opinions are complete reversals at various times."

He attempted to show that all B&K loop houses don't play A product, as the term was interpreted by the various independent exhibitors who testified for the government. Using their identifications he said that the Chicago Theatre during the three-year period of 1935 and 1938 played 40 per cent B pictures; that the Apollo played B product 91 per cent of the time. He added that "the independents want class A pictures for class B prices."

At one time he referred to "manufactured evidence in letters," as regards testimony for the government by Robert Farrell, attorney for the Oriental Theatre Building bondholders committee.

Fred Pride, New York attorney for 20th Century-Fox, stated that "the evidence did not show any collusive action . . . Any company can adopt any business practices such as selling to B&K that the consent decree of 1932 makes possible . . . Conspiracy and collective action must be shown, and it has not been. Mr. Wright admits that this is no conspiracy case, therefore there is no case at all . . . It is unfair to make the defendants go to the trouble and expense of producing witnesses to a case that has not been established."

Attorneys for Loew's, United Artists, RKO, Universal and Warner Brothers, also were heard, and presented substantially the same arguments.

## Good Hunting!

KANSAS CITY—C. A. Schultz, head of Commonwealth Amusement Corp., was back east recently on a vacation trip. He knows only three persons in Boston, of whom Jack Cameron, Altec, is one. With his family, Schultz came into Boston by boat, disembarked and registered at the hotel. He told Mrs. Schultz that he was going out and try to locate Filmrow. Maybe he could find one of the three persons he knew. He walked out of the hotel, and the first person he saw, aside from the doorman, was Jack Cameron, who was parking his car across the street!

The Schultzes and the Camerons had a very nice visit. Cameron sent his best to his friends in Kansas City.

### Assignment for Felton

HOLLYWOOD — Earl Felton will script "Should Wives Work?" for Republic as the next in the "Higgins Family" series.

### Long-Termer to Weidler

HOLLYWOOD—Virginia Weidler, currently making "Patsy" for the studio, has been given a new long-term contract by Metro.

## "Farmer" Steffes Chided

MINNEAPOLIS—Merle Potter, *Times-Tribune* film editor, chides W. A. Steffes, World Theatre owner and Twin City Variety Club chief barker and northwest Allied president, in his columns regarding the latter's farming activities.

"A hint as to how you might be able to get into show business the easy way," said Potter. "Get ahold of a sort of livestock, and fix it up so Al Steffes, proprietor of the World Theatre, gets a look at it. If Al is agriculturally minded at the moment—and he's that way most of the time—he'll trade you his theatre, anything else he owns for possession of your animal.

"Three years ago Al would have been stumped if you had asked him to name the difference between a furrow and a whiffletree, but since he bought his 17-acre place up near Aitken, he has gone bucolic to the limit. A few weeks ago his Shorthorn bull, Sultan II, won a couple of blue ribbons at the Aitken fair, delighting Al no end. He has more farming equipment on his 17-acre estate than any place of its size in the state."

## Rentals and Free Shows Are Wis. ITPA Topics

MILWAUKEE—Film rentals, free show and 16mm competition are all slated to come up for discussion at the annual convention to the ITPA of Wisconsin and Upper Michigan to be held here September 27 and 28.

On the matter of film rentals, E. F. Maertz, president of the association, who has just returned from a trip around the state, declared he was surprised to find many exhibitors paying over 40 per cent of their gross receipts for film rentals.

Maertz, in a letter to exhibitors, has advised theatremen that they should pay no more than 25 per cent of their gross receipts for film rentals, pointing out that where such rentals exceed this percentage some other phases of the exhibitor's business, such as modernization, advertising and scale of wages to employes must be curtailed to the detriment of box-office receipts.

Concerning 16mm competition, Mr. Maertz points out that Paramount has listed four June releases for non-theatrical showings, none of which have yet been available to the majority of Milwaukee theatres nor many up-state houses.

### Paramount Assigns Writer

HOLLYWOOD—Lewis Foster will script "Comin' Round the Mountain" for Paramount, with Lynne Overman featured.

## Cheap Admissions Not the Answer

**Lincoln—Another proof that cheap admissions are not the answer. The handle at the Nebraska State Fair mutuel windows during 13 days of racing was about $275,000. And mutuel tickets don't sell for a quarter—the cheapest is $2.**

# Union Pact Renewals Nearly 100 Per Cent

DETROIT—The local biennial theatre crisis—the renewal of contracts with local 199, IATSE, covering employment of all projectionists—passed without serious incident, and practically all theatres appear to have agreed to renewal upon mutually acceptable terms.

Rumors of an impending strife were current for several days, but were largely a reflection of the unsettled condition of mind throughout the industry caused by the war situation. While there were definite differences of opinion, along the line of wages and conditions, between the negotiating parties, the differences ultimately were settled in peaceful discussion.

Outstanding in the settlement is the agreement with Co-Operative Theatres of Michigan, representing probably the bulk of larger independents in the Detroit area, including most of the unaffiliated circuits. Negotiations were handled by a committee composed of Gus Funk, chairman; Charles Komer, Barney Kilbride, Ben Cohen, Lou Wisper and Wade Allen.

Negotiations for the union were under the generalship of Roger Kennedy, business agent, and international vice-president.

Details of the agreement were disclosed in a statement by Kennedy. Increases in pay were provided for in smaller theatres, as follows: Up to 549 seats, $3.00; 550 to 749 seats, $4.00; 750 to 1,000 seats, $4.00; 1,001-1,499 seats, $3.00; 1,500 seats and up, no increase.

Overtime rate was also raised approximately 25 per cent in all houses up to 1,500 seats. No change was made in working conditions under the agreement.

The one unique proposal made by the operators, for two weeks' annual vacation with pay, was withdrawn, as it was agreed by both sides that this was not the time to put this innovation into effect.

Negotiations for most local theatres, aside from United Detroit Circuit, the Fox Theatre, and the Co-op houses, were conducted through Allied Theatres of Michigan, with a committee headed by Edgar E. Kirchner of the Family Theatre. The deal with the big first-run houses was apparently made without hitch, particularly as the union sought no change in rates in houses over 1,500 seats, where these larger theatres naturally come.

Settlement had not been made early in the week with some of the independent houses, but sentiment generally indicated that all exhibitors would agree to the terms settled for the houses affiliated with either Co-op Allied, which include the greater number of local theatres. Formal work of drawing up contracts was under way, and was expected to take several days.

### Ohio ITO Board Meets Sept. 19

COLUMBUS—The board of directors of the Independent Theatre Owners of Ohio will meet here on September 19.

### *Labor Day Grosses Disappoint*

**Cleveland — Cleveland exhibitors were disappointed at the Labor Day weekend grosses. Expecting cool weather and a consequent rush of patronage, they had to contend with the hottest Sunday of the year with the thermometer in the high nineties, followed by a rainy Monday. Subsequents were the hardest hit.**

# New Operator Pacts Talked in Detroit

DETROIT—Local theatre operators and Local 5, projectionists' union, are working under a day-to-day continuance of old contracts that expired September 1. Discussions between theatre representatives and the union, through M. McCusker, business agent, have been on for some time.

Another week is likely to pass before a settlement is reached, it is understood.

Stagehands' Local 38, IATSE, has reached an agreement with the National, Gayety and Avenue, all burlesque houses, but is still negotiating with the Fox, United Detroit Theatres and other larger theatres and legitimate houses for new two-year contracts. It is understood the union is seeking renewal of the present working agreement.

### Local 160 and Cleveland Theatremen Dickering

CLEVELAND—Negotiations on a new wage agreement between Local 160, IATSE, and theatre owners in the Greater Cleveland area which have been under way for the past four weeks, are still pending.

Independent and affiliated theatre owners are dealing separately with the union. It is understood a stalemate has been reached for the time being, but it is expected a satisfactory compromise soon will be effected.

### Pittsburgh Circuits Sign Pact With Operators

PITTSBURGH—IATSE operators union signed new two-year contracts with local circuit theatres over the weekend. Deals were set with Warner, Harris and Loew's. Negotiations have not been completed with Shea's.

Stagehands' union got a new one-year deal. Musicians' pact has another year to go. Independent theatres' contracts with the IATSE do not expire until the fall of 1940.

### Union Scale Negotiations Stalemated in Niles

NILES, OHIO—Union operators, after several conferences with theatre owners here, report negotiations for a new contract which expired September 1, stalemated. Operators are demanding a 20 per cent increase in pay. The old contract provided for two booth men.

# Kellenberg Handling ITO Reservations

PITTSBURGH—Local members of the industry and exhibitors of western Pennsylvania who plan to attend the first annual convention of the Independent Theatre Owners of West Virginia, to be held at the Waldo Hotel, Clarksburg, Tuesday, September 26, are urged to make their reservations through C. C. Kellenberg of the 20th Century-Fox office here. "Kel" states that there is a wide interest among the film folks as well as exhibitors and he expects a record delegation from western Pennsylvania to be represented at the Clarksburg convention. For those who do not plan to drive their own cars to the West Virginia city or those who have no facility for transportation, it is possible that a bus may be chartered to make the trip. Those interested in the chartering of a bus as well as all others who plan to attend the ITO of W. Va. conclave are urged to contact Kellenberg as soon as possible. West Virginia exhibitors are planning a great welcome for the Pittsburgh and western Pennsylvania crowd. Among the guests will be Abram F. Myers, Allied leader; Eddie Golden, Monogram vice-president, and district and division managers of various film companies.

### MPTO of W. Pa. Ballyhoos Convention for Oct. 23-24

PITTSBURGH—MPTO of W. Pa., Inc., this week started to boost its annual convention which is set for the Roosevelt Hotel, Monday and Tuesday, October 23 and 24.

Charles Philbrook of the New Sheraden Theatre, Chartiers Ave., was named as convention chairman at a membership meeting Tuesday afternoon at the Roosevelt Hotel.

Philbrook named Carl Poke of the Shiloh Theatre as his assistant.

Miss Mathilda Kiel, assistant secretary, is preparing a souvenir program, the first such printed program to be attempted here in several years, excluding the national Allied convention program of last summer.

Officers will be elected as will three members of the board of directors. Except for the balloting, which will be by members only, all independent exhibitors are invited to participate throughout the business sessions and the banquet, which will be an event of the evening of the second day of the confab. All exhibitor problems will be subject of discussion, and there will be annual committee and officers' reports and statistical reports on product and sales policies.

At a meeting this week the MPTO product survey cards were tabulated to date and final arrangements were made for the convention. As usual, a luncheon preceded the membership meeting, with M. A. Rosenberg, president, presiding.

### Sign Dick Lane for Two

HOLLYWOOD—Signing a two-picture acting pact with 20th-Fox, Richard Lane will appear in "The City" and "The Valiant."



## *At West Virginia Convention—*

*Speakers table at the White Sulphur Springs exhibitor convention where 70 banqueted and listened to addresses by Honorable Homer A. Holt, governor of West Virginia, and Ed Kuykendall, president of the MPTOA. From left to right: S. J. Hyman, president; Ed Kuykendall; Mrs. Holt and Governor Holt; Mrs. Shanklin and J. C. Shanklin, convention chairman; Mrs. P. M. Thomas, vice-president; Lloyd Rogers, vice-president; W. Connor of Altec.*

# PITTSBURGH

HARRY LAVINE, Republic district manager, who was here on business for several days, states that he will attend the Clarksburg exhibitor convention September 26. At a special exhibitor function at Morgantown several months ago we were pleasantly surprised to find that Harry LaVine was one of the most popular men in town. He resided there a number of years ago and was a prominent business man.

*As monthly shows were resumed for the World War veterans at the Veterans Hospital, Aspinwall, as sponsored by the Variety Post of the American Legion, Department Commander Edward R. Sterling presented the Past Commanders Jewel to Variety Post Commander Harry M. Kalmine. Legion executives J. Guy Griffith and Sterling were issued associate Variety Club membership cards. Twelve acts of vaudeville were presented through Joe Hiller, booker, and others; Brian McDonald was emcee and music was furnished by Dave Broudy's Stanley Theatre orchestra and Maurice Spitalny's KDKA music-makers . . . Variety Barkers are hard at work on their Camp O'Connell benefit fund drive with but a few days remaining in the contest . . . Variety's annual election of officers is set for October 9.*

This city is headquarters for Pennsylvania operations of Radio Wire & Television Corp. of America, which will provide entertainment by leased wire to hotels and large apartment houses. John E. Otterson, former president of Paramount and Erpi, is present head of the television company.

*Mark Daniels was here this week conducting preliminary auditions for Jesse L. Lasky's "Gateway to Hollywood" talent search for which all Harris houses are issuing applications. Lasky comes to the stage of the Senator September 24-26 . . . MPTO's product survey cards are still being received, but a large response has not been made due to the fact that many exhibitors have not signed new film contracts, directors state . . . Dick Kemper, former manager of the five Dipson houses at Wheeling (a sixth has just been opened there), has been appointed as manager of the Dipson-Basil 20th Century Theatre, Buffalo.*

Harold Cohen, son-in-law of Mr. Leibovitz, the oldtime exhibitor who returned to the industry during the past year when he took over the Cox Theatre, Mt. Pleasant, Pa., told us that they contemplate remodeling the house but for the immediate present are marking time . . . Steve Rodnenok jr. has been vacationing at Rehoboth Beach, Del. . . . Big Phil Brozier spends many hours these sweltering days in the basement of his Avella Theatre where he has a large cold spring pool . . . Frank Slavic, formerly a manager for Walter Urling at Hundred, W. Va., has been appointed as manager of the Pythian Theatre, Wheeling, which was known as the Temple before being reopened recently by K. F. Boothman . . . Jim O'Keefe, sales manager for the Staaf Co. of Carnegie, Pa., now manufacturing new type bevel marquee letters, reports that Lee P. McGovern, former local film man, is located at Altoona and is in the theatre sign business.

*Harry E. Reiff, the pioneer exhibitor and film man who is now serving as a theatre checker, is a great grandfather, and Fred J. Herrington, MPTO secretary, is a grandfather for the seventh time . . . The Tony Vincents of Carnegie have been vacationing in Canada and the New England states . . . The Walter Thomas Theatrical Sign Shop is now being managed by Howard Evans . . . M. A. Rosenberg, Allied's regional vice-president, was unable to attend the New Jersey convention.*

Newly carpeted, redecorated and the women's salon on the mezzanine floor

(Continued on page 95)

# Bromfield at "Rains" Bow in Mansfield

MANSFIELD, OHIO—The Warner chain held a twin pre-release premiere of 20th-Fox's "The Rains Came" at the Madison and Ohio theatres here, with approximately 3,500 people participating in the event.

Louis Bromfield, author of the book on which the picture is based, who recently returned to Mansfield after living for many years in France, was the guest of honor. He spoke before a group of some 300 people who attended a banquet at the Mansfield Leland Hotel which preceded the showing of the picture, and later he made brief appearances on the stages of both theatres.

The dinner was a full dress affair, sponsored by the Mansfield Chamber of Commerce. Henry G. Brunner, former publisher of a Mansfield paper, who gave Bromfield his first newspaper job, was master of ceremonies. He introduced the president of the chamber of commerce, J. VanDereau, Mayor C. M. Hunter and Louis Bromfield. Nat Wolf, Warner zone manager, thanked the people of Mansfield for their response to the testimonial opening.

The dinner guests proceeded immediately after the speeches to the two theatres to join the crowds who had purchased reserved seats for the occasion.

**Film Folk Attend**

Many well-known film folks attended the opening which was staged with considerable fanfare. They included William Sussman, 20th Century-Fox eastern division sales manager; George Roberts, district manager; I. J. Schmertz, Cleveland branch manager; Sidney Sampson, Buffalo branch manager; Jim Grady, Cincinnati branch manager, and Sam Lichter, salesman.

From the local Warner office were Wolf and Mrs. Wolf, Richard Wright, northern Ohio district manager; Ray Brown, southern Ohio district manager; Saul Bragin, Charles Albert, Lou Weinz, Delos Evans and Manny Pearlstein.

William N. Skirball, M. B. Horwitz and Jack Shulman represented the Cleveland exhibitors. Also present were Cleveland newspaper critics W. Ward Marsh, *Plain Dealer;* Arthur Spaeth, *News,* and Jack Warfel, *Press.*

Others of the motion picture industry spotted at the banquet and later at the screenings were William Dworski, manager of the Ohio Theatre; Grattan Johnston, manager of the Madison; Ralph Lawler, manager of the Paramount at Toledo; Mitch Woodbury of the Toledo *Blade;* J. Knox Strachan, Warner city manager in Portsmouth; Mike Chakeres, city manager in Springfield, and Ed Miller, manager of Warners' Hippodrome, Cleveland.

Not content with a banquet and a preview, the program of special events closed with an "open house" reception at the Mansfield Leland Hotel.

The picture opens its Cleveland engagement at Warners' Hippodrome September 23.

# Well Folks! Here's The Big News!

Put a Pencil Mark Around This Date

## Tuesday, September 26

FIRST ANNUAL CONVENTION

## INDEPENDENT THEATRE OWNERS OF WEST VIRGINIA

**WALDO HOTEL CLARKSBURG, W. VA.**

Whether you are a member or not—you must be here for the Convention — *YOU WILL BE WELCOME!*

Convention Meets 11:30 A. M., Sept. 26

Election of New Officers — Talks by Abram Myers, Executive Head of Allied States, on the "Neely Bill and What It Means to Each Exhibitor, Large and Small." Other National Subjects Discussed by Edw. Golden, Vice-President, Monogram Pictures Corp.

## Bring Your Wife This Time--Or Bring A Friend

Registration Fee $5.00 Includes
Banquet for You and Lady Companion and Motion Picture Ball

## Music By Famous Geo. Silvers and His Band

Many Exhibits on Mezzanine Floor
Frolic and "Stuff" ? ? ?

Free—Fur Coat Given Away—
Floor Shows — Fun —

Write or Phone
C. C. KELLENBERG
20TH CENTURY-FOX CORP.,
"Filmrow," Pittsburgh, Pa.
PITTSBURGH TICKET CHAIRMAN

For Details Write
DANNY DAVIS,
PORT THEATRE
Lumberport, W. Va.
GENERAL CHAIRMAN

## Lee Balsly Will Manage New Altoona Theatre

ALTOONA, PA.—The new theatre under construction in the Llyswen residential district for R. Allison, circuit exhibitor, will be managed by Lee Balsly, who recently joined the Allison theatres after resigning his position as national ad sales manager for 20th-Fox. Balsly has had a wide experience in the motion picture industry, having served in theatre executive capacities in various sections of the country. He withdrew from duties with International Harvester Co. 31 years ago and has been associated with the theatrical business since that time.

## Blair Station Opening

PITTSBURGH—Park Theatre, Blair Station, closed during the summer months, was reopened Friday with Herbert Schaefer as manager. Schaefer and his partner Herbert Staminger, exhibited pictures at resort towns in New Jersey for several months, the latter remaining there until this week.

## Offers Organ Music

CLEVELAND—Harry Henderson, manager of the Lorain Fulton Theatre, will inaugurate organ music as a special added feature attraction starting September 17.



## "Golden Boy" in Pittsburgh—

*Pittsburgh Filmrow liked William Holden, Columbia's "Golden Boy" star when he visited here last week. Top row: At the left, Holden meets E. T. "Eddie" Beedle of Canonsburg, Pa., an exhibitor for 32 years. The player revealed that his real name, too, is Beedle. No relation found to exist, but they got along famously. At the right is Holden with Art Levy, local Columbia manager. Second row: With Steve Rodnenok, Oakmont exhibitor, and over at the right with Bob Klingensmith of* BOXOFFICE. *Third row: One of Pittsburgh's finest, who acted as escort, and at the right with Mario Battiston, Export, Pa., exhibitor.*

# COLUMBUS

FRANK J. FERGUSON'S Avondale Theatre will again be represented by a football team in the local semi-pro loop. The Avondale eleven meets an all-Dayton team Sunday (17th) for a pre-season opener.

*Columbus police have issued an ultimatum to theatre managers: Either see to it that women remove their large hats in the theatres, or face arrest under a seldom used city ordinance. For which, Bravo!*

The Variety Club lost six prominent members last week for failure to "meet obligations" . . . Ike Libson is now a member of the Ohio ITO . . . "Big Bill" Pullin is again vacationing, this time fishing in Canada.

*Clint Wander staged a style show at his Broad Theatre in conjunction with the showing of "Winter Carnival." The Ohio* State Journal *and* The Fashion *cooperated.*

Work is scheduled to start at once on a new 600-seat house in Fairfield (at Patterson Field north of Dayton). John Robertson, who recently took over houses in Shawnee and New Straitsville, is the owner.

*Football practice is underway at Ohio State University, which means the Southern Theatre will have to get along without Johnny Jones—number one football fan of the city.*

The directors of the Ohio ITO will meet here Tuesday. Meeting is called to discuss plans for the convention which will be held early in November.

*Charlie Dixon is building a 300-seat house in Beverly . . . Despite reports to the contrary the proposed Clark Rader Theatre in Eaton is not definite . . . Fred Rowlands (Main and Parsons theatres) is vacationing at a "secret" fishing spot.*

## Clarence Vogel Killed in Fall From New Theatre

PITTSBURGH—Clarence J. Vogel, theatre owner and contractor, was killed Tuesday when he fell 30 feet while inspecting the new Gerard Theatre, which he was building at 444 Perrysville Ave., West View.

Vogel, who weighed 240 pounds, tried to jump from one steel deck to another when he fell. He struck a concrete wall and apparently was killed instantly. His son Henry, 22, timekeeper on the job, witnessed the accident.

Vogel, 47, formerly of the north side, moved to Wellsville, Ohio, several years ago. He was president of the Penova Theatre Co. and was a part owner of other theatres with George C. Davis, Charles Anderson and W. B. Urling. He was well known in the Cleveland and Pittsburgh film territories, where he operated, and was manager of the Air-Conditioning and Building Co. of Cleveland. Vogel leaves his wife and three sons.

# DETROIT

DAVID NEWMAN, as property master of Detroit Variety, distributed neat booklets to all members containing the constitution and by-laws of National Variety as adopted at the Detroit convention last April.

*Ed Heiber announces his full committee for the Nat Levy Testimonial Dinner, September 30. It includes Jim Sharkey, Les Sturm, John Howard, Frank Downey, Sam Seplowin, Moe Dudelson, Bill Flemion, Bill Hurlbut, Harlan Starr, Carl Shalit and Jack Saxe.*

William Steffes has been granted a permit for a new marquee on the DeLuxe Theatre by the city council. The council also okayed Variety Club's public Tag Day October 16.

*Ben Wachnansky of the Columbia is still able to smoke those long black cigars . . . Les Sturm, 20th-Fox Manager, is working like a beaver for the S. R. Kent Drive.*

Sam Merson and Irwin Pollard are busy figuring out how to put bowlers on eight teams of five men each . . . Nat Haase is proudly displaying his new "Treasure Chest."

*Censor Charlie Snyder has a private signal to start Max Blumenthal winding them off . . . W. R. Stebbins has a new name on the Film Building office door—Stebbins-Strotter, Inc. He's being mysterious about it all and claims the new firm is going in the "war profiteer business."*

Gene Buck, head of Ascap, was main speaker at the State Fair's banquet . . . William B. Chatman of Columbia Premiums attended a Gift Show at the Hotel Statler.

*Ralph Ruben of Amusement Supply and Bill Flemion, president of Excellent, were in Flint, but separately . . . John Howard, Paramount manager, was in on one of his too rare visits to the Film Bldg., seeing Jack Saxe of Monogram.*

Anne O'Donnell of Excellent has brought her mother home from the hospital. She is still seriously ill, however . . . Bud Cusick says the new slogan for everyone should be, "Talk Americanism."

*Gil Light, projectionist at the Michigan and past commander of Theatrical Post of the American Legion, lost his father . . . Pete Simon jr. has graduated to chief engineer of a soldering torch. He is still working on aircraft.*

Ruben Rosenfield is back home after a general checkup at Harper Hospital . . . Hal Burriss does his waiting (*sic*) on Irv Belinsky's scale. Hal is becoming such a raconteur for the Noonday Gang, that Syd Bowman of UA walks out on him.

*Don Shields of Dezel Roadshows is back from a vacation to the home town, Cleveland. His boss, Al Dezel, has returned to Chicago . . . Nicholas Tsoukalas, last heard from at Athens, Greece, postcards he was headed for Venice and Berlin.*

Ralph Peckham, GN manager, was seen doubling at the booking desk, catching up on Jay Conover's private stock of magazines . . . Theatrical Post of the American Legion has resumed monthly meetings.

*Mac Zipperman, after booking "Grand Illusion" for the opening of the Cinema, is holding it a second week . . . Abe Littman is reopening the People's with the world premiere of "The Light Ahead."*

Harry Carson has returned from the Jewish War Veterans' convention at Miami . . . Julius Fischer is spending most of his time at the Rogers Theatre. He is rarely seen at the downtown office.

*Leonard Schechter, Trailer-Made representative, has recovered from the flu . . . George W. Weeks, Monogram sales manager, was a visitor.*

"General" Harlan Starr was showing aides-de-camp Bill Hurlbut and Jack Saxe how to salute at a war conference . . . Harold Sandelman, hustling to sell M-G-M, finds pastrami too hot to suit him.

*Claire Townsend of Columbia surprised the boys—that golf score was for 9 holes, not 18 . . . Max Heine, counting up his travels, figures he's out of town ten months out of 12.*

David Hughes-Hallett, only son of L. C. Hughes-Hallett, until recently British consul here and a close friend of Variety Club, is joining the Essex Scottish Regiment at Windsor.

*Erving A. and Sydney Moss are forming Van Dyke Theatre Co., with offices in the David Stott Bldg.*

Roger Kennedy, business agent of the IATSE, did so much talking in those conferences that he lost his voice for a few days . . . Helen Ulmer, on the dramatic staff of Jam Handy Picture Service, was featured soloist at the Chevrolet exhibit at the Michigan state fair . . . Douglas Smith, who handles Auction Night in the mideast, has returned from a business trip through Canada, and has big plans for fall.

*Nat Weiss is organizing the Premium Photo Playhouses with headquarters in the Union Guardian Bldg. . . . Jake Sullivan, who was 18 years with the DeLodder Circuit, is getting to be more of a double for I. J. London of the Beacon every day—in figure, that is.*

**WOLVERINE DOINGS:**

George A. Bohm, owner of the Bohm at Albion, escaped serious injury Sunday night when his car careened into the porch of a house in Albion. He received minor cuts.

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Irwin Pollard of Republic says state exhibitors have been conspicuous by their absence since the war started.

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Jim Olsen, the aviator from Clare, w down playing golf with Claire Townsend of Columbia, Sam Seplowin of Republic and Jim Sharkey of RKO.





## *Mideasterners in Gotham—*

*At the top right is Ray Schreiber, head of Midwest Theatres, Inc., Detroit. Immediately above are Jake Soltz (right) of the Rhumba Theatre in Pittsburgh, and Sam Soltz of the Howard at Baltimore, with Miss Francis Smith, hostess at the RKO Radio World's Fair exhibitor lounge.*

# CLEVELAND

JACK H. STEINBERG, who with his father, owns theatres in Youngstown and Ashtabula Harbor, has acquired a new theatre and a new daughter. The 7½-pound daughter, named Flora, arrived on time fully supplied with the latest sound equipment and built along modern streamline models. The theatre, the Strand, an 800-seat house, has been remodeled inside and out and was to open September 16. The Steinbergs also own the Home in Youngstown and the Harbor in Ashtabula Harbor.

*R. T. Kemper has notified local exchanges he has disposed of his holdings in Kemper Theatres, Inc., operating the Crest at Crestline and the State and Opera House at Shelby, to devote all of his time to the Century Theatrical Enterprises, Inc., of Buffalo, an affiliate of the Dipson interests. It is understood Tom Gregory, former associate of Kemper, is booking the theatres.*

George Shenker, who owns three houses in Lorain and who early in the year had ambitions to build another one, announces he has abandoned building ideas and the plans that he had prepared are laid away in moth balls until a more propitious time.

*Nate Gerson, formerly associated with Harry Lande in the Independent Film Service, has formed Real Art Pictures to distribute independent product in this territory. He has opened an office in the Warner Bldg. and will shortly announce his lineup.*

Ralph Salyer left last Saturday to make his home in Cincinnati where he joins the Vitagraph sales force, covering the Kentucky territory . . . Marty Friedman of the Vitagraph home office has been appointed third booker in Cleveland, filling the vacancy created by the promotion of Salyer to the sales force, which automatically moved Larry Kreusser to Number One place and Harold Bein into Number Two spot.

*F. H. Hathaway has taken over the Community Theatre, Canfield, which has been closed all summer, reopening it September 15. That gives Hathaway four houses, the others being the Struthers and Ritz in Struthers and the Palace, Campbell.*

Sidney Garfinkle, local sales manager for Quality Premiums, was in Philadelphia getting first-hand information on a new chinaware for theatre giveaways.

*Park Agnew, M-G-M special auditor, was a local visitor . . . The girls of the local M-G-M exchange tendered Georgia Moffett a surprise party at her country home in Lyndhurst. They brought the sandwiches, and Mrs. Moffett, former code secretary and now secretary of the Variety Club, furnished the scenery.*

There's talk of putting on a Hollywood opening for the first local showing of "Nurse Edith Cavell," which is booked into Warner's Hippodrome later this month. If it is at all possible and the plans materialize, Anna Neagle, the star, and Herbert Wilcox, director, will be on hand for the event, with newspaper critics within a radius of 150 miles on hand to tell the public all about it.

*Exhibitor visitors during the past week included Mr. and Mrs. W. R. Rhoads, New Odeon, Ada; D. R. Bly, Conneaut; Willart Hart, Ernest Lefton, Maurice Levin, Akron; George Delis, Canton; Louis F. Eick, Martins Ferry.*

Nat L. Lefton, Republic head, is happy even though it is hay fever time. Reason is that the Republic picture, "Flight at Midnight," featuring Roscoe Turner, who recently won the Thompson Trophy race at the annual National Air Races in Cleveland, is in demand by all exhibitors in the territory.


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## Remodeling Pace in Ohio Good, Reports NTSCo.

CLEVELAND—National Theatre Supply reports continued interest of theatre owners in replacements and remodeling. New carpets have been laid in the Rialto, Windsor, and Norka, at Akron. The Star, New Amsterdam, has installed new chairs. Fluorescent lighting has superseded older methods at Loew's Canton. The Niles at Butler and the Strand, Youngstown, have added new ticket registers, and the Palace, Dennison, is dressed up with a popcorn stand. L. H. Walters, National Theatre Supply manager, has also installed new sound equipment in Bert Botzum's Orpheum, Akron.

## Artie Shaw Pulls 'Em to The Palace, Cleveland

CLEVELAND—Artie Shaw opened the vaudeville season at the RKO Palace this week to SRO business. Nat Holt, RKO Great Lakes division manager, who has booked outstanding personalities to appear on the RKO Palace stage, was delighted with the long line of customers waiting for the boxoffice to open.

The Palace admission scale is the same as it was last season for a combination show, namely 30, 42 and 55 cents during the week, with 66 cents as the Saturday, Sunday and holiday scale.

## "Double Winner" Now

CLEVELAND—A change in the operation of the theatre game, "Winner" has been made by Lake Shore Sales Co., to provide double the amount of number on the card. The game has been re-christened "Double Winner."

### Writers Join Paramount

HOLLYWOOD—J. Robert Bren and Gladys Atwater have joined Paramount's writing department.

# CINCINNATI

BALLYHOO on a grand scale ushered in Queen City Variety's Milk Fund Show at the Music Hall, Friday night, September 15. The Hon. James Stewart, mayor of Cincinnati, opened the speechmaking which was broadcast with talks from Chief Barker Col. Arthur Frudenfeld, general manager RKO Theatres; Judge William Handley, Al J. Bechtold, in charge of the wrestling show, and Noah "Skipper" Shechter, master of ceremonies. Kleig lights, newsreel cameras, a nationwide hookup, superlative vaudeville, and none other than Cincy's pennant-bound baseball club, autographing balls and generously aiding the cause, were among the surprises. Barney Rapp's orchestra provided the music and a show. Queen City Variety, incidentally, has pledged $12,500 for its charity budget this year.

*Funeral arrangements for Charles Loewenberg, for many years an executive in 20th-Fox offices in Cincinnati, and at one time a representative for Universal pictures, were completed this week. Nine years ago Loewenberg moved to Milwaukee to become manager of Fox Midwest Theatres. Becoming ill, he obtained leave of absence to return to Cincinnati. His death occurred September 5. Mr. Loewenberg leaves a widow, Mrs. Ethel Loewenberg, a sister Mrs. Bertha Feingold, New Orleans, and a brother, Gus Loewenberg of Baltimore.*

Mrs. Chris Pfister is mourning the loss of her brother, who died this past week.

*Openings and closings reported this week include the Yancy Theatre, Yancy, Ky., opened, and the Lackey, Lackey, Ky., which closed.*

Executives arriving included Universal's Dave Miller, district manager, and UA's Bert Stearn, district manager, who spent several days at the local office . . . Other visitors to the Row were Col. James Howe, Carrolton, Ky., Bill Chakeres and his gang, Jonas Thomas and Chris Pfister.

*Robert Stuck is reopening the Pleasant Hill Theatre, Pleasant Hill, Ohio . . . The Felicity, Felicity, Ohio, has been taken over by Martin L. Redman, who also operates the Marvel, Mt. Auburn, Cincy.*

Many exhibitors and exchange men attended the invitational openings of Gene Custer's theatres, the Lewis and the State . . . The Mayfair Theatre, Dayton, formerly operated by Homer Guy, has been leased for burlesque.

*Tam Apgar is the new hello gal at 20th-Fox, succeeding Agnes Burke, recently married . . . Bob Lonneman is vacationing.*

## Two New Booking Offices Reported for Schines

CLEVELAND—It is reported the Schine circuit will open booking offices here and in Cincinnati to handle booking for the approximately 50 houses they operate in the Ohio territory. The present headquarters in Bellefontaine would be discontinued, in that case.

## Lee Satori Will Manage Green's Suburban Unit

PITTSBURGH—David Green, former exhibitor who returned to theatre operation during the year at the Beacon, Squirrel Hill, has appointed Lee Satori as manager.

The new manager is a brother of William Satori, New Universal's sales representative in the local southern territory. The brothers were film executives in Austria before the American product was withdrawn there. Lee Satori was with Paramount in Vienna for seven years and for two years was city salesman there for the Universal branch office which was managed by his brother "Bill."

Green, who has been more successful in the operation of the Beacon than were those who preceded him at the Squirrel Hill house, has under consideration a modernization program for the Beacon, first of importance being the installation of a complete new structural glass front. Green is a brother-in-law of Edward H. Goldberg, Brushton exhibitor.

## Cleveland Foreign Outlet Under Rubin's Operation

PITTSBURGH—Gabriel Rubin, who has operated the local Art Cinema for a number of years, is general manager of Rainbow Amusement Corp., which will open the Penn Square Theatre, 55th and Euclid, Cleveland, the week of September 24. The Cleveland house policy will be similar to the Art Cinema, offering the best of the foreign films, especially those from France and England and other outstanding foreign product in addition to revivals of domestic hits of past seasons. Cleveland's former foreign film house was the City, which closed last spring. The Penn Square was operated this year to May as a grind house and will now be the city's only foreign film theatre. Harry Amber, a member of the new corporation, will serve as house manager at the Penn Square.

## New Philadelphia Union Helm Assigned Gilliam

NEW PHILADELPHIA, OHIO—William C. Gilliam, assistant to Jack Hynes as manager of the Paramount at Youngstown, has been named manager of the Union Theatre here. Gilliam has been with the Shea circuit for 14 years. The house here is the largest of the circuit in the district and has a seating capacity of 1,200. Film policy will be interrupted probably one day a week for stage shows, starting late this month.

## Sentence Theatre Robber

PITTSBURGH—Convicted by a criminal court jury last week of a Homestead holdup last March, when $205 was stolen from the Stahl Theatre, John Troha, 20, of Homestead, was sentenced to serve five to ten years in Western penitentiary by Judge John P. Egan.

# PITTSBURGH

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refurnished, the Casino Theatre reopened with a midnight show last Sunday. Dick St. Martin, who spent the summer in New Orleans, has returned as assistant treasurer at the Casino, this being his 18th year as an employe of George Jaffe . . . The Harry Fleishmans and son, Norman, vacationed for several weeks in New York.

*Harry Hendel, managing director of the New Granada Theatre, Center Ave., has named Jack McBride as house manager. McBride comes here from Cleveland where he has been connected with the industry for 20 years, having had long association with Loew's theatres and more recently having served as manager of the Metropolitan Theatre of that city.*

Davis Display Co. is installing a new front at Gabe Rubin's Art Cinema on Liberty Ave. . . . While vacationing in Atlantic City before returning to his duties here, following his South American honeymoon, Mort England was the victim of a pickpocket . . . Word was received here several weeks ago of the death of D. C. Meadows, owner of the Lyric, Beckley, W. Va.

*Applications for Variety Club membership are on file for Ralph Garver Craig of the Harris Amusements Co.; Earle H. Bailey, manager of the Harris Warren Theatre, Warren, Ohio; Harry Seigel, manager of the Harris Family Theatre, city, and Nathaniel I. Walken, manager of the Harris State, Salem, Ohio.*

We asked George C. Davis if he had a news item for publication on these pages and he politely replied that he is kept busy getting news items for his own daily paper which he publishes at Wellsville, Ohio. The circuit exhibitor returned last week from a pleasant vacation in New York and Atlantic City.

*L. K. Porter, manager of National Emergency Light Co., distributor of Kohler emergency generator plants, with Filmrow offices at the Lipman Manufacturing Co., is now covering the western New York territory and West Virginia as well as western Pennsylvania. He has appointed William N. Pierce as his Buffalo representative.*

In connection with the showing of Columbia's "The Man They Could Not Hang" at the Harris Senator, a special street ballyhoo was engaged in the person of a stunt man who was "actually hung" in front of the theatre. An old-fashioned hearse rolled around town too.

*Bill Finkel, the south side showman, is a busy man these days, remodeling the Arcade and looking after duties as a member of Carnegie Tech's athletic board where he is serving as Steffen Fund chieftain . . . Mrs. William R. Wheat jr., wife of the Sewickley exhibitor, was reported much improved and out of danger this week following a serious operation.*

Among his friends in the industry who attended a birthday party September 7 at Altoona in honor of K. "Gus" Vaveris, an

(Continued on next page)

## Extensive Renovation Is Underway at Tarentum

TARENTUM, PA.—Grand Theatre, West Tarentum, owned for several years by Bart Dattola but never operated by the New Kensington exhibitor, is being rebuilt from wall to wall, floor to ceiling and from front to back. Structure in the rear of the theatre has been dismantled and a 40-foot extension is replacing it. A well is being dug to be used as the source of air cooling the auditorium which is being greatly enlarged. All new fixtures and equipments, including chairs, lighting, carpets, decorating, screen, heating system and hardware, will be installed. A colorful porcelain front will be set off by an Artcraft marquee. Harry Dunn of Pittsburgh is general contractor. Dattola hopes to have the theatre ready for opening under his management by November 15.

## Pitt Strand Remodeling May Finish in November

PITTSBURGH—Remodeling of the Strand Theatre, Carson St., south side, amounts to practically rebuilding the theatre which was all but destroyed by fire late last December. Work is progressing rapidly now and it is possible that the reopening may be scheduled for early November, according to Mrs. Ethel Michael, owner. New seating capacity will be around 550, which is an increase of more than 50 chairs. All new furnishings, fixtures and equipments, including seats, carpets, lighting systems, booth equipments, screen and heating and cooling air conditioning, will be installed. Structural glass front will be set off by a fine new marquee. Charles Dunn of Pittsburgh is general contractor.

## New Kittanning Stadium Will Open in October

KITTANNING, PA.—New unnamed stadium and auditorium under construction on Grant Ave. will be ready for opening around the first of October, according to Dominick Serrao, general contractor, who has a financial interest in the new enterprise. The sports arena building will have a seating capacity of more than 1,200. Serrao, well known theatre owner here for a number of years, has devoted much of his time during the past several years to general contracting, his old business, having built several theatres for the Dipson Theatrical Enterprises in the local area and his own new theatre at Arnold.

## Has Review Post

CLEVELAND—Mrs. W. J. MacLachlan, active for many years in the cultural advancement of motion pictures through the Cleveland Cinema Club and the Motion Picture Council of Ohio, has been named review chairman of the motion picture division of the Cleveland Federation of Women's Clubs. As review chairman, Mrs. MacLachlan submits her reviews to the division, which are then turned over to the motion picture chairman of the various PTAs.

## World War II No Damper Yet on Foreign Shows

DETROIT—World War II is not yet affecting foreign film houses here, a preliminary checkup indicates.

The Cinema reopened a week ago with "Grand Illusion" and "Private Life of Henry VIII." "Grand Illusion," a war film, is being held over.

Abe Littman is reopening the People's Theatre on Twelfth St. with the world premiere of "The Light Ahead," Hollywood-made Yiddish film.

The Park, owned by the Krim Brothers, is showing Italian films, the Delray, managed by Joseph Simon, features Hungarian product, and the Brooklyn, owned by Chester Brown, exhibits Mexican product. Other neighborhood houses show Polish pictures on occasion.

## New House Opens Soon At Benwood, W. Va.

BELLAIRE, OHIO—A new neighborhood theatre is under construction at Benwood, W. Va., nearby and will be ready for opening soon after October 1. Roy Green, for the past seven years manager of the Colonial in Wheeling, is identified with the new enterprise. Name of the house is yet undetermined.

## Idzal Testing Appeal of Vaude at Detroit Fox

DETROIT—David Idzal, manager of the Fox here, is testing the appeal of vaudeville at the house, with William Holden, star of the film, appearing in conjunction with the showing of "Golden Boy." An added attraction was Bob Pastor, so-called contender for the heavyweight boxing championship.

## Detroit Exchange Second In Drive for Schaefer

DETROIT—The local RKO exchange, managed by J. Sharkey, was in second place at the conclusion of the George Schaefer Drive. The Calgary, Canada, branch finished first, with Buffalo in third place.

## Lefton Reports Republic Sales in Ohio Ahead

CLEVELAND—Republic sales in this territory are 30 per cent ahead of this time last year, according to Nat L. Lefton, head of the Ohio franchise company.

## Transfer Tony Laurie

CLEVELAND—Tony Laurie, assistant manager at Warner's Uptown, has been transferred to the Variety Theatre in the same capacity where he is pinch-hitting for Charles Guy Ellis who was in an automobile accident. Don Meyers, chief of service at the Uptown, has been promoted to assistant manager.

### Ellen Drew Extended

HOLLYWOOD—Paramount has extended Ellen Drew, actress, for another year.

# Mich. Allied Outlines Convention Program

DETROIT—Program of the 20th annual convention of Allied Theatres of Michigan was disclosed this week through Pearl M. Sprott, office manager. All events will center at the Hotel Burdick, Kalamazoo, where the directors will convene on Monday, October 2, for preliminary meetings.

Convention proper starts on Tuesday, with golf in the morning, followed by a convention luncheon, and then a general business session in the afternoon. Officers' reports and an open forum are slated for this session.

An Old Timers' party is scheduled for Tuesday evening, with extra efforts being made to bring out every former member of the industry, even if no longer directly connected, to make this an outstanding social event.

On Wednesday morning, golf finals will be held. Business session will be held at 2:00 p. m., with election of officers and reports of committees. Display exhibits also will be open on the main floor.

The annual banquet will be held Wednesday night, with introduction of new officers and directors, and an elaborate floor show.

Separate program is provided for the ladies of the convention, in addition to the Old Timers' party and the banquet. Ladies' events will include:

Tuesday: Luncheon at Burdick Hotel, and a boat ride on Gull Lake.

Wednesday: Luncheon at Colonial Tea Room, and special screening at the State Theatre.

## PITTSBURGH

(Continued from preceding page)

affair which completely surprised the Johnstown showman, were John Notopoulos, Burt Bishop jr., Sam Fineberg, Milton Brauman, Si Feld, Vince Josack, Art Morrone, Dave Murphy, Walter Dyck, Jimmy Nash, Mark Goldman, Sam Lubell, Chris Fourgis, William Scott, Joe Shapiro, Charles Lynch, Jimmy DiMaura, George Mauracus, Bob Hornig, Orlo Heckler, Jess Lund, Alex Notopoulos, Jack Judd, F. D. Moore, Jim Notopoulos, Sid Marks, George Tice, George Elmo, Sam Steinberg, George Notopoulos, G. A. "Gus" Notopoulos, Vic Notopoulos, Charles Himmelein and Bob Caskey. Vaveris was presented with a gold watch. Chris Fourgis, partner of the honor guest at the Grand, Mt. Pleasant, is now claiming Gus's old watch!

*Sympathy to Bennett Amdur, north side exhibitor, whose father, Hyman Amdur, died last Saturday.*

Burt Bishop jr., has reduced his waistline 11 inches, having dropped 53 pounds . . . Economic reverberations, because of the European war, have hit Filmrow. Managers have been instructed to administer economy in all departments, even down to phone calls and postage stamps . . . Duddy Lefton of Monarch Pictures was the only Pittsburgher to attend the recent Film Frolic at Girard, Ohio . . . P. R. Pomeroy has taken over the Broadway Theatre, Parkersburg, W. Va.

## Mrs. Thomas Opens New Parkersburg House

PARKERSBURG, W. VA.—New Parker Theatre, operated by Mrs. P. M. Thomas, was opened to capacity audiences Sunday. Modern 400-seat theatre is situated on Market St., between Seventh and Eighth Sts., and is owned by H. Rus Warne, architect, of Charleston. Mrs. Thomas is well established here as operator of the Palace Theatre.

National Theatre Supply outfitted the entire new theatre and American Seating furnished the chairs. E. B. Morton, Pittsburgh manager for NTS, was in attendance for the opening of the new Parker, as was M. C. Thomas, Cincinnati representative for Altec.

## Julius Lamm a Winner in Lobby Display Contest

CLEVELAND—Julius Lamm, manager of Warner's Uptown Theatre, has just received word from the Ward Baking Co. that he is one of four winners in the national Jane Arden Lobby Display Contest. Together with a prize winning check of $50 the letter complimented Lamm's display as being "one of the best and original of all those submitted."

## Zanesville Weller Adopts Film-Stage Show Policy

ZANESVILLE, OHIO—After several weeks of straight films, the Weller here has inaugurated a combination stage and film policy, which will bring a new vaudeville unit of five or six acts every Saturday, opening with a midnight show and continuing through Sunday. The screen bill will change for the Sunday program.

## In Old Kentucky

*By "SCOTTY" DEVEAUX*

ONE thousand five hundred new seats have been installed in the Paramount Theatre, Ashland, managed by Tom Davis. The Paramount celebrated its eighth anniversary on September 5.

Jay Burton of the Rex, West Liberty, has redecorated and installed 105 new seats in his house . . . A heating system has been installed in the Irvine at Irvine by Max Goldberg Theatre Co., owners. Russell McClanahan is manager.

W. R. Shaffer, who operates theatres at Irvine, Morehead and Grayson, attended the Cleveland air races . . . Dick Martin of the Capitol, Ashland, has recovered from a three-month illness.

W. J. Stamper, a merchant, is building a 400-seat house at Vanceburg. An October 1 opening is expected . . . Tom F. Whalen is now managing the Washington and Russell theatres in Maysville for Schine. He replaces Jack Frisch, who has been transferred to Salisbury, Md.

# *M&R Suit Questions Spotlight Black's Circuit Franchises*

BOSTON—Alfred S. Black, former New England circuit operator, entered into the testimony of Adolph Zukor that George S. Ryan, attorney for the Morse and Rothenberg circuit, has filed in the theatremen's $2,100,000 anti-trust suit. Zukor said that he knew Black personally.

"Did you talk to him about his theatres?" Ryan asked the Paramount executive.

"I don't know whether I personally talked to him about the theatres," Zukor said, adding that he thought the theatre department would handle that.

"And you knew at one time (in around 1919 or possibly 20—we won't quarrel about the exact year—) that Mr. Black acquired theatres in New England pretty rapidly . . .? Did you know that?"

"I couldn't testify to that," Zukor said. "I don't remember Mr. Black's activities in the theatre field, I wasn't familiar with them."

"You knew that Mr. Black had acquired some 30 or 35 theatres?"

"I know he had a number of theatres, we bought an interest in. As to how many there were, I don't know."

"You knew at one time, the Paramount Company, that is, not the defendant, but the distributing company, gave Mr. Black franchises for all of the Paramount pictures in New England, did you not?"

"I don't know."

"How many times did you talk to Mr. Black?"

"I met him three or four times. I haven't seen much of him."

**Franchise Value Qualified**

"Well, did you consider it a thing of value, Mr. Zukor, for a company exhibiting pictures to have a franchise of your company, which gave it the right not only to exhibit pictures in a town, say in Boston, but if he bought theatres in any other New England city, then he would be able to get your picturess as soon as existing contracts expired?"

"I can't tell whether there was any such franchise, if any was or was not in existence, and I wouldn't know what effect it would have because I am not familiar locally with the conditions. I couldn't answer that question," replied Zukor.

"You couldn't give me an answer to a question like that?"

"No. I would have to know all about it, and know about the franchise. I there is a franchise in existence, I wouldn't know."

"Well, now would you consider it valuable to your company, and I am putting this specifically—your own company, that you've been the president of for a number of years—as a theatre operator, that it would be able to get Paramount pictures, to get Metro pictures, to get Warner pictures, to get First National pictures over a period of years, not only where it was operating theatres but where it might go into the field of operating theatres. Would you consider that a valuable right?"

"If the pictures turn out bad, it's a detriment. If the pictures turn out good, it's valuable. It works both ways. I don't think a franchise carries any value unless the product goes with it. If you have a franchise and if the product happens to be good, you win."

"Wouldn't franchises like those, Mr. Zukor, help you in the sale of your own product?" questioned Ryan.

"No," was Zukor's reply.

"Would they make it easy for your company to acquire theatres?"

"No, the theatres would have to stand on their own feet, and the product would have to be good to help the theatres."

"Take a situation like this, Mr. Zukor. Take the town of about 20,000 people in New England, any town you happen to think of; and there's one theatre operating there first-run; and of course being the one theatre, it would be able to get the product or considerable of the product to take care of its needs, would it not?"

"Yes."

**Limit to Consumption**

"And then if your company should decide to go into that town, either to lease or to build a theatre, it would come pretty near running that man out of business with such franchises as I have mentioned."

"If we had the franchises?" put in Zukor.

"Yes," answered Ryan.

"You mean every producer in the country, everybody that had pictures that we bought?" asked Zukor again.

"The big companies," replied Ryan.

"Well, the fact is that you had a theatre there and you couldn't possibly consume the pictures of all of the other companies to begin with," stated Zukor.

"You couldn't consume all of them?" questioned Ryan.

"You couldn't consume all of them," said Zukor.

"Unless you —?"

"You see, it would take all of your own product, and then you fill in with the next best in the town that's available."

"Couldn't you take practically all of the good pictures from the exhibitor in that town?"

"I can't say that you could because you couldn't consume it."

"Well, suppose your company was going in and started to operate on a two-franchise program of three changes a week, how many pictures would that be?" asked Ryan.

"One hundred and fifty-six."

"Well, now let's take two feature, double feature program, three changes a week?"

"Three hundred and twelve."

"And then is it the practice of your company to buy over and above the amount you actually run in order to provide for its needs?"

"That's poor business."

"In such a situation like that, you would only buy 312 pictures?" questioned Ryan again.

"Yes, sir," stated Adolph Zukor.

"Now, did Mr. Black have franchises for many theatres in New England in 1919-20?"

**New England "Discontent"**

"I don't know whether he did or not."

"Didn't you have anything to do with that?"

"No."

"Did you know that Mr. Black had franchises which not only applied to the theatres that he then owned, but to any theatres that he might afterwards acquire?"

"I don't know anything about that."

"If a person had such a franchise, it gave him not only the right to get the pictures of your company, but to get it in any other locality they might go in—that might be a powerful weapon to use against other exhibitors?"

"That a hypothetical question, and I can't answer you just what the motive was. I don't think that he had a franchise, and I don't know what kind of franchise, and I don't know what made the franchise if there was such a thing."

"Do you know whether or not in 1919 or '20 while Mr. Black was acquiring theatres there was a general discontent expressed by the exhibitors in New England as to the methods of Paramount Company, by that I mean the defendant company?" asked George S. Ryan.

"Not to my knowledge."

"Did you find that in those years there was quite a falling-off in your trade in New England?"

"I couldn't testify to that."

Ryan asked Zukor if a number of complaints had not been made to him "per-

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## *Momand Depositions in October Likely*

**Boston—As action increased on the Momand anti-trust matters in Oklahoma, George S. Ryan told this publication this week that he planned to take depositions in the cases in October, if engagements permit. Ryan is chief counsel for the more than $5,000,000 in Momand litigations which he is bringing in Boston and in Oklahoma for A. B. Momand and for Loretta Momand.**

# Answer to Tegu Suit Is Dismissal Move

BOSTON—Defendant distributors in the $100,000 anti-trust suit being brought in the U. S. court in Vermont by Andrew Tegu, circuit operator, have filed joint motions that the action be dismissed, that certain allegations be stricken, that a bill of particulars be furnished, and that they be given leave to take Tegu's deposition. The Tegu houses involved in the litigation are his St. Johnsbury and Lindonville situations. George S. Ryan is attorney for the independent theatre owner.

# BOSTON

TOM O'BRIEN, Monogram chief booker, and Mrs. O'Brien, logged a new citizen last week Thursday at the Faulkner Hospital. It's Miss Brenda O'Brien.

*Al Duffy, former Boston publicity manager for Shubert, authored "Coast Guard" which had its New England premiere last week Thursday at Loew's State and Orpheum.*

Pat McGee, former Oklahoma theatreman who later became associated here with Roy E. Heffner in picture distribution and theatre operation, has been transferred to the managerial post at the Paramount in Syracuse by the Schine circuit. McGee has been managing the Eckel in that New York city.

*Leon Task, Capello theatre operator, is to open his new house in Milford within the next fortnight. Task, an aviator, is a captain in the reserve corps.*

Louis Gordon and Arthur Lockwood have taken over the Lyric in Braintree which, at one time, belonged to Norman Rolfe, cousin of baseball-playing Red Rolfe.

*Doris Berman of United Artists and Thelma Henninger of Columbia went on vacation this week but sidestepped a proposed Caribbean cruise because of submarine danger. The two went to the World's Fair from which Miss Henninger will proceed to Chicago . . . Alice Tanzman of Wholesome Film Service, Inc., has been at the Fair . . . Likewise for Dora Kraska, recently with Imperial Pictures.*

Frank Faille is now managing the Paramount in North Adams for Western Massachusetts Theatres, Inc. He formerly handled the Palace in Pittsfield . . . Sam and Nathan Goldstein, in making the change, shifted Al Fowler, formerly of the Paramount, to the Pittsfield house.

*Hy Rodman, Pawtucket theatre manager, was in town last week . . . Charles Stern, UA executive, made a trip to the Hub . . . Andrew Tegu, Vermont circuit owner who has a $100,000 anti-trust suit pending, was in from the Green Mountain state.*

Louis Rosenswig is reopening the Victoria Theatre in Greenfield.

*Joseph Ehrlick has returned to the local RKO theatre as assistant to Publicity Manager Jack Granara. Ehrlick was assistant to Joe DiPesa at the local Loew's theatres several years ago and has been an advance exploitation man for several major distributors . . . Red King, who has been assistant in the RKO press office, is now expanding all his time on his duties as RKO Boston stage manager.*

Phil Fox, Columbia district manager, and Mrs. Fox were in town this week . . . Charles Ross, Windsor exhibitor, was down from Vermont . . . Al Herman, UA executive, has been in town.

*Bernard Feldman plans to open the Paradise Theatre in Millbury on September 16.*

Henry Steinberg opened his new Greendale Theatre in the suburbs of Worcester last week Thursday. Max and Joseph Levenson are operating the house.

*John K. Hutchens,* Transcript *film critic, liked "The Man in the Iron Mask" but preferred Louis Hayward as the dashing twin. "As the heartless young monarch," wrote Hutchens, "it is to be feared that Mr. Hayward should not have been encased in an iron mask when two slices of bread must have been handier."*

Frank Murphy, former local Loew's assistant, now manager of Loew's State in Syracuse, exploited "Lady of the Tropics" by procuring one rickshaw and one gal in oriental costume. A pseudo coolie drew the same through the city streets.

*W. A. Jack has had new RCA equipment installed at the Acme in Kennebunk. The Maine theatre had a fire sometime ago.*

W. F. McGee, manager of the open air theatre in Providence, was in town last week . . . Jerry Wagner, manager of the Colonial in Newport, was up from Rhode Island . . . Ed Golden, Republic executive conferred with Herman Rifkin here.

*Al Somerby, operator of the Howard Atheneum, and Joseph H. Breenan, MPTOA secretary, represented the film industry on the committee in charge of the Mayor's Field Day, charitable event sponsored by Mayor Maurice Tobin of Boston.*

Harold Davidson, local DeForest sound engineer, has been fishing off the shore this summer in a 16-foot runabout in which he uses a 10 h.p. motor. Davidson got some play a few days ago when he hooked several sharks.

*Newell Kurson, Graphic Theatre circuit executive, has been supervising the interior rejuvenation of the Orpheum Theatre in Danvers. New seats and a new marquee are among the renovations for the recently acquired Massachusetts house.*

Thomas A. Brook has put in new sound equipment at the Olympia Theatre in Cambridge.

*Ed Reed, operator of the Strand in Providence, was in town last week . . . Fred Greene, Woonsocket exhibitor, was in from the Nutmeg state . . . Ed Myerson of the Davis Square in Somerville is back from New York.*

Mary Trainor, veteran Columbia employe, is mourning the death of her mother . . . Miss Trainor, who recently underwent a serious operation, is expected back at the exchange about October 1.

*Ray Marsh, formerly manager of the Paramount Theatre at Schroon Lake, N.Y., is now acting assistant manager for the Graphic Theatre circuit in Belfast, Me. The house is the only one that has been closed to date by the Sam Kurson chain. There were no definite closing dates up to early this week for darkenings of other Graphic summer houses.*

Martin J. Mullin and Sam Pinanski continued to have their 60 Scollay Square headquarters renovated . . . Louis Cohn and Harry Cohen are reopening the Garden Theatre in Springfield.

*Herbert Graffam, assistant chief of staff at Loew's State, was ill last week with a combination of hay fever and flu . . . Marie Nessikian of Loew's State was slightly injured last week in an automobile accident.*

Bernard Farwell has been appointed assistant manager for the Graphic Theatre circuit in Ellsworth, Me.

*Anna Hughes, MPTO assistant secretary, is back from a New Hampshire vacation . . . Claire Singer of the accounting department of M&P Theatres Corp. has been*

(Continued on page 103)

## Foreign Films Bring Industry Tribute

BOSTON—"Potentially one of the greatest propaganda mediums in the world, the motion picture now and then takes advantage of its power for good," the *Christian Science Monitor* wrote last week in an editorial entitled "Film Voices for Peace." "Bostonians and visitors to Boston were reminded of this by a French and a German film which the Fine Arts Theatre recalled from the cinema's files as part of an international film festival. Both of these pictures raise an eloquent, sincere voice for peace.

"Jean Renoir, in the moving 'Grand Illusion,' insists that even the waste of war cannot blast entirely the basic human qualities of tenderness and unselfishness. G. W. Pabst's 'Kameradshaft' makes an even more positive assertion for peace by picturizing, with extraordinary realism, a real post-war incident in which German miners crossed into France to aid Frenc workers trapped by a mine disaster.

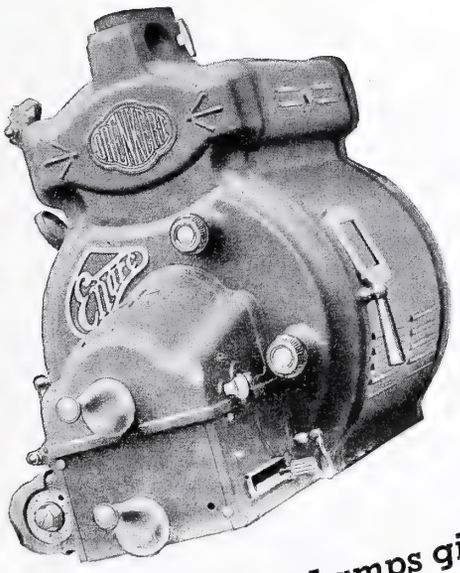
"At one point of 'Kameradshaft' the leader of the German rescue effort encourages to action his reluctant colleagues with a question which must be echoing today across a warring world. 'Haven't those trapped men got wives and children, too?' he asks. The men answer by joining the expedition.

"Today, the little people of the world—the miners, the clerks, the grocers, the factory workers, the bakers, the ditch diggers—seem trapped behind barriers of barbed wire, of nationalism, of grasping political and economic interest. One day men of all the world will chorus with one voice: 'Haven't those trapped men got wives and children, too?' And when all the little people behind all the barriers ask that question together, then the mistakes of statesmen will never again lead them to a great, a terrible illusion."

# E. M. LOEW IS RIGHT!

## BRENKERT LAMPS ARE THE CHAMPS

SIMPLIFIED High Intensity PROJECTION

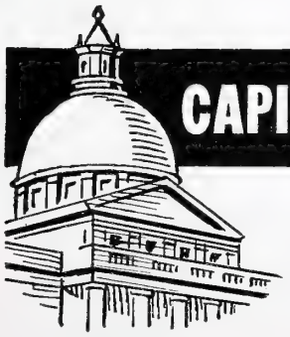


Brenkert Enarc Lamps give three times more light . . . yet one extra ticket sold per show pays for operation.

The independent circuit operator picked the winner when he chose Brenkert Enarc Lamps for the Gayety Theatre, Boston.

This best engineered and best constructed projection lamp in the industry ranks first in efficiency, serviceability, clearness, accuracy, accessibility, appearance and economy.

You, too, will have the best by test if you *Capitolize* with *Brenkert.*



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*A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS*

28-30 PIEDMONT STREET • BOSTON, MASS.

# Protection Occasions Much Questioning

(Continued from page 97)

sonally" by exhibitors in regard to his policy of theatre acquisition.

"Oh," Zukor said, "I imagine they did. I can't exactly remember."

Ryan asked Zukor if he knew what "protection" is in the industry.

"Vaguely," Zukor said.

"Is protection something that is based on competition?" the attorney said.

"No, protection originally is based, from my viewpoint (you must remember that I speak only for the producers' viewpoint) . . . we can only survive or spend money for negatives if we can get a first-run theatre that can pay a good price for that picture because it is very evident, and in practice it worked out, that the second and subsequent-runs, put it that way, are so far from the first-runs, as far as revenue is concerned, that you must give this first-run theatre which has equipment, management, palatial outfit, charging, we will assume, 50 or 75 per cent more admission than the second-run house, that unless you give that house, that protection that the subsequent-run is—there's a space between the subsequent-run and this first-run, you measure commensurately with the revenue you derive out of that first-run house.

### Protection for Revenue

"You must give them protection," Zukor continued, "so that then the second-run which will charge 50 to 75 per cent less than the first-run, the first-run can get all the patronage in order to get the return, then you're in the position to get at the basis on which the second-run house can exist. I'm giving you my own viewpoint. Unless you have it, you don't benefit the second-run house, you destroy the possibility of the first-run and you come into a situation where the accounts don't balance. There isn't enough revenue coming in for the pictures to enable you to continue.

"Now, there isn't a set rule, and you cannot set the rule. For instance, there may be a situation in New York, that means nothing. You could apply that to Boston. I am sure you could apply it t Philadelphia. In other words, in Philadelphia you have to run downtown first, so that discretion must be used between the first-run and the second-run that will benefit primarily the producer first, next the exhibitor who is running these pictures first and second-run and there's no way to determine that, Mr. Ryan, except in a particular location, a particular section or city where the geographical situations are such that you can determine that 30 days, 20 days, two weeks is enough time for that protection.

"But, I say, if you haven't got that protection," declared Zukor, "I say, you can't make pictures. That's my personal opinion."

"Now, should protection extend only to what you might call to a competitive area, that is, where there are other theatres in competition?" asked Ryan.

"No, protection should apply exactly if you owned all of the theatres or none of the theatres," replied Zukor.

"Well, protection is given for a certain area for a certain length of time?"

"Yes."

"And the area it covers is the area from which you would expect protection so that another picture theatre, the theatre protected against, might not be able to draw patronage from the protected theatre?"

"No, it isn't. When you spoke about protection, I said, understand if you can, that when you play a picture first-run or second-run, whatever it is, that there is a lapse of time between the first-run and the second-run, or whatever subsequent-runs is in between, for the protection in the first instance for that theatre that runs it first—is that right?"

"Yes. That's what I understood you to answer," said Ryan.

"That's what I answered."

### Showmanship Is Solution

"Well, there wouldn't be any necessity of giving protection against a theatre unless it were expected that that theatre would draw from the theatre that got the protection? Is that correct?" asked Ryan.

"No. You see when you give the protection, here's what happens as I see it: We will say a first-run house has got to advertise its wares through newspapers and he will charge, let's assume, 50 cents admission. If he hasn't got enough protection between that 50-cent price and say the next price would be 25-cents, he will not spend the money to establish his picture so that it will draw attention, not from this particular section where the second-run house is, but from the whole neighborhood; and it works both ways.

"Everybody can't have an automobile to come into that theatre, but the mere fact that the circulation of the daily papers of that particular large center goes throughout that whole neighborhood, I claim that it more than compensates the second-run house if a space in between, which is fair to both sides, is left open so that when that house comes and gets it for a second-run house, they don't have to have any publicity. They depend entirely upon the neighborhood.

"The picture has been well introduced and he gets the benefit of the first-run's advertising and that's why I believe that protection is a benefit to the industry. It doesn't benefit me or you individually but it benefits us alike. That's my contention."

"Well, now if the protection weren't given a theatre in that area, if it were allowed to play the picture, would it draw from the first-run house to which the protection normally is given?" questioned Ryan.

"No, he wouldn't. That second-run house, coming so straight on top of the other, the publicity that goes with a first-run house wouldn't have made sufficient impression on the public to benefit the second-run house. Our experience is that in any community, a good, a well-managed, a well-publicized picture and a well managed theatre and a well run house, if a picture makes a success in that theatre in dollars and cents, that subsequent-run will realize a profit. On the other hand, if a picture is not properly exploited, neither the exhibitor nor the producer gets the benefit," responded Adolph Zukor.

# NEW HAMPSHIRE

IN A CONTEST sponsored by the Winnipesaukee Gardens at the Weirs for the selection of "Miss Winnipesaukee," Manager Jimmy Irwin specified that girls seeking the title must be attired in "shorts."

*Bernard Gendron of Hillsborough is manager of a theatre in Norwich, Conn.*

Miss Lois Truax was chosen as "Miss New Hampshire" in finals held on the stage of the Colonial Theatre in Nashua. There were six other contestants. Mayor Eugene H. Lemay crowned the winner at the theatre.

*While "The Wizard of Oz" was on the screen at Memorial Hall in Wolfeboro, special showings were given for boys' and girls' summer camps in that Lake Winnipesaukee area.*

Jimmy Kenefec, for 50 years a stage comedian, recently celebrated his 85th birthday in Wolfeboro. Before retiring three years ago, he operated the Casino in that town under Ansel B. Sanborn, who also runs several film houses.

*Bette Davis, film actress, spent a week's vacation at Peckett's-on-Sugar Hill . . . The Barnstormers, summer theatre group in Tamworth headed by Francis Cleveland, son of the late President Grover Cleveland, concluded their 1939 season with the presentation of Clifford Odets' "Rocket to the Moon."*

In a large special advertising layout in the Manchester newspapers featuring air-conditioning firms and users, the Lyric, State, Globe and Empire theatres in the Queen City had space emphasizing the added comfort offered patrons through such systems.

## *Mum on Flesh*

HARTFORD—Nothing has been learned as yet to the effect that the Loew-Poli Palace, under the management of Louis Cohen, will offer flesh this fall, thus offering competition to Hartford's only vaudeville house at the present time—the State.

## *Now It's All Gone*

HARTFORD—City residents who still remember the days of the now defunct Parsons Theatre were interested last week to know that some of it has remained on the former site of the famous theatre at Prospect Street.

Workmen on the Prospect Street widening project had to cart away the other day two more truckloads of it, a portion, according to local sources, of the rathskeller which was once located under the lobby of the famed theatre.

The Parsons Theatre was noted in its heyday as a theatre which boasted of its fine stage plays. It was torn down in 1936.

# HARTFORD

CROWN THEATRE showed Polish films last Friday and Saturday evenings . . . A "Texas Cowgirl Revue" was offered patrons of the Court Square Theatre in Springfield, Mass., last weekend . . . Manager Jim McCarthy of the Strand, a Warner unit, tied in with the Hartford *Times* in announcing his forthcoming fall season by having pictures and writeups published . . . Seats are being installed for the new State Theatre in Jewett City.

*Rialto, Windsor Locks, had flesh some days ago. Appearing was Harry Brunell's Revue.*

Rudy Frank, new publicity man at the Harris Brothers State Theatre, seems to be doing a nice job. For the visit of screen stars "Rochester" and Betty Grable he obtained space in the local press for pictures, writeups, etc. Last week Rudy started to "go to town" on the Gene Krupa visit with prizes for theatre patrons.

*No permits have been issued as yet in New Britain for the operating of the game or playing of the game Bingo. Police Chief W. C. Hart said some days ago that a decision is being awaited from the attorney general to that effect.*

Jack Gamble is manager of the Avon Theatre in Stamford. Jack formerly was with the Regent Theatre in Norwalk . . . Work has started on rebuilding of the Loew-Poli marquee in Meriden . . . Back from vacation in New London is Harry Cohen, treasurer, Winchester Amusement Co. of Springfield, Mass.

*Swedish films have been started at the Rivoli Theatre . . . Mrs. M. Oakley Christoph, film critic and columnist for the Hartford* Courant *was back in town after a vacation of several weeks spent in Europe. Among the guest columnists appearing in "For Your Information About Local Entertainment," Mrs. Christoph's usual space, were Henry Needles, district manager of Warner and New England representative for the same firm; Mickey Rooney, M-G-M screen star; Irene Dunne, Joan Crawford, and many others of note.*

George Freeman, Loew-Poli, Springfield, Mass., with the Mrs. and the family fox terrier, back from two weeks of vacation at Hampton Beach in New Hampshire.

*Conrose's Cinema City Theatre in Sound View closed up some days ago—with the close of the summer season at that shore resort. Manager was Julian B. Tuthill of the Hartford* Times. *Conrose's (Conn and Rosenthal) also operate Palomar Danceland, Hartford.*

In and about Connecticut: Freddie Quatrano, Lido Theatre, Waterbury, a recent visitor to the World's Fair in New York . . . "Gala Swing Nite," something new in the way of theatre attractions at the Loew-Poli, Meriden, is reported to have been a great success on its opening night . . . Joe Miklos, assistant manager, Embassy Theatre, New Britain, won the City of New Britain's Single Tennis Championship . . . Eddie Seaman, 17-year-old New Havener, died suddenly in a downtown New Haven drug store. Eddie was an usher at the Warner Theatre in the Elm City . . . Bill Finn, usher at the Loew Poli Theatre, Bridgeport, back on the job following an appendicitis operation.

*The work on the Borough Theatre in Groton is scheduled to be finished on or about October 1, according to reports received in Hartford. The theatre's foundation was started in the month of July. Another new theatre in Connecticut is going up on Prospect Street in Ridgefield. Speaking of all the new theatre building going on in the state . . . Question: Just why hasn't the town of Wethersfield, with a population of nearly 10,000, one theatre, while towns with even smaller populations have one or two?*

Comments are still heard from passers-by on State Street when they pass the Regal as to the new marquee which is a thing of brilliantly-lighted workmanship.

*With fall just about here and the greater motion picture season on, local exhibitors have been a bit more clever than usual in getting the local press to plug their theatres. Managers have brought in new methods of attracting the press, radio and, of course, the patrons. Manager Jack Simons of the Loew-Poli on Main Street had in mind a parade to start in Massachusetts, go to Hartford, continue to New York, where Grover Whalen will extend greetings at the metropolis.*

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## Gordon, Lockwood May Build Uxbridge House

BOSTON—Louis Gordon and Arthur Lockwood, circuit owners, may put up a new theatre in Uxbridge. The chain recently bought out Mrs. Rose Coriarty's interest in the Bijou there. Edward Eisner, associated with Gordon and Lockwood, has leased a storage house as a possible theatre site. Entry of competition is also mentioned for the town with the incoming of another circuit, one of the newer combines, is a possibility.

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## Permit Adorno to Build Ozoner in Middletown

BOSTON—Salvatore Adorno has been granted a permit to put up an open-air house in Middletown, Conn. Adorno formerly had an interest in three Middletown houses which were recently leased by Morris Pouzzner, Boston circuit owner, after a partnership dispute threw the locations on the market.

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## Ralph Tully, Sam Feinstein Win "Honolulu" Contest

BOSTON—Ralph Tully, manager of the Central in Biddeford, Me., won the $50 first prize in the "Honolulu" publicity contest jointly sponsored by M-G-M and the M&P Theatres Corp. Sam Feinstein, manager of the Shawmut in Roxbury, took second money of $25. Both companies are now running a similar competition focused on "On Borrowed Time."

# PROVIDENCE

CLOSING of the race season at Narragansett track Saturday just as the new fall output of hit films is arriving is being looked on favorably by local theatre managers who foresee good grosses for the next few weeks. Last Saturday saw Bing Crosby present at Narragansett Park, attracting more interest than many of the horses and jockeys.

*Anthony Romano, a patient at Newport Naval Hospital for the past few weeks, was dismissed from the institution last Saturday and is now convalescing at his home here. It will be several weeks before he will be able to resume his duties as general manager for Associated Theatres chain.*

Manager Lawrence O'Keefe ended the season for Block Island's Empire Theatre September 10. He expects to operate the house again next summer . . . Stanzler interests also closed up shop at their Casino Theatre, Narragansett Pier, that same date.

*John B. Findley, manager of Central and United Theatres, Westerly, was relieved late last week to receive a cable from Mrs. Findley, touring in Sweden and Finland, saying she had sailed from Kotaka, Finland, aboard* Carolina Thorden, a *Finnish ship, and should be at New York by the 18th.*

Greater Movie Season parade staged in the downtown area last Saturday afternoon attracted plenty of attention. One estimator figured at least 10,000 persons lined Westminster St. as the procession passed by. Lineup included two bands, a dozen bannered midget Crosley cars with femme drivers, uniformed ushers from Loew's toting silken banners heralding forthcoming M-G-M hits, and probably some other features we failed to notice. Credit goes to Division Manager H. M. Addison, and Resident Manager Edward McBride of Loew's State for local arrangements.

*Frank R. Stoch of RKO's New York office in town doing special promotion work on "Fifth Avenue Girl." Among novelty ideas he is putting across, assisted by Bill Morton, house publicist, is a Beef Stew Contest in which patrons are invited to send in their pet receipts for that dish. Group of clubwomen will judge entries and select several. Then these will be prepared on stage of theatre in a kitchen setting arranged by Providence Gas Co. Finished dishes then are to be judged by a cop, fireman and hotel chef who will, on taste basis, choose best stews in contest. Trade certificates good at big department stores will be the prizes.*

Ad prepared by Jack Carroll, press agent for Edward M. Ray's several theatres here, telling of installation of new sound equipment at Fays, used in Providence *Journal* several weeks ago, was selected by Altec Service Corp., as best used in 50 New England theatres this year. Reproductions of ads are being sent out by Altec as specimens for future installations.

# NEW HAVEN

SUNDAY vaudeville returned to New Haven with a bang as the Arena opened with Ted Fio Rito and George Hall bands, plus the Radio Rogues of "Hellzapoppin," Dolly Dawn and others. Nathan Podoloff, manager, reports it will be a regular Sunday afternoon and evening policy.

*Dr. J. B. Fishman, Abe Fishman and Lawrence Caplan of Fishman Theatres are back from an extended stay in Atlantic City following the Allied of New Jersey convention. Maurice Shulman, Allied of Connecticut president, also attended the meet.*

Al Pickus postponed opening of the former Annex, New Haven, now Fairmont, from the 10th to the 16th because of delays in remodeling . . . New right-of-way ejectment suit has been filed by Franklyn Arrigoni, owner of the Middlesex, Middletown, against Salvatore Adorno. While equipment remains standing in the finished, but never opened, Adorno airdrome, the former Middletown theatreman is reported to be progressing with plans for a year-round house . . . Last-minute postponement scheduled opening of the State, Jewett City, for the 15th.

*There is once more talk of the proposed 500-seat Bethel Theatre for which Athan Prakas of the Rivoli, Bridgeport, has bought an additional piece of land . . . Renovation of the 500-seat Windsor is expected to be finished by the end of October . . . Leo Schapiro has returned his Guilford to its winter schedule, reducing matinees from daily to Saturday only.*

Columbia will have a special trade screening of "Mr. Smith Goes to Washington" in one of the downtown theatres on October 10, which has been designated as National Governors' Day . . . "Golden Boy" is set for a minimum of three weeks at E. M. Loew's, Hartford.

*Results of Metro, Warner, Warner Theatres, and Paramount drives are expected momentarily, and local office staffs already are spending their money prizes. Universal's $1,500 prize drive will be over in October, and 20th-Fox in December. The boys and girls extend their hands to exhibitors who lent and are lending support.*

Modern Theatre Equipment will install new booth equipment in Strand Amusement's Rialto, Bridgeport. Also new booth equipment in Al Pickus' Fairmont, New Haven, formerly the Annex. Installation of new projectors in the Anger Alcazar, Naugatuck, by Modern was completed this week . . . Emil Feldberg of National Screen has closed with the new State, Jewett City, for trailers and accessories, and with the Wilkinson, Wallingford, for trailers.

*Bingo has now added Naugatuck, Ansonia and Derby to its growing approved list of towns in the state . . . Exhibitors are watching results of the organization-sponsored "Honey" at the New Broadbrook and Capitol, East Haven, first in the territory to take the step.*

Sympathy to Thomas Donaldson, Metro manager, who was called to New Hampshire because of the sudden death of his brother . . . John Kata of the State, New Britain, was an infrequent visitor on the Street . . . John Pavone, Warner manager, has returned from a few days' vacation . . . Dorothy Canoff is the new secretary to Lou Phillips . . . Edward Ruff, Paramount manager, spent the Labor Day weekend in bed with a cold.

*Mr. and Mrs. John Dombi of the Brooklawn, Bridgeport, made it a family party for the World's Fair . . . Lucy Flack of the Capitol, Milford, and her sister recently chalked up their sixth visit to the Fair . . . Carmen Mascoli, manager of the Alhambra, Waterbury, had a great time at Walnut Beach . . . If you were wondering about Milt Hyams' amorous greeting to a lady on Meadow Street the other day, it really was Mrs. Hyams . . . "The Star Maker" has opened to excellent business in the territory, staying ten days at the Paramount, New Haven, and Allyn, Hartford, and doing big in New London, South Norwalk and Bridgeport.*

Bushnell Memorial, Hartford, will be the scene of the world premiere of a new play by Moss Hart and George S. Kaufman, "The Man Who Came to Dinner," on September 23. Monty Wooley, the lead, was a former drama director at Yale and played the man about town in "Midnight" . . . The Colonial, Bridgeport, starts the new season with petit point ovenware by Adolph Johnson . . . N. C. Wrisley has sold the salmon Priscilla ovenware to the Crown, Hartford . . . Progressive has sold Rivoli, Hartford, its Aristocrat china; Pequot, New Haven, Premier Bak-serv, and Strand, Winsted, the Regal, Bak-serv.

*Guilford strawhat's final week brought Louise Platt and Charles Farrell in "Rain." Both have enjoyed a successful summer season in these parts . . . Secretary of state reports show filing of final dissolution certificate for the Seymour Amusement Co. . . . Conrose's Cinema City, Sound View, is closed for the season, and Manager Julian Tuthill, who writes the theatre page of the Hartford* Times *muses out loud in his column: "It's a wonder that so may movie managers have kept out of the insane asylum for it's a very screwy business." He tells the readers he has kind words for Barney Pitkin, Ben Simon, Israel Levine and Larry Orkin, but in general his thoughts of the film men are not that kind.*

Jack Bellman of Republic, New York, visited the local exchange a few days . . . Morris Nunes is back from a weekend at Cohasset . . . Mr. and Mrs. George Comden of the Fine Arts, Westport, just returned from a weekend at Belmont. George says his wife won the daily doubles, but he lost double daily . . . 20th-Fox has dramatized its scoreboard on the drive with such titles as "Hustler" Wright, "Knock 'Em Dead" Germaine, "Rip Roaring" Hoffman, "Killer Pop" Popolizio. The girls are "Sonja Henie," "Arlene Whelan," "Alice Faye," etc. All putting on a good act and making a play for the prize money.

*The Rialto, Windsor Locks, tried Harry Brunell's Revue for a two-day stand . . . "When Tomorrow Comes" stayed three weeks at the Regal, Hartford . . . Michael Tomasino reopened the Victory, New Haven, September* 15, *and is working on weekly Jewish pictures as special feature . . . Rumor around the Street that J. DiFrancesco, former operator of the Annex, is planning to build a new theatre . . . A report also of a new theatre in Cheshire.*

Law prohibiting work of women in certain places after 10 o'clock was invoked to fire Trixy Wells' girl orchestra from Lombard's restaurant in Bridgeport. Commissioner says he received complaint in this instance but isn't planning general use of the law, which, if enforced would bar girl musicians from playing in public places after ten, girl singers in roadhouses, and other entertainers.

*The Howard almost gave the wrong impression with this dual: "Glassware Night" —"Magnificent Fraud" . . . Mrs. Eleanor Bidwell, cashier, who allegedly took about* $4,000 *from the Strand, Plainville, was bound over to Hartford county superior court under bond of* $1,000 . . . *Naugatuck will grant permits to churches and fraternal organizations to play Bingo, but only after each application has been thoroughly investigated.*

Bob Russell put on a Joan Crawford doubles contest over WELI, winner joining the parade of the New Movie Season celebration here, with Norma Shearer and Rosalind Russell doubles winners in other Poli towns . . . Jack O'Connell, assistant at the Roger Sherman, has returned from a late vacation. The rains came during his second week, but didn't bother Jack . . . Lou Schaefer of the Paramount tied in with MacFadden Publications, to distribute 10,000 "Beau Geste" heralds in *Liberty* and *Photoplay*, delivery boys wearing special hats like those in the picture.

## *Loew's Caravan Tours New England Cities*

BOSTON—Four-Wheel publicity got under way last week when a 10-car caravan left Boston for Worcester, Providence, Springfield, Hartford, Meriden, Waterbury, New Haven, Bridgeport and the World's Fair. H. M. Addison, Loew's divisional manager, and Harry Shaw, head of the New England division of Loew's Poli, sired the gasoline exploitation entourage.

College girls, appropriately costumed, drove the little Crosleys which were promoted from the Crosley Company of Cincinnati by the theatres.

Eight-cylinder publicity was set for all the spots along the way; with parades, cooperative ads, window displays, and all the rest, to special contests in each locality by which "doubles" of M-G-M feminine stars are to be picked. In Boston, one Mildred Farwell got the choice as Bean Town's Myrna Loy.

Fred Greenway, Howard Burkhardt, Bob Russell, Matt Saunders, Morris Rosenthal, Harry Rose, Sam Badamo, Bill Elder, Ed Fitzpatrick, Joe Samartano, Jack Simons, Lou Cohen, George Freeman, Monk Maloney, Joe Anstea, Bob Portle, and Eddie McBride are the managers cooperating in the Loew's Poli Movie Hit Parade.

# BOSTON

## An Affinity Finder

BOSTON—The astute Massachusetts Institute of Technology and Loew's, Inc., cooperated in bringing science into the exploitation field. Joe DiPesa and Joseph Longo of the circuit's publicity office got an MIT student to lay out a so-called love machine which was later used in lobby exploitation for "Lady of the Tropics."

The gadget worked on the interrupted circuit idea. The better the contact made between the couples engaging in the test, the stronger were the electrical impulses recorded. Ultimate reaction was ringing of the bell and simultaneous awarding of two passes by Fred Greenway to the Loew's State.

## Cockney English Has Short Shrift in Massachusetts

BOSTON—"What the ruddy 'ell!" the Massachusetts censors ruled that bit of dialogue out of M-G-M's "The Lambeth Walk." It was one of two eliminations in the latest list of eighty motion pictures to go before the Bureau of Sunday Censorship.

The only other cut was four words of dialogue in another M-G-M feature, "The Women;" to-wit, "Oh, that old bag."

Among the unscathed celluloids were RKO's "Fifth Avenue Girl," 20th-Fox's "Stop, Look and Love," Republic's "Flight at Midnight," Monogram's "Irish Luck," and First National's "Dust be My Destiny."

Seven vaudeville routines were disapproved for Sunday exhibitions during the same length of time.

## Kurson Sets Up Boston Office for Graphic

BOSTON—Kenneth Kurson, field manager for the Graphic Theatre circuit, has established a Boston office following the expansion to Massachusetts of the chain which formerly held to northern New England and New York. The initial Graphic move to this city went into effect several months ago when Newell Kurson, buyer and booker, established local headquarters on Stuart St.

The circuit's business heretofore had been handled out of Bangor.

## Report to Allied

NEW HAVEN—Allied Theatres of Connecticut, at its meeting to be held Tuesday, September 19, will hear a report from its president, Maurice Shulman, and from Jack Fishman on the New Jersey convention of Allied. The nomination of officers also will be the order of the meeting.

## Lee House Likely

BOSTON—A new theatre, to be named just that, is a possibility for Lee. The Formento circuit, which already operates the Park in the Massachusetts community, is taking bids for the job.

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*sojourning in New York . . . Rose Rubin, Esther Sharps and Helen Chauncey of Republic World Faired it the other weekend.*

M. J. Kavanagh, formerly manager of the Paramount in Cincinnati, is now managing the RKO Albee in Providence . . . William McCourt, acting manager of the Rhode Island house, is back as assistant to Ben Domingo at Keith's Memorial in Boston.

*Michael Whalen was in Fitchburg last week . . . I. P. Hutchinson, exhibitor at the Strong Theatre in Burlington, was in town from Vermont last week . . . Thad C. Barrows, chief projectionist at the Metropolitan, represented this territory at the New York World's Fair last week on Projectionists' Day.*

Harry Segal, Imperial Pictures head in New England, has taken over the distribution of "Living Dead," in this territory. George Kraska will premiere the film at the Fine Arts Theatre . . . R. E. Salisbury is now managing the Opera House at Presque Isle, Me., for Wendell Holmes.

*Gene Keenan, publicist for Herman Rifkin of Republic, has a tiein with the Boston* Traveler *whereby that paper mentions the theatres playing the "Dick Tracy" serial in return for screen credits.*

Richard Rubin, operator of the State in Saugus, and his family are back at their Newton home after a summer in the White Mountains . . . H. M. Addison, Loew's divisional manager, returned to town last week Wednesday following a circuit tour . . . Harry Shaw, Loew's Poli divisional manager and Mrs. Shaw were in last week . . . Lou Brown, Loew's Poli publicist, was in from Connecticut last week.

*Jack Martin of Republic is campaigning for John Kelly, city council candidate, and William Drummey, would-be school committeeman.*

Film district offices now are being canvassed by the metropolitan district police, armed with tickets for their 13th bi-annual charity grand ball. This year's affair will be held November 15 at Symphony Hall.

*Al Page is now managing the Strand Theatre in Holyoke . . . Page, who formerly handled the Broadway in Springfield for Sam and Nathan Goldstein, has been replaced at that house by George Coleman.*

Robert Portle and Ed Dolan of Loew's Poli in Worcester recently dared a woman to sleep in a local cemetery as ballyhoo on a forthcoming pix. It later seemed that no cemetery would cooperate. It made the stunt all the better!

*E. M. Loew plans to open the State Theatre in Sanford on September 20 . . . B. J. Perkins, who now manages the Capi-*

(Continued on next page)

## No Passport Problems

BOSTON—"George Bernard Shaw's blast at the darkening of British theatres will be understood even by Americans who question both his humor and his sincerity. Through the World War Americans never lost their capacity for entertainments or their ability to see a joke," the Boston *Post* wrote editorially last week.

"The American insists on being entertained. The old 'See America First' slogan will take on added significance as the present war progresses. Our costal steamship lines and the railroads and air services should know an increased patronage. Our theatres should provide further divertisement from the horrors of war."

## The Lily in Plainfield To Be Opened by Daly

PLAINFIELD, CONN.—The 450-seat Lily here is to be reopened by Michael Daly, who recently acquired it from Henry Fontaine, and will be reseated and renovated.

The house which was operated part time will be reopened on a six-a-week schedule, 30 cent top admission, under the managership of Edward Sokolowsky, who has managed Daly's Capitol, Lowell, the past three years.

Sokolowsky had previous experience at the Rialto, New Britain, and the Daly, Hartford. Arthur Menard replaces him at the Capitol, in addition to managing the Victory in Lowell.

## Brookline Delay May Give Brighton New Theatre

BOSTON—Permit trouble may result in building of an M&P Theatres Corp. house on the Brighton side of the Cleveland Circle area recently acquired by the theatre interests. The Brookline board of selectmen has been delaying action on a petition seeking permission to erect a $150,000 theatre on that town's side of the line.

## Sneaked Cigarette Causes Blaze in Theatre Balcony

BURLINGTON, VT.—Minor damage was done to the balcony of the Strong Theatre when a discarded cigarette started a blaze. About six months ago considerable damage resulted to the same balcony when a discarded cigarette started a fire that burned through the roof. Police are investigating the second blaze as smoking is not allowed in Vermont theatres.

## Alperin Engaged

BOSTON—William Alperin, executive in the Frederick E. Lieberman circuit, and Rose Kane are engaged. Nuptials are set for December 25. Alperin, former cashier at the local Warner exchange, has been with the circuit for the past few years.

# BOSTON

(Continued from preceding page)

*tol in the Maine community, will also cover the state.*

Al Kenney has been appointed chairman of the ticket committee for the forthcoming Theatrical Post of American Legion dinner-dance.

*Ethel Moore, formerly of the Paramount, was tossed a miscellaneous shower at her home recently. The party was sponsored by her sister, Anne, formerly of the Washington Street Olympia.*

A sixth contestant has been entered in the "new citizen" sweepstakes now centered at the local E. M. Loew office. The latest competitor is Mike Grey, brother of Mary Grey.

*I. J. Hoffman, Warner executive, was in the district last week . . . The family of Phil Berler and Max Finn, E. M. Loew executives, have returned from summer beach resorts . . . Jack Granara, RKO publicity manager, has been spending the second week of a split vacation at Maplewood Country Club where he was formerly caddy master.*

Al Cormier, formerly manager of the Strand in Westfield, is resident director at the reopened Plaza in North Adams . . . Tom Vetrie, in years of service one of New England's oldest film men, now is booking seven independent houses.

*Edward Kleine, New England distributor of "Ecstasy," played the Hedy Lamarr feature last week at the Globe in Boston, Ben Wilansky house, and at the Frank Moore's open-air in Saco, Me. . . . "Ecstasy" this week opened a booking at 20 E. M. Loew houses with dates at the Davis Square in Somerville, the Strand in Peabody, and the Larcom in Beverly.*

Ted Durocher is operating an open-air theatre in the vicinity of Nashua, N. H. The house is the D. W. Highway Auto Theatre. It's New England's newest ozoner.

*Larry Flint and his band are under contract at the RKO Boston . . . Curtis Prest is starting another horse back riding class at the local RKO Theatre . . . Jeanette Clarke of National Screen Service was one of those who rang the bell at the kissograph machine put in the Loew's State lobby as a publicity angle on "Lady of the Tropics."*

Joe Vogel, Loew's executive, was telephoned birthday greetings last week by H. M. Addison, Fred Greenway, Harry Shaw, Howard Burkhardt, Joseph A. DiPesa, and Lou Brown . . . It was also Burkhardt's birthday.

*Mark Whiting has been in Boston, Lowell, and Providence, ahead of "In Name Only" . . . Harry Browning, M&P publicist, is preparing to greet the "Hollywood 'Rulers of the Sea' Caravan" which left the coast, Wednesday, for a U. S. tour, ballyhooing the Frank Lloyd production. Features of the trek are a 67-foot replica of a three-masted clipper ship and a 57-foot replica of the first steamship to cross the Atlantic.*

Jack O'Leary has been appointed manager of the Old Colony Theatre in Plymouth by Ed Fain, Interstate divisional manager.

*H. H. Maloney of Loew's Poli in Worcester, ballyhooed "The Wizard of Oz" by tying in Dorothy's shoe with a shoe-size guessing contest . . . Maurice Druker, formerly assistant to George Jones when the latter was at Loew's Orpheum here prior to going with Graphic, worked in on the gag.*

Charlie Curran, formerly in the Paramount and Fenway publicity office here and more recently with Donahue and Coe, has joined the 20th-Fox publicity office in New York.

*The mother of Phil Berler, E. M. Loew booker, is convalescing at the latter's home after being confined for some weeks at the Jewish Memorial Hospital . . . Home last week from Beth Israel was the mother of Mary Grey of the E. M. Loew circuit.*

A. K. Dame of the managerial staff of the Palace in Pennacook, N. H., is a benedict.

*J. G. Sheppard is now divisional manager for Julius Joelson. Sheppard, recently Taunton manager for the circuit, will handle suburban Boston and Fall River . . . Ray McNamara takes over the Park in Taunton.*

Howard Parker, manager of the Paramount in Newton, has renovated his lobby with fluorescent tubes "The result obtained from this installation is remarkable," said Parker. A marked saving in electrical consumption is also effected, according to the theatre man.

## Harry Asher Incorporates New Distributing Firm

BOSTON—Harry Asher has incorporated the Producers Distributing Corp. of New England with a capitol of $50,000. Fellow incorporators are Ben F. Gilbert of Everett and Christine Antignoni of Concord.

The Essex Amusement Corp. was granted a Massachusetts charter of incorporation last week by Secretary of State Frederic W. Cook. The Beverly concern capitalized by 100 shares of no par stock was formed by George G. Geanakos, Nicholas Geanakos and Joseph B. Silvio.

## Wm. McLaughlin Elected Commander of A. L. Post

BOSTON—William McLaughlin, Stoneham exhibitor and Allied director, was elected commander of the Theatrical Post of American Legion Tuesday night. Others named: Harry Aaronson, local theatre manager, senior vice-commander; Alvin Kenney, junior vice-commander; Marcel Mekelberg, Grand National manager, treasurer.

Installation is scheduled October 25 at the Copley Plaza Hotel.

# PORTLAND

BATH citizens were given a chance to vote on the subject of Sunday motion pictures September 11 when the Municipal Election was to be held. City officials refused exhibitors the right to show Sunday shows between July 21 and September 11, a privilage granted many other Maine towns.

*All Maine summer legitimate theatres are closed with the exception of Lakewood, which is expected to remain open until September 24.*

"Recess Time," popular juvenile program conducted by the State Theatre over WCSH last fall and winter, will go on the air again September 30. It will replace the summer program, "Request Time," which the theatre conducted this year.

*Lester Hughes, Paramount salesman working out of Boston, with his wife and two children have moved from Long Island in Casco Bay, where they spent the summer, to Portland.*

Filmrow visitors: Johnny Hassett, manager of the Paramount Theatre, Barre, Vt.; Bill Benjamin, NS salesman, and Mrs. Benjamin, Boston; E. A. Cuddy of the Boston M&P Theatres; Carl Divizia, RKO salesman, Boston, and John Feloney, 20th-Fox salesman out of Boston.

*Earnest Warren, former WB salesman and now with Universal, and Mrs. Warren, have become Portland residents.*

Barbara Casey, secretary to A. J. Moreau, M&P district manager, spent Labor Day weekend in Calais, visiting her family.

*Work on the proposed Houlton Theatre will not be started until spring, according to the latest rumor. First reports had it beginning at once.*

New uniforms for the service staff of the State Theatre are expected within the next few weeks.

## Prepares for Roadshows By Improving Stage

BURLINGTON, VT.—Looking for a pickup in roadshows this year the management of the Strong Theatre has constructed a new steel and concrete ramp leading up to the stage entrance. The entrance ramp bridges a deep gully and replaces the only wooden runway which has been a fixture since the days when the theatre was the leading legitimate house between Boston and Montreal.

## Levy Resigns as Member Of Bar in Connecticut

NEW HAVEN—Edward G. Levy, former secretary of the Connecticut MPTO, who is now serving a year's sentence in the county jail here following conviction in the Waterbury conspiracy trial has resigned as a member of the bar in this state. Levy was admitted to the bar in 1921.

# MIAMI INTERROGATORIES PROBING DEEPLY INTO EXTENT MAJORS' FLORIDA INTEREST

## Twenty Officers of Eight Companies Asked for Complete Data

*By* EDITH CUMMINGS

MIAMI—Twenty officers of the eight major film distributing companies have been served with interrogatories prepared by the attorneys for the Washington and Garden Operating companies in the process of collecting evidence for the plaintiffs in the coming trial in the local district court in which the Cameo and Surf theatres ask for cumulative damages and for permanent injunctions against alleged monopolistic practices said to be enforced by the two local theatrical circuits, jointly with the eight major film distributing companies.

The largest quota of questions went to Paramount, with questionnaires being directed to five officials: Adolph Zukor, chairman of the board; Barney Balaban, president; Neil F. Agnew, vice-president; Walter B. Cokell, treasurer, and John W. Hicks, vice-president.

### Sears Gets Questions

Three interrogatories were directed to Loew's, Inc., in which pertinent questions were asked of Leopold Friedman, secretary; David Bernstein, vice-president and treasurer, and William F. Rodgers, general sales manager. The three sent to RKO Radio were addressed to George J. Schaefer, president; Ned E. Depinet, vice-president, and William Mallard, treasurer.

Only one went to Vitagraph. It queried Gradwell L. Sears, president. To Harry D. Buckley, vice-president, and Harry P. Muller, treasurer, went the interrogatories filed with legal council for United Artists. The two interrogatories sent to Columbia were addressed to A. Schneider, treasurer, and Charles Schwartz, secretary.

Also questioned were W. A. Scully, general sales manager, and Helen E. Hughes, assistant secretary of Universal, and William C. Michel, executive vice-president, and Wilfred J. Eadi, comptroller and assistant treasurer of 20th Century-Fox.

While identical interrogatories were submitted to Agnew, Cokell and Hicks, direct queries as to the correctness of printed statements and as to clearance periods enforced in Chicago were made of Zukor and Balaban. The particular published statement of Zukor about which he is questioned states: "The evil of producing and exhibiting coalitions is one of the gravest perils that has ever confronted the motion picture industry . . . The moment exhibitors limit the market of producers, or the producers limit the buying opportunities of the exhibitor, the business is retarded and growth stunted . . . Let us avoid such a close unification that the exhibitor becomes wholly or partly a producer, or the producer slightly or extensively an exhibitor . . . If the business is to progress, it must advance upon the basis of free and unhampered selection of product for exhibitors, large and small, and the exhibitors alone can cure this evil by a resolute refusal to be drawn into any allied booking scheme, even if the results promised are of temporary benefit to themselves."

It is interesting to note that this quoted statement was made on Oct. 25, 1918. Zukor's interrogatory asks, as do all the others, that he name his principal position and also any he holds in any subsidiary or allied corporations.

Clearance period questions asked of Balaban included a query as to whether or not it was true that ten weeks' clearance was practiced in Chicago over the independents; also as to whether or not it was true that a tentative agreement was made whereby this clearance would be shortened to five weeks if these independents would play only single features.

### 19 to Paramount Officials

Put to Paramount's two vice-presidents and its treasurer were 19 questions. First came the query: "Does your corporation, or any wholly owned or controlled subsidiary, or allied corporation, own or operate motion picture theatre houses in Florida, and if so, give the names of such corporation or corporations; the names and locations of all such theatres, together with designation as to whether such theatres are first-run, second-run, or subsequent-run theatres."

Names and addresses of all sales agents who have acted for Paramount Pictures, Inc., or any of its subsidiary or affiliated corporations, in soliciting and selling motion picture films and licenses in Florida, from January 1, 1935 until the present time, in addition to similar information about branch managers and district sales managers are asked.

Further questions include "Is Paramount Pictures Distributing Co., Inc., in existence or has it been dissolved? If it is still an existent corporation, where is its office or offices, and in what business is it engaged?" and "Did Paramount Film Distributing Corp. take over the business of distributing film in Florida produced by Paramount Pictures, Inc., or release through Paramount Pictures, Inc., and if so, upon what date?"

### "Yes" or "No"

Then comes the pointed "Does your corporation, or any of its subsidiaries, have an exclusive contract with S. A. Lynch or Y. Frank Freeman, or any corporation owned, controlled or managed by either of the above named men, whereby your corporation has given the said Lynch or Freeman, or any corporation, owned, controlled or managed by either of them, the exclusive right to sell films produced or released through you, in Florida; and if so, please attach a copy of said contract or contracts."

The probe goes on: "Does your corporation own or operate or control the so-called "Sparks Chain" of theatres in Florida; and if so, what subsidiary corporation owns title? What, if any, exclusive right of sale or license exists between your corporation and Paramount Enterprises, Inc.? Also, the "Sparks Chain" of theatres, in the state of Florida? If so, please attach a copy of the contract or contracts now existing and of contract or contracts existing during 1938."

Taking up a statement made in the summer filed by Paramount to the original complaint of these plaintiffs to the effect that this corporation had certain subsidiaries in Florida which operated approximately 94 theatres in the state, the "name and location, together with the name of each corporation operating the same and whether each corporation is owned in whole or in part, or controlled by Paramount Pictures, Inc.? If owned in part or controlled, please state specifically in what proportion," is asked.

This interrogatory terminates by asking "Does your corporation have any producer-owned exhibition competition in Florida; and, if so, where and what?" "Is Paramount Pictures, Inc., the successor of

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## *Denies Interstate Dismissal Motions in Paul Scott Suit*

DALLAS—Lengthy motions to dismiss the Paul P. Scott damage case against Interstate circuit et al., argued for the most part Wednesday morning, were denied by Judge Wm. H. Atwell in federal district court where the trial, according to all indications, will take place in January.

Vital in the dismissal plea was the Texas Consolidated outfit, a subsidiary of Interstate. The Scott suit totals nearly a half million in alleged damages. Scott claims he is entitled to this amount because he sold his Varsity Theatre to Interstate for less than it was worth and, figuring earnings, the loss to him was even greater. He also is concerned in the suit about his new River Oaks Theatre in a neighborhood out of Houston in which situation he claims Interstate is exercising restraining powers.

# New Momand Suit Asks Majors To Deal With Okla. Theatres

OKLAHOMA CITY—A new suit, asking the court to direct several major companies to contract with Oklahoma Theatres, Inc., for second-run and subsequent run pictures in the Odeon Theatre at Shawnee, Okla., at prices charged in districts of similar location and population, has been filed in U. S. federal district court here by A. B. Momand.

Momand at present has a $4,500,000 anti-trust damage suit finished in preliminary stages and due for early trial in Judge A. P. Murrah's court here. The same defendants in the new suit are also defendants in the anti-trust damage action, although several additional companies are named in the latter suit.

Defendants in the newest Momand action are 20th Century-Fox Film Corp.; Paramount Film Distributing Corp., Vitagraph, Inc., Loew's, Inc., RKO Radio Pictures, Inc., Columbia Pictures Corp., Universal Film Exchanges, Inc., and the Griffith Amusement Co.

The action is a complaint in equity, is "brought to enjoin and restrain depreciation of certain rights, privileges and immunities secured to the plaintiff by the Constitution and Laws of the United States and to enjoin and restrain acts of the defendants perpetuated for the unlawful purpose of inflicting upon the plaintiff, by concert of acts, an injury to its business and compelling it to discontinue its operation of the Odeon Theatre, owned and operated by the plaintiff in the City of Shawnee, Okla.," states the petition.

After presenting statements as to jurisdiction over the case, over the plaintiff and the defendants the petition continues:

"The plaintiff alleges that there are five theatres used for the exhibition of motion picture films at Shawnee, Okla.; that three are owned by the defendant Griffith Amusement Co. (Bison, Criterion and Avon), the fourth (Ritz) not by any defendant and the Odeon by the plaintiff."

The petition then alleges that "beginning in 1935 and continuing to the present time said defendants, other than the Griffith Amusement Co., have made it more and more difficult for this petitioner to procure films for exhibitors in its theatre in Shawnee, Okla., and that this plaintiff has used all of the films available at all the independent exchanges in Oklahoma City, Dallas and San Antonio over and over not withstanding that they have generally been of inferior and poor quality and of limited entertainment and boxoffice value and that as a result thereof has suffered a large operating loss for each year's business."

The petition then states that the Odeon has exhausted this supply and, "does not have available any films of proper quality or boxoffice value sufficient to maintain its business and trade good will for the days of Wednesday, Thursday, Friday and Saturday of each week beginning September 9, 1939, and on some of these days it will be compelled to remain closed and on others will be compelled to show films of inferior quality and not owned by the defendants herein, and after said date and for the days of Sunday, Monday and Tuesday it has only enough films from the defendant Vitagraph, Inc., to operate through the month of September, 1939."

**Charges Conspiracy**

It is then stated the plaintiff has always been willing to pay a fair price for the use of "such films as said price might be determined in Shawnee" by comparison with the price charged in cities of similar population and location and according to whether or not said films might be first, second, third or fourth run film "but that not withstanding plaintiffs offer to pay said price for said films and notwithstanding the fact that said defendants, other than the Griffith Amusement Co., have at their local exchanges hundreds of films for which the first, second, third and fourth run showings have not been contracted for" in shawnee. It also states that the "defendants have unlawfully and acting together and in concert refused to contract with this plaintiff for the exhibition of such films in Shawnee for the unlawful and malicious purpose of injuring and destroying this plaintiff's business and aiding and abetting the defendant Griffith Amusement Co., and increasing and adding to the value of its theatres in said city of Shawnee, to the end that this plaintiff will entirely lose its business and be compelled to withdraw as a competitor of the Griffith Amusement Co."

The petition then alleges that this is a conspiracy in violation of the anti-trust laws of the United States and that it interferes with Interstate Commerce and is unfair and unlawful business practice.

**Need for Speed**

"The plaintiff alleges that the success or failure of its business depends upon the continuous procurement of such films," it further states, "pictures and supplies and that any interruption or denial thereof causes great and irreparable loss to the plaintiff in that the public will lose interest in said theatre and would not thereafter seek or pay admission thereto and that in the event of the closing of the theatre that the plaintiff would be and continue to be under a heavy running expense in maintaining the theatre; and that the financial loss and damage which this plaintiff would suffer are unascertainable and would far exceed the sum of $3,000 and would cause irreparable damage to the plaintiff's goodwill and patronage and that the ascertainment of damages would be impossible in an action at law; and plaintiff has no adequate remedy at law; and that for the plaintiff to attempt to protect its rights in a legal action would involve a multiplicity of law suits and deprive the plaintiff of an immediate speedy and adequate remedy; that plaintiff would be irreparably ruined, injured and damaged unless the court issues an injunction enjoining and restraining said defendants from so unfairly dealing with the plaintiff for the showing of such portion of the

# Okla. Allied Would Hear Legislators

OKLAHOMA CITY—Headline speakers for the first annual convention of the Allied Theatre Owners of Oklahoma to be held here September 26-27 now are being engaged.

Promised top names include Senator Josh Lee and Congressman Will Rogers as well as Lyle Boren, congressman, and Milton A. Mooney, head of the Ohio buying pool.

The above legislative personalities had accepted invitations to speak before news of an immediate special session of congress was announced. If the session is called and not completed in time other speakers may have to be secured.

In the event these and other prominent people in public life now being contacted are secured, officials of the Allied organization plan to hold a public meeting in the local auditorium to which the general public will be invited to hear what these public officials have to say about the films and motion picture legislation.

The association has just sent out another special bulletin which was preceded by copies of the Neely bill which passed the Senate last session. Copies of the latter were mailed to all independent theatre owners, members of PTA's and mayors of cities in Oklahoma. The latter two groups were asked to read the bill and then discuss it with their local theatre owner or manager.

Legislation is to occupy a very important part of the convention program, George Sumner, corresponding secretary, has announced.

## New Mart Cole Contract Signed With Jefferson

DALLAS—Mart Cole has made a new buying and booking deal with Jefferson Amusement Co. covering Rosenberg, Richmond and Yoakum.

The remaining Cole towns of Hallettsville, Eagle Lake, Needville and Wallace will be handled out of Cole's general office at Rosenberg.

## Bryan Amusement Co. to Build in Bryan, Tex.

NEW ORLEANS—Construction of a new theatre in Bryan, Tex., is announced by Bryan Amusement Co.

The new house, to be named the Aggie, is to be constructed by Pettigrew and Worley.

**Next "Chan" to Foster**

HOLLYWOOD—Norman Foster will direct "Charlie Chan in Panama," starting late this month at 20th-Fox. David Hempstead is producing.

product controlled by the defendants as is necessary for the operation of the said Odeon Theatre at Shawnee, Okla. at the same price at which said product is contracted, leased, booked or otherwise shipped to any other customers of said defendant distributors in Shawnee or comparable cities within Oklahoma."

The petition then recites that the plaintiff is entitled to a restraining order because "it faces an immediate irreparable loss" unless films can be obtained and because "no damage or injury will occur to said defendants by the issuance of such an order." It asks granting of the injunction until "such time as the matter may be heard upon the plaintiff's appeal for a preliminary injunction."

It asks that Judge Murrah restrain and enjoin the defendants from "such unlawful discrimination" and direct the defendants to contract with the plaintiff for the exhibition of such films selected by the plaintiff of a second and subsequent run which have not heretofore been contracted for to be shown in Shawnee for a price in line with the price charged for such films in towns of similar population and location." It also asks that costs and "such other further relief as may appear to the court just and proper" be awarded.

Judge Murrah has set September 14 at 2 p. m. as the time at which the request for this injunction will be heard.

Leverett Edwards and F. Murray Robinson were attorneys filing the petition. They have not had any connection with Momand's other suits here.

# DALLAS

LANCE DAVIS, the R&R partner at Rotan, Tex., and self-styled "former mayor of Rotan" has been headquartering in Dallas the past few days renewing acquaintances.

*Grover Campbell, former Texas exhibitor in a big way, got rather hot in his home town of Denton, Tex., this summer. First he installed a cooling system in his home. Then he put a system in his business office. Grover is in the cheese and dairy business, among other undertakings.*

War pictures seem to be in demand in the southwest. Dallas theatres are playing them and most exchanges have them on hand.

*A well-known exhibitor here this week said a local option election was on in his town to decide whether beer would sell at* 10 *and* 15 *or* 20 *and* 25 *cents.*

John Jenkins, special representative for Million Dollar Productions, has been in and out of Dallas garnering contracts and dates for his company. At least two all-colored shows have been opened in the southwest since Jenkins arrived in the territory.

*Invitations were received this week to the opening of the new neighborhood Villa*

(Continued on page 111)

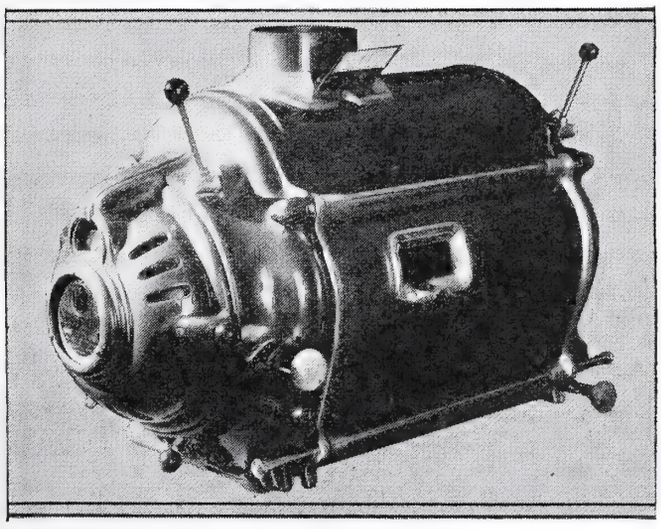
## Milentz Takes Dallas Bookers Out Fishing

DALLAS—Dallas film exchange bookers and salesmen went deep sea fishing in Arthur Milentz's private fishing preserves off the shores at Freeport last Sunday morning. Arthur followed up on the Homer Mulkey party for bookers on dry land in west Texas. Milentz took them into deep water and said that his co-hosts were Rogers Brown, of Tomball; Roy Wright of Hempstead, both being brothers-in-law; M. N. Bussey, of Shreveport; Carl Milentz, of Daisetta and Arthur Milentz, who in principal gave the party.

A contingent numbering about 25 left Dallas Saturday afternoon. That evening there was a chicken barbecue at the Arthur Milentz home in Freeport. Next day, bright and early, was deep sea fishing. Some of the boys claimed sea sickness. Fish were caught up to the noon hour, the largest being 12 pounds.

Loud in their praises for the Milentz hospitality were: Leroy Whittington, Harold Brooks, Charles Kelly, Cotton Vogelphol, Roy Litsey, Byron Adams, Andrew Sisk, Bill Rau, Lawrence Jones, Vernon Adams, Ed Green, Drexel Baum, Fred Larned, Hank Miller, Max Sexton, Jack Gruben, Tim Stamps, Hal Smithson, Roy Wright, Roger Brown, Carl Milentz, Arthur Milentz and M. N. Bussey.


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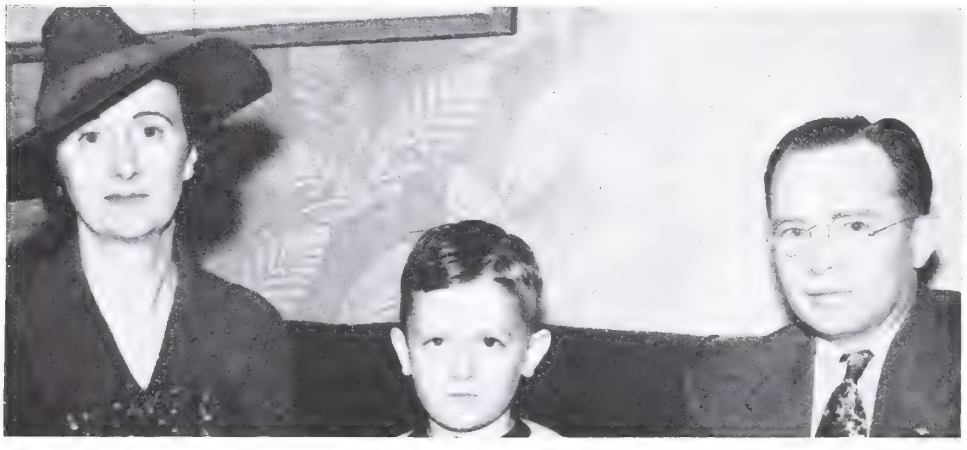
## *Charlotte M-P Council Holds Fall Meeting*

CHARLOTTE—The first fall meeting of the Charlotte Motion Picture Council was held Monday at the chamber of commerce. Members present were Mrs. J. M. Biter, Mrs. J. V. Gurveth, Mrs. Rush Wray, Mrs. J. A. Butt, Mrs. C. G. Lawing and Miss Lucie Harding. They discussed new plans for the Saturday morning matinee at the Imperial Theatre for school children.

### Wins in Lasky Contest

LITTLE ROCK—Miss Juanita Keys, 18, daughter of Mrs. R. E. Keys of Little Rock, has been selected by Jesse L. Lasky as local winner of the RKO talent search contest. In preliminary auditions at the Pulaski Theatre, Miss Keys won over a field of 18 entrants.





## *Southerners in New York—*

*Top right: Grayson Poats, manager of the Ritz in Columbia, S. C., visits the Paramount World's Fair lounge. Lower: Al and Mrs. Powell and son of the Griffith Amusement chain in Guthrie, Okla., visit the RKO World's Fair lounge.*

# *Louisiana Continues Fight For Tax on Film Rentals*

NEW ORLEANS — Louisiana's attorneys and the motion picture industry will lock horns again at Baton Rouge when the state carries its appeal against a lower court's decision that film rentals are not subject to sales tax.

The controversy, a heated one in which the first round was won by the various Saenger companies (subsidiaries of Paramount-Richards), Loew and Mort H. Singer's New Orleans chain, is based on the assumption of the state that it has the legal right to enforce its sales and use taxes of one per cent on film rentals. The sales tax applies to all articles sold within the state; the use tax to articles purchased without the state in localities where there is no sales tax and brought within Louisiana for use.

Attorneys for the film interests advanced the contention that film rentals were really royalties in exchange for a license to exhibit a copyrighted motion picture and that ownership of the film without right to exhibit was worth practically nothing. They further argued that so far as the stock value of film was concerned, a tax on that already had been paid by producers in California. The lower court upheld this view and ordered a return of the taxes paid under protest. The state appealed.

The next hearing is set for the early part of 1940.

## *Crew on Location Makes Trip to Corpus Christi*

CORPUS CHRISTI—En route from Monterey, Mexico, to the Big Bend country where he will be on location for the shooting of a serial based on the life of Buffalo Bill, Rex Stuart, western actor, visited here with a location crew.

# Two-Day Convention By Tri-States Unit

CHARLOTTE—The annual convention of Tri-States Theatre Owners (Arkansas, Mississippi and Tennessee) will be held September 24-25 at the Gayoso Hotel here, according to R. X. Williams, president, and M. A. Lightman, board chairman.

Festivities will start with the official installation of Tent No. 20 of Variety as a unit of the national organization. John H. Harris, national Chief Barker, will preside. It is understood this will be a strictly stag affair.

Several screenings of new pictures will be held Sunday morning, while the afternoon will be given over to a business discussion to be called by the board of directors, which includes the following:

W. E. Blume of Searcy, J. F. Norman of England, M. S. McCord of North Little Rock, Cecil Cupp of Arkadelphia, Sidney Wharton of Warren, Earl Elkin of Aberdeen, Clyde Westbrook of Cleveland, Dave Flexer of New Albany, Fred Ford of the Malco, Memphis; Joe Wheeler of the Roxy, Memphis, and Howard Waugh of Memphis. The late Bill Landers of Batesville also was a director. The meeting also will be attended by the regional vice-presidents: W. S. Tyson of Water Valley, L. F. Haven of Forrest City, and W. F. Ruffin of Covington.

A golf tournament will take place Monday at the Chickasaw Country Club. Prizes will be awarded for the best and worst scores at the Variety Club Monday night. The grand finale will be the banquet and dance Monday night at the club.

## CHARLOTTE

R J. McGOWAN, exhibitor of Springhope, N. C., paid the exchanges a visit . . . Mr. and Mrs. E. E. Heller have moved to their new home on Providence Road. Heller is with Affiliated Exchange.

*N. J. Colquohoun, RKO branch manager, flew to Atlanta last weekend on a business trip.*

Bill Lake, formerly booker with RKO here, is now in New Orleans as salesman for Monogram.

*Mrs. Runa Curtis, exhibitor at Liberty and Silver City, was on Filmrow booking.*

G. H. Faw will soon complete his new theatre in Troy. Faw is also owner of a theatre in Biscoe.

*Woodrow Tussell of the Bladenbore Theatre in Bladenbore was booking at the exchanges Monday.*

Ike and Harry Katz of Paramount Premium Co., Washington, D. C., were Filmrow visitors.

*Harry Wilkes, Paramount district manager from Atlanta, was a local visitor.*

All those present at the preview of Universal's "The Under-Pup" gave it highest praise.

# Work Is Rushed on Wometco Revamping

MIAMI—A patriotic color scheme, one which will literally signal the "ship of state" metaphor for the Wometco theatre named the State, is being included in the complete renovation of this house being begun the 18th of the month. By working three shifts a day, it is anticipated, Manager Charlie Ozborn says, that the theatre will only have to be kept dark for three weeks.

White glass bricks, together with red and blue Neon will combine to create the "Three cheers" color scheme. These colors will be used on the exterior and in the foyer with a more modulated, neutral color scheme—yet to be decided upon—to be used throughout the rest of the house.

Starting at the front of the building this Flagler St. theatre is to be equipped with a complete new marquee, new vertical sign, and new display frames. Behind this new facade will be installed 890 new de luxe spring-edge, cushioned seats, a thermostatically controlled air conditioning unit to replace the present installation; new carpets throughout the house; a new mezzanine lounge; a balcony converted into smoking section, and acoustically treated walls and ceiling.

Robert E. Collins, Wometco architect, drew the plans.

## *Two Supply Companies in New Orleans to Close*

NEW ORLEANS—Gulf Theatre Supply Corp. is to cease business shortly, according to its owners. The supply company's dissolution, in the face of normal business, comes on the heels of the announcement that Best Poster Exchange, a new rival to the Rex Poster Exchange (owned by Joy Houck, a circuit operator) also would fold.

These closings leave Rex supreme in the field and reduce the equipment supply business to two firms—National Theatre Supply and Louisiana Motion Picture Equipment Corp.

## *P. A. by Barry*

CORPUS CHRISTI—Donald Barry, feature player with Republic, was to make two personal appearances at the Palace Theatre here, one each on Friday and Saturday nights. The screen attraction was a picture in which he is appearing, "Calling All Marines." Donald is a former Corpus Christi boy.


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# MEMPHIS

TED HAMMER, salesman for Vitagraph out of Kansas City, spent several days here seeing old friends. Ted was booker and salesman for the local Vitagraph office before his transfer to Kansas City . . . Many exhibitors were seen along the Row this week. Among them were: J. A. Launius of Marvel, Ark.; Norman Fair of Somerville, Tenn.; R. H. Fisher and H. H. Alexander of the Crescent at Belzoni, Miss; Joe Applebaum of Hollandale, Miss.; Gordon Lee Hutchins of Corning, Ark.; John Shannon of Portageville, Mo.; Dave Flexer of New Albany; Clyde Westbrook of the Wesco at Cleveland, Miss.; R. B. Cox of Batesville, Miss.; E. B. Vandiver of Kennett, Mo.; Ned Greene of Mayfield, Ky.; W. F. Sonneman of Fayetteville; Bill Ellis of the Regent at Cleveland, Miss.; C. H. Collier of Drew; C. J. Collier of Shaw, and B. F. Jackson of Ruleville, Miss.

*Two of Lightman's city managers were Filmrow visitors: Kirby Smith of Morrilton and Jim Kane of Conway, Ark. . . . V. E. Terry, who recently opened the Terry at Mt. Vernon, Ark., was in booking. His new theatre has 200 seats . . . W. D. Mitchell of the Gem Theatre, Dumas, and the Star, Star City, has returned from a western vacation with his wife and son.*

W. O. Anderson, Ross Federal's district manager, was in town assisting his local manager, Cliff Wallace, during the Tri-State Fair . . . Ollie Williamson, Vitagraph's local manager announces the following changes in his personnel: Florence Williamson becomes assistant cashier, replacing Lonnie Davis, who resigned; Mary Alice Sawyer takes over the PBX and information desk. Miss Sawyer is a newcomer to Filmrow.

*Friday, September 8, was really a special occasion to several on Filmrow. To Ed Doherty of the Vitagraph office and his wife, Nelle, of the Columbia office, it meant two years since the wedding bells rang for them. To Buddy Mansfield of Universal, it meant four years of wedded bliss, and to Loyd Miller of Republic and your truly it mean six years—well, maybe we had better not go into that. Anyway, it has been six years.*

Walter Parham of the Royal Theatre, Memphis, and the Holly, Holly Springs, Miss., is back from a vacation in St. Petersburg, Fla. He and his 84-year-old mother made the trip by car . . . The McCutcheon & Rogers circuit is installing new chairs in their Jewel Theatre at Poplar Bluff, Mo., as well as the Gem at Cairo, Ill. . . . Bill Bugie of Paramount announces that effective Monday, September 18, Frank Neal becomes office manager and head booker, replacing Tom Watson, resigned. Neal comes to Memphis from Atlanta where he has been booker. Tom Watson, after 11 years under the Paramount banner, goes to Charlotte to join RKO as head booker and office manager under N. J. Colquohoun. Watson is well known in the Charlotte territory, having booked there several years while with Paramount.

## *Ritz in Corpus Christi Getting a Going-Over*

CORPUS CHRISTI—The Ritz Theatre, No. 1 house of Corpus Christi Theatres, Inc., is being given a thorough going-over by Bruce Collins, city manager. On the list of improvements are a marquee, vertical Neon sign, recarpeting, and a new cooling system.

The Melba and the Grande, third-run and Mexican film houses, will each get new vertical Neon signs.


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ATLANTA — DALLAS — MEMPHIS — NEW ORLEANS — CHARLOTTE
OKLAHOMA CITY

# Expect About 400 at Atlanta Variety Bow

ATLANTA—Approximately 400 persons, representing local members and national officials of Variety Clubs of America, together with special guests, are expected to attend the charter night dinner for the Atlanta club at 7:30 p. m. Thursday night, September 21, at which time the new organization will receive its charter designating it as Tent No. 21, Variety Clubs of America.

The festivities will be held in the Dixie ballroom of the Henry Grady Hotel, in which hotel the club maintains quarters. Reservations for the affair are being handled by Willis J. Davis.

Headed by William K. Jenkins, of Tent No. 21, extensive plans are being made by the board of directors.

National officials expected include John H. Harris, chief barker; R. J. O'Donnell, chairman, and John J. Maloney, representing Heart of Variety, the organization's charity division.

Speakers scheduled include Senator Walter F. George, Senator Richard B. Russell, Governor E. D. Rivers and Mayor William B. Hartsfield. Honored guests will be state representatives, presidents of civic clubs, representatives of all Atlanta newspapers, trade papers and radio.

Harris is scheduled to speak on the "History and Purpose of Variety" and O'Donnell will speak on "Accomplishments of the Dallas Variety Club."

ON THE ROW: Lukie Stein, of Jacksonville; Tom Brannon, of Titusville, Fla.; Harvey Woodward, of Winder, Ga.; John Carter, of Brookhaven, Ga.; Fred Case, of Pompano, Fla.; Mrs. T. M. Holland, of Madison, Ga.; Mrs. Ozbun, of Covington, Ga.; Ed Beach, of Thomaston, Ga.; Earl Fain, of Leesburg, Fla.; Curtis Ware, of Royston, Ga.; Jack Crawford, of Gadsden, Ala.

*Mrs. Louise Sumlin, secretary to Claire Hilgers, Republic manager, was grieved at the death of her father, Charles O. Askew, 74. Mr. Askew was fatally injured in an automobile accident near Waycross, Ga. . . . Thomas Laird, booker for Earl Fain and brother of Sidney Laird, booker for Columbia here, spent a few days visiting in Atlanta . . . W. W. Lake, formerly of the RKO Charlotte office and now salesman for Monogram, was renewing old friends along the Row.*

Howard Wallace, of Sack Amusement, just returned from an out of town trip . . . Riley Davis wishes it to be known that the Variety Club's golf tournament will be held at the East Lake Country Club October 9 and 10, instead of October 2 and 3, as planned originally.

*The special preview of "Nurse Edith Cavell," featured by the personal appearance of the film's star, Anna Neagle, and her producer-director, Herbert Wilcox, was a big success. W. K. Jenkins, of Lucas & Jenkins, introduced the visitors from the stage of the Fox Theatre. Hubert Lyons, RKO district manager, flew to New Orleans with Ralph Roland, of the New York office, in connection with Miss Neagle's personal appearance there.*

Maurice Simmons, GN booker, spent the weekend with his parents at Ellijay, Ga. . . . Mr. Guillot, of Guillot and Cowan, New Orleans, was in town for a few days . . . Dave Prince has returned from a swing around the territory . . . Fred Mullins, of Haines City, has taken over the Tarpon Springs Theatre . . . N. J. Colquohoun, RKO booker in Charlotte, was a recent visitor.

*H. F. Wilkes, Paramount district manager, and Jack Kirby, branch manager, spent a few days in Columbus . . . Lewis Teples, who is opening a new house at Hapeville, was on the Row buying pictures . . . Curtis Ware has opened a new house at Royston.*

Filmrowers: Nat Williams, of Thomasville; Harvey Woodward, of Winder; Mr. Robinson, of Lithonia; Aubrey Gay Hardy, of Thomaston; A. L. Cowart, of Edison; Curtis Ware, of Royston; Mack and L. J. Duncan, of West Point; J. B. Jackson, of Alexander City, Ala.

*Lynn Dunn, UA salesman, is in town, working the city trade . . . Claire Hilgers, Republic district manager, journeyed to Charlotte . . . M. E. Wiman, Monogram salesman, is in town after three weeks in Florida territory . . . Bill Minder made a brief trip to New York . . . Dave Prince visited Charleston last week . . . Major Mike Smith, army booker from Washington, was along the Row doing business last week.*

W. W. Anderson, Columbia branch manager, was out of town on a brief trip . . . Incidentally, Columbia reports "Golden Boy" going well in Atlanta and Birmingham . . . Jack Lamont has returned from Alabama. His wife, who has been on the coast for several weeks, is due back early this month.

*Messrs. Cowan and Guillot of New Orleans were in town conferring with Guy Brown . . . Bill Johnson of New Orleans, MPA president, was a recent visitor . . . Jack Price, Paramount branch manager at New Orleans, and his bride stopped in Atlanta en route to Charlotte, where they visited Price's mother. Price formerly was branch manager at Jacksonville and is well known in this section.*


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## *Atlanta Golf Date Delay*

**Atlanta—"Due to existing conditions over which we have no control we are holding the Variety Club Golf tournament on October 9 and 10 instead of October 2 and 3," advises Riley P. Davis, chairman of the golf committee.**

# NEW ORLEANS

JOE BODION, owner of the Peoples' Theatre at Kaplin, La., has turned over his lease to the Auquin interests. He will engage in the sugar and syrup manufacturing business . . . Paul Mipro is now connected with Grand National in the business office . . . Cherry Blossom Preisser (now Mrs. David Hopkins), is visiting her parents in this city. She stopped with her mother 6555 Wuerpel St., before continuing to Hollywood.

*The old Saenger headquarters on Tulane Avenue is being torn down—if the bricks could only talk? . . . Willie Cobb is back with the Rex Poster Co. after a whirl with the Gulf Theatre Supply Co. . . . While other cities are wolfing about the news reports from the war is hurting business, New Orleans patrons are passing them up—like the housewife who tells the insect powder peddler, "not interested."*

Eva Le Galienne will appear at the Municipal Auditorium November 24-25. Other flesh engagements booked by Benedict Gruenwald, who is sponsoring the series, include "Golden Boy," "What a Life" and "On Borrowed Time."

*It has taken two weeks for the "Angels (to) Wash Their Faces"—one at the Orpheum and another at the Liberty . . . Pontcharrain Beach, which usually closes Labor Day, will remain open until late October because business is good.*

## New Malco Link

BOONEVILLE, ARK.—The Palace Theatre here, operated by E. W. Savage, has joined the Malco circuit. The house will be extensively remodeled, according to Savage.

# DALLAS

(Continued from page 107)

*Theatre which Lew Groves is opening in Oklahoma City.*

. J. B. Wilkes of Conroe, who is building a new show at Willis seven miles north of that town, was on the Row getting ready for his opening on or about October 5.

*Ted Lewis, Little Princess, Texarkana, very evidently was having a siege with the dentist on his current booking trip during the week.*

And J. J. Brown, one of the best circuit house managers in the business, and it can be proved, was about the Row last week with Mrs. Brown returning from their vacation. The Browns operate the Pasadena show just out of Houston for the Long circuit.

*Gene Autry and his wife, W. G. Underwood, Mrs. Underwood, Lloyd Rust and Mrs. Rust; R. J. O'Donnell, C. V. Jones and others were at dinner Wednesday night in the Adolphus honoring the crooning western star and his possible future in this territory.*

## Dixie Doin's

*By* "AL" HENDERSON

M E. FERRERA is now managing the Dixie at Abbeville, La., succeeding Frank Degraw, who is building an opposition 700-seat house which he will operate. Ferrera was previously with Saenger at Biloxi, Miss.

"Moose" Sliman is enlarging and redecorating his Palace at New Iberia, La. . . . Claude Hazel will build a new colored house in Shreveport to be known as the Ritz. Opening is slated for the first of the year. Hazel will operate the new house and another he has in Shreveport in partnership with Milton Starr of Nashville.

Carol Windham, manager of Saenger's Strand at Texarkana, is on the sick list. James Breese is filling in temporarily, moving over from the Centenary at Shreveport . . . Roy Sherman has been promoted from assistant manager of the Majestic, Shreveport, to manager of the Venus there.

Miss Ashton Broussard, competent manager of Joe Heard's Strand at Sulphur, La., vacationed in New Orleans . . . I. A. Funderburk has redecorated his Palace at Jonesboro, Ark. . . . Bob Conrad of the Conrad, Beaux Bridge, La., is giving his house a going-over.

We spent a very enjoyable hour with Robert McGee and his charming wife at the Ritz, Alexandria, La. The Ritz is owned by Milton Starr. McGee was recently transferred here from Louisville.

# OKLA. CITY

BOB PFOTENHAUER, manager of the State Theatre, has resigned to become manager of the new Westland Theatres, Inc. house in Pueblo, Colo., which was set to open Friday.

*Joe Hill, Standard Theatres' accountant, is back on the job after a vacation . . . George Sumner, corresponding secretary of Allied Theatre Owners of Oklahoma, back in town after several weeks of business activity at Shawnee, Okla.*

Your scribe has a new program time . . . So those who have been listening to his Movie News on KOCY will now hear his wheezy voice at 4:45 each afternoon instead of 10:30 in the morning. Gives me more time to take a look at your screenings.

*New theatre equipment company will establish offices here in a few days—Mechanical Electrical Equipment Co., Inc.*

Last week was opening time for the new Villa at 23rd and Villa Sts. here.

*A new theatre reported planned for 29th and Western Southwest or 29th and McKinley Sts. by the head of the Keaton Ice Co. Will be leased for operation.*

# SANTONE

WILLIAM O'DONNELL, city manager for Interstate here, planed out to New York City last week; he will soon return with his wife and little daughter who have been visiting in the Metropolitan city.

*After being closed for several days for repairs and complete renovation, the Prince Theatre, owned and operated by Leon M. Oppenheimer, reopened Sunday. The cost price of the face-lifting job was not disclosed by the management, but he did tell a* BOXOFFICE *representative that he intends to put in stage shows later on in the season.*

Being in the film exchange and theatre supply business 21 years is a record in itself. On September 1, 1918, R. W. Barron started in to serve exhibitors in a building uptairs near the Aztec Theatre. In the 20's, Barron bought out the late Gaston Phillippe at his present location on East Commerce Street . . . General Seating Co., of Chicago, recently appointed Independent Film Exchange here their local representative.

*The Azteca Films Distributing Co., on Soledad St., reported last week that* $13.35 *was stolen from a desk drawer in the office . . . Returning vacationists include Henry Bergman, skipper of the New Broadway Theatre, Alamo Heights . . . Visitors at the Latin-American Film Exchange here recently were Jose Calderon, producer from Mexico City en route to El Paso; Johnny Stahl, Carrizo Springs theatreman, and Thomas Garcia, assistant manager for the Laredo Theatres of Laredo, Tex.*

Joseph Rubiolo, known professionally as Joe Rubio, in Mexico City, died September 6. He was in his 33rd year and was at one time under contract to Universal Pictures in Hollywood. At the time of his death, he had been working in Mexican talking pictures for the past year. His body was shipped here for burial last week.

## Williams Chain Engineer Into Fordyce Repairs

FORDYCE, ARK.—C. E. Parker, Oklahoma City, construction engineer for the K. Lee Williams circuit, is in Fordyce assertedly to begin extensive remodeling of the Amusu Theatre.

Mrs. Mark Atwood, operator of the Amusu, told Al Henderson, BOXOFFICE field representative, last week that although she had been negotiating with the K. Lee Williams chain the actual transfer had not taken place and that she still was operating the house.

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**BUFFALO COOLING EQUIPMENT**
315 S. HARWOOD **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

# *Majors' Florida Interests Are Deeply Probed by Queries*

(Continued from page 105)

Paramount Publix Corp.?"

The identical interrogatories submitted to Bernstein and Friedman of Loew's, Inc., asked practically the same questions as were detailed in the first six questions of the previously summarized 18-question interrogation submitted to the latter three Paramount men: i. e. relating to subsidiaries, sales agents and district managers.

In the case of Rodgers, however, he was asked what he regarded as a fair zoning of the 11 municipalities comprising Greater Miami with its population of 240,000. If he regarded the zoning of this entire area as a unit, he was asked to give reasons. He was also asked for an expression of opinion as to the reasonableness of a 140 to 150-day clearance or protection period. And was further queried as to whether or not he thought such enforcement in favor of two local chains should be based, partially at least, on the location and newness or obsolesence of theatres in question as well as their size and appointments.

### Neely Hearing Recalled

The interrogatory directed to Rodgers also asked how many of the 2,500 theatres affiliated with producer-distributor companies (he was quoted as acknowledging the existence of that number in a statement made before a committee hearing on the Neely bill) are first and how many second-run houses. This particular questionnaire concludes with questions as to whether or not Rodgers sells direct to S. A. Lynch and whether or not his company has given any exclusive contract to Paramount Enterprises, Inc.

Schaefer was also questioned as to his testimony at the Neely bill hearing, relative to the range of film rentals from first showings to subsequent runs in community and small town houses.

Sears was reminded of the double page ad appearing in the September 2 issue of BOXOFFICE over his signature and of a story in the same issue of "Harrison's Reports" and asked if the reference to a policy of a "run for any deserving exhibitor" and of "clearance that will be reasonable as to time and area" correctly picture the sales policy of Vitagraph, Inc.

The same interrogatories, seeking additional information about sales representatives in Florida and branch managers, were asked of Depinet, Mallard, Buckley, Muller, Schneider, Schwartz, Scully, Hughes, Michel and Eadi.

## A Total of 20 Officers Are Asked to Report

NEW YORK—One of the interrogatories propounded by Washington Operating Co. of Miami in its anti-trust action against the eight majors and received by Neil F. Agnew, general sales manager of Paramount, asks the question: "Who is the general sales manager of your corporation?"

All told, 20 officers of the major distributors are asked to supply information as provided in the new rules of pleading. The law allows 10 days for objections and 15 days after delivery of the interrogatories within which answers may be filed. At a meeting of major attorneys it was debated whether the distributors would follow the action of Paramount Enterprises, Miami circuit defendant in the suit, which has filed objections on the ground identical or similar interrogatories have been interposed to numerous officers of each corporation.

The interrogatories, as exhibited here, follow rather rigidly the same line of questioning to each individual, digressing only in the instances of William F. Rodgers and George J. Schaefer, both of whom are asked to confirm excerpts from their addresses before the sub-committee of Interstate Commerce during hearings on the Neely bill in Washington last spring.

After asking each recipient to state the position he or she holds in parent or subsidiary companies, the interrogatories poise the following questions:

### Seek Zoning Opinions

"What do you regard as being fair and equitable provisions for zoning in a territory comprised of 11 separate municipalities, comprising Greater Miami and consisting of Miami, Miami Beach, Coral Gables, Hialeah, North Miami, Miami Shores, South Miami, Surfside, Miami Springs, Opalocka and Biscayne Park, with a combined population of 240,000?

"Do you regard it as reasonable or unreasonable to have all of said territory in one zone? Please give your reason for your answer.

"Do you regard a clearance clause of 140 to 150 days as against all independent exhibitors in such an area to be reasonable or unreasonable, and to be frequent or infrequent?

"Will you answer the same question and include in your answer whether such clearance and/or protection clause enforced against independents and in favor of two local chains, should or should not be based, partially, at least, upon location, newness or obsolescence of the theatres in question, and their size and appointments?

"Are picture sold by you (where interrogatories are directed to sales managers) personally direct to S. A. Lynch for Paramount Enterprises?

"Does your corporation, or wholly owned or controlled subsidiary or allied corporation, own or operate theatres in Florida, and if so, give names and locations of such theatres, together with designations as to first run, second run or subsequent run?

"State names and addresses of all your sales agents who have acted for your corporation in soliciting and selling motion picture sales, films and licenses within the state of Florida since Jan. 1, 1935, until and including the present time.

"Which of the above named sales agents are still in your employ, and which ones have left your employ?

"State the names and addresses of all branch managers and district sales managers who have been and/or are now acting for your corporation in the supervising control of sales and licenses of films produced by your corporation from Jan. 1, 1935, until the present time.

"Which of the above named are still in your employ and which have left?"

The interrogatory to Rodgers asks: "Have you read the article in *Fortune* Magazine of August, 1939, beginning at page 25, entitled 'Loew's Inc.'? In this article the statement is made that there are 16,250 theatres in the United States. Is that statement true, or approximately true? If not, please advise accordingly?"

### Asked About Sparks

One of the questions put to Gradwell L. Sears, Vitagraph president, asks him to confirm whether Warner, in its new merchandising policy for 1939-40 has adopted a policy of a "run for any deserving exhibitor."

Officers of Paramount are asked if the corporation owns or operates or controls the "Sparks Chain" in Florida. Also, what, if any, exclusive right of sale or license exists between your corporation and Paramount Enterprises and the Sparks Chain in Florida?

W. R. Lynch, Charles Walder and N. A. Rossman of Paramount Enterprises will be examined before trial at the office of T. J. Dowdell in the Olympia Building, Miami, September 22.

The following officers have been asked to answer the Washington interrogatories:

*Paramount*—Adolph Zukor, Barney Balaban, Neil F. Agnew, Walter B. Cokell and John W. Hicks jr.

*Columbia*—Abe Schneider and Charles Schwartz.

*Loew's*—William F. Rodgers, David Bernstein and Leopold Friedman.

*Twentieth Century-Fox*—William C. Michel and Wilfred J. Eadi.

*RKO*—George J. Schaefer, Ned E. Depinet and William Mallard.

*UA*—Harry Buckley and Harry P. Muller.

*Universal*—William A. Scully and Helen E. Hughes.

*Vitagraph*—Gradwell L. Sears.

## *NTS Reports Sales*

DALLAS—Leading off recent National Theatre Supply sales is a sound system, popcorn machine and screen to Tol Teeter. Joy Theatre, Dallas. Other sales include sound to Lyric, Odessa; projector, V. A. Barraco, Roxy, Houston; screen, Lester Meyer, Strand, Chillicothe; rectifiers, Rialto, Aransas Pass; screen, Mexican Amusement Co., El Paso; marquee letters, P. W. Cloud, Palace, Snyder.

## *Lease Lincoln House*

LINCOLN, ARK.—It is announced here that W. A. Rogers, Fort Smith, and Dwayne White, of this place, have leased the Lincoln Theatre building and will soon begin remodeling. The lease is reported to be for three years.

# Patronage Resumes as War Shock Subsides

REGINA, SASK.—Saskatchewan appears to be taking the war situation quietly enough and after the initial shock over the first September weekend the crowds turned back to the theatres more or less in relief. The result has been that attendance has not been seriously hit anywhere.

The war situation has, however, cut down on the intended expansion and remodeling plans in several centers, especially Regina where Famous Players Canadian Corp. had announced plans for changes amounting to some $10,000 each to both the Grand and the Metropolitan theatres.

It has also made some cut into staffs of some of the houses, especially among the young ushers. Recruiting of soldiers, naval reservists and air force is continuing throughout the province and a number of the ushers have heeded the call. The rate of pay for soldiers this year is higher than in the Great War and that is proving an additional attraction, also the possibility of "getting in on the ground floor" when promotion may be expected to be rapid.

Most theatres went to great lengths during the crisis period to keep audiences informed on the news. The Capitol in Regina tied in with radio station CJRM to bring a full 15-minute news "flash" to the stage just before the final showing each evening. Newsreels with war shots in them have been played up in the advertising.

Helping to bring crowds back after their initial jitters was the change in the weather. Temperatures dropped suddenly and crowds that might have taken one last fling at summer chose the showhouses instead.

The outlook for the fall and winter is uncertain, depending on the extent of Canada's participation in the war. Announcement there will be no conscription is bound to help, as many males will be left in daily business and business in the west is definitely on the upgrade. The war has brought a steady advance in the price of wheat and Saskatchewan this year is enjoying the best crop in ten years —practically the first crop in most districts.

The billeting of militia in large numbers in Regina, Saskatoon, Moose Jaw and Weyburn is also bound to have good box-office effect.

## *Calgary Branch First in George Schaefer Drive*

CALGARY—H. F. Taylor's RKO branch here finished first in the George Schaefer Drive, with Detroit, Buffalo and Montreal following in that order.

### A Property to RKO

HOLLYWOOD—"Man Without a World," by Frank and Reginald Fenton, has been purchased by RKO.

## *Independents "Sign Up"*

**Toronto—The first group of the moving picture business in the Dominion to rally officially to the support of Canada in the war was the organized independents.**

**Officials of the Independent Theatres Ass'n of Ontario, joined by independent exhibitors of other provinces, have sent a resolution to the Federal authorities offering all cooperation to the cause, with theatres, screens and any other facilities being placed at the disposal of the government for recruiting, war loan or propaganda purposes.**

**Announcement was made that the independents had offered the use of theatres without charge for the holding of any public meetings while time would be given on regular programs for any special films or trailers of a patriotic nature as issued by the Government for the prosecution of the war.**

# *Board to Handle Clearance New Independents' Plan*

TORONTO—Organization of a two-year plan for clearance and priority throughout the whole theatre business of the Dominion was recommended by the convention of the Anti-Protection League of Canada at the King Edward Hotel, Toronto, which was attended by 40 delegates from Ontario and also A. J. Mason of Springhill, N. S., past president of the Independent Theatres Ass'n of Nova Scotia.

A negotiating committee was appointed to get in touch with Famous Players Canadian Corp.; the Motion Picture Distributors of Canada and the general managers of all film exchange companies with a request that a national conciliation board be formed to deal with the subjects under dispute for the suggested two years. Those appointed to negotiate for the independents comprise N. A. Taylor, 20th Century Theatres, Toronto; Harry Alexander of the Independent Theatres Ass'n, Toronto; A. J. Mason, who is president of the Conciliation Board of Nova Scotia, and J. A. Scott of Weston.

The meeting recommended that the proposed national board be made up of a representative of the film distributors, one from the chain circuits and one from the independent exhibitors, plus neutral officials one of whom would act as the chairman of the commission.

It was further recommended that local clearance boards be established in the six key cities from coast to coast, the personnel of these boards to be two independent exhibitors, one chain representative and one film exchange man.

Under the league plan, the national board would draw up new schedules for clearance to be agreed upon by its members and then sit as an appeal board for the hearing of disputes referred to it by regional boards. It was pointed out that the league will demand that the new clearance and priority provisions be made a part of a new license agreement to be adopted in Canada.

The above recommendations were introduced at the league meeting by a resolutions committee which consisted of Harry Alexander and N. A. Taylor of Toronto and Mr. Mason of N. S.

The meeting decided that these clearance proposals should be given a two-year trial and it was also declared that, if the distributors and circuits could not come to an agreement with the independents, the latter would refer the whole question to the Federal Government.

# Tax Structure Revise Expected in Canada

TORONTO—A war tax on business profits and personal income and an increase in the sales tax on many types of products and commodities from 8 to 10 per cent are in prospect as Canadian Government impost changes to finance war operations. There will also be a further levy on company profits sent to foreign countries, it is understood.

These prospective alterations in the tax structure as a direct result of the war will have considerable effect upon the moving picture business in the Dominion. There is already a company profits tax but this will be augmented by a surtax for war purposes, it is understood, this levy also being considered in the light of a conscription of business surplus funds and is primarily aimed at industrial firms which are engaged in the manufacture of munitions.

In the case of the film industry, the sales tax increase will affect imports of films, accessories, printed matter, theatre equipment and other goods imported from the United States and an increase in this levy means added cost for such items. The sales tax is applied to many articles of Canadian origin as well and is generally a hidden impost which the consumer pays without knowing it. In the case of the excise tax on imports which was abolished only last May following the adoption of the Canadian-U. S. trade agreement, there is less likelihood that this 3 per cent surtax will be re-imposed than the raising of the sales tax. The excise levy on imports from the U. S. comes under the trade pact in the case of many lines. There is already a 5 per cent tax on Canadian business profits sent to the states and this may be raised.

# TORONTO

JACK ARTHUR, veteran Toronto theatre manager, presented what may be his last stage show before taking over his appointment as district manager of western Ontario for Famous Players Canadian Corp. when he produced the program for the personal appearance of Gloria Jean, juvenile star of "The Under-Pup," at the Imperial Theatre, Toronto, and the Capitol at Montreal. Arthur himself appearing on the stage when he was accorded a warm reception from his many admirers.

*Local exhibitors recalled that, during the* 1914-18 *Great War, they were ordered to keep the theatres closed on Mondays, as well as Sundays, for the conservation of coal and electric power but were given a free hand five days of the week. They were wondering . . .*

Among the first offers of enlistment in Toronto for special war duty was that from Ned Sparks, film star, who was on a visit to the city with a daughter during a holiday stay in Canada. Sparks made his offer to Premier Mitchell Hepburn of Ontario, his boyhood friend at St. Thomas, Ont.

*A Toronto theatre artist who was rescued from the* Athenia *was Miss Judith Evelyn, who made her start in local atmospheric prologues and other stage shows. She was returning home after filling a number of engagements at London theatres and was saved along with her fiance, Andrew Allan, station announcer at CFRB, Toronto, who had completed a holiday visit in the British Isles. Another survivor was Harry Bramah of the Canadian Broadcasting Corp.*

Jules Levy of RKO Radio, New York, was a visitor of note in Toronto when he conferred with Canadian officials regarding the general situation as it affects the motion picture business.

*"Andy Hardy Gets Spring Fever" proved to be good enough for a second week at Loew's Theatre, Toronto, despite the excitement over the war. Manager Tom Daley is holding over "The Under-Pup" at the Imperial while "When Tomorrow Comes" went into a second week at the Uptown when "Beau Geste" was recalled by the censors for further study.*

The engagement of "When Tomorrow Comes" at the Patricia Theatre, London, Ont., was extended from three to six days by Manager Tom McKnight, when a wartime attendance record was registered.

*Toronto's first war incident occurred when a demonstrator was ejected from a large downtown theatre during the showing of the current newsreel. The audience cheered when British scenes were screened, but the lone individual indicated his approval in another direction. A warning to "pipe down" went unheeded with the result that an usher showed him the street.*

The resignation of United Artists from the Motion Picture Producers and Distributors Ass'n, New York, means the withdrawal from the Motion Picture Distributors of Canada which is allied with the Hays organization.

*Alf Perry, general manager of Empire-Universal, Toronto, is one who has adopted the "Business as Usual" policy. He has been away on an inspection trip to the company's branches at Montreal and St. John, N. B. The latter city is one of the cities on the Atlantic coast reported to be enforcing blackout precautions.*

One of the few trade visitors at Toronto film headquarters during the first war week was Don B. Stapleton, proprietor of the Centre Theatre, Ottawa. An exhibitor from the North Country was Ted Soucie who directs the LaSalle and Cartier theatres at Kirkland Lake and Timmins.

*Frank O'Byrne, Toronto branch manager of Associated Screen News, is happy in the arrival of a boy. The O'Byrnes now have two girls and a boy.*

A social event of importance in Toronto's film colony was the marriage of Yvonne, daughter of J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp., to Dr. Milton Robinson of New York City. The couple will reside in New York.

*N. A. Taylor, vice-president of the Independent Theatres Ass'n, Toronto, has moved into a fine new home on Wells Hill Road in the suburbs.*

B. W. Silver, general manager of Colonial Pictures, Toronto, Montreal and Winnipeg, has been in New York City to arrange Canadian distribution of new season product including an array of independent productions.

*J. R. Nairn, director of publicity for Famous Players Canadian Corp., has an additional job—the editing and publication of the circuit's new house organ,* The Manager.

Arrangements have not yet been announced in Toronto for the Canadian distribution of 12 features of Alliance Films Corp.

## War Measures Boost Canadian Taxes

TORONTO—The Canadian war budget imposes an excess profits tax on net returns above five per cent on a graduated scale from ten to 60 per cent, effective immediately any companies whose year does not expire before next March 31; otherwise on profits of the coming year.

Theatre circuits are not immediately affected because the fiscal year closes December 31 for them. The existing company tax is raised 15 to 18 per cent, whether the firm is incorporated or not.

A new levy is an eight per cent sales tax on electricity, a blow to theatres because considerable current is used for equipment and fronts.

The income tax for individuals now has a straight 20 per cent added, and this hits the pocketbooks of exchange and theatre people alike.

The general sales tax of eight per cent remains unchanged for the present on imports of films, accessories and equipment from the United States.

Coal already has advanced 75 cents per ton because of the Canadian money discount.

## *Visual Education Progress Stressed to Teachers*

MONTREAL — British documentary and educational films so impressed early visitors to the British theatre in the British government pavilion at the New York World's Fair that a separate cinema was set up by a Teachers' Ass'n in connection with the "School of Tomorrow" to feature many of the educational subjects. Visiting educationalists thus were enabled to keep abreast of British progress in visual education.

# WINNIPEG

BACK in the city from a trip to New York are Eddie Newman of the Lyceum, Ken Beach, secretary-treasurer of Western Theatres and Bernard Beach, doorman at the Capitol. The boys had a fine time in New York visiting among other points of interest the RKO lounge in Rockefeller Centre. They were royally treated at the RKO lounge and presented with desk sets of which they are very proud.

*Visiting the city is Jack Rothschild, manager of the Brownskin Models, the stage show which made a tremendous hit at the Orpheum when it played the city some time ago.*

Business has been hit in the city by the war in Europe. This is especially true in the suburban theatres where patrons are spending the evenings at home getting news at their radios.

*Western Theatres, Ltd., managers had their first meeting of the season under the new chairmanship of F. Kershaw. At the meeting Kershaw outlined plans for the new season.*

Metropolitan Manager Don Gauld carried out an extensive campaign publicizing "The Star Maker." Gauld made a tieup with General Motors which took the form of a parade of cars headed by an antique specimen of a 1904 Oldsmobile. Gauld also used the radio transcription of the film and 15 minute program each day for four days over CJRC consisting of Crosby recordings and plugs for the film.

*Both the Capitol and the Metropolitan are introducing boy ushers to replace the girls who have hitherto served in that capacity. A callboard service has been introduced to do away with the discomfort of paging clients who are called away on business.*

# Two Toronto Houses Under Construction

TORONTO—Two theatres are under construction in Greater Toronto regardless of war excitement. One is well under way at 606 College St., the Pylon, which is being erected by Ray Lewis, but the opening date has been set back to November because of difficulties in connection with supply of materials.

Another theatre is being built on Eglinton Ave., at Dufferin St., outside of the city limits, by Harry Davidson, building contractor, who will operate the house after completion. Arrangements have already been made for booking film product through N. A. Taylor of the Exhibitors Booking Ass'n which caters to the independents. The walls are already above ground level. This theatre will compete with the Grant, an independent theatre at Oakwood and Vaughan Road, and the Eglinton, a Famous Players' unit.

A theatre for North Toronto is projected by A. Merkur, Toronto builder, who has purchased a site at Yonge St. and Davisville Ave., for a cinema to seat 1,000, the structure to include a commercial frontage which will have five stores. This will be opposition to the Oriole, an independent house, and the Belsize of the Famous Players' unit.

V. Simone, proprietor of two Toronto theatres, has not started construction of a third house in North Toronto, the site for which was purchased some months ago. New theatres are going ahead at Orillia, Fort Erie, Trenton and Amherstburg in Ontario.

## *F-P Dividend Followed by Loew Interest Payment*

TORONTO—Following on the declaration of a dividend of 25 cents per common share by Famous Players Canadian Corp., payable September 30, comes the announcement of Marcus Loew's Theatres Limited, Toronto, of payment on the same date of 3½ per cent interest on the 7 per cent preferred stock for the half-yearly period ending June 30, 1937, this being a further disbursement on the arrears in accordance with the schedule for the reduction of back interest.

Marcus Loew's Theatres operates the Loew house in downtown Toronto and also owns the large theatre which is operated by Famous Players as the Uptown on a leasehold basis.

## *Saturday Closing Holds in Toronto Until Sept. 24*

TORONTO—The offices of Canadian film distributors in Toronto are continuing to observe the Saturday-closing rule which became effective June 1 for the summer season, the decision having been reached to extend the five-day week until the termination of daylight-saving time on September 24.

# MONTREAL

MONTREAL theatres are so far unaffected by the war on the censorship. They are finding newsreels and war pictures popular, but have to contend with the unrest due to the state of war which keeps numbers of people away from the theatres. Many stay home to hear the latest war news on the radio, and there are always crowds before newspaper bulletin boards.

*Managers who went through the Great War recall that this was the condition for about three months, but that afterwards the public settled down and enjoyed a normal amount of amusement, so they do not feel pessimistic about the business outlook for the winter.*

It has been officially announced that dissemination of information in Canada through the press, radio or motion pictures, and in other ways, will come under the control of a central censorship organization for the duration of hostilities. Walter S. Thompson, veteran newspaperman, director of public relations for the Canadian National Railways, has been appointed chief censor and chairman of the censorship co-ordination committee. Thompson is well known to local theatre managers, having been, some years ago, city editor of Montreal *Herald* and Montreal *Daily Telegraph*.

*Hollywood film stars at present in Europe are worrying about how they are to get home safely, and neutral shipping companies have been bombarded with inquiries. Amongst film notables recently on the Riviera was Madeleine Carroll. Maurice Chevalier has abandoned golfing on the Riviera to offer himself for war service.*

Gloria Jean, 11-year-old star, whose resemblance to Deanna Durbin is remarkable, arrived at the Windsor station, Montreal, September 8 and was greeted by a host of new fans. She then proceeded to a large department store where she held a reception and distributed autographs. Later she made a personal appearance at the Capitol where L. W. Dowbiggin, manager, had made special arrangements to receive the large crowds expected at the initial showing of "The Under-Pup."

*"Four Feathers," is concluding its fifth week at the Orpheum. Joe Lightstone, manager, arranged a tieup with a large restaurant opposite the theatre which displayed advertising matter in connection with the film, and on a special placard proclaimed "You will enjoy seeing 'Four Feathers' and eating your meals at this restaurant."*

Closing of British theatres when war was proclaimed brought a vigorous and characteristic protest from George Bernard Shaw who called the decision "a masterstroke of unimaginative stupidity." He expressed a desire to know how the government proposed to amuse the soldiers on leave and keep hundreds of thousands of evacuated children out of mischief. He suggested that instead of closing theatres the government should open more where these are lacking. The government closed the theatres for fear while containing large audiences they would be targets for German air raids. Shaw retorted "What agent of Hitler is it who suggested that we should cower in darkness and terror for the duration of the war?"

*Quebec's Cambrai Theatre, recently reopened, has been added to the advertisers in the city's only English language daily.*

Open Air "movies" in Montreal district finished with an exhibition at the "Bonfire" theatre in Notre Dame de Grace and a program of comedies on the lawn of one of the city's largest Protestant churches.

*Betty Allam of Notre Dame de Grace, well known in local entertainment circles, who went to London to continue her musical studies at the Royal Academy of Music, was a passenger on the torpedoed liner,* Athenia. *So far no word of her safety has reached Montreal.*

It is announced by the Postmaster-General, who is chairman of the sub-committee on public information, that L. Clare Moyer, clerk of the senate, and Oswali Mayrand, former editor of *La Presse,* who have been appointed to the censorship committee will pay special attention to film censorship.

*When Tyrone Power returns to Hollywood from his exciting experiences in London where he was repeatedly mobbed by thousands of girls, he will star in Johnny Apollo, story based on the life of former multi-millionaire broker, Richard Whitney, who is now in jail. London reports this fashion note, "Power wore bright Tartan socks."*

Word has just been received here that motion picture theatres in what are described as "comparatively safe" areas of Great Britain were permitted to reopen September 9 for the first time since the British declaration of war, Sunday, Sept. 3. The decision affects a number of districts outside of London. Closing hour has been fixed for not later than 10 p. m.

*Canadians who voted "Information Please" the most popular of all radio "Quiz" programs are looking forward to its appearance as a screen feature, announced here by M. Plottel, province of Quebec manager of RKO.*

The war will not prevent a large British theatrical company from making a five months' coast-to-coast tour of Canada under the auspices of the British Council. Maurice Colbourne and Barry Jones are taking 36 players to perform three plays, "Charles the King," by Colbourne and Jones; "Geneva" by George Bernard Shaw, and "Tobias and the Angel" by James Bridie.

*Nothing could commend Grace Moore's pictures more to Canadians, especially French-Canadians, than her announcement that she is returning to France to help that country's war effort. Miss Moore said: "I want to do something for France. I feel that I owe a great deal of my independence, happiness and development in life to France. I can repay it by driving an ambulance."*

# VANCOUVER

WHEN Larry New, Windsor Theatre, entered the theatre last Sunday, he heard footsteps hastily retreating, and on going into his office found an attempt to force the safe had been made and the burglars had left so hurriedly, when they heard him come in, that they left their tools behind. The candy slot machine was smashed and the cash taken from it.

*R. John Dawson, Plaza and Paradise theatres, has had painters busy on the front of the latter.*

Levi Graham, the Strand, Prince George, B. C., has bought a lot in Wells and proposes to build a theatre there. Wells, a mining town, is growing rapidly and the payrolls are keeping pace with the population.

*J. Cooperband, Roxy Theatre, is driving around in a new Plymouth . . . Horace Fletcher, Hollyburn Theatre, has installed a vertical electric sign, giving the vicinity a metropolitan atmosphere and his neighbors are loud in their commendation.*

Myron McLeod, Patricia Theatre, Powell River, made a short stay in Vancouver on his return from a vacation.

*Jim Dibben, service technician for Theatre Equipment Supply Co., returned from his trip up the Cariboo Trail, very enthusiastic about the scenery and weather, as well as the business picked up on the trip. At Barkerville, his car rolled down an embankment, but, beyond a general shaking up, neither he nor the car was injured.*

Charley Ramage, Regal Films, has moved his family back to their city home from the North Shore, where they spent the summer.

*L. A. "Sonny" Allen of Grand National, spent several days in Seattle and is back on the job awaiting the arrival of Roy Lerner, who is to take over the office here. Roy apparently is giving the western provinces a thorough combing before taking over the office here.*

Miss Amy Scriven is off on her annual sojourn among the horses and cattle in the Cariboo. Meanwhile, Fred Guest is looking after the Stanley, with plans to leave for Hamilton on her return.

*Many independent exhibitors have not yet signed contracts with the projectionist's union, and the alloted time allowance is fast slipping by. There have been several trips by committees to Victoria but, as yet, they have received no definite encouragement from the Provincial government.*

"Four Feathers" is in its fifth week at the Plaza and Earl Hayter, assistant manager, says there has been no noticeable diminution in attendance.

*Babe Coval, Warner Bros., proudly points to a copy of his company's merchandising policy, printed in large bold letters and occupying a prominent place on the wall of the outer office.*

There is no apparent tightening up of censorship on account of war conditions, though restrictions are being discussed.

# Supplemental Lighting Units Are Required

TORONTO—All theatres of the Province of Ontario have been ordered by the Provincial Government, through Chairman O. J. Silverthorne of the board of moving picture censors, Toronto, to take immediate steps for the installation of complete self-contained lighting systems for emergency purposes, the equipment to be entirely independent of all public services. The order, as transmitted to exhibitors by W. D. McPhee, chief inspector of theatres, requires the installation to be made before September 30, failure of which would mean cancellation of the operating license for a theatre.

The decision was made because of the danger of unusual developments during the present war and is admittedly a precautionary measure to offset the possibility of panic if the regular electrical service is cut off by interference with power plants or lines. Projectionists are made responsible for the maintenance of the emergency lighting system which is to be tested at least once daily. Flashlights are not to be considered a suitable alternative to the permanently fitted emergency plant which has been ordered.

On the occasion of a recent power disruption because of lightning, a near-panic took place at theatres in Toronto and St. Thomas, it was pointed out.

# VICTORIA

CONGRATULATIONS have been extended to Miss Evelyn Dunn who has left the staff of the Dominion Theatre to get married. Before leaving the theatre Miss Dunn was presented with a wedding gift by members of the theatre staff.

*L. Beard, district manager of F-P, spent a few days in Victoria recently accompanied by V. Armand, circuit supervisor of projection and equipment.*

To exploit "The Star Maker" at the Dominion Theatre the management was host to the orphans of Victoria at a special showing of the picture, the star of which was an orphan. Transportation to and from the theatre was provided by a local automobile dealer who paraded four new cars filled with orphans through town to the docks where an excursion boat was just landing its passengers, and back through town to the theatre. Banners advertising the picture were placed on each car. After the show the management treated the orphans to ice cream and candy.

*During the recent world crisis the Atlas Theatre availed their patrons with the latest news by means of a bulletin in the theatre lobby. The news was secured by means of a radio in the office of the theatre and was typed on telegraph forms and posted on the bulletin board at half hour intervals. On the board was a picture of a soldier, above which were printed the words "Latest European Developments."*

# MARITIMES

WORD has been received here of the rapid advancement in the Royal Air Force of Charles E. "Dee" Staples, son of C. E. Staples of the Queen Theatre, St. Stephen, N. B. In July last, "Dee" passed his examinations and obtained his wings in the RAF. Last month he was stationed near Montrose, Scotland, with the seniors undergoing training in gunnery and bombing, using single-seater planes with a speed of 240 m.p.h.

*Lieut. Harold F. Parker, manager of the Capitol Theatre, Yarmouth, N. S., has received a call to join his regiment. He will be stationed in Halifax for the time being . . . Emmanuel Corber, shipper at Regal Films, Ltd., until the war started, has enlisted with the Army Medical Corps.*

A. J. Mason, owner-manager of the Capitol Theatre, Springhill, N. S., was one of the speakers at a meeting of the Springhill Liberal Ass'n.

*R. G. March, 20th Century-Fox branch manager, and L. McKenzie, Vitagraph branch manager, returned from St. John's, Newfoundland, the weekend war was declared and have many tales to relate concerning some of the passengers on the boat who were really worried about the voyage.*

Jack Kiely of Montreal is now in St. John's, Newfoundland, where he has several theatres, one of which, the Crescent, he is giving up at the termination of his lease in the near future. The Queen Theatre, recently taken over by Kiely from J. J. Duff, is now being remodeled and will be reopened shortly as the York. Business in Newfoundland has been bad this year and is expected to be even worse under war conditions.

*Mrs. L. McKenzie, wife of L. McKenzie of Vitagraph, and baby son "Kim" have gone to Toronto to spend about two months with Mrs. McKenzie's mother, Mrs. McMullen . . . Tentative arrangements have been made to hold a meeting of the Nova Scotia motion picture conciliation board, postponed from August 23, some time this month at Sydney.*

Edward H. Cox, Empire-Universal salesman, has been confined to his home on account of illness for some time . . . T. J. O'Rourke of the Gaiety, Minto, N. B., and H. F. Parker of the Capitol, Yarmouth, N. S., were Filmrow visitors.

## *Ontario Film Appeal Board Approves "Beau Geste"*

TORONTO—The Ontario film board of appeals has finally and officially approved "Beau Geste" for general theatrical showing in the province, the feature having been recalled for further examination following the outbreak of the Second Great War. The board consists of Premier M. F. Hepburn and Charles J. Foster, general secretary of the premier's department, who have jurisdiction over the regular censor board in the case of an appeal. No further change was ordered in the picture, the previous deletions having been made at the request of the French consul.

**20th Century-Fox (011)** **103 Minutes** **Rel. Sept. 15, '39**

Again the Zanuck squadron has staged a bombardment of high-powered entertainment the reverberations of which should crash through every showing to echo and re-echo substantial profits. The film version of Louis Bromfield's widely-discussed best-seller ensnares elements to captivate every theatre patron. A bittersweet love story for the romantic; brittle dialogue and innuendo for sophisticates; the breathtaking earthquake and flood for lovers of sweep and spectacle; for those who desire a moral to garnish their film fare, the redemption and cleansing of sullied souls in the crucible of catastrophe. All of which is entrusted to the capable talents of as impressive and star-studded a cast as has been convened before one camera in many months, never failing in its assignment, and bolstered by unstintingly lavish production and masterful direction by Clarence Brown.

**Myrna Loy, Tyrone Power, George Brent, Brenda Joyce, Joseph Schildkraut, Maria Ouspenskaya, Nigel Bruce.**

## *The Rains Came* F Drama

**Paramount (——)** **96 Minutes** **Rel. Sept. 29, '39**

The adroit blending of super-sophistication, accented by bristling dialogue which dallies delightfully on the broad side at times, with a tender romance makes this a highly acceptable bundle of entertainment which film shoppers of all ages should be glad to buy. The cast is distinguished and praiseworthy throughout with Madeleine Carroll looking and acting at her all-time best. Then, as a bonus to the cash customers, there is a four-year-old, one Carolyn Lee, a youngster without previous camera experience, whose elfish charm will have the fans clamoring for more of her. The picture is substantially produced and Edward H. Griffith's direction is crisp and sure-handed. In brief, Paramount's honeymoon trip to Bali is a very enjoyable affair for all concerned.

**Fred MacMurray, Madeleine Carroll, Allan Jones, Akim Tamiroff, Carolyn Lee, Helen Broderick, Osa Massen.**

## *Honeymoon in Bali* F Comedy Drama

**Universal (——)** **59 Minutes** **Rel. Nov. 3, '39**

What occurs, it should be stated, has no relation to the title, or vice versa. The film is an action drama of program merit with the customary cops and robbers cliches. Charles Bickford gives his usual rugged performance as the hard-boiled inspector who does his duty. Surprisingly enough, "the man higher up" is none other than the police commissioner. Bickford runs across the trail in his efforts to get a conviction for big shot gangster John Litel. Another surprise is the marriage of Doris Nolan to Litel to spite Bickford. She really loves the copper and only realizes her mistake after a couple of murders are committed by her husband and knife-throwing Paul Guilfoyle. Negro actor Jack Carr handles a dual role in an impressive manner. The story leaves a puzzling aftermath: how does one go about arresting a police commissioner? Harold Schuster directed.

**Charles Bickford, Doris Nolan, John Litel, Samuel S. Hinds, Paul Guilfoyle, Jack Carr, John Gallaudet.**

## *One Hour to Live* F Action Drama

**M-G-M (5)** **79 Minutes** **Rel. Sept. 8, '39**

A red-blooded, gripping and original story of chain gangs, oil well fires and the men who fight them offers Edward G. Robinson a role which fits his specialized talents like a glove. The result is lusty action entertainment of the highest order, with never a dull moment. The picture must prove extremely popular with all audiences with the possible exception of extremists against celluloid versions of life's seamy side. Production is convincingly mounted; the supporting cast, especially Gene Lockhart, is more than satisfactory; and direction is of equal quality. Robinson, innocent fugitive from a chain gang, operates as a fire fighter in the oil fields. Blackmailed by Lockhart, who is really guilty of the crime of which Robinson was accused, Robinson tricks him into a confession. H. C. Potter directed.

**Edward G. Robinson, Ruth Hussey, Gene Lockhart, Bobs Watson, Guinn Williams, John Wray, Arthur Hohl.**

## *Blackmail* F Melodrama

**Republic (——)** **65 Minutes** **Rel. Sept. 18, '39**

The situation will be well in hand in every theatre where this fast-moving melodrama about leathernecks lands in the supporting spot, the niche for which it was made. Endowed with sufficient action, story and production values to make it highly acceptable program material under any circumstances, its appeal is further enhanced by the timeliness of its martial theme. While the cast boasts no marquee names, it proves adequate to the material. The leading character, Donald Barry, as a crook, is ordered by foreign agents to steal a radio-controlled aerial bombing device from the U. S. Marines. To do so he purloins the enlistment papers of another man, inveigles his way into the corps, steals some valuable plans, and then redeems himself by turning hero. John H. Auer directed.

**Donald Barry, Helen Mack, Warren Hymer, Robert Kent, C. Kendall, Leon Ames, Selmer Jackson.**

## *Calling All Marines* F Melodrama

**Norman Dawn Prod.** **48 Minutes** **Rel. ————**

Scenic grandeur, authentic atmosphere and some truly remarkable photographic studies of countless types of wild animals mark this as worthy of consideration from an educational viewpoint and as a novelty feature. Attempts to incorporate a thread of story, however, using amateur talent and editing in the sound and dialogue, are a decided handicap; from the viewpoint of general interest they are so poorly handled that it would have been far better to eliminate them. Norman Dawn, who produced, directed and photographed the feature in the Taku country of Alaska, unearthed a factual tale of a grizzled prospector, by name Bedrock Brown, who had been panning gold for 30 years without a big strike. On one trip he discovers a lost child and brings her to safety at the cost of his own life.

**Amateur Cast.**

## *Taku* F Nature Drama

**United Artists (——)** **80 Minutes** **Rel. Oct. 12, '39**

That past master of mirth, Hal Roach, proves in this zany concoction of burlesque and slapstick, which he both produced and directed, that he has lost none of his ability to probe for and unearth plenty of laughs in his celluloid undertakings. The story, which satirizes the gangster-newspaper type of film, is definitely on the screwball side and in the hands of a less capable cast might have been criticized for its extreme situations. But the proven troupers, among whom special mention is rated by Joan Bennett, Adolphe Menjou, John Hubbard and George E. Stone, under Roach's piloting handle their respective assignments with such marked efficiency that the result is a hilarious and highly entertaining feature, which should rate high among current releases in the lighter vein, both as to reactions and revenue.

**Joan Bennett, Adolphe Menjou, John Hubbard, George E. Stone, William Gargan, Peggy Wood, Donald Meek.**

## *Housekeeper's Daughter* F Comedy

**Universal (——)** **63 Minutes** **Rel. Oct. 13, '39**

Handled in cumbersome and melodramatic manner, this film has as much force as a tepid breeze. There is none of the dramatic pitch implied in the title. The little there is has Richard Arlen freeing the rubber workers from virtual slavery. Aside from that fleeting moment of script ingenuity, the story bogs. Up in the interior rules a dictator with a Napoleon complex. Among those in his power is a former professor who is the father of Beverly Roberts. Both Miss Roberts and Arlen have the same objective—the rescue of the professor. Arlen at first thinks she is in cahoots with the plantation owner. Andy Devine's comic efforts are only moderately successful. Christy Cabanne directed.

**Richard Arlen, Andy Devine, Beverly Roberts, Lou Merrill, Lupita Tovar, Samuel S. Hinds, Charles Trowbridge.**

## *Tropic Fury* F Action Drama

**Film Alliance (SR)** **78 Minutes** **Rel. ————**

As a result of its theme and rather awe-inspiring title, this falls into the exploitable category as far as film values go. It is a British production of not very high calibre and characterized by artificially constructed melodrama. Enough suspense, however, is generated to make it passable entertainment for the duals. The story deals with the machinations of a mad diplomat from an unnamed country in Central Europe. Using a peace conference as a front, this diplomat, somewhat overacted by Fritz Kortner, stages an air raid on London by wireless-controlled airplanes. Only the intervention of Charles Farrell, a newspaper cartoonist, prevents the scheme from reaching a successful climax. Farrell is the only name familiar to American audiences. Roger Macdougal and Alexander MacKendrick directed.

**Charles Farrell, Fritz Kortner, Margaret Vyner, Danny Green, Wallace Evenett, Arthur Finn.**

## *Bombs Over London* F Melodrama

**SELLING ANGLES:** **"One Hour to Live"**

The title, at least, can be used for an essay contest which should bring forth some interesting answers. The stunt can be carried out with the local paper with tickets going to the best letters in response to the following question: "What Would You Do If You Had One Hour to Live?" A large face of a clock can be constructed for a lobby display with pictures of the principals spotted on the front. Bickford should receive top billing and stills of the star should be prominently displayed. Advertising copy should emphasize the unusual twist of the story.

**CATCHLINES:**

The "Fix" Is On Again to Balk the Law.

He Enforced the Law With His Fists.

**SELLING ANGLES:** **"Taku"**

String artificial icicles around the marquee. Tie up with travel agencies for window displays and cooperative advertising concerning Alaska. Prepare lobby displays of Eskimo apparel, dogsleds, fishing spears, kayaks and other paraphernalia associated with the north country. Tie up with libraries and book stores on special displays of the Jack London stories dealing with that section of North America. If possible, mount a dog sled on wheels and have it guided around town as ballyhoo.

**CATCHLINES:**

Unsurpassed in Natural Beauty . . . Unmatched for Thrills That No Human Being Could Equal.

Magnificent Spectacle . . . Awe-Inspiring Beauty . . . Photographic Thrills That Have Never Been Surpassed.

**SELLING ANGLES:** **"Bombs Over London"**

The conflict in Europe should form the basis for exploiting this film. Newspaper headlines of air raids can effectively surround scenes of London. The lobby should be gaudily decorated with blazing streamers mentioning the horrors of war. To emphasize the title, construct a synthetic bomb from cardboard upon which the title is painted in red letters. The bomb should dangle from the marquee. A whirling propeller attached to a small engine would make an effective attention-getter. Farrell should get top billing.

**CATCHLINES:**

Zero Hour At Midnight . . . And Death From the Skies.

What Air Raids Mean to a Modern City.

**SELLING ANGLES:** **"Honeymoon in Bali"**

Give Fred MacMurray, Madeleine Carroll and four-year-old Carolyn Lee the marquee credits. The Balinese word for "honeymoon" is "ngorod"—suggesting numerous exploitation stunts. For instance, plant a word-building contest around "ngorod" as part of your newspaper advertising. Contact exchange for fashion tieups on the clothes which Miss Carroll wears in the film. Bedeck the lobby in greenery to suggest the exotic tropical atmosphere.

**CATCHLINES:**

It's One Great Big Laugh . . . As That Tropic Moon Starts Softening Up a Hard-Headed Girl . . . Who's Fighting Against Love.

The Hilarious Story of a Guy Who Knows What He Wants . . . a Girl Who Knows What She Doesn't Want . . . and a Tropic Island That Gets 'Em Together.

**SELLING ANGLES:** **"Calling All Marines"**

Use facsimiles of marine enlistment posters as advertisements and tie up with a nearby recruiting station for a display of marine uniforms and equipment. Arrange a special showing for any marine units or war veterans in your locality. Tie the film into the current European conflict through the judicious use of newspaper headlines cut into a layout of stills from the picture. Arrange with an electrical dealer to set up a "magic eye" display tying into the radio-bombing device used in the film.

**CATCHLINES:**

Foreign Spies, Seeking to Steal Valuable Military Secrets, Don't Have a Chance When the Marines Swing Into Action!

Gangway!!! Here Come the Leathernecks in a Thrill-a-Minute Adventure That's As Timely As Tomorrow!

**SELLING ANGLES:** **"Tropic Fury"**

Here is a stunt that is right out of the picture. In the film, Arlen is shown tearing a $1,000 bill in half, handing one to Devine and keeping the other. The idea is to print some stage money which is cut in half and contains corresponding numbers. Lucky numbers should be posted in the lobby with those who receive the winning number getting free tickets. The jungle angle should dominate the lobby display. Arlen and Devine should be prominently featured. If possible, have a display erected tracing the steps used in making rubber. This could be done with cooperation of a tire dealer.

**CATCHLINES:**

Rubber Slavery in the Jungle Interior.

Revolt in the Jungle . . . A Story of the Rule of a Jungle Tyrant.

**SELLING ANGLES:** **"The Rains Came"**

Marquee credit should be shared by George Brent, Myrna Loy and Tyrone Power. Carry out the Oriental atmosphere in the lobby by borrowing rugs, Indian filigree screens and other bric-a-brac. Make the usual tieups with public and rental libraries on the Louis Bromfield best-seller. Tie the title in to cooperative ads with tire dealers, insurance agencies, lumber companies, etc. Concentrate a large share of exploitation on the flood scenes which lead to the picture's climax.

**CATCHLINES:**

Blazing Out of the Pages of the Decade's Greatest Novel . . . Leap the Characters of Supreme Romance . . . In Exotic India.

Astounding Spectacle . . . Fiery Love . . . Roaring Drama . . . The Thrill-Packed Story of the Fabulous Land of India.

**SELLING ANGLES:** **"Blackmail"**

Edward G. Robinson's name should be sufficient to carry the marquee and advertising load. The oil-well fire-fighting angle possesses a number of exploitation possibilities. Make tieups with insurance agencies, planting stills of the oil-field scenes. Construct a facsimile of an oil-well in the lobby or mounted above the marquee. Dress a man as a convict, with a facsimile of a ball and chain on his leg, and have him parade about the streets with picture and theatre billing on his back.

**CATCHLINES:**

Innocent Victim of Another's Villainy . . . He Fights Back with the Fury of a Man Whose Honor and Happiness Are at Stake.

Crackling, Surging Action . . . As Only Edward G. Robinson Can Deliver It.

**SELLING ANGLES:** **"Housekeeper's Daughter"**

Joan Bennett and Adolphe Menjou, heading the cast, should receive the brunt of the marquee and advertising space. Prepare mailing pieces as post-cards or short notes signed by "The Housekeeper's Daughter," in a facetious vein. Stress both the comedy and the burlesque gangster-newspaper angles. Using the story as the basis, tie up with a newspaper in an "Amateur Reporter" week, giving free passes to those turning in the best news "tips" during the day. Placard the town with "teaser" posters bearing only the picture title.

**CATCHLINES:**

She's Got Everything . . . This Gangster's Moll With the Heart of Gold Who'll Take You for an Entertainment Ride.

It's a Mad Mixture of Murder and Mirth . . . This Story of a Gangster's Gal . . . And a Guy Who Wanted to Be a Newspaperman.

# Hollywood Liberal Activity Increases

HOLLYWOOD—As convincing proof of declarations by Hollywood's liberal leaders that the European conflict is spurring them to a record pitch of activity, in which they feel they can be of invaluable service, the Hollywood Anti-Nazi League and kindred organizations have mapped out an ambitious schedule for the balance of the month.

Crystallizing the expressed sentiments of Sonja Dahl, executive secretary, who declared the League will "do everything within our power" to aid the democracies in the war through strengthening of its two most potent weapons—education and enlightenment—the HANL has called a general membership meeting and has tentatively set September 19 as the date. Principal speaker will be the Rev. L. M. Birkhead, national director of the Friends of Democracy, while Herbert Biberman, Donald Ogden Stewart, Melvyn Douglas, Irving Pichel and other film colonists will be on hand. Chief topic will be a discussion of the situation abroad and its application to the fight against Nazism in America.

The League's studio committee, comprising members from the motion picture industry, convened to hear the Rev. Birkhead give an advance lecture on the same subject.

**A Talk by Grierson**

Considered particularly timely was a discussion of documentary films and the place of the motion picture in propaganda as given by John Grierson, director of the general postoffice film unit of the British government, and attended by members of the Associated Film Audiences. Several documentary films, both American and British, were screened.

The path America must tread in its future international relations was the chief concern of Director W. S. Van Dyke, staunch adherent of the movement to revise the government's present neutrality provisions, who telegraphed three congressmen that he is "entirely dissatisfied" with the stand being taken by them and urging them to revise their opinions and cooperate with President Roosevelt in amending the laws. W. S. Van Dyke spoke as one of the local leaders in the Committee for Concerted Peace Efforts, which includes other film luminaries as well a civic, religious and educational notables.

The same organization scheduled a reception at the home of Carl Laemmle sr., pioneer film producer, at which plans for further action to end American aid to aggressor nations were discussed.

Reverberations of the war forced the Motion Picture Democratic Committee to postpone, for the second time, the all-industry banquet at which the first annual Award for Service to Democracy will be presented to the producer of the picture selected as having made the outstanding contribution to the democratic ideal during the 1938-39 season. Attorney-General Frank Murphy, scheduled to appear as chief speaker, notified MPDC leaders he will not be able to arrive until September 21, which is now set as the definite date for the affair. Reservations for large blocks of tickets have been filed by Darryl Zanuck, Jack Warner, David O. Selznick, Walter Wanger, Samuel Goldwyn, Helen Gahagan, James Cagney and scores of others.

# SHORT SUBJECT REVIEWS

## Popular Science

*Paramount* (No. 1) 11 *Mins.*

This series gets off to a new season in good style. It shows how scientists have discovered a new outlet for cotton which is now used in making roads. Then there is one of those ultra-modern kitchens which will make the women sigh with envy. A touch of humor is injected by the "scientist" who plans to harness the national jaw power wasted by gum chewers. Scenes of a hospital for women and the streamlined Pacific clippers conclude the reel.

## Catching Whoppers

*Paramount* (Sportlight) 10 *Mins.*

The title is no misnomer, either. The reel is a fisherman's special with the camera catching the piscatorial splendors off the coast of Guaymas, Mexico. From there, the action shifts to the waters off the island of Cat Cay where the wealthy find divertisment fishing for giant sailfish and huge striped marlin. Ted Husing does the narrating.

## Ecuador

*Paramount* (Color Cruise) 10 *Mins.*

A visit to Ecuador which is located on the equator but cool since most of the towns are high on the mountains. It is an interesting country that receives average travelogue treatment. Highlight of the reel is a celebration preceding the wedding of a young Indian couple. As for Cinecolor, it does not seem to be a happy medium for filming subjects of this type.

## A Desert Adventure

*Paramount* (Sportlight) 10 *Mins.*

Grantland Rice brings back those amazing brothers, Ken and Walt Wilhelm, and their desert jalopy. These two brothers dwell in the Mojave desert of California and are very adept with the bow and arrow and blow gun. There is an exciting sequence in which one of the brothers is caught between a lynx and a rattlesnake. Narration is by Ted Husing.

## Pack Trip

*RKO Pathe* (Reelism) 10 *Mins.*

A pack trip through Sun Valley and the trails of the Idaho country. It is a subject for the outdoor fans and one that is nicely photographed. The sequence follows a group of dudes who start on a pack trip. Not very exciting, but good to look at.

## Public Hobby Number One

*Paramount* (Paragraphic—No. 1) 11 *Mins.*

One of the most popular hobbies—stamp collecting—is finally accorded screen recognition in a reel of more than average interest. It explains why philately is public hobby number one. There are also scenes of the engraving department where stamps are made. All in all, a subject the philatelists will greet warmly.

### Metro Readies 11 Shorts

HOLLYWOOD—Metro has 11 new season short subjects ready for production this month.

# NEWSREELS

**TUESDAY, SEPTEMBER 5**

**Movietone News, No. 103:** Europe at war, Hitler arrives in Berlin, Chamberlain confers with cabinet, Eden and Churchill added to cabinet, King visits Chamberlain, Chamberlain declares war, England gets ready, Daladier declares war, complete French mobilization, Polish Ambassador Potocki in Washington, the Maginot line, the Siegfried line, the British and French navies in action, the mystery of the **Bremen, Queen Mary** and **Normandie** return, the Roosevelt message.

**News of the Day, No. 301:** England and France get ready including scenes of mobilization, scenes of the mighty Hitler war machine moving up to the Polish border, Warsaw digs in, liners return from Europe with Americans, the Roosevelt message.

**Paramount News, No. 2:** (released 48 hours in advance) A coast-to-coast resume of America's reaction with scenes of New York, Chicago, Canal Zone, Havana, Palo Alto, the Roosevelt speech; liners return with Americans and Canada prepares to help.

**RKO Pathe News, No. 14:** Second World War begins, American tourists flee war zone, Roosevelt's message, the First Lady christens sea queen and Australia wins Davis Cup.

**Universal Newsreel, No. 803:** (special release) Scenes of England and France up to the war declaration, "extras" proclaim news at Times Square, Roosevelt's message and christening of the **America.**

**THURSDAY, SEPTEMBER 7**

**Movietone News, No. 104:** Hull puts seal on neutrality proclamation, Paris war scenes, British reservists join navy, the Suez, Smuts heads South African government, U. S. troops head for Canal, Wall Street, Atlantic City beauty contest, Cleveland air meet, Davis Cup matches, North Carolina State starts training, American Legion world series, Tennessee and Alabama teams go through drill, Lew Lehr.

**News of the Day, No. 302:** French bomber sweeps skies, British force lands on French soil, Holland mobilizes, America acts to maintain neutrality, first convoy ship arrives here, Wall Street, national air races, Pike's Peak or bust, football squads mobilize.

**Paramount News, No. 3:** War comes to England, dramatic scenes of evacuation, England's zero hour, London's defenses.

**RKO Pathe News, No. 15:** U. S. imposes strict neutrality, Canada stands by England, National Air Races, gold rush booms Mexican town, Pike's Peak's race, Challedon wins.

**Universal Newsreel, No. 804:** U. S. proclaims neutrality, scenes from London, Ottawa and Paris, Atlantic City contest, students hail Cardenas, blast wrecks bootleg still, Pike's Peak's race, "kid glove" bout.

# The Exhibitor Has His Say

## First National

**Daughters Courageous**

Another top hit. Very good and made a very fine report from boxoffice. Here is hoping these girls can stick together and make a few more as good as the ones they already have made. Fri., Sat. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

## Grand National

**Ride 'Em Cowgirl**

This western is better than average program picture. It has plenty action, fights and some fairly good rodeo shots thrown in for good measure. Dorothy Page, the singing cowgirl and star in the picture, is a good looker and really has a most pleasing voice. Biz good. Played in conjunction with stage shows. Fri., Sat. Weather: Clear, warm. Admission: 15-10. General patronage. Population: 275,000. Capacity: 800.—J. L. Greenwood, Joy Theatre, San Antonio, Tex.

## Metro-Goldwyn-Mayer

**Andy Hardy Gets Spring Fever**

Can't quite figure out why, but it seems as though my Rooney fans are a bit disappointed in the last couple of pictures. What do the rest of you fellows think? Mon., Tues. Weather: Varied. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500. —J. M. Plasterer, Strand Theatre, Steelton, Pa.

**Calling Dr. Kildare**

Good picture and good business. Our patrons liked this one and told us so. Mon., Tues. Weather: Fine. Population: 2,000. Capacity: 500.—Beatty and Johnston, Red Deer, Alta., Canada.

**Citadel, The**

A fine picture. If every show was as good as this one I think we could please our patrons all the time. Sat., Sun. Weather: Warm. Admission: 30-10. Small town patronage. Population: 800. Capacity: 300.—John Nuwkoop, Memorial Hall Theatre, Belfield, N. D.

**Goodbye, Mr. Chips**

The few that came left before it was over. It may have gone over in the city, but sure is not a small town show. I was very disappointed in it. Sun., Mon. Admission: 20-10. Small town patronage. Population: 2,100. Roxy Theatre, Huntsville, Mo.

**Great Waltz, The**

Fine music and singing. Some people that came to see it thought it was wonderful, but I don't think it's a money maker for any small town. Sat., Sun. Weather: Good. Admission: 30-10. Small town patronage. Population: 800. Capacity: 300.—John Nuwkoop, Memorial Hall Theatre, Belfield, N. D.

**Idiot's Delight**

If you are in a small town better see this before you play it. Viewed at screening. Admission: 20-10. Rural patronage. Population: 1,600. Capacity: 200.—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

**Maisie**

A very good picture, did above average. Don't miss it. Sun., Mon. Weather: Good. Admission: 20-10. Small town patronage. Population: 2,100. Roxy Theatre, Huntsville, Mo.

### Exhibitor Opinion Gets a Boost

**Your BOXOFFICE is much more interesting to me since you have exhibitor opinion on pictures. Enclosed you will find my opinion on two pictures. (Editor's Note: See Metro's "Maisie" and "Goodbye, Mr. Chips" in this issue).**

**ROXY THEATRE**
**Huntsville, Mo.**

**On Borrowed Time**

Don't miss this one and recommend it heavily to your patrons and friends. Give Bobs Watson all you can. I think he is the best child star on the screen. Good luck to you, Bobs. Am waiting for another. Wed., Thurs. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**Out West With the Hardys**

A fine show. Made some money on this one. I think this is the best of the Hardy pictures we have played here. But every Hardy picture means business here. Sat., Sun. Weather: Fine. Admission: 30-10. Small town patronage. Population: 800. Capacity: 300.—John Nuwkoop, Memorial Hall Theatre, Belfield, N. D.

**Tarzan Finds a Son!**

Right down our patrons' alley. Best Monday and Tuesday for a long time. Weather: Fine. Rural and small town patronage. Population: 2,000. Capacity: 500.—Beatty and Johnston, Red Deer, Alta., Canada.

## Monogram

**Convict's Code**

Monogram surely goes in for machine gun shoot 'em up stuff. Patronage fed up. Played a few too close together. A fair picture and did fairly good business. Wed., Thurs. Weather: Cool. Admission: 15-10. General patronage. Population: 7,500.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

## Paramount

**I'm From Missouri**

This was a very good show. Give us more pictures like this then the small town may do some business. This picture had plenty of laughs and pleased 100 per cent. Sun., Mon. Weather: Fair. Admission: 25-10. General patronage. Population: 1,000. Capacity: 342.—Ted Wilson, Rex Theatre, Carlisle, Ark.

**Invitation to Happiness**

A fine picture, but not quite so good at the boxoffice. Irene Dunne, I think played very well. Wed., Thurs. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**Man About Town**

Best Benny picture we ever played by 100 per cent. Well liked and business good. Fri., Sat. Weather: Fine. Admission: 35-25-15. Rural and small town patronage. Population: 2,000. Capacity: 500.—Beatty and Johnston, Red Deer, Alta., Canada.

**Man About Town**

Picture much better than I had it figured and I did quite a nice business on this one. Most everyone of my patrons like Dorothy Lamour very much (don't blame them either). Fri., Sat. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

**Say It in French**

Not much to it, but fairly entertaining. Business fair. Wed., Thurs. Weather: Fine. Population: 2,000. Capacity: 500.—Beatty and Johnston, Red Deer, Alta., Canada.

## RKO Radio

**Almost a Gentleman**

Ace, the wonder dog, real good. Picture was interesting. Weather: Fair. Admission: 20-10. Small town patronage. Population: 700. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

**Renegade Ranger**

Fair western with poor sound. Played during three day celebration. Monday. Weather: Fair. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286.—H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**12 Crowded Hours**

Pretty good action offering. Played it on bargain night and added Republic's "Pride of the Navy" to the program. Long show. One fellow came out and said he "felt like an ol' settin' hen." However, the picture didn't lay an egg for me as had about six bucks loss. Still getting rid of two pictures for $3.00 each is not so worse. Admission: 15-10. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

## Republic

**Federal Man Hunt**

Bob Livingston has let Republic ruin his reputation as an actor in this one. Needs crutches for support. Wed. Weather: Fair. Admission: 25-10. Small town patronage.—Frank Medley, Palace Theatre, Monterey, Tenn.

**Orphans of the Street**

Swell!! One of the best human interest pictures. Plenty of action and comedy. Tommy Ryan is really going places—that kid is good. Business above average. Played Sun., Mon. Weather: Fair. Admission: 15-10. General patronage. Population: 7,500.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**Prison Nurse**

Played this as top half of double bill on Sunday-Monday and went over good. Weather: Fair. Admission: 15-10. Small town patronage. Population: 12,000. Capacity: 500. —H. L. Stolzman, Eagle Theatre, Austin, Minn.

**Mexicali Rose**

Not a big feature, but pleased. Tues., Wed.

Weather: Hot. Admission: 20-10. Small town patronage. Population: 700. Capacity: 200.—C. A. Kelley, Rex Theatre, Custer City, Okla.

## 20th Century-Fox

**Susannah of the Mounties**

Not as good as "The Little Princess," but still will please the youngsters. This picture drew a good patronage for me, but unless Shirley is given better story material, am looking for some boxoffice flops in the near future. Wed., Thurs. Weather: Rainy. Admission: 25-10. Small town patronage. Population: 900. Capacity: 175.—Walter J. Buchholtz, New Haven Theatre, New Haven, Mo.

**Thanks for Everything**

A fair picture which we did poor business on. Fri., Sat. Weather: Good. Admission: 35-15. General farm patronage. Population: 600. Capacity: 286. — H. H. Homer, Rialto Theatre, Cheyenne Wells, Colo.

**Thanks for Everything**

Double billed with "While New York Sleeps." Both drew well and everyone enjoyed the program. Fri., Sat. Admission: 25-10. Rural patronage. Population: 2,500. Capacity: 500.—W. H. Hibbert, Hi-Way Theatre, Sheridan, Ore.

## United Artists

**King of the Turf**

We thought this a good picture, but did not do business. Mon., Tues. Weather: Fine. Population: 2,000. Capacity: 500.—Beatty and Johnston, Red Deer, Alta., Canada.

**Zenobia**

Only one comment on such a picture and that is that. It set me a new low. Better skip this one if you can. Wed., Thurs. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500.—J. M. Plasterer, Strand Theatre, Steelton, Pa.

## Universal

**Last Warning**

Crime Club story that gave satisfaction to mixed patronage. However, pictures like this are getting harder and harder to play to any profit. A case of "another day wasted away." Some companies need 50 per cent cancellation, yea, even 99 per cent. General patronage. Population: 2,600. Capacity: 300. —J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Sun Never Sets, The**

Fairly well liked and business fair. Fri., Sat. Weather: Fine. Rural and small town patronage. Population: 2,000. Capacity: 500. —Beatty and Johnston, Red Deer, Alta., Canada.

## Warner Bros.

**Garden of the Moon**

Swell offering and well taken here. Most Warners good. Sun., Mon. Weather: Hot. Admission: 20-10. General patronage. Population: 450. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Naughty But Nice**

Title does not suit this picture at all. One that should be taken out of circulation. Almost a record low. Only one day. Am I glad! Wed. Weather: Clear. Admission: 25-10. Town patronage. Population: 13,000. Capacity: 500. —J. M. Plasterer, Strand Theatre, Steelton, Pa.

***How Did It Do at Your Boxoffice?--Mail This Coupon Today***

Date.....1939

**To:**

***The Exhibitor Has His Say***

**BOXOFFICE, 4804 East 9th St., Kansas City, Mo.**

*Title* .....

*Company* .....

*Comment* .....

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*Date Played*..... *Weather*.....

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*Title* .....

*Company* .....

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*Title* .....

*Company* .....

*Comment* .....

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*Date Played*..... *Weather*.....

**Exhibitor** .....

**Theatre** ..... **Seating Capacity**.....

**Type Patronage**..... **Admission Scale**.....

**Town** ..... **State**.....

**Population**.....

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Triumphant Entry by A Film Cavalcade

NEW HAVEN—Termed the biggest single celebration ever put over by any one chain of theatres, the Loew's and Poli New England Theatres' "Movie Hit Parade—Crosley Motor Cavalcade" arrived here to add another triumph in its journey from Boston to Worcester, Providence, Springfield, Hartford, Meriden, Waterbury, New Haven, Bridgeport, Broadway and the World's Fair.

With Harry Shaw, division manager, and Lou Brown, publicity director, handling the Poli angle, and H. M. Addison, division manager, and Joe DiPesa and Joe Longo in charge for Loew's, the caravan of ten rainbow-tinted Crosley cars driven by Connecticut college girls, started in Boston September 7, 150,000 people lining the streets to witness the 15-block parade. Mayor Tobin cut the ribbon and newspapers and Metrotone Newsreel covered the event.

The New Haven managers, Robert Russell of the Poli, Sam Badamo, College; and William Elder, Bijou, prepared local adjuncts to the cavalcade which drew thousands to the streets to get news of new season product and the industry's Golden Jubilee. Poli houses were specially decorated with flags, lights and banners, and tieins were obtained for shop windows, radio, street, press, and city offices.

## Girl in Truck Stunt

TEAGUE, TEX.—As a plug for "Hotel for Women" at the Star Theatre, Manager Floyd Faubion hired a girl to stand in a truck wearing evening dress and mask. As she was driven around town she held up a sign reading "Come to see me, boys." Signs on the truck played up Linda Darnell, who appears in her first picture as the "Dallas, Tex., gift to the movies."

## Service for Standees

DETROIT—Faced with a capacity standout crowd in the midget Rainbo Theatre, Manager Eddie Jacobson solved the situation and kept his customers' goodwill at the same time. A number of patrons, standing back in the foyer for half an hours with no perceptible movement toward the seats, asked, "How about serving some drinks," and Jacobson obliged.

Rushing to the neighborhood drug store, Jacobson made arrangements to serve all standees with their favorite sodas, free of charge. This avoided the problems of refunds, built up the house gross for the evening, and pleased the customers.




## He Admits It—

*Manager Dave Martin of the Fox Paramount, Los Angeles, is a showman who isn't crying the blues as this picture shows. Here is Cashier Dot Howell inspecting a frank, factual sign that is stopping passersby with its attention-value. It might be a good idea for theatre men to help spread a little optimism in their respective communities.*

## An Effective Campaign For "Five Came Back"

SIOUX FALLS, S. D.—Manager Joe Floyd of the Hollywood staged an effective campaign on "Five Came Back" which aided in holding the film over.

A full-page co-op ad was obtained in the local paper when a contest was staged asking readers to name the five who came back. Five names were selected at random from a local telephone book daily and announced over the radio which admitted the lucky ones free.

And to top it, all parties who came to the theatre in groups of five were admitted for four admissions.

## Gladiolus Bouquets for Women Patrons Popular

INDIANAPOLIS—Response to the bouquets of gladiolus given free to feminine patrons of the Rivoli Theatre recently, Don Wright, manager of the Cantor Bros. unit, reports was so gratifying, that he repeated the gifts to the first 500 women attending last Friday night's performance.

The flowers are being distributed by Hurst & Co., nationally known gladiolus growers as a means of advertising. On the previous presentation more than 5,000 flowers were banked in the theatre lobby.

## NUGGETS

HOW to snare exceptional newspaper breaks is demonstrated by Lester Pollock, manager of Loew's in Rochester, when he launched the new season. Publicity surrounding the ads provided full pages in the three leading Rochester papers.

•

*David Dallas, manager of the Kansan, Parson, Kas., staged an old-time political rally with all the trimmings for the midnight preview of "Our Leading Citizen." A blaring municipal band, flaring torchlights, colorful posters and short speeches by leading dignitaries gave the celebration all the riotous hilarity of the old-time campaigns.*

•

Seven a. m. matinee for factory and shop girls featured the campaign arranged by Manager William McCourt of the Albee, Providence, R. I., for "In Name Only." A good tear-jerker herald and signs posted over time clocks were used to plug the screening. The girls were served coffee and doughnuts after the screening.

•

*Showmen should realize daylight saving ends September 24. A good idea would be to get copy in the ads urging attendance to replace the time formerly spent sitting on the front porch enjoying the extra hour of daylight.*

•

During the showing of "Confessions of a Nazi Spy" at the Met in Chicago, Assistant Manager Thomas Johnson had a boy with a mailman's whistle go into hallways where there are no bells and blow just as mailmen do—then announce—" 'Nazi Spy' Now at the Met."

•

*Forest Quinn, manager at the Vogue, Indianapolis, operated by Carl Niesse, has inaugurated a new feature for the kiddies, tying up with the schools in distributing conduct cards. When there are a certain number of favorable punches, the holder is given a free admission to the Saturday matinee.*

## Peters Shoes and Universal Tie Up for "Under-Pup"

ST. LOUIS—The manufacturers of Peters shoes have effected a tieup with Universal's "The Under-Pup" by advertising that Gloria Jean, the new discovery, wears Peters Weather-Bird shoes in the film as well as off the screen. A special folder with sticks of chewing gum attached has been prepared for distribution by theatres and shoe dealers, space left for imprinting.

An elaborate campaign has been worked out by Harold Kirsch of the Peters advertising department.

# Ballet Troupe on Tour For "On Your Toes"

HOLLYWOOD—As ballyhoo for "On Your Toes," Warner is sending a troupe of 20 ballet dancers on tour with the picture in conjunction with its opening in key cities. The aggregation will debut at the Strand Theatre, in New York, where the film opens, and will continue on to Philadelphia, Baltimore, Washington, D. C., Pittsburgh and other cities. Zorina, who stars in the picture, will appear with the troupe in New York.

Anna Neagle has been set by RKO Radio to make six appearances with special previews of "Nurse Edith Cavell" in Washington, D. C., Atlanta, Dallas, New Orleans, Chicago and Cleveland. The engagement will delay Miss Neagle's projected departure for London until September 26.

Phil Regan has pulled out for a one-month p. a. tour through the east prior to beginning rehearsals for a stage role. Eddie Cantor and Leni Lynn, Metro players, returned to the studio after a two-week engagement at the Casa Manana in Fort Worth, Tex.

## *Special Orphan Show for "Star Maker" in Detroit*

DETROIT—United Detroit circuit arranged a special exploitation on "The Star Maker" at the Michigan, starring Detroit's own Linda Ware. Eight orphans from the Guardian Angel Home were guests of the theatre at the opening show, receiving ice cream afterwards through a tieup with Cunningham Drug Stores.

Helen Bereda, Detroit Cinderella girl, who missed the Hollywood preview when she was stricken with appendicitis at Omaha, was taken on to Hollywood anyway for a week's vacation by Paramount.

## *Sells Safety Via Film*

TORONTO—A one-man traffic safety campaign was staged in Oshawa, Ont., when Manager K. Wilson of the Marks Theatre promoted the local engagement of "Only Angels Have Wings" by erecting caution signs on many posts along the main thoroughfares on which the title of the picture was prominently displayed.

Under the arrangement with authorities, the name of the theatre was not used, but this was hardly necessary because of the contemporary exploitation features which told where the feature was showing.

Such signs as "Watch for Pedestrians —Only Angels Have Wings," "Slow Down —Only Angels Have Wings," "Traffic Lights Ahead—Only Angels Have Wings" and "Speed Limit 30 Miles—Only Angels Have Wings" were tacked to poles all along the busy highways and streets. It was one of the best eye-catching stunts in months by any exhibitor in Ontario.

## *Exploitation Plenty for "Oz" in Indianapolis*

INDIANAPOLIS—Comprehensive was the advance campaign for the opening of "The Wizard of Oz" at Loew's here as conducted by H. H. Marshall, Metro exploiteer, and W. L. Farrar, Loew manager.

Newspaper plugs were featured by an art spread in the *Star* as well as feature and special stories.

Radio featured a "Man in the Street" broadcast, transcription programs over WFBM and special musical broadcasts over WIBC.

Several hundred soda streamers selling "Oz" were distributed for display by a local drug store chain, and 250 taxicabs were furnished bumper strips.

Copies of the "Oz" book, 1,000 duotones of Judy Garland and theatre tickets were prizes in a coloring contest of characters in the picture. It is estimated over 50,000 participated.

Loew's lobby was dressed colorfully in yellow, red and orange, and a special preview was held for prominent business and civic officials.

A number of book marks were placed with bookstores to be spotted in copies of the book on which the film is based.

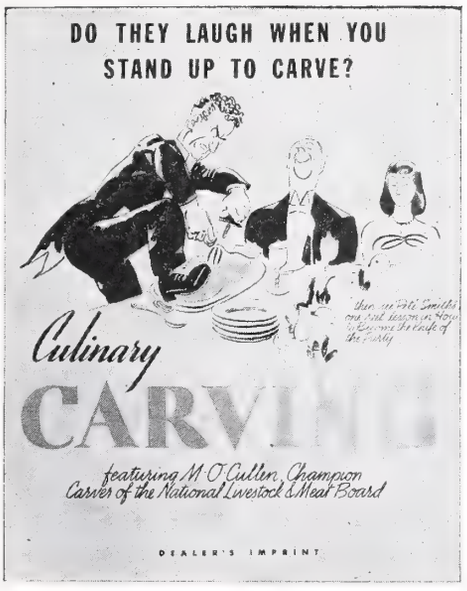
The campaign also included numerous displays and other merchant tieups.

# Pictorial Exhibit by M-G-M in Library

CLEVELAND—The Cleveland Public Library, under the direction of Fred Myers, head of the public relations department, has arranged a pictorial exhibit of 99 photographs showing how 276 professions and crafts unite in the making of one motion picture.

These photographs were taken especially for the Cleveland Public Library by Metro-Goldwyn-Mayer Pictures in Hollywood. Together with the photographs that show the part played by each profession are books about these professions and other books about the requirements for the making of a motion picture. Also shown are books that will be filmed and shown in the current season.

Clevelanders are being offered a chance to go behind the scenes, via photographs, of a modern motion picture studio, and at the same time are offered books on the appreciation of motion picture art. All of the books shown in the exhibit are available at the Cleveland Public Library.







## *Weight Behind New Shorts—*

*Here are two examples of the high-powered exploitation and publicity campaign which M-G-M is putting behind the current Pete Smith "Specialty" short subjects. The drive was launched with "Culinary Carving," for which* 150,000 *cards, similar to the one at left, were distributed to markets throughout the country. Metro tied up with the National Livestock and Meat Board, comprising* 1,100 *packers and* 200,000 *retailers; supplied mats and stills to* 7,200 *newspapers and meat markets; and printed "Meat Goes to the Movies" bulletins regarding the picture. A similar tieup was effected with the Brunswick-Balke-Collender Co. to promote "Take a Cue," dealing with billiards, and "Set 'Em Up," a bowling novelty. Stills similar to the one at right were supplied newspapers, store windows, billiard parlors and bowling alleys, carrying picture credits and local playdates. Charles S. Peterson, billiard expert, participated in an exhibition tour and Andy Varipapa and Ned Day, bowling champions, staged a similar junket.*

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | | **RENEGADE LAW**—Charles Starrett, Iris Meredith. Producer: Irving Briskin. Director: Leon Barsha.<br>**BEWARE SPOOKS**—Joe E. Brown, Mary Carlisle, Marc Lawrence, Clarence Kolb, George Lewis, Frank Thomas. Producer. Robert Sparks. Director: Edward Sedgwick. | |
| GN | | | |
| M-G-M | **NOT TOO NARROW, NOT TOO DEEP**—Clark Gable, Joan Crawford. Producer: Joseph Mankiewicz. Director: Frank Borzage. | **PATSY**—Virginia Weidler, Ian Hunter, Henry Hull, Reginald Owen. Producer: Albert Levoy. Director: William Thiele.<br>**JUDGE HARDY AND SON**—Lewis Stone, Mickey Rooney, Ann Rutherford, Sara Haden, Fay Holden. Producer: Lou Ostrow. Director: Geo. Seitz.<br>**BROADWAY MELODY OF 1940**—Eleanor Powell, Fred Astaire. Producer: Jack Cummings. Director: Norman Taurog. | |
| MONO. | **OVERLAND MAIL**—Jack Randall. Producer: Robert Tansey. Screenplay: Robert Emmett. | **SCOUTS OF THE AIR**—John Trent, Marjorie Reynolds, Milburn Stone. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. | **MUTINY IN THE BIG HOUSE**—Charles Bickford, Barton MacLane, Dennis Moore, Russell Hopton. Producer: Scott R. Dunlap. Director: William Nigh. Original: Rev. Patrick O'Neil. Screenplay: Martin Mooney. |
| PARA. | **GUN CHORES**—William Boyd, Russell Hayden. Producer: Harry Sherman. Director: Howard Bretherton. Original: Jack Jungmeyer. Screenplay: Harold and Daniel Kusell. | **STRANGE MONEY**—Ellen Drew, Fay Helm, Judith Barrett, Robert Paige. Producer: Harold Hurley. Director: Robert Florey.<br>**THE LIFE OF VICTOR HERBERT**—Allan Jones, Mary Martin, Susannah Foster, John Garrick. Producer: William LeBaron. Director: Andrew Stone. Screenplay: Russell Crouse, Robert Lively. | **REMEMBER THE NIGHT**—Barbara Stanwyck, Fred MacMurray, Beulah Bondi, Elizabeth Patterson. Producer: William LeBaron. Director: Mitchell Leisen.<br>**DR. CYCLOPS**—Albert Dekker, Janice Logan, Charles Halton. Producer: Dale Van Every. Director: Ernest Schoedsack. Screenplay: Dale Van Every. |
| RKO | **THAT'S RIGHT, YOU'RE WRONG**—Kay Kyser and Orchestra, Adolphe Menjou, Lucille Ball. Producer: David Butler. Director: David Butler. Screenplay: William Conselman, David Butler. | **ESCAPE TO PARADISE**—Bobby Breen, Kent Taylor. Producer: Sol Lesser. Director: Erle C. Kenton.<br>**ABE LINCOLN IN ILLINOIS**—Raymond Massey, Mary Howard, Ruth Gordon, Dorothy Tree, Howard de Silva, Alan Baxter, Gene Lockhart, Elisabeth Risdon, Charles Middleton. Producer: Max Gordon, Harry Goetz. Director: John Cromwell. Original: Robert E. Sherwood. | **THREE SONS**—Edward Ellis, Kent Taylor, William Gargan, Barbara Pepper, J. Edward Bromberg, Alex D'Arcy. Producer: Robert Sisk. Director: Jack Hively. Original: Lester Cohen. Screenplay: John Twist. |
| REP. | **ROVIN' TUMBLEWEEDS**—Gene Autry, Smiley Burnette, June Storey. Producer: William Berke. Director: George Sherman. | **JEEPERS CREEPERS** — The Weaver Brothers, Elviry, Roy Rogers. Producer: Armand Schaefer. Director: Frank MacDonald. | **SABOTAGE** — Arleen Whelan, Michael Whalen, Gordon Oliver, Charley Grapewin. Producer: Herman Schlom. Director: Harold Young. Screenplay: Lionel Houser, Alice Altschuler. |
| 20TH-FOX | **THE BLUEBIRD**—Shirley Temple, Johnny Russell, Nigel Bruce, Sybil Jason, Nancy Kelly, Gale Sondergaard. Producer: Gene Markey. Director: Walter Lang. Original: Maurice Materlinck. Screenplay: Walter Bullock.<br>**LITTLE OLD NEW YORK**—Alice Faye, Richard Greene, Andy Devine, Henry Stephenson. Producer: Raymond Griffith. Director: Henry King.<br>**THE ADVENTURER**—Cesar Romero, Marjorie Weaver, Binnie Barnes, Chris-Pin Martin. Producer: Sol Wurtzel. Director: Herbert I. Leeds. | **THE CITY**—Ricardo Cortez, C. Aubrey Smith, Donald Woods, Lynn Bari. Producer: Sol Wurtzel. Director: Ricardo Cortez. Original Screenplay: John Larkin.<br>**DAYTIME WIFE**—Tyrone Power, Linda Darnell. Producer: Harry Joe Brown. Director: Gregory Ratoff. | **HIGH SCHOOL**—Jane Withers, Marvin Stephens, Lillian Porter. Producer: Sol Wurtzel. Director: George Nichols jr. Screenplay: Jack Jungmeyer jr., Edith Skouras, Harold Tarshis. |
| UA | **PRODUCTION NO. 6** — Charles Chaplin, Paulette Goddard, Reginald Gardiner, Henry Daniell, Maurice Moscovitch. Producer: Charles Chaplin. Director: Charles Chaplin. Screenplay: Charles Chaplin. | **SEND ANOTHER COFFIN** — Pat O'Brien, Ruth Terry, Broderick Crawford, Edward Arnold, Claire Dodd, Douglas Dumbrille. Producer: Walter Wanger. Director: Tay Garnett. | |
| UNIV. | | **LITTLE ACCIDENT**—Sandy Henville, Florence Rice, Richard Carlson, Hugh Herbert. Producer: Charles Lamont. Director: Charles Lamont.<br>**TOWER OF LONDON** — Basil Rathbone, Boris Karloff, George Sanders, Barbara O'Neil, Nan Grey, John Sutton. Producer: Rowland V. Lee. Director: Rowland V. Lee. | |
| WB-FN | **INVISIBLE STRIPES**—George Raft, Humphrey Bogart, Jane Bryan, William Holden. Producer: Lou Edelman. Director: Lloyd Bacon. Original: Warden Lewis E. Lawes. Screenplay: Warren Duff, Earl Baldwin, Jonathan Finn.<br>**TIMBER WOLF**—Dennis Morgan, Alan Hale Ronald Reagan, Gloria Dickson, John Payne. Producer: Bryan Foy. Director: Terry Morse. Screenplay: Lee Katz, Charles Belden. | **UNCLE SAM AWAKENS**—Ronald Reagan. Producer: Bryan Foy. Director: Noel Smith.<br>**GAMBLING ON THE HIGH SEAS**—Wayne Morris, Janet Wyman, Gilbert Roland, Noel Madison. Producer: Bryan Foy. Director: George Amy. Screenplay: Robert E. Kent. | |

# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.


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Mutiny on the Black Hawk (Univ) June 24 .....4051
Mutiny in the Big House (Mono) 3803
My Love for Yours (Para).....
My Man Godfrey (Univ).....Reissue

### N

Nancy Drew and the Hidden Staircase (WB) Aug. 26..... 419
Nancy Drew, Trouble Shooter (WB) July 15 ..... 324
Naughty But Nice (WB) June 10 311
New Frontier (Rep) Aug. 19.... 808
News Is Made at Night (20th-Fox) July 8..... 953
Night Work (Para) Aug. 12....3849
Ninotchka (M-G-M) .....
No Place to Go (FN)..... 469
Nurse Edith Cavell (RKO) Aug. 26 ..... 001

### O

Of Human Bondage (RKO) reissue ..... 993
Oklahoma Frontier (Univ).....
Oklahoma Terror (Mono).....3856
Old Maid, The (FN) Aug. 5..... 452
On Borrowed Time (M-G-M) July 8 ..... 942
$1,000 a Touchdown (Para).....
One Hour to Live (Univ) Sept. 16
Only Angels Have Wings (Col) May 20 .....9001
Our Leading Citizen (Para) Aug. 5
Out of Singapore (Astor).....
Outpost of the Mounties (Col)..1201
Overland Mail (Mono) .....3857

### P

Pack Up Your Troubles (20th-Fox) ..... 014
Panama Patrol (GN) Feb. 25.... 314
Parents on Trial (Col) July 8...9032
Patsy (M-G-M) .....
Pride of the Blue Grass (WB-FN)

### Q

Queen of Destiny (RKO) Nov. 26, '38 .....
Quick Millions (20th-Fox) Aug. 5 004

### R

Racketeers of the Range (RKO) May 20 ..... 984
Rains Came, The (20th-Fox) Sept. 16 ..... 011
Range War (Para) Aug. 12....3954
Real Glory, The (UA).....
Renegade Trail (Para) July 29..3859
Reno (RKO) .....
Riders of the Frontier (Mono) Sept. 9 .....3866
Rio (Univ) .....
Roaring Twenties (WB-FN) ...

### S

Sabotage (Rep) .....
Saint in London (RKO) July 1.. 929
Scandal Sheet (Col) .....
Scouts of the Air (Mono).....3816
Second Fiddle (20th-Fox) July 8
She Married a Cop (Rep) July 1 815
Shipyard Sally (20th-Fox)..... 018
Should a Girl Marry? (Mono) Aug. 5 .....3823
Should Husbands Work? (Rep) July 22 ..... 816
Singing Cowgirl (GN) June 3..WI-3
Sky Pilot (Mono) .....
6,000 Enemies (M-G-M) June 3.. 938
Smashing the Money Ring (WB-FN) .....
Smuggled Cargo (Rep) Aug. 26. 825
Some Like It Hot (Para) May 13 3837
S. O. S. Tidal Wave (Rep) June 3 813
Southward Ho! (Rep) June 17.. 855
Spellbinder (RKO) July 15..... 931
Stanley and Livingstone (20th-Fox) Aug. 5 ..... 003
Star Maker (Para) Aug. 19.....3851
Stolen Life (Para) Apr. 29.....3864
Stop, Look and Love (20th-Fox) Sept. 2 ..... 008
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sun Never Sets, The (Univ) June 10 .....3009
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Swanee River (20th-Fox) ..... 017

### T

Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Television Spy (Para).....
These Glamour Girls (M-G-M).. 948
They All Come Out (M-G-M) July 8 ..... 943
They Asked for It (Univ) July 8.3040
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Those High Grey Walls (Col)..
Three Sons (RKO)..... 004
Thunder Afloat (M-G-M)..... 4
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Too Busy to Work (20th-Fox).. 016
Torchy Plays With Dynamite (WB) Aug. 5 ..... 326
Tower of London (Univ).....
Tropic Fury (Univ) Sept. 16....
Trapped in the Sky(Col)Feb. 18.9024
Tumbleweeds (Astor) May 27...
Two Bright Boys (Univ).....
20,000 Men a Year (20th-Fox).. 013

### U

U-67 (Astor) .....
Undercover Doctor (Para) May 27 .....3840
Underpup (Univ) Sept. 2.....
Unexpected Father (Univ)...July 22
Unmarried (Para) May 27.....3838

### V

Vigil in the Night (RKO).....

### W

Wall Street Cowboy (Rep) Sept. 9 ..... 857
Ware Case, The (20th-Fox) July 29 .....8014
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
What a Life (Para).....
When Tomorrow Comes (Univ) Aug. 19 .....3003
Winter Carnival (UA) July 22...
Witness Vanishes, The (Univ)..
Wizard of Oz (M-G-M) Aug. 19. 949
Wolf Call (Mono) May 27.....3813
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) Sept. 2... 1
Wyoming Outlaw (Rep) July 15..867

### Y

You Can't Get Away With Murder (FN) Jan. 28 ..... 364
Young Mr. Lincoln (20th-Fox) June 10.....947

### Z

Zero Hour (Rep) May 27.....

# Booking Chart

A GUIDE TO CURRENT RELEASES

**Numerals Following Titles are Running Time. Date Is National Release, 1939, Unless Otherwise Specified.**
**(S) Indicates short of the week.**
**(C) Indicates color.**

# SHORTS

## Columbia

### ALL-STAR COMEDIES

A Star Is Shorn (17)....Apr. 21, '39
Boom Goes the Groom (17½).....Mar. 24, '39
Mutiny on the Body (17).....Feb. 10, '39
Now It Can Be Sold (17).June 2, '39
Pest From the West (..)....June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Swing You Swingers (18).....Jan. 20, '39
With Andy Clyde.
The Chump Takes a Bump (18).....May 5, '39
The Sap Takes a Wrap (15½).....Mar. 10, '39
Trouble Finds Andy Clyde (18).....July 28
Mooching Through Georgia (..).....Aug. 11

### COLOR RHAPSODIES

Crop Chasers (..).....Sept. 22
Happy Tots (7).....Mar. 31
Hollywood Sweepstakes (8)...July 28
Jitterbug Knights (7).....Aug. 11
Lucky Pigs (7).....May 26
Mountain Ears (..).....Oct. 20
Nell's Yells (7).....June 30
Peaceful Neighbors (8)..Feb. 26, '39
The Gorilla Hunt (8)....Feb. 24, '39
The House That Jack Built (7).....Apr. 14, '39

### COLUMBIA TOUR

Big Town Commuters (9) Feb. 3, '39
Holland (Andre de la Varre Productions) (..).....Sept. 15
Man Made Island (Frisco Fair) (10).....May 26
Sojourn in India (..).....July 7
Morocco (10).....Aug. 11

### COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 7 Parade of Hits (9)..Mar. 24, '39
No. 8 Strauss Waltzes (11).....Apr. 21, '39
No. 9 Songs of the West (10).....May 19, '39
No. 10 Songs of Romance (..) June 16
Third Series
No. 5 Friendship Songs (10).....Jan. 27, '39
No. 6 Moon Songs (10)....Feb. 24, '39

### FABLES CARTOON

Little Lost Sheep (..).....Oct. 6

### FOOLS WHO MADE HISTORY

No. 1 Charles Goodyear (..)..Aug. 25
No. 2 Elias Howe (..).....Oct. 6

### HAPPY HOUR

No. 1 (10½).....Feb. 22
No. 2 (10½).....Mar. 23
No. 3 (11).....Apr. 21

### KRAZY KAT

Golf Chumps (7).....Apr. 6, '39
Krazy's Bear Tale (7)....Feb. 17, '39
Krazy's Shoe Shop (6)....May 12, '39

### MUSIC HALL VANITIES
(New series)

A Night in a Music Hall (10½).....Jan. 20, '39
A Night at the Troc (10)..Mar. 2, '39
Montmarte Madness (10½)...June 30
Yankee Doodle Home (10).....May 19, '39

### PHANTASIES CARTOON

The Charm Bracelet (..)....Sept. 1

### PICTUREGRAPH

No. 1 (..).....Jan. 15, '39

### SCRAPPY CARTOONS

A Worm's Eye View (7)..Apr. 28, '39
Scrappy's Added Attraction (6).....Feb. 3, '39
Scrappy's Rodeo (6).....June 2
Scrappy's Sideshow (7)....Mar. 3, '39

### SCREEN SNAPSHOTS (Series 17)

No. 1 (..).....Sept. 15
No. 2 (..).....Oct. 20
No. 5 (9).....Jan. 13, '39
No. 6 (10½).....Feb. 17, '39
No. 7 (10).....Mar. 17, '39
No. 8 (9½).....Apr. 8, '39
No. 9 (10).....May 12
No. 10 (10).....May 26
No. 11 (10).....June 29
No. 12 (10).....July 28

### SPORT REELS

Bows and Arrows (..).....Sept. 29
Diving Rhythm (10).....May 5, '39
Get Ready Navy (10).....Jan. 6, '39
Jockeys Up (10½).....June 2
Navy Champions (9½).....Mar. 17
Odd Sports (10).....Feb. 10
Technique of Tennis (8½)....June 30
There Goes Rusty (10½).....July 15
Big Fish (10).....Aug. 18

### THREE STOOGES COMEDIES

A Ducking They Did Go (16½).....Apr. 7, '39
Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Saved by the Belle (17).....June 30
Three Little Sew and Sews (16).....Jan. 6, '39
We Want Our Mummy (17).....Feb. 24, '39
Yes, We Have No Bonzana (16).....May 19, '39

### WASHINGTON PARADE

No. 2 Inside the White House (11).....Feb. 21, '39
No. 3 Inside the Capitol (10).....May 26, '39
No. 4 Library of Congress (10).....Aug. 4

## Grand National

### CAVALCADE OF STUFF

No. 1 (10).....Jan. 6
Col. Stoopnagle.
No. 2 (10).....Jan. 20

## M-G-M

### CRIME DOESN'T PAY

Help Wanted (21).....June 10
Money to Loan (21).....Mar. 11, '39
While America Sleeps (21).....Apr. 15, '39

### FITZPATRICK TRAVELTALKS
In Technicolor

A Day on Treasure Island (..).....Sept. 2
Ancient Egypt (9).....Jan. 21, '39
Colorful Curacao (9).....May 27
Glimpses of Australia (9)...Apr. 15
Imperial Delhi (8).....Feb. 18
Java Journey (10).....Mar. 18
Picturesque Udaipur (8)..May 13, '39
Rural Hungary (9).....Apr. 29, '39

### MINIATURES

A Failure at Fifty (..).....Oct. 7
Hollywood Hobbies (10)..May 13, '39
Ice Antics (9).....Feb. 11
Love on a Tax (11).....Mar. 18, '39
Prophets Without Honor (11).....May 20, '39
Rhumba Rhythm (..).....Sept. 2
The Ash Can Fleet (..).....Sept. 9
The Greener Hills (11)...May 27, '39

### MUSICAL COMEDIES

Happily Buried (20).....Apr. 15, '39
Somewhat Secret (21)...Mar. 25, '39

### M-G-M CARTOONS
(New Series)

Art Gallery (9) Technicolor...May 13
Goldilocks and the Three Bears (11).....July 15
Jitterbug Follies (9).....Feb. 25, '39
(C) Little Gold Fish (8)...Apr. 15, '39
Mama's New Hat (9).....Feb. 11
The Bear That Couldn't Sleep (9) Technicolor.....June 10
Wanted No Master (8)...Mar. 18, '39

### M-G-M NEWS OF THE DAY
Released twice weekly.

### OUR GANG COMEDIES

Alfalfa's Aunt (11).....Jan. 7
Auto Antics (10).....July 22
Captain Spanky's Showboat (..).....Sept. 9
Clown Princess (10).....Apr. 15, '39
Cousin Wilbur (10).....Apr. 29, '39
Dog Daze (11).....July 1
Duel Personalities (10)..Mar. 11, '39
Joy Scouts (10).....June 24
Tiny Troubles (10).....Feb. 18

### PASSING PARADE (New Series)

Angel of Mercy (10).....May 20, '39
Giant of Norway (11) Sepia..June 24
New Roadways (10).....Jan. 28
Story of Alfred Noble (11)..Feb. 18
Story That Couldn't Be Printed (11).....July 22
The Story of Dr. Jenner (10).Mar. 18
Yankee Doodle Goes to Town (11) Sepia.....June 17

### PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Double Diving (10).....Jan. 14
(S) Heroes at Leisure (10).....Feb. 11
Marine Circus (9).....Mar. 11, '39
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20, '39
Take a Cure (Sepia) (9).....Aug. 12
Weather Wizards (9).....Apr. 8, '39

### ROBERT BENCHLEY

An Hour for Lunch (9)..Mar. 18, '39
Dark Magic (10).....May 13
Home Early (9).....May 27
How to Eat (10).....June 10
How to Sublet (8).....Jan. 28, '39

## Paramount

### BETTY BOOP CARTOONS

Musical Mountaineers (7).May 12, '39
My Friend the Monkey (7).....Jan. 20, '39
Rhythm on the Reservation (7).....July 7
So Does an Automobile (7)..Mar. 31
The Scared Crows (7)....June 9, '39
Yip Yip Yippy (7).....Aug. 11

### COLOR CLASSICS

Always Kickin' (7).....Jan. 27, '39
Small Fry (7).....Apr. 21, '39
The Barnyard Brat (Technicolor) (7).....June 30
The Fresh Vegetable Mystery (8) (Technicolor).....Sept. 22

### COLOR CRUISES
(New Series in Cinecolor)

Ecuador (Cinecolor) (10)....Sept. 1
Jamaica (10).....May 26
Land of Inca Memories (10)..Jan. 27
Republic of Panama (9)....Mar. 24

### HEADLINER

A Song Is Born (10).....Jan. 6, '39
Artie Shaw's Class in Swing (10).....Sept. 8
The Champagne Music of the Lawrence Walk (10).....Mar. 3
Lawrence Walk and his Orchestra
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Music Through the Years (11).....Feb. 3, '39
Jan Garber and Orchestra
Paramount Presents Hoagy Carmichael (10).....May 5, '39
With Jack Teagarden and his orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Tempo of Tomorrow (10)..June 2, '39
Richard Himber and his orchestra.
Three Kings and a Queen (11).....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS
Released twice weekly.

### PARAGRAPHICS

Breaking the News (19).....Aug. 25
Circus Co-Ed (10).....Mar. 10
Farewell Vienna (10).....June 23
Fisherman's Pluck (10)..Apr. 14, '39
Public Hobby Number One (11).....Sept. 22
Swans (10).....May 19, '39
That's Africa (10).....Feb. 10
Unfinished Symphony (10)...Jan. 13

### PARAMOUNT PICTORIAL

No. 6 (10).....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
No. 7 (10).....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
No. 8 (10).....Mar. 3
No. 9 (10).....Apr. 7, '39
Sea police, animals after dark, fashions.
No. 10 (11).....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
No. 11 (10).....June 2, '39
Three stories about water.
No. 12 (10).....July 14

### POPEYE CARTOONS

(C) Aladdin and His Wonderful Lamp (22).....Apr. 7, '39
Customers Wanted (7).....Jan. 27
Ghosks Is the Bunk (7)..June 16, '39
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28, '39
Leave Well Enough Alone (7).....Apr. 28
Wotta Nitemare (7).....May 19, '39

### POPULAR SCIENCE
(In Cinecolor)

No. 3 (10).....Jan. 6, '39
No. 4 (10).....Mar. 10
No. 5 (11).....May 12, '39
No. 6 (11).....Aug. 4
Popular Sciences No. J9-1 (Cinecolor) (11).....Sept. 15

### GRANTLAND RICE SPORTLIGHTS

A Desert Adventure (10)....Sept. 29
Death Valley Thrills (10)..June 9, '39
Diamond Dust (10).....May 12, '39
Frolicking Frogs (10).....Dec. 23
Hijinks with trained frogs including a jumping contest.
Good Skates (10).....Apr. 14, '39
Ice skating with champions.
Hold Your Breath (10).....Feb. 17
Depicting a novel underwater track meet
Hydro-Maniacs (10).....Sept. 1
The Sporting Irish (10).....Mar. 17
Sports in Ireland.
Two Boys and a Dog (10).Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
Watch Your Step (10).....July 7

### UNUSUAL OCCUPATIONS
(In Color)

No. 4 (10).....Feb. 3, '39
No. 5 (10).....Apr. 14, '39
No. 6 (Cinecolor) (10)....June 16, '39

## RKO Radio

### DISNEY CARTOONS

Autograph Hound, The (8)...Sept. 1
Beach Picnic (8).....June 9, '39
Donald's Cousin Gus (7)..May 19, '39
Donald's Lucky Day (8)..Jan. 13, '39
Donald's Penguin (8).....Aug. 11
Goofy and Wilbur (8).....Mar. 17
Practical Pig (8).....Feb. 24, '39
Sea Scouts (8).....June 30
Society Dog Show (8).....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
The Pointer (8).....July 21
(S) The Hockey Champ (7)..Apr. 7, '39
The Ugly Duckling (9).....Apr. 7

### EDGAR KENNEDY COMEDIES

Baby Daze (15).....May 19, '39
Clock Wise (16).....Mar. 24

Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.

**Feathered Pests (16)** .....July 28
**Maid to Order (18)** .....Jan. 21, '39
Edgar tries to marry his father-in-law off with amusing complications.

### HEADLINER COMEDIES

**Swing Vacation (19)**.....Feb. 24, '39
**Sales Slips (17)** .....July 21

### LEON ERROL COMEDIES

**Crime Rave (18)**.....Jan. 13, '39
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20)**.....Mar. 10, '39
**Moving Vanities (17)**.....May 5, '39
**Ring Madness (19)**.....June 30, '39

### MARCH OF TIME

**No. 6 (18)** .....Jan. 20, '39
The State of the Nation.
**No. 7 (19)** .....Feb. 17
Young America and Mexico's New Crisis.
**No. 8 (18)** .....Mar. 17, '39
**No. 9 (19)** .....Apr. 14, '39
Japan—Master of the Orient.
**No. 10 (20)** .....May 12
Dixie—The nation's number one problem.
**No. 11 (19)** .....June 9
War, Peace and Propaganda.
**No. 12 (22)** .....July 7
The Movies March On.
**No. 13 (18)** .....Aug. 4
Metropolis—1939.

### NU-ATLAS MUSICALS

**Arcade Varieties (11)** ....May 12, '39
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Hello Mama (11)** .....Apr. 14, '39
George Jessel, Four Eton Boys, Frieda Sullivan.
**Readin, Ritin and Rhythm (10)** .....Feb. 17, '39
**Samovar Serenade (10)**.....Mar. 17
Codolban & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10)**.....Jan. 20, '39
The Rimacs, Rosita Ortego, Sisters Virginia.

### PATHE NEWS

Released twice weekly

### PATHE PARADE ('36-'37 releases)

### RADIO FLASH COMEDIES

**Dog-Gone (16)** .....Apr. 21, '39
**Marriage-Go-Round (18)**.....July 28
**Plumb Crazy (19)**.....Feb. 3
Pat C. Flick as a plumber causes considerable commotion on a job.

### PATHE SPORTSCOPE

**Big Leaguers (9)** .....Apr. 21, '39
The Chicago Cubs get ready for the pennant chase.
**Bow Strings (9)** .....Jan. 27, '39
Archery
**Devil Drivers (9)** .....June 16, '39
**Kennel Kings (9)** .....Aug. 11
**Riding the Crest (9)**.....July 14, '39
Surfboard riding at Waikiki beach.
**Smooth Approach (9)**....May 19, '39
The golfers show how it's done.
**Snow Falls (9)** .....Feb. 24
A ski picture that's different.

### RAY WHITLEY WESTERNS (New Series)

**Sagebrush Serenade (19)** June 16, '39
**Ranch House Romeo (17)**....Apr. 7

### REELISMS (New Series)

**Air Waves (10)**.....Mar. 10
**Gold (9)** .....Feb. 10
**Pack Trip (9)** .....Aug. 18
**Pilot Boat (9)** .....Feb. 3, '39
**Soldiers of the Sea (9)**...Apr. 7, '39
**Swinguet (8)** .....May 26, '39
**Television (9)** .....May 5, '39
**World of Tomorrow (9)**.....June 23
**Zoo (9)** .....July 21

### TWO-REEL SPECIAL

**Five Times Five (19)**.....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

## 20th Century-Fox

### ADVENTURES OF A NEWS CAMERAMAN

**Conquering the Colorado (11)** Aug. 18
**Daily Diet of Danger (10)** Jan. 6, '39
**Filming the Fleet (..)** .....Oct. 27
**Sand Hogs (10)**.....May 12

### ED THORGERSEN-SPORTS

**Big Game Fishing (..)**.....Sept. 1
**Hunting Dogs (11)**.....Mar. 3, '39
**Inside Baseball (11)** .....
**Sand Hogs (10)** .....May 12
**Shooting for Par (10)**.....Jan. 6
**Sports Immortals (11)** .....June 23

### FATHER HUBBARD'S ALASKAN ADVENTURES

**Birthplace of Icebergs (11)**..Aug. 4

### FASHIONS

**Fashion Forecasts No. 1 (..)** .....Sept. 15
**Fashion Forecasts, No. 3 (11)** .....Mar. 31, '39
**Fashion Forecast No. 4 (..)**..July 7

### FOX MOVIETONE NEWS

Released twice weekly.

### LEW LEHR AND HIS DRIBBLE PUSS PARADE

**Monkeys Is the Craziest People (..)** .....Sept. 29
**Muscle Maulers (11)** .....April 14
**What Every Inventor Should Know (10)** .....Jan. 20, '39

### LOWELL THOMAS MAGIC CARPET

**Good Neighbors (..)** .....May 26
**Isle of Pleasure (11)**.....Feb. 3, '39
**Mystic Siam (10)**.....Mar. 17, '39
**Tempest Over Tunis (11)** ....June 9
**The Evergreen Empire (..)**..Oct. 13
**Viking Trail (10)**.....Feb. 17, '39

### TERRY-TOONS

**A Bully Romance (..)**.....June 16
**Africa Squawks (7)** .....June 30
**Barnyard Baseball (7)** .....July 14
**Barnyard Egg-Citement (Technicolor) (11)** .....May 5
**Frozen Feet (7)**.....Feb. 24
**Gandy Goose in G-Man Jitters (7)** .....Mar. 10
**Hook, Line and Sinker (..)**.Sept. 8
**Nick's Coffee Pot (7)** .....May 19
**Nutty Network (7)** .....Mar. 24
**One Gun Gary in the Nick of Time (7)** .....Jan. 27
**Sheep in the Meadow (..)**...Sept. 22
**The Cuckoo Bird (7)** .....April 7
**The Golden West (7)** .....Aug. 25
**Their Last Bean (7)** .....April 21
**The Old Fire Horse (..)** ....July 28
**The Orphan Duck (..)**.....Oct. 6
**The Owl and the Pussycat (7)** .....Jan. 13, '39
**The Prize Guest (7)**.....June 2
**The Three Bears (6)** .....Feb. 10
**Two Headed Giant (7)**.....Aug. 11

## Universal

### LANTZ CARTUNES

**Charlie Cuckoo (..)** .....Apr. 24
**Life Begins for Andy Panda (9)** .....Oct. 9
**Little Tough Mice (7)**.....Mar. 13
**One Armed Bandit (7)**.....Mar. 27
**Stubborn Mule (7)**.....July 31
**Slap Happy Valley (..)**.....Aug. 21
**Silly Superstition (..)**.....Aug. 28

### GOING PLACES WITH GRAHAM MCNAMEE

**No. 59 (9)** .....Jan. 30, '39
**No. 60 (10)** .....Feb. 20, '39
**No. 61 (9)** .....Mar. 13
**No. 62 (9)** .....Apr. 10, '39
**No. 63 (9)** .....May 15, '39
**No. 64 (9)** .....June 26, '39
**No. 65 (9)** .....July 17
**No. 66 (10)** .....Sept. 25
**No. 67 (..)** .....Oct. 16

### MENTONE PRODUCTIONS

**Bank Notes (19)** .....Mar. 15
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Dave.
**Cafe Boheme (17)** .....Apr. 12
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)**....July 12, '39
East and Dunke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Nautical Knights (19)**....Jan. 11, '39
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Pharmacy Follies (18)**....May 17, '39
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**Swing Sanatorium (18)**.....June 14
Dorothy Stone-Charles Collins.
**With Best Dishes (17)**.....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

### OSWALD CARTOONS

**The Big Cat and the Little Mousie (7)** .....Aug. 15

### WALTER LANTZ CARTUNES

**Arabs with Dirty Fezzes (7)** ..... (..) .....July 31
**Bird on Nellie's Hat**.....June 19
**Bola Mola Land (7)** ....May 29, '39
**Charlie Cuckoo (7)**.....Apr. 30, '39
**Crack Pot Cruise (7)**....Apr. 10, 39
**Magic Beans (7)** .....Feb. 13
**Nellie of the Circus (7)**...May 8, '39
**Snuffy's Party (7)** .....Aug. 7
**The Birth of a Toothpick (7)** .....Feb. 27

### STRANGER THAN FICTION

**No. 58 (9)** .....Jan. 2
**No. 59 (9)** .....Feb. 6
**No. 60 (9)** .....Mar. 6
**No. 61 (9)** .....Apr. 3
**No. 62 (9)** .....May 1, '39
**No. 63 (9)** .....June 5, '39
**No. 64** .....July 3
**No. 65 (9)** .....Aug. 7
**No. 66 (..)** .....Sept. 18
**No. 67 (..)** .....Oct. 9

### TWO REEL MUSICALS

**Boy Meets Joy (17)**.....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
**Swing Hotel (..)** .....Oct. 18

### TWO REEL SPECIAL

**March of Freedom (21)**.....Sept. 6

### UNIVERSAL NEWS

Released twice weekly.

## Vitaphone

### BROADWAY BREVITIES

**A Fat Chance (..)** ..... Mar. 25
**A Swing Opera (..)**.....July 22, '39
**Broadway Buckaroo (20)** June 3, '39
**Home Cheap Home (..)** .....Mar. 18
**Projection Room (..)** .....Mar. 4
**Rollin' in Rhythm (..)**.....Apr. 15
**Seeing Spots (20)** .....Apr. 29, '39
**Sophomore Swing (20)**.....Jan. 21
**Small Town Idol (20)**.....Feb. 11
**Sundae Serenade (20)**.....Feb. 25
**You're Next to Closing (20)** .....May 13, '39
**Wardrobe Girl (..)**.....June 17, '39

### THE COLOR PARADE (New Series)

**For Your Convenience (10)** .....May 20, '39
**Mechanix Illustrated No. 2 (10)** .....Jan. 7, '39
**Mechanix Illustrated, No. 3 (10)** .....Feb. 25
**Mechanix Illustrated No. 4**.Apr. 22, '39
**Mechanix Illustrated No. 5 (..)** .....June 10, '39
**Modern Methods (..)**...July 15, '39
**Points on Pointers (9)** .....Jan. 28
**The Roving Camera (10)**.Mar. 25, '39

### LOONEY TUNES CARTOONS

**Chicken Jitters (7)**.....Apr. 1
**It's an Ill Wind (7)**.....Jan. 28
**Polar Pals (..)**.....June 3, '39
**Porky and Teabiscuit (7)** Apr. 22, '39
**Porky's Movie Mystery (7)** Mar. 11
**Porky's Picnic (..)**....July 15, '39
**Porky's Tire Trouble (7)** ....Feb. 18
**The Lone Stranger and Porky (7)** .....Jan. 7, '39
**Christopher Columbus jr. (7)** .....May 13, '39
**Scalp Trouble (..)**.....June 24, '39
**Wise Quack (..)**.....Aug. 5, '39

### MELODY MASTERS

**Artie Shaw and Orchestra (10)** .....Apr. 29, '39
**Blue Barron & Orch. (10)**.Jan. 21, '39
**Clyde Lucas & Orch. (10)**..Jan. 7, '39
**Clyde McCoy & Orchestra (10)** .....Mar. 18
**Dave Apollon and His Orchestra (11)** .....Dec. 24
**Dave Apollon and Orchestra (..)** .....Apr. 8
**Jerry Livingston & Orchestra (10)** .....Feb. 4
**Larry Clinton & Orchestra (10)** .....May 20, '39
**Leith Stevens & Orch. (..)** .....June 10, '39
**Rita Rio & Orch (..)**...July 1, '39
**Russ Morgan & Orchestra (11)** .....Feb. 25
**Will Osborne & Orch. (..)** .....July 22, '39

### MERRIE MELODIES (In Color)

**A Day at the Zoo (7)**.....Mar. 11
**Bars and Stripes Forever (7)** Apr. 8
**Believe It or Else (..)**..June 3, '39
**Count Me Out (7)**.....Dec. 17
**Daffy Duck and the Dinosaur (7)** .....Apr. 22, '39
**Dangerous Dan McFoo (..)** .....July 15, '39
**Dog Gone Modern (7)**....Jan. 14, '39
**Goldrush Daze (7)** .....Feb. 25
**Ham-Ateur Night (7)**....Jan. 28, '39
**Naughty But Mice (7)** ..May 20, '39
**Old Glory (..)**.....July 1, '39
**Presto Change-O (7)**.....Mar. 25
**Robinhood Makes Good (7)**...Feb. 11
**Snow Man's Land (..)**..July 29, '39
**Thugs With Dirty Mugs (7)** .May 6, 39

### TECHNICOLOR

**Bill of Rights (..)**.....Aug. 12, '39
**Lincoln in the White House (21)** .....Feb. 11, '39
**Quiet Please (..)**.....July 1, '39
**Sons of the Plains (19)**..July 30, '38
Mauch Twins, Rosella Towns.
**Sons of Liberty (20)**.....May 20, '39
**Swingtime in the Movies (20)** .....Jan. 7, '39
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

### SPECIALS (New Series) Tech.

**The Master's Touch (10)**....Feb. 18

### VITAPHONE VARIETIES

**Crawfords at Home (..)**..Apr. 15, '39
**Dean of the Pasteboards (10)** .....May 27
**Gadgeteers (10)** .....Feb. 18
**Tax Trouble (10)**.....Mar. 18, '39
**Ski Girl (10)** ..... Jan. 14, '39
**Witness Trouble (..)**...July 29, '39

### TRUE ADVENTURES (By Floyd Gibbons)

**A Minute From Death (11)**...Mar. 4
**Chained ( )** .....Apr. 1
**Haunted House (..)**.....June 3, '39
**High Peril (12)** ..... Feb. 18
**Lives in Peril (..)**.....July 7, '39
**The Human Bomb (12)** ..Jan. 7, '39
**Three-Minute Fuse (..)**.July 29, '39
**Voodoo Fires (11)** .....May 6

## SERIALS

### COLUMBIA

**Flying G-Men** .....Jan. 28, '39
15 chapters.
Robert Paige, Lorna Gray, James Craig, Richard Fiske.

**Mandrake the Magician**...May 6, '39
12 chapters.

**Secret of Treasure Island**...Mar. 17
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

### REPUBLIC

**Daredevils of the Red Circle**
12 Chapters .....June 10 '39
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

**Dick Tracy's G-Men** .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phylis Isley, Walter Miller.

**Lone Ranger Rides Again**.Feb. 25, '39
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

### UNIVERSAL

**Buck Rogers** .....Apr. 11, '39
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

**Oregon Trail (15 chapters)**....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

**Scouts to the Rescue**.....Jan. 17, '39
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody Jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

| MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 |
|---|---|---|---|---|---|
| | 25 Action Drama **9001**<br>**Only Angels Have Wings** (122) R-May 20<br>C. Grant-J. Arthur<br>22 Action Drama **9027**<br>**Missing Daughters** (58)<br>Richard Arlen-Marian Marsh R—Apr. 29 | 1 Action Drama **9024**<br>**Trapped in the Sky** (61)<br>J. Holt-K. DeMille<br>R—Feb. 18<br>1 Adventure **1071**<br>**Lost Horizon** (118) (reissue) R. Colman | | 15 Comedy **1072**<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western **9207**<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama **9012**<br>**Clouds Over Europe** (79) (Form. "Q" Planes)<br>Laurence Olivier<br>Valerie Hobson<br>R—June 10 |
| 20 Action Drama **314**<br>**Panama Patrol** (69)<br>Leon Ames<br>Charlotte Wynters<br>R—Feb. 25 | | 31 Western **WI-3**<br>**Singing Cowgirl** (57)<br>Dorothy Page<br>R—June 3 | | | |
| 19 Comedy **936**<br>**It's a Wonderful World** (86)<br>Claudette Colbert<br>James Stewart<br>R—May 13 | 26 Comedy **937**<br>**Bridal Suite** (69) (For. Maiden Voyage)<br>Robt. Young-Annabella<br>R—May 27 | | 9 Melodrama **938**<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama **939**<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy **940**<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 |
| 18 Western **3864**<br>**Down the Wyoming Trail** (62)<br>Tex Ritter<br>R—June 17 | 22 Action Drama **3813**<br>**Wolf Call** (65)<br>John Carroll-Movita<br>R—May 27 | 1 Western **3855**<br>**Across the Plains** (53) (For. Riders of the Rio Grande)<br>Jack Randall<br>R—June 3 | 10 Melodrama **3823**<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 | | |
| 19 Musical **3837**<br>**Some Like It Hot** (65)<br>Bob Hope-Shirley Ross<br>Gene Krupa<br>R—May 13 | 26 Drama **3838**<br>**Unmarried** (66)<br>B. Jones-H. Twelvetrees<br>R—May 27<br>26 Drama **3864**<br>**Stolen Life** (90)<br>E. Bergner-M. Redgrave<br>R—Apr. 29 | 2 Comedy **3839**<br>**Gracie Allen Murder Case** (75)<br>Gracie Allen<br>Warren William<br>R—May 13 | 9 Action Drama **3840**<br>**Undercover Doctor** (67)<br>Lloyd Nolan<br>J. Carrol Naish<br>R—May 27 | 16 Drama **3841**<br>**Invitation to Happiness** (99)<br>Irene Dunne<br>Fred MacMurray<br>R—May 20 | 23 Melodrama **3842**<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western **3843**<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 |
| 15 Outdoor Spectacle **801**<br>**Man of Conquest** (97)<br>R. Dix-G. Patrick<br>R—Apr. 15<br>18 Western **855**<br>**Southward Ho!** (58)<br>R. Rogers-M. Hart<br>R—June 17 | 27 Drama **812**<br>**The Zero Hour** (62)<br>Frieda Inescort<br>R—May 27 | 2 Action Drama **813**<br>**S. O. S. Tidal Wave** (60)<br>Ralph Byrd<br>Kay Sutton<br>R—June 3 | 9 Western **845**<br>**Mountain Rhythm** (59)<br>Gene Autry<br>Smiley Burnette<br>R—July 8 | | 23 Western **856**<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western **867**<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 |
| | 26 Western **984**<br>**Racketeers of the Range** (60)<br>Geo. O'Brien; R—May 20 | 2 Comedy **928**<br>**Girl From Mexico** (71)<br>Lupe Velez-Donald Woods<br>R—May 20 | | 16 Melodrama **926**<br>**Girl and the Gambler** (62) (For. The Dove)<br>Steffi Duna<br>Leo Carrillo<br>R—June 10 | 23 Drama **927**<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 |
| 19 Comedy **943**<br>**Boy Friend** (70)<br>Jane Withers<br>Arleen Whelan<br>R—May 13 | 26 Com. Melodrama **944**<br>**The Gorilla** (66)<br>Ritz Bros.<br>R—May 27 | 2 Comedy Drama **946**<br>**Jones Family in Hollywood** (60)<br>Jed Prouty<br>Shirley Deane<br>R—May 27 | 9 Drama **947**<br>◐**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama **948**<br>**Charlie Chan in Reno** (71)<br>Sidney Toler<br>Phyllis Brooks<br>R—June 3 | 23 Com. Drama **954**<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 |
| | 26 Action Drama<br>**Captain Fury** (90)<br>Victor McLaglen-June Lang-Brian Aherne<br>R—May 13 | | | | |
| 19 Action Drama **3010**<br>**Ex-Champ** (72)<br>Victor McLaglen<br>Nan Grey-Tom Brown<br>R—May 20 | 26 Action Drama **3040**<br>**They Asked for It** (61)<br>William Lundigan<br>Joy Hodges<br>R—July 8 | 2 Action Drama **3040**<br>**Inside Information** (62)<br>June Lang-Dick Foran<br>R—June 10<br>2 Comedy **Reissue**<br>**My Man Godfrey** (93)<br>Wm. Powell-C. Lombard | 9 Drama **3009**<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery **Reissue**<br>**Old Dark House** (71) | | |
| 20 Action Drama **FN364**<br>**You Can't Get Away With Murder** (78)<br>Humphrey Bogart<br>Gale Page<br>R—Jan. 28 | 27 Action Drama **FN374**<br>**Code of the Secret Service** (62)<br>Ronald Reagan<br>Rosella Towne<br>R—May 13 | 3 Comedy Drama **FN375**<br>**Man Who Dared** (60) (For. I Am Not Afraid)<br>Jane Bryan<br>Chas. Grapewin<br>R—April 8 | 10 Hist. Drama **WB301**<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama **WB324**<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama **FN368**<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 |
| | | 2 Comedy **Astor**<br>**Gay Nineties** (64) | 9 Western **Astor**<br>**Tumbleweeds** (82), **reissue**<br>Wm. S. Hart<br>R—May 27 | 16 Musical **Astor**<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama **Astor**<br>**U-67** (65)<br>Allan Hale |

| DECEMBER, 1939 | | | | | | |
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| JANUARY, 1940 | | | | | | |
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| FEBRUARY, 1940 | | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JULY 1 | JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUGUST 5 |
|---|---|---|---|---|---|
| **COLUMBIA** | | | | | |
| 29 Drama 9032<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy 9005<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama 9025<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 | 20 Comedy 9010<br>**Blondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | 28 Action Drama 9033<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells<br>R—Aug. 5 | 4 Action Drama 9008<br>**Coast Guard** (72)<br>Randolph Scott<br>Frances Dee<br>R—Aug. 19 |
| **GRAND NAT'L** | | | | | |
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| **M-G-M** | | | | | |
| 30 Drama 941<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama 942<br>**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 | 21 Comedy 944<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama 945<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama 946<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 |
| **MONOGRAM** | | | | | |
| 1 Action Drama 3814<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | | 21 Western 3865<br>**Man From Texas** (60)<br>Tex Ritter<br>R—Aug. 12 | | 1 Mystery 3807<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 |
| **PARAMOUNT** | | | | | |
| 30 Melodrama 3844<br>**Bulldog Drummond's Bride** (57)<br>John Howard<br>Heather Angel<br>R—June 24 | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 | 21 Action Drama 3847<br>**Magnificent Fraud** (78)<br>Akim Tamiroff<br>Lloyd Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama 3848<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy 3849<br>**Night Work** (62)<br>Mary Boland<br>Charles Ruggles<br>R—Aug. 12 |
| **REPUBLIC** | | | | | |
| | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 | | 26 Comedy 816<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western 846<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 |
| **RKO RADIO** | | | | | |
| 30 Mystery Drama 929<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western 985<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edward Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron** (79) reissue<br>Joel McCrea-Richard Dix | 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama 931<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 |
| **20TH-FOX** | | | | | |
| 30 Comedy Drama 950<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>Peter Lorre<br>Virginia Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 | 21 Action Drama 953<br>**News Is Made at Night** (71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 | 28 Outdoor Drama 951<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy Drama 001<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 |
| **UNITED ARTS.** | | | | | |
| | | | | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 |
| **UNIVERSAL** | | | | | |
| 30 Melodrama 3038<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama 3031<br>**Forgotten Woman** (68)<br>Sigrid Gurie<br>Donald Briggs<br>R—July 8 | 14 Comedy 3008<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 | 21 Drama 3007<br>**I Stole a Million** (78)<br>George Raft<br>Claire Trevor<br>R—July 22 | | |
| **WARNER-F.N.** | | | | | |
| 1 Com.-Music WB311<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB325<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 | 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama WB315<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 |
| **MISCELLANEOUS** | | | | | |
| | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | | | | |

# Booking Chart

A GUIDE TO CURRENT RELEASES

| MARCH, 1940 | | | | | | |
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| MAY, 1940 | | | | | | |
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COLUMBIA · GRAND NAT'L · MGM · MONOGRAM · PARAMOUNT · REPUBLIC · RKO RADIO · 20TH-FOX · UNITED ARTS. · UNIVERSAL · WARNER-F.N. · MISCELLANEOUS

| AUGUST 12 | AUGUST 19 | AUGUST 26 | SEPTEMBER 2 | SEPTEMBER 9 | SEPTEMBER 16 |
|---|---|---|---|---|---|
| | 17 Melodrama **9018**<br>**Man They Could Not Hang** (64)<br>Boris Karloff<br>R—Aug. 19 | 22 Comedy Drama **9017**<br>**Five Little Peppers** (60)<br>Edith Fellowes | 29 Wild Horse **9034**<br>**Konga, the Wild Stallion** (65) | 5 Drama **9002**<br>**Golden Boy** (100)<br>Stanwyck-Holden<br>R—Aug. 19<br>7 Mystery Drama **1025**<br>**Hidden Power** (60)<br>Jack Holt-Gert. Michael<br>R—May 29 | 14 Western **120**<br>**Outpost of the Mountie**<br>Chas. Starrett-I. Meredi (63) |
| | | | | | |
| 11 Drama **947**<br>**Lady of the Tropics** (91)<br>Hedy LaMarr<br>Robt. Taylor<br>R—Aug. 12 | 18 Comedy Drama **948**<br>**These Glamour Girls** (79)<br>Lew Ayres-Lana Turner<br>Anita Louise<br>R—Aug. 26 | 25 Comedy Fantasy **949**<br>**Wizard of Oz** (102)<br>Judy Garland<br>Frank Morgan<br>R—Aug. 19 | 1 Comedy Drama **1**<br>**The Women** (134)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell<br>R—Sept. 2 | 10 Melodrama **5**<br>**Blackmail** (79)<br>Edw. G. Robinson<br>Ruth Hussey<br>Gene Lockhart<br>R—Sept. 16 | 15 Drama<br>**Thunder Afloat** (..)<br>Wallace Beery<br>Chester Morris<br>Virginia Grey |
| | 15 Drama with Mus. **3825**<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>R—Aug. 12<br>16 Western **3866**<br>**Riders of Frontier** (58)<br>Tex Ritter<br>R—Sept. 9 | 25 Western **3856**<br>**Oklahoma Terror** (52)<br>Jack Randall<br>22 Melodrama **3826**<br>**Irish Luck** (61)<br>F. Darro-D. Purcell<br>R—Aug. 26 | | | 12 Action Drama **381**<br>**Sky Patrol** (61)<br>John Trent<br>Marjorie Reynolds |
| 11 Comedy Drama **3850**<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 | 18 Melodrama **3865**<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western **3859**<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy **3851**<br>**Star Maker** (94)<br>Bing Crosby<br>Louise Campbell<br>R—Aug. 19 | 1 Melodrama **3901**<br>**Death of a Champion** (66)<br>Lynne Overman<br>Virginia Dale<br>**R—Sept. 2** | 8 Western **3954**<br>**Range War** (66)<br>Wm. Boyd<br>Russell Hayden<br>R—Aug. 12 | 15 Drama **390**<br>**Beau Geste** (114)<br>Gary Cooper<br>Ray Milland<br>R—July 29 |
| 10 Western **868**<br>**New Frontier** (56)<br>Three Mesquiteers<br>R—Aug. 19 | 14 Western **847**<br>**In Old Monterey** (70)<br>Gene Autry<br>Smiley Burnette<br>R—July 29 | 21 Action Drama **825**<br>**Smuggled Cargo** (61)<br>Rochelle Hudson<br>Barry MacKay<br>R—Aug. 26 | 28 Drama **9111**<br>**Flight at Midnight** (66)<br>..... Regan-Jean Parker<br>Col. Roscoe Turner<br>R—Sept. 2 | 6 Western **857**<br>**Wall Street Cowboy** (66)<br>Roy Rogers<br>Gabby Hayes<br>R—Sept. 9 | |
| 11 Western **933**<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 | 18 Drama **936**<br>**In Name Only** (92)<br>Carole Lombard<br>Cary Grant<br>Kay Francis<br>R—Aug. 12 | | 1 Melodrama **935**<br>**Conspiracy** (59)<br>Alan Lane-Linda Hayes<br>R—Sept. 2 | 8 Western **986**<br>**Fighting Gringo** (60)<br>Geo. O'Brien; R-Sept. 2<br>8 Drama **003**<br>**Full Confession** (72)<br>V. McLaglen-S. Eilers<br>R—Aug. 26 | 15 Comedy **002**<br>**Day the Bookies Wept** (65)<br>Joe Penner<br>Betty Grable<br>R—Sept. 9 |
| 11 Comedy Drama **002**<br>**Chicken Wagon Family** (65)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver<br>R—Aug. 19 | 18 Adventure Drama **003**<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly<br>Richard Greene<br>R—Aug. 5 | 25 Comedy **004**<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 | 1 Detective Drama **005**<br>**Adventures of Sherlock Holmes** (85)<br>Basil Rathbone<br>Ida Lupino<br>R—Aug. 26 | 8 Melodrama **006**<br>**Charlie Chan at Treasure Island** (73)<br>Sidney Toler<br>Cesar Romero<br>Pauline Moore<br>R—Aug. 12 | 15 Drama **011**<br>**The Rains Came** (103)<br>Myrna Loy-Tyrone Power<br>George Brent<br>R—Sept. 16 |
| 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama with Music<br>**They Shall Have Music** (120)<br>Andrea Leeds<br>Joel McCrea<br>Jascha Heifetz<br>R—July 15 | | | | |
| 11 Drama **3003**<br>**When Tomorrow Comes** (90)<br>Charles Boyer<br>Irene Dunne<br>R—Aug. 19 | | | 1 Comedy Drama<br>**Underpup** (88)<br>Gloria Jean-Truex-Grey<br>R—Sept. 2<br>1 Outdoor Drama **4051**<br>**Mutiny on the Black Hawk** (66) R—June 24<br>R. Arlen-A. Devine | 8 Musical Comedy<br>**Hawaiian Nights** (64)<br>Downs-Carlisle<br>R—Aug. 26<br>8 Western **4058**<br>**Desperate Trails** (58)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Drama<br>**Two Bright Boys** (70)<br>Jackie Cooper<br>Freddie Bartholomew<br>8 Musical **4044**<br>**Mikado** (92)<br>Kenny Baker<br>R—Jan. 7 |
| 12 Comedy **WB326**<br>**Torchy Plays With Dynamite** (59)<br>Jane Wyman<br>Allen Jenkins<br>R—Aug. 5 | 19 Drama **FN356**<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy **FN376**<br>**Hobby Family, The** (54)<br>Irene Rich-H. O'Neill<br>R—Aug. 26<br>26 Drama **FN367**<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan; R-Aug. 5 | 2 Drama **FN452**<br>**The Old Maid** (95)<br>Bette Davis<br>Miriam Hopkins<br>R—Aug. 5 | 9 Com. Melo. **WB419**<br>**Nancy Drew and the Hidden Staircase** (60)<br>Bonita Granville<br>Frankie Thomas<br>R—Aug. 26 | 16 Drama<br>**Dust Be My Destiny** (88)<br>John Garfield<br>Priscilla Lane<br>R—Aug. 19 |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| SEPTEMBER 23 | SEPTEMBER 30 | OCTOBER 7 | OCTOBER 14 | OCTOBER 21 | OCTOBER 28 | |
|---|---|---|---|---|---|---|
| 1 Drama<br>**Those High Grey Walls** (..)<br>Walter Connolly<br>Iris Meredith | 30 Drama<br>**Scandal Sheet** (..)<br>Otto Kruger<br>Ona Munson<br>30 Action Drama<br>**U-Boat 29** (..)<br>Conrad Veidt<br>Valerie Hobson | | | 15 Comedy Drama<br>**Mr. Smith Goes to Washington** (..)<br>Jean Arthur<br>James Stewart | 24 Comedy<br>**Beware Spooks!** (..)<br>Joe E. Brown<br>Mary Carlisle | COLUMBIA |
| | | | | | | GRAND NAT'L |
| | 29 Comedy Drama **3**<br>**Dancing Co-eds** (..)<br>Lana Turner<br>Richard Carlson | 6 Comedy<br>**Fast and Furious** (..)<br>Ann Sothern<br>Franchot Tone | 13 Comedy Drama<br>**Ninotchka** (..)<br>Greta Garbo<br>Melvyn Douglas | 20 Comedy<br>**At the Circus** (..)<br>Marx Bros.<br>Florence Rice | 27 Comedy Drama<br>**Patsy** (..)<br>Virginia Weidler<br>Henry Hull | MGM |
| 19 Outdoor Drama<br>**Crashing Thru** (..)<br>James Newell<br>Jean Carmen | 30 Drama **3803**<br>**Mutiny in the Big House** (..)<br>Chas. Bickford<br>Barton MacLane | 4 Action Drama **3816**<br>**Scouts of the Air** (..)<br>John Trent | 13 Western **3857**<br>**Overland Mail** (..)<br>Jack Randall | | | MONOGRAM |
| 22 Comedy<br>**$1,000 a Touchdown** (..)<br>Joe E. Brown<br>Martha Raye | 29 Comedy Drama<br>**Honeymoon in Bali** (96)<br>**(For. My Love for Yours)**<br>Madeleine Carroll<br>Fred MacMurray<br>R—Sept. 16 | 6 Comedy<br>**What a Life** (..)<br>B. Field-J. Cooper | 13 Drama<br>**Jamaica Inn** (106)<br>Charles Laughton<br>Maureen O'Hara<br>**R—July 8** | 20 Drama<br>**Television Spy** (..)<br>William Henry | 27 Drama<br>**Disputed Passage** (..)<br>Dorothy Lamour<br>Akim Tamiroff<br>John Howard | PARAMOUNT |
| 18 Melodrama<br>**Calling All Marines** (65)<br>Donald Barry<br>Helen Mack<br>R—Sept. 16 | | 6 Western<br>**Arizona Kid** (..)<br>Roy Rogers<br>Sally March | 11 Action Drama<br>**Sabotage** (..)<br>Arleen Whelan<br>Gordon Oliver<br>13 Western<br>**Kansas Terrors** (..)<br>Three Mesquiteers | | | REPUBLIC |
| 22 Comedy Drama **934**<br>**Fifth Avenue Girl** (80)<br>Ginger Rogers<br>James Ellison<br>R—Aug. 26 | 29 Drama **001**<br>**Nurse Edith Cavell** (95)<br>Anna Neagle<br>George Sanders<br>R—Aug. 26 | 6 Drama **004**<br>**Three Sons** (..)<br>Edward Ellis<br>Virginia Vale | 13 Musical **946**<br>**Everything's on Ice** (65)<br>Irene Dare<br>Eric Linden<br>R—Sept. 9 | 20 Comedy **010**<br>**Flying Deuces** (..)<br>**Laurel & Hardy** | 27 Outdoor Drama **006**<br>**Allegheny Frontier** (..)<br>John Wayne<br>Claire Trevor | RKO RADIO |
| 22 Comedy **008**<br>**Stop, Look and Love** (57)<br>Jean Rogers<br>William Frawley<br>R—Sept. 2 | 29 Drama **009**<br>**Here I Am a Stranger** (..)<br>Richard Greene<br>Nancy Kelly | 6 Drama **010**<br>**The Escape** (60)<br>Kane Richmond<br>Allan Duff | 13 Musical **007**<br>**Hollywood Cavalcade** (..)<br>Alice Faye-Don Ameche | 20 Comedy **018**<br>**Shipyard Sally** (80)<br>Gracie Fields<br>S. Howard<br>20 Western **012**<br>**The Adventurer** (..)<br>Cesar Romero<br>Binnie Barnes | 27 Action Drama **013**<br>**20,000 Men a Year** (..)<br>Randolph Scott<br>Martha Healy | 20TH-FOX |
| 22 Drama<br>**Intermezzo, A Love Story** (..)<br>Leslie Howard<br>Ingrid Bergman<br>John Halliday | 29 Melodrama<br>**The Real Glory** (..)<br>Gary Cooper<br>Andrea Leeds | 6 Comedy<br>**Eternally Yours** (..)<br>Loretta Young<br>David Niven | 12<br>**Housekeeper's Daughter** (80)<br>Joan Bennett-Wm. Gargan<br>Adolphe Menjou<br>R—Sept. 16 | | | UNITED ARTS. |
| 22 Drama<br>**Rio** (..)<br>Sigrid Gurie<br>Basil Rathbone | 29 Comedy with Music<br>**First Love** (..)<br>Deanna Durbin<br>29 Melodrama<br>**The Witness Vanishes** (66)<br>E. Lowe-W. Barrie | 6 **Melodrama**<br>**Tower of London** (..)<br>Basil Rathbone<br>Boris Karloff | 13 Comedy<br>**Hero for a Day** (..)<br>Anita Louise-Dick Foran<br>13 Drama<br>**Tropic Fury** (63)<br>Richard Arlen<br>Andy Devine<br>R—Sept. 16 | 20 Drama<br>**Green Hell** (..)<br>Doug. Fairbanks jr.<br>Joan Bennett<br>20 Western<br>**Oklahoma Frontier** (58)<br>Johnny Mack Brown | 27 Action Drama<br>**Destry Rides Again** (..)<br>Marlene Dietrich<br>James Stewart | UNIVERSAL |
| 23 Comedy **FN469**<br>**No Place to Go** (57)<br>Fred Stone<br>Gloria Dickson<br>Denis Morgan | 30 Melodrama **WB415**<br>**A Child Is Born** (79)<br>Geraldine Fitzgerald<br>Gladys George<br>Jeffrey Lynn<br>R—Aug. 5 | 7 Melodrama<br>**Espionage Agent** (..)<br>Joel McCrea<br>Brenda Marshall | 14 Melodrama<br>**Pride of the Blue Grass** (..)<br>Edith Fellowes<br>James McCallion | 21 Melodrama<br>**Smashing the Money Ring** (..)<br>Ronald Reagan<br>Margot Stevenson | 28 Drama<br>**Roaring Twenties** (..)<br>James Cagney<br>Priscilla Lane | WARNER-F.N. |
| | | | | | | MISCELLANEOUS |

# Booking Chart

A GUIDE TO CURRENT RELEASES

| SEPTEMBER, 1940 | | | | | | |
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| 3 Western<br>**Law of the Pampas** (..)<br>Wm. Boyd | 10 Drama<br>**Geronimo** (..)<br>Preston Foster<br>Ellen Drew | 17 Western<br>**Llano Kid** (..)<br>Tito Guizar<br>Gale Sondergaard | 24 Drama<br>**Ruler of the Seas** (..)<br>Doug. Fairbanks jr.<br>Margaret Lockwood<br>Will Fyffe | | |
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| 3 Drama<br>**Queen of Destiny** (95)<br>(For. 60 Glorious Years)<br>Anna Neagle<br>Anton Walbrook<br>R—Nov. 26, '38 | 3 Western<br>**Marshal of Mesa City** (..)<br>Geo. O'Brien<br>10 Drama<br>**Vigil in the Night** (..)<br>C. Lombard-B. Aherne | 17 Drama<br>**Reno** (..)<br>Richard Dix<br>Gail Patrick | 24 Drama<br>**Abe Lincoln in Illinois** (..)<br>Raymond Massey<br>Ruth Gordon | | |
| 3 Comedy 014<br>**Pack Up Your Troubles** (..)<br>Jane Withers | 10 Drama 015<br>**Drums Along the Mohawk** (..)<br>Claudette Colbert<br>Henry Fonda | 17 Comedy 016<br>**Too Busy to Work** (..)<br>Jones Family | 24 Drama 017<br>**Swanee River** (..)<br>Don Ameche<br>Al Jolson<br>Andrea Leeds | 1 Melodrama<br>**City in Darkness** (..)<br>Sidney Toler<br>Lynn Bari | |
| | | | | | |
| 3 Action Drama<br>**One Hour to Live** (59)<br>Charles Bickford<br>Doris Nolan<br>John Litel<br>R—Sept. 16 | | | 24 Western<br>**Chip of the Flying U** (..)<br>Johnny Mack Brown | | |
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COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

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## PRODUCTION INDEX

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**Hold-over Hit!**

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"Blackmail"
**Socko!**

WALLACE BEERY *in* "THUNDER AFLOAT" *with* Chester Morris Virginia Grey • Screen Play by Wells Root and Commander Harvey Haislip Directed by George B. Seitz • Produced by J. Walter Ruben.

"Thunder Afloat"
**Timely Sensation**

"DANCING CO-ED" *with* Lana Turner • Richard Carlson • Artie Shaw and his Band • Ann Rutherford Lee Bowman • Thurston Hall • Leon Errol • Directed by S. Sylvan Simon Produced by Edgar Selwyn.

"Dancing Co-ed"
**Sweet and Hot!**

FRANCHOT TONE & ANN SOTHERN *in* "FAST AND FURIOUS" *with* Ruth Hussey • Lee Bowman • Allyn Joslyn John Miljan • Bernard Nedell • Mary Beth Hughes • Original Screen Play by Harry Kurnitz • Directed by Busby Berkeley • Produced by Frederick Stephani.

"Fast and Furious"
**Swell!**

GRETA GARBO *in* "NINOTCHKA" *with* Melvyn Douglas • Ina Claire An Ernst Lubitsch Production • Screen Play by Charles Brackett, Billy Wilder and Walter Reisch • Based on the Original Story by Melchoir Lengyel Directed by Ernst Lubitsch.

"Ninotchka"
**Surefire!**

Groucho-Chico-Harpo MARX BROS. "AT THE CIRCUS" *with* Kenny Baker Florence Rice • Eve Arden • Margaret Dumont • Nat Pendleton • Screen Play by Irving Brecher • Directed by Edward Buzzell • A Mervyn LeRoy Production.

Marx Bros. "At The Circus." **Big!**

MICKEY ROONEY & JUDY GARLAND *in* "BABES IN ARMS" *with* Charles Winninger • Guy Kibbee • June Preisser • Grace Hayes • Betty Jaynes • Douglas McPhail • Rand Brooks • Leni Lynn • John Sheffield Screen Play by Jack McGowan and Kay Van Riper • Based on the Play by Richard Rodgers and Lorenz Hart • Directed by Busby Berkeley Produced by Arthur Freed.

"Babes in Arms"
***(You know what!)***



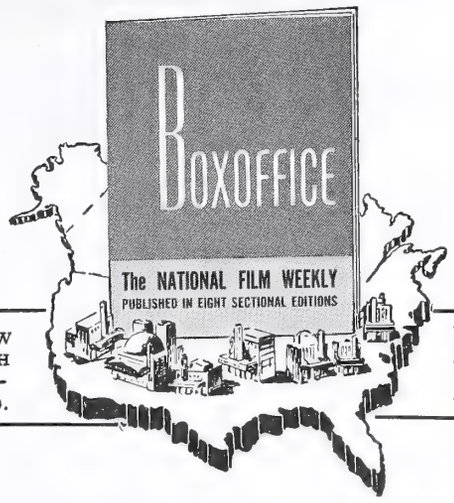

# GO!

*(and keep going because this is just Sept. & Oct.!)*

**METRO-GOLDWYN-MAYER**

*Turn to Pages 22 and 23, Please*

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# *THIS WAR NEEDS ALLIES*

IT WILL take a marshalling of the entire industry's resources to meet the situation precipitated by the crisis in Europe.

The preponderant job, it becomes necessary to repeat, inescapably leads to Hollywood. Like the Rome of yore, all roads end there, no matter what their signposts may read. It is there where extravagance, born of personal aggrandizement heading into foolhardy competition and of judgment that belies the description, must succumb before a rising tide of brainpower aware of the circumstances and geared to meet them as they must be met. These are emergency times; they will not wait while indecision and half-hearted tactics are indulged.

While it will cut deeply and let the blood flow freely, the scalpel will not save the patient if the kind of surgery that wields it hacks away at stenographers, clerks and janitors. This is the sort of operating which eases the bookkeeping conscience, yet stays clearly and deliberately away from the roots of the trouble and, by default, permits those roots to further flower. This is not the method and to point it out marks the degeneration of this column into the palpably obvious. So much for that.

The war in films, however, has another phase. It deals with the exhibitor and it bears on what sort of an ally he proposes being in this conflict of readjustment. He cannot, with any justice, sit back and regard the issue as one which producer and distributor alone have to straighten out. The exhibitor, if he is still kidding himself, had better make a pass at his own jaw and wake up to a realization that he, too, is very much involved.

He ought to be considering where he fits in and thinking about a step or two that he can undertake for the general good. He might realize a time has come when he must go back to work and to loosen up on the divine-right-of-profit theory. It may not be so easy for him from September 1 on.

The exhibitor, for instance, might analyze the product more carefully. If he does, he may discover a lot of attractions have a longer and more useful life than he credits; that might lead into more extended playing time. He might, and probably would, discover how inadequate his advertising is and how little he does, in full conformance with the long-prevailing theory "they'll come anyway." He could, with definite results to his business, shake himself out of his lethargy and take the cobwebs out of his operation.

Kann

# SALES HOLD LEVELS, DISTRIBUTORS ASSERT; NO SHIFT IN PRICE FORMULAS ON HORIZON

## See Terms of the Buy as Reason for Slowness In Some Spots

NEW YORK—Reports that the war is slowing selling because of producer uncertainty over future plans are scoffed at by general sales managers. If there have been delays, and it is admitted there have been in specific situations, the reasons trace to other sources, they declare. By that, they mean terms of the buy.

Insofar as major circuit deals are concerned, negotiations are continuing without interruption and without any known changes in price formulas discussed before the Second World War broke out.

As a matter of fact, a BOXOFFICE check-up reveals selling in the metropolitan area which has frequently wielded an influence in territories far removed from the local scene has taken a turn for the better from the distributors' point of view in the last three weeks. And again, no changes possibly induced by war conditions abroad on the domestic scene, are noted.

Various exchanges report deals closed with important independent chains here, such as Skouras, Randforce, Consolidated, Fabian, Prudential, Cocalis, Rosenblatt-Welt, Century, Snaper and others. Distributors say they are proceeding at about the same volume which denoted their activities prior to Labor Day.

Careful investigation brings to light not a single instance here of a cancellation arrangement exceeding 10 per cent, which is the bracket pursued for seasons past. There, likewise, appears to be no alteration in clearance schedules beyond those instances where a lodged complaint finds the distributor generally in a frame of mind to make adjustments provided his sales pattern surrounding the complaining situation is not too seriously checkered.

Since this is a double feature territory, cancellations beyond 10 per cent are not a vital issue. Theatremen, in the main, need all the product they can get their hands on, this condition prevailing to a degree where even the existing 10 per cent bracket is infrequently exercised.

Although published reports credit distributors with plans to incorporate highlights of the code into contracts for the new season, there is, by way of a counter opinion, the belief of the attorney for one of the majors who informs BOXOFFICE the only provision that can be so included covers cancellations. This, he figures, could run anywhere from 10 to 20 per cent, but again theatre requirements become the dominant factor. Narrowing down his approach to the experience of his own company, this informant declares there is nary a single instance of a deal where the exhibitor has asked anything beyond 10 per cent "kill-offs."

Whether or not there will be a general major company swing to arbitration clauses in new contract forms is not at all clear. It is pointed out most companies have included such a clause. Under the law, it, of course, provides for voluntary arbitration and normally is subject to elimination before any contract for film service is signed.

The concentration on sales in the field is now intensifying, now that the major deals are virtually set in all directions and with all companies. Few district and branch managers from out of New York were in town during the week. According to sales managers, "The men are busy making deals. Now that the bulk of circuit contracts are finished or set, the forces are concentrating on local deals."

## *"U" May Adopt Code Highlights*

**New York—Intimating Universal may turn to code highlights for formalized inclusion in its sales policy, Nate J. Blumberg, upon his return from a three-month stay on the coast, states, "I don't say we will not adopt the principles of the code, but we have been operating with exhibitors on a fair policy for almost two years."**

**Code adoption by other majors has been generally accepted as in the bag. Metro announced its plan this week, which is detailed starting on this page. Herman Wobber, 20th-Fox sales head, in a telegram to Harry Brandt, ITOA president, advises that his company will include an optional arbitration clause in new contracts. He tells Brandt that clearance and overbuying cannot be included in contract terms but that the company proposes adjusting injustices where they appear.**

## *M-G-M Incorporates Code Essentials in Sales Plan*

NEW YORK—M-G-M, in one fell swoop, now determines to operate under the essentials of the trade practice code.

Action long anticipated on individual code adoption became a fact late Tuesday when the company declared itself and its platform. It marks the second of the majors along this line, Warner having been first a handful of weeks ago.

The probabilities are now that other companies, properly spacing their decision in order to avoid any implication of copying their competitors will fall into the same groove.

Possibly the highlight of the declaration is an increased and "unrestricted" elimination bracket which starts at 10 per cent where the average rental is in excess of $250, jumps to 15 per cent where the rental average is in excess of $100 and not more than $250 and, finally, to 20 per cent where the average is $100 or less.

Score charges are out on contracts for 1939-40 when signed after January 1 of this year. Where guarantees are given, the company declares "it will recognize the desires of its customers to select days of their choice for the showing of percentage pictures." This makes it clear M-G-M is adhering to its announced policy on percentage attractions, but extending to its customers a selectivity under a formula providing for guarantees. The optional arbitration clause will remain in contracts for service, as well.

Made public as a company announcement and with no specific reference to William F. Rodgers, probably the strongest adherent among the majors for code adoption, the statement reads:

"M-G-M reaffirms its previously announced policy of not insisting upon short subject, newsreel or trailer representation as a condition of licensing its feature productions, and to those who do lease these

(Continued on page 36)

## *Brandt Gallops to Code Rescue*

**New York—While declining to reveal details, Harry Brandt, ITOA president, informs BOXOFFICE his organization is promulgating a well-defined plan to rescue the distributors' proposed trade practice code.**

**"We are working on a progressive plan that is designed to clear up the whole mess," Brandt says. "Thurman Arnold must be made to realize the seriousness of our position and we believe he would like to clear up the same mess."**

**Brandt states he may be in a position to report on the plan in about a week.**

# Plain Talk...

NOW that the first flush of excitement over the outbreak of the war in Europe has given way to more calm reflection, the immediate and future outlooks on the situation's effects upon the American motion picture industry are brighter. This is not to say that the problem—that of making outgo meet income, or vice versa—has been solved; but the course to its solution seems quite clearly indicated.

Briefly, production costs will have to be reduced; greater revenue will be expected from the North American market.

In the first instance, the problem is largely one for the producer to solve; yet it is also a problem in which the exhibitor must be vitally interested, for, to reduce production costs at the expense of quality and adequate quantity of films would be fatal to exhibitor interests—and to the industry at large. In the second instance, while the distributor is involved, the exhibitor from whom the increased revenue is expected has a very great concern; particularly since even before now there has been complaint of too high film rentals. Let it further be said that this traffic will bear only so much and that the American exhibitor cannot be expected to carry the brunt of the burden and to do it alone. All in all, one hand must wash the other. Each branch of this business is interdependent upon the other. And to solve a common problem, one so vital as is the current one arising out of the European situation, all branches must work hand-in-hand together.

Retrenchment in production can come comparatively easily. It calls merely for the elimination of excesses and wastes. Hollywood long has been guilty of boundless extravagances; of expenditures that have added to the costs but not always to the quality of productions; of wastefulness that has affected every phase of picture making from purchase of story on up the line. Ridiculous overbidding for story properties and for talent; careless and inadequate story preparation that caused production delays, retakes and even remakes; the afterthought shooting of sequences "off the cuff" that are put through at princely costs only to be left out of the final cutting of the film, etc., etc. Hollywood knows full well its wasteful faults. They have been pointed to many times in these pages. Now there is additional and urgent reason to eliminate them.

Retrenchment in production does not entail reduction in quality. On the contrary, wisely and sanely applied, it can enhance the quality of productions. Producers are issuing their assurances that production quality will be maintained; that quantity likewise will be kept apace. But, even should there be a reduction in the number of pictures, that may be a boon rather than a bugbear. For are not a number of the industry's ills laid to overproduction?

Production curtailment, if it comes, may be applied to pictures that have been made largely with the foreign markets in view. This should please American exhibitors who have been complaining that this type of production is money-losing for them.

The "dollar" that comes in through the American boxoffice tills pays for everything and there is supposed to be a profit left over. To expect this same dollar to be stretched to cover the producers' losses through shrinkage of the foreign markets is not so unusual as it is dangerous. If profits are taken out of American exhibition, the backbone structure of this entire industry is placed in jeopardy. There is no gain in robbing Peter to pay Paul. Yet, to face facts, and in the common interest, if more revenue must be provided by the American market, the American picture dollar must be made bigger; the greater revenue cannot come out of that dollar in its present size.

This calls for a return to fundamentals: Good pictures and good showmanship. Producers must be looked to to supply the former and exhibitors to apply the latter. Good showmanship means more than just exploitation. It calls first for judicious booking and playing of pictures. And then selling them for all they are worth. The results will be commensurate with the effort.

This is not theory. It has been satisfactorily demonstrated in quite a number of recent instances where not only big attractions but even minor ones have been backed with good merchandizing and extra showmanship effort. This extra effort is the key to increased patronage—the answer to the problem of making boxoffice intake bigger.

Benefits now unseen and unpredictable will accrue to every branch of the industry from the "buckling down" that war times invoke. And, with judicious application, these same benefits can be carried forward into peace times.

Ben Shlyen

The Pulse of the Motion Picture Industry

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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St. Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

STRICTLY in the film tradition is the inside story of the first effort at a salary slash beginning at the top—and in Hollywood.

The suggestion tied in with a plan providing for a twenty-five per cent cut in areas where millions annually would have been saved. It progressed to a point, which was practically no point at all, where the head of one major studio killed the idea by refusing to subscribe. To the spokesman, he said:

"It isn't necessary. We have made plans here which will save the company $1,500,000 a year. And without cutting executive salaries, too."

The spokesman now:

"If that is true, why didn't you do it last year and the year before?"

Golden silence followed.

## And Counterpoint

Joan Crawford in "Look:"

"In 'Dance, Fools, Dance,' made soon after 'Our Dancing Daughters,' I had a rather new, but handsome leading man, named Clark Gable. He is, I think, the most considerate and sweetest person I have ever played opposite on the screen."

Sidney Skolsky in his "Gossipel Truth" column which runs in The Post in New York:

"Clark Gable doesn't want to play in 'Not Too Narrow, Not Too Deep' because Joan Crawford is to be the leading lady."

## For Kern County

Skolsky also reports Darryl Zanuck had a detective agency check conditions of the migratory workers described by John Steinbeck in "Grapes of Wrath" on the theory 20th Century-Fox would not make the film until Zanuck was certain of the facts. Steinbeck asked the producer what he had discovered. "That conditions are much worse even than you reported," Zanuck is declared to have told Steinbeck.

The Kern County (Calif.) Chamber of Commerce which recently decided to improve the lot of the migratory horde by throwing the Steinbeck book out of its libraries might want to know.

## And Why Not?

The Associated Press reports the "Wyanet, Ill., Record," a weekly, appeared the other issue with one page of a four-page section blank except for the following in small type, "Don't laugh. We had a helluva time filling the other three pages."

Hollywood, always on the alert for new ideas, might consider the suggestion. Simple, too. Merely drop Reels 2, 3 and 4 and bridge the gap between Reel 1 and the last third with a title. Nobody would miss them. This also could be a way to lower negative costs.

## More on "Oomph"

One sentence description of Susan Hayward, as seen through the typewriter of a friendly Paramount press agent: "A riotously exciting young lady of tantalizing appeal."

Anyhow and regardless, Miss Hayward, aware of all this upsurge in "oomph," has a message. For its significance, it is reprinted:

> "I've got 'oomph' in large quantities. I don't wish to say I've got more than either Miss Sheridan or Miss Duval. That, I believe, is for the public to decide. I do know, however, that I've got everything they've got."

Word to Susie: Don't worry. The public will decide, all right.

## Sound, as Usual

The highlight of Nick Schenck's statement on the war and films is well worth repeating:

> "At this moment, it would be foolish for anyone to think that our company --or any other major company—will curtail production or lower the quality of pictures for the reason that the producing companies are themselves large exhibitors and have three or four times as much capital invested in theatres as in production. If we are to operate our theatres successfully, we must have outstanding pictures and plenty of them."

## Typhoon, Alright

Hollywood flash:

"The scanty garment Dorothy Lamour will wear in 'Typhoon' is not a sarong, after all. It is called a Lava Lava and is more abbreviated than the sarong which the Paramount star made famous." My, my!

## Nature Note

From the press factory:

> "Big Boy, the 640 pound bear who will have an important role in the next Ray Milland-Patricia Morison picture, Paramount's 'Untamed,' drinks a quart of orange juice every morning."

No coffee and toast?

# Come with me to BALI and enjoy a BALI HOLIDAY!







Meet those beautiful Balinese Ladies . . .



Take a peek at ROMANCE . . .

*And have a Wonderful Vacation from all your worries . . .*

**Fred MacMurray • Madeleine Carroll**
**Allan Jones in**

# "HONEYMOON IN BALI"

**A Paramount Picture with AKIM TAMIROFF • Helen Broderick**
**Osa Massen • Carolyn Lee • Directed by Edward H. Griffith**
**Screen Play by Virginia Van Upp • Based on Stories by Grace Sartwell Mason and Katharine Brush**

# FILMS BY DROVES IN SIGHT; 281 FEATURES SHOOTING, FINISHED OR SET; DRAMAS LEAD

## Studio Production Status Indicates Abundance Product for Months

NEW YORK—Dutifully impressed with the imperative need to cut waste without impairing the visible evidences of the opulence of the production dollar, Hollywood is settling into its groove with 281 features shooting, finished, planned or set for release.

The "planned" group takes into consideration only those attractions definitely scheduled for production and ignores promises that deal with indefinite futures.

The "release" classification includes those on which dates have been set thus far, beginning with September 23 and ending only where the distributor himself cannot furnish the specific information.

The conclusion is it looks like plenty of product for months to come.

### Trend May Shift

Thus far, and on the basis of product shooting, finished or set for release, war themes are not as prominent as general trade impressions trailing the outbreak of the Second World War believed. To this, however, there must be added a note of caution. It is the same note of caution and reserve with which BOXOFFICE is cloaking all forecasts for the industry as a result of war conditions overseas. The anticipation is that whole war stories are relatively few and completely unimpressive numerically by comparison with the 177 dramas, including melodramas and comedy-dramas in sight, this trend probably will undergo a shift which will underline into the war angle with far greater prominence.

The "war babies" thus far include these, with others no doubt immediately in mind:

*Columbia*—"U Boat 29."

*M-G-M*—"Diamonds Are Dangerous," "Thunder Afloat."

*Monogram*—"The Fight for Peace."

*Paramount*—"Disputed Passage."

*Producers Pictures*—"Hitler—Beast of Berlin."

*Radio*—"Nurse Edith Cavell," "Ramparts We Watch."

*20th-Fox*—"Father Duffy," "20,000 Men a Year," "Road to Glory," reissue, and "First World War."

*United Artists*—"Ordeal," "Personal History," "Blackout Over Europe," "Production No. 6" and "The Real Glory."

*Universal*—"All Quiet on the Western Front" and "The Road Back," reissues.

*Warner*—"Espionage Agent," "Underground," "Dress Parade," "Fighting 69th," and "Uncle Sam Awakens."

On the basis of facts gathered in Hollywood and in New York by BOXOFFICE reporters, the drama division is far and away in the lead. Warner alone has 37 in this division, with Paramount second at 32 and RKO third with 20. The studios are heavily on the side of this entertainment equation.

Comedies, a number of them with a generous sprinkling of music, run to 56 from all known sources, according to current plans. Twentieth-Fox leads with 12, while Paramount falls into second groove with 10 and M-G-M into third with nine.

In the straight musical classification, M-G-M is top kick with four. Paramount is runner-up with three. Republic has two and Warner one. The other companies report no enterprise in this direction.

Westerns total 31. Paramount and Republic lead with seven each. Universal is in No. 2 spot with five, as is Monogram with the identical number. M-G-M, UA and Warner do not go in for this type of film except in the instance of larger-budgeted outdoor films such as the Warner-projected "Virginia City" which perhaps might be catalogued as a western.

In every instance, the data was furnished by the producer and distributor. For this purpose, BOXOFFICE merely served as the clearing house and the compiler on behalf of the assembled results.

## *Who Is Making What*

| | Dramas* | Comedies | Musicals | Westerns | Others |
|---|---|---|---|---|---|
| Columbia | 10 | 4 | .... | 1 | .... |
| Metro-Goldwyn-Mayer | 15 | 9 | 4 | .... | .... |
| Monogram | 1 | .... | .... | 5 | 2 |
| Paramount | 32 | 10 | 3 | 7 | 1 |
| Prod. Pictures Corp. | 5 | .... | .... | 2 | .... |
| RKO Radio | 20 | 3 | .... | 2 | 1 |
| Republic | 4 | .... | 2 | 7 | .... |
| 20th Century-Fox | 16¶ | 12 | .... | 2 | 2 |
| United Artists | 18 | 5 | .... | .... | 1 |
| Universal | 19¶ | 7 | .... | 5 | .... |
| Warner Bros. | 37 | 6 | 1 | .... | .... |
| Totals | 177 | 56 | 10 | 31 | 7 |

*Includes melodramas and comedy-dramas.
¶Includes reissues, two for Universal, one for 20th-Fox.

## *From Adventure to Horror, Romance to War*

HOLLYWOOD—*A roundup of the production situation, double checked with New York to embrace pictures set for release on or after September 23, establishes pretty quickly that the studios are standing by the usual types of stories, but with a slight emphasis on yarns with war angles.*

*In the drama division, films definitely on schedule, started, shooting, completed or already down for release include this story range: Adventure, biography, detective, documentary, domestic, gangster, historical, horror, outdoor, prison, romantic, sea, spy and war. The comedy breakdown embraces these types: College, detective, domestic, gangster, mystery, newspaper, romantic and satirical.*

*And now the detail:*

### Columbia

**Those High Grey Walls**—Walter Connolly and Iris Meredith.
**Scandal Sheet**—Otto Kruger and Ona Munson.
**U-Boat 29**—Conrad Veidt and Valerie Hobson.
**Mr. Smith Goes to Washington**—Jean Arthur and James Stewart.
**Incredible Mr. Williams**—Joan Blondell and Melvyn Douglas.
**Illicit Cargo**—Jack Holt and Eduardo Ciannelli.
**Missing Daughters**—No cast designated.
**Cop From Hell's Kitchen**—No cast designated.
**Tree of Liberty**—No cast designated.
**Street of Missing Women**—Ann Dvorak.

## *Dramas*

### Metro-Goldwyn-Mayer

**Dancing Co-eds**—Lana Turner and Richard Carlson.
**Ninotchka**—Greta Garbo and Melvyn Douglas.
**Patsy**—Virginia Weidler and Henry Hull.
**Gone With the Wind**—Clark Gable and Vivien Leigh.
**Judge Hardy and Son**—Mickey Rooney and Lewis Stone.
**Northwest Passage**—Spencer Tracy and Robert Young.
**Secret of Dr. Kildare**—Lew Ayres.
**Not Too Narrow, Not Too Deep**—Clark Gable and Joan Crawford.
**Nick Carter**—Walter Pidgeon and Rita Johnson.
**Salute to Courage**—Joan Crawford.
**The Shop Around the Corner**—Margaret Sullavan, James Stewart.

*Includes melodramas and comedy-dramas.

### Monogram

**Crashing Thru**—James Newell, Jean Carmen.

(Continued on page 30)

# MERCURIAL RISE IN GENERAL BUSINESS SEEN AS EARLY SIGN THEATRES HEAD FOR A BOOM

## Executive Opinion Holds Grosses May Soar in War Expenditures

NEW YORK—Reputable film observers declare initial evidences of what they are confident will result in a nationwide boom in American exhibition already are displaying themselves although the Second World War is only three weeks old.

Executive opinion cross-sectionally agrees theatre business in this country will spurt on the strength of the indeterminate millions, and probably billions, to be spent here by the Allied nations on commodities. Considerable interest is aroused in a news roundup conducted nationally by the Associated Press which concludes "workers have been called back to factories, ships and mines by tens of thousands in a war-time acceleration of business recovery."

Heavy backlogs of unfilled orders in steel, shipbuilding, aircraft manufacture, textiles and other industries indicate the possibility that many more thousands might be restored to payrolls from furloughs and the relief lists, the A. P. finds.

**Back-to-Work March**

Reports gathered in Atlanta, Boston, Chicago, Cleveland, Detroit, Philadelphia, Youngstown, Ohio and other manufacturing centers convey a march back to work, hastened by a torrent of war-buying unloosed two weeks ago on the Anglo-French declaration of war against Germany, the news association discovers.

Partially obscured is the percentage of revived business activity normally experienced after Labor Day, but business men interviewed by A. P. reporters say it is apparent a genuine dent is being made in the 10,000,000 column of the unemployed.

Eliminating further stimulus which may be derived from changes in the neutrality act and a diversion of overseas commerce from countries at war to the United States, the Associated Press credits analysts with noting an upswing on these foundations:

1.—Estimates of $1,000,000,000 or more in unfilled orders in shipbuilding and aircraft manufacturing industries, where armament and merchant marine business was booming months before Germany invaded Poland.

2.—A huge accumulation of orders for forward delivery in textiles, rated by some trades the largest since the World War inflation years.

3.—One of the largest steel backlogs in history, derived in part from what trade reports called a "tremendous" wave of buying on the war news.

4.—The highest level of residential building since 1929, supplemented by evidence of a moderate increase in expenditures for factory and office construction and the prospect that these may increase as available capacity is used.

5.—Hastening of capital outlay for utility and rail equipment, both considered large reservoirs of deferred demand.

6.—Stimulating in mining, notably iron ore and coal, to meet larger industrial needs and the urge to accumulative stocks as protection against possible war-time prices.

7.—An earlier-than-usual production season on 1940 automobiles, felt widely in allied fields.

"These forces are reflected in the reports of late job and business gains from many communities, especially the speeding up in steel, rail equipment spending and machine-making activities. Steel rail orders last week were said in trade circles to have been the largest in years for a comparable period, totaling more than 100,000 tons," the Associated Press continues.

**Shipbuilding Boom**

"The shipbuilding backlog was augmented by the closing of bids on 33 cargo boats, aggregating 152,000 tons. A canvass of opinion among editors of business publications by Associated Business Papers, Inc., representing 150 organs, showed a consensus that industry might face a brief period of contraction after the first flush of the war buying waned, to be followed by another surge forward and 'sharp rise in certain industries.'

"Such conditions, observers said, might alter importantly the relief problems in many places, particularly where heavy industry predominates. Some reports indicated that recovery had already progressed to a point where further gains would bring striking increases in new jobs because heretofore the advance had meant mainly lengthening of working hours for those already on pay rolls."

Coupled with its general probing into the immediate future, the A. P. analysis goes specifically afield and further seeks to support its conclusions by reporting activities in 24 cities. They follow:

### *Expect to Recoup In Canada*

**New York—Distribution experts say the step-up in employment in Canada caused by the demand by England for commodities and foodstuffs, coupled with the virtual elimination of competition from British films as a result of the shutdown of production overseas, will more than offset the loss incurred by the drop in the rate of exchange of the Canadian dollar. Distributors have been suffering a loss of approximately 10 per cent in the rate of exchange since the Second World War.**

## Wire Service Roundup of Conditions Excites Trade Interest

*Albany*—Cement plants report upturn and best business "in several years;" glove makers benefit from shifts in orders away from warring countries; Port Henry ore companies see gain in exports.

*Atlanta*—The Georgia Power Company electricity output is at record; rising production trend is seen in textile and cotton oil mills.

*Augusta, Me.*—Gradual re-employment reported in some shoe, textile and electric equipment plants working on increased orders.

*Baltimore*—The Bethlehem Steel Sparrows Point plant reports operations 100 per cent of capacity with 300 men added in the past week to 20,000 already working full time; shipways crowded with new boats building; Baltimore and Ohio recalled 800 furloughed men for equipment work; Glenn L. Martin Company employed 4,000 in last three months for aircraft expansion.

*Boston*—The Associated Industries of Massachusetts reports "material" gain in business; three New Bedford mills, employing 1,700, have reopened in recent months.

*Buffalo*—Curtis Aircraft received a $13,000,000 government order for pursuit planes. Bell Aircraft reported 500 to 1,000 additional men to be taken on in the next six months. Four steel mills recalled an estimated 1,000 workers. Lakes shipping was active.

*Charleston, W. Va.*—West Virginia Labor Department described employment situation as "probably better than at any time in recent years." Coal mines adding to forces.

*Chicago*—The Pennsylvania Railroad western divisions recalled 800 car builders and shop workers. Illinois Central announced an $8,000,000 equipment program. Gary steel mills are increasing working forces. Martin Durkin, state labor director, said the demand had increased for skilled men.

*Cincinnati*—The machine tool industry was busy; trade circles hear one tool maker plans a $1,000,000 plant expansion.

*Cleveland*—Tool makers, at boom tempo, led the way in the general upturn, some going 24 hours a day partly to fill foreign orders. Steel mills restored jobs to some men idle for two years. Airplane parts plants opened the production throttle wide. More boats were put in order to handle iron ore movements. Relief executives reported many left the rolls to return to factories.

*Columbus, Ohio*—The Ohio Bureau of

(Continued on page 30)

# BRITISH THEATREMEN'S WARTIME CANCELING PRIVILEGE CAUSING MAJORS GRAVE CONCERN

## Fear Many Exhibitors May Take Advantage of the Contract War Clause

LONDON—One of the chief worries facing American distributors here is the clause contained in exhibition contracts providing for cancellation in case of war. What the distributors fear is that many exhibitors may take advantage of the situation and perhaps attempt to profit by it.

D. L. Griffiths, formerly in charge of First National, is carrying on as president of the Kinematograph Renters' Society. At Griffiths' suggestion, the KRS and Cinematograph Exhibitors' Ass'n have agreed to resume the execution of contracts at the point where they left off when theatres were closed.

Necessary machinery has been set up by both organizations to prevent exhibitors from canceling out contracts they are not inclined to fulfill.

### Watch Exchange Situation

In the meantime, the KRS and the censor board may take over Langley Park, a large estate near the Pinewood studios, as general industry headquarters.

American representatives are watching the exchange situation very closely. According to one executive, some curtailment must be expected if a shortage in dollar exchange develops. This will develop, he believes, as England's purchase of war materials in the United States increases.

This same executive estimates the drop in the value of the pound has seriously affected the dollar remittances to the United States at the rate of more than $5,000,000 annually.

### *Table for Two, His Best Offer*

New York—The "Washington," with its 1,748 homecoming Americans jammed from bow to stern, produced a number of amusing sidelights. Richard Thorpe, M-G-M director assigned to "Busmen's Honeymoon," which was suspended by the outbreak of hostilities, has the following to offer.

As the "Washington" headed for sea, a young couple timidly approached the purser. "We wonder if you can do anything for us," the lad spoke up. "This is our honeymoon and we have separate quarters."

"Sorry," the purser replied. "The best I can do is a table for two."




—Wide World Cablephoto, Passed by British Censor




—Metropolitan Photos

***War Reactions, 3,000 Miles of Ocean Apart—***

*Above, London. Passersby gather before a picture theatre the day the house reopened. The caricature of Hitler tells its own story.*

*Below, New York. Normal scene in front of the Newsreel Theatre in Times Square.*

# NO WAR OF NERVES FOR PARAMOUNT EXHIBITORS

*Because . . .*

# There will be absolu

# NUMBER or

# Paramount Pictures

1 What effect will the European War have on picture production?

2 Will production schedules be curtailed?

3 Will product be cheapened?

These are the most important questions in the picture business today!

## OKAY, Mr. Exhibitor

*. . . here's Paramount's answer!*

# tely no change in the QUALITY of promised for 1939-40

**1** None of Paramount's huge line-up of pictures for 1939-40 will in any way be affected by the foreign situation!

**2** Paramount will not back down ...on Paramount promises!

**3** No Paramount picture is, or will be, cheapened in production!

**On the next two pages we proudly print Paramount's amazing product story for the 1939-40 season. Read it and you'll know why the European War cannot hand any Paramount exhibitor the PRODUCT JITTERS!**

# Your insurance against a shorta

# PARAMOUNT PRODUCTIO

## COMPLETED 100%

"Death of a Champion"

"Range War"

"Beau Geste"

"$1,000 a Touchdown"

"Honeymoon in Bali"

"What a Life"

"Jamaica Inn"

"Television Spy"

"Disputed Passage"

"Rulers of the Sea"

"The Cat and the Canary"

"St. Martin's Lane"

"Seventeen"

"French Without Tears"

"Geronimo!"

"Happy Ending"

"Our Neighbors—the Carters"

"The Light that Failed"

"Parole Fixer"

"Dr. Cyclops" [In Technicolor]

"Untamed" (In Technicolor)

"Diamonds Are Dangerous"

"Emergency Squad"

"The Llano Kid"

"Law of the Pampas"

"The Medicine Show"

# ge of big pictures this season...

# N SCHEDULE 1939-1940

## SHOOTING

Started
July 27 "Remember the Night"
July 31 "Typhoon"
Aug. 14 "Gay Days of Victor Herbert"
Aug. 25 "Campus Wives"
Max Fleischer's "Gulliver's Travels" [In Technicolor]

Started
Aug. 29 "Knights of the Range"
Sept. 5 "The Farmer's Daughter"
Sept. 5 "Strange Money"

## SCHEDULED FOR PRODUCTION

Shooting Date
Sept. 13 "Opened by Mistake"
Sept. 25 "Road to Singapore"
Sept. 28 "The Way of all Flesh"
Oct. 2 "Safari"
Oct. 10 "Texas Rangers Ride Again"
Oct. 15 "Buck Benny Rides Again"
Nov. 8 "Comin' Round the Mountain"
Nov. 15 "The Golden Gloves"

Shooting Date
Jan. 2 "Royal Canadian Mounted Police" [In Technicolor]
Jan. 10 "Hot Ice"
Jan. 17 "The Broken Heart Cafe"
Feb. 14 "Woman From Hell"
Colbert Production
"Light of Western Stars"
Three More "Hopalong Cassidys"

*... others to be announced*

Paramount Pictures




**The Paramount Seal is**

# Your GUARANTEE of QUALITY of PRODUCT

# QUANTITY of PRODUCT

***This Year***

***More Than Ever Before!***

# ENGLISH GROSSES OFF 85 TO 90% IN FIRST WEEK OF HOSTILITIES; AN ALL-TIME LOW

## *Entertainment Flow Without Interruption, Hays' Pledge*

LOS ANGELES—In spite of the "handicap of serious loss of markets," the industry recognizes its "transcendent duty to society now to keep the stream of world entertainment flowing," Will H. Hays declared before the Regional Trust Company Conference of the Pacific Coast and Rocky Mountain States.

The MPPDA president urged that America stay out of the Second World War "to safeguard and strengthen this human form of living and to serve as a trustee for civilization."

He observed: "There are those who are attempting to remake the world on the theory that the people are the servants of the state. There are leaders who cry, 'I am the public.' There are those who would prescribe for the millions not what ten millions want but what they themselves think the people ought to have. It is the glory of the land in which we live and the institutions of freedom which we have developed that trusteeship is the essence of our political, economic and social relationships.

"Property, privately controlled and properly so, is, to a greater and greater degree, regarded as a trust which we hold for the benefit of society. There are no businessmen now who can operate or who can afford to seem to operate on the principle of self-interest alone. Whatever we possess we must administer in the public interest and for the benefit of that large public even beyond the scope of our own personal knowledge and acquaintance.

"Everywhere throughout the business world people are trusting each other. Everywhere people try to fulfill their contracts, pay their debts, recognize their responsibilities, help each other in every practicable way. Faith is the keystone of the business structure."

Hays laid down the precepts on which "business . . . will have the confidence of the community and will be safe from all of the irresponsible attacks of its enemies." His definition of confidence: "It is only another way of saying that people believe each other, keep their promises, pay their debts, and regard their duty to society."

Declaring that confidence is a "prime necessity" in the relations of business with government, Hays observed that the latter "holds in its hand the safety of the people, their property, their profits, their lives. And the measure of a government's value is the extent to which it is a wise and true trustee of these responsibilities that are temporarily placed upon it.

"In short," he said, "the burden of proof should always rest upon those who would extend government control over any aspect of private business. It follows that, if any business or industry indulges in practice that endangers the health of people, or that contravenes their civil rights, it is the responsibility of the government to impose regulations on these practices. But on the other hand, if two or more groups are in competition and one is seeking to

(Continued on page 34)

## "Big Things Can Be Good"

**Los Angeles—Inferentially, and perhaps significantly, are the remarks of Will H. Hays before the Regional Trust Company Conference of the Pacific Coast and Rocky Mountain States as they might draw the attention of Washington to pending anti-trust suits against the industry.**

**Said Hays: "The power of the government should never be used to enable one citizen to exploit another, or to give one branch of an industry undue advantage over another.**

**"It is not always easy to tell when a business enterprise is engaging in practices which result in more public harm than in public good. It is a bad thing for the consumer if one individual or group of individuals gets a monopolistic corner on a commodity and forces the price up. It was to regulate this practice that our anti-trust laws were enacted.**

**"But a curious paradox has ensued. It often happens that the larger the concern the lower is the price to the public. So in terms of the consumer's good, a monopoly is good or bad, not because it is big and powerful, but because it respects or disregards the public interest. Size is not sinfulness. Big things can be good—and little things can be bad. Every business and industry which is fair and honest, which is motivated by the desire to serve and not to exploit, should neither be the object of unwarranted legal or legislative attack, nor subject to possible loss of public prestige by such an attack.**

## However, With Easing of Restrictions the Trade Is Expecting an Upturn

LONDON—British theatre business hit an all-time low during the first week of resumed operations with "takes" reported averaging from 10 to 15 per cent of normal, according to a checkup made here.

With the easing of restrictions necessitated because of blackouts, distributors and exhibitors anticipate an upswing, but no one will conjecture how soon grosses will return to normalcy. Pedestrians are now permitted to carry light torches at night and automobiles are employing soft lights during the blackout periods.

*Additional developments on the war appear on page* 34.

West End theatres continue to close at six o'clock nightly while suburban and neighborhood houses remain open until 10 p. m.

A move is reported under way to have the West End houses operate on the same schedule as the outlying theatres, which would extend operations by four hours. It is also reported efforts are being made to have theatres in the West End open at noon.

All exchanges are operating from temporary quarters set up outside of the city limits with no difficulties being experienced in shipments.

## *Morris and Reisman See South American Pickup*

NEW YORK—Foreign Managers Sam E. Morris and Phil Reisman are back from South American trips cut short by the Second World War. There was no comment from either on the war situation.

The Warner and RKO executives, who arrived on the *Brazil*, stated, however, that business conditions in Latin America are improving.

One of the purposes of Reisman's trip was to clear up the distribution system currently in vogue in Buenos Aires, which seriously affects the American companies. He reports little progress.

Morris' survey of Latin America had to do with possible acquisition of theatres there by Warner. He declined to divulge what information he had gathered.

Also arriving was Mel Shauer, independent producer slated to make six pictures in Buenos Aires for Latin American distribution by UA. Production has yet to be started, according to Shauer, who was incapacitated by illness the entire eight weeks he spent in Buenos Aires.

# YOU CAN'T

FLASH!

St. Louis, Sept. 14—Crowds choke 4600-seat St. Louis Theatre here trying to see new uncensored version of "All Quiet on the Western Front" in test engagement! Business five times normal gross!

The guns spew again! Men are mad again! The world faces a crimson hell again! Millions want to know—*what does it all mean?*

And the answer is here!

**AN ANSWER**—uncensored, showing what had to be hidden before!

**AN ANSWER**—up-to-date, penetrating behind the screaming headlines of today!

**AN ANSWER**—more vital, echoing the thoughts that fill the minds of men now!

## THE GREATEST WAR PICTURE OF ALL TIME —MORE TIMELY NOW THAN EVER BEFORE!

## UNIVERSAL HAS PRINTS READY NOW!

# BLACKOUT TRUTH!

## At Last! The UNCENSORED* Version

# ALL QUIET ON THE WESTERN FRONT

*Uncensored by war or military authorities!

**Universal's presentation of Erich Maria Remarque's Greatest Novel**
**Directed by Lewis Milestone • A New Universal Picture**

## NEW ADS, TRAILER, ACCESSORIES, READY NOW!

# Southern California For Warner's Plan

LOS ANGELES—If there is any unfavorable reaction among Southern California exhibitors to the announcement from Gradwell Sears, Warner sales manager, that his company is incorporating many of the highlights of the trade practice code into the Warner sales policy for 1939-40, those who disapprove are keeping discreetly silent, at least for the time being. In which connection it is probably important to report at the outset that Fox West Coast—target of a Warner broadside some months ago in which the film company declared it intended to sell away from the FWC circuit because it disapproved of its exhibition policies, a feud which is not yet completely smoothed over—declined to make any statement.

Scattered reactions among local independents:

Lou Metzger, head of Cabrillo Theatres, and former general sales manager for Universal—"The Warner move is decidedly constructive and definitely indicates confidence in both independent exhibitors and the ability of Jack Warner to consistently make good product. I consider it an intelligent policy."

Milt Arthur, of Cabart Theatres—"We heartily approve the new Warner policy as announced by Gradwell Sears. Warner is leading the industry toward elimination of the trade practice evils."

Harry Vinicof, head of the Vinicof circuit—"Naturally I approve of the move, but see nothing about which to get very enthusiastic. I cannot see that it is much different from the Warner policy in previous years, or that it contains much that we didn't have before."

Harry Rackin, chief of Exhibitors Service, a booking service—"It's a step in the right direction for the independents and a definite improvement over previous years. If the code is ever settled and approved, Warner will undoubtedly add other concessions, as outlined in the code."

Comment on the Sears announcement has been withheld by both Allied States and the Independent Theatre Owners of So. Calif. and Ariz. Unofficially, Jack Berman, a member of the Allied directorate, commented:

"It looks splendid to me."

ITO, likewise, would make no comment until after a meeting of directors.

As a general cross-section, exhibitor circles in this territory apparently haven't waxed very enthusiastic about the Sears announcement, most showmen choosing not to comment either pro or con.

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LOS ANGELES—Following the state Allied unit meeting here, President Seth Perkins issued a statement lauding the move by Gradwell L. Sears, Warner distribution head, in incorporating trade practice concessions in the company's 1939-40 sales policy. Perkins declared:

"We are very pleased that Grad Sears and Warner Bros. have voluntarily granted concessions which we, as an organization, have long sought. We want to go on the records as happy over this progressive move on the part of Warner."

## *Allied Codifiers Stay Silent*

**New York—Nathan Yamins of Fall River, Sidney Samuelson of Newton, N. J., and Ray Branch of Hastings, Mich., all of them variously identified with code formulation on behalf of Allied, prefer to maintain silence on the Warner sales plan.**

**BOXOFFICE asked them for statements and was prepared to publish them, praiseworthy or blameworthy as the case may have been. The requests thus far remain unanswered.**

# Kansas City Casts Its Vote in Favor

KANSAS CITY — Strong endorsement of Warner's incorporation in new season contracts of some of the points in the code is voiced by exhibitors here and in the area.

Independents regard the move as a step in the right direction. None of them feels that the Warner action goes far enough, but, on the other hand, all are pleased that it was taken and feel that it should be encouraged. Most express belief other distributors would do well to take similar steps.

Most distributors are including the 20 per cent elimination clause in new season contracts. For that point, for non-forcing of shorts and elimination of recording charges, exhibitors particularly commend Warner.

"While our experience indicates that there should be a cancellation privilege of about 25 per cent, the Warner move to permit a 20 per cent privilege is a good thing," comments Jay Means, operator of two neighborhood houses. "The truth is that we need about that size margin in order to offset the 'dead ducks' we have to play. Playing the clucks makes the difference these days between profitable and non-profitable operation."

"I think the Warner step should be strongly commended," says R. R. Biechele of the Osage, Kansas City, Kas.

Other exhibitors voice the same opinion. One points out the Warner move is a matter of good sales policy. "However," he adds, "that is nothing against Warner."

## *Washington Opinion Is Divided on the Plan*

WASHINGTON—Exhibitors in this territory express divided opinion on the Warner plan. Those that have yet to buy 1939-40 product consider the statement to be sincere in purpose and in application, while those that have bought look upon the announcement as a timely gesture to create exhibitor goodwill.

It is felt that Point No. 7, which deals with the arbitrary licensing of short subjects, trailers and re-issues, will be of distinct advantage to exhibitors in double feature territory. However, since this is single feature territory, the advantage would not be applicable here.

# Omaha Area Thinks The Step Is Right

OMAHA—Exhibitors in this area, for the most part, hail Warner's sales policy as "the first step in the right direction by distributors."

Charles E. Williams, veteran president of the MPTO of Nebraska and Western Iowa, describes the new policy as "an extension of the hand of good fellowship from Warner to the small town exhibitors." Williams personally favored the trade practice code and was disappointed that it was not approved.

"That's good news to me," he said when informed by BOXOFFICE of the policies announced by Gradwell L. Sears. "It's the kind of gesture that distributors must make if the small-town exhibitor is to exist in the future."

An Iowa exhibitor, who wishes to remain anonymous, predicts that Warner's action "will force the other major distributors to do the same thing. Distributors will have to wake up to the fact that they must do something dramatic if they want to change the present exhibitor situation."

W. W. Troxell, Nebraska circuit owner, is not so enthusiastic, however. Troxell favors block booking and 10 per cent cancellation, although he is usually not outspoken on the subject. He tells BOXOFFICE:

"Unless the other majors do it, the new sales policy won't mean a thing. Maybe it's a step in the right direction, but it must be taken by all distributors if it is to be successful."

Another Nebraska exhibitor points out "everybody seems to want to overlook the most important part of the whole thing—arbitration or conciliation. I say the way to settle this exhibitor-distributor problem at any time is around an arbitration or conciliation table. Then you'll have something."

General attitude in the territory approves the Warner plan, however.

## *New Orleans Interest In Plan Lukewarm*

NEW ORLEANS—Announcement of the 12-point plan fails to arouse much interest one way or another among independent exhibitors here.

The general attitude is that, if Warner puts into effect a plan, no matter how meritorious, it would be but a drop in the bucket until other situations were cleaned up.

"What does 20 per cent cancellation mean to us?" asks an independent who wants his name withheld. "And what does the statement on clearance mean? Nothing, until such time as the circuits don't control the buying situation to such a point that the average exchange has to play ball to get bookings.

"The worst thing about buying in New Orleans is clearance. A certain neighborhood circuit here gets 60 days' clearance. That's as much as the first runs demand. It's been a thorn in our sides. But there isn't going to be any plan formulated by a single distributor which can correct this."

# FBI MEN CHECK SALES METHODS IN MOVE TO FORGE NEW LINKS IN INDUSTRY ACTION

## *"Big Stick" Hits FWC Clearance*

LOS ANGELES—Campi's clearance and zoning schedule for southern California, prepared "on or about May 15, 1935" and appendages to it by Fox West Coast on July 31, and on November 1 in the same year after the NRA Act had been declared unconstitutional, are under attack by "Big Stick" in its complaint against the major circuit for alleged violation of the 1930 consent decree. A subsequent change was made Sept. 1, 1936, according to the complaint, at which time FWC published the schedule and transmitted it to all distributors.

"At all times from and since preparation, publication and adoption of said revised schedule of zoning and clearance," the complaint states, "the same has been utilized and enforced by the defendant distributors with the intention of aiding FWC of an unreasonable and arbitrarily discrimination against unaffiliated exhibitors in various cities, towns and areas in southern California."

Investigators for the justice department have made a complete study of the schedule and how it affects independent opposition. Adds the complaint, "Said schedule contains provisions classifying and grouping theatres in certain sections of Los Angeles into 23 zones. The schedule establishes identical clearance and zoning provisions for those zones numbered 1 to 22, and excepting zone 23 (Eagle Rock). There are certain other sections within the corporate boundaries of Los Angeles, to wit, Zone 23 (Eagle Rock), North Hollywood, San Pedro, Van Nuys, Venice-Ocean Park, West Los Angeles and Wilmington, which schedule does not classify or group within any of the several uniform city zones numbered 1 to 22.

"FWC operates theatres in Van Nuys, North Hollywood, West Los Angeles, San Pedro, Wilmington and Venice-Ocean Park" which have prior run privileges, the complaint asserts, over houses in the Los Angeles city zone at the same admission price.

The FWC schedule grants "unfair and discriminatory" clearance and zoning to theatres in Zones 1 to 23, privileges not afforded unaffiliated houses in Alhambra, Bell, Belvedere Gardens, Beverly Hills, Compton, Culver City, Florence, Glendale, Hermosa Beach, Huntington Park, Inglewood, Long Beach, Pasadena, Redondo Beach, San Pedro, Santa Monica—Ocean Park, Sherman, South Pasadena, Westwood and Wilmington. FWC operates in each of the towns, it is stated.

But, however, the major circuit does not operate in Eagle Rock or in Maywood, or

(Continued on page 28)

## Report Some Salesmen's Methods Just What Dep't Seeking

NEW YORK—FBI investigators are reported active in this part of the country checking into selling methods practiced by major company salesmen for the new season.

It is reported some of the tactics used by salesmen are exactly what the department of justice has been looking for in connection with the all-industry suit. Further, it is stated, proposition sheets left with one or two small exhibitors have been picked up by the FBI men.

Conversations between salesmen and exhibitors in certain instances have been recorded for the department of justice files and it is likely the distributor representatives may be called in when the various government actions come to trial.

Seymour Krieger, a special assistant to the attorney general, has been spending the last month upstate contacting Allied members for such material. It is also reported FBI men in the west have gathered data from exhibitors where certain salesmen allegedly have been talking out of turn.

Whether the government is specifically asking exhibitors to seek particular information from salesmen for use in the pending suits could not be learned. But regardless of what the situation may be, FBI men are continuing their intensified survey of local conditions and new selling practices pursued by major companies.

### FBI Agents Investigating Setup in Detroit

DETROIT—FBI agents have been investigating various phases of the Detroit film industry, it is learned.

It is understood Cooperative Theatres of Michigan and Schreiber Theatres are being investigated in detail.

No one at the FBI offices would discuss the investigation, although it is understood, it is an outgrowth of a complaint filed by Jake Schreiber Theatres with the government against Cooperative.

### *Anti-Trusters Now Up to 59*

**New York—With the institution of the Emerman action in Erie, Pa., distributor counsel figures there is now pending in the various courts throughout the country a total of 59 anti-trust suits. The Momand case, recently filed, is a repetition of the Shawnee, Okla., action which has been before the courts several years.**

## *Rest "Chi" Case In Surprise Step*

CHICAGO—Coming as a surprise, defense counsel acknowledged the government's "abandonment of conspiracy charges" in the criminal contempt case against Barney Balaban, B&K and seven major companies and rested their case without offering evidence. This occurred when hearings resumed Monday before Special Master Edgar Eldredge.

Robert Golding, a counsel for Balaban, B&K and Paramount, appearing as spokesman for the defendants, in brief, said:

"Since government attorneys have abandoned charges of conspiracy, there remains only the interpretation of the consent decree itself. Therefore, there is no need for the defense to present any evidence and we rest our case."

The entire case is based on the government's assertion that Balaban, B&K and all majors, except Columbia, had violated the consent decree of 1932. Robert Wright, a government attorney, had agreed a week before the hearing reopened that the U. S. was not attempting to prove a case of conspiracy among the defendants.

Master Eldredge gave the government 30 days in which to prepare suggested finding of fact and conclusions of law and to present briefs supporting them. The defense then will have an additional 30 days in which to present its findings. Following this, the government will have 15 days in which to offer any additional findings. Master Eldredge next will ask for oral arguments if necessary and desirable.

Sam Meyers, a government witness, appeared this week to correct technical details in his testimony.

It is now expected the case will not come before Master Eldredge for his findings before December 1.

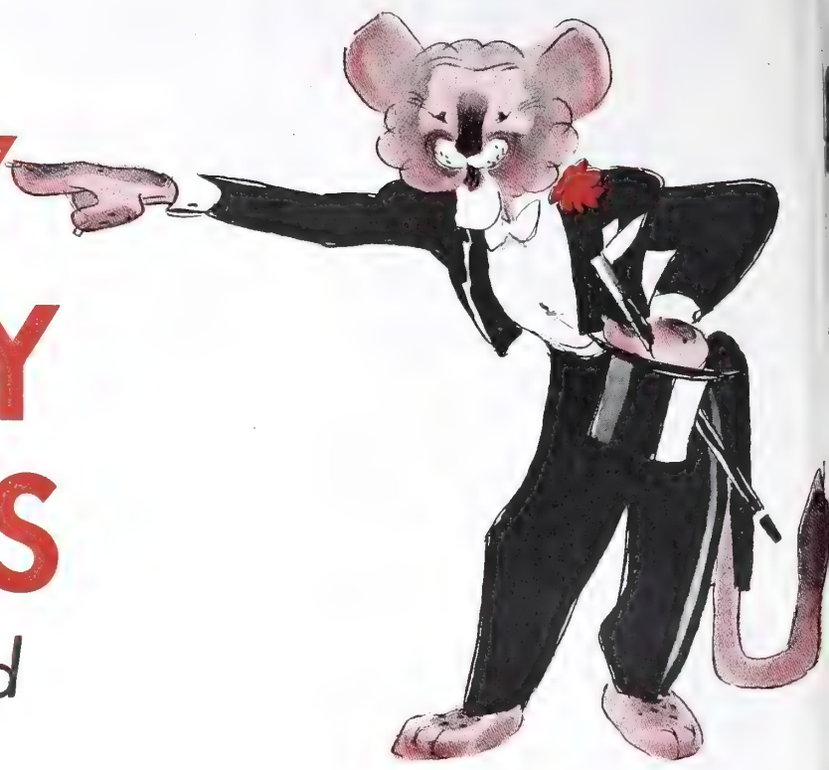
## *Indianapolis Trust Suit Settlement Is Effected*

INDIANAPOLIS — The anti-trust action brought in March, 1939, by Herman and Sonia L. Gordon, operators of the Golden and Parker against major distributors has been settled out of court. Settlement is said to have been effected through the payment of a "small" amount of cash to the Goldens, court costs and attorney fees. The Goldens sold both houses to E. Cantor, August 18.

## *Makes Trio for RKO*

NEW YORK—Franklyn Warner, independent producer, has been signed by RKO Radio for three high-budget features for delivery this season. Two will be in Cosmocolor.

# THE FRIENDLY COMPANY REAFFIRMS



*its previously announced policy of:*

Not insisting upon short subject, newsreel or trailer representation as a condition of licensing its feature productions, and to those who do lease these units the Weekly Payment Plan is optional.

That score or recording charges will not be made on any contracts for its 1939-40 product signed subsequent to January 1st, 1939.

That it will gladly negotiate for some run of its product with any properly conducted theatre, providing the acquisition of such business would not seriously affect its revenue from any prior run.

That it will recognize the desires of its customers to select days of their choice for the showing of percentage pictures where guarantees are given.

That it will respect any legitimate claim for the elimination from its contract of any picture likely to be offensive or objectionable to its customers' patrons from religious, moral or racial grounds.



## AND IN ADDITION:

It will offer to its customers who have leased all product offered, and who are not in material default, an increased and unrestricted elimination privilege of:

*(continued above)*

20% elimination of features licensed where the average rental is $100 or less.

15% elimination of features licensed where the average rental is in excess of $100 and not more than $250 and

10% elimination of features licensed where the average rental is in excess of $250.

Also will give full consideration to its customers' requests for the interchanging of a picture that is deemed to be unsuitable for preferred time showing.

And where a theatre's prior commitments prevents it leasing the company's entire output it will in such cases gladly negotiate for a lesser number of pictures, including those available subjects in which the theatre is particularly interested.

It will continue to provide an Optional Arbitration Clause in its contracts and will arbitrate under such provision any claims made for breach of contract.

It is now preparing a new form of license agreement. A rider will be submitted for the signature of those who desire to operate under the new conditions and who had previously signed an application for its 1939-40 product. That all may have a full knowledge of the complete contract, each is requested to read the new agreement when submitted, thoroughly and carefully.

It has no present method of adjudicating clearance disputes or those affecting over-buying, but will conscientiously review any complaints brought to its attention and will continue to lend its every effort to bring about a more harmonious understanding.

Its established policy of supporting its satisfactory customers, the fair method of designating pictures and other relationship with the trade is so well known that it is not believed necessary to reaffirm that which by performance over many years is so well established.

It seeks the continued support of its customers and acknowledges its debt of gratitude to those who have in the past expressed their confidence in its policy by their uninterrupted patronage.



*(signed)*

Leo

FOR THE FRIENDLY COMPANY

# GIVEAWAYS, OTHER FORMS OF B. O. STIMULANTS ON TOBOGGAN, "BOXOFFICE" CHECKUP REVEALS

## Slide in Interest Noted In All Sections and Nearly All States

Giveaways and other boxoffice stimulants are waning throughout the country and exhibitors generally are opposed to the use of these hypos, the third in the BOXOFFICE series of surveys on vital industry problems reveals. Of exhibitors using giveaways as a regular policy, 76.5 per cent have noticed a decrease in interest, and theatre men are opposed to their use by almost three to one—70.5 against to 29.5 for, to be exact.

The specific question asked of the nation's exhibitors by BOXOFFICE, and the results:

4. (a) Has interest in premiums, giveaways and other forms of boxoffice stimulants decreased in recent months?

Yes: 76.5% No: 23.5%

(b) Are you for or against them?

For: 29.5% Against: 70.5%

One cannot say, of course, whether the wish fathered the thought in a compendium decrease-discernment percentage only six per cent removed from the figure registered as the portion of exhibitors opposed to the practice. As go the national figures, so the geographical breakdown discloses a close alliance between interest decrease and exhibitor opposition in all territories.

The slide in interest is noted in all sections and in nearly all states. It is most pronounced in the South, where slightly over 81 per cent of the showmen sight a premium damper and where 75 per cent of them are opposed to the use of stimulants. Holding highest interest is the western territory, where the percentage drops to 67 which, logically enough, racks the lowest opposition to giveaways, 60 per cent being opposed to them.

In only four states, Arizona, Michigan, South Carolina and western Missouri, does the gift policy seem to be holding its own in popularity, in each of which states the majority of exhibitors also expressed themselves as against the practice.

Eleven states are on record as 100 per cent opposed to stimulants. The states: Virginia, Massachusetts, New Hampshire, Rhode Island, Vermont, Florida, North Carolina, Arizona, Colorado, Nevada and Utah. Only one state, Wyoming, places solidly in the pro-gift column. Other states expressing a preference for giveaways are New Jersey, Texas, Indiana, Iowa and Idaho.

In accompanying comment, exhibitors almost to a man term the continuance of the gift policy as defensive. The reasons advanced break under three general headings:

1. Competitive policies regarding admission prices, clearance and giveaways.
2. The public has become accustomed to something for nothing and it costs too much to break the habit.
3. Double feature competition and quality of summer releases.

Geographically by sections and states, the picture is presented in the panel on the opposite page.

What individual exhibitors have to say about giveaways and other audience lures, trails this introduction immediately below:

### *Says "Gambling" Loses Friends*

**No superficial opposition to giveaways is that projected by a Utah exhibitor, operator of two theatres in important towns in that state, in his reply to the BOXOFFICE questionnaire on the subject. He writes:**

**"The sooner we quit operating our theatres as lotteries the better. When we ran respectable places of clean amusement we had the better citizenship element on our side. We have alienated this element by our wholesale gambling games so that now with the lawmakers snapping at our heels and federal regulation breathing down the back of our necks we have no friends to defend us."**

### Notes a Decrease, But Says They Still Draw

The gift racket is fading out gradually in my territory. Maybe exhibitors are killing it because they got nicked so heavily during Bank Night days. The gag is no good more than one day a week here, but it draws well then.

MISSOURI EXHIBITOR

### Too Much "Give" for This Exhibitor

What a business! What I don't have to give up in film rentals and taxes I have to give away to get people to come into the theatre. I'd give the theatre away if I could get somebody to take over the contracts, with the preferred playdates.

KANSAS EXHIBITOR

### Blames Product Quality For Need of Hypo

I am against premiums and double bills, but with the present run of pictures we have to have one or both of these evils. People won't pay to see a 60-minute quickie without some other attraction.

WASHINGTON EXHIBITOR

### Believes Firm Stand Would Kill Gifts

In this premium-giveaway racket everybody is afraid to join anybody else in getting back to showing pictures. I think that if all exhibitors in a community decided to take it on the chin for six weeks they could educate the patrons out of the something-for-nothing habit. But don't expect me to lead the movement—I need the dough too bad.

TEXAS EXHIBITOR

### For Giveaways Because Says Not Enough Good Films

The only reason we are for giveaways and premiums is because we cannot get enough good features.

WYOMING EXHIBITOR

### Against Them, But Can't Make Profit Without Them

We are strongly against premiums or giveaways in theatres, but we have tried to run without them with very poor results. We, like most all others, have had to resort to giveaways three nights a week. Every community has a certain element

(Continued on next page)

## Policy Appears Holding Own in Four States; Eleven 100% Anti

### *Blames Competition For Premiums*

**While he does not approve giveaways and premiums as a regular policy, an important Georgia exhibitor contends that they are necessary to combat his type of competition. He says:**

**"The question is not whether we want premiums or not, or even whether they are right or not. It is whether an independent can ever do without them in the face of cut-rate chain admission competition, bargain matinees, double and triple features, etc. I know I can't face competition like that without some sort of shot in the arm for my boxoffice."**

### *"Always Have, and Always Will"*

**"Most of this stir about premiums is just hollering down the rain barrell," asserts a New York state exhibitor in response to the questionnaire. "We always have had premiums in this business and we always will have them; some years more than others, of course, but the cycle will right itself in time. I think we have more important things to worry about now, so my suggestion is to spend as little as we can on the giveaways, realizing that to a greater or less degree we always will have them."**

# 76.5% THEATRE VOTE NOTES WANE IN INTEREST; SHOWMEN, THREE TO ONE, FROWN ON THEIR USE

## Competition Gets Major Share of Blame for Hypo Longevity

(Continued from preceding page)

that will come to a theatre only when a premium is given. There is no other way to attract these people into the theatre during the week.

CALIFORNIA EXHIBITOR

### No Accounting Problem In This Setup

Good feature; film rental $25; no premiums; gross $13. Poor feature; film rental $13.50; premiums, gross $35. There's only one answer here.

NEW YORK EXHIBITOR

### "Nobody Likes 'Em, But Can't Do Without 'Em"

I don't like giveaways; the good people of my town don't like 'em, either; the minister preaches against me; the women's clubs condemn me, and even little children whisper about "the big gambler." BUT, when I try to stop premiums I get lonely and my family gets hungry. It's giveaways for me as long as they pay, whether I like them or not.

OKLAHOMA EXHIBITOR

### Now Used to "Something-for-Nothing" and Like It

Any first-year psychology student could have told us years ago what we were letting ourselves in for. We might as well face the fact now that the public has become educated to the "something-for-nothing" game and is having a whale of a big time at playing it. Regardless of whether we like it or not, we're stuck with the giveaways practice for a long time to come.

RHODE ISLAND EXHIBITOR

### "All Other Lines Are Giving Premiums"

When anything from a chewing gum wrapper to a second-hand tractor will get you a membership button or a world cruise what can you expect of the theatres? They went into the premium business after everybody else had been mopping up on it for years. Self-defensive, and of a very effective type, I call it.

MAINE EXHIBITOR

### Fewer Giveaways and More Salesmanship Urged

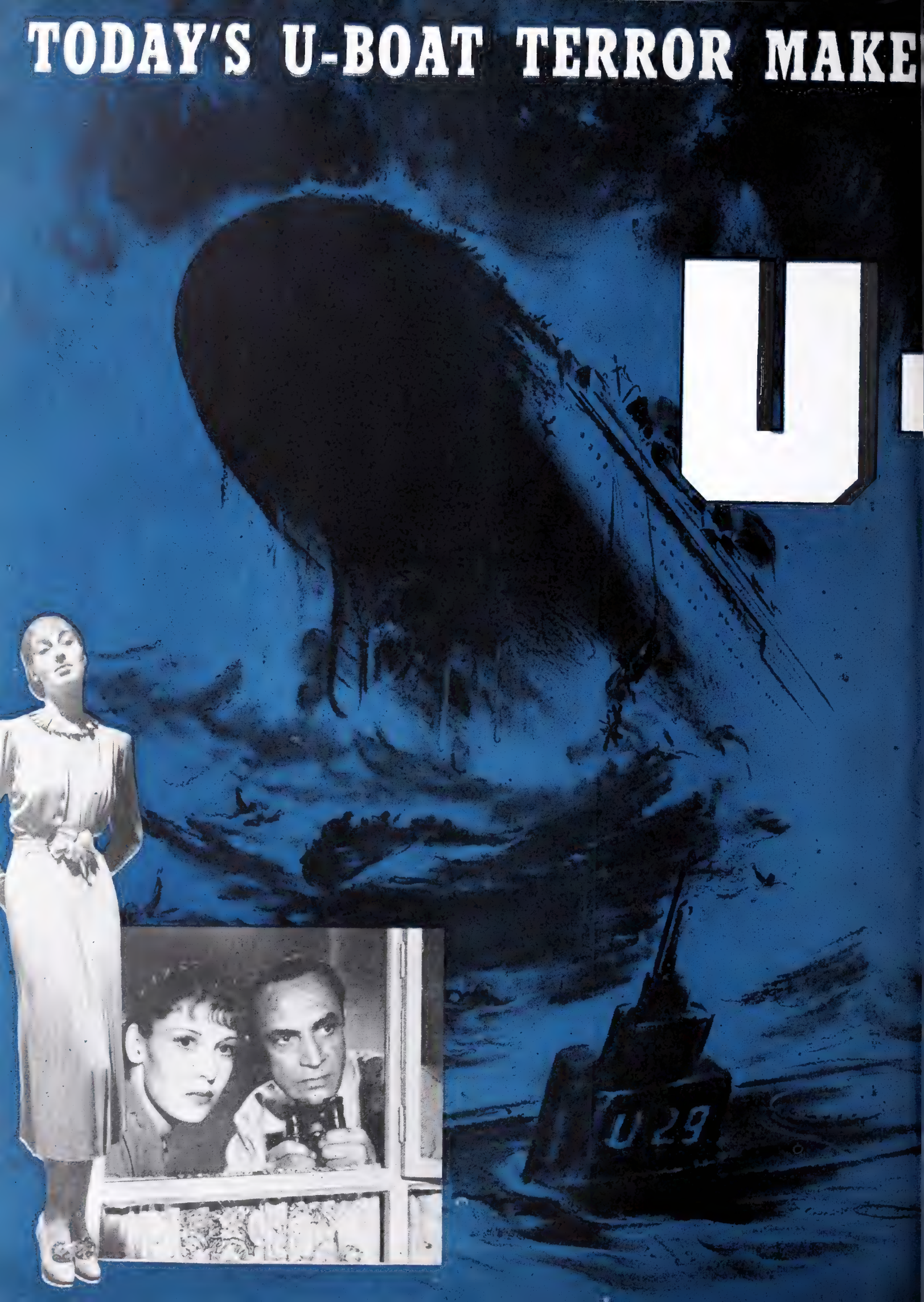
Less bellyaching and more work on getting the most out of existing product, along with less waste on dishes and other such junk will put us back in the show business and patrons back in our theatres.

CALIFORNIA EXHIBITOR

## *How They Voted*

| Area | Any Decrease in Giveaway Interest? Pct. Yes | Pct. No | Are You for or Against Giveaways? Pct. For | Pct. Against |
|---|---|---|---|---|
| **EASTERN—** | 76+ | 23+ | 30+ | 69+ |
| Delaware | 0 | 0 | 0 | 0 |
| Maryland | 0 | 0 | 0 | 0 |
| New Jersey | 80 | 20 | 60 | 40 |
| New York | 75 | 25 | 13 | 87 |
| Eastern Pennsylvania | 50 | 50 | 50 | 50 |
| Virginia | 100 | 0 | 0 | 100 |
| **NEW ENGLAND—** | 80+ | 19+ | 10+ | 89+ |
| Connecticuit | 100 | 0 | 34 | 66 |
| Maine | 66 | 34 | 17 | 83 |
| Massachusetts | 100 | 0 | 0 | 100 |
| New Hampshire | 0 | 0 | 0 | 100 |
| Rhode Island | 100 | 0 | 0 | 100 |
| Vermont | 0 | 0 | 0 | 100 |
| **SOUTHERN—** | 81+ | 18+ | 24+ | 75+ |
| Alabama | 65 | 35 | 35 | 65 |
| Arkansas | 71 | 29 | 30 | 70 |
| Florida | 100 | 0 | 0 | 100 |
| Georgia | 75 | 25 | 25 | 75 |
| Louisiana | 75 | 25 | 25 | 75 |
| Mississippi | 85 | 15 | 12 | 88 |
| North Carolina | 71 | 29 | 0 | 100 |
| Oklahoma | 100 | 0 | 27 | 73 |
| South Carolina | 0 | 100 | 25 | 75 |
| Tennessee | 100 | 0 | 25 | 75 |
| Texas | 71 | 29 | 64 | 36 |
| **MIDEAST—** | 74+ | 25+ | 33+ | 66+ |
| Kentucky | 100 | 0 | 20 | 80 |
| Michigan | 46 | 54 | 43 | 57 |
| Ohio | 65 | 35 | 21 | 79 |
| West Pennsylvania | 86 | 14 | 32 | 68 |
| West Virginia | 50 | 50 | 50 | 50 |
| **CENTRAL—** | 77+ | 22+ | 24+ | 75+ |
| Illinois | 84 | 16 | 21 | 79 |
| Indiana | 62 | 38 | 53 | 47 |
| Eastern Missouri | 83 | 17 | 17 | 83 |
| Wisconsin | 82 | 18 | 8 | 92 |
| **MIDWEST—** | 74+ | 25+ | 31+ | 68+ |
| Iowa | 80 | 20 | 66 | 34 |
| Kansas | 72 | 28 | 13 | 87 |
| Minnesota | 92 | 8 | 23 | 77 |
| Western Missouri | 42 | 58 | 34 | 66 |
| Nebraska | 65 | 35 | 42 | 58 |
| North Dakota | 75 | 25 | 15 | 85 |
| South Dakota | 85 | 15 | 28 | 72 |
| **WESTERN—** | 67+ | 32+ | 39+ | 60+ |
| Arizona | 0 | 100 | 0 | 100 |
| California | 76 | 24 | 19 | 81 |
| Colorado | 50 | 50 | 0 | 100 |
| Idaho | 60 | 40 | 80 | 20 |
| Montana | 87 | 13 | 44 | 56 |
| Nevada | 0 | 0 | 0 | 100 |
| New Mexico | 0 | 0 | 0 | 0 |
| Oregon | 86 | 14 | 13 | 87 |
| Utah | 100 | 0 | 0 | 100 |
| Washington | 50 | 50 | 37 | 63 |
| Wyoming | 100 | 0 | 100 | 0 |

# TODAY'S U-BOAT TERROR MAKE



# THIS THE YEAR'S TIMELIEST PICTURE!

**Out of Europe's blackout of peace flashes the inside story of ruthless submarine warfare...intertwined with the strange romance of beautiful spy and gallant enemy!**

# BOAT 29



with

**CONRAD VEIDT ★ VALERIE HOBSON ★ SEBASTIAN SHAW**

**Screen play by EMERIC PRESSBURGER**

**Directed by MICHAEL POWELL**

## A COLUMBIA PICTURE

# "Big Stick" Hits at FWC's Clearance

(Continued from page 21)

in that county area known as the Balboa zone.

It will be remembered during the NRA code the clearance affecting the Balboa zone was subject to many heated arguments by Campi.

The periods of protection, clearance and zoning for the three areas mentioned are not the same as for Zones 1 to 22, or areas outside of the city of Los Angeles in which FWC operates, the petition declares, "but are discriminatory against unaffiliated theatres to the benefit and preferment to FWC."

Independent exhibitors charging the same admissions at theatres in contiguous territories to Los Angeles, such as Bell, Bellflower, Beverly Hills, Burbank, Compton, Culver City-Palms, Hermosa Beach, North Hollywood, Redonda Beach, San Fernando, Sawtelle, South Pasadena, Van Nuys, Venice, Westwood and Wilmington are forced to wait an unreasonably long time after FWC, according to the schedule, it is stated.

Availabilities computed with respect to de luxe first run showings in Los Angeles, which is regarded as the "key city" are also cited to be unfair. Listing Alhambra, Bell, Beverly Hills, Compton, Glendale, Huntington Park, Inglewood, Long Beach, Monrovia, Ocean Park-Venice, Pasadena, Pomona, Redlands, Redondo Beach, San Bernardino, San Pedro and Santa Monica as subordinate key points, the "Big Stick" says these towns are prevented from competing against FWC until "such time as the defendants arbitrarily fix after exhibition in FWC theatres in and around said subordinate key points."

Taking protection over towns where no theatre exists is another angle brought out. It is claimed that within the past three years independent exhibitors have erected theatres in such communities and towns and "have been required by the defendants to follow periods of protection, zoning and clearance fixed by said schedule with no opportunity on their part to negotiate with distributors individually concerning such matters." Among the towns and communities so affected Fontana, Manhattan Beach, Montebello, and Studio City are listed.

"The enforcement of such provisions by defendants serves to discourage and deter unaffiliated exhibitors from engaging in the motion picture business." Theatre owners have the alternative, the "Big Stick" adds, of seeking and obtaining changes from FWC.

Determining clearance by admission prices is also regarded as unfair in that exhibitors who bolster admissions above the "top bracket" cannot secure a shortened clearance. "The purpose and effect of thus limiting the top admission price which a theatre may adopt for the purpose of establishing or changing its periods of protection and clearance is to arbitrarily and unreasonably discriminate against all unaffiliated exhibitors who might choose to exhibit films at admission prices other than those arbitrarily fixed in said schedule, particularly if such unaffiliated operate in competition with FWC." Another purpose of the provision is to prevent independent exhibitors from playing pictures while they are "still of substantial exhibition value." Exhibitors in Zones 17 to 23 in Los Angeles, Glendale, Long Beach, Pasadena, Beverly Hills, San Bernardino, Alhambra, Manhattan Beach, Redondo Beach, Maywood, Lynwood, Southgate and Orange have been so affected, according to the complaint.

Moveovers are designed to set back availabilities for unaffiliates, it is charged. All companies, with the exception of Warners, are involved in the FWC policy of shunting pictures to the Fox Wilshire, Beverly Hills, after a downtown Los Angeles first run. This delays the independents in Beverly Hills, it is alleged.

The complaint brings out the fact that Beverly Hills is separate and distinct from Los Angeles and "notwithstanding this fact and the additional fact that the schedule limits the so-called continued run to theatres in the 'same city, town or zone'," the practice is followed.

That FWC has pretty much its own way in dating pictures is denounced as discriminatory against the unaffiliated. "Distributors have permitted FWC to determine in each competitive situation in the Los Angeles territory the dates when pictures are released to theatres in each price classification of the schedule." The circuit is said to have delayed exhibitors for days to its own advantage.

"All unaffiliated exhibitors who have operated or attempted to operate first runs" in competition have been unable to secure sufficient product because of the major circuit's buying policy, it is charged. Granting FWC exclusion privileges on percentage pictures without doing likewise to independents is cited as one example. Not only is the selective contract detrimental in that the same offer is not made unaffiliates but the release of many pictures is held up indefi-

(Continued on page 34)

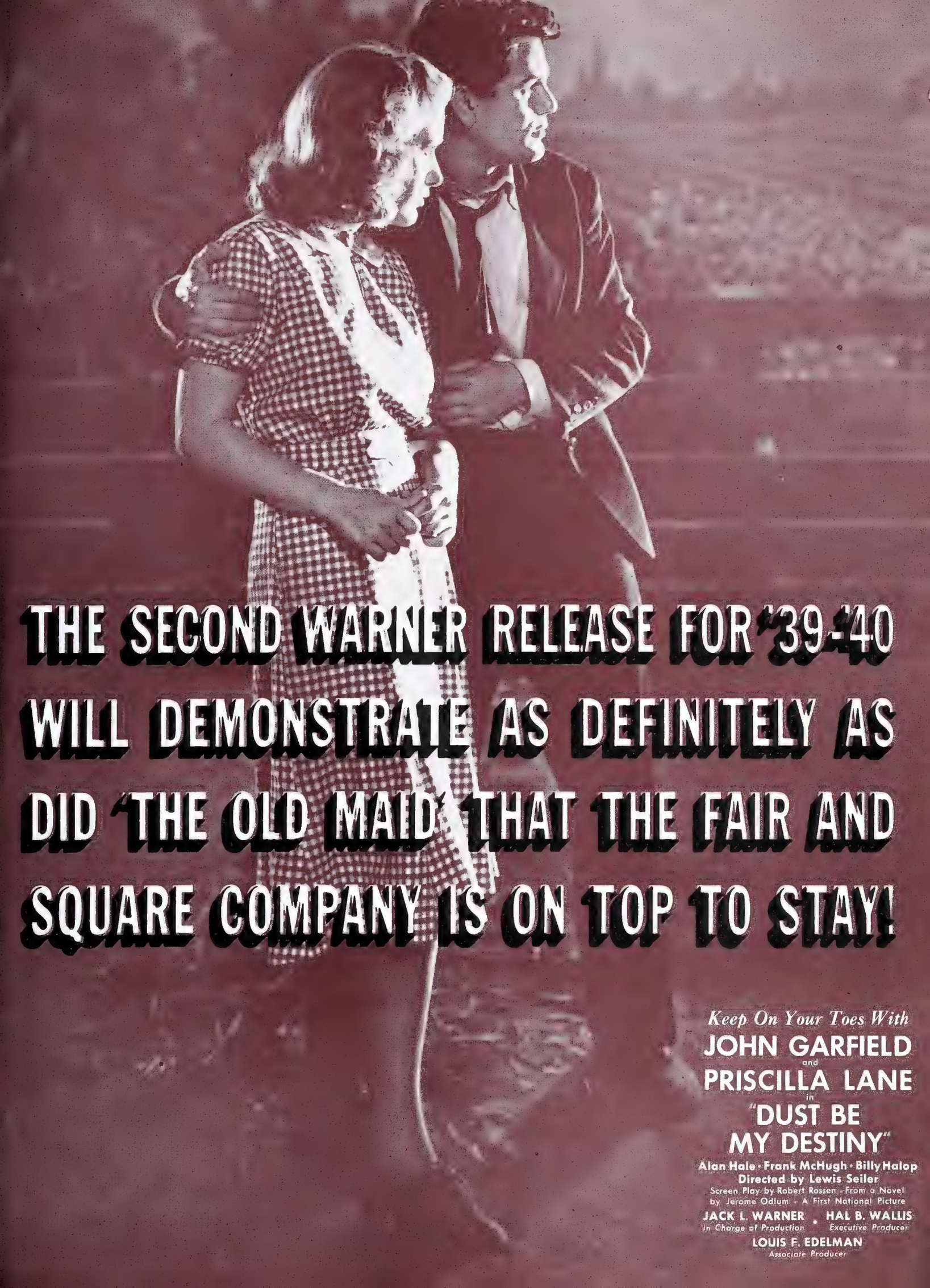
## *Took 26 Since Decree, Says Gov't*

Los Angeles—Since August 21, 1930, the date Fox West Coast consented to a "Big Stick" decree, the major circuit acquired or pooled with a minimum of 26 independent theatres in 10 southern California towns, according to the complaint lodged against the circuit on alleged violation of the decree. In listing theatres, location and the years in which the reported deals were made, the government begins with 1932 and names 11 Los Angeles situations, which is the lead-off in the towns involved. Riverside and San Diego each are down for three deals.

"By virtue of its ownership and control of theatres which have and exercise the privilege of first and other early run exhibitions in such locations, it (FWC) dominates and controls the exhibition of motion pictures in almost every desirable city, town and location in the southern half of California, including, among others, the following: Alhambra, Anaheim, Bakersfield, Banning, Bell, Belvedere Gardens, Beverly Hills, Brawley, Calexico, Compton, Culver City, El Centro, Fullerton, Glendale, Hermosa Beach, Huntington Park, Inglewood, Los Angeles, Long Beach, Monrovia, North Hollywood, Ocean Park, Ontario, Pasadena, Pomona, Redlands, Redondo Beach, Riverside, San Bernardino, San Diego, San Louis Obispo, San Pedro, Santa Ana, Santa Barbara, Santa Maria, Santa Monica, Santa Paula, Sherman, South Pasadena, Taft, Van Nuys, Venice, Ventura, Westwood Village and Wilmington."

The 26 listed theatres which FWC is said to have either pooled or acquired, the towns and years in which such deals were made are as follows:

| *Theatre* | *Location* | *Year* |
|---|---|---|
| Sunkist | Pomona | 1932 |
| Capitol | Glendale | 1933 |
| Fairfax | Los Angeles | 1933 |
| Golden Gate | Riverside | 1933 |
| Rubidoux | Riverside | 1933 |
| Leimert | Los Angeles | 1933 |
| Larchmont | Los Angeles | 1934 |
| Western | Los Angeles | 1934 |
| Arroyo | Los Angeles | 1934 |
| Nile | Bakersfield | 1935 |
| Palace | Long Beach | 1935 |
| Mission | San Diego | 1935 |
| Plaza | San Diego | 1935 |
| Aztec | San Diego | 1935 |
| Marquis | Los Angeles | 1935 |
| Iris | Los Angeles | 1935 |
| Tower | Los Angeles | 1935 |
| Lyric | Monrovia | 1936 |
| Ritz | South Pasadena | 1936 |
| Rialto | South Pasadena | 1936 |
| Ravenna | Los Angeles | 1936 |
| Melrose | Los Angeles | 1936 |
| Parisian | Los Angeles | 1936 |
| Long Beach | Long Beach | 1936 |
| Compton | Compton | 1936 |



# THE SECOND WARNER RELEASE FOR '39-'40 WILL DEMONSTRATE AS DEFINITELY AS DID "THE OLD MAID" THAT THE FAIR AND SQUARE COMPANY IS ON TOP TO STAY!

*Keep On Your Toes With*

**JOHN GARFIELD**

and

**PRISCILLA LANE**

in

**"DUST BE MY DESTINY"**

**Alan Hale · Frank McHugh · Billy Halop**

**Directed by Lewis Seiler**

Screen Play by Robert Rossen · From a Novel by Jerome Odlum · A First National Picture

**JACK L. WARNER** *In Charge of Production* · **HAL B. WALLIS** *Executive Producer*

**LOUIS F. EDELMAN** *Associate Producer*

# Films by Droves Is Shortage Fear Spike

(Continued from page 8)

**Mutiny in the Big House**—Charles Bickford and Barton MacLane.
**Scouts of the Air**—John Trent.
**Heroes in Blue**—No cast designated.
**Mr. Wong at Headquarters**—Boris Karloff.

### Paramount

**Honeymoon in Bali**—Madeleine Carroll and Fred MacMurray.
**Jamaica Inn**—Charles Laughton and Maureen O'Hara.
**Remember the Night**—Barbara Stanwyck and Fred MacMurray.
**Texas Rangers Ride Again**—No cast designated.
**Golden Gloves**—No cast designated.
**Hot Ice**—No cast designated.
**Broken Heart Cafe**—No cast designated.
**Woman From Hell**—No cast designated.
**St. Martin's Lane**—Charles Laughton and Vivien Leigh.
**Television Spy**—William Henry.
**Disputed Passage**—Dorothy Lamour, Akim Tamiroff and John Howard.
**Geronimo**—Preston Foster and Ellen Drew.
**Rulers of the Sea**—Douglas Fairbanks jr., Margaret Lockwood and Will Fyffe.
**Diamonds Are Dangerous**—Isa Miranda and George Brent.
**The Light That Failed**—Ronald Colman and Walter Huston.
**Dr. Cyclops**—Albert Dekker.
**Emergency Squad**—Louise Campbell.
**Gay Days of Victor Herbert**—Walter Connolly and Allan Jones.
**Parole Fixer**—Lyle Talbot and William Henry.
**Typhoon**—Dorothy Lamour.
**Happy Ending**—Pat O'Brien and Olympe Bradna.
**Strange Money**—Ellen Drew.
**Opened by Mistake**—Akim Tamiroff, Charles Ruggles. (Formerly titled "Way of All Flesh")
**Crime File**—No cast designated.
**Safari**—Madeleine Carroll and Douglas Fairbanks jr.
**Victory**—No cast designated.
**Road to Singapore**—Bing Crosby and Bob Hope.
**The Biscuit Eater**—No cast designated.
**Untamed**—Ray Milland and Akim Tamiroff.
**Royal Canadian Mounted Police**—No cast designated.
**Triumph Over Pain**—No cast designated. (Sociological).
**Laboratory G-Men**—No cast designated.

### Producers Pictures Corp.

**Torture Ship**—Irving Pichel and Lyle Talbot.
**Brigham Young—Utah Miracle Man**—No cast designated.
**Buried Alive**—No cast designated.
**Hitler—Beast of Berlin**—No cast designated.
**Wanted for Murder**—No cast designated.

### RKO Radio

**Fifth Avenue Girl**—Ginger Rogers and Walter Connolly.
**Nurse Edith Cavell**—Anna Neagle and George Sanders.
**Three Sons**—Edward Ellis and Virginia Vale.
**Allegheny Uprising**—John Wayne and Claire Trevor.
**Queen of Destiny**—Anna Neagle and Anton Walbrook.
**Reno**—Richard Dix and Gail Patrick.
**Abe Lincoln in Illinois**—Raymond Massey and Ruth Gordon.
**Meet Dr. Christian**—Jean Hersholt.
**Sued for Libel**—Kent Taylor.
**Hunchback of Notre Dame**—Charles Laughton.
**Vigil in the Night**—Carole Lombard and Brian Aherne.
**Dr. Christian (No. 2 in series)**—Jean Hersholt.
**Swiss Family Robinson**—Tim Holt.
**Heart of Darkness**—Orson Welles.
**Silver City**—Tim Holt.
**Full Confession**—Victor McLaglen and Sally Eilers.
**Distant Fields**—Barbara Read, John Archer.
**Sunset**—Virginia Weidler.
**Ramparts We Watch**—No cast designated.

### Republic

**Calling All Marines**—Donald Barry and Helen Mack.
**Sabotage**—Arleen Whelan and Gordon Oliver.
**Abraham Lincoln Boggs**—Edward Ellis.
**London Blackout**—No cast designated.

### 20th Century-Fox

**Here I Am a Stranger**—Richard Greene and Nancy Kelly.
**The Escape**—Kane Richmond and Allan Duff.
**Hollywood Cavalcade**—Alice Faye and Don Ameche.
**20,000 Men a Year**—Randolph Scott and Martha Healy.
**Drums Along the Mohawk**—Claudette Colbert and Henry Fonda.
**Swanee River**—Don Ameche, Al Jolson and Andrea Leeds.
**City in Darkness**—Sidney Toler and Lynn Bari.
**Heaven With a Barbed Wire Fence**—Jean Rogers and Glenn Ford.
**Little Old New York**—Alice Faye, Richard Greene and Fred MacMurray.
**The City**—Ricardo Cortez.
**The Grapes of Wrath**—Henry Fonda.
**Father Duffy**—No cast designated.
**The Valiant**—No cast designated.
**Man Who Wouldn't Talk**—Lloyd Nolan.
**Charlie Chan in Panama**—Sidney Toler.

### United Artists

**Intermezzo, a Love Story**—Leslie Howard, Ingrid Bergman and John Halliday.
**The Real Glory**—Gary Cooper and Andrea Leeds.
**Raffles**—David Niven.
**Of Mice and Men**—Burgess Meredith.
**Rebecca**—Laurence Olivier and Joan Fontaine.
**Personal History**—No cast designated.
**Our Town**—No cast designated.
**Blackout Over Europe**—Gary Cooper.
**House Across the Bay**—Joan Bennett.
**Ordeal**—No cast designated.
**Waterloo Bridge**—No cast designated.
**Canal Zone**—Jon Hall.
**Seventh Cavalry**—Gary Cooper. (Military).
**Sweetheart of Turret One**—No cast designated. (Naval).
**Two Years Before the Mast**—No cast designated.
**Kit Carson, Avenger**—No cast designated.
**My Son, My Son**—Louis Hayward.
**South of Pago Pago**—No cast designated.
**Vinegaroon**—Gary Cooper (Historical).

### Universal

**Rio**—Sigrid Gurie and Basil Rathbone.
**The Witness Vanishes**—Edmund Lowe and Wendy Barrie.
**Tower of London**—Basil Rathbone and Boris Karloff.
**Tropic Fury**—Richard Arlen and Andy Devine.
**Call a Messenger**—Little Tough Guys and Mary Carlisle.
**Missing Evidence**—Preston Foster and Irene Hervey.
**Man From Montreal**—Richard Arlen and Andy Devine.
**Invisible Man Returns**—Cedric Hardwicke.

# Dramas Far Ahead; Comedies Second

**Atlantic Cable**—No cast designated.
**All Quiet on the Western Front**—Reissue.
**The Road Back**—Reissue.
**Bull by the Horns**—Irene Dunne.
**Test Driver**—Richard Arlen, Andy Devine.
**The Road to Romance**—No cast designated.
**No Power on Earth**—Victor McLaglen, Freddie Bartholomew.

### Warner Bros.

**A Child Is Born**—Geraldine Fitzgerald, Gladys George and Jeffrey Lynn.
**Espionage Agent**—Joel McCrea and Brenda Marshall.
**Pride of the Blue Grass**—Edith Fellowes and James McCallion.
**Smashing the Money Ring**—Ronald Reagan and Margot Stevenson.
**Roaring Twenties**—James Cagney and Priscilla Lane.
**Four Wives**—Priscilla Lane and John Garfield.
**State Cop**—John Payne.
**Gambling on the High Seas**—Wayne Morris.
**Philo Vance Returns**—James Stephenson.
**20,000 Years in Sing Sing**—John Garfield and Ann Sheridan.
**Return of Dr. X**—Humphrey Bogart.
**We Are Not Alone**—Paul Muni.
**Uncle Sam Awakens**—Ronald Reagan.
**Elizabeth and Essex**—Betty Davis and Errol Flynn.
**Dress Parade**—Dead End Kids and John Litel.

(Continued on page 33)

# *Rise in General Business Is Seen as Theatre Boom Sign*

(Continued from page 9)

Employment Compensation reported 11,500 applicants placed in private jobs in August, an increase of 16 per cent over July. Four railroads reported all laid-off men recalled in this area and a few hundred additional workers hired.

*Des Moines*—The Quaker Oats plant at Cedar Rapids, Ia., added 400 men in the last two weeks to meet demand from war-buying wave. Other food processing plants report orders "above normal."

*Detroit*—Carlton R. Runciman, member of Michigan's Social Welfare Commission, said employment in the Detroit area had increased 80,000 in the last three weeks. Automobile production, near 50,000 units last week, was expected to reach 100,000 by mid-October. Upper Michigan copper and iron mines have increased the work week to five days from the three.

*Indianapolis* — Steel circles estimated 10,000 men just returned to work in northwestern Indiana mills, making a 62,000 working force; industrial employment generally was estimated at the highest point in nearly two years. The Pennsylvania Railroad planned to take back 600 men for equipment repairs. New applications for unemployment compensation were the lowest since last May.

*Little Rock, Ark.*—Paul Patterson, director of the State Employment Service, said employment has been increasing in Arkansas since February and shows "marked acceleration" the past two weeks.

*New Haven*—Connecticut aircraft and arms plants on higher working schedules, with Hartford aircraft plants busy on large foreign orders in the belief the neutrality act may be revised; Naugatuck Valley brass centers report a sharp increase in working time.

*New Orleans*—A. P. Fant, industrial secretary of the Association of Commerce, said business in the south and southwest has been speeded indirectly by the European war.

*Philadelphia*—The Pennsylvania Railroad announced a $17,000,000 equipment program; repairs to provide jobs for 4,000 additional men in railroad and shops; Reading Railroad will also increase shop forces.

*Pittsburgh*—The Pennsylvania Railroad recalled 1,560 furloughed employes in western Pennsylvania and the Pittsburgh and Lake Erie, 300. Fayette County mines took back 5,000 workers. The same county fired 1,500 beehive coke ovens. Steel circles estimated that 10,000 men had returned to the mills since August 1, with 10,000 more to be put to work in the next few weeks.

*Phoenix, Ariz.*—Increased price of copper is said to have stimulated mining employment a little.

*St. Louis*—Employment is said to be rising steadily, especially in consumer goods lines.

*San Francisco*—Shipbuilding orders are expected to make work for 3,000 in the San Francisco area; sugar refining and canned goods activity quickened by war buying.

*Seattle*—Lumber industry reported best month in August since the spring of 1937, with mills expanding working time.

*Youngstown, Ohio*—Steel companies prepared four additional blast furnaces for operation; 3,000 mill workers are estimated to have been recalled since July 1; United Engineering and Foundry projected a plant expansion, adding to forces.


OCTOBER
2
MONDAY
OCTOBER
3
TUESDAY
By phone, by wire, by mail, leading exhibitors are making their reservations for the Gala Theatre Previews of HOLLYWOOD CAVALCADE on October 2 and 3 (only a little more than a week away)! All seats are reserved! Make sure you get yours! . . . Get in touch with your 20th Century-Fox exchange today!
Important
• The date—Monday, Oct. 2 or Tuesday, Oct. 3—set locally by each exchange.
• Previews in all 20th Century-Fox exchange cities.
• Showings will be held in motion picture theatres, not projection rooms.
• All seats will be reserved.
• Admission by invitation only.
DARRYL F. ZANUCK'S PRODUCTION OF
HOLLYWOOD CAVALCADE
IN TECHNICOLOR
STARRING
ALICE FAYE · DON AMECHE
J. EDWARD BROMBERG · ALAN CURTIS · STUART ERWIN
JED PROUTY · BUSTER KEATON · DONALD MEEK · GEORGE GIVOT
EDDIE COLLINS
GALA PREVIEW OF "HOLLYWOOD CAVALCADE" FOR LEADING EXHIBITORS
The romance of Hollywood from bathing beauties to world premieres!
DIRECTED BY
IRVING CUMMINGS
ASSOCIATE PRODUCER
HARRY JOE BROWN
SCREEN PLAY BY
ERNEST PASCAL
STORY BY HILARY LYNN AND BROWN HOLMES
BASED ON AN ORIGINAL IDEA BY LOU BRESLOW

# "THE RAINS CAME" HEADS LINEUP WITH 210%

AVERAGE IS 100%

## Top Hits of the Week

THE RAINS CAME—New York.....210

THE WOMEN (dual)—Indianapolis .....175

GOLDEN BOY—Pittsburgh .....155

THE WOMEN—Cleveland .....155

BEAU GESTE (dual)—Los Angeles..150

STANLEY AND LIVINGSTONE—Salt Lake City .....150

THE WOMEN—Denver, Kansas City, New Haven, Omaha.....150

BEAU GESTE—Kansas City.....145

BLACKMAIL—Philadelphia .....140

I STOLE A MILLION (dual)—Oklahoma City .....140

THE OLD MAID—Cleveland, Los Angeles .....140

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 18th wk., New York City.

**The Old Maid,** 6th wk., New York City.

**Four Feathers,** 4th wk., Los Angeles.

**Beau Geste,** 3rd wk., Portland.

**Each Dawn I Die,** 3rd wk., Philadelphia.

**Golden Boy,** 3rd wk., Seattle.

**The Star Maker,** 3rd wk., Chicago, New York City.

### BOSTON

Fenway—**Blackmail** (M-G-M); **Hobby Family** (FN) ..... 70
Memorial—**In Name Only** (RKO), 2nd wk.; **Frontier Marshal** (20th-Fox) ..... 75
Metropolitan—**Beau Geste** (Para), 2nd wk.; **Quick Millions** (Para) ..... 80
Orpheum—**Man in the Iron Mask** (UA), 9 days; **Coast Guard** (Col) ..... 135
Paramount—Same as Fenway ..... 75
State—Same as Orpheum ..... 110

### CHARLOTTE

Broadway—**Indianapolis Speedway** (WB) ..... 100
Carolina—**Lady of the Tropics** (M-G-M), 1st half ..... 90
Carolina—**When Tomorrow Comes** (Univ), 2nd half ..... 100
Imperial—**Dust Be My Destiny** (FN), 1st half 110
Imperial—**They Shall Have Music** (UA), 2nd half ..... 100
State—**The Three Musketeers** (20th-Fox), 1st half ..... 110
State—**Timber Stampede** (RKO), 2nd half ..... 100

### CHICAGO

Apollo—**The Star Maker** (Para), 3rd loop wk... 85
Chicago—**Beau Geste** (Para), plus stage show; held 2nd wk. ..... 120
Garrick—**Angels Wash Their Faces** (FN) ..... 95
Oriental—**Mutiny on the Blackhawk** (Univ); **Susannah of the Mounties** (20th-Fox), continued loop run, plus stage show ..... 100
Palace—**When Tomorrow Comes** (Univ), plus stage show, held 2nd wk. ..... 115
Roosevelt—**Golden Boy** (Col), 2nd loop wk. ..... 100
State-Lake—**Blondie Takes a Vacation** (Col), plus stage show ..... 90
United Artists—**The Wizard of Oz** (M-G-M), 3rd wk. ..... 100
World Playhouse—**The Ware Case** (20th-Fox), held 2nd wk. ..... 90

### CLEVELAND

Allen—**In Name Only** (RKO), 2nd wk. ..... 125
Hippodrome—**The Old Maid** (FN) ..... 140
Palace—**I Stole a Million** (Univ); Stage: **Artie Shaw and his orchestra** ..... 160
State—**The Women** (M-G-M) ..... 155
Stillman—**Lady of the Tropics** (M-G-M), 2nd wk. ..... 75

### DALLAS

Capitol—**Missing Daughter** (Col), 1st part ..... 100
Capitol—**Five Came Back** (RKO), 2nd part... 110
Capitol—**Grand Jury Secrets** (Para), 3rd part.. 80
Majestic—**Golden Boy** (Col) ..... 120
Palace—**In Name Only** (RKO) ..... 120
Rialto—**Magnificent Fraud** (Para), 1st half... 110
Rialto—**I Stole a Million** (Univ), 2nd half.... 125
Tower—**Star Maker** (Para), 2nd wk. ..... 95

### DENVER

Aladdin—**Four Feathers** (UA), after a wk. at the Denver ..... 100
Broadway—**In Name Only** (RKO); **Miracles for Sale** (M-G-M), after a wk. at the Orpheum ..... 100
Denham—**Beau Geste** (Para), after 3 days last wk. ..... 115
Denver—**When Tomorrow Comes** (Univ) ..... 100
Orpheum—**The Women** (M-G-M); **The Spellbinder** (RKO) ..... 150
Paramount—**Hotel for Women** (20th-Fox); **Quick Millions** (20th-Fox) ..... 130
Rialto—**Tumbleweeds** (Astor); **Behind Prison Gates** (Col) ..... 100

### DETROIT

Adams—**Bachelor Mother** (RKO), after a wk. at Fox; **Fixer Dugan** (RKO) ..... 95
Fox—**Golden Boy** (Col); **Charlie Chan at Treasure Island** (20th-Fox) ..... 90
Michigan—**Angels Wash Their Faces** (FN); **Stolen Life** (Para) ..... 90
Palms State—**The Star Maker** (Para), after a wk. at Michigan; **Island of Lost Men** (Para) 100
United Artists—**Beau Geste** (Para) ..... 125

### INDIANAPOLIS

Alamo—**The Fighting Gringo** (RKO); **The House of Fear** (Univ), 1st half ..... 75
Alamo—**Death Goes North** (SR); **Heritage of the Desert** (Para), 2nd half ..... 65
Apollo—**Star Maker** (Para); **This Man Is News** (Para), 2nd wk., moveover from Circle ..... 75
Circle—**Beau Geste** (Para); **Death of a Champion** (Para) ..... 120
Loew's—**The Women** (M-G-M); **6,000 Enemies** (M-G-M) ..... 175

### KANSAS CITY

Esquire—**Stanley and Livingstone** (20th-Fox), holdover ..... 60
Midland—**The Women** (M-G-M); **They All Come Out** (M-G-M) ..... 150
Newman—**Beau Geste** (Para), held ..... 145
Orpheum—**Each Dawn I Die** (FN); **Everybody's Hobby** (FN), holdover ..... 75
Tower—**Mr. Moto Takes a Vacation** (20th-Fox), stage show ..... 80
Uptown—**Stanley and Livingstone** (20th-Fox).. 70

### LOS ANGELES

Chinese—**Lady of the Tropics** (M-G-M); **6,000 Enemies** (M-G-M) ..... 110
Downtown—**The Old Maid** (FN) ..... 140
Four Star—**Four Feathers** (UA), 4th wk. ..... 75
Hillstreet—**Golden Boy** (Col); **Five Little Peppers and How They Grew** (Col) ..... 100
Hollywood—Same as Downtown ..... 140
Pantages—Same as Hillstreet ..... 100
Paramount—**Beau Geste** (Para); **Hero for a Day** (Univ) ..... 150
State—Same as Chinese ..... 115

### MILWAUKEE

Palace—**The Star Maker** (Para); **Grand Jury Secrets** (Para), 2nd wk. ..... 90
Riverside—**Blind Alley** (Col); **Folies Bergere** on stage ..... 220
Strand—**Stanley and Livingstone** (20th-Fox); **When Tomorrow Comes** (RKO), 2nd wk. ..... 80
Warner—**The Old Maid** (FN); **The Hobby Family** (FN), 2nd wk. ..... 100
Wisconsin—**The Wizard of Oz** (M-G-M), 2nd wk. ..... 95

### MINNEAPOLIS

Aster—**Fighting Gringo** (RKO); **Way Down South** (RKO) ..... 85
Century—**The Star Maker** (Para), 2nd wk. ..... 90
Gopher—**Adventures of Sherlock Holmes** (20th-Fox) ..... 90
Minnesota—**Flight at Midnight** (Rep), plus stage show ..... 100
Orpheum—**Each Dawn I Die** (FN) ..... 100
State—**In Name Only** (RKO) ..... 80
Time—**Clouds Over Europe** (Col) ..... 100
World—**Four Feathers** (UA), 2nd wk. ..... 125

### NEW HAVEN

College—**The Women** (M-G-M); **They All Come Out** (M-G-M), 2nd wk. ..... 150
Loew-Poli—**In Name Only** (RKO); **Charlie Chan at Treasure Island** (20th-Fox), moved to the College ..... 95
Paramount—**Hotel for Women** (20th-Fox); **Grand Jury Secrets** (Para) ..... 90
Roger Sherman—**The Old Maid** (FN); **Torchy Plays With Dynamite** (WB), 5 days, return engagement ..... 55

### NEW ORLEANS

Center—**Chasing Danger** (20th-Fox) ..... 75
Globe—**Second Fiddle** (20th-Fox), 2nd run.... 85
Liberty—**In Name Only** (RKO), 2nd run..... 95
Orpheum—**The Old Maid** (FN) ..... 100
Saenger—**Beau Geste** (Para) ..... 125
State—**The Women** (M-G-M) ..... 125
Tudor—**The Eagle and the Hawk** (Para), reissue ..... 100

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 17th wk., held ..... 105
Capitol—**Lady of the Tropics** (M-G-M)..... 90
Criterion—**Flight at Midnight** (Rep)..... 100
Globe—**Angels Wash Their Faces** (FN), 2nd wk. ..... 100
Paramount—**The Star Maker** (Para), 2nd wk., plus stage show, held ..... 135
Radio City Music Hall—**Golden Boy** (Col), plus stage show ..... 115
Rivoli—**Under-Pup** (Univ) ..... 95
Roxy—**Rains Came** (20th-Fox), plus stage show ..... 210
Strand—**Old Maid** (FN), 5th wk., plus stage show, held ..... 100

### OKLAHOMA CITY

Criterion—**Four Feathers** (UA)..... 100
Liberty—**I Stole a Million** (Univ); **Panama Lady** (RKO) ..... 140
Midwest—**These Glamour Girls** (M-G-M)..... 70
Plaza—**The Star Maker** (Para), moveover..... 100
State—**Flight at Midnight** (Rep); **In Old Monterey** (Rep), 3 days ..... 110
State—**The Lady Vanishes** (GB); **Storm Over Bengal** (Rep), 4 days ..... 120
Tower—**Stanley and Livingstone** (20th-Fox), moveover ..... 120

### OMAHA

Brandeis—**The Old Maid** (FN); **Way Down South** (RKO), 2nd wk. ..... 100
Omaha—**Beau Geste** (Para); **Gracie Allen Murder Case** (Para) ..... 150
Orpheum—**Unexpected Father** (Univ); **These Glamour Girls** (M-G-M) ..... 100

### PHILADELPHIA

Aldine—**The Under-Pup** (Univ) ..... 75
Boyd—**The Old Maid** (FN), 2nd wk..... 135
Earle—**Winter Carnival** (UA), plus stage show headed by Sammy Kaye's orchestra.... 110
Fox—**Dust Be My Destiny** (FN)..... 110
Karlton—**The Wizard of Oz** (M-G-M), 2nd wk. ..... 125
Palace—**Each Dawn I Die** (FN), 3rd wk..... 110
Stanley—**In Name Only** (RKO) ..... 90
Stanton—**Blackmail** (M-G-M) ..... 140

### PITTSBURGH

Alvin—**Golden Boy** (Col) ..... 155
Barry—**Assassin of Youth** (Mono), 2nd wk..... 80
Fulton—**I Stole a Million** (Univ)..... 85
Penn—**The Women** (M-G-M) ..... 130
Senator—**Coast Guard** (Col); **A Woman Is the Judge** (Col) ..... 70
Stanley—**In Name Only** (RKO) ..... 85
Warner—**Lady of the Tropics** (M-G-M), 2nd d. t. wk. ..... 100

### PORTLAND, ORE.

Broadway—**Angels Wash Their Faces** (FN); **These Glamour Girls** (M-G-M) ..... 115
Liberty—**The Star Maker** (Para); **The Spellbinder** (RKO) ..... 120
Mayfair—**Beau Geste** (Para); **News Is Made at Night** (20th-Fox), 3rd wk. ..... 100
Orpheum—**Cowboy Quarterback** (FN); **. . . one-third of a nation . . .** (Para), plus stage show headed by Roscoe Ates and Jackie Souders' orchestra ..... 105
Paramount—**In Name Only** (RKO); **Blondie Takes a Vacation** (Col) ..... 100
United Artists—**The Old Maid** (FN); **Nancy Drew and the Hidden Staircase** (WB)..... 110

### SALT LAKE CITY

Capitol—**The Girl and the Gambler** (RKO); **Man About Town** (Para), 2nd run..... 100
Centre—**When Tomorrow Comes** (Univ)..... 120
Studio—**Stanley and Livingstone** (20th-Fox)... 150
Utah—**Hotel for Women** (20th-Fox); **Grand Jury Secrets** (Para) ..... 110

### SEATTLE

Blue Mouse—**Lady of the Tropics** (M-G-M); **The Spellbinder** (RKO) ..... 90
Fifth Avenue—**The Rains Came** (20th-Fox); **Hawaiian Nights** (Univ) ..... 100
Liberty—**Golden Boy** (Col), 3rd wk..... 90
Music Box—**Beau Geste** (Para), 2nd wk., moveover from Paramount ..... 100
Orpheum—**Adventures of Sherlock Holmes** (20th-Fox); **Way Down South** (RKO)..... 90
Palomar—**The Old Maid** (FN), held over..... 100
Paramount—**In Name Only** (RKO); **Waterfront** (WB) ..... 100

# Studios Are Humming With Heavy Slates

(Continued from page 30)

**Guilty Women**—Lya Lys.
**Invisible Stripes**—George Raft.
**The Sea Hawk**—Errol Flynn.
**Timber Wolf**—Dennis Morgan and Alan Hale.
**Fighting 69th**—Pat O'Brien.
**Edgar Allen Poe**—Claude Rains.
**Captain Horatio Hornblower**—No cast designated.
**Dr. Ehrlich**—Edward G. Robinson.
**Virginia City**—Errol Flynn.
**Enemy Within**—No cast designated.
**We Shall Meet Again**—Bette Davis, George Brent.
**The Times of Tony Pastor**—Edward G. Robinson.
**Osborne of Sing Sing**—No cast designated.
**Torrid Zone**—George Raft, Ann Sheridan.
**Married, Pretty and Poor**—Ann Sheridan.
**Dangerous Curves**—Ann Sheridan.
**Two Sons**—James Cagney.
**Bridge of Sighs**—Ronald Reagan.
**Secrets of a Private Nurse**—Ronald Reagan.
**The Desert Song**—Dennis Morgan.
**The Patent Leather Kid**—George Raft, Priscilla Lane.
**The Skipper of the Ispahan**—George Brent.

## *Comedies*

### Columbia

**Angela Is 22**—No cast designated.
**Beware of Spooks!**—Joe E. Brown and Mary Carlisle.
**Blondie Brings Up Baby** — Arthur Lake and Penny Singleton.
**His Girl Friday**—Irene Dunne.

### Metro-Goldwyn-Mayer

**Fast and Furious**—Ann Sothern and Franchot Tone.
**At the Circus**—Marx Bros.
**Another Thin Man**—William Powell and Myrna Loy.
**Forty Little Mothers**—Eddie Cantor, Judy Garland.
**Henry Goes Arizona**—Frank Morgan.

## *No Paramount Cuts, Says Balaban*

**New York—It will not happen at Paramount. Rumors of a cut in home office personnel are denied by Barney Balaban who says "We have not made any and we do not consider making any."**

**Living in a Big Way**—Lana Turner.
**Marx Brothers in Europe**—The Marx Brothers.
**Remember**—Robert Taylor and Greer Garson.
**A Call on the President**—Marsha Hunt.

### Paramount

**$1,000 a Touchdown**—Joe E. Brown and Martha Raye.
**What a Life**—Jackie Cooper and Betty Field.
**The Cat and the Canary**—Bob Hope and Paulette Goddard.
**The Farmer's Daughter**—Martha Raye.
**Campus Wives**—Joseph Allen and Janice Logan.
**Seventeen**—Jackie Cooper and Betty Field.
**Our Neighbors—the Carters**—Fay Bainter and Edmund Lowe.
**Buck Benny Rides Again**—Jack Benny.
**At Good Old Siwash**—William Holden.
**Untitled Comedy**—Claudette Colbert.

### RKO Radio

**Flying Deuces**—Laurel and Hardy.
**Hot Tamale**—Lupe Velez.
**Cross Country Romance**—Lucille Ball.
**Manhattan Miracle**—No cast designated.

### Republic

**Covered Trails**—James Gleason.

### 20th Century-Fox

**He Married His Wife**—Joel McCrea, Nancy Kelly.
**Jones Family at the World's Fair**—Jed Prouty, Spring Byington.
**Jubilo**—Jane Withers, Gene Autry.
**Stop, Look and Love**—Jean Rogers and William Frawley.
**Shipyard Sally**—Gracie Fields and Sydney Howard.
**Pack Up Your Troubles**—Jane Withers.
**Too Busy to Work**—Jones Family.
**The Simple Life**—Stuart Erwin and Marjorie Weaver.

# No Production Letup Over European War

**Daytime Wife**—Tyrone Power and Nancy Kelly.
**High School**—Jane Withers.
**Three Blind Dates**—No cast designated.
**Everything Happens at Night**—Sonja Henie.

### United Artists

**Eternally Yours**—Loretta Young and David Niven.
**Housekeeper's Daughter**—Joan Bennett, William Gargan and Adolphe Menjou.
**Send Another Coffin**—Pat O'Brien and Edward Arnold.
**Production No. 6**—Charles Chaplin.
**Three Cheers for Miss Bishop**—Barbara Stanwyck.
**A Chump at Oxford**—Laurel and Hardy.

### Universal

**Fashions for Sale**—No cast designated.
**First Love**—Deanna Durbin.
**Has Anybody Here Seen Kelly?**—No cast designated.
**Hero for a Day**—Anita Louise and Dick Foran.
**Little Accident**—Baby Sandy, Hugh Herbert and Florence Rice.
**Listen, Kids**—Johnny Downs.
**It's a Date**—Deanna Durbin.

### Warner Bros.

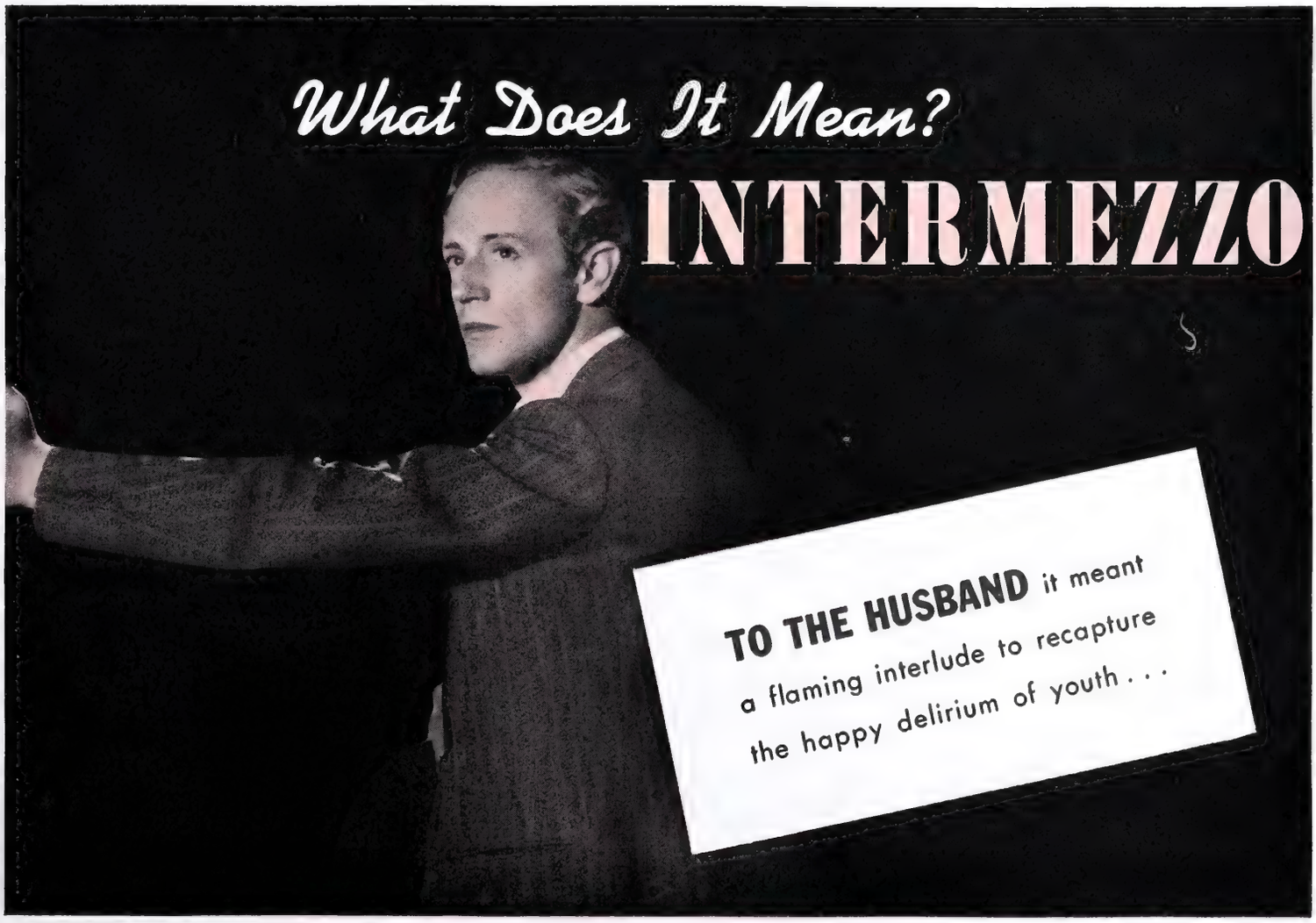
**No Place to Go**—Fred Stone, Gloria Dickson and Dennis Morgan.
**Lady Dick**—Jane Wyman.
**Brother Rat and the Baby**—Eddie Albert.
**Smiling Corpse**—Frank McHugh.
**Three Cheers for the Irish**—Pat O'Brien, Frank McHugh.
**Granny Get Your Gun**—May Robson.

## *Musicals*

### Metro-Goldwyn-Mayer

**Broadway Melody of 1940**—Fred Astaire and Eleanor Powell.

(Continued on next page)



# FWC Clearance Is "Big Stick" Target

(Continued from page 28)

nitely at times before FWC rejects, the government alleges.

At the conclusion of each season, the "Big Stick" maintains, FWC cancels a greater number of pictures than bargained for in contracts, an advantage not permitted independents. In respect to forcing of shorts, FWC is said to buy only what it can use while the smaller accounts must take everything. However, the exception in this respect are UA and Warners.

In the past three years, it is argued, distributors have permitted FWC to reduce percentages on pictures being double featured, deduct score charges, deduct from the gross the cost of giveaways or stage shows while with few exceptions these concessions are not made in independent deals. FWC does not have to play percentage pictures in subsequent run theatres, the "Big Stick" claims, while independents each season are asked to pay higher rentals.

The violations charged actually take up 19 pages of a 79-page brief. Albert J. Law, who conducted the three-year investigation leading to the complaint, also was active in the proceedings which resulted in the consent decree in 1930.

The "Big Stick" leaves it up to the court to decide punishment to be imposed. Date for answer is October 16 with the indication demands will be made for bills of particulars.


WOW! this is it!

YEAR'S BIGGEST IN PERSON ATTRACTION



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EDWARD EVERETT HORTON

Your audiences can't forget his triumphs in scores of screen hits. They'll ALL want to see him on YOUR stage!

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By BENN W. LEVY

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# All Companies Push Schedules Ahead

(Continued from preceding page)

**Balalaika**—Nelson Eddy and Ilona Massey.
**Babes in Arms**—Judy Garland and Mickey Rooney.
**Good News**—Judy Garland.

**Paramount**

**Comin' Around the Mountain**—Lynne Overman.
**Glimpse of Heaven**—Linda Ware.
**A Night at Earl Carroll's**—No cast designated.

**RKO Radio**

**Everything's On Ice**—Irene Dare and Eric Linden.
**That's Right, You're Wrong**—Kay Kyser.

**Republic**

**Jeepers Creepers**—Roy Rogers, Weaver Bros. and Elviry.
**Hit Parade of 1940**—Frances Langford.

**Universal**

**Hawaiian Nights**—Johnny Downs and Mary Carlisle.

**Warner Bros.**

**On Your Toes**—Zorina and Eddie Albert.

## *Westerns*

**Columbia**

**Stranger From Texas**—Charles Starrett.
**The Man Trailer**—Charles Starrett.

**Monogram**

**Overland Mail**—Jack Randall.
**Pioneer Days**—Jack Randall.
**Untitled**—Jimmy Newill.
**Untitled**—Tex Ritter.

**Paramount**

**Law of the Pampas**—William Boyd.
**Llano Kid**—Tito Guizar and Gale Sondergaard.
**Knights of the Range**—Russell Hayden and Jean Parker.
**Medicine Show**—William Boyd.
**Go West, Young Man**—No cast designated.
**Light of Western Stars**—No cast designated.
**Gun Chores**—William Boyd.

**Producers Pictures Corp.**

**Sagebrush Family Trails West**—Bobby Clark.
**Man From Oklahoma**—George Houston.

**RKO Radio**

**Marshal of Mesa City**—George O'Brien.
**Untitled**—George O'Brien.

**Republic**

**Arizona Kid**—Roy Rogers.
**Kansas Terrors**—Three Mesquiteers.
**Cowboy From Texas**—Three Mesquiteers.
**Wagons Westward**—John Wayne.
**Rovin' Tumbleweeds**—Gene Autry.
**Robin Hood of the Pecos**—Roy Rogers.
**In Old Cheyenne**—Roy Rogers.

**20th Century-Fox**

**The Adventurer**—Cesar Romero and Binnie Barnes.
**The Cisco Kid in Chicago**—Cesar Romero.

**Universal**

**Oklahoma Frontier.**
**Chip of the Flying U.**
**Galloping Kid.**
**Outlawed Marshal.**
**Vigilante War**—All with Johnny Mack Brown.

## *Other Types*

**Rip Van Winkle**—Based on the legendary character. Planned by Monogram.
**The Fight for Peace**—War documentary, assembled by J. J. Milstein. Monogram to release.
**Gulliver's Travels**—Feature length cartoon, produced by Max Fleischer for Paramount.
**Pinnochio**—Walt Disney's second feature length cartoon for RKO.
**The Bluebird**—The Maeterlinck fantasy starring Shirley Temple for 20th-Fox.
**1,000,000 B. C.**—In the imaginative school. No cast yet. Hal Roach for UA.

# *No Entertainment Flow Snag, Is Hays Pledge*

(Continued from page 17)

gain advantages over the other by government regulation, then it is clearly not the business of the government to take sides.

"A true government is not just the protector of an innocent public against rapacious business. It is the trustee of the interests of business as well."

# New Anti-Trust Suit By Erie Company

PITTSBURGH—Damages aggregating $425,000 and a permanent injunction restraining distributor defendants from "enforcing unfair trade practices" are sought in the anti-trust suit filed here by United Exhibitors, Penn State Theatres Corp., Allan Emerman, Minnie Weil and Beatrice Emerman and I. Harvey Emerman, trustees for Maxwell Emerman and Sally Kate Emerman, all of Erie.

Defendants are the eight major distributors, Monogram, Republic, the Warner circuit, Erie Amusement Corp., Colonial Amusement Co., Thomas, Marika and Louis Galanis, Aris Theatre, William and Anna Fairgraves, Regent Theatre, Leo and Flora W. Guerrein, Hippodrome Theatre; William W. Zeny, Avenue Theatre; Joseph C. and George M. Seyboldt, Gem Theatre; Boyd G. Nyland, Folly Theatre; John Haven and American Theatre.

Plaintiffs operate the State, which is described as "larger, more modern and better equipped than the Aris, Regent, Hippodrome, Avenue, Gem, Folly and American and charges the same or higher admission than either." The complaint declares there is a $200,000 investment in the house with a purported rental value of $18,000 annually, but because of the acts of the defendants the rental value during the past six years has not exceeded $8,000 a year.

Among the charges averring that "by and through a series of compromises and combinations between and among each other" the defendants "have engaged in various contracts, acts and practices in restraint of trade," plaintiffs allege that the State has been relegated to the position of last run in Erie.

The charge is also made distributor defendants have agreed to refuse to sell the State first run product, confining such sales to the Columbia, Strand, Colonial and Shea's. The exhibitor defendants are alleged to have "required and demanded" that plaintiffs "agree upon certain minimum admission prices to be agreed on beforehand by plaintiffs before any films are licensed to them."

Exhibitor defendants are charged with overbuying "many feature films which are never used and which are not intended to be used," for the sole purpose of diverting this product from the State. In this connection, the complaint alleges the exhibitor defendants are privileged to cancel out films not shown upon "payment of 50 per cent of the license fee" to distributors. The latter are alleged to have conspired to deliver to the State "bad prints," and to have refused to accept booking dates on films when available.

## *Preparation Is His Watchword*

**New York—Preparation is what the eastern district manager of one major company believes in. Although there is no telling when the Schine suit will come to trial in Buffalo, this e. d. m. has already reserved a hotel suite in Buffalo. He says he will be at the Statler, eighth floor, rooms one, two, three and four.**

# Whalen Gets Trust Suit Under Shift

NEW YORK—Frederick Whalen, a special assistant to the attorney general, will handle the department of justice's all-industry suit out of the New York office under a rearrangement of personnel made by Thurman Arnold on a visit here this week.

Whalen was transferred from Washington, the shift, in turn, returning to that city Berkley W. Henderson, the former incumbent, and his assistant, William McGovern. This reduces the staff here by exactly two.

As indicated in BOXOFFICE, several cases until now handled by justice department headquarters here have been transferred to the office of John T. Cahill, U. S. attorney for the southern district of New York.



# Metro Incorporates Vital Code Parts

(Continued from page 4)

units the Weekly Payment Plan is optional.

"The score or recording charges will not be made on any contracts for its 1939-40 product signed subsequent to January 1, 1939.

"That it will gladly negotiate for some run of its product with any properly conducted theatre, providing the acquisition of such business would not seriously affect its revenue from any prior run.

"That it will recognize the desires of its customers to select days of their choice for the showing of percentage pictures where guarantees are given.

"That it will respect any legitimate claim for the elimination from its contract of any picture likely to be offensive or objectionable to its customers' patrons from religious, moral or racial grounds.

"And in addition: It will offer to its customers who have leased all product offered, and who are not in material default, an increased and unrestricted elimination privilege of:

"20 per cent elimination of features licensed where the average rental is $100 or less.

"15 per cent elimination of features licensed where the average rental is in excess of $100 and not more than $250 and

"10 per cent elimination of features licensed where the average rental is in excess of $250.

"Also will give full consideration to its customers' requests for the interchanging of a picture that is deemed to be unsuitable for preferred time showing.

"And where a theatre's prior commitments prevents it leasing the company's entire output it will in such cases gladly negotiate for a lesser number of pictures, including those available subjects in which the theatre is particularly interested.

### Optional Arbitration Clause

"It will continue to provide an Optional Arbitration Clause in its contracts and will arbitrate under such provision any claims made for breach of contract.

"It is now preparing a new form of license agreement. A rider will be submitted for the signature of those who desire to operate under the new conditions and who had previously signed an application for its 1939-40 product. That all may have a full knowledge of the complete contract, each is requested to read the new agreement when submitted, thoroughly and carefully.

"It has no present method of adjudicating clearance disputes or those affecting over-buying, but will conscientiously review any complaints brought to its attention and will continue to lend its every effort to bring about a more harmonious understanding.

"Its established policy of supporting its satisfactory customers, the fair method of designating pictures and other relationship with the trade is so well known that it is not believed necessary to reaffirm that which by performance over many years is so well established.

"It seeks the continued support of its customers and acknowledges its debt of gratitude to those who have in the past expressed their confidence in its policy by their uninterrupted patronage."

# Three Cancellation Brackets Provided

## *Wm. L. Peabody Dead*

CHICAGO—Wm. L. Peabody, 68, chairman of the board of Ansell-Simplex Ticket Co. and long associated with the ticket and ticket machine industry, died suddenly at his hotel here. Burial will be in El Paso, Tex., where he had lived for years.

### Filmack Into 16mm

CHICAGO—Entrance into the 16mm non-theatrical field via Filmack Laboratories is announced by Filmack Trailer Co. here. The new department will turn out titles and trailers for the 16mm branch.



# *Circuits Shy Clear of Plan to Patch Clearance, Overbuys*

NEW YORK—Major and independent circuits appear to be shying clear of any plan to arbitrate clearance, zoning and overbuying—provisions which are not incorporated in exhibition contracts—as hinted by Harry Brandt, ITOA president, who urges circuit leaders to join with distributors in "settling all moot matters" concerned with the purchase and playing of film.

Several circuit heads who received Brandt's letter declared they are uncertain over the precise intent of the ITOA head's proposal and express the opinion that it would be necessary to have Brandt make his position clear in respect to the phrase "moot matters" before committing themselves.

There is a cleavage of opinion as to whether some of the circuits would be willing to arbitrate clearance, zoning and overbuying. In some quarters the observation is made that unless every circuit and individual theatre operation becomes a party to a formal arbitration plan such a plan can never be fully achieved. This is said to have been one of the major obstacles in attempting to effect an arbitration plan in the ill-fated trade practice code, because it was felt that nothing could be accomplished in the way of relief if disinterested, third parties to a dispute would not cooperate.

Other opinion veers to the belief that Brandt is attempting to effect a revision of local clearance and zoning schedules which would deprive certain independent circuits of their rights under contracts in that clearance bought and paid for may be altered and affect booking and playing of pictures in these circuits, particularly runs long enjoyed by the larger independent chains.

Insofar as distributors are concerned, the consensus of sales managers contacted by BOXOFFICE seemingly holds to limiting arbitration to the contracts themselves; i. e., the specific provisions in each contract in respect to settling terms, defaults, switching, preferred playing time, etc. For example, Abe Montague, Columbia's sales manager, has informed the ITOA that, while there is no arbitration clause in his company's contracts, there is every willingness to arbitrate disputes by calling in a third party if all attempts at conciliation fail.

Neil F. Agnew, general sales manager for Paramount, has wired Brandt that his company's "new contracts provide for limited arbitration." William A. Scully, Universal's sales head, wrote the ITOA president: "We expect to insert an arbitration clause in our license agreements affording any exhibitor the opportunity, if he so desires, to arbitrate any dispute under the license agreement entered into for the exhibition of our product."

Herman Wobber, sales manager for 20th Century-Fox, has informed Brandt that, while his company's contracts will contain "an optional arbitration clause for voluntary arbitration of all disputes arising out of the performance of the contract," such questions as "clearance and overbuying cannot presently be made a subject of arbitration in our contracts. However, we will carefully and fairly investigate all complaints and use our best efforts to adjust any unfair situation to which we may find ourselves a party."

Warner and M-G-M, of course, have declared their positions in respect to arbitration, both companies having agreed to provide optional clauses in contracts to cover all claims and controversies which may arise. RKO, according to Jules Levy, general sales manager, "will adopt an arbitration clause" to cover 1939-40 contracts.

There is every indication that the circuits approached by Brandt have no intention of committing themselves until majority sentiment has crystallized, if at all. Meanwhile, John J. O'Connor, head of RKO theatre operations, says the matter has been referred to the circuit's legal department. C. C. Moskowitz, in charge of Loew's metropolitan circuit, declares he does "not want to make any comment about the situation at this time." An identical expression is forthcoming from a spokesman for the Cocalis Circuit, who adds his company will "do as we see fit." Century "is not in favor of it," an executive states, but admits the plan has not "been gone over in detail." Si Fabian, head of the chain bearing his name, could not be reached for comment.

Joseph M. Seider, president of Prudential Playhouses, states: "If all the circuits agree on something mutual and reciprocal, we will not hesitate to go along." Meanwhile, he adds, "We are waiting to see what the others will do."

Samuel Rinzler, partner with Louis Frisch in Randforce, is optimistic about arbitration. Says he, "We operated very happily when we had arbitration in this territory." He had not seen the letter reported sent by Brandt, but on further questioning added, "If clearance and zoning are to be included in the system to be generally adopted, we will go for it. But first," he concludes, "I want to see the letter and know what it is all about."

George Skouras, head of Skouras Theatres, declined to express an opinion because he had not seen nor heard of the letter when BOXOFFICE contacted him. "I cannot express an opinion on something I do not know. I first want to see the letter and digest its contents before I comment." Skouras asked a BOXOFFICE reporter what Brandt wanted to arbitrate specifically and whether this referred to film contracts. Since the questions were not made clear in Brandt's letter, Skouras prefers to wait for further details.

Max A. Cohen, who did not receive a letter from Brandt but was queried anyway by BOXOFFICE, said, "I would heartily subscribe to it immediately because I have no clearance on anybody." As head of Cinema circuit and Allied of New York, Cohen went further and added, "I have been striving for months to accomplish what Brandt is trying to do."

# Prudential, Century In Theatre Swaps

NEW YORK—With the conclusion of a five-year management-pooling arrangement, Prudential Playhouses has taken over one theatre in Long Island from Century and the latter, in turn, has acquired three from Prudential in the area.

Although the papers were signed September 20, the deal is retroactive to September 1, the date when the pool wound up. The theatres involved are the Suffolk, Riverhead, which Prudential takes from the Century. The Floral Park, Floral Park; Bellrose, Bellrose, and the Huntington Station, Huntington Station, formerly operated by Prudential now are under the exclusive management of Century.

The 15-year pool in Long Island between Skouras and Century, in which Prudential has an indirect interest, has about ten years to go.

Prudential has begun construction on the new Ridgefield, Ridgefield, Conn., a 550-seat house, which is expected to be ready in four months. The circuit in the next week or so will close the West Hampton Beach, South Hampton Beach and East Hampton Beach, each named after the towns they are in, until further notice.

Century recently took over the Community, Queen Village, L. I., from Morris Kutisker and Murray Schoen after having booked the house for several years.

Louis Nelson and Irving Renner, operating the Endicott chain, have acquired the Garfield, 16th St. and Avon in Brooklyn from Harry and Bernard Pear. The houses are closed but will be reopened shortly after renovation.

Another change is the acquisition of the Hudson, Cold Springs, N. Y., by Samuel Lampert. Phil Isenberg is the former operator.

# *Deals--Film and Mah Jong*

**New York—There's more than one way to tell when deals are in the making between distributor and important circuits.**

**About the easiest way is to spot who is lunching with whom. For instance, the other day at the Astor Hunting Room, at three different tables, the following groups huddled:**

**William A. Scully, general sales manager of Universal, and George Skouras and John Benas of the Skouras circuit.**

**Harry Gold, eastern sales manager for UA, and Charles Stern, eastern district manager, with Ted Schlanger, Warner theatre zone head in Philadelphia.**

**Joseph Bernhard, general manager of Warner circuit operations, and Clayton Bond, chief film buyer, with Ned E. Depinet, vice-president in charge of RKO distribution, and Jules Levy, general sales manager.**

**At still another table Rose Lichtman, wife of the assistant to Nicholas M. Schenck, was hosting three other film executives' wives and trying to get up a Mah Jong session.**



## *Smiling, and Glad to Get Home—*

—Photo by Cosmo-Sileo

*Stanton Griffis, chairman of Paramount's executive committee, and his wife, the former Whitney Bourne, pose for* BOXOFFICE *as they returned from war-torn Europe aboard the* Washington.

# *Griffis Had Paris Honeymoon, But Not According to Script*

*By* DAVE GOLDING

NEW YORK—Paramount recently produced a film called "Paris Honeymoon" but Stanton Griffis, chairman of the executive committee, had one that was not in the script.

Caught in Paris at the start of the second World War with his bride, Whitney Bourne, Griffis, declared: "The last two weeks were the most nerve-wracking experience you can imagine."

The imminence of the conflict was not so bad, according to the Paramount executive, but the air-raid warnings every evening were terrifying.

"It was very bad in Paris. It took from three to four days to get cables to London and no phone calls were allowed. I understand Barney," he said pointing to Barney Balaban, "had been trying to get me for days and the first time we spoke was when the *Washington* approached New York."

Balaban nodded his head in agreement. "We could not get a call through all week," he asserted.

Griffis went on to recite how it took him ten days to get passage on the United States liner.

"If I hadn't met a high school friend of mine from Ithaca whom I hadn't seen in 30 years, I never would have made the boat," he related. "When I walked into the office I saw this friend of mine, Dusty Bolam. We greeted each other and I said, 'Dusty, I am trying to book passage on the *Washington*.'"

"'You are on the boat,' he answered quickly, "and so I was when it sailed."

Due to crowded conditions aboard the boat which saw cots placed in the swimming pool, Griffis and his wife were separated. When Griffis went to his cabin, he found two priests, an art dealer and a Japanese business man as bunk mates.

He decided it was too crowded for comfort so he made a deal with the engineer in charge of refrigeration, a Scotsman, who rented his cramped quarters to Griffis. "At least I was alone," he commented wryly.

Griffis had only one comment to make on the war as affecting the industry. "Nobody can predict yet what will happen. It may help or hurt the industry, but it is too early to tell."

He disclosed that David Rose is remaining in London, but is moving his family to his country as soon as transportation can be arranged.

"I haven't any immediate plans," Griffis said in a reply to a question, "but let me tell you it is good to get back."

## *Paramount-Odeon Deal Status Still Uncertain*

NEW YORK—Status of Paramount's long-term leasing deal with Odeon for its eight British theatres is still uncertain, according to Barney Balaban, who was at the pier to greet Stanton Griffis arriving on the *Washington*.

Balaban said, "It probably is being held up temporarily, but that is just a guess. The fact is we will not know any more about it until we hear directly from London."

### Two War Reissues

NEW YORK—Regarded as timely subjects in view of the war situation abroad, 20th-Fox is reissuing "The Road to Glory" and "The First World War," which were released in 1936 and 1934, respectively. A complete line of new accessories is being prepared.

# Must Declare Exports Preceding Clearance

WASHINGTON—The department of commerce has amended existing shipping regulations to provide all shippers' export declarations must be filed after October 1, in advance of clearance. Films, of course, are included with other commodities.

The amendment applies to S. 60 under Subchapter A of Chapter 1 and provides:

"Any vessel taking on cargo for a foreign port, or a port in non-contiguous territory, and all shippers' export declarations covering cargo laden on board have not been filed, may, by application to the collector of customs on Commerce Form 1378B and the execution of the bond thereon, with security approved by the collector of customs as provided in Section 4200 R. S. as amended, be granted clearance; provided, however, that during any period covered by a proclamation of the President that a state of war exists between foreign nations, no vessel shall be cleared for a foreign port until all shippers' export declarations covering cargo laden thereon have been filed with the collector.

"This amendment shall become effective October 1, 1939.

"Section 4200 of the Revised Statutes, as amended by the Act of June 16, 1938, and Public Resolution 130, approved June 29, 1938, (46 U.S.C. 92); Act of April 29, 1902, as amended by Act of May 17, 1932 (46 U.S.C. 95)."

### Require Supervised Loading At the Port of New York

NEW YORK—Exports clearing through the port of New York are now subject to the following change in regulations:

"1. Effective immediately Shippers' Export Declarations, Customs Form 7525, will be filed in triplicate instead of duplicate as heretofore.

"2. All cargo must be laden under the supervision of Customs officers. It is, therefore, essential that Export Declarations must be received by the inspectors prior to the lading of the packages.

"3. The triplicate copy will be used as a notice of shipment to the lading inspector and will be transmitted to him by a Customs messenger.

"4. Exporters should realize the necessity of having those Shippers' Export Declarations filed timely in order to avoid delays."

Customs Form 7525 is identical with Commerce Form 7525.

## *Newsreels Exempted From French Import Decree*

WASHINGTON—Imports of newsreel films into France are exempted from import license requirement established by the decree of September 1, but remain subject to the exchange certificate requirement and censorship, according to a statement by the department of commerce. Films, however, remain subject to the import license requirement, as well as the recently announced general exchange control.

# Britain Tightening Up on Censorship

LONDON — The British Board of Film Censors has undertaken the "security" of censorship of films both for exhibition in this country and for export.

In a communique from the censorship division of the Ministry of Information to the BBFC, it is stated the censorship, imposed under the Defense Regulations, will in the first instance be carried out on a voluntary basis. Producers and exhibitors can avoid risk of incurring liability by submitting films to the "Security Censorship" which has been set up, while renters can avoid risk by dealing only in censored films.

The procedure will cover all films including newsreels produced or imported for exhibition in this country.

The exercise of the censorship under the Powers of the Ministry are briefly summarized as follows:

"The regulations make it an offense in any manner likely to prejudice the efficient prosecution of the war to obtain, possess or publish information on military matters, the term 'military' being used in its widest sense. False information is covered by the prohibition equally with true information.

**Naval, Military or Air Forces Covered**

"Matters specifically covered by the prohibition are any information about His Majesty's Naval, Military or Air Forces and their disposition, movement or condition, or about any operations or projected operations of the forces; information about measures taken for the defense or fortification of any place; information about prisoners of war; information about munitions. There is also a general prohibition with respect to any other matter whatsoever information as to which would or might be directly or indirectly useful to the enemy.

"The makers and exhibitors of films have the responsibility respectively as to what they make and exhibit and will incur liability by the production or exhibition of any films containing information which might be directly or indirectly useful to the enemy.

**No Additional Charge**

"The 'security' censorship of films produced or imported for exhibition in the United Kingdom will normally be carried out by the board's examiner concurrently with the board's normal censorship, and no additional charge will be made by the board in respect of the 'security' censorship.

"The board will undertake, on request by producers or importers, the 'security' censorship, of (a) films which have already passed their normal censorship, and (b) newsreels, topicals, locals and any other types of film which are not normally submitted to them.

"In these cases also the board will charge their normal fees, newsreels, etc.; being included with educational, industrial, etc.; films for this purpose. A certificate will be issued by the board in respect of every film for exhibition in the United Kingdom which passes the 'security' censorship."

# *A London Editor in War Times*

NEW YORK—First copies of *The Daily Film Renter* to reach here since England declared war on Germany contain a graphic word picture of the reactions of a British film trade paper editor to conditions under which the industry there is functioning. The description appears in "Wardour Street Gossip," well-known column conducted by Ernest W. Fredman who writes as "Tatler."

"I've never felt so lonely in my life, for I am dictating these notes in my usual office—but in a huge building, which, apart from the *Daily* staff, houses exactly three people where, previous to war breaking out, hundreds teemed busily the whole day long," he writes. "Wardour Street has all the atmosphere of a Sunday—everywhere is deserted; visitors are rare, and phone calls few and far between. Bloke goes along below the window shouting, 'Any old iron' as in pre-war days—and what a funny thought that is! We're at war—and it seems difficult to realize it—but there it is.

"The evacuation of Wardour Street over the weekend is carried out to the smallest detail, and now in a few of the distributing organizations, only a skeleton staff exists—for the majority are scattered everywhere, in places as far distant as Newbury, Rickmansworth, Tunbridge, Wells, Elstree, Denham, Pinewood, Welwyn, Wembley, and the like. I put a telephone call through to one or two of the outlying places, just to see how they were settling down—and was told there would be a two-hour delay—so it looks increasingly lonely.

"We've got to adjust our minds on an entirely new basis—but don't worry, we'll fall into it. It all seems very strange at this moment—but there's a grim determination everywhere, to see this thing through. We've shut our kinemas and everything is a trifle chaotic at the moment—but don't worry—we've got to make our minds up to what may be a long job of work—but it's got to be done—and we'll do it. The trade will play its part the same as every other industry—and play it cheerfully. So long, folks—hope to be writing to you in this column whenever we publish—which, though it might be somewhat restricted, will, I trust, be regularly during the week."

# *London Groups Striking Out For Maintenance of Quota*

LONDON — Continuance of the present quota legislation is urged in a letter sent to the president of the Board of Trade by the Association of Cine Technicians.

Text of the letter is as follows: "It has been brought to our attention that film renters have in mind the acceptance of British productions subject to the continuance of film quota legislation, and that such a contingency will be provided for under the cover of a general war clause. We trust this does not imply that such renters may have been led to understand that there is a possibility of the film quota legislation being repealed.

"We feel at the present time that it is more than ever important that the British film industry should continue to function, and subject to any policy which the Ministry of Information and other Government Departments may pursue, the greatest asset to commercial film production will be an assured market. The quota legislation gives this.

"We are very strongly of the opinion that, if the quota legislation is repealed, it may lead to a repetition of the unfortunate position which arose during the war of 1914-1918 when the American film industry largely captured the British film market—a calamity from which we have only recently begun to recover and for which recovery the quota legislation is largely responsible.

"We are sure the government does not wish a similar position to occur and, as we are of the opinion that the continuance of the quota legislation is the greatest safeguard against this, we trust that no action will be taken to repeal or amend the Cinematograph Films Act, 1939.

"If the government has such repeal or amendment in mind, we trust this association will be given an opportunity to outline its views to you before a final decision is taken."

The British producing industry also has gone on unanimous record for maintenance of the quota without interruption. A committee of the British Film Production Association will make representations to the government along these lines.

## British Daily Trade Papers Are Published Alternately

LONDON—How the war here has hit the British trade's two daily papers is demonstrated by an alternate publishing plan worked out by Ernest W. Fredman of *The Daily Film Renter* and Sam Harris of *The Cinema.*

Until further notice, both papers have agreed upon such a schedule. Both papers will retain their identities. Significant news developments will appear in whatever "The Paper for the Day" turns out to be. There will be at least four issues a week, Monday through Thursday, and special editions beyond as developments may dictate. In explaining the plan to his readers, Fredman states:

"The two papers will retain their identity, the policy here announced being a cooperation which, it is felt, might act as an example in other sections of the in-

(Continued on page 40-H)

# Lasky Sees No Flood Of War Pictures

LOUISVILLE, KY.—The picture-going public need not expect screens to be flooded with war films during the fighting in Europe, Jesse L. Lasky, veteran producer, said in an interview here during a two-day stay for the RKO Gateway to Hollywood talent quest.

"I believe the producers will cooperate with our government in efforts to maintain American neutrality by refraining from taking sides in the present war, and will not release pictures which might serve propaganda purposes," he added.

Lasky said he believed a few war pictures inevitable, but went on to say that most of these would not come until the war is over.

During his stay here, the producer spoke to the student body at the University of Louisville about the history of moving pictures and the modern trends in production.

Lasky observed his 59th birthday anniversary while in the city.

## *Ben Goetz Due Soon; Montgomery Back*

NEW YORK—Ben Goetz, in charge of M-G-M British production, is expected to arrive on the *Manhattan* due shortly. Goetz was slated to dock on the *Washington* last week, but was unable to secure passage.

However, Robert Montgomery, star of the suspended "Busmen's Honeymoon," made the boat with his wife and said on his arrival, "It is a relief to get back."

Montgomery revealed that the M-G-M British studios have been converted to headquarters for the Bank of England and the London stock exchange. Later the space will be used for food depots, he said.

Richard Thorpe, who made the trip to direct the film, said it was unlikely the production would be made here. He spent approximately 10 weeks preparing background shots.

### Decide British Film Fate In Coastal Huddle

HOLLYWOOD—When Richard Thorpe arrives from the east, Louis B. Mayer will decide whether or not M-G-M will resume production on "Busman's Honeymoon" here or drop immediate plans for the picture originally intended for production in England. Ben Goetz will also sit in on the conferences which may decide the future of the production.

There is some possibility, slight as it may seem in view of current circumstances, that England may not decide to relax on the quota status. In such an eventuality, production will be started again. For the moment, however, the fate of "Busman's Honeymoon" hangs in the balance and reports of it being definitely out are branded as erroneous by M-G-M executives.

## *Chances for a Copyright Conference Are Wrecked*

NEW YORK—The Second World War has wrecked the chances for holding the copyright conference at Brussels in the spring of 1940 to amend the Berne convention, according to Edwin P. Kilroe, 20th Century-Fox copyright advisor and representative of the Hays office copyright committee.

Kilroe is preparing a report of his European trip which he will present to the Hays office shortly.

"The subject of copyrights," he declares, "is not very important at a time like this. When there is a war going on, copyrights are the last thing to be considered."

### Handle "Inside Maginot Line" Independently

NEW YORK—Negotiations with Monogram for "Inside the Maginot Line" have been called off by Mack Littman and Al Selig, who will continue to handle the picture independently. Within the next few weeks, it will open in Philadelphia and Los Angeles.

### Republic Still Shipping To England, Ireland

NEW YORK—There is no cessation of Republic shipments to England and Ireland. Several prints were shipped during the week by Morris Goodman, in charge of foreign activities for the company, who says "things have slowed down to a walk now that the first excitement is over."

### "Torpedoed!" Playing at Globe in New York

NEW YORK—The Globe is currently showing "Torpedoed!" a Film Alliance release. The picture was filmed at Scapa Flow with the cooperation of the Admiralty and the Navy League. Prints and accessories are being rushed through by Film Alliance to meet booking demands.

### Strait Settlements Branch Being Opened by RKO

NEW YORK—RKO is opening a new branch for the Strait Settlements with headquarters at Singapore. The company is winding up its franchise deal with Pavilion, Ltd., its distributor there for years. Appointment of a manager for that territory is expected shortly.

### Eric von Stroheim Drops Von From His Name

NEW YORK—Eric von Stroheim, who looks like the typical Prussian officer, is being billed under his new name, Eric Stroheim, according to World Pictures which is reissuing "Grand Illusion," as a war film. Stroheim, it is said, has offered his services to the French government.

### Le Baron Here

NEW YORK—William Le Baron, managing director of Paramount production, is here from Hollywood on product conferences.

# Five Republic District Heads "Suspended"

NEW YORK—Five Republic district managers, representing the home office, have been temporarily suspended from their field arrangements but may be given other duties. The move has been taken because of James R. Grainger's activities in the field where he has been sitting in personally with franchise holders on important negotiations with circuits.

Jack Bellman, eastern district manager, has already taken over management of the Buffalo office succeeding Nat Marcus who returns to the sales force. Grover C. Parsons, west coast head, most likely will assume management of the San Francisco branch where he has been making his headquarters. Others not yet assigned are Max Roth, Chicago; Claire Hilgers, Atlanta; Harry LaVine, Philadelphia, and William Benjamin, St. Louis.

Al Adams on Saturday finished up his duties as publicity and advertising head with the work being parceled among the remaining force.

After various deductions, Consolidated Film reported a net income for July and August of $151,416. It is anticipated that income, after deductions, for the third quarter to end September 30, will figure at $232,000.

H. J. Yates, president, is on the coast conferring with M. J. Siegel on future production plans. Grainger, president of Republic, is due back Monday from a midwestern sales trip.

## *Schine and Majors Win Answer Date Delay*

BUFFALO—Represented by John Lord O'Brian, former assistant attorney general and gubernatorial candidate against Franklin D. Roosevelt in New York many years ago, major distributors and Willard S. McKay, representing the Schine circuit, asked for and were granted a delay until October 2 on answers in the "Big Stick's" suit against the circuit and major companies. Edward C. Raftery of O'Brien, Driscoll & Raftery, UA attorneys, did not make an appearance although he will represent the distributor independently.

Defense counsel asked for more time, declaring they were not ready on the six motions pending. John J. Doran, assistant district attorney, agreed to the postponement without argument.

### Get FWC Plaint Copies On Special Request

NEW YORK—Although major company executives named as defendants have not been served in the east, counsel for them have received copies of the "Big Stick" complaint against FWC on special request.

Considerable attention is being focused on the B&K case which wound up this week when majors rested without entering a defense on the ground the government failed to make out a case. Both cases are identical in that they charge violation of consent decrees.

# Daylight Saving to End in 16 States

NEW YORK—Daylight savings, with minor exceptions, on Sunday officially terminated a five-month existence in towns, villages and cities of 16 states, namely New York, New Jersey, Pennsylvania, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont, Ohio, Indiana, Illinois, Michigan, Georgia and Idaho.

In two Idaho towns, Kellog and Wallace, Daylight saving has until next Sunday. In Westfield, N. Y., it wound up September 3 and in Warren, Pa., September 4. There are a number of Maine towns which do not conclude the practice until September 30, while others have extended the extra hour of daylight to October 15.

There also are a number of upstate New York towns which saw the end of Daylight saving, September 4. Likewise, a few Vermont villages which finished up September 3 and September 10.

Many Canadian towns started April 23 and do not call a halt until late in October. Other cities and villages in the Dominions finished August 31, September 23. A few others have until September 30.

## *Picture Pioneers to Hold Fall Conference Oct. 20*

NEW YORK—Picture Pioneers, Inc., an organization composed of men who have spent 25 years or more in the industry, will hold its fall conference October 20. The event, according to Chairman Jack Cohn, will be a beefsteak dinner highlighted by the initiation of the following members whose applications were accepted: S. R. Kent, Herman Wobber, Cresson E. Smith, Frank Newman, Maurice Seidlitz, Lawrence Beatus, William A. Downs, Francis Doublier, W. H. Rippard, Arthur G. Whyte, Max Cohen, J. J. Fitzgibbons, Leo M. Devaney, Arthur Gottlieb and Herman Stern.

## *Arbitration Is Seen for Local 306 Demands*

NEW YORK—Unable to get together on the demands for increases by Local 306, reported at 25 per cent, an executive of a major circuit told BOXOFFICE, "It looks as if the matter will have to go to arbitration."

Under the ten-year master agreement, disputes which cannot be settled by conferences then go to arbitration. It is understood major circuits are asking that the current wage scale remain unchanged.

## *Seven Trans Luxes Show 20% Hike Since War*

NEW YORK—Business in seven Trans Lux theatres is up 20 per cent since the war broke out, directors of the circuit were informed Thursday at a board meeting. The company has four units in New York, one in Philadelphia, one in Washington and one in Boston.

## *RKO Hearing Postponed: Now Set for Sept. 27*

NEW YORK—The RKO hearing scheduled for this week has been postponed to September 27 so that Federal Judge William Bondy, who is returning from his vacation, may handle the matters to be taken up.

It is expected Atlas will disclose at this hearing what it intends to do about renewing its offer to underwrite the new RKO common.

### "Isle of Destiny" First By Fine Arts for RKO

NEW YORK—The first production of Fine Arts Pictures, the Franklyn Warner unit, for RKO release will be "Isle of Destiny" in Cosmocolor. William Gargan, Wallace Ford, June Lang and Katherine DeMille are featured.

"Land's End" will be the second of the three releases and will also utilize the new color process. A story based on the Ivory Coast slave traffic will be the third.

Warner now is on the coast conferring with George J. Schaefer on his company's production plans.

## *Cohns' Voluntary Cuts Columbia's Economy*

NEW YORK—Columbia officials declare they have no information on salary cuts beyond the one-third voluntary reduction voted by Harry and Jack Cohn at the annual stockholders' meeting on Wednesday. Harry draws $200,000 and Jack $116,000 a year.

The step was taken for "the period of emergency which they feel the motion picture industry is facing."

### New Season Deals Well Ahead of Last Year's

NEW YORK—Columbia's local selling season is a marked success with over 70 per cent of the possibilities in the metropolitan area already sold. Although independents are slow in buying this year, according to an executive, sales are far ahead for the same period last year which amounted to approximately 23 per cent of the total possibilities.

New season deals have been consummated with Griffith Amusement Co. of Oklahoma City, comprising situations in Oklahoma, Texas, Arizona, Kansas, Nebraska and Arkansas, and the Wometco circuit of Florida, whose franchise deal has been extended covering houses in Miami Beach, West Palm Beach and Nassau.

## *No Relations Breakoff by UA-B&K Is Reported*

CHICAGO—Despite reports to the contrary, the relationship between UA and B&K has not been strained to the point of a serious climax. Jules Rubens, for Great States, was discussing a deal this week. According to John Balaban of B&K, UA sales executives are expected to resume talks with him as soon as Rubens finishes up with his situations.

# Film Play Financing Awaits Guild Pact

NEW YORK—Representatives of the film companies who are negotiating with the Dramatists Guild on a plan that will permit the resumption of financing of plays are patiently marking time until the Guild council sees fit to pass on the contract to its membership for approval.

Such action is expected to take place within ten days. As one member of the majors' committee puts it: "We have been operating without it for so long another two or three weeks don't matter."

The usual "progress" was reported at the last meeting which was attended by Sidney Phillips of M-G-M, John Byram of Paramount and Jake Wilk of Warner and the Guild council.

It is agreed on both sides that no satisfactory arrangement can be made unless the following three problems are settled (1) the amount of advance payment for film rights to a play, (2) the percentage of the weekly gross which a film company would also pay for the rights, and (3) a formula for deciding when a show should be closed.

## *Metro Seals Three New Deals; Two More Near*

NEW YORK—After months of working out local conditions on master contracts, M-G-M this week signed new season deals with Warner, Fox West Coast and Mullin and Pinanski. The Warner deal is described as for a "period of years."

A memorandum agreement has been effected with the Comerford circuit which is expected to bring about the signing of a franchise in about a week, it is said. "Just odds and ends" remain for the Butterfield circuit deal to be signed.

## *Plaintiff Eisman Settles Suit Against Goldwyn*

NEW YORK—Suit of Mort Eisman, Clara Dellar and Robert Louis Shayon for $1,000,000 against Sam Goldwyn, Inc., Samuel Goldwyn, Eddie Cantor, and UA has been discontinued and settled out of the federal court as far as Eisman is concerned, but remains as to the other plaintiffs.

Action which charges the plagiarism of the plaintiffs' play, "Oh, Shah" in "Roman Scandals," was dismissed by Judge John M. Woolsey, who was reversed by the circuit court of appeals, which sent the action back for a new hearing.

## *New York Allied Meeting Scheduled Next Month*

NEW YORK—Allied of New York's statewide meeting will not be called until next month, according to Max A. Cohen, president. Asked if he cared to comment on the M-G-M announcement adopting many of the principles of the code, Cohen said there was no need to, inasmuch as he believed all other major companies would follow the lead taken by Gradwell L. Sears, general sales head for Warner.



—Photo by Cosmo-Sileo

## Shows Up Smiling—

*Rouben Mamoulian, who directed "Golden Boy," reaches Gotham for a brief vacation. As he emerged from the trainshed, he looked pleasant, like this.*

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THE Warner golf tournament is held once every 365 days. So this year the committee picked primary day, the one day in the 365 that the Alcoholic Beverage Control says it's unlawful to wet the whistle on the 19th hole—at least until after 5 p. m. So the boys played golf instead. Leonard Palumbo ran off with low gross. Behind him was Joe Hummel, Pat Marcone, J. Costellano and G. Feder came in next, in that order. In the class designated as Class A, Jules Girden registered first low net. Then Larry Golob, L. Dennis, Paul Lazarus and W. Cannon, in that order. Bunched for a tie in the Class B designation were eight players: A. Blum, J. Coronato, J. Goldsmith, J. Lubin, F. Miller, E. Reiner, A. Rubinger and Al Siegel. S. Friedman and T. J. Martin took 9th and 10th place.

Putting contest winner was G. Werner, with S. Newman and C. C. Ryan runners up. In a "nearest the pin" runoff, E. Schreiber and J. Wilk placed one, two. L. Rieger placed first in the driving contest. L. Roberts and Clayton Bond finished next in order. H. Rosenband was in a class by himself—duffer. The winners, players, whistle wetters and sundry others repaired to the club house—Glen Oaks Country Club—in the evening for what usually goes on after a golf tournament. Grad Sears was toastmaster.

The golfers included Miles H. Alben, Ken Aneser, Charles Bailey, H. S. Bareford, E. Bisher, A. R. Blum, W. V. Brooks, W. A. Cannon, Edward J. Carney, Al Carpenter, Joe Castellano, W. F. Clark, Murray Cohen, M. J. Connor, H. E. Cooke, Joe Coronato, Ed Dempsey, L. E. Dennis, H. M. Doherty, I. F. Dolid, Nat Fellman, Charles M. Foder, Norman Foley, S. P. Friedman, Morton Gerber, Jules Girden, J. J. Glynn, Joe Gold, Gil Golden, Jack Goldsmith, Joseph Goldstein, Larry Golob, Jess Gourley, Ralph Gordon, L. B. Griffin, Max Greenberg, Roy H. Haines, G. G. Halliday, W. S. Halliday, Lewis H. Harris, Maurice Henry, Ed Hinchy, John Holmes, J. S. Hummel, Franklin Hurtt.

Also S. Immerman, Arthur S. Jones, L. J. Kaufman, Herb Kempe, G. R. Keyser, B. Klawans, A. Kronenberg, Ernest Lange, J. A. Lannon, Paul N. Lazarus jr., Jerry Lubin, Karl MacDonald, W. S. McDonald, R. A. McGuire, W. J. McLaughlin, Joe McLaughlin, Frank Marshall, T. J. Martin, Pat Marcone, Frank D. Miller, E. H. Moray, S. E. Newman, T. O'Sullivan, Leonard Palumbo, Abbey Pushkin, L. J. Roberts, Harold Rodner, Harry E. Rosenquest, Sid Rechetnik, Elkan Reiner, Lester Rieger, Harry M. Rosenbaum, C. C. Ryan, Alan Rubinger, Henry Sanicola, Arthur Saxon, Sam Schneider, L. S. Schlesinger, Ed Schreiber, Martin Schiff, E. M. Schnitzer, Sol Shernow, A. J. Siegel, Herman Starr, Dan Triester, Al Trojack, E. H. Ullberg, Abel Vigard, Albert M. Warner, Jack L. Warner jr., Charles Warren, Rudy Weiss, Gene Werner, Robert Williams, Jacob Wilk and J. B. Zybulewski.

*Stanton Griffis' new sartorial makeup includes a large white carnation in his lapel . . . Sylvia Sewards, secretary to C. C. Moskowitz, has been meeting up with that "friendly cop" at 45th St. and Broadway, the one who escorts "friendly people" through traffic jams, relates an incident that occurred to her the other day. Said the officer, whose name by the way is "Happy," to her: "I only do this for children and Litvaks." Which was followed by a quick retort by Miss Sewards, who said, "Then I come under the heading of children" . . . Lou Irwin, who says his business is developing Broadway character actors for pictures, is planning to head for the coast the end of the week.*

John W. Hicks jr., says he gets his first foreign news, all latest developments, from the New York *Times* tape which he can see from his office . . . William French Githens, head of the Newsreel circuit, is back from San Francisco after supervising the opening of the first Telenews house there . . . Neil F. Agnew was down with the flu for a few days, but is now about again . . . J. J. Unger flew into town Thursday after two days in Boston on the Interstate circuit deal . . . Milt Kusell was in the Albany territory for a few days . . . Harry Brandt is still much concerned over his boy's health. Everybody is rooting for a quick recovery . . . Adele Howley, fashion editor for Metrotone News, was one of the Milkmaid judges in the contest finals held at the World's Fair.

BITS FROM THE EXCHANGES: *Everybody looks and acts busy . . . Up at Metro, Ben Abner dashing in and out of Ted O'Shea s office . . . Dave Levy, Universal branch manager, away at Poughkeepsie and Al J. Herman, eastern district manager, visiting in Philadelphia . . . Columbia's Nat Cohn selling chances on a punchboard. He explains he is doing it for his wife who is interested in raising money for the Hebrew Orphan Asylum. So* BOXOFFICE's *r. c. picks "Myra" which turns out to be the most expensive choice . . . The economy wave hit Monogram where Booker Phil Hurwitz and a switchboard operator were let out . . . Jack Ellis at RKO reports the Motion Picture Associates have finally selected the date for the annual shindig at the Hotel Astor. It is set for November 25 . . . Ann Levy, Bob Wolff's secretary, comes dashing out—a symphony in brown . . .* Al *Suchman huddling with Moe Saunders at 20th-Fox.*

Robert T. Kane, in charge of British production for 20th-Fox, hopes to return to England in a few days . . . Paul Muni and Edmund Goulding are in town. Muni will be starred this season in Maxwell Anderson's new play, "Key Largo" . . . Warner press releases now carry the following line on the bottom of the page: "Ann Sheridan 3,265 miles away" . . . RKO's inter-department bowling season is off to a good start with 40 employes entered. The league committee consists of James A. Clark, ad sales manager, L. E. Gaudreau, purchasing agent, and C. S. Fretz, auditor. John A. Farmer is club treasurer and J. S. Yeransian is secretary . . . The exhibitors' lounge at RKO is still entertaining out-of-town guests. The list includes: T. C. McElroy, Rex, Vale, Ore.; H. Shapiro, Anthony Wayne, Wayne, Pa.; E. Rochefort,

(Continued on page 40-D)

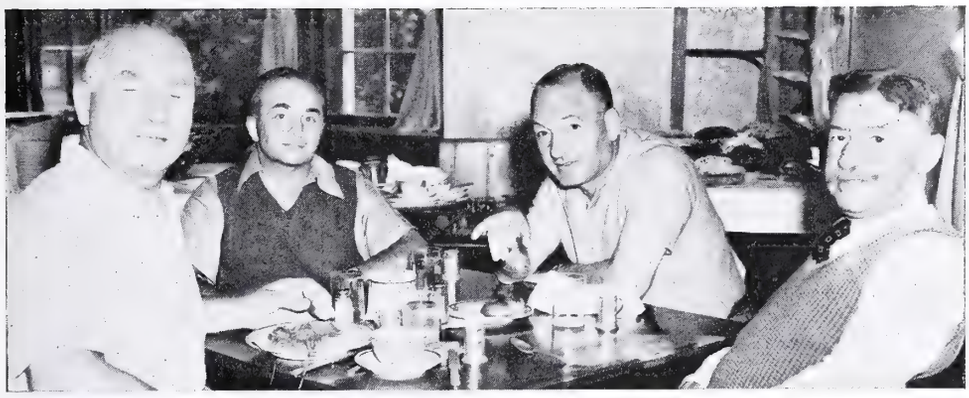
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—Metropolitan Photos

## Morros Delivers It in Person—

*With a print of "Flying Deuces," his first for RKO in his baggage, Boris Morros comes to New York. He's on the left in this photograph and seems glad to see George J. Schaefer, the process apparently working in reverse as well.*



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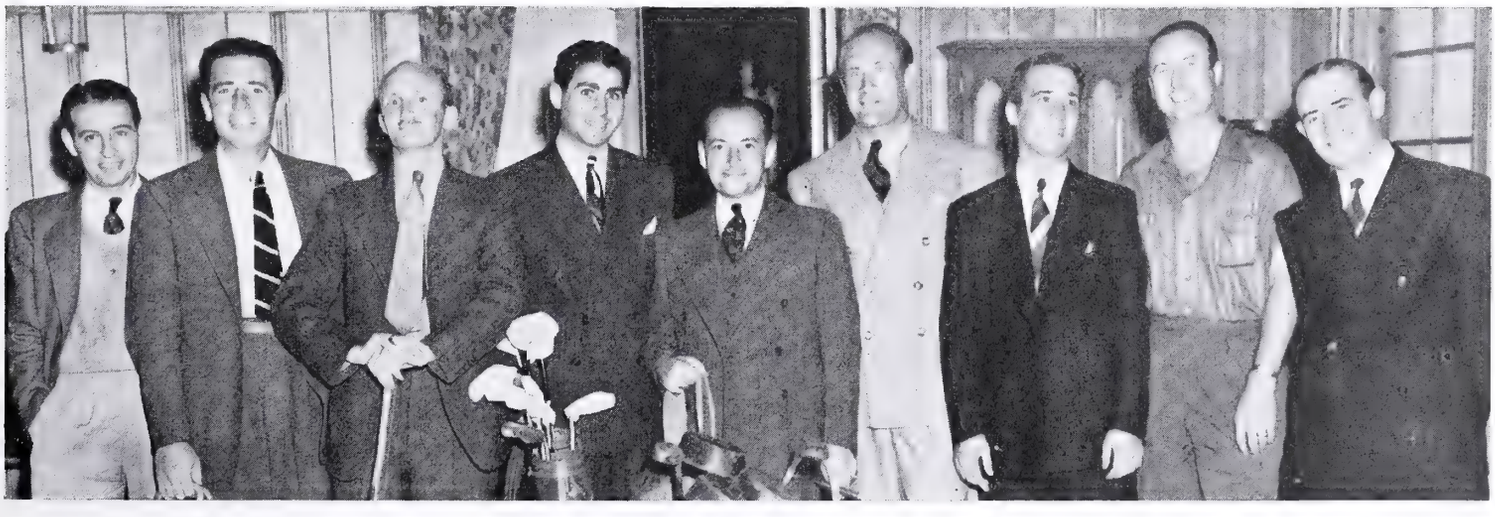


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## *Warnerites Forget War—European and Film—for a Day of Golf—*

—Photos by Cosmo-Sileo

*Glen Oaks was the place. The scenery above includes (1) Major Albert Warner, Sam Schneider, Jacob Wilk and Stanleigh P. Friedman. (2) Group shot embracing Frank Marshall, Harry Rosenquest, Leonard Schlesinger and Ed Hinchy. (3) Schneider in the dead center of a putt as lookers-on include Max Fader, Harold Rodner, Abe Kronenberg and Dr. Jonas Unger. (4) Grad Sears, looking muddled or something, and virtually surrounded by clubs, an implement he has been known to dodge. (5) Some of the winners, left to right, Elkan Reiner, J. Lubin, T. J. Martin, Arthur Siegel, H. Rosenband, who can now go digging at foundations; L. Dennis, W. Cannon, Sid Newman and Pat Marcone. Exceptional golfing ability was not a prerequisite for prize winning. Some of the lucky ones can vouch for that.*

# BROADWAY

(Continued from page 40-B)

Shelter Bay Music Hall, Shelter Bay, Quebec; Mrs. John Anton, Anton, Monongahela, Pa.; W. Bernard Denning, Star, Upper Sandusky, Ohio, and P. Schram, Orpheum, Kalamazoo, Mich.

*Bob Smeltzer, Warner central district manager; Harry Seed, Pittsburgh; Charles Rich, Buffalo; W. G. Mansell, Philadelphia, and John Pavone, New Haven, were home office visitors for conferences with Roy Haines, eastern and Canadian sales manager . . . Helen O'Toole, local MPTOA secretary, is back at her desk after a southern cruise . . . Frank J. A. McCarthy, Universal's eastern sales manager, is due back early next week after a business trip to New Orleans and Dallas . . . To prove that it really is a small world, Rutgers Neilson comes up with the fact that when he escorted ZaSu Pitts through the Music Hall —where "Nurse Edith Cavell" is on display with ZaSu prominently cast—she stumbled over Hazel Flynn, the theatre's publicity director. They were school chums, both hailing from Parsons, Kansas . . . Izzy Rappaport of Baltimore in for a quickie, most of it around RKO headquarters . . . Al Herman, Universal's district manager here, in and out of Washington in a couple of days . . . J. Calero Paz, former distributor for RKO in Peru, Ecuador and Bolivia and now an independent distributo of Mexican product, is in town on a business trip. His sister, Esperansa, is along and is taking treatment for an eye infection . . . Tom Murray, Universal exchange executive, has returned from an inspection trip to Dallas.*

VACATION VARIETIES: Milton Weiss of M-G-M's publicity department, spent much of his coast vacation at Howard Strickling's farm, which Weiss labels "Strickling from Hunger Farm." It's located in the San Fernando valley. Weiss says he went through the Frisco Fair in a private car, as he did when he escorted Jimmy Stewart through the N. Y. Fair grounds. Three days in Frisco, four in Catalina and four days at the studios is about all he can remember about the trip . . . Charles K. Stern, assistant treasurer of Loew's, is back at his desk, feeling more chipper than ever, now that he has a four-week Honolulu respite behind him. He's in favor of long vacations and visiting sights different from the ordinary and commonplace . . . Dorothy Kennedy, Loew receptionist, is browned to a deep nut shade after a week in Atlantic City . . . N. L. Nathanson mixed a bit of business with pleasure during his brief visit from the Canadian border early in the week.

*Ann Sheridan is set for personal appearances at Philadelphia, Washington and Pittsburgh, in that order, after her p. a. at the Strand, beginning October 5 . . . Luis Enrique Perez, Republic's distributor in Venezuela, advises Morris Goodman, foreign chieftain, that he has under construction a 1,000-seat theatre in Caracas, which will be named Cinelandia . . . Errol Flynn has terminated his summer vacation in the east and has returned to the Warner lot and "The Sea Hawk" . . . Lester S. Tobias has acquired national and Canadian distribution rights to the film series known as "Keeno-Quiz" . . . Sol Lesser has returned to the coast after supervising background shots around New York for "Our Town" . . . A. A. Schubart, manager of RKO exchange operations, is back from a Canadian business trip.*

Harry Shaw, New England head for Loew's, led the caravan of cars which paraded Broadway over the weekend to inaugurate the new fall season for the circuit . . . Jackie Coogan flew in from the coast early in the week to join a road company of "What a Life" . . . Bob Ritchie, London talent scout for M-G-M, is in town, having preceded Ben Goetz, Bob Montgomery, Dick Thorpe and Maureen O'Sullivan by a week . . . Annabella (Mrs. Tyrone Power) is en route to Hollywood with her 11-year-old daughter from Lisbon after a visit to her native France . . . Bill Sussman has been making a tour of 20th-Fox exchanges in the mideast.



—Metropolitan Photos

## The War Hurried Them Home—

*Sam H. Morris, vice-president of foreign distribution for Warner, and Mrs. Morris hurry back to New York from South America, their trip cut short by the conflict overseas.*



—Metropolitan Photos

## From Buenos Aires—

*Phil Reisman, general foreign manager for RKO, returns on the* Brazil *from the Argentine, his trip cut short by the war.*

*Christmas came a bit early at the local M-G-M exchange when news was broadcast E. K. "Ted" O'Shea, eastern district manager, landed first prize in his division in a sales contest for the year. The local exchange took second place in the final tally, Cincinnati garnering first. As a result, Elizabeth Hoffman, booking clerk, and J. Lalima, night examiner, have been awarded free trips to the Frisco World's Fair. They leave next month and must be back by November 1. Lou Allerhand, Jersey salesman, finished third in the national salesmen's division. Jack Bowen, Charles Wittner, the office manager and bookers each get two weeks' extra pay while the balance of the office staff have been awarded a half week's additional compensation . . . While on the subject of Leo the Lion, E. M. Saunders, western division sales head, sported a shade of pink on his visage which he says is a one-day booking of sunburn netted on the golf links over the weekend . . . Tom Connors, southern and eastern sales manager, hosted Sidney Meyers, partner in Wometco, the day before the exhibitor left for the land of the sun—Miami to you.*

MENU MEMORANDA: Rose Lichtman has completed arrangements to close her apartment here and leaves for Hollywood, Wednesday. Her husband, who is executive assistant to Nicholas M. Schenck, had planned to come east but called the trip off due to business pressure at the studios . . . Elmer C. Rhoden likes to rib Lon T. Cox, Fox Midwest film buyer and

(Continued on page 40-G)

# Talk Special Session To Mull Blue Law

WILMINGTON, DEL.—Conflicting views on the advisability of a special session of the state legislature at Dover to consider revision of Delaware's 144-year-old Sunday blue laws were expressed here by legislators following an announcement by Atty.-Gen. James R. Morford urging such action.

Morford, in a communication to Sen. Paul R. Rinard of Wilmington, father of Delaware's Sunday film bill vetoed recently by Gov. Richard C. McMullen, requested the special nine-member commission appointed to study revision for recommendation to the 1941 legislature, to decide as soon as possible whether they should or should not be enforced. Enforcement of old statutes would cripple the state's commercial and social life on Sundays.

His letter to Senator Rinard listed 2,000 violations of blue laws found by state police and city police of Wilmington in a survey on two successive Sundays. Eighteen amusement violations were listed in the state, none of which was labeled for Wilmington.

## *Federal Admission Tax Collections Take Drop*

WASHINGTON—Reflecting the normal midsummer slackening in the theatre industry, federal admission tax collections in August, representing July business, dropped $1,513,468.12 from $1,534,249.77 for the preceding month, according to figures compiled by the bureau of internal revenue.

Bureau figures disclose two features of the month. First, that for the third time this year receipts exceeded those of the corresponding period in 1938 and, second, that the drop from July to August was only a fraction of what it was a year ago, when collections fell from $1,618,813 to $1,425,062.88.

With collections for five of the eight months under those of last year, receipts for 1939 through August, $12,203,945.40, were $186,693 under the 1938 total of $12,390,638.28, bureau records reveal.

## *Capital "Thunder Afloat" Gross Nears Record*

WASHINGTON—The first three-day gross of "Thunder Afloat" at the Capitol beat every previous record for a similar period for the past 18 months with the exception of "Boys Town," and a Hardy Family film that played over a New Year's holiday, the management states.

## *Eyes Television*

NEW YORK—Charles C. Pettijohn jr., just turned 21 and already a year out of Georgetown University, will not follow in his father's footsteps. Rather than strike out for law, it is television for which young Pettijohn is gearing himself.

## *About the Actor*

NEW YORK—"To justify the feeling of the actors in this country as to why they have a great stake in a democracy it will only be necessary to indicate the position of the actor in any country in which democracy has ceased to function.

"In every such country the actor is no longer considered an artist with a definite contribution to make to the culture of his country and has come to be regarded merely as an instrument for the dissemination of the creed of its dominant political party.

"He is, moreover, an instrument which not only is played upon at will but is discarded or eliminated entirely, ruthlessly and arbitrarily, and without any relationship to, or consideration of, his artistic value.

"Thus in a great area in Europe, an entire group of skilled and able theatre workers has been forbidden to practice their art, not because they have lost their skill, not because they have ceased to contribute greatly to the theatre, but merely because their very existence in those countries runs contrary to a vicious and distorted concept of race and blood which has been adopted by the ruling groups in that area."—From the address of Alfred Harding, editor of *Equity*, official organ of the Actors' Equity Ass'n, before the National Conference of Christians and Jews at Williams College.

## *Story and Art of Telling It Stressed by Dietz*

NEW YORK—Films are poor when the stories are poor or poorly written, Howard Dietz, M-G-M's director of advertising and publicity, told a New York University class taking a motion picture course. He was guest of honor at the opening lecture on "The Cinema as Literary Art."

Motion picture art will come to full flower when a film is "the unique result of a unique temperament," Dietz said, giving as his opinion that the techniques of "cinematography and acting are subservient to the story to be told and the literary art of telling it." He urged that films should aspire original contributions from all sources.

## *Funeral for Julius Gould Is Held in Hollywood*

NEW YORK—Funeral services for Julius Gould, father of Walter Gould, UA's Latin-America supervisor, were held in Hollywood. He was 79.

The UA executive was in Buenos Aires when he was notified of the news. He is now en route to the United States.

## *"Harvest" Approved*

NEW YORK—The much-discussed French film, "Harvest," which originally was banned by New York censors, has now been approved. The board of regents reversed the board. This clears the way for the premiere at the World Theatre October 2.

# More Time for Filing Folly Particulars

NEW YORK—Federal Judge Alfred C. Coxe has signed an order extending the time of the Folly Amusement Holding Co., operators of the Brooklyn Folly, to October 16 to file a bill of particulars on all the majors and an amended bill of complaint against UA.

The plaintiffs seek triple damages of $750,000 under the Sherman anti-trust act, claiming the defendants conspired to put them out of business.

Defendants include all majors, Monogram, Republic, Randforce Amusement Co., and several individuals.

## *Leibell Cuts Award on "Letty Lynton" Run*

NEW YORK — Modifying the report of Special Master Kenneth E. Walser, Federal Judge Vincent L. Leibell has awarded $3,099 to Edward Sheldon and Margaret Ayer Barnes as their share of the profits of the run of "Letty Lynton" at the Capitol here.

The master had awarded the plaintiffs $16,470 as the total net. Judge Leibell found total profits to be $15,495, but cut this figure four fifths in accordance with the ruling of the circuit court of appeals. The picture played the Capitol the weeks of April 29-May 12, 1932. It had been held a plagiarism of the plaintiff's play, "Dishonored Lady."

## *Examine Zanuck on Coast After Payment of Fees*

NEW YORK—Examination of Darryl F. Zanuck will take place in California before Charles E. Millikan as soon as Robert E. Sherwood and the Playwrights Producing Co. pay to Julian T. Abeles, attorney for 20th Century-Fox, $150 for each day he will be required to attend hearings, $300 for railroad fare and $25 a day for living expenses.

This is in connection with Sherwood's action for an injunction against "Young Mr. Lincoln," which he claims deceives the public into believing it is based on his play "Abe Lincoln in Illinois."

## *Suit Over Song by Harms Settled Out of Court*

NEW YORK—Suit of Harms against Famous Music Corp. and Paramount Pictures has been discontinued and settled out of the federal court.

The action charged the plagiarism of the plaintiff's song, "Tell Me More," written in 1925 by B. G. DeSylva and Ira Gershwin in "Says My Heart," written in 1938. Paramount used the latter song in "Cocoanut Grove."

### Redecorate Kallett Capitol

ROME, N. Y.—The Capitol, a Kallett house here, is being redecorated inside and a new lobby and marquee added.

# ALBANY

MILTON KUSELL, Paramount district boss, was here for a huddle with Manager Clayton Eastman and the salesmen . . . Sam Davis of the Phoenica, Phoenica (Catskill Mountain town), was on Filmrow. Ditto, J. W. Bird, Arlington, East Arlington, Vt.; Walter Wertime sr. of Chestertown; Kingsley Ryan of Ausable Forks and Keesville; Lou Bucken, Amenia exhibitor, and Mrs. Bucken; Phil Straus of Pine Plains, and Mrs. Straus; Roger Marmon of Delmar Theatre, Delmar, and his latest, Bright Spot, Rensselaer; Frank Williams, Benton booker from Saratoga . . . Josephine Lasky, on M-G-M's switchboard, briskly efficient but pleasant.

*Twentieth Century-Fox's local Kent Drive crew, Manager Moe Grassgreen, Salesmen Benny Dare and Fred Sliter, Booker Dan Houlihan and Assistant Booker Elmer Sichel are in Boston for the second of three discussion and pep meetings in the big push on the* 1939-40 *product. The "dollar delivery" bunch in Boston, New Haven and one of the eastern Canadian exchanges are also in attendance. Drive Leader M. A. Levy of Milwaukee; William Sussman, eastern sales manager, and Tom Bailey, eastern district manager, are scheduled to speak.*

Metro held a screening of "Babes in Arms," new Mickey Rooney-Judy Garland meteor scheduled to shine at Palace, Albany, and other first runs in the territory. Those attending, in addition to Metro men, included: Lou Golding, Fabian division manager; Joe Shure, Fabian booker; Alex Sayles, Palace; Larry Cowan, Grand; Irving Liner, Proctor's, Troy, and C. R. (Tip) Roseberry, critic of *The Knickerbocker News*, Albany . . . Lew Waterman, Universal manager in New York, stopped at the local exchange while on a visit to his mother in Pittsfield, Mass. . . . Reason for Ralph Pielow carrying his arm in a sling is a broken wrist bone suffered when the Metro manager slipped in front of a theatre . . . Mrs. Bernard (Gladys) Mantha, secretary to Al Marchetti, Universal booker, resigned.

*Bill Barney of the Grand, Watervliet, has become an expert in construction, what with the building of a new residence in Clinton Heights . . . Ben Smith, local salesman for Hollywood exchange of Buffalo, and Mrs. Smith motored to Toronto to visit Mrs. Smith's mother. He reports that Canadians in that area did not seem jittery because of the war.*

Lou Goldstein, head booker for Schine, was a recent Toronto visitor . . . Mrs. Inez Ferguson, Copake exhibitor, was on Filmrow . . . Ditto, George Thornton of Saugerties, Henry Freider and Henry Grossman of Hudson and Seth Field, Schine booker . . . Mary Hawkins, Republic booker, at her desk on a Saturday afternoon when temperature reached a record of 92 degrees for the date in September . . . Stanley Goldberg, Columbia booker, working on a Sunday morning . . . Monogram exchange has received for distribution in Albany territory "The Fight for Peace," a documentary with a prologue by Hendrik Willem Van Loon and narration by David Ross . . . Community Hall, Newton Falls, operated by Leonard & Cheney, has been repainted . . . Anthony Minozzi, manager of Colonial, Albany, a Bernstein house, is a proud papa. New arrival is a boy.

## Smalley Renovates Three in Circuit

ALBANY—Three Smalley circuit units have been remodeled or are now undergoing renovation at a total cost of $65,000.

On the Delhi, Delhi, N. Y., $22,000 was expended, while $25,000 was spent on the Cooperstown, Cooperstown, N. Y. Approximately $18,000 is allotted for renovations now under way on the St. Johnsville in the New York town of the same name.

## *Infantile Paralysis Wave Bars Shows to Children*

HADDONFIELD, N. J.—An infantile paralysis outbreak throughout this area led local authorities to forbid children to attend theatres, churches and Sunday schools for an indefinite period. The public schools were also closed temporarily.



—Metropolitan Photos

## *Two Exhibitors and Zasu Pitts—*

*Having completed her role in "Nurse Edith Cavell," Zasu Pitts comes to New York and RKO's World's Fair Lounge. There she meets Nicholas J. Basil of Basil Theatres, Buffalo, and, on the right, Nikitas Dipson of Wheeling Theatres, Batavia, N. Y.*

## 'Concentrated Selling' Warner Watchword

ALBANY—Calling upon managers and executives of 26 Warner theatres in this zone "for concentrated selling of every picture, for greater showmanship and for even stricter economy in operation," Moe Silver, zone manager, observed unsettled conditions "make it necessary for us to get right down to business and work hard at our own individual jobs instead of speculating, worrying and wondering about the fate of the world."

Silver declared "An impending shortage of product will make it necessary to get extended runs on all pictures that can possibly be stretched through the managers' increased efforts."

Harry Goldberg, advertising and publicity head, addressed the group on merchandising plans. He emphasized the necessity of "reaching the people who will be interested in these pictures of special appeal that may not have top boxoffice stars."

Present at the meeting were: Charles A. Smakwitz, Ralph Crabill, district managers; Jules Curley, advertising manager; J. P. Faughnan, contact manager; Max Friedman, booker; Joe Weinstein, short subject booker; J. A. Wotton, sound engineer, and the following theatre managers: E. Selette, Albany, Albany; A. LaFlamme, Madison, Albany; R. Rosenthal, Ritz, Albany; A. M. Roy, Strand, Albany; J. Swartout, American, Troy; S. Sommer, Lincoln, Troy; Leo Rosen, Troy, Troy; Murray Lafayette, Avon, Utica; William Haynes, Stanley, Utica; Jack Breslin, Utica, Utica; R. H. Booth, Lafayette and New Family, Batavia; Dalton Burgett, Capitol, Dunkirk; F. M. Westfall, Keeney, Elmira; Mel Conhaim, Regent, Elmira; Ray Fahrenholz, Strand, Elmira; Cliff Schaufele, Majestic, Hornell; Bill Leggiero, Steuben and Strand, Hornell; Al Newball, Palace and Winter Garden, Jamestown; Jim Macris, Diana, Medina; Al Beckerich, Haven and State, Olean; C. L. Hollister, Babcock and Temple, Wellsville.

Silver also announced transfer of managers as follows: Al Beckerich from the Palace, Jamestown to the Haven, Olean; F. M. Westfall from the Haven, Olean to the Keeney, Elmira; Bill Leggiero from the Keeney, Elmira to Hornell; Al Newhall from the Majestic, Hornell to the Palace, Jamestown.

## *McFaul Will Build New Buffalo Subsequent*

BUFFALO—Vincent R. McFaul, president and general manager of Buffalo Theatres, Inc., operating the Shea theatres, first run and community here and in Niagara Falls, has announced plans for construction of another community theatre in Buffalo's lower west side. It will be known as Shea's Niagara, and is expected to be ready by the first of the year.

It is understood that at least two other community houses will be added to the Shea chain within six months. One is to be in the north side residential district, and another in the upper easterly section.

# BROADWAY

(Continued from page 40-D)

chief booker. The other day, while lunching with E. M. Saunders and Eddie Zabel, Rhoden brought up the subject of the Kentucky Fair. For the past two years, Cox has had reservations but it seems just as he was about to scamper off for the show Spyros Skouras called from New York to sit in on product conferences. Cox has taken the whole thing good naturedly and can't figure out how Spyros times the meetings with the Fair. Certainly, he indicates, Rhoden couldn't have tipped Skouras off because the usual reservations provide for Rhoden going along . . . Max A. Cohen has certain ideas revolving in his mind about the "Big Stick's" future attitude toward the industry and cautions that they are not printable because they are his own ideas and do not express official opinion . . . R. E. Griffith and his two bookers from down Oklahoma City way iron out a few wrinkles in the Columbia deal over a Lindy sandwich with Rube Jackter, Lou Weinberg, and Lou Astor.

*Caroll Case and David Pardell have been appointed special assistants to James Wolcott, associate producer of "The Ramparts We Watch." Arthur Jones, William Sikes, Frank Calabria, George Dangerfield and William Gerrity have been added to the technical staff . . . Lou Diamond, head of Paramount short subjects department, says the first of the symphonic shorts series, titled "The Blue Danube Waltz," has been completed and is scheduled for national release September* 29 *. . . Herbert Yates is on the coast, having made the trip from Gotham by plane . . . Sidney Meyers, head of Wometco Theatres, says his average score on the flat Miami golf courses is about* 95 *but when he gets to the pitchy terrain of the Maine links he gets around in the early* 80's *. . . Dr. A. H. Giannini and Tom Walker pausing to admire the new Holland House in Rockefeller Center . . . George Kallman, RKO's manager in Chile, is in town for home office conferences for the first time in three years.*

Jonas Rosenfield jr., of the Warner home office advertising department, is honeymooning in Pennsylvania with the former Ida J. Reed . . . Eugen Sharin, head of Transatlantic Films, returns from Europe on the *Conte di Savoia,* September 23, after a two months' stay on the Continent . . . Joseph Bernhard, head of the Warner circuit, is back at his desk after a four-day siege of grippe . . . Max Fellerman, assistant RKO circuit film buyer, has returned after a short business trip to Detroit and Chicago . . . Nat Holt, RKO's Great Lakes division manager, in for conferences with John J. O'Connor . . . Jim Brennan, the circuit's New Jersey division manager, elated about the fact that Jim jr., is going to the coast to take a post in the Universal publicity department under John Joseph.

*Ken Aneser of Warner's production department expects to be a poppa again within the next few weeks—"that's why I can't plan to see any Saturday football games" . . . Pat Casey sunning himself on the 7th Avenue sidewalk before taking to his office . . . Leo Spitz, hatless and surrounded by topcoated friends, taking in the evening Broadway sights . . . Nick Grinde, Columbia director, is in town from the coast . . . Lloyd Lind, assistant to George Weeks at Monogram, is mourning the loss of his father . . . Herb Berg's apartment shopping days are over. He has moved his family to the Bronx . . . from the Bronx . . . H. M. Richey has installed a combination miniature bowling alley and shuffleboard game as a sports pastime for exhibitors visiting RKO's World Fair lounge . . . Margaret Russell Ganz, former secretary to Bob Gillham at Paramount, gave birth to a six-and-a-half-pound boy Thursday at the Sydenham Hospital.*



## *To Convention Under Havana Skies—*

*Joseph A. McConville (he's wearing the glasses) sails for Cuba where Columbia will hold its first Latin-American sales convention. Charles Roberts, home office supervisor for that area (he's wearing the Panama) went along. Jack Segal, on the left, and Arnold Picker, on the right, flew a couple of days later for the same meeting.*

OBJECTION AND CORRECTION: Grace Rosenfeld, Hal Roach's eastern representative, insists that when she had lunch last week with Annie Laurie Williams, who represents John Steinbeck, the discussion did not veer to "Grapes of Wrath" but dealt with "Of Mice and Men," which Roach is producing. Twentieth-Fox is interested in the "Grapes" story but not so with Gracie . . . Jack Banner is no longer with *M. P. Daily.* He's now back in free lance radio publicity, his first love . . . The editor of that particular trade daily should check other papers before claiming exclusive stories. The one referred to is the shakeup of the N. Y. anti-trust division of the Dep't of Justice which ran first in the September 16 issue of BOXOFFICE, and then appeared elsewhere September 18.

*Beards for men appear to be the coming vogue like bustles for women. Latest to don a facial growth is Frank Donovan, RKO Pathe director, who grew a beauty while on the coast . . . The Bert Reismans (he is RKO's manager for Peru) announce their feature presentation: A baby girl, Penelope Margaret . . . Frank Pope is back as editor of the Hollywood* Reporter *. . . A local trade paper change has Jack Harrower joining the* Film Curb *. . . Ed Peskay, still moaning about business, is undecided about going to the coast.*

AT THE EXHIBITORS' LOUNGES: RKO entertained Maxine Johnson and Jean Gorder, popularity contest winners at the Huron, Huron, S. D., and the Capitol, Aberdeen, S. D., respectively. The theatres are of the Minnesota Amusement circuit. Also Martin L. Funk, Frankfort, Frankfort, Ohio; M. M. Fielding, Langley, Chicago; Nikitas Dipson, Wheeling and Buffalo, Batavia, N. Y., and Nicholas J. Basil, Basil Brothers theatres, Buffalo. Among the visitors to the Paramount lounge were Fred Carr and family, Ardmore, Okla.; Dave Wallerstein of Chicago; Julius M. Gordon, general manager of the Jefferson Amusement Co., Beaumont, Tex.; S. L. Oakley, district manager for the same company; Teresa Tuason, from Manila, P. I.; Hortense Shaw, secretary to F. J. Ludwig, Paramount associate with the Minnesota Amusement Co., Minneapolis; Mary Alyce Watts, secretary at the Northio Theatres Corp., Marion, Ohio.

*Laurence Bolognino, general operating head for Consolidated Amusements, says the new theatre to replace the Geo. M. Cohan will probably be ready for opening Christmas with a policy similar to that of the Times, a second run house playing duals on 8th Ave. and 42nd St. Bolognino is seeking a name for the theatre and everyone is invited to send in nominations with a season pass as the award for the lucky person.*

YOU ASKED FOR IT DEPARTMENT: The home office publicity manager for a major company was no little disturbed over stories emanating from the coast to the effect the staff was going to be trimmed. His boss happened to be on the coast at the time, so he forwarded a note inquiring if the reports were true mentioning the fact that the "boys" in the department were getting jittery and asking when the boss planned to return to the home office. He got a quick reply: "You're all fired, of course. And I'm never coming home."

# PHILADELPHIA

THE real Hollywood premiere spirit was resurrected when publicity men of Stanley-Warner and Metro put on a preview of "The Women" for a blue-blood invited audience. Affair took place at Station WCAU, and was combined with a fashion show put on by Hattie Carnegie. A microphone at the door announced Philadelphia's fashionables as they arrived, all in formal clothes, and some spoke to the gaping hundreds that lined the streets. Powers Gouraud played emcee. Klieg lights and newsreel cameras were there. Bows should be taken by Ev Callow and Milt Young, S-W, and Jimmy Ashcraft, Metro.

*Lester Stallman's Astor, Reading, is up to his ears in work, arranging the new season's stage shows . . . Jack Mulhall, S-W Wilmington district manager, is a captain in the U. S. Army Reserves, is wondering how long before he'll be called to the colors . . . Lewen Pizor, UMPTO president, is the proud and beaming father of a little girl . . . John Golder, Hollywood Pictures, had 60 city and state police and detectives over to a screening of the Jam Handy one-reeler, "Radio Blockade," a story of the two-way radio. He says even the cops got excited . . . Walnut Street Theatre is reopening with Yiddish stock.*

The Showmen's Club will be holding open house every Sunday night this year at the St. James . . . And the Variety Club will set aside 5 p. m. each day as cocktail hour . . . Al Herman, Universal district manager, was in town . . . Film delineating the value of drinking milk—Moe Verben, please note—will be released by Bill Heenan, Peerless, through Clark Films . . . Fourteen golf stars—practically stars, anyway—of the film industry held a private tournament at the Ashbourne Country Club . . . David Segal, Diamond, Hazleton, will also take over the Favini, Scranton, October 1 . . . Harry Cotton, Alexander Films, in town to establish the new preview enterprise . . . Adolph Haas, Alexander's eastern representative, also a visitor.

*Joe Morrow, Metro's upstate salesman, is in Mercy Hospital recuperating from an operation . . . Boss Bob Lynch and S. E. Applegate, riding up that way on a business tour, will drop in with flowers and candy . . . Bill Gabriel, Metro booker, will soon be driving his family down to Florida, then hop a boat to Cuba. He figures that's safer than going on the high seas all the way, what with these wandering submarines and mislaid torpedoes . . . Ted Schlanger and Lester Krieger, Warner, went to New York for a home office confab . . . Harry Tarrante, Aldine, and Maurice Gable, Boyd, are the new co-editors of the Warner Club* News.

The S-W Astor will soon be torn down and completely rebuilt . . . Iz Barowsky reopened the New Jewel this week . . . Herb Given and Charles Donahue, Grand National, announce they're still showing a profit with last season's films, despite the company's difficulties in providing new product . . . Sir Eli Ginsburg, Ray Smith and Murray Beier, who specialize in fight films, felt they were let down by producers when none made a record of the Nova-Galento fight. But the Louis-Pastor bout may cheer them.

*James Feeley, Metro's news cameraman, had his wrist fractured while photographing government agents dynamiting a bootleg still in New Jersey. A flying piece of timber crashed against his wrist, almost knocked him from the camera platform. Universal's Joe Krelling escaped injury . . . Jack Beresin announced first-rate progress on the Variety Club's annual banquet. He's being aided by Dave Weshner, vice-chairman; Ted Schlanger, dais committee; Harry Biben, entertainment committee, and E. M. Crowitz, publicity committee . . . "White Zombie," formerly released by Jack Golder, will now be handled here by Mike Levinson.*

Stanley Hathan is making a feature for the local Democratic campaign . . . Joe Conway, Egyptian, has inaugurated a Friday night policy of swing bands, for the swing-happy youth of the neighborhood . . . Stan Benford's keen eye picked out a girl who looked like Ginger Rogers, put her behind a baby carriage, and sent her around town to advertise "Bachelor Mother" at the Palace . . . Several S-W managers are slinging together a batch of Popeye cartoons as "Popeye Follies," and using them as a kiddy attraction . . . Jack Lexey went the limit in exploiting by planting a papier mache grave in front of the theatre with the caption: "The guy who thought he was quicker on the trigger than Frontier Marshal."

*Al Reh, Stanley, worked up realistic lightning and rain effects in a big lobby display for "The Rains Came." He also had an endorsement from Louis Bromfield, author of the book . . . Abe Goldsmith, Cross-Keys, won the affection of kids when he handed out miniature G-men toy guns . . . Irv Blumberg, Oxford, has his own quiz program, a "Musical Quiz Jamboree," put on by the house band. Cash prizes are awarded to persons who give the right answers . . . Matty Rosenbluth, Colney and Sol Getzow, Ogontz, are trying out similar ideas.*

Ben Blumberg, Lane, is working on a "most popular boy and girl of North Philadelphia" contest. Idea, tried elsewhere, has met with a lot of interest . . . Station WCAU has applied for a television license . . . Paramount exchange's air-conditioning system picked the stuffiest day last week to go on the blink . . . Paramount bookers are looking forward to a lot of extra work, now that they'll have to book trailers.



## A Theatre Reopens—

*A parade, a band serenade and an outdoor quiz program ballyhooed reopening of the S-W Germantown, in Philadelphia, under Manager Norman Bailey. Al Zimbalist, Warner publicity man, was the Mr. Quiz at the mike. The photo shows him questioning a girl from the crowd, while Roland Haynes, manager of another S-W house, the Colonial, looks on (left).*

## British Trade Papers to Publish Alternately

(Continued from page 39)

dustry during these strenuous days." Monday and Wednesday are *Cinema* days, with Tuesday and Thursday days for *The Daily Film Renter*.

Meanwhile, Wardour Street, London's film center, is virtually deserted. Columbia is maintaining a skeleton staff in its quarters, but the bulk of personnel has set up headquarters at Wadhurst Castle, Sussex. Twentieth Century-Fox has transferred to the Wembley Studios, General Film Distributors, which handle Universal here, to Sydmonton Court, Newbury, Berks; M-G-M from Tower St. to Scotsbridge Mill, Scots Hill, Rickmansworth. Paramount already is at Pinks, Shenley, Herts. Radio has set up a skeleton staff and all of its records at the Imperial Studios, at Boreham Wood. The rest of the staff is at home awaiting instructions. Warner will operate with a reduced staff at the Teddington Studios.

## Cinema Comics Formed To Operate in New York

ALBANY—Cinema Comics, Inc., has been formed to conduct a motion picture and theatre business in New York. Capital: 1,000 shares, no par value. Incorporators are Arthur Sheinberg, Edmund P. Silver and Herbert S. Keller, 1450 Broadway. Attorneys: Weisman, Celler, Quinn, Allan & Spett, 1450 Broadway.

## Mediate in St. Louis

ST. LOUIS—Federal mediation by William F. White, federal labor conciliator, has been employed in an effort to settle the wage dispute by the IATSE Local 143 and Fanchon & Marco, which company operates the Fox Missouri and Ambassador deluxers and the St. Louis Amusement Co. chain of 25 neighborhood houses.

# MPPDA Considering Race Bill Action

ALBANY—Atop of stories that New York exhibitors had mapped plans to join in the fight on the pari-mutuel amendment at the general election in November and the known fact that Assemblymen Denton D. Lake of Gloversville had suggested vigorous prosecution of such a policy at a dinner held during the Schine circuit annual convention, comes the report the Hays organization is considering action or a recommendation.

Carl Milliken, once governor of Maine, and now secretary of MPPDA, is said to have discussed the subject with the Rev. W. T. Clemens, secretary of the New York State Council of Churches, Protestant. The latter is in charge of the campaign upstate. Its officers have solicited and received pledges of support from chambers of commerce, farm organizations, church federations and others. Frank E. Gannett, publisher of 19 papers in New York state, has promised his assistance.

The Hays organization was one of those approached, through Milliken. Milliken, an MPPDA liaison man between churches, civic associations, women's clubs, parent teachers association, etc., has spoken here a number of times. He is said to have told Reverend Clemens that the picture industry is opposed to pari-mutuels and he would take up with his superiors the matter of cooperation in the campaign. Copies of propaganda pamphlets were mailed to him by the Council of Churches.

Exhibitors openly contend that pari-mutuels would hurt their business. However, in the Albany territory, exhibitors are reported to be wary about making a pronouncement or becoming active in the campaign. Sentiment in rural areas is believed to be overwhelmingly opposed to "legalized gambling" of this kind. Many city residents are said to favor a lifting of the ban on mutuels. One reason advanced is that it would permit the state to tap a new source of revenue.

## *Bernard Giannini to Wed In Hollywood Tuesday*

LOS ANGELES—Bernard, only child of Dr. A. H. and Mrs. Giannini, marries Colleen Sword at St. Brenden's Church Tuesday. A reception at the Town House will follow.

### Dad Hurries Home

NEW YORK—Dr. A. H. Giannini, who attended the Columbia stockholders' meeting on Wednesday, came here from Hollywood for this purpose and remained about 48 hours. He now is back on the coast in the swirl of a series of parties for his son, Bernard, who will marry Colleen Sword on Tuesday.

## *Sunday Shows to Salem*

SALEM—This town is the latest in the Albany territory to give Sunday shows an okay. Vivian Sweet is now showing them at his Star Theatre. Salem is a community of 2,000 in the center of a farming area.



## *Quaker City in Hollywood—*

*Jerome Myers (second from left), exhibitor from Philadelphia, and his wife and brother chat with Dennis Morgan (in uniform) and Gloria Dickson on the "State Cop" set at the Warner studio in Burbank.*

# WASHINGTON

THE world premiere and subsequent showing of Metro's "Thunder Afloat" at Loew's Capitol proved to be most timely in view of the spectacular submarine warfare of the past fortnight, and attracted capacity audiences. Although the theme dealt with the catastrophies of the late war, it served as a vivid reminder of the present crisis and was viewed from an educational standpoint rather than one of entertainment . . . Jerry Murphy, 20th-Fox salesman, advises that his brother, who apparently was stranded in Europe, has returned. To do so it was necessary to travel to Sweden and take passage on a Swedish cattleboat. The hustle and bustle of night and day traveling prevented a change of clothing during a ten-day period . . . Sam Mellitts, the call fireman from Denton, visited the Row . . . Universal's Walter Davis is sporting a new car . . . L. E. Jones of Mt. Airy was seen along the Row, and also Charlie Kostco booker for the Alpine circuit.

*The latest standings in the Exhibitor-Sponsored Testimonial to Universal show the local branch a fraction of a point out of first place . . . Sam Tabor, Universal salesman, has maintained his first place rating in the national sales drive. No wonder he carries the title of "Destry Rides Again" . . . Elmore Heins, Roanoke, is still confined to his home with an infection, the location of which remains to be discovered . . . Emmett Cashman, RKO home office auditor, has been assigned to the local office for a few days . . . A new marquee is being installed in the Lyric, Occquan, Va. . . . W. Sussman, 20th-Fox division manager; Edgar Moss, district manager, and Morton Levy, drive leader in the current S. R. Kent drive, visited the local exchange Thursday . . . Morris Zell, Metro checking supervisor, was married in Fredericksburg to Mollye E. Gallun on August 24 according to a recent announcement . . . Murray Greenfield, Metro booker, is vacationing . . . A. J. Herman, Universal district manager, was a recent visitor.*

The staff of the local Metro exchange was highly elated over its third place showing in the recent efficiency contest, which awarded two week's salary to the resident manager, office manager, and bookers, while the remainder of the staff received one half week's salary; in addition, a drawing was held to select a representative from the clerical department and also the service department to attend the San Francisco Fair with all expenses paid, the fortunate winners being Mrs. Elizabeth Wyatt and Mrs. Esther Blendman. A new house is being built by the Lincoln Theatre Corp. of Marion, Va., in Abingdon, Va., according to Manager Spud Querry.

*Ted Lohmeyer of Warner's Avalon Theatre, who recently married Alma C. Huffman, honored his co-managers as attendants at the ceremony, with Henry Coon of the Penn as best man, Fred McMillan of the Silver, "Buster" Root of the Tivoli, Lawrence Snoots of the Sheridan, as ushers. The reception was held at the Willard Hotel.*

The Variety Club of Baltimore favored Eddie Sherwood, Ascap representative, with a testimonial Wednesday night in appreciation of his efforts in securing talent for various occasions during the past year, the added feature of the guest's birthday enhanced the activities . . . James Roberts has opened his theatre in Keene Mt. . . . Curt Smith of Grundy, Va., advises that the New Theatre is now in operation and that the house in Haysi has been opened as well . . . J. K. Snapp of the Virginian, St. Charles, Va., has returned from a visit to his sick wife in Tennessee . . . Jim Goebel of the Goebel Interests in Bristol, Va., reports business on the upbeat . . . Columbia's Freddie Sapperstein visited with his family over the weekend . . . C. N. Odell of Paramount's home office journeyed to the capital recently with a print of "Rulers of the Sea," which was screened for a group of government officials . . . Warner's Earle Theatre staff is looking forward to the world premiere of Columbia's "Mr. Smith Goes to Washington," which is scheduled in the next few weeks . . . It is reported that a theatre circuit is dickering for a theatre site in Farmville, Va., with plans to build immediately . . . Metro's Phil Bobys is planning to move into his new home on September 25.

# RICHMOND

MARK DANIELS, Jesse Lasky's advance talent scout, was in town last Monday and Tuesday interviewing local aspirants for the leading roles in the next "Gateway to Hollywood" picture for RKO . . . Walter Shivers is putting on an old fashioned Movie Week at the Walker, using the Bill Hart picture, "Tumbleweeds," and Rudolph Valentino in "Son of the Sheik" . . . Elizabeth Copeland, film editor of the *News Leader*, attended the press preview of "Nurse Edith Cavell" in Washington last week.

*Another attempt was made to rob the East End Theatre recently, but the robbers only got a few nickels out of the candy machine. They also broke into Manager Pitts' office but nothing was missing . . . Floyd Stawls, manager of the Carillon, has returned from vacationing in his home town of Norfolk. While he was away, Keith Caudle acted as manager.*

Lavalia McCanna has been appointed secretary to Harold Wood at the home office of Neighborhood Theatres. Dorothy Shrewbridge, former secretary, has been advanced as secretary to Sam Bendheim jr., general manager. This vacancy was created when Virginia Snead was married last month.

*Claude Wilson, who is maintenance engineer of the Byrd, spent several days at Buckroe Beach as guest of his old friend, Joe West . . . Prospero Arcaro, manager of the Star Theatre in Fulton, will vacation in New York during the World's Series and also visit the Fair . . . Jack Tyree, who was a member of Loew's service staff during the summer, has returned to school . . . Charles Chapman is the new usher at the Carillon, and Lucy Cogbill is the new cashier . . . Frank Tyler is a new addition to the Byrd service staff, succeeding William Booker, who entered the V. P. I. Extension School.*

William Wickham has joined the staff at the Brookland Theatre, succeeding Billy Pearsall, who resigned to enter the V. P. I. Extension . . . L. W. Bryan is the new projectionist at the Lee . . . The Virginia State Fair is on this week and as usual is putting a big dent in the boxoffice receipts of all theatres.

*Albert Grover, salesman for RKO Radio, passed through town last week . . . Charlie Hulbert, who manages the Lee, caught up on all the new pictures last week while on vacation.*

The stage hands and operators had one of their well-known crab feasts at Connell and Miller's last Saturday night . . . Tom Pitts, manager of the East End and Patrick Henry theatres for the Pitts' circuit, is planning on putting the Patrick Henry back on a full week basis, after running only Friday and Saturday during the summer months.

*John Doherty, projectionist at Wilmer and Vincent's Colonial, with his wife, is visiting the New York World's Fair this week . . . Robert Amos now is ushering at the Lee, replacing Albert Budman, who moved to Washington . . . Wade Pearson, northern district manager for Neighborhood Theatres, was a visitor . . . A. Frank O'Brien, city manager of the Wilmer and Vincent theatres, visited New York . . . Elmer Humphrey and Glinden Duckworth are recent additions to the National Theatre service staff . . . Nellie Andrews has resigned as relief cashier of the Palace and Bluebird in Petersburg and is succeeded by Mrs. Bowman.*

## *Ends Summer Closedown*

FORT EDWARD, N. Y.—Lou Fisher has reopened the Bradley Opera House here, after a summer closedown. He is operating six nights a week.

# REVIEW FLASHES

BRIVELE DER MAMEN, A (Sphinx Films)—A dramatically touching story of the gradual disintegration of a simple Jewish family of what once was Poland. The chain of events is shown in relationship to the mother. Greenfilm of Warsaw produced.

DANCING CO-ED (M-G-M)—Belated entry in the jitterbug cycle, handicapped by a sophomoric plot, this will be dependent upon a few hilarious situations. Artie Shaw and his clarinet are literally dragged into the story to attract the customers, among whom the adolescents will predominate. Lana Turner has top billing, but in a part unworthy of her talents displayed in previous appearances. Edgar Selwyn produced; S. Sylvan Simon directed.

ESPIONAGE AGENT (WB)—Highly melodramatic story of America's counter-espionage system, impressively produced and interestingly informative. Its greatest asset, timeliness, is largely discounted through a jerky screenplay and heavy-handed direction. Joel McCrea's ability is wasted in the lead and the supporting cast struggles with him to overcome the hurdles in its path. Lou Edelman produced; Lloyd Bacon directed.

HERE I AM A STRANGER (20th-Fox)—A well-mounted, strongly dramatic story of a father-son relationship laid against a collegiate background which measures up as substantial entertainment certain to please on all counts. Richard Dix is outstanding in a wisely-selected thespic lineup. Harry Joe Brown associate producer; Roy Del Ruth directed.

RIO (Univ)—Grim and largely pointless melodrama, this has a South American penal colony for its locale and incorporates such a quantity of dramatic cliches that the impeccable Basil Rathbone and a first-class supporting cast cannot cope with it. Patronage will probably be derived from the male trade which likes action in raw chunks. John Brahm directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# BALTIMORE

EDDIE PEROTKA invited Variety Club members to the first big party of the fall season, where a big time was had by all celebrating Eddie Sherwood's birthday . . . Ruth Green Little is in Chicago visiting relatives . . . George Wheeler now is a salesman for Columbia in Pittsburgh . . . Joe Fields, Rivoli, has bought a large estate at Lochern, Md.

*An 11 o'clock preview at the Broadway of M. J. Kniejski's timely picture, "Poland in Arms," turned out a capacity crowd; members of the state senate, city councilmen and members of the newly formed assembly club were invited . . . Al Zalis, Globe Poster's roving salesman, is back in town after touring New England . . . Eddie Wheeler and wife are off to the New York Fair . . . Al Vogelstein and mother are at the World's Fair and then plan to go to Atlantic City.*

Martin Dixon, assistant manager at the Century, vacationed over the weekend . . . Report that Joe Schlee, Northway, is to manage the new Durkee Senate which is to open soon . . . Publicity stunt of the week was pulled by William K. Saxon, Loew's Century, in conjunction with "Winter Carnival." He placarded a large bus with signs saying "ride a greyhound this winter to the winter land of sports and don't miss 'Winter Carnival' now at Loew's Century."

*Morton E. Baker, manager of the Time Newsreel Theatre, announced that theatre officials have buried a stainless steel time rocket in front of the theatre. Opening has been set for October 1 on the 50th anniversary of motion pictures . . . James Elliott, manager Lord Calvert, lost his grandmother recently . . . A banquet was given at the Broadway for its softball team, winner of the theatre league. A trophy was presented by Howard E. J. Harding, chief censor inspector of Maryland.*

Motion picture interests may not have succeeded in stopping the Midget auto races at the stadium but after Mayor Jackson had received innumerable complaints from residents about the noise made he summoned the park board to consider the future policy of the stadium . . . Seen roving along Broadway last week: George Jacobs Goldfield, Harry Vogelstein, Balto Poster; Morris Oletsky, Republic salesman and Lou Youckelle, Capitol Printing Co.

*A daring holdup was staged at the Center Theatre last week at 8 o'clock at night when a lone youth slugged Manager John Anderson and escaped with about $150. Anderson nursed a lacerated right hand.*

## *Back on Full Time*

WILLIAMSTOWN, MASS.—The Walden Theatre is back on full time. It was open Friday and Saturday during warm weather. Cal King conducts the house, located at the seat of Williams College.

# Conflicting Reports On Effect of War

ALBANY—Conflicting reports as to effect of the war and the discount rate against Canadian currency, on the 20 or more theatres near the New York state side of the Canadian border, trickle into Filmrow. Some stories are that the boxoffice has felt it in places (Watertown is one mentioned). Others, that the dip in grosses has not been marked, at least not enough to cause widespread complaining. Smaller theatres and exhibitors probably would be hardest hit, because they operate on a narrow margin of profit. Even a difference of several dollars a day, due to falling off of Canadian patronage and to losses on exchange, would be important to them.

Filmrow reports have been contradictory, not only on the general effect of the situation, but on the policy followed by exhibitors with respect to accepting Canadian money. Since the exchange rate has increased—it was quoted at 11 per cent by Albany banks in mid-week—some houses, at least, are said to have abandoned the policy of taking Canadian currency at face value. One hears certain theatres will accept silver, but not paper, money at par, although banks here say discount is the same on both. Another story is that theatres do not discount small silver coins, or tack a "charge" on lower bracket admissions. However, the accuracy of this is challenged by a few observers. They point out the percentage loss to the exhibitor would be just as large on a 15 cent as a 30 cent admission.

It is stated some houses discourage the use of Canadian money, preferring that customers lay on the line in American currency. Also heard is the report some exhibitors accept Canadian money and sell it, possibly at six per cent discount, to "money men" in their localities. The money men hold on until they can make a profit when Canadian currency goes up.

It is generally said fewer Canadians are crossing the border, because their money will buy less in the States. Also that the exchange thing is a headache to theatre operators. The rate of exchange fluctuates not only from day to day but hour to hour—it went up one per cent within 60 minutes on a recent day.

## *Settle Lyken Valley Labor Dispute; Picket Cinemart*

PHILADELPHIA—Labor relations in the film industry here had one boost and one setback in a week.

Local UMPTO officers—Lewen Pizor, president, and George Aarons, secretary, and H. A. Snyder of Tremont, Pa., representing UMPTO's Lyken's Valley group, conferred with officers of operators' union, Local 307. They announced settlement of a dispute that has been bothering seven or eight theatres in Lyken Valley for the last four months.

At the same time, the union threw a picket line around the Cinemart Theatre (formerly the Poplar), charging employment of non-union help.




***Studio Visitors From the East—***

*Martin Hirsch, a Philadelphia exhibitor, and his two sisters are entertained by Jane Wyman, second from right, amid the slot machine atmosphere of the "Gambling on the High Seas" set at the Warner studio.*

# Suit Bars Expansion For Fox Midwest

NEW YORK—E. C. Rhoden, operating head of Fox Midwest, states there are no expansion plans under way for his circuit because of the government suit. Here for a few days with Lon T. Cox, chief film buyer and booker, Rhoden left for Kansas City Thursday with his aide after washing up several details on new product buys.

Rick Ricketson, head man in Fox Intermountain, returned to Denver the latter part of the week after spending 10 days in town on numerous routine matters.

## *Eastern Attorneys West For FWC Case Duty*

LOS ANGELES—Richard Everett Dwight of Dwight, Harris, Koegel & Caskey, eastern attorneys for National Theatres and 20th-Fox, is here from New York with Fred Pride and another legal assistant in connection with the "Big Stick's" alleged violation by FWC of a 1930 consent decree. Dwight and his aides are working with Charles A. Buckley, local counsel for FWC, and will remain here for about a month.

Larry Kent, chief booker for FWC, is due to leave New York the end of the month or the first week in October.

## *UA Turns to Some Questioning*

**New York—In an unexpected move, UA, Friday, used the government's interrogatory approach in the anti-trust suits against the majors, by filing 38 questions seeking to learn from the Department of Justice complete data on each theatre and individual against whom the government charges UA sought to conspire. Observers see in this approach a method of learning who the government witnesses are and thereby permitting UA to prepare its defense.**

# A Design for Probing In Coast Subpoenas

HOLLYWOOD—Exposition of alleged labor racketeering, possible income tax evasions and various corporate affairs is the design of Charles H. Carr, assistant U. S. attorney general in issuing subpoenas for William Goetz, assistant to Darryl Zanuck and William Dover, until recently an executive at 20th Century-Fox.

Immediately following empanelment of a federal grand jury before Federal Judge William P. James, it was said Goetz and Dover were to appear for questioning momentarily. Carr indicated he expects Attorney General Frank Murphy to come here from Washington September 25 to lend his weight to the investigation, at which time Carr tacitly admitted that William Bioff (ex-IATSE power), Zanuck, Joseph M. Schenck and other industry figures would be subpoenaed.

The assistant attorney general refused to divulge upon what subjects or along what lines the examinations of these executives were to be based. The grand jury is in session under U. S. Attorney Benjamin Harrison, with A. M. Buley, oil operator, as foreman.

## *English Transport Returns To Partly Normal Basis*

NEW YORK—Shipments and mailing to and from England have returned to a partially normal basis as far as Joseph H. Seidelman, in charge of Universal foreign affairs, is concerned. Mail is reaching the home office in nine days and film shipments are slightly delayed, but otherwise the usual routine is being maintained.

## *Composers Organize*

ALBANY—American Composers Alliance, Inc., has been formed as a membership corporation. Greenbaum, Wolff & Ernst, 285 Madison Ave., acted as attorneys in the proceedings. On the same day, a certificate of dissolution of American Composers, Inc., a Delaware corporation, was filed here.

## Newspaper Screen Critics Hold Executive Meet

CHICAGO—A meeting of the executive group of the Newspaper Screen Critics Ass'n of America was held here during the press premiere of RKO's "Nurse Edith Cavell."

Completion of the organization's constitution was practically set. Its principal points include:

To increase the importance of the screen writers and drama critics' positions.

To increase the amount of lineage given to pictures.

To alienate the theatrical page from the advertising department on newspapers.

To work in closer harmony and cooperation with the studios.

To exclude "hack writers."

It was made clear again by those in attendance that the organization is not a guild. Thus far, there has been better than 90 per cent acceptance of membership by those solicited by the association.

The executive body included Merle Potter, Minneapolis *Tribune;* Keith Wilson, Omaha *World Herald;* Harry Martin, Memphis *Commercial-Appeal,* and Buck Herzog, Milwaukee *Sentinel.*

## Two Quaker City Unions Join "Citizen" Protest

PHILADELPHIA—Two local unions joined the parade of protesters against the Paramount picture "Our Leading Citizen." The United Office and Professional Workers Union and its affiliate, the Insurance Guild, CIO, passed resolutions instructing members to boycott the picture as anti-union. They wrote to the Stanley-Warner circuit, urging it not to run the film.

### "Citizen" Escapes Sniping In a Strong Labor Town

TROY, N. Y.—"Our Leading Citizen," protested in several key cities on grounds of alleged unfairness to organized labor, escaped sniping in this strong workingman town during an engagement at Warner's Lincoln.

Troy was the only town in the Albany exchange area to react publicly against "Confessions of a Nazi Spy" when a delegation of Trojans requested Warner's Troy to withdraw the picture because it was "Communistic propaganda." The request was denied.

## Warner Houses in Western Zone Resume Schedules

ALBANY—Warner theatres in the western zone are back on regular schedule. Winter Garden, Jamestown, and State, Olean, reopened after summer shuttering, Majestic and Strand, Hornell, returned to full time operation. No Warner houses were darkened in the Albany-Troy-Utica district, supervised by Charles A. Smakwitz.

### One Still Dark

ALBANY—The Hippodrome, Little Falls, is the one Schine house which shuttered this summer and has not yet reopened.

# Canadian Imports Are Under Restrictions

OTTAWA—With the appointment of the Foreign Exchange Control Board by Hon. J. L. Ralston, minister of finance in the Canadian government, important rulings have been made in the regulation of import trade transactions and the flow of money between Canada and the United States and other countries for the period of the war. The measures affect the film trade.

A license system has been invoked for control of cash payments to individuals or firms in foreign countries and for the export and import of goods and securities, while it affects travelers coming into Canada who bring more than $100 in cash with them, a permit being required for a larger amount. Provision is made for the establishment of authorized agents for the issue of licenses or permits, these being chartered banks or postmasters.

While there will be no prohibition of imports, according to the Order-in-Council, the licensing provisions insure that foreign exchange requirements are based on normal commercial transactions, it is pointed out, the foreign exchange control being essential to Canada's war activities. Reading between the lines, probably what is meant is that large sums cannot be sent out of the country for the obvious purpose of safekeeping.

Licenses for export of currency, securities and foreign exchange must be obtained from authorized agents while licenses must be obtained for the import or export of goods and these include films, advertising accessories and theatre equipment or supplies.

Articles to be mailed outside of Canada are to be submitted for examination at a postoffice, otherwise they are subject to seizure.

For ordinary transactions, a person or firm may purchase foreign exchange not exceeding $100 in any month through an authorized agent without using the permit required for larger amounts.

Imports of goods not exceeding $100 in one month are permitted without license.

Non-residents may bring their automobiles into the Dominion without special license requirements but a permit is necessary if they take goods or money in excess of $100 out of the dominion.

Shareholders of companies whose head offices are in another country who own stock in excess of $1,000 are required to file a declaration with the board. This also applies to securities not exclusively payable in Canadian dollars.

Permits are to be issued for salaries, commissions and royalties received from a foreign country.

### Exchangelady in Albany

ALBANY—Eleanor Paradies, owner of the Hollywood exchange, Buffalo, stopped here briefly en route to New York. She is said to be the only woman exchange operator in upstate New York and one of the few in the entire country.

## Round Out Washington Variety Dance Plans

WASHINGTON—Plans are being rounded out here under the general chairmanship of Hardie Meakin, manager of RKO Keith's Theatre, for the Variety Club's annual dinner and dance. Meakin was named head of the arrangements by Abe Lichtman, chief barker.

Others named to assist Meakin are:

Sam Galanty, vice chairman; Ticket committee: Sam Wheeler, chairman, and Archie Engel, Nat B. Browne.

Entertainment: Carter Barron, chairman; Guy Wonders, Harry Lohmeyer, Harry Anger, Gene Ford, Clark Davis, Phil Hayden.

Reception: Sam Flax, chairman; Vincent Dougherty, George Crouch, Eddie Plohn, Kemp Mohler, Dave Birnet, Jerry Price, Jake Flax, Fred Rohrs, Bernie Kreisler and J. Simon.

Publicity: Ray Bell, chairman; Andrew R. Kelley, Nelson B. Bell, Jay Carmody, Bill Dolph, Gordon Hittenmark and Art Brown.

Printing: Archie Engel, chairman; Nat Glasser and Bill Hoyle.

Program: Sidney Lust, seating; Harry Brown, chairman, and Rudolph Berger.

Decorations: Harry Sommerville, chairman; Chas. Schulman, H. Sauber and Fred Kogod.

Hotel Reservations: Harry Lohmeyer, chairman; Joe Kaliski, Carroll Dikeman, K. Mohler.

Dinner: A. Julian Brylakswi, chairman; Tom O'Donnell and Harry Sommerville.

Finance and Budget: Rudolph Berger, chairman; Sam Flax, Angle Ratto, Sam Galanty.

Talent Hosts: Eddie Fontaine, chairman; Eddie Melniker, Allan Bachrach, James B. Fitzgerald and Alvin Newmeyer.

Out of Town Contracts: Rudolph Berger, chairman; Harry Bachman, Carlton Duffus and Bob Folliard.

Special Talent: Harry Sommerville and A. Mann and distinguished guest committee of John J. Payette, A. Julian Brylawski and A. E. Lichtman.

## Advocates Dissolution of New York Censor Board

NEW YORK—Dissolution of the New York censor board and abolition of all forms of "political censorship" pertaining to films, is advocated by Dr. Russell Potter, director of the division of motion picture study at Columbia University, in his annual report.

Said Dr. Potter: "The division opposes political control of motion pictures on the ground it is un-American, inevitably and wholly stupid in its administration and an unfair hidden tax on the producer, the exhibitor and the public."

## Metro French Executive Recuperates on Coast

HOLLYWOOD—Louis Chatain, M-G-M executive in France, is out of a local hospital and resting at home following a relapse recently. Chatain suffered a heart attack while flying from New York to be the guest at Cary Grant's home. Arthur M. Loew, head of the M-G-M foreign department, has made two quick trips here to visit Chatain, who now appears well on the road to recovery.

## Paramount Again Takes Title in Film League

NEW YORK—Paramount again takes the championship in the film league. The deciding game with Consolidated Film Laboratories ended in a six to five score. In the semi-finals, Consolidated bested Loew's by eight to five and Paramount took Columbia by a tally of four to nothing.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

# *IATSE Official Studio Group By Majority Near 2,500*

Hollywood's last remaining major labor dispute, the question of jurisdiction over some 12,000 studio workers, was settled when an official tabulation revealed that workers enrolled under the banners of the IATSE and the United Studio Technicians Guild who trooped 8,000 strong to the polls in a special national labor relations board election had chosen the IATSE as their collective bargaining agency by a majority of nearly 2,500.

Balloters were spurred by the pledge of Joseph M. Schenck, president of the producers association, that he would immediately open bargaining negotiations with the winning faction. Pressure by the USTG had earlier caused Schenck and the IA to halt negotiations for a new set of wage scales and working conditions for the various IA locals involved in the election. Schenck and his producer committee had held one brief meeting with William Bioff, who was conducting negotiations for the IA, at which the decision was reached to postpone the session until after election.

The polls were open 18 hours and voters were given three alternatives—choice of representation by the IA, the USTG or a ballot against both organizations. Those participating included cameramen, lamp operators, props, gaffers, laborers, sound technicians, lab workers, projectionists, electricians and machinists.

The IA was supported in a "solid front" campaign by other AFL affiliates, including the musicians, carpenters, plasterers, and the Screen Actors Guild. The studio painters, also operating under an AFL charter, had thrown its weight in favor of the USTG, indicating they would affiliate with the latter should it be victorious.

Meantime the SAG is speeding preparations for its annual election of officers and directors. New pilots for the acting union will be selected at a special meeting October 1. The SAG's standing committee has mailed out a new questionnaire to all Class B members by which it hopes to complete a general survey of the situation confronting extras, including their average cost of living, average wages and other information. Findings will be incorporated into a thesis recommending a solution of the extras' and bit players' problems.

The SAG will participate in the annual convention of the California State Federation of Labor at Oakland, September 25, with President Ralph Morgan heading a list of delegates including Edward Arnold, Walter Abel, Noel Madison, Larry Steers and Pat Somerset.

Artists Managers Guild has called a meeting of its negotiating committee to study the licensing agreement drafted by the Screen Actors Guild. If approved by that body, the contract will be submitted to the AMG's general membership. It already has been smiled upon by the SAG directorate. The plan provides for a five-year agreement under which agents will be franchised by the SAG, and without which franchise they will not be permitted to represent actors in studio dealings.

Aubrey Blair has resigned his post as an SAG executive to join the American Guild of Variety Artists as Pacific Coast organizer. The AGVA is the organization created by the Associated Actors and Artistes of America to replace the American Federation of Actors, charter of which was revoked some time ago.

Other labor developments:

The board of directors of the Society of Motion Picture Film Editors has rejected requests by various independent producers that the established wage scales be reduced in certain instances. The organization is preparing to open negotiations with Walt Disney on a working agreement for members of that craft working at the cartoon plant.

Screen Cartoon Guild has called a mass meeting for October 2 to vote on a proposal that the group affiliate with a national labor organization. Its executive board has approved plans to apply for a charter in the international studio painters local. The SCG membership comprises some 350, workers at the Leon Schlesinger, Walter Lantz, Charles Katz and M-G-M cartoon plants.

Negotiations by the Screen Readers Guild for a producer bargaining agreement still are snagged over certain clauses in the suggested contract.

# A Design for Probing In Coast Subpoenas

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## *Urge "All-America Games" As Olympic Alternate*

Substitution of an "All-America Games" for the 1940 Olympics should Finland, where the latter are scheduled to be held, decide to cancel them because of the European War, has been suggested to the National Amateur Athletic Union by a group of Hollywood notables headed by Walter Wanger, Tay Garnett and Pat O'Brien. The move was launched by O'Brien in a telegram to Daniel Ferris, NAAU official, pointing out the value—in the interests of peace and goodwill—of a major sports program among the countries of the western hemisphere.

Lined up in support of the move are Edward Arnold, Broderick Crawford, Bing Crosby and Jean Hersholt.

## *Gross East on Plans For New Film Firm*

Announcing plans for a new independent production company, Edward Gross, formerly connected with Sol Lesser and David L. Loew as a production associate, has gone to New York to confer on monetary details with Jules Goldstein, eastern financier, who is backing Gross in the venture.

# *Production Maintains Upward Climb; 39 in Mill, 10 Wait*

For the second successive week, developments abroad to the contrary, production has spurted upward, and now stands at 39 in work with ten others on the line for immediate starts.

Columbia gunned "His Girl Friday" to bring its total up to five. Metro signaled starts on "A Call on the President" and "Dr. Kildare's Secret," but finished "Remember" and "Balalaika" to hold its production pace to five. "Heroes in Blue" went into work at Monogram, which is filming two.

Paramount started "Gun Chores" and wound up production of "Emergency Squad," totaling six in work. RKO Radio shoved off "Legion of the Lawless" to raise its total to six. Two features, "Covered Trailer" and "Rovin' Tumbleweeds," and a serial, "Zorro's Fighting Legion" got off the mark at Republic, which lists five in production.

Twentieth Century-Fox, with no new starts, finished "The Simple Life." It has eight on sound stages. Various United Artists producers are at work on five features, none new starts. Universal accelerated "Test Diver" to bring its total up to six. Warner is filming three, including "The Fighting 69th," a new start, and sent "Gambling on the High Seas" into the cutting room.

# Knives of Economy Continue to Cut

Although the large-scale employment purges which hit many of the major plants after the outbreak of the European war have apparently subsided, at least temporarily, more than the usual number of personnel changes, many of them undoubtedly as the result of adopted economy measures, have been recorded.

This has been particularly noticeable among studio publicists, a factor which led the Screen Publicists Guild to call a special directors' meeting for the purpose of discussing possible protective measures. At Paramount, for example, ten members of the publicity department were dropped from the payroll, including Lance Heath, Frank Pope and Idwall Jones.

On the other hand, 11 scenarists have been added to the staff of the Marathon Street studio, all on one-picture deals, while only three writers have been released. On the same lot Robert Florey, director, will wind up his contract upon completion of "Strange Money," his current assignment.

Max Siegel has checked off the Warner lot as an associate producer after more than a year with the studio, during which he produced "Indianapolis Speedway." Also leaving the lot is John Payne, actor, who last appeared in "State Cop." He will freelance.

William Hebert has resigned his post as publicity and advertising director for Selznick International, effective when a successor has been found.

At the same plant, Marcella Bannett Rabwin, assistant to David O. Selznick, also turned in her resignation after a ten-year association with the producer.

Troy Orr, who recently resigned his position in 20th Century-Fox's advertising-publicity department, has been added to the Universal staff under John Joseph and, as his first assignment, went to San Francisco to handle the opening of the reissued "All Quiet on the Western Front" at the Orpheum Theatre.

His writing assignment completed, Daniel Taradash has left the Columbia studio payroll and returned to New York.

To coordinate overlapping functions and increase the efficiency of operation generally, Robert M. Gillham, Paramount's advertising-publicity director, has revised the studio setup by placing Cliff Lewis in charge of the advertising, publicity and trailer departments at the studio. Terry DeLapp and Herbert Moulton, present heads of the publicity and trailer units respectively, will continue in their current capacities.

Claude Binyon has been granted a release from his Paramount writing contract and has moved over to Columbia to join Producer Wesley Ruggles, with whom he has been associated for several years.

Twentieth Century-Fox has dropped Chick Chandler, comedian, from its contract list after three years with the studio.

## *"Beast of Berlin" Put Into Production Mill*

With the selection of a complete cast, a director and an increased budget, Ben Judell's Producers Pictures Corp. signaled a start on one of the most ambitious films in its 60-picture schedule for 1939-40, "Hitler—Beast of Berlin," at the Grand National studios. Judell has reiterated that the story, dealing with the underground anti-Nazi movement in Germany, is not war propaganda and is not intended to inspire hatred for any European political group.

Leading roles have been assigned to Roland Drew, Steffi Duna, Greta Grandstedt, Bodil Rosing, Allan Ladd, Vernon Dent and Hans Joby. Sherman Scott, who has piloted several "March of Time" reels in New York, is the director and Jack Greenhalgh is in charge of photography.

The film is an adaptation of "Goose Step," an original story by Shepard Traube.

### Next Marx Vehicle

Next Marx Brothers comedy at M-G-M will be "The Marx Brothers in Europe," with Lewis K. Sidney assigned as associate producer.

# Anti-Nazis Get Full Picture of Crisis

In the most important meeting since the new season's activity began, more than 250 members of the Hollywood Anti-Nazi League who turned out for the group's annual membership session were presented a clear-cut analysis of the present world crisis, its meaning for American democracy and the part the HANL and kindred liberal organizations in Hollywood must play during the coming year.

HANL members also nominated and elected a new executive board and executive committee to guide the organization's destiny for the next 12-month period. Unanimously chosen to the board were Donald Ogden Stewart, re-elected chairman; Frank Tuttle, vice-chairman; Ben Bernard, treasurer, and Dudley Nichols, secretary. The new executive committee comprises Edward Chodorov, Milton Merlin, Mrs. Sidney Buchman, Prof. Norman Byrne, Maxwell Shane, Herbert Biberman, Dr. Marvin Harris, Attorney Charles Katz, Francis Faragoh, Marian Spitzer, Mrs. Charles Page, Hy Krafft, Mrs. J. Edward Bromberg, Jay Gorney, Frank Scully, Mrs. Jerome Sackheim and Donald Rose.

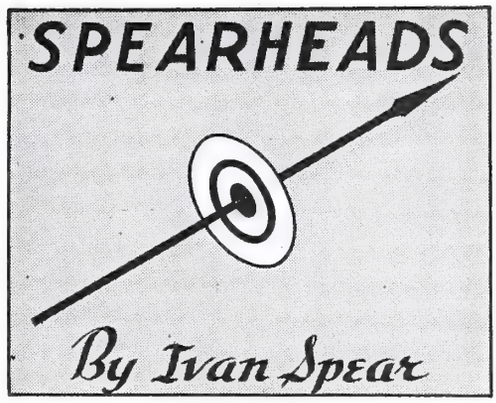
With Irving Pichel presiding, featured speaker at the annual session was the Rev. L. M. Birkhead, founder and national director of the Friends of Democracy, who pointed out the new guises Nazi activity will take in this country now that Germany is at war and predicted that the League and other liberal groups must quadruple their activities in order to combat it. Pichel, following, reviewed the League's accomplishments during the year and charted plans for the immediate future.

In a subsequent session attended by the League's studio committee Doctor Birkhead shared the speakers' platform with Dr. E. Guy Talbot, field secretary of the World Alliance for International Friendship Through the Churches. Biberman, one of the HANL's founders, also delivered an analysis of the war situation.

Other liberal developments:

Continuing its fight to secure revision of the government's neutrality act, the American Union for Concerted Peace Efforts has scheduled a rally to be held at Philharmonic Auditorium, September 29. Director W. S. Van Dyke and Melvyn Douglas, among other members of the film colony, who are active members of the organization, will attend.

Third, and termed definitely the last, postponement of the Motion Picture Artists Committee's scheduled all-industry banquet has forced the date back to September 25. Attorney-General Frank Murphy, scheduled to appear as chief speaker, notified MPDC leaders the pressure of government business in Washington would prevent him from arriving until that time. Chief items of business will be the presentation of the first annual Award of Merit to the producer of the picture deemed to have made the greatest contribution to democracy during the 1938-39 season.




FURTHER consideration of the avowed war-time policies of the major studios reveals inconsistencies in addition to those reflected by the general attitude that all unnecessary economies can be effected through the elimination of waste and non-essential expenses—and without curtailment of production budgets.

One such paradox possibly lurks in the tendency to shelve pictures which, prior to the actual start of the European conflict, were touted as ranking entries in Hollywood's widely-acclaimed, but always unofficial, Americanization campaign. Typical is "Underground," story dealing with the anti-Nazi movement within Germany itself, which was to be made as a Warner contribution to the righteous sell-America-to-Americans cycle.

The necessity of keeping Hollywood product strictly neutral is given as the reason for scuttling features of this type. To challenge that reason, to propound a thought that the cloak of strict neutrality may conceivably cover an occasional absurdity, is undoubtedly dangerous procedure, in view of the universal feeling as regards this nation's unbending need to remain neutral.

Nevertheless, the situation does pose the following question:

In making such pictures as "Confessions of a Nazi Spy," "Blockade," and others of comparable theme, the producers were loud and emphatic in their declarations that the documents were not directed against any nation or group, but, rather, were designed to bring home forcefully to Americans their countless advantages under our democratic government as compared to the isms-ridden peoples of other countries. And, more importantly, to combat the spread of those dangerous isms in the United States.

Has the outbreak of the European war—long a foregone conclusion—eliminated the need for such lessons of patriotism and appreciation for Americans? Has it lessened the threatened spread of undemocratic doctrines within this country's borders?

There are many and obvious arguments which can be offered in support of the theory that the war has accentuated, rather than diminished, the need for celluloid preachments in the Americanization vein; that the interests of national neutrality can best be served by continuing to enlighten the citizenry upon the dangers of foreign principles of government and those who advocate and propagandize them in our midst.

After all, Hitler is still Hitler, Nazism is still Nazism, Communism is still Communism and the fact that they have been thrown up for grabs on Europe's battlefields should not alter the justification for the so-called Americanization campaign if it was justified in the first place.

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**Warner publicists boast that "A Passionate Shepherd to His Love," composed by Erich Wolfgang Korngold for "The Private Lives of Elizabeth and Essex," will be published by Harms, Inc.**

**Which should, at least, cause a revival of the perennial cycle of sheep-herder stories.**

→

And it was the adjective agitators in the Warner praisery who conceived the brilliant idea of sending out telegraphic invitations to the preview of "Espionage Agent" in code—on the hottest day in 22 years.

→

*David O. Selznick is reported editing 45 minutes of footage from the nearly-four-hours-long "Gone With the Wind." He might salvage some of the many dollars the clippings represent by reassembling them for a "B" release yclept "Gone With the Zephyr." Or how about "Gone With Bill Hebert?"*

→

**Universal has changed the title of "Has Anybody Here Seen Kelly?" to "The Road to Romance."**

**Apparently nobody at the studio was able to locate Kelly. Had it been Cohen, Cohn, Cahane, Conn or Cowan, a title change might have been saved.**

# *Musical, Maritime and Moppets*

Metro and Paramount finished in a dead heat in the week's preview sweepstakes, each studio having contributed two of the four pictures which finished in the money, according to a consensus of critical handicap. Leo's offering in the lighter vein was "Babes in Arms," an unqualified hit co-starring Mickey Rooney and Judy Garland, which is almost certain to launch another cycle of musical extravaganzas and roll up substantial grosses in the bargain. Arthur Freed's first production for the Culver City plant, it is a skillful, tasteful screen adaptation of the Richard Rodgers-Lorenz Hart stage success, invested with every proven showmanship element. The screenplay by Kay Van Riper and Jack McGowan is a masterful piece of writing in which a number of tuneful musical numbers were effectively interpolated. Director Busby Berkeley marshaled his technical and creative talent well and maintained a fast, smooth pace throughout.

The lusty, salty tang of the sea characterized another pair of pre-release screenings. Paramount's "Rulers of the Sea," produced and directed by Frank Lloyd as his last for the studio, bears evidence of such painstaking care in research, preparation and production on Lloyd's part that it is assured of a berth among the season's finer and more impressive creations. No little of its general excellence is attributable to the magnificently-dialogued original screenplay by Talbot Jennings, depicting the victory of steam over sail in the evolution of navigation, which gives a first-rate cast, headed by Douglas Fairbanks jr. and Will Fyffe, ample opportunity to display its acting prowess.

Metro's sea-going entry was "Thunder Afloat," a thrilling saga of the Splinter Fleet which defended America's shores from German submarine raids during the last World War. Produced by J. Walter Ruben on a scale that would guarantee enthusiastic acceptance under any conditions, its money-making possibilities are increased at least two-fold through the repetition of history as reflected in headlines dealing with the present European War and the resumption of U-boat harassment by the Nazis. Wallace Beery, heading the cast, has never done better work. George B. Seitz's direction takes full advantage of the script by Wells Root and Commander Harvey Haislip, based on an original by Haislip and Ralph Wheelwright (of Leo's publicity staff, incidentally), which has the authentic atmospheric ring throughout.

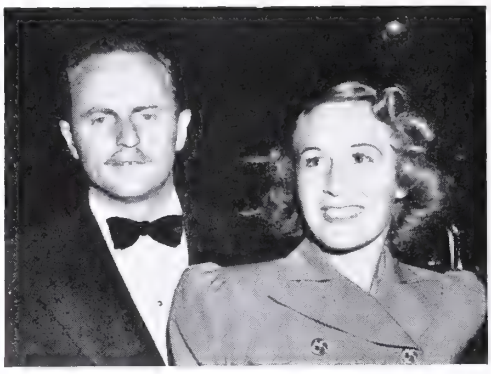
Fourth in the quartette of top-bracket offerings was Paramount's "What a Life," which brings Henry Aldrich, the typical American boy of stage and radio fame, to the screen in a warm, richly human and vastly entertaining vehicle. Despite its unpretentious production treatment, boasting no multi-million-dollar budget and containing no Hollywood glamour, it is such a natural, true-to-life picture of adolescent youth that man, woman and child alike are sure to acclaim it a surprise hit. Jay Theodore Reed, who produced and directed, scores solidly in both depart-

(Continued on page 47)

**Through a typographical error, this department's comment on Metro's "Blackmail" in the September 16 issue of BOXOFFICE gave associate producer credit to Albert Leroy. Credit should have been given to Albert E. Levoy, who functioned as John W. Considine jr.'s aide on the Edward G. Robinson starrer.**



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## *When "The Rains Came" to Hollywood—*

*Twentieth Century-Fox executives and players came to the premiere along with other film colony celebrities. Some of them are shown here: (1) Joseph M. Schenck, chairman of the board of 20th Century-Fox. His company made the picture. (2) Darryl F. and Mrs. Zanuck. His is the chief-of-production job. (3) Harry Joe and Mrs. Brown (Sally Eilers). He was associate producer. (4) Henry and Mrs. King. (5) Clarence and Mrs. Brown. He directed. (6) Arthur and Mrs. Hornblow (Myrna Loy). She co-starred. (7) Frank Adams, Ann Power, Tyrone Power (he co-starred), and Mrs. Patia Power, Tyrone's mother. (8) Brenda Joyce and Owen Ward. She made her screen debut.*

# Hays Due to Leave On Eastern Visit

Substantiating earlier indications that the Hays office, as such, does not intend —at least for the time being—to chart a course of action for the industry in face of the European crisis, local attaches reported that Will Hays, MPPDA president, was scheduled to return to New York over the weekend. It was believed he would depart without calling a general Producers Ass'n meeting which was postponed shortly after Hays, on arriving here, announced he intended to hold.

One of Hays' last accomplishments during his stay on the coast was the delivery of an address before the American Bankers Ass'n, in which he discussed the foreign situation and its possible effects on motion picture production and distribution.

On the labor front, also, the Hays office has been more than usually quiet. Pat Casey, chief of the labor contact department, has notified his aides here he intends to remain in New York indefinitely.

## *"Elizabeth and Essex" to Premiere on Sept. 27*

After enjoying a short breathing spell from the long siege of formal previews and premieres, two or three of which have been a part of the established weekly agenda, Hollywood socialities and critics are dusting off their top hats and sables in preparation for the world premiere of "The Private Lives of Elizabeth and Essex," which Warner will stage September 27.

The only public showing of the Bette Davis-Errol Flynn co-starrer to be held until it is generally released November 25, the premiere will be accompanied by the usual lavish formalities. The Warner Beverly Hills Theatre has been selected for the occasion. Guest list is expected to include most of the outstanding names in the film colony, including the cast of the picture and its director, Michael Curtiz.

## *Mark Hellinger Assigned Two More WB Features*

Warner has assigned two more vehicles to Mark Hellinger, associate producer— "Brother Orchid," to star Edward G. Robinson, and "Torrid Zone," which will co-feature George Raft and Ann Sheridan.

## *Megaphone to Roach*

Hal Roach will personally direct "1,000,000 B. C.," which D. W. Griffith will produce under the Roach banner. Picture is slated to roll October 7 for United Artists release.

### Next for Sylvan Simon

S. Sylvan Simon's next directorial assignment at Metro will be "Living in a Great Big Way," an Edgar Selwyn production featuring Lana Turner.

# GN Is Abandoned by Golden West Unit

Another setback to Grand National's production-distribution plans for the 1939-40 season, involving the loss of eight westerns scheduled to be delivered to GN by Golden West Pictures, has been reported from a reliable source and given confirmation through the disclosure that Golden West has pulled up stakes and abandoned office and production space at the GN studio.

Although neither GN nor Golden West officials could be reached for confirmation, it was declared by the same informant that Golden West backed away from the deal because of its belief that GN's financial condition at present and its prospects for the future are too precarious to warrant consummation of the contract. It was believed that Charles E. Goetz, head of Golden West, had returned to Phoenix, Ariz., where the company was organized and where its first picture, "Arizona Thoroughbred," was filmed. First of the eight slated for GN distribution, it has not and will not be turned over to that company, the informant said.

According to latest reports reaching the coast, President E. W. Hammons of GN has not yet secured his expected $400,000 RFC loan, upon delivery of which is based another $750,000 loan scheduled to be made by Felt & Co., eastern financiers, for the purpose of strengthening GN's distribution system, setting up a fund for production and making payments to creditors. The studio is still being operated by a skeleton maintenance staff.

Meantime detailed plans for filming "Angela Is 22" are being discussed here by Jack Skirball, former GN production head, with John Wildberg, stage impresario and Skirball's partner in the newly-organized Knickerbocker Productions. For Columbia release, the film version of Sinclair Lewis' play will probably be made in New York City.

Another former GN associate, Ray Friedgen, also checked in from the east for an extended stay, during which he intends to lay plans for re-entering production. He was at one time an associate producer for GN.

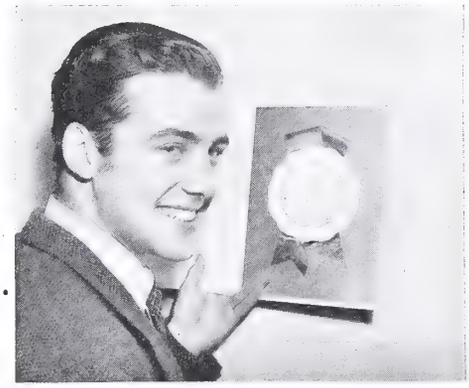
## *Story and Art of Telling It Stressed by Dietz*

NEW YORK—Films are poor when the stories are poor or poorly written, Howard Dietz, M-G-M's director of advertising and publicity, told a New York University class taking a motion picture course. He was guest of honor at the opening lecture on "The Cinema as Literary Art."

Motion picture art will come to full flower when a film is "the unique result of a unique temperament," Dietz said, giving as his opinion that the techniques of "cinematography and acting are subservient to the story to be told and the literary art of telling it." He urged that films should aspire original contributions from all sources.









## *The Winners—*

*Four who contributed to the success of "Stanley and Livingstone" pause to admire the* BOXOFFICE *Blue Ribbon Awards presented them when the National Screen Council voted the 20th Century-Fox picture the best release during the month of August. Displaying their plaques are (top to bottom) Kenneth Macgowan, producer; Henry King, director; Richard Greene, and Nancy Kelly, who had important roles in the adventure film.*

# Schaefer Checks In For Conferences

After twice postponing his scheduled visit, President George J. Schaefer of RKO Radio finally checked in at the studio for two weeks of executive conferences with J. R. McDonough, Pandro Berman and others. The company's outlook in relation to the European war, a parley with Harold Lloyd concerning the vehicle to be chosen for the latter's initial production for RKO Radio release, and the course to be pursued following Berman's scheduled departure as production chief, are on Schaefer's docket. McDonough, called east by his mother's illness, returned to the coast to greet the company president.

Another delayed arrival was that of Herbert J. Yates, Republic head man, at the North Hollywood plant, who came in to discuss production plans with M. J. Siegel, who is in charge of the company's output. The matter of possible budget revisions and other changes in procedure to cope with the foreign situation have been hanging fire for several weeks awaiting Yates' arrival.

### Confirms Work's Announcement

Confirmation of Cliff Work's announcement, following his return to Universal after homeoffice conferences, that there would be no change in the production and personnel setup at the studio was brought from the east by Matty Fox, Work's assistant, when he checked in from seven weeks of eastern huddles.

Concluding a series of studio conferences with Scott R. Dunlap and other executives, W. Ray Johnston, Monogram president, has returned to New York, accompanied by George West, Monogram franchise holder. The executives spent the majority of their time discussing the future production lineup for the studio, which Johnston had already indicated would not be affected by the foreign situation.

Also checking out was James Mulvey, New York representative for Samuel Goldwyn, who spent a week here in conference with Goldwyn and James Roosevelt.

Having picked up considerable background material for "Our Town," his first production for United Artists, Sol Lesser has returned from the east. He motored through the New England states in search of atmosphere and devoted a portion of his time to parleys with his eastern representatives.

## *Send 200 on Location to Make "Biscuit Eater"*

Cited as the most elaborate location jaunt undertaken by the studio in five years, Paramount will send Director Stuart Heisler and a company of more than 200 to Albany, Ga., early in October to film "The Biscuit Eater" for Producer Jack Moss. Cordell Hickman, eight-year-old colored boy, has been signed for one of the leading roles.

# *Hollywood Settles Itself More Solidly on Wartime Basis*

With the prolonged and precedental heat wave and its annoying effects on production activity crowd.ng on the possible influences of the European War in the minds of studio executives, Hollywood has settled itself more solidly into its wartime operations basis. Very few new developments have followed the first major adjustments made as a result of the war.

Previously unreported developments included:

1. Echoing the earlier statement of his chieftain, Nicholas M. Schenck, in New York denying that M-G-M would curtail production or lower the quality of its pictures, Louis B. Mayer, studio chief, called a meeting of his production staff and pleaded with them to exert the utmost economies in preparation and production, pointing all their efforts toward maintaining an even keel. Mayer urged them to avail themselves intelligently of the studio's facilities and talent as a means of meeting the present crisis.

2. The picture-making front steadily assumed a firmer footing. Paramount has set starting dates on six films within the next five weeks, topping all former autumn schedules, and has added 11 new writers to its staff. Completing his survey of the possible losses which may ensue as a result of the war, Edward Small has announced he will proceed immediately on two heavy-budget pictures for United Artists, "Kit Carson, Avenger," and "My Son, My Son." The first will hit the cameras within three weeks. Walter Wanger has added "Dynasty of Death," dealing with international munitions manufacturers, to his UA schedule and has assigned Sheridan Gibney and Taylor Caldwell to collaborate on the screenplay of Miss Caldwell's original, a novel. Warner intends to expand its short subjects production schedule to include several more historical featurettes.

3. The three leading talent unions—Screen Actors, Screen Writers and Screen Directors Guilds—are standing pat on the "no pay cuts" policy they adopted in reply to a message from Harry Brandt, president of the ITOA of New York, urging them to accept salary cuts as a means of shouldering a portion of the burden which Brandt predicts will befall the industry with the loss of foreign revenues. A spokesman for the tri-Guild bloc declared the three unions do not contemplate any further action unless it becomes apparent that a determined effort is being made by producers to force salaries downward.

4. W. Ray Johnston, Monogram's president, headed east after short conferences with Scott Dunlap, production head, during which he announced there would be no drastic changes in the company's production plans. First U. S. news cameraman to hit the war zone will be Norman Alley, formerly of Universal, who is en route to Europe as representative of Metro's News of the Day. Lawrence Fox jr., head of General Films, returned from London with the disclosure that the company has abandoned plans to produce "The Man Who Lost Himself" abroad and that the film may be made in New York instead.

## *Goldwyn Suggests War Fact-Finding Group*

**Formation of a joint fact-finding committee to study all phases of the industry's war crisis and work out a remedy is urged by Samuel Goldwyn in a letter to Will H. Hays, Joseph M. Schenck and the actors, writers and directors guild.**

**"Wholesale firing of wage earners" is the wrong way to cope with seriously curtailed foreign markets, Goldwyn declares.**

### Fact-Finding Body Idea "Somewhat Premature"

Joseph Schenck, replying to Sam Goldwyn's suggestion that a fact-finding committee be formed to study the industry's war crisis, declares Goldwyn is "entirely correct" in his analysis, but states he believes Goldwyn's plan is "somewhat premature" because the extent of foreign revenue losses is "not sufficiently apparent" yet to set definite policies. He advises that "we wait until all necessary information is at hand."

Schenck also expresses hope there will be no reprisals or discriminations as a result of the IATSE's victory over the USTG. He has appointed Y. Frank Freeman, E. J. Mannix, and Mendel Silberberg to open wage scale negotiations with IA.

The 20th-Fox executive left Friday on a goodwill tour of Latin-America.

The Screen Actors Guild has informed Goldwyn it will cooperate in a fact-finding committee to study the industry's war crisis.

# London Technicians Would Keep Quota

LONDON — Continuance of the present quota legislation is urged in a letter sent to the president of the Board of Trade by the Association of Cine Technicians.

Text of the letter is as follows: "It has been brought to our attention that film renters have in mind the acceptance of British productions subject to the continuance of film quota legislation, and that such a contingency will be provided for under the cover of a general war clause. We trust this does not imply that such renters may have been led to understand that there is a possibility of the film quota legislation being repealed.

"We feel at the present time that it is more than ever important that the British film industry should continue to function, and subject to any policy which the Ministry of Information and other Government Departments may pursue, the greatest asset to commercial film production will be an assured market. The quota legislation gives this.

"We are very strongly of the opinion that, if the quota legislation is repealed, it may lead to a repetition of the unfortunate position which arose during the war of 1914-1918 when the American film industry largely captured the British film market—a calamity from which we have only recently begun to recover and for which recovery the quota legislation is largely responsible.

"We are sure the Government does not wish a similar position to occur and, as we are of the opinion that the continuance of the quota legislation is the greatest safeguard against this, we trust that no action will be taken to repeal or amend the Cinematograph Films Act, 1939.

"If the government has such repeal or amendment in mind, we trust this association will be given an opportunity to outline its views to you before a final decision is taken."



## *They Visit the Home Lot—*

*Back to the studio building, now occupied by Monogram, went David Wark Griffith, right, and Lillian Gish recently when they visited Charles Bickford on the set of "Mutiny in the Big House." The building housed some of the most ambitious of the Griffith productions.*

## SCRIPTERS

**—Columbia**
EDMUND HARTMANN to "Passport to Happiness," first Irving Starr production, which will feature Tony Martin.
**—Samuel Goldwyn**
MALCOLM STUART BOYLAN and HARVEY GATES to "Canal Zone," scheduled as a starring vehicle for Jon Hall.
JO SWERLING and JAMES EDWARD GRANT to "The Outlaw," historical western which will star Gary Cooper. Original title was "Vinegaroon."
**—Metro**
COREY FORD and ALASTAIRE MacBEAN to "Canterville Ghost," a story by Oscar Wilde, which Milton Bren will produce.
**—Monogram**
ROBERT EMMETT to "Overland Trail," next Jack Randall western.
**—Paramount**
FRANK BUTLER to "The Road to Singapore." Harlan Thompson produces and Victor Schertzinger will direct.
MAXWELL SHANE to "Golden Gloves," a Harold Hurley production.
IRWIN SHAW, New York playwright, to "Broken Heart Cafe" for Producer William H. Wright.
**—Edward Small**
ROBERT CARSON, borrowed from Paramount, to "Kit Carson, Avenger."
**—20th Century-Fox**
LEONARD HOFFMAN to "The Cisco Kid In Chicago," third in the series starring Cesar Romero.
**—Universal**
ARTHUR T. HORMAN to "The Road to Romance."
HARRY CLORK to "Fashions for Sale," an original by Ed Sullivan, which Ken Goldsmith will place in production early in October.
**—Walter Wanger**
KATHRYN SCOLA teamed with ARCHIE MAYO, who will direct, on "The House Across the Bay," slated to star Joan Bennett.
**—Warner Bros.**
RICHARD MACAULAY and JERRY WALD teamed on "Torrid Zone," which will co-star George Raft and Ann Sheridan.
MICHAEL FESSIER to "The Times of Tony Pastor," slated as a starring vehicle for Edward G. Robinson.
JOHN WEXLEY to "City of Conquest," from a novel by Abem Kandel.
JULIUS and PHIL EPSTEIN to "Married, Pretty and Poor," forthcoming Ann Sheridan vehicle.

## New Type Positive Film Development Claimed

Three Paramount engineers have developed a new fine grain positive film in cooperation with DuPont Film Mfg. Corp. of Delaware which the studio is heralding as the greatest technical advance in motion pictures since the advent of sound. The new film, created by Loren Ryder, Roy Hunter and James Wilkinson, respective heads of the sound, photographic and laboratory departments, reduces screen graininess, fuzziness, blur and background distortion to a minimum and provides for a warmth and richness not heretofore known, its developers claim.

First commercial use of the new positive film will be in "Geronimo" the historical

## Bernard Giannini to Wed In Hollywood Tuesday

LOS ANGELES—Bernard, only child of Dr. and Mrs. Giannini, marries Colleen Sword at St. Brenden's Church, Tuesday. A reception at the Town House will follow.

### Dad Hurries Home

NEW YORK—Dr. A. H. Giannini, who attended the Columbia stockholders' meeting on Wednesday, came here from Hollywood for this purpose and remained about 48 hours. He now is back on the coast in the swirl of a series of parties for his son, Bernard, who will marry Colleen Sword on Tuesday.

## Americanism Film Policy Continues to Hold Own

Hollywood's unofficial Americanization campaign appears, from latest developments, to be holding its own. This in the face of war news from Europe and widespread interest throughout the country in possible revisions in the government's neutrality legislation—two factors which may conceivably influence the film makers in their America-for-Americans production policy.

Acting on the theory that war times stimulate interest in patriotic themes, Warner will increase its program of historical featurettes—the exact extent of the boost to be determined when Norman Moray, Vitaphone sales manager, comes to the coast in October. The present schedule calls for six of the historical short subjects, with "Old Hickory," concerning Andrew Jackson, set to go into work Oct. 9. The studio is adhering to its earlier decision, however, to abandon all "propaganda" films, including the projected "Underground" and "The Bishop Who Walked With God," at which time it announced a 100 per cent neutrality policy.

With Roland Drew and Steffi Duna heading the cast, Ben Judell's Producers Pictures Corp. signaled a start on "Hitler —Beast of Berlin," which is being produced on an ambitious scale as a story of the anti-Nazi movement within Germany itself.

Universal completed the filming of added scenes possessing a more strongly anti-Nazi sentiment for "The Road Back," produced two years ago, and the picture was set for its first west-coast showing at the Orpheum Theatre in San Francisco.

### George O'Brien Vehicle

"Legion of the Lawless" will be the next George O'Brien western at RKO Radio.

## OPTIONS

**—Gordon-Goetz Productions**
SOLLY WARD joins writing staff.

**—Metro**
GEORGE OPPENHEIMER, writer, held for another term.
KAY VAN RIPER handed new writing deal.
MICKEY ROONEY given new term acting ticket.
TOM NEAL, actor, held for another term.

**—Paramount**
FREDERICK HOLLANDER, composer, held for another term.
KAY STEWART signs long-term acting contract.
FRANK LOESSER wins new songwriting contract.

**—RKO Radio**
ADELE PEARCE and DICK HOGAN sign long-term acting pacts.
ANTHONY COLLINS signed to handle musical direction on "Allegheny Uprising," John Wayne starrer.
JOHN ARCHER, "Gateway to Hollywood" talent contest winner, draws new term contract and featured role in "Distant Fields," which goes into production October 2.

**—Warner Bros.**
TERRY MORSE, director, held for another term.
GEORGE BRICKER and ALEX GOTTLIEB join writing staff.
NANETTE FABARES, actress, signs term contract.
AL ALLEBORN, unit manager, held for another term.
ROBERT FELLOWES, associate producer, given contract renewal. He will supervise "Virginia City," forthcoming Errol Flynn starrer.
ROBERT KENT joins writing staff.

## John Brahm Borrowed

John Brahm has been borrowed from Columbia by Edward Small to direct "My Son, My Son," which Small is preparing as a forthcoming United Artist release.

### "Courage" to Considine

John W. Considine jr. has been assigned to produce "Salute to Courage," starring Joan Crawford, for M-G-M, as his next chore.

## Spearheads

(Continued from page 43)

ments, and Charles Brackett and Billy Wilder provided a meaty adaptation of the play by Clifford Goldsmith.

* * *

The balance of the preview lineup, three pictures, qualifies thoroughly as substantial program material.

Warner's prizefight comedy, "Kid Nightingale," delivers a hefty punch in the light, hokum-laden vein. Built on a basically sound and amusing situation created by Lee Katz, it was breezily and humorously scripted by Charles Belden and Raymond Schrock and should account for itself well on most programs. George Amy acquits himself creditably in his first chore as a director—having recently been promoted from film-cutting post—and Mark Hellinger, as associate producer, turned in a competent piece of work.

Built along the same lines as earlier chapters in the popular "Tailspin Tommy" series, Monogram's "Sky Patrol" is the latest manifestation of the steady improvement that has characterized them since their inception. Best episode to date, it reaches a new altitude mark in production values, suspense, action and plot structure. Howard Bretherton's direction is more than adequate and Producer Paul Malvern, mounting the film well, incorporated a number of well-handled aviation sequences which should delight the air-minded juveniles. Joseph West and Norton S. Parker tailored the well-knit screenplay.

Universal again rehabilitates a group of recalcitrant adolescents in "Call a Messenger," which, if for no other reason, merits some sort of comment because for the first time it pools two of the redoubtable "Dead End Kids" with the equally violent "Little Tough Guys." The result is spirited, rough-and-tumble comedy-drama which, although a bit forced and obvious for adult consumption, should be eminently suitable for the juvenile trade. Ken Goldsmith's production, Arthur Lubin's direction and the scenario by Arthur T. Horman, based on a story by Sally Sandlin and Michel Kraike, are all well up to standard.



—Metropolitan Photos

## Answers the Knock—

*Jimmy Lydon, 16-year-old New York boy, who has been signed by RKO, leaves for Hollywood aboard the Twentieth Century to join the cast of "Sunset," a picture in which Tim Holt is featured.*

## Four-City P. A. Tour by Ann Sheridan to Start

Ann Sheridan will be sent on a four-city personal appearance tour by Warner, opening at the Strand Theatre in New York October 5 in conjunction with the eastern premiere of "Dust Be My Destiny." After two weeks there she will appear in Philadelphia, Pittsburgh and Washington, D. C. Before the tour itself starts, the Warner star will spend two days at Warner's Avalon and Beverly Theatres in Chicago.

Howard Hill, world champion archer, made a p. a. in Chicago in connection with the world premiere of the first of a series of archery short subjects produced by him and Errol Flynn, Warner star.

When she completes her current Paramount assignment, Martha Raye shoves off on an extended p. a. trek through the east. Wally Vernon, 20th Century-Fox comedian, has pulled out on an 18-week tour of the eastern states. Opening engagement was for two weeks at Loew's State in New York.

Four of the "Dead End" kids—Bobby Jordan, Huntz Hall, Gabriel Dell and Bernard Punsley—open in Memphis, Tenn., October 13 to begin a seven-week jaunt.

Phil Regan has gone to Chicago for a radio engagement to be followed by a week of p. a.'s at the Capitol in Washington, D. C., and another week in New York.

Gloria Jean, Universal's new starlet, came in from her personal appearance in Scranton, Pennsylvania, where her first picture, "The Under-Pup," was given its world premiere.

Also returning, after shattering house records in the seven cities where it appeared, was a troupe of Warner players who toured the northwest for ten days.

# Cinémarks

Henry Fonda has returned from a New York vacation to prepare for his next acting assignment at 20th Century-Fox . . . Also returning from an eastern holiday was Director John Ford . . . Fred MacMurray has pulled out for a ten-day fishing trip in the High Sierras.

*

*William LeBaron is taking a ten-day breathing spell from his chores as Paramount's production chief and has headed east for a vacation.*

*

David Bader left for New York for a two-week stay in connection with his agency business . . . To look over the local situation, Charles Olages, treasurer of Erpi, checked in from the east . . . Harmful effects of dual bills on school children were discussed by James A. FitzPatrick, Metro Traveltalks producer, in an address before 300 members of the California State Congress of Parents and Teachers, who met at the Tele-Vue Theatre.

*

*Recovered from a tonsillotomy, M. J. Siegel has returned to his desk as Republic's production pilot . . . Barrett Kiesling is back on the job in the Metro publicity department after a two-week vacation . . . Claudette Colbert is vacationing at Del Monte for a few days and plans to meet her husband, Dr. Joel Pressman, in San Francisco when he returns from Honolulu.*

Priscilla Lane is planning a vacation at Monterey . . . Orson Welles made a weekend trip to New York to resume his radio activities, returning immediately to continue his film work . . . Director Fritz Lang pulled out for a New York vacation . . . Edward H. Griffith and his family have returned from a two-week motor trip through Oregon and Washington.

*

*Film notables are marshaling plans to support a Children's Aid benefit, to be called "Gardenia Gala," which will be staged at the Biltmore Bowl, September 30 with Mrs. John Nelson James in charge. Patrons and patronesses from the screen colony include the Mischa Auers, Bing and Dixie Crosby, Mr. and Mrs. Walt Disney, Preston Foster, Wallace Ford, Al Green, Marjorie Gateson, Mr. and Mrs. Rowland V. Lee, Peter Milne, Robert Taylor and others.*

*

Paramount employes and executives, 300 strong, competed in the studio's sixth annual golf tourney at the Brentwood Country Club. Gordon Palmer, grip foreman, romped home the winner with a 74, nosing out Vice-President Y. Frank Freeman, who tied for second with a 77. Gordon Jennings was chairman . . . Mrs. Andrew Stone, wife of the Paramount director, is under observation at the Cedars of Lebanon Hospital following a near-collapse.

# • REVIEW FLASHES •

**BRIVELE DER MAMEN, A (Sphinx Films)**—A dramatically touching story of the gradual disintegration of a simple Jewish family of what once was Poland. The chain of events is shown in relationship to the mother. Greenfilm of Warsaw produced.

**DANCING CO-ED (M-G-M)**—Belated entry in the jitterbug cycle, handicapped by a sophomoric plot, this will be dependent upon a few hilarious situations. Artie Shaw and his clarinet are literally dragged into the story to attract the customers, among whom the adolescents will predominate. Lana Turner has top billing, but in a part unworthy of her talents displayed in previous appearances. Edgar Selwyn produced; S. Sylvan Simon directed.

**ESPIONAGE AGENT (WB)**—Highly melodramatic story of America's counter-espionage system, impressively produced and interestingly informative. Its greatest asset, timeliness, is largely discounted through a jerky screenplay and heavy-handed direction. Joel McCrea's ability is wasted in the lead and the supporting cast struggles with him to overcome the hurdles in its path. Lou Edelman produced; Lloyd Bacon directed.

**HERE I AM A STRANGER (20th-Fox)**—A well-mounted, strongly dramatic story of a father-son relationship laid against a collegiate background which measures up as substantial entertainment certain to please on all counts. Richard Dix is outstanding in a wisely-selected thespic lineup. Harry Joe Brown associate producer; Roy Del Ruth directed.

**RIO (Univ)**—Grim and largely pointless melodrama, this has a South American penal colony for its locale and incorporates such a quantity of dramatic cliches that the impeccable Basil Rathbone and a first-class supporting cast cannot cope with it. Patronage will probably be derived from the male trade which likes action in raw chunks. John Brahm directed.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# Extension of Fair Debatable Topic

SAN FRANCISCO—Much pro and con argument is being voiced and printed concerning the proposed second-year run for the Golden Gate International Exposition, which has been operating in the black to the tune of $700,000 monthly for the past few months.

Director Charles H. Strub of the Exposition committee has announced that plans for the continuance of the Fair through 1940 depended entirely upon the public, particularly the citizens of the Bay area.

Strong and definite statements on continuing the Fair have come from the hotels, restaurants and large department stores, while heartily opposed to any reopening are the theatre managers, exhibitors, exchange managers, and most of the small merchants and business men. The latter have experienced a drop in their business, for their customers have spent heavily at the Fair, it is said, and little of the transient dollar reaches their theatres, stores or offices.

The possible methods of financing another year of operation were listed by George Smith, Exposition vice-president, as follows:

1. Aid from the federal government. U. S. Commissioner George Creel already has written to Washington urging the government to aid in extending the Fair into next year.
2. A city bond issue.
3. State aid, through a state bond issue or a special appropriation by the legislature.
4. Private contributions.

The amount to be raised, according to Smith, would be near $1,000,000. About this amount would be required to resurface roads, repaint the buildings and repair the damage that, officials say, is certain to be caused by winter weather.

Letters have been pouring in to the Exposition headquarters expressing varied opinions on the question. It is reported the Bay population will get the final say in the matter in the form of a regular poll ballot. The proposition of the city floating a bond issue undoubtedly would run into legal difficulties as the city is prevented under law from giving funds to a private corporation. However, this might be overcome by attributing its purpose to advertising or improving the island for its ultimate use as an airport.

Meanwhile, people connected with the industry here are anxiously awaiting a decision on the matter and are doing what they can to dissuade favoring the Exposition's running another year.

## *Imperial Valley Floods Close Poppy Theatre*

CALIPATRIA, CAL.—Recent floods in the Imperial Valley area have forced the Poppy Theatre to shut down while minor damages are repaired and the theatre renovated.

# PORTLAND

BIGGEST news on Portland's film front during the week was the announcement by Hamrick-Evergreen officials that they would reopen their Blue Mouse as the Blue Mouse Newsreel Theatre with Willard Coghlan, transferred here from Spokane, Wash., as manager. The house will feature newsreels and short subjects, an innovation in this part of the country . . . Zollie M. Volchock has become manager of Hamrick-Evergreen's New Rivoli Theatre, about three blocks east of the Blue Mouse.

*Sammy Siegel, demon UA exploiteer from Seattle, and Bill Parker, the same only from M-G-M, were visitors at the J. J. Parker Portland houses during the week . . . George Gould was in town from Dallas . . . "Dutch" Stover and his wife drove down from Bend . . . C. L. Skeins of Burns made one of his rare visits—he gets down to the Rose City about once every two months . . . Others on the Row included G. L. Rose of Freewater; K. A. Spears, Winlock, Wash.; Freeman Geddes, Baker; Jerry Randolph, Cathlamet, Wash.; Ray Henderson, Albany; Charlie and Sam Whiteside, Corvallis; M. E. Ritter, Florence, and Loring Schmidt, Salem.*

If you're on time, you'll see Rico Tully, Ross Federal Service manager here, stick his nose into every exchange on the Row at approximately 3 p. m. every day. Don't fail us, Rico . . . B. F. Shearer is renovating the foyer and offices of the Portland headquarters and here we thought all the time the Shearer offices had just been done over . . . Helen Bush, formerly with UA here and now located in Grants Pass, paid a brief visit to the Row the other day while stopping in Portland.

*Archie Holt, former operator of the New Rivoli as the Pix, still wanders around Filmrow and makes trips to Seattle . . . Johnny Collins' Star Theatre at W. Burnside and Sixth Avenue has opened a vaudeville fare in addition to his films . . . Jim Carey, Vancouver, Wash., Hamrick-Evergreen city manager, is off on a hunting trip in eastern Oregon . . . Earl Hunt likes to demonstrate the new Venetian blinds in Hamrick-Evergreen's new offices in the American Bank Bldg. . . . Mose Mesher isn't complaining about the space anymore—they moved a wall for his typewriter.*

## *L. A. 20th-Fox Exchange In Drive Lead 2nd Week*

LOS ANGELES—For the second week in the two-week old contest, the local 20th Century-Fox exchange is in the lead in the annual national Sidney R. Kent sales drive. The exchange, managed by J. N. Dillon, has jumped from tenth to fourth place in a subsidiary contest sponsored by Movietone-Terrytoon short subjects.

### Thornton Sargent Tops All FWC Districts in Drive

LOS ANGELES—Leading all Fox West Coast Districts in the fourth annual National Theatres drive is Thornton Sargent's first-run district here. Campaign is now in its second week.

# Carnivals Are Barred By Seattle Council

SEATTLE—There will be no more carnivals anywhere in this town. The city council decided by unanimous vote, to pass an ordinance which will forbid issuance of licenses for this form of commercialized amusement. The city-wide ban was urged by the Motion Picture Theatre Owners of the Northwest, which branded the carnivals as generally unsanitary and immoral, and asserted that "gambling and indecent shows" are frequently conducted.

Jim Hone, executive-secretary of the theatre organization, filed a report giving the results of a personal investigation of conditions at several recent carnivals and citing flagrant offenses here and in other cities. The Theatrical Federation of Seattle and its allied labor group joined in the demand for total elimination of the carnivals, as did many other organizations and individual citizens. A representative of the apartment house owners threatened injunction proceedings if necessary to keep the carnivals out. The only protest against the ban came from an attorney representing W. C. Huggins and his shows in which he claimed that charges against carnivals do not apply to the Huggins shows. He also stated that the theatres are trying to monopolize the entertainment industry in Seattle. The Seattle board of theatre supervisors also went on record against the carnivals, as did many of the local improvement clubs.

The ban will not apply to circuses and protection was made in case any carnival tried to bill itself as a circus.

## *Tiny James Places First In Golden States Drive*

OAKLAND—Tiny James of the Broadway Theatre in Oakland walked away with the first prize and $300 in the East Bay division of the Golden State theatres handicap drive, results of which were announced at the managers' meeting here. The divisional drive was in honor of David J. Bolton, head of the area.

In second place, with $200, came Glen Caldwell, manager of the Palace in San Leandro. Third place and $150 went to George Yost, "baby" manager of the division, with Ward Cassaday of the Haywards at Haywards netting $100 for fourth place. Ralph Ford of the Central, fifth, and Morris Rosenberg of the Fairfax, sixth, each received $100 as bonus money for their efforts.

## *Banducci and LeMucchi Open New 900-Seater*

OILDALE, CAL.—The new River Theatre, a 900-seat house, has been opened by James J. Banducci and Dick LeMucchi. Built at a cost of $90,000, the theatre was completely equipped by the National Theatre Supply Co. The two owners also operate the Granada in Bakersfield and the Arvin in Arvin.

# SEATTLE

THIS town is about to get a visit from one of those pests of the show business, "the free show of the Carefree Carnival." This radio program, sponsored by the Signal Oil Co., will do its broadcasting from the stage of the Civic Auditorium, with the public allowed free. Show starts at 6:30, just in time to kill the attendance at the local theatres. Lots of squawks from the theatre boys, but it does no good.

*A few hours in Tacoma gave us the following items: Bill Conner, assistant city manager of the Hamrick-Edris theatres, back from his vacation and looking like a million; Will Maylon who formerly had a dramatic stock company in these parts, now has the Maylon Players. The gang is in rehearsal for a show to be offered under the sponsorship of the American Legion; Lyle Kelly, doorman at the Roxy Theatre, is about to leave Tacoma and enter the University of Washington. Earl Stuard will move from the Temple Theatre to take Kelly's spot, and Jim Brown will take over Stuard's place at the Temple; Marjorie Cooper (no relation) moves from the Music Box to the Blue Mouse.*

Jack Flannery, local manager of National Screen Service, about to be very busy over the weekend. Jack is expecting Harry Taylor, coast division manager, in for a conference. Herb Cass will also be in from the Portland office . . . Tom O'Donnell, telling of his plans to be in Chicago for the wind-up of the baseball season there, then on to New York for the first couple of games of the World's Series.

*The Uptown Theatre, one of the Sterling Chain houses, recently reopened with a foreign picture policy, has switched back to the double feature program with American made product . . . Death claimed Jacob Gottstein, former theatre owner and capitalist of this town. He died suddenly of heart attack.*

Word from Atlantic City tells that Annamae Schoonover, sponsored by the Washingtonians, popped up as third in the 1939 Miss America contest. Annamae won all contests in these parts and was queen of the recent Potlatch . . . Lawrence Tibbett, nationally known baritone and member of the Metropolitan Opera Co., will sing at the inaugural ceremony of the American Bankers Ass'n to be held at the closing session of its annual convention in Seattle.


**"HAM & EGGS"**

Certainly an oddity in this column, but contrast that with this one: The Exhibitor who sees confections carted into his theatre daily, "yet refuses to recognize this inconvenience as a real opportunity," to cash in on this

**"A Necessary Theatre Service"**

Confections, popcorn and candies of all kinds are traditional entertainment co-partners, and no individual opinion, right or wrong, will ever change that.

**"POPCORN SMITH"**
Box 284, Seattle


*Golf fans are all planning to be at the Broadmoor Golf course when Patty Berg does her stuff for charity.*

The great salmon fishing derby is over. Hundreds were boating around the waters of the Puget Sound trying to snare a large fish which would enable them to win one of the five automobiles given as first prizes. A mere slip of a girl, Helen Golithon, took a boat and tried her luck, and when she got back to land she was the women's champion with her 28-pound, 4-ounce king. Helen is the wife of Jim Golithon, formerly with J. T. Sheffield when Sheff was the distributor for Monogram Pictures.

*On again, off again. Last week we got word that Ted Wilson was giving up his theatres to accept a position in private life. Now comes word that Ted is keeping his theatres and taking over the opposition house in Cashmere.*

Fairs and pageants of all kinds are playing an important part in Washington's Golden Jubilee of statehood. Memory of early pioneers is being honored at Puyallup; Lynden is celebrating with its Northwest Fair; Davenport is featuring the Lincoln Fair; Montesano the Gray's Harbor Harvest Festival; Colfax is observing the jubilee with its Whitman Fair; the Douglas Fair and Golden Jubilee celebration are combined at Waterville.

*There's a possibility that the French film, "The Puritan," over which the Hays office, the national board of review, eastern critics and the New York censor board have been arguing vigorously of late, will begin its first Seattle showing at the Metropolitan Theatre next week. If the film does not arrive in time then it will play here the last week in this month.*

A visitor this week, and on his way to England to join his regiment, is Charles Guy Fulke Greville, the seventh earl of Warwick. On the screen his moniker reads Michael Brooke . . . Vergil Rogers, well known here as booker for some south-end theatres, has left for El Paso, Texas, to take over the management of a tab show . . . Toby Leitch, who has been managing the Rialto Theatre, has left to join the stage show at the Star Theatre in Portland. Toby will be head comic.

*Dave Pollock, brother of Elden, of the theatres in Mount Vernon, has taken the big leap and said "I do" to the girl friend. Right now, Dave is honeymooning far away from the madding crowds . . . Mike Lyons of the Show Box is in the hospital for a general check-up and a complete rest.*

Carrying out the theatre's recently announced new policy of bigger and better pictures, and bigger and better stage shows, the Palomar will bring a complete new Major Bowes show to its stage at the termination of the run of "The Old Maid" . . . When the Palomar reopened its doors with a straight picture policy for the bigger of the Warner pictures, the Embassy, operated by Joe Danz, a brother of John, the Palomar owner, featured a new policy at his Embassy Theatre. Joe offers two features and vaudeville, a policy that has been in favor for years at the Palomar.

*A stranger in town this week is Ray Grombacher from Portland. Ray for years had a chain of houses in and around Spokane . . . Ollie Hartman of Grand Coulee in to do his usual booking and getting a long distance call to hurry home on account of sudden illness of a relative . . . Dick Manheimer, former booker for Sterling Chain, has gone into business for himself under the name of Western General Discount Co. Dick is handling loans, insurance and finance in general.*

Roy Peacock back from a trip through Idaho with Gordon Morris . . . Mr. and Mrs. Burt Monroe of Great Falls, Mont., visiting the Leroy Johnsons on their way home from the San Francisco Fair . . . Jimmy Ewing in from Bonners Ferry . . . Herb Batson leaving the Metro exchange to go in business with his father in Everett. Johnny Redmond will replace Herb . . . Mrs. Fred Braden off to San Francisco to visit her son Ralph . . . Tom Shearer up from Portland and previewing for his friends the pictures of the film golf tournament in Portland. The pictures were made in color.

# Conditions Abroad Stymie ITO Plans

LOS ANGELES — Conditions abroad and their reverberations in the motion picture are, however indirectly, having their effect on the immediate future plans of the ITO of Southern California and Arizona, according to Robert H. Poole, executive director of the new advisory committee which is now guiding the organization's destinies since its system of government was revised recently.

Poole reported he had received a telegram from William F. Rodgers, Metro sales chief and co-chairman of the trade practice code committee, informing the ITO the press of company business in New York would force him, temporarily, to abandon his work in connection with the trade draft, in the completion and adoption of which the ITO is vitally interested. Rodgers in his wire declared, however, he recalled his promise to do "everything in his power" to complete his data pertaining to changes in the code as soon as possible and to make every effort to secure two concessions requested by the ITO—elimination of "commercial" previews and first-run moveovers in this territory.

The ITO, consequently, is marking time on the trade code. Its advisory committee, which replaces the president and other officers in a move designed to eliminate the criticism and responsibility usually falling on the president, has tentatively scheduled a meeting for early in October to map detailed plans for the new season.

### Back From Hawaii

LIBBY, MONT.—Miss Jean Kienitz, manager of the Kootenai Theatre here, and a sorority friend have returned from a vacation in Hawaii with reports of an enjoyable holiday.

# F&M Is Planning Two Los Angeles Units

LOS ANGELES—Fanchon & Marco theatre interests announce plans to build two new theatres here. Both will be in the southwestern part of the city, and plans are currently being drawn up for an early construction start.

## A Wage Boost in New Pact By Evergreen and Union

SEATTLE—Union shop agreement has been signed between Evergreen Theatres of Portland, Ore., and Theatre Employes' Local B-20, which calls for a boost in salaries straight across the board, according to union officials representing the theatrical group.

The agreement was signed at a conference held in Seattle attended by O. M. Jacobson, international representative of the theatre unions, and Frank Newman sr., president of Evergreen Theatres. The agreement affects approximately 100 doormen, cashiers and usherettes in the Portland theatres and calls for a 40-hour week.

Others attending the conference were Al Finkelstein, Oregon division head for Evergreen; Charles Crickmore and Ernie Clark of the stage employes, and Basil Gray, labor relations representative of the Seattle Theatrical Federation.

## Constanti-Barovic Feud Over Partnership Ends

SEATTLE—The long, drawn-out battle in the courts of the Constanti-Barovic feud has finally been closed. Settlement was made at a round table conference in the judge's chamber, with Mike Barovic paying the sum of $18,000 to Pete Constanti. With the payment of this amount, Barovic retains all the theatres concerned, and Constanti is severed as a partner and agrees not to enter the theatre business in Puyallup and Sumner for a period of five years.

Houses involved were the two in Puyallup, one in Sumner and one in Tacoma. After an absence of three years, Pete Constanti claimed he was still a partner in the theatres with his brother-in-law, Mike Barovic. The supreme courts upheld Constanti, hence the final settlement. Constanti also has a theatre in Aberdeen, which was not involved in the dispute.

## Valley at N. Hollywood Closed for New Sound

NORTH HOLLYWOOD, CAL.—The Valley Theatre, one of the Eastland circuit houses, has been closed temporarily for the installation of new equipment. Seating capacity will also be increased.

### Sattinger Sells Casino

LOS ANGELES—R. L. Sattinger has sold his Casino Theatre to Mac Sinift, owner of the Daly and Delmar.

# LOS ANGELES

CHARLES P. SKOURAS, Fox West Coast president, W. H. Lollier, Bill Lyris and Andy Krappman pulled out for San Francisco to discuss progress of the fourth National Theatres drive with Arch M. Bowles, northern division manager for the FWC circuit.

*Morton Vedarian, son of Dan Vedarian, owner of the two Dandee service stations on the Row, is seriously ill in general hospital . . . Alex Mounce is getting careless about his new car—he's smashed up the same fender three times in the past three weeks . . . Al Minor, Burbank theatre tycoon, came in to acquire bookings for his three houses in that city . . . Other bookers: Hugh Bruen, Whittier; Ed McGuire, Colony, Hollywood; Claude Davis, Seville, Inglewood; Ben Bronstein, independent circuit operator; Johnny Hawkins, Elite, Beverly Hills.*

# DENVER

THE office force at the RKO exchange need gas masks, what with all the remodeling going on there. When it is completed, about four weeks, it will give them one of the really modern exchanges on the Row. Plans call for complete remodeling of offices, poster and restrooms, with the addition of a large recreation room on the second floor. Joe Ashby, manager, will get an enlarged private office, better accommodations are being afforded the salesmen, and the accessory department will be more easily accessible. New office furniture will be installed, and the entire building will be air-conditioned.

*Pictures taken at the picnic were shown at the Rocky Mountain Screen Club rooms Friday and Saturday, with large numbers present to view them. All the film taken by various ones was shown.*

C. L. Canda of Westcliffe, Colo., has bought the Spur Theatre at Spurlock, Colo., from R. R. Spurlock.

*John Mattern has reopened the Rialto at Fruita, Colo., after his purchase and remodeling.*

J. J. Morgan, manager of the National Theatre Supply branch, is on a sales trip to Montana.

*Tom Paulos, Paonia, Colo., exhibitor, has gone to Montana with his family on their annual vacation.*

Sam Reed, local RCA manager, left on a six to eight-week sales trip to the Salt Lake territory. Sam spent last week in Kansas City at a sales meeting of RCA-Photophone salesmen.

*G. F. Holly of the national service department of RCA, Camden, N. J., was through Denver on his way to the west coast.*

Frank Foley, formerly of GB here, has returned to Denver for an operation. He resigned as Monogram booker in Kansas City under Douglas Desch.

George Bowser, one of Fox West Coast's district managers, spent the weekend in San Diego on theatre business . . . Earl Strebe's Palm Springs Theatre has just installed new Kroehler Push-Back seats . . . Dick Russell, who runs a "country store" giveaway in San Francisco, has opened an office in the Astor Pictures exchange . . . Three more theatres have been added to the Exhibitors Service clientele by Harry Rackin. They include George Fink's Metro and Coronet, in San Diego, and Jack Drew's new Lake . . . L. W. Allen of the Southgate Theatre, Southgate, has returned from a fishing trip to Washington, where he managed to land a 16-pound silver salmon.

*Mr. and Mrs. Ray Kelso are in for a short vacation. Kelso is general manager of the San Jose Amusement Co. . . . Bess Ginsey of B. F. Shearer Co. and Bertise Banner, Universal billing clerk, pulled out for late-season vacations . . . Grover Smith, operator of the Cosmo and Roxy theatres in Glendale, planed to New York on business . . . Universal's local office is still holding on to first place nationally in that exhibitors' sales drive . . . Earl Strebe has appointed William Cunningham as manager of his Balboa and Newport theatres.*

United Artists held a trade screening of "The Real Glory," latest Samuel Goldwyn production starring Gary Cooper, at the Fox Boulevard Theatre. Showing was attended by local exhibitors . . . Coast Pictures is handling local distribution on "The Crisis," the war film, not Tri-National Films, as was erroneously reported . . . Mel Levinson, head man at Metro Premium, hurried east for his father's funeral . . . Louis Berkhoff reports he is doing turnaway business with the perennial Hedy Lamarr picture, "Ecstasy," at the Cinema Theatre . . . George Giroux, Technicolor representative, was a Filmrow visitor.

*Bud Meyers of Coast Pictures pulled out for San Bernardino and vicinity on a selling trip . . . The Majority of exhibitors trekking in for bookings reported that the southland's sudden and intense heat wave caused a temporary nosedive in attendance . . . Visitors included Ben Peskay and Sam Decker, operators of the Banner and Palms; Max Gardens of the Roslyn; New Calvi, Lomita, Lomita; Gene Berkhoff of the La Tosca and Cinema; Murray Hawkins, Swan circuit; Dan Irvine, Gem, Southgate.*

### Majestic Has War Film

LOS ANGELES—Majestic Pictures has acquired territorial distribution rights to "It Can Happen Again," a documentary anti-war feature comprising newsreel clips from the last World War.


B. F. SHEARER COMPANY
*"Theatre Equipment Specialists"*
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

# SAN FRANCISCO

THE 50 film players who journeyed up from Hollywood to put on their daffy baseball game here Sunday, September 17, gave the city quite a film-town atmosphere for the weekend. The game, which was sponsored by the four San Francisco newspapers in the interests of their annual Christmas fund for needy children, drew 13,000 spectators and assured a Merry Christmas for thousands of the Bay Area's underprivileged. Scheduled for nine innings, the game came to an abrupt end in the fourth when fans swarmed on the field at Seals' Stadium to obtain autographs. The papers state the comedians won by a score of 21 to 11, but there will always be a doubt in the minds of the spectators. All the stars appeared at an "open to the public" cocktail party at the St. Francis Hotel, the proceeds also going to charity.

*Charles Levison, who appears on the screen under the name of Charles Lee, was in town for a few days with Victor Jory. Levison, who is a member of a prominent San Francisco family, spent several days here renewing acquaintances, and then left on a Klamath fishing trip with his brother and Mr. and Mrs. Jory. Levison has appeared in 80 pictures during the past year, and is taking advantage of a wartime lull at his studio for a vacation.*

Jose Iturbi, Spanish composer-pianist who has caught the eye of Hollywood producers because of his current rise to popularity, was guest conductor at a concert of the Treasure Island symphony series early this week. Miliza Korjus, Hungarian screen star, appeared on the second concert of the series with Albert Coates as guest conductor. Leopold Stokowski will conduct the third and last of the series.

*"Four Feathers," British-made film released through United Artists, has completed its fourth capacity-house week at the United Artists here. "Winter Carnival" followed it.*

Ramblings on the Row: Employes at the exchanges were taking it as easy as possible all this week because of the heat spell. The warm weather was blamed for a general boxoffice decline at local theatres, which already had been hit by radio war news competition.

*The San Francisco Universal branch has rated second each week to the Los Angeles exchange in the contest being held during the exhibitor-sponsored testimonial drive.*

Previews of the week included Warner's "Pride of the Blue Grass;" M-G-M's "Thunder Afloat," and Paramount's "Honeymoon in Bali."

*Mel Hulling, district manager for Monogram, is on a flying trip to the north . . . Among visitors to the Row were Emery Clover of the Rex Theatre, Oroville, Cal.; A. Blanco, who runs houses in Sunnyville and Mountain View, Cal.; G. W. Taylor, Brookings, Ore., independent circuit owner; Leo Reese of the Orpheum, Lakeport, Cal.; Dan Tocchini of the El Rey in Sebastopol, Cal., and Tom Malloy, who has the Fox and Uptown theatres in Napa, Cal.*

Another visitor was Walter Kopfelt, who will be manager of the new Tower Theatre in Santa Rosa, opening of which is set for the first week in October. He was in town with his bosses, Bunny Lustig and A. Sims of Los Angeles, who plan to open houses in several cities in this area.

*Dan Cupid was head man at two exchanges. Anne Sammil, availability clerk at Warner, was married to Robert Sharp. Louise Hogan, M-G-M, announced her engagement to Richard J. DeGloria.*

Ellis Levy's former dream that turned into a nightmare, the Shalimar Bowl, again is being used for roller skating. The building looks as if a fair sized cyclone had hit it.

*Sally Rand (the new exposition theme gal) has moved out of the Music Box and is appearing only in the Gay Paree, the remodeled Greenwich Village on Treasure Island. She now runs three shows there, the Nude Ranch, Miss America and her big show in which she appears in person.*

The Golden Gate Theatre, showing single bills with vaudeville, still is topping the town with its 55-cent top price. All other local first runs are still at 40 cents.

*Western Poster here is exceedingly quiet, due to the absence of Murray Philips, who is vacationing, we are led to believe by his cohorts. Any way he seems to be nicely missed.*

National Theatre Supply here installed all the projection and sound for the new Santa Rosa house, the Tower . . . Jim Riley's Pacific Coast Theatrical Supply installed all the new seats in the Roosevelt in Oakland for M. Mitchell. Thirteen hundred of the new International's U-16 seats were used . . . National installed the new projection equipment in the Roosevelt in Oakland, and also installed new Simplex in the Senator in Sacramento and the Orpheum in Oakland.

*Ruth Washer "Aaron Goldberg's favorite gal Friday," is back after her vacation and boasts of catching fish. Aaron claims the proof of the fishing is in the eating and he hasn't been eating fish for some time.*

That crazy ball game between film leading men and comedians had a nice kickback. Maury Amsterdam, one-time radio and theatre favorite, was asked to announce the game over the public address system. George L. Riccomi, owner of the Music Box, heard Amsterdam and decided he was just the one to headline his new show. As a result, Amsterdam and his comedienne partner, Mabel Todd, have delayed a visit to New York where they will be featured in Cole Porter's new show.

*Wally Feahan is back in town again . . . Edna Schafer is back at Warner after a vacation.*

Employes gave Harry Hunsacher a birthday party in his Liberty Theatre in Marysville.

## *Calif. Allied Passes Up Weekly Board Meeting*

LOS ANGELES—With James C. Quinn, its executive secretary, busy on last-minute details preceding the opening of his new Monterey Theatre and Treasurer Fred Hirshon still vacationing, Allied States passed up its regular weekly board of directors meeting. President Seth Perkins will shortly set a date for a "pep" session to which all independent showmen will be invited and which will launch the exhibitor body's fall membership drive.

Quinn's theatre, located in the eastern part of the city, is scheduled to open September 24.

## *M. Mitchell Is Reopening Roosevelt in Oakland*

SAN FRANCISCO—M. Mitchell, former owner of the Larkin Theatre here, is reopening the Roosevelt in Oakland. The house is being rapidly remodeled after a long period of darkness and will be managed by Rene Lamarre, former manager of the President in San Francisco.

## *Two Harvey Shifts*

SAN FRANCISCO—Shifts in the Harvey circuit include the transfer of Maurice Lathrop of the Oakdale to the Menlo and Mayfield, and the assignment of Roy Sommers, formerly of McCloud, to Portola.

### Legit Curran Relighted

SAN FRANCISCO—After being dark all summer, the legitimate Curran here has reopened with a revival of "The Desert Song," starring Perry Askam, a San Francisco favorite. This will be followed early in October with "A Night at the Moulin Rouge."

# SALT LAKE

A DEMONSTRATION of television for members of the local Advertising Club was held here at the KDYL playhouse . . . The Paramount reopened here for the fall season with "The Rains Came." Charles Pincus, former manager of the Centre, has been shifted to the Paramount, while C. Clare Woods, formerly of the Paramount, goes to the Centre.

*"Beau Geste" has gone into the Studio for a second week . . . The Roxy housed a three-day presentation of "Tobacco Road," September* 18-19-20 *. . . Metro will trade-show "Babes in Arms" and "Ninotchka" here . . . Nina Scott, cashier at Sheffield-Republic, is vacationing in southern Utah.*

Al O'Keefe, Universal division manager, was here several days getting C. R. Wade, new branch manager, off on the right foot. Wade succeeded Mat Aparton, who was shifted to Seattle . . . O. J. Hazen of Service Theatre Supply says he did all right on a business trip over the northern part of the state.

# Convention Plans Get ATOI's Attention

INDIANAPOLIS—Plans for the 13th annual convention and trade show here October 23 and 24 occupied the attention of the first fall meeting of the Associated Theatre Owners of Indiana directorate Tuesday. A tentative program for the forthcoming affair was read for approval of the board.

Present were: William T. Studebaker, Logansport; H. Lisle Kreighbaum, Rochester; Bruce Kixmiller, Bicknell; Frank Sanders, Indianapolis; Leonard Sowar, Muncie; Isaac R. Holycross, Anderson; Roy Harrold, Rushville; Herb Johnson, Madison; Tom C. Baker, Indianapolis; Sam Neall, Kokomo; Harry Markun, Indianapolis; Maurice Rubin, Michigan City; Ernie Miller, Indianapolis; Alex Manta, Chicago; Carl Niesse, Indianapolis.

## *Around 150 Attend Trade Outing in Milwaukee*

MILWAUKEE—Some 150 theatremen turned out September 18 for an outing and celebration of the industry's 50th anniversary at the Lake Geneva Hotel, Lake Geneva, Wis.

Managers and salesmen of all the local exchanges were on hand for the fun fest as well as many local exhibitors. The weather was ideal and participants confined their activities to golf and having a good time, followed by a banquet in the evening. There was no speaking program held in connection with the affair, arrangements for which were in the capable hands of E. F. Maertz, Milwaukee, president of the Independent Theatres Protective Ass'n of Wisconsin and Upper Michigan, Inc.

Out-of-state guests included Allen Usher, Paramount district manager from Chicago.

## *Plans Are Completed for New Carbondale Theatre*

CARBONDALE, ILL.—Plans are completed for the new 1,100-seat, $100,000 theatre and store building to be built here by the I. W. Rodgers circuit of Cairo, Ill.

Plans prepared by O. W. Stiegemeyer, St. Louis architect, call for a one-story building of the semi-stadium type. The building also will contain five store rooms.

## *Builds in Roxana*

ROXANA, ILL.—Albert Crichlow of Alton plans the erection of a theatre here at an early date. Plans and specifications for the project have been prepared by O. W. Stiegemeyer.

### Open in Fairfield

FAIRFIELD, ILL.—Pitner & Barnes' new 450-seater here has opened for business.

## *Jack Benny Will Emcee For Legionnaires*

**Chicago—About a quarter million legionnaires and their families are expected to leave more than $15,000,000 in the Windy City during the American Legion convention that will be held here September 25 to 28. These figures come from Philip W. Collins, executive vice-president of the convention corporation.**

**Jack (Buck) Benny will ride again as master of ceremonies at one of the feature events of the convention. He will also be guest of one of the "We the People" broadcasts during his stay here.**

# Bingo Restrainer Suit Is Under Advisement

MILWAUKEE—Circuit Judge Charles L. Aarons has taken under advisement the suit of Charles W. Trampe, president of Film Service, Inc., to restrain Edward Zrinsek, operator of the Bahn Frei hall here from permitting Bingo games at the hall.

Games were conducted five nights a week by the St. Victor's society of the Polish Women's alliance and by the auxiliary to the fife and drum corps of the Sons of Union Veterans, according to testimony. Weekly awards, it was brought out, totaled about $2,000.

Zrinsek defended renting the hall for Bingo, pointing out that the Auditorium was rented for skat and schafskopf tournaments with money prizes for the winners.

Trampe contends the Bingo games are a public nuisance.

Impetus to barring theatre games, but not necessarily Bingo sponsored by church groups, was given when the state assembly passed by a voice vote the Paulson bill. It has been sent to the assembly for action.

The measure was introduced early in the session before the state supreme court held Bank Night to be a lottery. It has been opposed by independent exhibitors on the grounds that it would prevent them from offering giveaways.

A companion measure by Paulson, which would permit invoking the padlock law against buildings in which lotteries are conducted, is still pending in the senate.

At Sparta, Bingo operators playing the local fair, changed the name of the game to "Group Baseball," reported to be one of the approved games on the state department of agriculture and markets' list. Bingo was permitted at the Wisconsin State Fair here, despite a circuit court ruling prohibiting it at the Midsummer Festival in Milwaukee in July.

### Son to Jesse Stucky

WARREN, IND.—Mr. and Mrs. Jesse Stucky are the proud parents of a boy. Stucky operates the Savoy Theatre here.

# Chicago Takes Show Sharp Improvement

CHICAGO—Business has taken a sudden spurt upward in the last ten days in the Chicago area, with both loop and suburban theatres doing from 10 to 25 per cent better business.

M-G-M's "The Women" was literally "mopping up" at the United Artists this week, with the picture expected to go anywhere from four to eight weeks in the loop. "Beau Geste" was holding up well for its second week at the Chicago Theatre. All other pictures were doing correspondingly better than normal business in the loop, and most double-bill combinations in the subsequents were above average.

## *Hollywood Game Hearing Scheduled for Sept. 23*

MILWAUKEE—Arguments are scheduled September 23 in federal district court upon the contention of the Hollywood Amusement Co., Inc., Chicago, which is seeking an injunction to prevent police from interfering with the playing of Hollywood, that certain parts of a reply by Police Chief Joseph T. Kluchesky to the action should not be admitted.

Charles Swidler, counsel for the Hollywood company, opposed on September 18 before Federal Judge F. Ryan Duffy, 16 portions of the city's answer on behalf of Chief Kluchesky.

Atty. Swidler asked that the portion of the answer citing the city charter provision requiring the police chief to enforce state laws, including those with respect to lotteries, be banned. He also requested the court to deny reference to other city and state laws.

The city's reply to the Hollywood company's action holds that the legislature has authorized cities to order police departments to seize lottery and gambling devices and equipment. Acting under this provision, local police have seized 45 items of equipment, valued at $200, at ten different theatres.

The Hollywood company contends that the game is not a lottery and is not subject to the recent state supreme court ruling which held Bank Night to be a lottery.

## *Indianapolis Cooperative Is Opening Offices*

INDIANAPOLIS—Offices of the recently formed Indianapolis Cooperative Theatres, Inc., headed by Harry Markun, president, Oscar Kuschner and Irving Tamler, will be opened here soon.

Otto Ebert, manager of the Daisy Theatre, Indianapolis, will be booker for the new corporation and Miss Margaret Jane Kurtz, now with the 20th Century-Fox office here, will join the new booking company as stenographer.

# St. Louis Operators Offer New Contract

ST. LOUIS—The Motion Picture Operators Union No. 143 has submitted a new working agreement contract to the St. Louis Amusement Co. to replace the one which expired September 1.

Officers of the union are hopeful the new contract will iron out differences with the amusement company that resulted when the Pageant Theatre reopened with Thomas Canavan and Wallace O'Donnell as the projectionists.

Canavan and O'Donnell, who were among the members of Local No. 143 who supported IATSE Vice-President John P. Nick in his efforts to retain control of the local's affairs, were suspended by the new union officers when they failed to appear before the local's executive board to explain why they left jobs to which they had been assigned for several years to take over the Pageant projection positions.

The operators let out at the Pageant to make way for Canavan and O'Donnell were among the union members who supported the fight to oust Nick.

The union's executive committee was scheduled to meet to consider what action to take on the employment of the suspended men and to report what reaction was received from the new contract submitted to the officers of St. Louis Amusement.

In addition to suspending Canavan and O'Donnell for taking the jobs at the Pageant, the union's executive committee suspended projectionists employed at the Lafayette and Shady Oak theatres where Canavan and O'Donnell formerly worked.

Officials of the theatre circuit have refused to accept the substitute operators sent to the Pageant, Lafayette and Shady Oak by the new officers of Local No. 143.

St. Louis Amusement Co. theatres are operated by Fanchon & Marco under a management contract.

### Meeting Was Promised

Recently when injunction suits brought by the owners of the Bremen Theatre and the O'Fallon Theatre, two of the Kaimann houses, against officials of the unions were settled by agreement it was decided that Kaimann would endeavor to bring about a meeting between the labor committee of the theatre owners organization and the union officials. Fred Wehrenberg, president of the local MPTOA unit, said that the time for the meeting would be set when Kaimann returned to town.

The Kaimann theatres are the O'Fallon, Baden, Ashland, Pauline, Bremen, Salisbury, Robin, Queens, Circle, Lee, Janet, Lowell and Bridge. All of these houses are not owned by the Kaimann, some merely have a booking and advertising arrangement with the circuit.

For a while prior to the settlement of the injunction suits the ushers' union had been picketing some of the houses.

The contract of the ushers union with the theatres expired on June 14. It is understood that the theatre owners were willing to permit the old contract to be continued for another year on the old basis, especially as to wages, but the union is said to have asked for substantial wage increases all along the line.

It is understood the demands of Local 2-B were for the following scale to prevail in the Class A houses, which includes the first runs: Cashiers, ticket takers and doormen, 58 cents per hour; ushers, matrons and attendants, 53 cents per hour; Cloakroom attendants and pages, 51 cents per hour, cleaners and porters, 67 cents per hour, and chief of service, 68 cents per hour. Heretofore the cashiers, ticket takers and doormen have been receiving 40 cents per hour, ushers and matrons, etc., 30 cents per hour and the cleaners and porters, 35 cents per hour.

For the Class B houses the demands were: Cashiers, ticket takers, cleaners and porters, 55 cents per hour compared with the old scale of 40 cents, and ushers 50 cents as against 35 cents per hour.

The stagehands' union has demanded that members of that organization be employed for maintenance work around the theatres. Stagehands receive $75 per week. Originally the union wanted a stagehand for each house, but recent indications were officials of the union would agree to have one maintenance handle two or even three theatres in certain situations.

Recently the Film Exchange Employes' Union, Local 1-B, also affiliated with the IATSE, asked William Brandt, secretary of the Central Trades Labor Union, to use his influence to bring about a peaceful settlement of the controversy. Brandt is co-receiver for the Moving Picture and Projection Machine Operators' Union.

While in St. Louis on September 12, William Green, president of the American Federation of Labor, said that Brandt had accepted the appointment as co-receiver for the projectionists' union, "thoughtlessly, in violation of the clear and definite policy of the American Federation of Labor."

Brandt was appointed receiver for the projectionists union following court proceedings brought by a large number of the members of the union who objected to the administration of its affairs by John P. Nick, vice-president of the IATSE. Green said that the AFL was deeply concerned over the invasion of the union's affairs by a court. He pointed out members of a church congregation settled disputes among themselves without interference from the courts.

He contended that the men who were dissatisfied with the way the union was being conducted had the privilege of appealing to the higher tribunals within the union.

"What can the AFL do when violations of the rights of members of a local are ignored by the international union to which the local belongs?" he was asked.

"There is very little the AFL can do to inject itself into the affairs of the international," he replied. He then added that the AFL is opposed to racketeering in labor unions. He said that a vital principle was involved in the case of the projectionists' union, because labor always has been opposed to courts taking over their unions.

He was then informed that Secretary Brandt is highly respected in St. Louis and vicinity for his unceasing efforts to rid the labor movement of racketeers. "I know he accepted the co-receivership with lofty motives and ideals, and a desire to be of service," Green replied. He said that he knew Brandt to be a man of "unselfish character" and added that no drastic action would be taken against him because he accepted the appointment from Circuit Judge Ernest F. Oakley.



## *They View Production—*

*Eddie Albert poses for the photographer with Ciro Pedrucci, of the Frisina Amusement Co., Springfield, Ill., who visited the "Four Wives" set at the Warner studio accompanied by his wife and daughter.*

## Brandt Roundly Scores AFL's William Green

ST. LOUIS—William Brandt, secretary of the St. Louis Central Trades and Labor Union and co-receiver for Local No. 143, roundly scored William Green, president of the AFL, for what Brandt termed Green's failure to authorize an investigation of the internal affairs of Local No. 143.

Brandt's statement was an answer to Green's criticism of Brandt for accepting the court appointment as co-receiver for the operators union, after Circuit Judge Ernest F. Oakley had ousted John P. Nick from control of the local.

Brandt said that if Green had sent an official union investigator to St. Louis as requested in a resolution adopted by the Central Trades and Labor Union last January, the matter would never have got into court and his acceptance of the

co-receivership appointment would not have become necessary.

"Mr. Green takes care of and looks out for his constituents, the international unions," Brandt said. "I take care of and look out for our locals here in St. Louis and the general labor movement in St. Louis.

"I have no regrets about what I have done and no personal animosity toward President Green. He is 1,000 miles away from St. Louis and doesn't know what has happened in St. Louis. We here in St. Louis do know. It has been on the front pages of the newspapers and in the courts.

"If President Green had taken our advice, as adopted per our resolution last January, which was forwarded to him, and sent a man here to investigate Local No. 143, the matter never would have gotten on the front pages and never would have gotten into the courts.

"But now it is in the courts and I accepted that position as co-receiver and put in a program looking forward to a settlement. The local people (members of the union) wanted to settle and the international wouldn't, so it's still in the courts.

"All my efforts have been toward settlement of this unhappy affair, but I confess I haven't been very successful. The courts will have to settle it."

James A. McKeown also is co-receiver for the local.

## *Walter Easley Opens New Theatre in Greensburg*

GREENSBURG, IND.—Walter F. Easley, operator of the KofP Theatre here, formally opened his newly constructed Tree Theatre Tuesday, September 19. The theatre seats 500 and is of modern construction. It was named for the tree which grows out of the top of the Court House and for which Greensburg is famous. Easley plans to operate both houses full time.

### Long-Termer to Stewart

HOLLYWOOD—Kay Stewart has signed a new long-term acting contract at Paramount.

## *Move for "Hardy" Film*

INDIANAPOLIS—State and civic leaders are supporting a movement to bring the "Judge Hardy Family" to Indiana to make a film, as the result of a luncheon meeting held at the Hotel Lincoln here.

Plans were outlined for the campaign on the premise that Indiana is noted as an "average state." A petition to be signed by thousands of Indiana theatregoers will be sent to the studio.

Gov. M. Clifford Townsend already has addressed a letter to Lewis Stone, portrayer of the "Judge Hardy" role, pointing out that because the Hardy Family "is the movie's typical family, it would be fitting that the group make a picture in Indiana, which contains Muncie, the average United States city."

# Columbia Concludes Deals in St. Louis

ST. LOUIS—It is learned Columbia has concluded 1939-40 product deals with first, second, third, fourth and subsequent run houses here on a basis believed to have set a local high mark for the company. While rentals to be paid have not been revealed, it is understood the deals are extremely favorable to Columbia.

First runs are to be split between Fanchon & Marco's Ambassador and Fox theatres and Loew's. Exact division of the release numbers has not been determined.

Second runs are on a seven-day basis, with the Ritz, Uptown, Norside, Varsity and Esquire playing day-and-date.

Third runs also are on a day-and-date basis, with the Empress and Avalon sharing playing time.

Fourth-run showings will be at the Will Rogers and the new Rio, a 1,000-seater nearing completion at 5562 Riverview Blvd. This house will book through St. Louis Amusement Co. It is being built by Riverview Theatre Corp. Nat Koplar is general contractor.



—Candid Illustrators

## *Looks Toward Industry Boom—*

*Rouben Mamoulian, right, director of Columbia's "Golden Boy," talks about the film business in general, looking forward to a boom in the industry. Receiving the talk is Gene Rich, central editor of* BOXOFFICE, *while Jack Thoma looks across the camera and listens intently. Thoma is Columbia's midwest exploiteer.*

# Report Brady Paid Taxes on $10,000

ST. LOUIS—State Rep. Edward M. (Putty Nose) Brady, whose trial on a charge of extortion is to come up during the October term of the circuit court for criminal causes, is reported to have paid the federal government income taxes, a penalty and interest on $10,000 he is said to have handled in 1936 in connection with a settlement of a wage scale and working agreement controversy between IATSE Local No. 143 and St. Louis exhibitors.

Brady was indicted jointly with John P. Nick, vice-president of the IATSE.

It is understood he made a delinquent tax return to the federal government on the sum he is alleged to have received from a group of theatre men in 1936. The amount of the tax, a 25 per cent penalty for delinquency and six per cent interest a year, is the amount Brady is said to have paid Uncle Sam. His entire bill reportedly was about $700.

Nick and Clyde A. Weston, business manager for Local No. 143, were ousted from control of the union's assets and affairs by Circuit Judge Ernest F. Oakley last April following a trial of injunction and receivership proceedings brought by a number of members of the union opposed to Nick and Weston.

### Contract Conferences Wait For End of Convention

CHICAGO—With all of the operators' union executives in Springfield attending the state federation of labor convention this week, conferences on the operators' contracts for this season were being held up temporarily. They were expected to resume late this week or early next week.

## *Sam Grimes Is Building 350-Seater in Brazil*

BRAZIL, IND.—Sam Grimes has started construction on his new Cine' Theatre here and expects to open in about 30 days. The house will seat approximately 350 when completed.

Brazil has a population of around 8,700 and there already are three theatres here with a total seating capacity of approximately 2,100.

## *Two Opera Officers*

ST. LOUIS—John P. Meyer, president of the Northwestern National Bank, has been named treasurer of the St. Louis Grand Opera Ass'n. Ralph D. Griffin, vice-president of the Mercantile-Commerce National Bank, was made assistant treasurer.

### Karl Gast Remodels at Akron

AKRON, IND.—Karl Gast, operator of the Madrid Theatre here, has recently made many changes to his theatre by remodeling and redecorating. A new front is among the changes made.

# INDIANAPOLIS

SHORTY PHILLIPS, representative for National Screen Service in the Indiana territory, has returned from the company's convention held last week in Chicago at the Drake Hotel.

*Don Hammer, well known Indiana film salesman, reports exceptionally good business with his film "Unashamed." All house records were recently broken at the Paramount Theatre in Marion.*

William Wallace, head booker at the local Warner exchange, spent his vacation driving around the northern part of the state, stopping here and there to fish, golf and visit with his friends.

*Jack Osserman, manager of the Chicago RKO branch office, visited Roy Churchill, Indianapolis branch manager, last week.*

A new entertainment service has been organized in Indianapolis under the name of National Broadcasters & Entertainers, and directed by Miss Kay Keiser. Their talent includes well known radio artists and a variety of new entertainers. A new unit is now in rehearsal for roadshow engagements, at theatres and club entertainments.

*Don R. Rossiter, executive secretary of ATOI and the Mrs., together with Mr. and Mrs. C. R. Jackson, of Shelbyville, are vacationing at a lake in northern Indiana near Monon, where they hope to break all records catching fish. If fishing tackle and camping equipment have anything to do with it, they should really pull them in by the boatfuls. Jackson is representative in Indiana for the Burch Mfg. Co., makers of popcorn machines.*

Kolman Hirschman, booker for the Settos Theatres, has returned to his work after his siege with lobar pneumonia . . . Grace McFadden, cashier at the local Columbia exchange, had a relapse last week and was returned to the Methodist Hospital. She has been suffering with a very high blood pressure and the doctors have ordered several weeks more rest.

*Miss Flynn will replace Miss Margaret Jane Kurtz as stenographer at the 20th Century-Fox office.*

Jesse L. Lasky, Hollywood producer, was in town last Saturday and Sunday to conduct the finals for the winners in the "Gateway to Hollywood" contests being staged throughout the country. The finals were held on the stage of the newly opened Indiana Theatre Sunday night. Finals for a similar contest were held Friday night in Louisville.

*Mrs. Elmer J. Barnard, member of the Paramount office staff, and widow of "Barney," has just entered her son, James, in Campion College, Prairie du Chien, Wis. Mrs. Barnard has returned to her post here after having spent a week with her son.*

Many neighborhood theatres here are playing revivals of several successful pictures of the last several years, such as "The Shining Hour," "San Francisco," "I'm From Missouri," "Dark Rapture" and others . . . Minnie Michelfelder, cashier at the local UA office, has returned from her vacation spent in the east.

*Eight kiddies from the Claude Allison Strandites Club were in glory when they drove the phaeton in which Judy Garland rode in the film, "Wizard of Oz," in the big parade last Tuesday and called on the governor at the Statehouse. The phaeton was drawn by the famous ponies, "Wizard" and "Oz."*

Earl Cunningham of the Fountain Square Theatre cashed in over the weekend by playing "Career," the first "Gateway to Hollywood" picture released by Jesse Lasky through RKO, especially in honor of Mr. Lasky, who visited here on a talent hunt this weekend. Mr. Cunningham introduced him to two of his young hopefuls, Miss Katy Lou Matlock, winner of the "Miss Indiana" title and to Judy Allen, 17-year-old singer, protege of the Cunninghams.

*Charles Tamler, operator of the Garfield Theatre, is busy these days sponsoring the Tamler Theatre bowling team. This is the third consecutive year Charlie has sponsored a team and this year he's after the city title.*

Jim Kennedy, new manager at the Olson's Ritz Theatre, has announced an "early bird" show, opening at 5:45 p. m. with a break at 9:00 p. m. . . . Another theatre to inaugurate "early bird" schedules is the Golden, managed by Don Wright for the Cantor Bros. A Kiddie Club has also been organized and a special matinee is being planned every Saturday afternoon.

*Joe Cantor's Rivoli Theatre's "Kiddie Club" will hold a pet parade and contest at next Saturday's matinee in honor of National Dog Week. Not only dogs, but any animals coming under the heading of pets, are eligible, with prizes for the oddest. There also are awards for the tallest, smartest, spottiest and shortest-tailed.*

Harmon Allison, operator of the Ritz Theatre, Moorseville, is a very nervous exhibitor these days. He and the Mrs. are expecting their first heir.

*J. O. Moore, manager of the newly acquired Irving Theatre by the Settos circuit, announces clearer, brighter pictures are promised patrons as a result of improvements recently completed in the projection booth.*

Ward Farrar, manager of Loew's Theatre, has a pair of bicycles their young owners probably think are stolen. Loew's parks bicycles backstage and these are two that were left about three weeks ago.

*Mrs. Doris Lee, former secretary of the local Variety Club and later secretary to Carl Niesse when he operated the Mannie Marcus theatres in Indianapolis, was robbed of her purse by two men as she walked near her home last Saturday night.*

Seen along Filmrow: Mr. and Mrs. William Luckett, Scottsburg; Harmon Allison, Mooresville; Karl Gast, Akron; Joe Schilling, Connersville; Harold Neese, Brazil; Alex Manta, Indiana Harbor; Bill Studebaker, Logansport; Roy Harrold, Rushville; Herb Johnson, Madison; Jack Van Borssum, Terre Haute; Lisle Kreighbaum, Rochester; Dick Vlastos, Fowler; John Dixon, Flora; Walter Easley, Greensburg; Billy Connors, Marion.

# Shut-Down Ends for Indianapolis Lyric

INDIANAPOLIS—The Lyric Theatre was to reopen Friday after being closed since early in July. Wage differences causing the theatre's closing were adjusted this week.

A new organization known as the Lyric Theatre Operating Co. has been formed, consisting of Charles M. Olson and several Indianapolis business men.

Ted Nicholas, manager, will act as company representative and will have charge of booking as well as management.

The Lyric had been operating as a first-run house six years before its closing, five of which had been operated without a break in vaudeville programs. There has been no change in its former policies, Nicholas said.

Nicholas, who has been in New York booking future attractions for the new season, had advised the Indianapolis office that he already has several headliners signed for coming weeks. From New York he flew to Columbus, Ohio, to see and book an A. B. Marcus Revue. The opening attraction will include Ben Bernie and his orchestra.

### Neighborhood Houses Are Reviving Vaudeville

INDIANAPOLIS—Vaudeville again is springing to life in the neighborhood theatres since the stage shows have started in the down town houses. The Strand opened with an hour-long vaudeville show last Thursday night, but it was all on the screen. Claude Allison, Strand manager, noticed that fans particularly liked the vaudeville short subjects, so he viewed some 20 shorts, selected the best numbers from each and welded them into a whole.

Other Olson theatres, including the Uptown, Ritz, St. Clair and Oriental of which the Strand is also connected, will start vaudeville shows in the near future.

## *Stage Shows Returning to Fox Theatre, St. Louis*

ST. LOUIS—Stage shows will return to Fanchon & Marco's 5,000-seat Fox Theatre this fall, according to an announcement by the management.

Opening stage show has been set for October 6. It will be the A. B. Marcus Show, a revue.

## South Bend Contestant Gets Chance at Films

SOUTH BEND, IND.—Lee Bonnell of this city was chosen by Jesse L. Lasky, pioneer film producer, to go to Hollywood to compete for a motion picture opportunity in his "Gateway to Hollywood" contest held last Sunday evening at the Indiana Theatre, Indianapolis.

Six candidates selected by Lasky in two days of interviews in Indianapolis were presented by him on the stage at the theatre. Ned LeFevre, Indianapolis radio announcer, ran Bonnell a close second and was assured by Lasky that he had an excellent chance to be entered in the contest in case other cities yet to be visited fail to produce a full quota of male candidates.

A similar promise also was extended to Miss Susan Stall, Bloomington, a junior at Indiana University, who was Lasky's first choice among the girls.

Lasky and his assistant, Paul Snell, left Indianapolis Monday for Chicago to continue their talent hunt.

## "Miss Indiana" Contests Bring Managers Rewards

MICHIGAN CITY, IND.—The state-wide contests for the selection of "Miss Indiana" here in conjunction with the Dunes Water Carnival also held contests for theatre managers, for exploitation on the individual city contests.

First prize of $50 was awarded F. Shirley Wilcox, manager of the Grand Theatre, New Albany; second prize went to Clyde Winans, manager of the Palace Theatre, Gary, and third prize to Rex Williams, manager of the Capitol and Hoosier theatres at Whiting, Ind.

The New Albany house is operated by the Switow Bros., the Gary house by Theatrical Managers, Inc., and the Whiting theatres by Indiana-Illinois Theatres, Inc.

## June Travis Among Judges At Indiana Corn Festival

FOWLER, IND.—June Travis, screen and radio star, and Hal Totten, sports announcer, will be among the judges to select the 1939 Indiana Corn Festival queen to be held at the local high school Gym on October 2. The contestants will be drawn from a score of central Indiana towns. The queen and her court of honor will be entertained at Chicago before the festival, which will be held at Fowler, October 12-14.

### Lyric Orchestra Director Injured

INDIANAPOLIS—Edward Resener, violinist, teacher and director of the Lyric Theatre orchestra for several years, received severe cuts about the face in an auto accident when his car was struck from the rear by a truck. Resener was taken to the Methodist Hospital.

### New Pact to Van Riper

HOLLYWOOD—Metro has handed Kay Van Riper a new writing contract.

# B&K-Great States Dealing With UA

CHICAGO—So far the elsewhere-reported breakoff of relations between B&K-Great States and United Artists has not taken place.

United Artists was dickering this week with Great States' Jules Rubens for 1939-40 product in the downstate circuit. "When they finish with Great States, I imagine that we will continue discussions," was John Balaban's comment on the situation.

### Writers Join Warner

HOLLYWOOD—George Bricker and Alex Gottlieb have joined Warner's writing staff.

# CHICAGO

MANY filmites were among the first nighters at the opening of Sonny Goldstone's and Nick Dean's Colony Club. Among those spotted were Mr. and Mrs. John Balaban, Mr. and Mrs. Nate Platt, Mr. and Mrs. Jack Shumow, Mr. and Mrs. Jack Rose, Mr. and Mrs. Henry and Art Schoenstadt, Mr. and Mrs. Al and Ben Bartlestein, Mr. and Mrs. John Semadalis, Mr. and Mrs. Jack Rubens, Mr. and Mrs. Elmer Benesch, Mr. and Mrs. Sinuel Roberts, Morry Leonard, Mr. and Mrs. Jack Kirsch and Eddie Brunnell.

*The Women's Film Industry Club of Chicago held a regular meeting Tuesday night at the Congress Hotel . . . The Film Bookers Club of Chicago will hold its annual election at its meeting next Tuesday night, September 26, at the Crillon Hotel.*

Jim Booth, Essaness booker, thinks the marquee attractions at the Howard Theatre the other day should be noted again: "Tarzan Finds a Son," "It Could Happen to You." Oh, yeh!

*The 1,000 delegates of the World War Nurses to the American Legion Convention here will receive special letters on RKO's "Nurse Edith Cavell," sent out by Leon J. Bamberger, RKO's energetic sales promotion manager.*

Bill Bishop, M-G-M exploiteer, has sent out to all accounts in this territory that unusual review on "The Wizard of Oz," written by a 9-year-old fan for the Minneapolis *Star-Journal.*

*Sam Tishman, Dick Sachsel, Henri Elman, Dave Halperin and Johnny Mednikow were among the local filmites who attended the Joe Louis-Bob Pastor fight in Detroit.*

Bill Bishop, M-G-M exploiteer, spoke to the Essaness managers at a meeting presided over by Jim Booth, on the current M-G-M national exploitation contest.

*Duke Hickey has returned from an 11-day stay in Detroit handling an engagement of "When Germany Surrendered," for Johnny Mednikow.*

## Metro Talent Scout's Play Wins Chicago's Praise

CHICAGO—"Pandora's Last Box," a three-act comedy-drama by Clarence Shapiro, Chicago talent scout for M-G-M, received glowing praises from local critics when it was given its premiere performances at the Chicago Women's Club Theatre.

Dorothy Deere of the Chicago *Herald-American* said that "the play definitely belongs on Broadway." M-G-M executives locally, including Jack Flynn and W. E. (Doc) Banford, saw the play for possible screen material. Shapiro plans to open the play shortly either at a local theatre, or give it a New York tryout.

## Ample Supply of Swedish Pictures Are on Hand

CHICAGO—Essaness Theatres here have a several months' supply of Scandinavian films despite the war in Europe, for exhibition at their local Swedish theatre, the Julian.

It is understood that E. A. Mattson of the Skandinavian Film Co., New York, importer of Swedish films, has this lengthy supply. He also has announced that during the last war, Swedish films got through to this country, and this is expected to continue again this time, since Swedish ships are neutral and should go through blockades unmolested.

## Settos Buys Sound

INDIANAPOLIS—George Settos, president of the Settos Theatre circuit, has purchased RCA sound equipment for his new Grand Theatre at Linton recently acquired from R. F. Scherer, and for his newly constructed Vogue at St. Mathews, Ky. Both theatres are expected to open around November 1.

### Scripts One for Small

HOLLYWOOD—Robert Carson will adapt "Kit Carson, Avenger" for Edward Small, UA producer.


**TRADE DIRECTORY**

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# This Week We Meet . . . .

## LOU MACHAT



CHICAGO—A real veteran of the motion picture industry—one who has been in every division of it, operator, salesman, producer and owner—is Lou Machat, manager of B&K's Maryland Theatre, on Chicago's south side. Lou's 30th anniversary in the industry will be observed at a dinner to be given in his honor by Woodlawn section merchants at the Southmore Hotel, Friday night, October 6.

Machat has been manager of the Maryland Theatre since 1933, but before that he traveled between large cities of the eastern half of the United States ever since 1909 producing, distributing and exhibiting pictures.

He began by producing western and detective thrillers back in 1909 and 1910 in Boston, and distributed them through his Machat Feature Film Co. there. He also operated a theatre in 1910 in New York, the Fourteenth Street Theatre, and there showed what is acknowledgedly the first talking picture, Edison's version of the Gilbert and Sullivan "Mikado." In those days it was called the Cameraphone.

About that time he began importing foreign films, which he continued to do up until 1933 when he became connected with B&K. When the World War of 1914 broke out, he met a Louis J. Selznick, destined to become a leader in the industry, and sold him his exchange in Boston, when foreign films became increasingly difficult to import. Selznick used this exchange as a nucleus for distribution of the productions he was beginning to make then.

He remained with Selznick a year, but then left for New York and opened his own exchange there. This was during the days when two of the top stars were Clara Kimball Young and Robert Warwick.

In the twenties, Machat began building art theatres throughout the east, starting with one in Washington, where the famous "Cabinet of Dr. Calligari" was shown. In subsequent years he built the little theatres, called everywhere the Cinema Theatre, in Baltimore, Philadelphia (where he also built another called the Europa), Rochester, Buffalo, Detroit and thence to Chicago, which he built in 1929. That house, still operating, is now under the operation of Charlie Stern, who took the theatre over in 1933, when Machat joined B&K. In 1930, Machat opened the Punch and Judy Theatre, now the Sonotone Theatre.

Lou's idea in opening the Punch and Judy was not as a foreign film house, but rather to run outstanding Hollywood product of a class nature on a roadshow basis. His first attempt at the Punch and Judy was with United Artists' "Abraham Lincoln," which starred Walter Huston.

While the idea did not work then, Machat still feels that there is a place for small theatres that will be set aside to run class motion pictures at roadshow prices in the same manner in which legitimate stage productions are offered. "And I believe the time for that type of operation is near at hand now," he said.

Machat recalled, too, that during the war of 1914 that war films were the biggest money-makers in the American market. He adds that "the public doesn't change much from decade to decade and I believe that they will go for war pictures again, such as revivals of Universal's "All Quiet on the Western Front," and similar pictures."

After 30 years in the industry, Lou Machat regrets none of the years he has spent in it, ending up with, "I still get a kick out of the business and I guess I always will." Machat is married, has one daughter and one grandson.

## East St. Louis Council Reviews Year's Work

EAST ST. LOUIS, ILL.—The annual report of the East St. Louis Better Films Council made by Miss Elsie Clanahan, president, reveals committees of the council reviewed 312 pictures, sent out 59 monthly bulletins to the public and parochial schools, conducted its annual poster contest and cooperated with the Public Library, schools, churches, the Catholic Community House and the YWCA in the interest of better films.

This year the council will seek to have pictures suitable for school children shown in neighborhood theatres on Friday night.

### Daughter to Myers Flater

BLOOMFIELD, IND.—Myers Flater, operator of the Citadel Theatre here, and the Tivoli at Spencer, Ind., has a new daughter. Mr. and Mrs. Flater have named the little one Karen Kay Flater.

# MILWAUKEE

GLENDA FARRELL appeared here at the Pabst Theatre last week in "Brief Moment." James Kirkwood is also in town rehearsing for his appearance in Myron Fagan's new play, "To the End of Time," playing the house the week of September 25 . . . Lawrence Welk with Mildred Bailey open at the Riverside, September 29, for a week's performance.

*Fox has instituted "Fan Fare," a four-page advertising sheet distributed to homes in the city to plug their neighborhood house programs. Circuit offered passes to the ten best responses to the query concerning how they liked the initial issue of the sheet.*

Fox is conducting amateur nights at various of its neighborhood houses, with auditions held every Saturday afternoon at its Zenith theatre.

*Standard Theatres recently acquired Grand Theatre in Green Bay will be reopened September 24 as the Packer. The town is the home of the Green Bay Packers, professional football champs . . . Ed Bowen of Mayville has leased the Slinger Theatre at Slinger and recently reopened it.*

Fox executives from Milwaukee, including George H. Brown, W. V. Geehan, V. T. Touchette, Lowell Parmantier, R. F. Jacobson, L. J. Guenther, G. N. Blatchford and H. B. Tollette, were guests of the Elks Club in Janesville last week at a banquet observing the reopening of the circuit's renovated Myers Theatre. James Zanias, former manager of the Myers, was presented with a traveling bag. Representatives of the Myers and Beverly theatres, the latter also a Fox house in Janesville, as well as Russ Leddy, manager of the circuit's Fox Theatre in Green Bay, attended the banquet.

*Robert S. Guitermann, manager of the Capitol Theatre in Manitowoc, is being visited by his mother, Mrs. Alfred Guitermann of Los Angeles, Cal.*

The Van Der Vaart at Sheboygan is the latest house to join theatres giving away encyclopedias.

*James Zanias, former manager of the Myers and Beverly theatres in Janesville, acted as judge last week in connection with talent shows conducted during a fall opening celebration by merchants in that city.*

The Grand and Wausau theatres in Wausau were hosts to some 5,000 Marathon county youngsters, September 16, in connection with Rural Youth Day, sponsored by the Junior Chamber of Commerce.

## It's Dick Vlastos jr.

FOWLER, IND.—Dick Vlastos, operator of the Dreamland Theatre here, the Knox Theatre in Knox and the Williams Theatre at Williamsport, has named the new arrival Dick jr. Mrs. Vlastos and the new son have returned to Fowler from the St. Elizabeth Hospital at Lafayette.

# ST. LOUIS

HARRY CRAWFORD, manager of the Ambassador Theatre, spoke on "The Theatre Stars of Yesterday and Today" at a luncheon meeting of the Executives Club of St. Louis at Hotel Statler.

*Mr. and Mrs. Curt Jones celebrated their 27the wedding anniversary, September 17. Jones, projectionist at the Webster Theatre, is best remembered by St. Louisians as the director and comedian for the Princess Maids who held the boards at the old Princess Theatre (now the Shubert-Rialto) on Grand Blvd. near Olive St., back in 1912 and 1913. Mrs. Jones, the former Juanita Coray, was a noted stage beauty when she became the bride of the town's best comedian.*

Visitors: E. Weinshenck, Great States-Publix division manager; Bob Cluster, Salem, Ill.; Walter Light, Chester, Ill.; Noah Bloomer, Belleville, Ill.; Steve Farrar, Harrisburg, Ill., and Theodore Coleman, Mount Carmel, Ill.

*Celess Cason, secretary to John Quinn, manager of the St. Louis M-G-M branch office, has returned from a vacation trip to Hollywood. While in the screen capital she took some screen tests.*

## Ind. Photoplay Indorsers Luncheon Opens Season

INDIANAPOLIS—Mrs. Robert Mottern is chairman of the President's Day luncheon of the Indiana Indorsers of Photoplays executive committee, to be held October 3 at the Claypool Hotel. This event will open the year's work.

Mrs. C. J. Finch is in charge of the program and Mrs. W. E. King and Mrs. Roscoe Williams are co-chairmen of invitations. The committee met recently at the American National Bank to define plans for the year. Mrs. Williams was appointed to cooperate with the Boys' Club in arranging a series of programs. The work this year, as in the past, will be along educational and recreational lines in cooperation with the Indianapolis Council of Social Agencies.

## Benjii Strives to Regain Health at Hot Springs

MADISON, WIS.—Edward Benjii, manager of Warner-Saxe's Capitol Theatre here, has been granted a month's leave of absence to go to Hot Springs, Ark., for his health.

## Marvin Merrill Wed

MONON, IND.—Marvin G. Merrill, manager of the Howard Theatre here, was recently married to Katherine Burke, New Castle, which also is Merrill's home town. The Howard is operated by Theatrical Managers, Inc.

## Howards Return

BLOOMINGTON, IND.—Ray Howard, manager of the Harris-Grand and Princess theatres, has returned from his vacation. He and Mrs. Howard visited relatives in the west. These theatres are operated by Theatrical Managers, Inc.

# 75 Critics to Chicago For 'Cavell' Showing

CHICAGO — About 75 newspaper critics from 25 cities attended the day-long events leading up to the press premiere of RKO's "Nurse Edith Cavell," on Monday at the Palace Theatre here. That night hundreds of persons milled about the theatre and attempted to get in to get a glimpse of Anna Neagle, star, and Herbert Wilcox, producer, of the picture.

Events of the day started off with gathering of the critics at the Blackstone Hotel, headquarters. In the afternoon a special press preview of the film was held at the World Playhouse, followed by interviews for the visiting scribes.

In the evening, a dinner party was held at the Blackstone, at which numerous Chicago exhibitors were guests. Among those attending were Bill Hollander, Abe and Joe Kaufman, B&K; Jack Kirsch, Allied Theatres; Jim Booth, Essaness; Jack Rose and Alex Manta, Indiana-Illinois Theatres; Simon Simansky; Harry Goldman, Lasker Theatres; Mort Goldberg; Joe Weiss, and Henry and Arthur Schoenstadt. Others attending included British Consul General Bernays, Mrs. Richard M. McClure, Chicago Better Films Council president; Miss Emma Abplanalp; Jesse L. Lasky, and Barnet Hodes, corporation counsel of Chicago; and Miss Neagle and Wilcox.

Bernays, in a short talk after the dinner, said, in part: ". . . after seeing this picture we will see what the democracies of the world are facing today . . . we will be taken back to the horror of 25 years ago and pitched forward to the same horror that is taking place today . . . there never could have been a time when this picture would mean more than now . . . if the self-denial, tragedy, heroism and determination that Miss Cavell and others showed during the last war are brought home by this picture then it will not have been made in vain."

Ralph Rolan of RKO was official host and had a corps of men from the RKO New York publicity offices of S. Barret McCormick working with him. They included Louis Alleman I, Louis Alleman II, Charlie Levy, Arthur Denman, and Connie Krebs of the studio publicity department. Tom Gorman, RKO theatres district manager; Bob Haley, Palace Theatre publicist; Frank Smith, Palace manager; and Jack Osserman, RKO branch manager, all worked on the arrangements in advance of the arrival of the RKO Pictures' publicists.

From here the troupe left for Columbus, Ohio, after which they left for the New York premiere on Thursday. Thus far, it is said, more than 1,000 critics have seen the picture in the seven press premieres held.

# SPR'GFIELD

A COMBINATION of good weather, fine pictures and a series of major conventions has boomed attendance at all Springfield theatres. One week the Shriners held sway, the Illinois Methodist conference was in progress the next week, followed by the state federation of labor convention the next.

*A new marquee and new projectors have been added to the Lory Theatre at Highland, Ill.*

The operators and stagehands unions of Illinois were represented at the state federation of labor convention here. All of those attending the convention were guests of all but one of the downtown Springfield theatres.

*Edward Walker, manager of the Havana Theatre at Havana, is on his vacation. He is motoring to California to visit a sister and will stop at Los Angeles and San Francisco.*

George, Nicholas and Louis Kerasotes attended the opening of the New Freeport Theatre at Freeport, Ill., operated by Steve, Leo and Joe Bennis of Lincoln, Ill.



—Candid Illustrators

## All Three Are Visitors—

*Herbert Wilcox, producer, left, and Anna Neagle, right, star of "Nurse Edith Cavell," are greeted in Chicago, where they came to attend the press previews of the RKO-distributed film, by Mrs. Grace Zimmerman of La Grange, Ill. Mrs. Zimmerman's son was born in 1913 in the Edith Cavell Clinic in Belgium.*

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **HIS GIRL FRIDAY**—Ralph Bellamy, Cary Grant, Helen Mack, Ernest Truex, Gene Lockhart. Producer: Howard Hawks. Director: Howard Hawks. Original: Ben Hecht, Charles MacArthur. | **THE INCREDIBLE MR. WILLIAMS**—Joan Blondell, Melvyn Douglas, Ruth Donnelly, Donald MacBride. Producer: Everett Riskin. Director: Al Hall. | **RENEGADE LAW**—Charles Starrett, Iris Meredith. Producer: Irving Briskin. Director: Leon Barsha. |
| GN | | | |
| M-G-M | **A CALL ON THE PRESIDENT**—Ann Sothern, William Gargan, Marsha Hunt, Tom Neal, Walter Brennan. Producer: Edgar Selwyn. Director: Robert Sinclair. Original: Damon Runyan.<br>**DR. KILDARE'S SECRET**—Lew Ayres, Lionel Barrymore, Laraine Johnson, Alec Craig. Producer: Lou Ostrow. Director: Harold Bucquet. Original: Max Brand. | **NORTHWEST PASSAGE**—Spencer Tracy, Robert Young, Laraine Day, Walter Brennan, Regis Toomey. Producer: Hunt Stromberg. Director: King Vidor. Original: Kenneth Roberts.<br>**JUDGE HARDY AND SON**—Lewis Stone, Mickey Rooney, Ann Rutherford, Sara Haden, Fay Holden. Producer: Lou Ostrow. Director: Geo. Seitz. Screenplay: Kay Van Riper. | |
| MONO. | | **SCOUTS OF THE AIR**—John Trent, Marjorie Reynolds, Milburn Stone, Dennis Moore, Julius Tannen. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. Screenplay: Leonard Fields, Byron Morgan, Edwin C. Parsons. | |
| PARA. | **THE ROAD TO SINGAPORE**—Bing Crosby, Dorothy Lamour, Bob Hope. Producer: Harlan Thompson. Director: Victor Schertzinger. Screenplay: Don Hartman, Frank Butler. | **GUN CHORES**—William Boyd, Russell Hayden. Producer: Harry Sherman. Director: Howard Bretherton. Original: Jack Jungmeyer. Screenplay: Harold and Daniel Kusell.<br>**THE FARMER'S DAUGHTER** — Martha Raye, Charlie Ruggles, William Frawley, William Demarest, Gertrude Michael, Benny Baker. Producer: William Thomas. Director: James Hogan. Screenplay: Lewis Foster. | **EMERGENCY SQUAD**—Louise Campbell, William Henry. Producer: Harold Hurley. Director: Edward Dmytryk. |
| RKO | **HOT TAMALE**—Lupe Velez, Leon Errol, Donald Woods, Linda Hayes. Producer: Cliff Reid. Director: Les Goodwins. Screenplay: Joseph A. Fields.<br>**LEGION OF THE LAWLESS**—George O'Brien. Producer: Bert Gilroy. Director: David Howard. | **VIGIL IN THE NIGHT**—Carole Lombard, Brian Aherne, Anne Shirley, Helena Grand. Producer: George Stevens. Director: George Stevens. Original: A. J. Cronin.<br>**THAT'S RIGHT, YOU'RE WRONG**—Kay Kyser and Orchestra, Adolphe Menjou, Lucille Ball. Producer: David Butler. Director: David Butler. Screenplay: William Conselman, James V. Kern. | |
| REP. | **COVERED TRAILER**—James, Lucile and Russell Gleason, Harry Davenport, Tommy Ryan. Producer-Director: Gus Meins.<br>**ROBIN HOOD OF THE PECOS**—Roy Rogers. George (Gabby) Hayes. Producer-Director: Joe Kane. Screenplay: Stuart Anthony. | **ROVIN' TUMBLEWEEDS**—Gene Autry, Mary Carlisle, Smiley Burnette, June Storey. Producer: William Berke. Director: George Sherman.<br>**ABRAHAM LINCOLN BOGGS** — Edward Ellis, Anita Louise, Margaret Hamilton, Richard Lane, Clem Bevans. Producer: Robert North. Director: Dudley Murphy. Original: Harry Hamilton. | |
| 20TH-FOX | **THE GRAPES OF WRATH**—Henry Fonda, John Carradine, Jane Darwell, Eddie Quillan, Dorris Bowden, Frank Darien. Producer: Nunnally Johnson. Director: John Ford. Original: John Steinbeck. Screenplay: Nunnally Johnson.<br>**EVERYTHING HAPPENS AT NIGHT** — Sonja Henie, Ray Milland, Alan Dinehart, Fritz Feld. Producer: Harry Joe Brown. Director: Irving Cummings. Screenplay: Art Arthur, Robert Harari.<br>**THE MAN WHO WOULDN'T TALK**—Lloyd Nolan, Jean Rogers, Onslow Stevens, Eric Blore, Mae Marsh. Producer: John Stone. Director: David Burton. Screenplay: Robert Ellis, Helen Logan. | **THE BLUEBIRD**—Shirley Temple, Johnny Russell, Nigel Bruce, Sybil Jason, Nancy Kelly, Gale Sondergaard. Producer: Gene Markey. Director: Walter Lang. Original: Maurice Materlinck. Screenplay: Walter Bullock.<br>**LITTLE OLD NEW YORK**—Alice Faye, Richard Greene, Andy Devine, Henry Stephenson. Producer: Raymond Griffith. Director: Henry King.<br>**THE ADVENTURER** — Cesar Romero, Marjorie Weaver, Virginia Field, George Montgomery, Chris-Pin Martin. Producer: Sol Wurtzel. Director: Herbert I. Leeds. | **THE SIMPLE LIFE** — Stuart Erwin, Marjorie Weaver, June Gale, Chick Chandler. Producer: Sol Wurtzel. Director: William Beaudine. Original: William Anthony McGuire. Screenplay: Clay Adams, Leonard Hoffman, Hamilton MacFadden. |
| UA | | **RAFFLES** — David Niven, Olivia de Havilland, Dudley Digges, Lionel Pape, Dame May Whitty. Producer: Sam Goldwyn. Director: Sam Wood. | |
| UNIV. | | **VIGILANTE WAR**—Johnny Mack Brown, Bob Baker, Fuzzy Knight. Director: Ralph Staub.<br>**DESTRY RIDES AGAIN**—James Stewart, Marlene Dietrich, Brian Donlevy, Charles Winninger, Billy Gilbert, Dickie Jones. Producer: Joe Pasternak. Director: George Marshall. | **THE MAN FROM MONTREAL** — Richard Arlen, Andy Devine, Anne Gwynne, Kay Sutton, Addison Richards. Producer: Ben Pivar. Director: Christy Cabanne. |
| WB-FN | **THE SEA HAWK**—Errol Flynn, Alan Hale, Brenda Marshall, Olivia de Havilland, Geraldine Fitzgerald. Producer: Henry Blanke. Director: Michael Curtiz. Original: Rafael Sabatini.<br>**THE FIGHTING 69TH**—James Cagney, George Brent, Pat O'Brien, Priscilla Lane. Producer: Lou Edelman. Director: William Keighley. Screenplay: Norman Reilly Raine. | **INVISIBLE STRIPES** — George Raft, Humphrey Bogart, Jane Bryan, William Holden. Producer: Lou Edelman. Director: Lloyd Bacon. Original: Warden Lewis E. Lawes. Screenplay: Warren Duff, Earl Baldwin, Jonathan Finn.<br>**TIMBER WOLF** — Dennis Morgan, Alan Hale, Ronald Reagan, Gloria Dickson, John Payne. Producer: Bryan Foy. Director: Terry Morse. Screenplay: Lee Katz, Charles Belden. | **GAMBLING ON THE HIGH SEAS**—Wayne Morris, Jane Wyman, Gilbert Roland, Noel Madison. Producer: Bryan Foy. Director: George Amy. Screenplay: Robert E. Kent. |

## Want War Scenes

DES MOINES—Des Moines film patrons want war scenes in their newsreels—or at least 80 per cent of them do.

The Tri-States Theatres Corp. is giving their patrons an opportunity to say whether war subjects will be included in the newsreels, registering its approval or disapproval by applause following announcements at the peak of matinee and night business.

G. Ralph Branton, vice-president of Tri-States, said Sunday night that results of the "voting" Saturday and Sunday disclosed that approximately 80 per cent of the patrons wanted war scenes. The vote was to have been conducted again Tuesday.

It is being tried in all the Tri-States Theatres' territory.

# Take Testimony in Ascap Law Test

LINCOLN—Test of the constitutionality of the state's laws against the American Society of Composers, Authors and Publishers passed the half-way mark Tuesday when Ascap's legal battery took final testimony from six witnesses, including Gene Buck, society president; E. C. Mills, administrative chairman; John G. Paine, general manager; Ernie Priesman, Omaha orchestra leader; Harry Taylor, film-nitery operator of Omaha, and Mrs. Ethelburt Nevin, a composer's widow.

Ascap officers, in their testimony, covered the history of the organization and its fight for recognition as a protective society for "creator's rights." Priesman and Taylor were sounded out for a simplification of music matters as covered by Ascap's license. Mrs. Nevin, 80 years old, said her sole support came from Ascap's handling of her husband's works.

William Hotz, spearhead of the state's counsel, pleaded the cause of hotels, while Andrew Bennett presented the side of radio stations. The Ascap side of these questions was recited by Louis Frohlich, assisted by Herman Finkelstein.

John Gillin of station WOW, Omaha, and Don Searle of KFAB, a local outlet, are expected to testify for the state. From all indications, the case should wind up Thursday.

Early in the 1937 unicameral, the first single house legislature, Senator Frank Brady, a rancher from Atkinson, Neb., offered the anti-Ascap bill. It did not mention Ascap by name, but defined it without a loophole. His bill asked the restraint of all music combinations for the object of price fixing, and asked the filing of all copyrights with the secretary of state.

When the bill was heard, several dance operators spoke against it, but Nebraska's broadcasters were silent for the most part. Feeling was among them that Ascap was entitled to pay, although the need of adjustment in the asking prices was also recognized. They stayed out of the shooting.

There was some misgiving when the bill was reported out. Several of the legislators said they did not feel the bill was constitutional. Later, the bill went to Governor Cochran for his signature. Ascap's lobby made a determined stand right up to the governor's office, but Cochran, with pen in hand, swished out his signature, and said he did not presume to set himself up as a court, and the test would have to be made there.

It was about a month after this emergency enactment that Ascap filed its test case, won an injunction against state enforcement, and under this injunction operations have since been carried on.

# Minnesota Distributors Claim Record Sales on New Line

MINNEAPOLIS—Distributors here claim that sales of new-season product are as good, or better, than for the corresponding period a year ago. They assert that results in out-of-town situations have been exceedingly "gratifying" thus far. Selling of Twin City independent accounts has not yet started in earnest, it being too early yet.

M-G-M reports the heaviest sales in years outside of the Twin Cities and numerous inquiries from Minneapolis and St. Paul accounts, indicating that there will be little resistance from this source. As a matter of fact, it's stated, a number of Twin City deals already have been closed.

Last year was a record for Warner and this year to date is running neck and neck with it, according to C. K. Olson, branch manager.

Similar claims are being made by Paramount, United Artists, RKO, Columbia, Universal and RKO.

# Theatre Optimism Is Reflected by War

MINNEAPOLIS—Directly and indirectly, the European war is being blamed for a drop in theatre grosses in this territory during recent weeks. However, for the long-term, exhibitors are extremely optimistic, according to a BOXOFFICE survey.

At the present time, rising foodstuff and other prices, without corresponding income boosts, are curtailing purchasing power and causing many potential theatre patrons to discontinue attendance at show houses, it is pointed out. Previously, radio reports of pre-war developments kept numerous people at home and then, following the war outbreak, considerable of the public, fearing rising prices and scarcity of such food items as sugar and flour, feverishly bought to the limit of its financial ability, necessarily economizing on entertainment.

For the longer term, however, exhibitors hereabouts foresee a long period of theatre prosperity due to the soaring prices of grains and increasing re-employment. Farm products' prices are nearly 50 per cent higher than a month ago and such a condition always has meant good times for this territory.

## Ed Sorenson Opens First Theatre for Hendricks

HENDRICKS, MINN.—This town has its first theatre, the New Lake, being opened by Ed Sorenson. It seats 260 and represents an investment of approximately $15,000.

### Keep Contest Winner

HOLLYWOOD—John Archer, a winner in the Jesse Lasky talent quest, has drawn a new acting contract at RKO and will next appear in "Distant Fields" which rolls early in October.

## Commonwealth Managers Convene Sept. 27-28

KANSAS CITY—The annual convention of theatre managers which follows Commonwealth Amusement Corp.'s summer box-office promotion, the "King of the Sun" contest, will be held September 27 and 28 at the Osage Beach Hotel, Lake of the Ozarks. While ordinarily the second day of the convention is made an "open house" for film and allied tradesmen, this year, due to conditions, the meeting will be a "closed" one, with only Commonwealth managers and executives participating. Most of the convention will be taken up with a discussion of the group's fall promotion, which will run 14 weeks and end January 6.

Winners of the King of the Sun contest were announced this week by Commonwealth. The first five places were won, in that order, by Rex Barrett, Columbia, Mo.; D. E. Fitton and Doyle Branscum, Harrison, Ark.; Raymond McKittrick, Harrisonville, Mo.; M. B. Smith, Garden City, and Lee Miller, Ashland, Kansas City.

## Gets Newsreel Scoop on German-Polish Activity

MINNEAPOLIS — The State Theatre here was the first local show house to offer a complete newsreel of German-Polish war activity. The film, 1,200 feet in length, was taken by German army photographers in bombers and on the ground, and it arrived in Minneapolis by airplane.

The reel gives a complete picture of the Nazis' march through Poland and the bombardment from warships. Scenes show target cities virtually demolished by bombers, etc.

## *Salesmen Must Work Fast Here*

**Lincoln—It's not that George O. Monroe, Colonial exhibitor, is an unfriendly man, but he just doesn't have any callers at his home. Callers object to his choice of pets.**

**He has a five-foot bullsnake, which suns itself and plays around on his lawn.**

# Kaycee's First-Run Map Varies Little

KANSAS CITY—Little change in product lineup and operating policies is seen for the Kansas City first run situation this year. Available product is being distributed into approximately the same channels as it was a year ago.

With the opening of the Tower and Orpheum for the fall season, the city now has six first runs where it formerly had only five. However, the 800 seats at the Esquire, newest addition to the first-run group, is not enough to make up the difference between the RKO Mainstreet, now dark two seasons, and the RKO Orpheum, to which RKO Radio transferred its first-run setup, and which seats 1,500. The Mainstreet seated over 3,000.

The increase in number of first runs, however, diffuses available product another 16 or 17 per cent, and makes it possible that product will get a little "thin" in those mid-season and last-of-the-season stretches when there are not quite so many big pictures coming out of Hollywood.

The biggest house, the Midland, has probably the largest number of pictures purchased. As it had last year, it has this season, Metro, Columbia, United Artists. However, its policy of straight double billing, except, possibly, two or three times during 12 months, plus the fact that it very seldom holds over a bill (not any more often than it singles) means that its numerical picture needs are the largest of any first run.

During the last two or three years the Midland has picked up during the season a handful of pictures from Monogram and Grand National. As a matter of fact, it has been the largest user of pictures from these two companies among first runs here.

The Tower, now being operated under a management contract by Bernard Joffee, probably will be an independent buyer of first run pictures to go with its stage show. Operating the combination for 25 cents, the policy that was successful when Joffee and Bill Reinke ran the house before it was taken over by Fox Midwest, the house is expected to take what product 20th-Fox has available plus other items it can get "in the market."

The Esquire and Uptown currently are using only singles, and are showing the same bill simultaneously. They are expected to continue a rather uniform policy of single bills, using what they had available last year, 20th-Fox, Universal, and Republic. With that much product available, and with the combined seating capacity only 2,800, the two houses can successfully hold over for an extra week or two outstanding films.

With Paramount pictures as the backbone of its product requirements, and with Warner product in addition, the Newman has a policy of singles for most of the time, doubles occasionally.

The Orpheum is singling and doubling, with quality and availability of product determining the choice. It has RKO, of course, plus First National.

Total first run seating capacity is 12,400, which is probably less than average for the past 10 years.

## *"Doc" Cook Hosts Trade At Maryville Opening*

MARYVILLE, MO.—C. E. "Doc" Cook, veteran exhibitor, will open the new Tivoli Theatre here Thursday, September 28. The 800-seat house is one of the most modern in the Middle West, and even has a beautiful dancing spot in the basement. It is said to be the only theatre in the world so equipped, and the feature is to appeal to the modern youngster who likes to dance a lot. When they buy their tickets, they are entitled to dance in the Tivoli.

"Doc" Cook not only will be host to the public Wednesday, but he has invited the film, theatre and allied trades to attend "open house" during the day and evening at Maryville. "Doc" has arranged for golf at the country club in the afternoon, a buffet supper in the evening, and other entertainment. He expects one of the largest trade turnouts in years to a function of this kind.

## *Gus Diamond's New House A Winner in El Dorado*

EL DORADO, KAS.—The Roxy, Gus Diamond's new 550-seat house, opened Thursday night, September 14, and has been doing capacity business since. Gus also operates the Vogue in Salina, Kas., and the Howard, Arkansas City, Kas.

The new house is modern throughout, with new equipment and furnishings.

E. H. Siler, who has been in the theatre business at Lawrence, Manhattan, Junction City, Beloit, Hiawatha, Independence and Olathe, Kas., is manager.

## *Minnesota Theatre Cuts Mid-Afternoon Scale*

MINNEAPOLIS—The 4,000-seat Minnesota Theatre, offering stage shows and first-run independent pictures, under the managing directorship of Gordon Greene, has lowered its mid-afternoon admission price from 30 to 25 cents. Scale had been 15 cents to 1 p. m. and 30 cents thereafter to closing. Now it's 15 cents to 1 p. m., 25 cents from 1 to 5:30 p. m. and 30 cents from 5:30 p. m. to closing.

### Adapts Third "Cisco"

HOLLYWOOD — Leonard Hoffman is adapting "The Cisco Kid in Chicago" for 20th-Fox as the third in the series starring Cesar Romero.

# Allied Protests Lopez Show as "Unfair"

MINNEAPOLIS—Northwest Allied, through its president, W. A. Steffes, has protested emphatically to the civic group arranging the Minneapolis Century Celebration, October 2 to 7, against its bringing of Vincent Lopez and his orchestra to the municipal auditorium as a special attraction.

There will be a concert and dance twice a day, with the Lopez orchestra providing the music and admission scaled at the low price of 15 cents for matinees and 25 cents for nights.

Northwest Allied contends that this is unfair opposition for the show houses. It argues that a civic celebration financed by all the taxpayers should not do anything to injure the theatres. The fact that the competition is being provided in the municipal auditorium, which exhibitors, as heavy taxpayers, help to maintain, makes the action all the more reprehensible.

Even though the protest goes unheeded, as now is indicated, the independent exhibitors want it known, Steffes says, that they are not going to take such treatment lying down or silently. Their protest, he hopes, will make the civic groups "think twice" the next time before "they pull" anything like this again.

"We can appreciate that it now is too late to cancel this attraction, but our protest, we feel, will prevent a repetition of this wrong, and, if it does that, it is not going for naught," says Steffes.

## *Oscar Johnson Starts Work On New Falls City House*

FALLS CITY, NEB.—The new Rivoli went under construction here September 18. Oscar S. Johnson, who has the Rivoli and Electric, is constructing a new 550-seat theatre directly across the street from the present Rivoli, which will be closed when the new one opens. A building is being completely remodeled from sidewalls inward to house the new theatre. Johnson already has purchased the seats for the house from the Oklahoma Theatre Supply (L. J. Kimbriel), Kansas City.

## *"Lucrezia Borgia" Ad Copy Torrid*

**Minneapolis — Time Theatre here has had some torrid display advertising copy for "Lucrezia Borgia," current offering. Ads quote Walter Winchell to effect that picture is "hotter than 'Ecstasy'," and also describe the film as "the daring picture of the sex-crazed Borgias" and also declare "a sensation from Europe—suggested adult entertainment." New York Times is quoted as stating "guilty of loving not wisely, but too many."**

## "Rulers of the Sea" Craft Dock a Day in Kaycee

KANSAS CITY — Paramount's two giant replicas of historic ships will pull up at the wharves of the Missouri River in Kansas City sometime the latter part of next week for a day's stay.

In the interests of "Rulers of the Sea," Paramount is making an ambitious 8,500-mile tour of the U. S. by land and water with the two boats. One is the *Sirius*, or Dog Star; the other is the *Rulers of the Sea*. The first is a replica, exact in every detail, of a steamship of the type that made the first crossing of the Atlantic 101 years ago by steam. The second is a replica of a 3-masted square rigger of the clipper type. Both are seaworthy when ballasted, are built to quarter scale.

The ships left Los Angeles September 13 on specially built trucks, accompanied by two de luxe buses equipped with bar, cocktail lounge, etc. They were taken to Salt Lake, Denver, and Omaha, and will come down the Missouri River from Omaha by water. They will be taken out of the water here, reloaded on the trucks, and go across to Des Moines, Milwaukee, Minneapolis, Detroit, Cleveland, Pittsburgh, on down the Ohio and Mississippi to Cincinnati, Louisville, Memphis, New Orleans, Galveston, Houston and Dallas. A lot of the small cities and towns in between the big points will have a chance to see the caravan, according to Arthur Cole of Paramount here. The caravan is, wherever possible, contacting groups of "Sea Scouts" and coast guard.

## Pennington Converts Cozy At Topeka to a First-Run

TOPEKA, KAS.—The Cozy, J. E. Pennington's house on Kansas avenue here, this week opened as a first run theatre. Pennington has purchased all the new season product of Warner Bros., and WB pictures will be given a week's showing at an advance in price from 10 and 15 to 25 and 30 cents. The Cozy will use a "variation" policy, going to two changes a week when first run product is not available.

To prepare for its new first run position, the Cozy was completely remodeled and redecorated by Pennington. Toilets were moved downstairs, with a stair opening at each side of the foyer. The auditorium ceiling and the lobby sidewalls (from which all frames were removed) were finished in washable leatherette. New archways into the theatre were created, glass blocks used as the base for the boxoffice, and other changes made. The house has 400 seats.

## W. L. Norris Distributing Sack Amusement Product

KANSAS CITY — W. L. Norris has taken over distribution of Sack Amusement Enterprises' product in Kansas, Missouri, Iowa and Nebraska, and will set up a local office. The company produces pictures with all-colored casts, and has 24 ready for distribution.

# Minimum Giveaways In Kansas Houses

TOPEKA, KAS.—As the capital of Kansas and one of the state's largest cities, the film business in Topeka is typical of the state. A brief survey shows that currently prices are normal, that giveaways have been held to a minimum (as is true pretty much of Kansas as a whole), and that doubles, while apparently a permanent stock in trade of theatres, are not employed as widely as in other metropolitan centers.

Numerically, Topeka's 12 theatres (including two in North Topeka) are divided equally among three operators: Fox Midwest Theatres, Inc., with the Jayhawk, Grand, Orpheum and Gem; J. E. Pennington with the Cozy, Crystal, Best and Ritz, and Simon Galitzki with the Coed, Novelty, Princess and Kaw.

The price range is five to 40 cents. Only recent price change is at the Cozy, where J. E. Pennington, on September 17, went to 25 and 30 cents for first run showings of Warner product. The Cozy has been getting 10 and 15 cents, and will be again for split-week double bills between Warner pictures. The Crystal gets 10 and 15, the Best 5 and 15, and the Ritz 5 and 15 and 5 and 20.

### Top Prices to Fox

Regular scale at the Coed is 10 and 25 cents, with two (Tuesday and Wednesday) nights at 10 cents. The Novelty has a regular price of 5 and 15 cents with one 10-cent night. The Princess and Kaw in North Topeka get 5 and 15 cents with one 10-cent night.

Fox houses get the top prices, characterizing first runs. The Jayhawk and Grand have a 10-40 cent scale, the Orpheum 10-20 cents, and the Gem 10-25 cents. The Orpheum occasionally plays holdovers from the Grand at 25 and 30 cents.

The Cozy currently is using a china deal on Tuesday nights, the first time in seven years the house has had a giveaway; the Crystal has china Tuesday and Wednesday nights; the Best and Ritz have employment night Thursdays. All four of Galitzki's houses have giveaways one night a week—dishes.

Fox has no regular giveaway policy, but much of the time one of the houses at least has a giveaway promotion, such as a refrigerator or radio.

The Jayhawk singles, occasionally doubles, once in a while has a stage show; at the Grand the policy is almost consistently single; at the Orpheum it is double billing almost altogether, and at the Gem it is doubles with occasional singles.

Galitzki doubles for the most part in his houses, while Pennington will single at the Cozy this winter for most of the time, and he doubles with one single change at the other houses.

AVAILABLE FOR OUTRIGHT SALE
"GAMBLING WITH SOULS"
A Money-making Film
Western Missouri and Kansas
For information write
NAT WOLFE, Commercial Film Exchange
2044 Broadway Denver, Colo.

## Reopenings in Kaycee Area Slow to Start

KANSAS CITY—Unseasonably hot weather during the first three weeks of September has delayed the bulk of reopenings in the Kansas City area. There have been some reopenings, notably those of Fox Midwest Theatres, Inc. Fox now has most of its "B" houses doing business after being dark for the summer months. Recent reopenings of Fox units include the Orpheum, Wichita, Kas.; Paramount, Joplin, Mo.; Cozy, Dodge City, Kas.; Princess, Kirksville, Mo.; Orpheum, Topeka, Kas.

Some of the other theatres over the territory are increasing the number of changes, which is, for the average independent house, tantamount to clearing the decks for fall. A great many theatres meet the summer slack in grosses with one or two fewer changes a week, and there was probably more of this during the past summer than for several years before. Exhibitors dislike to close down houses for any extended period because patronage that goes elsewhere for entertainment during the close-down is hard to win back. Reduction in changes cuts down overhead, maintains customer contact.

Another week is expected to determine the extent of reopenings and increased changes. By that time weather should be moderated to fall temperatures, and the business squared away for the new season.

One weather factor that has an important bearing on future business is the current lack of moisture, which is becoming fairly serious in many western Missouri and Kansas spots.

## Schniderman Succeeds Goldberg at Quality

KANSAS CITY—Alex Schniderman, who has been assisting Stanley Goldberg since August 1, has taken over the Quality Premium Co. as representative in Missouri, Kansas, and Oklahoma. Goldberg resigned last week to return to Monogram as city salesman, office manager and booker.

## Brookings Business Men Plan a New Theatre

BROOKINGS, S. D.—A new theatre is being planned here by a group of local capitalists. A formal announcement is promised within the next fortnight.

QUALITY POPCORN
The Best Is the Cheapest
SOUTH AMERICAN JUMBO
HYBRID PROCESS JAP HULLESS
Iowa's Finest Corn
FLAV-O-NUT SEASONING
— The Best —
A Pure, Sweet, Neutral Cocoanut Oil, Well Colored
Also Salt, Sacks and Boxes
POPPERS' SUPPLY CO.
RUBE MELCHER
1717 Wyandotte GR 0672
Kansas City, Mo.

# This Week We Meet . . .

## MRS. H. M. BOOTH

THE "community's best booster" is the enviable identification bestowed upon the veteran exhibitress, Mrs. H. M. Booth by her home town of Rich Hill, Mo., where she operates the Booth Theatre—in her own words—"for 30 years in one town."

These "30 years" were but a few weeks back fittingly observed by Mrs. Booth with the opening of the New Booth Theatre—a house so thoroughly remodeled and modernized as to be virtually new and one that is as much the pride of the community as it is of its popular and civic-minded owner.

The occasion of the opening brought forth a tribute from the local newspaper not only for the house as a beautiful addition to the town, but for its owner as well. Said the paper of the Booths: "They have always been courteous to their public and no house could be more generous to the public than they have been with their house. When a public enterprise needed some money to get them out of the 'red' the Booths' theatre has always been more than willing to do its part. No town enterprise has ever gone away from them without their support . . . Many a time has she had the opportunity to sell the house here at a handsome profit but she preferred to stay by the ship and stay she did. In this as well as any other movement to make Rich Hill a better town you could always find Mrs. Booth on the side of the town's welfare . . . With her time as well as money she can always be found solidly behind the best interests of Rich Hill."

This opening of the modern theatre by Mrs. Booth is in line with her policy of being in front in the parade of progress. From the old days of a pause while the operator changed reels (the house was then known as the Happy Theatre) to the present two-machine, talking picture days, this trait of being up-to-the-minute has manifested itself steadily in her career as a show-woman.

The Booth was the first Rich Hill theatre to put over with real success the Family Night policy. The ten cent admission of Family Night, coupled with choice programs and unfailing courtesy always found at the Booth, have made the house a Thursday night rendezvous for the citizenry from miles around.

The location of the theatre, as well as the name has changed many times and it has experienced many vicissitudes, including a fire which destroyed the Opera House, forerunner of the modern Booth Theatre.

The Booth today is all that modern architecture and technology can make it.



Gay, attractive lighting adorns the stucco front of the house, reflecting from the ultra-modern glass boxoffice. Black and blue asphalt tile rock floors the lobby leading into the indirect-lighted, heavily carpeted foyer. The building is fire-proof and air-conditioned and newly reseated with fine, leather-upholstered chairs.

The projection booth features the very latest in equipment, furnished with automatic fire doors, new machines and new sound.

Through the years, Mrs. Booth kept pace and faith with the community that now points so pridefully to her and the fine theatre she has given Rich Hill.

SEE OUR FLUORESCENT LIGHTING FOR YOUR LIGHTING
CENTRAL THEATRE EQUIPMENT CO.
E. C. LEEVES, General Manager
115 West 18th St.—GR. 9398—Kansas City, Mo.

## Incorporation Papers to Kansas City Company

JEFFERSON CITY — Commonweath Ellsworth Theatre Corp., Inc., Kansas City, Mo., has received a certificate of incorporation from the secretary of state's office. It calls for 100 shares of no par value stock. The incorporators: Richard P. Brous, 96 shares; John H. Foard, R. B. McCreight, Ruth Hall and C. Whitlow, one share each.

## Monroe Resumes First-Run Policy on September 24

LINCOLN—Colonial, George O. Monroe's action spot, returns to a first run policy September 24, and resumes on a dual split basis. For the past month, it has been trafficking in dual-seconds, on a split week basis.

### Heckelmann Sells Theatre

CANNON FALLS, MINN.—E. C. Heckelmann has sold his theatre here to Jerome Silver. The new owner will operate the showhouse.

# OMAHA

SOL YEAGER, RKO film peddler, is romancing an Omaha girl and it looks like the real thing this time, our scouts tell us . . . Opal Woodson, United Artists steno, is almost in tears about half the time because her boy friend is out of town . . . Ted Mendenhall, Paramount boss, is making a business trip through the Omaha territory.

*Congrats this week: Lucille Clow and W. A. Kahm, Paramount; H. R. Barker, UA salesman; F. A. Thomassen, Scott-Ballantyne Co., all birthdays . . . Robert Simeril, Scott-Ballantyne, 21st wedding anniversary.*

Ed Kugel, State, Holstein, Ia., celebrated his 19th wedding anniversary this week . . . J. Morgan Reynolds, Bertrand Theatre at Bertrand, Neb., and Elwood, Elwood, Neb., has a birthday this week. Add the number of years he has been married to the number he's been an exhibitor and you have his age.

*Everett Finch has opened the Sun at Shelby, Neb. . . . Harold Garber has returned to Columbia as poster clerk, succeeding Barney Miller . . . V. B. Trent, Metro office manager, also is doing some booking while Hazel Anderson is laid up with a broken leg.*

Bob Ballantyne and his chief sound engineer, Charlie Craig, went to Chicago on business. Ballantyne also visited his daughter, Joyce, while there . . . Opening of the Whiting Theatre at Whiting, Ia., was set for this week. Eugene E. Hopkins is the new exhibitor.

*Minerva Robertson, Joyo, Coleridge, Neb., just had a birthday . . . Roy Syfert, Ainsworth, Neb., celebrated his birthday and wedding anniversary one day apart last week . . . E. S. Tompkins, Winfield, Ia., his sixth wedding anniversary . . . Also a wedding anniversary for H. P. Borah, Bryant, S. D., and John Anderson, Plankington, S. D., who has houses at Plankington, White River and Kimball, S. D.*

A change of ownership rumored at Villisca, Ia., but haven't been able to confirm it yet . . . Phil Lannon, exhibitor at West Point, Neb., is making all the county fairs with his prize stock . . . Charlie Fraser, Joyo, Havelock, Neb., in town.

*Davenport Street still looks like the European battle front because of paving activities . . . Harry Schiller, exhibitor at Grand Island, Neb., on the Row . . . Also Mr. and Mrs. Roy Andress, Ponca, Neb., and Hy Hollander, Schleswig, Ia.*

The Lincoln crowd were guests of Frank Van Husan at a fish dinner at the Cinema Club. Present were Mr. and Mrs. Charlie Shire, Mr. and Mrs. Hank Keller, Mr. and Mrs. Bob Livingston, Vincent DiFiore and Howard Federer . . . H. H. Thomas, Kingsley, Ia., was on Filmrow.

*Reports from various districts in the Omaha trade area report a slight increase in business after the war situation had leveled some. Exhibitors reported that for a few weeks many patrons stayed at home to listen to radios.*

# KAYCEE

FROM Tom Edwards, Ozark, Eldon, Mo., comes the comment that "a lady called and asked what was showing, and when informed that it was 'Dark Victory,' said 'I'm tired of seeing Joe Louis on the screen,' and hung up."

*Walter Branson, district manager for RKO, was here Monday for a meeting with salesmen and exchange officials.*

Roy Knapp's Rough Riders, a group of children in Kansas City, Kas., who have appeared often at the American Royal, will appear in motion pictures following the signing of a contract last week with Knapp by L. J. MacCarthy and Martin Finkelstein, former Fox Midwest managers who now are producing on the coast. It was indicated release might be through Grand National, and that the lads probably will be called the Rough Riders of the Kaw.

*Visitors: Lee Sproule, Newton, Kas.; E. E. Tagaden, McPherson, Kas.; Charles Fisk, Butler, Mo.; F. L. Lisbona, Maitland, Mo.; A. E. Jarboe, Cameron, Mo.; Walter Lovan, Park Theatre, Eldorado Springs, Mo.; Tom Wilhoit, Plattsburg, Mo.; W. G. Forest, Rex, Joplin, Mo.; Paul Taylor, Richmond, Mo.; Curly Wilson, Excelsior Springs, Mo., still bearded up for the Mulesta; Ray Musselman, Princess, Lincoln, Kas.; George Nescher, Valley Falls, Kas.*

The Sun, local suburban house, is closed for repairs to the booth, which burned last week.

*Rube Melcher of the Poppers' Supply Co. announces that he is handling two kinds of popcorn—South American Jumbo and Jap Hulless, which is of hybrid process. Also other supplies are carried in stock.*

Social notes: Bob Garrett of Metro was married September 23. Dorothy Moser, Metro, is being married September 30 . . . At the same office: Mary Ryan and Norine Pugh are on vacation.

*On the Row: F. S. Riegel, Wilcy, Wilcy, Kas., in for the first time in a long time; M. B. Presley, Globe, Savannah, Mo.; H. F. Higgins, Princess, St. Marys, Kas.*

The father of Les and Ralph Durland died in Lawrence, Kas., last Monday. A number of Filmrowites attended the funeral. Les is former manager of the Monogram exchange and Ralph is service manager for Film Delivery in Wichita.

*Two out-of-town officials were visitors at the Oklahoma Theatre Supply branch the past week. They were J. Eldon Peak of Oklahoma Theatre Supply Co.'s main office in Oklahoma City and A. A. Sims of the Heywood-Wakefield Seating Co.*

### Greenfield Plaza Sold

GREENFIELD, Mo. — A. J. Simmons has sold the Plaza Theatre here to E. A. Peterson of Chicago and formerly of Lockwood, Mo.

## *Don Davis Team Heads Tourney's Second Week*

KANSAS CITY—The second week of the Variety Club tournament finds Don Davis off to a good start in first place with six games won and none lost. Warner is runnerup with only one game lost so far. Finton Jones, National Screen and Dubinsky are tied for third place with three games apiece. Results Friday, September 15:

| Team— | | | | | W. | L. |
|---|---|---|---|---|---|---|
| Dubinsky Bros. | 785 | 736 | 761 | 2282 | 3 | 0 |
| Cinema Club | 766 | 727 | 652 | 2139 | 0 | 3 |
| Don Davis | 688 | 683 | 648 | 2019 | 3 | 0 |
| Barkers | Did not bowl | | | | 0 | 3 |
| Finton Jones | Did not bowl | | | | 0 | 3 |
| Warner Bros. | 577 | 630 | 577 | 1784 | 3 | 0 |
| Film Delivery | 872 | 789 | 704 | 2365 | 1 | 2 |
| National Screen | 848 | 840 | 794 | 2482 | 2 | 1 |

TEAM STANDINGS

| | Won | Lost | Pct. |
|---|---|---|---|
| Don Davis | 6 | 0 | 1.000 |
| Warner Bros. | 5 | 1 | .833 |
| Finton Jones | 3 | 3 | .500 |
| National Screen | 3 | 3 | .500 |
| Dubinsky Bros. | 3 | 3 | .500 |
| Barkers | 2 | 4 | .333 |
| Film Delivery | 2 | 4 | .333 |
| Cinema Club | 0 | 6 | .000 |

SEPTEMBER 22 SCHEDULE

| | Alleys |
|---|---|
| Dubinsky Bros. vs. Warner Bros. | 19-20 |
| Film Delivery vs. Finton Jones | 21-22 |
| Cinema Club vs. National Screen | 23-24 |
| Barkers vs. Don Davis | 25-26 |

**ATTENTION ALL BOWLERS!!!!**

The Variety Club Tent No. 8 of Kansas City has had outstanding distinction of being one of Kansas City's leading bowling leagues. They have shown their act of kindness and charity at all times in supporting fully the Kansas City "Star"-Variety Club Charity Tournament which has opened the eyes of all the bowlers of Kansas City. Surely we are not going to let this league fall by the wayside for lack of bowlers. This league should be very interesting as all the "hot shot" bowlers are now out of it and the average bowler has his chance. Let's get behind this league and get some men. We would like to see full teams on the alleys by next Friday.

LEON ABRAHAMS, President
JIMMY LEWIS, Vice-President
FRANK LAMBADER, Secretary

## *On K. C. Variety Club Bulletin Board*

**September 25—Noon Luncheon.**
**October 2—Annual Golf Tournament, Ivanhoe.**
**October 9—Election of officers.**
**November 10—Movie Ball.**

## *Grand Island Operator Is Nebraska Labor Head*

LINCOLN—Roy M. Brewer, a motion picture operator in Grand Island, Neb., was elected president of the Nebraska Federation of Labor here for the fourth successive term.

Brewer has been very active for the past two legislative sessions in lobbying labor's cause.

His election was unanimous, by acclamation.

# TRADE DIRECTORY

## *A HANDY GUIDE FOR THE EXHIBITOR*

### KANSAS CITY TERRITORY

#### EQUIPMENT AND SUPPLIES

**Peterson "Freezem" Mfg. & Sales Co.**
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
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**Central Theatre Equipment Company**
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126 West 18th St. GR. 2864 Kansas City, Mo.
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C. H. Badger, Mgr. Phone: GRand 0134

**Southwest Theatre Equipment Co., Indp't**
**Wichita, Kas.**
C. D. Peck, Mgr. Phone 2-2153

#### EXHIBITOR ASSOCIATIONS

**Independent Theatre Owners Association**
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

**K. M. T. A.**
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

#### AIR CONDITIONING

**National Air Conditioning and Engineering Corp.**
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213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

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**K. C. SOUND SERVICE**
Syncrofilm Sound Equipment and Service
**1818 Wyandotte St.**
W. P. Humston HA 4783

#### SCREEN PUBLICITY

**Alexander Film Company**
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
**Phone: Hland 2694**

# *Skyward to "Cavell"*

*By* RENE McCLUSKEY

DES MOINES—We left Des Moines at 5:45 p. m. and flew on RKO wings to Chicago, arriving just in time to catch the preview of Anna Neagle's "Nurse Edith Cavell" at the RKO Palace. After the show, we visited with the brilliant Miss Neagle and her director, Herbert Wilcox for about an hour at the Blackstone, and then were rushed into a taxi by Connie Krebs and Ralph Rolan, barely making the airport in time for 40 winks on the plane between Chicago and Omaha. We had the plane all to ourselves from Omaha to DM, so were able to nod with jaw unbecomingly ajar until we got back home . . . whew!

Miss Neagle is as fine as the character she depicts in "Nurse Edith Cavell" (Pronounced "Cavell" as in "cavalcade" not "Cavell" as in "Vell, Vot do you want?"). She was sweet to everyone, including Dick Calkins, Buck Rogers cartoonist who had crashed the party and wasn't too sober. She spoke of May Robson's kindness, and Zasu Pitts' timidity. She said May Robson is 75 and had her first tooth pulled on the "Nurse Cavell" set . . . Zasu, she says, has never seen herself on the screen.

When Wilcox told Anna we had flown to Chicago just to see her, she acted sincerely agog at the trip and said she's never yet been on a plane. She takes her first flight when she flies back to England on the Clipper! Both she and Wilcox have offered their services to the British government. Miss Neagle is classically beautiful and extraordinarily intelligent. She discusses not only her own phase of the business, but has an expert knowledge of the technical and distributing end of the problem. She remarked how far ahead America is of England in the film industry.

We hope when Anna gets back to England, she'll abandon the smattering of glamour Hollywood sprinkled on her. Glamour is so often to call attention away from an unfortunate lack of anything else —Miss Neagle isn't suffering from any lack.

Most astounding thing about her: Her animation and vivacity in reality as compared to her reserve and sternness on the screen. ("But that's the fun of acting —being exactly the sort you aren't," she said when we mentioned it). Most amusing thing we noticed: The speed with which the ham and cheese in the sandwiches changed to chicken when we sat down beside Miss Neagle.

We discovered a rival to the unique ring S. Barret McCormick wears in New York. It's a beetle ring on the finger of Connie Krebs in Hollywood. It was designed by Eric Magnusen, Tiffany's gold and silver smith. Connie also wears an astonishing watch band designed for him. Ken Clayton and Krebs, who haven't seen each other since Ken was in Hollywood last winter, seemed glad to meet again and jabbered together like a couple of old maids. Louis Alleman II told us Paul Snell was there from Hollywood too, but we didn't get to see him. Young Alleman was responsible for digging up return space on the plane when there wasn't any. Charlie Levy promised us a new Pinnochio for Mitzi. Charlie was feeling chipper about the way he'd bribed a barber so he could grab a few hours' rest—the barber covered him up in his chair and gave him a massage on awakening.

Buck Herzog of the Milwaukee *Sentinel* haunted the halls in search of the placarded room. Ask Keith Wilson about his little accident in front of the elevator . . . Those beautiful white linen hankies Ralph Rolan wears in his breast pocket are from the dozen sent him each Christmas by Walter McNally who owns most of the theatres in Ireland. McNally was once a baritone on the circuit here in America.

Our flying trip to Chicago was certainly a success and very worthwhile. Our only mishap was in leaving our coat (the black and white checkered number Chick Friedman says we ought to wear when we bet on the ponies). We feel sure that Krebs, Levy, Alleman II or someone will see that we get it back.

# DES MOINES

THE "Paramount Navy" apparently has been sunk by the Iowa highway commission despite the efforts of newspaper and political friends here. They can't get under the fact that four of the underpasses on the proposed routes are less than the 13 feet required by the "Rulers of the Sea" replicas . . . The Des Moines orphan, Margery Gorman is receiving a complete pictorial record of her Hollywood visit to see Linda Ware from Paramount and the *Register-Tribune*.

*Bill School was in Des Moines last week. He trekked from here to Sioux City and Waterloo . . . Has G. Ralph dropped that very decorative first initial or was the reporter responsible for its being omitted in the* Register, *Monday? Ralph Abbott, visiting Jam Handy man, has a manicure that'll knock your eyes out. Wonder how he keeps it up in DM? Met Iles and McKinney pulling out of Iowa Film on their new motorcycles. They stopped and offered to put Mitzi on the back of one and us on the other . . . For a wonder we had the decorum to refuse, although we were dying to take 'em up.*

When Joan Edwards, singer with Paul Whiteman, was here during the Fair, she stopped in at D'Arcy's to buy a pair of shoes which took her fancy. She told the clerk to ship them on to New York because she wouldn't need them until she got back. DM's hot-shot bootery is preening its feathers because the little singer, who could shop any number of other places, found their merchandise to her liking . . . War news coverage being what it is, all newsreels are coming in for special screen room attention from Dorothy Day, Tri-States publicity chief and Clayton at the *R&T*.

# War's Effect Trade's Favorite Subject

KANSAS CITY—Effect of war on the motion picture business currently is the No. 1 subject of conversation and speculation along Filmrow. A number of war and "war type" pictures are being re-issued; some are being made and released. The question is whether such pictures will appeal to the public. Another phase of the situation is whether war will stimulate business generally and the film business particularly in America.

A review of the situation leaves the question of war picture popularity in doubt. Few observers will hazard a guess as to the appeal such pictures will have. Exhibitors are wary on the subject. They're going to wait and see, a good war picture looks right now like a first class bet for promotion.

As to the other question, whether war will help business, there seems to be less doubt. An extended war inevitably will hike prices, increase payrolls, put people back to work.

Those who can remember the last war as it affected the industry point out that war pictures then were very popular. "The Beast of Berlin" cleaned up for Universal. Pathe made a feature of war action shots which did exceptionally well. "Hearts of the World" made money. "Behind the Front," a war comedy with Beery and Hatton, took real money. The popularity of war pictures lasted beyond the Armistice; as, witness "Intolerance" in 1919, "The Big Parade," etc.

**Reissues Show Strength**

A re-issue of Universal's "All Quiet on the Western Front" has made an outstanding record at the St. Louis Theatre in St. Louis in the past two weeks, and the uncensored version of this picture as well as U's "Road Back" is being prepared for immediate release.

One observer who was in the business at the time of the last war pointed out that when it started, there wasn't the same feeling against Germany as there is in the present hostilities. When the stories of atrocities in Belgium began to seep through and after the sinking of the *Lusitania*, a bitter feeling against Germany developed. It was at this point that war pictures began to do business. Naturally such pictures were pro-Allies.

Of course there are different conditions today. There are more newsreels, and people have been seeing war pictures—from China, Spain, Ethiopia. This may have a bearing on the public appetite for war themes. They may not be so "hungry" for war features, but that simply is a speculation. They may want them very much. One thing is certain: the picture is going to have to be good, whether it deals with war or not, to take money. The public taste in pictures has gone a long way since 1914-17 and no matter how keen an interest it might have in the war, a poor war picture probably won't do any better than a poor picture of any other kind.

Several exhibitors here recently have

played "Confessions of a Nazi Spy." It has not done particularly well. John Wolfberg, Strand and Giles, for instance, played it at the height of the crisis and the opening of the war, and advertised, "These are plans Hitler has for America!" and the like, without much result.

Wolfberg notes that several companies plan war pictures, but that Warner Bros., makers of "Nazi Spy" are emphasizing comedies, indicating their belief that people will not want too much of the horror of war, that they will want to "escape," to be entertained. Wolfberg, while keeping an open mind, thinks the WB policy may be the right one.

The one Kansas City house which probably will be most affected by the European war is the Vogue, which has operated successfully for the past year as a "special policy" theatre showing top flight foreign-made pictures, English and foreign language films. With foreign production at a standstill, and likely to remain that way for the duration of the war, the Vogue's supplies of foreign product will eventually run out.

The Vogue, and other units over the country in the Rosener group, have purchased all the good foreign pictures available up to date, according to R. B. Lloyd, manager. They don't expect any more from Europe, which probably will mean a change in the theatre's policy. Just what the policy will be it is too early to tell.

War and the scarcity of foreign films should add boxoffice lustre to those the Vogue shows from now on.

While exhibitors and others are waiting to see what war will bring, they at least have this advantage over those in the business during the last war, they have some background on which to base policies during the current war.

## *Definite Variety Charity Is Appeal by Blotcky*

MINNEAPOLIS—Ben Blotcky, Twin City Variety Club first assistant barker, has sent out an appeal to all club members to bestir themselves and aid the charity committee in choosing a charity to be the beneficiary of the $22,000 fund which the organization proposes to raise the ensuing year for a philanthropic purpose.

"One of the important, if not the most important, matter taken up at our meeting held on September 11," wrote Mr. Blotcky, "was in regard to the club choosing some definite, outstanding, important charity that it can sponsor and get behind of in a big way.

"The matter is still unsettled. A motion was made that every member give much thought and do a great deal of surveying, and then make a recommendation in writing to the charity committee chairman, suggesting the charity which should be supported.

"Please keep this in mind and follow through sincerely so that we can reach a decision at our next meeting, October 9. We beg of you to concentrate on this matter and thus enable us to settle it at that session. If that is done we can start the ball rolling speedily and be on our way towards doing a big and good job."

# MINNEAPOLIS

"THE WOMEN" ran ten days at Duluth and knocked 'em dead. It's due in Minneapolis soon . . . "Dr. I. Q." is out of the Minnesota Theatre. He had been making one appearance a week . . . The Paramount exchange is staging a golf tournament of its own . . . Morris Abrams, M-G-M exploiteer, back after a swing around the territory . . . C. K. Olson, Warner branch manager, was in Chicago in conjunction with the Minnesota Amusement Co. circuit deal for new-season product. He participated in the conferences along with Ben Kalminson and Harry Herbel, western division sales manager and district manager, respectively, and John J. Friedl, Minnesota Amusement Co. general manager.

*Paramount reports "Beau Geste" hitting a fast clip throughout the territory. It did a bang-up business at the State here last week and has moved over to the Century for a continuation of its loop first run. The raging war apparently has increased its boxoffice power . . . Don Conley, Columbia's popular northern Minnesota salesman, has fully recovered from his appendectomy and is back on the job . . . Pantages Theatre has "the fish bowl girl" as an added foyer attraction . . . Phil Dunas, Columbia district manager, a visitor.*

Out-of-town exhibitors visiting Filmrow included Don Buckley, Redwood Falls, Minn.; Jack Wright, Red Wing, Minn.; Jack Heywood, New Richmond, Wis.; Charlie Connaught, Olivia, Minn.; Al Inman, Fairfax, Minn.; J. L. Anderson, Plankington, S. D.; Pete Du Fae, Milbank, S. D., and W. S. Smith, Menominee, Wis. . . . Wilford Tidwell, Warner homeoffice auditor, departed for Des Moines after three months here.

*Harold B. Johnson, Universal branch manager, visited southern Minnesota accounts . . . Lucille and Margaret Reigert of Warner, visiting their brother in Seattle . . . Merle Potter,* Times-Tribune *film critic, to Chicago for preview showing of "Nurse Edith Cavell" . . . National Screen Company office closed on Sundays henceforth . . . Redecorating job for United Artists exchange . . . Harry Sherman in for a day from New York to arrange for showing of Pastor-Louis and Galento-Nova fight pictures which he is distributing in this territory . . . Cliff Gill, publicity and advertising head of Welworth Theatres giving country life a whirl. He has moved to a new home in the suburbs with plenty of space to raise chickens and vegetables.*

RKO's "Fifth Avenue Girl," went into the Orpheum for a nine-day run . . . Gene Meredith of Warner is driving a new Packard . . . Ted Bolnick, Eddie Ruben's ace, up from LaCrosse, Wis. . . . Charlie Weiner of Monogram, champion fisherman, admits the loss of a muskie at Blaisdell, Wis. He was unable to land the fish which, he estimates, weighed 25 pounds. He brought it to the surface, but it broke a line. "Every good man has an off day," he says.

*Bennie Berger, prominent independent circuit operator, broke his own record for low score at Oak Ridge club. He negotiated nine holes in 55. Now he's challenging J. L. Stern of Majestic who always has been considered in a class above him as a golfer. And Stern is willing with the sky the limit for stakes. So chances are that the match'll soon come off and we want to be on hand when it happens.*

Dick Wagner, Sioux Falls, S. D., manager, a camera bug, took film of happenings in nearby towns, among them an "Old Settlers' Pageant" during which prizes were awarded for the best sets of whiskers. And who do you think was a prize winner? None other than Dick . . . Moe Levy, 20th-Fox district manager and S. R. Kent drive leader, spent the Jewish holidays here and addressed a sales meeting. His next stop on his country-wide tour is Detroit.

## *Potter Chosen Director of National Critics Poll*

MINNEAPOLIS—Merle Potter, Minneapolis *Times-Tribune* film editor, has been chosen director of the annual poll to be conducted by the motion picture critics of the country to reward films of distinguished merit. He was named at a meeting of a special committee recently appointed in New York to form a national association of motion picture critics. Potter conducted three national polls for the Minneapolis *Journal* before that newspaper suspended publication.

As director for the critics' organization, Potter will enlarge the scope of the annual poll which heretofore has been limited to the naming of the actor and the actress who have given the best performance of the year and the one best picture of the year.

Under the new plan, the best supporting players among actors and actresses, the best job of direction and the boy and girl most likely to attain stardom also will be included in the poll. Suitable awards will go to the poll winners.

At the New York meeting, Potter also was named governor for the Minnesota and the North and South Dakota district of the Film Critics of North America.

## *Anne Stuart*

LINCOLN—Anne Stuart, 63, one third owner of the Stuart Theatre property, died this week. She had been in ill health for some time. Her brother, Charles, who handled the property and investments of the prominent midwestern family, preceded her in death by a year.

### New Warner Writer

HOLLYWOOD—Robert Kent has joined Warner's writing department.

CENTRAL THEATRE EQUIPMENT CO.
WESTERN ELECTRIC MIRROPHONIC SOUND
E. C. LEEVES, General Manager
115 West 18th St.—GR. 9398—Kansas City, Mo.

# LINCOLN

JARRING note of the week: Caught sight of Harry Warren and his Nebraska district manager, M. E. McClain, of the Des Moines and Fremont Warrens and McClains, sitting chins in hand in a Lincoln finance company, awaiting their turn. Turned out the finance company owns the Fremont Theatre in Fremont, which Central States Theatres, Inc., leases, and McClain's dejected look was because he expected momentarily to be long distanced and asked to return to Fremont, where an heir was expected.

*Visitor: Jimmy Redmond of the Bonham, in Fairbury, who, for the first time in a year, came all the way to Lincoln (71 miles) to visit his parents. Says the Fairbury "four horsemen"—Ted Kempkes, the boss; Ray Holtz, p. a.; Bonnie Aumiller, the fishing cashier, and himself—is still intact. Strongest wish: That of Otto Siegal, the Universal exchange chief, who would like to have somebody beg him for his product for a change.*

Real estate note: Death of Anne Stuart, September 14, one of the Stuart Theatre owners, jogged Joe Cooper's negotiations on basis of a September 15 deadline. No news on the leasing situation yet.

*Denial: Charlie Shire says his status remains unchanged.*

Long run: Bob Huffman believes the cooling plants at the theatres are enjoying their longest run since they were installed. It was an early summer, and a late one.

*Proof that there still is money: Wayne King, in one night at the Turnpike Casino, got about $1,500, at $1.35 per person.*

Note to Frank Hollingsworth, Beatrice: Understand Charlie Morehead, your one time opposition, is now in Pocatello, Ida. Is that far enough away? . . . Ditto, Maynard Nelson, Norfolk: Marian Dobney, that girl who sings, is back in school. She thinks you're "nice."

*Reverse English: Irving Heller says just because Columbus discovered America, is no reason for a small part of America NOT reciprocating and discovering Columbus (Neb.)*

Silence area: Orville Rennie, who hasn't said how he came out—and whether he's coming out of Hastings to a new spot.

*Attention Lee Mischnick, Omaha: When Milton Overman gets in there from Pueblo, Colo., to work for Ralph Goldberg, ask him what he said to the irate patron, the interior of whose pants a Chief Theatre (Pueblo) mouse used for a step-ladder.*

Whisper to Bob Livingston: Art Babich, that orchestra leader you brought to Lincoln more years ago than you'll admit you're old, is now leading the American Legion band in the Legion stadium, Hollywood, before and between fights on Friday nights.

*Fan item: Robert Taylor and Clark Gable bought Metro's old hoss-drawn fire-fighting apparatus, which they'll fix up to use at either of their neighboring ranches, should fire break out.*

# Suit Bars Expansion For Fox Midwest

NEW YORK—E. C. Rhoden, operating head of Fox Midwest, states there are no expansion plans under way for his circuit because of the government suit. Here for a few days with Lon T. Cox, chief film buyer and booker, Rhoden left for Kansas City Thursday with his aide after washing up several details on new product buys.

Rick Ricketson, head man in Fox Intermountain, returned to Denver the latter part of the week after spending 10 days in town on numerous routine matters.

## Carl White Reports Jobs By Quality Supply Co.

OMAHA—Carl White of Quality Theatre Supply reports the following installations:

Commercial Club, Mars, Snyder, Neb., sound, lens, screen; Business men, Roxy, Table Rock, Neb., sound and projection, lamps, rectifiers, chairs, screen, curtains; H. H. Thomas, Iowa, Moville, Ia., screen; M. Biemond, Ord, Ord, Neb., screen; R. J. Dalton, Osmond, Neb., screen, carpet, lighting fixtures, hardware; J. C. Green, Sun, Sargent, Neb., lamps and rectifiers; H. G. Dunn, Jewel, Valentine, Neb., chairs and carpet; R. R. Bailey, Royal, Ainsworth, Neb., American chairs; H. A. Taylor, Ritz, Omaha, lamps; Art Miller, City, Wahoo, Neb., rectifiers; Dick Lysinger, Paramount, Ansley, Neb., sound heads, rectifying arc and rectifiers; Grand, Ravenna, Neb., projectors, lamps, sound heads; Brunada, Winside, Neb., chairs; Howard Mock, Niobrara, Springview, Neb., chairs, miscellaneous equipment.

### New Ticket to Rooney

HOLLYWOOD—Metro has given Mickey Rooney a new term acting ticket.

## Lively Roadshow Season Seen for Minneapolis

MINNEAPOLIS—Minneapolis promises to have one of the liveliest roadshow seasons in a number of years.

A number of legitimate attractions have been booked both at the Lyceum and at W. A. Steffes' Alvin Theatre.

Already underlined for the Lyceum are Ethel Waters in "Mamba's Daughter," Oct. 26-28; "Tobacco Road," Oct. 29-Nov. 4, and "I Married an Angel" in late November. Other tentative bookings are Katherine Cornell in "No Time for Comedy," "Outward Bound," "Streets of "Paris ' and "Hellzapoppin."

The Alvin will have the Legitimate Theatre corporation attractions. Its bookings are "What a Life," with Jackie Coogan, November 10-11; "On Borrowed Time," November 29 and 30; "Golden Boy," January 26 and 27, and Eva Le Galienne in "Master Builder" and "Hedda Gabler," March 6 and 7.

## Jam Handy Sales Manager A Des Moines Visitor

DES MOINES—Ralph Abbott, general sales promotion manager from the Jam Handy Co. in Detroit, Mich., has been at the Monogram Exchange here for the last two weeks. Monogram is the company's Iowa distributor.

The Jam Handy Co., according to Abbott, will more than double its production for distribution during the coming year.

## Schwartz Buys Tivoli

KANSAS CITY—Stanley Schwartz has returned to exhibition by taking over the Tivoli Theatre, which he formerly operated. Ownership was transferred from W. D. Fulton.

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

ART SUNDE of the Elma Theatre in Elma, Iowa, says that he has been experimenting with the cheapest 16mm film he can buy and processing it himself with excellent results. He gets the finished product for 1/3 the cost this way. However, he doesn't recommend it for films to be kept as a permanent record.

We notice that five theatres were advertised for sale in last Sunday's *Register,* and six the Sunday before . . . We hope the owners also thought to place ads in BOXOFFICE where prospective buyers of theatres are bound to see them.

On our way back from Boone, we stopped in at Madrid, Ia., to see the Roy Lepovitzcs of the theatre there. Roy wasn't home (out campaigning for the Des Moines River Dam Project), but we met his wife, Victoria, and two of his lovely daughters, Sylvia and Ann. Brother Lew of the Iowa in Des Moines will be delighted to hear that we've enough data on his childhood to fill "Aw, Shucks" for three weeks. After listening to a Croatian opera and a Tamburitce number on the Victrola, we started home deciding again that there really are some fine people in the theatre biz.

P. S. for Roy: How come we got strawberry pop instead of that swell wine of yours Chick Friedman's been telling us about?

Dear Orville Rennie of the Rivoli Theatre, Hastings, Nebraska: So sorry to get you in the fertile state of Iowa instead of Nebraska. We got the kiss (Hedy Lamarr's) from Ken Clayton who got it from Speed Lambert who didn't get it from Hedy. We took somebody else's word for it that you shoulda used name of theatre and town; we're totally ignorant of such things ourself, and we did want to give a plug to a promotion stunt that appealed to us.

# Four New Theatres Set for Michigan

DETROIT—Planning of four new theatres for Michigan is disclosed by Milton Strauss, local financier.

First of the projects is an 800-seat house to be erected on the west side of Van Dyke Ave., just north of Harper Ave., to be known as the Van Dyke.

Moss Investment Co. is financing construction of the new house. An undisclosed exhibitor is expected to take over operation. Identity of the lessee is kept secret, but it is learned the Van Dyke probably will be opposition to the present Eastown, around the corner, run by the Wisper & Wetsman circuit. The Eastown has a reputation among local showmen as the best moneymaker in town. The Van Dyke is expected to operate as a grind.

Second new house will be a 1,000 or 1,200-seat theatre near the Lancaster in River Rouge, south end suburb. Option has been taken on the property, Strauss said, after negotiations lasting over six months. Construction is expected to start late this year.

In addition, two other upstate houses are planned by undisclosed parties, Strauss said.

### Robinson Opens Madison; Louis Switzer Manager

DETROIT—Opening of Arthur Robinson's new downtown acquisition, the Madison Theatre, was slated for Friday night, with no plans for a trade preview.

Robinson has appointed Louis Switzer as house manager.

An admission price of 20 cents at all times has been set, and the house will follow a "last run downtown" policy.

## *Wood Launches Attack On "Drive Epidemic"*

COLUMBUS—An attack against the "drive epidemic" is launched by P. J. Wood, business manager of the Independent Theatre Owners of Ohio in a bulletin just released to his members.

With a slogan "Let's drive these drives out of the industry," Secretary Wood states that "in our opinion, these drives engender nothing but ill-will and place the exhibitor at the mercy of certain exchange employes who have their eye on a cash prize rather than on the service they should give their company's customers."

## *Strachan Reports Premiere*

PORTSMOUTH, O. — J. Knox Strachan, manager of Warner's LaRoy Theatre, turned special correspondent for the Portsmouth *Times* recently when he covered for the paper the Mansfield premiere of "The Rains Came," held last week with Author Louis Bromfield as the guest of honor at a civic dinner attended by more than 300 people. The Portsmouth *Times* used Strachan's story verbatim.

# *Cleveland Subsequents Rally Around Single Bill Banner*

CLEVELAND—Single features will become the rule in Cleveland instead of the exception if plans now being formed by the subsequent run independent theatre owners materialize.

It is reliably understood that the tendency this season will be toward the elimination of the dual policy. If not in toto, at least in part. To that end, it is reliably learned an effort is being made to create a universal single feature policy for the Sunday change. Once single features got a foothold, it is thought that eventually the policy can be extended throughout the entire week.

The move in the direction of single features is not an organization effort but rather a general move on the part of the individual exhibitors, with each exhibitor signing a voluntary agreement to maintain such a policy for the duration of this season. The reported move involves only the independent subsequent run houses. The affililated houses have always maintained a single feature policy at both first and second run houses.

Elimination of the two-for-one admission policy is also in the air. It is learned that if agreement of all exhibitors can be reached, this practice, which sprang up during the spring and which has spread in all directions ever since, will be cast into the discard.

Premiums, which have been used in practically every subsequent run independent house during the past year, are also in line for curtailment, according to a survey of the situation recently made by BOXOFFICE. It is learned that at least three prominent houses in the Greater Cleveland area have not signed up for any continuous premiums, upon the expiration of their former contracts. This would indicate that as these premium contracts expire, they will not be renewed.

This is not the first time that Cleveland has adopted a single feature policy for its subsequent independent houses. Five years ago, following a general double feature policy, every independent subsequent signed an agreement to play single features.

# Minor Wage Statute Will Be Enforced

COLUMBUS—The state department of industrial relations has issued a statement that all employers must hereafter comply with the provisions of Section 12991 of the General Code which makes it mandatory upon all employers to enter into wage agreements with all employes less than 21 years of age.

This statute was enacted in 1893, but up to the present time there has been an entire lack of enforcement.

Nelson Hovey, assistant director of the department, has informed the Independent Theatre Owners of Ohio that a written memorandum between the employer and the affected employes, setting forth the terms and conditions of employment, will be considered as compliance with the statute. Hovey further advised there will be no attempt to prosecute employers for past violations, but the department will insist upon strict compliance in the future.

## *New 700-Seat House Is Started in Bryan, O.*

BRYAN, O. — Construction of the new Bryan Theatre, has been started by the Guy Johnson Lumber and Supply Co., of Steubenville, to cost an estimated $40,000, and seating 700.

House is being built by the Ellaness Co., which also operates the Temple Theatre here. G. H. Redhead is in charge of construction.

# Free Shows Losing Ground in Michigan

DETROIT—Decrease of interest in free shows in this territory is revealed in a survey of the use of motion pictures at the Michigan State Fair. In the past there have been six to a dozen shows, including small trans-lux type exhibits, but a checkup this year shows only one listed, according to fair officials.

Lack of interest by commercial sponsors and smaller exhibits in some cases were responsible. Several of the smaller "theatres" in the past few years have been put on by federal and state departments, such as highway and conservation, but their trend this year was to the use of colored "still" transparencies.

The one listed theatre was in the Chevrolet building, where the equipment was handled by Jam Handy Picture Service. Seats were available for about 350, and 20 shows daily were put on, including entertainment shorts and some commercial reels, produced by Handy. This theatre played to 8,000 on Labor Day, and to an average of 5,000 daily—about 50,000 people for the duration of the fair.

This figure compares with totals around 300,000 who saw shows during fairs of recent years when there were several competing free shows.

### Closed for Remodeling

ALTOONA, PA.—The Olympic, an A. N. Notopoulos-Publix house, is closed for two weeks for remodeling.

# *Greater Use of Stage Shows Is Indicated in Detroit*

*By* H. F. REVES

DETROIT—All signs point to increased use of stage shows by local theatres this fall. Discussion among exhibitor leaders has taken the angle that stage shows may be successfully used to combat dual bills, although no move toward this end has been made yet.

Such a move would have an important effect upon buying contracts, with the delay in signing up independent theatres in the area pointing to this possibility. As far as could be learned from a canvass of most exchanges, the largest local theatre group, Co-Operative Theatres, has not yet signed with any distributors for new season product, and a general trend toward single bills would naturally mean radically different buying plans for all independents.

Leader of the move toward stage shows is Ray Schreiber, who is opening with shows at the Colonial, using a three-week split, with subsequent run films. Opening bill features Jack LaRue, film star, as headliner, being held over for a full week.

William A. Cassidy is stepping up stage shows in three houses—the Frolic at Midland, Strand at Alma, and Michigan at Saginaw, from three to five acts, beginning October 1, and the Ward circuit is doing likewise at the Broadway at Mount Pleasant. All houses use one to three days of stage shows.

Associated Theatres is starting vaudeville on a split week policy at the Wyandotte at Wyandotte and the Rialto at Flint, the second week of October, probably using shows of the calibre of those now booked for the Colonial. All above bookings are being made through the Sol Berns office.

The Gus Sun Office also is adding two theatres, both in Canada. They are the Strand at Timmins and the Strand at Kirkland Lake.

## *An Eddie Cantor Revue to The Stanley, Pittsburgh*

PITTSBURGH—Eddie Cantor and his revue will return stage shows to the Stanley September 29 after 13 weeks of screen attractions.

Harry M. Kalmine, Warner theatres zone manager, attended a home office meeting last week in New York and was busy lining up future Stanley stage shows.

## *Gives School Supplies*

CLEVELAND—Julius Lamm, manager of Warner's Uptown Theatre believes that timeliness is second only to Godliness. So, with the public school opened last week, he offered his Kiddie Club members a chance to get some of their school supplies free. He displayed 25 prizes in the lobby two weeks in advance, with the result that he broke all Kiddie Show records.



## *An RKO Guest—*

*David Newman of the Madison Theatre at Detroit during a recent visit to the RKO World's Fair lounge in the New York home office.*

# Myers on Neely Bill To ITO of W. Va.

CLARKSBURG, W. VA.—Discussion of the Neely Bill by Abram F. Myers will highlight the first annual convention of the ITO of West Virginia at the Waldo Hotel here Tuesday, September 26. The Allied leader will be on hand to present the ITO with its Allied charter.

Eddie Golden, Monogram vice-president, will be another honor guest and he and Myers will address the business session as well as the banquet which is scheduled for that evening.

George Silvers and his band will feature the musical program at the ball which will follow the banquet.

ITO officers for 1940 will be elected at the afternoon business meeting. Members of ITO and non-member exhibitors will attend the convention as will numerous film distributing executives and sales representatives.

## *Goodall a Nominee*

VERSAILLES, OHIO—A recognized public speaker of merit, R. W. Goodall of the Opera House Theatre, has been drafted as a nominee for mayor. He also has been a druggist for 50 years. Goodall recently redecorated and modernized his theatre.

### Termer to Morse

HOLLYWOOD—Warner has given Terry Morse, director, a new termer.

# War and Polio Deal Theatres a Wallop

DETROIT—Local show business has shown a minor slump due to war conditions and attacks of infantile paralysis. The war broadcasts a week ago kept plenty of people near their radios, but abandonment of the regular hourly schedules by the networks has been responsible for some improvement in conditions—and Detroit theatre patrons are finding it possible again to get away from their radios for a few hours.

The polio scare has delayed Detroit school opening two weeks, and attendant publicity has hurt theatre attendance as health authorities have advised parents to keep their children away from crowds.

### Foresees No Shortage in Foreign Film Product

DETROIT—No shortage of foreign films is anticipated in the near future, according to Ira Kaplan, manager of the Cinema, first run foreign film house. Enough product is now available to keep open for about a year, Kaplan said.

Kaplan also predicted that foreign production would be kept up in sufficient quantity to keep American demand satisfied. Need of foreign producing countries to secure revenues from exports, including films to America, was seen as one major reason for continuing production as soon as wartime conditions have become more familiar and organized.

The German market, however, will probably prove an exception to this condition, Kaplan indicated.

## *Remodeled Youngstown Strand Again Open*

YOUNGSTOWN, OHIO.—The New Strand Theatre here was reopened September 16 after a period of inactivity, during which the entire interior and exterior was redecorated and refurnished. Among improvements was the installation of new sound and air cushioned upholstered chairs.

The New Strand is under the personal management of Jack Steinberg, who operates the Home Theatre here and the Harbor in Ashtabula Harbor. Policy will be subsequent run duals, with three program changes weekly.

## *The Grand in Corry, Pa., Undergoes Remodeling*

CORRY, PA.—Closed for eight years, the Grand Theatre here is being remodeled and will be reopened within two months. This property is one of the Blatt Bros. theatres.

Entire building will be remodeled and modernized. The Grand seats 600 and will operate on a second-run policy for 15 cents. The Blatts own and operate the Rex here.

# Stupendous - Colossal - Extravaganza !

OR MAYBE THE NAZIS HAVE A WORD FOR IT

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*SPECIAL FEATURE ATTRACTION*

## "Old Timer's Night," Tuesday Oct. 3, 1939

All the Pioneer Exhibitors of Michigan Will Journey (Primitive or Otherwise) to the 20th Annual Convention at Kalamazoo, Mich.

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Some of These Old Boys Can Carry You Back Forty Years or More and Tell you What Happened in This Business Before the Indians Got Through With It . . .

*— You Don't Have to Be a Member —*

---

Perhaps Some of These Old Boys Can Show Us the Way Out . . . Anyway, It Will Be Fun Meeting Them Again—

*At The*

# 20th ANNUAL CONVENTION OF MICHIGAN EXHIBITORS

SPONSORED BY ALLIED THEATRE OWNERS OF MICHIGAN

**KALAMAZOO, MICHIGAN** **HOTEL BURDICK**

## OCTOBER 3-4, 1939

## Local 171 Observes 30th Anniversary

Pittsburgh—The Moving Picture Machine Operators Local Union, No. 171, affiliated with the American and State Federation of Labor and the Pennsylvania Federation of Labor Council, is observing its 30th anniversary this week. The event is passing without any special celebration.

The local was organized and chartered Sept. 29, 1909.

Those who organized Local No. 171: James B. Thornton, Clyde Cain (operator at the Cameraphone, East Liberty), Chas. W. Sheppard (R. R. B. & O.), F. J. Borgerding, C. J. Higley, C. Mater (operator at Senator Theatre, Harrisburg), W. S. McKee (in California), Arthur Sax, Barton W. Waltower, Alph Huttar jr., Arthur Stahl, Edmund Balsdon, Edward A. Leps, Jos. J. Printz, Jerry Kufner, A. G. Williams (operator at Mt. Oliver Harris Theatre), H. Clay Berger, H. W. Williams, Roy C. Snyder.

# Committees Set for Variety's Banquet

PITTSBURGH—Committees for the 11th annual banquet of the Variety Club, Tent No. 1, were named by John H. Harris, general chairman; Harry Kalmine and James G. Balmer, assistant chairmen, and Dr. L. G. Beinhauer, treasurer. The date of the event is Sunday evening, October 29; the place, the William Penn Hotel; the occasion, honoring Chief Barker Ira H. Cohn and associate officers.

More than 150 committee members were named, the chairmen being as follows:

Reception, Harry Kalmine; speakers table reception, James G. Balmer; hotel reservations, Harold C. Lund; midway, Brady McSwigan; lights-switchboard-spots, C. J. Latta; props and circus animals, Bill Zeilor; speakers table, Frank J. Harris; dinner menu, Harry Kramer; publicity and program, George Dewey Tyson; speakers, Dr. A. I. Wise; golf and football, Art Levy; tickets, James G. Balmer; banquet eve refreshments, Mike Gallagher and Harry Kramer; program and card distribution-ushers-attendants-doormen, Bill Zeilor; transportation, Ray Downey; public address system and projection, Ben Brown and Larry Katz; seating, John T. McGreevey; decorations, Harry D. Harris; radio, Bernie Armstrong; advertising for program, Harry Feldman; program advertising out-of-town theatres, Burt Bishop; the show, Harry Kalmine; hotel arrangements, Jerry O'Neill; transportation-trucks, George Callahan; music and rehearsal, Jerry Mayhall.


THEATRE WANTED

Lease or buy theatre in Pennsylvania, West Virginia, Ohio, or Maryland. Write B-1161, BOXOFFICE, 4804 E. 9th. St., Kansas City, Mo.


# PITTSBURGH

BART DATTOLA, New Kensington Theatre owner, was the only western Pennsylvania delegate in attendance at the annual Allied of New Jersey convention which was staged in Atlantic City. Mrs. Dattola and daughter were registered at the Ritz-Carlton Hotel, too, and they stayed over to witness the selection of "Miss America" as did Bart, then they departed for New York to take in the World's Fair.

*Harris circuit has shifted and promoted the following managers: Les Bowser, from the Perry to the Denis; Sam DeFazio, from the Denis to the Liberty; John O. Hooley, from the Liberty to the Perry; Ralph Craig, relief manager, to Reynoldsville; Robert Taylor, from Reynoldsville to DuBois; H. A. Doman, DuBois manager, has been given the post as district manager covering DuBois, St. Marys and Reynoldsville. Transfers were announced by John H. Harris, general manager.*

Speer Marousis, Mike Marks, Peter Antonoplos, Nick Anas and son Tom Anas were among local exhibitors who attended the national convention of Ahepa at Providence, R. I. . . . Nixon's boxoffice has opened and the legitimate season opens September 25. Patrons will see three Barrymores this season, John, Ethel and Diana, the latter being John's 19-year-old daughter . . . The J. B. Christys were in town from Tidioute to purchase new lamps and rectifiers at NTS . . . Charles Philbrook, general chairman of the MPTO's 19th annual convention, to be staged at the Roosevelt Hotel, October 23 and 24, asks the cooperation of all members of the industry. He says the banquet will be a humdinger!

*Smiley Burnette, Gene Autry's side-kick, has returned to Hollywood after a successful personal appearance tour in West Virginia . . . Ed Kuykendall, MPTOA president, who attended the recent convention of West Virginia Managers Ass'n at White Sulphur Springs, will return to the Greenbrier Hotel there October 23 and 24 for a meeting of the MPTOA directors. Sol Hyman of Huntington, president of the West Virginia Managers Ass'n, will attend as a member of the national board of directors, his group having joined the Kuykendall organization several weeks ago . . . Bill Zielor of the Alvin is vacationing and Ken Hoel of the Harris publicity department will depart on his belated holiday after the first of October.*

Joe Daugherty, Republic shipper, passed the cigars last Saturday. It's a boy . . . Joe Minsky, former local film man, was a weekend visitor from Cleveland where he is a WB salesman . . . Among those present at the opening of the new Basle Theatre, Washington, Pa., were Ike Sweeney, Lou Hanna, Peter Alderman, Alvin Seilor, Malcolm Lawrence, Bill Jervis, Bud Thomas, Bill Grande, Michael Manos, Bernard Buchheit, Peter Antonoplos, George Petropolis and others of the industry . . . Miss "Vickie" Seed, daughter of the Harry Seeds, has enrolled at the University of Miami.

*Mark Goldman, Monogram manager, reports "Assassin of Youth" is drawing record grosses throughout the territory . . . You're invited to attend the opening of the Filmrow Bowling League season Friday evening, September 29, at the newly opened Triangle Recreation Center, 529 Penn Ave., above Walgreen's.*

Gene Autry, who returned to the Republic studios several days ago after a tour of the United Kingdom, is making a special trailer for the membership campaign of the YMCA in Pittsburgh. Public Cowboy No. 1 is pleased to do this small favor for Jim Alexander, who is in charge of the drive . . . William R. Stich, state manager for Artkraft marquees and sign displays, wasn't successful in his political campaign to win a Republican nomination for Cambria county commissioner, but he's been taking a lot of orders for Artkraft . . . Stella Nevins is back at her desk at the Monarch exchange minus her appendix . . . Godfrey "Duddy" Felton, Monarch booker, underwent a nose and throat operation this week . . . Mrs. Adelaide Fehl Sabin has resigned as accessory billing clerk at M-G-M, and Charlotte Scheffler moves into this position; new girl at the switchboard is Evelyn Bateman . . . Rev. Dr. Bernard C. Clausen at the First Baptist Church preached on "Stanley and Livingstone" Sunday evening.

*A roller skating rink will be erected on McKean Ave., Donora, by Joseph Beresh; another roller skating rink is under construction on S. Center St., Somerset, for B. Morocco; work will start soon on a* $25,000 *ice skating ring on Horner St., Johnstown, for F. M. Shaffer Ice Co. . . . Both the mother and father of Paul Reith, RKO booker, are hospitalized. Paul's dad had been employed at the RKO-WB-Columbia-Monarch film building until he was no longer able to work and his mother has suffered a nervous breakdown.*

Here's a special salute to Mickey Rooney and Judy Garland in "Babes in Arms." The little Mick "does" a take-off on Clark Gable, Lionel Barrymore, Eddie Leonard (song and dance "Ida, Sweet as Apple Cider") and mops up as F. D. R. . . . Lew Lefton has the story of "Goose Step" on hand for all exhibitors who wish to read the story of the picture "Hitler—Beast of Berlin." Prints will be at the Monarch exchange within a week or ten days.

## Hiehle Is Improving

PARKERSBURG, W. VA.—R. J. "Riney" Hiehle, president of the ITO of W. Va., and a Parkersburg showman for 30 years, was much improved this week from injuries sustained when thrown from a horse. Hiehle, an old U. S. Cavalry trooper, will preside at the first annual convention of the ITO of W. Va., at the Waldo Hotel, Clarksburg, Tuesday, September 26.

### Adapts Randall Yarn

HOLLYWOOD—Monogram has assigned Robert Emmett to adapt "Overland Trail," next starring vehicle for Jack Randall.

# Butterfield Is Not Planning on Flesh

DETROIT—Despite plans for the return of vaudeville among independent exhibitors and smaller circuits, the Butterfield circuit has no plans at present for turning to stage shows, it is learned.

Butterfield houses in years past have done well with vaudeville. However, last year not a single house of the more than 100 in the circuit played stage shows consistently. A few booked an occasional band or unit show.

Favorable reaction to vaudeville in other Michigan theatres, however, presumably would mean a flesh policy for some of the larger Butterfield houses later in the season.

### Butterfield Houses Give Louis-Pastor Results

DETROIT—Managers of Butterfield houses announced results of the Pastor-Louis fight over the public address system or directly from the stage, as house conditions permitted.

## Harry Kalmine Re-elected By Variety Legion Post

PITTSBURGH—Variety Post No. 589, American Legion, has re-elected Harry M. Kalmine, commander; C. C. Kellenberg, adjutant; James G. Balmer, finance officer; Father James Garrahan, service officer and chaplain; Dr. L. G. Beinhauer, first vice-commander, and Joe Hiller, second vice-commander.

I. Elmer Ecker is chairman of the executive committee to which Dr. A. I. Wise and Brian McDonald have been named as additional members.

Regular monthly meetings have been resumed after a summer layoff.

## Twin Rocks, Dark Twelve Years, Due to Reopen

TWIN ROCKS, PA.—The Twin Rocks Theatre, closed for a dozen years, is being renovated for scheduled reopening September 25. James Sabella acquired a lease recently and set to work cleaning the property and installing equipment. Twin Rocks is located between Nanty Glo and Vintondale.

Sabella is Jake Smith's assistant manager at the Smith's Theatre, Barnesboro, Pa., and he will operate this small town house as a side line. The Twin Rocks Theatre was last operated by V. F. Scott, the circuit exhibitor.

## Drive-In at Creston

CRESTON, OHIO — Creston now has a "drive-in" open air theatre, located on the old M. E. Cole farm, on Route 3. Owners are C. A. Pierce and S. E. McFarren of Akron. Parking accommodations for 500 cars are available. The theatre opened September 16.

## Wolf Convenes Managers For Warner Regionals

CLEVELAND—Nat Wolf, Warner zone manager, held a series of regional meetings last week with all of the managers of theatres in his zone, starting on Monday and running through Thursday.

On Monday the meeting was held in Lima and was attended by B. Somers, Ohio Theatre, Sidney; Paul Montavon, Capitol, Sidney; "Doc" Elliott, city manager in Lima and manager of the Ohio; James C. Skelly, Sigma, Lima; Clarence Sletz, State, Lima, and Glenn Nelson, manager of the Harris Theatre, Findlay.

Tuesday morning in Springfield Wolf addressed the following managers of Springfield, Portsmouth and Chillicothe: Phil Chakeres, State Theatre; George Bauer and J. Gordon, Fairbanks Theatre; Ray Whitman, Majestic Theatre; Oliver Nicklas, State Theatre, all of Springfield; Harland Fend, Sherman Theatre, Chillicothe; Dick Crusiger, Columbia Theatre, Portsmouth; J. Knox Strachan, LaRoy, Portsmouth, and George Frazer, Lyric Theatre, Portsmouth.

Tuesday afternoon in Mansfield the meeting was attended by City Manager William Dworski of the Ohio Theatre; Grattan Johnston, Madison Theatre, and Wayne Williams, Majestic Theatre, all of Mansfield; Don Jacobs, Pastime, Coshocton; Harry Bodie, Sixth St., Coshocton; Louis Lamm, Palace, Lorain; Joe Sholer, Ohio, Sandusky, and Don Reilly, Plaza, Sandusky.

Wednesday morning the managers of Akron, Canton, Massilon and Youngstown assembled in Canton with the following present: John LaDue, Strand, Akron; William Harwell, Ohio, Canton; Irving Solomon, Lincoln, Massilon; D. M. Robins, and Frank Savage, Warner's Theatre, Youngstown.

Thursday Mr. Wolf met with the Cleveland managers in the local Warner office. Present were Ed Miller, Hippodrome; Marvin Samuelson, Colony; Julius Lamm, Uptown, and Lou Milder, Variety.

The meetings were held primarily to discuss in detail forthcoming Warner product, sales policies and possible exploitation angles.

## Paul Mulhern to Helm of New Liberty for Blatts

MERCER, PA.—The new Liberty Theatre, built on the site of the old Liberty which was destroyed by fire early this year, is being managed by Paul Mulhern for the Blatt Bros. circuit. It seats 700.

Present at the opening last Monday were Mark Goldman, Bob Caskey, George Moore, Bob Lynch, Ed Lebby, William Scott and A. I. Weiner, Pittsburgh film distributors, and J. G. (Glenn) Carruthers, Grove City; L. C. Haughton, Grove City; Ed Shaffer, Slippery Rock, exhibitors. Mrs. Catherine Blatt, mother of the Blatt brothers and affectionately known as "The Governor," was present along with Charles R. Blatt, and the twins, W. J. and J. A. Blatt. All managers of Blatt theatres were also on hand.

# LOUISVILLE

THE boys along the Row have been complaining about night business lately. One of them said the crowd didn't seem to be coming downtown as usual. Of course the Kentucky State Fair had something to do with it last week, but what about the rest of the time? That's what they want to know.

*Tommy McHugh, one of Falls City Equipment's office attaches, is back from vacation. Speaking of the State Fair, there were quite a few out-of-towners in during the week: J. P. Hundley of the Aristo Theatre at Lebanon, Ky.; George Meyers of the New Theatre at Frankfort, Ky.; A. R. Breeden of the Midway at Midway, Ky.; Price Coomer of the New Harlan at Harlan, Ky., and W. R. Schafer, who has to do with the Strand at Irvine, Ky.; the Trail at Morehead, Ky., and the Gray at Grayson, Ky.*

This fellow Coomer, who commutes by plane between Harlan and his home in Lexington, is doing some flying for the government on the side—making aerial pictures.

*Sparks and Coleman have opened their new Brown Theatre at Brownsville, Ky. Falls City Equipment installed some new apparatus at the English Theatre at English, Ind.*

Also in town for the Fair were Mr. and Mrs. Dudley Williston of the Williston enterprises, Indianapolis. They go for the horse shows.

*A Kentucky amusement tax on roadshows, which has been a measure of protection for the picture shows, particularly in Louisville, came in for a pounding in the news the other day when the operating board of Louisville's Memorial Auditorium, where most of the shows go on, revealed that the place had earned less than half its keep in the last year, largely because of the tax.*

O. W. Crouch, a Loew's field man in the southern division, spent a week in Louisville with Manager George Hunt and Assistant Manager Etheridge Frye of the circuit's Louisville theatre.

*Harold Marshall of M-G-M's Indianapolis office was in town to oversee the company's booth at the State Fair.*

## Farmington Theatre to Be Opened by A. C. Morris

FARMINGTON, W. VA.—The Farmington Theatre will be reopened by A. C. Morris, who is remodeling the property to the extent of $5,000.


**PROJECTIONIST WANTS A JOB**

Will go anywhere; 13 years experience; married. Write to Clarence Ford, 976 Banksville Road, South Hills Post Office, Pittsburgh, Pa.

# DETROIT

SOL KRIM, circuiteer, is back from a vacation in New Mexico and Arizona . . . Charles Aaron, auditor, and Ben Wolfe, student auditor, were M-G-M visitors from New York . . . Brenton Herman, former M-G-M cashier, came in from New York for two weeks, while Clarence Berthiaume vacations in New England . . . Dave Kaplan, manager of the Film Ball Team, has stopped booking more games. The boys say the team average is so good he doesn't want to risk losing any more games.

*Frank Jones, Warner booker, is the proud father of a new daughter named Gwendolen Mary Jones . . . Abe Montague, Columbia general sales manager, returned from New York City with Manager Carl Shalit on Shalit's second New York trip in a week . . . Sue Brown of Paramount is back from her vacation "down home" in Illinois with pictures of some bass. John Brown of the poster room wonders who caught them . . . Jim Velde, Paramount city booker, is vacationing at Niagara Falls and New York . . . Elwood Dwyer, also a booker, has been seriously ill with kidney poisoning.*

Marion Poupard of Paramount's auditing department is in Mexico City . . . Paramount's big ships, exploiting "Rulers of the Sea," are due here October 16 . . . Sergeant Charlie Snyder, besides his censoring job, finds time to champion the freedom of the United States . . . Alden Smith, manager of the Drive-In Theatre, says this house will stay open till November 1, later than 1938 by a month . . . Hal Burriss is practicing daily with a bow and arrow. He's not going to enlist, but will go after his buck in Indian style, November 1.

*Frank Wetsman is another bow-and-arrow man, Burriss says . . . Fred Schader, pinch-hitting over the loud speaker bally at the Coliseum, gets a real Scotch burr into that "See the jitter-r-r-bugs jitter-r-r-r-r" . . . Fred DeLodder is starting redecorating at the Your Theatre, one of the oldest east side houses . . . Frank Howard, who used to book for Co-Op, is back from Saranac Lake, and was an exchange visitor.*

Ed King, stagehands' business agent, after fixing up the legit houses, was busy negotiating with UDT circuit . . . Elizabeth Bruckman has joined the staff of United Booking Ass'n . . . Henry Zapp, Co-Op booker, thinks his tenth floor hideout is the proverbial "ivory tower" . . . Roger Kennedy, IATSE vice-president, spent the weekend in Idaho on union business . . . Thomas Guire of Co-Op is busy refreshing his memory on film run data. Try it in place of cross-word puzzles . . . Ted Rogvoy, theatrical architect, was busy collecting pictures of blondes in Wisper & Wetsman office.

*Frank Wetsman was showing his young son the town and his dad's office . . . Del Apel, who has closed the office for Tunes, Inc., is with Brunswick-Balke-Collender now . . . Joe Tracy of Warner's booking department has resigned and Joe Varinghaus takes his place. Jim MacKay has been given the poster assignment . . . Jack Krass of the Oakman and Mrs. Krass (she runs the Coliseum) have come back from a fishing trip with the family to Frankfort and Charlevoix. They got about two dozen perch . . . Mac Zipperman and Ira Kaplan, reopening their downtown Cinema, got a real break in the news headlines. Their opening booking was the war film, "Grand Illusion."*

Milton Jacobson, owner of the Monroe, is the victim of the 'phone company's changes of numbers. They changed his home number and now the old one brings an individual named Milton Jacobs to the phone . . . Edgar Neal, former police censor, sentenced to one to four years last October for attempting to shoot his wife, had his conviction reversed by the supreme court at Lansing. A new trial has been ordered . . . W. P. Haboush of Metropolitan Sound Co. has the sound installation job at the State Fair this year.

*Charles N. Agree, theatrical architect, and Bob Fisher, roadshowman, weekended at St. Clair Flats and read* BOXOFFICE . . . *Arthur Clamage of the Gayety and Avenue was an Excellent visitor . . . Charles Collins is planning to open a booking office here . . . Mitch Leichter, producer and distributor of "Sudan," was in town arranging for local distribution. He granted Ohio and Kentucky rights to Independent Film Service of Cleveland.*

Ira Kaplan booked Universal's "The Mikado" for city second run at the Cinema . . . Sam Seplowin, Republic manager, reports closing a deal with Mutual Theatres for new season product . . . Moe Dudelson, UA manager, putting up a big new modernistic display board 5x15 feet.

*Leonard Schechter, Trailermade representative, has recovered from trying to teach his wife (whom filmites know as Anne Zimmerman) to drive . . . John Tatu of the Nortown and Casino took his son over to St. John's Military Academy in Wisconsin.*

Barney Kilbride has received an O. K. from the city council for a new marquee on his Alhambra . . . Alterations are well under way at the Times Square.

*James Rush, who used to have the Metropolitan Producing Bureau, is planning a return to the theatre field . . . Harry W. Mason, sound engineer, has moved to new headquarters at* 14048 *Asbury Park.*

James F. Sharkey proudly led his RKO staff to second place in the national George Schaefer Drive . . . Ralph Ruben says Amusement Supply is far from a deserted village and that there's plenty of activity humming these days.

*Saul Sloan, builder of several Detroit theatres, incorporated the Vogue Building Co. with a capitalization of* $10,000 *this week . . . M-G-M has a unique tieup with Detroit Public Library, with a display of* 99 *stills taken on the M-G-M lot in the library until October* 9.

Art Robinson, Detroit's up-and-coming theatre magnate, is buzzing around getting his Madison ready for opening . . . Ralph Peckham, Grand National manager, is confidently looking for renewed film activity.

*Sam Seplowin, Republic manager, is the special customer for whom Irv Belinsky stocks those* 12*-inch stogies . . . Hal Burriss is practicing for his new role of Robin Hood—but why that long face?*

John O'Dell jr. is installing new sound in the Frontenac . . . Louis Switzer, new manager of the Madison, pronounces his name with a long "i" . . . William Steffes is remodeling the front of the DeLuxe.

*William C. Gehring, divisional manager, and Moe Levy, drive leader, were* 20*th-Fox weekenders . . . Hilda Gobling of* 20*th-Fox is honeymooning at Niagara Falls. She keeps the name of her swain a secret.*

Max Heine, after a five-week visit here, returns to Dallas where he runs the Texas Film Co. He will be back about Christmas . . . Lloyd Hammond thinks Thursdays are too hot.

*Harold Sandelman and Warren Slee of M-G-M are outdoing each other in their sincere raves over "Babes in Arms" . . . John Dembeck, M-G-M booker, has a new sign over his desk, "Silence—Genius at Work."*

**WOLVERINE DOINGS:**

Lou Greenley, Monogram state salesman, is moving to a new home at 1143 West McNichols Road . . . Cass R. Beechler has completed redecorating the Easton at Charlotte, T. J. Jagmin reports.

Jeff Williams is starting decorating on the Roseville at Roseville . . . Allen Dowzer, Mutual Theatres booker, is back

## Butterfield Circuit To Reopen Three

DETROIT—The Butterfield circuit is reopening three theatres—two of them after extensive remodeling. First is the Garden at Flint, September 21, after rebuilding, followed by the State at Pontiac, September 30, after being closed all summer. The Gladmer at Lansing, being rebuilt, is to open October 12.

A shift of managers follows the reopenings. Verne Tromley, manager of the Lansing, Lansing, goes to the Regent at Flint; E. H. Burroughs moves from the Regent to the Garden at Flint; N. C. Lund of the Strand at Pontiac will manage the Mecca, Saginaw.

R. S. Barkman goes from the Mecca, Saginaw, to the Lansing, Lansing; Jack King of the Eagle, Pontiac, also will manage the Strand; Bernard Smith of the Oakland, Pontiac, will again double as manager of the State, and W. H. Thompson of the Gladmer, Lansing, will return as house manager.

shipshape after a seven-week rest at Oscoda.

Pete Schram, Kalamazoo exhibitor, was a Detroit visitor. He's more than busy with arrangements for the Allied convention . . . Daniel Kesz of the Columbia, Flint, is back from his summer home at Mio with tales of Au Sable.

Col. George McCoy of Columbia is going to buy an airplane to catch up with Jim Olsen, the Clare exhibitor who takes off in his aerial taxi every time Mac reaches Clare.

Danny Vanes of the Civic Hall Theatre, Jonesville, was in town . . . Chet Leser, manager of the Matt Theatre at Flint, was in Sandusky, Ohio . . . George Marr, living in St. Louis and running a house there, commutes to Saginaw every Thursday to see about his circuit there.

Nick Leach of Clio spent the summer near Mio. He has returned to complete a new marquee on the Gem . . . Howard Smith of the Vassar is around town again, recovering from his recent illness.

Harold Schuckert is drilling a six-inch well to air condition his Gem at Millington . . . George Smith and wife of the Lyric, Lapeer, are back after spending the summer at Lake Nipissing.

Col. George McCoy of Columbia has writer's cramp from writing film contracts . . . Ruth Terry of Benton Harbor is slated as leading lady in the new Walter Wanger production, "Send Another Coffin."

Max Allen is holding off start of construction on his new theatre at Lincoln Park . . . John L. Wright is forming the Wright Film and Advertising Service at Wayne.

Raoul Cleaver, who used to handle Master Art Products, Powers, and other films here, was a visitor from Saginaw, where his wife's cafe is a hangout for the upstate film men. Raoul, recovered from his recent serious illness, is "itching to get back in show business."

William A. Cassidy circuit employes held their usual picnic up on the Au Sable. The future Mrs. Cassidy, who is understood to be a Detroit girl, was introduced on the occasion. Bells will ring about next month, we are informed.

Construction is being rushed on Doc A. Eiseman's Nortown at Flint, Milton Strauss advises . . . Beryl (O'Bie) O'Bryan, the miracle memory lass of Butterfield, thinks her friends shouldn't high-hat her on the Trumbull Car.

J. Ollie Brooks, Butterfield chief booker, is in front of the eight ball—he keeps one right on his desk as a reminder or Sword of Damocles, or something.

Walter Norris, Butterfield city manager at Grand Rapids, and Marty Christianson, ditto at Muskegon, broke into the M-G-M $10,000 exploitation campaign in a big way by using full pages in color in local papers on "The Wizard of Oz."

Howard Beck, M-G-M student salesman, has brought his family here from Bridgeport, Conn. There's one more now, his two-month-old son . . . Frank Butterfield, manager of the Strand at Lansing, put on a big exploitation for "The Women." Warren Slee assisted.

## *Detroit Filmrow Bowling Resumes September 29*

DETROIT—Film Bowling League swings into action September 29 at the Art Center Recreation, Woodward and Warren Aves. Games are slated for 8:50 p. m.

There was a surplus of good bowlers this season, and officers of the league, headed by President Polly Pollard and Secretary Sam Merson had difficulty in making up the teams.

Eight teams, with the same sponsors as in the past, will play. There will be 28 regular bowling nights as in the past, with the addition for the first time this year of two special Position Nights. On these nights, each team will be paired with its nearest neighbor in team rating, a plan designed to make for competition between equals.

The team members, all film men, follow, with their averages based upon the 1938-39 season, indicating the evenness of the teams at the start:

United Artists: Syd Bowman, captain, 144; Lou Metzger, 171; Moe Dudelson, 144; Don Glennie, 170; Ben Zimner, 155; D. Baker, alternate; total, 784.

Film Truck Service: W. Robinson, captain, 135; J. Pavella, 166; Frank Jones, 165; Robert Misch, 160; Art Koskie, 156; L. Gardner, alternate; total, 782.

Monogram Pictures: Walter Goryl, captain, 162; Jack Saxe, 152; Emil Beck, 146; Barney Adair, 179; Dave Kaplan, 141; G. Santer, alternate; total, 780.

Amusement Supply Co.: Cliff White, captain, 158; Ralph Ruben, 150; Wade Allen, 159; Ray Cloud, 156; B. Holmes, 163; H. Levinson, alternate; total, 786.

Republic Pictures: Gene Alexander, captain, 149; Jack Susami, 172; Irwin Pollard, 172; Sam Seplowin, 150; Sam Merson, 147; Jack Stewart, alternate; total, 790.

Twentieth Century-Fox: E. Loye, captain, 157; Art Knapp, 161; Jack Sturm, 164; A. Boyer, 153; Jay Conover, 148; K. Wasson, alternate; total, 783.

Co-Operative Theatres: Fred Sturgess, captain, 150; Carl Buermele, 160; Dow Thompson, 151; Jake Sullivan, 151; Eddie Regina, 175; F. Keeler, alternate; total, 785.

Film Exchange Drugs: Al Rupert, captain, 169; S. Malinowski, 159; Max Blumenthal, 153; H. Wallhausen, 155; Joe Renick, 155; Irving Belinsky, alternate; total, 791.

### Macaulay and Wald Teamed

HOLLYWOOD—"Torrid Zone," co-starring George Raft and Ann Sheridan, will be co-scripted by Richard Macaulay and Jerry Wald for Warner.

# COLUMBUS

JOHN ROBERTSON has taken over the Arcade in Georgestown, running his string up to five theatres, plus the one under construction at Fairfield . . . Hear that Si James is contemplating a second house in Eaton . . . The new Woodsfield theatre is now open, with the one in Williamsport set to open October 15.

*Bernie Gardner went to Wheeling with Duke and Mrs. Clark for the "Honeymoon in Bali" premiere. Four-year-old Carolyn Lee Copp of Martins Ferry makes her film debut in the picture. Manager George Zeppoe of the Rex Theatre tossed a party at his home for the out-of-town guests.*

The many friends of Clarence Vogel, Wellsville, were shocked to hear of his death in Pittsburgh last week as result of a fall on a theatre construction job. Vogel was a prominent theatre builder as well as an exhibitor himself.

*Author Louis Bromfield of "The Rains Came" was an honor guest at press dinner given by C. Harry Schreiber, local RKO boss, prior to a preview of the Fox picture.*

The Schine circuit will take over the Majestic Theatre in Nelsonville on October 1. Spence Steenrod is to continue as manager.

*L. B. Soleleather (Falls Theatre, Chagrin Falls) was a local visitor over the weekend . . . Maurie White has been in town checking on his newly acquired Majestic Theatre.*

Last spring the RKO Palace announced vaudeville in a big way for this fall. And it is quite obvious they were not kidding. Eddie Cantor is set for the week of October 6—first in a long line of topnotch entertainers.

*Indications are that Ted Pekras will soon re-enter the theatre field. According to authoritative information, he is planning an 800-seat house on the Hilltop. Also interested in the project, which is to include an extensive business block, is a large real estate firm.*

With nearly every high school (and several colleges) playing night football it would seem as if Fridays will be a dead night for weeks to come . . . The Majestic has cut prices, with a 15-cent top at night now the scale.

### Daughter to Jack Steinbergs

YOUNGSTOWN, OHIO—Jack H. Steinberg, owner of the Home and Strand theatres here, and the Harbor at Ashtabula Harbor, is the father of a daughter, named Flora.

**T. B. KLAIBAN**
**Motion Picture Screen Resurfacing Co.**
White and Silver Screens
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# CLEVELAND

NAT WOLF, Warner zone manager, states that he will continue the policy of serving entertainment films in the theatres under his direction, undiluted by either new war features or reissues. Wolf contends that now, even more than in normal times, it is the duty of the theatre to offer relief from stress and strain rather than to augment it.

*Mrs. Maud Ely has notified the exchanges that she has closed the Princess Theatre, Sylvania, for two weeks during which extensive alterations will be made.*

Jack Greenbaum, sales representative for Coulter Premiums here, took a lake trip to Mackinac Islands last week to get away from the heat.

*Jane Roberts, daughter of the 20th Century-Fox district manager, George Roberts, has gone back to New York to continue her study of law at Columbia University.*

Ray Schmertz, 20th-Fox assistant ad sales manager and son of Branch Manager I. J. Schmertz, is convalescing from a slight operation. Don Reid, supervisor of the 20th-Fox accessory department, has been in town visiting Ad Sales Manager Nate Scott.

*Harry A. Ross, president of Ross Federal Service, Inc. and Harold C. Lunt of Pittsburgh, district manager, spent a couple of days here last week with Carl Storeim, local representative, during which time they made a survey of the local film checking situation.*

The Hillside Theatre, Wooster, which has been showing outdoor films, has closed for the season . . . Paul Pontius, owner of the Sylvan Theatre at Sylvania, has announced plans to build a new 300-seat house in Woodsville. Contract, it is reported, has been let to the C. R. Chappalear Construction Co. of Sylvania.

*Nat Holt, RKO Great Lakes division manager, was more than delighted with Cleveland's response to the premiere stage show of the season last week at the RKO Palace. A steady line of customers held forth in front of the boxoffice to hear Artie Shaw and his boys give his first performance in Cleveland. Business went up 60 per cent over par. The second week of stage shows at the Palace started out just as big, with Rochester, Betty Grable and the Frankie Masters orchestra sharing top honors.*

Here's one of the list of oddities in the news: The Brooks Drive-In Theatre at Farmdale, Ohio, last week moved to Creston, Ohio. M. C. Brooks, owner, gives as the reason for the move that business in Creston looks better than business in Farmdale. The new location is on Route 3, a main highway.

*Shea's new 750-seat theatre in New Philadelphia will soon be a reality. Plans drawn by Architect Harry C. Holbrook of Columbus are completed and now are out for bids. This means that construction will start within a few weeks.*

William Sussman, 20th-Fox eastern division sales manager, and M. A. Levy, Kent Drive Leader, spent Tuesday in Cleveland in conference with George Roberts, district manager; I. J. Schmertz, branch manager, and Salesmen Edwin R. Bergman, Sam Lichter and Ted Scheinberg.

*Visitors of the past week included George Plank of Marion; Jack Shea of New York, Harry Thompson, Schine booker, and the usual Akron contingent.*

Art Young, Universal booker, had the foresight to take last week—the hottest September weather ever recorded—for his vacation.

# Sampson Hosts Trade At Detroit Opening

*By* H. F. REVES

DETROIT—A dream of theatre expansion was realized Thursday night for George W. Sampson when the Esquire Theatre, of which he is managing director, was opened at a preview for the trade and friends. Located at 15311 East Jefferson Ave. in Grosse Pointe Park, it is just outside the Detroit city limits in the exclusive suburb of Grosse Pointe.

The new house was officially opened by the community president, Alfred J. Garska, and a crowd that filled the house up to the lobby with standees, attended the preview, despite a very hot evening—probably the biggest per-seat audience at any theatre in Detroit that evening. The film was RKO's "Bachelor Mother," not yet released for local second runs.

A feature is a radio communication system, by which, according to Sampson, the manager may hear talk from the boxoffice window, and theatre lobby to hear audience comments as the patrons leave.

Anthony Lubinski is president; Arthur Pancioli, vice-president, and H. Ralph Lane, secretary-treasurer of the company.

Policy will be two splits a week, opening Tuesday and Friday, at 25 cents admission, plus 15-cent matinees on Thursday and Saturday, and a dime for children.

The house will be operated by the present owners, with Sampson in charge. Booking will be through Mutual Theatres.

Many wires were received for the opening, including one from Henderson M. Richey, now RKO's director of exhibitor relations, as well as many floral tributes.

Among trade people at the opening were George W. Carr, International Seating Co.; Edward A. Long, Long Sign Co.; George McArthur and Mr. and Mrs. James McArthur, McArthur Theatre Equipment Co.; Milton Cohen, RKO Pictures; Mr. and Mrs. Peter Simon, Simon's Film Service; George Custer, Monogram Pictures, and Raymond E. Moon, general manager of Mutual Theatres.

Public opening of the house was on Friday night.

Sampson has been well known in local show business for 20 years. He formerly was branch manager of the old Pathe exchange, and later general manager of the J. N. Robertson circuit.

# CINCINNATI

TWO downtown theatres opened with a film-vaude policy this week. RKO Shubert, under the managership of John Summers, began its winter policy with the duo attraction, and the Strand, independent, also went over to vaude and films.

*Roy L. Ferndon, formerly manager of the RKO Family, has taken over managership of the Plaza, Norwood, Ohio. Eugene Works, assistant at the Family, is moved up to succeed Ferndon.*

Lee Goldberg, Big Feature Rights, announces an October release for "Hitler—Beast of Berlin." Big Feature has taken on "Birth of the Movies," Alliance two-reeler, and is now distributing a number of war pictures and reissues, namely, "Spy 77," "The Fugitive Road," "Hell's Angels," "Sky Devils" and "Grand Illusion."

*Friends of Mr. and Mrs. Woodrow Bressler, M-G-M, will regret to learn of the death of their infant baby . . . Lillian Montague is Paramount's new secretary to Joe Oulahan, moving up in the ranks to succeed Sugar Bockelage, transferred to the Los Angeles office. Miss Montague's place as secretary to J. C. Robbins is filled by Marguerite Hill. Miss Bockelage left for her new post via plane.*

Genial Frank Allora, Matewan, W. Va., with his brother-in-law, John McCoy, flew in for new bookings and stayed over to see the New York vs. Reds ball game . . . Manny and Louie Shore, Williamstown and War, W. Va., also here on their monthly visit . . . Bill Keyesling motored down with his sons, Bill and Bob, to book and take in ball games.

*Ralph Salyer has joined Warner's to cover Kentucky. Salyer was formerly with the Cleveland and Indianapolis offices . . . Lester Rosenfeld, Dunbar Theatre, and Charley Alley of Warner's Rialto, Charleston, are reported closing their summer camp on Coal River where, according to Johnny Eifert, the weekends were "wonderful."*

Bill Rogers of the Keystone has laid aside business cares to take up some serious fishing—one of Bill's favorite sports . . . Carl Meadows and Gene Burke are adding a new marquee and boxoffice to their Lyric at Beckley . . . Bert Huckle, the Roxy, Huntington, is being welcomed back following an appendectomy. Huckle lost a few pounds, but otherwise is hale and hearty again.

*Mrs. Fon Sexton, the Lyric and Alfon, Ashland, visited the Row with her son, A. J., of Grant, Ironton and Sciotoville. Price Commer was also in . . . Universal's Frank Schrieber was runner-up in the recent tennis tournament and captured a cup . . . Naomi Gordon has returned from the Fair.*

Universal's "The Under-Pup," which has captured the enthusiastic acclaim of critics here, is set for local release at RKO Shubert, October 6 . . . Jack Finberg has joined UA here, coming on from Cleveland office . . . Irving Hanower is a visiting auditor at Columbia . . . Mrs. O. J. Minnix, Southland Theatre, London, Ky., left for a rest at Hot Springs.

# Injunction Granted Against Drive-In

NEW HAVEN—Describing the sound at the 800-car Milford Drive-In Theatre as an "irritating and continuous source of annoyance," Judge Patrick B. O'Sullivan of superior court, New Haven county, has issued a permanent injunction against the Milford Drive-In Corp., restraining it from using any sound apparatus at night capable of being heard beyond 250 feet from the limits of its property. After a careful analysis and visits to the theatre, Judge O'Sullivan held that the theatre, as now operated, creates a nuisance and that the 12 property owner plaintiffs are entitled to relief.

It is expected the Milford Drive-In will appeal to the supreme court of errors, and that Judge O'Sullivan will be asked to grant a stay of execution to permit the theatre to operate through October. The judge previously indicated he would grant such a stay, especially since the theatre, built last spring, represents a $50,000 investment.

Sound experts believe it will be impossible to apply the court's decision and limitations and still provide sound audible enough for patrons unless individual speakers are installed.

**Precedents Are Cited**

Judge O'Sullivan in his decision declared the noises which plaintiffs claimed had caused at least one nervous breakdown and had been injurious generally to their rest, health and value of their property, consisted of "laughter in all its varied expressions, conversation in all its range, song and music in all their gamut, and all those other indescribable sounds from the wail of an agonized soul to the uproar of skates upon a wooden floor. These sounds were heard at various distances at varying intensities. Atmospheric and meteorologic conditions, of course, play an important part as well as do the types of pictures displayed. But the fact remains that practically each evening beginning at dusk and continuing until shortly before midnight, these plaintiffs are required to hear what the mechanism sends forth . . . The noise prevents the concentration essential to reading; the radio cannot be enjoyed because of the confusion of sound; sleep is often delayed or even denied until such time as the show ends. Children remain awake in bed far beyond the time when they customarily begin their slumbers."

Other court decisions concerning sound as a nuisance were cited by the judge, such as those holding the bleating of calves in a slaughter house, the blowing of a factory steam whistle, the whine of a planing mill, and the music of a merry-go-round to be nuisances.

He defined the point at which noises should be classed as nuisances as "when they reach the point where they become annoying, irritating, and disturbing to the comfort and rest of the nearby residents or ordinary sensibilities to the extent outlined . . ."

## *For a Tax Cut---Sure!*

Boston—Abe Garbose was so anxious to resume Bank Night at the York Theatre in Athol that he agreed to pay the town a $40 fee each night the theatre stimulant is put on. In addition, Garbose promised to reimburse the town for $535.30 which Athol paid out in a lawsuit defending a litigation brought by the York Theatre following stopping of Bank Night by the board of selectmen. The payments have been broken down into ten weekly installments of $53.53.

Garbose, whose license to operate the York Theatre was renewed with the provision that he should quit Bank Night at the spot, took the matter to court. The present agreement is an outcome of the trouble which began 19 months ago. The town fathers are well satisfied inasmuch as Garbose's contributions during the year will approximate a 20-cent drop in the tax rate. The York Theatre previously paid $30 for its operating license and nothing for Bank Night.

# *Zukor Maintains Exhibition Entry a Protective Move*

BOSTON—Paramount's entrance into the exhibition field was only a secondary function, Adolph Zukor told George S. Ryan in testimony that had been entered in the Morse and Rothenberg anti-trust suit. "We wanted to insure our main business," the Paramount executive said, stating that the concern's primary function was the making of pictures. "We wanted to be sure that our accounts were secure."

Ryan asked Zukor if there had been "a number of complaints made to you personally by exhibitors in regard to your policy of theatre acquisition?"

"Oh, I imagine they did," Zukor said. "I can't exactly remember."

"Did you make some kind of agreement with the exhibitors in regard to what you would do as to acquiring theatres?"

"We had a convention at one time, I think in Minneapolis. That came up. I never agreed to anything except that it served the best interests of Paramount without hurting anybody."

"Did you enter into a written agreement with a committee of the exhibitors?" questioned Ryan.

"It must be on file. I couldn't remember. I wouldn't know what the contents are."

"That is, you take the date, August 12, 1920, did you enter into a written agreement with a committee of the exhibitors in regard to your policy of acquiring or building theatres?"

"I can't remember the contents or the date of the agreement, but if we have it then we ought to supply it to you."

"Do you remember, Mr. Zukor, that irrespective of any agreement, or whatever the contents of the agreement may be, that after making it you continued your policy of theatre acquisition just the same?" asked Ryan.

"We absolutely continued to acquire theatres; that I know," stated Zukor.

"You continued to buy or build theatres wherever you felt that it suited the needs or the purpose of your company?"

"Yes, sir."

"Then do you remember going to the exhibitors convention at Minneapolis in 1921?"

"Yes."

"And do you remember talking to the committee of the exhibitors there in regard to the theatre acquisition proposition?"

"As near as I can recollect, I told them we would acquire theatres where we found it necessary to carry on our business."

**Zukor Declares Early Policy**

"Do you remember the committee or any member of the committee saying to you that you had broken your written promise in regard to theatre acquisitions?" asked Ryan.

"I don't remember that," answered the Paramount executive.

"Did you say to that committee that you had broken your written agreement but in the future you would keep that agreement?"

"I don't recollect that statement, sir."

"What did you say to him and what did he say to you?"

"As near as I can recollect, they objected to the effect that the producers were entering into the theatrical field and they objected to that all along, and we didn't agree with them.

"Our policy, up to that time, was if the exhibitors kept out of the producing end of the business, we kept out of the theatrical, but just as soon as exhibitors went into the producer business that we had to protect our business. Not only did

(Continued on page 80)

# Plans Allied Regional At Philly Oct. 13

BOSTON — Frank Lydon, Allied States Ass'n eastern regional vice-president, has tentatively set October 13 as the date for the next eastern regional which will be held in Philadelphia. The first such confab under the Lydon regime took place a few days ago in Atlantic City. Lydon plans to hold at least six regional conferences annually, spaced about two months apart.

Buying is probably the most personal problem confronting Allied members at present, Lydon opined midweek to this publication.

# A Silver Anniversary For Denis J. Shea

BOSTON—A quarter century in celluloid, a long time for this industry, is the record set up by Denis J. Shea of Turners Falls. The Massachusetts theatreman, a sports and entertainment promoter for the past 35 years, entered the field in September, 1914, in the old Colle Opera House in the Bay State town.



DENIS J. SHEA

Supplying entertainment for Turners Falls and the surrounding area had already occupied Shea for a decade previously.

Shea celebrated another anniversary this month, his 56th birthday. He was born in Ireland in 1883. He came to Turners Falls with his parents when he was eleven years old.

Two years later, young Shea earned the name of "Banisher." He is still known by the cognomen to many throughout the Connecticut Valley. It came about while he accidentally burned down a chicken coop while trying to banish hen lice from a South End flock.

D. J. Shea has been active outside of the motion picture industry. He is vice-president and a director of the Turners Falls Industrial Development Corp. He also is a director of the Turners Falls Trade Ass'n. He helped to form both organizations.

Shea is a former fire chief and a former school committee man. He is a past president of both the Interstate Basketball and the Interstate Baseball leagues. He has long been a member of the Elks, the Knights of Columbus, the Ancient Order of Hibernians and the Masons.

Shea, an insurance agent, took over the Opera House 25 years ago after several had failed to maintain films at the situation. His first deal was a one-year lease, with option to renew, from the late Mrs. Christian Colle.

The Opera House was renovated some 14 years ago. The Shea Theatre, a new house, was opened in an adjacent block in February, 1927, and the demise of the landmark was dated.

Clubs and amateur groups used the Opera House stage for a while, and it lasted one season as a miniature golf layout. Turners Falls A. C. has since maintained clubrooms in the building.

Shea turned baseball diamonds into money long before he went in for silver screens. He began organizing baseball teams shortly after the turn of the century. Dancing entered the picture when he leased the Hibernian Hall and brought in bands to entertain, following games.

He also promoted a number of boxing matches in the town. He at one time managed Wilson's singing orchestra which was a popular New England musical aggregation. He managed the Gable Ballroom in South Deerfield for more than two years. Shea, at present, is serving on a committee of five townsfolk in negotiating a site for a proposed air base.

Denis J. Shea is married and has two sons, Harold and Phillip. "The next 25 years, I expect," Shea tells BOXOFFICE, "will be the hardest."

# PORTLAND

SUNDAY shows were approved in local option voting at Bath September 11, a procedure authorized by the recent legislature. Calais, however, rejected them. Bath accepted by a vote of 1,048 to 1,010; Calais turned them down with 487 to 366. Houlton is also said to have refused them, but the vote count was not available.

*With tourists almost entirely gone and school just getting under way, business at local theatres is temporarily in the doldrums. Managers claim that a week or two of good, crisp fall weather will put it on its feet again.*

Pending headaches: A Food Exposition with several cars to be given away during the course of the week, beginning September 25; Sunday football games at the local stadium, one of the most popular fall sports and the exhibitor's worst competitor during the period; homework, to be done by Portland's school-age youngsters, the theatres' matinee crowds.

*According to word received here September 11 from Hollywood, Albert Dekker, Bowdoin graduate of '27 and former tackle on the Bowdoin Eleven, has just won a contract with Paramount and has been elevated to star rating. His work in "Beau Geste" proved to be his "leg up."*

Filmrow visitors: Dan Sullivan and Phil Brown of *Transit Advertisers*, Boston . . . The last of the summer legits closes next week—Lakewood, at Skowhegan. It winds up a summer made memorable by the number of prominent stage, radio and screen stars appearing at the leading theatres in Maine. They included such personages as Edward Everett Horton, Ethel Barrymore, Jane Cowl, Rudy Vallee, Elissa Landi, Dame May Whitty, Madge Evans, Glenda Farrell, Cornelia Otis Skinner, Grace George, Diana Barrymore, Libby Holman, Helen Claire, Fay Wray, Sinclair Lewis and Owen Davis jr.

*Maine's only "Motor-In" Theatre, located at Saco, is still open, due to unseasonably warm weather. The theatre advertises heavily in local sheets and over the air.*

Much to the exhibitor's chagrin, the Portland *Evening Express* amusement page has been cut almost in half. Where Hollywood releases and local publicity once shone, display ads from local five-and-tens and chain department stores, and miscellaneous news, ranging from sports to war, now catch the eye.

*The Empire Theatre is offering dishes to its customers on Tuesday and Wednesday evenings . . . The State Theatre is spicing its "Recess Time" juvenile program, broadcast from the stage on Saturday mornings over WCSH, with eight bicycles, which are to be given away to lucky youngsters, one each week, beginning September 30.*



## *When the Cavalcade Started—*

*Harry F. Shaw, New England division manager for Loew's, Inc., holds in his protective grasp the tape which Mayor Maurice J. Tobin of Boston cut to start the Loew-Crosley motor cavalcade to the New York World's Fair. Left to right are: Shaw; H. M. Addison, Loew northeastern division manager; Mayor Tobin; Louis J. Brems, Boston city greeter; Mildred Alice Farwell, selected as Boston's Myrna Loy, and Loew Publicist Joseph A. DiPesa.*

## *Film Rental Library Is Started by University*

DURHAM, N. H.—Education through "movies" will be possible for New Hampshire school children and parents as a result of the opening of a rental library of educational films by the General Extension Service of the University of New Hampshire here. The film library also will benefit schools, fraternal organizations and other community groups.

# BOSTON

HERBERT McNARY, former Boston city censor, again has silver screen interests. McNary is commentator on "Movie Spotlights," local quiz broadcasts. Jack Goodwin, Metropolitan Theatre manager, and Paul Levi, house publicist, award passes to the contestants who come out with right answers.

*Alex Lercari and William Riseman, local theatre decorators, gave the State Theatre, new Quittner and Perakos Connecticut house in Jewett City, a modern motif, using red and gold tasseled damask at the 700-seat location.*

Fred Geisler, formerly of the Showboat in Auburn, has his equipment at the new drive-in on the Daniel Webster Highway outside of Nashua, N. H.

*Harry McDonald and Ben Domingo have been negotiating with Eddie Cantor for a personal appearance at the RKO Boston early in October. Cantor holds existing attendance and boxoffice records at the downtown house, made during a six-day engagement in* 1936 *. . . Tentatively scheduled to appear in the new show are Cobina Wright and the Mad Russian.*

Harry Browning, M&P Publicist, plans to put up his boat, *"Skippy,"* about the middle of October.

*Joseph Ehrlick, assistant RKO publicist who held the helm here last week during Jack Granara's sojourn at Maplewood, has been fighting off a cold . . . Fred Greenway, Loew's State managing director, has been bogged under with a cold . . . Ditto for Sal DiManno, Loew's State assistant . . . Camille Carpentier of Keith's Memorial was out last week with a cold.*

Charles Brent had "Wages of Sin" at the Globe Theatre last week for a return engagement. The roadshow recently established a Boston precedent when it day-and-dated the Modern and the Globe, Ben Wilansky houses.

*Murray Aaronson of Chelsea made the film district magic conscious last week when he canvassed Church Street and environs and sold some dollars' worth of ledgerdemain.*

William Powell, manager of the Paramount in Springfield for Nathan and Samuel Goldstein, has been capitalizing on the local Knothole Gang made up of juvenile baseball enthusiasts, by forming a Paramount Club around it. Saturday morning shows, given added impetus by the fact that paid attendance at four shows will net a pass to the fifth, are on Powell's schedule.

*George Kraska, operator of the Fine Arts Theatre, has signed with Oliver Unger for the J. H. Hoffberg Company's new lineup . . . Kraska is at present giving the Hub its first International Film Festival which opened the theatre August* 23 *and will extend into October.*

Martin J. Mullin and Sam Pinanski, M&P partners, were in New York last week . . . Harry McDonald, RKO divisional manager, was also in the metropolis on business . . . Phil Fox, Buffalo manager for Columbia, was in town for the holidays.

*William Purcell plans to reopen the Strand in Beverly, under a new operating partnership, in a few days. The house has been undergoing renovations.*

Kenneth Forkey whose theatre interests include the Town Hall in Orange is being contested at that site.

*Henry Steinberg, building a new New England circuit, had new sound, a P. A. system, special speakers, radio, and a phonograph installed at the Greendale Theatre which he recently opened in Worcester.*

James O'Donnell, manager of the Haines Theatre in Waterville, Me., has been planting a quantity of stills, ballyhooing future productions, in the local paper.

*Al Cormier, former manager of the Plaza in Northampton, is now managing the Strand Theatre in Westfield for Western Massachusetts Theatres, Inc. . . . Louis Marks has been named Strand manager by the Goldstein Bros.*

The mother of Phil Berler, E. M. Loew booker, has returned to his home after a prolonged hospital stay . . . The Berlers now have a new apartment at 150 Amory Street in Brookline.

*H. C. Elwes, local Photophone sales representative, has contracted with Amherst College in Amherst, Mass., for the installation of RCA sound equipment for the institution's Kirby Memorial Theatre.*

A. K. Dame of the managerial staff of the Palace in Penacook, N. H., and Miss V. F. Shaw have married.

*Irma Montague, formerly of the Metropolitan, has joined the company of "Take It From Me" . . . Tom Hill, with Harry Asher for years, has been subbing at UA during vacation leaves.*

Al Pickus has dubbed the former Annex, recent Stratford, Conn., acquisition, the Fairmount Theatre.

*Arthur Sharby was in town from Groveton, N. H., last week . . . Ted Harris of the State in Hartford was up from Connecticut . . . Henry Neveaux, Saco, Me., exhibitor, was a film district visitor.*

Paul Kumzi, district manager for Interstate Theatres, has put a new dish deal into the State Theatre in Stoughton.

*Mary Malloy, secretary to Newell Kurson since the Graphic Theatre circuit executive established a Boston branch for the chain, now is also secretary to Field Manager Kenneth Kurson who is here from Bangor.*

Joseph DiPesa, Joe Longo, and Al Longo had three people "picketing" the Loew's Orpheum last week. The first boy carried a sign which clarioned the epithet, "Unfair!" The second sign read, "135 Women in 'THE WOMEN' and no Men." The third challenged, "Go see for yourself."

*DiPesa and cohorts pulled the publicity pip of last week when the Boston* Globe *carried a special eight-page supplement in all editions on Wednesday, ballyhooing*

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# Zukor Maintains Exhibition Entry a Protective Move

(Continued from page 77)

First National enter with 38 of the members, but I think they had franchises with hundreds and hundreds of exhibitors, so that unless we protected ourselves, sooner or later we would be frozen out.

"If the exhibitors kept on going into the production end of the business, the producers would have to enter into the theatres, we made a statement that I believe was published in the *Variety*, stating our position clearly why we are going into the theatre business and why we are forced to go."

"It was published in the *Variety?*"

"It may be in the other papers, but I distinctly remember we published it in the *Variety*. You might be able to get a copy and I would like to put that in as a part of my statement."

"Whatever you put in that statement was a statement of your purpose at that time?"

"Correct."

"Now at this exhibitors' convention, what if anything was said about your company having made a written agreement in regard to theatre acquisition?" asked Ryan.

**Enter Harold Franklin**

"I don't believe we ever made a written agreement not to acquire any theatres," Zukor said.

"You had made a written agreement about Aug. 12, 1929, in regard to theatres?"

"I don't recollect the contents of that agreement, if there was any, but I don't think there was. I think there was a letter. I suggest that they offer that letter for you to take up."

"Well, in 1920, did you make any agreement, orally or otherwise, to the effect that your company would not acquire theatres in competition with independent exhibitors, unless you personally felt that such acquisition was something that was necessary in the business of your company?" asked Ryan.

"I can't recollect the contents of that letter," said Adolph Zukor.

"Well, whatever it is, it's in a letter or memorandum of some kind?"

"It must be in writing. I don't recollect making that statement verbally."

"Well, after the year 1930, did you personally supervise each proposition that related to theatre acquisition?"

"No."

"That is, there was somebody else in the company that was doing that work?"

"That's right."

"Mr. Kent?"

"No, not Mr. Kent. I think it was Harold Franklin."

"Harold Franklin?"

"He had charge of acquisition and after Mr. Franklin, Mr. Katz."

"Was Mr. Kent general manager at one time?"

"Yes."

"For how long a time?"

"For a short period. I can't recollect."

"But at any rate, you personally didn't go into the details of the various theatres that were built or acquired by your company after 1920?"

"No, not the details."

"So that you, personally, didn't pass on the merits of whether the acquisition of any theatre was justified or not?"

"That was passed on by Mr. Kent."

"And then it came to the directors, of which you were the head, and was passed upon by the directors?" questioned Ryan.

"Yes," replied Zukor.

**Franchise or Fight**

"Do you remember at the time this policy of theatre acquisition went into effect, your company substantially increased the price of its product?"

"Increased the number of pictures?"

"The price?" repeated Ryan.

"Of the product?"

"Yes," said Ryan.

"No, I couldn't know that. That wouldn't be within my jurisdiction."

"Do you know whether your company at that time made a number of offers to various exhibitors of franchises for a long term of years for your product?"

"I can't testify to that."

"Was it the practice of your company, before it went into a town, to buy or acquire theatres, to offer the exhibitor there a long term franchise for your product?"

"No, I don't know."

**Zukor the Head**

"And do you know whether at that time it was the policy of your company, if the exhibitor took the franchise, you stayed out of that town. But if he didn't take it, you came into that town?"

"I can't testify to that."

"Was there anybody other than Mr. Kent that knew about the sales policy of the company?"

"Mr. Kent was in charge of sales in what year?"

"From 1919 I think you started your theatre acquisition campaign," said Ryan.

"I am not certain whether Mr. Kent was in charge of distribution. That we could look up. He's been in charge a number of years, but I don't know whether he was in charge at that time," said Adolph Zukor.

"Well, you of course were the head of the company?"

"Yes, sir."

"Generally familiar with what was going on?"

"In a general way, yes."

"You, of course, would be generally familiar with any policy of the company that would have a broad scope throughout the country?"

"Yes."

"That is, if your company had a policy of going to exhibitors and saying, we want a permanent outlet for our product in this town and if you take our franchise for this town, we will stay out, but if you don't take it, we will come in here?"

"I don't believe we ever had such a policy."

"You don't?"

"No, sir," Zukor said.

"Did your company in 1919 have a policy to this effect, that you were going into various communities to buy or build theatres where you didn't have proper representation for your product?"

"I believe that's correct."

"And that was also your policy, that you were willing to enter into long term

## Survey Reports Buying Is Hesitant

**Boston—Initicl reports in the product survey being conducted throughout New England by the Independent Exhibitors, Inc., indicate, according to an officer of the Allied affiliate, that exhibitors in this territory are "coasting along and not buying." Trend is said to approximate that in other eastern states.**

# NEW HAMPSHIRE

THE STRAND and Crown in Manchester are now operating on a full week's schedule . . . Advertising of the Empire in Manchester has been resembling that of a hardware store. In a giveaway of True Blue ovenware, theatre pages of local newspapers were emblazoned with an "ad," half of which was occupied by an actual photograph of the set. About seven-eighths of the space covered the giveaway, and, very inconspicuously at the end, was: "Now on the screen, 'I'm From Missouri' and 'Newsboys' Home.'"

*Walter Young, owner of the Strand in Farmington, has returned with his family to their home in Farmington after spending the summer months at the Young cottage at Alton Bay.*

Joseph Kusiak jr., who was employed at the Ioka in Exeter during the summer, is back with his books at Becker College in Worcester, Mass.

*The Rochester* Courier *announces an advertising contest in which the Scenic in Rochester has a tiein. The film house offers 20 free tickets weekly, and the local newspaper gives cash prizes in what is known as the "Cash-in-Ads Contest."*

The good old days of film and vaudeville at the Palace in Manchester were recalled when Buddy Shepard acted as master of ceremonies at an all-vaudeville program sponsored by an American Legion drum corps unit in the Queen City. Buddy used to play the Palace in the team of Shepard & Ott when Bill Canning directed Palace affairs.

*"The Old Homestead," recently staged by townspeople of Swanzey—where the author, Denman Thompson, was born—yielded a net profit of* $2,539 *for a three-day performance.*

arrangements with exhibitors, if they had proper theatres of quality sufficient to give your pictures proper representation in the future?"

"I don't know that. I can't testify to that. That may have been in the sales department, but I don't believe that was ever brought up to the executives, to my recollection."

"Would a sales manual be sent out by your sales manager to the district and branch managers and special representatives of the department of distribution without it being brought to the attention of the executive committee?"

"It would if it was sent out by Mr. Kent who was head of that department. He could send it out."

**Necessity of Theatre Acquisition**

"That is, Mr. Kent might send it out without telling you what he was putting out?"

"He may have mentioned it. He might not. I can't recollect it now."

"Now from 1920 on, was there any way an exhibitor could prevent your company from coming into a town or into a city or community except by entering into a long term arrangement with your company to take your pictures at the price fixed by you?"

"No, not to my knowledge."

"Did you make any reports to the executive committee or to the board of directors as to the necessity of acquiring particular theatres?"

"No particular theatres, but the necessity of acquiring theatres."

"Did you make such reports in writing?"

"Not that I can recollect."

"Did Mr. Kent make any reports as to the necessity of acquiring particular theatres?"

"Not to my knowledge."

"Were there any written reports either made by you or Mr. Kent or Mr. Katz as to the necessity of acquiring particular theatres even in 1929-30?"

"As to particular theatres in general I might say 'yes,' but as to particular theatres, I don't remember."

"Were any of those reports as to particular theatres in writing?"

"I don't recollect there was any such report."

"Didn't Mr. Kent at any time make a written report to the board of directors or to the executive committee in regard to the theatre acquisition business?"

"Not to my knowledge."

"Did Mr. Katz?"

"No."

"I think you said you don't remember whether you raised the price of your product in 1919?"

"We based the price of the product on the quality and on the price of—rather on the cost of—the product and they vary from time to time."

"Was there at one time in the history of the motion picture industry, Mr. Zukor, what you might call an over-production of pictures?"

"As to the numbers, I don't know. As to the quality of pictures, there was never an over-production. As to the number of pictures, I am not prepared to testify. There was never too many of quality pictures, but as to the number, whether they were over-produced, I couldn't answer that."

"Can you tell us how many pictures were produced about 1920?"

"I should merely guess. It's a mere guess. I should judge between seven and eight hundred feature pictures. That's merely a guess, Mr. Ryan."

"And of that seven or eight hundred pictures, was your company putting out 100 or 120?" asked Ryan.

**Paramount "Predominant"**

"That particular year, how many we put out, I couldn't tell you, but that's something we can find out."

"Haven't you memory in regard to that time, approximately?"

"I should imagine we put out for a number of years, we put out 140 or 145 or whatever the sum was, I couldn't remember."

"How many years did you put out 104?"

"I don't know. I think for several years, I should say."

"That would be enough to supply theatres that were making two changes a week of a single feature?"

"Yes. That would supply two pictures."

"That was the purpose of 104?"

"We may have. We may have made a definite sum. I don't know whether we made a definite sum or not. Some years you make less and some years you make more. That has been our experience."

"During these years that your company was making approximately 104 pictures a year, what would you say was the highest number a year, according to your best

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# MONOGRAM

## NEWS OF THE WEEK



If ever there were a success story worth telling, it is the tale of Charlie Morse and Louis Rothenberg, the two hard-working executives who began at the bottom and reached the top within a comparatively short time. Louis Rothenberg, at the left, a high-ranking Harvard graduate, began with his father-in-law at the Comique Theatre in Lynn. Charlie Morse, who was formerly associated with Phil Martel at the Roxbury Theatre in Roxbury, first met Louis in the film district while booking pictures. One word led to another, and soon the two became interested in several other theatres.

* * *

"It was a hard struggle to reach the point where we are today," Rothenberg pointed. Today, the Morse and Rothenberg chain consists of twelve theatres in Massachusetts, Connecticut, New Hampshire and New York. Both executives keep in close touch with every phase of their business. Charlie still books pictures for some of the theatres, while his partner delights in acting as general efficiency man. If anything ever goes wrong, it doesn't take him very long to put his finger on the trouble. Both men play golf for a hobby. In addition to being partners in the office, they are frequently partners on the golf course, shooting a darn good game. And both are greatly interested in a number of philanthropic organizations.



* * *

"Mutiny in the Big House," Monogram's most ambitious venture, is set for release late in September. It has been hailed by critics everywhere as a grand picture. It is an unusual picture with an all-male cast, featuring Barton MacLane and Charles Bickford. This picture is a "must" for your fall programs. Do not fail to set aside a date for "Mutiny in the Big House."

*Steve Broidy*

**MONOGRAM PICTURES, INC.**

39 CHURCH STREET • BOSTON

# BRIDGEPORT

LOUIS J. ANGER, operator of the Colonial and Barnum, will start work within a month on a 1,000-seat house in the North End. Anger has finally won permission to build after a zoning battle over a period of more than a year.

*Stratford Theatre, Stratford, has installed new sound.*

"Peek-A-Boo" shows with gifts for the women are being offered weekly at the Empire, New London.

*State, Torrington, is again playing stage attractions.*

Community, Fairfield, is only theatre in this area charging more for balcony than orchestra seats.

*Morris Rosenthal of the Majestic can hold an ash on a cigar longer than any other manager along the New England Loew circuit.*

Theatres giving away school supplies to the youngsters included the Palace at New Britain and the Empire, New London.

*The Danbury Fair is the next big headache confronting Fairfield county theatres.*

Philip Schwartz has launched a 16-week beverage set deal at his Parkway Theatre.

*Strand-Palace successfully played an all-Polish program for two days.*

Theatre attendance has generally improved with the return of cooler weather.

*Charles Obert, assistant manager at the Warner, has slipped a diamond ring on the finger of Grace Moore.*

Clement Healey, Warner usher, accepted for enrollment at State Trade School, where he'll learn to delve with electrical mechanics.

*Edgar Lynch, former Warner manager and now manager of Warner, Worcester, in town for a weekend visit.*

Fred H. Russell, *Post-Telegram* stage and screen editor, back after a two-week vacation.

## *Contract Negotiations Due For Union, RKO, Loew's*

BOSTON — Front-of-the-house working agreements between RKO and Loew's, Inc., on one side and the IATSE, Local B-4, on the other expired August 30.

Trouble loomed on the Loew's, Inc., front, however, following the union disbarment of two Loew's State Theatre employes. Herbert Graffam, assistant chief of staff under Manager Fred Greenway, and Dorothy Hamlin, Greenway's secretary, were voted out of the union because they allegedly crossed a picket line at the Fenway Theatre, Boston, where Local B-4 members were on strike. They attended the show there on passes.

No union bargaining majority was established at the M&P Theatres Corp. house and the walkout was settled on the basis of an open shop. Projectionists and stagehands, also IATSE members, continued to work at the eleven M&P theatres concerned during the duration of the strike.

## *A Labor Fight on Spread Bargaining Recognition*

BOSTON—Affecting the numerous motion picture industry unions in Massachusetts is the attack by the CIO against recent legislative action which requires the state labor relations commission to recognize, in bargaining procedure, groups in which a majority of employes express their desire to be represented.

The labor organization contends that the requirement, which was passed by the recent legislature, impairs the power of the commission which was established to deal with disputes in connection with the Wagner Act. Before the amendment went into effect, the commission had the power "to decide the bargaining unit."

The labor move takes the form of a petition for a referendum on the amendment.

# PROVIDENCE

LET THOSE New England theatre managers who are complaining that "there's no money around, thus business is bad," read these figures and weep: Narragansett Park, Rhode Island race track, closed its midsummer meet Saturday with mutuel windows handling $567,235 on the closing day. During the 30-day meet a total of $11,509.549 passed through the pari-mutuel wickets, for a daily average of $383,652. This compares with $11,134,235 bet during 30 days of 1938's 36-day summer meet, when the average day's handle was $383,-566. Nice grosses, eh what?

*Johnny Hodge, assistant manager of the Strand, took a weekend jaunt to New York.*

Manager Cronin of Associated Theatre's Empire is preparing for the invasion of a painting crew this week who will redecorate the theatre's front and exterior.

*RKO-Albee staff still waiting to hear who, if anyone, is coming in as permanent house manager. Meanwhile, Albee Publicist Morton is laying a heavy campaign on "Fifth Avenue Girl" that includes as widely divergent stunts as an "Irish Stew Contest" and release of a flock of homing pigeons from theatre marquee on the opening day of film.*

Thanks largely to a campaign put on by Manager Ed McBride of Loew's State, that theatre is holding over "The Women" for a second week. This is the first hold-over attraction the State has had in years, most of its films moving to Carlton for second week showing. Carlton this week took over "The Old Maid" which did excellent business at the Majestic the previous week. Strand also held over "Golden Boy" for two extra days, making a total of three holdever films in city first run houses for the weekend; something of a record here.

## Fairs Take Seasonal Toll From Grosses

BOSTON—Fairs, traditional crowd drawers in New England, are taking their seasonal tolls from potential theatre audiences. Pari-mutuel racing, legalized three years ago in the Bay State, is giving added impetus to the turnouts. Agricultural exhibits and competitions, from livestock shows to pie-cooking contests, furnish the backbone of the autumnal affairs.

Television, a modern entrant, takes up the big stick against films at the Brockton Fair where a television theatre will be in operation from 10:00 a. m. to 10:00 p. m. daily. The scope of these New England perennials may perhaps be gauged by the fact the Brockton Fair, one of the oldest in the section, will probably draw at least 200,000 people this week.

September fairs in New England include turnouts at Brockton, Greenfield, Acton, Springfield, Littleville, and Cummington, in Massachusetts; Plymouth and Rochester in New Hampshire; Woodstock, Berlin, Meriden, and Danbury in Connecticut; Turnbridge, Vermont; and Machias, So. Paris, Cumberland, Farmington, Cherryfield, Union, and Athens in Maine.

## *Nominations Are Made by Allied of Connecticut*

NEW HAVEN—After hearing the reports of President Maurice Shulman and Dr. J. B. Fishman on the recent Allied of New Jersey convention, Allied Theatres of Connecticut nominated the following officers for 1939-40 at a special meeting at the Hofbrau Haus Restaurant.

For president: Charles Repass of the Crown at Hartford, Al Schuman, Blackrock Theatre, Bridgeport, and Martin Keleher, Princess Theatre, Hartford. For vice-president the same three have been nominated plus Sam Hadelman of the Capitol at Bridgeport. For treasurer. Jack Schwartz, Westend, Bridgeport; and Leo Schapiro, Guilford, New Haven. For executive secretary, Lawrence C. Caplan. For chairman of the board of directors, Jacob Fishman and Maurice Shulman.

The election will be held Tuesday, October 3, at the Hofbrau Haus.

## *New Haven Local B-41 Installs New Officers*

NEW HAVEN—Film exchange workers' union, Local B-41, held its formal installation of officers for the year 1939-40 after several delays because of vacation absentees. Congratulations to Jack Mullin of Warner's, president; Jerry Massimeno, Warner's, vice-president; William Nutile, Paramount, treasurer; Jimmy McMahon, Paramount, secretary; Henry Bruning, United Artists, executive board; Robert Hoffman, 20th Century-Fox, executive board, and Kathryn Fitzgerald, Republic, business agent.

Special meeting to discuss expiring contracts is expected in October.

# HARTFORD

HARRIS BROS.' State had Gene Krupa in person on their stage. Publicist Rudy Frank had Gene appear at a local radio appliance store where the swingster signed autographs for a half-hour . . . Julian B. Tuthill, film critic for the Hartford *Times*, spoke at Hartford Public High School before a theatrical class on "What the Dramatic Critic Expects From the Non-Professional Actor."

*Doings along memory-row: Julian B. Tuthill, recalling when he edited the Bay Shore* Sentinel *in Long Island and remembering, too, when Joe Allen jr., now appearing in "Our Leading Citizen," once wrote a high school sports column for the present* Times *man.*

Pete Perakos, owner of the Palace in New Britain, is thinking of vaudeville for Thursdays, Fridays and Saturdays . . . Ed Schwartz is acting as managerial assistant to Manager Bill Michaelson, Plaza, Stamford . . . Corrine Conn is new matron at the Loew-Poli, Waterbury.

*Eddie (Rochester) Anderson, who appeared here at the State, told Julian B. Tuthill that he can hardly wait for "Gone With the Wind" to see how he looks in it. Said he: "I had a horrible make-up. At least it looked horrible in the mirror . . . I'm supposed to be an old man, and the grease-paint lines were something to frighten almost anybody . . . but they said it'd photograph all right . . . I sure hope so, anyhow."*

Bingo permits in Naugatuck, according to Warden John J. Sheridan, will be issued only to churches, fraternal organizations and societies, and only after each application for a permit has been investigated. Warden Sheridan also pointed out no out-of-town operators will be allowed to run the game.

*Dave Sugarman, manager of Warner's Colonial, announces his reserved-seat policy will be in effect only on occasions from now on. Sugarman also announces excellent grosses on "The Old Maid," which played his house last week. Dave recently was shifted from the downtown Regal by District Manager Henry Needles.*

Last Wednesday ushered in the new season for Loew-Poli New England theatres. Governor Baldwin signed a proclamation on the important place of films in Hartford's entertainment world. Mayor Thomas J. Spellacy threw the switch outside Loew's Poli which formally opened the season.

*Says the Bridgeport* Herald: *"Lovely, 19-year-old Gene, debutante daughter of the Howard Tierneys, Fairfield, the newest glitterbug of Hollywood." Gene has landed a Hollywood contract and is now on the coast awaiting picture assignment.*

Julian Tuthill again: He announces his intention to move on or about October 1 into a penthouse high above the noise and clatter of downtown Hartford. Good luck with the new household, Julian!

## *Let Distributors Question Millett, LePage*

**Boston—Defendant distributors have been granted a court order to take depositions from C. F. Millett and Frank LePage for use in the defense against the plaintiffs' respective $100,000 anti-trust suits being prosecuted by Attorney George S. Ryan. Millett, operator of the State in Bridgeton, Me., will give testimony in Portland. LePage, Millinocket theatre owner, will be questioned in Bangor. The Graphic Theatre circuit, also defendants, are not identified with this latest action.**

## *Healey and Forkey Guide Hub Legion Post Dance*

BOSTON—Major Patrick F. Healey of the department of Public Safety and Kenneth Forkey, Bay State exhibitor, have been elected co-chairmen in charge of the forthcoming film district dinner-dance sponsored yearly by the Theatrical Post of American Legion. This year's affair, which will feature the installation of Theatreman William H. McLaughlin as commander, will be held October 25, at the Copley-Plaza Hotel.

Harry A. Aaronson, manager of the Rialto in Boston, and Alvin G. Kenney, state figure, will be put into line for the high office by being installed, respectively, as senior vice-commander and junior vice-commander.

Marcel Mekelburg, former GB district manager now handling Grand National here, is to go in as finance officer for his second year. Ralph Wormhood will be inducted as adjutant and Dr. Edward Melincoff as chaplain.

The executive committe for 1939-40 will include Carl D. Goodwin, Patrick F. Healey, Kenneth Forkey, and William J. Cotty.

Abraham Berg, Mekelburg and Ralph Wormwood have been elected to the reservations committee for the October 25 affair. Cyril McGerigle and James Sherran comprise the installment committee. The entertainment committee is made up of Robert Sternberg and Joseph Kantor.

Alvin Kenney, Leon Foster and Harry Rosenblatt form the ticket committee trio. Harry Smith and Harry Aaronson, Benjamin Abrams, Albert M. Kane, and Karl Foster make up the program committee.

William Erbb, Tom Bailey, Edward Cuddy, Dr. William R. Basch, George P. Milan, Dr. Nathan Fineburg, Frank J. McCarthy, Mark Burston, Dr. I. Irving Copen, and William Murphy have been elected to the reception committee.

Handling publicity are Harry Browning and Howard Crombie. Edward Dobkin and Dr. Edward Melincoff have charge of refreshments. Printing is in the hands of William Cotte and Isaac Kramer. Covering transportation are Walter Blank and Carl Goodwin.

# Thomaston Playhouse Will Open Sept. 27

NEW HAVEN — Robert Schwartz's 700-seat Park Playhouse in Thomaston is due to open September 27. Schwartz formerly operated the Paramount, which he has under lease and will keep dark. The new building is brick colonial in architecture, and the theatre is flanked by a new store on either side.

After several delays the 700-seat State, Jewett City, was opened September 19 by Joseph Quittner and Peter Perakos, with Harry Barnett as manager. Opening feature was "Stanley and Livingstone." This is Jewett City's first regular theatre since the hurricane last year damaged Finn's beyond repair.

Al Pickus also opened the 496-seat Annex, renamed Fairmount, on September 20, after reseating and extensive alterations. Opening bill was the dual "Only Angels Have Wings" and "Second Fiddle," although Pickus had previously planned to try single features in accordance with his policy at the Stratford Theatre.

Fishman Theatres reopened the Winchester, dark for the summer, on September 22, full schedule. All Fishman houses are now in regular operation, following a shut-down of three theatres in New Haven for the summer.

### Termer to Hollander

HOLLYWOOD—Frederick Hollander, Paramount composer, has been held for another term.

# NEW HAVEN

JOHN PAVONE of Warner's is back at his desk after a short vacation . . . Kathryn Higgins of RKO away from her desk because of a badly cut thumb . . . Holdover of "The Women" at the College last week made the best comprehensive downtown showing for gross receipts . . . Local exchanges still wait anxiously for results of recent money drives to be tabulated and announced . . . Beautifying and extension of Warner Theatre offices nears completion.

*The Loew-Poli-teers put over the new film season once more with the fanfare which has made at least nine New England towns sit up and take notice. The array of ballyhoos, stunts and tieups which Bob Russell in New Haven, and other theatre managers all along the line added to the Crosley cavalcade theme song arranged by Harry Shaw and Lou Brown, makes one wonder what the boys will think of next . . . The Jewish holidays dented mid-week business but boosted the weekend.*

Seen on the curb and in the offices: Mickey Daly, of the Daly, Hartford, arranging for his newly-acquired Lily, Plainfield . . . Joseph Walsh of the Rialto, Windsor Locks and Colonial, Southington . . . Ernest Dorau, genial manager of the Pouzzner Middletown houses.

## *"Ramparts" May Be Made In New London, Conn.*

NEW LONDON, CONN. — Considerable of "The Ramparts We Watch," which March of Time will make for RKO release, will be filmed in and around this city, according to reports. The film will typify a New England community and national defense activities during the last war.

On previous occasions, New London has served as a location site for Hollywood, the most recent being 20th-Fox's "Submarine D-1."

## *John Heneas Will Offer Foreign Films in Hub*

BOSTON—A second foreign film theatre in Boston will get underway early in October when John Heneas is scheduled to reopen the Apollo. The house, now armed with a new marquee, has been undergoing renovations. Russian films move into the local location at the onset, followed probably by Italian product and war pictures. Thomas Vetrie is booking the spot.

## *Allyn Hosts 400*

HARTFORD—M&P's Allyn Theatre, managed by Walter B. Lloyd, hosted 400 Allyn Club members from Hartford's east side. Chaperoned by 20 older boys, the group enjoyed "The Star Maker" and "Unmarried."

# BOSTON

(Continued from page 79)

*"The Women." Advertisers paid the tariff with tie-in ads.*

William Murphy of Imperial has set "Return of the Frog" and "The Demon Barber of Fleet Street," English horrorifics, for a four-day, first-run engagement at the RKO Boston Theatre beginning September 25.

*Carolyn Lee, four-year-old feature player in "Honeymoon in Bali" was to have been the guest of honor at a local press luncheon here Wednesday.*

Louis Starr, Barre exhibitor, was in from Vermont last week . . . Joseph Rappelas, East Hampton theatreman, was in the district . . . Fred Greene, Woonsocket, was in from Rhode Island.

*Nellie McLaughlin, Imperial booker, declines to set a definite date for her Pennsylvania and World's Fair vacation after having already postponed the sojourn four times.*

Frank Boscketti of the Star Theatre in Lawrence was in the film district last week . . . Harry Segal of Imperial was down from New York for the holidays.

*E. M. Loew, New England circuit operator, plans to put up a new theatre in Worcester. The house, in the Billings Square section, would seat close to* 1,000. *Rumors are rife that Loew will add a Portland, Me., link to his chain.*

# Acquiring Theatres A Security Move

(Continued from page 81)

recollection, that was put out by all companies?"

"Well, I figure about, I should say 800, between 700 and 800, because there's no way of telling except when a company would announce what they did or whether they measured up during the year."

"And at that time, your company was the largest producer of photoplays?"

"In numbers, I think, we make the largest numbers."

"At that time, your company was the largest and best company in the motion picture business."

"Well, that particular year—you mean any particular year?"

"While you were using this policy of 104?"

"I think so."

"Well, if you were putting out 104, out of 700 or 800 total, your company then was quite a power in the motion picture industry, was it not?"

"Our company occupied a predominant position in the industry."

"And you wanted to increase that position of predominance by acquiring theatres, is that correct?"

"No, we wanted to insure—our primary business is making pictures—our main business, and we wanted to be sure that our outlets were secured."

"And at that time in 1920, didn't you feel that the big money in the motion picture industry was being made by the theatres?"

"No, we concentrated on the production end of the business and all we were concerned with was our outlet for our product."

"Didn't you intend to make money by exhibiting pictures, too?"

"Yes."

"Didn't you feel that the greatest profits in the industry would come through theatres, rather than through production?"

"No, sir."

"Do you remember telling Mr. Connick that?"

"I don't."

"Do you remember talking to him about that subject?" asked Ryan.

"I remember I talked to him on several subjects," said Zukor.

"Do you remember what you said about that particular subject?"

"I do not."

"When you went into this policy of acquiring theatres, as you say, that was to secure a permanent outlet for your own pictures?"

"Right."

### To Protect Outlets

"Did you feel at that time that you would be able to supply enough pictures so as to keep them going?"

"In the first instance, we wanted to have an outlet for our product, and, in the second, we couldn't. We were ready to buy pictures from anybody in order to round out the requirements."

"Did you at that time feel that your company, as a producer, would be able to supply itself as an exhibitor with whatever pictures it needed in its business?"

"I hardly think so."

"You were making about 104 pictures?"

"I can't tell exactly what year we made 104 pictures when we acquired theatres or whether we had made less pictures, because the number of pictures you make is not determined by the number of theatres you have but is determined by the organization, having the stars and the material to make the pictures."

"Yes, but hadn't you had, Mr. Zukor, this theatre acquisition policy started around 1919?"

"I think that's when the First National was organized."

"And it was two or four years—around 1920, you were putting out 104?"

"I can't say. The record would show, because we have a record of that, Mr. Ryan, what we put out. I would rather trust to the records than to my memory."

"There wouldn't be any doubt about your memory being 104 approximately?"

"Approximately, yes."

"So that, did you feel at that time that your company as a producer would approximately supply to the theatres that it operated all the pictures which they needed?"

"That I couldn't say, because there's a number of theatres that you change oftener than the number of pictures we put out; out of necessity they would have to buy product from the other producers."

"Well, around 1920, were there any theatres that would require more than 104?"

"Yes. At that time they changed more often in those days than they do now."

"So that you felt that your company when it began exhibiting pictures in a great many places, at least, would buy pictures from other producers."

"I should imagine so."

"And when you went into the theatre acquisition field, you intended to acquire a lot of theatres, didn't you?"

"No particular number. There was no set number. We went in and acquired theatres or built theatres."

"Well, you intended to acquire theatres in all the prominent localities in the country?"

"We wanted to make certain that our outlet was well protected."

"Well, have you found that it has been a fact that the acquisition of these theatres has given you a great power to deal with other producers?" asked Ryan.

"Not to my knowledge," said Zukor.

## *Adorno to Court Seeking A Permit for Drive-In*

MIDDLETOWN, CONN. — Sal Adorno has filed a writ of mandamus against the building commissioner in an effort to compel him to grant the permit necessary for the operation of his completed airdrome theatre. One was granted this summer, but shortly afterward was revoked on the grounds it had been obtained under "misrepresentation of certain facts."

### Script Sheridan Yarn

HOLLYWOOD—Julius and Phil Epstein will script "Married, Pretty and Poor" for Warner as a forthcoming vehicle for Ann Sheridan.

## Carolina Convention Program Readied

**Charlotte—A program will be arranged shortly for the winter convention of the North and South Carolina Theatre Owners Ass'n convention to be held here December 3 and 4, according to Mrs. Walter Griffith, secretary. Approximately 460 theatres in the two states are expected to be represented at the meeting.**

# Carolinas in Call for Pact Concessions by Majors

CHARLOTTE—A five-point plea for voluntary contract concessions has been directed at major distributors by the Theatre Owners of North and South Carolina.

Perfected at a meeting here of the board of directors, the resolution asks:

1. Straight 20 per cent elimination.
2. Non-forcing of shorts, trailers, newsreels and accessories with features.
3. Elimination of all score charges.
4. Price allocation to be stipulated with notice of availability.
5. Full protection against non-theatrical competition.

The resolution commended the distributors who have granted "certain of these privileges."

Contending that many of the organizations members "working in the interest of cooperation with the distributors and under the firm impression that the privileges of certain fair trade practices would be granted have bought product for the 1939-40 season and as a consequence are overbought unless the said privileges are granted," the petition urges immediate action.

Officers and directors of the organization are:

President, Lyle M. Wilson, Roanoke Rapids, N. C.; vice-presidents, H. R. Berry, Hartsville, S. C., and F. H. Beddingfield, Charlotte; secretary-treasurer, Mrs. Walter Griffith, Charlotte; directors, Boyd Brown, Winnsboro, S. C.; Robert E. Bryant, Rock Hill, S. C.; H. E. Buchanan, Hendersonville, N. C.; H. F. Kincey, Charlotte; J. E. Massie, Waynesville, N. C.; J. F. Miller, Hickory, N. C.; George W. Parr, Lancaster, S. C.; Charles W. Picquet, Pinehurst, N. C.; Roy Rowe, Burgaw, N. C.; A. F. Sams jr., Statesville, N. C.; J. I. Sims, Orangeburg, S. C.; Albert Sottile, Charleston, S. C.; S. S. Stevenson, Henderson, N. C., and C. A. Turnage, Washington, N. C.

# Action on Objections When Jurist Returns

MIAMI—Action on the objections filed this week to the interrogations propounded to some officials of the eight major companies in connection with the securing of evidence for the December trial of the suit being brought by the Cameo and Surf theatres, must await the return of Judge John W. Holland of the U. S. district court. He will be back in Miami, October 5.

Similarly, the taking of testimony of Hiram D. Parks, Warner film salesman at Lubbock, Tex., apparently will have to await the judge's resumption of his seat. The taking of Parks' deposition, scheduled for Saturday, September 16, was halted at the demand of the defense counsel, who is seeking to have Judge Holland issue an order limiting the scope of the inquiry.

Counsel for the defense protested on the grounds the transactions about which Parks was to be questioned occurred "two or more years prior to the time when the plaintiffs established their theatres."

## Wometco's Credit Union Entering Fifth Year

MIAMI—Continuing to aid employes through emergencies of all kinds, the Wometco Credit Union is going into its fifth year with $17,485 in shares as compared with $14,746 at the same time in 1938. Current loans show a similar increase—$15,443 as against $11,185 last year.

The union's net earnings are a full $125 ahead of last year's at this time, a checkup with Stanley Stern, president, and L. A. Johnston, treasurer, reveals.

## Deal Brings Grainger

DALLAS—James R. Grainger, president of Republic Pictures, and also general sales manager, has been in town to close with the Interstate circuit for 1939-40 product. He visited the Dallas exchange and held conferences with W. G. Underwood and Lloyd Rust.

### Buys "Waterloo Bridge"

HOLLYWOOD—"Waterloo Bridge," a play by Robert E. Sherwood, has been purchased by Selznick International from Universal, which company produced it in 1931.

# Arkansas ITO Will Meet Oct. 15-16

LITTLE ROCK—At a meeting of the board of directors at Hotel Marion here, officers of the Arkansas ITO made plans for their semi-annual convention here, October 15-16.

O. G. Wren, president, stated that date was set to give delegates an opportunity to attend the second annual Arkansas Livestock Show in North Little Rock, scheduled for October 16-22.

At the board meeting here were Wren; K. K. King, Searcy; J. F. Norman, Little Rock; D. E. Fitton, Harrison; C. F. Bonner, Pine Bluff; L. F. Haven jr., Forrest City, and W. E. Malin, Augusta.

The board adopted a resolution asking members to give their support and cooperation in advertising the stock show.

Members of the Arkansas ITO, it was announced, will be guests of T. C. Robertson, rodeo manager, on October 17.

## Biscayne Plaza Launched On Its New Season

MIAMI—With the return of Edgar B. Pearce, manager and joint owner of the Biscayne Plaza Theatre on Miami Beach, from his northern vacation, this month beach house is launching on its preparations for the season.

Besides having a grand postman's holiday visiting as many theatres as he could crowd onto his schedule, Pearce did Radio City's Music Hall from foyer to stagedoor, concluding with a long backstage visit. He has two new members in his organization, Mrs. Eunice Outlaw, as cashier, and Lloyd Chambers, formerly with Robb & Rowley circuit, Little Rock, Ark., as the newest member of his service staff.

# Oklahoma City Joins Variety as Tent 22

OKLAHOMA CITY—A Variety Club charter has been granted the Oklahoma City petitioners. That city joins the ranks of National Variety Club as Tent No. 22, with L. C. Griffith of the Griffith Amusement Co. as chief barker, and a charter membership of 30.

The petition was signed by L. C. Griffith, of the Griffith Amusement Co.; Morris Loewenstein, Majestic Theatre; Wm. P. Moran, Southwestern Theatres, Inc.; Wm. Zoellner of M-G-M; S. J. McKenna, Griffith Amusement Co.; Max Brock of Lawton, Okla.; Sol Davis, Republic Pictures; Jack Curry, Paramount Pictures, Inc.; Otto Rohde of Vitagraph, Inc., and Ralph Talbot of Tulsa, Okla.

### Okla. Variety Bowlers Keep Season Alive

OKLAHOMA CITY—The local Variety Club League of Filmrow teams moved into its second week of bowling activity with the RKO team defeating Griffith 3-0, Warner defeating Paramount 3-0, Clark Poster besting 20th-Fox 2-1 and National Theatre Supply decisioning Standard Theatres 2-1.

## Installs New Tents

DALLAS—R. J. (Bob) O'Donnell, Chief Barker of Dallas Variety Club, left Thursday for Atlanta to attend installing ceremonies of a Variety Club in the Henry W. Grady Hotel there. From there he was to go to Memphis for another Variety installation. He is organizer in the south and west for the national association.

# Okla. Allied Announces First Convention's Speakers List

OKLAHOMA CITY—A temporary program schedule of speakers has been announced by Allied Theatre Owners of Oklahoma for their first annual convention to be held at the Biltmore Hotel here Tuesday-Wednesday, September 26 and 27.

The convention is to be divided into three sessions, the first of which, Tuesday morning, will be a round table discussion in which Col. H. A. Cole, head of Allied, will analyze and discuss current theatre problems. This session will be open only to Allied members and will "go to the very bottom of such subjects as national cooperation, legislative regulation, uniform rentals, unreasonable protection and other national subjects," according to the convention committee.

Several outstanding Texas exhibitors have been promised for this session. They are to participate in the discussion and relate some of their experiences and solutions to problems.

At this meeting a recording of the important speeches made at the national Allied convention in Minneapolis will be given.

"All Star Session"

The second session, labeled an "All Star Session," will be conducted Tuesday afternoon and will be open to all independent exhibitors. Each speaker will talk briefly and to the point. Among the speakers listed on the program schedule are Dr. W. B. Bizzell, president of the University of Oklahoma; Dean A. B. Adams, College of Business, University of Oklahoma; Congressman Lyle H. Boren, Congressman Wesley E. Disney, Congressman Will Rogers, Congressman Jed Johnson, State Representative William High of Pottawatomie county, State Representative George Miskovsky of Oklahoma county, Col. H. A. Cole, national Allied president, and several others.

Dr. Bizzell will discuss the educators interest in motion pictures and tell why leading educators favor a better movie program. He will also tell how local exhibitors may work more effectively with school men.

Dr. A. B. Adams, a leading authority in the Middle West on problems affecting monopolies and illegal business practices, will "tell vividly how a monopoly becomes a malignant cancer in the industrial world."

Congressman Boren, who has made a special study of the motion picture industry, and who is, with the help of a number of congressmen, drafting a bill to separate exhibition from production and distribution, which will be introduced in the United States Congress, will give a preview of "national corrective ideas long before they become trade paper news."

Wesley E. Disney will discuss briefly what he has learned about theatre problems while in Washington.

Congressman Will Rogers will tell of the Washington scene and how the breaks are falling for the exhibitor.

Congressman Jed Johnson, chairman of the legislative steering committee, will "predict what fate may meet present corrective legislation bills in Congress and those to be introduced."

George Miskovsky, state representative of Oklahoma county, an aggressive leader of legislation affecting chain organizations, will tell how his bill introduced in the last session of the state legislature will affect Oklahoma chain theatre organizations.

William High, state representative from Pottawatomie county, who has made a study of theatre problems and has written a bill which he proposes to introduce in the next state legislature, will discuss this bill.

Plans are being completed for statewide radio broadcasting of certain portions of the public sessions.

Immediately after a short recess Tuesday afternoon members of Allied will meet for a general business session. At this meeting a constitution will be adopted, a board of directors elected, and plans for a fall campaign discussed.

The meeting of the new board is to elect officers and formulate policies as discussed at the general meetings of the new year.

In a bulletin to members of the association and independent theatre operators, Orville Von Gulker, chairman of the organizing board, stated: "If the independent theatre owners want it, a buying organization can be organized at the convention. There are several successful ones now operating over the country, including the Cooperative Theatres of Ohio, operated by Milton A. Mooney, which is buying and booking for approximately 80 houses. Also the Detroit Cooperative, with 90 members, and others. Are you interested?"

## Installations of Lighting Keep W. B. King Busy

DALLAS—W. B. King has been on the go these days with the installation of the new Conti-Glo lighting in several theatres and with remodeling jobs in others.

He has work going on for G. A. Luchese in the Nacional in San Antonio, in the Highland at Little Rock, for Robb & Rowley. The Conti-Glo jobs are in the Dome at Lawton and in Henry Hall's new "Theatre Ahead of Tomorrow," now under construction at Alice. King was in Corpus this week on plans for revamping the Ritz (A house) for R&R and Bruce Collins.

## New Sound in Two

HOUSTON—New RCA sound equipment has been sold to the Cleveland Theatre at Cleveland, Tex., and the Texas at Bay City. The deals were made with the Southwestern Theatre Equipment Co. here.

### "Presses" to Universal

HOLLYWOOD—"Stop the Presses," a story by Frederick Davis, has been purchased by Universal.

# M I A M I

DAISY RICHARDS, associate of Henry K. Gibson, counsel for the plaintiffs in the pending Miami monopoly suit, is plenty absorbed in complicated legal details involved in this suit; but not too absorbed to be able to concentrate, when she closes her office desk, on the new house and garden which she and her husband have recently acquired.

*Perhaps it was because he had dictated so many 'steen thousands of words about "Gulliver's Travels," or perhaps because he has not yet been acclimated to Miami's cool nights, or perhaps from the sheer excitement attendant upon the whirl of activities at the Max Fleischer studios where that full-length Technicolor animated cartoon is being rushed for holiday release—well, whatever it was, Walter E. Bradfield, who has been sent on to the studios here from Paramount offices in Hollywood to supervise the publicity and exploitation for Gulliver, has been confined to his home with a rather painful throat affliction. He was back at his desk, this week, however.*

A growing local interest in things theatrical is apparent in the selection of one of the new faculty members of the University of Miami. He is Robert Koch, son of Dr. Frederick Koch, director of that brilliant group at the University of North Carolina, the Playmakers. In his course in playwriting and play production, he will seek to stimulate interest in regional material, an activity which is expected to receive impetus from the impending Broadway production of "Key Largo."

## Cole Reports Exhibitor Circles in East Calm

DALLAS—Things are quiet in independent exhibitor circles said Col. H. A. Cole, national Allied president, on his return Wednesday by boat from New York after attending the Allied of New Jersey meeting. The principal worry of exhibitors at the meeting and elsewhere was what effect the war would have on theatre business. He said the exhibitors passed resolutions condemning curtailment of production due to the war in Europe, but that this sentiment calmed down after producers came out with statements that there would be no curtailment.

He said he saw no submarines on the return trip, but did see about 18 oil tankers off the Keys, evidently waiting to be picked up by a convoy to England. He spent two or three days in New York on purely social matters, he said.

### Several Texans Will Be At Oklahoma Confab

DALLAS—Several Texans will attend the Allied Theatre Owners of Oklahoma convention in Oklahoma City next Tuesday and Wednesday. Col. H. A. Cole will leave Monday afternoon, accompanied by J. M. Reynolds. A. W. Lilly will go from Greenville. Lee Threet, of Lufkin; Ted Lewis, of Texarkana; Rubin Frels, of Victoria and Bob Smith, of Mission, also plan to go. Homer Mulkey, of Clarendon, will join the group at the convention scene.

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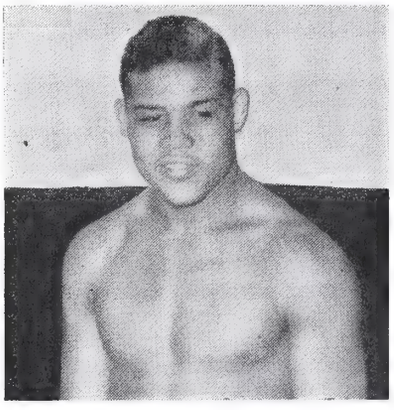
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# *Miami Deposition Goes Into Wometco Theatres' Setup*

*By* EDITH CUMMINGS

MIAMI—Ownership and control of the group of independently incorporated theatres, commonly known as Wometco houses, together with the film buying practices of the two men who are executive officers in the various operating companies controlling these theatres were two of the major issues on which Mitchell Wolfson, partner in the operations of these Wometco houses, was questioned when a deposition of his testimony was taken as a part of the preliminary activities of the pending Miami monopoly suit.

This suit, alleging monopolistic practices on the part of two Miami theatrical organizations, operating groups of theatres, and on the part of the major film distributors as well, is making a particular issue of the length of the clearance periods granted Paramount Enterprises, Inc., and the Wometco units. It is being brought on behalf of the two Miami Beach houses built last year by Herman Weingarten, the Cameo and the Surf, with the complaint alleging that these two theatres are unable to obtain first run American films because of the alleged monopolistic practices against which they are asking a permanent injunction.

The incorporation, known as Wometco Theatres, organized six or seven years ago, does not now exist, Wolfson testified, adding that it had been dissolved several years ago; that each one of the theatres in which he and Sidney Meyer are interested are separate incorporations, in response to the questioning of Henry K. Gibson, attorney for the plaintiffs.

### Merely Trade Name

Challenged about the fact that he had described himself as one of the owners of the Wometco Circuit in circulars distributed during his campaign for councilman of Miami Beach, Wolfson replied that Wometco was merely a trade name used by the Wolfson and Meyer families who have interests in the various individual corporations which operate the various houses for which they buy films.

Feature films for the various houses in which the Wometco men have interests are bought, in some instances, in New York; in others, here in Miami, or through the mail or over the telephone, Wolfson stated. Under further questioning he added that most of their purchases were made here . . . sometimes from salesmen, sometimes through mail and sometimes over the telephone.

The 13 houses, commonly known as Wometco theatres, are the Lincoln and Biscayne Plaza on Miami Beach; the Miami, Mayfair, Capitol, Rosetta, Tower, Biltmore, Grove, State and Strand in Miami, and the Ritz and Lyric (Negro houses), the testimony continued.

Asked to explain the nature of the "interests" the Wolfson and Meyer families had in the theatres in question, Wolfson said: "We have two interests. We have some of the stock and we buy films for them and I manage them."

It was further brought out that the Meyer and Wolfson families own controlling interests in all of the named houses, except the Biscayne Plaza in which a one-half interest is held by its manager, Edgar Pearce.

Films for first run showing, and for use within 90 days, are purchased from 20th Century-Fox, Columbia, Universal, United Artists, RKO, Monogram, Republic, British Gaumont and a few smaller companies, Wolfson testified. Some subsequent runs of Metro films also are purchased. It was brought out, later in the testimony, that the RKO releases purchased were the "March of Time" features and George O'Brien pictures.

There was considerable sparring at this point between Wolfson and Gibson on the definition of such terms as "exclusive contracts," "clearance" and "protection." It appears that the several contracts held by the Wometco houses allow clearances ranging from 120 days in the case of RKO and Columbia to 150 days from United Artists.

Also subject to question was the explicit definition of the term "Greater Miami" over which territory the clearance period is enforced, and the distance apart which theatres must be to not be in competition with one another. Conditions of management and the community in which the house in question is located are as important factors as distance from another theatre in determining whether or not one house is competing with another, Wolfson said.

The competition of the Cameo is felt, Wolfson stated, when it "shows a double feature and charges 15 cents, when we have to charge 50 and 55 cents."

Next came the matter of admission prices in comparison with other American cities. Gibson asked if it were not true that higher prices were charged here than in any place in the United States. Wolfson denied that, adding that higher scales of admission were maintained in many cities. A comparison with Atlanta is not fair, he added, since Miami is, first and foremost, a tourist city and must obtain the bulk of its income during the three months of the tourist season. The same situation will be found to exist in hotels when one compares Miami with Atlanta, he continued.

Wolfson said that the past summer had been a fairly good one, good enough that only one Wometco house, the Mayfair, had been closed in comparison with previous years when the number closed during the off season was usually two or three.

Returning to the subject of basis of payment for films, it was brought out that practically all of the Wometco houses played their features on a percentage basis with a variance in the amount of not more than five per cent among the individual houses.

When asked if he could name other cities where a clearance clause of 150 days was enforced, Wolfson replied that he had no occasion to be concerned with the clearances granted in other cities as their operations were merely local. He added that clearance periods were longer when he and Meyer first started in the theatre business in Miami in 1924.

Admission rates at the Lincoln are 80 and 65 cents in the winter, and 70 and 55 cents during the summer; at the Miami, 65 winter and 55 cents summer; at the Biscayne Plaza, 40 cents during the season and 35 cents during the summer. Other houses remain the same the

# *Too Many Questions, Para. Plaint in Miami Suit*

MIAMI—Objections have been filed in the local U. S. district court against the answering on the part of five officials of Paramount Pictures, Inc., of the interrogations propounded to them by the counsel for the plaintiffs in Miami's pending monopoly suit.

It is claimed that, under the new federal rules, these interrogations are protested on the grounds that plaintiffs may not, without leave of the court, serve more than one such interrogation to be answered by this defendant, Paramount Pictures, Inc.

Interrogations were addressed to Adolph Zukor, Barney Balaban, Neil F. Agnew, Walter B. Cokell and John W. Hicks of the Paramount organization.

Besides the general objection, individual protests were filed. In the case of Zukor, the objection stated that the interrogations are "directed to an individual who is not a party to this suit;" that they "seek irrelevant, immaterial and incompetent evidence;" and that the "evidence sought is not within the scope of this cause."

Besides listing the same three grounds for objections as listed for Zukor, the questioning of the other four men is further protested because the interrogatories "ask secondary evidence when it has not been shown that the best evidence is not available."

The objections were filed by James Calkins of the firm of Loftin, Calkins & Anderson, counsel for Paramount Pictures, Inc., and Paramount Enterprises, Inc., joint defendants with various operating companies managing the local Wometco houses, and the other seven major film distributing companies in the suit being brought by two new Miami Beach theatres, the Cameo and Surf. The suit asks the granting of a permanent injunction against certain alleged monopolistic practices and seeks cumulative damages.

year around, with the Mayfair's scale the same as the Miami; the Capitol, 35 cents; the Rosetta, 35; Biltmore, Grove, Strand and State, 25 cents.

Queried about the option supposed to have been taken on the new theatre under construction on NW Seventh Ave. at 62nd St., near the new white housing project, Edison Heights, Wolfson said that that option would or would not be taken up, depending upon the development of certain circumstances within the near future. He added that there would have to be new contracts made with every company whose pictures they would buy for this new house.

When the matter of cost of operations in Miami came up, Wolfson said that in comparison with Jacksonville, for instance, the scale of wages for union operators is higher, that cost of advertising is very much higher, that shipping and express costs are higher, as are various incidental materials used in theatre operation. He added that he did not believe there was room for any more theatres here as Miami was already overseated as the result of speculative theatre building during the boom period of ten years ago. A situation similar to that existing in theatres exists in the office building field, he pointed out, citing that the new DuPont building was the first to be erected in more than ten years, and added that the city did not need the additional office space it provided.

**Acquisitions in Detail**

Detailing the progress of the acquisition of the present 13 Miami theatres in which the Wolfson and Meyer family are interested, Wolfson told of their beginning with the erection of the Capitol in 1926 and the acquisition, as independent exhibitors, of abandoned houses, most of which had to be rebuilt from the ground up, yet which had been purchased from former owners at a price which represented a profit to them.

When the subject of the existence of a Wometco "chain" again came up, Wolfson protested this designation, claiming that rather they had an independent group of theatres, known as "Wometco" with a common clearance period in which the various members of the group cleared their run, but that some of the theatres in question had different clearances over others, that there was a separate contract for each separate operating company.

"If 15 or 20 additional theatres were built in Miami, there would be a great difference in the films shipped down here," council for the plaintiffs opined. The Wometco official answered "No. There are only a certain number of films made. These would have to be run over and over."

Wolfson then told the council that he did not have in mind either the total gross receipts for the past year or the total amount of license fees payed for films; that such figures would have to be secured from the books of L. A. Johnston.

With the statement that clearance on Miami Beach required from 21 to 35 days, Gibson, plaintiffs' attorney, asked if it wasn't true that the Cameo and Surf were obliged to wait about four months before they could secure subsequent run privileges.

During the discussion of the order in which various features were shown after their initial showings either at the Lincoln, the Miami or Mayfair, Wolfson stated that the matter of just where and in what order pictures were to be shown was ordinarily decided by him and Meyer, that their booker's activities were largely matters of correspondence and arrangement of detail with the film distributing companies.

Subsequent testimony was to be taken from Wolfson on Friday when W. R. Lynch, general manager of Paramount Enterprises, Inc., and Charles Walders, partner in Tivoli, were to testify.

# Particulars Answer In Griffith Suit

OKLAHOMA CITY — The department of justice's answer setting forth legal points as to why defendants in the Griffith case should be denied more particulars has been filed in federal district court here.

The suit, involving Griffith Amusement Co., Consolidated Theatres, Wextex Theatres and R. E. Griffith Theatres as well as the Griffith brothers and major distributors, seeks to dissolve the Griffith setup as an alleged monopoly.

Filing was in accordance with procedure laid down by Federal Judge Edgar S. Vaught at the last preliminary hearing here when he requested both sides to file briefs on defense motions which he stated would be taken under advisement before he made a decision on whether defense requests for a bill of particulars would be granted.

### On Robinson Vehicle

HOLLYWOOD—Michael Fessier has been assigned to script "The Times of Tony Pastor" by Warner as a starring vehicle for Edward G. Robinson.

# OKLA. CITY

IT'S goodbye to Bob Pfotenhauer, as he has left his State Theatre post here to assume managership of the Chief in Pueblo, Colo. A number of parties were given Bob before he left, with his boss, T. B. Noble jr., and employes of the theatre presented him with a mighty nice wardrobe trunk. The State will be operated by Howard Wheeler and Joe Wallace.

*Sartorial Note: Spence Pierce, Midwest manager, makes his first bid for the new suit championship, with a classy little fall number that is the envy of his brother workers. However, Spence's bowling score isn't that.*

E. A. Hulsey jr. of the State is up and around after a session in the hospital with throat trouble . . . Dee Fuller, Circle manager, finds his new Packard a very nice automobile, after breaking it in on his vacation.

*Count J. Eldon Peak, manager of Oklahoma Theatre Supply Co., on your list of hard people to find in at any time . . . Ward Royalty, M-G-M office manager, never misses a screening of his company's new cartoons.*

Walter B. Shuttee, Standard Theatres general manager, is earning a reputation among his boys as always finding time to listen to or tell a joke. And some are not bad . . . Bruce Palmer, Oklahoma film critic, is thinking of taking up a collection for a medal to be given to a certain projectionist the first time he screens a film without a break.

*It's time to start asking Claude Fulgum, Griffith district manager, about his electric model railroad . . . Harry McKenna is bowling in the Filmrow League and he's doing okay . . . Paul Townsend, Liberty manager, never says much, but his grosses are right up there.*


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**OKLAHOMA CITY**

# ATLANTA

ROW VISITORS: Mrs. Violet Edwards of Wrens, Ga.; Bill and Frank Dowler of Chattanooga; Bob Dunn of Camilla, Ga.; the Gold Brothers of Pohokee, Fla.; Charlie Hackel of Jacksonville, Fla.; Senor Beizanella of Key West, Fla.; Curtis Ware of Royston, Ga.; Hugh Manning of Etowah, Tenn.; M. G. Lee of Cuthbert, Ga.; Henry Neal of Lindale, Ga.; Matt Hancock of Jefferson, Ga.

*Frank Folger, Paramount booker, is visiting the New York World's Fair . . . Virgil Baker, guitarist, has opened offices at 148½ Walton St. . . . Jesse Cox announces remodeling of his white house at Lithonia, Ga., and plans for opening his colored house in Atlanta, the Ace, formerly the Pictorial.*

John Jenkins is in Dallas . . . Mrs. John Jenkins is in Birmingham on a business trip . . . J. U. McCormick is now occupying his handsome new home on north Decatur Road . . . Harry Summerville reports progress with his "Budget Book," to be distributed at the Fox Theatre.

*Oscar Lam and Riley P. Davis had a successful trip hunting marsh hens on the south Georgia coast . . . Jack Lamont journeyed to Nashville . . . Mrs. J. W. Blackwell, attractive wife of the director of ballyhoo for "Mad Youth," has been making a number of appearances as a drum majorette, in connection with merchant's tieup with plugs for the film.*

W. H. Kimberley has returned from a trip to the Okefenokee swamp, where many scenes were filmed for a forthcoming educational picture . . . George Wilby is about set to open his new drive-in theatre at Jacksonville . . . Mrs. Bill Suder, wife of the Paramount cashier, is recovering from a recent operation.

*Paramount Pep Club's recent picnic at the Venetian Club was a grand success. Guest of honor was Lawrence Terrell, who is being transferred to the Charlotte exchange . . . Recent promotions at Paramount: Frank Neel, Atlanta booker, transferred to Memphis as booking manager; Bill Wallace, Atlanta shipping clerk, promoted to the booking department; Bill Suder, promoted to cashier. Miss Evelyn Hogue, a new employe, succeeds Suder.*

Paramount salesmen in town for a routine meeting included Gordon Bradley, Fla.; Karl (Bud) Chalman, Ala.; Jimmy Campbell, Georgia, and Clyde Goodson, Tenn. The group met with J. F. Kirby, branch manager . . . Harry Paul, Wil-Kin sales manager, is in North Carolina on business . . . H. J. Woodward is mourning the loss of a favorite bird dog, killed in a freak accident. Woodward was backing out of the driveway of his home and ran over the pet.

*Bill Holliday, who was transferred from the Paramount exchange here to the New Jersey exchange, has been transferred to Charlotte as salesman . . . Bob Goldsmith, National Theatre Supply salesman, was in town from a Florida trip . . . Al Rook, of Republic, journeyed to Florida on a business trip . . . Caroline Ison, attractive secretary at Film Forwarding, is engaged to marry Ray Erwin, former booker here for M-G-M, and now a salesman in the Charlotte exchange.*

Purchase of the Star Theatre at Savannah by W. B. Braswell from W. S. Scott is announced. Braswell, formerly of Columbus, has been in charge of a colored house in Savannah since June 18 . . . Lucas & Jenkins have renewed lease on the Ritz Theatre at Brunswick and plan extensive improvements.

## "Babes" Houston Record

**Houston—The world premiere of "Babes in Arms" at the State, including the first four days of the engagement, has exceeded the gross in seven days by "The Good Earth," "Goodbye, Mr. Chips," "Lady of the Tropics" and "Idiot's Delight," according to the management. The film's gross for the four-day period topped every record the house has established in the past four years with the exception of "Test Pilot," which was shown during a local holiday, it is said.**


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# TENNESSEE

MR. AND MRS. COWAN OLDHAM, McMinnville, will hold their annual picnic for officials and managers of Crescent Amusement Co. on October 6, with President and Mrs. Tony Sudekum of Nashville as honor guests . . . Manager Cowan Oldham announces the new Park, McMinnville, will open Monday, October 7. Soon after the opening, "Boys Town" will be shown free to every school student in the county.

*A vote in Dyer resulted in 122 against to 99 for Sunday shows. Following this unfavorable action, Alkie Davidson, manager and owner of the Dixie Theatre, announced leasing of the house to Edd Sneed of Memphis.*

The city council of Halls, by a 4-1 vote, has authorized shows on Sunday afternoon and night so long as they do not conflict with church services. Ruffin Amusement Co. immediately will begin the construction of a new theatre in Halls, which they expect to have ready in November.

*The Sellari Bldg. on Jefferson St., Brownsville, is being remodeled and redecorated into a Negro theatre. W. E. Riley of Ethel, Miss., and Ralph Bachus of Brownsville are associated in the enterprise. They expect to open the theatre late this month.*

### Assigned to "Fashions"

HOLLYWOOD—"Fashions for Sale" will be adapted for Universal by Harry Clork. Production starts early in October.

# DALLAS

MARSHALL D. STEWART of DeLeon has reopened a modernized theatre in his home town. After months of careful planning, Stewart put through a complete job which those who know say should be the pride and joy of patrons in that watermelon, peach and trucking country. His brother, John, of Kaufman, went over to lend showmanship atmosphere to the first night.

*Col. H. A. Cole, national Allied president, was due here the end of the week, traveling by boat from New York to Galveston. Overdue a few hours, an attache of his office began to wonder about submarines and such.*

The younger generation is either Hollywood-bound or E. B. Coleman, southern publicity manager for M-G-M, is a good press agent, which he is. Last week 500 youngsters met him at the Baker Hotel for "preliminary" auditions which might start them toward a berth in pictures. The Coleman incident is to be followed up by an M-G-M talent scout without the preliminaries.

*E. N. Collins, veteran independent exhibitor operating the Lindell at Humble, was an interesting figure as he paid Filmrow a prolonged visit early in the week. He is a thinker among exhibitors and a very fine conversationalist.*

W. J. (Bill) Chesher of Littlefield made it to Dallas and made it back Monday night after booking for his several theatres.

*V. A. (Buddy) Walker of Norman was in town in connection with the new Campus Theatre at College Station in which he holds one-third interest along with L. M. Threet and a silent partner. Contract for construction was to be let this week by Corgan & Moore.*

E. B. Whorton has been burning the midnight oil the past two months renewing the building for the Rule Theatre at Rule, destroyed by fire, and in the daytime he actually did a share in the labors of that project. When the house opens, Whorton plans a well-earned vacation in Mexico.

*Bob Smith, Valley independent exhibitor, was here from Mission after a vacation with his family in Mexico City.*

Ed Rowley jr., in charge of the Robb & Rowley booking office in Memphis, Tenn., has been a visitor in the Dallas home office. His father is the well-known E. H. Rowley, one of the owners of the circuit.

*Audrey Cox and Mrs. Cox were on the Row Wednesday in connection with the early remodeling of the Palace at Lamesa. The house will have a new front, new marquee, and other more modern features.*

C. V. Griggs, official of American Desk Manufacturing Co., handling theatre seats, was up from Temple on a visit to the Dallas sales office.

*Pat Garyn has received a letter from Edward L. Klein, well known American film man and broker in England, saying that Klein, who arrived in New York this summer to acquire American films for the European market, will remain temporarily in this country due to curtailment of business abroad because of the war.*

News reaches the Row that old building are being torn down in Victoria preparatory to starting construction on the new 1,200-seat Long-Griffith theatre there. Construction of this house has been made a legal issue by Rubin Frels, who also operates in Victoria, and who filed a suit in district court charging the owners and Jefferson Amusement with monopolistic practices. The case may be heard at Victoria in October.

*Wallace Walthall announces a few promotions this week. Leo Smoith, erstwhile office manager for National Screen, is taking over the South Texas territory with headquarters in San Antonio, and Victor Maxwell, former service manager, has assumed his new duties as office manager.*

"Uncle" Joe Estes, special service promoter for National Screen, made a speech Tuesday night at the Jefferson Hotel. The listeners were the Cinema Club of Dallas.

(Continued on page 92-B)


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# Territory Topics

ALABAMA

Milton Samuels, of Birmingham, has assumed duties as new manager of the Macon Theatre at Tuskegee. He succeeded A. O. Dainwood. Samuels formerly managed the Bijou at Knoxville for eight years.

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Bill Steppe has succeeded Fred Barton as manager of the Jasper, Ala., Theatre.

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Management of the Wilby Theatre, Selma, has been assumed by Roger C. Butler jr., native of Selma, who succeeded Sam Davis, temporary manager, during the illness and since the death of Lloyd R. Townes. Davis became manager of the Bijou at Knoxville.

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THE CAROLINAS

Manager Leon Gibson, of the Broadway Theatre, Fayetteville, announces the "face-lifting" job on the house is making progress.

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A new house to accommodate both white and Negro patrons will be constructed at 635-637 King St., Charleston, in the near future, it was announced by D. Ireland Thomas, manager of the Lincoln Theatre.

---

New sound equipment has been installed in the Granada Theatre at Lexington.

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Pictures of the original tavern in which Jacob Johnson, father of President Andrew Johnson, was employed during the early 19th century are being sought in Raleigh as background for the M-G-M proposed film on the President's life. The pictures were requested by the film firm's research department in a letter to the Chamber of Commerce.

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The Five Points Theatre at Columbia announces excellent balcony accommodations for colored patrons.

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FLORIDA

Glades Theatre at Moore Haven has resumed the former policy of four shows a week, one program for Friday and Saturday nights and another for Sunday and Monday nights.

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Suit over rent on the Tampa Theatre building has been settled by a decree of Circuit Judge Parks, who held the theatre could not deduct as operating expenses the cost of putting on Bank Night and Screeno, outlawed a few months ago by the supreme court. Under the order, Tampa Theatre Buildings, Inc., collected $3,578 additional rental on its lease to the Tampa Theatre Corp.

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The St. Petersburg *Times* calls attention to the fact that nine theatres furnish residents of that city with screen entertainment. Seven of the houses are operated by the Sparks circuit.

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The New Florida Theatre, the $200,000 house just completed by Sparks Theatres in Fort Lauderdale, has opened under management of A. R. Nininger.

---

Manager L. E. Lamboley of the Flagler Theatre, Bunnell, announces a discontinuance of the Wednesday "family night" and a change to a ten-cent admission night.






# ARKANSAS

A SECOND theatre opened at Osceola September 10. The new house is owned by Miss Emma Cox of the Gem and will seat 200 with an air-conditioning system and other modern conveniences. Miss Cox is sponsoring a contest now to determine a name for the new house. "Shorty" Ray will serve as projectionist and Mrs. C. E. Watson as cashier.

*It is announced Clyde T. Killebrew of Siloam Springs has sold his theatre interests there to a Mr. Rook of Tecumseh, Okla. The old Rialto and the new Grand were included in the transaction, and are said to have been sold for* $50,000. *It also is reported that the new owner will take charge about October* 1.

The personnel of the Strand at Newport attended a meeting of Malco employes in Jonesboro. The three theatres of that city were hosts to the visitors. Those from Newport who attended are Guy B. Snow, manager; Mr. and Mrs. Everett Whitten, Mrs. Roy Evans and Miss Mary Umsted.

*The Queen and Gem theatres at DeQueen gave free shows for all school children in the DeQueen territory Saturday morning. In order to accommodate the crowds, the picture was shown at both houses . . . The new house at Elaine has opened with F. R. Watson as manager. Watson has operated the Tent Theatre there for the past year.*

Fred Girard, chief operator at the Wiggins, Paris, for the past three years, has resigned to accept a position at the Paris postoffice . . . Mrs. Margaret Harkey Higginbotham, owner of the Ozark Amusement Co., with headquarters at Hardy, announces she has bought a 30x90 brick building at Black Rock which is being remodeled for a film theatre. Mrs. Higginbotham said she would probably open the new theatre October 1.

*The Concord at Springdale has recently completed installation of a new sound system, according to Manager Clyde Allard . . . Gerry Doig, new manager of the Amuse-U at Fordyce, announces a change in the price of children's tickets from* 15 *to* 10 *cents.*

The new Evans Theatre, Mountain Home, which opened recently, is of native stone structure with a white stucco front, inlaid with imitation brick.

*The New at Monette has an additional feature to its regular program. A special midnight show has been arranged for the fall and winter season to be shown on each Saturday evening.*

Recent Little Rock visitors: Bill Malin, Augusta; K. K. King, Searcy, C. F. Bonner jr., Pine Bluff; D. E. Fitton, Harrison; L. F. Haven jr., Forrest City.

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### Scripts "Zorro" Remake

HOLLYWOOD—John Taintor Foote will adapt the remake of "The Mark of Zorro" for 20th-Fox. Tyrone Power will be starred.

# "Dogs, Dollars and Degeneration"

MIAMI—While theatremen of this area suffer much less at their boxoffices from the competition provided by night racing at dog tracks and the attendant parimutuel betting than theatre operators in smaller communities throughout the state, they were, nevertheless, much interested in the pungent summary of the realities of the greyhound racing situation as presented in this recent indictment made in a broadcast entitled "Dogs, Dollars and Degeneration" by Dean Paul E. Raymond of the college of law at Stetson University over the Daytona Beach radio station.

The more important parts of Dean Raymond's summing up, in which, according to one prominent theatre owner, many vicious angles of the business which had not occurred to most theatremen are brought to light, is given here:

"First, let us consider this matter (dog racing) from the standpoint of dollars and cents. The gambling interests are endeavoring to justify a dog track from this standpoint. They tell us they will fill our county treasury with revenues. At the Longwood track, between Orlando and Sanford, the amount wagered annually is approximately $1,000,000. Let us suppose that at Volusia two million dollars were wagered annually. Upon this a three per cent tax would be levied; this would amount to $60,000, but this would not go to the county. This amount would go to the state racing commission, together with a ten-cents-per-person admission tax. The racing commission would then deduct ten per cent after its salaries and expenses were paid, and then it would divide the remainder of the tax equally among the counties. Hence, each county would receive 1/67th part, or under $1,000. The county would not possibly receive back more than $1,000 out of $2,000,000 wagered, or, one dollar from each $2,200 wagered.

**Entice Local Wage Earners**

"Secondly, the dog track interests tell us that a track will bring tourists into the county. Assuming that it will bring tourists, what kind of tourists will it bring to your community? Speaking of the "joints" that spring up around dog tracks, one legislator said that they were the filthiest places in the world. And even if a dog track would bring tourists, are we justified in enticing tourists here in order to fleece them? Why do tourists come to Florida? They come here to enjoy summer while the rest of the country is experiencing winter. Tourists want to be out and occupied in the daytime; but do the dog tracks operate in the daytime. No, they operate at night. They do not cater to the tourist; they cannot attract the tourists; consequently they operate at night when the wage earners and salaried workers from the local communities can attend. Eighty-eight to 98 per cent of those attending and gambling at dog races are wage earners and salaried people from local communities.

"Dog tracks don't bring in tourists, but rather dog tracks follow the crowds. They feed not so much on the tourists as they do on the prosperity of tourist centers. Miami, Jacksonville, Tampa and St. Petersburg were large cities long before racing was permitted.

"They say the establishment of a dog track will increase business. Why do you suppose that the Miami merchants asked that the opening of the race tracks there be postponed until after Christmas? Would they have done this if the operation of the track increased business? They know that people will gamble away their savings in place of shopping. Confronted with this fact, the promoters say that dog-racing has been overdone in Miami and Dade county. Do you know of any other kind of real prosperity that can be overdone? This damage is not peculiar to Miami. When the dog track opened in Jacksonville the cash receipts in Whidden's big grocery fell off to the extent of from $5,000 to $3,500 weekly.



## Blasts the Pooches—

*Dean Paul E. Raymond of Stetson University at Deland, Fla., whose blast at the institution of dog racing is highlighted herewith.*

"Almost all of those gambling at a dog track are local wage earners and salaried workers. By gambling they lose their money and fail to pay their bills. A Jacksonville representative of C.I.T recently stated that more cars sold on the installment plan are repossessed during the racing season than during all the rest of the year. Then we must not overlook the loss resulting to business because of misappropriation of funds by employes whose integrity has been impaired by the lure of a gambling atmosphere.

"You may say that some of those who wager will win. Some do win—temporarily, but the only ones sure to win are the operators who take a 12 per cent cut out of every wager. A dollar gambled eight times is gone completely to the track operators.

"The promoters promise to give to charity the 'cash collected on admissions.' They do not agree to give a sum for each admission, but rather the cash collected on admissions. In view of the thousands of free season passes broadcast each season, one can well imagine the prodigious sum that would be collected as cash admission.

**Charity Burdened, Not Aided**

"Actually the losses to charity will far exceed any possible gain since on the one hand the need for charity would be increased because of gambling losses by persons of small means, and on the other hand, many of those who normally contribute to charity would decrease their donations because of gambling losses.

"The promoters claim that the track will employ 100 people for 90 nights. Assuming that the average wage would be $5.00 per night, a seasonal payroll of $45,000. But of the $2,000,000 assumed to be wagered, three per cent would go to the state, 12 per cent would go to the operators, and at least that amount would go to crooked gamblers on fixed races. Thus, over a half-million dollars would be taken out of county in exchange for a $45,000 payroll."

# Tries to Foster New Exhibitor Group

DALLAS—Judge Roy L. Walker of Lampasas and partner with Griffith in shows there, sent out a recent form letter to Texas exhibitors as a feeler to determine if another exhibitor organization could be formed at this time for the state. Judge Walker was president of the former Theatre Owners Protective Ass'n, which has been dormant for several years. The letter was sent out on that stationery.

In the letter Judge Walker refers to "state and federal regulation" and to "efforts that are being made to tax and regulate us out of existence." The letter points out the 16mm "menace," various bills introduced at Austin to tax theatres and makes no reference to anti-trust suits, alleged restraint of trade and other kindred subjects.

Judge Walker said he would call a meeting in October to form the organization if he can get a sufficient response from Texas exhibitors.

### Wexley Adapts "Conquest"

HOLLYWOOD—John Wexley is adapting "City of Conquest" for Warner from a novel by Abem Kandel.

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Quality Theatre Equipment & Supplies
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# SANTONE

THE University of San Antonio recently established a 16mm classroom film library for rental to schools and similar educational organizations in south Texas . . . WOAItems: Station Manager Hugh A. L. Halff back from another business trip to Chicago; Miss Novella McCaleb, secretary to public relations director, Walter Zahrt, has been on the sick list, and Newscaster Laymon Cameron spoke before the Republican Club meeting here last week.

*Recent visitors to the Alamo City included P. K. Johnston and Harry Sachs, Interstate booking department, Dallas; Raymond B. Willie, district manager, Interstate circuit, Dallas; Leni Lynn, Hollywood; Jose Iturbi, Mexico City, and Reed Haythorne, Washington, D. C.*

Upon her recent triumphant return to San Antonio after winning the national golf championship in the east, Miss Betty Jameson received a cordial welcome and was interviewed over KTSA . . . Inaugurating a new policy, the Aztec has started a "Sneak Prevue" Thursday night to continue each week.

*A crew of workmen are busy these days renovating the National Theatre, West Side house. G. A. Lucchese is manager-owner . . . The Alamo chapter of the Daughters of the American Revolution indorsed the following patriotic films which were shown here in connection with Constitution Day: Aztec, "Bill of Rights;" Broadway, "Romance of Louisiana;" Palace, "The Story That Couldn't Be Printed;" Texas, "The Right Way," and Uptown, "Sons of Liberty."*

Bill Keeler, business agent for the local projectionists' union, was in Dallas for several days . . . Mike Signs, stage manager at the San Pedro Playhouse, spent his two-week vacation in New York . . . Genaro Garcia, rotund picture operator at the Empire, vacationed in Corpus Christi.

*Ruby Price has succeeded Madge Doyle who resigned as candy girl at the Texas Theatre; Thelma Miller is manning the popcorn machine at the State, and Jo Anna Krapps is the new face behind the candy counter . . . In conjunction with the Mexican celebration, the State presented a free showing last Saturday morning of "Love and Hisses" (film furnished by the Azteca Films exchange here).*

Manager O. B. Thomas of the State has a lot of fine feathered friends. Every day, a flock of pigeons swarm down in front of his theatre to eat the feed he throws in the street for them . . . William Calderon took part in the "Noche Mexicana" Saturday night in the San Pedro Playhouse. Bill

(Continued on page 92-D)

## *25th Anniversary Dinner For P. K. Johnston*



DALLAS—P. K. Johnston, Interstate circuit's booking chief, will be honored on the occasion of his 25th anniversary in show business with a banquet Friday night, September 29, at the Dallas Athletic Club. The affair is being given by all members of the booking department and by the Interstate general office department heads.

R. J. (Bob) O'Donnell, the circuit's vice-president, will be toastmaster.

P. K. was born in Buffalo "in a small back room upstairs." He made his way to college and went forth with a civil engineer's degree, practicing that profession for several years. He was a "sandhog" in New York tunnels under the Hudson.

The C. E. game was tame to him so he took to automobile racing in which he achieved no mean fame. But all this was too uninteresting, so he entered the motion picture business in 1914.

P. K. freelanced around the many independent film distributors of that time and became recognized as an advertising and promotion man. Before long, he became a branch manager, his last such post being with Fox. He is known as an expert letter writer, having the gift to sell contracts by mail.

Johnston left Fox in 1930 to join Interstate. In 1933, he became head of Interstate booking operations.

P. K. is married and has one son, Porter jr. The father is an ardent sportsman and rabid football fan in which the son thoroughly subscribes.

Committee for the Johnston celebration, to be featured by a dinner, includes Lynn Harris, chairman; Al Reynolds, in charge of the program; Ray Jones, invitations; Jimmy Gardner, publicity.

### Two Do "Canal Zone"

HOLLYWOOD—Malcolm Stuart Boylan and Harvey Gates will do the script of "Canal Zone" for Sam Goldwyn.

# DALLAS

(Continued from page 40-C)

This makes the second speech this year that Joseph has made. The first was to the Robb & Rowley managers in convention.

*Jimmy Allard, former big time vaudevillian, and presently city manager for Interstate in Vernon, was a quick visitor to the Row this week.*

Paul Short, National Screen's district manager, has returned from a meeting with his home office bosses in Chicago.

*Hal Norfleet, well known publicity purveyor, is connected with Walter King and is presently supervising an installation of Walter's new idea in decorations in several theatres in Oklahoma.*

One of the tricks showmen of the Southwest are using at the moment, is a "Jinx Show," to be presented on Friday, October 13. They dare the customers to attend the theatre at midnight on Friday the 13th, walk under a ladder, throw salt over their left shoulder and put their hat on a bed. Circuits and independents alike are promoting the affair.

*Harry M. Popkin, producer of Million Dollar Pictures (all-Negro casts) returned with his family to Hollywood after a four-day visit in Dallas. While on the Row he conferred with Alfred Sack, of the Sack Enterprises, national distributors for these pictures, and with his special representative, John Jenkins, who has also been in the city a few days. After the visit Sack said there will be eight Popkin releases for the 1940 season which includes two specials.*

Howard Baskin, booker for the Oskar Korn circuit, is out of the hospital after a throat operation and again is making the exchanges and looking at pictures.

*Wallace Walthall was the guest of Miss Mable Howlett, one of the National Screen's glamour girls, at the annual Bosses Banquet of the Pilot Club. Civic leaders were there and each boss was guest of one of his girl employes. Walthall gave two toasts during the evening and many asked for copies of that oratorical excellence. Miss Howlett is the only Pilot member from the film business, and she has made the industry prominent in the club, her latest effort being the collection of $1 each from many film and theatremen toward purchase by the club of a "Blood Bank" for the City of Dallas.*

Opening of Lew Grove's new neighborhood theatre in Oklahoma City, the Villa, has been delayed on account of late arrival of chairs. Latest plan was to open September 24, according to advice received by BOXOFFICE from Groves personally.

*T. J. Mitchell is opening a new show at Whitewright, according to information on Filmrow.*

C. C. Bounds, garageman, now is operating the Palace in Texarkana and Harlem in Marshall, both Negro houses. Bounds was a former partner with Ted Lewis, of Texarkana, in these shows, according to news received by exchanges.

**BUFFALO COOLING EQUIPMENT**
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## Dallas Trade at Press Showing of "Cavell"

DALLAS—Another premiere of note for Dallas was that of last Friday night at the Palace when RKO and Interstate presented "Nurse Edith Cavell" to the southwest. Anna Neagle, the star, and Director Wilcox made personal appearances on the Palace stage. All seats were 50 cents. The premiere attraction drew a capacity audience.

Accompanying the star and director from the RKO organization were: Ralph Rolan, Connie Krebs and L. J. Alleman jr. A reception for the visitors was held in the afternoon at the Baker.

Beside critics, others in the trade who attended the premiere, reception and dinner, were:

Mr. and Mrs. R. J. O'Donnell, Mr. and Mrs. James O. Cherry, Mr. and Mrs. Frank Starz, Mr. and Mrs. Ray Beall, Mr. and Mrs. Woodall Rodgers, Hal Noble, Mr. and Mrs. E. J. Sullivan, Mr. and Mrs. C. R. Meeker, Fred McFadden, Mr. and Mrs. Raymond Willie, Roger Dixon, Ainsley Wood, Frances Barr, Mr. and Mrs. Louis Charninsky, Mr. and Mrs. Walter Henshel, Mr. and Mrs. Forrest Thompson, Mr. and Mrs. Ben Hill, Charles Rader, Mr. and Mrs. Sol Sachs, Mr. and Mrs. C. W. Allen, Mr. and Mrs. Robert Helms, Mr. and Mrs. Jay Wheeler, Mr. and Mrs. Vernon Adams.

## Dixie Doin's

*By* "AL" HENDERSON

HAD a nice visit with B. R. McLendon and was informed he had acquired two houses formerly operated by Ben Menchew at Vivian, La. His son, Gordon, is beginning his freshman year at Yale. He hopes to be a lawyer. Mrs. Margaret Juneau, McLendon's efficient office manager, was on the job, as usual.

Clifton Billock is managing McLendon's two houses in Vivian. He is proud of his job and extremely so of his two-year-old son. He was previously with Robb & Rowley in Rotan, Tex.

R. V. McGinnis of Hope, Ark., told of his two-week business trip in New York, where he had his picture taken for a trade publication. He says he is scanning them all to see what he looks like. Mac is past secretary-treasurer of the ITO of Arkansas.

We were rather disappointed to find Ted Lewis of Texarkana away on a business trip to Dallas, but we must say the man has innumerable friends and they're not all in Texarkana.

In Rodessa, La., L. W. Watts is completely remodeling his Palace. He recently built a theatre in Brookhaven, Miss., giving him a string of five houses.

Carl Christian, operating four houses in central Arkansas, is opening a new one soon at Tuckerman.

Sam Jones, a relative of "Dink" Jones, Republic salesman in Arkansas, is getting ready to open a new house in Delight, Ark.

# MEMPHIS

GRADY COOK, who operates the Joy Theatre at Pontotoc, Miss., and is also the owner and editor of *The Pontotoc Progress*, newspaper, spent several days in Memphis the past week, but this was one time when his thoughts were not on booking pictures. Each year for the past five years, Grady has had at the Mid South Fair in Memphis some 40 or more boys and girls as his guests for three days. To be eligible for this trip each boy or girl must secure 21 or more subscriptions to his newspaper. This year he had a total of 43 guests. Maybe we should have started this item by saying "Senator" Cook, as we understand he has just been elected to the state legislature.

*Recently your correspondent reported that Bob Conway, manager of National Screen, was considered King of the Jitterbugs in Memphis. However, we now understand that he has a very close competitor Jimmy Rogers, Columbia branch manager, was really getting in some fancy steps at the Variety Club dance Saturday night.*

Harold Wilkes, Paramount's division manager, spent several days in Memphis this week with Bill Bugie, his local manager. He was a guest at the Variety Club luncheon Monday.

*Mike Carmichael, Monogram's branch manager, advises that Tex Ritter and his party will be making personal appearances in this section, and has arranged to attend the Tri-State convention on the 24 and 25.*

Freddie Rieger, auditor for Universal, paid the local office a recent visit. He was very much upset over the European situation as Mrs. Rieger was visiting her parents in Yugoslavia, and had been unable to book passage to the United States.

*Exhibitors seen along the Row: Burris Smith of the Imperial at Pocahontas; Guy Amis, Princess, Lexington, Tenn.; Roland Adams, Bruce, Miss.; G. H. Goff, Parsons; Orris Collins, Paragould; Odis Taylor, Dresden; John Shannon, Portageville; B. F. Jackson, Ruleville; C. J. Collier, Shaw; George Hale, Drew; Daxe Flexor, New Albany; J. W. Wofford, Eupora; C. M. Mounger, Calhoun City; J. F. Wofford, Union; Lawrence Landers, Landers, Batesville, and Gordon Lee Hutchins, Corning. J. W. Eaton, who operates the Peabody at Memphis, is back in town after several months in California. He says he is now ready to settle down for a hard winter's work.*

M. A. Lightman advises that he is holding his managers' meeting on Sunday and Monday in conjunction with the convention. He further advised his new house in Owensboro, Ky., would be completed and ready for opening on or around October 1. As yet no name has definitely been decided upon. However, he says the odds are for it being called the Strand.

*"Al" Henderson,* BOXOFFICE *field representative, and the daddy of the "Dixie Doin's Column," spent several days in the Memphis territory . . . K. K. King, city manager for Commonwealth in Searcy, together with L. R. Allen, booker out of Kansas City, were busy advancing their bookings this week.*

Bill Scruggs of the RKO office is doing jury duty this week . . . A. M. Davidson, owner of the Dixie at Dyer, Tenn., advises that Ed Sneed has taken over this theatre and will operate same in the future. Sneed is well known on Filmrow, having been booker at both the Paramount and Monogram offices.

*M. A. Lightman jr., together with his brother Dick, have just returned from a four-week vacation. They drove up to Grand Haven, Mich., where they spent several days with friends, and went from there into Canada; from Canada to Center Loval, Me., where they also visited friends. Did the New York Fair, spent three days in Atlantic City, came back through Chicago. M. A. jr. advises he will spend some time in Memphis assisting with the Malco and Strand theatres. However, it is understood since he has been appointed district manager for the Malco Theatres that his headquarters will be located in Memphis.*

Al Avery, RKO branch manager, flew to Dallas the past week where he attended the preview of the picture "Nurse Edith Cavell" . . . J. C. Alexander, who has been operating the Ethel Theatre at Ethel, Miss., and the Carrol of N. Carrolton, Miss., advises he has closed his house in N. Carrolton . . . Paul Schaffer of the Star at Marked Tree, Ark., is now driving a new Plymouth coupe . . . Bill Malin of the Lura Theatre, Augusta, Ark., was seen on the Row this week for the first time in several weeks.

*Helen Huff, secretary at Republic has been very busy these past few weeks, buying furniture, selecting drapes and the thousand and one things that goes with keeping house. She is being married Saturday afternoon at 3:00 p. m., September 23, to Woody Wilson. The wedding will be solemnized in the home of her aunt. Wilson is a salesman for Michie Bros., brokers. After a honeymoon, the destination of which is unknown, the young couple will return to their newly-furnished apartment on Stonewall Ave.*

Mr. and Mrs. W. D. Mitchell and their son were in Memphis the past week, getting their fall bookings lined up. They reported a grand time was had by all on their recent vacation . . . Mr. and Mrs. W. R. Pattie, who operate the Temple and Rex theatres at Leland, Miss., have returned home after having spent the summer in Michigan.

## Opens Second House

OSCEOLA, ARK.—Miss Emma Cox has opened her second theatre. The new house which has been named the "Joy Theatre" is located on Highway 61 opposite the court house. Miss Cox also owns and operates the Gem.

### A Chore to Horman

HOLLYWOOD—"Has Anybody Here Seen Kelly?" will be scripted for Universal by Arthur T. Horman.

# NEW ORLEANS

MISS HELEN MOORE, steno at 20th Century-Fox, will leave for Hollywood about November 1 for a fling at films and fame . . . Frank Ward, eight-year-old Tarzan jr., visited New Orleans.

*The United States Marine Band is scheduled for the Municipal Auditorium October 5. They will play for the benefit of the Louisiana Society for Crippled Children.*

W. H. Cobb and Willis Houck spent the past week in Memphis and vicinity.

*Henry Copper of the general offices of Joy's Shows and Miss Margaret Caller were recently married.*

The Joy Theatre at Iowa, La., was destroyed by fire, including two features and a serial.

## National Supply Equips Truitt's Amarillo House

DALLAS—Complete equipment, including projectors, lamps, rectifiers, sound, lenses, screen, rewind, film cabinet, cooling, carpet, curtain control and popcorn machine have been sold to A. H. Truitt for his new Star Theatre at Amarillo, Tex., by National Theatre Supply.

Other sales include hard of hearing aids and heavy duty cleaner to Major H. S. Cole for the Elite, Bonham; screen to Lester Meyer, Strand, Chillicothe; carpet to Jefferson Amusement's New Lynn, Lufkin, and to Audrew Cox, Palace, Lamesa; rectifiers, James Pearson, Queen, Lorenzo; and chrome furniture and sand urns to Yucca Theatre, Midland.

## Louis-Pastor Fight Into A Prize Film Package

DALLAS—The sensational 11-round fight in which Joe Louis knocked out Bob Pastor to retain his heavyweight boxing championship of the world has been recorded into a prize package of film entertainment.

It is being distributed exclusively here and in the southwest by A. Harris, 308 S. Harwood St., who also handled the Nova-Baer and Galento-Louis fight pictures, among others.

## Four Bowling Teams Win On Oklahoma City Row

OKLAHOMA CITY—Last week's play in the local Filmrow bowling league saw four teams defeat the other four competing teams by a 2-1 score. Four winners were Variety Club, Warner, 20th Century-Fox and Clark Poster while losers were Paramount, Standard Theatres, RKO, and Griffith Amusement Co.

### Another in Florida

ATLANTA—Jack Dumestre, RCA representative here, has sealed a deal for new sound equipment in the 800-seat Grand at Orlando, Fla., with M. C. Talley, treasurer of Central Theatres, Inc. The house, a Sparks unit, is managed by Verne Hunter.

## Sack Sells Negro Sport Reels to Two Circuits

DALLAS — Alfred N. Sack, president of Sack Amusement Enterprises, announced Wednesday he has closed deals on 12 single reel Negro sports subjects, which include champions from Joe Louis on down, with the Bijou Amusement Co. of Nashville, for 42 colored theatres, and with the Lichtman circuit in Washington. Bijou operates the Ritz, Ft. Worth; three in Tulsa, one in Houston, one in Little Rock; and one in Oklahoma City. The other houses are scattered over the southeastern states. Alfred and Milton Starr are heads of this circuit.

In the Sack organization, we find that W. Lee Norris of Kansas City, will represent the company in western Missouri, Kansas and Nebraska, and that Harry Williams, who has been selling in Florida, has been transferred to the Texas territory.

Miss Evelyn Oldfield, secretary in the office, will soon be married to Harry Parks.

Alfred Sack will spend the last of the holidays with his sister in Laurel, Miss., and will visit the Atlanta branch, Chattanooga and other points.

For 11 southern states, Sack has just bought two new pictures, "I Conquer the Sea," a deep sea action film, and "Revolt of the Zombies," a shocker.

## Monday Lunches Again

DALLAS — Variety Club, Tent No. 17, starts taking its fall nourishment with resuming regular Monday luncheons in the Adolphus Hotel on September 25. Joseph Leopold, former supervisor of public utilities, will be the speaker. Variety also is host to members and their friends in new and enlarged quarters on the hotel's 17th floor.

### Installs General Seats

MIAMI—Leo Ackerman, president of Beth David Congregation here, is installing the latest modern auditorium chairs, manufactured by the General Seating Co.

## A Store in Step

TYLER, TEX.—S. G. Fry, Inc., a store for men here, has followed in the steps of many theatres with a front-to-back modernization program. S. G. is a modern independent theatre operator.

Fry spent $7,000 on the program. The reopening was a special occasion, with an orchestra, refreshments, and 3,000 people on hand.

Film men dropped in, including Beau Brummels Leroy Bickel and Clyde Houston of M-G-M, and Buck Weaver of Paramount.

S. G. operates five theatres in east Texas and two in Tyler. He is director of a bank and a city councilman. Siegel Fry, a son, is active head of the store and president of the Junior Chamber of Commerce.

# SANTONE

(Continued from page 92-B)

is well known in El Paso and Mexico City film and theatrical circles.

*C. W. Rzeppa has reopened the theatre at Poth which has been closed for two years. The house has been completely remodeled. A contest will be held to select a suitable name . . . Jerry Fisher, Interstate reporter on KABC, has returned from a week's stay in Dallas . . . News was received here of the recent death of Harry Forbes, 51, a former cameraman for National Films.*

Better Home Ice Cream on North Main Ave. is sorta quiet these days, since the Paramount gang who used to frequent this Filmrow dining place moved to Dallas. About the only ones spied are Tom Caraway and Ralph Labutis of Texas-Valley Film Service; W. Hawkins of Hawkins Film Service; Richard "Dick" Betts, Interstate Theatre employe, and Les Ketner of BOXOFFICE here.

*Miss Mary Louise Walliser, film critic and dramatic reviewer for the San Antonio* Evening News, *who is now in Hollywood, is writing a daily series of articles about the production center for the local sheet.*

One of the featured dancers in the recent Mexican Independence Day celebration at the Municipal Auditorium was Senorita Mary Cristina Jimenez of the Latin-American Film exchange. The police band of Mexico City and Eduardo Martinez's orchestra of this city, were also on the colorful program.

## Four War Films in Stock At Garyn's Exchange

DALLAS—Pat Garyn, who with associates recently opened the Texas Film Co., says the exchange now has 20 releases for the territory. Four are war pictures, one of which will be released under the title of "Hitler Love Spy." Garyn says the Hitler film shows streamlined bombers, silent airplanes, and other armament used in the war today. In fact it shows, he said, many secrets of armament in Germany today.

Another picture is titled, "Torpedoed" and another is to be styled "The World's Worst Pictures." The picture smells, Garyn said. It will be recalled that B. E. Garner at Ranger and Will Horwitz at Houston, did big business several years ago by advertising a picture as "the world's worst."

## Talent Quest On

DALLAS — Billy Grady, M-G-M's chief talent scout arrived in Dallas Wednesday to take up at the Baker Hotel where E. B. Coleman left off in the talent quest among 500 young hopefuls. The number was narrowed down to 200 for Grady, who plans to handle that number in the one day.

# DOMINION IMPOSES CONTROL OVER IMPORT AND EXPORT TRANSACTIONS FOR DURATION OF WAR

## Foreign Exchange Control Board Also Regulates The Flow of Money

OTTAWA—With the appointment of the Foreign Exchange Control Board by Hon. J. L. Ralston, minister of finance in the Canadian government, important rulings have been made in the regulation of import trade transactions and the flow of money between Canada and the United States and other countries for the period of the war. The measures affect the film trade.

A license system has been invoked for control of cash payments to individuals or firms in foreign countries and for the export and import of goods and securities, while it affects travelers coming into Canada who bring more than $100 in cash with them, a permit being required for a larger amount. Provision is made for the establishment of authorized agents for the issue of licenses or permits, these being chartered banks or postmasters.

While there will be no prohibition of imports, according to the Order-in-Council, the licensing provisions insure that foreign exchange requirements are based on normal commercial transactions, it is pointed out, the foreign exchange control being essential to Canada's war activities. Reading between the lines, probably what is meant is that large sums cannot be sent out of the country for the obvious purpose of safekeeping.

Licenses for export of currency, securities and foreign exchange must be obtained from authorized agents while licenses must be obtained for the import or export of goods and these include films, advertising accessories and theatre equipment or supplies.

Articles to be mailed outside of Canada are to be submitted for examination at a postoffice, otherwise they are subject to seizure.

For ordinary transactions, a person or firm may purchase foreign exchange not exceeding $100 in any month through an authorized agent without using the permit required for larger amounts.

Imports of goods not exceeding $100 in one month are permitted without license.

Non-residents may bring their automobiles into the Dominion without special license requirements but a permit is necessary if they take goods or money in excess of $100 out of the dominion.

Shareholders of companies whose head offices are in another country who own stock in excess of $1,000 are required to file a declaration with the board. This also applies to securities not exclusively payable in Canadian dollars.

Permits are to be issued for salaries, commissions and royalties received from a foreign country.

## *Recruiting Inroads on Staffs A New Exhibitor Problem*

REGINA SASK.—Discussion of the loss of manpower through the recruiting operations in the Canadian militia was to highlight the meeting of some 40 delegates to the Saskatchewan Motion Picture Exhibitors Ass'n meeting here Sunday.

The serious inroads on personnel by recruiting was to have been cited by P. W. Mahon, president, of Prince Albert. Nearly all theatres are feeling the pinch, and the discussion evolves largely around whether to replace male help with female help and the scale of wages to be adopted.

The association plans full cooperation with the federal government in the present crisis through the showing of special reels now reported to be in the making aimed at assisting the recruiting in Canada. At present military service is on a purely voluntary basis.

Also due for association study is the need of further co-ordination of efforts to obtain improved express rates on film shipments. Despite repeated decisions to proceed with motor trucking instead of using the railways, the association membership has never been able to fully agree and take action. Express rates continue as before.

The question of the new taxations and the land assessment were other topics for discussion.

Not 16mm film but Bingo is the main opposition of the theatre men this year, it is felt. Plans for a heavy campaign to try and have it outlawed, especially in downtown spots adjacent to theatres, were to be discussed.

### Important Wartime Role To Colonel Cooper

TORONTO—Col. John A. Cooper, president of the Motion Picture Distributors of Canada, again is playing a prominent role in wartime activities, having received the appointment of vice-chairman of the Canadian War Organization of the Red Cross Society. The chairman is Norman Sommerville, K. C., of Toronto. During the first Great War, Colonel Cooper saw active service on the western front for many months as commanding officer of the 198th Infantry Battalion of the Canadian Expeditionary Force.

At a meeting in Government House, Ottawa, presided over by Baron Tweedsmuir, governor general of Canada, plans were prepared by the Canadian Red Cross for a campaign for funds under the chairmanship of Hon. G. Howard Ferguson, former Canadian high commissioner to London. Motion picture films are to form an important feature of the drive.

### Foreign Film Policy Dropped by Garden

TORONTO—The war has had an important bearing on the change in policy of the Garden Theatre, downtown house of the Bloom & Fine circuit here which has reopened after being dark three months. The theatre now is showing double features in the English language, with giftware thrown in for good measure for the first time.

Previously, the Garden had been the home of European pictures, including a comparatively large number of Soviet productions, but these are now under the ban of the Ontario censor board. No one is even asking about the foreign product, which is conspicuous by its absence.

### No Theatre Concessions As Yet for Soldiers

TORONTO—No move has yet been made on the part of Canadian theatres to grant any admission concessions to soldiers who have put on the uniform for the second Great War, probably because a general plan of cooperation with the government and army has yet to be worked out.

### Prominent Military Man With Famous Players

TORONTO—A prominent military leader identified with Famous Players Canadian Corp. as a theatre manager is Col. S. P. McMordie of the Capitol at Nelson, B. C., who fought with the Canadian Expeditionary Force in France throughout most of the first Great War.

For his distinguished gallantry, Colonel McMordie, who recently visited the Toronto headquarters of the corporation, was awarded the distinguished Service Order and received other decorations.

Prior to the war of 1914-18, Colonel McMordie was a contractor at Niagara Falls and was responsible for several important construction undertakings along the Niagara River, later moving to the Pacific coast for the development of the railway terminal town of Prince Rupert of which he became the mayor, his broth-

(Continued on next page)

# Unlikely Dominion Will Close Shows

MONTREAL—Motion picture theatres in Canada have heard no hint of following the British example and closing down. Nor is this likely, for there is no immediate probability of Canadian cities being bombed by air raiders. The stringency of Britain's air raid precautions, insofar as they affect the theatre, was criticized in a letter to the London *Times* by Lord Hugh Cecil, who urged general reopening (now in process of being accomplished) and said the measures against air raids reminded him of the precautions the White Knight took against mice and sharks.

The White Knight, in "Alice Through the Looking Glass," carried a mouse trap and put anklets on his horse for protection against shark bites. When Alice remarked that he was not likely to ride through sharks or to find mice on a horse's back, he replied the precautions were "just in case."

Lord Hugh added: "It is not desirable, especially in wartime, to encourage individuals to think too much about their own safety."

### Repertory in Montreal Joins the Red Cross

MONTREAL—In order to carry out its service to the community to the best advantage during wartime, the Montreal Repertory Theatre, of which Martha Allan is producing director, has become officially affiliated with the Canadian Red Cross, and will function as a unit of that organization.

It will carry out the regular MRT program, the directors feeling "the interests of the community can best be served in that way, and that entertainment will be even more valuable in wartime than in normal times." The MRT will organize concert parties and benefit programs for the Red Cross.

### Al Plunkett's "Dumbells" Lauded by Morgan-Powell

MONTREAL—Al Plunkett's famous "Dumbells," which toured the war front during the Great War and afterwards gave performances throughout Canada, received a tribute from the Montreal *Star's* dramatic critic, S. Morgan-Powell, in the course of a plea for keeping the theatres open in wartime.

Said Morgan-Powell: "The testimony of scores of thousands of soldiers on the Western Front to the invaluable services rendered by our own 'Dumbells' is the best possible proof of the desirability and the need of providing both the soldiers and the civilians with plenty of diverting, healthy entertainment to take their minds temporarily off the horrors of war. For the present, at any rate, Canadians will be assured of ample diversion with which to occupy those hours during which they are legitimately resting from the toil of the day—and they will be the better for it."

Plunkett, organizer of the "Dumbells," is a resident of Montreal and has made his "Amateur Hour" at United Amusement theatres quite popular.

## On the Industry "Front"

(Continued from preceding page)

er-in-law, H. P. Stevens, becoming mayor of Niagara Falls at the same time. At the outbreak of war in 1914, Colonel McMordie enlisted for overseas service.

### Famous Players Staff Not Yet Affected by War

TORONTO — Theatre staffs of Famous Players have not been affected by enlistments in the Canadian Active Service Force as yet, but if the struggle is prolonged there is a possibility the ranks of ushers in various large theatre may become depleted when the boys change the color of their uniforms.

It is interesting to note that, only recently, the last was seen of girl ushers in several of the circuit houses when they were replaced by males, but apparently the tide is already about to turn again with girls being engaged as replacements for employes who enlist in the army.

Because of current uneasiness of the people, a number of Famous Players managers have abolished the practice of paging patrons during performances so that there will be no disturbing of audiences.

### Capitol, Ottawa, to Fill In With Stage Concerts

OTTAWA—Although it now appears the proposed Canadian tour of the Colbourne-Jones Theatrical Co. from England will have to be cancelled because of the war, with tentative dates already having been set in for a number of Famous Players theatres, plans are proceeding for a series of stage concerts at the Capitol Theatre during the coming winter.

Outstanding of these events is the concert of the New York Philharmonic Orchestra, under the baton of John Barbirolli, scheduled for December 1. Others to appear include Jan Kiepura, Polish opera and screen tenor; the Joos European Ballet; Vladimir Horowitz, pianist; Igor Gorin, Ukrainian baritone, and Rudolf Serkin, pianist.

These one-night appearances will break into the regular continuous film policy of the Capitol when occasion arrives. In view of the war, there is a likelihood patriotic stage performances will be presented from time to time when the entertainment program is organized under the auspices of appropriate societies.

### Standard Time Returns to Eastern Canada Sept. 24

TORONTO—The fate of daylight saving time for 1939 was settled with the drawing up of a proclamation providing for the return of standard time in a number of large eastern Canadian cities on September 24, these including Toronto and Ottawa. Some consideration had been given to an extension of the summer time period as a war measure, but this was felt not to be necessary.

Daylight saving was a baby of the first Great War when it was initiated primarily for the purpose of conserving electricity and to enable the use of as much natural light as possible in industries, but it has been continued throughout the years largely for the benefit of outdoor sport enthusiasts but to the disadvantage of theatres which have opposed it at every opportunity.

With the return of standard time, film exchanges and staffs at theatre chain headquarters return to the six-day week immediately with the dropping of the Saturday closing policy. Various cities in Ontario, such as Hamilton and Sudbury, returned to standard time early in September, before Canada was officially at war.

### Claude Melancon Named To Censorship Staff

OTTAWA—A change already has been made in the censorship staff of the Canadian government which was created under the war measures act, with the appointment of Claude Melancon, chief of press services with the Canadian National Railways, in succession to Oswald Mayrand, managing editor of *La Patrie*, French-language daily newspaper, to act with L. Clare Moyer, clerk of the Canadian senate, who was named to supervise the censoring of motion pictures.

Duties of Melancon were not definitely announced, but it is expected he will control the censorship of French films in cooperation with Moyer, in addition to other restrictive activities.

### "Maginot Line" Reissue Attracts in Toronto

TORONTO—The Hollywood Theatre, leading local film house of the Allen chain, was crowded at all performances for one week for a program which included the presentation of a reissue of March of Time's "The Maginot Line." The two features on the bill were "Invitation to Happiness" and "It's a Wonderful World."

Original runs of "The Maginot Line" some weeks ago brought scarcely more than passing interest, but there has been a great rush for bookings on a return basis.

### A Doubt on Status of National Film Board

OTTAWA—What has become of the national film board?

This is the question which has been asked since Canada went to war. The personnel of the board was unexpectedly announced by Hon. W. D. Euler, minister of trade and commerce, before the war started after intimation had been made the appointments had been shelved. Nothing further has been heard about the board since the rush of preparations for hostilities got under way.

There also are indications the special government feature picture of the Royal Tour will be further delayed because of the war in favor of more pressing govern-

mental activities, including the preparation of recruiting and patriotic fund films.

## F-P Managers' Bonus Contest Postponed

TORONTO—With startling suddenness, official announcement has been made by Famous Players of the decision to postpone the managers' extra bonus contest for $5,000 in cash prizes, the step being taken because of the declaration of hostilities.

The competition, which had been organized at the company convention at Niagara Falls late in July as an added inducement for theatre promotional work, was scheduled to cover a period of 13 weeks from September 1 to November 30, and had actually got underway despite the European danger flag.

England declared war against Germany three days after the bonus drive was launched and Canada threw down the war gauntlet one week later, after which the chain executives decided to call off the contest on the ground general conditions had changed to such an extent no basis for comparison with the theatre business during the corresponding period of last year could be derived.

Currently, theatre patronage continues extremely spotty not only with certain pictures but also in geographical localities. A feature that gets the crowd in one situation is just as likely to prove a flop in another.

When the manager of one theatre was asked about business, for instance, he replied he was running private screenings for the staff but a day or two later you could not see the front door for the standees.

## "Beau Geste" Is Again Withdrawn in Ontario

TORONTO—At this writing "Beau Geste" has again been withdrawn for release in Ontario by the censor board, the second approval of the picture in as many weeks having been canceled when it was almost on the screen for its Canadian premiere at a large Toronto theatre, a substitute feature being run cold except for the fact that it had been given a pre-release screening at the Sunday midnight show during the Labor Day weekend.

At the moment there is no suggestion as to when "Beau Geste" will be presented, if ever, and the lobby and theatre front displays for the picture have been put into the storehouse.

The feature had been withdrawn the first time at the request of the French consul, but no reason was announced for the second cancellation after further revision.

## DeMille Going Ahead With Film Story of Mounties

TORONTO—The war will not interfere with the production of "The Royal Canadian Mounted" by Cecil B. DeMille, it is intimated here, but the expected active cooperation of the Royal Canadian Mounted Police and the Canadian government will be greatly curtailed.

All leave of absence for the famous force has been canceled and members are busily engaged with special duties including secret service work. The detachment which performed the colorful "ride" at the Golden Gate Exposition returned here, for the Canadian National Exhibition and carried out its engagement at this fair but, even while doing so, the constables were busy with special investigations in the Toronto district.

Immediately after the exhibition here, the Mounties put away their scarlet tunics for active service khaki while the highly trained equines have gone into war establishment. Even the RCMP reserves have been called up and no constables can be loaned for camera work.

# TORONTO

JERRY SHEA, one of the real old showmen of the Toronto entertainment field, has once more tossed his cap into the military ring by becoming identified once more with the Sportsmen's Patriotic Ass'n of Toronto, the purpose of which is to provide shows, recreational features and comforts for the Canadian soldiery. Shea was a member of the gallant band of local sportsmen, mostly Irishmen, who labored all through the years of the First Great War for the personal welfare of the troops and the same group is at it again.

*One switch has been made in the personnel of Famous Players Canadian Corp. with Pete Harrison of the Capitol, St. Catharines, and Ken Craig of the Capitol at Cobourg, Ont., changing places. Harrison had been manager of the St. Catharines' for so many years that he had begun to be regarded as a pioneer resident. Craig graduated from the post of head usher at the Toronto Uptown several years ago and recently carried off the golfing honors at the Managers' National Conference at Niagara Falls.*

Manager Ted Doney of the Capitol Theatre, St. Thomas, Ont., has been called up for service as an officer in the Active Service Force, according to reports from the Canadian Front.

*Harry J. Allen, general manager of Grand National Films, Ltd., is experiencing a demand for "Grand Illusion," the French film, on the strength of the fact that it was banned by both Germany and Italy back in the pre-war days (1939 dating).*

The large pleasure cruiser belonging to President N. L. Nathanson of Famous Players Canadian Corp. may become an auxiliary warship, the vessel being in the category the control of which has been taken over by the Dominion government. The seaworthy ship ordinarily carries a crew of eight men.

*The gossip among local theatre men is that stage shows, in one form or another, will perform a comeback because of the war, particularly in Canadian cities where military camps are maintained. The waning 16mm film shows are also expected to return quickly to favor with portable equipment being installed in each camp for entertainment and instructional purposes. The stage spectacle, "Chu Chin Chow," was a great hit during the last war and there are prospects that the film version of this show will be a popular reissue locally.*

Bruce S. McLeod, proprietor of the King Theatre at Strathroy, Ont., who recently opened a second theatre at Glencoe, has organized his holdings into a joint stock company, the Middlesex Theatres, Ltd., under the Ontario Companies Act. In addition to himself, the directors are George C. Lennon and Eric G. Moorhouse. A few weeks ago he sold the Elmwood Theatre, a new suburban house in London, to Mrs. L. Marks of Fort Erie.

*In line with the campaign to popularize the Oakwood Theatre, a Famous Players' unit in northwest Toronto, Manager Bob Eves is presenting first-run double bills at frequent intervals coupled with his special exploitation. A recent first-run program which ran for one week was "Stolen Life" and "Gracie Allen Murder Case."*

Ken Soble of Toronto, organizer of stage units for theatres throughout Ontario and also prominent in radio, has married Frances Leibel of Toronto, the marriage being performed by Rabbi Samuel Sachs at the King Edward Hotel in the presence of 500 guests.

*Mrs. Frank Fisher, wife of the Toronto branch manager of Empire-Universal, concluded her series of conquests on the tennis courts by being a member of the winning team in the Eastern Canadian doubles championship at Ottawa after capturing the singles title.*

"The Man in the Iron Mask" has been a holdover feature at the Elgin Theatre, Ottawa, having been held for a second week by Manager Lloyd Mills.

*The Oriole Theatre, Toronto neighborhood house operated by 20th Century Theatres, has adopted a new premium stunt in the organization of a Movie Token Club in which a token is sold with an admission ticket on the payment of an additional one cent, this plan being in effect every night except Saturday. From nine to 99 tokens are required to secure a gift.*

Walter Kennedy has organized a Photo-Nite Contest for the Marks Theatre, Oshawa, in which a $50 cash prize is presented each Wednesday night to the young lady in the audience whose photograph is selected in a draw. If the lucky person is not in the theatre, a prize of $1 is mailed to the winner. Photographs must measure 8x10 inches.

*President John Balaban of Paramount Pictures spent a week fishing at the Ament Lodge near Sioux Lookout in northern Ontario and caught a load of muscellunge weighing from 14 to 30 pounds.*

Customers at Wylie's Lending Library, Toronto, received handsome book covers supplied by Manager Al Sedgewick of the Belsize Theatre and which bear advertisements regarding the theatre's policy, performance schedule and price scale.

*The death is recorded of Frank E. Maulsom of Toronto, vice-president of Hamil-*

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# VANCOUVER

THE Vancouver branch of the National Film Society of Canada has issued an announcement of its 1939-40 program of showings, which are to be screened at the Stanley on Sunday afternoons. This is the fourth year of their activity. The pictures presented are international, both British and foreign, with many documentary films, and English text where the sound is in a foreign language. Miss Amy Scriven is the Stanley manager.

*Sam Lechtzier, managing director of La Salle Recreations, is now distributing his new seating catalogue, a 24-page book in color, describing the theatre seats he handles, and, as evidence of their popularity, lists 35 installations.*

Ray Castle, Oak Bay Theatre, Victoria, withdrew a newsreel showing enemy fortifications when the attorney-general drew his attention to the undesirability of such pictures being exhibited at this time.

*Ivan Ackery, Orpheum Theatre, entertained over 2,000 children at a Saturday morning exhibition of "The Under-Pup." The first 1,000 to enter were given an autographed portrait of Gloria Jean, the new screen star, and all received candy and "funnies" as they left. Ivan seems to enjoy these children's jamborees as much as the children do.*

Kem McRea, Kerrisdale Theatre, had to turn many away at last week's preview, which was "Dust Be My Destiny." These mystery previews, at which the audience is in ignorance of what they are to see, have proven highly popular at the Kerrisdale.

*Jim Hayworth, Rialto, Ladysmith, now has a daughter in Vancouver taking an advanced commercial course, so he will probably be visiting this city more frequently than usual . . . Frank Vaughan, Universal was away on a trip to Vancouver Island.*

## Famous Players Moves to Drop Four Subsidiaries

TORONTO — Famous Players Canadian Corp. has moved for the surrender of the charters for a number of its subsidiary theatre companies by application to the lieutenant-governor for an order of cancellation. The companies listed include Bloor Theatres, Ltd., Toronto; Forest Hill Theatre, Ltd., Forest Hill; Paramount Peterboro Theatres, Ltd., Peterborough; and United Theatres, Ltd., Hamilton.

Several of the theatres involved were originally units of the Allen chain, such as the Bloor in Toronto which was built by the Allens in the gay post-war years as opposition to N. L. Nathanson's Alhambra, and the Brady independent house, the Madison, these being located at the "hot spot" at Bloor and Bathurst streets. Famous Players and the Allens still jointly own the Village Theatre in Forest Hill, which was erected in recent years.

The surrender of these charters will not affect the operation of the theatres but will serve to make them direct units o the parent company.

## Decide on Enforcement Of Parking By-Law

**Toronto—When the Bayview, a unit of the O. R. Hanson chain in the suburban Leaside district, did not secure a private parking lot for the automobiles of patrons, the town council of Leaside reached the decision to enforce the parking by-law on Bayview Ave., the main thoroughfare, which restricts parking on the pavement to one hour.**

# WINNIPEG

A FRONT page story in the *Free Press* rounded out the very able campaign conducted by Harold Bishop on "The Wizard of Oz" for the Capitol. The story praised the film highly.

*After all arrangements had been made for its showing, and the film had been passed by the Manitoba censor, "Beau Geste" was withdrawn on request of the French consul, who thought the French foreign legion was shown in a bad light.*

The John Holden players have returned for their fourth successive season in Winnipeg and remain the only permanent stock company in the Dominion.

*A revue company, "Broadway After Dark," has been booked to play the Beacon the week of September 30.*

Vincent Lopez and his band are to make a stand here shortly. The band has been contracted to take the place of Wayne King, who could not make the date.




## For Performance—

*The RKO Radio exchange in Calgary, headed by H. F. Taylor, gets this plaque as the winner of the George Schaefer Drive. Final standings were announced by Jules Levy, RKO general sales manager. Substantial cash awards are included. Detroit, where J. Sharkey is branch manager, was second in the drive. C. Boasberg's Buffalo branch was third.*

# SASK'WAN

MANAGER HARRY MARRS of the Orpheum, Moose Jaw, pulled a nifty for the opening of "Four Feathers." He issued a general invitation that brought the 77th Field Battery, Royal Canadian Artillery, and the 10th Field Ambulance marching through the town to his showhouse, complete with military band and all. Moose Jaw is the recruiting center for these two units and the parade was the first one the citizens had seen since ethe outbreak of the war.

*Managers Bill Novak of the Capitol and Charles Bahrynowski of the Metropolitan teamed in a big advertising splurge in both Regina newspapers for the opening of the "1940 Movie Season." The arrival of cool weather and the sudden end of summer activities worked in fine to bring excellent boxoffice results.*

Appointment of Larry Graburn to the post of public relations counsel of Famous Players Canadian Corp. in Toronto headoffice is being well received in Saskatchewan where he was located prior to going to Halifax, N. S. two years ago. He was manager of the Metropolitan and Capitol theatres in Regina and was secretary of the S. M. P. A.

*The use of motion pictures in aerial reconnaissance today, instead of still cameras, is being studied by recruits to the observations divisions of the Royal Canadian Air Force. This has proved an attraction to theatre staff members throughout the province. New style aircraft, fitted with facilities for taking motion pictures, are being delivered to the air force from United States factories. Passing across the prairies en route to eastern training bases, they have created quite a stir.*

Hopes of Regina theatremen that the ban on midnight frolics commencing at the end of Sunday would be lifted, especially at New Year's, was blasted by the Regina city council again this week. The council refused to change the by-law making it necessary for theatres to close on Saturdays at midnight and remain closed until 8 a. m. the following Monday.

## Visual Education Progress Stressed to Teachers

MONTREAL — British documentary and educational films so impressed early visitors to the British theatre in the British government pavilion at the New York World's Fair that a separate cinema was set up by a Teachers' Ass'n in connection with the "School of Tomorrow" to feature many of the educational subjects. Visiting educationalists thus were enabled to keep abreast of British progress in visual education.

In order that Canadian school children who were unable to visit the fair, may have the opportunity of seeing many of these pictures in their classrooms, British Acoustic Films, Ltd., has completed arrangements with the Associated Screen News, Ltd., of Montreal, for their distribution in Canada.

# MONTREAL

MOTION PICTURE interests in Quebec are feeling rather gloomy about the outlook. Business has fallen off since Canada's declaration of war, and even the desire to see war films has not brought attendance up to normal for the time of the year. So far no restrictions have been imposed by Dominion censors, and the selection of films at first run theatres is among the most attractive ever offered.

*"Fifth Avenue Girl," with Ginger Rogers, is the bright fare offered at the Palace; "Dust Be My Destiny" holds the screen at the Capitol. The Princess continues its crime series with "Adventures of Sherlock Holmes." "Stanley and Livingstone" was held a second week at Loew's. The Orpheum concluded four weeks of "Four Feathers" and followed that success with Samuel Goldwyn's "They Shall Have Music."*

The sparkling French opera, "Louise," presented for the first time on the screen with Grace Moore in the stellar role, drew large crowds of music lovers to the Cinema de Paris. At a time when the larger theatres were playing to meagre audiences, the Cinema de Paris was thronged to such an extent that scores of patrons at the evening performances were forced to stand through the entire run of the picture.

*Another film which proved to have great drawing power was "Grand Illusion," a French production with English sub-titles, shown at the System, which held the picture over a few days longer than originally intended, owing to the public demand. "Grand Illusion," a picture of war prisoners, was banned in Italy and Germany. The System is giving revivals thrice weekly.*

Attractive programs at independent theatres include "Pygmalion" at the Empire; "Union Pacific" at the Hollywood; "Prison Without Bars" at the Laval; "Naughty But Nice" at the Orleans; "Fisherman's Wharf" at the Lord Nelson. The Imperial, large second run unit of the Consolidated Theatres, showed "On Borrowed Time," with Lionel Barrymore and Sir Cedric Hardwicke.

*Quebec City theatres showed the following feature films: "It's a Wonderful World;" Cartier, "The Citadel;" Empire, "Dodge City," and Cambrai, "The Saint Strikes Back" and "The Girl and the Gambler."*

Montreal office of RKO, of which M. Plottel is manager, was fourth in the George J. Schaefer Drive. The palm was gained by the Calgary branch, of which H. F. Taylor is manager. Toronto was ninth.

*Memories of the old Gaiety burlesque house were revived by the return of flesh to its successor, the Mayfair, which is presenting, in addition to two feature films, "Footlight Follies," with a cast of 30 artists. The stage shows are being presented thrice daily on Saturday and Sunday, and twice daily on week days. Program changes Wednesdays and Saturdays, and the revue lasts one hour. G. Brickman manages the Mayfair.*

It's cool in Saskatchewan these fall evenings, and *MacLean's* magazine reports that at Lloydminster in that province, a theatre owner solves the problem of heating by trading free passes to farmers in return for loads of wood . . . Three Famous Players theatres will be remodeled and re-equipped, the Strand, Calgary; Metropolitan, Regina; Capitol, St. Catharines.

*While no special preparations to deal with war dangers have yet been called for from Montreal theatres, their managers will be able to take lessons in the art of warning and protecting audiences from what is being done in Europe. In Paris, some theatres have prepared an air raid warning on a kind of gramophone record, which can be switched on to tell the audience to leave quietly and calmly. At the same time, it announces the locations of the nearest air raid shelters.*

Gloria Jean, child star of "The Under-Pup," who made a personal appearance at the Capitol, was entertained at luncheon by Consolidated Theatres and sat next to ex-Alderman Leon Trepanier, general manager of the Montreal Tercentenary Commission, who invited her to attend the Tercentenary celebration here in 1942. "In New York, you see the World of Tomorrow," he told her, "but here, you will see the equally interesting World of Yesterday." Gloria expressed indignation at the exclusion of juveniles from theatres in Quebec.

*Marcus Loew's Theatres arrears on the seven per cent preferred were reduced by declaration of a dividend of $3.50 a share payable September 30 to shareholders of record September 16. The declaration brings the arrears down to $15.75 per share . . . Eastern Theatres, Ltd., contributed on behalf of Gloria Jean a cheque for $1,000 to the Toronto Star's Fresh Air Fund. It represented the youthful star's fee which she would have received for her personal appearance at the Imperial, Toronto, and was endorsed, "Love—Gloria Jean."*

On Hollywood and the war, S. Morgan-Powell, veteran critic of the Montreal *Star*, says: "A number of British artists in Hollywood who served 25 years ago have already gone back to the Old Country; others are seeking service with the Canadian forces. Nowhere is there any sign of the slightest hesitation. This is in accord with the age-long tradition of the theatre. There will, of course, be many actors and actresses who will continue their usual work on stage and screen, but they also must be regarded as doing their share, since the public will need amusement just as much as ever, if not more so. It is a thrilling thought, these grave days, that the members of one of the most honored and beloved professions are in the van for national service without having been called upon."

*Montreal's unique Children's Theatre reopens its seventh season, October 2, when the north and west end studios, directed by Dorothy Davis and Violet Walters, will begin work for the fall and winter. The theatre was inaugurated by Miss Davis as a dramatic school to give young people training in diction, poise and deportment. For three successive years pupils of this school have taken first honors in the Dominion Drama Festival.*

L. S. Yuill of Montreal, a former major of Princess Patricia's Canadian Light Infantry, who was wounded overseas, has been named assistant chief Canadian censor for the Montreal district. The censors control press dispatches as well as radio and film productions . . . "Beau Geste" is still banned in Quebec, but has been released in Ontario theatres with the approval of Premier Mitchell Hepburn, who remarked "To any intelligent person, the story is wholly fictitious. I can see nothing objectionable in it."

*A resolution providing for the winding up of Neon Products Investment Corp., was passed by shareholders at a special meeting. The corporation is a holding company controlling Neon Products of western Canada through ownership of 28,607 common shares out of 54,836 shares outstanding. In liquidating the holding company, each shareholder will be given shares of Neon Products of western Canada in exchange for shares of the holding company on a share for share basis.*

Request by the National Association of Musicians for reduction of the municipal license of $1,000 for night clubs was refused by the civic executive committee, despite the musicians' plea the heavy tax forced cabaret owners to reduce the number of artists in their orchestras and so reduced the chances of musicians finding employment. Roger Charbonneau, secretary, signed the request.

*French-Canadians have been eagerly studying French newsreels for war pictures. They have been disappointed to learn French troops have not found a successor to the famous war song "Madelon," although the popularity of that famous marching air is as great as ever as can be noticed when the fans join in.*

Letters have been sent to executive members of the Dominion Drama Festival ask-

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## Alterations Completed on The Strand in Calgary

TORONTO—The construction department of Famous Players Canadian Corp. has completed the rebuilding of the Strand Theatre, Calgary, which had been closed for some weeks, while alterations at the Capitol in St. Catharines, Ont., have been completed, both houses having been improved throughout.

The circuit has also an entirely new unit in the opening of the Vogue Theatre at Sydney, N. S., where the company has operated the Capitol Theatre for some years. The company has secured control of two further houses in Halifax, the Orpheus and the Oxford.

# Special Levy Fears Haunt in Toronto

TORONTO—Even with the assurance of Hon. H. C. Nixon, provincial secretary, that the Ontario government will not re-establish the "war tax" on theatre admissions, some concern is felt in Toronto theatre circles over the prospect of some form of emergency levy which will affect theatre patronage. The Ontario legislature has been called to a special session commencing September 19 and it is believed that the matter of war financing will be one of the questions which will come before the lawmakers.

To the Government of Ontario goes the credit of creating the first war tax on tickets, this having been done in 1916 when the last Great War was at its height, the original levy being a simple one cent assessment on tickets of all denominations and this was gladly paid by patrons as a patriotic contribution. But the end of the Great War did not see the finish of the war tax, the impost being continued and increased until the Ontario collection finally climbed to a grand total in excess of two million dollars a year. In June, 1936, however, the whole tax was abolished by the present Government because it was regarded as a nuisance, according to Premier M. F. Hepburn. Its revival would not be unexpected if the Second Great War shows signs of long duration. This prospect comes at a time when Famous Players Canadian Corp. had opened the sale of book tickets providing reduced quantity prices which would be accepted at designated theatres.

## *"Mamlock" Plays London After Twice Banned*

LONDON — "Professor Mamlock," the Russian anti-Nazi film which twice was banned by the British board of film censors, is being shown at the Academy Theatre by special license.

"Apart from its political purpose, we consider it an outstanding work of art that should be seen," an official stated.

The film shows the persecution of a Jewish surgeon who is paraded through the streets of a German city, bearing the label "Jude," and is then recalled to operate on one of his persecutors. The dialogue is in Russian, and slight cuts have been made in the English sub-titles by the London county council.

The British Film Society first showed "Professor Mamlock" privately March 26, but the censors rejected it then and again on May 26. The licensing committee of the council saw it July 7 and granted a special license.

## *Kennedy Buys Equipment For Esquimalt House*

VANCOUVER—S. B. Kennedy, former owner of the Central, Selkirk, Man., has been here contracting for chairs and equipment for his theatre in Esquimalt, B. C. He is renovating it from foundation to roof. It will seat 400 and the suggested name is Nabor. While here, Kennedy placed orders for the chairs, carpets, restroom furniture and booth equipment with La Salle Recreations.

The work of renovating is now well under way and it is expected that all will be in readiness for the opening within two months.

# MARITIMES

PAUL NATHANSON, Toronto, vice-president of Empire-Universal, accompanied by A. W. Perry, general manager, and Gerald M. Hoyt, manager for the Maritimes and Newfoundland, visited the eastern section of this territory after several days' conference in Saint John.

*A. R. Cooper, manager of the Prince Edward and Capitol theatres, Charlottetown, P. E. I., has been called to join his regiment and, for the time being, his position is being filled by F. Gordon Spencer of Saint John.*

The Nova Scotia motion picture conciliation board held a meeting at Sydney, N. S., for the purpose of straightening out difficulties which had arisen between exhibitors and distributors.

*Robert S. Ruddick has arrived at the Capitol Theatre, Halifax, N. S., to assume his duties as Famous Players district manager for the Maritime Provinces. Larry M. Graburn, formerly manager of the Capitol, left for Toronto immediately after attending the meeting of the conciliation board of which he was the secretary.*

Kathleen Cronin, Empire-Universal biller, stroked her way through some stiff opposition in the Saint John city and district Catholic tennis tourney but came out with a smile—and the ladies' single crown.

*W. W. O. Fenety, proprietor and manager of the Gaiety Theatre, Fredericton, N. B., is receiving congratulations on the opening of his new theatre, a larger, more modern house than the one destroyed by fire several months ago.*

Seldom does a picture receive extended playing time in Saint John, but "Goodbye, Mr. Chips" so delighted theatregoers at the Capitol that it was held there to play a full week.

*Recent visitors to Filmrow included Earl D. Nesbitt of the Star Theatre, Edmundston, N. B.; N. W. Mason of the Academy and Roseland theatres, New Glasgow, N. S.; J. E. Butler of the Imperial Theatre, Moncton, N. B.; M. E. Walker of the Gaiety Theatre, Halifax, N. S., and the Imperial Theatre, Sackville, N. B., and H. E. Gates of the Majestic, Shubenacadie, N. S.*

# TORONTO

(Continued from page 95)

*ton United Theatres, Ltd., which operates the Kenilworth, Kenmore and Regent theatres in Hamilton, Ont., as a subsidiary of Famous Players. Maulsom, who was 63 years of age, was prominent in local insurance and financial circles.*

Joseph M. Franklin and his brother-in-law, Meyer Herschorn, have been celebrating the 25th anniversary of their entry in the theatre business in the Dominion, their first house being the Family in Halifax, from which Franklin moved to Ottawa and thence to Toronto. They now operate a group of seven theatres in cooperation with Famous Players.

*After being refitted and modernized, the Duchess Theatre, Toronto, has reopened as the Centre Theatre under the new management of Harry Kash. The front is now resplendent in streamline vitrolite.*

"Jamaica Inn," starring Charles Laughton, perhaps one of the last big British productions in a long time because of the war, has been booked into the Toronto Uptown, ace house of the Famous Players' chain now under the able management of Fred Trebilcock.

*Judging by early indications, "The Beer Barrel Polka" is destined to become the marching song of the Canadian troops in the Second Great War, thus replacing the time-worn "Tipperary." The former is being heard on Toronto streets as the regiments march along. Thus far no protest has been heard regarding the use of German classical music in programs and pictures of Toronto theatres and over the air such as was aroused in the last war.*

The opening of "Wizard of Oz" at Toronto Loew's was featured on the national network of the Canadian Broadcasting Corp. by the singing of "Over the Rainbow" from this picture by Lucille Cameron on the Five Spades sustaining program.

*Harry S. Dahn, retired theatre executive, has returned to Toronto after a season of holidaying and fishing near Fenelon Falls where he has an attractive summer home.*

Thomas Scott, pioneer theatre man of Toronto, has passed away. He was associated with the late A. J. Small at the Grand, Toronto, prior to the mysterious disappearance of Small immediately after selling his chain of Ontario theatres to Trans-Canada Theatres, Ltd., for $2,000,000 cash.

### Readies "Golden Gloves"

HOLLYWOOD—"Golden Gloves," a story of the organization of amateur prizefighting, is being scripted by Maxwell Shane for the Harold Hurley production unit at Paramount.

### Start "Grapes of Wrath"

HOLLYWOOD—"The Grapes of Wrath," based on the John Steinbeck book, went into production this week at 20th-Fox with Henry Fonda in the starring role and John Ford directing.

# MONTREAL

(Continued from page 97)

ing their opinion regarding suspension of the festival for the period of the war. The Dominion Festival was planned for Ottawa next April. It was held in London, Ont., this year, and Winnipeg in 1938 . . . Theatres in London, England, on September 16 were permitted to reopen from 10 a. m. until 10 p. m., except in the west end where they closed at 6 p. m.

*"Bill" Wright, manager of the Monkland, has set a precedent for the west end by running a serial, "The Lone Ranger." He reports the reaction is good . . . M. Katz, manager of the Seville, announces a new price policy. In the future, evening price of the back orchestra and balcony will be 25 cents, while the front orchestra will remain at 34 cents and loges at 40 cents.*

Only son of the famous Canadian prima donna, Madame Albani-Gye, the Hon. Ernest Frederick Gye, C. M. G., British minister to Venezuela, attended a ceremony at his mother's birthplace, Chambly Basin, Que., when a plaque was unveiled to her memory. Her biographer, Helene Charbonneau, performed the unveiling ceremony and Madame Pauline Donalda, another Canadian prima donna, deposited a wreath at the base of the plaque. Madame Albani, as Emma Lajeunesse, was born at Chambly in 1847 and made her first public appearance on the concert stage in Montreal when she was seven years old. Thereafter, she studied in France and Italy and became world famous.

## *Schine and Majors Win Answer Date Delay*

BUFFALO—Represented by John Lord O'Brian, former assistant attorney general and gubernatorial candidate against Franklin D. Roosevelt in New York many years ago, major distributors and Willard S. McKay, representing the Schine circuit, asked for and were granted a delay until October 2 on answers in the "Big Stick's" suit against the circuit and major companies. Edward C. Raftery of O'Brien, Driscoll & Raftery, UA attorneys, did not make an appearance although he will represent the distributor independently.

Defense counsel asked for more time, declaring they were not ready on the six motions pending. John J. Doran, assistant district attorney, agreed to the postponement without argument.

### Get FWC Plaint Copies On Special Request

NEW YORK—Although major company executives named as defendants have not been served in the east, counsel for them have received copies of the "Big Stick" complaint against FWC on special request.

Considerable attention is being focused on the B&K case which wound up this week when majors rested without entering a defense on the ground the government failed to make out a case. Both cases are identical in that they charge violation of consent decrees.

## Montreal Star Critic Praises NEA Plan

MONTREAL—"The decision of the National Educational Ass'n of the United States to supply films to schools on a non-profit basis is one which will have considerable interest for other countries," comments S. Morgan-Powell, veteran film and drama critic of Montreal *Star*. "The Association, which composes 195,000 teachers and superintendents of the country's elementary, secondary and high schools, has been under consideration for three years, and it has now been carried into effect, in response from requests from teachers all over the United States.

"Warner Bros., Loew's, RKO, 20th Century-Fox, Disney, Columbia and Educational Studios are all participating in the plan. Each company will dispatch its own film direct from its own laboratories. A new organization entitled Teaching Film Custodians, Inc., has been formed to handle bookkeeping, the issue of licenses and other routine matters. The films to be used will be at least one year old, and the schools using them will accept responsibility for any loss or damage. The films will be available only in schools in the United States.

**Six Main Divisions**

"At present these films are classified into six main divisions, as follows: Art and music; literature and biography; the sciences; the social studies, health, physical education and recreation; and the practical arts and vocations. This list is admittedly incomplete, but it is expected that school authorities will keep reports and suggest films not at present available.

"Mr. Will Hays, in announcing the scheme, remarked: 'One way of preserving their tradition of liberty in business, as well as personal relationships, is to give the youth of today, as vividly as possible, knowledge of its background and antecedents. In such a purpose, the motion picture makes an important contribution.'

"The scheme has many reasons to commend it to the attention of teachers everywhere, and as there is already a large number of films of the classes mentioned in use in English schools, the way would seem to be open to a mutual beneficial international exchange. It is just as important that British youth should have a sound knowledge of the background and antecedents of American youth as it is that the latter should possess a similarly sound knowledge concerning British youth. The screen would appear to be an excellent medium for communicating such an understanding to the younger generation on both sides of the Atlantic."

## *A Story to "U"*

HOLLYWOOD—Universal has purchased "The Road to Romance" from Edwin Rutt. Ken Goldsmith will produce from a script being prepared by Arthur T. Horman.

## *B. E. Norrish Renamed By Allied Industries*

MONTREAL—Election of officers at the annual meeting of the Quebec Allied Theatrical Industries, Inc., held in the Mount Royal Hotel, resulted as follows: President (re-elected) B. E. Norrish, Associated Screen News; first vice-president, J. A. de Seve, France Film; second vice-president, George Ganetakos, United Amusement Corp.; treasurer, E. N. Tabah, Confederation Amusement; managing director and secretary, Eugene Beaulac.

Beaulac is a new appointment. He takes over his duties immediately.

Members of the executive committee were chosen as follows: Arthur Hirsch, Consolidated Theatres, chairman; George Ganetakos, J. A. de Seve, T. H. Trow and N. N. Lawand. The other directors elected were: D. Paquin, C. H. Brock, William Lester, R. P. Robert, Oscar Thuot, Leo Choquette, A. E. Gregoire, A. Adilman, George Rotsky and B. C. Salamis.

Future activities of the association were discussed and speeches were made by Alban Janin, B. E. Norrish, J. A. de Seve, J. O'Loughlin, Leo Devaney, Haskell Master, L. Rosenfeld, Arthur Hirsch, George Ganetakos and N. N. Lawand.

## *Ben Goetz Due Soon; Montgomery Back*

NEW YORK—Ben Goetz, in charge of M-G-M British production, is expected to arrive on the *Manhattan* due shortly. Goetz was slated to dock on the *Washington* last week, but was unable to secure passage.

However, Robert Montgomery, star of the suspended "Busmen's Honeymoon," made the boat with his wife and said on his arrival, "It is a relief to get back."

Montgomery revealed that the M-G-M British studios have been converted to headquarters for the Bank of England and the London stock exchange. Later the space will be used for food depots, he said.

Richard Thorpe, who made the trip to direct the film, said it was unlikely the production would be made here. He spent approximately 10 weeks preparing background shots.

### Decide British Film Fate In Coastal Huddle

HOLLYWOOD—When Richard Thorpe arrives from the east, Louis B. Mayer will decide whether or not M-G-M will resume production on "Busman's Honeymoon" here or drop immediate plans for the picture originally intended for production in England. Ben Goetz will also sit in on the conferences which may decide the future of the production.

There is some possibility, slight as it may seem in view of current circumstances, that England may not decide to relax on the quota status. In such an eventuality, production will be started again. For the moment, however, the fate of "Busman's Honeymoon" hangs in the balance and reports of it being definitely out are branded as erroneous by M-G-M executives.

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MT535 Luminous colors
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**United Artists (——)** **95 Minutes** **Rel. Sept. 29, '39**

A prophetic title this, inasmuch as it heralds a glorious treat for those who desire spectacle and action in their celluloid entertainment. Produced with characteristic Goldwynian verve, the picture gets underway slowly but, gathering momentum, attains whirlwind speed for an unusually thrilling climax. The story, which tells of the building of a native army in the Philippines and the overthrow of the fanatical and rebellious Moros, is new in theme and approach and lends itself ideally to the vigorous and virile elements which are the film's greatest assets. Dad and junior will support and praise it wholeheartedly even though it may be a trifle too sanguinary for the femme trade. Gary Cooper, as a young medical lieutenant who saves the day for the Americans and native constabulary, is perfect at the head of a fine cast. Henry Hathaway's direction is superior.

**Gary Cooper, Andrea Leeds, David Niven, Reginald Owen, Broderick Crawford, Kay Johnson, Russell Hicks.**

## *The Real Glory* F Melodrama

**Universal (4017)** **69 Minutes** **Rel. Sept. 15, '39**

A sturdy blend of action, drama and comedy in the oil fields, showcasing the redoubtable adolescent talents of Jackie Cooper and Freddie Bartholomew, this should bring a steady flow of patrons and profits to exhibitors everywhere. The cast throughout is splendid and the teaming of the bluff Cooper with the suave Bartholomew is astute showmanship at its best. They complement each other neatly with performances which indicate a new co-starring team may be on the way. Jackie is trying to bring in an oil-well on his property—land which an unscrupulous promoter, Alan Dinehart, wants. He brings pressure to bear on Freddie and his father, Melville Cooper, a pair of drifting Englishmen, who trick Cooper into mortgaging the property, then repent and help him bring in the well. Joseph Santley directed.

**Jackie Cooper, Freddie Bartholomew, Melville Cooper, Alan Dinehart, Dorothy Peterson, J. M. Kerrigan.**

## *Two Bright Boys* F Comedy Drama

**Universal (——)** **64 Minutes** **Rel. ——**

Another in the cycle of stories dealing with adolescent rehabilitation, this blends two of the "Dead End" kids with the "Little Tough Guys" in a spirited, rough-and-tumble comedy-drama which should prove ideal fare for the juveniles, albeit a bit forced and obvious for the adult trade. Good performances are recorded throughout and the comic elements, all on the slapstick side, have been well handled. Billy Halop, leader of the Front Street gang, is confronted with the alternative of reform school or a job as a telegraph company messenger when he is caught attempting robbery. He takes the latter, marshals his gang to do the same and slowly but surely discards his criminal tendencies, climaxing his reform by rounding up a gang of bandits headed by his own brother, Victory Jory. Arthur Lubin directed.

**Billy Halop, Huntz Hall, Robert Armstrong, Mary Carlisle, Victor Jory, "Little Tough Guys."**

## *Call a Messenger* F Comedy Drama

**Paramount (——)** **96 Minutes** **Rel. Nov. 17, '39**

Reflecting meticulous care in production and direction, both of which tasks were entrusted to the capable hands of Frank Lloyd, this accurately historical narrative of the victory of steam over sail in the evolution of navigation wins a place among the finer and more impressive current productions. Picture is magnificently dialogued, which largely offsets the lack of fictional story values, and which enables its superior cast, headed by Douglas Fairbanks jr. to make the best of the opportunities the screenplay affords. Pressing Fairbanks for acting honors are Will Fyffe as a lovable old Scotch rogue with a passion for steam engines and grog, and Margaret Lockwood, in the feminine lead. Obviously neither time nor expense was spared in mounting the vehicle so that all details of costumes, sets, and other technical embellishments were amazingly true to period.

**Douglas Fairbanks jr., Will Fyffe, Margaret Lockwood, George Bancroft, Montagu Love, Vaughan Glaser.**

## *Rulers of the Sea* F Historical Drama

**M-G-M (——)** **Rel. ——**

From infants to octogenarians and every class and age in between, theatregoers should applaud this diverting musical comedy, so loaded with top-grade light entertainment that it is almost certain to launch a new cycle of extravaganzas and net itself a substantial profit in the bargain. Master Mickey Rooney dominates the proceedings throughout with a remarkably gifted performance ranging from straight song-and-dance routines to mimicry and genuine emotion. Spirited competition is offered him, however, by Judy Garland and an extremely talented group of supporting adolescents. The story, strung between a succession of production numbers, has to do with a group of children whose parents, old-time vaudevillians, are undergoing hard times with the disappearance of variety. The kids put on a show of their own that is an instant hit. Busby Berkeley directed.

**Mickey Rooney, Judy Garland, Charles Winninger, Guy Kibbee, June Preisser, Betty Jaynes, Douglas McPhail.**

## *Babes in Arms* F Musical Comedy

**Warner Bros. (——)** **58 Minutes** **Rel. ——**

This packs a substantial wallop as a prizefight comedy, in which John Payne, essaying the title role, does well for himself as a hard-hitting boxer with aspirations to make the grade as a Metropolitan Opera singer. It packs a load of comedy situations, contributed chiefly through the antics of Walter Catlett and Ed Brophy, that should make it highly acceptable light program material. Catlett, Payne's manager, plants the fighter in a series of setups which, by dint of his voice and personality, make him a popular hero, especially with the women. Guided into a match with the champion, he floors him in a fast and furious finish, wins the girl, Jane Wyman, and launches his singing career. Directed by George Amy.

**John Payne, Jane Wyman, Walter Catlett, Ed Brophy, Charles D. Brown, John Ridgely, Harry Burns.**

## *Kid Nightingale* F Comedy

**M-G-M (——)** **94 Minutes** **Rel. Sept. 15, '39**

Lusty and salty saga of the men who went down to the sea to man the splinter fleets which protected America's shores from the harassment of German U-boats in 1918, here is a picture that would easily qualify as a prize package of topflight action entertainment at any time and which is rendered doubly attractive through timeliness and the repetition of history as reflected in current headlines. Wallace Beery, who tops a highly capable cast, was never better, finding himself in the rough-and-ready, humor be-sprinkled type of role to which he is best suited. He and Chester Morris, tugboat captains, join the splinter fleet, Morris as Beery's commander. The latter refuses to heed orders, is dismissed and redeems himself through aiding in the capture of an enemy submarine. George B. Seitz directed.

**Wallace Beery, Chester Morris, Virginia Grey, Douglas Dumbrille, Carl Esmond, Clem Bevans, Regis Toomey.**

## *Thunder Afloat* F Action Drama

**Paramount (3905)** **75 Minutes** **Rel. Oct. 6, '33**

Trite as such designation has become, this must be described as a natural—in both entertainment content and exploitability. After two years on Broadway and one year on the radio, Henry Aldrich, that typical American boy every man would like to have been, comes to the the screen in a hilarious and heart-tugging picture that will send the youngsters home with a mischievous gleam in their eyes while grown-ups will walk away nursing a glowing touch of nostalgia. All of which, plus a wisely-selected and sincere cast, circumspect production and understanding direction, should add up to grosses far in excess of those indicated by a perfunctory perusal of the film's budgetary aspects and largely through the highly-favorable reaction of initial audiences to the offering. Produced and directed by Jay Theodore Reed.

**Jackie Cooper, Betty Field, John Howard, Janice Logan, Vaughan Glaser, Lionel Stander, Hedda Hopper.**

## *What a Life* F Comedy

**Columbia (——)** **77 Minutes** **Rel. Sept. 30, '39**

This is another neat bundle of entertainment made in Britain which should more than pay its way in the American market, having an added attraction in the timeliness of its subject matter. It is devoid of propaganda for either side presently at war in Europe. Rather, underneath is a level-headed indictment of mass murder on any account. Conrad Veidt, as a German U-boat commander who is tripped up in trying to secure secret information on British naval maneuvers, turns in a sympathetic performance, and Valerie Hobson is convincing as a British spy responsible for Veidt's failure in his mission. The story, smoothly unfolded and entirely plausible but for a couple of minor instances, should keep audiences absorbed to the end. Michael Powell's direction is, indeed, a credit.

**Conrad Veidt, Valerie Hobson, Sebastian Shaw, Marius Goring, June Duprez.**

## *U-Boat 29* F Action Drama

**SELLING ANGLES:** **"Call a Messenger"**

Prepare mailing pieces as "Postal Union" telegraph blanks and invite telegram messenger boys to attend at reduced admission prices. Work out a tieup with Western Union and Postal Telegraph offices to plant stills from the picture in their windows. Give the marquee credits to the two "Dead End" kids—Billy Halop and Huntz Hall—and the "Little Tough Guys." Tie in with civic organizations interested in boys' welfare.

**CATCHLINES:**

When the "Dead End" Kids Meet the "Little Tough Guys," Look Out—for Something's Bound to Happen.

He Had to Choose Between Reform School and a Job . . . And Was Surprised to Find That Working for a Living Wasn't So Bad.

**SELLING ANGLES:** **"Kid Nightingale"**

Prepare special window cards resembling the placards used by sports arenas for advertising fistic events, and plant them in pool halls and barber shops. Pay particular attention to fight fans by distributing special throwaways at boxing arenas. Invite sports editors to attend a "preview" showing and write reviews in their sports columns. Award the marquee credits to John Payne and Jane Wyman.

**CATCHLINES:**

A Singing Prizefighter Who Laid His Opponents Low With His Right . . . Then Sang Them a Lullaby.

The Surprise Comedy Hit of the season . . . A Fast and Funny Story of the Fight Racket . . . With a Whirlwind Finish.

**SELLING ANGLES:** **"U-Boat 29"**

Sell this as a true film record of the horrors of war and as a story of men torn between faith to humanity and to country. In the film, a German U-boat sinks a British ship and, in turn, is sent to an ocean grave by an English destroyer. This angle can be projected through front-page lobby displays of the recent "Athenia" disaster. The sinking of the British "Courageous" also should be mentioned. Marquee names are those of Conrad Veidt and Valerie Hobson, who have somewhat of a following in this country.

**CATCHLINES:**

Is Man's Duty First to His Country or to His Fellow Man?

They Traded Butter for U-Boats and Got an Ocean Grave for Their Sacrifices.

**SELLING ANGLES:** **"Two Bright Boys"**

The teaming of Jackie Cooper and Freddie Bartholomew should be exploited to the limit. For adolescents who are interested in mechanics and engineering, prepare a lobby layout of the equipment and methods used in drilling for oil. Using stills from the picture, tie up with service stations and garages on various types of motor oil. Construct a big compo-board facsimile of an oil derrick to be mounted over the marquee. Conduct a "Two Bright Boys" contest in high schools, selecting two winners to be guests on the opening day.

**CATCHLINES:**

It's a Gusher of Action . . . This Tale of a Wildcat Oil-Well and Two Boys Who Risked Their Lives to Bring It In.

Stand by for an Entertainment Thrill . . . Alive With the Spirit of Young America.

**SELLING ANGLES:** **"Babes in Arms"**

Mickey Rooney and Judy Garland are the marquee names to sell. Above the marquee, or as a lobby centerpiece, prepare a layout comprising enlarged portraits of Rooney, Garland and the other adolescent cast members. Make the usual tieups with music stores, radio stations and dance halls on the song numbers included in the picture. In cooperation with a local school, Boy Scout troop, etc., promote an amateur stage revue comprised solely of juvenile singers, dancers, and entertainers.

**CATCHLINES:**

Forget Your Troubles . . . Discard Those Worries . . . Here Comes the Merriest Musical of the Season.

It's Joy Time . . . With Mickey Rooney and Judy Garland Leading the Way in a Tingling, Toe-Tapping Musical.

**SELLING ANGLES:** **"What a Life"**

Invite journalism students in high schools to conduct the advertising and publicity campaign on the picture. Tie in with school bands, glee clubs and other organizations, spotting them on the stage and using the band in an opening night parade. Don't neglect tieups on the current radio program, over the National Broadcasting System, featuring the "Aldrich Family." Give the theatre a gay high school atmosphere by using school pennants and streamers and dressing attendants in sweatshirts and corduroys.

**CATCHLINES:**

Two Years on Broadway . . . Twelve Months on the Air . . . And Now 'Teen-Age Henry Aldrich Comes to the Screen.

How Can One Guy Be Wrong So Many Times? . . . The Hilarious Story of Henry Aldrich, Always at Odds With the Grown-Up World.

**SELLING ANGLES:** **"The Real Glory"**

Award the marquee credits to Gary Cooper, Andrea Leeds and David Niven. As the picture deals with an important phase of American history, urge students to attend special showings. Scour the surrounding territory for curios and souvenirs from the Philippines to be built into a lobby display. If there are any veterans of the Moro campaign in your vicinity, invite them to attend as guests of honor and secure interviews from them for planting in local newspapers.

**CATCHLINES:**

Blazing Out of the Pages of American History Leaps an Unparalleled Cinematic Achievement With a Star-Studded Cast.

Staggering Thrills . . . And Flaming Drama . . . As America Builds a Nation Out of a Jungle.

**SELLING ANGLES:** **"Rulers of the Sea"**

Make over the lobby in nautical garb, obtaining as much marine equipment as possible, including ship's bells, compasses, life preservers, etc. Promote a model ship building contest among the juveniles and display the best of the entries in the lobby. If your town is located near a seaport, plant advertising in the shipping section of the newspapers. Arrange tieups with steamship agencies. Dress theatre attendants as sailors. Prepare mailing pieces as passage tickets entitling bearers to "one glorious entertainment voyage."

**CATCHLINES:**

The Saga of Men Against the Sea . . . and the Amazing, Thrilling Story of the Growth of Today's Great Maritime Service.

Adventure Supreme . . . With the Salty Tang of the Sea and the Heroic Battle of Pioneers Against the Elements.

**SELLING ANGLES:** **"Thunder Afloat"**

The nautical atmosphere and story timeliness should make exploitation an easy problem. Prepare a lobby easel layout of headlines dealing with the recent sinking of the "Athenia," tied into action stills from the picture. Work in the reliable ship-building contest and dress attendants as "gobs." Enlist the cooperation of a navy recruiting station by printing colorful one-sheets for their poster boards. Check to see if there are any veterans of the famous war-time splinter fleet and invite them as your guests.

**CATCHLINES:**

Wooden Ships and Iron Men . . . Men Who Dared Death for the Country They Loved.

The Thrill Picture of 1939 . . . A Story of Mighty Men Who Risked Their Lives Against a Hidden Enemy.

**First National (469)** **57 Minutes** **Rel. Sept. 23, '39**

Based on the stage play, "Minick," by Edna Ferber and George S. Kaufman, the film version makes just average family entertainment. More than half the footage drags on the problem of what to do with the aged. Stone is happy at an old soldiers' home, but for the sake of his son (Morgan) and daughter-in-law (Miss Dickson) he leaves to be with them. Though he means well, Stone's ways bring unhappiness to the young couple. Taking a walk to forget his troubles he is nearly run over by a heavy truck. An orphan (Sonny Bupp) saves Stone from being killed and the two become steadfast friends. When the boy's lazy and disreputable uncle learns Stone has $1,000 in his trunk he steals the cache and clues point to Sonny. Stone gets the money back with the aid of his aged friends. He takes Sonny with him to the aged home to live. Terry Morse directed.

**Dennis Morgan, Gloria Dickson, Fred Stone, Sonny Bupp, Alrich Bowker, Charles Halton, Georgia Caine.**

## *No Place to Go* F — Drama

**Juno Films (SR)** **94 Minutes** **Rel. ————**

Once again the French contribute a masterpiece. It is a tribute to Julien Duvivier's sensitive and inspired direction that the story of actors at the twilight of their career becomes an absorbing dissection of a poignant phase of the theatre. Old age itself is not pleasant to contemplate, but here it is devoid of false and cheap sentiment. Consequently, the "guests" at a home for aged actors are etched with a fidelity for human values. It is superbly acted and, in this reviewer's opinion, Michel Simon's performance as Cabrissade ranks as the finest for sustained virtuosity. There is Louis Jouvet as the eternal Don Juan in a brilliant piece of acting. Victor Francen, Gabrielle Dorziat, Madeleine Ozeray, and the quaint couple, Joffre and Mme. Lherbray, all deserve acclaim. The script, which Duvivier co-authored, is beautifully written and more than ably translated.

**Victor Francen, Louis Jouvet, Michel Simon, Madeleine Ozeray, Gabrielle Dorziat, Joffre, Mme. Lherbray.**

## *The End of a Day* F — Drama

**J. H. Hoffberg (——)** **78 Minutes** **Rel. ————**

What Greek dramatists and Eugene O'Neill have fashioned into serious dramas, based on an adult theme, the producer of this French film, in throwing over the traces, turned out a rollicking farce with a jitterbug thrown in. Danielle Darrieux is featured. As a light-headed psychopath, she flits into marriage with an elderly man to spite her father who wants her to wed someone else. The marriage is never consummated. This angle gives vent to smart, risque dialogue innuendoes. At length Miss Darrieux's stepson by her husband-in-name-only brings the raucous comedy to a sensible head. She and the stepson run off to Italy to an annulment and a more normal wedding. Throughout there is hardly a serious note. Miss Darrieux's performance will have the audience sitting up. Henri Decoin directed.

**Danielle Darrieux, Marcel Simon, Alerme, Pierre Brasseur, Robert Arnoux, Pascali, Larquey.**

## *Mademoiselle Ma Mere* A — Farce Comedy

**Warner Bros. (——)** **65 Minutes** **Rel. Oct. 14, '39**

Originally titled "Gantry the Great" this racing story against a Kentucky background is fairly good entertainment for the family trade. The youthful stars, Edith Fellowes and James McCallion, deliver sincere performances. Edith is charming, but has no opportunity to sing as she customarily does. James, in the role of a jockey, spends his time training his horse to ride to victory in many classics despite many obstacles. When the horse loses the Churchill Downs race it is not understandable. Finally it is learned the horse is blind and shooting is the best way to end the proud horse. James doesn't want to lose his steed and secretively trains the horse to jump by signals. The horse is as gallant as ever. Almost ruled out of the Aintree Derby, the judges finally allow the horse to run. It is a big day when James comes in first. Back home, everybody rejoices.

**Edith Fellowes, James McCallion, Granville Bates, Arthur Loft, Frank Burke, Sam McDaniels, DeWolf Hopper.**

## *Pride of the Blue Grass* F — Race Horse Drama

**World Pictures (SR)** **80 Minutes** **Rel. ————**

"Betrayal" is a simple tale that has been done before. In the version presented here in French there are factors perhaps not shared in earlier efforts of the life of Catherine the Great. A new emphasis has been placed on Elizabeth Tarakanova and Admiral Count Orloff; their love and Orloff's treason to his Empress, who would stifle Elizabeth's ambition as rightful heiress to the Russian throne. Similarly, the treatment, opulence, delicacy and poignant drama of the latest approach bear testimony to one of the really distinctive films to come out of France. Hardly a moment is lost in capitalizing on the beauty and artistry of Annie Vernay. Surrounded by an exceptional cast, she brings to her romance with Orloff and her contempt for Catherine a memorable dramatization. Fedor Ozep directed.

**Annie Vernay, Pierre Richard-Willm, Suzy Prim, Roger Karl.**

## *Betrayal* F — Historical Drama

**Amkino (——)** **96 Minutes** **Rel. ————**

The Soviet studios add to the screen biography of Maxim Gorky but at what a tedious pace! In a sense, it is a continuation of the "Childhood of Maxim Gorky," picking up the threads where the period of childhood had come to a close and where Gorky faces the future unafraid on the brink of manhood. The film's chief attraction is the manner in which it recaptures the scenes and costumes of old Russia. Particularly picturesque are the river sequences where Gorky obtained his first job as a dishwasher on a wheezy steamer and later advanced to the position of apprentice in an icon shop. Alexi Lyarsky's Gorky is a sensitive characterization of a rebellious and poetic youth. There is a bit by the ship's cook which stands out impressively. Acting, as usual, is of a high order. Mark Donskoi directed.

**Alexi Lyarsky, V. O. Massalitinova, M. Troyanovsky, D. Zerkalova, A. Timontayev.**

## *On His Own* F — Drama

**Monogram (3815)** **61 Minutes** **Rel. Sept. 12, '39**

Cast in substantially the same mold as its predecessors in the popular "Tailspin Tommy" series, this latest chapter continues to manifest the same steady improvement which has been evidenced since their inception, hitting a new high in production values, story, suspense and action. Producer Paul Malvern has invested the piece with well-handled aviation sequences which should delight air-minded juveniles. This time Tommy, again portrayed by John Trent, is a flying instructor organizing a civilian "sky patrol" to guard the air against a mysterious smuggler, who turns out to be a munitions dealer. The villains capture Jackie Coogan, weakling son of the sky patrol's commander, as a protective measure, but Coogan gathers courage enough to enlist Trent and the patrol in a successful round-up of the crooks. Howard Bretherton directed.

**John Trent, Milburn Stone, Marjorie Reynolds, Jackie Coogan, Bryant Washburn, LeRoy Mason, Dickie Jones.**

## *Sky Patrol* F — Action Melodrama

**Times Pictures** **68 Minutes** **Rel. ————**

The action of more than a major portion of this British item is too generously studded with what the English refer to as American witticisms. The dialogue is spiced with vernacular that went out of fashion some time ago. Ben Lyon and Bebe Daniels are the chief protagonists. The tale is one of jewel thieves who are out to get the well-known ruby necklace on a trans-Atlantic liner. Of course, the hero is revealed as an insurance company sleuth near the last reel and neglects his duty for love. Not, however, until two of the cast are killed and all contrary evidence concealed. In addition to many readily obvious incongruities in the story, the performances are porcine. It rates in the lower rungs.

**Ben Lyon, Bebe Daniels, Hay Petrie, Charles Farrell, Tom Helmore, Gordon McLeod, James Carew.**

## *Treachery on High Seas* F — Melodrama

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**SELLING ANGLES:** **"Mademoiselle Ma Mere"**

Danielle Darrieux is quite well known here. Her appearance in this bit of fluff might be spread around as a bit of welcome news. Her particular type of beauty lends itself to handsome blowups for lobby decoration purposes. A few of the more dynamic scenes should attract attention and cause eyebrows to be lifted. Then there is always the critical snatches from good press reviews which when tastefully strewn in the right places and in the program should draw their due attention.

**CATCHLINES:**

The Greeks Had Another Word for It . . . Translated Into French It Spells Hilarious Comedy.

She Didn't Do It for Love . . . But She Found It When It Was Almost Too Late.

**SELLING ANGLES:** **"On His Own"**

A good stunt to exploit the screen biography of Maxim Gorky would be to couple both films on one program which would enable the audience to follow the adventures in sequence. This is the first time the screen has attempted to trace the life of a famous person in a series of pictures and such a stunt should attract considerable attention. A mailing list should be developed and faithfully exploited. Organizations interested in the activities of Soviet Russia should be contacted.

**CATCHLINES:**

The Stirring Pages of Gorky's Story Are Brought to Life

Follow the Pictorial Adventures of Maxim Gorky.

**"I have used the BOXOFFICE PICTURE GUIDE constantly since 1933-34. Its reviews have always been fair and dependable and therefore a very helpful guide in booking pictures and writing up short newspaper ads."**

**—L. T. MOLITOR,**
**Norwood Theatre,**
**Norwood, Minn.**

**SELLING ANGLES:** **"The End of a Day"**

Since all the New York reviews praised the film, large reproductions should be made for a lobby display. A sales promotion letter should be drawn up quoting the reviews and calling attention to the calibre of the production. If there are any theatrical groups in your community, they should be contacted to sponsor the opening, with the receipts going to a stage fund or some other charitable organization. French teachers should be contacted so that theatre parties can be arranged for classes. A prize can be offered to the high school student who writes the best review in French.

**CATCHLINES:**

A Truly Great Picture of the People of the Theatre.

The Film That Took New York by Storm . . . Don't Miss It.

**SELLING ANGLES:** **"Betrayal"**

Audiences that have had reason to be impressed with "Mayerling" should be advised of the part played in this film by Seymour Nebenzahl, who was also responsible for the former film. You should be able to capitalize on the title, and its inference to other actresses who have portrayed the role of Catherine; Pola Negri, Marlene Dietrich and Elisabeth Bergner. There is ample justification in putting extra effort and dollars in exploiting the 15-year-old Miss Vernay, who, incidentally, is due to make a Hollywood film. Libraries, better film groups, history and French classes are natural sources for cooperation. Imaginative patrons might respond to a class pamphlet depicting a series of interior and exterior stills.

**CATCHLINES:**

Love Or a Crown . . . Which Did She Choose?

She Ruled an Empire . . . But Not a Man's Love.

**SELLING ANGLES:** **"Treachery on High Seas"**

Unless the main feature is weak, all the play this one rates is what can be given it simply in the trailer. Of course, the fact that Bebe Daniels and Ben Lyon appear in it after a long absence from American screens might draw a number of their old followers in. Curiosity as to the change in their appearances on the screen should not be overlooked for its potentialities. In any case the showman may drag his maritime props from the cellar and festoon them around the lobby. However, no fuss should be made; the picture won't live up.

**CATCHLINES:**

Ben Lyon and Bebe Daniels Are Back Again . . . See Them Together in This Romantic Melodrama of Thievery at Sea.

The Necklace, the Necklace! Now You Have It. Now You Haven't.

**SELLING ANGLES:** **"No Place to Go"**

Stone's return to the screen merits plenty of publicity. Get your local papers to run feature stories about the veteran actor with several scenes from the picture demonstrating his agility. Besides, the stars also plug the author team of Ferber and Kaufman through literary groups and libraries. Conduct a contest with the query: "What would you do if you were given a crisp new $1,000 bill to spend as you pleased?" For a street bally hire a man to dress in Civil War uniform to walk along the street with a sign. Arrange a tieup with the old-timers.

**CATCHLINES:**

What's 60 Years Between Pals? When Seven Join 70 in Search of Adventure . . . There's No Limit to the Laughs, No Stop to the Excitement, No End to the Way You'll Cheer!

**SELLING ANGLES:** **"Pride of the Blue Grass"**

Play up the youthful stars and the theme of a youth's devotion to his horse in riding him to victory despite the animal's blindness. Dress the lobby in gay colors and pennants to put over the racing theme. Hire a man dressed as a jockey to ride through town on a horse with a sign advertising the film and playdate. To build up interest in the picture in advance dress the ushers in jockey uniforms.

**CATCHLINES:**

A Blind Horse and a Youth's Devotion Win the Big Aintree Derby.

Crowds Go Wild With Joy When a Kentucky Thoroughbred Trained by a Boy Comes Through.

For Blue Ribbon Entertainment Don't Miss "Pride of the Blue Grass."

**SELLING ANGLES:** **"Sky Patrol"**

Capitalize on the exploitation value of the "Tailspin Tommy" comic strip. Drag in the reliable model airplane-building contest and sponsor a model air meet at a nearby park. Obtain the cooperation of the airport in arranging a lobby display of aviation equipment, and dress attendants in goggles, leather jackets and other flying costume. If your newspaper carries the "Tailspin Tommy" cartoon arrange an advertising tieup with it.

**CATCHLINES:**

Tailspin Tommy Scores Again by Protecting Uncle Sam's Skies From Smugglers and War Profiteers.

Tailspin Tommy's Newest Air Adventure, Setting a New Endurance Record for Sustained Thrills.

# Short Subject Reviews

## Filming the Navy

*20th Century-Fox* 11 *Mins.*

(Adventures of a Newsreel Cameraman)

One of the best shorts ever to be screened about the navy. Credit for the splendid photography goes to Bonny Powell who accompanied the fleet during the maneuvers. There are breathtaking shots of the ships plowing through the heavy seas in a storm. But the sequence that tops them all is the one where the destroyers come through the smoke screen in battle formation. The subjects falls easily into the category of timeliness and should command some extra exploitation.

## Boy Meets Joy

*Universal* (Two-Reel Musical) 17 *Mins.*

An uninspired presentation of musical numbers which, however, boasts of names like Joy Hodges and Pinky Tomlin. Neither is shown to his or her best advantage. The pair combines to sing Tomlin's own composition, "Let's Do Something About It." There are also the "Elderblooms" and Lucille Page, eccentric dancer. Highlight of the musical is a six-year-old piano prodigy, Mary Ruth.

## Stranger Than Fiction

*Universal* (No. 66) 9 *Mins.*

Another edition of interesting varieties combed from all sorts of places. The reel opens with a clip about a fisherman whose doctor forbids him to go fishing, so instead, he has gathered finest collection of fishing paraphernalia. Then there is a miniature circus, a woman who collects material on President Roosevelt; a tame squail and a chap who does amazing things with his mouth.

## Life Begins for Andy Panda

*Universal* (Lantz Cartune) 8½ *Mins.*

The Pandas have a son and they name him Andy. Andy is cute, but unfortunately the cartoon fails to project its main character with any degree of originality of humor. Most of the action concerns itself with Andy's attempts to learn what goes on in the outside world and his adventures with the panda hunters.

## Snuffy's Party

*Universal* (Lantz Cartune) 7 *Mins.*

This cartoon depicting Snuffy Skunk's birthday party, gas masks and all, is below average. Snuffy saves his guests when the dam breaks and then is welcomed to his own party.

## Silly Superstition

*Universal* (Lantz Cartune) 7 *Mins.*

Little Blackball tries to convince his dog that it is foolish to be superstitious even though it is Friday the thirteenth. What transpires is meagre program fare.

## SHORT OF THE WEEK

### Vyvyan Donner's Fashion Forecast

20th Century-Fox 10 Minutes

**Eye-caressing is the word for these handsome fashion forecasts in Technicolor which Vyvyan Donner assembles with such good taste. The fall styles for furs, gowns and hats are smartly presented and will have the women ga-ga. As for the models, Miss Donner has wisely selected the most beautiful. Consequently, the camera presents a parade of feminine pulchritude that is something to see. Backgrounds are most effective for the mink and tweed-clad beauties and the haughty damsels in evening clothes. Also, for the girls who wear the newest creations in milady's hats. In the reel, there are originals by Schiaparelli, Lanvin, Rouff and others. Not to be overlooked is Ilka Chase's witty and sophisticated description. A refreshing departure from the usual bromides about women's clothes.**




## Monkeys Is the Cwaziest People

*20th Century-Fox* 10 *Mins.*

(Lew Lehr's Dribble-Puss Parade)

Lew Lehr invades the simian world and the result is a hilarious reel about monkeys. Lehr draws deadly parallels as the reel progresses and audiences will enjoy the sequences that do much to make one regard Darwin in a different light. A combination of Lehr and monkeys is good for guffaws.

## Series of "Penrod" Shorts Added to WB Agenda

HOLLYWOOD—A series of shorts based on Booth Tarkington's "Penrod" has been added to Warner's 1939-40 program. The two-reelers will be produced by Gordon Hollingshead, who has assigned Dean Franklin to script the first, which rolls in about three weeks. Cast has not been lined up as yet.

## The Violin

*French Cinema Center* 10 *Mins.*

Being a lover of music is not necessarily a requisite for enjoyment of this short. Although the footage is undertoned with outstanding interludes from some of the great classics and Jacques Thibaut, eminent virtuoso, plays Granado's Dance No. 4, most of the reel deals with the various stages in the construction of stringed instruments as practiced by veteran Frenchmen. In all respects, it is an interesting and delightful subject.

## Man-Made Jungle

*Universal* (Going Places—No. 66) 9 *Mins.*

A visit to a jungle garden in Florida started as a hobby by two business men and now is a place for tourists to visit. Rare tropical plants bloom there and all kinds of exotic plants throng the premises. There is an assortment of monkeys whose amusing antics should bring chortles of glee from the audience.

## NEWSREELS

**TUESDAY, SEPTEMBER 12**

**Movietone News, No. 1:** Canada enters the war; America guards her peace; Miss America crowned at Atlantic City; Giants beat eastern All-Stars; training starts at Dartmouth; Army and Notre Dame.

**News of the Day, No. 303:** Action on western front; Canada joins conflict; U. S. defends neutrality; flood submerges war in Far East; Miss America picked; Notre Dame and Dartmouth start training.

**Paramount News, No. 4:** London and Paris take air-raid precautions; scenes of Athenia survivors in Scotland; Notre Dame, Army and Tennessee start football practice; Giants beat eastern All-Stars.

**RKO Pathe News, No. 16:** Red Cross organizes in Poland; the European war; Nazi and Allied ships flee open seas; Ickes warns against profiteering; bike race; Army and Notre Dame start football practice; Giants beat eastern All-Stars; Mary Pickford queen of tobacco fete.

**Universal Newsreel, No. 805:** Warsaw resists Nazi thrust; Canada declares war; U. S. army planes in mass flight; big tanks aid French advance; Panama defenses reinforced; Miss America picked; Notre Dame and Army start football practice; bike race.

**THURSDAY, SEPTEMBER 14**

**Movietone News, No. 2:** Senate ready for neutrality battle; scenes of the Athenia survivors; Squalus raised; new fur fashions; Navy starts football practice; boxing and wrestling in Australia.

**News of the Day, No. 304:** Athenia survivors arrive in America; German U-boat raiders filmed in action; Congress debates neutrality; Pershing celebrates 79th birthday; Squalus raised; preview of 1939 football strategy.

**Paramount News, No. 5:** International life boat competition in New York harbor; Navy squad starts practice; Squalus raised; Athenia survivors arrive; U. S. on the alert.

**RKO Pathe News, No. 17:** Athenia survivors arrive; Pershing urges preparedness; Squalus raised; Senate ready for neutrality battle; Ginger Rogers "signs name" in cement; Navy squad starts grid practice; polo stars in preview.

**Universal Newsreel, No. 806:** Roosevelt calls special session; Athenia survivors; tanks entrain in record time; giant blast speeds new dam; Jap goodwill fliers arrive; machine speeds tomato picking; Italian liner risks ocean trip; logging drive starts; Indians get salmon by ton.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.*

## Columbia

**Clouds Over Europe**

Too much dialogue to please American audiences. However, title so timely that above average business was had for midweek date. Fri., Sat. Weather: OK. Admission: 25-10. Rural and small town patronage. Population: 800. Capacity: 256.—L. E. Saraker, Star Theatre, Stayton, Ore.

## First National

**Confessions of a Nazi Spy**

A good title with all the war talk going on. Adults liked it fine. Kids no bet. Step on it as a picture every good American should see. Did a good Sunday-Monday boxoffice with it. Weather: Rain. Admission: 35-25-10. Rural patronage. Population: 550. Capacity: 225.—Earl Smith, Minturn Theatre, Minturn, Colo.

**Dark Victory**

A very heavy picture and a very good one. Business above average. Admission: 25-10. General patronage. Population: 1,100. Capacity: 250.—H. S. Coulter, Rio Theatre, Meeker, Colo.

**Dark Victory**

Acting O. K. Not the kind for small towns. Should make near top for best ten. Sun., Mon. Weather: Fair. Admission: 20-10. General patronage. Population: 500. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

## Metro-Goldwyn-Mayer

**Adventures of Huckleberry Finn**

Good for adults as well as youngsters. Patrons well pleased. Step on this one. Good draw, Sun., Mon. Weather: Fair. Admission: 35-25-10. Rural patronage. Population: 550. Capacity: 225.—Earl Smith, Minturn Theatre, Minturn, Colo.

**Calling Dr. Kildare**

Good for almost any date or spot, but not quite the draw of "Young Dr. Kildare." Below average receipts. Wed., Thurs. Weather: Hot. Population: 800. Capacity: 250.—E. B. Wacaster, Ozark Theatre, Ozark, Ark.

**Calling Dr. Kildare**

These are a very fine series. The only thing wrong is the similarity in titles. I have a hard time convincing my patrons each picture is a new one. They figure I am having a repeat showing. Thurs., Fri., Sat. Weather: Fair. Admission: 20. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago.

**Honolulu**

Fair picture. Patrons a little disappointed, expected more of the islands. Was too long in getting there. Just so-so. Wed., Thurs. Weather: Rain. Admission: 35-25-10. Rural patronage. Population: 550. Capacity: 225.—Earl Smith, Minturn Theatre, Minturn, Colo.

**Lady of the Tropics**

Fair picture. Would book where they go for Taylor. Patrons that once liked him now don't care for him. Lamarr is swell and did a fine job. Played Fri., Sat., but would be better on Sunday change. Weather: Hot. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

**Lucky Night**

Not much of a drawing card considering the two stars in it. The story was very trite, and my theatre was very empty. Audience reaction very poor. Sun., Mon. Weather: Fair. Admission: 20. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago.

**Mutiny on the Bounty (reissue)**

The majority of patrons saw before and enjoyed it again. Business good. Sun., Mon. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**On Borrowed Time**

Those who came were satisfied, but not enough came. Watson and Barrymore did a fine job for their parts. Some critics call this a great picture. I call it just fair. Too much of a fantastic story. Sun., Mon. Weather: Cool. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

**Pygmalion**

Another in the strictly A class picture. All the Howard fans will turn out for this one. Confidentially, I thought it a little screwy. Audience reaction: A lot better than mine. Wed., Thurs. Weather: Fair. Admission: 20. General patronage. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago.

**Rose Marie (reissue)**

This is the third of the reissues we played on Sunday and Monday and did top business. Weather: Cool. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**San Francisco (reissue)**

Reissued at a proper time and we did better than average Sunday, Monday business. A swell picture. Jeanette MacDonald and Clark Gable are both good draws. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**Sergeant Madden**

A good picture. Beery always pulls a crowd here. Admission: 25-10. General patronage. Population: 1,100. Capacity: 250.—H. S. Coulter, Rio Theatre, Meeker, Colo.

**Within the Law**

Short, but patrons gave evidence of satisfaction. No boxoffice. Wed., Thurs. Weather: Hot. Admission: 25-10. Population: 800. Capacity: 250.—E. B. Wacaster, Ozark Theatre, Ozark, Ark.

## Monogram

**Streets of New York**

Monogram can make good pictures, but why a gangster story should rate a high bracket is a puzzle to me. Some patrons didn't care for it, but pleased most of them. Story was draggy in spots, but good acting made it up. Business average on publicity buildup by Minnesota Theatre, opening with this picture. Sun., Mon. Weather: Cool. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**Stunt Pilot**

Much better than "Mystery Plane" with Tailspin Tommy. Several praised this picture, and I believe the Tailspin Tommys have a bright future. Played Tuesday with Cash Nite. Weather: Cool. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**Wanted by Scotland Yard**

Hi say there Chappie, if your patrons go for British, book it. Played on Cash Nite. Not so hot. Story is pretty slow. Tues. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

## Paramount

**Invitation to Life**

This picture died for me at the BO. Personally I didn't like it. Admission: 25-10. General patronage. Population: 1,100. Capacity: 250.—H. S. Coulter, Rio Theatre, Meeker, Colo.

**Island of Lost Men**

Excellent and one any exhibitor can use on the weekend where action and thrills are in demand. Doubled this picture with "Gracie Allen Murder Case." Made a very good evening's entertainment. Our audience liked it. So will yours. Fri., Sat. Weather: Warm. Admission: 25-10. Small town and rural patronage. Population: 1,150. Capacity: 250.—Jack Berglin, Rialto Theatre, Walkerton, Ind.

**Midnight**

Didn't see this picture myself, the help said it was fair, comments were good, but it did not do the business expected. Admission: 35-10. General patronage. Population: 1,100. Capacity: 250.—H. S. Coulter, Rio Theatre, Meeker, Colo.

**Our Leading Citizen**

Paramount is trying to make a Will Rogers out of Bob Burns and can't put him over. I let Paramount cancel "Man About Town" and substitute this and got stung. I prefer Bob Burns and Martha Raye. They're O. K. Sun., Mon. Weather: Cool. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer Theatre, Homer, Ill.

**Silver on the Sage**

Good Hopalong. Boyd a western favorite here. Fri., Sat. Weather: Warm. Admission: 20-10. General patronage. Population: 500. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Union Pacific**

Tops everywhere in small town. No fault except possibly a little long. Business below average, but don't attribute that to the picture. Sun., Mon., Tues. Weather: Hot. Admis-

sion: 25-10. Population: 800. Capacity: 250.—E. B. Wacaster, Ozark Theatre, Ozark, Ark.

## RKO Radio

**Bachelor Mother**

A comedy of all comedies. One of the year's best. Give it your best playing time. A picture that keeps your patrons amused—and a smile on their faces when they come out. Tues., Wed., Thurs. Weather: Very hot. Admission: 25-10. Small town and rural patronage. Population: 1,150. Capacity: 250.—Jack Berglin, Rialto Theatre, Walkerton, Ind.

**Fisherman's Wharf**

Bobby Breen is a "has breen" here. Picture just makes program grade. Admission: 15-10. General patronage. Population: 2,600. Capacity: 300.—J. W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Five Came Back**

Trailer for this entertaining feature had real selling value. Played to above average midweek single billing. Wed., Thurs. Weather: OK. Admisson: 25-10. Rural and small town patronage. Population: 800. Capacity: 256.—L. E. Saraker, Star Theatre, Stayton, Ore.

## Republic

**Man of Conquest**

One great big action picture that is really good for the school kids for a history lesson. Enjoyed by those who saw it. OK if you haven't played too many westerns. Thurs., Fri. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 250.—Frank D. Fowler, Princess Theatre, Mocksville, N. C.

**My Wife's Relatives**

Those Higgins Family pictures are coming to a sure thing. Good in every way. Played Friday and Saturday with amateur vaudeville on Friday. Weather: Cool. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**Rough Riders Roundup**

A darn good shoot-em-up Roy Rogers is tops here and a money-maker. Played Friday, Saturday. Weather: Warm. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

**Woman Doctor**

A very good picture that pleased every patron, but lacks drawing power. Film rental too high in comparison to boxoffice take. Played on Wednesday and Thursday. Weather: Cool. Admission: 15-10. General patronage. Population: 7,500. Capacity: 600.—L. J. Boudreau, Grant Theatre, Eveleth, Minn.

## 20th Century-Fox

**Charlie Chan in Reno**

Picture fair. My patrons have lost their desire to see these Chan pictures. Oland was their favorite star for the Chan character. Audience reaction: Fair. Mon., Tues. Weather: Fair. Admission: 20. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago.

**It Could Happen to You**

Lots of laughs from a drunken-driver sequence, but our opinion is that a producer stoops pretty low in giving screen favor to this sort of stuff. Wed., Thurs. Weather: OK. Admission: 25-10. Rural and small town patronage. Population: 800. Capacity: 256.—L. E. Saraker, Star Theatre, Stayton, Ore.

**Jones Family in Hollywood**

A very good Jones Family picture. These are small town naturals. Fri., Sat. Weather: Warm. Admission: 20-10. General patronage. Population: 500. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Rose of Washington Square**

Good, but lacks something to make the top brackets. Not an "Alexander," but Alice Faye is tops in spite of her working her face overtime. Business, poor. Sun., Mon., Tues. Weather: Hot. Admission: 25-10. Population: 800. Capacity: 250.—E. B. Wacaster, Ozark Theatre, Ozark, Ark.

**Story of Alexander Graham Bell**

A great picture, wonderful acting, but no boxoffice appeal. Those who did come said "give us more like this." Tues., Wed., Thurs. Weather: Fair. Admission: 20. General patronage. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago.

**Young Mr. Lincoln**

Good entertainment. People are getting tired of these historicals. Sun., Mon. Weather: Fair. Admission: 20-10. General patronage. Population: 500. Capacity: 250.—H. L. Hyde, Cozy Theatre, Geneseo, Kas.

**Young Mr. Lincoln**

I can't figure out why this picture flopped on me. This is strictly a picture everyone should have seen. Fonda at his best. A great picture all the way through. Audience comment: Swell. Thurs., Fri., Sat. Weather: Fair. Admission: 20. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago.

## United Artists

**Captain Fury**

It may be a good picture but played it after "Dodge City" and "Union Pacific" and my patrons thought it was pretty weak. Admission: 25-10. General patronage. Population: 1,100. Capacity: 250.—H. S. Coulter, Rio Theatre, Meeker, Colo.

**Prison Without Bars**

A fair picture if you can get them in. Played it on cash night and all my patrons seemed satisfied. However it is allocated too high. Admission: 25-10. General patronage. Population: 1,100. Capacity: 250.—H. S. Coulter, Rio Theatre, Meeker, Colo.

## Warner Bros.

**Hell's Kitchen**

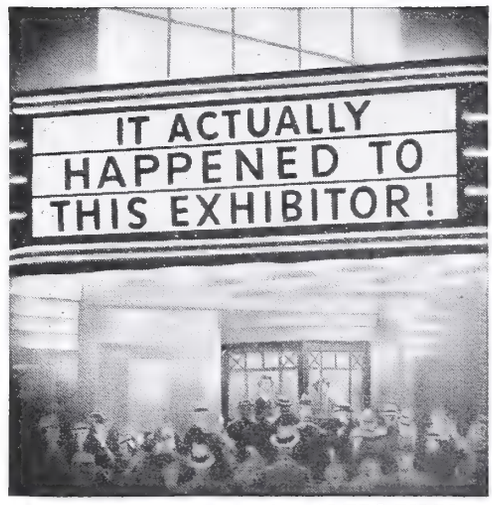
Very good picture. Was well liked by the audience. Did very well with these "Dead End Kids" as they also keep the audience amused. Sun., Mon. Weather: Warm. Admission: 25-10. Small town and rural patronage. Population: 1,150. Capacity: 250.—Jack Berglin, Rialto Theatre, Walkerton, Ind.

**Hell's Kitchen**

This one brought them in from the countryside. Enjoyed by all. Dead Enders did a swell job. Saturday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 250.—Frank D. Fowler, Princess Theatre, Mocksville, N. C.

**Torchy Runs for Mayor**

This is one good series from Warner. True in every-day life. Kennedy does a good job as a stooge. Give us more program pictures like this one, Warner Bros. Monday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 250.—Frank D. Fowler, Princess Theatre, Mocksville, N. C.


TRUE STORIES FROM ALTEC FILES



O. A. KAFER
*Manager,*
*Masonic Theatre,*
*New Bern, N. C.*

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# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Profitably, A. N. Miles Puts Eminence on Silver Screen

EMINENCE, KY.—Fun-Town News, a monthly newsreel filmed by A. N. Miles, amateur cameraman and owner-manager of the new Eminence Theatre, has become a most popular feature here.

Subject matter is the daily life of the people of Eminence—weddings, parties, picnics, anything that shows Eminence to Eminence. It's the home-type film adapted to community size.

Miles makes the pictures, writes the blurbs and projects the films each month.

The first concerned dogs and other pets of the community. It was an instantaneous success. That was two years ago. Today Fun-Town News is a first-class feature.

Miles has had a lot of ideas in his time and most of them must have been good when one considers he's been in the business here quite some time.

For instance, when sound arrived, Miles had not the wherewithal to put out thousands of dollars for equipment in a town of 1,500 population, but that didn't stop him. He made a special trip to the Strand in Louisville—one of the first theatres in the country equipped with sound—and looked over the equipment.

**Built Own Sound System**

Back home he came, got out his saws and hammers and built satisfactory turntables for the huge records which carried the sound before it was recorded on the film track.

Into his homemade mechanism went the real end of a Model T Ford, an automobile flywheel and other odds and ends. The apparatus worked and served Eminence until money was available for better equipment.

Betty Miles, his wife, is bookkeeper for the firm, and she can tell you in black and white just how Eminence likes its pictures.

The sophisticated films that go over with a bang in big cities, she says, are just so much red ink in Eminence. The fans there like Gene Autry, Tarzan and the good old homey stuff.

Once in a while, especially after Autry or some other equally good drawing card has built up a boxoffice reserve, Miles books a "big-city" picture.

Miles always has been quick to take advantage of new things. When radio was in diapers, Miles was first in Eminence to get a receiving set. All Eminence was curious to see and hear the thing, so he cashed in on their curiosity. He set the outfit up in his theatre, announced a radio concert at 10 cents a head and almost filled the house.

Miles has been through the movie mill, so to speak. He hasn't made a fortune, but he's had a lot of fun in the business.

Proudest moment of his life was when his new theatre—modern in every way—was opened last spring. In this, as in all other things, Miles had to dig into the work.



### His Ideas Click—

*A. N. Miles, exhibitor, photographer, decorator, mechanic and generally useful around and to his Eminence Theatre at Eminence, Ky. More about him and his work in the accompanying article.*

## "Child Is Born" Publicity Hitches to Parents' Week

NEW YORK—Warner's press book on "A Child Is Born" is cleverly designed to aid in tying in with "National Parenthood Week" sponsored by *Parents* magazine the week of October 23-29.

Chief among the ideas stressed in the exploitation is a promotion involving the honoring of the local doctor who has done most for motherhood. This is created to lend importance and dignity to the showing and to aid in securing newspaper and radio breaks.

The campaign also devotes a full page to the promotion of a local Baby Week, with a rough layout for a dealer co-op page of advertising. The latter idea can also be used to promote advertising for space on the herald available on the film.

Another good stunt is having the manager deposit a dollar to the account of each baby born the day the picture opens. This should gain a great deal of goodwill.

## Vessel Replicas Crossing Country for "Rulers"

NEW YORK—A Hollywood caravan is on what is probably one of the strangest seagoing treks that ever crossed the Rocky Mountains. It is all part of Paramount's campaign on "Rulers of the Sea."

Prominent film players are accompanying two large replicas of trans-Atlantic vessels on the 8,500 mile two-month tour of the United States.

The two vessels, quarter scale models of ships used in the film, are "Rulers of the Sea" and "Dog Star." Both models are traveling on specially built truck and trailer units. The four contract players accompanying the caravan are Ruth Rogers, Kathleen McCormack, Kay Stewart and Jean Phillips.




### Blankets for the "Marshal"—

*How the Metropolitan in Regina, Sask., exploited "Frontier Marshal" via window tieups, an attention-getter that is credited with booming business appreciably.*

# PRODUCTION INDEX

## A CHECK-UP ON FEATURE RELEASES

**Releases of 1938-39 for a seven-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ❦ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.**

## *Columbia*

**A Woman Is the Judge..9025..(60).....July 10**
Drama. A woman judge finds the girl being tried for murder is her daughter who disappeared with her husband 17 years ago, and resigns her post to defend the girl. Frieda Inescort, Otto Kruger, Rochelle Hudson. Director: Nick Grinde.

**Awful Truth, The..1072..(92)..reissue.....June 15**
Comedy. A gay succession of events begin rolling when hubby steps out on his wife, but objects when she retaliates in like manner. Irene Dunne, Cary Grant, Ralph Bellamy. Director: Leo McCarey.

**Behind Prison Gates..9033..(62).....July 28**
Melodrama. A detective, posing as a criminal, barely escapes with his life when he enters a prison in the endeavor to track down his bank robber quarry. Brian Donlevy, Jacqueline Wells, Joseph Crehan. Director: Charles Barton.

**Blind Alley..9016..(71) .....May 11**
Action Drama. A killer escapes from prison, and he and his gang take refuge in the home of a psychology professor, where the latter attempts to analyze the fugitive. Chester Morris, Ralph Bellamy, Ann Dvorak. Director: Charles Vidor.

**Blondie Meets the Boss..9009..(70).....Mar. 8**
Comedy. Sequel to "Blondie," in which Dagwood, cheated out of a vacation, resigns, but finds himself doing housework when Blondie, who tries to get him his job back, winds up by taking the job herself. Penny Singleton, Arthur Lake, Larry Simms. Director: Frank Strayer.

**Blondie Takes a Vacation..9010..(68).....July 20**
Comedy. The Bumsteads finds themselves up to their necks in complications when they set out to save a hotel they want to stay in, from bankruptcy. Arthur Lake, Penny Singleton. Director: Frank Strayer.

**Clouds Over Europe** (formerly "Q" Planes)
**9012..(79) .....June 20**
Action Drama. Scotland Yard is called upon to solve the disappearance of secret planes, and uncovers an espionage system operating a powerful destructive ray. Laurence Olivier, Valerie Hobson, Ralph Richardson. Director: Tim Whelan.

**Coast Guard..9008..(72) .....Aug. 4**
Action Drama. Randolph Scott, appealed to by his wife, Frances Dee, saves Ralph Bellamy, who has been lost in a polar blizzard. The coast guard helps things along. Scott, Dee, Bellamy, Walter Connolly. Director: Edward Ludwig.

**First Offenders..9030..(61).....Apr. 12**
Drama. An attorney, concerned with the problem of rehabilitating wayward youngsters, gives up his job to carry out his idea. Walter Abel, Beverly Roberts, Iris Meredith. Director: Frank McDonald.

**Five Little Peppers..9017..(60).....Aug. 22**
Comedy Drama. The struggles of the five poverty-stricken Pepper children, until the grandfather of the town's rich boy takes a deep interest in their problems. Edith Fellowes, Ronald Sinclair, Dorothy Ann Seece, Clarence Kolb. Director: Charles Barton.

**Golden Boy..9002..(100) .....Sept. 5**
Drama. From the Broadway stage hit, of a brilliant boy constantly at war with himself, because of his dream to become a great musician, at the same time showing a flare for fighting. William Holden, Barbara Stanwyck, Adolphe Menjou. Director: Rouben Mamoulian.

**Good Girls Go to Paris..9005..(73).....June 30**
Comedy. A pretty waitress from Minnesota with a yen to go to Paris, solves her problem in hilarious fashion, lining up four boy friends to take her there. Melvyn Douglas, Joan Blondell, Walter Connolly. Director: Alexander Hall.

**Hidden Power..1025..(60) .....Sept. 7**
Mystery Drama. A scientist, in his research on a life-saving serum, discovers a new explosive valuable for military use, but sacrifices money and his personal happiness rather than market a chemical destructive to humanity. Jack Holt, Gertrude Michael, Dickie Moore. Director: Lewis D. Collins.

**Konga, the Wild Stallion..9034..(65).....Aug. 30**
Drama. A murder is committed over a horse, and the guilty man is sent to prison. A romance springs up between the murdered man's daughter and the other's son. Fred Stone, Rochelle Hudson, Robert Warwick, Richard Fiske. Director: Sam Nelson.

**Lady and the Mob, The..9013..(65).....Apr. 3**
Comedy. A dainty, old lady bank owner sets out to rid the town of racketeers preying on dry cleaners. Fay Bainter, Ida Lupino, Henry Armetta. Director: Ben Stoloff.

**Law Comes to Texas..9214..(57).....Apr. 16**
Western. Wild Bill Hickok brings law and order to a small Texas town run by a crooked sheriff in cahoots with the judge. Bill Elliott, Veda Ann Borg. Director: Joseph Levering.

**Lone Star Pioneers..9213..(56).....Mar. 16**
Western. A U. S. Marshal joins a gang of train-robbers to locate the leader, and succeeds in rounding up the whole gang. Bill Elliott, Dorothy Gulliver. Director: Joseph Levering.

**Lost Horizon..1071..(118)..reissue .....June 1**
Drama. From the James Hilton novel, in which a group of travelers are kidnaped and brought to a strange, Tibetan civilization, where they find happiness and contentment. Ronald Colman, Jane Wyatt, Sam Jaffe, Margo. Director: Frank Capra.

**Man From Sundown..9208..(59).....July 15**
Western. The rangeland is over-run with a gang notorious for killing any eye-witnesses of its various atrocities, and Starrett, as a ranger, has a trick to turn. Charles Starrett, Iris Meredith. Sam Nelson directed.

**Man They Could Not Hang, The**
**9018..(64) .....Aug. 17**
Horror Drama. A scientist is sentenced to hang for murder, when the medical student he had tried out his artificial heart invention on, dies. He swears vengeance, and after his death his laboratory assistant revives him, and he turns into a demon of hate, terrorizing those responsible for his hanging. Boris Karloff, Lorna Gray. Director: Nick Grinde.

**Missing Daughters..9027..(58) .....May 22**
Melodrama. A columnist solves the mystery of a missing girl, who is found murdered, and uncovers the dangerous ring responsible for this and other cases of missing girls. Richard Arlen, Rochelle Hudson, Marian Marsh. Director: C. C. Coleman jr.

**North of the Yukon** (formerly Mounted Police)..9205..(64) .....Mar. 30
Action Drama. Suspended for failing to capture a suspect, a Mountie does some undercover work of his own and gets involved in a murder, a kidnapping and a fur-raiding band. Charles Starrett, Linda Winters, Bob Nolan. Director: Sam Nelson.

**Only Angels Have Wings..9001..(122)....May 25**
Action Drama. A hard-boiled manager of a South American aviation line finds love and adventure in the air. Cary Grant, Jean Arthur, Richard Barthelmess. Director: Howard Hawks.

**Outpost of the Mounties..1201..(63).....Sept. 14**
Western. A Royal Mounted is forced to arrest his sweetheart's brother for murder, but later learns it is a frameup and rounds up the guilty parties. Charles Starrett, Iris Meredith, Stanley Brown. Director: C. C. Coleman jr.

**Outside These Walls..9031..(61).....May 4**
Drama. Released from prison, a young man finds employment closed to him because of his past. With the help of the Warden he starts a newspaper, and again fights to prove his innocence when someone implicates him in a robbery. Michael Whalen, Dolores Costello, Virginia Weidler. Director: Raymond B. McCarey.

**Parents on Trial..9032..(57).....June 29**
Drama. A plea for patience and understanding by parents, especially in cases involving adolescent romances and elopements. Jean Parker, Johnny Downs, Noah Beery jr. Director: Sam Nelson.

**Romance of the Redwoods..9019..(67).....Mar. 30**
Outdoor Drama. Two log cutters, working at the same machine, are in love with the same girl. One of them is accidentally killed when the machine jams and the other, suspected of jealousy, is accused of murder. Charles Bickford, Jean Parker, Gordon Oliver. Director: Charles Vidor.

**Spoilers of the Range..9206..(58).....Apr. 27**
Western. Charles Starrett helps the ranchers recover the money stolen from them which was to pay for a new dam. Charles Starrett, Iris Meredith. Director: C. C. Coleman jr.

**Thundering West..9203..(57) .....Jan. 12**
Western. A former member of an outlaw gang is appointed sheriff. He captures his own gang and becomes an honest citizen. Charles Starrett, Hank Bell. Director: Sam Nelson.

**Trapped in the Sky..9024..(61) .....June 1**
Action Drama. Portrays the efforts of a spy ring to destroy a new airplane development by the U. S. Army. Jack Holt, C. Henry Gordon, Katherine DeMille. Director: Lewis D. Collins.

**Western Caravans** (formerly Arizona Cowboy)
**9207..(58) .....June 15**
Western. A sheriff prevents trouble that threatens when government settlers arrive to take up their claims. Charles Starrett, Iris Meredith, Russell Simpson. Director: Sam Nelson.

**Whispering Enemies..9023..(63).....Mar. 24**
Action Drama. A cosmetic manufacturer is forced into bankruptcy when a rival concern launches a whispering campaign against his product. He retaliates in a manner that gets him in trouble with the law. Jack Holt, Dolores Costello. Director: Lewis D. Collins.

## *First National*

**Angels Wash Their Faces..367..(96).....Aug. 26**
Drama. Racketeers start a series of neighborhood fires, and a lad with a reform school record is blamed. When "Sleepy" dies in a fire, the Dead End Kids step in and help the D.A. get their men. Ann Sheridan, Frankie Thomas, Dead End Kids. Director: Ray Enright.

**Blackwell's Island..361..(71) .....Mar. 25**
Action Drama. A gang lord takes over an island prison, where he lives in splendor, but a reporter spikes the efforts of the crooks and politicians. John Garfield, Rosemary Lane, Stanley Fields. Director: William McGann.

**Code of the Secret Service..374..(62).....May 27**
Action Drama. The secret service trail a band of counterfeiters operating from an old monastery in Mexico. Ronald Reagan, Roselle Towne, Moroni Olsen. Director: Noel Smith.

**Confessions of a Nazi Spy..353..(102).....May 6**
Action Drama. Based on Leon G. Turrou's articles dealing with the activities of the Nazi spy ring in America. Edward G. Robinson, Paul Lukas, Francis Lederer. Director: Anatole Litvak.

**Cowboy Quarterback..366..(56) .....July 29**
Comedy. A Montana cowboy sets a professional football league on fire until he gets mixed up with a couple of city slickers. Bert Wheeler, Marie Wilson. Director: Noel Smith.

**Dark Victory..354..(106) .....Apr. 22**
Drama. A spoiled, flippant millionairess learns from her doctor-husband that her life is limited to months and that blindness will be the warning sign. Bette Davis, George Brent, Geraldine Fitzgerald. Director: Edmund Goulding.

**Daughters Courageous..360..(107) .....July 22**
Drama. A deserted wife, about to re-marry, is confronted by her returned husband. She, however, goes ahead with her plans and also manages to save her daughter from erring as she did. John Garfield, Claude Rains, Jeffrey Lynn, Fay Bainter. Director: Michael Curtiz.

**Dust Be My Destiny..(88) .....Sept. 16**
Drama. A poignant story of a boy and girl-wife who battle against almost insurmountable obstacles for their share of justice and a place in the world. John Garfield, Priscilla Lane, Alan Hale. Director: Lewis Seiler.

**Each Dawn I Die..356..(92).....Aug. 19**
Drama. A newspaper reporter is framed on a manslaughter charge for exposing a crooked district attorney who later becomes governor. James Cagney, George Raft, Jane Bryan. Director: William Keighley.

**Hobby Family, The..376..(54) .....Aug. 26**
Comedy Drama. A family turns its hobbies into useful service when a forest fire breaks out. Sonny uses his amateur broadcasting unit to summon help, and father gets a shot of the pyromaniac responsible for the fire. Irene Rich, Henry O'Neill, Jean Sharon, Jackie Moran. Director: William McGann.

**Kid From Kokomo..363..(92) .....June 24**
Action Drama. A country orphan boy becomes heavyweight champion through the efforts of a fight promoter and the motherly affection bestowed upon him by an aging erstwhile actress.

Pat O'Brien, Wayne Morris, Joan Blondell, May Robson. Director: Lewis Seiler.

**Man Who Dared, The** (formerly I Am Not Afraid)..375..(60) .....June 3
Melodrama. A remake of "The Star Witness," in which an aging Spanish war veteran wipes out a gang of racketeers who try to intimidate him at a grand jury hearing. Charley Grapewin, Jane Bryan. Director: Crane Wilbur.

**No Place to Go** 469..(57) .....Sept. 23
Comedy Drama. The problem of children in taking care of an aged parent who can't get along with them. Gloria Dickson, Dennis Morgan, Fred Stone. Director: Terry Morse.

**Old Maid, The**..452..(95) .....Sept. 2
Drama. A dramatization of mother love and sacrifice in this story of an old maid whose child grows up unaware that the woman she calls "aunt" in her own mother. Bette Davis, Miriam Hopkins, George Brent. Director: Edmund Goulding.

**Sweepstakes Winner**..373..(59) .....Apr. 29
Melodrama. A gullible blonde is taken in by a couple of race horse phonies, but beginners luck aids her in winning the sweepstakes. Marie Wilson, Johnnie Davis, Allen Jenkins, Charles Foy. Director: William McGann.

**You Can't Get Away With Murder**..364 (78) .....May 20
Action Drama. A boy of the slums pals around with a police character, who kills a pawnbroker, for which murder his sister's patrolman fiance is charged. Humphrey Bogart, Gale Page, Billy Halop, Harvey Stephens. Director: Lewis Seiler.

## Gaumont British

**Pagliacci**..(78) .....
Musical Drama. Based on the famous opera, "Il Pagliacci," in which a jealous husband kills his unfaithful wife and her lover. Richard Tauber, Steffi Duna. Director: Karl Grune.

## Grand National

**Exile Express**..301..(70) .....May 13
Drama. The chemist a girl works for is found dead and she is ordered deported. A reporter follows the girl, rescues her from abductors, and gets the story and the girl. Anna Sten, Alan Marshal. Director: Otis Garrett.

**Frontier Scout**..325..(62) .....Oct. 21
Western. A western with a Civil War background, in which Wild Bill Hickok as a Kansas town marshal saves his friend's cattle-commission house from cattle rustlers. George Houston, Al St. John, Dave O'Brien. Director: Sam Newfield.

**Panama Patrol**..314..(69) .....May 20
Action Drama. Uncle Sam's Cipher Bureau intercepts a note which leads to the uncovering of foreign spies operating in the Panama Canal zone. Leon Ames, Charlotte Wynters, Abner Biberman. Director: Charles Lamont.

**Singing Cowgirl** (formerly Lady Buckaroo) W1-3..(57) .....May 31
Western. A scheming lawyer discovers gold on an adjoining ranch, has the couple who owns it killed but is trapped when he tries to do away with the child. Dorothy Page, David O'Brien. Director: Samuel Diege.

**Six-Gun Rhythm**..W1-19..(57) .....May 13
Western. A college football hero returns to his ranch to find his father murdered and the murderers ruling the countryside. His football pals lend a hand and they clean up the mob. Tex Fletcher, Joan Barclay. Director: Sam Newfield.

## Metro-Goldwyn-Mayer

**Andy Hardy Gets Spring Fever**..944..(87)..July 21
Comedy. Mickey, as the hero of the annual high school play, manages to fall in love with the dramatics instructor, an infatuation that lasts clear up until a "man to man" talk with the judge. Lewis Stone, Mickey Rooney, Cecilia Parker. Director: W. S. Van Dyke II.

**Blackmail**..5..(79) .....Sept. 10
Melodrama. An innocent fugitive from a chain gang, is blackmailed by the guilty party until he finally tricks the latter into a confession. Edward G. Robinson, Ruth Hussey, Gene Lockhart, Bobs Watson. Director: H. C. Potter.

**Bridal Suite** (formerly Maiden Voyage) 937..(69) .....May 26
Comedy. A spoiled playboy, after dodging his wedding three times, finally settles down when he falls in love with a maid in Switzerland. Annabella, Robert Young, Walter Connolly, Billie Burke. Director: William Thiele.

**Broadway Serenade**..931..(113).....Apr. 7
Drama with Music. A success vs. marriage vs. career combination, in this story of a struggling song composer whose wife becomes a prima donna, which ultimately leads to their estrangement. Jeanette MacDonald, Lew Ayres, Frank Morgan. Director: Robert Z. Leonard.

**Calling Dr. Kildare**..932..(86).....Apr. 28
Drama. A doctor's assistant in a clinic in a tenement district becomes involved in a murder case when he keeps secret a call he makes to help a wounded boy. Facing disgrace, he sets about to absolve the boy and to clear his own name. Lionel Barrymore, Lew Ayres, Lana Turner, Lynne Carver. Director: Harold S. Bucquet.

**Four Girls in White**..921..(70).....Jan. 27
Drama. A selfish, student nurse, with a gold digger complex, is finally redeemed through sacrifice after the death of an innocent girl. Florence Rice, Alan Marshal, Ann Rutherford, Una Merkel. Director: Sylvan Simon.

**Goodbye, Mr. Chips**..945..(114).....July 28
Drama. A schoolmaster becomes headmaster through the inspiration and love of his young wife which carries him to success even after her death. Robert Donat, Greer Garson. Director: Sam Wood.

**Hardys Ride High, The**..934..(81).....Apr. 21
Comedy. The Hardys are about to come into a large inheritance, but evidence is found to disprove their rights, and the family settles down to normal living once more. Lewis Stone, Mickey Rooney, Fay Holden, Cecilia Parker. Director: George B. Seitz.

**Huckleberry Finn**..923..(91) .....Feb. 10
Comedy Drama. From Mark Twain's story of the lad who runs away with a Negro slave, the town believing the slave murdered the boy. Mickey Rooney, Rex Ingram, Walter Connolly. Director: Richard Thorpe.

**Ice Follies of 1939, The**..925..(82).....Mar. 10
Musical. Two talented professionals elope, but their careers clash and false pride causes them to drift apart. The girl becomes a famous film star and her husband starts the "Ice Follies." Success for both, after years of separation, reunites them. Joan Crawford, James Stewart, Lew Ayres. Director: Reinhold Schunzel.

**Idiot's Delight**..920..(107) .....Jan. 27
Comedy Drama. From the Pulitzer Prize play. Two small-time vaudevillians, who fall in love in Omaha, meet years later in Geneva. The girl, mistress of a munitions manufacturer, is left flat in an air raid and goes back to her old love. Norma Shearer, Clark Gable, Edward Arnold. Director: Clarence Brown.

**It's a Wonderful World**..936..(86).....May 19
Comedy. A private detective, assigned to guard a millionaire playboy, finds himself trying to solve a murder to keep his boss from going to the electric chair for the crime. Claudette Colbert, James Stewart, Ernest Truex. Director: W. S. Van Dyke II.

**Kid From Texas, The**..929..(70).....Apr. 14
Romantic Comedy. A Texas cowhand shows society back east a few fancy ways of playing polo. Dennis O'Keefe, Florence Rice. Director: S. Sylvan Simon.

**Lady of the Tropics**..947..(91).....Aug. 11
Drama. Torrid love story of the "never-the-twain-shall-meet" variety. Robert Taylor, Hedy Lamarr, Joseph Schildkraut. Director: Jack Conway.

**Lucky Night**..933..(82) .....May 5
Comedy. A bored daughter of wealth meets a young man on a park bench, and after embarking on a night in search of excitement, they wind up married. But when the spirit of excitement dies down, the marriage is threatened. Myrna Loy, Robert Taylor. Director: Norman Taurog.

**Maisie**..940..(74) .....June 23
Comedy. A showgirl, stranded in Wyoming, gets a job on a cattle ranch, and shows the woman-hating foreman a few tricks of her own. Robert Young, Ann Sothern. Director: Edwin L. Marin.

**Miracles for Sale**..946..(70).....Aug. 4
Mystery-Drama. Called upon to expose a quack ghost-chaser, a young magician soon finds himself in the midst of a pair of baffling murders. Robert Young, Florence Rice, Henry Hull. Director: Tay Garnett.

**On Borrowed Time** 942..(99) .....July 7
Drama. The story of a beloved grandfather who fights death to keep the grandson he adores from the clutches of a scheming aunt. Lionel Barrymore, Bobs Watson, Sir Cedric Hardwicke, Beulah Bondi. Director: Harold S. Bucquet.

**Pygmalion**..980..(87) .....Mar. 3
Comedy. From George Bernard Shaw's story, in which a professor of speech sets out to win a wager by transforming a poor, ignorant flower girl into a lady. Leslie Howard, Wendy Hiller. Director: Anthony Asquith.

**Sergeant Madden**..927..(80) .....Mar. 24
Action Drama. The story of an American cop, whose pursuit of justice made him unrelentingly trail his own son who had gone from cop to killer. Wallace Beery, Tom Brown, Alan Curtis, Fay Holden. Director: Josef von Sternberg.

**6,000 Enemies**..938..(61) .....June 9
Melodrama. A hardboiled district attorney who sent scores of framed men to prison is himself framed and put behind the bars with 6,000 enemy inmates plotting against him. Walter Pidgeon, Rita Johnson, Paul Kelly, Harold Huber. Director: George B. Seitz.

**Society Lawyer**..930..(78) .....Mar. 31
Drama. A remake, in which a conservative lawyer resigns his position to be a criminal lawyer, and loses his fiancee as a result but is called in to defend his rival in love on a murder charge. Walter Pidgeon, Virginia Bruce, Leo Carrillo. Director: Edwin L. Marin.

**Stronger Than Desire**..941..(78) .....June 30
Drama. Remake of "Evelyn Prentice" in which a brilliant criminal lawyer learns his wife is involved in a murder, through the reflection in the eye of a snapshot of the murdered man. Virginia Bruce, Walter Pidgeon. Director: Leslie Fenton.

**Tarzan Finds a Son!**..939..(81) .....June 16
Action Drama. The King of the Jungle returns to share his glory with the crown prince of Tarzania. Johnny Weissmuller, Maureen O'Sullivan, John Sheffield. Director: Richard Thorpe.

**Tell No Tales**..935..(69).....May 12
Action Drama. A newspaperman, into whose hands falls a hundred-dollar bill that is part of the ransom money paid in a kidnapping, trails its source, and at each step a drama is uncovered which involves a group of individuals through whose hands the money has passed. Melvyn Douglas, Louise Platt, Douglas Dumbrille. Director: Leslie Fenton.

**These Glamour Girls**..948..(79).....Aug. 18
Comedy Drama. A taxi dancer shows a few snobbish, socialite glamour girls how people behave on her side of the tracks. Lana Turner, Lew Ayres, Tom Brown. Director: S. Sylvan Simon.

**They All Come Out**..943..(70).....July 14
Drama. Authentic shots of the interiors and system of the Federal Bureau of Prisons form the background of this story of a hungry, ragged youth who aligned himself with a gang of criminals and is sent to a reformatory. Rita Johnson, Tom Neal. Director: Jacques Tourneur.

**Thunder Afloat**..4..(..) .....Sept. 15
Drama. Enlisting for subchaser duty during the world war, the hero is reduced to an ordinary seaman for insubordination. He reinstates himself when an enemy boat sinks their ship and he saves the lives of those on board. Wallace Beery, Chester Morris, Virginia Grey. Director: George Seitz.

**Within the Law**..928..(65).....Mar. 17
Melodrama. A remake of the famous play by Bayard Veiller. A girl serves three years in prison for robbing her employer, a charge on which she is innocent. When released, she plans to marry boss's son for revenge but falls in love with him. Ruth Hussey, Paul Kelly, William Gargan. Director: Gustav Machaty.

**Wizard of Oz**..919..(102) ◎ .....Aug. 25
Musical Fantasy. From Frank L. Baum's famous fairy tale of a little Kansas girl swept to the Emerald City of Oz by a cyclone, and portrayed on the screen in Technicolor, with lavish scenes and lilting songs. Judy Garland, Ray Bolger, Jack Haley, Bert Lahr, Frank Morgan. Director: Victor Fleming.

**Women, The**..1..(134) .....Sept. 1
Comedy Drama. A blend of satire, sentiment and comedy in this story of a wife who turned heartbreak into happiness, when she found her "friends" were trying to ruin her future. Norma Shearer, Joan Crawford, Rosalind Russell. Director: George Cukor.

## Monogram

**Across the Plains** (formerly Riders of the Rio Grande)..3855..(53) .....June 1
Western. Two brothers are separated in childhood, one is reared by Indians, the other by renegades. The first swears vengeance on the renegades, not knowing that his brother is at the head when their paths cross years later. Jack Randall, Dennis Moore, Joyce Bryant. Director: Spencer Bennett.

**Boys' Reformatory**..3820..(61) .....May 1
Action Drama. A young lad takes the rap so that his buddy can stay out of the reformatory and save his face with his mother. Frankie Darro, Grant Withers. Director: Howard Bretherton.

**Convict's Code** (formerly Parole) 3822..(63) .....Jan. 18
Action Drama. A man paroled from prison, sets out to clear his name and to find the party who framed him. Robert Kent, Anne Nagel, Sidney Blackmer. Director: Lambert Hillyer.

**Down the Wyoming Trail**..3864..(62).....May 18
Western. A ranch foreman dresses as Santa Claus to capture a cattle rustler. Tex Ritter, Mary Brodell, Horace Murphy, Charles King. Director: Al Herman.

**Drifting Westward**..3854..(59) .....Jan. 25
Western. It's the old story of the hidden gold mine, who has the map and how it turns up accidentally after the hero is called into service. Jack Randall, Edna Duran. Director: Bob Hill.

**Gang Bullets**..3818..(63) .....Nov. 23
Melodrama. A district attorney "joins" a racketeering mob, finally driving them out of Bridgetown. Robert Kent, Ann Nagel, Charles Trowbridge. Director: Lambert Hillyer.

**Girl From Rio**..3825..(62) .....Aug. 15
Musical Comedy. A South American singer comes to New York to save her brother from a false arrest. A job in a night club leads her to the owner and his conviction as the man who framed her brother. Movita, Warren Hull. Director: Lambert Hillyer.

**Irish Luck**..3826..(61) .....Aug. 22
Melodrama. A bellhop with a yen to be a detective gets his chance when he solves a baffling murder committed in the hotel. Frankie Darro, Dick Purcell. Director: Howard Bretherton.

**Man From Texas**..3865..(60) .....July 21
Western. A railroad trouble shooter protects New Mexico ranchers from the inroads of a land-gathering schemer. Tex Ritter, Charles B. Wood. Director: Al Herman.

**Mr. Wong in Chinatown**..3807..(70).....Aug. 1
Mystery. Wong captures the killer of a Chinese princess, who was a guest in his own house, while on a mission to purchase airplanes for her brother's province. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

**Mystery of Mr. Wong**..3806..(67).....Mar. 8
Melodrama. The Oriental sleuth tracks down an invisible killer. Boris Karloff, Dorothy Tree, Grant Withers. Director: William Nigh.

**Mystery Plane** (formerly Sky Pirate)
..3809..(60) .....Mar. 8
Action Drama. An inventor of a bombing device outwits a spy who kidnaps him to get the plans, and escapes in a plane, the spy in pursuit. An air fight ensues. John Trent, Milburn Stone, Marjorie Reynolds. Director: George Waggner.

**Riders of the Frontier**..3866..(58).....Aug. 16
Western. Tex saves the girl ranch owner from the schemes of her ranch boss. Tex Ritter. Director: Spencer Bennet.

**Rollin' Westward**..3863..(57) .....Mar. 1
Western. Tex joins a gang of homesteaders but learns that their claims in the cattle country are illegal, and crime runs rampant until the guilty parties are brought to justice. Tex Ritter, Dorothy Fay. Director: Al Herman.

**Should a Girl Marry?** (formerly Girl From Nowhere)..3823..(57) .....June 10
Melodrama. Unaware that she was born in prison, a young bride is victim of a blackmail plot being aligned against her. But the blackmailer's wife prevents the plot from taking form. Anne Nagel, Warren Hull, Lester Mathews, Mayo Methot. Director: Lambert Hillyer.

**Sky Patrol**..3815..(61) .....Sept. 12
Action Drama. A "Tailspin Tommy" picture, in which a youth overcomes a phobia of firing guns, when he joins the U. S. Army pilots to aid in capturing smugglers and spies. John Trent, Marjorie Reynolds, Milburn Stone, Jackie Coogan. Director: Howard Bretherton.

**Starlight Over Texas**..3859..(59).....Sept. 7
Western. The first in the series of eight prairie operas Monogram will make. Story concerns a Texas ranger in pursuit of cattle rustlers. Tex Ritter. Director: Al Herman.

**Streets of New York**..3802..(73).....Apr. 12
Drama. A lad of the slums sets up Abraham Lincoln as his ideal and strives to become a lawyer in the face of poverty and a gangster brother. Jackie Cooper, Martin Spellman, George Irving. Director: William Nigh.

**Stunt Pilot**..3814..(62) .....July 1
Action Drama. Second of the "Tailspin Tommy" series. A stunt pilot for a motion picture company, while making a war film, is involved in a murder mystery when real bullets are substituted for blanks and he innocently kills another pilot. John Trent, Marjorie Reynolds, Milburn Stone. Director: George Waggner.

**Trigger Smith**..3854..(59) .....Mar. 22
Western. The sheriff's son cleans up a gang of bank robbers who had killed his brother. Jack Randall, Frank Yaconelli, Dennis Moore, Joyce Bryant. Director: Alan James.

**Undercover Agent**..3824..(56) .....Apr. 5
Melodrama. A postal inspector finds the party behind a counterfeit sweepstakes ticket racket, thereby clearing his girl's father of the charge. Russell Gleason, Shirley Deane, J. M. Kerrigan. Director: Howard Bretherton.

**Wanted by Scotland Yard**..3829..(62).....Apr. 19
Melodrama. An ex-convict is framed into going back into a criminal career when he is led to believe his sweetheart has betrayed him. James Stephenson, Betty Lynne. Director: Norman Lee.

**Wolf Call**..3813..(65) .....May 22
Action Drama. Adapted from Jack London's novel, of a New York playboy whose father, in order to make a man of him, sends him into the Northern wilds to operate a radium mine. John Carroll, Movita. Director: George Waggner.

## Paramount

**Back Door to Heaven**..3833..(85) .....Apr. 21
Drama. Five people in the same graduating class meet ten years later as a lawyer, a night club dancer, a bank president, a dishonored ship's captain, and a fugitive from the law. Wallace Ford, Aline McMahon, Stuart Erwin, Patricia Ellis. Director: Wm. K. Howard.

**Beachcomber, The**..3863..(89) .....Mar. 10
Drama. A shiftless drifter in the Dutch East Indies tropics wages a strong fight against a woman missionary who tries to reform him. Charles Laughton, Elsa Lanchester. Director: Erich Pommer.

**Beau Geste**..3902..(114) .....Sept. 15
Drama. Brotherly love and high adventure in the French Foreign Legion are vividly portrayed in this story adapted from Percival Wren's best seller and silent film of a decade ago. Gary Cooper, Ray Milland, Brian Donlevy. Director: William A. Wellman.

**Bulldog Drummond's Bride**..3844..(57)....June 30
Melodrama. Drummond finally marries his fiancee, despite interruptions by a bank robbery and a midnight murder. John Howard, Heather Angel. Director: James Hogan.

**Bulldog Drummond's Secret Police**..3831..
(55) .....Apr. 14
Melodrama. A valuable King's treasure is lost, and Drummond unearths a torture chamber in the secret passages of Rockingham Towers, and murder, explosions and horror prevail until the mystery is solved. John Howard, Heather Angel, Reginald Denny, E. E. Clive. Director: James Hogan.

**Cafe Society**..3826..(83) .....Mar. 3
Drama. A glimpse into the Gotham circle of cafe society, where a news reporter meets and falls in love with a wealthy girl. Madeleine Carroll, Fred MacMurray, Shirley Ross. Director: Edward H. Griffith.

**Death of a Champion**..3901..(66) .....Sept. 1
Melodrama. A book salesman gets himself involved in three murders at a society dog show. Lynne Overman, Robert Paige, Virginia Dale. Director: Robert Florey.

**Gracie Allen Murder Case**..3839..(75).....June 2
Comedy. Gracie sends the wrong man to jail, the police to an insane asylum and falls in love with the murderers, before she and Philo Vance solve a murder mystery. Gracie Allen, Warren William, Kent Taylor, Ellen Drew. Director: Alfred E. Green.

**Grand Jury Secrets**..3842..(68).....June 23
Melodrama. Two brothers, one a star reporter and the other, an assistant district attorney, fight against each other for honors and scoops. John Howard, Porter Hall, Gail Patrick. Director: James Hogan.

**Heritage of the Desert**..3843..(73) .....June 23
Western. A city-bred lad matches fists and wits with land thieves who try to deprive him of a ranch he inherits. Donald Woods, Evelyn Venable, Robert Barrat, Sidney Toler. Director: Lesley Selander.

**Hotel Imperial**..3836..(80) .....May 12
Drama. A war drama of a young woman who, in search of an officer responsible for her sister's suicide, falls in love with the man she hates. Isa Miranda, Ray Milland, Gene Lockhart, Reginald Owen. Director: Robert Florey.

**I'm From Missouri**..3830..(77).....Apr. 7
Comedy. Burns goes to London to interest the British army in his thoroughbred mules, and meets stiff competition when a tractor mogul tries to sell the government calvary tanks. Bob Burns, Gladys George, Gene Lockhart, Judith Barrett. Director: Theodore Reed.

**Invitation to Happiness**..3841..(99).....June 16
Drama. A low-brow prize fighter marries a high-brow girl. He loses the world's heavyweight championship and his wife, but wins the latter back again. Fred MacMurray, Irene Dunne, Charlie Ruggles. Director: Wesley Ruggles.

**Island of Lost Men**..3848..(64).....July 28
Drama. A crazed Eurasian, who has set up a kingdom of savages and outcast whites is foiled by the daughter of a Chinese general he had robbed and left to die. Anna May Wong, J. Carrol Naish. Kurt Neumann directed.

**King of Chinatown**..3827..(57).....Mar. 17
Melodrama. A Chinese woman doctor nurses a gangster leader back to health after he had been shot, despite her hatred for him, and he falls in love with her, but is later killed by his henchmen. Anna May Wong, Akim Tamiroff, J. Carrol Naish. Director: Nick Grinde.

**Lady's From Kentucky, The**..3834..(77)..Apr. 28
Comedy Drama. A hard-boiled bookmaker learns the real meaning of sportsmanship when he falls in love with a Kentucky belle. George Raft, Ellen Drew. Director: Alexander Hall.

**Magnificent Fraud**..3847..(78) .....July 21
Action Drama. An actor masquerading as the president of a Latin American republic, at the behest of conspirators, gives his life for a democratic government. Akim Tamiroff, Lloyd Nolan, Patricia Morison. Director: Robert Florey.

**Man About Town**..3845..(85).....July 7
Musical. A shy producer, in love with his star who is unaware of the fact, creates some hilarious situations when he pretends to be a gay Casanova. Jack Benny, Dorothy Lamour, Edward Arnold. Director: Mark Sandrich.

**Midnight**..3828..(93) .....Mar. 24
Comedy Drama. A young woman, stranded in Paris, pretends she is a Baroness, and a taxi driver aids her by posing as her husband. Claudette Colbert, Don Ameche, Francis Lederer, John Barrymore. Director: Mitchell Leisen.

**Million Dollar Legs**..3846..(63).....July 14
Comedy With Music. A bunch of college kids put their school on the athletic map in defiance of the wishes of the founder. Betty Grable, Jackie Coogan, John Hartley, Donald O'Connor. Director: Nick Grinde.

**Never Say Die**..3832..(80) .....Apr. 14
Comedy With Music. A man with 30 days to live marries an heiress who is running away from a fortune hunter. Martha Raye, Bob Hope. Director: Elliott Nugent.

**Night Work**..3849..(61) .....Aug. 4
Comedy. A pair of foster parents prove their mettle when they save their adopted son from falling off a building, thereby having the adoption approved by the lad's steeplejack grandfather. Mary Boland, Charlie Ruggles, Donald O'Connor. Director: George Archainbaud.

**$1,000 a Touchdown**..(..) .....Sept. 22
Comedy. A frustrated Shakespearean actor reads a book on football and organizes the world's greatest eleven to save the mortgage on the college. Joe E. Brown, Martha Raye. Director: James Hogan.

**Our Leading Citizen**..3850..(90).....Aug. 11
Drama. A seat in Congress is the reward of a kindly lawyer who extricates his home town from a series of labor-capital-isms strifes. Bob Burns, Susan Hayward. Director: Alfred Santell.

**Range War**..3954..(66) .....Sept. 8
Western. Hopalong aids the ranchers who, while constructing a railroad trunk line for shipping their cattle, are victimized by an unscrupulous land-holder who raises the toll for use of his thoroughfare. William Boyd, Russell Hayden. Director: Lesley Selander.

**Renegade Trail**..3859..(58) .....April 18
Western. Hopalong breaks up a gang of rustlers, at the same time aiding a woman rancher whose convict husband returns with threats to disclose his identity to his son who believes him dead. William Boyd, Russell Hayden, Russell Hopton, Charlotte Wynters. Director: Lesley Selander.

**Silver on the Sage**..3858..(68).....Mar. 31
Western. Hopalong poses as a gambler to find the leader of a gang of rustlers, who uses a double as his alibi. William Boyd, George Hayes, Russell Hayden. Director: Lesley Selander.

**Some Like It Hot**..3837..(65).....May 19
Musical. A jam session of swing music aided by laughs and romance. Bob Hope, Shirley Ross, Una Merkel, Gene Krupa and orchestra. Director: George Archainbaud.

**Star Maker, The**..3851..(94) .....Aug. 25
Musical Comedy. A musical dramatization of the stars of yesterday, in which Bing appears with a group of talented youngsters. Bing Crosby, Louise Campbell, Ned Sparks. Director: Roy Del Ruth.

**Stolen Life**..3864..(90) .....May 26
Drama. The story of twin sisters of opposite types, one of whom marries an explorer and is accidently drowned, whereupon the other assumes her identity. Elisabeth Bergner, Michael Redgrave. Director: Paul Czinner.

**Sudden Money**..3829..(62) .....Mar. 31
Comedy. What happens when Mr. Average American Family wins the sweepstakes. Charles Ruggles, Marjorie Rambeau, Charles Grapewin. Director: Nick Grinde.

**This Man Is News**..3865..(75) .....Aug. 18
Comedy Melodrama. A reporter who knew too much, scores a scoop when he makes up a murder story in advance of its happenings. Barry

K. Barnes, Valerie Hobson. Director: Donald MacDonald.

**Undercover Doctor..3840..(67)** .....**June 9**
Action Drama. Based on the activities of J. Edgar Hoover in his expose of doctors who get rich by treating wounded criminals. Lloyd Nolan, J. Carrol Naish, Janice Logan. Director: Louis King.

**Unmarried..3838..(66)** .....**May 26**
Comedy Drama. A tough prizefighter and speakeasy proprietress find regeneration through love of an orphan boy. Helen Twelvetrees, Buck Jones. Director: Kurt Neumann.

**Union Pacific..3835..(137)** ◎ .....**May 5**
Outdoor Drama. The history of the building of the Union Pacific railroad. Barbara Stanwyck, Joel McCrea, Robert Preston, Lynne Overman. Director: Cecil B. DeMille.

## Republic

**Blue Montana Skies..844..(56)** .....**May 5**
Western. A band of Canadian Northwest fur smugglers use a Montana dude ranch as their front, but a Canadian cattleman seeks them out to avenge the murder of his partner. Gene Autry, Smiley Burnette, June Storey. Director: B. Reeves Eason.

**Colorado Sunset..846..(64)** .....**July 31**
Western. A veterinarian's "protective association" is exposed, and with it the sheriff's protection. Autry wins the election, and the cattlemen's market again is open. Gene Autry, Smiley Burnette. Director: George Sherman.

**Fighting Thoroughbreds..808..(65)**.....**Jan. 6**
Action Drama. The offspring of a thoroughbred they had tried to disqualify, grows up, enters the derby and wins the race. Ralph Byrd, Mary Carlisle, George Hayes. Director: Sidney Salkow.

**Flight at Midnight..9111..(66)**.....**Aug. 28**
Drama. The sacrifice and courage behind the scenes of air transportation, by men who risk death for the progress of aviation. Phil Regan, Jean Parker, Col. Roscoe Turner. Director: Sidney Salkow.

**Forged Passport..823..(64)** .....**Feb. 15**
Action Drama. After getting fired for being too ready with his fists, a government man goes after a gang of alien smugglers and is reinstated in the service. Paul Kelly, June Lang, Lyle Talbot. Director: Joe Kane.

**Frontier Pony Express..854..(57)** .....**Apr. 19**
Western. A Pony Express Rider saves the army's documents from Confederate spies. Roy Rogers, Mary Hart, Don Dillaway. Director: Joe Kane.

**I Was a Convict..824..(62)**.....**Mar. 6**
Melodrama. A multi-millionaire befriends two paroled convicts he had met while in prison for income tax evasion. One of them, intending to rob him, is rehabilitated when he falls for the man's daughter, and saves his benefactor from a kidnap plot. Barton MacLane, Beverly Roberts, Clarence Kolb. Director: Aubrey Scotto.

**In Old Caliente..856..(57)**.....**June 23**
Western. Rogers, through the aid of friends, traps the real thief and clears himself of a theft charge brought against him by his employer. Roy Rogers, Mary Hart, Jack LaRue. Director: Joe Kane.

**In Old Monterey..847..(70)** .....**Aug. 14**
Western. A U. S. army sergeant poses as a cowboy to investigate the opposition of cattlemen to the government's purchase of ranch land for war maneuvers. Gene Autry, Smiley Burnette, June Storey, Hoosier Hot Shots, Ranch Boys. Director: Joe Kane.

**Man of Conquest..801..(97)** .....**May 15**
Historical Drama. The story of Sam Houston and his fight for Texan independence from Mexico, and Texas' ultimate entry into the Union. Richard Dix, Gail Patrick, Edward Ellis. Director: George Nicholls jr.

**Mexicali Rose..843..(58)** .....**Mar. 27**
Western. Oil stock swindlers victimize a girl who runs an orphanage in Mexico. Gene Autry, Smiley Burnette, Noah Beery. Director: George Sherman.

**Mickey, The Kid..814..(66)** .....**July 3**
Drama. A gangster's boy, born into a life of crime, fights his way out, after the taste of a better environment, in his determination to become an honest citizen. Bruce Cabot, Tommy Ryan. Director: Arthur Lubin.

**Mountain Rhythm..845..(59)** .....**June 9**
Western. Gene Autry uncovers a plot to deprive the ranchers of their grazing lands. Gene Autry, Smiley Burnette, Maude Eburne. Director: B. Reeves Eason.

**My Wife's Relatives..810..(65)**.....**Mar. 20**
Comedy. Mr. Higgins' home-made candy business takes a sudden rise when a valuable diamond is lost, and his son, deducing it had fallen into the candy, advertises the fact to the public. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

**Mysterious Miss X..809..(62)**.....**Jan. 10**
Melodrama. An actor, accused of murder, is freed by a peculiar twist of fate. But he and the dead man's daughter together solve the murder. Michael Whalen, Mary Hart, Chick Chandler. Director: Gus Meins.

**New Frontier..868..(56)** .....**Aug. 10**
Western. A fight for a water pipe line to their desert land motivates this Three Mesquiteers yarn. John Wayne, Ray Corrigan. Director: George Sherman.

**Night Riders..865..(58)** .....**Apr. 12**
Western. The Three Mesquiteers defy a gambler who uses a forged land grant to oust ranchers. John Wayne, Ray Corrigan, Max Terhune. Director: George Sherman.

**Rough Riders Roundup..853..(58)**.....**Mar. 13**
Western. Two Border Patrolmen are suspended for allowing an outlaw gang to escape. They follow the leader to his hideout and capture the gang, which wins their reinstatement. Roy Rogers, Mary Hart, Raymond Hatton. Director: Joseph Kane.

**She Married a Cop..815..(65)** .....**July 15**
Musical Comedy. A singing policeman is framed into "doubling for a pig" by an animated cartoon producer. Phil Regan, Jean Parker. Director: Sidney Salkow.

**Should Husbands Work?..816..(62)**.....**July 26**
Comedy. A wife beats her husband to a job but after queering a big deal, all is straightened when it is found the family holds a key block of stock. James Gleason, Lucile Gleason. Director: Gus Meins.

**Smuggled Cargo..825..(61)** .....**Aug. 21**
Drama. The head of the orange growers' association is framed, and a near lynching is averted. Barry Mackay, Rochelle Hudson, Ralph Morgan. Director: John H. Auer.

**S. O. S. Tidal Wave..813..(60)**.....**June 2**
Action Drama. A television news commentator combats gangsters using a rival television station to telecast a horror film. Ralph Byrd, George Barbier, Kay Sutton. Director: John Auer.

**Southward Ho!** (formerly Headin' for Texas) **855..(58)** .....**May 18**
Western. Conflict arises between two ex-Confederate soldiers and their ranch co-owner when they learn the latter was a Union officer. Roy Rogers, Mary Hart, George Hayes. Director: Joe Kane.

**Street of Missing Men..811..(65)** .....**Apr. 25**
Action Drama. Upon his release from Alcatraz, a former gangster leader sets out to wreck the newspaper which sent him to prison. Charles Bickford, Harry Carey, Tommy Ryan, Guinn Williams. Director: Sidney Salkow.

**Three Texas Steers..866..(59)** .....**May 15**
Western. A young girl is led to believe the ranch she inherited is worthless, but the Three Mesquiteers save her from being duped. John Wayne, Ray Corrigan, Max Terhune, Carole Landis. Director: George Sherman.

**Wall Street Cowboy..857..(66)** .....**Sept. 6**
Western. New York's financial barons wage a battle of wits for control of a ranch suitable for mining. Roy Rogers, George Hayes, Raymond Hatton, Ann Baldwin. Director: Joseph Kane.

**Wyoming Outlaw..867..(52)** .....**June 21**
Western. The Three Mesquiteers smash a political relief racket after the gang forces an innocent boy to turn outlaw. John Wayne, Ray Corrigan, Raymond Hatton, Donald Barry. Director: George Sherman.

**Zero Hour, The..812..(62)** .....**May 27**
Drama. How a stage star, with loyalty and courage, faces a tangled problem, when the man she is about to marry is hopelessly crippled in an automobile accident. Frieda Inescort, Otto Kruger, Don Douglas. Director: Sidney Salkow.

## RKO Radio

**Almost a Gentleman..920..(65)**.....**Mar. 31**
Drama. A canine shows his love for, and proves his real worth to, his master, who had first befriended him after he had been condemned as an outcast, and then had defended him in court on a murder charge. James Ellison, Helen Wood, June Clayworth. Director: Leslie Goodwins.

**Bachelor Mother..932..(81)** .....**Aug. 4**
Romantic Comedy. A sales girl finds herself the "mother" of an abandoned baby on the day she is fired. The situation is brought to the attention of the owner's son, and he is jockeyed into a spot where he is the "father." Ginger Rogers, David Niven. Director: Garson Kanin.

**Bad Lands..933..(65)** .....**Aug. 11**
Western. A trapped posse of nine men, besieged by Apaches and a half-breed killer reveals the individual strength and weaknesses of its members' characters. Robert Barrat, Noah Berry jr. Director: Lew Landers.

**Career..930..(78)** .....**July 7**
Melodrama. A homespun yarn of the lives of two families in a small Iowa town, which film introduces the two winners of the "Gateway to Hollywood" contest, John Archer and Alice Eden. Anne Shirley, Edward Ellis, Samuel B. Hinds. Director: Leigh Jason.

**Conspiracy..935..(59)** .....**Sept. 1**
Melodrama. A wireless operator on an American boat is marked for death by a foreign rival faction. Allan Lane, Linda Hayes. Director: Lew Landers.

**Day the Bookies Wept, The..002..(65)..Sept. 15**
Comedy. A cab driver with a love for pigeons, is tricked into buying and entering in the big race a nag who dotes on alcoholics. Joe Penner, Betty Grable, Tom Kennedy. Director: Leslie Goodwins.

**Fifth Avenue Girl..934..(80)** .....**Sept. 22**
Comedy Drama. A satirical farce subtly deriding the rich and those who envy them, along with a smattering of current sociological theories. Ginger Rogers, Walter Connolly, James Ellison. Director: Gregory La Cava.

**Fighting Gringo, The..986..(60)** .....**Sept. 8**
Western. A band of volunteer vigilantes roam the west to aid the oppressed and to see that justice prevails. George O'Brien, Lupita Tovar. Director: David Howard.

**Five Came Back..927..(75)** .....**June 23**
Drama. A passenger plane crashes in a Brazilian jungle, and a drama of courage and cowardice is unfolded when four people have to be left behind before the plane can take off safely. Chester Morris, Kent Taylor, Lucille Ball. Director: John Farrow.

**Fixer Dugan..922..(68)** .....**Apr. 21**
Action Drama. Romance and tragedy wend their way into this human story of circus folks, and how the "fixer" helps adjust their personal problems. Lee Tracy, Virginia Weidler, Peggy Shannon. Director: Lew Landers.

**Flying Irishman, The..919..(73)**.....**Apr. 7**
Biographical Drama. A dramatization of the life of Douglas ("Wrong Way") Corrigan. Douglas Corrigan, Paul Kelly, Robert Armstrong. Director: Leigh Jason.

**Full Confession..003..(72)** .....**Sept. 8**
Drama. A priest, bound by the sanctity of confessional, cannot reveal the confession made to him of a crime for which another man is to be electrocuted, but uses his influence to make the real murderer give himself up. Victor McLaglen, Sally Eilers, Joseph Calleia. Director: John Farrow.

**Great Man Votes, The..913..(70)**.....**Jan. 13**
Comedy. An academic scholar turns to drink when his wife dies, but reforms when the Children's Society threatens to take away his two children. John Barrymore, Peter Holden, Virginia Weidler. Director: Garson Kanin.

**Girl and the Gambler, The** (formerly The Dove)**..926..(62)** .....**June 16**
Western Melodrama. A Latin-American Robin Hood with a dash of caballero wagers that he can woo and win a certain maiden's heart in 24 hours. Leo Carrillo, Tim Holt, Steffi Duni. Director: Lew Landers.

**Girl From Mexico, The..928..(71)** .....**June 2**
Comedy Melodrama. An advertising man flies down to Mexico to sign a radio personality for a new program and falls in love with his new fiery, Spanish star. Lupe Velez, Donald Woods, Leon Errol, Linda Hayes. Director: Leslie Goodwins.

**In Name Only..936..(92)** .....**Aug. 18**
Drama. The story of a heartless woman who married for wealth and social position, and kept her husband bound to a loveless marriage to prevent his marrying the woman he loved. Carole Lombard, Cary Grant, Kay Francis. Director: John Cromwell.

**Love Affair..916..(87)** .....**Apr. 7**
Comedy Drama. A couple break their engagement and agree to meet in six months, at the end of which time the girl is crippled in an accident. Irene Dunne, Charles Boyer. Director: Leo McCarey.

**Of Human Bondage..993..(83)..Reissue...July 14**
Drama. A dramatization of W. Somerset Maugham's modern classic of the deep and tragic love of a medical student for a cheap waitress with a cold heart. Leslie Howard, Bette Davis. Director: John Cromwell.

**Panama Lady..925..(65)** .....**May 12**
Melodrama. A wealthy oil prospector goes through a complete rehabilitation at the hands of a dance hall girl. Lucille Ball, Allan Lane. Jack Hively directed.

**Racketeers of the Range..984..(60)** .....**May 26**
Western. A cattleman fights a slick attorney who tries to sell his girl client out to a big packing company. George O'Brien, Marjorie Reynolds. Director: D. Ross Lederman.

**Rookie Cop..923..(60)** .....**Apr. 28**
Melodrama. A young policeman shows his superiors the importance of police dogs in criminal detection. Tim Holt, Virginia Weidler, Janet Shaw, Ace the wonder dog. Director: George Howard.

**Saint in London, The..929..(70).....June 30**
Mystery Drama. The Saint picks up a wounded man on a country road, who leads him into a web of intrigue and super-crime, with death a constant companion. George Sanders, Sally Gray. Director: John Paddy Carstairs.

**Saint Strikes Back, The..918..(64).....Mar. 10**
Mystery-Melodrama. The Saint helps a San Francisco lassie clear her name and to wipe out a band of thieves who had framed her father, the police commissioner. George Sanders, Wendy Barrie, Jonathan Hale. Director: John Farrow.

**Sorority House..924..(63) .....May 5**
Comedy Drama. Presents a celluloid argument against the existing dangers of snobbishness among college sororities. Anne Shirley, J. M. Kerrigan, Barbara Read. Director: John Farrow.

**Spellbinder..931..(70) .....July 28**
Melodrama. A lawyer kills the client, for whom he had obtained acquittal when the latter marries the lawyer's daughter as protection. He then obtains clemency for himself. Lee Tracy, Barbara Read, Patric Knowles. Director: Jack Hively.

**Story of Vernon and Irene Castle, The..838 (92) .....Apr. 28**
Musical. The rise of the two internationally successful ballroom dancers, taking the period from 1911 up to the death of Castle as a flying instructor in Texas during the war. Fred Astaire, Ginger Rogers. Director: H. C. Potter.

**They Made Her a Spy..920..(67).....Apr. 14**
Action Drama. In the belief that sabotage was responsible for her brother's death, a young woman joins the intelligence bureau and rounds up a foreign spy ring. Sally Eilers, Allan Lane, Larry Blake. Director: Jack Hively.

**Timber Stampede..985..(58) .....June 30**
Western. A railroad man and a lumber baron, who together plot to strip government land of timber, are halted in their ruthless attempts. George O'Brien, Marjorie Reynolds. Director: David Howard.

**Trouble in Sundown..983..(57).....Mar. 24**
Western. The town banker, victim of a trumped-up charge of robbery and murder, is in the soup until the perpetrators are found. George O'Brien, Rosalind Keith. Director: David Howard.

**12 Crowded Hours ..917..(64) .....Mar. 3**
Action Drama. A reporter exposes the policy racket in order to clear his sweetheart's brother. Richard Dix, Lucille Ball, Allan Lane, Cyrus W. Kendall. Director: Lew Landers.

**Way Down South..947..(62).....July 21**
Musical. Bobby balks a scheming executor of his estate who would sell the plantation Negroes. Bobby Breen, Alan Mowbray. Director: Bernard Vorhaus.

## State Rights

**Alexander Nevsky..(92) .....Amkino**
Epic Drama. The invasion of Russia by the Order of Teutonic Knights in the 13th Century. Nickolai Cherkassov, N. P. Okhlopkov. Director: Sergei Eisenstein.

**Bizarre Bizarre..(84) .....Lenauer**
Comedy. A French satire of British customs, with an underlying plot centering around a botanist who writes mystery stories under an assumed name. Louis Jouvet, Francoise Rosay, Michel Simon. Director: Marcel Carne.

**Black Limelight..(63) .....Alliance**
Melodrama. A man's mistress is murdered, but his wife helps clear him of the murder charge by trapping the family lawyer who is obsessed with a homicidal mania during a full moon. Raymond Massey, Joan Marion. Director: Walter C. Mycroft. 7-39

**Champs-Elysees..(89) .....Tri-National**
Comedy. A narration of the history of the Champs-Elysees in which the love life of Louis XV is highlighted. (In French with English subtitles.) Sacha Guitry, Jacqueline DeLubac, Lisette Lanvin. Director and author: Sacha Guitry.

**Conquests of Peter the Great..(94).....Amkino**
Historical Drama. A dramatization of the swashbuckling monarch who led Russia out of feudalism, but was forced to commit his son to execution for an attempted betrayal. Russian cast. Director: Vladimir Petrov. 9-39

**Crisis..(86) .....Herbert Kline**
Documentary. A graphic illustration of the events leading up to Nazi aggression in the Sudetenland and Czechoslovakia. Leif Erikson. Dialogue by Vincent Sheean.

**Curtain Rises, The..(85).....Frank Kassler**
Drama. Two girls in a French Academy are in love with the same fellow. One girl commits suicide, disguising it as murder, so that the blame will be placed on her rival. Louis Jouvet, Claude Dauphin, Janine Darcey, Mady Made. Director: Marc Allegret.

**Daughter of the Tong..(56) .....Metropolitan**
Melodrama. G-Man Grant Withers trails a Chinese woman gangster who controls the alien smuggling racket in Chinatown. Evelyn Brent, Grant Withers. Director: Raymond K. Johnson. 9-39

**Dead Men Tell No Tales..(69).....Alliance**
Mystery Thriller. The matron of a boys' school wins a Sweepstakes, and falls into the hands of a murderous fiend. Emlyn Williams, Hugh Williams, Sara Seegar. Director: David MacDonald. 9-39

**Death Goes North..(63).....**
Action Drama. A wife aids a male conspirator in the murder of her husband to obtain valuable timber lands in the North Woods. Edgar Edwards, Sheila Bromley, Rin Tin Tin jr. Director: Frank McDonald.

**Double Crime in the Maginot Line..(83)..Tower**
Mystery Drama. Several military men are suspected of the double murder in France's world-famed Maginot Line, until the net closes in on a German spy. Victor Francen, Vera Korene, Fernand Fabre. Director: Felix Gandera.

**Escape From Yesterday..(88).....Hoffberg**
French Drama. A man-hunt that leads to adventure in North Africa with the Spanish Foreign Legion. Jean Gabin, Annabella. Director: Julien Duvivier. 7-39

**Fighting Renegade..(54).....Victory-Principal**
Western. Tim McCoy in a dual role, first as a Mexican guide and then as Bill Carson seeking a murderer, all in the interests of an Indian scientific expedition. Tim McCoy, Joyce Bryant. 9-39

**Foolish Virgin, The..(80).....Walch**
Drama. An elderly lawyer runs off with a young girl. Her brother follows and the girl is shot by mistake in a scuffle. Victor Francen, Juliette Faber, Gabrielle Dorziat. Director: Henry Diamant-Berger.

**Friends..(97) .....Amkino**
Outdoor Drama. How the Caucasian tribes were welded together as a revolutionary force in 1917, against their oppressors. Boris Babochkin, Nikolai Cherkassov, S. Kayukov, K. Daushvili. Director: L. Arnshtam.

**Grand Illusion..(92) .....World**
Drama. The effects of war are presented in this drama depicting the hardships endured by French army officers in a German prison camp. (In French with superimposed English dialogue titles.) Eric von Stroheim, Jean Gabin, Pierre Fresnay, Dita Parlo. Director: Jean Renoir.

**Harvest..(80) .....French Film Center**
Drama. A film poem of a woman who leaves an itinerant scissor-grinder to marry a peasant farmer, and through her love inspires him to harvest the land wasted by others. Fernandel, Gabriel Gabrio, Orane Demazis. Director: Marcel Pagnol. 9-39

**Hatred..(..) .....World**
Drama. A story of the sea, from the novel by O. P. Gilbert. (In French with superimposed English dialogue titles). Starring Harry Baur.

**Heartbeat..(90) ..French M. P. Corp.....Sept. 4**
Drama. A human drama of the honest, simple lives of the Provence peasants, with the romance centered around a girl who runs off with a scoundrel, and returns a year later, only to be humiliated by her father's code of honor. French cast. Director: Marcel Pagnol. 9-39

**Heroes of the Marne..(85).....Spectrum**
French war drama. The story of undying love in a strife-torn world. Raimu, Albert Bassermann, Jacqueline Porel. Director: Andre Hugon.

**Housemaster..(85) .....Alliance**
Comedy Drama. From the English stage play, "Bachelor Born," in which 500 harassed school boys revolt against the reforms of a new headmaster. Otto Kruger, Diana Churchill, Phillips Holmes. Director: H. Brenon.

**In Old Montana..(61) .....Spectrum**
Western. An army lad returns to his dad's ranch to help settle the cattlemen-sheepherders' feud, which is being kept alive by the local banker. Fred Scott, Jean Carmen. Director: Raymond K. Johnson.

**Indiscretions..(80) .....Tri-National**
French Comedy. A middle-aged woman has an affair with a young man and her husband cleverly makes her regret it. Sacha Guitry, Betty Dausmond, Jacqueline Delubac. Director: Sacha Guitry. 6-39

**Lenin in 1918..(130) .....Amkino**
Historical Drama. Russian film with English titles. A biographical portrayal of Lenin, his early struggles to keep his party in power, and the events leading up to an attempt on his life. Russian cast. Director: Mikhail Romn. 7-39

**Lure of the Wasteland..(52) .....**
Western. Filmed in Telco-Color, and the story of a federal man assigned to recover the loot hidden by train robbers. Grant Withers, Karl Hackett. Director: Harry Fraser. 9-39

**Man and His Wife, A..(77).....French Films**
Drama. How a middle-aged man sucessfully wins his young wife away from her young lover. Harry Baur, Suzy Vernon. Director: Jean Dreville.

**Man With the Gun, The..(88).....Amkino**
Drama. The screen version of a true story of the peasant whose accidental meeting with Lenin impressed him so much that he joined the revolutionary forces of Lenin and Stalin against Kerensky. M. Shtraukh, M. Gelovani, Boris Tenin. Director: Sergei Yutkevich.

**Manhattan Shakedown..(57).....Warwick**
Melodrama. A Broadway columnist risks his life to find the man who is blackmailing his friend. Rosalind Keith, John Gallaudet. Director: Leon Barsha.

**Marseillaise..(..) .....World**
Drama. A dramatization of the French Revolution. (In French with superimposed English dialogue titles.) Pierre Renoir, Louis Jouvet. Director: Jean Renoir.

**Mothers of Today..(90).....Apex**
Drama. A Yiddish film portraying the story of a mother whose one daughter marries a gangster and a son who almost forsakes his rabbinical career for a worthless woman. Esther Field, Simon Wolf, Paula Lubelska. Director: Henry Lynn.

**Murder Is News..(55) .....Warwick**
Action Drama. A columnist predicts the divorce of a wealthy businessman, who later is found murdered. John Gallaudet, Iris Meredith, John Hamilton. Director: Leon Barsha. 7-39

**Mutiny of the Elsinore..(73).....Regal**
Action Drama. From Jack London's forceful drama of adventure and mutiny on the high seas, and the hopes and desperations of these sea-faring men. Paul Lukas, Lyn Harding. Director: Roy Lockwood.

**Neighbors..(90).....Best Films**
Comedy. A Jewish comedy of errors in which a mixup in names brings confusion and romance into the life of a radio announcer. Helen Gross, Joseph Orwid. Director:

**New Horizons..(92) .....Amkino**
Melodrama. The birth of the U.S.S.R. and Maxim's appointment as commissar of the government bank. M. Shtraukh, M. Gelovani, Boris Chirkov. Directors: Gregory Kozintsev, Leonid Trauberg. 7-39

**Oppenheim Family, The..(97) .....Amkino**
Drama. Based on the novel by Leon Feuchtwanger. Portrays the life of the Oppenheims under the Nazi regime terror. Russian cast. Director: Gregory Roshal. 7-39

**Outlaws' Paradise..(55) .....Victory**
Western. A G-Man goes on the hunt for stolen bonds and the gang responsible for the robbery. Tim McCoy, Joan Barclay. Director: Sam Newfield.

**Port of Hate..(57) .....Metropolitan**
Melodrama. Two friends discover a pearl oyster-bed in the South Seas, one of whom gets killed and the other is left to protect the secret from pearl raiders. Polly Ann Young, Kenneth Harlan, Carleton Young. Director: Harry S. Webb. 9-39

**Prisoner of Corbal, The..(73).....Syndicate**
Drama From Rafael Sabatini's novel of a revolutionary terrorist who, in pursuit of a woman of noble birth, uses all sorts of traps to snare her. Nils Asther, Noah Beery, Hazel Terry. Director: Karl Grune. 9-39

**Rangle River..(72) .....J. H. Hoffberg**
Outdoor Drama. The importance of the river to cattle raisers, in this story from the pen of Zane Grey. Victor Jory, Margaret Dare. Director: Clarence Badger. 6-39

**Royal Divorce, A..(87) .....Imperator**
Historical Drama. Josephine holds no love for Napoleon at the time of their marriage, but his love for her sets him out to conquer the world. When he becomes famous, she shows her affection, but it is then too late. Ruth Chatterton, Pierre Blanchard. Director: Jack Raymond 9-39

**Sable Cicada..(87).....Modern Film Corp.**
Historical. A Chinese historical classic of the fall of the Han dynasty. Violet Koo, Y. L. Wei, I. E. Koo. Director: R. Poh.

**Scorched Earth, The..(50) ....B. V. Mindenburg**
Documentary. An indictment of Japanese aggression in China, the film composed entirely of newsreel clips. Narrator: Cliff Howell. 7-39

**Smoky Trails..(56)..Metropolitan.....July 1**
Western. One of the Bob Steele series, in which Bob meets face to face the villain who shot his father in the back. Bob Steele, Jean Carmen. Director: Bernard B. Ray. 9-39

**Song of the Streets..(75)..Mayer-Burstyn..Sept. 1**
Drama. French version of "Dead End" kids growing up in the slums of Paris, with neglect and poverty making them potential criminals. French cast. Director: Victor Trivas. 9-39

**Soviet Border..(94) .....Amkino**
Action Drama. Japanese aggression in the Soviet Far East, and how an heroic Soviet family repelled the invader. E. Tiapkina, E. Federova. Director: A. G. Ivanov.

**Special Inspector..(55) .....Warwick**
Melodrama. A government agent is assigned to get fur hijackers smuggling their loot across the Canadian border. Charles Quigley, Rita Hayworth. Director: Leon Barsha. 6-39

# Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

**Spy of Napoleon..(77) .....Unity**
Historical Melodrama. English-made film portraying the intrigue and machinations surrounding the reign of Napoleon III, war with Prussia in 1870, and the downfall of the French ruler. Richard Barthelmess, Dolly Haas. Director: Maurice Elvey. 7-39

**Texas Wildcats..(58) .....Victory**
Western. Tim McCoy poses as the "Phantom" to avenge the death of his partner. Tim McCoy, Joan Barclay, Forrest Taylor. Director: Sam Newfield. 7-39

**Three Waltzes..(80) .....Vedis Films**
French Operetta. Depicts the loves of the Grandpres and the de Chalencey of 1867 France, covers three generations and Strauss's music, and brings the story to a halt in a modern film studio. Yvonne Printemps, Pierre Fresnay. Director: Dr. Ludwig Berger. 6-39

**Tiger Hunt..(54) ⊙ .....World**
Adventure Travelog. The story of a tiger that terrorized a native jungle village and evaded all traps set for him, until a beautiful girl is offered as prize to the hero capturing the beast. Native cast. Producer: Marquis de la Falaise.

**Timberland Terror..(75) .....Hoffberg**
Melodrama. Produced in Australia, the story deals with the timberland country, and a lifeguard who saves the heroine and her father's timber business Shirley Ann Richards, Frank Leighton. Director: Ken G. Hall.

**Tumbleweeds..(82)..Reissue..Astor .....June 9**
Western. The same picture produced by William S. Hart in 1925, with Hart speaking to the audience for the first time in an 8-minute prologue. William S. Hart, Barbara Bedford, Lucien Littlefield. Director: King Baggot. 7-39

**Typhoon Treasure..(68) .....State Rights**
Outdoor Adventure. A pearler whose schooner is wrecked in a typhoon trails through a perilous jungle to save the treasure from thieves. Campbell Copelin, Joe Valli. Director: Noel Monkman. 7-39

**U. S. S. R. on Screen, 1939..(94).....Amkino**
Documentary. Presents a collection of newsreels covering various phases of Soviet activity, including the Moscow building program and the emancipation of women. Narrated.

**Will of the People, The..(55).....States Right**
Documentary. A documentary compilation from the government's film archives and newsreel clips showing the Loyalist struggle against the combined Fascist forces of Franco, Germany and Italy. Commentary: By Producer Louis Frank.

**Wings Over Africa..(62).....Merit Pictures**
Adventure Thriller. Seven people go by plane to South Africa in search of a cache of diamonds hidden there by a deceased prospector. Filmed against a background of authentic shots of Africa, its native tribal customs and dances. Director: Ladislaus Vajda.

**With a Smile..(78).....Malmar**
Comedy with Music. Paris's leading impresario hires back his former boss whom he supplanted and convinces him that everything in life awaits those who learn to smile. (In French with English sub-titles.) Maurice Chevalier, Marie Glory. Director: Maurice Tourneur.

**Without a Home..(88).....Foreign Cinema Arts**
Drama. A man brings his family to America, but in his eagerness to make good in the land of opportunity, neglects his family for his job. (A Yiddish film with English sub-titles). Ida Kaminska, A. Marten, Warsaw Synagogue Choir. Director: A. Marten.

**World Is Ours, The..(96).....Frank Kassler**
Comedy Satire. The only remaining print in existence not destroyed by Hitler, and made a few months before he took over Czechoslovakia. The story is of two unemployed sign painters who stumble on the cache of arms hidden by the "grey hats" and warn the workers in time to break up the plot. Voskevec and Werich. Director: Mac Fric.

## 20th Century-Fox

**Adventures of Sherlock Holmes..005..(85) Sept. 1**
Mystery. A murderous fiend runs amuck in the Tower of London, in his attempt to steal the crown jewels, to the complete bafflement of the great Sherlock Holmes. Basil Rathbone, Nigel Bruce, George Zucco. Director: Alfred Werker.

**Boy Friend..943..(70) .....May 19**
Comedy. When a murder occurs in the police training school which Jane's brother attends, she and her sweetheart turn sleuths and capture the crooks. Jane Withers, George Ernest, Arleen Whelan. Director: James Tinling.

**Charlie Chan at Treasure Island..006..(73) Sept. 8**
Melodrama. Treasure Island in San Francisco's World Fair is the background setting for a couple of well manipulated murders. Sidney Toler, Cesar Romero, Pauline Moore. Director: Norman Foster.

**Charlie Chan in Reno..948..(71) .....June 16**
Mystery Drama. Charlie Chan finds the solution of a murder by the elimination process difficult because of dislike for the victim by so many individuals. Sidney Toler, Ricardo Cortez, Phyllis Brooks. Director: Norman Foster.

**Chasing Danger..941..(60) .....May 5**
Action Drama. Second of the "Camera Daredevil" series, in which two newsreel cameramen are thrown on the track of gun runners supplying an Arabian leader with ammunition for an uprising. Preston Foster, Wally Vernon, Lynn Bari. Director: Ricardo Cortez.

**Chicken Wagon Family..002..(65).....Aug. 11**
Comedy. Leo Carrillo takes his family, chicken wagon and all, to New York, where they regain a sound economic footing with the aid of Jane Withers. Carrillo, Withers, Spring Byington. Director: Herbert I. Leeds.

**Climbing High..8012..(71) .....April 28**
Comedy. The plot evolves around an advertising model, a millionaire, a phoney countess, a jealous brother, a Communist and a madman. Jessie Matthews, Michael Redgrave. Director: Carol Reed. Gaumont British produced.

**Elsa Maxwell's Hotel for Women..001..(82) Aug. 4**
Comedy. A home town girl wins back her boy friend when, in addition to becoming New York's leading model, she also saves him from a shooting charge. Ann Sothern, Linda Darnell, James Ellison. Director: Gregory Ratoff.

**Everybody's Baby..935..(62) .....Mar. 24**
Comedy Drama. One of the Jones family series, in which a quack child psychologist hits the town and the young mother falls for his fraud. Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason. Director: Malcolm St. Clair.

**Frontier Marshal..951..(70) .....July 28**
Outdoor Drama. How a sure-shot he-man proved the scourge of Arizona's early bad men and brought law enforcement upon wild Tombstone. Randolph Scott, Nancy Kelly, Cesar Romero. Director: Allan Dwan.

**Gorilla, The..944..(66) .....May 26**
Comedy Mystery. A mad gorilla, on the loose, terrorizes a vicinity, and the Ritz Brother Detectives are assigned to the case. Ritz Bros., Anita Louise, Patsy Kelly. Director: Allan Dwan.

**Hound of the Baskervilles, The..936..(80)..Mar. 31**
Melodrama. A. Conan Doyle's fictionized detective comes to the screen to end the terror of a 300-year-old curse. Richard Greene, Basil Rathbone, Wendy Barrie. Director: Sidney Lanfield.

**Inside Story..934..(61) .....Mar. 10**
Action Drama. A newspaper man, who meets a night-club hostess through a "stunt" ad, saves her from being killed by the owner of the club who feared her disclosure of a murder to which she had been an eye-witness. Michael Whalen, Jean Rogers, Douglas Fowley. Director: Ricardo Cortez.

**Inspector Hornleigh..945..(76) .....Apr. 21**
Melodrama. A detective with a stamp collecting hobby solves a most baffling murder mystery. Gordon Harker, Alastair Sim, Hugh Williams. Director: Eugene Forde.

**It Could Happen to You..950..(72).....June 30**
Comedy Drama. A faithful wife didn't think it could happen, but a dead woman is found in the back of her husband's car when he returns from his boss's party. Stuart Erwin, Gloria Stuart, Douglas Fowley. Director: Alfred Werker.

**Jesse James..921..(105) ⊙ .....Jan. 27**
Outdoor Drama. The tragic destiny of America's boldest desperado. Tyrone Power, Henry Fonda, Nancy Kelly. Director: Henry King.

**Jones Family in Hollywood, The..946..(60) June 2**
Comedy Drama. The family of Pa Jones tags along when he goes to Hollywood as a delegate to the American Legion convention, and are bitten by the motion picture bug. Jed Prouty, Spring Byington, Shirley Deane. Director: Malcolm St. Clair.

**Little Princess..932..(93) ⊙.....Mar. 17**
Comedy with Music. Little Shirley is treated like a princess until her father is reported killed in the Boer War. She doubts the reports and runs away from school in search of her father. Shirley Temple, Richard Greene, Anita Louise, Arthur Treacher. Director: Walter Lang.

**Mr. Moto on Danger Island..937..(64).....Apr. 7**
Melodrama. Mr. Moto is called upon by a diamond syndicate to run down a gang of clever gem smugglers. Peter Lorre, Jean Hersholt, Warren Hymer. Director: Herbert I. Leeds.

**Mr. Moto Takes a Vacation..952..(65).....July 7**
Melodrama. By dint of brainwork and jui-jitsu Mr. Moto saves the crown of the Queen of Sheba, reposing in a museum, from the itchy fingers of an arch-criminal. Peter Lorre, Joseph Schildkraut, Virginia Field. Director: Norman Foster.

**News Is Made at Night..953..(71).....July 21**
Action Drama. An editor and his cub reporter unmask a "friend" who is responsible for a wave of murders designed to cover his own criminal record. Preston Foster, Lynn Bari. Alfred Werker directed.

**Quick Millions..004..(61) .....Aug. 25**
Comedy. The Jones Family inherit a gold mine in the west, but arrive to find the property being used as a hideout by bank bandits. Jed Prouty, Spring Byington, Eddie Collins. Director: Mal St. Clair.

**Rains Came, The..011..(103) .....Sept. 15**
Drama. The film version of Louis Bromfield's best seller, of love, romance, and a breathtaking earthquake spectacle, in exotic India. Myrna Loy, Tyrone Power, George Brent. Director: Clarence Brown.

**Return of the Cisco Kid, The..940..(71)..Apr. 28**
Outdoor Drama. The Cisco Kid bucks the boss of the countryside to help a girl recover the deed to her ranch. Warner Baxter, Lynn Bari, Cesar Romero, Henry Hull. Director: Herbert I. Leeds.

**Rose of Washington Square..942..(86)....May 12**
Musical. The songs of yesteryear are highlighted in this story of a burlesque showgirl who turns down a theatrical contract to marry a confidence man. Alice Faye, Tyrone Power, Al Jolson, Marie Wilson. Director: Roy Del Ruth.

**Second Fiddle..949..(85) .....July 14**
Musical Comedy. A school teacher wins a screen test contest, and a press agent tries to promote a publicity romance between her and a waning matinee idol, but falls in love with her himself. Sonja Henie, Tyrone Power, Rudy Vallee. Director: Sidney Lanfield.

**Stanley and Livingstone..003..(100) ⊙ ..Aug. 18**
Adventure Drama. A dramatization of the most daring assignment in journalistic history. Henry M. Stanley, New York Herald reporter, fights death and pestilence in the wilds of Africa, in his search for Dr. David Livingstone, missionary-explorer. Spencer Tracy, Nancy Kelly, Richard Greene. Director: Henry King.

**Stop, Look and Love..008..(57) .....Sept. 22**
Comedy. The story of a well-meaning but meddlesome mother who drives away her daughters suitors by talking too much. Jean Rogers, William Frawley, Robert Kelland. Director: Otto Brower.

**Story of Alexander Graham Bell, The**
**..938..(97) .....Apr. 14**
Epic Drama. The story of a great love that was responsible for one of the greatest inventions of all mankind. Don Ameche, Loretta Young, Henry Fonda. Director: Irving Cummings.

**Susannah of the Mounties..954..(78).....June 23**
Outdoor Adventure. Shirley, as sole survivor of an Indian massacre, is taken under the wing of a Canadian Mountie. She averts another uprising and saves the latter's life when the Blackfeet tribe try to burn him at the stake. Shirley Temple, Randolph Scott, Margaret Lockwood. Director: William A. Seiter.

**Ware Case, The..8014..(72) .....July 21**
Mystery Drama. A mutual friend frees a bounder husband from a murder charge. When the husband learns the friend loves his wife, he admits the crime and kills himself. Clive Brook, Jane Baxter. Director: Robert Stevenson.

**While New York Sleeps..934..(61).....Mar. 10**
Action Drama. A newspaper man, who meets a night-club hostess through a strange ad, saves her from being killed by the owner of the club who feared her disclosure of a murder to which she had been an eye-witness. Michael Whalen, Jean Rogers, Douglas Fowley. Director: Ricardo Cortez.

**Wife, Husband and Friend..930..(75).....Mar. 3**
Comedy. A business man with a wife aspiring to operatic ambitions, takes voice lessons himself to wean her away from the idea. Loretta Young, Warner Baxter, Binnie Barnes, Cesar Romero. Director: Gregory Ratoff.

**Winner Take All..939..(61).....Apr. 21**
Comedy Drama. A crooked promoter makes a boxing sensation out of a cowboy by fixing his fights for him, but it took a girl to turn him into a real fighter. Tony Martin, Gloria Stuart, Henry Armetta, Robert Allen. Director: Otto Brower.

**Young Mr. Lincoln..947..(101) ⊙ .....June 9**
Historical Drama. A portrait of Lincoln's earlier years as a rail-splitter, humorist, pie-eating contestant, and his experiences as a lawyer. Henry Fonda, Alice Brady, Arleen Whelan. Director: John Ford.

## United Artists

**Captain Fury (90) .....May 26**
Action Drama. An exiled Irelander breaks the rule of a tyrant and saves the land holdings of the Austrian Colonists. Brian Aherne, Victor McLaglen, George Zucco, June Lang. Director: Hal Roach.

**Four Feathers..(109) ⊙ .....Aug. 4**
Adventure Drama. A military spectacle of the British Sudan. A man wins redemption from the charge of cowardice over overwhelming odds. Ralph Richardson, C. Aubrey Smith, June Duprez. Director: Zoltan Korda.

**Man in the Iron Mask (110)**.....**Aug. 11**
Melodrama. Semi-historical spectacle of the legendary twin of Louis XIV, condemned to life imprisonment as a masked mystery man. Louis Hayward, Joan Bennett, Warren William. Director: James Whale.

**Prison Without Bars..(79)**.....**Mar. 15**
Drama. The new superintendent of a women's prison in France introduces more humane methods of penology, but loses her lover to an inmate she had befriended. Corinne Luchaire, Edna Best, Sally Wisher, Barry Barnes. Director: Brian Desmond Hurst.

**Stagecoach..(92)**.....**Mar. 3**
Outdoor Drama. Portrays the harrowing events that transpire during a stagecoach journey. Claire Trevor, John Wayne, Andy Devine. Director: John Ford.

**They Shall Have Music..(120)**.....**Aug. 18**
Drama with Music. Jascha Heifetz makes his first screen appearance, as a conductor who saves a tenement district music school from financial collapse by conducting a concert with the children as musicians. Jascha Heifetz, Andrea Leeds, Joel McCrea, Walter Brennan. Director: Archie Mayo.

**Winter Carnival..(90)**.....**July 28**
Comedy. Dartmouth College's annual winter carnival is background for this campus romance of winter sport and tender love. Ann Sheridan, Richard Carlson. Director: Charles F. Riesner.

**Wuthering Heights..(103)** ◎.....**Apr. 7**
Drama. From Emile Bronte's novel of a love-crazed man whose unrelenting hatred in his revenge against a lost love, warped the lives of those around him. Merle Oberon, Laurence Olivier. Director: William Wyler.

**Zenobia..(71)**.....**Apr. 21**
Comedy. A village doctor treats a sick elephant, who develops a strong affection for her benefactor and becomes a 6,000-pound pest. Oliver Hardy, Harry Langdon. Director: Gordon Douglas.

## Universal

**Big Town Czar..3018..(66)**.....**Apr. 21**
Action Drama. A big shot gangster makes a strong impression on his younger brother, who leaves school to join his gang. But tragedy soon takes the place of glamour. Barton MacLane, Tom Brown, Eve Arden. Director: Arthur Lubin.

**Code of the Streets..3019..(70)**.....**Apr. 14**
Action Drama. "The Little Tough Guys" come to the rescue of an innocent man, doomed to die. Harry Carey, Frankie Thomas, Paul Fix, "Little Tough Guys." Director: Harold Young.

**Desperate Trails..4058..(58)**.....**Sept. 8**
Western. The hero discovers the sheriff and banker in cahoots with the outlaw gang who run the town. John Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson. Director: Albert Ray.

**East Side of Heaven..3006..(88)**.....**Apr. 7**
Comedy With Music. A singing cab driver helps a mother by watching her child, but gets involved in a city-wide kidnap hunt. Bing Crosby, Joan Blondell, Mischa Auer, Sandy. Director: David Butler.

**Ex-Champ..3010..(72)**.....**May 19**
Action Drama. A retired ex-champ loses his job as doorman, and takes on the training of a young lad who wins the coveted belt and the ex-champ's daughter. Victor McLaglen, Nan Grey, Tom Brown. Director: Phil Rosen.

**Family Next Door..(63)**.....**Mar. 31**
Comedy. A couple spend their savings to buy land and are about to lose their investment when they discover rich mineral deposits in the soil. Hugh Herbert, Ruth Donnelly, Joy Hodges. Director: Joseph Santley.

**Forgotten Woman, The..(3031)..(68)**.....**July 7**
Drama. A young woman becomes innocently involved in a crime mesh and is sent to prison, where her baby is born. She is almost the forgotten woman, until one of the gangsters makes a deathbed confession. Sigrid Gurie, William Lundigan, Eve Arden. Director: Harold Young.

**For Love or Money..3030..(66)**.....**Apr. 28**
Comedy Drama. Two employes, entrusted with $50,000, lose the money, and their boss gives them 36 hours to produce. June Lang, Robert Kent, Edward Brophy. Director: Albert S. Rogell.

**Hawaiian Nights..(64)**.....**Sept. 8**
Musical Comedy. A hotel magnate sends his swing-crazy son to Honolulu to work in a hotel there, but he meets a young woman managing a rival hostelry and with his orchestra helps put the place on its feet. Johnny Downs, Mary Carlisle, Eddie Quillan. Director: Albert Rogell.

**House of Fear, The..3038..(66)**.....**June 30**
Mystery Drama. A producer restages a play to track the murderer of a Broadway stage star. William Gargan, Irene Hervey, Alan Dinehart. Director: Joe May.

**I Stole a Million..3007..(78)**.....**July 21**
Drama. A criminal, through no fault of his own, in fighting back to go straight, sacrifices his own life to ensure the happiness of his wife and child. George Raft, Claire Trevor, Dick Foran. Director: Frank Tuttle.

**Inside Information..3040..(62)**.....**June 2**
Action Drama. A rookie cop uses scientific methods to capture jewel robbers. June Lang, Dick Foran, Harry Carey, Mary Carlisle. Director: Charles Lamont.

**Lady in the Morgue, The..2027..(70)**.....**Apr. 22**
Mystery Drama. A Crime Club mystery wherein the body of a murdered woman disappears from the morgue. Preston Foster, Frank Jenks, Rowland Drew, Patricia Ellis. Director: Otis Garrett.

**My Man Godfrey..(93)..Reissue**.....**June 2**
Comedy. A "socialite hobo" lands a butler's job in a wealthy, madcap household with two wild daughters who cause no end of trouble when they both fall in love with him. William Powell, Carole Lombard. Director: Gregory La Cava.

**Mikado, The..4044..(92)** ◎.....**Sept. 8**
Musical Operetta. Gilbert & Sullivan's musical operetta, the story of Nanki-Poo, son of the Mikado, who marries Yum-Yum against his father's wishes. Kenny Baker, Jean Colin, D'Oyly Carte Troupe. Director: Victor Schertzinger.

**Mystery of the White Room..3037..(58)**...**Mar. 17**
Melodrama. Mystery stalks through hospital corridors when the head surgeon is killed while performing an operation. Bruce Cabot, Helen Mack, Joan Woodbury. Director: Otis Garrett.

**Rio..(..)**.....**Sept. 22**
Drama. While her husband is serving a 10-year sentence for swindling, the wife works in a cafe, where she meets a newspaper man. The husband arranges for another man to kill him so his wife can be free to marry the newspaper man. Basil Rathbone, Victor McLaglen, Sigrid Gurie, Robert Cummings. Director: John Brahm.

**Risky Business..3029..(78)**.....**Mar. 3**
Melodrama. A hard-boiled newspaper columnist interests himself in the news angle behind the abduction of a movie financier's daughter, but loses his life to save the girl. George Murphy, Dorothea Kent, Eduardo Ciannelli, Frances Robinson. Director: Arthur Lubin.

**Spirit of Culver..3014..(90)**.....**Mar. 10**
Drama. A war orphan in a military school is embittered over the belief his father was killed in action in the World War. Jackie Cooper, Freddie Bartholomew, Henry Hull, Andy Devine. Director: Joseph Santley.

**Sun Never Sets, The..3009..(94)**.....**June 9**
Drama. Two brothers in the British civil service find themselves faced with an international crisis that might rock the entire world if their heroic efforts fail. Douglas Fairbanks jr., Basil Rathbone, Barbara O'Neil, Lionel Atwill. Director: Rowland Lee.

**They Asked for It..3040..(61)**.....**May 26**
Action Drama. A small town newspaper, trying to capitalize on sensational news, points to the death of a farmer as murder, and gradually uncovers enough evidence to prove it was real murder. William Lundigan, Joy Hodges, Michael Whalen. Director: Frank McDonald.

**Three Smart Girls Grow Up..3001..(87)**...**Mar. 24**
Comedy With Music. Sequel to its predecessor, "Three Smart Girls," in which complications and misunderstandings arise when one sister becomes engaged. Deanna Durbin, Nan Grey, Helen Parrish. Director: Henry Koster.

**Two Bright Boys..(..)**.....**Sept. 15**
Drama. A gambler and his son, who are hired by an unscrupulous oil operator to obtain land from a widow and her son, become good friends with the latter and help them instead. Jackie Cooper, Freddie Bartholomew, Melville Cooper. Director: Joseph Santley.

**Under-Pup..(88)**.....**Sept. 1**
Drama with Music. The adventures of an east-side tomboy in a snobbish camp of socialite girls. Gloria Jean, C. Aubrey Smith, Virginia Weidler.

**Unexpected Father** (Formerly Sandy Takes a Bow)..**3006..(89)**.....**July 14**
Comedy. Baby Sandy, the child sensation in "East Side of Heaven," plays the starring role in her second film, as an orphan who is cared for by her mother's dancing partner. Measles and the authorities intervene, but the baby goes on a hunger strike until she is returned. Baby Sandy, Shirley Ross, Dennis O'Keefe, Mischa Auer. Director: Charles Lamont.

**When Tomorrow Comes..3003..(90)**.....**Aug. 11**
Drama. Irene Dunne and Charles Boyer fall in love, but she agrees to forget about him when Boyer introduces her to his wife, who is mentally ill. Boyer, Dunne, and Nydia Westman. Director: John Stahl.

## Warner Bros.

**Adventures of Jane Arden..321..(58)**.....**Mar. 18**
Action Drama. From the newspaper comic strip cartoon, detailing the adventures of the feminine star reporter. Rosella Towne, William Gargan. Director: Terry Morse.

**Dodge City..304..(104)** ◎.....**Apr. 8**
Outdoor Drama. A spectacle of the west back in '72 when the railroad reached Southwest Kansas and the steers out of Texas made that outpost town a roaring beehive of activity. Errol Flynn, Olivia De Havilland. Director: Michael Curtiz.

**Hell's Kitchen..312..(81)**.....**July 8**
Action Drama. A philanthropic gangster on probation takes charge of a wayward home for boys, but pandemonium breaks out when the gangster is framed and the institution threatened. Dead End Kids. Directors: Lewis Seiler and E. A. Dupont.

**Indianapolis Speedway..315..(82)**.....**Aug. 5**
Drama. A racer tries to keep his kid brother from the track and from the latter's girl. He fails in both, but reconcilation comes when both ride to victory in the big race. Pat O'Brien, Ann Sheridan. Director: Lloyd Bacon.

**Juarez..301..(127)**.....**June 10**
Historical Drama. An Indian boy becomes Mexico's liberator in its fight for Democracy in 1864. Paul Muni, Bette Davis, Brian Aherne. Director: William Dieterle.

**Nancy Drew and the Hidden Staircase 419..(60)**.....**Sept. 9**
Melodrama. Two sisters plan to donate their estate for a children's hospital, but someone else finds the property valuable for a purpose, and uses murder to thwart the original plans. Bonita Granville, Frankie Thomas. Director: William Clemens.

**Nancy Drew, Trouble Shooter..324..(69)..June 17**
Drama. Nancy does some more detectifying in her own way to save an innocent man from the electric chair. Bonita Granville, Frankie Thomas, John Litel. Director: William Clemons.

**Naughty But Nice..311..(90)**.....**July 1**
Comedy With Music. A music professor, raised by maiden aunts, goes to New York to market his rhapsody, and meets a fourth aunt who shows him the swing side of music. Dick Powell, Ann Sheridan. Director: Ray Enright.

**Off the Record..314..(68)**.....**Jan. 21**
Drama. A girl reporter marries a newspaperman so they can care for a youngster who has been made the tool of a gambling ring. Through the boy they find the leader. Joan Blondell, Pat O'Brien. Director: James Flood.

**Oklahoma Kid..308..(80)**.....**Mar. 11**
Outdoor Drama. A notorious outlaw avenges the murder of his father and brother, at the same time ridding a pioneer town from the rule of the gambler responsible for the murders. James Cagney, Humphrey Bogart, Rosemary Lane. Director: Lloyd Bacon.

**On Trial..323..(62)**.....**Apr. 1**
Melodrama. A dramatization of Elmer Rice's play, in which the main character, on trial for murder, refuses to lift a finger in his own defense. His wife disappears but turns up at the right moment to convince the jury that her husband's act was justified. John Litel, Margaret Lindsay. Director: Terry Morse.

**Secret Service of the Air..320..(61)**.....**Mar. 4**
Action Drama. Based on the federal government's activities in rounding up a ring of crooks smuggling aliens into the country across the Mexican border. Ronald Reagan, Ila Rhodes. Director: Noel Smith.

**Torchy Plays With Dynamite..326..(59)..Aug. 12**
Comedy. Newspaperwoman Torchy goes to jail to get next to a gangster's girl. In a jailbreak she saves the girl's life and the gangster is apprehended. Jane Wyman, Allen Jenkins. Director: Noel Smith.

**Torchy Runs for Mayor..322..(60)**.....**May 13**
Comedy Drama. When Torchy's paper refuses to print an expose of crooked city politics, she decides a new mayor is necessary and through the perpetration of a practical joke becomes the winning candidate. Glenda Farrell, Barton MacLane. Director: Ray McCarey.

**Waterfront..325..(59)**.....**July 15**
Action Drama. The lives, loves and hates of the longshoremen and stevedores. Gloria Dickson, Dennis Morgan, Ward Bond. Director: Terry Morse.

**Women in the Wind..316..(65)**.....**Apr. 15**
Action Drama. An aviatrix, in need of money for an operation on her crippled brother, enters the women's air derby, and ends up a la "Wrong Way" Corrigan. Kay Francis, William Gargan, Victor Jory. Director: John Farrow.

# Alphabetical Index of Feature Releases

**Designed as a Time-Saving Guide for Exhibitors Who Know the Title of a Picture, but Do Not Recall the Producer or Distributor. All Pictures Listed Here Appear in the PRODUCTION INDEX in Alphabetical Order Under the Proper Company Headings. Date Following Title is Issue of Review.**


A

**A Woman Is the Judge** (Col) July 8
**Across the Plains** (Mono) June 3
**Adventures of Jane Arden** (WB) Feb. 18
**Adventures of Sherlock Holmes** (20th-Fox) Aug. 26
**Alexander Nevsky** (Amk) Apr. 15
**Almost a Gentleman** (RKO) Mar. 11
**Andy Hardy Gets Spring Fever** (M-G-M) July 15
**Angels Wash Their Faces** (FN) Aug. 5
**Awful Truth** (Col) reissue

B

**Bachelor Mother** (RKO) July 1
**Back Door to Heaven** (Para) Apr. 15
**Bad Lands** (RKO) July 29
**Beachcomber, The** (Para) Dec. 3
**Beau Geste** (Para) Aug. 29
**Behind Prison Gates** (Col) Aug. 5
**Big Town Czar** (Univ) Apr. 22
**Bizarre, Bizarre** (Lenauer) Apr. 15
**Black Limelight** (SR) July 8
**Blackmail** (M-G-M) Sept. 16
**Blackwell's Island** (FN) Mar. 4
**Blazing Sixes** (WB)
**Blind Alley** (Col) Apr. 29
**Blondie Meets the Boss** (Col) Mar. 4
**Blondie Takes a Vacation** (Col) July 22
**Blue Montana Skies** (Rep) May 6
**Boy Friend** (20th-Fox) May 13
**Boys Reformatory** (Mono) May 6
**Bridal Suite** (M-G-M) May 27
**Broadway Serenade** (M-G-M) Apr. 8
**Bulldog Drummond's Bride** (Para) June 24
**Bulldog Drummond's Secret Police** (Para) Apr. 8

C

**Cafe Society** (Para) Feb. 11
**Calling Dr. Kildare** (M-G-M) Apr. 29
**Captain Fury** (UA) May 13
**Career** (RKO) July 1
**Champs-Elysees** (Tri-Nat'l) Feb. 25
**Charlie Chan at Treasure Island** (20th-Fox) Aug. 5
**Charlie Chan in Reno** (20th-Fox) June 3
**Chasing Danger** (20th-Fox) Jan. 7
**Chicken Wagon Family** (20th-Fox)
**Climbing High** (20th-Fox) Apr. 22
**Clouds Over Europe** (Col) June 10
**Coast Guard** (Col)
**Code of the Secret Service** (FN) May 13
**Code of the Streets** (Univ) Jan. 28
**Colorado Sunset** (Rep) Aug. 5
**Confessions of a Nazi Spy** (FN) Apr. 29
**Conquests of Peter the Great** (Amk) Sept. 2
**Conspiracy** (RKO) Sept. 2
**Convict's Code** (Mono) Feb. 18
**Cowboy Quarterback** (FN) June 8
**Crisis** (Krim) Mar. 25
**Curtain Rises** (Kassler) Apr. 29

D

**Dark Victory** (FN) Mar. 11
**Daughter of the Tong** (SR) Aug. 26
**Daughters Courageous** (FN) June 24
**Day the Bookies Wept** (RKO) Sept. 9
**Dead Men Tell No Tales** (SR) Aug. 5
**Death Goes North** (SR) Aug. 12
**Death of a Champion** (Para) Sept. 2
**Desperate Trails** (Univ)
**Dodge City** (WB) Apr. 8
**Double Crime in the Maginot Line** (Tower) Apr. 29
**Down the Wyoming Trail** (Mono) June 17
**Drifting Westward** (Mono) Mar. 25
**Dust Be My Destiny** (FN) Aug. 19

E

**Each Dawn I Die** (FN) Aug. 19
**East Side of Heaven** (Univ) Apr. 15
**Easy Money** (Inv)
**Elsa Maxwell's Hotel for Women** (20th-Fox) July 29
**Escape From Yesterday** (SR)
**Everybody Dance** (Col)
**Everybody's Baby** (20th-Fox) Dec. 3
**Exile Express** (GN) Feb. 18
**Ex-Champ** (Univ) May 20

F

**Family Next Door** (Univ) Apr. 8
**Federal Man-Hunt** (Rep) Jan. 14
**Fifth Avenue Girl** (RKO) Aug. 26
**Fighting Gringo** (RKO) Sept. 2
**Fighting Renegade** (SR) Sept. 9
**Fighting Thoroughbreds** (Rep) Jan. 21
**First Offenders** (Col) Mar. 11
**Five Came Back** (RKO) June 10
**Five Little Peppers** (Col)
**Fixer Dugan** (RKO) Apr. 29
**Flight at Midnight** (Rep) Sept. 2
**Flying Irishman** (RKO) Mar. 11
**Foolish Virgin** (SR) Jan. 21
**For Love or Money** (Univ) Apr. 22
**Forged Passport** (Rep) Feb. 11
**Forgotten Woman, The** (Univ) July 8
**Four Feathers** (UA) June 24
**Four Girls in White** (M-G-M) Jan 28
**Friends** (SR) Jan. 21
**Frontier Marshal** (20th-Fox) July 29
**Frontier Pony Express** (Rep) Apr. 15
**Frontier Scout** (GN) Sept. 17
**Full Confession** (RKO) Aug. 26

G

**Gang Busters** (Mono) Dec. 10
**Gang's All Here** (Asso-Brit.) Apr. 29
**Girl and the Gambler, The** (RKO), June 10
**Girl From Mexico** (RKO) May 20
**Girl From Rio** (Mono) Aug. 12
**Golden Boy** (Col) Aug. 19
**Good Girls Go to Paris** (Col) June 24
**Goodbye, Mr. Chips** (M-G-M), May 20
**Gorilla, The** (20th-Fox) May 27
**Gracie Allen Murder Case** (Para) May 13
**Grand Jury Secrets** (Para) May 20
**Grand Illusion** (World)
**Great Man Votes** (RKO) Jan. 14

H

**Hardys Ride High, The** (M-G-M) Apr. 22
**Harvest** (SR) Aug. 5
**Hatred** (World)
**Hawaiian Nights** (Univ) Aug. 26
**Heartbeat** (SR) Sept. 9
**Hell's Kitchen** (WB) June 24
**Heritage of Desert** (Para) Mar. 25
**Heroes of the Marne** (SR) May 6
**Hidden Power** (Col) May 27
**Hobby Family** (FN) Aug. 26
**Hotel Imperial** (Para) Apr. 22
**Hound of the Baskervilles, The** (20th-Fox) Apr. 1
**Housemaster** (Alliance) Apr. 15
**House of Fear, The** (Univ) May 20
**Huckleberry Finn** (M-G-M) Feb. 18

I

**I Stole a Million** (Univ) July 22
**I Was a Convict** (Rep) Feb. 25
**Ice Follies of 1939** (M-G-M) Feb. 18
**Idiot's Delight** (M-G-M) Feb. 4
**Illegal Traffic** (Para) Nov. 5
**I'm From Missouri** (Para) Mar. 25
**In Name Only** (RKO) Aug. 12
**In Old Caliente** (Rep) July 15
**In Old Montana** (Spectrum) Apr. 8
**In Old Monterey** (Rep) July 29
**Indianapolis Speedway** (WB) July 15
**Indiscretions** (SR) May 20
**Inside Information** (Univ) June 10
**Inside Story** (20th-Fox) Oct. 22
**Inspector Hornleigh** (20th-Fox) Apr. 22
**Invitation to Happiness** (Para) May 20
**Irish Luck** (Mono) Aug. 26
**Island of Lost Men** (Para) July 29
**It Could Happen to You** (20th-Fox) June 3
**It's a Wonderful World** (M-G-M) May 13

J

**Jesse James** (20th-Fox) Jan. 21
**Jones Family in Hollywood** (20th-Fox) May 27
**Juarez** (WB) Apr. 29

K

**Kid From Kokomo** (FN) May 27
**Kid From Texas** (M-G-M), Apr. 8
**King of Chinatown** (Para) Mar. 11
**Konga, the Wild Stallion** (Col)

L

**Lady and the Mob** (Col) Mar. 11
**Lady in the Morgue** (Univ) Oct. 23
**Lady of the Tropics** (M-G-M) Aug. 12
**Lady's From Kentucky** (Para) Apr. 15
**Law Comes to Texas** (Col) May 27
**Lenin in 1918** (SR) July 8
**Little Princess** (20th-Fox) Feb. 25
**Lone Star Pioneers** (Col)
**Lost Horizon** (Col) reissue
**Love Affair** (RKO) Mar. 11
**Lucky Night** (M-G-M) May 6
**Lure of the Wasteland** (SR) Aug. 26

M

**Magnificent Fraud** (Para) July 1
**Maisie** (M-G-M) June 17
**Man About Town** (Para) June 17
**Man and His Wife, A** (French Films) Apr. 15
**Man From Sundown** (Col) Aug. 5
**Man From Texas** (Mono) Aug. 12
**Man in the Iron Mask** (UA) July 8
**Man of Conquest** (Rep) Apr. 15
**Man They Could Not Hang** (Col) Aug. 19
**Man Who Dared** (FN) Apr. 8
**Manhattan Shakedown** (Warwick) Apr. 22
**Marseillaise** (World)
**Mexicali Rose** (Rep) Apr. 1
**Mickey the Kid** (Rep) July 1
**Midnight** (Para) Mar. 11
**Midnight, The** (Univ) Jan. 7
**Million Dollar Legs** (Para) July 15
**Miracles for Sale** (M-G-M) Aug. 5
**Missing Daughters** (Col) Apr. 29
**Mountain Rhythm** (Rep) July 8
**Mothers of Today** (Apex), Mar. 25
**Mr. Moto on Danger Island** (20th-Fox) Mar. 18
**Mr. Moto Takes a Vacation** (20th-Fox) Nov. 19
**Mr. Wong in Chinatown** (Mono) July 22
**Murder Is News** (SR) July 8
**Mutiny on the Elsinore** (Regal) Feb. 25
**My Man Godfrey** (Univ) reissue
**Mystery of Mr. Wong** (Mono) Mar. 18
**Mystery of the White Room** (Univ) Apr. 1
**Mystery Plane** (Mono) Mar. 4

N

**Nancy Drew and the Hidden Staircase** (WB) Aug. 26
**Nancy Drew, Trouble Shooter** (WB)
**Naughty But Nice** (WB) June 10
**Never Say Die** (Para) Mar. 11
**New Frontier** (Rep)
**New Horizons** (SR) May 27
**News Is Made at Night** (20th-Fox) July 8
**Night Riders** (Rep) Apr. 8
**Night Work** (Para) Aug. 12
**Nina** (Col) Aug. 19
**North of the Yukon** (Col) July 1

O

**Of Human Bondage** (RKO) reissue
**Oklahoma Kid** (WB) Mar. 18
**Old Maid** (FN) Aug. 5
**On Borrowed Time** (M-G-M) July 8
**On Trial** (WB) Mar. 25
**$x,000 a Touchdown** (Para)
**Only Angels Have Wings** (Col) May 20
**Oppenheim Family, The** (SR) June 3
**Organize or Starve** (Col) Aug. 19
**Our Leading Citizen** (Para) Aug. 5
**Outlaws' Paradise** (Victory) Apr. 29
**Outpost of the Mounties** (Col)
**Outside These Walls** (Col) June 3

P

**Pacific Liner** (RKO) Dec. 31
**Pagliacci** (GB)
**Panama Lady** (RKO)
**Panama Patrol** (GN) Feb. 25
**Parents on Trial** (Col) July 8
**Pen of Knox** (SR) Aug. 19
**Prison Without Bars** (UA) Feb. 25
**Prisoner of Corbal** (SR) Sept. 9
**Pygmalion** (M-G-M) Dec. 10

Q

**Quick Millions** (20th-Fox) Aug. 5

R

**Racketeers of the Range** (RKO) May 20
**Rains Came, The** (20th-Fox) Sept. 16
**Range War** (Para) Aug. 12
**Rangle River** (SR) May 20
**Red River Range** (Rep) Apr. 29
**Renegade Trail** (Para) July 29
**Return of the Cisco Kid, The** (20th-Fox) Apr. 29
**Riders of the Frontier** (Mono)
**Rio** (Univ)
**Risky Business** (Univ) Mar. 11
**Rollin' Westward** (Mono) Apr. 1
**Romance of the Redwoods** (Col) Apr. 29
**Rookie Cop** (RKO) Apr. 29
**Rose of Washington Square** (20th-Fox) May 13
**Rough Riders Roundup** (Rep) Mar. 25
**Rough Riding Rhythm** (Conn)
**Royal Divorce, A** (SR) Sept. 9

S

**Saint in London** (RKO) July 1
**Saint Strikes Back, The** (RKO) Feb. 18
**Scorched Earth** (SR) May 27
**Second Fiddle** (20th-Fox) July 8
**Secret Service of the Air** (WB) Feb. 11
**Sergeant Madden** (M-G-M) Mar. 25
**She Married a Cop** (Rep) July 1
**Shine On, Harvest Moon** (Rep) May 27
**Should a Girl Marry?** (Mono) Aug. 5
**Should Husbands Work?** (Rep) July 22
**Silver on the Sage** (Para) Feb. 18
**Singing Cowgirl** (GN) June 3
**Six-Gun Rhythm** (GN) Feb. 18
**6,000 Enemies** (M-G-M) June 3
**Sky Patrol** (Mono)
**Smoky Trails** (SR) Aug. 19
**Smuggled Cargo** (Rep) Aug. 26
**Society Lawyer** (M-G-M) Apr. 1
**Some Like It Hot** (Para) May 13
**Song of the Streets** (SR) Aug. 12
**Sorority House** (RKO) Apr. 22
**S. O. S. Tidal Wave** (Rep) June 3
**Southward, Ho!** (Rep) June 17
**Special Inspector** (SR) May 6
**Spellbinder** (RKO) July 15
**Spoilers of the Range** (Col) June 10
**Spirit of Culver** (Univ) Mar. 4
**Spy of Napoleon** (SR) May 27
**Stagecoach** (UA) Feb. 11
**Stand Up and Fight** (M-G-M) Jan. 7
**Stand-In** (UA) Oct. 9
**Stanley and Livingstone** (20th-Fox) Aug. 5
**Star Maker, The** (Para) Aug. 19
**Starlight Over Texas** (Mono)
**Stolen Life** (Para) Apr. 29
**Stop, Look and Love** (20th-Fox) Sept. 2
**Story of Alexander Graham Bell** (20th-Fox) Apr. 8
**Story of Vernon and Irene Castle** (RKO) Mar. 18
**Stranger From Arizona** (Col) Sept. 24
**Street of Missing Men** (Rep) Apr. 29
**Streets of New York** (Mono) Apr. 15
**Stronger Than Desire** (M-G-M) July 1
**Stunt Pilot** (Mono) July 8
**Sudden Money** (Para) Mar. 25
**Sun Never Sets** (Univ) June 10
**Susannah of the Mounties** (20th-Fox) June 17
**Sweepstakes Winner** (FN) Apr. 22

T

**Tarzan Finds a Son!** (M-G-M) June 3
**Tell No Tales** (M-G-M) May 20
**Texas Wildcats** (SR) June 24
**These Glamour Girls** (M-G-M) Aug. 26
**They All Come Out** (M-G-M) July 8
**They Asked for It** (Univ) July 8
**They Made Her a Spy** (RKO) Mar. 25
**They Shall Have Music** (UA) July 15
**This Man Is News** (Para) July 29
**Three of a Kind** (Inv)
**Three Smart Girls Grow Up** (Univ) Mar. 25
**Three Texas Steers** (Rep) June 24
**Three Waltzes** (SR) May 20
**Thundering West** (Col) Apr. 15
**Tiger Hunt** (World) Apr. 29
**Timber Stampede** (RKO) June 24
**Timberjack Range** (M-G-M)
**Timberland Terror** (SR) Aug. 5
**Torchy Plays With Dynamite** (WB) Aug. 5
**Torchy Runs for Mayor** (WB) Apr. 1
**Trapped by G-Men** (Col) reviewed under title (River of Missing Men) Sept. 11
**Trapped in the Sky** (Col) Feb. 18
**Trigger Smith** (Mono) May 13
**Trouble in Sundown** (RKO) Mar. 11
**Tumbleweeds** (SR) reissue May 27
**12 Crowded Hours** (RKO) Feb. 18
**Two Bright Boys** (Univ) Sept. 23
**Typhoon Treasure** (SR) May 27

U

**U. S. S. R. on the Screen 1939** (Amk) Aug. 19
**Under Suspicion** (Col) Nov. 27
**Undercover Agent** (Mono)
**Undercover Doctor** (Para) May 27
**Under-Cup** (Univ) Sept. 2
**Unexpected Father** (Univ) July 22
**Union Pacific** (Para) May 6
**Unmarried** (Para) May 27

W

**Wall Street Cowboy** (Rep) Sept. 9
**Wanted by Scotland Yard** (Mono) Apr. 29
**Ware Case, The** (20th-Fox) July 29
**Waterfront** (WB) July 1
**Way Down South** (RKO) July 15
**Western Caravans** (Col)
**When Tomorrow Comes** (Univ)
**While New York Sleeps** (20th-Fox) Oct. 22
**Whispering Enemies** (Col) Jan. 7
**Wife, Husband and Friend** (20th-Fox) Feb. 18
**Will of the People** (SR) Mar. 4
**Wings Over Africa** (SR) Aug. 5
**Winner Take All** (20th-Fox) Feb. 25
**Winter Carnival** (UA) July 15
**Within the Law** (M-G-M) Mar. 18
**Without a Home** (Foreign Cinema Arts) Apr. 15
**Wizard of Oz** (M-G-M) Aug. 19
**Wolf Call** (Mono) May 27
**Women in the Wind** (WB) Feb. 4
**Women, The** (M-G-M) Sept. 2
**World Is Ours, The** (SR) Aug. 19
**Wuthering Heights** (UA) Apr. 1
**Wyoming Outlaw** (Rep) July 15

Y

**You Can't Get Away With Murder** (FN) Jan. 28
**Young Mr. Lincoln** (20th-Fox) June 10
**Youth Takes a Fling** (Univ) Oct. 1

Z

**Zenobia** (UA) Mar. 18
**Zero Hour, The** (Rep) May 27

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# FILMS IN DROVES, BUT—

An Editorial. See Page Three

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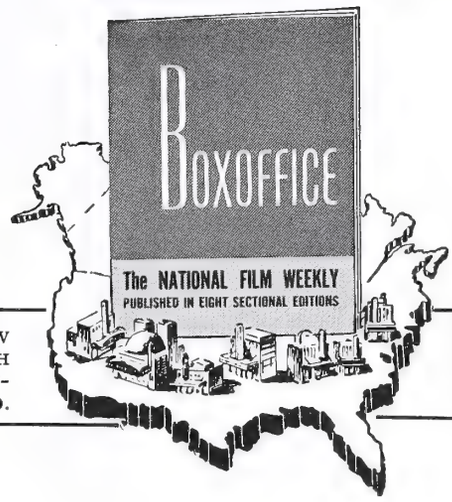
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# *FILMS IN DROVES, BUT---*

A HIGH-AND-LOW combing of all available data reveals, as BOXOFFICE divulged last week, that Hollywood has 281 features shooting, finished or definitely earmarked for production. The on-the-liners, as well as those about which there lingers any aura of indecision, were killed off. This was done with deliberation in keeping with a desire to analyze the studio situation on the basis of certainties, not anticipations.

Thus, deliveries, as influenced by product completed or in work which is a warranty of completion, and deliveries, as pointed up by plans in work, indicate the studios are geared to go through with their schedules, despite the continued prospect of alarmingly reduced overseas returns.

This is what the figures show. By surface markings, the situation in point of numbers of pictures appears well in hand, even for the exhibitor who uses as many as six features a week. What the figures do not show, on the other hand, are considerations not apt to be apparent to the quick-reading eye.

If the theory, already well documented by sober and expert distribution opinion, prevails that Hollywood can afford negatives up to $1,000,000 in safety which means a return of cost, plus a mild profit domestically, there ought to be no fears about a flow of superior attractions to keep the home market flushed. If current and published opinion stressing the intention of maintaining quality is not knocked about by additional bad news from abroad, it might be concluded with a substantial degree of assurance that the American exhibitor has nothing to seriously worry about. The inescapable pivot around which this revolves, of course, is Hollywood, its realization that this job is its job and a determination, born of necessity, to deliver proper values within the constrictions imposed by the crisis.

For the time being, then, and on the assumption the two preceding paragraphs accurately dispose of the quality factor, the discussion leaves this phase of the problem and goes further.

While the best available statistics indicate the numerical equation eliminates worry for approximately forty weeks, it is essential to bear well up front in mind that all plans are subject to overnight revision, brought about by conditions outside of these American borders. Further difficulties in getting money out of England are expected and this whether American distributors recoup much of their normal business there or not. Australia has imposts against the export of funds. It is true an impetus is anticipated in the "good" foreign territories and that much reliance is placed upon such uppage to cushion the blow from Great Britain. It is a hopeful factor that an exhibition boom is expected here. But all of these plus signs cannot make up for the British market, as the top men in New York ruefully understand.

It follows, therefore, as a possibility that all of the product now definitely on the way may not be placed in normal release. The major companies may find themselves facing a circumstance where establishment of a product backlog may prove the sensible, and only, course to follow. Those same organizations, not too remotely, may also run into a shrinkage in working capital which will make necessary production curtailment. Not today, or tomorrow, but perhaps three to six months from now.

This is why it again becomes sound advice to strongly urge theatremen here to consider seriously and well a study of their attractions, the ones they have now and the ones they will be getting without interruption for many weeks to come, for values that may be hidden and which may allow them to extend playing time. A backlog of their own very conceivably may prove to be a very comforting assurance to have, if for whatever reason, Hollywood is compelled to drastically trim its sails.

Barney Balaban, president of Paramount, is probably the first among the major executives to become aware of the possibility. This is why two of his representatives have been using the airlanes to explain his theory to Paramount partners throughout the country.

The step is intelligent and wisely turned toward the spring and summer when a pinch, if one eventualizes, will first begin to make its presence felt.

Months off it may be, but now—today—is the time to forge the protective armor.

Kann

# CIRCUITS WRING PRODUCT DRY, THEY ASSERT; HAVE NOTHING LEFT TO SQUEEZE, IND'PTS SAY

## Contend Practice Leaves No Holdover Power In Any Pictures

NEW YORK—Major and large independent circuits claim they are wringing product dry to offset possible curtailment from the European war, while small subsequent operators say this very practice prevents them from following suit.

Brought to a head by the plea of Joseph M. Schenck for extended playing time and by way of justifying producers' efforts "to make big pictures of highest quality," the reactions appear to be restatements of long declared policies, both in affiliated and later run quarters.

*Text of Joseph M. Schenck's statement urging extended playing time appears on page* 18.

Unanimous is the collective opinion of operating heads of the five major circuits in asserting the policy of additional playing time not only will be maintained, but will be further accelerated in the future where attractions permit. In agreement, likewise, are the smaller exhibitors, whose policies are largely guided by what and how long the prior runs book, in the observation that as long as majors and large independents sap pictures of their drawing possibilities there can be no hope for holdovers.

"It's routine in this sector," is the reaction of the Warner circuit. There a spokesman explains the procedure in this wise:

"Efforts at conserving product is regulation practice with us. The Warner circuit is constantly hammering away at Schenck's very point. Again, at last week's zone manager's meeting, Joseph Bernhard urged those present not to burn up the product, but to get every possible dollar out of it. We are aware of the tendency on the part of showmen at large to consume attractions as rapidly as they are placed in release and we are also fully aware what this means throughout every season because there is no consistency in the flow of attractions.

"Actually," the source adds, "we are faced always with what you might term a product shortage for, when worthwhile product drops off, we find ourselves looking back and remarking how smart it would have been to play a specific film longer than we may have."

Joseph R. Vogel, Loew's out-of-town operating head, declares exhibitors should give serious heed to Schenck's statement. He says his policy has always been to give extended time to big attractions and his advice is for others to follow. He asks, "What will we do with our theatres if producers start to cut down on 'B' films? Producers virtually get nothing from abroad, so they must get it here."

Taking the position that the RKO circuit has "always stretched playing time wherever possible," John J. O'Connor, in charge of theatre operations there, states impending conditions in the event a product shortage asserts itself have caused him to advise all managers that henceforth holdovers may be the rule rather than the exception.

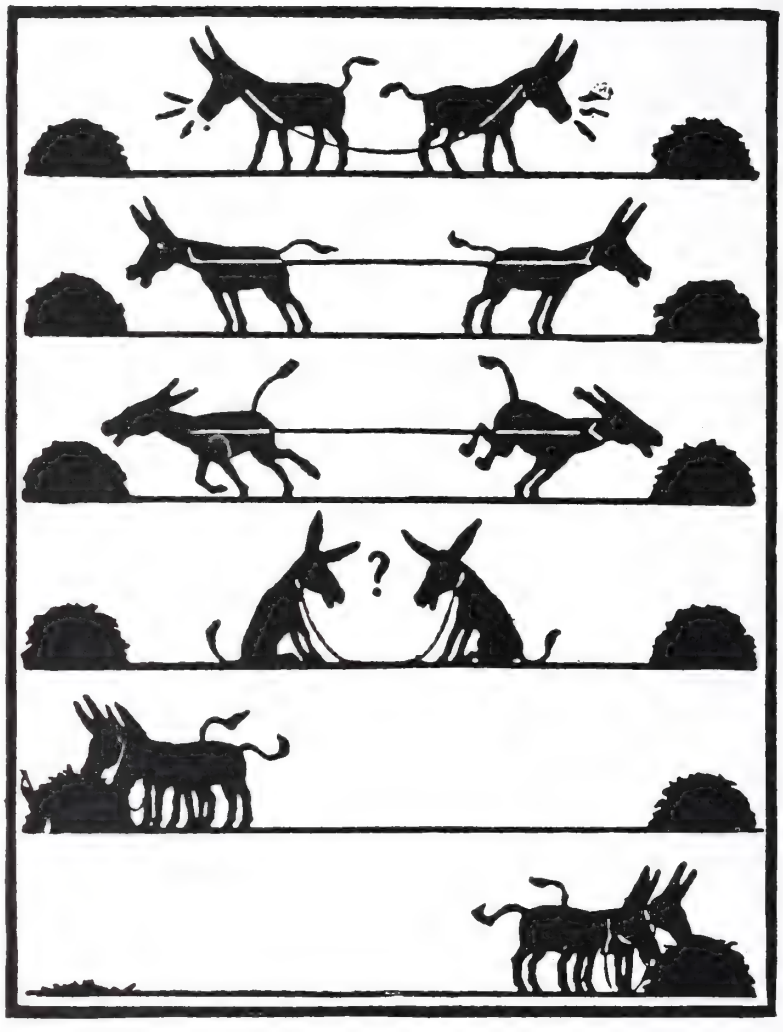
"Our men have been advised," he declares, "that, although it may not be a customary procedure in many instances to hold a picture, they can expect this to happen. The booking department will see to this, of course, and we control the situation, deciding here if a picture should be held."

An important executive of National Theatres states the "policy of the circuit for the past four years has been to give all big pictures as much time as the box-office returns warrant." In many instances, bookings have been extended from three and four days to a week and, where some theatres have changed two and three times a week, outstanding product has been played seven days and more, this source states. There is no intention of limiting playing time on outstanding attractions, according to the spokesman, and there is no way of telling at this time whether there will be a product shortage in the next few months. The present indications do not point to a dearth of product, the executive concludes.

From the independent ranks, the film buyer for an important New Jersey circuit operating mostly in shore spots asserts the plan advocated by Schenck has al-

(Continued on page 18)

### *Coordination*



*A fable without words, but they don't appear to be needed. Label one of the mules "Producer and Distributor" and the other "Exhibitor." From that point on, it's all very simple. Or would be, if mules weren't so stubborn.*

# SEVERE BUSINESS LASHING ENDS; DOMESTIC GROSSES BOUNCE BACK, CIRCUIT MEN REPORT

## Independents, However, Do Not Generally Share Elation

NEW YORK—Although business took a severe lashing during the first few days of the European war, boxoffice takes have returned to normal and are holding up very well, major circuit operating heads report.

At the beginning of September when war broke out, theatres were "taking it on the chin" because the general public sat by the radio listening to the dispatches from abroad. This apparently has changed and the public has gone back to the theatre.

Outstanding attractions are garnering above average takes with each of the majors currently exhibiting at least one big picture somewhere along the line.

Independent operators, however, continue to bemoan bad business. In some mill towns where employment has picked up theatres are showing good results, but generally speaking the boxoffice is sagging, according to a number of independents. Where some unaffiliated circuits are optimistic in industrial centers, the majors are not finding it so, declaring that business has not improved to a point where a boom can be anticipated.

Circuits in California have been hard hit by the heat wave which caused a number of deaths last week. All who operate in northern and southern California complain the hot spell resulted in one of the worst weeks of the year.

## *Says Goldwyn May Do Four More for UA*

NEW YORK—Samuel Goldwyn may make four for the new UA season's program, James Mulvey, eastern representative, said on his return from a week's visit to the studios. "Raffles" is almost finished, he added, and a Gary Cooper production will follow. Goldwyn is selecting one of four stories as the next vehicle.

Goldwyn's production plans will not affect his suit seeking dissolution of his contract with UA, Mulvey holds. His trip to the coast was in connection with readjustments of production costs in face of diminishing foreign markets. Pictures costing $2,000,000 are out, Mulvey concluded.

### War Holds Perry

NEW YORK—Nick Perry, Continental manager for Columbia under Joseph Friedman, happened to be in Norway at the time England and France declared at war with Germany. A Canadian, Perry has been ordered to remain in Norway.

## *Study in Contrasts: New York Cuts, Hollywood Ups Wages*

NEW YORK—Salary reductions at RKO are world-wide, not confined to the company's domestic organizations.

No employe up to $85.44 a week, or $4,500 annually, is affected. From that point on, a graduated scale applies on the largest salaries and some, according to George J. Schaefer, will be slashed over that percentage. In a statement explaining the necessity for the step, he says:

"Already there has been a drastic falling off in foreign revenue, which I believe will continue throughout the duration of the war. In view of the drop in foreign exchange and possible restrictions on transfer of funds, the limited reopening of theatres in England and France leads to no certain conviction that substantial revenues will be available from these countries and we in RKO have felt it necessary to find means of effecting economies at home which will enable us, without dependence on income from the United Kingdom and France, to maintain our production program with quality and entertainment value unimpaired. I now believe we have plans which will permit this to be done and done effectively."

Schaefer describes the pay reductions as "temporary," but also "unavoidable."

HOLLYWOOD—While salary cuts up to, and beyond, 35 per cent will apply throughout the RKO organization elsewhere, they will swing into effect at the studio only where negotiations to that end are worked out, it is understood.

Those under contract are not committed to take the slash unless they are so minded.

HOLLYWOOD—The IATSE gets a 10 per cent wage increase for 12,000 workers and the industry removal of a threat of a strike, which would have involved theatres across the land. The increase is retroactive to August 12, last, and represents a compromise. The IA was after a 20 per cent hike, while producers had offered five.

The union already has initiated its move for a closed shop here, its next immediate step on the heels of the wage increase victory.

### *Columnist Reviews Coast Economy*

**New York—Sidney Skolsky, writing from Hollywood in the New York Post, reports:**

**"There is an economy wave at all studios. One director needed a wheelbarrow in a picture. The studio called to price a wheelbarrow and found it would cost $2.50. Or they could rent it for $1 . . . The studio decided to save money and rent the wheelbarrow . . . They have been using the wheelbarrow now for 20 days. The $2.50 wheelbarrow has already cost the studio $20—and they don't even own it. But don't get me wrong. I love Hollywood."**

## Warn Against Undue Hope of War Boom

WASHINGTON—First cold water bath tending to submerge undue optimism over a wartime boom in this country took form in two directions this week. One was a responsible and informed source which prefers not to be directly quoted and the other, the United States chamber of commerce.

The first source, disinterested in that it has no connections, near or remote, with the industry but is familiar with its makeup and operations, has this to say:

"A little sermon about this boom. I suggest that you be conservative and warn your exhibitor readers that they are not

(Continued on page 19)

## Sees Key to Better Takes in Bookings

NEW YORK—"If the independent is given a free hand in the booking of pictures on preferred playing time and cancellation of others, the boxoffices will be better and, in turn, distributors will benefit."

So states Lee Newbury, president of Allied of New Jersey, when asked for comment by BOXOFFICE on code concessions to be adopted by Warner and M-G-M for the new season and anticipated from others.

He argues that if exhibitors are given the opportunity to play particular pictures on the days of the week which the exhibitor believes will gross more at the boxoffice and slough the weaker pictures,

(Continued on page 19)

The Pulse of the Motion Picture Industry

# BOXOFFICE

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LONDON, O.—Free Press, Chas. E. Carruthers.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Star, Andy McDermott.
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WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

# Notes to You from Red Kann

NOW it's newspaper chiselers at whom Walter Wanger levels his typewriter. This time, "Liberty" carries the attack with which many in Hollywood and elsewhere will agree, although not many in Hollywood will say so openly. Through what he calls their own conniving, Wanger declares the studios have "won the dubious honor of having the 'worst press' of any major news source."

From Wanger in "Liberty:"

"Moviegoers and the business alike suffer from disgruntled chiselers and hangers-on who envy and hate the stars and who practice 'retaliatory' journalism, dripping malice toward any player or company failing to cater to the chiseler's vanity or pocketbook. Fans suffer because they get misinformation about stars and pictures. The business suffers from the same reason Henry Ford would suffer if a visitor to his plant went out and wrote, 'Believe you me, the 1940 Ford car, from what I judged today, will really be a rattletrap. Don't even bother to try this car.'"

Defending Hollywood and its star commodity, Wanger also has suggestions to improve industry press relations. For instance:

**To the Press**

"1. Hollywood correspondents with professional ethics, training and sense of responsibility might well form an organization on the west coast similiar to the Gridiron Club in Washington, with membership a signal honor and an unwritten code based on the principles of honorable journalism which the Gridiron Club typifies.

"2. Editors might try applying the same standards of editorial fairness to Hollywood, its people and product that are accorded in other departments of the paper. (A foreign correspondent, for example, is a man trained in the general principles and ethics of reporting before he specializes, and then he must distinguish himself before rating a byline. But anybody seems to rate a columnist's editorial privileges about motion pictures and picture people. Why? Let's try earned bylines in Hollywood reporting.)

**To the Producers**

"1. Increase facilities for service to the legitimate press. The studio publicity department is all too often a neglected and kicked-around stepchild.

"2. Estoppage of favors, side jobs, and all studio privileges to chiselers and 'retaliatory' columnists and reviewers.

"3. Uniform executive backing, no matter what the cost in temporary unpleasantness, for the policy implied.

**To Moviegoers**

"Your local editor is the principal reason why the United States is a good place to live in. But he apparently doesn't bother to read what he buys from Hollywood. When you see sly or cruel 'cracks' about a picture star, write your own editor and ask him, 'Why can't we have news, competently and decently written, about people that interest us?' And cite the offensive item. The editor's own instincts and training will do the rest."

This column sees stoppers. One is the end to favors and side jobs in Hollywood by Hollywood. Two is that uniform executive backing Wanger asks. Uniform executive backing in the picture business? Three is the business of the public writing protest letters. Not enough care, it is this typewriter's reactions. If enough did, there is the matter of indifference, if not downright laziness. Wanger needs a formula for overcoming both.

## *Two Characters*

From Will Hays' speech before the 17th Regional Trust Company Conference of the Pacific Coast and Rocky Mountain States at Los Angeles a few days ago:

"The Chinese character for 'Crisis' is composed of two other characters—one meaning 'disaster' and the other 'opportunity,'—for the wise men of the east came to realize centuries ago that a crisis may degenerate into a calamity or develop into an unparalleled opportunity."

It's worth the permanent file.

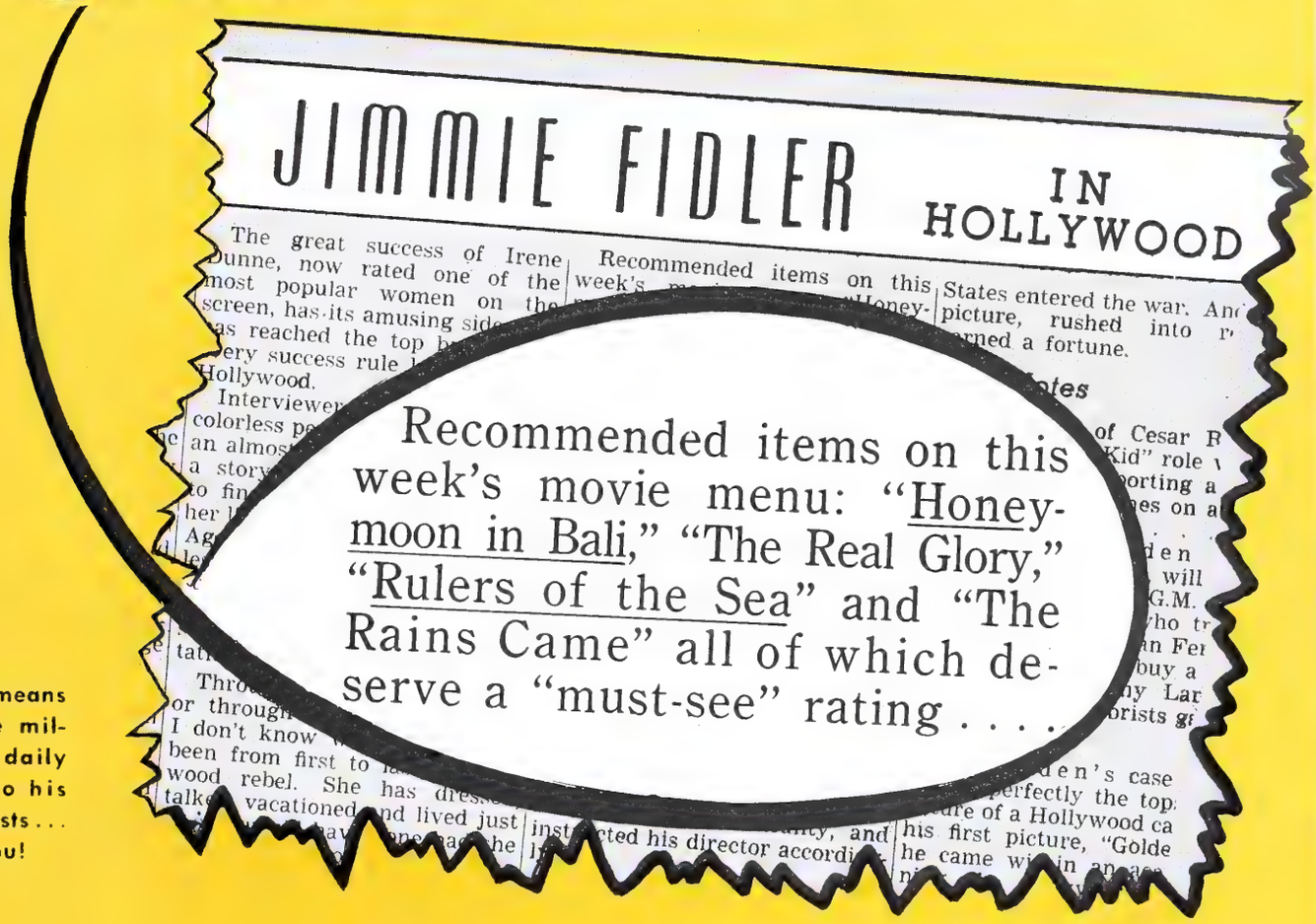
## *Gainfully Employed*

Flash from Hollywood:

"It took four men fourteen days to find a piglet that could squeal with the resonant tone of an operatic tenor. The porky, Galinkitchka by name, was finally discovered by Jimmy Luttrell, of M-G-M's property department, in Animal Land in San Fernando Valley. He will offer his unusual voice in the form of three squeals in the 'Tanya' number, sung by Ilona Massey in 'Balalaika'."

A three-squeal attraction?

# 2 out of 4 are PARAMOUNT!




Jimmie Fidler's praise means the "go-sign" to the millions who read his daily column and listen to his coast-to-coast broadcasts . . . means box office to you!

**Paramount's not only batting out the hits in Jimmie's column, Paramount's batting 'em out at the box office. Ask the boys who are cleaning up with "Star Maker" and "Beau Geste" and they'll tell you Paramount's leading the league!**

# *It's a* PARAMOUNT YEAR!

Paramount Pictures

# RADIO CONTINUES AS A SERIOUS COMPETITOR, THEATRES RULE IN NEW "BOXOFFICE" SURVEY

## All Radio Seen as Rival For Theatre Dollar; Film Names Hurt

Radio broadcasts in general offer serious competition for the exhibitor, and those air programs that contain film players are nearly 20 per cent more competitive, the latest in the series of Boxoffice industry surveys reveals. The score runs from 65 per cent who deem radio competitive in general broadcasts to 82 per cent who consider radio shows with film players as rivals for the boxoffice dollar.

The question put directly to the nation's theatre men, and the results:

A. Is Radio Generally Competitive?

Yes: 65% No: 35%

B. Is Radio With Film Players Competition?

Yes: 82% No: 18%

And with it the answer to both sides in the long-drawn controversy over the effect of radio and radio-film broadcasts on the country's theatre grosses; an answer that carries many exhibitor conclusions, among the most interesting of which argue that radio broadcasting by film players:

(1) Depresses the theatre grosses in proportion to the boxoffice rating of the players.

(2) Is so arranged that on most nights of the week it cuts into both the early and late shows.

(3) Fails to develop additional customers in anything like the number it keeps away.

(4) Often satiates the public with film players to the point they no longer have exceptional drawing power.

(5) Produces competition the average exhibitor is powerless to combat.

(6) Dissipates the energy of the players over too wide a field with the result that their film performances drop in quality after they start broadcasting.

(7) Presents the players in a bad light as the result of hastily prepared and ill-advised scripts.

(8) Damages all exhibitors for the sake of extra earnings by a few players who have to give most of such additional income to federal and state governments in taxes.

Remedy suggestions vary from complete boycott of film star radio activity at the time of producer contracts to stronger studio supervision of scripts and broadcasting hours to provide a minimum of theatre competition. Seriously advanced is an exhibitor campaign on an individual basis to cancel films with "offending" players when a choice is possible between those and films of players not engaging in radio activity, and an effort to give the best playdates to films featuring non-radio personalities.

The radio "film gossip" commentators come in for severe treatment, many exhibitors contending they are more injurious than all of the film-player broadcasts combined. The remedy suggested most often in this connection is complete refusal of studio privileges and cessation of "gratuities" in the way of acting and story favors.

Radio with film players appears more seriously competitive to theatres in the New England and midwest territories, and in general in the eastern and central areas. The geographical breakdown by territories and states appears on the opposite page.

Typical of comment from exhibitors are the following excerpts from the questionnaires:

### Suggests Trade Committee For Radio Problems

I believe the radio competition problem could be solved by a permanent committee of exhibitors, producers and distributors who would devote attention to radio and other trade problems. Exhibitors could bring their complaints to this committee, which could seek ways and means of softening the blow from competitive programs, especially where film names are concerned. At least this would be an intelligent approach to a problem that has little discernible beginning and certainly no apparent ending.

MONTANA EXHIBITOR

### Says Commentators Have Killed Many Good Ones

Something should be done to keep the columnists and radio commentators from prejudicing the public against certain pictures before they are even released. It is an unfair practice, as a picture that will please metropolitan audiences may be a complete flop in the provinces, and vice versa. The unfair ratings given by some radio commentators have killed many good pictures for us. This will cease when producers close studio lots to the gossip mongers and quit handing out acting and story plums to the air panhandlers.

SOUTH CAROLINA EXHIBITOR

### Radio "Real Competitor" Any Way You Take It

Radio, with or without, but particularly with, film stars is real competition. I have heard former fans of stars say they had no more desire to see these stars in pictures, their reason being that they had enough of them. Some said they had become bored by stars constantly on the air. Others I have known who took the attitude that they had as soon sit at home and hear the stars on a radio program as go pay money to see them in a movie. Either way you take it, the appearance of movie stars on radio programs is a definite competition and injurious to boxoffice receipts.

TEXAS EXHIBITOR

## Eight-Points in Damage Cited by Answers to National Question

### They All Hurt, the Big Ones Most

The bigger they are at the boxoffice the more they hurt when they go on the radio. If they're no good in the medium they hurt because their boxoffice draw is killed. If they're good there they hurt because they are competition to the theatre. I wish some of the money-grabbers in the star brackets could be in my theatre and a broadcasting station at the same time when one of their pictures is playing. They would be lonesome, as lonesome as I am, but they might learn something.

MISSOURI EXHIBITOR

### Cites How Broadcasts Could Be Beneficial

I believe that film players on radio broadcasts would help rather than hinder if they could appear at any other time than picture show hours.

OKLAHOMA EXHIBITOR

### Deems Exhibitor Powerless To Combat Competition

The film stars on radio hurt most because there is nothing we exhibitors can do about it. We can't fight something we can't come to grips with. The answer is up to the producers and the stars themselves. If the stars want to spread their talents and efforts so thin that they suffer in both fields and the producers want to let them do it, I guess we'll just have to wait until they both wake up—if we don't go broke first.

MASSACHUSETTS EXHIBITOR

### Sees Too Much Advance Publicity on Films

My opinion is that there is too much advance publicity on pictures, especially via the radio and fan magazines, that gives the public a chance to form their opinion on pictures before they ever see them. If you will stop and think several years back before all of this ballyhoo on pictures by Jimmy Fidler and others like him, you will remember that people came to the theatre to see what the picture

(Continued on next page)

# 65% VOTE AGAINST GENERAL BROADCASTING; 82% AGAINST AIR SHOWS WITH FILM NAMES

## "Gossipers" Damaging To Boxoffice, Say Many Showmen

(Continued from preceding page)

was all about. Today they don't have to guess; dozens of people are telling them all about pictures. Not only does it strip the films of all illusion, but it gives a living to too many people who should have to work for it.

KENTUCKY EXHIBITOR

### Says Might Be New Way To Get New Blood

I say let the movie stars go ahead and do all the radio work they can find. It might kill some of them off quicker. We've been paying high prices for a lot of names that really haven't meant much for years. After they appear in enough radio programs with quick-order scripts and bad advice on subject matter the crying need for new blood in the studios may be solved quicker than we think.

NEW YORK EXHIBITOR

### Sees Damage to Exhibitors For Sake of Star Money

How film players can deliberately strike at the exhibitors who build them into importance I don't know. Maybe they don't realize they're doing that; if not somebody should put them wise. What they really are doing is selling the exhibitor down the river for extra income and then turning around and giving most of that extra money to the state and federal government for taxes. It isn't fair, but I don't know what to do about it.

MAINE EXHIBITOR

### "Punk Pictures" His Trouble

We can do good business for three days on a big picture, but die for one day on some of the punks we get. It is little wonder that people would rather sit home and listen to the radio when the local theatre is showing a picture that smells so badly that even a good ventilating system can't get the odor out of the place. Give us good pictures and you won't hear anything further about radio competition.

VERMONT EXHIBITOR

### Says Does Not Promote Enough New Fans

Some producers contend that radio shows by movie stars produce new fans for the movies. In part they are right, but they don't produce them as fast as they take them away by keeping them home to listen to the air shows.

IOWA EXHIBITOR

## *How They Voted*

| Area | Is Radio Generally Competition? Pct. Yes | Pct. No | Is Radio With Film Players Competition? Pct. Yes | Pct. No |
|---|---|---|---|---|
| EASTERN— | 76 | 24 | 83 | 17 |
| Delaware | 0 | 0 | 0 | 0 |
| Maryland | 0 | 0 | 0 | 0 |
| New Jersey | 100 | 0 | 100 | 0 |
| New York | 73 | 27 | 80 | 20 |
| Eastern Pennsylvania | 60 | 40 | 70 | 30 |
| Virginia | 71 | 29 | 72 | 28 |
| NEW ENGLAND— | 73.8 | 26.2 | 91 | 9 |
| Connecticut | 100 | 0 | 100 | 0 |
| Maine | 83 | 17 | 100 | 0 |
| Massachusetts | 50 | 50 | 75 | 25 |
| New Hampshire | 100 | 0 | 100 | 0 |
| Rhode Island | 10 | 90 | 80 | 20 |
| Vermont | 100 | 0 | 100 | 0 |
| SOUTHERN— | 61.09 | 38.01 | 86.03 | 13.07 |
| Alabama | 67 | 33 | 100 | 0 |
| Arkansas | 50 | 50 | 83 | 17 |
| Florida | 65 | 35 | 100 | 0 |
| Georgia | 100 | 0 | 100 | 0 |
| Louisiana | 50 | 50 | 50 | 50 |
| Mississippi | 50 | 50 | 75 | 25 |
| North Carolina | 100 | 0 | 100 | 0 |
| Oklahoma | 76 | 24 | 87 | 13 |
| South Carolina | 100 | 0 | 100 | 0 |
| Tennessee | 75 | 25 | 75 | 25 |
| Texas | 60 | 40 | 80 | 20 |
| MIDEAST— | 56.04 | 43.06 | 75 | 25 |
| Ohio | 78 | 22 | 91 | 9 |
| Kentucky | 45 | 55 | 55 | 45 |
| Michigan | 65 | 35 | 77 | 23 |
| Western Pennsylvania | 70 | 30 | 78 | 22 |
| West Virginia | 25 | 75 | 74 | 26 |
| CENTRAL— | 72.75 | 27.25 | 86.03 | 13.07 |
| Illinois | 78 | 22 | 83 | 17 |
| Indiana | 63 | 37 | 82 | 18 |
| Eastern Missouri | 70 | 30 | 80 | 20 |
| Wisconsin | 80 | 20 | 100 | 0 |
| MIDWEST— | 69 | 31 | 89.04 | 10.06 |
| Iowa | 70 | 30 | 78 | 22 |
| Kansas | 75 | 25 | 100 | 0 |
| Minnesota | 54 | 46 | 85 | 15 |
| Western Missouri | 69 | 31 | 81 | 19 |
| Nebraska | 76 | 24 | 93 | 7 |
| North Dakota | 50 | 50 | 100 | 0 |
| South Dakota | 89 | 11 | 89 | 11 |
| WESTERN— | 62.02 | 37.08 | 81 | 19 |
| Arizona | 50 | 50 | 50 | 50 |
| California | 78 | 22 | 96 | 4 |
| Colorado | 25 | 75 | 25 | 75 |
| Idaho | 40 | 60 | 60 | 40 |
| Montana | 60 | 40 | 89 | 11 |
| Nevada | 0 | 100 | 100 | 0 |
| New Mexico | 0 | 0 | 0 | 0 |
| Oregon | 80 | 20 | 90 | 10 |
| Utah | 100 | 0 | 100 | 0 |
| Washington | 89 | 11 | 100 | 0 |
| Wyoming | 100 | 0 | 100 | 0 |

# MAJORS, PREPARING TO ANSWER GOV'T QUIZ, SEEK TO HOLD DOWN REPLIES TO ESSENTIALS

### *Here's a Man With A Memory*

Los Angeles—Albert Law's memory is sharp as a whip. He's been with the department of justice many years and in the course of his duties has met many film executives.

The other day, Law ran into the western sales manager of a major distributing company. The division manager thought he recognized Law and asked if they hadn't met before.

Whereupon Law told the sales manager the date and place in 1927 and the occasion that brought them together.

## Will Ask the Court to List Number 'Must' Answers Necessary in Replies

NEW YORK—Attorneys for distributors are preparing to go into federal court and ask for permission to answer a limited number of questions in the "Big Stick's" A to Z quiz, it is learned. Because of the scope covered in the interrogatories and the amount of time it would take to answer all of the questions, counsel for the majors, in their willingness to cooperate with department of justice representatives, will argue that the court list the number of "must" answers necessary for the "Big Stick's" backlog.

The general impression among home office counsel is that to satisfy every one of the 68 queries and numerous sub-divisions, it would take a full time legal staff a year to comply.

There is no objection, it is learned, to answering the necessary questions, but, because the questions themselves in most instances are not clear, the amount of work involved in trying to satisfy the government, as the interrogatories now stand, would indefinitely hold up the trial. This is to say nothing of the expense entailed.

Attorneys for distributors point out that, in order to cooperate with the "Big Stick," which has been fairly cooperative with distributor representatives, it will be necessary to limit the questions to essentials and eliminate the material which is not vital.

### *Nothing for Granted*

NEW YORK—Those 38 interrogatories thrown at the head of government counsel by UA in the all-industry suit leave nothing for granted in placing on the table full information about the witnesses for the prosecution. That is, if the government answers all, or some, as UA attorneys would have it.

In a sort "you slapped me, now I'll slap you" procedure, UA is returning the government's fire with a like brand. The questions are broad enough in their specific nature which sounds like a riddle, to result in further revelation of the complete business processes under which not only UA, but all of the other major company defendants, operate.

The contexts, themselves, demonstrate this. Their phrasing is identical. The question first sets forth, "State the name, address, identity and location of each person known to the government, having

(Continued on page 22)

### *Wanted: A Judge, Pleasant*

Los Angeles—One division manager of a major company who was indicted in one of the "Big Stick's" charges of alleged violation of the FWC consent decree already has done a little checking of his own for personal reasons.

He learns there is no limit as to the amount of fine and time the federal court can hand down in the event it finds for the plaintiff. With that in mind, he is now hoping the judge hearing the case continues throughout in good humor.

## Ind'pts Were Party To Zone Shift–FWC

LOS ANGELES—Expressing complete confidence in their position in the "Big Stick's" charges of violation of a 1930 consent decree, executives of Fox West Coast hold that the changes in the NRA clearance schedule made in July and November, 1935, were with the knowledge and consent of independent exhibitors in the territory.

As a matter of fact, some of the changes were not all that FWC had desired and, in some cases, sacrifices were made for the benefit of independents, according to FWC.

Looking over the charges, circuit executives say they find the "Big Stick" is inconsistent in several respects. One is alleged to be the complaint on continued runs where objection is made to move-overs from downtown Los Angeles to Beverly Hills. Then, it is claimed, the petition seeks to have Beverly Hills, among other towns like Alhambra, Bell, Belvedere Gardens and a few others, included in the Los Angeles zone. It is noted there is no objection on films being moved from one theatre to another in the same zone.

All major companies are represented by individual counsel. National Theatres has Charles A. Buckley, general counsel for the circuit; 20th-Fox has Richard E. Dwight and Fred Pride of Dwight, Harris, Koegel & Caskey; M-G-M has Edwin Loeb of Loeb & Loeb.

Process servers have until October 2 to serve all defendants. Many listed in the complaint have yet to be served. The preliminary hearing is set for October 16.

### Shirley in Air Bow

HOLLYWOOD—Shirley Temple will appear in the Screen Guild nationwide radio broadcast Christmas Eve for the benefit of the Motion Picture Relief Fund.

## Wood in Action on Schine Case Shortly

BUFFALO—Frederick H. Wood of Cravath, de Gersdorff, Swaine & Wood, Schine counsel, Monday will be seen in action for the first time in a film case since the St. Louis anti-trust trial four years ago when he represented Warner. He will appear before Judge Knight in federal court and argue against the "Big Stick's" motion for a temporary injunction and in favor of a bill of particulars. Edward C. Raftery of O'Brien, Driscoll & Raftery, UA counsel, will argue for three kinds of separate relief, petitions for which were filed some weeks ago. John Lord O'Brien is representing other major distributors.

Although counsel for Schine has asked for dismissal of the complaint, most of the arguments preliminary to filing briefs are scheduled to revolve around the temporary injunction demand and the request by defendants for particulars. Williard S. McKay is working in association with Wood.

### *Three Given 20 Days to Reply in Griffith Suit*

OKLAHOMA CITY—UA, Universal and Columbia, acting independently of the other five major distributors, have been given 20 days by Federal District Judge Vaught to answer the "Big Stick's" brief in connection with the anti-trust suit against the Griffith circuits and major distributors.

Former Judge Charles Cochran is representing the five major firms which have prepared answers.

### More Object in Miami

MIAMI—Objections have been filed on behalf of seven major distributors to interrogatories propounded by plaintiffs in the anti-trust suit here. Paramount objections were filed earlier.


This Year's
GREAT
GOLDWYN
PICTURE


SAMUEL
GOLDWYN
presents
THE

# HELD OVER AT THE RIVOLI FOR ITS *4th* WEEK OF BOX-OFFICE *Action*

Hour after hour...day after day...week after week, eager crowds are following the advice of Screen Critic Frank Nugent of the New York Times who said: *"If it's a whopping adventure film you want, unconditionally guaranteed to build up your blood-pressure, the Rivoli is the place to find it!"*



# REAL GLORY


The story of a man and woman to rival WUTHERING HEIGHTS
The story of action-swept adventure to surpass THE HURRICANE
SAMUEL GOLDWYN presents
Gary COOPER
in
THE REAL GLORY
with
DAVID NIVEN • ANDREA LEEDS
REGINALD OWEN
BRODERICK CRAWFORD • KAY JOHNSON
Directed by Henry Hathaway
FROM THE NOVEL BY CHARLES L. CLIFFORD
RELEASED THRU UNITED ARTISTS

# BRITISH INDUSTRY IN A PRECIPITOUS CLIMB; 70-80% OF NORMAL IN SECOND WEEK OF WAR

## Distributor Revenue in Next Week or So May Reach 75% Normal

LONDON—Theatre and distribution business in the second week of the European War has jumped from 10 and 15 per cent of normal to 70 and in some cases 80 per cent of average, according to a survey, with optimism the feeling in most quarters.

The general public which sat home listening to the radio for reports during the first days of the war has broken away from the habit and is now arriving at theatres in automobiles with dim lights in many cases. Where pedestrians use other means of travel, dimmed light torches are permitted at night during blackouts.

West End theatres now are opening at 2 p. m. Sundays, while houses in the rest of the country start business operations at 6 p. m. on that day. There is a concerted move on foot to secure a general 2 p. m. opening for all theatres.

Within the next week or so, it is expected distributor revenue will reach 75 per cent of normal. Along exhibitor Row theatre heads are showing signs of relief to the extent that the trend of the public is back to the theatre. Afternoon business continues weak with the pickup noted in night attendance, which is regarded as a good sign.

Outstanding pictures are showing good results at the boxoffice with the general sentiment here being that business and trade is on the upswing. While not normal, the signs indicate daily improvement.

## *Ben Goetz Arrives After A Delay by Illness*

NEW YORK—Having recovered from an illness which delayed his sailing a few weeks, Ben Goetz, in charge of M-G-M British production, arrived late in the week on the *Nieuw Amsterdam*. He is scheduled to head for the coast for conferences with Louis B. Mayer.

Dave Lewis, M-G-M manager in the Argentine, sails from Rio de Janeiro on the *Santa Lucia,* October 3, for home office conferences.

## *No 'Busman's Honeymoon' Plans; Star Cast Anew*

HOLLYWOOD—With Robert Montgomery cast in "Willow Walk," no immediate plans are in view for resuming production of "Busman's Honeymoon," originally scheduled for England but which is expected to be made here. Montgomery arrived with his wife from the east early in the week.

## *No Shortage of Foreign Films, Importers Unanimously State*

NEW YORK—The 350-odd theatres in this country that depend entirely on foreign films will not suffer from any curtailment of production as a result of the war, according to distributors of overseas product.

The possible exception seems to be in the case of Polish films, the supply of which is limited to releases received here up to a few months ago. The estimated 15 houses that show Polish films exclusively are pictured as having to be content with repeat showings or switching to other languages.

A rather paradoxical situation is presented in respect to Russian product. Word filters into the circle of independent foreign distributors here that in more than a few instances exhibitors of Russian films have been, or gradually will be, displaced on the ground supporters are out of sympathy with the Soviet-German non-aggression pact. It is pointed out some of the most pretentious Soviet product up to the present has been concerned with an indictment of Nazism, for example: "The Oppenheims," "Concentration Camp," and "Professor Mamlock."

**No Letup in Bookings**

However, according to Dimitri Vassilev, president of Amkino, official distributors of Soviet product in North and South America, there has been no letup in bookings. He also declares current product from Soviet studios centers about various phases of national life, being almost devoid of political propaganda. Vassilev admits "some reaction" will set in as a result of resentment manifested in the Russian-German pact, but is confident it will pass once a clearer perspective of the European situation is obtained. It is estimated ten theatres, at the outside, play Soviet product, either exclusively or on spot bookings.

With more than 40 French films on hand and another dozen in the stages of negotiation for American distribution, there appears to be an ample supply to meet demands of this market, far and away the most important insofar as revenue is concerned. There are 75 theatres playing French product, it is estimated, with about 30 of these in key cities, where first runs have been known to range from an average of three for fair pictures to 16 for outstanding product, such as "Grand Illusion," "Story of a Cheat" and "Ballerina."

It is pointed out that with the product on hand and others to come the supply is sufficient for at least 15 months, even should pictures that have reached the half-way mark in French studios be dropped on account of the war. All foreign product circulates very slowly here, importers say, which would aid in con-

(Continued on page 19)

## *Sam E. Morris, Ill, Leaves WB Post*



NEW YORK—Sam E. Morris, one of the veterans of the Warner organization, steps down as vice-president in charge of foreign distribution and will leave the company on what is officially described as a year's absence to recoup his health. Morris recently returned from a trip to South America, but, while he was in Brazil, it is understood he suffered a heart attack. It is considered extremely remote that he will return to his post.

No decision has been made on a successor. Joseph Hummel, currently, is foreign sales manager under Morris whose duties recently were limited to South America and the Far East while Robert Schless was placed in charge of all of Europe, including Great Britain.

Morris's experience embraces exhibition as well as domestic distribution. He was one time vice-president and general manager of Select Pictures, later joining the Warner organization in charge of domestic sales. The task of reorganizing the sales force following the purchase of Vitagraph, Inc., fell to him. Subsequently, he was transferred to the export department.

# NURSE EDI

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## ANNA NEAGLE

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Produced and Directed by HERBERT WILCOX • Screen Play by Michael Hogan

K O
ADIO
CTURES

# Ind'pts Say Chains Wring Product Dry

(Continued from page 4)

ways been in effect as far as his theatres are concerned. "We extend playing time on anything worthwhile," he states. "In towns where we ordinarily book three and four days, big pictures get a full week. Where the regular policies are two and three-day bookings, unusual attractions are extended to three and four days. In all instances, single feature treatment is observed. Where pictures lend themselves to extra playing time, there is no hesitancy in granting additional screen hours. We have no fears of a product shortage at the moment."

That extra playing time has always been granted to preferred pictures is the declaration of the general manager of a circuit of 50 theatres spread over the eastern states.

Conversely, as independents go, the smaller operators, with from three to ten units, assert unequivocally that the practice of prior runs in competitive zones of "milking" pictures forbids them from "even getting out just returns from normal bookings, much less consider giving these films extra time," as one exhibitor puts it.

"You must consider that really big pictures are our bread and butter," a last-run operator declares, "because the insignificant grade 'C' films are nothing but a necessary evil—I show them because the other fellow does. There must be something else in Schenck's mind when he says what he does, because I don't see how even he can reconcile a condition where a prior run squeezes the last dollar out of a picture by holding it three or four days extra and then comes to us many weeks later with a percentage designation as high as the prior run at houses where the scale is invariably from 10 to 20 cents below the previous run."

A number of small operators prefer to remain silent and "let the big fellows do the talking because we do not want our sentiments to backfire in the form of increased rentals." The implication, they say, is that "reprisals" are a practice when "we talk too much."

## *Field Executives Go Into Huddles on Schine Suit*

NEW YORK—Major companies have been calling in district and branch managers in the zones where the Schine circuit operates to gather first-hand information for the defense now being prepared in connection with the "Big Stick's" anti-trust suit.

Every situation in the Schine circuit is being checked minutely with the branch heads, some of whom have been sitting in on deals but delayed them to come to New York for conferences with home office attorneys.

## *Republic Closes Essaness*

CHICAGO—Republic has closed with the Essaness circuit for its entire new lineup.

## *Schenck's Statement*



HOLLYWOOD—*Joseph M. Schenck's plea for extended playing time is made as president of the M. P. Producers' Ass'n, embracing all major studios here, and not as chairman of the board of 20th Century-Fox. Thus, that which he has to say is interpretable as representative of the viewpoint of all the major companies in the industry. This is the text:*

"The theatre operators of America must do their part in helping the producers of pictures to overcome the crisis caused by the loss of revenues from war-torn Europe.

"The producers have signified their intention of continuing to make big pictures of the highest quality despite the European situation. The responsibility of making these efforts successful now lies entirely with the exhibitors.

"It is no longer a question of profits, but of preservation of the present quality standards of the entire motion picture industry, theatres as well as studios.

"The millions of dollars invested in theatres throughout America would be just so much brick and mortar if the structure of film production collapsed. The exhibitor must therefore share the responsibility of seeing that the studios derive enough rentals to permit them to continue in operation.

"First of all, it is essential that the exhibitors do everything possible to extend the playing time of pictures whenever public patronage justifies. Those pictures that have been showing for one week should, whenever possible, be held over for a second week, and a picture which definitely rates a two-week run should be extended for a third week. Likewise, in the subsequent runs, three-day pictures should be held over for five or six days.

"In order to justify this, exhibitors will find it necessary to display greater showmanship and introduce new ideas. It can and must be done to insure a return to the producer that will compensate for decreased revenues elsewhere, for only by increased rentals from the theatres of this country can producers be assured of revenues commensurate with the bigger type of pictures.

"The producers are willing to go to any length and expense to make great pictures, and they have every faith that the public will support them. A high standard of quality in production has been attained, as evidenced by the fact that American-made films are recognized as the finest by the amusement public of the entire world. This leadership must not be sacrificed, nor can the standards be permitted to be lowered.

"For their part the producers are keeping operating costs as low as possible. But no economy measures by the studios alone could offset the great loss of European revenue if a high standard of quality is to be maintained.

"It is therefore up to the exhibitor now to make this high standard of quality possible.

# 'Producers' Problem,' Max Cohen Declares

NEW YORK—The solution to the problem facing distributors is not extended playing time, Max A. Cohen, head of Allied of New York and also president of Cinema Circuit which operates 20 houses in Greater New York, states in answer to Joseph M. Schenck's plea for cooperation from exhibitors on big pictures.

"Producers should cut production costs to meet incoming revenue and that necessarily does not mean to cut production quality," Cohen adds. "Stars who believe they draw so much business at the box-office ask for salaries based on this assumption."

"Why should the independent exhibitor be called upon to solve the problems of the producers when it is in Hollywood where costs are mounting every day?

"I don't believe the intent of Mr. Schenck is to insure his income or revenue on pictures."

## *"One of the Most Distinguished"*

**Hollywood—"The Private Lives of Elizabeth and Essex" proves that if further proof were needed to establish Bette Davis' rightful claim to the Thespic crown of filmdom her truly regal characterization of England's most famous queen supplies it without question. Seldom, if ever, has the screen boasted so inexplicably fine a performance. It completely dominates the picture which, in itself, must be acclaimed as one of the most distinguished productions in many seasons. All of the pomp and pageantry, intrigue and majesty of Elizabethean Britain is ensnared in its wide productional scope. And against this spectacular background, made doubly impressive and realistic through Technicolor photography, is painted with the inspired brush of masterful scripting and direction a love story sufficiently torrid and tender and tempestuous to satisfy the most avid seeker of romantic film fare. The supporting cast, with Errol Flynn at its head, is comparably splendid, but so stupendous is the work of Queen Bette that the work of the other players is overshadowed. Robert Lord was associate producer; Michael Curtiz, director.—SPEAR.**

# Sees Bigger Revenue In "Free" Buying

NEW YORK—Admitting readily that film companies must increase their revenue in order to continue producing outstanding productions, Edward Peskay, head of the Brownlow circuit of 13 houses in the east, says this can be accomplished if distributors permit competitive buying for outside product where major circuits have their own theatres.

Where distributors have their own houses, he states, these theatres should unquestionably play their own product, but where other companies are involved the output should be thrown open to competitive bidding. By this method, he continues, distributors can get from $7,500,000 to $10,000,000 more each year for their pictures.

Peskay adds there are approximately 3,000 situations where independent first runs cannot get product ahead of major circuit units. In most of these cases the theatres of the unaffiliated are better than those of the major circuits, he says.

Two situations in particular are cited. One is the Patio, a Century circuit unit in Brooklyn, which is flanked by two Loew houses. The independent house is one of the finest in Brooklyn and yet cannot get as much as an even break on product. A second house is the Roxy, Atlanta, operated by Robert Meyer, who finds himself surrounded by circuits and unable to get first runs.

Peskay holds that distributors, if placing their output on a competitive basis, could get more film rental from the Patio than the two Loew houses combined; also that Meyer cannot get first run pictures regardless of what he is willing to pay.

There are numerous other situations which Peskay says he can cite but points out that under present distribution methods little seems to be done about it.

## *Hays Looks at 1949*

**New York—"I look within 10 years," declares Will H. Hays, peering ahead in an article in "Liberty," to the substantial development of circuits of special theatres for specialized audiences.**

**"By that, I mean theatres which will show a particular type of photoplay, maybe Shakespearean repertory, operettas, documentaries, foreign language films, contemporary dramas, and so forth, and will attract audiences of likes, desires and tastes.**

**"The trend is now evident in a few of our larger cities, particularly New York. It may be, too, that stories of tremendous scope and background, such as a future 'Gone With the Wind' or an 'Anthony Adverse,' will be filmed and released in installments, following the pattern of magazines and newspapers today in printing books in installments."**

# Sees Key to Better Takes in Bookings

(Continued from page 5)

the returns to the distributor will be that much greater.

Mindful of Gradwell L. Sears' statement in Minneapolis during the Allied convention, Newbury adds "If Sears means what he says in offering the new policy it is not entirely what exhibitors expected, but fair in most respects."

Cancellations and preferred playing time are uppermost in Newbury's mind. He declares some exhibitors would prefer more than 20 per cent "kill-offs" although some, particularly suburban houses, are satisfied with less. However, he insists, if the theatre owner is permitted to book pictures as he best sees fit the distributor will gain in revenue in proportion to the returns at the boxoffice.

Gradual petering out of the small operator in New Jersey is seen by the Allied head who cites acquisitions and pooling arrangements by major and independent circuits as diminishing the representation in his organization.

However, he concludes, "There always will be an organization in New Jersey because of the things that have to be done to protect the exhibitor, large or small."

# Warns Against Undue Hope on War Boom

(Continued from page 5)

going to fill their houses overnight. It may be a week or two before Congress passes neutrality legislation. Admitting that it goes on a cash-and-carry basis, two things stand out: One, that war production for the belligerents will get under way gradually. Two, that initially the impetus will be confined to those sections where the war industries plants are located and will require some time to percolate through the rest of the country.

"For instance, the steel areas are today in pretty good shape, but copper mining will not boom until some of the surplus stocks start to move. England may buy a lot of cotton, but the government has a lot on which it made loans and the cotton farmer won't reap the full benefit of war business until much of that is worked off."

This opinion was ventured three days before the United States chamber of commerce issued a statement warning against too great expectations in the guise of a war boom. In reverse, the chamber drew attention to probable dislocations in America's foreign trade, a condition already confronting the film industry. It also warned against expecting too much from increased trade with South America.

"It is to be kept in mind," the report states, "that the financial situation in some of the South American countries have in the past resulted in the building up of great quantities of blocked funds. Also, the shutting off of South American exports to certain European states may increase the difficulties of some countries in meeting payments for their imports and returns on direct investments.

"As to direct investments in belligerent countries, it is important that the United States government and private groups examine into what action it is appropriate to take for their protection. Increased taxation, sure to accompany the war, will place in jeopardy not only accrued profits abroad but, in some instances, capital investment as well."

## *No Shortage of Foreign Films, Say Importers*

(Continued from page 15)

serving films that are available. Outstanding attractions are invariably held for long periods at first run houses, while the average films often are shelved for another season. In the latter respect, it is said a substantial reserve has been built up, thus affording a fairly plentiful supply.

The following represents official listings of French product by the larger distributors, prints of which are available:

**Amkino**

"Courage," "Golden Key," "School Teacher," "Shors," "Spain," and "The Tractor Drivers."

**Columbia**

"Port Arthur," "The Chess Players," "The Runaways of St. Agil."

**Concord Pictures**

"Rasputin."

**Film Alliance**

"Hostages," "Le Quai des Brumes," "The Deserter," "The Challenge," "The King," "Salvage" and "Second Bureau."

**French Film Center**

"Aux Jardins du Murcie" and "Harvest."

**Gallic Films**

"The Last Will of Dr. Mabuse."

**Juno Films**

"End of a Day" and "Musicians of Heaven."

**J. H. Hoffberg**

"Mademoiselle Ma Mere" and "Ultimatum."

**Mayer and Burstyn**

"Life of Mozart," "Louise," "Katia," "That They May Live" and "Whirlpool."

**National Pictures**

"Devil's Island," "La Glu" and "Petit Chose."

**Select Pictures**

"Rebel's Son" and "Royal Divorce."

**Trans-Atlantic Films**

"Derniere Jeunesse," and "L'Emigrante," "Conflict" and "La Maison du Malthais."

**World Pictures**

"Betrayal," "Hatred," "La Marseillaise" and "Mill on the Floss."

### Republic Slash

HOLLYWOOD—Nearly 150 employes are affected by a personnel purge and salary slash at the Republic studios.



# A DARLING ON SKATES . . .
# SHE'S WONDERFUL! . . . .

*Now for the excited "Ohs" and "Ahs" of the millions who'll rave over Sol Lesser's newest personality discovery! . . . A little girl who'd be a tremendous hit even without her sensational skating ability! . . . Here she is, all yours to sell in a great big comedy show with music and dancing, a swell human-interest story, strong marquee cast, and the most spectacular figure and rhythm skating ever attempted by a girl of Irene's age!*

# EVERYTHING'S ON ICE



*with*

## IRENE DARE

## ROSCOE KARNS • EDGAR KENNEDY

## LYNNE ROBERTS • ERIC LINDEN

*Directed by Erle C. Kenton*

*Produced by* **SOL LESSER**

*Screen play by Adrian Landis and Sherman Lowe*

RKO RADIO PICTURES

# UA Wants to Know All, Also Sundry

(Continued from page 10)

knowledge of relevant facts, with respect to the government claim that the producer-exhibitor defendants have conspired and combined with each other and United Artists, to monopolize the market for exhibition of pictures in first-run theatres." And thereafter:

2—The names of persons who will support the claim that the defendants have monopolized production of quality high grade pictures.

3—The names of persons who will support the claim that the defendants excluded independents from the first run theatres owned by them.

4—This question deals with monopoly of product in first run theatres.

5—This question deals with the monopoly of first run pictures in the metropolitan areas in the United States.

6—Deals with the banning of independents from first runs in metropolitan theatres.

7—Deals with the banning of independent product from first run theatres except through sufferance on the part of the majors.

8—Deals with the monopoly of first-runs by the major defendants.

9—Deals with the charge that the acquisition of affiliated theatres resulted in a division of territory.

10—Deals with the alleged monopoly of all first run situations by the majors.

11—Deals with the attempts to monopolize all first runs by the majors.

12—Deals with the granting of preference and priority by the majors to each other in various areas.

13—Deals with the alleged common plan on franchises, contracts, agreements and understandings between the majors.

14—Deals with the charge UA holds back pictures until the other defendants are ready to exhibit them.

15—Deals with the charge wherever two or more defendants operate in the same territory there is a convenient division of product.

16—Deals with the charge independents who own first run theatres are excluded from securing product on a fair, competitive basis.

17—Deals with the charge franchises, agreements are made available to affiliates before they are to independents.

18—Deals with the charge an independent in competition with an affiliate is placed in a secondary position to what he would be in a free untrammeled market.

19—Deals with the charge of harsh, onerous, unfair trade practices.

20—Deals with compulsory block booking.

21—Deals with the charge contracts between UA and other defendants are issued on a selective basis.

22—Deals with the forcing of shorts or newsreels.

23—Deals with the arbitrary designation of playdates.

24—Deals with arbitrary and unreasonable clearance and zoning.

25—Deals with overbuying.

26—Deals with arbitrary, unconscionable and discriminatory film rentals.

27—Deals with the charge independents are charged four and five times as much for films as affiliated theatres are.

28—Deals with a demand for revenue in excess of a fair return.

29—Deals with the prohibition of double features.

30—Deals with the score charge.

31—Deals with a minimum admission price.

32—Deals with exhibition charges on subsequent runs which are harsh and unreasonable.

33—Deals with benefits and favors extended to affiliates.

34—Deals with the allowing of exhibition of pictures to affiliates without a binding agreement.

35—Deals with the allowing of material changes and alterations in contracts.

36—Deals with overage and underage.

37—Deals with allowing cancellation of shorts to affiliates.

38—Deals with moveovers—shifting a film from one theatre to another, to continue a run, thus depriving the independent of a chance to show the film before its interest has lapsed.

## *Code-to-President Plan Still Alive*

**New York—Distributors are waiting for conditions to quiet down before reviving efforts on the code. It is still hoped to bring a review of the history of the code and its rejection by Thurman Arnold to the attention of the President as soon as some of the current excitement of the European war subsides.**

# Far West Exhibitors Form Own Alliance

LOS ANGELES—The ITO of Southern California and Arizona, the ITO of Northern California and Nevada, and the MPTOA of the Pacific Northwest have formed Pacific Coast Conference of Independent Theatre Owners, representing approximately 2,000 theatres.

Aim of the new organization is to "create a more harmonious relationship among independent theatre operators, producers and distributors." Each unit will continue its own individual activities.

The executive board of the ITO of Southern California, in approving the move, emphasizes no effort is being made to establish another independent exhibitor group and no buying combine is being contemplated.

## *Rites for Floyd Gibbons Are Held in Washington*

WASHINGTON—Burial services for Floyd Gibbons, noted war correspondent and radio commentator, were held in the Mount Olivet cemetery. He was 52.

# Says Public Proves 'Sucker' for Soviet

WASHINGTON — The Soviet government has played the American people for a "bunch of suckers," not the least proof of their gullibility being their willingness to buy communist propaganda motion pictures, the proceeds of which were used to finance Russian activities in this country, according to the testimony of Dr. D. H. Dubrowsky, former Soviet agent, who cut loose from the Reds in 1935.

Ninety per cent of the Russian pictures distributed in the United States while he was acting as agent were propaganda, he told the Dies committee investigating un-American activities. But the Russian government collected about $1,000,000 a year from their sale, and the money was used, apparently, to finance direct propaganda in this country.

The former Red agent was vague in his replies to questions by the committee as to whom bought the films, but indicated they were sold to all comers. The major distributors did not handle them, and their circulation apparently was handled independently.

Dr. Dubrowsky gave the committee an explanation of the various devices adopted by the Communists to get money in the United States, including the collection of funds for "relief" organizations, the confiscation of money due Russians, including war compensation and insurance payments to men who fought in the American army during the World War and the smuggling in of jewels confiscated from wealthy Czarists.

The Stalin emissary testified that he came to the United States from Russia in 1905 and was naturalized in 1917. In 1919, he became connected with the Bolshevik government, which he served as a secretary at the Soviet Embassy in Washington and in other categories until 1935, when he quit because he felt "Stalin has turned an idealistic movement into one of political gangsterism."

## *Deanna Durbin Picture Is Booked by Russia*

NEW YORK—The first American film to be booked for showing in Russia since 1936 is "One Hundred Men and a Girl," which has been contracted for by Intergkino, international trading company of the USSR.

## *Burger Sails to Relieve "French Legionnaire"*

PARIS—Sam Burger, M-G-M roving representative, is due to sail from New York, October 12, to relieve Ludwig (Laudy) Lawrence, continental general manager for the company, who has enlisted with Arthur Field, in charge of dubbing in Italy and Germany, in the French Foreign Legion.

M-G-M home office officials deny that Burger is going to France. He probably will make a trip to South America shortly.

# It'll be SRO with "RIO"

THE THOUGHTS OF THE COUNTRY ARE TURNING SOUTHWARD...AND SOUTHWARD LIE THE SCENES OF THIS SPELLBINDING STORY . . . Of a fascinating plunderer . . . of the lady whose fatal beauty sent him to a tropic penal cell . . . of a drifting young American who won the love that the other man had committed murder to keep!



THE NEW UNIVERSAL
*presents*

Victor
Basil
**RATHBONE** and **McLAGLEN**

# RIO

*with*

**SIGRID GURIE**
**ROBERT CUMMINGS**
**LEO CARRILLO**

Billy Gilbert, Samuel S. Hinds, Irving Pichel, Maurice Moscovich Ferike Boros, Anne Gwynn





**NATIONAL RELEASE SEPT. 29**

Directed by JOHN BRAHM

# Industry Eulogizes Laemmle's Memory

NEW YORK—Widespread regret over the death of Carl Laemmle sr. in Hollywood Sunday evening is expressed by the industry's leaders.

Curiously enough, the pioneering "Uncle Carl" died when, for the first time since he retired from the industry, his name again appears on the main title of a film. The long famous and widely known "Carl Laemmle presents" once more is being flashed on the nation's screens with the reissue of "All Quiet on the Western Front."

Among the eulogies are these:

"In almost three-quarters of a century, Carl Laemmle traveled far. He crossed the Atlantic to the United States to become a fine American citizen. He crossed the United States to the Pacific to become a great distributor and a producer who helped set the motion picture stars in their courses.

"Now 'Uncle Carl' has started on a longer journey to a land no man knows, but we do know that he will find friends there. In his long journey from life until death, he never traveled anywhere without making or finding a friend.

"The services of Carl Laemmle to the industry were distinguished. He had courage and vision and he kept his honor bright. He fought for what he believed to be right and kept his plighted word. He gave more than he asked. His friendship braved the storm.

"Carl Laemmle had and deserved the deep personal affection of all who knew him. He was a little man who was big enough to fill our hearts. His death is a public and a personal loss."—*Will H. Hays.*

"The industry has just lost, by the death of Carl Laemmle, one of its finest figures and pioneers. Although Mr. Laemmle was no longer an official member of our family, Universal executives and employes everywhere keenly feel this loss in a sincerely personal way. To indicate our feelings and to respect and honor the memory of Universal's founder, Universal employes everywhere will observe a five-minute period of silence on Tuesday, September 26, at 12:30 p. m.—the starting hour for Mr. Laemmle's services in Los Angeles. Our tribute to Mr. Laemmle will take place at the studio, in the New York offices and in Universal exchanges and offices at home and abroad."—*J. Cheever Cowdin,* chairman of the Universal board jointly with *Nate J. Blumberg,* president.

"The passing of Carl Laemmle was a shock and a great loss to the industry. He was more than a pioneer—he was a builder. A kind, gentle man, he fought for the industry at a time when it was weak and shackled and, due to this courage and independence, the fight of nationwide importance in its time, was won."—*Joseph M. Schenck,* chairman of the board, 20th Century-Fox.

"The death of Carl Laemmle marks the passing of one of the true pioneers of motion pictures—the men of vision, daring and enterprise who founded the industry and guided it through the troubled early years of its existence. The entire industry mourns his passing and honors his memory."—*Barney Balaban,* president, Paramount.



"The passing of Carl Laemmle sr. was a deep shock to all of those who knew and appreciated his contributions to the industry."—*Sidney R. Kent,* president, 20th Century-Fox.

"Carl Laemmle helped mold the first half century of the motion picture industry. Almost from its beginning he was a vital force in it and his contributions to its progress were many."—*George J. Schaefer,* president of RKO.

"The passing of Carl Laemmle is indeed a sad blow to the industry in which he was a pioneer. We shall miss him greatly."—*Harry M. Warner,* president Warner Bros.

"To his family and to the industry, Carl Laemmle made his life's work. I offer deep and sincere condolences. He was a pioneer, with a brave, adventurous spirit. I think this industry is much greater and owes much to the life and the work of Carl Laemmle."—*Murray Silverstone,* in charge of world-wide operations, United Artists.

"Carl Laemmle made a great contribution to the industry and he also made friends of all who knew him. I was proud to be among them."—*Nicholas M. Schenck,* president, Loew's, Inc., and M-G-M.

"In the passing of Uncle Carl the in-

(Continued on next page)

# "Uncle Carl" Was 72; Had Long Been Ill

HOLLYWOOD—Familiarly known as "Uncle Carl" and a pioneer in the industry, Carl Laemmle sr. is dead at 72, the victim of a heart attack after a long illness. When the final curtain closed down, his daughter, Mrs. Stanley Bergerman, and two physicians were at his bedside. Surviving, in addition to Mrs. Bergerman, are his son, Carl Laemmle jr.; two brothers, Siegfried and Louis, and two grand children, Stanley and Carol Bergerman, seven and nine, respectively.

Born in Laupheim, Wurttemberg, Germany, on January 17, 1867, Laemmle arrived in New York at the age of 17 with a capital of $50. His first job was as errand boy in a drug store. He manifested a desire to go west and shortly thereafter landed in Chicago where he got a job as a department store clerk. He then traveled to South Dakota where he was employed as a farmhand for $4 a month and keep. Successive jobs found him a bookkeeper in a jewelry store and a clerk in the Chicago stockyards. He became an American citizen in 1889. Later he became manager of the Continental Clothing Co. of Oshkosh, Wis., and, having saved enough money brought his bride, Recha Stern, over from Flieden, Germany.

Inspired by the success of Woolworth's five-and-ten cent stores, Laemmle returned to Chicago and invested his savings of $3,600 in a similar venture.

In 1906, he opened one of the first picture houses in Chicago, renting a store for his makeshift theatre and then hired 120 seats from an undertaker. He painted it white and called it the Whitefront. By 1909, he had acquired other similar theatres and a film exchange of his own and was fighting for his business life.

In that year he established the IMP company and produced his first picture in a little studio on 11th Avenue in New York. "Hiawatha" was the name of his first film, 1,988 feet in length. Original IMP members were Mary and Lottie Pickford, Thomas Ince, King Bagot, Owen Moore, Jack Pickford, George Loane Tucker, Robert Daly, and others. Florence Lawrence was his first star and when he employed her in 1909, she was paid the unheard-of salary of $1,000 a week.

Subsequently, Laemmle waged a bitter war for survival against the old General Film Co. The Patents company later ab-

(Continued on next page)

## *All of This and More*

**COURAGE and vision . . . of warm, human friendship . . . a lovable character . . . a true pioneer . . . one of the most beloved men . . . an adventurous spirit . . . helped mould the industry . . . one of its finest figures . . . a humanitarian.**

**A great deal, indeed, to remark of one man, but the industry's leaders say this and more of the late Carl Laemmle sr. They have done it fully and well. BOXOFFICE merely echoes their appreciative sentiments.**

**K.**

# Hail Late Leader's Pioneer Endeavors

(Continued from preceding page)

dustry has lost its most loved gentleman. He was a great, inspiring personality, a true pioneer of motion pictures. His brilliant career, founding one of the greatest production and distribution organizations, will forever remain a memorable chapter in the annals of our industry. His family has my deep heart-felt sympathy."—*Harry Cohn,* president of Columbia.

"Carl Laemmle was a credit to the industry and his passing is a great loss, as he had great vision for the future and a desire to help his fellowman. I appreciate my association of six years with him."—*James R. Grainger,* president, Republic.

"It has been my privilege to know Carl Laemmle and it is with deep sorrow that I join the industry in mourning the loss of one of its foremost pioneers and beloved personalities. He contributed more than his share toward the great strides this industry has made since its early inception."—*Major Albert Warner,* vice-president, Warner Bros. Pictures, Inc.

"Carl Laemmle was one of the most beloved men this industry, or any other industry, has ever known. From coast to coast, to thousands of exhibitors—and, in fact, all over the world—the name of Carl Laemmle was a symbol of friendship and fair dealing. He was my personal friend and I worked with him for many years. His passing leaves this industry minus one of its truly great leaders."—*L. J. Schlaifer,* vice-president and western sales manager, United Artists.

"Having started my motion picture career 30 years ago in close association with Carl Laemmle sr., I feel qualified to say that he was directly responsible for the remarkable development of our industry. He had great foresight and unlimited courage. I feel a great personal loss in the passing of Carl Laemmle and was shocked beyond words when I heard of it."—*Jack Cohn,* vice-president, Columbia.

"His constant contact with the details of not only production but distribution is probably one of the reasons for his long success in the picture business. He was one of the great believers in advertising and publicity, many times spending as much on an advertising campaign as pictures of similar type grossed. He had uncanny judgment in selecting at least one or two outstanding stories or plays each year and, when he resigned from the industry, it was a distinct loss to the picture business."—*Phil Reisman,* in charge of RKO foreign affairs.

"He had the vision of a pioneer and courage of a builder."—*Jules Levy,* general sales manager of RKO.

"It was with the deepest regret that the industry learned of the death of Carl Laemmle sr., whose warm, human friendship was enjoyed by so many."—*Herman Wobber,* general manager of distribution, 20th Century-Fox.

"I was profoundly shocked to learn of Carl Laemmle's death. A pioneer, a humanitarian and a grand old man of the motion picture industry, he always will be remembered as such."—*Gradwell L. Sears,* president, Vitagraph, Inc.

"I was terribly grieved and shocked to learn of the death of Carl Laemmle. It seems that when we refer in discussion or thought to this industry it is always with the opinion that Mr. Laemmle played one of the most important parts in the development of its pioneers. We certainly are all grieved at his passing."—*A. Montague,* general sales manager, Columbia.

"The little general has passed on. He lived a full life of marked activity. The independents of the motion picture industry have lost a great champion. We who knew him mourn his loss most sincerely."—*Edward A. Golden,* vice-president of Monogram who was associated with Laemmle for 15 years as his New England franchise holder.

"Carl Laemmle's name will always live in the history of the business as one of that band of daring, courageous men, who built the imperishable foundations of this industry out of their vision and imagination. The work he did will live as long as there is a camera and a screen."—*Joseph Bernhard,* general manager of Warner Theatres.

# Death Follows Long Period of Illness

(Continued from preceding page)

sorbed General Film, allegedly forced exhibitors to use its film, operating machines and other materials exclusively and taxed them heavily for the privilege. Boldly Laemmle declared himself an independent and rallied his fellow exhibitors to the cause. Once he was obliged to take his entire company to Cuba and, only after a number of injunctions had been dismissed, did he return to the United States.

It is estimated he spent over $200,000 fighting the Latham Loop case before winning out. The Binderup case was another he won after five years of litigation. After this there were no obstacles in his path. He merged the eight leading independent companies into Universal and in 1914 established a studio on the coast in a brewery.

Laemmle produced his first five-reel picture in 1912. It was "Traffic in Souls," cost $5,000 and grossed approximately $500,000. This proved a stepping stone for Universal which then went in for production on a "large" scale, starting with "Foolish Husbands," which Eric von Stroheim made at a cost of $63,000. Other big films were "The Hunchback of Notre Dame," costing more than $1,000,000, and "Phantom of the Opera," which was also scaled in that bracket.

He was also father of the star system which was introduced with "Foolish Wives." In 1929, Carl Laemmle jr. was named head of the company.

Consummating 30 years in exhibition and production, Laemmle retired on March 4, 1936, following the sale of the company for the reported sum of $5,500,000. Since then, his son has been with M-G-M but never produced a picture. He owned the rights to "The Amazing Dr. Clitterhouse" and sold them to Warner which produced the picture with Edward G. Robinson. Laemmle jr. had been dickering for a UA release for his independent production venture, but this did not materialize.

Out of respect to the founder of the company, Universal employes everywhere on Tuesday observed a five-minute silence at 12:30 p. m.

# Film Capital Homage To "Uncle Carl"

HOLLYWOOD—The film capital paid its last homage to Carl Laemmle sr., 72-year-old motion picture pioneer, when funeral services were held Tuesday at 12:30 p. m. at B'nai B'rith Temple with Rabbi Edgar F. Magnin officiating. The body of the film veteran, who died of a heart attack Sunday, lay in state for two hours preceding the rites. Interment followed at the Home of Peace masoleum.

For five minutes, while services were under way, the studios observed a period of silence and in Laemmle's respect flags waved at half-mast at Universal, the studio which he founded. Active pallbearers included Jack Ross, Laemmle's personal secretary; Fred S. Meyer, Ben Strauss, May Co. executive; David Tannenbaum, the producer's personal attorney; Sam Von Ronkle; Herman Einstein; Dr. Leland Hawkins, his physician, and Sam Behrendt.

A final radio tribute was paid in a broadcast over Station KFWB, in which D. W. Griffith, Sid Grauman, John M. Stahl, Robert Z. Leonard, Henry MacRae, Herbert Rawlinson, Rabbi Maxwell Dubin and many others participated.

Expressions of sorrow at his passing and tributes to his memory came from scores of film executives and other industry personalities. As spokesman for the producers' Ass'n, of which he is president, Joseph M. Schenck sent the following message from Mexico City, where he is conducting a survey of the Latin-American film market:

"The passing of Carl Laemmle was a shock and a great loss to the motion picture industry.

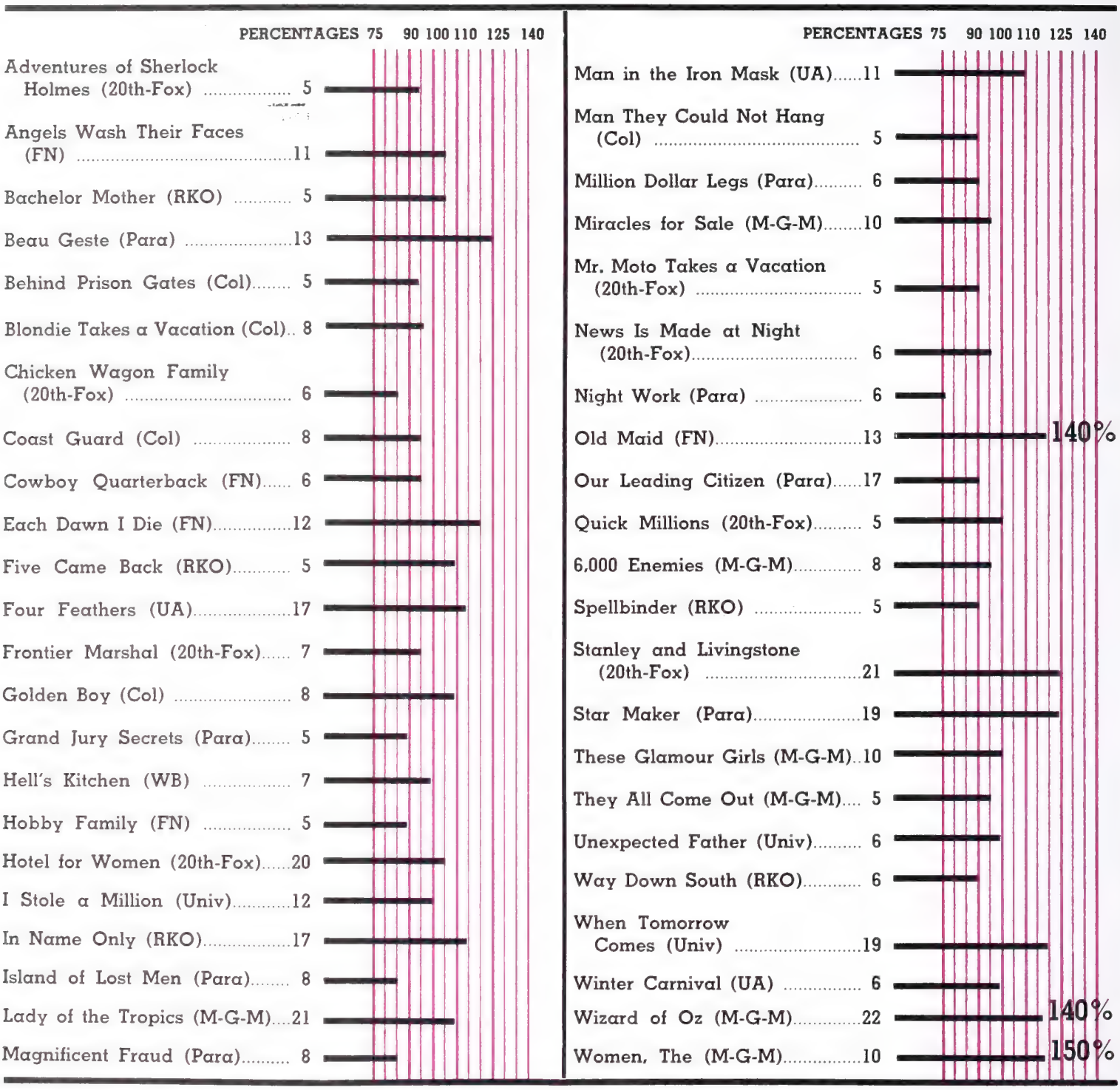
"Carl Laemmle was more than a pioneer, he was a builder. A kind, gentle man, he fought for the industry at a time when it was weak and shackled, and, due to his courage and independence, the fight that was of nationwide importance in its time was won.

"Laemmle was a friendly man, and it is in that character even more than in his leadership that Hollywood will remember him, for he never turned a deaf ear to misfortune and his benign generosities will never be forgotten in this generation because they were so wide-spread.

"The whole world motion picture industry must mourn the loss of Carl Laemmle, but in Hollywood where he lived and worked, his memory will be enshrined."

# Boxoffice Barometer

A Computation of What the Pictures Did in Their First Runs in Principal Centers as Compiled From the Weekly Reports in BOXOFFICE. Number of Runs Follows Initials of Distributors. Pictures With Less Than 5 Runs Not Listed. Average Theatre Gross Figured at 100%.




CITIES FROM WHICH AVERAGES WERE COMPUTED: With comparative figures indicating the percentage of average business (100 per cent) achieved by individual cities as compiled from the first run records of each.

| City | Pct. | City | Pct. | City | Pct. | City | Pct. |
|---|---|---|---|---|---|---|---|
| Boston | 95 | Denver | 120 | Minneapolis | 105 | Philadelphia | 105 |
| Charlotte | 100 | Detroit | 100 | New Haven | 105 | Pittsburgh | 105 |
| Chicago | 95 | Indianapolis | 100 | New Orleans | 100 | Portland | 120 |
| Cincinnati | 120 | Kansas City | 105 | New York | 115 | Salt Lake City | 115 |
| Cleveland | 125 | Los Angeles | 105 | Oklahoma City | 105 | Seattle | 95 |
| Dallas | 100 | Milwaukee | 110 | Omaha | 125 | | |

## *Natal Day Dilemma At Tavern*

New York—Lots of things happen at Bob Goldstein's Tavern. So did this:

Luncheon. A table. Three men: Ben Cammack, Leon Bamberger and H. M. Richey. The repast. The fingerbowls. Cammack and Bamberger quip in passing: "It's H. M.'s birthday. Didn't you hear the speeches? We're giving him a party."

H. M.: "Yep, and I'm still under 52."

The trio makes for the door.

H. M.: "Who's got the check?"

# New Business Census Covers Tax Figures

WASHINGTON—The next census of theatres, to be taken next year, will develop for the first time the amount of taxes collected by exhibitors and passed on to taxing agencies—local, state and federal.

This will be one of a number of questions which have been included in the schedule for the amusement industries, to be used by canvassers who will go into the field January 2 with instructions to visit every theatre and other places of amusement in the United States.

As in the canvasses made for 1929, 1933 and 1935, the census bureau will collect information regarding the ownership of theatres, employment and payrolls, as well as total admission receipts.

Fifty thousand places of amusement are to be visited by bureau representatives to collect the information which will be analyzed in Washington. It is estimated that four to five months will be required for the field work, and bureau officials are hopeful that by the end of 1940 they will be able to publish some of the basic material, such as the number of theatres in each state and some of the large cities, but the final reports will not be completed until well into 1941.

The census of amusements is only one phase of a census of business which the bureau is to take and which will cover every business establishment, wholesale and retail, in the nation. The survey was authorized by Congress—in other words, exhibitors and other business men are required by law to answer the questions put to them by agents.

Separate information is to be collected for every theatre, regardless of whether it is a chain or independent house.

In order that exhibitors may know in advance what information will be required of them, the Census Bureau has disclosed the questions which will be asked, including the following:

Name of establishment; name of owner; race (white, negro, other), in the case of individuals; street and city location; home office or business address of owner; legal form of organization (individual, partnership, corporation or other); year of original establishment of theatre; date of acquisition or establishment under present

(Continued on page 30)

# *Busy Week for Major Lawyers; Some to Field, Field to Some*

NEW YORK—It's been a busy week for distributor counsel these past seven days and indications are there will be no let-up because of the numerous individual and "Big Stick" suits for which preparations have to be made.

Although some companies preferred calling in branch and district managers to answer questions in connection with the Schine suit, a number of attorneys visited the field and interrogated various distributor executives, salesmen and bookers.

For instance, William Newcomb of Dwight, Harris, Koegel & Caskey, attorneys for 20th-Fox, was in Buffalo several days. Ditto for John Howley of Donovan, Leisure, Lumbard & Newton, RKO counsel. William Zimmerman of RKO was in Cleveland, while John Lord O'Brian, who has been retained by five of the majors, has been in New York for the past two weeks. O'Brian also has been retained by Metropolitan Life Insurance on another important case.

Bertram F. Shipman of the RKO legal staff is on the coast in connection with the consent decree proceedings against FWC. Also there are Richard E. Dwight, Fred Pride and Col. Johnson of Dwight, Harris, Koegel & Caskey. Preliminary hearing on this case is set for October 16.

The Schine hearing upstate is slated for Monday with F. H. Wood and Willard S. McKay representing the circuit. Irving Moross will act for Columbia, Ed Raftery for UA and O'Brian for the others. Other home office counsel is expected to be on hand since this is the first action to come up so close to major company headquarters.

On Saturday, major distributor counsel will file objections to the "Big Stick's" A to Z quiz with a date to be set later for arguments on the film companies' request to limit interrogatories to necessary questions.

# Gov't Sees Increase Avoiding New Taxes

WASHINGTON—Believing that war conditions in Europe will bring about such an increase in our economic prosperity as to render tax relief unnecessary, the House ways and means committee has decided to postpone its scheduled investigation of the tax situation, on the basis of which it was to write new revenue taxation for enactment by Congress next winter.

While Administration officials do not foresee an immediate flood of prosperity, they believe that the European situation will so improve conditions in this country that the present rates of tax will not be burdensome, while their retention in a time of rising prosperity will so increase revenues as to make possible a new effort to balance the budget.

Members of the committee held several meetings at which consideration was given to the desirability of dropping the plan for revision of the taxes and finally decided to defer the matter indefinitely. In all probability, accordingly, no consideration will be given taxes at the coming regular session, eliminating what promised to be one of the most difficult problems an Administration could face in a campaign year.

At the same time, it is said, back of the decision to leave tax rates alone is the fear that with continuance of war in Europe, defense and other expenditures of the government will increase materially, making it necessary to collect all the tax money possible to avoid further increases in the deficit.

## *Proxies Available Secure Mono. Board Election*

NEW YORK—Sufficient proxies are on hand at Monogram to carry the election Thursday of the board of directors which includes two new candidates, Steve Broidy, New England franchise holder, who replaced Leon Fromkess, treasurer, resigned; and William B. Jaffe, replacing Sol A. Rosenblatt. Election of officers will be held the same afternoon.

W. Ray Johnston returned from the coast the latter part of the week with George West, franchise holder and eastern representative for Screeno.

## *UA's Appeal of Verdict Given Harts Pondered*

NEW YORK—The appellate division of the supreme court has reserved decision on the application of UA to set aside a verdict of $190,000, plus $60,000 in interest, awarded William S. and Mary Hart for the block-booking of their picture, "Tumbleweeds" with "Wild Justice."

The award was made early this year.

## *Next RKO Hearing Is Set Oct. 11 Before Bondy*

NEW YORK—Federal Judge Alfred C. Coxe has set October 11 as the date for the next RKO hearing before Judge William Bondy.

At that time, it is revealed by an Atlas spokesman, a new underwriting agreement for RKO common will probably be presented to the court for approval or for reference to a master.

Atlas plans to re-submit the agreement, but, due to the continued unsettled condition of the stock market, is still unable to decide what a fair underwriting price should be, the spokesman states.

## *306 Supports Kaplan*

NEW YORK—A certain faction among the membership of Local 306 is understood to be sponsoring the nomination of Sam Kaplan for president of the union. Kaplan is a former head of the union. Elections take place December 6.

# Knox Orders Probe Of Fox Trustee

NEW YORK—Federal Judge John C. Knox has ordered an investigation into the conduct of Milton C. Weisman, former receiver and now co-trustee of Fox Theatres Corp., while in office. The judge has been deliberating the case for four months, or since objections to Weisman's final report were filed by the stockholders' protective committee, and the Trust Company of Georgia, representing creditors.

When the estate was closed out, liabilities of over $35,000,000 were on its books.

In his opinion the judge declared, "On May 23 I filed a memorandum to the effect that the receiver's report, accounting and objections filed thereon, would be referred to a special master for hearing and testimony.

"It developed that the objectants were without funds to finance the hearings, and that if they were held the estate would be required to bear the expenses. Having learned that U. S. Attorney Cahill was making some investigations into the affairs of Fox Theatres Corp., I consulted with him as to whether the results of his examination could be disclosed before a special master, and thus avoid a duplication of expense and effort in ascertaining the true state of facts.

"Mr. Cahill thought this course of procedure to be feasible, and expressed his willingness to follow it. When, therefore, he is prepared to proceed, I shall appoint Nathan A. Smyth as special master, to take the proof, which Mr. Cahill may wish to offer. At its conclusion I shall hear the parties as to whether the hearing should continue or be ended."

## *Lee Newbury Names Five Committees for Year*

NEW YORK—Lee Newbury, president of Allied of New Jersey, has appointed five committees to work with him for the ensuing year. The committees and personnel are:

*Finance:* Dave Snaper, S. Frank and Lou Gold.

*Public Relations:* George Gold, Irving Dollinger and Ralph Wilkins.

*Business Relations:* Jacob Unger, chairman; F. Henry, P. Berger, N. Spewak and P. Hessel.

*Membership:* Maury Miller, chairman; F. Ellis, M. Marks, C. Nagy and M. Block.

*Entertainment:* Harry Kridel, chairman; H. Waxman, C. Mazur, D. Mate and B. Bergton.

A meeting of the entire membership has been called for Monday at organization headquarters in the Sardi Bldg. The following meeting, two weeks later, is slated in a New Jersey city to be set at the Monday session.

### Bow With "Sweethearts"

NEW YORK—Loew's will open its 1,500-seat Metro Theatre in Adelaide, Australia, Friday with "Sweethearts" as the attraction.

## *Foreign Situation Topic At Meeting of MPPDA*

NEW YORK—After a preliminary discussion of the foreign situation, members of the MPPDA adjourned a special meeting until next Wednesday when discussions will be resumed.

Contrary to reports, UA appears to continue a member of the organization. Harry D. Buckley, vice-president of the distributing company, attended the session in lieu of Murray Silverstone. Others in attendance included Will H. Hays, head of the MPPDA; Nicholas M. Schenck, president of Loew's; Nate J. Blumberg, Universal chieftain; Barney Balaban, president of Paramount; Jack Cohn, vice-president of Columbia; E. W. Hammons, president of Grand National; W. C. Michel, vice-president of 20th-Fox; George J. Schaefer, head of RKO; Joseph Hazen, representing Harry M. Warner, and F. L. Herron, in charge of foreign activities for the Hays office.

## *Strikes Out for "Little Fellow" at Convention*

CLARKSBURG, W. VA.—The democracy of the "little fellow" must not be destroyed but encouraged, Edward A. Golden, vice-president of Monogram, told members of the ITOA of West Virginia in convention at the Waldo Hotel. "You, as independent exhibitors, and we, as producers, who represent the independent interest, have much in common," he said, "and it is time for us to take stock of our individual positions."

In conclusion, the Monogram executive said, "Our relationship with each exhibitor is based on years of goodwill and an understanding of the exhibitor's problems. This will continue to be our policy."

Richard D. Marks of Clarksburg was elected as ITO's second president, succeeding R. J. "Riney" Hiehle of Parkersburg. George Sallows of Morgantown was elected as vice-president, which post was held this year by Marks. Garland West of Buckhannon was re-elected treasurer, and Danny Davis, Lumberport, was renamed secretary. By-laws of the ITO prohibit the president serving more than one term.

## *Services Are Held for Herbert Cruikshank*

NEW YORK—Funeral services were held Saturday at Campbell's for Herbert K. Cruikshank, well known in Hollywood and New York as a magazine and newspaper writer. His wide experience embraced the editorship of *Moving Picture World* and *Exhibitors Trade Review* as well as the film department of the *Morning Telegraph*. Cruikshank was 48 and had been ill for the past year with a heart ailment.

He is survived by his widow, Regina Crewe, former film critic of the New York *Journal and American;* his mother, Mrs. Jessie Cruikshank, and two children, Lawrence and Beatrice.

# Jubilee Plans Made Over the Country

NEW YORK—Previously arranged activities to commemorate the industry's fiftieth anniversary the week of October 6 will be climaxed with luncheons, dinners, meetings, radio broadcasts, school library and club functions, according to reports reaching the executive committee from all parts of the country.

Pointing significance to the birth of the Kinetoscope by Thomas A. Edison on October 6, 1889, newsreels over the weekend showed the visit of Will H. Hays to the Edison Laboratories in West Orange, N. J.

An elaborate celebration in Cleveland centers on the fact films were originated by Ohio men, the theme being that "the father of motion pictures was Thomas Alva Edison, native of Milan, Ohio—just 50 miles from Cleveland." Prominent in the campaign is the mention of Harry M. Warner of Youngstown, who is being credited as the father of sound pictures.

Beginning October 2, the main New York public library will have on display a large exhibit from the collection of the theatre division. A special poster has been prepared by Walt Disney for Children's Book Week, November 12-18, which shows Pinnochio turning the world. In front of the globe are two small characters from the story reading classics of literature on which films have been based, which include a number that will be shown this season.

## *More Industry Leaders in Tributes to Laemmle*

NEW YORK—Additional tributes to the memory of Carl Laemmle from industry figures are reprinted below. Other tributes and details on the veteran producer's career appear on pages 24 and 25 of this issue.

"The motion picture industry has lost not only a pioneer, but also one of its kindliest figures in the passing of Carl Laemmle sr."—*Spyros Skouras,* president, National Theatres.

"The business is better for Carl having been in it."—*J. Robert Rubin,* vice-president and general counsel, M-G-M.

"Carl Laemmle was a lovable character and an inspirational pioneer in the industry."—*David Bernstein,* vice-president and treasurer, Loew's, Inc.

"I regret the passing of a gentleman of the old school. I never knew him very well but I have had many dealings with his company."—*Laurence Bolognino,* general manager of Consolidated Amusements, New York.

"The birth of the industry and its subsequent success can be laid squarely at the door of Carl Laemmle—a man who, for 30 years, made his life's work the building of the great amusement industry. Everything we have today, we owe basically to 'Uncle Carl.' Long may his memory be revered in this industry."—*Harry L. Gold,* vice-president and eastern sales manager, United Artists.

# BROADWAY

OPENING NIGHT—"See My Lawyer." Program putts: The Nicholas M. Schencks, way down front, getting quite a kick out of Milton Berle & Co., starving attorneys, getting their first client out of thin air, at a guaranteed $35,000 a year. Nearby is Emil K. Ellis, who received some $50,000 for prosecuting the minority stockholders suit against Schenck & Co., also getting quite a kick out of the proceedings. Gradwell L. Sears, white tied and tailed, leading a Warner contingent of Mort Blumenstock, Ann Sheridan and publicity bodyguard, Mitchell Rawson. The Jack Cohns were there. And the ever present Jules Brulatour and Hope Hampton. Joe Stein of the Copyright Protection Bureau brought William Morris along to get an expert's opinion. Hal Horne brought a fresh La Corona and Kay Kamen. Intermission Inside: "It can't miss. Every lawyer in New York will get a kick out of it . . . There's too much going on at one time. I like to linger with my laughs . . . Milton Berle attracted me at first, but that Teddy Hart runs him a close second. He should make an interesting new personality in comedy pictures . . . There's a lot of clever stuff in it. Some studio could clean up some of the rough spots and add enough to make it first rate comedy."

*Tyree Dillard jr., M-G-M attorney, was confined several days with a bronchial condition . . . Louis Chatain, director of the M-G-M company in France, is recovering from a recent illness at Arthur Loew's home in Long Island . . . Arthur Silverstone, brother of Murray and Manny and formerly in England with UA, is now identified with the domestic sales staff. He has been making a tour of the south. Arthur has been with the company* 15 *years and is well liked . . . Bob Gillham is back from the coast knee deep in layouts and campaigns for Paramount's new fall drive . . . As soon as William Sussman, Harry Buxbaum and Joe Lee concluded a pep sales session at the local 20th-Fox exchange, they took George Walsh and Gene Levy of Netco out to lunch to practice their theories expounded earlier in the day.*

Danny Fields is in from the coast and his Redlands orange ranch . . . John Leroy Johnston, press agent for Walter Wanger, arrives from Hollywood Tuesday . . . Jake Milstein, eastern representative for Edward Small, is on the coast. It's a conference on plans for "My Son, My Son!" . . . Whatever happened to Joe Moskowitz's western jaunt? . . . Dave Bader is trying to stay a month, but probably will return west in about a week . . . Ernst Lubitsch, having finished direction of "Ninotchka," is here from the coast to meet his wife who arrived from Europe Friday on the *Nieuw Amsterdam* . . . Tony Martin has left New York for Hollywood to assume the masculine lead in "Passport to Happiness" for Columbia . . . Christian Van der Ree, Columbia's distributor in Venezuela, is here. Meetings with Joe McConville are on the agenda.

*Betty Marks is now Mrs. Herman Starr. He's one of the Skouras Theatres' district managers . . . Jack Davis, who runs so many of those newsreel theatres in London, is still here . . . Time was when Charlie McCarthy spent his fall holiday cruising the deep. Now he says he wouldn't even go to Boston by boat. And that poses a vacation problem . . . The Nate Blumbergs are now comfortably ensconced at the White House, only this one is on Central Park West . . . Herman Robbins appears to be having too many sandwiches at his desk these days . . . Monty Banks returned to London via the* Clipper *. . . Arthur Mayer is trying valiantly to get son Pete back from London and the war zone. No luck yet.*

BIRDS OF A FEATHER, ETC.: Monroe Greenthal, Morris Helprin, Manny Silverstone, Al Margolies and Harry Kosiner unite to represent UA for a Lindy's lunch . . . Abe Montague, Rube Jackter, Louis Astor, Louis Weinberg, Joe McConville, Len Picker, Max Weisfeldt and Nat Cohn in the familiar Columbia corner . . . Foreign trade gets a going over by Max and Willie Goldberg, Joe Burstyn, Arche Mayer, Irvin Shapiro, George Kraska, operator of the Fine Arts, Boston, and Sidney Franklin of the Little, Newark . . . Election of national officers of the Warner Club saw the following delegates present: Phil Abrahams, Ray Ayrey, J. H. Barry, W. V. Brooks, W. A. Cannon, Jack Diamond, F. L. Gates, Bernie Goodman, L. B. Griffin, Rudy Hagen, F. J. Kiernan, Walker R. Koppe, Mollie Negri, Len Palumbo, John Perin, Etty Phillips, Elkan Reiner, Sol Shernow, Al Trojack, Sam Wolowitz and Jack Wuhrman . . . Norma Shearer was in Doctors Hospital for a few days, where she recuperated from the extraction of a wisdom tooth.



—Photo by Cosmo-Sileo

## "Oomph" Hits New York—

*There's another name that goes with the wink. It's Ann Sheridan who arrived in New York on a personal appearance tour to be met by a crowd of* 5,000 *at Grand Central. Railroad officials, accustomed to estimating crowds, venture the figure.*

IRONY, CIRCA, 1939: *Jean Gabin, star of the "Grand Illusion," characterized by many as one of the greatest anti-war films, has been called to the tri-colors.*

STORK GRAPEVINE: Word filters in that it's a boy in the home of J. S. Briggs, Altec engineer in Seattle, Wash.

*Mrs. Dietz has returned to her desk as secretary to Bernard Sobel at M-G-M publicity, following a short honeymoon. In this case, it's Mrs. Martin Dietz, formerly Ruth Landersman. Her hubby is a pharmacist; not to be confused with the Doctor of Publicity . . . H. M. Bessey, secretary-treasurer of Altec, has returned from a coast trip . . . H. A. Ross is back from the middle west, where he reports a general feeling of optimism . . . Elizabeth Hoffman, booker's clerk, and Joseph Lalima, night film inspector at M-G-M's New York exchange, will visit the San Francisco fair as guests of the company in October. They and eight others from Charlotte, Cincinnati, New Orleans and Washington are winners of the company's annual efficiency competition which closed August* 31. *All winners meet in Chicago, October* 13, *and travel west together for four days at the fair and two days in Hollywood.*

Benn Jacobson, M-G-M talent scout, visited his mother in Utica for the Jewish holidays . . . Carter Barron, Loew's Washington district manager, tried to do the Fair in one day on his trip to New York last week and after 13 hours gave it up. He says he'll come back again soon and take up where he left off . . . Mrs. John Balaban and daughter, Ida May, were the guests of the Oscar A. Doobs during their recent visit to town from Chicago . . . Herb Ochs, Cleveland Warner branch manager, has been here on a number of circuit deals . . . Bruce Cabot is expected from England next week, having finished "Traitor Spy" there.

*Sidney R. Kent is due to return in a fortnight from his vacation in the Thousand Islands . . . Albert Warner tendered an informal party to the film committee of the Jewish Federation drive the other day at Old Oaks at Purchase, N. Y. Last year, Dave Bernstein played host to the committee at the Quaker Ridge Country Club in Westchester . . . J. Robert Rubin denies those reports M-G-M will resume production of the "Good News" radio show for Maxwell House . . . With Sam Citron completing "Tevya" with Maurice Schwartz, the Biograph studios in the Bronx closed down Saturday because of inactivity of independent producers . . . Ed Raftery was home two days with a bad cold . . . Simone Simon is en route to New York for a*

(Continued on page 32-B)

# To Propose U. S. Ban On War Pictures

WASHINGTON—Legislation banning the exhibition of any war pictures, news or features, may be introduced in Congress as a supplement to the pending neutrality legislation by Senator Elmer Thomas (Dem.) of Oklahoma, the Senator disclosed.

However, it was made plain, the legislation will not be pressed, if it is pressed, until after the neutrality bill has been fully developed and the sentiment of the country expressed.

Further, the Senator said, before the bill is taken up for passage, it will be made the subject of hearings at which all phases of the question will be explored.

Senator Thomas explained that the proposal to ban war pictures—which also would include war programs by radio—was based on the "scare" occasioned by the "invasion from Mars" some months ago as portrayed in an Orson Welles radio program.

In addition, he said, if the United States is going to be neutral in the European war it should be neutral in all respects and should neither see nor hear anything that would sway sentiment to the side of any one of the belligerent nations.

The Senator was vague as to how the ban would be enforced, saying that he had not given that phase much consideration. He indicated, however, that there would be no censorship board established in the federal government but, rather, that any picture showing war scenes would be banned. The prohibition would extend to foreign pictures and might, he indicated, be expanded to cover propaganda pictures from abroad, regardless of whether they showed war scenes.

Since the Senator's proposal involves a censorship of films and radio which would arouse the resentment also of the press, which would fear it might be the next to be muzzled, it is not likely that Congress will give his proposal serious consideration. Even those senators who comprise the isolationist bloc do not, on the whole, endorse the ostrich-like attitude which they would have to adopt under the Thomas proposal.

## *Kent Drive Spurred by 20th-Fox Executives*

NEW YORK—Herman Wobber, William C. Gehring, Moe Levy, William Sussman, Harry H. Buxbaum and Joe Lee addressed employes of the local 20th-Fox exchange during the week in connection with the new S. R. Kent drive. Levy is chairman of the 18-week campaign.

## *Three on Broadway*

NEW YORK—UA will have three pictures on Broadway next week with the opening of "Intermezzo, a Love Story" at the Music Hall and "Eternally Yours" at the Roxy. The Rivoli is showing "The Real Glory."

## *Dembow Quits F-M Post; Retains An Interest*



NEW YORK—Sam Dembow jr. who has resigned as vice-president of Fanchon & Marco, Inc., retains a substantial interest in that company which dominates the first run and neighborhood run situation in St. Louis with the exception of Loew's State. He has made no definite future plans, but has several deals on the fire.

Dembow joined F&M several years ago, following a vice-presidential post with National Screen and its one-time subsidiary, the Magnalite Corp.

## *New U. S. Business Census To Cover Tax Figures*

(Continued from page 27)

ownership; total number of amusement establishments owned by proprietor anywhere in the United States; seating capacity.

Admission receipts; other receipts; total amount of sales and amusement taxes included in receipts, which were collected directly from customers and paid directly to any local, state or federal taxing agency.

Number of proprietors and firm members devoting the major portion of their time to the business, whether or not paid a regular salary or regular drawing account; members of family of proprietors or firm members (wives, husbands, sons, daughters, etc.) who are regularly working in the business full-time or part-time, but who are paid no stipulated wage or salary; paid proprietors and firm members, whether active in the business or not, who are paid a regular salary or drawing account, and total salary for 1939.

Total payroll for 1939; amount paid to full-time employes; amount paid to part-time employes; number of all paid employes on payroll for period ended nearest 15th of each month; number, separately, of males and females on one payroll in October (full-time and part-time combined).

# Push Schine Action; Big Suit to Wait

NEW YORK—Indicating a further delay in the all-industry suit, is the decision by the "Big Stick" to push ahead on the Schine suit with the objective to have the industry declared a public utility. It is held the government is trying to compel distributors to sell to the highest bidders regardless of affiliation, comparing the situation with the railroads which own their own coal companies but must accept lowest bids for fuel regardless.

If the "public utility" point is not established in the Schine case, stress next will center on the Griffith action which leads some to believe the all-industry suit will not come up until next fall.

With the extension by both sides for answers of interrogatories until October 17, efforts have been abandoned for a government calendar preference on the all-industry suit until interrogatories have been decided.

## *All Circuits in Kusell's Eastern District Sign*

NEW YORK—With the signing of Randforce and Century, all circuits in Milton S. Kusell's eastern district have closed for Paramount's new program. The district includes Greater New York, Albany, Buffalo, Philadelphia and Washington.

## *"See Vaudeville as Savior"*

**New York—As indicated by BOXOFFICE in July and reiterated in sharpest terms since majors' salesmen began knocking on independent film buyers' doors is the implication that small operators will turn to vaudeville to offset "impossible" terms for new season product.**

**Brought into even sharper relief, apparently, now that larger operators are wringing dry all outstanding attractions to circumvent what may resolve into a product shortage, the new trend asserts itself in three local situations.**

**The Harry Brandt circuit has inaugurated "flesh" attractions, coupled with one feature, at the Audubon, Manhattan, Windsor, Bronx, and Flatbush, Brooklyn. Name bands and novelty acts are the policy. The Liberty, Rosenblatt-Welt unit at Stapleton, Staten Island, is running vaudeville over the three-day weekend, at which time the house drops the customary second feature. The Court, Sommerville, N. J., Rapf and Rudin operation, is likewise following a new course, with vaudeville on the Saturday and Sunday program.**

## Hold German Interests Control Agfa Ansco

NEW YORK—Refuting the statement of Agfa Ansco that it "must not be confused with the Agfa companies on the British 'blacklist'," the Non-Sectarian Anti-Nazi League maintains the Binghamton company which includes raw stock among its manufacturers, is controlled by German interests to 12 per cent of its stock. The league declares the stock is owned directly by I. G. Farbenindustrie Aktiengesellschaft described as "a corporate structure formed in 1925, made up of six of the most important chemical manufacturers in Germany." The remaining 88 per cent, it is alleged, is owned by the American I. G. Chemical Corporation, a Delaware company of which the president, Dr. Herman Schmitz, is also president of the managing directors of the German I. G. Farbenindustrie and I. G. Chemie of Switzerland. "In addition," it is claimed, "agreements still exist between Agfa Ansco and the German I. G., regarding the manufacture and distribution of photographic supplies. The principal and interest of the American I. G. 5½ per cent debentures are still guaranteed by the German I. G."

## Kane Sees Retention of Britain's Quota Act

NEW YORK—It is very unlikely that there will be a suspension of the British quota act, according to Robert T. Kane, in charge of 20th-Fox's English production, who returned to England on the *Yankee Clipper* plane Saturday.

As far as he knows, Kane says, 20th-Fox will continue its production in order to meet quota requirements. The original program called for 10 films with minimum of four for American distribution.

## Negative Conversion Suit By Lina Is Dismissed

NEW YORK—Supreme Court Justice Isadore Wasservogel has dismissed a $150,000 action of Lina Pictures against H. E. R. Laboratories, Garrison Film Distributors and Aladdin Pictures.

Action charged that in April, 1932, Talking Pictures Epics turned over certain negatives to Principal Distributing Corp., and that before Epics went bankrupt the negatives were given to the defendants.

At the bankruptcy, the rights were assigned to the plaintiff, who then brought one action for $150,000 for the alleged unlawful conversion of the negatives and a second for $200,000 charging illegal retention of them. The second cause of action was dismissed December 6, 1937.

## Lawrence Fox Takes Out On English Production

HOLLYWOOD—Having returned from abroad, Lawrence Fox is understood dropping plans for making "The Man Who Lost Himself" with Leslie Howard for RKO. The original intention was to make the picture in England but, according to his contract, Fox could call it off in the event of war.

# PHILADELPHIA

FOUR S-W houses in Lou Davidoff's district are getting benefit of a new fan newspaper. They are Ben Blumberg's Lane, Sol Getzow's Ogontz, Joe Nevinson's Grange and Gerson Shalita's Bromley . . . Silvert Setron, Logan, is out with the grippe . . . Maurice Stamford is seriously ill. Filling in for him at the Rockland are his son, Bill, and young Bud Hunt . . . William Goldberg was in from New York visiting the Studio . . . Nat Levy, RKO district manager, was a visitor at the Variety Club. The club's golf tournament Friday was scheduled to have 80 contestants competing for 60 prizes. Have to be pretty bad to miss out in that setup. First entry blank came from W. F. Rodgers, M-G-M sales manager.

*Frank McNamee, RKO, is busy arranging the Will Rogers Memorial Drive in theatres this fall . . . Bill Heckman is associated with Morris Fishman in the Capitol, Reading, which is opening after a six-month shutdown. First picture is the talent-seeking stunt, "Lure of Hollywood' . . . S. Clyde Smith opens the Douglass October 1 . . . Louis Rossi has leased the Town Hall at Coopersburg, Pa., for Saturday night films. Some smart exhibitor ought to try to lease the White House . . . The newest in premiums, being distributed by Irving Portnoff, is cans of coffee!*

Gertrude Meadowcroft, RKO, has left to take up a housewife's responsibilities. She's married to Virgil Peterson, Salem, N. J., exhibitor, so she'll still be able to talk shop . . . Ralph Magee has the Newville Theatre, Newville, Pa. . . . Joe Morrow, Metro salesman, is expected out of the hospital this week . . . Charlie Williams, Karlton, is expecting to become a pappy very soon, though he hasn't begun handing out cigars yet . . . Wally Vernon's appearance at the Earle was like a homecoming party. Many remember the sappy comedian when he was a 69th Street boy.

*Milt Young and Al Zimbalist, Warner advertising department's brain trust, have sent their kids to the same private school. The scholars, both three years old, are Patty Young and Donald Reed Zimbalist. The school is Melrose Hall for Little Boys and Girls. Nothing could be classier . . . Market Street pedestrians were almost scared to death by a tall, haggard, white-faced man wearing a black shroud, a hangman's noose, around his neck, and a sign: "I am the man they could not hang." It was a gruesome exploitation stunt for the Karloff picture at Herman Comer's Capitol.*

Out Paramount way: Charlie Malley, booking department, is wondering what to do with the $1,000 his wife won in the *Inquirer* contest, when, and if, he gets his hands on any of it . . . Jean Yoss, very much of a good-looker, is the new stenographer . . . Bill Sharpe, eastern ad sales manager, is in town for two weeks giving Joe Flood a hand . . . Don Velde, home office ad sales manager, dropped in for a visit . . . Mrs. Emma North is back from a vacation in the Poconos . . . Florence Wiener has a blister on her lip. She says it's from an infection.

*The exploitation contest for "Ballerina," conducted by Burstyn-Mayer Productions, wound up with the following winners: Sam Phillippe, Plaza, $50; John Sassenroth, Commodore, $25; Sam Crayder, Princess, $12.50, and Joe Nevinson, Grange, $12.50 . . . Herman Margles, Venice, marks a birthday October 1, and Dave Barrist, Quality Premiums, on the 5th . . . Mrs. Frank Silverman, operators' union secretary, celebrates a wedding anniversary on the 3rd, and Herbert Lubin, Landis, Vineland, on the 14th . . . A cocktail party for Phil Spitalny and the press was held in the Warner Club. The club is also the scene for broadcasts through WDAS every Tuesday by the stars appearing on the Earle stage.*

The opening of the amateur night season is bringing administrative headaches to Bill Wolf, Allegheny; Charlie Thompson, Frankford; Jack Levy, Kent; Dominic Lucente, Alhambra; Tommy Scholl, Keystone, and Sol Getzow, Ogontz . . . Irv Blumberg, Oxford, has a musical quiz jamboree every Friday, with Jack Steck as emcee . . . Male patrons at the Savoy got a chance to vote for the girl they'd prefer for a desert isle companion. Hedy Lamarr was first; then Ginger Rogers, Alice Faye and Joan Blondell.

*Lew Black, Warner, Wilmington, came across some old documents while house-hunting. He rushed to the newspapers with them and found it was just a gag. The papers had been planted by somebody and soaked in coffee to give them "age."*

## Fox West Coast Buyer East; Booker to West

NEW YORK—Jack Sullivan, chief film buyer for Fox West Coast, arrived with his wife early in the week for an indefinite stay and to complete details of pending product deals.

Larry Kent, head booker for the circuit, heads for the coast next week. He had planned to return by boat via the Canal but has changed his plans to report immediately at his Los Angeles headquarters.

## Buckner Hurls "Piracy" Charge at Paramount

NEW YORK—Robert L. Buckner has filed suit for an injunction, accounting of profits and damages against Paramount and Charles Beahan, claiming plagiarism of his play, "Dearly Beloved," written in 1933 in conjunction with Beahan, in Paramount's picture, "Midnight."

Beahan is named as a defendant because he refuses to join with Buckner as a party plaintiff.

### R&R Buys Republic Lineup

NEW YORK—Republic has closed a new season product deal with Robb & Rowley covering 28 situations in Texas.

# ALBANY

RKO local branch finished eighth in George J. Schaefer Drive. As a result, boys and the girls have extra money to spend. Branch manager, salesmen and bookers received the equivalent of a week's salary; remainder of the staff, half a week's pay . . . Bernard Kranze, RKO boss, visited Schine headquarters in Gloversville and Kallett offices in Oneida, as well as theatre in Utica, on a trip.

*"Nurse Edith Cavell" was screened by RKO in a Filmrow preview. Those present and praising the film as a "powerful drama" were: Lou Golding, Fabian division manager; Joe Shure, Fabian booker; Alex Sayles, manager of the Palace; Irving Liner, boss of Proctor's Troy; Bernard Kranze, RKO's Albany chief; A. H. Van Deusen, booker-office manager; George Tucker and Leon Herman, salesmen . . . C. R. "Tip" Rosenberry, critic of* The Knickerbocker News, *went to Boston for a prelook at the film, with 50 other press reviewers.*

October 15 is the big day for Lou Olshen, Columbia cashier. He will marry Helen Goldstein in New York City . . . Harry Berkson, Monogram upstate franchise holder, visited the local office . . . Mitchell Panzer, manager-booker, weekended in the home town, New York . . . Jerry La Rocque of Shadowland, Warrensburg, ankled in to Filmrow for the first time in some weeks. Others were: Johnny Gardner, Gardner circuit, Schenectady; Sidney Dwore, Cameo, Palace and Lincoln (the last named is reported to have done good business since Dwore opened it recently, after remodeling), Schenectady; Morris Silverman, Mount Pleasant, Schenectady; Jim Christy, associated with his father in the Strand, Watervliet . . . Sam Milberg has a pretty little theatre in the Ritz, Scotia, according to exchangemen who have visited it since the grand reopening. Milberg, by the way, now devotes his entire time to the Ritz and to the Family, Watervliet. He is no longer a Monogram salesman.

*Twentieth Century-Fox will hold a preview of "Hollywood Cavalcade" in a different theatre and at a different hour than usual for such affairs here. The house will be Fabian's Harmanus Bleecker Hall, a 2,500-seater, closed for the past month; time will be 8:30 p. m., and date will be October 2. Invitations were sent to other Albany exchanges and to exhibitors of the area. Warner's Madison, further west than the Hall, is the theatre generally used for screenings, in the morning or at noon. This is except for smaller audience previews on Filmrow—in 20th Century-Fox branch—or in Warner Theatres downtown studios.*

Jottings from Vermont territory served by several Albany exchanges: Charles Orr of Fair Haven, Fair Haven, visited in White Plains . . . Walter La Pata, Star, Poultney, gave the World's Fair a double o . . . C. W. (Cap) Landman of the Modern, Manchester Depot, is playing radio acts from WTIC, Hartford, Conn., and WGY, Schenectady, N. Y., as added attractions . . . Carl Nilman is closing his Manchester theatre, a summer situation. Nilman operates picture houses the year 'round in Shelburne Falls, Mass., and Valatie, N. Y. . . . Christopher Henry Buckley jr., son of Chris Buckley, proprietor of the General Stark and the Uptown in Bennington and former leading Albany independent, took as his bride, Miss Elizabeth McKeon, daughter of an Albany dentist, in a society wedding at St. Vincent de Paul's Church. Young Buckley is a graduate of Yale and his wife of St. Rose College, Albany. They will live in New Haven. Incidentally, the Uptown, Bennington, has been closed since early spring.

*Howard Crombie, field checking supervisor for Warner, with headquarters in Boston, was here for several days . . . Lew Weinberg, Columbia sales executive, was expected from New York . . . Edward J. Wall, assistant to President H. A. Ross of Ross Federal Service, Inc., visited Albany on a swing around the branches. Wall's headquarters are in New York City . . . Ralph R. Unks, manager of Ross Federal Service, Inc., in the Albany territory, visited relatives in Ohio while vacationing . . . Frank Stadler, from the home office, has been in Albany on a survey.*

The theatre in Ogdensburg, N. Y., operated by Jim Papayanakos, has been in the process of remodeling and redecorating . . . The Lake, Lake George Village, made an early closing, according to exchangemen. Lake George is a summer center, but has a year-round population of 850. Mrs. M. A. Carpenter owns the house. Her daughter and son-in-law, Bob Yates, assist in managing the theatre and several other Lake George enterprises. Yates is a well-known vaudeville performer . . . The Rex, Bolton Landing, on Upper Lake George, will remain open for a time under the aegis of Owner Al Taylor. The Kallett circuit leases the house in the summer . . . Sound Systems, Inc., has been formed to carry on a business in intercommunication, public address and similar systems in New York.

## *Ancillary Proceedings Allowed Conn Trustee*

NEW YORK—Federal Judge Alfred C. Coxe has granted an application of Benjamin Lichtenfeld, trustee in bankruptcy of Ambassador Pictures and Conn Productions and allowed him to institute ancillary proceedings. The judge has appointed Irwin Kurtz referee with power to subpoena witnesses and documents.

Witnesses to be called are Samuel Goldstein, treasurer of Guaranteed Pictures; "Pop" Marks, president of Marks and Malcolm Trading Corp.; Melvin M. Hirsch, president of Syndicate Exchanges and Security Pictures, and Joe Malcolm, president of Malcolm Laboratories.

Malcolm did laboratory work for the bankrupts while the others were distributors. It is claimed all have money belonging to Ambassador and Conn, which should go to creditors, and that they refuse to allow an inspection of books to determine whether such money actually exists.

# BALTIMORE

FIXER DUGAN COHEN, Essex, since opening his bowling alleys has improved in his game of bowling. He now averages 35 per game . . . At the heavyweight fight at Carlins Park last week among the exhibitors present were Joe Fields, Rivoli; Moe Cohen, Lexway; Morris Oletsky, Republic salesman; Morris Flax, Lincoln; Buddy Silverberg and Sam "Danney" Diamond, Fox salesman.

*Sympathy goes to Issac Wolf, Metro checker, who has just lost his mother . . . The new Durkee Senator opens October 5, same day as the new Time Newsreel Theatre . . . It will be wedding bells for Walter Cohen, Leader manager, on December 10 . . . Mr. and Mrs. Walter Silverburg, Park, are resting up a few weeks at Atlantic City . . . H. A. Blum and Max Weinberg, Little, recently returned from a short visit to New York.*

The Westway, Durkee, case has been postponed to September 28 . . . Oscar Bocoutti, is remodeling his Nemo . . . Louis Tunick, Brooklyn and Hollywood, is building a new home in Forrest Park . . . Eddie Matthews Schanze announces a new policy for the coming season. Every Tuesday, Wednesday, Thursday and Friday, Jewish talking pictures will be shown . . . In a conference with members of the park board, Mayor Jackson hopes to arrive at a fixed policy for the Stadium which will satisfy both the board and residents in the neighborhood of the stadium. Objections to the automobile races have been raised by Frank H. Durkee, president of the park board. He is opposed to "commercializing" the Stadium and allowing it to compete with private entertainment interests.

*Mickey Hendricks, Will Hicks' booker, is now sleeping outdoors. For further information ask Mickey . . . George Helms of United Artists advertising department is making himself known in Baltimore. He likes the exhibitors so well he plans to come over weekly . . . Bob Marhenke, Broadway, and three-year-old daughter, Barbara, visited Baltimore Poster Co. and pleaded with his daughter and offered her as much as a dollar to say one word to Al; she wouldn't . . . Sam Tabor, Universal salesman for Baltimore, is leading the country in sales for his company.*

Cliff Jarrett, assistant manager at the Hippodrome, plans to go to Florida around October 1 . . . Bill Stone and wife visited his sick father in Philadelphia last week . . . William K. Saxton, Loew's Century, announces a free show this Thursday for twins in conjunction with the showing of "The Man in the Iron Mask" . . . A special trailer was run by Morris Mechanic, New and Center, in conjunction with the Maryland League of Building Associations. Shown were shots of Mayor Jackson signing proclamation for Buy a Home Week.

### "Ecstasy" Ruled Off

ALBANY—"Ecstasy" is out in this state. The appellate division, third department, now sustains the censor board in refusing a license for public exhibition.

# REVIEW FLASHES

ARIZONA KID, THE (Rep)—Not one of Roy Rogers' better efforts, but no fault of his. This western is a minor saga of the Civil War in which Confederate Soldier Rogers is assigned to wipe out a guerilla gang. Musical interludes are poorly spotted and intend to slow up action. Stuart Hamblen is good as the villian. Joe Kane directed.

CHALLENGE, THE (Film Alliance)—The conquest of the Matterhorn, tallest of the Alpine peaks, makes for an absorbing film. A strong undercurrent of suspense runs through this importation that relates the race of the English and Italian parties for the honor of being the first to reach the summit. Milton Rosmer directed.

DEMON BARBER OF FLEET STREET (Select)—Pursuing a rather bumpy course of hodge-podge melodrama to point up its tale of lurid murder, this English effort is all that it sets out to be. Has the exploitation possibilities that transient houses need, but probably will find a curious, if not dubious reception among family-type audiences. George King directed.

INTERMEZZO (UA)—An unusual effort in point of production and performance. Beautifully staged, delicately and artistically treated and acted. High class and distinctive in all departments, acting stands out with Leslie Howard's performance in vanguard. Ingrid Bergman, newcomer, does impressively well, auguring genuine future for her under proper handling. David O. Selznick produced; Gregory Ratoff directed.

MARSHAL OF MESA CITY (RKO)—A satisfactory package of action entertainment for the George O'Brien fans and the juveniles who will condone the rubber stamp aspects of the story and dialogue. O'Brien is the strong silent man who brings law and order to the frontier town. Bert Gilroy produced. David Howard directed.

MISSING EVIDENCE (Univ)—New activities for the G-Men, but the same old formula is used. This time it is a gang which counterfeits lottery tickets and G-man Preston Foster helps smash the organization with the help of lovely Irene Hervey. Phil Rosen directed.

RETURN OF THE FROG, THE (Select)—An Edgar Wallace mystery thriller with all the trimmings. Although English accents pervade the proceedings, the melodramatic events make it fairly substantial program fare. Gordon Harker is the famous Inspector Elk and does a good character job. Maurice Elvey directed.

TORPEDOED (SR) — A propagandistic bit about the efficiency of the British navy and the cleverness of British diplomats, as they find expression in the putting down of a Latin country's rebellion. The story is incongruous. H. B. Warner, Richard Cromwell, Robert Douglas.

## *Expects "Certain Amount" Of French Production*

NEW YORK—A "certain amount" of French production is expected to continue despite the Second World War, according to Nat Wachsberger, vice-president and general manager of Film Alliance, who bases his opinion on latest advices from Paris.

The industry in France can be considered a war casualty with most of its stars in uniform. Jean Gabin is in the marines. Charles Boyer also has been mobilized.

Pierre Blanchard is an infantry officer and the comic brothers, Aimos and Raymond Cordy, are driving trucks for the supply service. Jan Pierre Aumont, another player, is an orderly in the censor's office.

Among the younger players, Rene Dary and Paul Cambo, are awaiting assignments. Bernard Lancret is an artilleryman and Gilbert Gil is in the anti-aircraft defense.

Production with Jean Renoir in charge is expected to take place outside of Paris under government supervision. Only films that can entertain and serve the cause of France best will be made in the studios at Joinville and Nice.

Wachsberger throws some light on the status of Boyer. He states the French player is in the intelligence service. Boyer, however, will be allowed to complete "The Pirate," now in its final stages of shooting.

## *An Arbitrator Likely in New York Wage Tiff*

NEW YORK—Judge Crane of the appellate court most likely will be asked to choose an arbitrator to settle the wage dispute between Local 306 and major circuits. Several recommendations for an outside interest to decide the demands by the union for a 25 per cent increase have been rejected by both sides with the alternative to put the matter before a judge in the appellate court, as provided in the 10-year master agreement.

## *Fabian's Staten Island Managers Are Shifted*

NEW YORK—Harry Black, general manager for Fabian's Staten Island theatres, has shifted the managerial lineup whereby Edgar Goth, manager of the Paramount, becomes publicity head for the division with John Firnkoess, formerly of the Liberty, Stapelton, moved to the Paramount, same town. Elihu Glass succeeds Firnkoess at the Liberty.

## *Seeks $25,000 on Charge Writing Pact Breached*

NEW YORK—Suit for $25,000 for alleged breach of a 10-week writing contract at $2,500 weekly, has been revealed in the supreme court with Robert T. Kane, heading 20th-Fox's New World Pictures, named as the defendant, and Samson Raphaelson as the plaintiff. Kane's defense consists of a general denial.

# WASHINGTON

THE nation's capital has become "Carthay Circle" conscious, what with three world premieres hitting the first run screens within three successive weeks. The latest, "Espionage Agent," making its debut at Warner's Earle, September 22, dealt with the consular service versus spy system intrigue in which our state department is most active and vitally interested. Members of the state department and officials of the Foreign Service School were guests of the management . . . The formal opening of the Hiser Theatre, Bethesda (formerly the State) was held September 25. The stage presentation was tuned with a familiar note on the appearance of Phil Lampkin and his band, he having served as baton maestro at Loew's Capitol for many years.

*Harry Gold, UA vice-president, while en route to the west via plane stopped off at the airport for a chat with Branch Manager Fred Rohrs, and incidentally Fred observed his 16th wedding anniversary September 17 . . . Mrs. A. E. Lichtman and daughter, Rhoda, have returned from Honolulu . . "Angie" Ratto, manager of Loew's Palace and "mayor" of F street, celebrated his first wedding anniversary September 22 . . . Constance Moore, Universal star, and her husband, John Mascio, stopped off for a tour of the capital while honeymooning . . . Doug Dupont and Ralph Clements, Paramount camera and sound men, have been assigned to the House of Congress . . . Metro's Carlton Duffus is exploiting "Thunder Afloat" in the Virginia key cities . . . Birthday greetings to Metro's Catherine Murphy.*

Unique publicity stunts were engineered by Loew's staff for the midnight premiere of "The Women," with the women patrons buying the tickets for their male escorts, and actually doing the honors; the other feature was the paneling of a jury composed of patrons who represented various endeavors to render unbiased reviews . . . Miss "Rusty" Duncan, Warner theatres, is confined to her home with illness; her coworkers, Marshall Kiely and Arthur Kilberg, manager of the Beverly, are hors de combat as well.

*P. A. Espaillat and C. Carpou have been assigned to the Metro exchange as student bookers . . . William Marsh, Metro home office auditor, is making a periodic check at the local exchange and is being assisted by Nat Rochlin, student auditor . . . Mrs. Rudy Berger, wife of Metro's resident manager, is convalescing from a recent operation at Sibley Hospital . . . Al Miller, 20th-Fox accessory manager, has reached second place in national standings in the S. R. Kent drive, having exceeded quota for the past six weeks . . . Mr. and Mrs. Danny Rosenthal spent the weekend in the big city . . . Ira Sichelman, 20th-Fox, has been confined to his home with the grippe . . . Julian Gordon announces that the Wythe, Newport News, will open October 5.*

Mrs. Reynolds Evans of Solomon's, Md., and Sam Eisenstein of Annapolis, visited the Row . . . Elmore Heins of Roanoke, has recovered from his recent illness and can be located at the ole stamping ground.

# BROADWAY

(Continued from page 29)

*Broadway play . . . Charles Glett of Eastern Service Studios is back from the coast. Ditto John Wildberg who brought Herbert Marshall to appear in the first Jack Skirball production to be made in Astoria for Columbia.*

Henry Randall, Paramount's Brooklyn branch manager, prefers an intimate eatery in back of the Strand, known as the Palace Kitchen . . . With an Havana sales meeting behind him, Joseph A. McConville, Columbia's foreign sales manager, planes out late this week for a second conclave in Buenos Aires . . . Harry Brandt is planning to refurbish the Central on Broadway before turning it into a foreign first run, with "Le Auai de Brumes" slated for an October 12 premiere . . . Will Gordon, drama editor of the *Morning Telegraph*, is mourning the loss of Skippy, 11-year-old wire haired terrier . . . E. W. Aaron, assistant to William F. Rodgers, M-G-M sales head, was in Boston to get the signature of Mullin and Pinanski on a new season contract covering 70 houses in New England . . . Joseph Klein is up to his eyeballs in statistics on crowds that are viewing Prince Karma, the three-inch numerologist, who is making personal appearances in seven Loew's key houses in this area.

*Walter Gould, UA's Latin American supervisor, returns from Buenos Aires on the* Brazil, *October* 16 . . . *George Weltner, assistant to John W. Hicks jr., at Paramount, spent a much-needed week's vacation on his boat . . . Walter J. Hutchinson, 20th-Fox's foreign manager, who is usually impeccably attired, dressed in slacks and sport shirt after his quick trip to Havana by plane . . . E. F. Lomba, assistant to Hutchinson, leaves for a Caribbean checkup shortly . . . Marian Shoule, secretary to Les Whelan, 20th-Fox's foreign publicity director, is spending her vacation in Chicago . . . Down in the joint office of Aubrey Schenck and Irving Barry of National Theatres discussing the war situation until Bill Powers, chief film buyer, sticks his head through the door to inquire what all the shooting is about . . . Bert Cunningham, RKO Pathe director, has returned from the coast.*

Opening Day — Ampa 1939-40. Menu markings: Under the circumstances the luncheon session, opener for the season, achieved a distinction. More than 90 were present at the new meeting place, Stouffer's Restaurant. The location was selected, Paul Lazarus jr., president, told the assemblage because the $1 luncheon, representing a saving of some 25 to 50 cents, was in keeping with the times. Many of those present spent up to 50 cents reaching Stouffer's by taxi, but that was one of the distinctive things about the meeting. Another was the fact that 10 former Ampa presidents tried to review about 25 years of Ampa history in about 33 minutes. Anyway, it was a lot of fun and nostalgia. The speakers were: Ralph Rolan, Gordon White, William R. Ferguson, Hal Horne, Ed Klein, George Harvey, Glendon Allvine, John Flinn, Paul Lazarus sr., and Arthur James. The next meeting is set for October 19, same place and time.

*Leon Netter and Leonard Goldenson, Paramount circuit executives, have returned to the home office after a two-week plane tour to most of the chain's partners . . . R. V. Anderson, assistant to short subject sales manager Harry Michalson of RKO, is on a tour of southern exchanges . . . Add visitors to the Paramount World's Fair lounge: Marie Deutsch, daughter of Lewis Deutsch of Minnesota Amusement Co., the E. F. Bradys of San Benito, Texas, and the George L. Thorntons of Norfolk, Va. . . . Russell Holman, Paramount's eastern story head, has returned from a visit to the Max Fleischer studios in Miami.*

Howard Harris, brother of Mutual's Radie, has joined the Robert Benchley show as a gag writer for the comedian's new program. He recently completed 38 weeks on the Phil Baker program . . . Roger C. Clement of the Paramount legal staff docked on the *Manhattan* Saturday. He has been abroad since early July, primarily on the Odeon deal . . . William Le Baron is stopping at the Plaza . . . Alexander Korda's wife, Merle Oberon, was among the *Nieuw Amsterdam* arrivals . . . Leo A. Pollock is now director of public relations for the Wire Broadcasting Co. of America . . . Tommy Walker of the Liberman Flag and Valance Co. has recovered from a serious accident and will be calling on his theatrical accounts in a short time.

*Harry Shaw, New England division manager for Loew's, was in town Thursday for a few hours and talked about his cold and the weight he dropped in the last few months . . . Murray Silverstone left for the coast Friday on what he says will be a short trip . . . Bill Melniker has been bothered by a cold for the last few days and that is the reason for an overcoat while the sun shines . . . Nick Schenck, Bob Rubin and Charles Moskowitz made a Loew's threesome at lunch Thursday noon . . . Ben Joel's son, formerly of Loew's, has opened his own photographic studios under the name of Mercury Photographer.*

## *Six Summer Situations Close for the Winter*

NEW YORK — Six closings of summer houses marked the week's theatre activity in the metropolitan area.

The Newberry circuit has shut down four in New Jersey: The Ocean, Asbury Park; Lavelette, Lavette; Belmar, Belmar, and the Grove, Point Pleasant.

Irv Renner has closed down two Long Island houses, the Boardwalk, Averne, and the Edgemere, Edgemere.

## *Burial in Philadelphia For Mrs. Hiram Abrams*

PHILADELPHIA — Mrs. Hiram Abrams, widow of the former president of UA, was buried here Monday. Following Abrams' death in November, 1926, she lived in Portland, Me., and recently took up residence here. Abrams was head of UA almost from the company's inception in April, 1919, until his death.

# RICHMOND

THE annual Virginia State Fair, which was held the past week, took most of the ready change from the regulars, as usual, and the theatres suffered greatly at the boxoffice. In addition, the U. S. Marine Band gave two concerts at the Mosque with special inducements for the school children at the matinee . . . Two war pictures were in town. At the State, "Road to Glory," Fox reissue, and at the Park, "Forgotten Men." The Colonial also had a fight picture, though quite different, Louis and Pastor.

*Garrett Leahey, manager of the Westhampton, has moved with his family into a new home on the Northside . . . William Rippard, owner of the Eaco and Lee in Farmville, sent his daughter, Norma Lee, to the Mary Baldwin College in Staunton . . . Lorenza Fells, former manager of the Lichtman Hippodrome, has been transferred to the Harrison in Lynchburg, being succeeded by Lorenza Minor, and Homer Price, doorman of the Booker T, has been promoted as relief manager of the Richmond Lichtman theatres . . . A new Winter Bowling League was organized last Monday night at Haskins Bowling Center.*

Leon Nelson jr., Warner checker and champion golfer of the Lakeside Club, defended his title successfully last Sunday . . . Brock Whitlock, assistant manager of Loew's Capitol, Washington, visited town on his day off last week . . . John Walker has joined the service staff at the Westhampton, succeeding Louis Farber, who returned to college . . . The newest link in the Neighborhood Theatres chain, the Buckingham in Arlington, will open this week . . . Joe Fields, who is one of the ushers at the Byrd, has taken up flying and expects to be a full-fledged flyer soon.

*Herman Kaplin, manager of the Century in Petersburg, visited his home town the other day . . . Tom Pitts, manager, East End and Patrick Henry, visited Fredericksburg . . . Conrad McRee, assistant manager of the State, will marry Marion Whiteside on October* 14 . . . *Tommy Grissom has been promoted to house manager of the Elton in Norfolk, succeeding Isadore Rooks.*

## *Suit Against S. A. Lynch Revealed in Quiz Plea*

NEW YORK—Application by David Stoneman, Boston attorney, to examine Stephen A. Lynch, former Paramount director, before trial, reveals a $250,000 suit against the latter in the supreme court.

The action is based on alleged unpaid legal services to Lynch and to Paramount Publix Corp. from February 1, 1933-July 2, 1936. The former director has entered a general denial.

### See Three-Week "Bali" Run

NEW YORK—With a reported $61,000 for the first week of "Honeymoon in Bali" coupled with Glen Miller's orchestra, the Paramount management figures the film to hold a third week.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

*(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)*

### *20th-Fox Employes In War Study*

**An employes cooperative committee has been formed at the 20th Century-Fox studio to work with the management in making wartime adjustments. A complete study of the situation and recommendations for meeting the emergency are contemplated. The committee:**

**Tyrone Power, Binnie Barnes, Cesar Romero, Henry King, Walter Lang, Allan Dwan, Harry Tugend, Philip Dunne, Sam Hellman, Ralph Dietrich, Buddy Erickson, Robert Webb, Leon Shamroy, Frank Beetson, Bill Ihnen, Harry Joe Brown, Raymond Griffith and Gene Markey.**

# Labor Scale Details Demand Attention

A renewed burst of activity in connection with the industry's many-faceted labor front is on schedule for the Hays office now that Pat Casey, chieftain of the producer-labor contact division, has again checked in after an extended sojourn in New York.

Item number one on Casey's docket, calling for his immediate attention, was a scheduled series of conferences with IATSE representatives to map, in detail, a scale of hours, classifications and working conditions for 12,000 studio employes for whom the IA obtained a 10 per cent wage increase under penalty of a threatened nation-wide strike. A review of the entire situation, including contract negotiations by several lesser crafts, is being presented Casey by his lieutenant, Victor Clarke, who sat in for him during Casey's absence.

Officers of the association had met in emergency session before Casey's arrival and reached an agreement with the IA at that time.

Meantime Will Hays departed, as per schedule, for New York, terminating his Hollywood visit without attempting to chart a course of action for the industry in face of the European war situation. One of his first moves upon arriving two weeks ago had been to call a general association meeting, but which was canceled almost immediately and never held.

# *"Forced" Wage Increases Are Granted to Studio Workers*

Accompanied by reverberations from the producers' camp deploring the set of conditions under which the demands were met, Hollywood threaded its way through another threatened nation-wide industry strike by signing an armistice with the powerful IATSE under which some 12,000 studio workers will immediately receive wage increases of 10 per cent.

E. J. Mannix, who headed the producers' negotiating committee, hastened to amplify the previous announcement that the wage increase had been granted by declaring in a formal statement that the action "was not voluntary; it was forced." Mannix explained that the producers "felt they had no choice but to yield" because they knew that a strike in the motion picture industry "at this critical time would bring economic disaster to upwards of 200,000 workers, and might spell ruin to the industry itself."

**Unyieldingly Rejected**

Touching upon the long negotiations with the IATSE, Mannix claimed that the producers' arguments, in which they presented "plain facts and figures which show the injustice and danger of adding to industry costs at a time when industry revenues are decreasing to the point of disaster," were unanimously and unyieldingly rejected by the IA committee, headed by William Bioff. He pointed out the only compromise obtained was acceptance of a 10 per cent increase instead of 20 per cent, as originally demanded.

The IATSE, which launched the negotiations immediately following its certification as bargaining agent by the National Labor Relations Board, after it defeated the United Studio Technicians Guild in a special election, had no comment to make in rebuttal. Only announcement from Bioff was that remaining details of the working pact are to be worked out next week when conferences with Mannix and his committee are resumed.

Preliminary estimates indicate that from $2,000,000 to $3,000,000 annually will be added to studio payrolls—from $40,000 to $60,000 weekly. Unofficial statisticians submitted figures showing that this amount, a large share of which must, of necessity, be added to production costs on each of the approximately 500 pictures on 1939-40 slates, will add anything from $2,000 to $8,000 to the negative cost of each film.

Producers had previously pointed out to IA negotiators that a salary raise of this size would necessitate purging the payrolls of non-union workers to the bone to meet the increased expense.

Following notification by the NLRB that it had overruled protests of the USTG, filed after the election, IA leaders conferred with USTG committeemen and announced plans to take action against the ringleaders of the rival faction. At the same time they gave assurances that the rank-and-file of USTG members will not be penalized.

Latest developments on the IATSE front:

Frank Strickling, coast representative, planed to New York to confer with President George Browne regarding future policies for the 11 IA studio locals. Thomas C. Bryan has resigned as business representative of IA local 683, with no successor yet named.

Among other labor sectors:

Ralph Morgan is unopposed for re-election as president of the Screen Actors Guild at its forthcoming annual balloting session, set for October 1. The nominating committee also recommended all other incumbent officers for re-election, including James Cagney, first vice-president; Joan Crawford, second vice-president; Edward Arnold, third vice-president; Porter Hall, treasurer; and Paul Harvey, recording secretary.

Kenneth Thomson, SAG executive secretary, sails for Honolulu October 5 for a vacation, which was recommended by the board of directors, following his exhaustive work in connection with settling the AAAA-IATSE jurisdictional tilt.

The Society of Motion Picture Art Directors plans to hold a general membership meeting shortly to discuss plans whereby a working contract can be negotiated with the producers. The Screen Cartoonists Guild will hold a meeting October 1 to determine whether the group shall affiliate with the studio painters. Total membership comprises nearly 400.

# *Federal Grand Jury Starts Its Exhaustive Industry Probe*

Set to hear testimony from a long parade of witnesses comprising studio executives, union leaders and others connected with the film industry, the long-expected federal grand jury session is well underway. Under the direction of Charles H. Carr, assistant U. S. attorney-general, an exhaustive probe into charges of labor racketeering, possible income tax evasions and various corporate affairs within the film industry is being conducted.

First to be subpoenaed and to appear before the grand jury were Victor Clarke, producer-labor contact and an official of the Hays organization; William Goetz, assistant to Darryl Zanuck at 20th Century-Fox, and William Dover, until recently an executive of that studio.

Although Carr himself was not available for comment, a spokesman for him declared subpoenaes had also been issued for Joseph Carpenter, president of the IATSE's defunct Local 37; Guy Cooper and Jeff Kibre, also of that local; William Bioff, formerly in charge of the IA's west coast operations, and Herbert Sorrell, business manager of the studio painters. Studio executives whom Carr's spokesman said would be first to be called are Darryl Zanuck, Louis B. Mayer and Joseph M. Schenck. Also to be subpoenaed are representatives of the Screen Actors Guild including Robert Montgomery, past president; Aubrey Blair and Kenneth Thomson, executive secretary.

Indications that the hearing will be a lengthy one came when one of Carr's aides declared service on Schenck will probably be obtained through counsel, as the 20th Century-Fox executive has just embarked on a tour of Latin-America from which he will not return for three weeks.

Carr spent nearly a month here before the grand jury was impanelled, gathering data to be presented the federal body.

# Coast in Tributes to Memory of Laemmle

The passing of Carl Laemmle evoked a flood of tributes from leading figures here to the veteran producer and one of the industry's founders. Some of the coast statements appear on pages 24 and 25 of this issue with details of Laemmle's life. Others are reproduced herewith:

"The influence of Carl Laemmle upon this industry to which he devoted so many of his years is inestimable. During his long career as a motion picture leader all of us learned to respect and love him. We mourn the passing of a colorful, and courageous associate. To his family we express our deepest sympathy in their personal loss."—*Members of the Producers Association.*

"The entire motion picture industry, even to the far ends of the world, is saddened by the death of Carl Laemmle. And when everyone in a great, many-branched industry mourns a man you know his value as a man, a leader and a true friend." —*Al Lichtman.*

"The death of Carl Laemmle is the loss of a beloved personal friend. I am not alone in my sadness over the passing of so kindly and helpful a man. Everyone who knew Uncle Carl mourns his death. But this sincere grief goes far beyond those who had contacts with him. It stretched throughout the motion picture business for Carl Laemmle was a friend of the entire industry."—*E. J. Mannix.*

"It is impossible to believe that Uncle Carl has crossed to the Great Beyond. This great pioneer played an important part in the development of our industry, from the time pictures were being made for nickleodeons, to this day when they have reached their important position in the cinema theatres of the world.

"Carl Laemmle was beloved by countless numbers to whom he was so sympathetic and helpful, and I know that a great many in the industry will feel a deep personal loss in his passing.

"I am confident that the heartfelt sympathy of everyone connected with motion pictures in California, as well as elsewhere, goes to the members of his immediate family, to whom he was so devoted." —*Louis B. Mayer.*

"Carl Laemmle will be mourned throughout the world as one of the founders of the film industry, but his loss in Hollywood will be more keenly felt for his great and kindly heart and his benign personality."—*Darryl F. Zanuck.*

"The motion picture industry suffers a great loss in the passing of Carl Laemmle. Hollywood owes a great debt to the man whose standing in the community is best indicated by the fact that everybody called him 'Uncle Carl.' Even among the courageous band of pioneers who laid so well the foundation for today's great industry, Carl Laemmle was outstanding."—*Y. Frank Freeman.*

"Death has removed one of the industry's truly great figures in the passing of Carl Laemmle. It is a severe loss for the thousands who knew him and regarded him with a deep affection."—*Jack L. Warner.*

"The passing of Carl Laemmle sr. takes from the Hollywood scene a courageous pioneer and champion of the independent. The industry needs more men with his spirit."—*Walter Wanger.*

"Few men have contributed as much to any one industry as Carl Laemmle did to the motion picture business. He was a symbol of showmanship because of his uncanny ability to interpret public desires in the matter of entertainment. A pioneer in this great business, he leaves the rich heritage of a record that will always be an inspiration to those who follow in his footsteps."—*Edward Small.*

"The death of Carl Laemmle marks the passing of a true pioneer, whose determined spirit reflected his faith in an infant industry. He lived to see that faith justified. His achievements for the motion picture business are a great monument to the man. The memory of Carl Laemmle will serve always as an inspiration to those who follow in his footsteps." —*Samuel Goldwyn.*

"While Carl Laemmle had been inactive for several years, his influence still was tremendous in Hollywood, and the industry will miss him."—*Pandro Berman.*

" 'Uncle Carl' was always at his best when things looked blackest. All of us will miss his courageous decisions and friendly advice, and his real genius for leadership."—*Leo McCarey.*

"Carl Laemmle is gone, but he will always live in the memories of thousands in Hollywood who knew and loved him as one of the kindliest of men."—*Gregory La Cava.*

"Hollywood mourns the loss of one of its most colorful figures in the death of Carl Laemmle. Everyone who came in contact with him was a better person for it."—*David Butler.*

"It doesn't seem possible that 'Uncle Carl' is gone forever. His kindness and sweetness of soul will remain enshrined in all our hearts and our memories."—*William Goetz.*

"The passing of Mr. Laemmle is a source of great sorrow to all who grew up in the picture business, and knew him as one of the great and best-beloved pioneers."—*David O. Selznick.*

"For as long as motion pictures exist, the great influence which Carl Laemmle exerted toward their advancement will be felt. Uncle Carl has left a mark of the greatness of the screen which will last for generations to come."—*Sam Katz.*

"The influence of this highly respected pioneer of the movie industry will long be felt, for he was a leader in work and in deed."—*M. J. Siegel.*

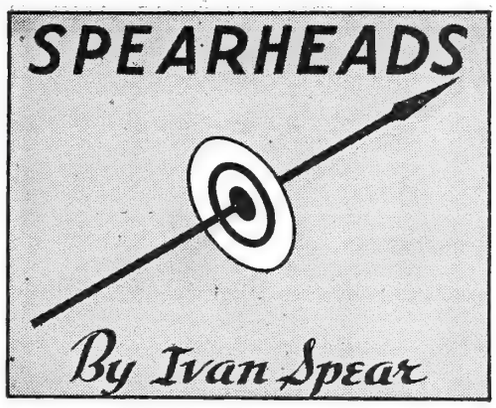
"The motion picture industry has lost not only one of its most valued pioneers, but also a sincere friend."—*Scott Dunlap.*

## *New Series Grows*

Third in its scheduled series of 13 two-reel musicals has gone into production at Universal under the title "An Old Spanish Custom." Milton Schwarzwald is supervising and Larry Ceballos is handling the megaphone. Wini Shaw has the top-line.

## *Arrives for Study*

The seventh officer to be sent here under the cooperative training program carried on between the War Department and the Academy Research Council, Lieut. Harry J. Lewis, of the U. S. Army Signal Corps, has arrived for a six-month study course.




THE SECOND phase of industry reaction to the European War—in which the film capital is willing to fight to the last Frenchman—has brought a flood of bickering, buck-passing and individual self-protectional gestures the like of which has seldom, if ever, been paralleled. So confusing are the varied and conflicting attitudes becoming that changing the fair and famous name of Hollywood to Babel might not be amiss.

At the very outset, most major company executives raced each other to see who could be first to burst into print with statements to the effect that, despite the obvious need for economies, because of restricted foreign markets and revenues, there would be no curtailment in the quality or quantity of product; there would be no drastic cuts in salaries; there would be no great trimming in studio personnel. The necessary economy trick was to be done in its entirety with mirrors, which looking-glasses were to be fabricated "through the elimination of waste and non-essential expenses," and "through closer cooperation and better understanding" between the various groups of toilers in the celluloid brickyards.

In view of which optimistic, Pollyanna-ish and decidedly nebulous declarations from filmdom's brass hats, subsequent developments become unusually amusing. Their highlights, in more or less chronological order, follow:

No sooner had the ink dried on the "no-payroll-cuts" assurances than most studio personnels were purged with a thoroughness that would have been a credit to Hitler. While, for obvious reasons, it is impossible to ascertain the exact aggregate number of dismissal notices resulting, it has been conservatively estimated in excess of 2,000. That the use of the ax was substantially limited to stenographers, janitors, commissary waitresses, publicity men and other underlings can be considered significant at this point.

Following this initial and comparatively unimportant indication of the lack of thought—or was it lack of sincerity?—which entered into the first war communiques from the studios' general headquarters, incidents followed in rapid succession to add to the general confusion and to prove beyond doubt that the high commands would have shown better judgment to act first and talk later. These incidents have been so widely publicized that amplification is unnecessary. Outstanding among them were:

The reaction of Hollywood's three leading guilds—actors, writers and directors—to the rather urgent suggestion of Harry Brandt, president of the ITOA of New York, that they ask their members to accept voluntary salary cuts in order to shoulder part of the burden imposed by the loss of foreign markets. The Guilds unanimously rejected Brandt's plea and declared no pay cuts are being, or will be, contemplated.

Samuel Goldwyn's declaration that a joint fact-finding committee should be created by the SAG, SDG, SWG and the producers association to study all phases of the crisis and work out a remedy, and that "wholesale firing of employes" is not the solution. Joseph M. Schenck immediately replied that Goldwyn's idea is sound, his analysis accurate, but that it was a bit premature. He suggested the industry wait until "all necessary information is at hand." The SAG informed Goldwyn it would cooperate in any way possible. The SWG held to Schenck's theory that Goldwyn is "premature." No answer has yet been forthcoming from the SDG.

And not to be outdone in the matter of panacean suggestions, Mr. Schenck hastened into print with a plan of his own, which, in effect, told the exhibitors of the country that a sizeable slice of the burdens which the war has inflicted upon the industry rests upon their individual and collective shoulders and undertook to impress them with the necessity of giving extended playing time and intensified exploitation to current product so that increased revenues from the domestic market will compensate for the loss of foreign rentals thus enabling the producers to maintain present budgetary production standards. While the circuit operators seemed to agree, the majority of independent showmen greeted the statement with a loud and resounding "boo."

The disclosure that the salaries of all RKO Radio employes, both here and in the homeoffice, who draw more than $90 weekly are to be slashed. President George Schaefer's announcement to this effect, made in New York, drew bitter rebuttal by industry spokesmen here.

The powerful IATSE, taking immediate advantage of its certification as exclusive bargaining agent for 12,000 studio workers by the national labor relations board, forthwith issuing a strike ultimatum if their demands for wage increases were not met right away, and producers' capitulation to the extent of a 10 per cent salary boost.

Which brought forth the piece de resistance of the none-too-festive Hollywood-at-war menu, the now historic, "we was robbed" statement from the producers, in which E. J. Mannix, who headed the negotiating committee, set forth in no uncertain terms the claim that the producers were "forced" into the situation and yielded because of the "economic disaster" that would follow a strike in the industry "at this critical time."

From which but one conclusion can be drawn. Exhibitors and the public alike will accept with less question and misgiving Hollywood's statements that it is trying to adjust itself to a wartime operations basis, without the curtailment of product quality, if Hollywood would proceed about the business of making such adjustments with a little less of its characteristic and highly contradictory ballyhoo and bickering.

## *Russell Birdwell Again Is Selznick Publicist*

David O. Selznick has re-engaged Russell Birdwell as publicity counselor for Selznick International, effective immediately, to supervise the activities of the studio's advertising-publicity department.

Birdwell, who was publicity-advertising director for the studio for more than three years, and Selznick were scheduled to go into immediate huddles concerning the selection of an active head of the department to replace Bill Hebert.

Birdwell will continue to operate his own publicity and exploitation organization.

## *Dorothy Arzner Pilot On "Angela Is 22"*

Jack Skirball and John Wildberg have ticketed Dorothy Arzner, only feminine motion picture director, to pilot their first Knickerbocker production, "Angela Is 22," for Columbia release. Script of the Sinclair Lewis play will be written by Zoe Akins.

Wildberg, here for conferences with Skirball, remains a week longer to complete casting for the picture and will then follow his partner east. Producers have not yet definitely decided whether to film the picture here or in New York.



## Plots "Andy Panda"—

*On a humor mission is Walter Lantz, Universal cartoon producer, shown here at the Chicago airport. He visited the Brookfield Zoo to observe the antics of the celebrated panda, Mei-Mei, as a guide to the introduction of "Andy Panda," his newest character. The first in the series will deal with Andy, his mama and papa, and a mean-tempered turtle.*

# Ben Judell Casting Third Production

Swinging into action in earnest, Ben Judell's Producers Pictures Corp. has begun casting for its third feature, "Buried Alive," to maintain the rapid production pace initiated some weeks ago. Its first, "Torture Ship," now is being edited, and "Hitler—Beast of Berlin" is well underway at Grand National studios under direction of Sherman Scott.

"Buried Alive," a prison story which will be concerned primarily with prison officials and their lives and careers, is an original story by George Ulman jr., scripted by George Bricker, and will be directed by Victor Halperin, who navigated "Torture Ship."

With Bert Sternbach, its general manager, reporting that Judell's Prescott, Ariz., studio, now under construction, will be ready to function early in October, plans are already being laid for a "Bobby Clark Day" to signalize the completion of the first of an eight-picture series of "Sagebrush Family" westerns which will be produced at the Arizona plant. Bobby, 13-year-old junior cowboy champion, will be featured in the series. The celebration will comprise a street parade in which the cast of the Clark picture, Tim McCoy, George Houston, real cowboys, Indians, American Legionnaires and other civic groups will participate. Occasion will be climaxed by a Spanish barbecue at the new studio.

## Breach of Contract Suit Filed Against Pascal

Gabriel Pascal and Pascal Film Productions, Ltd., have been charged with breach of contract and are asked to pay damages totaling more than $32,000, in a suit filed in superior court on behalf of Roland Young and Paul Lukas by M. L. Stevenson, assignee.

The complaint alleges that Young and Lukas were signed for roles in Pascal's "Doctor's Dilemma," which was to have been produced in London in June, 1939, and that the actors were ready to comply with their side of the agreement, but that Pascal thereafter canceled plans for the production and terminated the contracts he had signed with the plaintiffs. Stevenson, represented by the legal firm of Gang and Kopp, asks $25,000 as six weeks' salary for Young; $6,000 in salary for Lukas, and $1,073 for transportation to and from London for the latter.



## The Nineteenth Hole—

*Y. Frank Freeman, left, vice-president in charge of Paramount's studio operations, and George L. Bagnall, studio manager, enjoy a bit of refreshment at the Brentwood Country Club during the studio club's recent golf tournament. Bagnall bagged a 90, Freeman 100.*

## "Gone With the Wind" Is Put Back in the Mill

"Gone With the Wind," given its first sneak preview a short time ago, has gone back into work at Selznick International, David O. Selznick having decided to spend several days filming added scenes. Director Victor Fleming recalled Vivien Leigh and Clark Gable, cast principals. At the same time the "Rebecca" unit was split, with Alfred Hitchcock continuing to direct the cast toppers at the studio and D. Ross Lederman leading a camera crew to northern California for background footage.

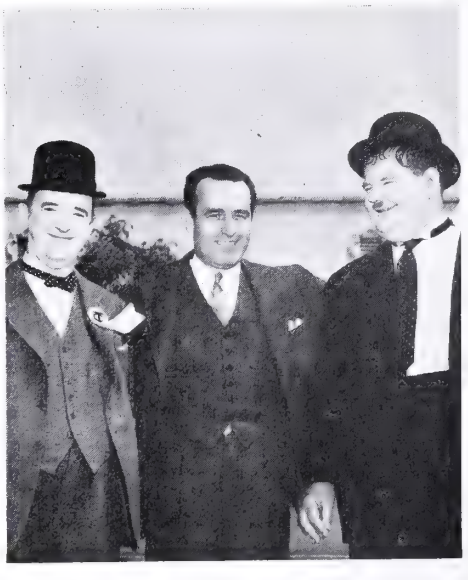
# Production Forward With 45 in Work

Production in the major studios again registered a substantial upswing, the gain coming, for the third successive week, in the face of developments in the conflict abroad. A total of 45 are shooting, with 13 others being prepared to go into work immediately.

Columbia launched "The Street of Missing Women" and finished "Renegade Law" to maintain a four-picture pace. "Nick Carter" got underway at M-G-M, while "Patsy" was sent to the cutting room, leaving the studio with five in work. Monogram grounded "Danger Flight" and has one other picture in production.

"The Road to Singapore" and "Opened by Mistake" received the starting nod at Paramount, which is shooting on seven vehicles. RKO Radio gunned "Mexican Spitfire" and "Sunset," and completed "Reno." Total now stands at eight. Republic started "Robin Hood of the Pecos," but completed "Abraham Lincoln Boggs" and "Jeepers Creepers," its total thus dwindling to three in work.

Twentieth Century-Fox hit a new high by gunning "Little Old New York" and "He Married His Wife." A peak total of ten is being filmed. For United Artists, Walter Wanger began "House Across the Bay," which, added to the activity of other UA producers, raises the total to six. Universal is filming an equal number, having completed "Vigilante War." "The Enemy Within" received the go signal at Warner, and "We Are Not Alone" was completed. The studio is filming four.



## Fun Reunion—

*Harold Lloyd, soon to start on his first picture under the RKO Radio banner, discusses old times with Comedians Stan Laurel and Oliver Hardy, whose latest picture, "Flying Deuces," is an RKO release. Lloyd's initial RKO production is "Chasing Rainbows."*

# Effective Neutrality Progressives' Aim

After capturing a goodly share of the spotlight playing on the film colony's liberal activity through the staging of its annual membership meeting, which was held last week, the Hollywood Anti-Nazi League has relinquished the center of the stage temporarily for a breathing spell, entrusting the furthering of progressive measures to its kindred organizations.

Their chief concern, at present, is the adoption of an effective neutrality act which will keep America permanently out of war, and for the adoption of which they are conducting a lively campaign. To this end the American Union for Concerted Peace Efforts took the initiative by scheduling a mass meeting at Philharmonic Auditorium. Director W. S. Van Dyke, Melvyn Douglas, Herbert Biberman and other members of the film colony, who are active members of the organization, were expected to attend, while Charles Chaplin, who recently became a sponsor of the organization, wired his "best wishes for the success of your worthy efforts." He was unable to appear because of the press of work in connection with his present production.

The HANL confined itself to routine district meetings. Irving Pichel, writer-actor-director, was chief speaker at a gathering of the northeastern district.

President Roosevelt's desire to have Attorney-General Frank Murphy remain, for the present, in Washington, forced the Motion Picture Artists Committee to postpone indefinitely its scheduled all-industry banquet. Already set back several times, it was to have been staged September 25 and Murphy was to have presented the first annual Award of Merit to the producer of the picture deemed to have made the greatest contribution to democracy during the 1938-39 season. MPAC leaders have not yet determined whether to cast about for a substitute for the attorney-general, or to await a time when he feels he can safely leave his desk at the nation's capitol.

## *Baby LeRoy Is Signed for Paramount Film Lead*

Making a comeback at the age of seven, Baby LeRoy—once an infant star—has been signed for the leading role in Paramount's "The Biscuit Eater," which Producer Jack Moss will film on location in Albany, Ga. The moppet, henceforth to be billed as Lonnie LeRoy, has been kept on the studio's payroll since he outgrew his early baby roles.

## *MacLaughlin Recording Capra Musical Score*

Metro has loaned Mike MacLaughlin, special recordings chieftain, to Columbia to supervise the musical recordings on the score for the Frank Capra production, "Mr. Smith Goes to Washington."

# Cinémarks

Schuyler Sanford, Paramount cameraman, and Gertrude Messenger, an actress, were married in Reno and have returned to Hollywood following a brief honeymoon . . . Bixby Smith, head of Paramount's insurance department, won first prize in the studio club camera group's salon on "Story Sequence." Bud McQuoid, a projectionist, won first place in the "B" classification. Rex Wakefield, president of the Southern California conference of camera clubs, was judge and Douglas Rudd, group chairman, presided.

*

*Metro's Studio Club has presented forty special bed table stands to tubercular children in the Los Angeles County Hospital . . . Robert Lord, Warner producer, has returned from Lexington, Va., where he conferred with Virginia Military Institute officials concerning a forthcoming service picture . . . Roy Rogers, Republic western star, pulled out for San Francisco, en route to New York for a holiday . . . Stuart Walker, Paramount associate producer, has checked out for a two-week vacation.*

*

Mervyn LeRoy, Metro producer-director, is vacationing at White Sulphur Springs, Va., and plans to catch several New York shows before returning to Hollywood . . . Mrs. Arthur Loew is in the east to join her husband, who recently concluded studio conferences with M-G-M executives . . . Mrs. Andrew Stone, wife of the Paramount director, has recovered from a brief illness and has left the Cedars of Lebanon Hospital.

*

*A complete portable electric barbecue outfit, gift of members of the cast and crew of his current picture, was presented James Hogan, Paramount director, on his birthday.*

*

Herman Mankiewicz is back at Metro, recovered from a recent automobile accident in Arizona . . . Edward H. Griffith is scouting locations around Sacramento for his next Paramount assignment . . . Samuel Goldwyn has dispatched Gus Schroeder and Cameraman Rudolph Mate to Arizona and New Mexico to hunt locations for his forthcoming Gary Cooper starrer.

*

*Louis Lipstone, head of Paramount's music department, has returned from Chicago, where his mother is ill . . . Scenarist Dudley Nichols, granted a ten-day leave by Samuel Goldwyn, has planed east . . . Director Richard Thorpe is back at M-G-M following his return from England, where he had been scheduled to pilot two Robert Montgomery starrers. Outbreak of war caused the plans to be canceled.*

*

Hal Roach has returned from a jaunt to Nevada, where he scouted locations for his next production. He was accompanied by S. S. Van Kuren and Barney Carr.

*

*William Dieterle, Warner director, left for St. Louis to gather data at the Barnes Hospital there for his next assignment. He returns next week.*

### New Simon Assignment

Next Sylvan Simon directorial assignment at Metro will be "Living in a Great Big Way," an Edgar Selwyn production featuring Lana Turner.





## *En Route and Arrived—*

*Orson Welles, RKO Radio's four-in-one man (producer, director, writer, star), at the left as he paused in Chicago en route to Hollywood from New York. At the right he is welcomed at the studio by George Stevens, producer-director, where he is preparing the script on Joseph Conrad's "Heart of Darkness."*

## *Premieres Still Have Hold*

No surcease is apparent in the current widespread vogue being enjoyed in Hollywood by the lavishly-bedecked, star-studded, orchids-and-ermine world premieres which, during the present season, have occupied such an important place in the film colony's social calendar. With two such affairs—one, however, an outright and admitted parody—on the week's schedule, filmdom's gadabouts also circled October 4 as the date for the next in these gala occasions.

No apparent detail was overlooked by Warner in its efforts to make the world premiere of "The Private Lives of Elizabeth and Essex" at the Beverly Hills Theatre one of the most noteworthy events of the year. Two rows of circus-type bleachers were constructed for the star-gazing fans. Tying in with the fact that the picture was produced in Technicolor, varicolored searchlights were used in the forecourt. Further, a new color camera designed to take action stills was used by the Warner publicists for the first time to take shots of incoming stars and other industry and civic notables.

Among those attending:

Olivia de Havilland, Brenda Marshall, Errol Flynn and Lili Damita, Dolores Del Rio and Cedric Gibbons, Mr. and Mrs. Jack L. Warner, the Gary Coopers, the Fred MacMurrays, Mr. and Mrs. Tyrone Power, Mr. and Mrs. Michael Curtiz, Hal Wallis and Louise Fazenda, Joan Crawford, Norma Shearer, Marlene Dietrich, Nancy Kelly, Cesar Romero, Anatole Litvak, Mr. and Mrs. Edward G. Robinson, the John Garfields, Claudette Colbert, Douglas Fairbanks jr. and, of course, Bette Davis, who stars in the picture, in addition to many others. The affair was preceded and followed by numerous dinner parties. Such affairs were scheduled by Miss Davis, Flynn, May Robson, Miss de Havilland and the Jack L. Warners. The latter's party included the Donald Crisps, the Alan Hales, Ralph Forbes and Heather Angel, Mr. and Mrs. Hal Wallis, the Gary Coopers, the Fred MacMurrays, the Tyrone Powers, Mr. and Mrs. James Cagney and the Pat O'Briens.

Universal, not to be outdone, held the "formal" first-night screening of "Tropic Fury," one of its series of Richard Arlen-Andy Devine action pictures, on the same evening at two theatres in Van Nuys. Critics and other kibitzers were solemnly notified of the occasion via an impressive parchment "proclamation" signed by Arlen, mayor of Sunland, and Devine, honorary first citizen of Van Nuys. Studio publicists saw to it that floodlights, distinguished guests and the other customary trappings were out in full array, but were forced, at the last minute, to cancel plans whereby a "special" train was to be chartered to transport invited guests from Hollywood to the San Fernando Valley. Among the notables on hand were such honorary mayors as Mischa Auer, of Universal City; Hugh Herbert of Studio City; Al Jolson, Encino; Marion Marsh, Chatsworth; Bing Crosby, Toluca Lake; Glenda Farrell, North Hollywood, and others.

Next on schedule will be the premiere of 20th Century-Fox's history of motion pictures, "Hollywood Cavalcade." This will make its debut October 4 at the Four Star Theatre and will boast distinction in that the entire proceeds of the first-night will be turned over to the Motion Picture Relief Fund. The entire house will be reserved at $11 per ducat. Decision to donate the revenue to the Fund was made because the film recapitulates much of Hollywood's history and growth, recording the industry's development from early silent days until the advent of sound.

MPRF leaders, including President Jean Hersholt and James Roosevelt, Director Irving Cummings, Darryl Zanuck, William Goetz, Sol Wurtzel and other 20th Century-Fox executives; cast of the film, including Don Ameche, Alice Faye, and such old timers as Buster Keaton, Ben Turpin and others who appear in the picture, and virtually every executive and Thespic name in Hollywood, plan to appear.

## REVIEW FLASHES

**INTERMEZZO (UA)**—An unusual effort in point of production and performance. Beautifully staged, delicately and artistically treated and acted. High class and distinctive in all departments, acting stands out with Leslie Howard's performance in vanguard. Ingrid Bergman, newcomer, does impressively well, auguring genuine future for her under proper handling. David O. Selznick produced; Gregory Ratoff directed.

**LIGHT AHEAD (SR)**—A cross-section of life in a settlement of Jews in the Poland of another year, this has boxoffice possibilities. Isidore Casher, Helen Beverly. Edgar Ulmer directed.

**MARSHAL OF MESA CITY (RKO)**—A satisfactory package of action entertainment for the George O'Brien fans and the juveniles who will condone the rubber stamp aspects of the story and dialogue. O'Brien is the strong silent man who brings law an order to the frontier town. Bert Gilroy produced. David Howard directed.

**TORPEDOED (SR)** — A propagandistic bit about the efficiency of the British navy and the cleverness of British diplomats, as they find expression in the putting down of a Latin country's rebellion. The story is incongruous. H. B. Warner, Richard Cromwell, Robert Douglas.

*COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.*

# RKO Releasing Deal Revives Fine Arts

Fine Arts Pictures, long at a production standstill, intends to swing back into action immediately as a result of the releasing deal recently consummated in New York with RKO Radio. That was the notification of President Franklyn Warner immediately following his return from the east after an extended stay.

A spokesman for the FA chief declared it had not yet been decided whether the FA-RKO deal will signify definite termination of the company's affiliation with Grand National. Warner thus far has not committed himself on that topic. It was admitted, however, by an FA attache that word from New York that GN had finally obtained a $600,000 loan, long-negotiated, from the Reconstruction Finance Corp., might swing the balance in favor of a resumption of GN-FA relations on an active basis. Should this occur, the informant said, FA would probably produce and deliver a series of lower-budgeted action features for GN, not in any way conflicting with the three pictures which will be produced for RKO Radio's 1939-40 distribution slate.

"Isle of Destiny," filmed in Cosmocolor by FA, already has been delivered to RKO Radio. Next to go will be "Land's End," also so be made in that color process, from a script previously titled "Wonder World." Warner intends to launch production within two weeks. Camera crews will be sent to Florida and the Grand Canyon for background footage.

The RFC loan has had no immediate effect on GN's Hollywood status. The studio, being operated on a skeleton basis, is at present utilized only for rentals. Warner's FA unit headquarters there, as does the production staff of Ben Judell's Producers Pictures Corp.

First in a series of musical comedies to be produced by Irving Starr for Columbia release will be placed in work October 9. Featuring Tony Martin, it is titled "Passport to Happiness" and will be directed by Joseph Santley.

Another recently formed independent unit, Gene Towne and Graham Baker's The Play's the Thing Productions, has scheduled an October 2 start on "Swiss Family Robinson." For RKO Radio release, it will be directed by Edward Ludwig.

## *Assign Arthur Lubin*

Universal has assigned Arthur Lubin to direct "No Power on Earth," co-starring Victor McLaglen and Freddie Bartholomew, which goes into work within two weeks. Burt Kelly will produce.

## *Draws "Talent Scout"*

Twentieth Century-Fox has assigned Harry Joe Brown as associate producer of "Talent Scout," in which Mary Healy and Linda Darnell have the leads.

## SCRIPTERS

**—Metro**
MARGARET ROBERTS to "Twenty Litte Working Girls," which Arthur Freed will produce.
WELLS ROOT to "The Man America Forgot," story of President Andrew Johnson. J. Walter Ruben will produce.
RICHARD BLAKE teamed with TED PARAMORE on "Twenty Mule Team," forthcoming Wallace Beery starrer.
JAMES KEVIN McGUINNESS to "I Take This Woman," doing a re-write job. The picture, shelved last spring, will be sent back into production under W. S. Van Dyke's direction. Spencer Tracy and Hedy Lamarr co-star.

**—Paramount**
STUART ANTHONY to "The Biscuit Eater," first Jack Moss production.
WALTER DE LEON to "The Ghost Breaker," mystery-comedy in which Bob Hope and Eddie (Rochester) Anderson will be co-featured.

**—Republic**
JOSEPH MONCURE MARCH to "Wagons Westward," forthcoming high-budgeter starring John Wayne.
GERALD GERAGHTY to "South of the Border," forthcoming Gene Autry sagebrusher.

**—20th Century-Fox**
RIAN JAMES and RALPH SPENCE to "Down Rio Way," an original comedy with a South American background.

**—Universal**
GROVER JONES to an untitled story as a Gloria Jean starrer, which Richard Wallace will direct.
HAROLD BUCHMAN to "Stop the Presses." George Yohalem will produce.

**—Warner Bros.**
LEONARD HOFFMAN to an untitled original dealing with the activities of the Reserve Officers' Training Corps in high schools and colleges.
MICHAEL FESSIER to "Patent Leather Kid," forthcoming George Raft vehicle.

## Six-Week P. A. Tour Is Launched by Cantor

An extensive personal appearance tour, to span six weeks, has been launched by Eddie Cantor, accompanied by Leni Lynn, 13-year-old Metro starlet, who appeared with the comedian in a recent engagement at the Casa Manana in Fort Worth, Tex. Cantor opened in Toledo September 24, and, with young Miss Lynn, was to make appearances in South Bend, Rockford, Chicago, Pittsburgh, Columbus, Syracuse, Rochester, Boston, Brooklyn and Washington.

Warner altered Ann Sheridan's scheduled p.a. tour and slated the star to open in Washington instead of New York. She is also set to make p.a.'s in Philadelphia, Pittsburgh and Cleveland in conjunction with showings of "Dust Be My Destiny."

The "Dead End" kids have begun a 20-week p.a. itinerary in Salt Lake City, tying in with showings of their latest picture, "Angels Wash Their Faces." The troupe continues on to Denver, Memphis and other key cities.

John Garfield and Rosemary Lane will open as a duo October 11 in New York. They are scheduled to appear also in Chicago, Baltimore, Washington, Pittsburgh and Philadelphia.

His first p.a. in 15 years was made by William S. Hart, silent-screen cowboy star, who paired with Lucien Littlefield for a one-show appearance at the Marcal Theatre here in connection with showings of his last picture, "Tumbleweeds," produced in 1925.

Joe E. Brown pulls out for a six-week tour October 29, covering the key cities of Dayton, Cleveland and Chicago. Tex Ritter, Monogram cowboy star, returns September 29 after a tour covering more than three months. He was equipped with his own cowboy band.

## Lines Up Locations

To line up locations for "Virginia City," forthcoming Errol Flynn starrer, Warner has sent Joe Barry to Virginia City, Nev., and points in Idaho. It will be filmed in Technicolor, with Michael Curtiz directing, following "The Sea Hawk," Flynn's next vehicle.

## Studio Publicists Lead Economy "Casualties"

Whether or not it is attributable to economy measures instituted in the film plants because of the outbreak of war, studio publicists continue to hold the dubious honor of leading the list of personnel reductions on the major lots.

At M-G-M, Walter Seltzer, with the studio for more than three years, and Bertha Jancke, who has been in charge of fashions and art, were given notice. Selznick International has dropped Frank Friedrichson, John Flinn and Honey O'Neil, Flinn returning to his previous post in the mailing department. George Schaefer has checked out of the Warner praisery.

Other changes:

Harry L. Decker has left his post as a Columbia associate producer, where he had been handling western product under Producer Irving Briskin. No successor has been named.

Having completed a two-picture contract, Albert Rogell has left the Universal payroll, where he functioned as a producer-director.

## McCrea, Preston Cast In DeMille's Next

Two of the three masculine leads in Cecil B. DeMille's forthcoming "Northwest Mounted Police" have been assigned to Joel McCrea and Robert Preston. The producer will send a location troupe to Canada this fall, but is not scheduled to start shooting in Hollywood until December.

## WB Signs Champ Roper For Short, 'Royal Rodeo'

Sam Garrett, world's champion roper, has been signed for a featured role in the forthcoming Warner short, "Royal Rodeo." Imported from Cheyenne, Garrett checks in next week. The short, toplining Cliff Edward and Lucille Fairbanks, goes into work October 18 with George Amy directing. It will be filmed in Technicolor.

## Mark Hellinger Assigned Two More WB Features

Warner has assigned two more vehicles to Mark Hellinger, associate producer—"Brother Orchid," to star Edward G. Robinson, and "Torrid Zone," which will co-feature George Raft and Ann Sheridan.

## STORY BUYS

**—Samuel Goldwyn**
"City Without Men," by Albert Bein and Abem Kandel. A prison picture, it will star Jon Hall.

**—Paramount**
"The Monster," by Ben Hecht and Charles MacArthur. Howard Green will script for Producer George Arthur.

**—20th Century-Fox**
"The Californian," by Sam Hellman. It is a story of this state during the gold-rush period.
"The Sea Falcon," by Hampton Crossart. Sol Wurtzel will produce.

## OPTIONS

**—Metro**
HAROLD FRIEDMAN joins writing staff.
LYNNE CARVER, actress, held for another term.
WILLIAM LUDWIG signed to new writing ticket.

**—Paramount**
JACK YELLEN joins scripting staff on loan from RKO Radio.
LOU SARECKY added to scripting staff under Producer Jack Moss.
WILLIAM A. WELLMAN given new producer-director pact. His next assignment will be "F. O. B. Detroit," novel of the automobile industry by Wessell Smitter. Dwight Taylor is on the screenplay.
EVERETT FREEMAN joins writing staff. He will work on an untitled story for Jack Benny.
PRESTON STURGES placed under contract for his first directorial assignment, "Down Went McGinty," on which he will also write the script.

**—20th Century-Fox**
JOHN O'HARA joins writing staff.

**—Warner Bros.**
FRANK McHUGH given new term contract. It is his ninth consecutive year with the studio.
FRANK MADISON, unit manager, held for another term.
MICHAEL HOGAN signs long-term writing ticket.

## Interest Fast Ebbing in Americanism Campaign

Apparently in one of its periodic declines—possibly attributable to the growing concern of film executives over the foreign situation and its effect on Hollywood product—the industry's unofficial Americanization campaign is currently at low ebb.

The Warner plant, pursuing the theory that war times stimulate interest in patriotic themes, has assigned Leonard Hoffman to develop a screenplay based on the activities of the government's Reserve Officers' Training Corps in high schools and colleges throughout the country. Although stressing the preparedness angle, the picture will adhere to Warner's 100 per cent neutrality policy, embraced when war broke out and as a result of which it shelved "Underground," "The Bishop Who Walked With God" and other vehicles of an anti-Nazi nature.

Well underway is "Hitler—Beast of Berlin," story of the underground anti-Nazi movement in Germany being produced by Ben Judell's Producers Pictures Corp. Filming also is continuing as per schedule on Charles Chaplin's satirical anti-dictator comedy, formerly titled "The Dictators," now listed on call-sheets as "Production Number 6."

## Small Hands Vidor Meg On "My Son, My Son"

Edward Small has signed Charles Vidor to direct "My Son, My Son," the Howard Spring novel, which goes into production November 1 for United Artists release. Louis Hayward and Brian Aherne have the leads. Screenplay has been completed by Lenore Coffee.

## Dutton and Co. to Publish Wm. De Mille Memoirs

William C. De Mille, former producer-director, brother of Cecil De Mille, has written his reminiscences under the title "Hollywood Saga," to be published by E. P. Dutton & Co.

# Three Pacific Coast Showmen Groups Ally for Harmony

LOS ANGELES—Heralded as a substantial forward step that will create a more harmonious relationship among independent theatre operators, producers and distributors, showmen representing the Independent Theatre Owners of So. Calif. and Ariz., the ITO of No. Calif. and Nevada, and the Motion Picture Theatre Owners of the Pacific Northwest have created the Pacific Coast Conference of Independent Theatre Owners.

The new group will represent approximately 2,000 theatres in the territory.

Announcement of the formation of the conference came after a meeting of the executive committee of the ITO of So. Calif. and Ariz., at which deep satisfaction was expressed with the plan.

Officers of the three exhibitor units, including Robert H. Poole, executive director of the ITO of So. Calif. and Ariz., Rotus Harvey, president of the No. Calif.-Nevada group, and L. O. Lukan, of the Pacific Northwest MPTOA, declared each unit will retain its individual activities and will refer to the conference only in order to coordinate their activities "in relation to the fundamental principle of cooperation among the three branches of the industry."

The conference will be governed by a board of trustees, comprising two members from each unit. The Southern California group has appointed Hugh W. Bruen of Whittier, and Jack Y. Berman of Los Angeles, as its representatives, with Mrs. Jenne Dodge of Ventura, as alternate. L. O. Lukan and William Ripley will represent the MPTOA. The No. Calif.-Nev. group has not yet selected its trustees. Poole has been appointed temporary executive secretary.

Poole, expressing the sentiment of the local ITO directorate, emphasized that no effort is being made, through formation of the conference, to establish another national independent exhibitor group, and stressed the fact that the conference does not, at any time, intend to establish a buying combine.

Creation of the conference, although not formally announced until September 25, was completed several days earlier, it was learned, at parleys in Sacramento attended by representatives of the three exhibitor units involved.



## World's Fair Visitor—

*P. W. Hull, who operates a string of six theatres in Nevada from his headquarters at Ely, makes an appearance at the Times Square booth maintained by Loew's and M-G-M for exhibitors visiting the World's Fair in New York.*



## At the Fair—

*Mrs. Foster Jackson of the Elsinore Theatre at Elsinore, Cal., at the Warner lounge for World's Fair visitors in New York.*

### Northwest MPTO Into Pacific Independent Conference

SEATTLE—Voting for representation in the Pacific Coast Conference of Independent Theatre Owners, the MPTO of the Northwest selected L. O. Lukan and Bill Ripley as board members of that organization at a special meeting here. Other units on the conference are the ITO of Southern California and the MPTO of San Francisco.

Demands of theatre unions, the music tax and other taxes and the forthcoming annual convention were topics discussed. The convention will be set by a special committee to meet in the next two weeks.

Members attending included John Danz, Hal Daigler, B. F. Shearer, Walter Coy, E. R. Garlich, Bill Bedgisoff, Paul Westlund, Joe Danz, L. O. Lukan, Leroy Johnson, all of Seattle. Out-of-towners included Mildred Bishop, Lewiston, Ida.; Ollie Hartman, Grand Coulee; Irving Fey, Renton; Chuck Charles, Everett; W. B. McDonald, Olympia; Ernie Shields, Kent; Walter Graham, Shelton; Ed Hallberg, Port Angeles; Cecil Gwinn, Centralia; Bill Ripley, Longview; W. Peachio, Eatonville; Mike Barovic, Tacoma. Jim Hone, executive secretary, presented his reports and findings.

# PORTLAND

CONSTANCE BENNETT came to town for two days for four personal appearances on the J. J. Parker Broadway stage through the cooperation of Fred Meyer and Mr. Parker. Her appearances consisted of 15-minute talks on the "Social Side of Hollywood" . . . Down Eugene way they drilled another well, this time back of the McDonald theatre for an air-conditioning and cooling system. Water was struck at 20 feet, but the drillers went 40 feet for the water that was cool enough for the proposed system.

*Universal in Portland was all pepped up by the appearance of L. J. McGinley, western division captain of Universal's exhibitor-sponsored testimonial. He was in town two days for meetings and then left by plane for Seattle. It winds up his second trip in two months around the territory west of Detroit . . . V. Keedy took a couple of days off to make a trip to the coast . . . Bill Parker is in town from Seattle lining up an eight-page section in a morning newspaper for "The Women" . . . A. J. O'Keefe of Universal is awaited at week's end . . . Hamrick-Evergreen's Earl Hunt invested in a pair of golf shoes and is spending his spare time admiring them.*

Here and there on the Row: Bill Graeper jr., back from his trip south and making it known that even Portland on its hottest day is paradise after the hot spell in California . . . Sam Whiteside in from Corvallis . . . Jack O'Bryan back from his trip to eastern Oregon . . . Jack Kloepper still out of town . . . Lee B. Ryan hailing from Ashland, Yreka and Weed . . . Tracy Poorman booking for the fair city of Woodburn . . . The Kuhns, Kap and Rolin, in from Lebanon . . . George Gould from Dalles . . . Dutch Stover from Bend . . . Claude "Dude" Smith from Tillamook . . . Mrs. E. A. Hartman of Estacada ordered to bed because of illness.

*The city council has adopted a report of Mayor Joseph Carson and acting commissioner of finance on petition of the Lombard Commercial Club and others to grant a permit for two years for operation of the Roxy Theatre, which has been closed. The matter was referred to the city attorney for a ruling on whether an ordinance is necessary . . . The censor board has turned down the French-made anti-Jewish picture, "Golgotha." The city council upheld the board when Screen Adettes, Inc., exhibitors of the film, appealed to the civic body.*

### Builds Willowbrook House

WILLOWBROOK, CAL.—Frank Valuskis has begun construction of a 450-seat theatre, to be known as the Valuskis.

### Alameda to Reopen Soon

ALAMEDA, CAL.—It is reported the Lincoln Theatre at Alameda will soon reopen after being closed for two years.

## New Theatre Planned on Shore of Lake Oswego

PORTLAND—Paul F. Murphy, vice-president of Murphy & Dean Co., has announced plans for the construction of a $50,000 theatre building on the shores of Lake Oswego, facing Lakewood bay. The 206th motion picture house to be put into operation in the state will be operated and managed by Norman Goodin. The building will include a garden terrace restaurant and four stores. The theatre auditorium will seat 504. It will be the only theatre between Portland and Oregon City, serving a population of 16,000 residents in the district. Construction is expected to start immediately and be completed by February.

## San Francisco Capitol Again Has Burlesque

SAN FRANCISCO—The Capitol, long dark and last used as a burlesque house, is reopening Saturday along the same lines. The house, which has been completely renovated and refurnished, will again be managed by Eddie Skolak, veteran impresario of burlesque.

The only other burlesque house open in the city at present is the Liberty, which also runs sex pictures.

### Yellen on Loanout

HOLLYWOOD—On a loanout from RKO Radio, Jack Yellen has joined Paramount's writing department.

# DENVER

A J. COLMAN of Edgemont, S. D., after driving the 702 miles to Denver, walked up to the ticket office at the Broadway, and announced he had made the long journey for the express purpose of seeing "Naughty Marietta" and "The Great Waltz" for the fourth time. Colman declared he was a confirmed fan, and that distances meant nothing to him when he really wanted to see a film.

*Al Yohe, former manager of the Mayan Theatre here, is now publicity director of the Eddie Ott dance spots—Broadmoor and By-the-Lake.*

Winning an auto at a drawing at the Cover Theatre in Fort Morgan, Colo., on a ticket owned by Esther Mills, but held by her boy friend Ben J. Achziger, presented a neat problem in equity since the drawing was by number and not by name. But the matter was easily cleared up when the couple routed a judge out of bed who gave them a permit to purchase a marriage license.

*Robert Spawn, who recently resigned as booker at Gibralter Enterprises to go with Harry McDonald, will personally manage the new Nyal Theatre being built at Mitchell, Neb., to replace their old house. Spawn also will book for this house and the other two operated by McDonald, one each at Torrington, Wyo., and one at Crawford, Neb.*

Judy Finch of the Commercial Film Exchange started on her vacation but was taken ill so spent most of it at home.

*The Louis-Pastor fight pictures received their first run here at the Orpheum, and went from there to the Tabor, and afterwards will play most of the Denver houses, with dates pouring in from outside. At the Orpheum the fight film received much of the credit for the large gross of the week. They are being handled by the Premier Exchanges here and Salt Lake City.*

Seen on the Row booking and buying product were Chas. Diller, Cripple Creek, Colo.; Bess Tharp, Ouray, Colo.; Harry McDonald, Torrington, Wyo., and Robt. Spawn, Mitchell, Neb.

*All the first runs ran above average the past week, with "The Rains Came" taking in the most money, at the Denver.*

### Directs Runyon Story

HOLLYWOOD—"A Call on the President," which Metro will make from the Damon Runyon story, will be directed by Robert Sinclair for Producer Edgar Selwyn.

### Roach to Meg One

HOLLYWOOD—Hal Roach will personally direct "1,000,000 B. C.," which D. W. Griffith will produce under the Roach banner.


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# SEATTLE

FOX-EVERGEEN and the Danz Sterling chains announced price changes this week. Both extended by one hour the time of price change. The theatre fare now changes at 2 p. m. and 6 p. m. Houses involved are the Paramount, Fifth Avenue, Orpheum, Paramount and Coliseum of the Fox group, and the Palomar, Roosevelt, Winter Garden and Capitol of the Sterling chain . . . John Hamrick's Blue Mouse, first theatre in the Northwest wired for sound a decade ago, has started a new chapter of its interesting career. After remaining dark for one day, the house has reopened as Seattle's first exclusive newsreel theatre.

*Washington theatre owners and theatrical unions are still at loggerheads. Since the unions presented their demands at the termination of last year's contracts, meetings have been held with little success. Unions are asking wage increases for some crafts, with operators seeking two weeks' vacation with pay and a clause asking that only a union man be allowed in the booth to operate machines . . . A report is that very shortly a change will be made in film clearances in Seattle. If the change is brought about, pictures will be available about ten days earlier.*

Eddie Hudson of General Film in Oregon and Washington in town for a few days and tells that Bruce Keller, formerly with RKO, and Ed Randall have started plans for a new theatre in Salem, Ore., to cost approximately $50,000. Another new house will be built and opened by Norman Goodin in Oswego. Eddie also says he is handling dishes and silverware premiums . . . In answer to the many questions asked about crossing the border into Canada now that that country is at war, here is the correct dope. Visitors may take into or out of Canada, without special license, their automobiles, personal effects and other goods to a value not to exceed $100 in any one month. Visitors also may take out any amount of money not greater than the amount brought in, but if the amount to be taken out is more than $100, they should obtain a certificate of the amount brought in from the collector of customs at the point of entry. No passports are needed at the border.

*The controversy between State Senator Joseph D. Roberts and old age pension advocates has ended with the Senator dropping his* $50,000 *suit and his opponents withdrawing their recall action against him. Roberts (Joe to all of us), is the publisher of the Seattle* Amusement Guide, *popular pocket folder giving information of benefit to visitors on all types of amusements current in town . . . More than* 150 *cars were in the caravan which left Seattle for Puyallup to help celebrate Seattle's Day at the Western Washington Fair. Theatre owners of this town turned out strong and all report a grand day . . . Nina Scott of the Salt Lake office of Republic is making her first visit to Seattle. Accompanied by her mother, sister and brother-in-law, Nina is making a motor tour of this territory, and its a grand way to spend a vacation, we say . . . Word from Los Angeles brings a big "hello" from Gordon Wright who is now with the Ross Federal office there, and also doing some writing for the various studios. Gordon formerly was a publicity man for the Orpheum theatres in Seattle and Portland.*

Lloyd Lamb is now feeling like his old self again, now that his wife, Harriet, has been released from the hospital and taken home. Lloyd announces he is now handling "The Big Drive" for this territory, having made a deal with Al Rule who was the producer of the actual war film . . . Another familiar face is back in town. "Burnsie" Burns of RCA has been transferred back here from Portland and is now on call to handle anything that might go wrong with the sound equipment . . . Willard Coghlan, former sports writer here, who joined the Hamrick-Evergreen forces some time ago, has been appointed manager of the Blue Mouse Theatre in Portland. Willard was transferred from assistant of the Fox Theatre in Spokane . . . Merle Carlson, the "swinging maestro," and his orchestra have been held for a fifth week at the Trianon Ballroom, according to Ted Harris, manager of the dance spot.

*Don Henning of the Pacific Premium Co. here from San Francisco getting acquainted . . . Dick Marshall in town in advance of "The Swing Mikado" shortly to open at the Metropolitan. Some years ago Marshall was manager for the Henry Duffy Players, a dramatic stock company housed in the Moore Theatre . . . Al Rule, exploiteer from RKO's Hollywood studios, is in this territory helping sell "In Name Only" . . . Grace McGinley flying to Salt Lake City to meet her hubby L. J. and will return home with him next week. Mac for the past few weeks has been hopping from one Universal exchange to another, promoting interest in that company's drive . . . John and Mrs. Hamrick defeated the Tommy Thompsons at golf at the Broadmoor course and then entertained them at dinner . . . E. J. Rising, division manager for RCA, in from San Francisco . . . Dorothy Whalen back from her vacation trip to Los Angeles.*

Morris and Mrs. Segal and son, Danny, spending a weekend in Spokane, their former home . . . The Senior Mercys, the Junior Mercys, the Arch Bartholets, and the Jack Wrights made up a party at the Pendleton Round-Up . . . Mary "Mickey" Sheffield showing her dad how to break a 100 at golf . . . George Hickey and Bill Parker were also among those who attended the Round-Up . . . Harry Taylor, division head for National Screen Service, back to Los Angeles after several days here with Jack Flannery of the Seattle office . . . Marty Powell and Jules Levy here from New York visiting with Wayne Christy of Premier Pictures . . . N. E. Huff, exhibitor of Coeur d'Alene, Ida., visiting the Row . . . Glimpsed at the Northwest Film Club was a group honoring Vi Flannery with an impromptu birthday celebration. Enjoying the occasion with Jack and Mrs. Flannery were Mr. and Mrs. Don Geddes of the Orpheum and Mr. and Mrs. Jay Clarke. After seven successful weeks at the Orpheum, Clarke, who does a mentalist act, is now being held over for an indefinite period at the Roxy in Everett.

*Jimmy O'Neal extending his acquaintance at the ball park, then leaving for a trip to Portland . . . Mr. and Mrs. Weskil of the Rose Theatre in Colfax here for a spell . . . B. B. George, Paramount accountant, enjoying a vacation . . . Hal Murphy up from Olympia . . . Mr. and Mrs. W. A. Cochrane in from Snoqualmie . . . Duncan MacPherson over from Mason City and telling of a picture he might release.*


**'Tomorrow's Exhibitors'**

will be amused at the antiquated prejudices promenading under the guise of entertainment, that is actually

**"LOSING MILLIONS OF DOLLARS ANNUALLY"**

of what should be Exhibitor's Take. Can you justify a situation so pitifully unbusiness like?

**"POPCORN SMITH"**

Box 284, Seattle


## J. T. Sheffield Heads Northwest Film Club

SEATTLE—Members of the Northwest Film Club, meeting at club quarters, selected the following officers for the coming year: J. T. Sheffield, president; Frank Christie and Herndon Edmond, vice-presidents; Leroy Johnson, Keith Beckwith, B. F. Shearer, Al Rosenberg, Pete Higgins and Harry Blatt, trustees. Eddie Lamb was unanimously reelected secretary-treasurer. Sheffield is the president of Republic Pictures of the Northwest.

It was voted that, effective September 30, no dues will be charged. Membership fees will cover all costs.

Wayne Christy was appointed manager of card room activities by Sheffield. A new membership committee was formed with Fred Mercy jr. as general chairman. Membership blanks have been sent to Frank Christie, Fox-Evergreen Theatres; Jack Sampson, Sterling Theatres; Leroy Johnson, Jensen-von Herberg Theatres; Roy Peacock of Shearer Co.; Heaton Randell of National Theatre Supply; Dwight Spracher, Paramount; Eddie Walton, Republic; Danny Matin, Monogram; Jean Spear, 20th-Fox; Al Bloom, Grand National; Wayne Christy, Premier Pictures; Neal Walton, Columbia; Jack Flannery, National Screen Service; Guy Navarre, United Artists; Art Gollofon, Warner; L. J. McGinley, Universal; Jimmy O'Neal, Automatic Candy Co.; Harry Blatt, Metro; Jack Burk, RKO; Don Beckman of Western Poster Co. All applications are to be filed with the committee chairman.

Plans are under way for the annual dance to be held in the near future.

# LOS ANGELES

JIMMY FINKLER, former manager of the Highland Theatre in Highland Park, is now connected with Exhibitors Service . . . W. E. Calloway, Warner western district manager, checked in after an extended trip east . . . The Warner exchange was a popular spot for hot and thirsty Filmrowites as the office personnel attempted to combat the heat by serving lemonade. Exchange closed early in the afternoon to allow employes to cool off at home or the beach.

*Stanley Brown, son of the manager of the West Coast Theatre in Long Beach, and Barbara Brower, daughter of Director Otto Brower of 20th Century-Fox, will be married October 1 . . . Bill Ring, Paramount's head shipper, spent the weekend in Oakland . . . Majestic Pictures booked "It Can Happen Again," anti-war film, into the Spreckels Theatre, San Diego, opening September 27 . . . Ed Holm, Warner exchange publicist, checked in from contact work in San Francisco and surrounding territories . . . Jack Jacobs, former Metro booker here, who was sent to Salt Lake City as a salesman, has checked back to join the sales staff here.*

Exhibitors Service has added Ed Grigsby to its staff as outside contact and salesman and has signed the La Moda Theatre, Atascadero, to its list of clients . . . Harry Biederman of the Linwood Theatre, Kansas City, Mo., and E. C. Hartman, operator of the Murray Theatre in the same city, toured the Warner lot during vacations here.

*Sam Milner, Universal salesman, headed for Corona on a business trip . . . Al O'Keefe, western district manager for Universal, came in from a jaunt to Denver . . . Harry Popkin, of the Popkin-Ringer circuit, returned from New York, where he spent several weeks.*

Thornton Sargent, Fox West Coast district manager, and Dave Fred turned film editors and, using newsreel, short subjects and March of Time clips, whipped up a "World War special" feature titled "Design for War." It received its first booking at FWC's Carthay Circle Theatre in support of "The Women" . . . The Wilshire Theatre, Santa Monica, has just been decked out with a new 30-foot marquee, large enough for four lines of letters . . . Art Sanborn, a Filmrow visitor, reported his new theatre in El Monte probably will be open in another two weeks.

*Bill Swanson planed in from New York after an extended stay in the east, and announced he has set two new legitimate shows for production at his Beaux Arts Theatre here, now playing "White Cargo." Swanson also operates the Ojai Theatre, a motion picture house, in Ojai . . . Astor Pictures staged a special screening of "Tumbleweeds," the reissue of the William S. Hart western, at the Marcal Theatre in Hollywood.*

George (Daddy) Hines, who manages the Ambassador Theatre, was regaling his Filmrow friends with the story of his visit to the circus when it was in town recently. Hines reminisced throughout most of the performance, he said, with a pair of old pals, both in their 80's and both still going strong with the sawdust troupe.

*Seth Perkins, of the San-Val Drive-In Theatre, Burbank, who came in for bookings, declared it was almost necessary to call out the Coast Guard at his theatre when the unexpected rains hit the Valley . . . Mike Newman, Columbia exchange exploiteer, in from Seattle.*

The Maynard, Alvarado and Del Mar theatres all went dark when the recent rainstorm put the power lines out of commission . . . Universal's exchange closed from 12:30 to 1:30 Tuesday during the funeral services for Carl Laemmle sr. . . . Patricia Roth, booker at Majestic Pictures, is back on the job, recovered from a recent appendectomy.

*Bessie Largey, Coast Pictures inspectress, who lives in Long Beach, couldn't make it to work one day when heavy rains flooded highways to the beach community . . . Bud Meyers, also of Coast, pulled out on another selling trip to San Bernardino and vicinity.*

Coast Pictures has acquired local distribution rights to "Starlight Night," a Christmas-season picture produced in England and being handled in America by J. H. Hoffberg Productions . . . Coast has also announced the setup of an "invitational" preview system on its forthcoming product such as is used by the major studios. Pictures, to be screened at the Cinema Theatre, will be handled by Louis Berkoff, manager of the house.

*Nursing a sprained ankle, Thornton Sargent, Fox West Coast first-run manager, took a day off from his duties . . . A trade screening of Metro's "Babes in Arms," co-starring Mickey Rooney and Judy Garland, is set for the Fox Boulevard Theatre October 2. Showmen throughout the area have been invited.*

# SALT LAKE

JAMES THURBER, whose drawings of neurotic New Yorkers are well known, paused in Salt Lake City en route to New York after three months in Hollywood.

*Manager Bill Gordon of the local Warner exchange is making an extensive sales trip in the Montana region, while "Buck" Wade, newly appointed manager here for Universal, is on his maiden trip into the territory since his recent appointment. Elaine Alson has been added to the Universal personnel here since the change in management.*

Tony Hartford, local sales manager for United Artists, is back after a two-week sales trip into Montana . . . Traveling Auditor Leo Adler is visiting at United Artists, having come on from Denver.

*Manager F. H. Smith of the Paramount exchange is back after a successful Idaho trek . . . District Manager George Smith is to be here for a sales conference at Paramount within a few days.*

Mrs. Louis Marcus, wife of former Mayor Marcus, who was well known in theatrical circles here for many years before his death, returned this week from warring Europe with her son, L. H. Marcus.

# S' FRANCISCO

THE big item of conversation during the past week was the weather. For the first time in many a year the term "unusual" was justly used in reference to the extreme heat that drove the mercury up to new temperature records daily. The top in San Francisco was 98 on September 21 which was the hottest for that date for the past 26 years. Theatres here not equipped with air conditioning solved the problem by utilizing many tons of ice in front of blowers.

*Firemen in town for their annual international convention took over the Telenews Theatre for a special showing of the regular show which contained news runs of the firemen in convention and elsewhere about the city. This took place at midnight on Saturday, September 23, and over 400 visiting firemen took time off from their convention activities to attend.*

The Paramount exchange personnel here journeyed to Orinda on Sunday, the 24th, for their annual picnic. The affair was held at the home of Mr. East, Paramount branch manager, and the day was passed in swimming, tennis, dancing, and from what we gather, plenty of eating. The unanimous report was a swell time had by all.

*The Fox West Coast Theatres chain had one of its meetings this week with managers from as far down the state as Watsonville coming in for the conference. After the business on tap was dispensed with, all the out-of-towners converged on the Row in a body.*

The following changes have been made in the Harvey circuit: Maurice Lathrop moved to Palo Alto to manage the Menlo and Mayfield theatres. The Oakdale house, formerly managed by Lathrop, has been closed. Douglas Hardy, from Palo Alto to the McCloud Theatre, McCloud, and Ray Summers from McCloud to Portola. Rotus Harvey, head of the Harvey circuit, has been ill for the past two weeks but is now up and around although he still is under doctor's care and must take it easy for a while. Rodda Harvey went deer hunting in Portola but reported no luck.

*Governor Olson has proclaimed November 23 as the official Thanksgiving Day for California and exhibitors are making their plans accordingly.*

Visitors to the Row included George Page of the Ritz, Calistoga; Mr. and Mrs. E. Stefanie, Isletown Theatre, Isletown; Mike Luft, Varsity, Davis; Leland Stanford Murphy, Guerneville, Guerneville; Charles Gray, Victoria, Newman; Ray Kelsall, Liberty and Victory, San Jose, and George Smith, Willetts, Willetts . . . Pat Beardslee, Republic steno, has been absent from her desk due to the flu.


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LOS ANGELES

# In The Making

| | STARTING | WELL ALONG | COMPLETED |
|---|---|---|---|
| COL. | **THE STREET OF MISSING WOMEN** — Preston Foster, Ann Dvorak, Douglas Fowley, Lorna Grey, Veda Ann Borg. Producer: Jack Fier. Director: Sidney Salkow. | **THE INCREDIBLE MR. WILLIAMS**—Joan Blondell, Melvyn Dougas, Ruth Donnelly, Donald MacBride. Producer: Everett Riskin. Director: Alexander Hall.<br><br>**HIS GIRL FRIDAY**—Rosalind Russell, Ralph Bellamy, Cary Grant, Helen Mack, Ernest Truex, Gene Lockhart, Roscoe Karns. Producer: Howard Hawks. Original: Ben Hecht, Charles MacArthur. | **BEWARE SPOOKS**—Joe E. Brown, Mary Carlisle, Marc Lawrence, Clarence Kolb, George Lewis, Frank Thomas. Producer: Robert Sparks. Director: Edward Sedgwick.<br><br>**ILLICIT CARGO**—Jack Holt, Kathleen Howard, Eduardo Ciannelli, John Wray, Paul Fix. Producer: Larry Darmour. Director: Lewis D. Collins. Original: Albert DeMond, Eric Taylor. Screenplay: Albert DeMond. |
| GN | | | |
| M-G-M | **NICK CARTER**—Walter Pidgeon, Rita Johnson, Donald Meek, Addison Richards, Henry Hull, Henry Victor. Producer: Joe Cohn. Director: Jacques Tourneur. | **A CALL ON THE PRESIDENT**—Ann Sothern, William Gargan, Marsha Hunt, Tom Neal, Walter Brennan. Producer: Edgar Selwyn. Director: Robert Sinclair. Original: Damon Runyan.<br><br>**DR. KILDARE'S SECRET**—Lew Ayres, Lionel Barrymore, Laraine Johnson, Alec Craig. Producer: Lou Ostrow. Director: Harold Bucquet. Original: Max Brand. | **REMEMBER**—Robert Taylor, Greer Garson, Lew Ayres, Billie Burke, Lionel Atwill, George Barbier, Sara Haden, Paul Hurst, Reginald Owen. Producer: Milton Bren. Director: Norman Z. McLeod. Original: Norman Z. McLeod, Corey Ford.<br><br>**LOOKING AFTER SANDY**—Virginia Weidler, Ian Hunter, Henry Hull, Reginald Owen. Producer: Albert Levoy. Director: William Thiele. |
| MONO. | **HEROES IN BLUE** — Dick Purcell, Bernadene Hayes, Charles Quigley, Lillian Elliott. Producer: Ted Williams. (Sherwill Productions). Director: William Watson. Original: Charles Williams, Charles Curran. Screenplay: Charles Williams. | | **DANGER FLIGHT**—John Trent, Marjorie Reynolds, Milburn Stone. Producer: Paul Malvern. Director: Howard Bretherton. Original: Hal Forrest. |
| PARA. | **OPENED BY MISTAKE**—Charles Ruggles, Robert Paige, Janice Logan, William Frawley. Producer: Harold Hurley. Director: George Archainbaud. Original: Hal Hudson, Kenneth Earl.<br><br>**SAFARI**—Madeleine Carroll, Douglas Fairbanks jr., Tullio Carminati, Muriel Angelus. Producer: Anthony Veiller. Director: Edward H. Griffith. Screenplay: Lawrence Hazard, Leonard Lee. | **WOMEN BEHIND BARS**—Ellen Drew, William Henry, John Miljan, Fay Helm, Judith Barrett, Robert Paige. Producer: Harold Hurley. Director: Robert Florey.<br><br>**THE GAY DAYS OF VICTOR HERBERT**—Allan Jones, Mary Martin, Susanna Foster, Jerome Cowan, Lee Bowman, John Garrick. Producer: William LeBaron. Director: Andrew Stone. Screenplay: Russel Crouse, Robert Lively. | |
| RKO | **SUNSET**—Jimmy Lydon, Joan Brodel, Marjorie Main. Producer: Cliff Reid. Director: Jack Hively. Original: Joseph Fields. Screenplay: Joseph Fields, Arthur Caesar. | **MEXICAN SPITFIRE**—Lupe Velez, Leon Errol, Donald Woods, Linda Hayes. Producer: Cliff Reid. Director: Les Goodwins. Screenplay: Joseph A. Fields.<br><br>**LEGION OF THE LAWLESS**—George O'Brien, Virginia Vale, Chill Wills. Producer: Bert Gilroy. Director: David Howard. | **RENO**—Richard Dix, Gail Patrick, Claire Dodd, Hobart Cavanagh, Joyce Compton, Astrid Allwyn. Producer: Robert Sisk. Director: John Farrow. |
| REP. | | **COVERED TRAILER**—James, Lucile and Russell Gleason, Harry Davenport, Mary Beth Hughes, Tommy Ryan. Producer-Director: Gus Meins.<br><br>**ROBIN HOOD OF THE PECOS**—Roy Rogers, George (Gabby) Hayes. Producer-Director: Joe Kane. Screenplay: Stuart Anthony. | **ROVIN' TUMBLEWEEDS**—Gene Autry, Mary Carlisle, Smiley Burnette, Douglas Dumbrille. Producer: William Berke. Director: George Sherman.<br><br>**ABRAHAM LINCOLN BOGGS** — Edward Ellis, Anita Louise, Margaret Hamilton, Richard Lane, Clem Bevans. Producer: Robert North. Director: Dudley Murphy. Original: Harry Hamilton. |
| 20TH-FOX | **HE MARRIED HIS WIFE**—Joel McCrea, Nancy Kelly, Mary Boland, Roland Young. Producer: Raymond Griffith. Director: Roy Del Ruth. | **EVERYTHING HAPPENS AT NIGHT** — Sonja Henie, Ray Milland, Alan Dinehart, Fritz Feld. Producer: Harry Joe Brown. Director: Irving Cummings. Screenplay: Art Arthur, Robert Harari.<br><br>**THE MAN WHO WOULDN'T TALK**—Lloyd Nolan, Jean Rogers, Onslow Stevens, Eric Blore, Mae Marsh. Producer: John Stone. Director: David Burton. Screenplay: Robert Ellis, Helen Logan. | |
| UA | | **OF MICE AND MEN** — Burgess Meredith, Lon Chaney jr., Betty Field, Charles Bickford, Noah Beery jr., Leone Roberts, Bob Steele. Producer: Hal Roach. Director: Lewis Milestone. Original: John Steinbeck. Screenplay: Lewis Milestone. | |
| UNIV. | **TEST DRIVER** — Richard Arlen, Andy Devine, Peggy Moran, Jack Arnold, Sandra King. Producer: Ben Pivar. Director: Christy Cabanne. | **LITTLE ACCIDENT** — Sandy Henville, Florence Rice, Richard Carlson, Hugh Herbert, Fritz Feld, Joy Hodges. Producer: Charles Lamont. Director: Charles Lamont. | **VIGILANTE WAR**—Johnny Mack Brown, Bob Baker, Fuzzy Knight. Director: Ray Taylor. |
| WB-FN | | **THE FIGHTING 69TH**—James Cagney, George Brent, Pat O'Brien, Priscilla Lane. Producer: Lou Edelman. Director: William Keighley. Screenplay: Norman Reilly Raine.<br><br>**THE ENEMY WITHIN**—Ronald Reagan, Lya Lys. Producer: Bryan Foy. Director: Lew Seiler. | **WE ARE NOT ALONE**—Paul Muni, Jane Bryan, Una O'Connor. Producer: Henry Blanke. Director: Edmund Goulding. Original: James Hilton. |

# GIVEAWAYS COST 200 THEATRES IN CHICAGO AREA APPROXIMATELY $1,000,000 ANNUALLY

## Practice Gains Steadily In Ten-Year Period; Dishes Favored

*By* GENE RICH

CHICAGO—Approximately $1,000,000, conservatively speaking, is spent annually by Chicago area exhibitors in about 200 theatres, in offering premium inducements to patrons to come to motion picture theatres.

This figure comes from a survey made through the various premium companies in Chicago, who service about 66 2/3 per cent of all the theatres in the Windy City film territory, with some type of premium.

While these 200 theatres spend that large sum every year, this does not necessarily mean the premium companies themselves are reaping any golden harvest. If anything, the opposite is true. For, with competition keen and so many lines being offered, the premium houses are operating on so narrow a margin they contend their profits, if any, are small.

Premiums have been on the Chicago scene for about 10 years, and have been steadily growing in importance to the independent exhibitor to the point where many feel now that, as the business is operated today, giveaways and other inducements are here to stay. Some theatres are offering premiums four to six nights a week, with some even using them now on Sunday nights.

As one premium dealer put it: "There was nothing left for the small exhibitor to do. All of the ace pictures are run on double features in the large suburban houses, and the exhibitor with three changes or more a week, offering all types of pictures, must have some added inducement to offer patrons."

Most premium men agree, however, that some exhibitors are overdoing a good thing in offering premiums too often during the week. "We have found," said one dealer, "that giveaways should be offered only two nights a week, to give them an edge; otherwise they do not prove to be a stimulant."

However, now with so many theatres offering premiums and giveaways of various types, some exhibitors feel that all that dishes and other similar deals are doing is to keep business up to where it is, and is not stimulating it any further.

With the coming of the fall season, the lengthier deals are becoming popular again. A dinnerware deal, offering "continuity" to it, gets the women patrons started in the fall season, when the best of Hollywood's efforts are on the screen. Thus, after many months, the women have to keep coming to the theatre to complete in some fashion the set of dishes they have started to gather.

But, while dishes are still the prime favorite, any type that will click, will be readily accepted by exhibitors. Some theatres even offer long-time dish deals on one night a week, and alternate with various short deals on other nights. Thus, in some of the premium houses on Filmrow, the premiums available to exhibitors resemble more a department store, with lace curtains, earthenware, kettles, dishcloths, bath-towels, glassware, silverware, books, and innumerable other items.

Even B&K offers premiums in many of its houses, though the practice is not widespread in this circuit, and is used in only one or two houses in the Warner circuit. It is understood along the Row that one or two of the larger circuits may soon go into premiums on a more extensive scale.

Outside of Chicago and Cook county, in downstate Illinois, most spots that are using stimulants still are offering Bank Night or variants of it. All admit that money games, provided the pots are permitted to grow weekly, are by far the best boxoffice stimulant. In northern Indiana, money games also are used in many spots, with dishes being used in the larger towns such as Gary, Hammond, and Michigan City.

Saturday matinee business, which always has been the perennial kid day for theatres, is almost entirely held up by giveaways to the children. A theatre is shunned by the youngsters when the house doesn't offer at least a candy bar or bag of popcorn free with every admission. Other inducements such as contests where additional prizes are given, or numerous cartoons and comedy shorts, also are offered in practically every theatre in the city.

There are ten companies that deal in some form of premiums in the Chicago area. Of these, only one deals in dishes alone. All the others offer dishes and numerous other giveaway items. Still another offers only a book deal. All are consistently after the exhibitors with "new and better" offerings, with the result that many houses may have two or three overlapping premium deals from various companies.

## Product Deals Pace Slow; Grosses Rise

CHICAGO—Though business has been on the up-trend during the last two weeks in the Chicago area, there still has not been a great rush on the part of independent exhibitors to consummate 1939-40 picture deals with the exchanges.

Most of the new season's releases will not be available to local "C" and first week houses until late October or early November. Therefore, there is still no big hurry to put the deals through.

## *Kiwanis Club Hears Leddy Defend Block Booking*

OCONTO, WIS.—Russ Leddy, manager of Fox's Orpheum Theatre at Green Bay, in an address before the Kiwanis Club here last week said that block booking is necessary to give to the public "the great variety and volume of pictures each year."

The system, he explained, enables producers to book sufficient business in advance of the making of the pictures which brings them the financial support of the banking interests to produce the pictures.

He pointed out that the public, as a rule, does not realize that the film industry is not merely one to entertain the people, but is also a commercial venture.

### A New Metro Writer

HOLLYWOOD—Harold Friedman has joined Metro's writing staff.

## I-I Boosts Prior to Fall Business Push

CHICAGO—The opening meeting of Indiana-Illinois Theatres' fall drive in celebration of the film industry's 50th jubilee was used as the occasion for announcing several promotions within the organization. The meeting was an all-day affair at the Blackstone Hotel, climaxed by all managers and their wives viewing the night portion of the American Legion parade.

Rex Williams, manager of the Hoosier, Whiting, has been upped to city manager of Elkhart, Ind., succeeding Syd Holland, resigned. Succeeding Williams is Chick Thompkins of East Chicago. Named to the Capitol Theatre, Whiting, is Leon Kulich of Kenosha, Wis., a new appointment to the I-I managership group. Mel Blieden is temporarily in charge of the Vogue and Forsythe, East Chicago.

Following the morning meeting of the managers, during which time the wives saw a special screening of M-G-M's "Babes in Arms," a luncheon was held. After the afternoon meetings, dinner was served.

## *Belpark and Will Rogers Adding Dish Giveaways*

CHICAGO—B&K will add dish premiums in two more houses October 14, when the Belpark and Will Rogers start giveaways. The deal is being handled by Vance Schwartz and Howard Lubliner of Quality Premium.

# Legionnaires Toll Takes in Chicago

CHICAGO—Bedlam broke loose in the Windy City as 250,000 American Legionnaires and their families took over the second largest city in the United States at their 21st annual convention.

The film industry was well represented with Warner's contribution to "Oomph," Ann Sheridan, leading the all-day parade Tuesday on a white horse. Jack Benny garnered plenty of plugs for Paramount as master of ceremonies at a dinner.

Numerous stars also appeared at the "Night of Stars" Wednesday night at Soldiers Field.

Theatres throughout the city suffered. With most of the town looking forward to the convention for weeks, people packed the streets in the loop.

All newsreels "shot" the big parade on Tuesday, with crews roving along the line of march on Michigan Ave. taking crowd and feature shots.

### Engineering Troubles Halt "Rulers" Caravan

CHICAGO—Carl Krueger, working out of Cliff Lewis' studio publicity department for Paramount, was caught here the forepart of this week when word came that, due to engineering troubles, the "Rulers of the Sea" caravan would not continue its tour.

With the Legion convention on and with one of Paramount's top publicity grabbers, Jack Benny, here as one of the main attractions, Krueger didn't wait long to make his presence here of use.

He put together a cocktail party at the Sherman Hotel, with Benny serving as host and "press agent" for Paramount's "What a Life," starring Jackie Cooper and Betty Field, which "accidentally" was to open Thursday at the B&K Apollo Theatre. And, incidentally, Krueger didn't forget to enlighten the press Benny would have another Paramount picture ready shortly. Even his telegram of invitation, over Benny's signature, got attention. It follows:

"Don't tell Fred Allen, but Paramount has named me its peripatetic press agent. Right now I am plugging 'What a Life,' a grand picture with Jackie Cooper and Betty Field. And since seeing Betty have forgotten all about Myrna Loy. I would be honored by your presence at a party . . . to discuss future of myself and the motion pictures I have NOT been in. By the way, Joe Louis, heavyweight champion, will also be present, and you can watch me show him the punch I am gonna use on Fred Allen in the picture we're making for Paramount next summer. What a life. (How am I doin'?)."

### Plans New Theatre Front

BLOOMFIELD, IND.—Myers Flater, operator of the Citadel Theatre here, is planning a new front for his theatre. A new marquee will be installed, with work commencing the first of the month.

### *Adelphi Case Set For Nov. 14*

**Chicago—As expected, the Adelphi Theatre case against B&K and the majors before Federal Judge James Wilkerson was postponed until November 14 when it came up for hearing on Tuesday.**

# Television Receivers Due, Nicholas Says

FORT WAYNE—E. A. Nicholas, president of Farnsworth Television & Radio Corp., announces that the company, not yet a year old, expects to have television receiver sets before the holidays "for demonstration purposes and possibly for sale."

The announcement was made in a letter calling stockholders to the first annual meeting to be held here. In addition to television receivers, the company manufactures radio receivers and Capehart phonograph-radio combinations.

"A substantial part of our budgeted production for the remainder of the calendar year has been obtained," Nicholas told stockholders.

Nicholas said the company's plans for the immediate future include: Strengthening of the distributor-dealer organization, further development of the Capehart business, development and production of both sight and sound transmitting apparatus and expansion of television production as the market develops.

The Farnsworth Co., incorporated last December, has a plant at Marion, Ind., as well as here. As a result of experimental and research work by predecessor companies, the corporation now owns a large number of inventions regarded as of "fundamental importance in development of electronic television, Nicholas said.

## *Paramount War Reels Get Chicago Press Comment*

CHICAGO—Paramount News' latest war special, showing the German occupation of Danzig and the Polish corridor, and scenes from Warsaw, received considerable space in local dailies.

The pictures were well received, too, by exhibitors, who reported considerable interest on the part of patrons.

Several of the local dailies used special Associated Press wirephotos of clips from the reel, with the Chicago *Tribune* devoting practically the entire back page to the pictures, giving Paramount credit.

## *Sconce Adds 4th Unit*

GREENFIELD, IND.—J. B. Sconce, operator of the Brownie Theatre in Brownsburg; the Community at Greenwood, and the Playhouse at Edinburg, has taken over the operation of the State Theatre here from the Ellis brothers, who have operated the house for many years.

# Wisconsin Cultivates Juvenile Business

MILWAUKEE—With the fall and winter show season rolling around, Wisconsin exhibitors are putting on a big play for juvenile business with special Saturday shows.

Thirteen Warner-Saxe houses here featured Mickey Mouse birthday parties with six Mickey Mouse cartoons in addition to the regular show. A similar show, topped by a free ice cream bar, was staged by Saxe's Jeffris Theatre in Janesville. Warner's Sheboygan in Sheboygan and the Warner-Saxe Capitol in Madison, also featured Mickey Mouse parties.

In the latter city, Ashley Theatres' Orpheum countered with a circus and wild west show featuring Tom Meekes and his trained animals on the stage, plus "Outlaw of the Range" and five Disney cartoons. The Eastwood advertised a 7-unit show for kids for that day, which included the first episode of "Fighting Devil Dogs," a Three Stooges comedy, a Popeye cartoon, a color cartoon, two sport reels and the feature, "Crime Takes a Holiday."

Fox's Odeon at Beaver Dam advertised a four-hour Donald Duck party for September 23 with admission at a dime for all kids under 12. The show included the flickers "Stanley and Livingstone," "Five Little Peppers" and six short subjects.

Latest wrinkle devised by the Jeffris in Janesville is a Junior Fire Fighters Club with sessions held each Saturday afternoon at the theatre. Management of the house has announced that the local fire chief "will give full cooperation to our new club."

To compete with the Fire Fighters Club, Fox's Myers Theatre in Janesville has inaugurated the "Safety Patrol Club, which meets every Saturday morning at the theatre. An amateur show aired over WCLO is held in connection with this meeting with three prizes awarded each week to the best boy or girl amateur performers.

A grand prize is to be awarded at the end of ten weeks with every member who attends all meetings eligible to participate. Prizes constitute merchandise promoted by the theatre from local stores.

At Racine, the Mainstreet Theatre is again conducting from its stage each Saturday morning the Happy Hours Show, aired over station WRJN and sponsored by the Sinclair Oil Co. Admittance is by membership card only and such cards are available from local Sinclair stations.

## *Subpoenae Halperin and Immerman in Gary Case*

CHICAGO—Alex Halperin, head booker in Chicago for Warner Theatres, and Walter Immerman, general manager of B&K, have been subpoenaed for depositions by counsel for the Gary Theatre Co. (V. U. Young) of Gary, in the latter's anti-trust monopoly suit against B&K, Warner Theatres and the majors.

Depositions will be taken next Monday, October 2.

# CHICAGO

BOB HOPE, the Paramount comedian, and Mrs. Hope adopted a baby boy from the famous Evanston orphanage, the Cradle, over the weekend . . . Jimmy Luntzell, formerly with the B&K publicity department, has left for Pittsburgh where he will become publicity director of Radio Station KDKA.

*A new floor has been built on the ground floor of the Photoplay Advertising Bldg.*

Ralph Ravenscroft and Bill Lansberg are new Paramount exploiteers working out of the Chicago exchange on "What a Life."

*Here with the Ann Sheridan entourage while the Warner film player was here for the Legion convention were Mitchell Rosson of the home office publicity department, Marie Dyches of the studio publicity office, and Harry Anger of the Warner Theatres operation department.*

All film buildings along the Row were decorated for the Legion convention.

*Jack Barnett of the Kansas City office of Movietone News was here aiding Emile Montemurro in covering the convention.*

H. S. Teitel of Indianapolis was among the filmite Legionnaires here. He visited his brother, Abe Teitel.

*Al Dezel's "Paroled From the Big House" is now playing several engagements in B&K suburban and independent houses.*

Among the winners of the recent B&K employes' golf tourney were R. Swartz, Tivoli; E. Jacobs, Congress; C. Tucker, Varsity; Harry Lustgarten, Joe Stout, Roy Bruder, Joe Kaufman, and Bill Crouch.

*Warner theatre department girls took the day off Wednesday for an outing at Lincolnshire Country Club, Crete, Ill.*

All exchanges closed early on Tuesday so employes could have some extra time to see the parade of the American Legion.

*CAPA held a meeting late Tuesday night at its clubrooms following the legion parade.*

A thief broke the plate glass window of the Stanley Theatre Supply Co. and took a coin-changer. Nothing else was found missing.

*Carl Borak is planning to reopen the old Panorama Theatre. He has renamed it the Essex Theatre.*

Clyde Eckhardt, 20th Century-Fox branch manager, has announced that the Chicago trade screening of "Hollywood Cavalcade" will take place Tuesday morning, October 3, at the Esquire Theatre.

*Edith Balaban is in charge of the bowling activities of the Women's Film Industry Club. The group has organized two teams and bowls every Monday night at the Roosevelt Alleys.*

The revival of "The Birth of a Nation" did outstanding business during its eight-day run at the Gallos Brothers' Woodlawn Theatre on the south side.

## Personnel Changes Made by Coston

CHICAGO—Necessitated by the resignation of Harry Mintz, manager of the Warner Parthenon, Hammond, Ind., to become manager of Butterfield theatre circuit in Michigan, numerous changes are announced in the Chicago Warner theatre zone. Promotions are from the ranks, said Zone Manager Jimmy Coston, in accordance with the circuit's personnel handling.

The changes: Marcel Brazee, from the Avalon to the Parthenon; Marlowe Cornor, Rhodes to the Avalon; Bud Erickson, Ogden to the Rhodes; John Field, Grove to Ogden; John Maloney, Cosmo to Grove; Ray Kenney, assistant at the Capitol, to manager of the Cosmo; Tom Randall, assistant Avalon to assistant Capitol; George Gross, assistant Jeffrey to assistant Avalon; Ed Friedwald, assistant Oakland Square to assistant Jeffrey; Jack Fleming, chief-of-staff at the Avalon to assistant at the Hamilton, and Harry Corbett, assistant Hamilton to assistant Oakland.

## *Steve Bennis Charged With Operating Lottery Plan*

LINCOLN, ILL.—Steve Bennis, local theatre operator, is under indictment charged with setting up and operating a lottery in the form of a Bank Night in his theatre. Informed of the grand jury's action, Bennis said he would continue operation of the game.

## *Holland Quits I-I Chain for Schine Syracuse Post*

ELKHART, IND.—Syd Holland, for several years manager of the Elco Theatre here, owned and operated by the Indiana-Illinois Theatres, Inc., out of Chicago, has resigned to accept a position as manager of the Eckle Theatre in Syracuse, N. Y., for the Schine circuit.

## *"U-Boat 29" to Open Run At Garrick in Chicago*

CHICAGO—Columbia's "U-Boat 29," an English-made picture starring Conrad Veidt and Valerie Hobson, was to open Friday at the Garrick Theatre.

Universal's reissue of "All Quiet" is due to open at the house either October 6 or 13.

## *Dick Sachsel Is Chicago Sales Head for Astor*

CHICAGO—Dick Sachsel has been named Chicago sales head for Astor Pictures Corp., with headquarters at the Capitol-Monogram exchange, 1250 South Wabash. Astor is featuring the reissue of William S. Hart's "Tumbleweeds," with a talking prologue by the western star.

# MILWAUKEE

THE Rivoli Theatre at La Crosse celebrated its 20th anniversary last week by giving a souvenir coin of the new bridge spanning the Mississippi river at La Crosse to the first thousand persons.

*The Colonial, local nabe house, is now featuring book night.*

E. J. Weisfeldt's Riverside Theatre is conducting "What's the Answer" night each Thursday with $50 in weekly cash prizes. Hook-up is made with a local baking company and aired from the theatre stage over WEMP.

*A. Matt Werner, president of the Sheboygan Majestic Theatre Co., Sheboygan, has been named to the board of regents of the University of Wisconsin.*

Joseph Ecker and Roy Pfeiffer are going ahead with plans for the remodeling of their theatre at Brillion.

*Eddie Cantor stretched his legs at the county airport here September 21 while en route from Minneapolis to Chicago, by taking a short bike ride, much to the delight of the young lady who owned the vehicle. Cantor made a one-day appearance September 26 at the Coronado in Rockfield, Ill.*

Miss Gladys Schrameyer, former cashier at the Rex Theatre in Sheboygan, was married last week to Alex Kunstman, projectionist at the Majestic Theatre in that city.

*Otis V. Loyd, manager of the Rivoli Theatre at Two Rivers, has announced the installation of a new sound system at the house.*

Through the courtesy of Standard Theatres Co. and M-G-M, arrangements have been made for the showing of film twice a month to patients at Willowbrook Sanatorium near Kenosha.


**TRADE DIRECTORY**

A Handy Guide for the Exhibitor

CHICAGO

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## 'Wings Over Indianapolis' Now Being Produced

INDIANAPOLIS—Aviation interests here will feature a talking picture now being produced for the Indianapolis Aero Club. The film will be titled "Wings Over Indianapolis" and will embody civilian, commercial and military flying activities in the city.

Showing of the picture has been arranged in the six Olson Enterprise theatres starting October 30 at the Vogue Theatre for three days. It will be shown in the Oriental, Ritz, St. Clair, Strand and Uptown respectively.

Cooperating with the Indianapolis Aero Club in the production of the picture are the Indianapolis Pilots Ass'n, the 113th Observation Squadron, Indiana National Guard, and the Aviation Post of the American Legion.

## Four Features Fall Under "Adult" Classification

CHICAGO—Listed under "adult" classification in the first half of September ratings of the Chicago Better Films Council, were:

"Bachelor Mother," RKO; "It Could Happen to You," 20th Century-Fox; "Undercover Doctor," Paramount, and "When Tomorrow Comes," Universal.

Only three pictures were listed for the family: "Blondie Takes a Vacation," Columbia; "The Under-Pup," Universal, and "Forbidden Music," Unity.

The adult and young adult group included: "Beau Geste," Paramount; "Climbing High," 20th-Fox; "Golden Boy," Columbia; "Hell's Kitchen," Warner; "Mutiny on the Blackhawk," Universal, and "The Saint in London," RKO.

## Benefit Show Nets Nearly $200 for Artificial Leg

SPRINGFIELD, ILL.—More than $178.50 was raised at a benefit performance at the Pantheon Theatre which will be used to buy an artificial leg for little Flora Christina Sims, 4, who lost her right leg in a train tragedy several months ago. Her sister, Ruth, 7, died as a result of the accident. The benefit was arranged by Nicholas Kerasotes, manager of the theatre.

## "Wizard of Oz" Parade Staged in Elgin, Ill.

ELGIN, ILL.—Norman Pyle, M-G-M exploiteer, with the cooperation of the local Community Fund committee, staged a "Wizard of Oz" parade in conjunction with the Crocker Theatre, that attracted 10,000 persons to the business district of the town.

### RCA in Green Bay House

GREEN BAY, WIS.—The Orpheum here, managed by Russ Leddy for the Green Bay Operating Co., a Fox subsidiary, has installed new RCA Photophone sound.

# INDIANAPOLIS

SEEN along the Row: Dan Massey, Worthington; Bill Studebaker, Logansport; Mrs. Dorothy Landsdorfer, New Haven; Harry Van Noy, Anderson; Harmon Allison, Mooresville; Trueman Rembusch, Franklin; Harry Vonderschmitt, Bloomington; Dick Vlastos, Fowler; E. R. Crouch, Fairmount; Sam Neall, Kokomo; Billy Connors, Marion; Lisle Kreighbaum, Rochester; Howard Morin, Brookville; Douglass Haney, Albion; Wm. Luckett, Scottsburg; T. N. Luckett, French Lick; D. G. Steinkamp, English; Geo. Mallers, Bluffton; J. B. Sconce, Edinburg; Joe Schilling, Connersville; Roy Harrold, Rushville.

*Roy Churchill, manager at RKO, visited Fort Wayne on business last week.*

Harold Nord was host to the Indianapolis Bookers Club at an informal get-together.

*Les Savage, Columbia home office representative, was in town recently visiting the branch here.*

Harry Gorman and Homer Knox accompanied William Marriott, branch manager, to the divisional sales convention of Republic Pictures held recently in Chicago.

*Charles F. Kreighbaum, operator of the Arc Theatre, Lafayette, has been on the sick list for the last couple of weeks, but is recovering now.*

Harry Watts, operator of the Alhambra Theatre in Knightstown, is recuperating at his home after being released from the hospital in Warsaw, Ind. Watts has been in ill health for some time.

*Percy Gladden, operator of the Roxy Theatre in Bloomington and hailed as one of the oldest exhibitors in the state, is now at home convalescing after being hospitalized in Indianapolis for several weeks.*

E. T. Gomersall, district manager, and W. Heineman, western divisional manager, were visitors at the local Universal office.

*B. M. Stearn, district manager of United Artists out of Cleveland, was in Indianapolis at the local exchange.*

Charlene Cook, after a three-week leave of absence, has returned to her post in the Paramount office.

## Perk Assists Collins

INDIANAPOLIS—Col. Ken Collins, manager of the Indiana Theatre, has appointed Sam Perk as his assistant. Perk has been connected in the film business for several years as booker at the local Universal and Grand National offices.

## Lease at Amboy

AMBOY, ILL.—Marchesi Brothers have taken a lease on a local store building and plan to renovate it into a new theatre, which will take the place of the Amboy Theatre when completed.

## Olson Building Petition Action Gets Setback

INDIANAPOLIS—The zoning board deferred action until October 9 on the petition of the Charles M. Olson Enterprises, Inc., to build a $75,000 theatre with a parking lot at 5835 E. Washington St.

About 15 residents of the vicinity appeared to protest against the proposed theatre, asserting that noise caused by automobiles and patrons coming in and out of the theatre would constitute a public nuisance.

The proposed house would be located between the Irving at 5600 E. Washington St., operated by Geo. Settos circuit, and the Golden at 6100 E. Washington, recently taken over by the Cantor Bros.

## Leo Atanasoff, 51, Is Dead in Milwaukee

MILWAUKEE—Leo Atanasoff, 51, formerly associated with his brothers in the operation of the World Theatre here, died last week. After the brothers lost the theatre through foreclosure action, four of them went to the department of justice and interstate commerce commission at Washington to complain that their financial condition was caused because films were withheld from them.

Later they protested to the city attorney, mayor and common council. The World now is a circuit house. Atanasoff is survived by his wife and four brothers.

## Ramsey Supply St. Louis Agent for Brenkert-RCA

ST. LOUIS—R. H. Ramsey Theatre Supply Co. here has been named to handle the Brenkert-RCA tieup in St. Louis.

Among several jobs that Ramsey has outfitted lately are included the New American Theatre of Thede Coleman, in Mount Carmel, Ill., and the New Moon Theatre of Theodore Charles, in Vincennes, Ind.

The Ramsey Theatre Supply is headed by "Pete" Ramsey.

## "Ninotchka" and "Babes" To Get Trade Showing

CHICAGO—Numerous trade screenings of "Ninotchka" and "Babes in Arms" will be held in Jack Flynn's midwest district by M-G-M. The first are set for Indianapolis to be held on October 2 at the St. Clair Theatre, with luncheon at the Claypool Hotel. Wade W. Willman, Indianapolis M-G-M branch manager, will be the host.

## Kilgore Injured and Car Wrecked Near Onarga

ONARGA, ILL.—W. E. Kilgore, manager of the Modernistic Theatre here, was slightly injured and his car badly wrecked in an auto accident near Onarga.

# Independents Assail Orpheum Price Cut

MINNEAPOLIS—Local independent neighborhood exhibitors are complaining about the Orpheum's reduction in matinee prices for stage-screen shows to 25 cents to 1 p. m. and 35 cents thereafter to 5 p. m. Scale had been 35 and 40 cents, respectively. Admission remains at 55 cents after 5 p. m.

Reduction might have been influenced by Minnesota Theatre's cut from 30 cents to 25 cents for the period from 1 to 5:30 p. m., but the independents, who staged a successful fight three years ago to force the Orpheum to boost admission prices for stage-screen shows, claim it's going to hurt them.

These independent exhibitors allege they are unable to play pictures profitably on subsequent runs at 25 cents admission after they've been shown at the Orpheum in conjunction with "big stage shows" at a low scale. The same condition holds true, they assert, with pictures that play the 25-cent Gopher and 15-25-cent double feature Aster first-runs downtown.

Prior to the fight three years ago, the Orpheum's scale for stage-screen shows was 25-35-40 cents, the same as obtains now for straight films. Other downtown first-run theatres playing stage shows occasionally charged similar admission prices.

As a weapon to force the boosting of stage-screen show admission prices, independent exhibitors boycotted RKO product, although it was insisted that RKO had no interest in the Orpheum here.

The Minnesota plays stage shows regularly, but has only independent screen product. Its scale is 15 cents to 1 p. m., 25 cents to 5:30 p. m. and 30 cents to closing. The Orpheum has only occasional stage shows.

## *National Statistics Show Iowa Business Upturn*

DES MOINES—No matter how much Iowa exhibitors moan about business, national statisticians can find nothing to cry about.

An industrial employment gain of 50,376 in Iowa from mid-July to mid-August was reported Saturday by the United States department of commerce. The gain, approximately the average for midwestern states, amounted to 1.2 per cent. These figures for Iowa were exclusive of the gains in building construction employment, which would up them considerably.

In addition to the above, Iowa continues to be one of the brightest spots for business on the map appearing in the October issue of *Nation's Business*, published by the United States Chamber of Commerce.

## *New Sound for Two*

KANSAS CITY—F. J. Ledoux, operating the Arcada at Holton, Kas., is installing new RCA sound. A similar equipment order has been placed with Don Davis, local RCA representative, by the Uptown, a Fox Midwest house at Muscatine, Ia.



## *Pauses in New York—*

*L. J. Ludwig, Paramount associate with the Minnesota Theatres Co. in Minneapolis, pays a visit to the distributor's World's Fair lounge in New York.*

## *Cantor Makes Optimistic Assurances to Trade*

MINNEAPOLIS—Eddie Cantor believes that in a short time the war will start stimulating theatre business to a marked degree and that the ensuing fall and winter will bring a considerable amount of prosperity to exhibitors.

In Minneapolis on a business visit, the screen and radio comedy star told newspaper reporters that he believes the public in the months ahead will look increasingly to the theatres for temporary escape from the grim realities of the European catastrophe.

"It ever has been thus in times of stress," said Cantor. "The average person requires additional relaxation to get his mind off the tragedies happening all about him. Theatrical entertainment at such a period is a necessity. It performs an essential mission."

Cantor impressed the scribes with his remarkable memory by recognizing Mrs. Alice K. Deitz, Minneapolitan, who called upon him, although he had not seen her since they were youngsters together in Gus Edwards' "School Days." He instantly called her by her first name.

## *Street Ballyhoos Announce Minnesota "Crazy Week"*

MINNEAPOLIS—Gordon Greene, Minnesota Theatre manager, put on effective ballyhoos for his "Crazy Week" show. He had two men in cowboy suits pulling a cart containing a live mule throughout the loop. A banner attached said, "If you think we're crazy, just visit the Minnesota Theatre this week." In front of the showhouse were several cages of live monkeys.

# Flood of Applications To Build in Minny

MINNEAPOLIS—A flood of applications for permits to build new theatres in Minneapolis and St. Paul already let loose or pending is causing much concern among Twin City exhibitors who claim that both towns already are overseated and that additional showhouses would jeopardize their investments.

The desire of so many newcomers to embark in the theatre field as well as some present theatre owners to expand seems all the more strange in view of the fact that independent exhibitors generally contend that "it's a bum business" because they're at distributors' mercy and numerous trade practice evils make profitable operation difficult.

At a time, too, when the vast majority of the exhibitors claim that in the face of rising operating costs grosses are in a long downward trend and hitting new lows, the disposition to invest so much new capital in the business seems queer.

Apparently there are many people who believe that the picture isn't so black as it has been painted. The fact that practically no theatres are for sale at anything like a reasonable figure also may be a factor in the situation.

If the permits could be obtained from the city councils it's estimated that fully ten new theatres would be built in Minneapolis and half that number in St. Paul. However, the exhibitors are fighting the issuance of any further permits.

The policy of the Minneapolis city council during the past two years has been to refuse any new permits. The argument that the city is overseated and more showhouses would jeopardize present investments and result in a lower standard of entertainment apparently has prevailed.

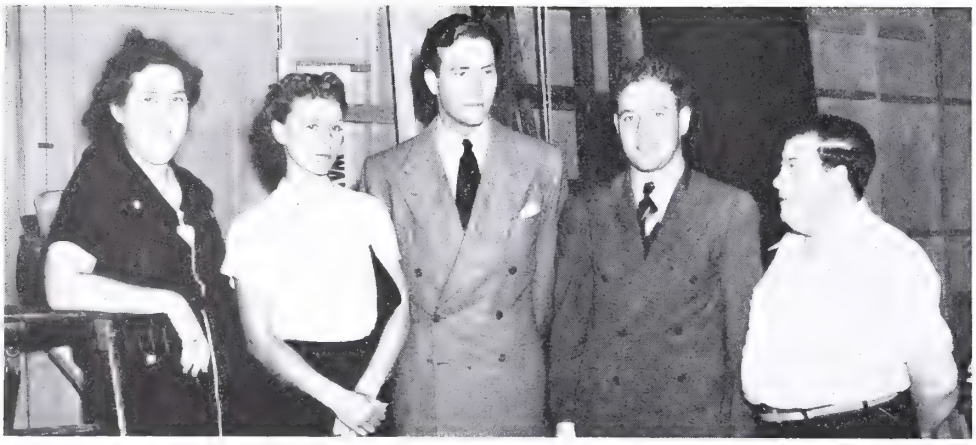
## *RKO Reelism to Center on Kaycee American Royal*

KANSAS CITY — The American Royal Show, largest horse show in the country, scheduled October 14-21 in Kansas City, will provide part of the footage for an RKO Pathe Reelism on horses and livestock. The short will be filmed in conjunction with the show.

Fred Ullman, RKO Pathe vice-president, made arrangements for the reel during a recent trip to Kansas City. He conferred with E. C. Rhoden, general manager of the Fox Midwest Theatres, who is one of the sponsors of the American Royal Show.

## *Feldhans Remodels*

SCHALLER, IA.—J. H. Feldhans, who operates the Schaller Theatre here, has completed the remodeling of his new building. He purchased a building formerly used as a garage and has remodeled it into a modern theatre. His residence is in the same building.



## *Kansas Citians Visit—*

*E. C. Hartman, of the Saline Theatre Corp., Kansas City (extreme right), and Harry Biederman, operator of the Linwood Theatre (second from right), chat with Jeffrey Lynn on the set of "Four Wives" at the Warner studio. Mrs. Hartman is second from the left.*

# Consider Ruling on Ascap Test Case

LINCOLN—The constitutionality test here to curb the American Society of Composers, Authors and Publishers before a three-judge federal court was taken under advisement after four days in which both Ascap and the state presented expert witnesses.

Six spoke for Ascap, calling it the easiest, simplest and cheapest method of handling the protection of its members' rights under the copyright law and performance privileges for users. The sextet included Gene Buck, the society's resident who was grilled on the stand for four hours; E. C. Mills, the administrative chairman of Ascap; John G. Paine, Ascap general manager; Mrs. Ethelburt Nevin, the widow of the composer who died in 1901; and two Omahans, Ernest Priesman, orchestra leader, and Harry Taylor, who runs the Ritz Theatre and the Music Box dance spot.

Three espoused the anti-Ascap cause, two of them from radio and one from the ballroom business. Johnny Gillin, Omaha, general manager of WOW, said his objections to Ascap were in its blanket licensing, the charge of 5 per cent of time sale income, except in the case of political speeches or religious programs, whether music is used or not. He said radio stations were neither furnished with Ascap's catalogue, nor agreeably dealt with in the matter of paying for music used. When asked, if the Ascap contract was not agreeable to the radio station, why it was signed, Gillin said there was no other recourse except to sign.

Gillin's testimony was largely backed by Don Searle, general manager of the trio of stations in Lincoln and Omaha, KOIL, KFAB and KFOR. Where Gillin had testified to the spending of $22,800 for Ascap music in 1938, Searle also showed his stations had been ticked for $21,700 in the same period. Their money furnished two-thirds of the Ascap income from Nebraska, which was placed at $68,000. Joe Malec, owner-manager of Peony Park, Omaha, and head of the Amusement Protective Ass'n, a body formed to frame the Ascap bill, said he did not object to paying money but did object to "intimidation" manner of collection.

One incident clouding the case was the manner in which the state's side was handled. For some reason, John Riddell, assistant attorney general, sat only in an advisory capacity. The lethal end of the state's legal prod was William Hotz, Omaha, who kept bringing the hotels into the case, while only three of the 391 contracts issued by Ascap in Nebraska are to them as users. Andrew Bennett, on the state's side as a friend of the court aroused protest from Ascap witnesses when he arose to speak, they wanting to slide into the records Bennett's past and possible present connection with the broadcasters (NAB). His questions were of radio nature.

To this end, the records were crowded with a great deal of immaterial matter raising monopoly issues and designed to prove Ascap had no standing in court. Ascap, on the other hand, did its bit to crowd the court reporter with efforts to prove a great deal of music existed in public domain and other copyrights available to broadcasters or other music users, seeking to prove Ascap was not monopolistic.

To Mills and Paine, for Ascap, went credit for distinct slaps at broadcasters. Mills was asked if he thought there was enough music outside of Ascap to run a radio business.

"There is no question about it," he said. "If the radio stations used as much ingenuity to develop their own music as they have to beat our Ascap members out of their rights, it is entirely possible."

Paine's slap was delivered when he was queried to develop the honesty of the broadcasters in dealing with Ascap.

"We took two audits after 1934 on 200 stations selected at random," he said, "and found deficiencies of $700,000 and $438,000 in what they had reported to us as their proper income from which our percentage was figured. Some of this was in Nebraska."

Thursday was taken up with each side having an hour and a half to present its summing arguments, after which the judges—Gardner, Munger and Donohoe—called for supplemental briefs, findings, and windup matter to be filed before October 6.

Louis Frohlich, for Ascap, said two issues had been raised in the case—monopoly and constitutionality. In his argument, he denied the right of the monopoly question to enter, and said it had not been proven. The constitutionality of the 1937 Nebraska law, he said, is out of the realm of possibility because it denies every property right guaranteed under the copyright law passed by Congress.

"I believe the court should give Ascap a certificate of character for having represented its members so well in the last 25 years," he declared. "I believe Ascap has done more to foster entertainment than any other organization in the history of the United States."

The Nebraska law, says Frohlich, in asking the publication of prices for all performance rights be published on the face of the music, is asking that publishers today have insight into the future 56 years (life of copyrights), and there may be music uses devised by that time of which we know nothing about now. Radio and motion pictures, the two greatest music users, he said, had developed since the copyright act was passed in 1909.

William Hotz, for the state, declared Ascap a monopoly, a fixer of prices, an unfair competitor, and controller of 90 per cent of the usable music in America.

"The composer does not need Ascap to protect his performance rights," Hotz said, "since it could easily be done by his publisher. By adding 3 or 4 cents to the price of sheet music, an author or composer could get as much money as he now gets from Ascap after the collections are made."

### Gene Buck Labeled Exhibit No. 13

LINCOLN—It looked bad for the Ascap side in the federal court test of the society's constitutionality when Gene Buck's personal contract with Ascap and his membership in the organization was offered in evidence.

The court reporter labeled it Exhibit No. 13.

## *Omaha Barkers Will Elect New Officers October 8*

OMAHA—Omaha Variety Club will hold its annual election of officers on October 8 at the club quarters. Under the new rules, members will select 11 canvassmen, who in turn will elect the tent officers from among themselves.

Retiring officers are H. J. Shumow, Metro boss, Chief Barker; John Gillin, Radio Station WOW, first assistant; Sam Epstein, Epstein circuit, second assistant; S. J. Francis, Monogram, treasurer; Eddie Shafton, attorney, secretary.

### Gets Rewriting Job

HOLLYWOOD—James Kevin McGuinness is rewriting the script of "I Take This Woman," which Metro will make co-starring Spencer Tracy and Hedy Lamarr, with W. S. Van Dyke slated to direct.

# DES MOINES

HABERDASHING notes from Filmrow: Les Knapp is wearing a sweet little shirt and tie ensemble of lavender and purple . . . The Sandler boys have gone back to school, and Nate is trying desperately to prove that his vacation splendor wasn't just a flash in the pan . . . Chick Friedman's new blue suit has friends suspecting he's trying to match some Alice's blue gown.

*Jay Haas, Paramount's ad sales supervisor for the western division, is a jolly cuss, but he too believes that Paramount never made a lousy . . . Ralph LiBeau, Paramount district manager, was here from Kaycee for a sales meeting . . . Marian Temple kissed out over at Republic, September* 11. *She said she was going to work in New York . . . Clyde Pratt kissed in at the Little Brown Church, September* 14, *with Ann . . . Howard Gould, formerly with National Screen in Omaha and Kaycee, is covering western Iowa for Tilt now.*

Bing Miller at Columbia sulks if the girls don't inquire about his cold each morning, but here's the real news in a Mel "Golden Boy" Evidon's jernt: That little nude guy with the bow and arrows has been hanging around taking pot shots at Mary Benjamin every time a certain exhibitor comes in! Evelyn Rosen is sore in two ways; one because Don Winkle is mad at her again, and the other because she went horseback riding and can't post worth a hang. Mildred Coburn is back from Chicago where she caught up on her dancing and down on her drinking. The handsome chap driving the new black job down High is Milt Goodman.

*Cleo Current found a screw loose in her desk and she accuses it of belonging to Glen Folsom . . . Opal Judd is sewing little garments—for Mitzi . . . Walt Lohman will soon be dimpling on the Row again. He rejoins Monogram, October* 1 . . . *Met Don West marching down High like a little man to the dentist with whom he's been keeping company for three weeks . . . If you notice a worried furrow in Jerry Banta's unusually smooth brow, it's because he's mentally mixing little Gloria's formula and administering her afternoon feeding. Eye-witness Mitzi reports Gloria to be the "most prettiest baby I ever seed."*

Morris Smith's boy, Ray Wilson, did some fancy romancing up at Charles City . . . Sailor Lyle Riley, Mike's younger brother and former Filmrower, visited the office last week . . . Bob Newman replaced Hal Robinson at Film Transportation . . . Hal went to work for Art Anderson (you know, the Warner Bros. flash who's suntanned to a crisp).

*R. E. Hacker climbed down off his dignity over at Rainbow Gardens during that stag and caused a couple of raised eyebrows . . . Gertrude Heartman of National Theatre is another rose-in-coke-bottle fan . . . Bill Kubitzki of 20th-Fox in Kaycee, is the new Monogram salesman . . . We've been seeing Paul Walsh's double lately . . . The Carol Baldwins act very newlyweddish after their trip east to Niagara Falls, etc.*

Try'n stop us if you've heard this'n: Filmrowers claim that young Bobby Stone, Des Moines' contribution to Hollywood's younger set, swiped his pappy's underwear when he ran off to California because pappy owed Bobby a buck—but who knows? Maybe Bobby just needed the underwear . . . That funny smell at Paramount is new paint . . . Three little shipping clerks are still keeping their noses inside the doghouse for drinking beer all night last Monday.

*H. L. Tilton says A. E. Thiele at Des Moines Theatre is no pitch player—and he won't let anyone else be one either. When the cards don't run his way, Thiele just tears 'em up . . . Evert Cummings was here Thursday night . . . Paramount's "Rulers of the Sea" must have a militant disposition. Ted Emerson got word in Omaha that it had broken two bridges in Wyoming (over highways, not noses) . . . How many of her National Screen buddies know that Ann Lipovac has a yen to pen? . . . Joe's Smith and Ancher are going to have to change their ways now that the "Angels Have Washed Their Faces."*

Ruby Willey resigned as cashier at Universal and Marj O'Laughlin is taking her place. Marj's work is being handled by Ruby Stacy, formerly of National Screen . . . Kendall Community Players are having tryouts and will offer local theatres a little competition soon . . . Grace Moore appears here at the Shrine, October 17.

*That new theatre which Tri-States have been building on for some time here sports this sign now: "Staggered Seats for Better Vision—Love Seats for Comfort" . . . Universal's Exhibitors Sponsored Testimonial Drive during August, September and October, seems to be going along all right. A. H. Blank has volunteered a beautiful leather traveling bag to the winning branch manager and the salesman with the highest standing.*

The Comets, DM professional football team were playing the Brown Bombers, colored pros. The score was 7-7 with Comets out-playing black boys. . . Alert Brown Bomber recovers fumble on own 15-yard line and races 85 yards for a touchdown . . . "That sure changes the complexion of the game," remarked Ken Clayton seriously.

*Note to Connie Krebs, RKO, Hollywood: Do you see anything funny in the fact that we received our coat, which we left at Blackstone Hotel, from that express collect? If not, try to recall your remark to us when you suggested we put it down in the first place. We are still counting on that original Connie Krebs.*

# ....AW, SHUCKS!.....

*From the Tall Corn—By* RENE McCLUSKEY

OKEY GOODMAN of Rockwell City is like the old woman in the shoe. He says he has so many children he can't keep track of them (he has three).

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That was Warner Grossman of the Circle Theatre in Nevada telling Jim Foley and Bill Curry in at Paramount about his Hollywood trip.

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Woodrow Biddle of Inland says Louis Gaines of the Rex and Orpheum in Fairfield has a new member in his family, but Woodrow's forgotten whether it's a bouncing boy or a beautiful girl-child. (Congrats, Louis!).

---

We met F. M. Smith of the Wayne Theatre in Corydon on the Row and talked long enough to find out that he's just another ardent BOXOFFICE reader.

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Henry Rehfeild of the Iowa Theatre in Bloomfield looked up from his booking at Warner's long enough to ask, "Are you the one who writes for BOXOFFICE?" We admitted our identity with fear and trembling. Our knees stopped knocking together, however, when he went on to say that he thought we did a right good job, and he turned to us first thing when he got the magazine.

---

Roosevelt High can't compete with a new canopy and new seats in Earl Manbeck's theatre at Carlyle. Earl is taking to the theatre business like a duck takes to water—and it's no more school bells for a while at least.

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Ronald Duntman, who owns a grocery store in Bagley, Ia., as well as the theatre there, has a new name: The New White Hope. If you want to know why, who and all about it, just corner Ronald next time he comes to town.

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Lyle Nolan of Ruthven came in with George Frick of Graettinger last week . . . Harry Huddleson of Gilmore City; A. O. Ludwig of Adair, and the Schroeders of Lake View, Ia., were here, too.


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Kansas City, Mo.

# OMAHA

EARL KERR, Iowa circuit owner, has been ill because of hay fever and asthma. He's all right now and back on the job in Council Bluffs . . . Ralph Christiansen, driver for Film Transport, is going to California after taking Horace Greeley's advice.

*O. V. Goodman, Rockwell City, Ia., has taken over the Rialto at Villisca, Ia., while Bob Pennington, prominent southwestern Iowa exhibitor, has not announced his future plans. Pennington's father operated the Rialto before Bob . . . R. E. Falkinburg, Majestic, Lexington, Neb., is back from a fishing trip but forgot to send* BOXOFFICE *any!*

A swing down Filmrow and we pick up the following bits of nonsense . . . Ike Rubin, Paramount peddler, has started studying football dope sheets. He has already made his bets with Morrie Cohn, Council Bluffs exhibitor, another of our rabid gridiron fans . . . Ted Mendenhall, Paramount boss, has moved into town for the winter.

*The Warner bunch at a screening and it's usually SRO when they film a picture at 12 noon on Mondays . . . At Scott-Ballantyne Co. we learn that Bob Ballantyne is readying a new equipment showroom that he wants kept secret for a while yet.*

Walt Green, Fepco chief, busy as usual so we take a walk out through his plant. Any exhibitor in the Omaha territory that has never been behind the scenes at Fepco should do so. It's a show! . . . The Universal exchange all new, bright and shiny.

*The Columbia layout also undergoing enlargement and remodeling. You have to sneak in the back way, they have paper stuck over the front windows . . . Republic's remodeled layout rapidly nearing completion . . . Hazel Anderson, Metro booker, still home but expected back at work in a few weeks.*

Bill Grenville, Quality Theatre, announces he'll winter at his summer home at Carter Lake . . . Sid McArdle, United Artists shipper, back from his vacation . . . John Winn, Grand National booker, is still trying to break 80 for 18 holes of golf . . . Norm Nielsen, RKO booker, would like to break 80 for nine holes.

*Sam Stern, Capitol Pictures, could be a newspaper man. He knows just how to say, "What's new?" . . . Joe Rosenberg of Monogram says business is great . . . Rube Wagle, Fox booker, is getting his bowling arm ready for another big season . . . Howard Harvey, Western Theatre Supply, tried to give us a gum machine, if we buy enough gum to last just about 30 years!*

The two busiest places on Filmrow were Film Transport and Hymie Novitsky's coffee shop . . . Ho, hum! another week, another column!

### Sells Anthon Sioux

ANTHON, IA.—Harry M. Lander has sold his Sioux Theatre here to John Sorenson of Galva.

# Report Progress in Twin City Selling

MINNEAPOLIS—Selling of Twin City independent accounts has started and local exchanges claim good progress despite the fact that there's supposed to be a buyers' strike in an attempt to force down film prices.

Some of the distributors are demanding higher prices than a year ago, although the exhibitors insist that conditions "demand a substantial reduction."

M-G-M apparently is making good progress. It claims to be closing deals as fast as it can handle them.

All the companies claim to have made gains in out-of-town situations. For example, Bob Ableson, Paramount northern Minnesota and western Wisconsin salesman, declares he has closed "every important spot" and "nearly all possibilities" in his district.

## *Several Installations Are Announced by Van Husan*

OMAHA—F. A. Van Husan of Western Theatre Supply announced the following installations: Iowa Soldiers Home, Marshalltown, Ia., sound anrd projectors; DuWayne Hartzell, Rivoli, Charter Oak, Ia., screen; National Guard Camp, Ashland, Neb., sound and projectors; Morris Cohn, Strand, Council Bluffs, Ia., stage draperies; Roy Andress, Ponca, Neb., lamps and generator; John Eding, Aurelia, Ia., lamps; Frank Matejousky, Virginia Theatre, Springfield, S. D., seats, drapes, redecorate interior, marquee.

## *Watson Succeeds Wright As Manager of Byam*

KANSAS CITY—Edwin L. Watson has succeeded Allen Wright as manager of Reube Finkelstein's Byam Theatre at Fairmount. Watson formerly operated the Majestic Theatre in Independence and the Rex in Blue Springs. He is a former constable of Blue township. Wright has gone to California with his wife.

## *500 Leave Burning House In St. Paul Uninjured*

ST. PAUL—An audience of 500 people were routed from the Blue Bird Theatre, independent neighborhood house, when fire broke out in the building during a show. Nobody was injured, but the blaze did damage estimated at $10,000.

### New York Visitor

NEW YORK—Marie Deutsch, daughter of Lewis Deutsch who is connected with the Minnesota Amusement Co. at Hibbing and Virginia, Minn., was a recent visitor to the Paramount exhibitor World's Fair lounge in the home office here.

# LINCOLN

HIBERNATION has been the fad of the last week, most exhibitors electing to stay close indoors, or out of town. Same goes for remainder of the amusement business. Reason: The anti-Ascap test case was on, and nobody yenned to be a witness . . . Mrs. Bob Livingston, not feeling too well, is currently considering either a trip to Florida or a cabin by a lake somewhere for a couple of weeks' rest . . . Joe Scott came down to listen to the Pastor-Louis fix in front of the Capitol, thumbing down between-round commercials, to say a good word for 20th Century-Fox.

*Although Bob Livingston, Governor Cochran and the highway department worried about it for two days, no bridge on the Nebraska pavement was considered strong enough to hold up under the 80,000-pound strain of the two Paramount schooners being towed country-wide ballying "Rulers of the Sea" . . . Funny thing department: Why is it the amusement business always comes to Lincoln to gain permissions for this-and-thats, yet Lincoln is never allowed to share in an occasional incident like a premiere, a special exploitation stunt, or even rates a call from studio gladhanders? It's not nice to create impressions among exhibitors and otherwise, that they're only wanted when they can do something for somebody else.*

Quietest man in town this week: Gene Blazer, the Ascap licenser for Nebraska. He let his Newyorker bosses do the talking . . . Gene Buck, Ascap president, was too fast a witness for the state, covering all points for his side before he could be stopped in each instance of question . . . E. C. Mills, outside of his Ascap allegiance, is a top character for yarn-spinning and participation. His experiences in South and Central American revolutions made him the hero of many of Richard Harding Davis war stories. He had only a 7th-grade education in school, yet arose by a multitudinous series of experiences to a $50,000-yearly Ascap job . . . Not to be forgotten when it comes to spinning yarns: John Gregg Paine, Ascap's general manager, who could be an actor if he didn't do considerably better financially with Ascap.

*Vincent DiFiore, the figure man for theatres here (books not femme), entertained his brother, Johnny, who is now entered in Creighton University's school of medicine in Omaha. Vinnie says he'll weekend here occasionally . . . Ed Vaughan says some men don't know what they're missing, and some sit in hotel lobbies . . . Bob Huffman ducked out from under the covers early last Saturday a. m. and sprinted to Omaha for a looksee behind locked doors at "Hollywood Cavalcade." He rates it as a five-custard pie picture, with several gripping spots (the tights on Alice Faye).*

Blue Barron, here for a Turnpike Casino engagement, says he and the boys will make a short for Paramount when they get back to New York, October 16. He denies he and Maxine Andrews, of the Andrews Sisters, have even matched upper lips, although Winchell claims they have.

# KAYCEE

H A. PORTA, Humansville, Mo., was a Kansas City visitor this week. His brother-in-law, E. A. Peterson, has taken over the Plaza at Greenfield, Mo., from A. J. Simmons.

*Other visitors include W. O. Woody, Stockton, Mo.; George Lehman, Plaza, St. Joseph; Charles Fisk, Butler, Mo.; H. F. Higgins, St. Marys, Kas.; Art Pugh, Doric, Erie, Kas.; John Brandt with the Misses, Oregon, Mo.; Bill Forrest, Rex, Joplin, Mo.; Nick Kotsis, Holden, Mo.; F. L. "Doc" Lowe, Sterling, Kas.; Sam Hyter, Kiowa, Kas.; Frank Weary, Richmond, Mo.; Roy Culley, Medicine Lodge, Kas.; Lester McCormack, Green Forest, Ark.; Homer Strowig, Abilene, Kas.; Orville Conard and his father, Ernest Conard, Huntsville, Ark.; Mr. and Mrs. C. A. Bessier, Humboldt, Kas.; George Nescher, Valley Falls, Kas.; A. H. Dula, Holyrood, Kas.; H. L. Hyde, Geneseo, Kas.*

"U-67," war picture being handled here for Astor Pictures by Jim Foland, is getting a four-day first run at W. P. Huston's Crawford in Wichita, Kas.

*Among the suburbanites now the setup is: Stanley Schwartz, Tivoli; W. D. Fulton, State and Southtown, and John Wolfberg, Giles and Strand.*

Did you notice in the new Municipal Auditorium setup the absence of anyone from the entertainment field, from the films in particular? As usual.

*Business at the boxoffice doesn't yet seem to have reflected any war boom. Activity in western Missouri and Kansas is still pretty quiet. The drought, which is preventing the sowing of wheat in many places, isn't helping any. Rain is still the No. 1 factor in making business look good out this way.*

W. P. Bernfield, UA exploiteer, is mourning the death of his father in Brooklyn last week.

DON'T FORGET THE VARIETY CLUB ANNUAL GOLF TOURNAMENT AND FUN FESTIVAL MONDAY, OCTOBER 2, AT IVANHOE COUNTRY CLUB, STARTING AT 1 P. M. GET YOUR TICKETS FOR A FULL DAY OF FUN.

More visitors: George Summers, Unionville, Mo.; Bob Robison, Grant City, Mo.; Earl Kerr, Albany, Mo.

*Dorothy Vandenberg is the name of the new girl in the Paramount office.*

Filmrowites have been congratulating William Truog jr. of Grand National on his marriage this week.

*Norman J. Newcomb, secretary of the Junior Chamber of Commerce, was the principal speaker at the Variety Club luncheon last Monday. His talk centered on the American Royal Show and what it means to Kansas City. Finton Jones was King for a Day. Guests included Martin Flesher of Creston, Ia., Irving Berger and Sam Tishman of Chicago, and Percy Lorie of Kansas City.*

Mrs. C. H. Burkey, wife of Charles H. Burkey, one time president of the Kansas-Missouri Theatres Ass'n, still is in Menorah Hospital here where she has been for three weeks.

## Kaycee Filmrow Golf Tourney Monday

**Kansas City—The cream of Filmrow will adjourn Monday afternoon to Ivanhoe Country Club for Variety Club's annual golf tournament. As in the past, the affair will include plenty of prizes, even for those new behind the putter. For the more sedentary, at the dinner in the evening there will be other ways provided for sharing in the prizes. Entertainment of various kinds has been arranged for the evening by Bill Warner, chairman of the committee in charge of the golf tournament, T. R. Thompson, and others.**

### Does Original on ROTC

HOLLYWOOD—Leonard Hoffman has been assigned to do an untitled original for Warner on the activities of the Reserve Officers' Training Corps in high schools and colleges.

## Davis Team Leads Third Week of Bowling Tilt

KANSAS CITY—The Don Davis team maintains the top rank for the third week in the Variety Club bowling league. The Davis boys have a clean record of nine games won and none lost. Dubinsky is in second place with six games won and three lost. Davis, Dubinsky and Film Delivery took three games apiece from their opponents in the September 22 matches. The results of that date follow:

| Team— | | | | | W. | L. |
|---|---|---|---|---|---|---|
| Cinema Club | 735 | 804 | 725 | 2264 | 1 | 2 |
| National Screen | 793 | 782 | 793 | 2368 | 2 | 1 |
| Barkers | 810 | 856 | 790 | 2456 | 0 | 3 |
| Don Davis | 851 | 796 | 858 | 2505 | 3 | 0 |
| Film Delivery | 873 | 729 | 810 | 2412 | 3 | 0 |
| Finton Jones | Forfeit | | | | 0 | 3 |
| Dubinsky Bros. | 762 | 632 | 771 | 2165 | 3 | 0 |
| Warner Bros. | 670 | 630 | 676 | 1976 | 0 | 3 |

TEAM STANDINGS

| | Won | Lost | Pct. |
|---|---|---|---|
| Don Davis | 9 | 0 | 1.000 |
| Dubinsky Bros. | 6 | 3 | .667 |
| Barkers | 5 | 4 | .556 |
| Film Delivery | 5 | 4 | .556 |
| National Screen | 5 | 4 | .556 |
| Finton Jones | 3 | 6 | .333 |
| Warner Bros. | 2 | 7 | .222 |
| Cinema Club | 1 | 8 | .111 |

SEPTEMBER 29 SCHEDULE

| | Alleys |
|---|---|
| National Screen vs. Don Davis | 19-20 |
| Cinema Club vs. Barkers | 21-22 |
| Film Delivery vs. Dubinsky Bros. | 23-24 |
| Finton Jones vs. Warner Bros. | 25-26 |

INDIVIDUAL HIGH SCORES

Frank Lambader, 225; Leon Abraham, Ted Wilkins, 220; George Regan, 205; Bill Pritchett, 204; Jim Lewis, 201.

# TRADE DIRECTORY

## A HANDY GUIDE FOR THE EXHIBITOR

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Why Pay More?
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C. H. Badger, Mgr. Phone: GRand 0134

**Southwest Theatre Equipment Co., Indp't**
**Wichita, Kas.**
C. D. Peck, Mgr. Phone 2-2153

### EXHIBITOR ASSOCIATIONS

**Independent Theatre Owners Association**
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

**K. M. T. A.**
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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**Alexander Film Company**
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
**Phone: Hlland 2694**

# Diverse Opinions on Warner Sales Plan

MINNEAPOLIS—There's difference of opinion here regarding the value of the clauses which Warner has picked up from the proposed industry code to incorporate in new season contracts. Some exhibitors welcome them, while others are able to see little of real value or benefit. Those refusing to give their approval are loath to permit use of their names in connection with their opinions.

W. A. Steffes, president of Northwest Allied, and a member of the code committee, cannot see that the clauses represent any real gains or mean anything of consequence so far as independent exhibitors are concerned. He said he couldn't get excited over the "deal."

L. J. Ludwig, assistant general manager of the Minnesota Amusement Co., however, feels "Warner has done a wise thing. I haven't made a close study of the clauses, but, judging from a cursory examination, I think they're all right and will be helpful."

Dave Gillman, Twin City independent exhibitor who is not a member of Northwest Allied, says he is afraid generally of "clauses" in contracts. "There are too many clauses in contracts now," adds Gillman. "But some of these seem all right, especially the ones concerning score charges and buying of shorts."

Harry Dickerman, owner of two Minneapolis and one St. Paul neighborhood houses, sees "some mighty fine things in the Warner offer.

"I refer especially to the clauses that make it unnecessary for us to buy shorts or trailers," says Dickerman. "A question that comes to mind, however, is whether the company will attempt to make up such 'concessions' in other directions."

A Northwest Allied member, who refused to permit use of his name, called the program "a lot of hooey." He feels certain the independent exhibitor signing the contract would be "in the soup, the same as usual."

## *Lincoln Colonial to Dual Splits of First Runs*

LINCOLN—Two events in policy occurred on Theatrerow this week—the return of the Colonial, action and western house, to dual splits of first run films, after six weeks with seconds, and the scheduled relighting of the Liberty.

### Buy Hecht-MacArthur Yarn

HOLLYWOOD—"The Monster," an original by Ben Hecht and Charles MacArthur, has been purchased by Paramount. Howard Green will script for Producer George Arthur.

### Hackelmann Sells to Silver

CANNON FALLS, MINN.—E. C. Hackelmann has sold his theatre here to Jerome Silver.

# MINNEAPOLIS

C K. OLSON, Warner branch manager, back from a Chicago sales meeting jaunt . . . Charlie Weiner making much of the fact that his Monogram has a two-reeler, "Wings Over London," with timely current shots, and six full-length "Renfrew of the Royal Mounted" features. The "Renfrew" stories are being broadcast over a national hook-up. Incidentally, Monogram's "Irish Luck" made a highly favorable impression at the Minnesota Theatre here the past week.

*Out-of-town exhibitors visiting Filmrow included Cletus Widmar, Belle Plaine, Minn.; Lowell Smoots, Little Falls, Minn.; Paul Perizzo, Blue Earth and Winnebago, Minn.; Hi Potvin, Cass Lake, Minn.; Don Buckley, Redwood Falls, Minn. (who went through the University hospital clinic) and Ed Klug, Zumbrota and Kenyon, Minn. . . . Joe Rendell, Warner assistant poster clerk, out of commission with a back injury.*

Plenty of the boys on hand at Memorial Stadium for the Minnesota football opening with Arizona. Most of the gang are red-hot Gopher fans and a large number of them, including, of course, Abe Kaplan, will be on hand in Lincoln, Neb., next Saturday to root for the Maroon and Gold against Nebraska . . . Universal has received its new prints of "All Quiet on the Western Front" and the territory's exhibitors are clamoring for play dates . . . United Artists' "Iron Mask" goes into the Orpheum October 6.

*Chester Morris of the films appearing in person at the Orpheum here this week . . . Monograms "Mutiny in the Big House," written by a Catholic priest and based on the Cannon City, Col., prison break that had Del Hanlon, former local boxer, as one of its ringleaders, will be spotted into the Minnesota here . . . Wolfeldt's farm was the scene of the National Screen office picnic. A good time was had by all.*

The daughter of Earle Perkins, Warner Bros. southern Minnesota salesman, a bride . . . H. B. Johnson, Universal branch manager, visited western Wisconsin accounts . . . 20th-Fox to hold an exhibitors' invitation screening of "Hollywood Cavalcade" at the Brynwood Theatre here October 2 . . . RKO just has received prints of what "Nickey" Goldhammer, district manager, claims to be "the most timely picture of the year"—"Nurse Edith Cavell" . . . Cliff Gill, Welworth Theatres' publicity and advertising department head, busy buying furniture for the new home in the suburbs.

*Tommy Charek of Warner Bros. and Harold Lyons of 20th-Fox sales staffs back after a fortnight on the road and Harold is plenty happy over the reunion . . . Mike Manas, Twin City Variety Club steward, treating the boys to fish luncheons—his own catches . . . Bill Crystal, RKO salesman, said to be in quest of a duck that has white meat. Also is anxious to know how many flavors there are to champagne . . . "Nickey" Goldhammer, RKO district manager, visited his Sioux Falls, S. D., exchange.*

"Hy" Chapman, Columbia branch manager, flashing telegram from Hollywood to effect that "Arizona" positively will be made, despite rumors to the contrary . . Charlie DyRock, "Ten-O-Win" man, back in town . . . Ben Spewack planning a trip to Chicago and New York to get theatre construction ideas . . . Harry Sherman back in town from New York with the Louis-Pastor fight pictures . . . Father of Joe Podoloff, 20th-Fox branch manager, here from Schenectady, N. Y., for a visit.

*Jack Segal, who used to be treasurer of the Metropolitan Theatre and who now is one of Gordie Greene's right-hand men, has lost 12 pounds since joining the Minnesota Theatre organization . . . Old-time melodramas hitting the town. Auger Bros. repertory company moves from its tent in the Midway district to the Alvin Theatre in "No Mother to Guide Her" and "Murder in the Old Red Barn" opens in the West Hotel Moorish Room.*

Benny Goodman played a week at the St. Paul Orpheum . . . Irving Gillman's Time Theatre holding a contest in conjunction with *Shopping News* to obtain a new name . . . Eddie Cantor in town briefly to confer with radio sponsors . . . Bess Ackerman, Columbia secretary, vacationing in New York . . . Amy Podvin of the M-G-M office staff also paying a visit to the New York World's Fair.

*"The Women," now goaling 'em at the State here, did a whopping big business at the Garrick, Duluth, for ten days . . . "The Rains Came" clicked in big-time fashion at the State here the past week and has moved over to the Century for another loop week . . . Frank Woskie, local independent neighborhood exhibitor, back from his summer camp at Orr, Minn., brown as a berry. He brought many photos as evidence of his numerous large fish hauls during the past summer. However, none shows any Norwegian bass landed.*

# Competition of Sport Events Troubling

MINNEAPOLIS—Counter sport attractions are becoming an increasingly serious threat to their business, local exhibitors claim. This opposition, growing more severe, is being felt more and more at the boxoffice.

The average person has only a limited amount that he can spend for entertainment, it's pointed out. If it goes for sport events it isn't available for showhouses, according to this line of reasoning.

This weekend here was an example. There was a professional wrestling match that drew several thousand people to the Municipal Auditorium, a Paychek-Anderson fight card that attracted more than 5,000, the Minnesota-Arizona football game pulling 35,000, four high school gridiron contests, each of which was attended by from 6,000 to 8,000 and a number of semi-professional football games that were well attended.

Later there will be more wrestling, football, boxing, hockey, basketball, etc. It all adds up to grief for the theatres, according to the exhibitors.

## *Varieteers Strive to Win Trip to Dallas Tourney*

MINNEAPOLIS—With a trip to the national Variety Club tournament at Dallas, Tex., next April, all expenses paid, as the plum for the winner, Twin City Variety Club members have practiced hard for their fall golf tournament at Oak Ridge Country Club September 29.

Participation in this tournament naturally will be limited to club members, Chief Barker W. A. Steffes points out.

Play will start at noon and will cover nine holes. Tickets costing $4 will take care of all expenses, including green fees, entry and luncheon and dinner.

Under plan of play, members will be allowed their regular handicap. This same handicap will be given to the winner at the Dallas tournament.

Gilbert Nathanson is chairman of the committee in charge of arrangements. Other committee members are A. A. Kaplan, George Granstrom, Paul Mans and Bill Elson.

## *Carr Wins in Paramount Minny Golf Tourney*

MINNEAPOLIS—Shooting an 89 score, A. Selby Carr, Paramount office manager, won the Paramount office golf tournament at Orono Orchards and was awarded first prize. E. J. Hurley, chief accountant, won second prize and Duane Becker finished third.

# Des Moines Divided Over Warner Plan

DES MOINES—The Warner sales plan gets a varied reaction in this neck of the woods. Typical comment follows:

Frank D. Rubel, Pioneer Theatre Corp.—"Can it be that beneath his (Grad Sear's) rough exterior there beats a heart of gold? Apparently his attitude is very fair and one that could very easily be followed by the other companies to good advantage. It is very evidently a sincere desire to work out a reasonable sales policy and to avoid the apparently impending governmental interference in the industry."

Don G. West, Central States Theatre Corp.—"I have read the 1939-40 sales policy adopted by Warner very carefully and cannot see where their platform for 1939-40 is any different than it has been in past years. Under these circumstances, I do not feel that we would want to comment one way or the other for publication."

Harry Hiersteiner, Western Amusements Co.—"It's still block booking. I don't see where Warner's statement is a change of policy nor where they've stolen a march on anybody. Their statement is too evasive. What do they mean, 'customers who prove satisfactory?' After all, you pay in advance."

Leo F. Wolcott, Eldora, Ia., president of Allied-Independent Theatre Owners of Iowa and Nebraska, Inc.—"Any improvement in the policy of selling motion pictures to exhibitors is important and cannot fail to create closer harmony and understanding between buyer and seller. The 12-point program now governing the Warner sales policy is not unlike the code and similarly, it includes some points distasteful to exhibitors while leaving out other points important to exhibitors. Essentially, however, it appears to me that Warner has taken an important step in the right direction and if coupled with a sympathetic understanding of exhibitors' problems, a reasonable policy regarding prices and terms and a willingness to live and let live, it should do much to build a world of goodwill."

## *An Adequate Supply of Foreign Films Assured*

DES MOINES—Dr. Cuthbert D. Smith, who exhibits a foreign film each month to a select group in Des Moines, says he has had no indication from any booking office thus far of a shortage of prints. Apparently the supply is adequate for some time, according to Dr. Smith.

"I personally am being very careful to book nothing having the faintest hint of propaganda, however," Dr. Smith told BOXOFFICE.

## *Saline Office Moved*

KANSAS CITY—The Saline Theatre Corp. this week moved from 120 West 18th St. to 1710 Wyandotte where it will occupy larger quarters with its running mate, Potter Premium Co.


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# Detroit Variety's Big Drive Is Launched

DETROIT—The local Variety Club's biggest undertaking—the $50,000 drive for funds to provide lunches and clothing for indigent school children this winter—was formally launched at the first luncheon meeting of the season. With a large attendance of leaders of the women's committees who are cooperating on this, Barkers found the strong support they will have in the drive.

With Chief Barker Charles C. Perry presiding, Mayor Richard W. Reading spoke briefly, and was followed by detailed statement of the purpose and means of the campaign by General Chairman Edgar E. Kirchner, manager of the Family Theatre; Frank Cody, Detroit superintendent of schools, who is honorary chairman; A. N. Hennegar, chief of attendance department, board of education; Major Leo R. Kelly, Volunteers of America, and Mrs. Walter R. O'Hair, chairman of the women's division.

Among plans for activity, Chairman Kirchner revealed, will be the distribution of 1,500,000 tags; use of 10,000 solicitors; 30 twenty-four sheets, and trailers in all theatres.

General solicitation of funds is now well under way, with Tag Day itself set for Monday, October 16.

**TABLECLOTH NOTES:**

At the Variety Luncheon: Judges were out in force, with Judges Vincent M. Brennan and John P. Scallen among those present . . . Barker Duncan C. McCrea, who is prosecuting attorney, was there with Harry Colburn, his chief investigator, and Colburn's grown-up son.

Karl Spaeth, musical director of the Colonial Theatre, remarks that Colburn used to be a comedian . . . Jack LaRue the famed film villain, and Freddie Bernard, master of ceremonies at the Colonial where LaRue is appearing, were doing fine ad lib team work, all during luncheon.

Ray Schreiber, Colonial owner, had the first table filled at the first luncheon of the year . . . Sol Berns, the booker, and his son, bought the first tickets for the luncheon.

George McArthur turned up in his new grey fall suit . . . They even had a Pair of Jacks who met Jack LaRue and Jack Ryder, Paramount salesman . . . "Uncle Alex" (Schreiber) was very much on hand, being introduced by Nephew Ray.

Bill Carlson has lost most of that early season suntan . . . Major Leo R. Kelly, who heads the Volunteers of America, working with Variety on the $50,000 Drive, went to college with your scribe, then went back and graduated last year at Wayne.

James J. Braddock, former world heavyweight champion, was on hand to give the Drive a good sendoff . . . So was Jimmy Johnston, Pastor's manager, who had a lot of bright suggestions.

Charlie Perry was busy looking for the missing Krim mustache. So are we all . . . Mort Vinson is checking up on personal addresses.

Barker Richard W. Reading, Detroit's mayor, got off another wisecrack: "Short fellows never make long speeches" . . . Dr. Larry Breitenbach was the guest of Alex Schreiber.

Art Robinson and Dave Newman were not playing cards after the luncheon . . . Variety luncheons have moved upstairs to the big Crystal Ballroom this season . . . Variety is holding election of officers October 9.

Bill Carlson heads the speakers' committee for the Drive. George S. Berger of Butterfield is on the committee . . . Harris Silverberg, National screen manager, and William Flemion, president of Excellent Pictures, handle theatre contacts.

Harold C. Robinson of Film Truck Service is handling industrial contacts; Fred Schader, publicity, and Jack Douglas, radio publicity.

## Kirchner Calls to Trade

Detroit—All exhibitors in Michigan are to be enlisted in the $50,000 drive of Detroit Variety Club, to provide food and clothing for poor school children. A strong appeal by one of Michigan's most respected exhibitor leaders, Edgar E. Kirchner, for nearly 30 years manager of the Family Theatre, was made this week in the following terms:

"For over 20 years I have given my time and energy to the exhibitors of Michigan as an officer of three different exhibitor organizations. For the past eight years, I have been treasurer of Allied Groups, eight years a member of the former arbitration board, and a member of the NRA grievance board during its existence.

"During all these years I have never requested any favors from any exhibitors in this state; but now, Mr. Exhibitor, I have a man-sized job on my hands, and I need your help.

"In appreciation of my years of effort in behalf of the welfare of the motion picture business, may I look for a bill or a check to insure the success of this drive?"

EDGAR E. KIRCHNER, General Chairman.

# Prolonged Delay in Reaching Terms Accord in Detroit

DETROIT—Chief local trade interest of filmites here is in the stagnation of the local buying season. Situation is an annual one, although it appears a bit more prolonged than usual this year, due to inability of distributors and exhibitors to agree on terms.

Recent reorganization of United Detroit Theatres, with withdrawal of President George W. Trendle, has somewhat confused the situation, as this circuit, with its 17 first and second-run houses, is the keystone of the local booking setup. At present, no permanent executive head has been designated. As far as could be learned, no distributors have yet signed with UDT, or with Co-operative Theatres, representing a majority of larger independent houses in the city.

Earlier demands of some film companies for increased rentals and playing conditions indicated that real difficulty in reaching an agreement is to be expected. Subsequent run houses have been delayed by the failure of the leaders to sign up.

According to Ray Moon, general manager of Mutual Theatres, while this cooperative group has signed with most distributors for their upstate houses, they are delaying local contracts in the Detroit zone until the situation is cleared up.

## Louis Wiethe Is Building Suburban 1,000-Seater

CINCINNATI—Louis Wiethe, owner of the new Westmont and Kentucky theatres, is building a 1,000-seater in suburban Westwood. Total cost of the house will be approximately $110,000. The F&Y Theatre Division, Columbus, is the contractor.

### Baffes Named Bair Assistant

DEFIANCE, OHIO—E. S. Bair, city manager of the Defiance Theatres, has appointed James Baffes as his assistant.

## Cleveland Local 160 and Majors Renew Contract

CLEVELAND—The IATSE, Local 160, and the major circuits in Cleveland have just concluded a new one-year deal whereby last year's wage scale and all former working conditions prevail. The new contract, with no changes from last year, continues where the old one left off on August 31.

Stagehands, it is assumed, also will continue under last year's terms.

### Drive-In Reopens at Creston

FARMDALE, OHIO—The Drive-In Theatre, opened here in July by M. C. Brooks, has been moved to Creston where it has been reopened with accommodations for approximately 500 automobiles.

# Convention Signifies 30 Years of Unity

PITTSBURGH—The 19th annual convention of the MPTO of W. Pa., Inc., which is scheduled for October 23 and 24 at the Roosevelt Hotel, is actually the 30th annual convention of independent exhibitors of the local film territory.

The event also marks the 30th anniversary of Fred J. Herrington as an exhibitor organizer and leader.

The MPTO secretary was elected as the first president of the Motion Picture Exhibitor League of Pennsylvania in 1909. He entered exhibition four years prior to the organization of that body, his first nickelodeon having been the Fairyland on Warrington Ave., Allentown, followed by the Casino, Mt. Oliver, and other theatres in Mt. Oliver and the Pittsburgh area.

Herrington was active in the first national exhibitor convention which was held at Cleveland in 1911. In 1915 he was elected national president of the Exhibitor League and later served in official capacities for many years, principally as national organizer. He traveled throughout the nation in the interest of the independents. Later the national exhibitor group was known as the American Exhibitor Ass'n and he was a leading director. Active in the MPTOA for several years, he organized the MPTO of W. Pa. in 1920. Since the MPTO's joining Allied States Ass'n a decade ago, he has served as a member of the board of directors of the national organization. Throughout the years he has remained on the job here as secretary of the local MPTO.

## *Two Kentucky Houses Join Cooperative Theatres*

CLEVELAND—Milton A. Mooney, head of Cooperative Theatres of Ohio, says that two more theatres have joined his service. They are Joe Isaac's Nova Theatre at Cumberland, Ky., and Kentucky Theatre at Whitesburg, Ky. This gives Cooperative Theatres more than 40 theatres in the Ohio, Kentucky territory which are being serviced regularly.

## *Schwartz Lexington, Paris Interests to Schines*

CINCINNATI—The Schine circuit has taken over Harry Schwartz's Opera House in Lexington and purchased his interest in the new theatre under construction in Paris. Schwartz retains his house in Frankfort. The circuit will continue to operate the Opera House, but the Paris site will be remodeled into storerooms.

## *Lease to Hubbard*

VANCEBURG, OHIO—The Kentucky Theatre, now nearing completion here, has been leased to T. Neal Hubbard of Maysville, Ky. Opening for the 400-seat house is expected around the middle of October. Hubbard operated the Hollywood at Maysville for over 12 years.

## *War Stimulates Interest In Newsreels*

**Cleveland—That interest in newsreels is increasing since the outbreak of the European war has been manifested in many theatres locally. It has been especially noticeable that in those neighborhoods where the patronage is preponderantly foreign and where there is no interest whatsoever manifested in newsreels during normal times, there is today a direct request for them.**

**Inquiries as to the showing time of newsreels have also been made to the management, indicating the importance of the newsreel today in the makeup of a picture program. At the present time, local theatres are not showing additional newsreel footage and the trend is still to build entertainment, not propaganda programs.**

# Props Display Ballys Industry Jubilee

CLEVELAND—The motion picture industry last Thursday opened a two-week celebration in honor of its 50th birthday with the unveiling of the largest display of motion picture accessories ever shown in Cleveland.

One entire section in the main concourse of the Terminal Tower, through which thousands of people pass daily, was given over to the display. Most striking were the life-sized figures dressed in clothes worn by Joan Crawford in "Chained," by Greta Garbo in "Ninotchka" and by Gary Cooper in "Beau Geste."

In specially lighted show cases there were slippers that Ginger Rogers danced in in "Carefree;" hats worn by Carole Lombard and Ginger Rogers; jewelry that Kay Francis displayed in "In Name Only;" Verree Teasdale's accessories as worn in "Fifth Avenue Girl." With each accessory there appeared a still of the star, taken from the picture named.

One display case was devoted entirely to original drawings from the Walt Disney studio. There were also the original designs of sets in color.

Probably the greatest interest was displayed in a pair of shoes that one of the Quints wore while making "Reunion" and in Miss Dorothy Lamour's original sarong.

Thomas Edison's pictures appeared prominently in all ages of life together with photos of the various inventions which culminated in his motion picture machine. A case containing photos of make-up artists at work also attracted public attention. All of these displays were sent to Cleveland from Hollywood by the producing companies.

For the men, there were exhibitions of projection machines showing the progress from the earliest to the most modern type of equipment. Theatre chairs were also contrasted.

The Cleveland motion picture birthday celebration, which is being continued until October 6, has the cooperation of the Cleveland Federation of Women's Club and at least 40 of its affiliates.

Through the Federation of Women's Clubs, hostesses are taking over the show both in the daytime and in the evening. Teams from the various affiliates are on hand to explain some of the mechanics of motion pictures.

The celebration opened with a luncheon in Harvey's Restaurant, located in the Terminal Tower. Through the courtesy of RKO, the March of Time story of motion pictures was shown during the luncheon.

# "Disputed Passage" Debut on Oct. 19

DETROIT—Paramount is taking another whack at the premiere cycle.

This time it will be the world premiere of "Disputed Passage," to be held October 19 at the Michigan Theatre, Detroit. The auto city site was chosen, because the author of the book, Lloyd Douglas, used that locale and that of the University of Michigan medical school in Ann Arbor, Mich., which is near Detroit, as the scene of his story.

Carl Krueger, under Cliff Lewis, studio publicity chief of Paramount, will handle details. It is planned to bring critics in from a radius of about 300 miles of Detroit, including Chicago, Cleveland, Pittsburgh and other cities.

Tentative plans call for Dorothy Lamour, Akim Tamiroff and John Howard, stars of the picture, to be present, if production schedules permit, as well as any other Paramount stars available at the time. Krueger will work out details of the premiere in the next few weeks, with Earl Hudson, who is handling the Paramount theatres in Detroit, and John Howard, Paramount Pictures branch manager there.

The affair will be a formal one for the Detroit towns folk at a $5.00 top.

## *Norton and Kirby Current Tops in Republic Drive*

CLEVELAND—Rudy Norton of the Republic office in Cleveland and George Kirby of Cincinnati are announced as the September winners in the local Republic contest which started August 14 and proceeds until December 16. Norton won $25.00 as top salesman in the Ohio territory while Kirby received $10.00 as top booker. Local winners will be eligible to compete for the grand prizes of $100 for top salesman and $50 for top booker to be awarded at the conclusion of the contest.

## *Martin Friedman Warner Booker in Cleveland*

CLEVELAND—Martin Friedman of the Warner home office playdate department has joined the booking staff of the company's branch office here. Herb Ochs is local branch manager.

# PITTSBURGH

"DING DONG, the Witch Is Dead" may be the exhibitor's theme song with the passing of daylight saving time. Fast time season expired Sunday, Sept. 24 . . . Nixon's imposing list of legit attractions, opening with Gertrude Lawrence in "Skylark," the week of September 25, promises one of the most vital seasons here in some years. Helen Hayes and Philip Merivale will hold the stage the week of October 2 in "Ladies and Gentlemen." "The White Steed" follows, October 9; then comes Maurice Evans in his unabridged production of "Hamlet," October 16; Ethel Barrymore in "Farm of Three Echoes," October 23; "Leave It to Me," with Victor Moore and Sophie Tucker, November 6; Raymond Massey in "Abe Lincoln in Illinois," November 20. Scheduled are John Barrymore in "My Dear Children;" Katharine Cornell in "No Time for Comedy;" Katharine Hepburn in "The Philadelphia Story;" "Outward Bound" with Laurette Taylor; Florence Reed and Diana Barrymore, "Time of Your Life," "Streets of Paris," Olsen and Johnson's "Hellzapoppin," Eric Linden in "Golden Boy."

*Ben Welansky, Monogram franchise owner for Pittsburgh and Boston, was a visitor here with Eddie Golden, vice-president of the company. They attended the West Virginia exhibitor' convention at Clarksburg. Harry Seed, Vitagraph manager, was in New York this week at the home office . . . A closing notice was posted in the Barry Theatre, but Manuel M. Greenwald, manager, stated that there was no definite word from William Skirball, operator, that the house would go dark.*

Lucky Charlie Truran was in New York on business for the Park Theatre Corp. of Meadville, Pa., when he was announced as winner of the $1,000 prize in connection with the Variety Club's benefit fund. The Camp O'Connell fund netted more than $3,000 . . . Visitors this week included Bill Sussman, Edgar Moss and Morton Levy who conducted a S. R. Kent drive meeting at the 20th-Fox exchange; David Miller, New Universal district manager; Lawrence W. Davee, eastern sales manager for Motiograph; W. M. Lodge of the Fulton, McConnellsburg . . . George Dewey Tyson, director of the "Miss America" pageant at Atlantic City, is reporting back on the job here as publicity director for the Harris Amusement companies in advance of schedule to permit John H. Harris and James G. Balmer to get started for Atlanta and Memphis to formally induct the Variety Clubs there into the national organization.

*Tom Connors, son of the M-G-M eastern sales manager, and Abe Hodas, both of New York, are the new students at the local M-G-M exchange . . . Pittsburgh Playhouse, now having a balcony installed, is scheduled to open the new season October 24, the initial production being "Boy Meets Girl," now being cast and rehearsed by Fred Burleigh, director . . . Mike Karolcik, Perryopolis exhibitor and Fayette county commissioner, failed to win a Democratic renomination.*

William Interrante, son of 20th-Fox's Austin Interrante, has enrolled at Pitt in a post graduate course and is out after a master's degree. He has had theatre experience at the Rowland, Philipsburg . . . Moe Gould visited on Filmrow, having been discharged from the Will Rogers Memorial Hospital, Saranac. Former local film man had been a patient there for several years. He is now enjoying the best of health and he looks great. Moe kept in touch with the industry each week via BOXOFFICE. He wants to thank all his friends for their kindness to him during his illness.

*Frank Barr, manager of the State, Wilkinsburg, and Frances Perrin, cashier at the same theatre, were married last week. They will reside in the borough. Don Harris, Barr's assistant at the State, and Ellen Beckett of the East End will take the vows soon.*

Many friends of Mr. and Mrs. Jules Lapidus were expected to attend the Bar Mitzvah of their son, Lawrence Herbert Lapidus, Saturday morning, September 30,

(Continued on page 61)


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# CLEVELAND

HERBERT OCHS, Vitagraph branch manager, was in New York last week hobnobbing with the home office officials . . . Herb's son, Jack, is doing nicely, thank you, following an emergency operation for appendicitis.

*Mrs. M. B. Horwitz, wife of the local circuit owner, is back home after an enforced stay at Mt. Sinai Hospital.*

Chris Velas' new 500-seat house in Woodsfield is nearing completion. The opening will be held in about another week.

*Matt Goodman, UA branch manager, anticipating an open social season next year, has added a guest wing to his summer home in Sarnia, Ontario. As soon as the addition is completed, which will take about a week, Mrs. Goodman will close the house and return to her Cleveland apartment.*

## "All Quiet" Return Run Starts Well in Ohio

CLEVELAND—Universal's reissue of "All Quiet on the Western Front" played its first engagements in the territory last week at the Rivoli Theatre, Toledo, and the Palace, Akron. The picture was well received in both runs.

### First Run Return Bookings Accorded "Maginot Line"

CLEVELAND—"The Maginot Line," re-issued by March of Time, is getting first run return engagements right through the territory, according to local RKO Branch Manager George Lefko. Last week it played at the Paramount Theatre, Toledo. This was followed with a one-week run at the Circle, Cleveland, and a return run at the State, Youngstown.

## Fire Burns Film

PITTSBURGH—While an audience of more than 100 waited for the show to continue, a fire in the projection room of the Coraopolis Theatre destroyed part of the film, "Bachelor Mother." Fire was confined to the booth and the audience was dismissed.

### Joins Jack Moss Unit

HOLLYWOOD—Scripter Lou Sarecky has joined the Jack Moss production unit at Paramount.


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Norma Caldwell, Dick Deutsch's secretary, is vacationing with relatives in Royal Oak, Mich. . . . Manny Manishore arrived in town with prints of the Louis-Pastor fight pictures, released by Regal Films, Film Bldg.

*Glimpsed at the Louis-Pastor fight in Detroit last Wednesday were Caldwell Brown of Zanesville, John Kalafat and Jack Greenbaum of Cleveland . . . Sidney Garfinkle of Quality Premiums was busy last week unpacking his first shipment of the new dinner sets.*

The Penn Square Theatre, original home of foreign films in Cleveland, reopened last Friday under the direction of Ralph Rose of this city and Gabriel Rubin of Pittsburgh with Harry Ambler as house manager. Initial release was "The Crisis." Prices are set at 25 cents for matinees and 42 cents evenings.

*Matt Goodman, big boss over at United Artists, has lost 25 pounds. Where? Right in the beer parlor, and it's perfectly safe to invite him to join you in an after-theatre snack because he's not using any, thank you.*

S. P. Gorrel, Republic branch manager, took to the highways and by-ways last week snaring exhibitors in their native habitats, all in the good cause of salesmanship . . . Bert Stearn, United Artists' district manager, and Mrs. Stearn were hosts last weekend to Sam Glaser, UA branch manager in Toronto, his wife and daughter.

*Harry Rosen, a newcomer on the local industry horizon, has taken over the Plaza Theatre, Youngstown, which has been closed some time . . . Harry Lands of Independent Film Service, Films Bldg., Cleveland, has closed a deal with Mitchell Leitcher for the Ohio and Kentucky distribution of "Sudan."*

Mrs. Georgia Moffett, former film board secretary, and now secretary to the Variety Club, has come in from a summer in the country and now is located at Rugby Hall, Euclid Ave.

*Milt Mooney's eldest son, Tom, left last week to enter the freshman class at Notre Dame University.*

Warner's "The Old Maid," starring Bette Davis, is being held a third week downtown. It did tremendous business in its opening week at the Hippodrome, going 40 per cent over the average weekly take. Then it moved over to the Allen where it went 75 per cent better than par, on the basis of which it has settled down for an indefinite run.

*Nat Holt, RKO Great Lakes division manager, is very happy at the success of the stage shows now playing at the RKO Palace here. The interest in "flesh" shows is further manifested by the announcement that the Metropolitan Theatre will put on stage shows every Saturday. If the policy is successful, it will be extended to one or more additional days during the week.*

## Ohio ITO Directors Will Meet in Cleveland

**Columbus—The meeting of the board of directors of the Independent Theatre Owners of Ohio, scheduled to be held here September 19, will be held in Cleveland next week. At this time the date for the annual ITO convention will be discussed.**

## Samuelson Announces Book Review Matinees

CLEVELAND—Marvin Samuelson, manager of Warner's Colony Theatre, has sent letters to all of the women's clubs of Cleveland announcing October 4 as the opening date of his fall series of "Book Review Matinees." Thereafter, the book reviews will be held every Wednesday afternoon at 2:00 p. m., during October and November.

The "Book Review Matinee" was introduced by Manager Samuelson last spring and continued until warm weather arrived. The review and the picture program are both available for the one price of admission.

Mrs. Dorothy Fuldheim, lecturer, will present a review of "Prince Imperial" by Katherine John as the first of the series. On October 11 Margaret Rowland will discuss John Steinbeck's "Grapes of Wrath." On October 18 Dr. Joseph Remenyi will discuss Stephan Zweig's "Beware of Pity." Other programs will be announced later.

## Metro Contest Winners Receive Trip to Coast

CINCINNATI—Among ten winners in Metro's annual efficiency competition which ended August 31, are Estelle Schilferth, secretary to the local office manager, and Henry Cordes, building custodian.

As guests of their company, they will spend October 16-20 at the San Francisco Fair and two days at Metro's Culver City studios in Hollywood.

## International Coupon Offices Are Moved

CLEVELAND—International Coupon Distributing Co., formerly located on East Ninth St., is now in 830 Guardian Bldg. Mike Special, Ohio franchise owner, reports that the coupon deal is now in operation in approximately ten houses of the Community circuit in Cleveland, and in all of the Smith and Beidler houses in Toledo.

## Butler Bros. Buy

STAR JUNCTION, PA.—The Star Junction Theatre has been acquired by I. L. Butler and Edward T. Butler, brothers, and the house was being remodeled and re-equipped for opening September 30. The theatre was opened last year by L. DeMichaels, Dunbar exhibitor, after being dark for many years.

# PITTSBURGH

(Continued from page 59)

at the Beth Shalom Synagogue, and at a reception in the Schenley Hotel Sunday, October 1.

*Joe Feldman of the local Warner circuit office will speak on "Publicity for the Theatre" at the eighth annual institute of the Pittsburgh Drama League to be held at Hotel Schenley, October 7 . . . Romance at the M-G-M exchange: Allan Douglas of the accessory sales department and Dorothy Hughes of the inspection department will say the words that make them one . . . Mrs. H. Goldberg, wife of the Beaver Falls exhibitor, and Mrs. Glen Floyd, wife of the Follansbee theatreman, are in ill health . . . Mrs. William R. Wheat jr. has returned to her home in Sewickley after undergoing a delicate operation . . . Godfrey "Duddy" Lefton, Monarch Pictures' booker, is up and around after a nose and throat operation which had taken him out of circulation for a week.*

Ladies Theatrical Club, composed of wives of Variety Club members, opened a new season the other afternoon with a fashion show and luncheon, with Mrs. Florence Fisher Parry, noted columnist of the Pittsburgh *Press*, as guest of honor. New membership committee includes Mrs. Ben Brown, chairman; Mrs. Ben Steerman, Mrs. Tony Stern, Mrs. Max Shulgold and Mrs. Archie Fineman. Fundamental objective of the organization is charity and the membership campaign is under way prior to applying for a charter and gaining recognition by the Congress of Women's Clubs.

*Max Adkins, who has been with WCAE for several years, is the new conductor of the Stanley Theatre orchestra. Eddie Cantor is the star of the Stanley stage show this week, returning flesh here after a layoff of 13 weeks. Scheduled for early appearances at the Stanley are Ann Sheridan, the team of Priscilla Lane and John Garfield, Frank McHugh, Joe E. Brown, Horace Heidt, Hal Kemp, Glenn Miller and others.*

The Joseph (Republic) Daugherty heir has been named Thomas Richard Daugherty . . . Jake Soltz of the Rhumba circuit has joined the MPTO of W. Pa. . . . Edward Pupa is manager of the new St. Moritz roller rink which has just opened in East Liberty.

*Mannie Golden, former city exhibitor, is now selling autos. His son, Milton, recently cast his lot with show business as assistant manager of the Regal, Wilkinsburg . . . F. E. Hasley recently celebrated the first anniversary of his Terrace Theatre, Bessemer Terrace, East Pittsburgh, and it proved to be his best boxoffice week . . . William Thomas was busy booking pictures for the extensively remodeled Strand Theatre, Zelienople, which he is reopening within a few days . . . Bobby Dunbar of Warner Bros. reports a great exhibitor reaction to the "merchandising policy" as announced some weeks ago by Gradwell L. Sears, president of Vitagraph, Inc.*

Harris Alvin advertised that "The Rains Came" has broken all attendance and receipts records for the past two years . . . RKO's "Allegheny Uprising" will be given its world premiere here, probably at Loew's Penn . . . Variety Post American Legion officers will be installed at the Variety Club, Monday evening, October 2, with Dr. L. G. Beinhauer presiding as King at the regular dinner that evening. Election of Variety Club officers for 1940 will take place the following Monday, October 9.

*Bill Naidenoff, theatre decorator, spent a week at the World's Fair examining new decorating materials and designs . . . Bill and Harry Walker, Col. Billy Wheat jr., Harry Feinstein and John T. McGreevey were guests of 20th-Fox at a company drive meeting here last week, the session being conducted by Morton Levy, brother of the local Columbia branch manager, Art Levy.*

After a motor trip to Florida, Melvin S. Barrett, Paramount ad sales manager at Cleveland, and his bride, the former Ruth Gerson, will reside in Cleveland. They were married here last week . . . Wedding bells will ring in the late autumn for Peggy Latta, daughter of the C. J. Lattas, and William F. Diebold.


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# DETROIT

AL WESTAWAY is completing refurbishing of the Willis . . . Ray Schreiber, Colonial manager, thinks his pictures make him look too big—penalty of being a Big Shot?

*Barney Kilbride, manager of the Alhambra, got an o. k. from the city council for a new marquee sign . . . Bob Fisher, roadshow distributor, had the following Excellent Pictures officials as his guests at the Pastor-Louis fight here—Bill Flemion, president; Anne O'Donnell, office manager; Carl Zipper, booker, and Bill Flemion jr.*

Half the circuit executives and other "biggies" convened at the Film Building the day after the fight to see first screening anywhere of the fight films, released here by Bob Fisher through Excellent . . . Nat Saland, Mercury Film Laboratories, New York; Henri Elman of Monogram, Chicago, and J. H. Hoffberg, New York independent distributor, were visitors.

*Charlie Perry needn't feel bad about his difficulty in getting Jimmy Johnston, Pastor's manager, to end his speech at the Variety luncheon; the radio announcer said Johnston made more noise than anyone else at the fight . . . Screen celebrities attending included Clark Gable and Carole Lombard.*

Max Blumenthal is redecorating the Film Exchange projection room, practicing up on a screwdriver meanwhile . . . Al Dezel has booked "Sinful Souls" into the Columbia, for a first run.

*Al Westaway, owner of the Willis, has returned from Heath, Ky., where he buried his brother-in-law, Ernest Cook, who was also connected with the Willis. Cook, who was 36, died in Highland Park General Hospital from heart trouble.*

John W. Brown, Paramount ad sales manager, thinks his "listening post" is outside the "line of fire"—they were holding up the staff meeting for him the other day, and he hadn't been notified, just kept on working instead.

*George McArthur has a bad cold as a result of changing his mind too often about wearing a hat . . . Charlie Collins is readying plans for that new booking office . . . Saul Korman isn't even smoking cigarettes now . . . Edna Brown of Metro Premiums has a boy friend who's organization president at Sharey Zedek; she's on committees there too.*

Frank Gene, Warner office manager, takes his noon walks leisurely . . . S. C. Waldron, National Theatre Supply marquee expert, has shown a 200 per cent improvement in golf since first of the season. His score now is 51.

*Burns Warden, who recently resigned as ad sales manager at RKO, is now secretary to the arbitration committee of the Detroit board of commerce—a big title for a big man . . . Milton C. Adler is heading Conditionnaire, Inc., which is working on theatrical air conditioning now.*

Charles Gentry, film editor of the Detroit *Times*, is back home, after being trapped in Europe by the war, with plenty to tell of his experiences.

*Hal Berdun of the Del-Ray booking office, received leg injuries when his car was wrecked as a wasp stung his brother, Billy Berdun, who received minor chest injuries . . . Al Emery, the p. a. specialist, says it was a poor season at the tracks—for him.*

Don McHenry has reopened the Arc, with Ray White, who used to be at the Palmer Park Theatre, as manager . . . Walter Twarog is new house manager at the Colonial. He was assistant to Frank Stuart at the Majestic, where Gene Marx now has his old post.

WOLVERINE DOINGS:

Associated Theatres has reopened the Majestic at Wyandotte, again under the management of George Wilbur, after extensive remodeling . . . Jack Stewart, Universal state salesman, has returned from Cincinnati, where he attended the funeral of his brother-in-law, Charles Lowenberg, who was with Fox Theatres at Milwaukee.

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Al Grasgrin has opened his new Flatroc at Flat Rock . . . Pearl M. Sprott, Allied Theatres office manager, is back home, getting ready for the Kalamazoo convention, after spending several days in Celerytown making preparations. All non-members are being invited this year.

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Port Huron is the next Michigan town to receive screen fame—in M-G-M's forthcoming life of Edison, who lived there during his younger years. Research work for early Port Huron scenes was under way last week for the film, with the local library cooperating.

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Ray Branch, Allied president, is commuting to Detroit about weekly now . . . Pete C. Schram and wife, Kalamazoo, are in New York—their son just got back from there.

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George W. Sampson reports very good business for opening of the Esquire in Grosse Pointe, despite the weather . . . Ray Moon, Mutual executive, sends his regrets via wire—collect.

*Lloyd Turrell of the London Theatres, is showing his youngster around Filmrow . . . Jacob Boodman of Film Cleaning Service, now describes himself as "chubby."*

RKO-ites read BOXOFFICE so thoroughly that every copy disappears from the office . . . Anne O'Donnell of Excellent Pictures is somehow the point of attraction for most out-of-town filmites visiting Michigan.

*Bill Flemion of Excellent is taking over distribution of "Mayerling," with Charles Boyer and Danielle Darrieux . . . Bernard Brooks, owner of the President, and his brother, Leonard Brooks, manager of Associated's Century, have returned from their pilgrimage through the Ozarks.*

Jim West, the BOXOFFICE photographer, has a new three-tone brown ensemble for fall . . . Peter Simon made the trailers for Bob Fisher's films of the Pastor-Louis fight. Jam Handy did the rapid processing on the master film here.

*Jack Benny, John Garfield, George M. Cohan, Lupe Velez and Don Ameche were among other film celebrities noted at the fight, by the way.*

Pops Moranz is working on a new theatre construction deal, reported nearly closed . . . Pop Stolz and Max Kolin headed for the American Legion national convention at Chicago.

*Jack Broder of the Rainbow is readying the Times Square, downtown for reopening . . . E. V. Smith, the fast RCA salesman, is likewise a fast walker.*

Leonard Schechter is taking over distribution of "When Germany Surrendered" for the territory, Deal was completed with personal visit of John Mednikow, producer, here this week.

*Bud Cusick and Walter Rickens attended the dedication of the Veterans' Memorial at the Michigan State Fair . . . Andy Harvey of Exhibitor's Service has set the date for the film exchange employes' annual party—October 20.*

Pete Brock is out in Veterans' Hospital . . . M-G-M had a special screening of "Babes in Arms" for 48 officers of the Greater Detroit Motion Picture Council,

## *Present Gov. Dickinson Film of "The Party"*

DETROIT—Michigan's Gov. Luren D. Dickinson was given a chance to study the famous Governors' Party at New York, which caused his nationally publicized attack on "high life" recently.

William F. Rodgers, general sales manager of M-G-M, sent Governor Dickinson a print of the newsreel covering the party for his own personal use this week. (It is understood that similar prints were sent to all state executives attending the affair).

No official reaction has yet been received to the presentation of the film.

## *Geo. Nelson to Manage New Fairmount House*

FAIRMOUNT, W. VA.—George W. Nelson, exhibitor here for a quarter of a century, who retired several months ago when the Nelson Theatre was demolished to make way for a new commercial building, isn't leaving the industry after all.

Columbus Harr, one of the owners of the new theatre under construction here, told a BOXOFFICE reporter Nelson would manage this new 600-seat theatre, which is located across the street from the old Nelson Theatre. The veteran showman has been occupying himself with his other businesses which include real estate.

with very favorable results. Exploiteer Warren Slee spoke.

*Bob Corbin, assisted by Slee, conducted a great campaign on "The Women" and "Lady of the Tropics," both opening at UDT theatres this week . . . Slee was off to Jackson again, to work on opening of "Thunder Afloat" at the Michigan.*

Sam Harris and Bud Cusick warn they have a real gag coming up. Watch out! . . . Theatrical Post, American Legion, contributed $130.00 to the Iron Lung Fund.

*Sam Merson, film blowling secretary, is playing "hooligan" on a consignment basis . . . Art Robinson is getting to be a capitalist with his investments in new amusement enterprises.*

Pete Simon gets out those gold-rimmed cheaters for close-up work only now . . . Dave Newman of the Pasadena was one of the bright legal lights around the Michigan Bar convention.

*Beryl (O'bie O'Bryan) who never forgets a voice, cools off after work by going over to the Michigan to see the show . . . W. S. McLaren, former Jackson exhibitor, was seen in town Thursday, renewing acquaintances.*

The local RKO force, from Branch Manager Jim Sharkey on down, are enjoying the fruits of their success in the George J. Schaefer billing drive. Signifying second place among 38 exchanges, first going to Canada, a plaque has been placed on the local exchange wall to keep company with that one annexed for second place in the Jules Levy drive two seasons ago.

## *New Penn in Titusville Is Opened by Warner*

TITUSVILLE, PA.—The new Penn Theatre here was opened last Thursday by Warner Bros. In attendance were several executives of the circuit and other members of the industry.

The theatre is of modern design and is equipped with new type projection and sound systems and fixtures. Victor A. Rigaumont, noted theatre architect of Pittsburgh and a member of BOXOFFICE's Modern Theatre Planning Institute, designed the new Penn.

Warner Bros. also have the Orpheum here.

## *RCA's Field Engineers Confer in Pittsburgh*

PITTSBURGH—RCA's district field engineers were here for several days this week to attend a special meeting at which time sales policies and service problems were discussed. Engineers in attendance included R. S. Sear, J. D. Steely, K. M. Barbier, J. P. Ware, H. E. Frisbie and F. W. Hamre. W. C. "Bill" Jervis, in charge of Photophone sales here, conferred with the field men on individual setups and problems.

### Added to "Melody" Cast

HOLLYWOOD—Ann Morriss has been added to the cast of Metro's "Broadway Melody of 1940."

## *Dr. Wise "King" at Pitt Variety "Open House"*

PITTSBURGH—Variety Club's house committee was in charge of the September 23 "open house" at the club, and Dr. A. I. Wise was "king" for the regular Monday dinner, September 25. Archie Fineman and M. N. Shapiro are hosts September 30. Dr. L. G. Beinhauer is "king" October 2, date of Variety Post installation of officers. Annual election of officers is October 9. Columbia will replace New Universal for October 7, the latter company to be host at a later date.

Other dates for Monday dinners include: Jules Lapidus, October 16: Lew Lefton, October 23; Mort and Art England, October 30.

## *Fight Films Wanted*

PITTSBURGH—Action fight pictures showing Joe Louis in his eighth successful title defense are in demand here, according to Irving Dietz and George "B" Josack, who are distributing the films of Bob Pastor in an encounter with the world's heavyweight champ. Prints are ready for immediate bookings and complete accessories are available.

### Reopen With RCA Sound

YOUNGSTOWN, OHIO—Harry M. Rosen of New Castle, Pa., who will operate the long-dark Plaza Theatre here, is installing new RCA sound in the 400-seat house.

# COLUMBUS

FIRST big social event of the season, the Variety Club "Barn Dance" will be held this year on October 25 at the Columbus Auditorium. Money obtained will be used to purchase a ray machine for the Children's Hospital to help in the treatment of infantile paralysis.

*Harland Fend, manager of the Sherman Theatre in Chillicothe, put on a terrific campaign in connection with the "Wizard of Oz" . . . Over in Springfield George Bauer, former Fairbanks manager, is slowly staging a comeback after a serious illness.*

"Pete" Wood, ITOO secretary, announces the annual convention is to be held November 13-14. This will be President Martin Smith's 20th convention, and "Pete's" 15th. Some 400 houses are to be represented.

*The Phil Chakeres-M-G-M contest ended with Jim Diller, Greenville manager, in first place, and Jim Hibbert, Xenia manager, second. Winner copped 50 bucks because his house showed biggest increase with showing of "On Borrowed Time."*

Tentative opening date of the new Ideal Theatre (Rappold Bros.) is set for the 15th . . . A local 16mm newsreel now is being used by the Marion Theatre.

*Russ Bovim, Loew's Ohio manager, held a "leap year" midnight show for "The Women," with nary a ticket sold to the men. Excellent business was reported.*

# CINCINNATI

THE Cincinnati Cinema Club, newly-organized body of film salesmen, meeting at Variety Club rooms, announces a paid-up membership of 25. Next meeting was set for September 30 at 2 p. m. and men contemplating membership are urged to send "one buck" to Pete Niland. Rudy Knoepfle of Republic is prexy . . . 20th-Fox has issued invitations to a preview of "Hollywood Cavalcade" at the RKO Orpheum October 2.

*New ideas in theatre lighting will be carried out in the Grand Theatre, erected by RKO Theatres on the old Grand Opera House site. New fluorescent tube lighting is included in the plans worked out.*

Wess Huss, prexy of Greater Cincy Independent Theatre Owners Ass'n and head of Associated Theatres, is back from a fishing trip in Canada, which included much golf and restful relaxation. Huss predicts a return to normal business conditions in the fall . . . RKO publicity expert, M. J. Whitmar, also returned from a fishing trip proudly exhibiting a 6½-pound black bass as proof of his prowess.

*Mike Staley has taken back the theatres at Lackey, Garret and Wayland, Ky., from Fred Fraley. Lackey, now closed, will be reopened . . . Herb Byrd, owner of the Ohio, Dayton, and former prexy of Dayton Variety Club, has taken over the Classic, at one time managed by the Chesbroughs.*

Carl Rohs expects to open his new theatre at Cynthiana, Ky., about January 1. The house is a 700-seater . . . Gene Hensley is studying to be a pilot. He and his friend, Arch Clemens, flew in recently to do their bookings.

*The many friends of Bob Drew of Monogram will be happy to learn he is recuperating nicely from his recent appendectomy, performed at the Kenawha Valley Hospital, Charleston, and is now able to take solid food. Ezra Skirball is pinch-hitting for Bob.*

"Wahoo" and "Profit Sharing Night" were the ballyhoo attractions for the opening of the new Elmwood Theatre, Elmwood, Ohio. Charles Mervis, manager, was to give the introductions at the formal opening, September 28, and addresses were to be made by the mayor of Elmwood and other civic officials.

*Sylvester Moorman of the Columbia Theatre, Coldwater, Ohio, visited the Row. Others coming in for bookings were John Brown, the Civic, Wellston; Merril Eveland, Twin City Opera House, O'Connelsville, Ohio, and H. L. Jennings, Pomeroy and Middleport, Ohio.*

George Daumeyer, Warner field supervisor, returned this week from his vacation.


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## N. F. Carskadon to Open New Theatre in Keyser

KEYSER, W. VA.—The new Keyser Theatre, opening here this week, is strictly modern in design and equipment, according to N. F. "Newt" Carskadon, owner.

Seating 580 persons, the New Keyser is located across the street from the old Music Hall, also operated by Carskadon. Equipment was furnished by National Theatre Supply Co.

## Home After Honeymoon

MOUNDSVILLE, W. VA.—Walter Lowe and his bride of several weeks are at home here after a honeymoon spent in New York and Canada. The local girl and the Moundsville and McMechan exhibitor were married in New York. Sperling and Lowe are building a new theatre at Cameron, W. Va.

## Interest to Nash

PITTSBURGH—James H. Nash, UA sales representative, will be part owner of the Gerard Theatre, West View, which is under construction. His partners are Charles Anderson and Walter B. Urling of Alpine Theatre circuit.

## Into Own House

BENWOOD, W. VA.—Roy Green of the Colonial, Wheeling, is resigning as manager there around October 1 to open the new theatre here which has been named the Roxy.

## Emerges Nearly New

SHEFFIELD, PA.—The Utopian Theatre, operated by H. H. Baldensperger, has emerged as practically a new house following a modernization program.

# Warner Sales Policy Pleases Ohio Trade

CINCINNATI—Affiliated and independent exhibitors in this area highly commend Warner's 1939-40 sales policy. Expressing satisfaction and the prediction that other companies would follow suit, Maurice White, president of United Theatres and associate of Ike Libson in RKO Theatres Enterprises, states:

"I think there is a decided sign of goodwill returning to the industry, and Warner should be complimented on taking this stand. It is my belief all other companies will shortly follow suit. With so many outside factors affecting the industry, we must all work together for the common good."

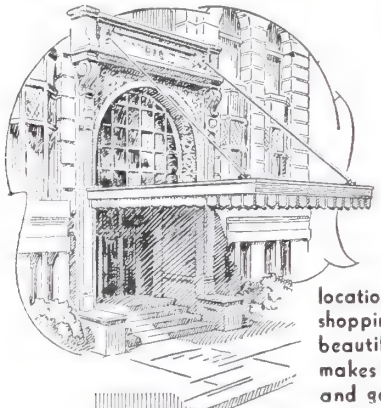
Harold Bernstein, secretary of Greater Cincinnati Independents, also comments that the announcement is a step in the right direction. However, Bernstein expresses some doubt as to the code being carried out to the letter by Warner sales representatives.

"The general sales manager should come out and instruct his branch managers and salesmen they must live up to the code agreements, and not force short subjects; and also allow cancellations without strings attached," thinks Bernstein. "A public statement to the above effect, coming from the general sales manager, would solidify the code features," he concluded, "and strengthen the goodwill."

Ray Frisz, Co-Operative Theatres of Ohio, expresses approbation. "This looks like the fairest thing the exchange has managed to give the exhibitors for a long time. It gives more flexibility and a better chance for progress in the right direction," he thinks.

### Scripts "Working Girls"

HOLLYWOOD—Margaret Roberts will script "Twenty Little Working Girls" for Metro. Arthur Freed will produce.

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## Contract Bids Taken on New Charleston House

CHARLESTON, W. VA.—Bids were taken this week on the general contract for a new theatre, seating approximately 800, for the Family Theatre Corp., the house to be operated under lease by Charles Aaron of the Sunset Theatre here.

Fred A. Bishop of Richmond, Va., is the architect. Building will contain theatre, eight bowling alleys and three stores, the cost to be around $60,000. Front will be of structural glass.

## Mayfair Is Name of New House for Chris Velas

WHEELING, W. VA.—The new theatre under construction at nearby Edgewood for Chris Velas, circuit exhibitor, has been named the Mayfair.

Seating capacity will be 850 and a special feature will be the installation of 30 sets of earphones for hard-of-hearing patrons. Grand opening is expected for the second week in October.

## RCA-Alpine Contract

KINGWOOD, W. VA.—The Alpine Theatre circuit has signed a service contract with RCA Photophone for all 24 houses. C. A. Anderson, circuit manager, negotiated the contract with James W. Cocke, RCA district manager, and W. C. Jervis, RCA sales representative.

## Two for Marmet

MARMET, W. VA.—Residents of this Kanawha county town, who have been endeavoring to have a theatre erected here are to get their wish, and it seems that they'll get it double, with announcement of two new theatres to be opened.

## Reopening by Thomas

ZELIENOPLE, PA.—William Thomas is reopening the Strand, October 4, the house having been remodeled and re-equipped from wall to wall.

### Karolcik a Winner

PERRYOPOLIS, PA.—Michael Karolcik, operator of the Perry Theatre, who trailed in early incompleted election returns, was renominated to hold his seat as a member of the board of Fayette county commissioners.

### To Relight Opera House

CANTON, OHIO—The Grand Opera House, only dark theatre here, will be relighted October 6 when the Madge Kinsey Players, repertoire troupe, opens an indefinite engagement.

### Buys Ashtabula Harbor

YOUNGSTOWN, OHIO—Billy Thomas, for many years manager of the Elks Club here, has purchased the Harbor Theatre in Ashtabula and will move there immediately.

# *Morse's Testimony in Anti-Trust Suit Describes Buying Methods*

BOSTON—Charles Morse, general manager of the so-called Morse and Rothenberg circuit which has 19 theatres active at the present time, took the stand last week as a witness in the anti-trust suit which those interests have brought against the major distributors.

Morse, who submitted all week to direct examination by George S. Ryan, attorney for the plaintiff corporations of which Morse is an officer and director, has been in the theatre operation game for approximately 17 years. His first theatre venture was when he acquired a half interest in the Adams Theatre in the fall of 1922. Morse told Philip Hendrick, Master appointed by the U. S. district court, that he still retains an interest in the Massachusetts house.

Ryan turned Morse's testimony to buying, asking the circuit executive to "describe the method that you have used in the buying of pictures." Inability of Morse and Rothenberg to obtain major product in certain situations is one of the main allegations in the case.

**Went to Exchanges**

"I would usually, sometime in July and on a few occasions possibly in August, start in to visit the various major distributing companies and discuss a deal for the houses which we are operating," Morse said.

"That is," put in the Master, "you would take it upon yourself to go to the distributors' offices?"

"Usually, I would," Morse said. "Sometimes, on various occasions, salesmen might come to my office before I visited theirs. But, in any event, I went to the exchanges a number of times during the buying season. On some occasions their salesmen might come to see me before or after I had been over there."

"Was there any practice as to with whom you would conclude deals with the major distributors, as to whether a salesman or a branch or a district manager?" said Ryan.

"During what period of time?"

"During the last seven or eight years?"

"Recently, in the last three or four years I have negotiated some deals with the branch manager or district manager and some with the salesmen, but I would say around '33, '34 and '35 practically all the circuit deals I made were with the branch managers," stated Charles Morse.

"Since 1934 and 1935 with what companies have you usually concluded the deal either with the branch manager or the district manager?"

"Mr. Bailey, of 20th Century-Fox; Mr. Kelly, of Universal; Mr. O'Toole and Mr. Rogovin, of Columbia, and Mr. Kane, Al Kane, of Paramount. I believe that is all . . . Sometimes Mr. Dervin, of United Artists."

"During the last four or five years with whom have you usually concluded your deal with Metro?"

"With Tom Donaldson and Morrey Goldstein."

"What positions did they have?"

"Tom Donaldson, who is now in the New Haven territory, was salesman in this district and had our circuit of theatres in his territory."

"How about Mr. Goldstein?"

"The same."

"Now, so far as Warner is concerned, with whom did you usually conclude your deals in the last few years?"

"With Jack McGann, and after his demise, Ben Abrams."

"Now, with RKO?"

"Frank Ross."

"What position did Mr. Ross have with RKO?"

"He is a salesman for the metropolitan Boston territory, and our circuit of theatres was included in his territory."

"What position did Jack McGann have with Warner?"

"Salesman. He was head salesman."

"What position did Mr. Abrams have with Warner?" questioned Ryan.

"Salesman," replied Morse.

**Morse Buying Procedure**

Edward F. McClennen, attorney for the defendant corporations, interjected at this point, "When you say head salesman, you mean for the territory or for the whole?"

"I believe Mr. McGann was the head salesman of all the salesmen of Warner Brothers when he was alive," replied the independent exhibitor.

"So far as theatres in the Connecticut territory are concerned, who did you negotiate with for major distributors?" asked Ryan.

"Sometimes the manager or salesman came to our office, and sometimes I went to New Haven."

"And what branch managers in the New Haven territory have come to your office in connection with negotiations for contracts?"

"Eddie Rough of Paramount. Did you say managers?"

"Yes, with managers," said Ryan.

"Ben Simon of Fox; Nat Furst of Warner-First National; John Pavone of Warner-First National; Harry Rogovin and Tim O'Toole of Columbia; Lou Wechsler of United Artists; Charlie Stern of United Artists; Horn—I forget his first name—of United Artists, and Morris Joseph of Universal."

"During the last four or five years have any of the branch or district managers in Boston called at your office in connection with negotiations for contracts?"

"Yes, sir."

"Which ones?"

"William Kelly of Universal; Tim O'Toole and Harry Rogovin of Columbia. That is all."

"Have you had any uniform practice in connection with the booking of the films of the major distributors for which you made contracts for your circuit?"

"Yes, sir."

"What was it?" asked Ryan.

"I would receive availability notices from the major distributors and either take

(Continued on next page)

## *Theatre Welfare Considered*

**Boston — Reconstruction work on downtown Washington Street was so arranged this week that motion picture houses in the busy theatrical district would not be disturbed. Commissioner George F. Hyland, fearing that pneumatic drills would break up sound pictures, ordered that the implements be used only when the theatres were dark. Workmen with drills started on Washington Street at West Street at midnight Friday, removing the asphalt that covered wooden paving blocks and car tracks.**

# Industrial Upsurge Heartens Showmen

BOSTON—New England theatremen were heartened last week by the report that Massachusetts business has gained 25 per cent in the past year. A survey recently completed by the Associated Industries of Massachusetts revealed this fact. The gain for August, 25 per cent ahead of that in 1938, was 10 per cent better than July.

The trend fits in with the recent United States census report which disclosed that the Bay State made the largest net gain in industrial plants of all industrial states during the last census period, gaining 303 new plants while the country as a whole dropped 1,123.

"There is every indication that Massachusetts industries are facing a period of increased business and that Massachusetts industrial life is appreciably growing," William M. Rand, president of the Associated Industries, said.

"Business volume has been getting steadily larger for some time, except for seasonal declines. Because of the European situation many of our manufacturing concerns have made extensive plans, but are waiting until they know more clearly what is going to happen before they become committed too far.

"Massachusetts' industrial facilities have great possibilities for expansion because of the larger numbers of available skilled workers, its proximity to great markets here and abroad, its excellent transportation facilities and its moderate production costs. A recent study of those looking for employment in Massachusetts shows that 25.4 per cent of all applicants were rated as highly skilled craftsmen, and that there is sufficient number available to meet almost any normal demand that can be foreseen, in nearly every classification."

# Charles Morse Talks On Buying Methods

(Continued from preceding page)

the pictures according to the availability notices, either by 'phone, written form, or at their offices with the booker."

"Did you personally make telephone calls in connection with the booking of the films, to the major distributors?"

"Yes, sir," said Morse.

"And did you cause notices of the requests for playdates to be sent out to the major distributors?"

"Yes, sir."

"Now, so far as notices of availability are concerned, after they were received was it your practice to book the picture either by telephone or by written communication?"

"Yes, sir, or in addition by a personal visit to the film company."

"And after you made your booking was anything done by the distributors before the picture actually was delivered?"

"We received confirmations for the distributors except in cases when the print was not open, or, in other words, the companies stated they had not prints available on the date or dates that we selected."

"Was there any particular proportion of times when you found after making your booking request, following notice of availability, that the print was not open? Could you give us anything in percentage?" asked Ryan.

"That I object to. To be of any consequence it must be related to some particular time. The average would be of no assistance whatever," interrupted McClennen.

The Master stated, "I can think of other reasons why it wouldn't be of any help to me. There might be a great many real reasons why it wouldn't be available at the time."

"I will withdraw that question," said Ryan. He asked, "At what time of the year did your buying season usually close?"

"Well, in some years we would discuss deals with companies possibly as late as October."

**Giveaways**

"In connection with giveaways, Mr. Morse, have any of your houses used two-for-ones?"

"Yes, sir."

"How many of them? That is, during the last eight or nine years?"

"There are two theatres I have in mind at the present time."

"What theatres are those?"

"One was the Comique Theatre in Lynn. Did you say New England territory or any territory?" said Mr. Morse.

"I intended that to be New England."

"And the Uptown Theatre, West Lynn."

"At what time were they used in those theatres?"

"Particularly at the time that we took over the operation of those houses the campaign on two-for-ones was started, and it probably lasted for three or four weeks."

"Have you found out whether or not it is usual when theatres open up for the management to give out two-for-ones or a large number of passes?"

"It is very usual."

"During the last seven or eight years have you had any conversations with any representatives of major distributors in regard to the use of giveaways of any kind, at any of your theatres?"

"Yes, sir."

"With what men have you had the conversations?"

"With Mr. O'Toole of Columbia, with Mr. Abrams of Warner Brothers, with Mr. Kane of Paramount, with Mr. Bailey of Fox, with Mr. Kelly of Universal, with Mr. Ross of RKO, with Mr. Donaldson and Mr. Goldstein of Metro. That is all."

"Now, when have you had the conversations with Mr. O'Toole?"

"As soon as we started to have any percentage pictures during years when we were using premiums, I asked Mr. O'Toole if he—"

An attorney for the defendants objected, "He asked for the time."

"Will you try to fix the time, as well as you can, of the first conversation, Mr. Morse?" asked Mr. Ryan.

"From 1933, '32 or '33, to the present date."

"How many such conversations have you had with Mr. O'Toole?"

"One a year."

"And where was the first conversation in 1933 with Mr. O'Toole in regard to this subject?"

"At Columbia Pictures exchange."

"And what was the conversation?"

The defense again interrupted with, "He said the first one was '32."

"Or '33, said Morse.

The question was read again.

"I asked Mr. O'Toole that he make us an allowance of the cost of the premiums, to be deducted from the gross receipts in the event that we played a percentage picture on days where we used premiums."

"Was there anything more in the conversation at that time?"

"To the best of my recollection, the only house to which that applied at that particular time—"

The defense asked, "Is this part of the conversation?"

"Just the conversation, Mr. Morse," said Ryan.

**Allowance on Percentage Pix**

"Mr. O'Toole stated that there were percentage pictures in the contract in Portsmouth and that he would make me an allowance at the cost of the premiums, to be deducted from the gross receipts before the percentage was to be figured. That was the conversation."

"At that time was there any other thea-

## *George French Returns*

BOSTON—George French returns to theatre business after close to a year's absence, as manager of the Keith Albee in Providence. French was formerly manager at both Keith's Memorial and the RKO Boston in Boston and after that was with Morse and Rothenberg.

# Connecticut Allied To Elect Officers

NEW HAVEN — Allied Theatres of Connecticut will vote on new nominees for offices at a luncheon meeting at the Hofbrau Haus Restaurant, 12:30 p. m., Tuesday. Maurice Shulman will preside.

Nominated at the last regular meeting were Charles Repass, Martin Keleher and A. M. Schuman, for president; Charles Repass, Martin Keleher, A. M. Schuman and Samuel Hadelman, for vice-president; Jack Schwartz and Leo Schapiro, for treasurer; Lawrence C. Caplan, executive secretary; Maurice Shulman and Dr. J. B. Fishman, for chairman of the board of directors.

Members may make additional nominations from the floor.

### Allied Eastern Regional in Philadelphia Nov. 13

BOSTON — Frank Lydon, Allied States Ass'n eastern regional vice-president, has set November 13 as the date for the next eastern regional, instead of in October, as previously reported. The meeting will be held in Philadelphia.

# Warner Sales Policy Excites But Little

NEW HAVEN—While independents in this territory greeted with interest word of the new Warner sales policy embodying code highlights, there is a general reluctance about going into cheers until actual experience is had in operation. The cancellation clause was singled out as perhaps the most significant in the 12-point program.

This, generally, is an extremely skeptical lot of exhibitors. While unwilling to be quoted, a fair cross-sectional opinion of independents, runs something like this:

Other distributors have promised a "new deal," but failed to match performance with promise. There are claimed to be available instances where the divorce of shorts from features has been taken care of from the distributor's point of view, by a double set of prices, one with shorts and one without.

On cancellations, it appears to be pretty much the same story. Exhibitors maintain that where a film is canceled out, the effort is always to replace it with a film from a lower price bracket. On score charges, the insistence is this has reduced itself to a matter of shifting from the direct charge to increased rentals which absorb the charge.

The "test run" plan announced by Gradwell L. Sears is generally viewed as fair, but it is pointed out this is hardly new and that M-G-M has been proceeding under such a policy for some time.

tre besides Portsmouth discussed?"

"No, sir."

"Now, in the following year did you have another conversation with him in regard to giveaways of some kind at one or more of your theatres?"

"With Columbia?"

"With Mr. O'Toole, yes."

"Yes, sir, the following year."

"What conversation did you have?"

"I said to Mr. O'Toole, 'According to the deal that we are negotiating, Portsmouth is the only town with percentage pictures, and I assume that you will make me the same allowance on the percentage pictures there if we use them on premium days as you did last year.' Mr. O'Toole said he would."

"Did you have a conversation with him the following year in regard to giveaways of some kind?" asked Ryan.

"Yes, sir. I had practically the same conversation with him. May I ask what year you are talking about now?"

"This is the third year of these conversations," said Ryan.

"Well, assuming that the first year would be '33-'34, I will answer that as to 1935-'36."

"All right, what conversation did you have then?"

"We had the same conversation, and he said that he would put that agreement into the contract, as he had the previous contracts."

"Now, in 1936, did you have a conversation with him about giveaways?"

"Yes, sir."

"And what was that conversation?"

"I asked him to make me the same allowance in Portsmouth as regards percentage pictures and premiums as he made in the past, and he agreed to do so."

"And how about a conversation in 1937?"

"I don't remember in 1937-38 whether Mr. Rogovin or Mr. O'Toole made the deal with me."

"All right. In 1938, did you have any conversation with Mr. O'Toole?"

"No, sir. I believe Mr. Rogovin made the deal that year."

"Now, you mentioned a conversation with Mr. Adams. Could you tell us when you had your first conversation with him in regard to giveaways?"

"I believe that it was during the 1936-37 season, that is, the negotiations for that season, which would be probably in the fall of 1936."

"Where was the conversation?"

"At the Warner Brothers office."

"What was the conversation?"

"I asked Mr. Abrams if he would make us an allowance for the cost of premiums in the event we used premiums during the days we exhibited percentage pictures?"

"At what theatre?"

"At any theatre. He replied that his company would not approve this practice."

"Now, did you have a conversation with Mr. Abrams in '37 in regard to giveaways?"

"Yes, sir, I had the same conversation."

"Did you have a conversation with him in '38?"

"Yes, sir, I had the same conversation."

"Now, when was the first conversation you had with Mr. Kane of Paramount in

(Continued on page 70)

# BOSTON

W H. KIDDER has darkened Memorial Hall in New London, N. H., for the winter months.

*Emile Dufault is managing the Greendale Theatre which Henry Steinberg recently opened under the operating shield of Max and Joe Levenson. Dufault was formerly with the open-air theatre at Sturbridge.*

Joe Mathieu has signed with Sam Davidson for a new china deal at the Weldon Theatre at St. Albans, Vt.

*Mrs. Sidney Samuelson, wife of the Allied States Ass'n executive, was in Boston last week. Their son, Wally Samuelson, has entered Harvard engineering school. His wife is with him. Young Samuelson recently graduated from Antioch College.*

Lawrence Tibbett sent a personal check for $1,000 to help home a troupe stranded here as a result of the flopping of popular-price Grand Opera at the Boston Opera House.

*Marty Glazer, assistant to Paul Levi at the Metropolitan, was out last week with a cold . . . Myer Marcus was one of an M&P Theatres Corp. home office trio battling similar afflictions. The other two were Marietta Baer and Claire Singer.*

George Kraska, operator of the Fine Arts Theatre, was in New York last week . . . Harry Segal, distributor, was in from New York for the holidays . . . Al Danson, Paramount advance man, has been in Boston ahead of Jackie Cooper's "What a Life."

*Jack Bellman has been named Republic manager in Buffalo. He was formerly eastern division manager for the concern.*

Frances Margolis, assistant to the film district printer, Hy Teigh, has been honeymooning in the midwest following a wedding earlier this month.

*Joseph Longo, local publicity man, has had one of those colds . . . William Wool, national advertising manager for the Metro Premium Co., has been circumventing hazards of New England's early fall weather via the Florida route.*

Maurice N. Wolf, Boston Friars Club president, and cohort moved the film fraternity headquarters from the fourth floor to the sixth floor of the Hotel Statler last week.

*Bob King of Majestic in Conway, N. H., and Alice Melendy are now one.*

William McCourt, acting manager of the Keith Albee in Providence, tied in with the hurricane theme of "When Tomorrow Comes" by inviting some of the relief workers of last year's hurricane to be his guest at the initial screening of the film.

*Richard McKay, former assistant to Paramount and Fenway publicity manager, Jack Saef, is now in Hollywood.*

Edward Cuddy, M&P division manager, has had the Bayside in Hull darkened . . . The circuit continues to keep the Liberty in Dorchester shuttered.

*Frederick Rush, formerly with RKO here and later with the Graphic Theatre circuit, has been promoted to the position of assistant manager of the Hillstreet Theatre, RKO house in Los Angeles.*

Olive Cadorett of the Strand in Berlin, N. H., is now Mrs. L. R. Duchesne.

*Gene Keenan, local Republic publicist, has made a tiein with the manager of the Treadmor Shoes. June Storey, Gene Autry*

(Contitnued on page 72)


**E. M. LOEW AND NATHAN YAMINS**

**BOUGHT 2600 IDEAL SEATS LAST WEEK**

**NOW CAPITOLIZE NOW**

Prices in most lines of materials are advancing. Costs of metals, seats, carpets, draperies, electrical equipment, etc., are increasing. Save money by investing now in those necessary renovations.



**CAPITOL THEATRE SUPPLY COMPANY**

*A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS*

28-30 PIEDMONT STREET • BOSTON, MASS.

## Educator Puts Censorial Onus on Women's Group

BOSTON—The National Society of New England Women was listed in a motion picture censorship report made by Dr. Russell Potter, as a group having a hand in hamstringing free expression by films.

The director of Columbia University division of motion picture study advocated a free screen, saying, "The brains, the talent, and ability, the technical resources for giving us motion pictures that would challenge the mind and stir the emotions of adult audiences are in Hollywood, but they are used to cut out paper dolls and make sacharrine celluloid stews. The Hollywood setup may be blamed for some of this but not all. Hollywood has a sense of jitters."

He added that a definite campaign is underway for the freeing of the films for the abolition of political censorship.

## Thirty Pictures Through Uncut in Massachusetts

BOSTON — Thirty motion pictures were passed without a cut in the approved list released last week by the Massachusetts bureau of Sunday censorship. Included among the features were M-G-M's "Thunder Afloat," Universal's "The Witness Vanishes," RKO's "Everything's on Ice," and Paramount's "Honeymoon in Bali."

Only 12 out of 22 vaudeville acts censored during the same period were accorded clean bills of health. Three routines were refused Sunday licenses, while seven others were ordered to make drastic eliminations.

## Theatres Cooperate in Fire Prevention Week

NEW HAVEN—At a meeting with Fire Marshal Paul Heinz, theatres here pledged their support and arranged to show special trailers during Fire Prevention Week, October 8 to 14. Theatres cooperating in the move are the Loew-Poli, College, Loew-Bijou, Roger Sherman, Paramount, Dixwell Playhouse, Lawrence, Howard, White Way, Park, Whalley, Strand and the Pequot.

## Fred Stone Will Manage Loew Portland House

BOSTON—E. M. Loew plans to open the Casco Theatre in Portland, Me., shortly. Fred Stone will manage the newest link of the independent theatre chain. Loew's proposed new house in Worcester will probably be ready for opening in about eight months, it is believed at circuit headquarters.

## Hull Strand Burns

BOSTON—The Strand Theatre in Hull was wrecked last week Friday by a fire that caused some $18,000 damage. The house has been closed for the past few years.

# "Recess Time" Again Offered by Botwick

BOSTON—Harry Botwick, manager of the State Theatre in Portland, today recommended "Recess Time" at the M&P Theatress Corp. house for a scheduled consecutive 35 weeks. Although Botwick has added a few new wrinkles to the program, it is essentially the same proved promotion that was developed last year.

"The program is a combination radio program, kiddie show program, and advertising program," Botwick explains. "It definitely, however, comes under the heading of a kiddie show since it was promoted and devised to please the children. It developed, however, into an excellent advertising medium that pays for itself, builds up goodwill for the theatre, and means good business for the theatre every Saturday morning.

"The regular screen program at the State started at 11:00 every Saturday morning," Botwick said, explaining last year's set up. "The radio station (WCSH) was sold an idea to put on a 30-minute sustaining program every Saturday morning from 10:30 to 11:00; this program to be a combination Vox Pop and musical program, conducted for children only. In other words, only children under 16 years of age can take part in the program.

**Regular Admission Charge**

"Regular admission is charged every one; the idea being that children or adults can pay their regular admission price; come into the show early at 10:00 when the doors open; see, hear and perhaps take part in 'Recess Time' and then sit through and see the regular screen show . . . all for the regular price of admission.

"You will be surprised at the number of people who would like to see how a radio program is put on. Children hear such programs on the air as Vox Pop, Information Please, Sidewalk Broadcasts, Major Bowes Program, etc., and this creates desire to participate in a program of this sort.

"During the program, it is announced that only children, of course, can take part. Every week, at least 12 children are brought up on the stage and allowed to take part in some sort of contest.

The following is how the State Theatre program is arranged. This is a fairly definite setup, subject, of course, to variations each week:

Theme Song—School Days—Community Sing

Opening Announcement

Community Sing—two songs

Contest (start)

Break in contest to introduce guest performers, usually some child who sings or plays an instrument; average 13 or 14; sometimes 7 or 8.

Finish Contest but Withhold Names of Winners.

Request Time: Play numbers that have been requested by children listening in. Announce names of children and requests.

Announce Winners of Contest and prizes.

Closing Announcement.

"The contests include any one of the following," Botwick explained, "song guessing contest, questions and answers in which we might ask the capitals of states, names of important rivers, etc.; names of nursery fame, which we describe to the children and ask them to name. Names in comic pages, public life, sport figures, etc. Spelling Bees, etc."

## Bridgeport's Loew-Poli Marks 17th Birthday

BRIDGEPORT, CONN.—The Loew-Poli Theatre is celebrating its 17th birthday and has a huge anniversary cake in the lobby made to resemble the exterior of the theatre. The cake was presented to Manager Matt L. Saunders by a local bakery.

The theatre was opened in September of 1922 with Mae Murray, Adolph Zukor, Robert Z. Leonard, Sidney Kent and 40 other motion picture biggies present. Guests were entertained at a cost of $6,000, which included taxi fares from this city to Broadway and back. The cab bill alone was more than $400 and when Sylvester Z. Poli asked Saunders why, the answer was, "That's Hollywood."

## Projection Regulations Tightened in Maine

BOSTON — Projection regulations for Maine have been tightened. Portable machines will be practically outlawed by an order that projectors be permanently fixed in booths. By another law soon to go actively into effect, all operators will be required to pass state examinations and hold state licenses. It is understood that the rules and regulations on this score will be patterned after those of Massachusetts, Rhode Island, and New York.

## Kraska Shortens Several Features for Fine Arts

BOSTON—George Kraska, Fine Arts Theatre operator and foreign film distributor, is shortening several of his features whose national distribution is handled through World Pictures in New York. Kraska has cut "Ski Chase" from eight reels to three and has reedited the vehicle and dubbed in English dialogue. The six-reel "Monastery," in which Fr. Michael J. Ahern does the background, has reappeared as a three-reeler.

## Game Conviction Appeal To High Court Oct. 2

BOSTON—Arguments that the conviction of Roy E. Heffner jr., defendant in a Bank Night test case, should be set aside, are to be heard October 2 before the Massachusetts supreme court. The case directly involved operation of the boxoffice bolster at the Key Theatre in Middleboro, operated by Bank Night assignee, Roy E. Heffner.

# NEW HAVEN

FOURTH of the fall's openings is Lee Malcarni's 475-seat Deep River Theatre, operated as Pratt's for many years and acquired by the Essex and Clinton operator this summer. National Theatre Supply installed booth equipment, sound, carpet, and decorations. Irwin seats were used.

*Reports filtering back to the Street enthuse on the unusual marquee, blue and ivory glass front, exceptionally spacious lobby, and red and gold interior of the 700-seat State Theatre, Jewett City, recently completed and opened by Torans Amusement Corp., with John Barnett as manager. It's an ill wind that blows no good, considering the pre-hurricane Finn's, which the State replaces.*

Al Pickus sent 5,000 questionnaires to residents in the neighborhood of the 496-seat Fairmount which he renovated and opened last week. Patrons are overwhelmingly in favor of duals. Pickus was forced to cede the point . . . Robert Schwartz opened his new brick and white colonial 700-seater, the Park Playhouse, Thomaston, with "Stanley and Livingstone."

*Coming along, are the new Windsor-Plaza, the renovating Windsor and the Groton Theatre . . . Natale DiFrancesco is proceeding with a 350-seater in Cheshire after selling the Annex to Fairmont Amusement . . . The Bailey interests have the walls up for a 900-seat brick house in Whitneyville . . . Michael Daly is reseating his recently-acquired 671-seat Lily, Plainfield, under contract with American Seating. Jack Kearns is doing the electrical work and decoration.*

Milford Drive-In Theatre Corp. has taken an appeal from the permanent injunction rendered against it in the public nuisance suit brought by 12 Milford residents, and has obtained stay of execution for the term of the appeal. Present plans are to continue through November . . . Salvatore Adorno has issued a writ of mandamus against the Middletown building commissioner in an effort to compel him to grant a permit to operate his airdrome theatre, ready and waiting for several months now.

*With the return of the Winchester to full operation, all Fishman houses are now on regular schedule . . . Warner reopened the Tremont, Ansonia, on a three-a-week basis . . . Warner admissions at the Strand, Manchester, and Cameo, Bristol, have gone up from 35 to 40 cents . . . All Warner neighborhoods in Hartford have also upped five cents to a 30-cent top . . . Colonial, Hartford, tried for two weeks as a first-run, day-and-date with the Strand, with a reserved-seat policy, has reverted to second run status with lower admissions.*

The Lyric, Loew Bridgeport house, dark for the summer, reopened with a holdover of "The Women." For the present, the theatre's policy will be weekend holdovers from the Poli and Majestic. Matt Saunders will supervise, with Al Domian as manager . . . Rumor that the Palace, Hartford, will house a roadshow company presenting "The Women," is denied by Harry Shaw . . . The Metro office ranked sixth in the national drive and the staff rates a "Victory Dinner" at whichever niterie it decides on . . . RKO office was feeling fine as its prize money in the George J. Schaefer Drive arrived.

*Tim O'Toole, Columbia manager, returned from a business trip to New York and Boston . . . Tom Donaldson, Metro manager, also off on business in New York . . . Edward Morey, Republic district manager, was a Meadow Street caller . . . Also, Phil Furst of Reliable Seating, and Irving Margolies of Leathercraft Corp. . . . His Honor Arthur J. Smith, mayor of Newton, in town on Edmond Town Hall film business . . . Reports Grace Moore is back from her European concert tour and installed in her Newton home.*

Bingo playing has been legalized by the Hamden selectmen on petition of the Whitney Volunteer Fire Asss'n. Bridgeport *Post* amusement page on Thursdays is at least one-quarter filled with Bingo ads offering 20 to 25 games for 25 cents . . . Joseph Calechman, assistant manager at the Howard, is engaged to Sally Eskin of New Haven. They will marry soon. Congratulations! . . . Mickey Daly is attracting attention on the street with his new 1940 Packard touring car . . . N. C. Wrisley has a stunning 1940 black Hudson sedan . . . When the Winchester reopened, Ida Calechman was installed as the new cashier.

*Younger generation: Florence Fishman, daughter of Harry Fishman of the Community, Fairfield, has entered the University of Connecticut . . . Richard Schaefer, son of Lou Schaefer, Paramount Theatre manager, returns to Holy Cross as a sophomore . . . Charles Tomasino, son of Michael Tomasino of the Victory and White Way, is recuperating at home after a just-in-time appendectomy, and is not thinking of returning to law school for the present . . . John Perakos, son of Peter Perakos, New Britain, Thompsonville and Jewett City exhibitor, goes back to finish up at the Wharton School of Finance . . . Howard Johnson, son of Adolph Johnson of the Strand, Hamden, starts his sophomore year at Yale; while Bob Johnson returns to finish Ohio State in December. Both boys have gained swimming laurels and Bob will coach freshman swimming at the university.*

The newsreel shot of Governor Baldwin greeting Harry Shaw, division manager, and Jack Simon and Lou Cohen, Loew Hartford managers, in his office on the arrival of the New Movie Season Cavalcade in the Capitol City, was played in all Loew-Poli "A" houses and received a big hand. Newsreel of the beginning of the ballyhoo in Boston was shown this week. When seven floats entered the World's Fair grounds with the regular Crosley cars which made up the Loew caravan, precedent of not allowing film advertisement of this type on the grounds was shattered. Loew-Poli managers have glowing congratulatory letters from J. R. Vogel, announcing a similar caravan idea will be used in New York in view of the New England success.

*The endless entanglements of the estate of the late S. Z Poli continue with a $75,000 action on the part of Orlando Pelliccia, relative and former employe of the late operator. Pelliccia claims he was employed for 38 years in various capacities in connection with theatre operation and Poli had agreed to provide $50,000 for him in his will. The will made no such provision.*

Traveling exhibit on display at the Public Library composed of 100 photos tracing relationship of books and films and outlining crafts, trades and professions called on to make important literary works such as "Westward Passage, "Gone With the Wind" and "The Women."

*Accounting portion of the Warner Theatre department nears completion in the feverish renovation activities which will wind up in the most de luxe offices in these parts. James Bracken's latest splurge adds modernistic furniture and Venetian blinds.*

Reaction to the first Arena vaudeville show seems to have been less than enthusiastic, but the Guy Lombardo headline program went over with a bang. Russ Morgan and other swingsters continue Sunday nights, as well as regular vaudevillians, to round out an hour and a half. Cab Calloway hi-de-hoed at the State, Hartford, for four days, with first run "S.O.S Tidal Wave" on the screen. Finals of the Bijou, New Haven, jitterbug contests will be held on the Loew-Poli stage, with a 10-piece local band to accompany and Harry Shaw emceeing. The larger house was chosen to take care of the crowds which the event has drawn.

*One-night jitterbug contests are being planned at all Loew-Poli "A" houses as a special feature with "Dancing Co-Ed," Artie Shaw vehicle. Bob Russell plans to inveigle the Yale boys into competing. Bill Elder, manager, and Nestor Auth, assistant, of the Bijou Theatre, have been inducted into the honorary Dollar Club for their successful handling of the jit-*

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## Films as Antidotes

BOSTON—"Two Old Movies As Arguments for Peace" were recommended last week on the editorial page of the Boston *Herald*. "Everybody likes to tell how to run the country, so here's my suggestion," the piece started.

"Let the present administration, through their Hollywood contacts, have the producers revive the two old pictures, 'The Big Parade,' and 'What Price Glory.'

"Let the chief executive in one of his fireside chats recommend that everybody see these pictures again.

"The result, I believe, would be that public opinion would never permit this country to enter a war except on our own territory in defense of our own country."

# Morse Testifies in Anti-Trust Suit

(Continued from page 67)

regard to giveaways at theatres?"

"I believe that was the 1937-38 season; it might have been the '36-'37 season, I am not sure."

"Well, now, to come back and get to the first conversation with Mr. Abrams, when he said that he would not approve of the practice, was anything else said as to what that practice was?"

"Well, the word 'practice' was not used. I really should have said his company would not approve my request."

"For the deduction?"

"For the deduction from the gross receipts for the cost of the premium."

"Now, your conversation with Mr. Kane of Paramount in 1937 took place where?"

"At the Paramount Film exchange," said Morse.

"What was the conversation?"

**Al Kane Agrees, Allegedly**

"I asked Mr. Kane if his company would allow us to deduct the cost of premiums if we used premiums during the exhibition of percentage pictures in any one of our houses. He said that he would, and that his company would agree to do this."

"Did you have a conversation with him in 1938?"

"Yes, sir, I had the same conversation, and he agreed that year."

"When did you first have a conversation with Mr. Bailey in regard to it?"

"I believe it was during the 1934-35 season."

"And where did that take place?"

"At the Fox Film Exchange," Morse said.

"What was the conversation?"

"I asked Mr. Bailey if he would allow us to deduct the cost of premiums from the gross receipts for percentage pictures, before the gross would be figured . . . before gross receipts would be computed in the event that we used premiums on days that percentage pictures were exhibited. He said that he could not do that."

"And did you have a conversation on that subject with Mr. Bailey in '35?"

"Yes, sir. I asked the same question of Mr. Bailey in '35, and he said he was not willing to make that agreement."

"Did you have any conversation on that subject with him in '36?"

"Yes, sir. I had the same discussion."

"Did you have a conversation with him in '37?"

"Yes, sir, I had the same discussion."

"Did you have a conversation with him in '38?"

"Yes, sir, to the same effect."

"Now, as to Mr. Kelly, of Universal, when did you first have a conversation with him on the subject of giveaways at your houses?"

"I believe with Mr. Kelly the first conversation was during the year of '37-'38."

"Where did the conversation take place?"

"At the Universal Film Exchange?"

"What was the conversation?"

"Before I go on with the conversation, I am not sure—I would have to refresh my recollection before I could give you the first year. I could find that out, but I would just guess, now, if I mentioned any year, that the first time that was discussed —there is no way of my knowing from my memory at this time. It might have been during the '36-'37 season. I know there was one year we didn't use Universal. I do not recall at the present time what year that was."

"Do you recall whether or not there was any conversation on that subject during the year 1937?"

"No, I have no way of definitely recalling."

"Now, as to Mr. Ross, when did you first have a conversation with him?"

"During '37-'38."

"Where did it take place?" asked the attorney for the plaintiffs.

**Warner, Fox, RKO Dissented**

"At RKO offices," replied Morse.

"What was the conversation?"

"I asked Mr. Ross as regards any houses where we have percentage pictures, if his company would allow us to deduct the cost of the premiums for the gross receipts in the event we used the premiums on the same days we had percentage pictures, and he said that he would allow me in, and afterwards he said that RKO would not agree to do this."

"Did you have any conversation with him in '38?"

"Yes, I had the same conversation."

"As to Mr. Donaldson of Metro, when did you first have conversation with him on that subject?"

"As I remember, to the best of my recollection, it was '34-'35 or '35-'36."

"Where did the conversation take place?"

"At the Metro offices."

"What was the conversation?"

"I believe that it was around 1935-36 selling season. I asked Mr. Donaldson if his company would make us an allowance for the cost of premiums if we used premiums when his percentage pictures would be exhibited, and he said he would let me know. Then the next time I spoke to him regarding this matter he said that his company would allow us to deduct the cost of the premiums from the gross receipt when we used premiums on the same day we exhibited percentage pictures."

"Did you have a conversation with him the following year?"

"Yes, sir, I had the same conversation with him, and he agreed also that year."

"Did you have a conversation with him the following year?"

"Is that '37-'38?"

"It would be either '37 or '38."

"Assuming the first year was '35-'36, I would say as regards '37-'38 that I believe Mr. Goldstein handled my account that year."

"Did you have a conversation with him on that subject?"

"Yes, sir. I had the same conversation that I had with Mr. Donaldson, and he said Metro would agree as they had previously."

"Other than these conversations you have given us, Mr. Morse, have there been any conversations with any representatives of major distributors during the last eight or nine years in regard to premiums or giveaways at any of your theatres in New England?"

"Outside of Nashua and Portsmouth there have been none whatever," stated Morse.

Master Hendrick summarized that Columbia, Paramount, and Metro permitted the deduction from gross receipts of the cost of the premiums. Also, that Warner and Fox and RKO did not, and stated that it was not clear to him how Universal was left in the testimony.

"With Universal," Morse said, "I believe there was only one situation, as I recall it, during the last three or four years that we have had any percentage pictures at all, and that situation was in Adams, Mass., and there were no deductions allowed us. They would not allow us to make any deductions from percentage pictures in that town. In the other towns, as I recall, there were no percentage pictures sold us from Universal."

"The question did not arise in those other towns?" asked Hendrick.

"No, sir," answered the witness.

"Did you have any conversation with anyone representing United Artists on that subject?" asked George S. Ryan.

"I don't believe we had any percentage pictures from United Artists," said Charles Morse.

## *Too Realistic*

BRIDGEPORT, CONN.—Here is the case of a lobby display that looked so real the theatre manager decided he'd better slip in a sign before the public gained the wrong impression.

Harry Rose in his campaign for the double horror show at the Globe, "The Return of the Frog" and "The Demon Barber of Fleet Street," erected a complete one-chair barber shop in his lobby. Even an apron-covered dummy was placed in the chair. It looked like the real thing from the street. In fact it looked so real that Harry became so worried the public would think he was offering two features and a haircut all for a quarter that he got a big "Demon Barber" sign printed and placed it above the chair.

## *Millett and LePage Due To Offer Depositions*

BOSTON — Major distributors were to have taken the depositions this week of C. F. Millett and Frank LePage. The two Maine theatremen, operating respectively in Bridgeton and Millinocket, each have brought a $100,000 anti-trust suit against major distributors and the Graphic Theatre circuit. George S. Ryan, attorney for both, planned to be in Bangor early this week, and later in Portland, to represent LePage and Millett in that order.

# PORTLAND

THE CASCO, a subsequent run, is being remodeled and will be reopened the latter part of November, according to Fred C. Stone, manager of the Portland Theatre and supervising manager of the Casco. The theatre, to be reopened under a new name, will be managed by Martin Goldfarb.

*Horse racing is still going strong throughout Maine. At Cumberland, a large crowd at the Farmers' Club Fair wagered* $34,236 *in the mutuels, sending the week's aggregate to* $130,593, *highest point ever reached since pari-mutuel betting became legal in the state.*

To bolster interest in "U-Boat 29" for its opening at the Strand, Manager Leo K. Young invited Lieut.-Comm. Oliver Naquin of the ill-fated *Squalus,* Mrs. Naquin, their friends and members of the *Squalus'* crew to be guests of the house at the screening.

*With this picture, the Strand reverts temporarily to Thursday openings, Sunday attendance having been helped so that a new show on that day no longer is necessary. The Empire continues to open on Mondays, the State on Fridays.*

Miss Helen Meinardi of New York, Hollywood scenarist, is the guest of Miss Jane E. Charlton, of Cumberland Foreside, and her mother, Mrs. Carroll H. Tyler.

*With a grand attendance gift of a new Ford sedan, as well as* $2,000 *and* 200 *food baskets, in other awards, the Food Exposition next week leads the list of theatrical competitors.*

A new bugaboo emerges to give exhibitors something further to worry about—night football. The first game, played this week, attracted some 6,000.

*Two new "swing-men" have been added to the ranks of local projectionists—Donald Russell, who covers the Maine and State theatres, and Henry Jenson, who fills in at the Empire and Strand.*

Dick Bond, usher at the State, left to enter Bowdoin College. He is replaced by Thomas Nickerson.

*Chelsea Waldron, business representative for MPMO, Local* 458, *and State Theatre projectionist, is closing his Sebago Lake camp.*

## Tim Donahue

BOSTON—Tim Donahue, Columbia city salesman, died at work among film district friends shortly after noon Monday. He was on Church Street, two blocks from the Columbia exchange, when he collapsed.

### Held Second Week

BOSTON—"Inside the Maginot Line," March of Time subject, rebooked after a year into the Keith's Memorial here, has been held over a second week.

## Manchester Paper Slams Salaries in Hollywood

MANCHESTER, N. H. — The Manchester *Union* takes a slam at high salaries in Hollywood in an editorial entitled "Way to Retrench." The newspaper, commenting on an article by La Rue Applegate in *The Analist* indicating the serious effect of the European war on the American film market, says:

"Certainly, this should be retrenching time in Hollywood; it should be but isn't for the reason that it is too late to cut current production schedules. On-the-lot economies are not taken into specific account by Mr. Applegate, but he does say in concluding his article that receiverships may threaten unless costs are brought down.

"The thought will occur to many observers of the Hollywood scene that the excessive salaries paid to big shot actors and actresses and big shot executives could well undergo revision downward. It isn't being niggardly to say that these emoluments are all out of proportion with services rendered; that they are fabulous and yet so actual, in fact, that few stars will get sympathy when and if their earnings come out of the stratosphere—and down to earth."

## Sells 2,600 Seats

BOSTON—Kenneth R. Douglass, Capitol Theatre Supply Company head, last week closed contracts for the delivery of 2,600 seats. Two thousand will go to the independent circuit owner, E. M. Loew. Nathan Yamins, Fall River exhibitor, who is president of Allied locally, will take the other 600.

# BRIDGEPORT

ROSALIND RUSSELL dropped into the Loew-Poli to see herself in "The Women" and had to wait five minutes for a seat and then had to be satisfied with one in the balcony.

*"Return of the Frog" and "Demon Barber of Fleet Street" in first Connecticut showing nearly set an opening night record at the Globe. Feature was plugged heavily by Harry Rose as twin horror bill from Europe.*

Softball honors for the theatre league easily go to the Strand Amusement team.

*Kay Rapp, former assistant manager at the Loew-Globe, is expecting the stork. Her husband runs a concession at Fairfield beach.*

Frances Connor is the new cashier at the Globe with Julia Prusen doing relief duty, while over at the Majestic the new relief cashier is Agnes Reilly.

*Robert Carney is on the mend in Bridgeport Hospital from serious injuries sustained in auto crash in suburbs. Bob is assistant manager at the College, New Haven, and his wife, Ann, is cashier at the Globe here.*

New Movie Season parade went off here without a hitch with several local floats joining the cavalcade. From here the group went to Stamford where an overnight stop was made before descending upon the New York World's Fair.

*Grace Moore is resting at her home in Newtown and considering an offer from 20th Century-Fox to follow her concert tour beginning October* 10.

# NEW HAMPSHIRE

AMONG recent brides in Berlin is Miss Olive M. Cadorette of the Strand ticket office, who was married to Laurier R. Duchesne of Berlin at a nuptial mass in Angel Guardian Church. Following a wedding trip to Canada, the couple will reside on Mechanic St., Berlin.

*While on vacation in the White Mountains, Bette Davis, film actress, enjoyed a ride on the Cannon Mountain tramway in Franconia Notch, the only ride of its kind in the United States . . . Lawrence Gilman,* 61, *noted music critic for the New York* Herald Tribune, *and one of the world's outstanding authorities in that field, died at his summer cottage at Sugar Hill in the White Mountains. Burial was in Franconia.*

Appearing before film cameras constituted the "greatest thrill" for Miss Lois Traux of Nashua as "Miss New Hampshire" in the annual "Miss America" contest at Atlantic City, she reported upon her return to her home.

*Fall fairs in various parts of the state have been the chief amusement centers during their runs. The usual midways, aerial acts, pari-mutuel harness racing and other features extracted many a dollar from patrons' pockets. As usual, too, many Granite Staters attended the huge Brockton Fair in Brockton, Mass.*

Robert King, operator at the Majestic in Conway, and Miss Alice Melendy of Bedford, former Carroll county home demonstration agent, were married in North Conway. The newlyweds are residing in Conway, after a wedding trip to Passaconway.

*The Daniel Webster Highway Auto Theatre, new drive-in four miles north of Nashua, has been featuring such films as "Ecstasy" and "Marihuana."*

Newreel cameramen again descended on Portsmouth when the submarine *Squalus* which sank off the Isle of Shoals with a loss of 26 lives more than three months ago, was floated into drydock at the Portsmouth Navy Yard.

*Radio Station WFEA in Manchester cooperated with the State Theatre there in presenting a singing contest sponsored as publicity for Gloria Jean, new singing star of "The Under-Pup," which the State booked. The contest was open to girls under* 12 *and prizes were offered.*

# BOSTON

(Continued from page 67)

*heroine, is used as a model in footwear advertisements.*

M. A. Shea has signed for Burch popcorn machines at the State Theatre in Manchester, N. H. Samuel Hornstein and J. J. Conroy represent the Burch Manufacturing Co. in New England.

*Herman Rifkin, Republic franchise owner in New England, was in New York last week . . . The son of H. M. Addison, Loew's divisional manager, was visiting the town last week . . . Mildred Tormey of the M&P accounting department has been vacationing.*

William Canning, manager of the Empire in Fall River, gave "Man in the Iron Mask" exploitation a film aspect last week. Canning used the regular gag of having a man walk around town under an unwieldy mask. The individual wore an usher's uniform, however.

*L. J. Hacking of Altec has signed with the M&P Theatres Corp. for continuation of sound service in the circuit's nearly one hundred New England theatres.*

Joe Quittner and Peter Perakos have opened the State Theatre in Jewett City . . . Henry Barnett, who managed the Finn which was destroyed by the hurricane a year ago, is heading the new situation.

*T. L. Gill has had H. C. Elwes install RCA sound at Norumbega Park in Auburndale.*

Russell Mack, formerly manager of the Colonial in Portland, now is handling a variety store in the Maine sector. John Mack, the former's brother, is in charge at the house.

*George Laby has put vaudeville into the Victory Theatre, Holyoke, on a three-day week schedule. The Massachusetts community has been without stage shows for the past decade.*

An impromptu motion picture salesmen's convention was held at Presque Isle, Me., the other weekend when Jack Jennings, John Feloney, Harry Alexander, Lester Hughes, and Mark Jeffrey found themselves at the crossroads. The film men reported a good potato crop for the Pine Tree State, adding that the spuds this year are small.

*Rudy Wetter, National Screen Service salesman and member of the Moving Picture Operators' Union, Local* 182, *has returned from a selling campaign in Aroostock county, Me.*

Fred Couture, New Hampshire theatre operator, is understood to have made a five figure profit when "war babies" came into favor on the stock market . . . Couture headquarters at the State Theatre in Dover . . . William Murphy, Imperial manager, set the exchange's "Flirting With Death" in first-run Boston with an engagement at the RKO Boston Theatre.

*Otis Hayden, projectionist for Richard Floura at the Rudy Theatre in Caribou, has been ill . . . Hy Young is building up a booking circuit.*

## *New Franchise Provides Heffner 3 War Films*

BOSTON—Roy E. Heffner has taken over the New England franchise of Film Alliance, New York. Heffner has acquired three war pictures on the deal. One of these, "Bombs Over London," was in its fourth week on Broadway last week. The other two films are "Second Bureau," a spy picture, and "The Challenge," a mystery film built around mountain climbing. Heffner is handling the trio through Specialty Pictures, Inc.

### Expect Independent Meet Oct. 10

BOSTON—Nathan Yamins, president of the Independent Exhibitors, Inc., is expected to call the next meeting of the organization on Tuesday, October 10. Product buying will probably headline the session.

### Columbia Product Sold E. M. Loew

BOSTON—E. M. Loew has signed with Columbia Pictures along his entire circuit. It was the first deal for 1939-40 product culminated with a major distributor by the inde.

# HARTFORD

JACK SIMONS, Loew-Poli, and Louie Cohen, Loew-Poli Palace, have "Greater Movie Season" banners hung on their marquees where all can see . . . Harris Bros.' State featured Cab Calloway last Friday to Monday.

*Bob Schwartz, Paramount manager, Thomaston, according to reports is to be married in the near future . . . Cameo, Waterbury, is soon to have new Neon lettering on its marquee . . . Vaudeville was tentatively set for September* 28 *at the Loew-Poli Palace, Meriden.*

Says Lou Brown, Loew's, New Haven, in a recent issue of *Studio News,* published by M-G-M in the interests of "The Women:" "Adapt the 'girl in fishbowl' idea in your lobby, with live girl in bathtub to be seen through a reducing glass. This should excite a lot of comment and probably some newspaper space if the crowds are big enough to cause police attention."

*Francis Morris, daughter of Mr. and Mrs. Fred G. Morris, Springfield, Mass., has a bit part in "I Stole a Million" . . . Julian Tuthill, film critic of the Hartford* Times, *and Jimmie Hague, film reviewer for the Bridgeport* Times-Star, *were in Boston for a preview of RKO's "Nurse Edith Cavell" and to meet Anna Neagle.*

Everett Harris, assistant manager of the Hamilton, Waterbury, it's said, goes in for fishing on his day off . . . "Honey" is a new thing in the way of theatre games here.

*Tom Harris of Warner's Central Theatre, West Hartford, visited his former home in Pennsylvania . . . Al DiManno, former assistant manager of Loew-Poli Bijou here, and now in Boston at the Loew's State, vacationed in New York . . . Frances Mascoli is the new cashier at the Cameo, Waterbury.*

# NEW HAVEN

(Continued from page 69)

*terbugs . . . Alexander Woollcott and Harpo Marx were among the first-nighters at Hartford's Bushnell Memorial for the premiere of Moss Hart-George Kaufman play, "The Man Who Came to Dinner." "Too Many Girls," new Rodgers and Hart musical, opened at the Shubert, New Haven, September* 30 *. . . Mack Lunsford and the Texas Ranch Girls played one day at the Capitol, Middletown . . . Capitol, Danbury, tried a day's personal appearance of Tex Fletcher with "Six-Gun Rhythm."*

Edmond Town Hall, Newtown, is back on its four-a-week schedule. N. C. Wrisley has sold Priscilla ovenware premiums to the Winchester, beginning September 27, and to the Cameo, Waterbury, October 3, 4, 5 . . . Alhambra, Waterbury, has bought Wrisley's Empress etched-gold glassware, starting October 19, 20, 21; the new Park Playhouse, Thomaston, starts his Cascade Crystal on October 11 and 12; Eno Memorial Theatre, Simsbury, his Empress glassware, October 3, and Capitol, Meriden, his salmon Priscilla ovenware, October 11 and 12.

*The only thing lacking was an NBC talent scout when the boys on the curb broke out in political commentary on the European situation. Max Tabackman and Morris Nunes led the debate, but everybody had a speech to make, including Sam Weber, Emil Feldberg and Adolph Johnson. Nobody was convinced and the crowd dispersed only when "Nunsie" got back to the subject of dishes . . . Robert Repass, son of the Crown, Hartford, exhibitor, has been signed by the St. Louis Cardinals after playing at Decatur, Ill., in the Three-I League . . . Maurice Keppner is a frequent visitor from Glastonbury . . . Bob Carney, College assistant, is recuperating at home after a serious automobile accident . . . Alice Evans, formerly of the Columbia office, has a new boy . . . Lenore LaVine Olderman has resigned from her Warner position in favor of being housewife and mother.*

The Avon, Plaza, Stamford and Palace, all in Stamford, announce new Sunday hours from 2 to 11 p. m. The Avon has a special thrift price of 15-25 cents to 1:30 . . . Dick Cohen has sold programs and window cards to the new State, Jewett City; Park Playhouse, Thomaston, and Fairmont, New Haven . . . Loew's is reseating the Globe, Bridgeport, and will start on the Palace, Hartford, soon . . . Remodeling activities are in the hands of Jack Halpern, under the supervision of Harry Moskowitz . . . Emil Feldberg has signed Lily, Plainfield, for National Screen Accessories.

*Uncensored version of "All Quiet on the Western Front" goes into the Majestic, Bridgeport, October* 13. *"The Road Back" also will be revived by Universal . . . Says Morris Joseph, exchange manager here: "President Nate Blumberg must have been born under a lucky star. Last year the company resurrected 'Dracula' and 'Frankenstein' and made over a half-million. This year's revivals will probably gross a million each."*

## Convention Capers

MEMPHIS

SINGING "Happy Birthday" to Ed Kuykendall at the MPTO convention dance, Monday night, the presentation of the cake with the 51 candles, as well as other appropriate gifts to commemorate the gala occasion. Also extending birthday greetings to Mrs. M. A. Lightman.

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Orris Collins of Paragould exhibiting his battle scars of the golf game . . . Bill Ruffin "snoring" through the business session.

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Herbert Sanderson, Lightman's manager in Jonesboro, still trying to find his steak, which very mysteriously disappeared at the banquet.

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Bill Scruggs of RKO who chose to be different during the golf tournament. He played all 18 of the fairways on one hole.

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Joe Wheeler still waiting for the return of the searching party at 5:00 a. m. Sunday morning at the Variety Club.

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Shine Tyson of Water Valley turning "sissy" and leaving for home Monday afternoon. Says he can't take it any more.

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P. E. Morris of Indianola taking advantage of the opponents in his foursome during the golf tournament by seeing that their thirst was "well satisfied."

---

Honest John Mangham's announcement at the dance on his "trailer screening" Tuesday morning.

## Lightman Holds Circuit Meeting in Memphis

MEMPHIS—M. A. Lightman, president of Malco Theatres, held a meeting of his executives and theatre managers in conjunction with the MPTO convention. The out-of-town managers who attended were:

Clyde Smith of Hot Springs; Oscar Miller, Van Buren; George Overton, N. Little Rock; Remell Young, Hope; E. L. Drake and J. R. McEachron, Jackson, Tenn.; Hiram Meeks, Fulton; Leon Pickle, Henderson; J. C. Tunstill, Owensboro; J. A. Grower, Tupelo; Burgess Waltmon, Columbus; Malcolm Gilbert, West Point; John Oxford, Helena; W. L. Mack and Herbert Sanderson, Jonesboro; Guy Snow, Newport; Alger Lancaster, Stuttgart; Paul Jones, Pine Bluff; Steve Coan, Camden; Curtis O'Rear, Smackover; Jim Kane, Conway; Kirby Smith, Morrilton; H. A. Brownlee, Russellville; Jack Thomas, Clarksville, and Ollie Brownlee, Ft. Smith.

After a very enthusiastic business meeting Tuesday morning at the Strand Theatre they were his guests at the regular Variety Club luncheon. The wives were given a luncheon at the Hotel Peabody.

M. J. Pruniski and M. S. McCord of the N. Little Rock office were in town for these meetings.

# Tri-State MPTO Votes to Start Drive for Miss. Tax Repeal

MEMPHIS—Closing by far the most interesting and best attended theatre convention here in many years, members of the MPTO of Arkansas, Tennessee and Mississippi, voted to make a determined campaign for the repeal of the Mississippi amusement tax in the coming session of the state legislature.

The 11 o'clock Monday morning session was opened by President R. X. Williams, then the appointment of committees followed. The election committe was composed of M. A. Lightman for Tennessee; Earl Elkin, Mississippi, and Louie Haven, Arkansas. The resolution committee was composed of Dave Flexer for Mississippi; O. C. Hauber, Arkansas, and W. F. Ruffin, Tennessee.

R. X. (Bob) Williams, mayor of Oxford, Miss., was reelected to his fourth term as president of the organization. Regional vice-presidents elected were: R. B. Cox of Batesville; L. F. Haven sr., of Forrest City, and W. F. Ruffin of Covington, for their respective states. W. S. "Shine" Tyson of Water Valley, Miss., is secretary-treasurer. M. A. Lightman, former national president, was re-elected chairman of the board of directors, which includes Earl Elkin of Aberdeen; W. S. Taylor, Laurel, and Dave Flexer of New Albany for Mississippi. For Arkansas, W. L. Landers jr., Batesville; K. K. King, Searcy; M. C. McCord, N. Little Rock; Cecil Cupp, Arkadelphia, and Sidney Wharton, Warren. For Tennessee, Fred Ford, Joe Wheeler and Cecil Vogel.

### Hits Government Tactics

Ed Kuykendall, MPTOA president, in his address reported on national trade trends, stressing government action on the industry. He said "the government refuses to let us regulate our own troubles." He further advised, "the stubbornness of the distributor is at the bottom of all our troubles—they have refused to cooperate with this organization or any other organization. They are responsible for the present state of affairs by not listening to what was good for them." He reiterated the 10-point plan had been discussed and worked upon for the past seven years, but the distributors paid no attention until suit was filed by the department of justice in Washington.

On the Neely bill he said, "This is only a camouflage censorship proposition and must not be passed—just a horrible mistake that must be prevented."

Kuykendall further stated: "The most important thing facing the industry today is the scheme of clearance." He continued, "If we secure the right and proper clearance, we will not have any need whatsoever for the Code."

He stressed the point that the local branch managers should be given more authority, and more power to right the troubles of the man in the theatre business, as he is more in a position to know and understand his troubles than someone in New York.

Kuykendall concluded with this plea: "Exhibitors stand together. If we stand together, we will be able to get everything we want from the distributors. Our weakness at the present time is the lack of unity on our part. The Variety Clubs are our 24-sheets to the world of 'unified effort' in the show world. The show business is a happy business! Let's keep it that way by standing together—shoulder to shoulder."

Telegrams were then read from Charles Kessnich and Rud Lohrenz. K. K. King, president of the Independent Theatre Owners of Arkansas, who was scheduled to make an address, was unable to attend, due to illness. R. J. O'Donnell, who was also scheduled to make an address, was called to Dallas due to urgent business.

### Lightman Offers Advice

The highlight of M. A. Lightman's talk was "We need fewer pictures, but better pictures." With the present European crisis, he advised, the industry is bound to curtail the production costs on pictures. "This probably will mean fewer A pictures, and my advice to you fellow exhibitors is 'Do not dissipate your A pictures, and never play two A pictures the same week, regardless of how good they are.'"

In conclusion, Williams followed up Kuykendall's plea for unity. He said, "We need more confidence in our fellow exhibitors. The distributors stand together and get what they want—so should the exhibitors." He added one of the greatest needs of the industry today is a "better understanding between the distributors and exhibitors."

The grand finale was the banquet and dance at 7:30 Tuesday. More than 250 people enjoyed the music of Leonard McEwen and his WMC broadcasting orchestra.

## Ascap Bill Misses House Calendar in Alabama

BIRMINGHAM, ALA.—The bill to restrict activities of the American Society of Composers and Authors and Publishers in Alabama after passing the senate of the Alabama legislature failed to reach the house calendar before adjournment last week. The legislature does not meet again until June when the bill is expected to be called up for action in the house.

The bill which passed the senate without a dissenting vote would force Ascap to charge for its music by the piece as used, instead of putting a blanket assessment on radio stations, hotels, night clubs or others who use its selections. Also a three per cent gross sales tax would be levied on the organization.

### A Chore to De Leon

HOLLYWOOD—"The Ghost Breaker," to co-feature Bob Hope and "Rochester" Anderson, will be adapted for Paramount by Walter De Leon.

# Oklahoma Allied, Seven Strong At Convention, Carries On

OKLAHOMA CITY—An Oklahoma Allied unit was formed here Wednesday by seven members of the recently-formed ATO of Oklahoma, who met here in a two-day convention. The action was urged by Col. H. A. Cole, national Allied president, after members were undecided as to whether to continue the organization in view of the poor attendance at the convention.

Allied of Oklahoma was adopted as a name and the constitution and by-laws adopted are on the order of that under which the parent body operates.

Orville Von Gulker, Okeene, was elected president, with Sam Caporal, Oklahoma City, vice-president; and C. E. Norcross, Seiling, secretary-treasurer. The board of directors is composed of E. M. Freiburger, Dewey; Harry Holt, Maud; Caporal; Von Gulker; Norcross; Mrs. Juanita Berry, Norman; A. B. Momand, Shawnee, and Jess L. Cooper, Antlers.

Dues will be one cent per seat monthly, with concessions for large theatres in small towns.

Opening sessions here Tuesday and Wednesday were attended by 11 independent exhibitors and a small delegation of Texas exhibitors accompanied by Col. Cole.

Colonel Cole on Tuesday informally discussed Allied policies and the Neely bill and dwelt at length on the Oklahoma group's own problems. He explained what Allied had done in bringing about "cancellation benefits you now have" and in having "shorts forcing thrown out of contracts."

"The biggest change we need in the industry, is to bring about a buyers' market rather than a sellers' market as it now exists," Cole stated. "And the Neely bill will do this. We are well on our way toward elimination of theatres owned by distributors. The Neely bill will break block-booking and again there will be a surplus of worthwhile film on the market."

He pointed out exhibitors needed local organizations because few of them knew what rights they really had.

In the afternoon, George Miskovsky, state representative from Oklahoma county, explained his chain store tax bill which he attempted to get through the last session of the Oklahoma legislature. He charged unfair practices of opponents in blocking the bill and detailed the plight of all independents in business against the "ogre" of the chains. He added if independent theatre men desire it, he would include in his bill for the next session of the legislature, provisions covering the theatre business.

Next speaker was Arthur B. Adams, dean of the school of business at the University of Oklahoma and termed an expert on monopolies. Dean Adams' address was carried over the air by KOMA.

"The social and economic consequences of monopolistic practices are destructive of public welfare," he contended. "Monopolization of an industry drives out the small independent business man, and limits the opportunities of other independents going into that industry. The motion picture industry furnishes ample proof of the above stated fact. Excessive prices to the public result from monopolistic restraints of trade in any industry. Not only do the monopolists charge excessive prices for their products or services, but they frequently give limited, if not poor, service to the public."

**On Visual Education**

Dr. W. B. Bizzell, president of Oklahoma University, spoke on visual education outlining the setup at the University. He paid tribute to Will Hays for having made possible much of the material held by the university.

William High, state representative from Pottawattomie county, detailed a bill he would create for the next session of the legislature. It would tax theatre operation according to the number of houses operated by a chain in the state.

Colonel Cole advised High a top tax of $5,000 would be appropriate for chain theatres and suggested that thought might be given to a tax based on the aggregate gross receipts of all theatres combined.

Cole, in the discussions, said he did not believe in government regulation beyond minimum requirements.



## A New Variety Tent Is Born—

*Formal organization of Atlanta Tent No. 21, Variety Clubs of America, was completed at a dinner meeting in Atlanta last week. Left to right are John H. Harris, national chief barker; James G. Balmer, national doughguy; John T. Ezell, member of the board of directors of Tent 21; William K. Jenkins, chief barker of Tent 21; Bob O'Donnell, chief barker of the Dallas (Tex.) tent, and Harry Ballance, first assistant chief barker of Tent 21. More than 200 persons attended the brilliant affair.*

ATLANTA—Formal organization of Tent No. 21, Variety Clubs of America, was completed at a brilliant dinner meeting in the Dixie ballroom of the Henry Grady Hotel.

More than 200 members and guests assembled to witness presentation of the charter to the Atlanta group by John H. Harris, of Pittsburgh, founder and National chief barker.

William K. Jenkins, chief barker of the Atlanta tent, received the charter on behalf of his organization, and acted as master of ceremonies.

Talks were made by L. C. Griffith, chief barker of Oklahoma City Tent No. 22, now being organized; Ed Kuykendall of Columbia, Miss., president of the MPTOA; Mayor William B. Hartsfield; Bob O'Donnell, chief barker of the Dallas (Tex.) tent; Harris and Jimmie Balmer of Pittsburgh, National doughguy, who inducted the Atlanta members by having them recite Variety's pledge in unison.

Harris' talk was illustrated with motion pictures of charitable activities.

## M-G-M Awards Four Visit To Fair and Studio

NEW ORLEANS—Winners in Metro's annual efficiency competition which concluded August 31, four exchange workers from the south will spend October 16-20 at the San Francisco Fair as guest of the company and two days at Culver City, Hollywood.

Winners are: Augusta Wolverton, stenographer, and Rosemary McElroy, film inspector, New Orleans; Blanche Carr, cashier, and Jewel Terry, chief film inspector, Charlotte.

## WB-FN to Release Four Features in October

NEW YORK—Warner-First National will release four features in October, including "Espionage Agent" (FN), featuring Joel McCrea and Brenda Marshall, October 7; "Pride of the Blue Grass" (WB), featuring Edith Fellows and James McCallion, October 14; "Smashing the Money Ring" (FN), with Ronald Reagan and Margot Stevenson, October 21; and "The Roaring Twenties" (WB), starring James Cagney, with Priscilla Lane, Humphrey Bogart and Gladys George, October 28.

# *Questioning in Wometco-Majors Suit Would Show Coercion*

MIAMI—Much of the information sought from Charles Walder, manager and half owner of the Tivoli Theatre, during a deposition as a preliminary feature of the local suit in which the Cameo and Surf theatres are suing the eight major film distributing companies, Paramount Enterprises, Inc., Wometco Theatres, Inc., and their affiliated corporations, sought to prove that the owner of the Tivoli was coerced into making the deal under which he now operates as a partner with Paramount Enterprises, Inc.

Walder, who has owned and operated the Tivoli since 1927, also owned the old Seventh Avenue Theatre, recently rebuilt and leased to the Strand Operating Corp., testified that he had been a film salesman and branch manager for 15 years, for Selznick, World, M-G-M and Fox. He stated in reference to the Seventh Avenue-Strand that he did not know until he had practically completed the rebuilding of his house, changing it from an open air to an enclosed theatre, that it was to be operated as a Wometco unit.

While he was operating the Strand as an open air house, he had been able to get fresh American feature films from United Artists and Republic, he said; but had to wait for clearance periods on other major features.

He added that he secured most of his films around four months after their first run in Miami, and said that he had been given, as a rule, preferential runs over the other independent houses as he was "one of the oldest and soundest of the houses outside of the immediate downtown area."

**He Knows "Big Eight"**

Walder made no issue about not being familiar with the group of film distributors commonly known as the "Big Eight."

Detailing the history of the Tivoli, Walder said that it had always been managed by a corporation. Until 1937 that corporation was the Tivoli Theatre, Inc. In 1937 the Tivoli Operating Co. was incorporated with half interest held by the Walwal corporation (in which Mr. and Mrs. Walder and their son are parties) and half by Paramount Enterprises, Inc.

When an issue was made over the amount of cash which changed hands at the time of this incorporation, Walder first said several thousand dollars, then, under cross questioning by one of the attorneys for Paramount Pictures and Paramount Enterprises, explained that each partner deposited $1,000 toward operating expenses. Other considerations involved the payment of rent to the Walwal corporation and of a managerial salary to Walder.

Walder denied that representatives of Paramount Enterprises had approached him, or had threatened him with the building of an adjacent competing theatre if he did not join their organization. He further denied having said that S. A. Lynch (president, Paramount Enterprises), had remarked to him, "Walder, you are losing $50 a week. How long can you keep it up?" or that Lynch had suggested that under a new corporation on a partnership basis he, Walder, could get fresher pictures.

The uncertainty of general business conditions together with the fact that his own health was such that buying trips and the numerous details attendant upon booking as an independent operator had long been too taxing for him, Walder testified, caused him to seek to negotiate deals whereby he could be relieved of this responsibility with Col. E. J. Sparks, when he was operating here in Miami, and subsequently with Mitchell Wolfson and Sidney Meyer. He said he had not been able to get a satisfactory arrangement until he talked to S. A. Lynch in 1937.

**Tivoli Gets Fifth Run**

Under this arrangement Paramount Enterprises assured Walder of a definite income and guaranteed the Walwal corporation positive payments on the lease, he said. At present the Tivoli gets fifth run in the city of Miami among Paramount houses, playing after the Paramount, Olympia, Rex and Gables, and having precedence over the Roxy, Flagler, Regent and Hialeah. Before he made his arrangement with Paramount Enterprises, Walder related he had had to follow the 10 or 11 houses which previously made up the Paramount circuit.

He said that he had discussed with Herman Weingarten, a certain Mr. and Mrs. Shapiro and Henry K. Gibson the trip which he and John A. Cunningham, who maintains an interest in the Edison Theatre, made to Atlanta and to New York to appeal to the NRA code authority for some relief from the enforcement of

(Continued on page 80)

# Seven More Object To Miami Quiz

MIAMI—Objections similar to those entered last week by counsel for Paramount Pictures have been filed here by Adair, Cooper, Osborne and Copps, attorneys for the seven other major film distributors, joint defendants with local theatre incorporations in the pending civil suit alleging violation of the Sherman anti-trust law and the Clayton act.

In addition to general objections following the same lines as those set forth by Paramount's legal representatives, this current protest adds that these interrogatories "assume a state of facts based on pure hypothesis and not supported by any evidence in this cause; that they seek evidence outside the scope of this cause and, furthermore, that these interrogatories do not seek the disclosure of facts for the purpose of discovery but seek evidence which would be inadmissible under the rules of evidence."

The foregoing protests were emphasized in the particular objection filed against the interrogatory directed to William F. Rodgers, general salesmanager of Loew's, Inc.

To the questions asked by Harry D. Buckley, vice-president, and Harry P. Muller, treasurer of United Artists, the objections added: "interrogatories seek to discover names and addresses of persons who are not now employed by these defendants, or who are not shown to have had any dealings whatsoever with the plaintiffs, or to know any facts relevant to this cause."

Objections were also based on the claim that the plaintiffs' attorneys had not secured leave of court to serve the interrogatories; and that, in several cases, these interrogatories merely seek the conclusions of the individuals questioned.


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# DALLAS

JOE C. CLEMMONS of Beaumont, former president of Jefferson Amusement Co. and now inactive in that circuit, paid the Row another social visit this week mingling with old friends. The Clemmons family, however, is still very much a part of show business. J. C.'s two sons, Joe Junior and Tom, are out in west Texas at Monahans and Pecos. R. H. (Bob) Clemmons, a brother, is manager of the Arcadia in Dallas and Tom Clemmons, another brother, is still an executive with Jefferson.

*L. W. Conrow, president of Altec Service Corp., New York, was in town and in the territory during the week, along with Stanley Hand, company executive. While here they visited and conferred with C. Z. Zern, southwestern district manager.*

F. J. A. McCarthy, Universal's eastern sales manager, New York, has been in the city to complete circuit deals for the new season. He told BOXOFFICE he expected to remain in Dallas for about a week. Harry Graham, southern division manager, has also been headquartering in Dallas for the past few days.

*From all sides we hear of a good improvement in business following a very definite slump the first three weeks in September. Veterans say the slump was caused by opening of schools, and that show business suffers about three weeks due to this cause every year.*

The sporty convertible coupe, which belonged to Irvin Grandjean, will not be seen any more on the Row as a regular thing. Reason is that he married Miss Mimi Nelms early in September and gave the car to his bride as a wedding present.

*Girls of the National Screen office and their friends are giving a shower for Mrs. Fred (Doc) Allen, who anticipates a blessed event soon.*

Harold Cunyus, who recently opened the Gem, for Negroes, at Waco, has been on the Row and expressed his pleasure over the success so far of the new house. His aim now is a circuit of colored theatres, friends said.

*Hans Smith, who operates a fine theatre at Irving, 12 miles out of Dallas, is building a new home there, it was learned.*

Frank Starz, Interstate's publicity chief, was in Houston this week getting things all set for another world or southwestern premiere.

*Lou Anger, personal representative of Joseph Schenck, has been making a tour of the southwest with Harold Robb and Ed Rowley inspecting theatre operations and properties in the Robb & Rowley-United circuit, which consists of about 30 towns and about 90 theatres.*

A film man visiting in Colorado recently brings back the report that Ross Dixon has just married a Loraine girl. Ross formerly operated the theatres at Colorado and during recent years formed a partnership with Robb & Rowley with Dixon now holding an inactive interest. The R&R office heard the report with much interest, but had no knowledge of the facts.

*And the Variety Club roster continues to grow. The newest members are: Fred Mor-*

(Contitnued on page 79)


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## *Oklahoma City Variety to Open Quarters Oct. 15*

OKLAHOMA CITY—Formal opening of the new quarters of the local Variety Club has been set for October 15, according to L. C. Griffith, chief barker. Negotiations have been completed with Dan James, manager of the Black Hotel here, for leasing of the penthouse as club quarters. Negotiations were handled by the house committee composed of Morris Loewenstein, Horace Falls and Otto Rhode.

At the meeting last week, 37 new members were taken into the organization, bringing the total to well past 70, according to Griffith. The charter rolls will be closed October 15 when club quarters are dedicated.

Henry Griffing, local theatrical attorney, has been named counsel for the club.

# ATLANTA

ALONG the Row: J. L. Hutchinson of Austell; Wendell Welch, Strand, Dallas, Ga.; Harvey Woodward, Winder, Ga.

*Alfred N. Sack, president of Sack Amusement, was in town for a couple of days from the home office at Dallas, Tex.*

John Jenkins has returned from a trip to Dallas and Oklahoma, coming home by way of New Orleans.

*W. L. Parker of the Atlantic exchange, Charlotte, and wife and daughter, visited J. U. McCormick for a few days. Mrs. McCormick returned to Charlotte with the Parkers. Mr. McCormick plans a trip to Alabama and Tennessee.*

John Elder will manage the Hangar Theatre, new $50,000 house leased by Louis Teplis, due to open October 5-6. The house, seating 500, is part of the Candler airport, Irving development at Hapeville, suburban Atlanta. Jimmy Duffy and his orchestra and five acts of vaudeville will feature the gala opening. Teplis formerly operated houses at Union Point and Greensboro, Ga.

*L. J. Duncan of West Point held a screening of the Louis-Pastor fight pictures for Jan Garber, orchestra leader.*

Bob Wilby has returned from an extended motor trip . . . C. H. Robuck, Columbia shipping clerk, is recovering from a recent illness.

*Carlton Smith, Columbia bookkeeper, was married to Miss Catherine Chambers, of Bolton, on his vacation.*

Columbia is making plans for the preview at W. Murray's Rialto Theatre of "Mr. Smith Goes to Washington," new Frank Capra opus starring James Stewart and Jean Arthur.

*New faces at RKO: Miss Ardnell Burdick and Miss Helen Kilpatrick, replacing Louise Miller and Edna Sacker, recent brides.*

RKO's Hubert Lyon was out of town last week on business.

*Frank Bryant of Green Cove Springs, Fla., has sold his Clay Theatre to Earle Fain of Leesburg, Fla.*

More Row visitors: Jim Jarrell, Commerce, Ga.; L. J. Duncan and Aubrey Gay, West Point, Ga.

*B. D. Benton of Benton Delivery is back on the Row after a serious illness. He is much improved in health.*

Lester Coleman, Paramount auditor, is in town for a week.

*Ed Pentecost, Grand manager, drew attention during the run of "Thunder Afloat" with a Navy recruiting station in the theatre lobby.*

Betty Lawrence, three-year-old daughter of Mr. and Mrs. W. T. Lawrence of Atlanta, left with her parents for the west coast, where the youngster plans to study for a film career. Atlanta gave Jane Withers and Dixie Dunbar to Hollywood.

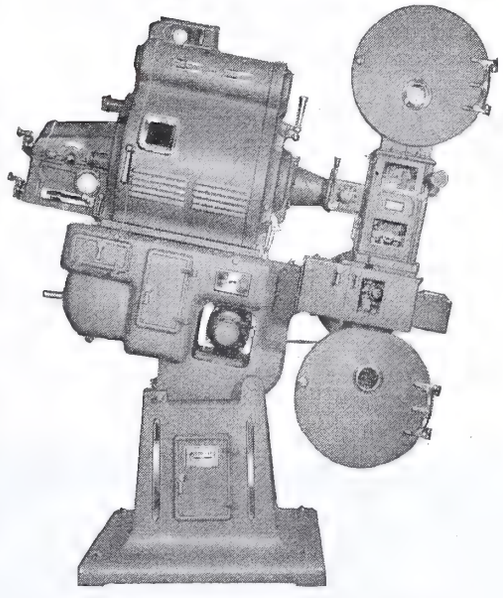
*The Atlanta Better Films Committee met last week at the Athletic Club. Mrs. Frank Freeman, wife of the vice-president of Paramount, was among honor guests.*

Motion Picture Ad Service, under management of W. Johnson, has opened offices in the Rhodes-Haverty building. The office may become a divisional headquarters, said Johnson.

## *Background Shots for "Grapes of Wrath"*

**Oklahoma City—Otto Brower and a 20th-Fox camera and technical crew were in and around Sallisaw, Okla., last week shooting background and atmospheric scenes for "The Grapes of Wrath" and, as usual, newspapers gave the jaunt plenty of publicity.**


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# Three Defendants Are Granted More Time

OKLAHOMA CITY—Three defendants in the department of justice suit against Griffith circuit companies and distributors were granted 20 additional days to file a reply to the government's brief in Judge Edgar S. Vaught's court last week. These are United Artists Corp., Universal Film Exchanges, Inc., and Columbia Pictures, Inc.

Previously, Judge Vaught had granted five days' time but on appearance last week extended this to 20 days. The briefs are with respect to a defense motion asking that the government be forced to file a bill of particulars and make charges more definite.

At the first and only hearing so far, Judge Vaught heard arguments, then suggested that each side file memorandum briefs with him for study upon which to base his decision on the first motions.

Defendant briefs were filed first, followed by the government's brief, then the grant of additional time for answer briefs by defendants.

### An October 2 Hearing for Oklahoma Theatres, Inc.

OKLAHOMA CITY—October 2 has been set by Judge A. P. Murrah as the time when he will hear the application for an injunction by Oklahoma Theatres, Inc., which is asking the court to force various distributors here to sell it product for the Odeon Theatre at Shawnee, Okla., operated by A. B. Momand.

It is alleged exchanges here have films not at present contracted for in Shawnee, for second and subsequent runs, which they refuse to sell to the Odeon.

# *Doings in the Carolinas*

A NEW theatre was opened recently in Rockingham by H. B. Meiselman of Southern Pines. It is called the Strand . . . H. C. Wall, operator of the Richmond in Rockingham, is to build a third theatre there on the lot east of the bus station. The new house will be called the "Little" Theatre. It will give Wall two theatres in Rockingham under the management of W. H. "Cotton" Eubanks.

*Shore and Sellars have opened the Blacksburg at Blacksburg, S. C. . . . L. A. Linder will open a new theatre at Piedmont, S. C. soon. Linder operates a theatre in Greenville also.*

L. Glenn Davis opened the new Louisburg Theatre at Louisburg on September 21 and at Florence, S. C., Dewey McDermon soon will open his new house to be called the Roxy.

*J. A. Reynolds of Shelby expects to open his new house October 15.*

H. H. Everett and Worth Stewart have taken over the Piquout Theatre at Angier, S. C., from R. P. Rosser.

*The North Carolina Theatres, Inc., have given a contract to Barger Brothers of Mooresville for the construction of a new theatre at Monroe.*

Bill Gray, who formerly operated the Carolina at Gastonia, has taken over the Rex at Bessemer City. The Rex is to be renovated.

*Albert Sottile has opened two of his theatres in Charleston, S. C. They were closed for the summer.*

S. S. Stevenson is renovating the Star at Rock Hill, S. C.

*Mrs. John Prevo died at her home in Thomasville last week. She is survived by her husband with whom she worked in operating their theatres, the Palace and State, at Thomasville for many years.*

Eastern Carolina was represented last week on the Row by C. A. Turnage of Washington; Jimmie Earnhart of Edenton and J. W. Watts of Williamston.

*"Diamond" Dick Anderson, Pathe News representative was a recent visitor in the local RKO offices.*

W. E. Green, president of National Theatre Supply Co. from New York, and Oscar S. Oldknow, district manager from Los Angeles, were visitors in Charlotte last week.

*Hubert Lyons, district manager for RKO, was seen on the Row last week. And Mrs. Charlie Picquet of Southern Pines and Pinehurst also, Jimmie Williamson of the H. H. Anderson circuit with headquarters at Dillon, S. C.*

There was a good attendance of the members of the TOA of North and South Carolina at the directors meeting recently held in Charlotte. This is the first time the members were invited to sit in on the deliberations of the directors and the response was heartening.

*The Lexington board of city commissioners declined a suggestion that motion picture houses be open on Sundays.*

Durham city council has extended the lease of Carolina Theatre to North Carolina Theatres, Inc., until such time as litigation over the city's right to rent the theatre to a private party is passed upon by the supreme court. The city won its superior court fight, but opponents of the lease appealed.

*Work is progressing on construction of the Vass (N. C.) Theatre.*

F. L. Turlington plans to erect a modern building at Clinton for Clinton Theatres, Inc., operators of the Gem and State. Henry Vann is one of the principal stockholders in the theatre operating firm.

*The Charlotte Finer Film Forum has started its annual membership campaign. The Forum was established last year by the Visulite Theatre and offers its membership at least five outstanding films which will not reach local screens through regular channels.*

A new theatre seating 316 patrons has been opened at Rockingham by H. B. Meiselman of Southern Pines. The house is called the Strand. H. C. Wall, operator of the Richmond Theatre, plans a new house seating 500 persons.

*Frank Remsburg of the Paramount and M. L. Purnell of the Carolina, Goldsboro, attended the meeting of local managers of North Carolina Theatres at Durham.*



# A Memphis Variety Golf Tournament

MEMPHIS—The Variety Club golf tournament, which was held in conjunction with the MPTO convention, took place Monday afternoon at 1:30 at the Chickasaw Country Club, where approximately 35 ardent golf fans waged the battle of the century. After 18 holes, each contestant was handicapped accordingly, which resulted in the following winners:

E. R. Gillette and Jack Calhoun tied for low net score, and the tie will have to be played off at a later date to determine the winner of the Lightman trophy. The second low net score was also a tie. Henley Smith of Pocahontas and Orris Collins of Paragould were forced to draw for the prize, which was a golf sweater. Henley Smith was the lucky fellow. And the third low net was a tie—this being between J. W. Eaton of the Peabody Theatre, Memphis, and Gordon Lee Hutchins of Corning, Ark. The prize was a golf shirt, won by Gordon Lee. The first low gross, or actual shooting score, was won by Lawrence Landers of Batesville, Ark., and was a beautiful golf bag. The second low gross was won by P. E. Morris of Indianola, Miss. The prize was golf shoes. The third low gross was won by Bailey Prichard of Peerless Poster. A jacket was the award.

The first high net score went to Jake Scharff, and the prize was a sweater. The second high net score was won by L. F. Haven jr. of Forrest City, the prize being a golf shirt. The third high net was tied by B. F. Busby of Republic Pictures in Little Rock and Steve Stein of the Met Theatre at Jackson, Tenn. Prize was a shirt and was won by Busby in the final drawing.

The first high gross prize (shirt) went to Bill Scruggs. For the second high gross, won by Bob Conway of National Screen, the prize was a golf sweater. The third high gross, which was also a sweater, was won by Henry Glover of Republic Pictures in Tampa.

The consolation prize, which was three hood covers for golf clubs, was awarded J. Frank Willingham of Metro.

## *Teachers Named to Direct Motion Picture Division*

LITTLE ROCK, ARK.—R. C. Hall, superintendent of schools, has named teachers who will have charge of motion pictures in the visual education classes at senior high school and three junior highs. Charles F. Allen was named supervisor. Miss Ruth Tucker, public relations officer of the Arkansas Amusement Corp., will send to each school a list of coming current films two weeks in advance.

Ralph Noble, manager of the Arkansas Amusement Corp., has been asked to furnish each school with one complimentary copy of the Study Guide which is published for the study of coming films.

# *Interstate Melba in Dallas to Newsreel Policy October 9*

*By* V. W. CRISP

DALLAS—The Melba, reduced about two months ago to showing second runs downtown, undergoes another change in its policy, starting October 9, when that house on Monday and Tuesday of each week will be known as a newsreel theatre.

Best shots of the five prevailing newsreels will be culled and assembled for an hour's entertainment on these days with strong shorts, including cartoons, added to complete the programs.

While the Melba will not show exclusively newsreels seven days a week, the two-day plan is a departure in showmanship for this territory. Neither will bookings for the all news programs be a hop, skip and jump affair. In other words, News No. ? of one company will not be booked to go with News No. ? from another company.

On the other hand, Melba news shows will be booked according to selections by a board, headed by Mrs. Short and made up of a local journalist, a local history professor and Ainsley G. Wood, Melba manager. Naturally the newspaper man will look out for news appeal, the professor will guard facts and authenticity. Wood and Mrs. Short know something about what the public will pay to see. And this combination has the closest cooperation of J. O. Cherry, Interstate city manager, who expresses enthusiasm for the whole idea. War pictures and their accompanying sound and narration influenced the present all news programs, it was said.

During recent months, Interstate Circuit has been dominant in its use and promotion of short subjects. All shorts programs and a five shorts and feature bill have been highly successful in a number of houses. Interstate's partiality to shorts for the virtue of well-balanced programs corresponds to the circuit's denunciation of double feature bills.

A circuit spokesman said the only thing Karl Hoblitzelle does hate is double bills, going on to say that Hoblitzelle saw and sees now that exhibition of two features for the price of one cheapens the product.

In this connection it was said that Hollywood could have stopped the double feature system, but didn't. Instead, Hollywood made pictures definitely for the secondary showings on double feature programs. As a result, Interstate found itself exhibiting the tailend of a double bill without the front end, according to the comment.

This condition has been and is now being combated by Interstate with a varied program including feature, and shorts of comedies, musicals, news, cartoons and whatever else in shorts the industry has to offer.

In this earnestness to put over the existing shorts and to encourage more and better production in this class, Mrs. Short is in sole authority to book and exploit added attractions over the entire circuit. With her rests the success or failure of Hoblitzelle's belief in the balanced program in which his assistant, R. J. O'Donnell enthusiastically concurs. Mrs. Short maintains in her department a separate bureau of publicity and advertising for short subjects with James N. Gardner filling this berth.

## DALLAS

( Continued from page 76)

*ley and Fred Hoenscheidt, Griffith Theatres, Dallas; M. B. Tritch, Oklahoma City; H. C. Miller, Tyler; Jack M. Corgan, theatre architect, Dallas; and Hiram David Parks, Warner Bros., Dallas.*

For some unaccountable reason there were more exhibitors on the Row Tuesday and Wednesday than there were Monday. Among them were: W. J. Wooten, Canyon; Homer Mulkey, Clarendon; J. T. Darsey, Lindale; B. R. McLendon, Atlanta; George Smith, Center; Harold Cunyus, Waco; Karl Tate, Valley Mills and others.

*R. Q. Coleman is celebrating four years as owner and operator of the Matex Theatre at Mabank. He entered that town on a small scale, improving his plant into a new building and a modern theatre. His little daughter, who hasn't been talking so long, is also a big booster for the show. She is said to be quite an attraction as she walks down the street shouting, "Hi, Yo, Silver."*

Louis Charninsky, Elm Street's leading front man, represented Interstate and cooperated with the Chamber of Commerce in putting over a trade trip to Corsicana for the opening of Novarro County's fair. Louis was in charge of the ballyhoo and handled distribution of souvenirs and literature plugging the State Fair of Texas, which starts next month.

### Cast in "Passage"

HOLLYWOOD—Robert Barrat, Nat Pendleton, Montagu Love, Don Castle and Rand Brooks have been added to the cast of Metro's "Northwest Passage."

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# Queries Would Show Coercion in Miami

(Continued from page 75)

clearance periods as they were then being enforced in the Miami area. The code authority had voted against them. Other independent theatres at that time included the Regent, the Hialeah and the Biltmore, he added.

In response as to whether he bought on a flat rental basis or a percentage, Walder said he had neither responsibility nor authorization in purchasing of pictures.

All questions concerning amounts paid for pictures and gross receipts and license fees were protested by the attorney for the Paramount interests.

Walder did state, however, that under his own independent operation he had paid from 20 to 40 per cent of gross receipts, and as little as $15 and as much as $200 per day on flat rentals.

When questioned as to how closely after the circuits he was permitted to have pictures, Walder testified that he did not know; that he imagined that the salesmen of the "Big Eight" had not called on him until some four months after the first run in this area.

After frequently returning to the issue of whether or not he was able to obtain fresher pictures after his affiliation with Paramount Enterprises, Inc., Gibson, attorney for the plaintiffs, secured an affirmative answer as the final item of Walder's testimony.

### Lynch Testifies on Obtaining of Prints

MIAMI—Difficulty in getting prints sometimes makes it a matter not only of days but of weeks and months, before certain new pictures are obtainable, W. R. Lynch, general manager of Paramount Enterprises, Inc., testified when additional depositions were taken for the pending Miami monopoly suit. He and Norman Rossman, auditor of the local Paramount subsidiary, appeared to answer queries of the plaintiff's attorney, Henry K. Gibson.

Lynch had given extensive testimony several weeks ago. Both he and Rossman were questioned particularly in this current query about conditions surrounding the acquisition of a half interest in the Tivoli Theatre by Paramount.

When questioned as to his success in securing films from the other four distributors, other than Warner, RKO, M-G-M and Paramount, the chain executive said that he had obtained some such pictures during the past year. Further questioned as to whether or not salesmen from Columbia, United Artists, 20th Century-Fox or Universal called on him to talk about sale of first run films, he said that some of them had during the current year. He had not, however, bought any recently, he added.

General laughter followed Gibson's query as to "Who started the practice of charging extra for inferior seats and calling them smoking loges?" Lynch disclaimed any responsibility for the practice, saying that it had been started in the north some time ago.

When further questioned about the exclusive rights in Greater Miami which Paramount Enterprises has to show first-run releases of four of the major film distributor companies, Lynch said that he did not know just how this would apply to new houses which might be built in sections other than the four municipalities in which there are now theatres.

"Naturally, we would seek to prevent any infringement on our rights just as any kind of business seeks to minimize its competition," Lynch commented.

When asked if his competition was not almost nil, Lynch answered: "On the contrary, it is the keenest to be found in the United States." The attorney for the plaintiffs interpolated that he meant outside of the other circuit.

Gibson also asked Lynch what he thought of the statement that there was room in Greater Miami for 25 additional theatres, adding that he knew men who stood ready to build that many if they could be given assurance that they could get pictures.

Lynch's answer was identical with that given last week by Mitchell Wolfson, that the area was greatly overseated now. His reply to the attorney's query as to whether or not his chain did not operate at a profit was: "Not always."

In reply to a query relative to what he had heard about the possibility of his circuit's taking over the Cameo, Lynch said, "Nothing definite," adding, under further questioning, that his brother, S. A. Lynch, president of Paramount Enterprises, now was en route to Florida on his yacht.

When the issue of cancellation privileges was brought up, Lynch testified that he frequently would like to cancel more films than contracts permitted.

Relative to the Cinema Casino, which Paramount is operating on the basis of a contemplated lease, Lynch testified that he did not know why the lease had not been executed.

#### Protests by Defense

Rossman was asked numerous specific questions about finances, boxoffice receipts of Paramount Enterprises for 1938, aggregate amount of film rentals for 1938, similar questions about the Tivoli, amount of capital furnished by Paramount Enterprises at the time of incorporation of the Tivoli Operating Co. To all of them, counsel for the defendants protested and instructed the witness not to answer.

After giving an affirmative answer to the question, was not Paramount Enterprises a subsidiary wholly owned by Paramount Pictures, Rossman was further questioned about the Sparks theatres. He said that they were operated by several corporations, some of which were Paramount subsidiaries.

Paramount Enterprises was at its inception a partially owned subsidiary, but became wholly one in 1922-23, Rossman said. Y. Frank Freeman then was president, a post which S. A. Lynch assumed late in 1936.

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# MEMPHIS

ONE of the nicest things that happened to Filmrow the past week was seeing Jess Norman out again. Jess has been ill for the past three months, and the doctors advised him the odds were 100 to one that he would ever get well. However, the grim determination and fighting spirit that has made him one of the best exhibitors in this territory, refused to be whipped. He has gained 11 pounds and, although he is still having to take things easy, he is well on the road to recovery.

*W. A. Rush of the Houston Theatre, Houston, Miss., was in town the first of the week and advised about the only thing that could keep him away from the MPTO confab was the American Legion Convention in Chicago on the 24th. Rush left Wednesday for Napoleon, Ohio, where a reunion of his company during the World War was being staged. He was in Company B, 37th Division of the 147th Infantry. This was the first time he had seen any of his old buddies in over 20 years. He said he was district commander and was to lead the parade in Chicago, and just could not miss it.*

Exhibitors seen along the Row: Whyte Bedford of Hamilton, Ala.; T. A. Wilson, Red Bay, Ala.; E. B. Brewer, Waynesboro; H. G. Brewer, Clarksdale; W. R. Tutt, Savoy, Tunica; R. V. McGinnis, New, Hope; J. A. Poole, Prescott; Mrs. M. B. Stegar, Palace, Tunica.

*Oscar Morgan, division manager for Paramount, spent a couple of days with his local manager, Bill Bugie.*

Mrs. B. Baradel of the Ritz Theatre at McGehee was in town for the first time in many, many weeks. Her daughter had been seriously ill for 11 weeks with "strep," but is recovering and will soon be well again.

*C. V. Jones and Don C. Douglas of the R&R office spent two days in Memphis the past week working with their local booker, Alton Sims.*

Andy Fiore, district manager for Altec in Atlanta, was in town for the MPTO convention.



1

## *In Hollywood—*

*Southern exhibitors swarmed over the Warner lot in Burbank, and the camera caught the visitors as they swarmed. They are:*

1. *Fred V. Cannata, right, of the Horwitz circuit at Houston, and Wayne Morris.*

2. *R. B. Wilby, left, Atlanta, head of the Wilby-Kincey circuit and his own chain, and Jack L. Warner, head of production.*

3. *William Bell, right, of the Interstate Circuit at Houston, Mrs. Bell and a friend chat with Jeffrey Lynn.*

4. *Fred S. Jernigan, right, of the Robb and Rowley chain, Dallas, with Wayne Morris.*

5. *C. S. Driscoll, right, of the Interstate Circuit in Dallas, and a party of friends, with May Robson.*

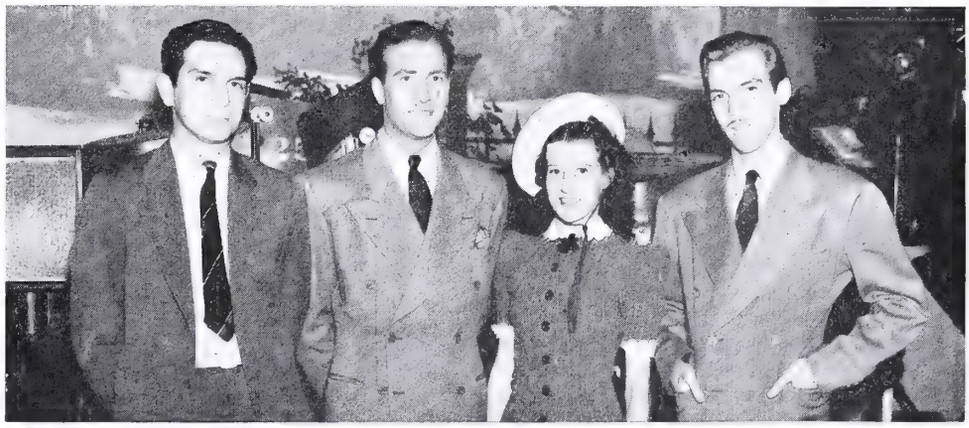
## *In New York—*

*At the Paramount World's Fair lounge are E. F. and Mrs. Brady (below) of the Valley Theatres with headquarters in San Benito, Tex.*





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## *Dixie Doins'*

*By* "AL" HENDERSON

ENJOYED a luncheon with members of the Variety Club in Memphis as the guest of our charming BOXOFFICE correspondent, Carolyne Miller. The club really is putting their milk fund campaign over with a bang due to the wholehearted cooperation of Memphis filmdom. They are a live gang.

Hilton Moss of Laurel, Miss., is opening a new Negro theatre within the next 30 days on the southside of town.

Caught that genial Republic film peddler, George Nunngessor of New Orleans, working the Mississippi Delta and he reported business good. In case you don't know it, George is a singer of no mean ability, having had radio experience and can do a mean "Down by the Old Mill Stream."

Bill Lake, former booker for RKO at Charlotte, has joined the ranks of the Monogram salesmen working out of New Orleans.

Had a pleasant visit with Harry Spann, Monogram manager at New Orleans, and was advised that Southern Trailer-Made has started to serve Twentieth Century Preview Trailers to exhibitors in the New Orleans zone, also Deluxe Trailers on all "A" productions.

Ran into Harold Wilkes, southern district manager for Paramount, at the New Orleans office and he was accompanied by O. M. Morgan, division manager . . . Jack Price, local Paramount manager, has returned to his office after a honeymoon.

Reports on New Orleans Filmrow have it that Lionel Delacroix, exhibitor at Plaquemine, La., is erecting a new theatre there.

A new concern known as the Black Gold Theatres, Inc., of Cutoff, La., has just completed erection of a new house at this point with a seating capacity of 598 to open any day now. It has been named the Star. John M. Guidry is the president. W. A. Prewitt jr. of the American Desk Co. was busy installing the seats during our visit.

Jeff Rebstock of Golden Meadows, La., has just completed a new theatre at a point near Cutoff and will begin operation there soon.

R. J. Brunett, operating the Imperial Theatre in New Orleans, is installing new seats.

Ernest Drake, Ponchatoula, La., exhibitor, has just returned from an eight-day fishing trip at Grand Isle. He went in his cabin cruiser down the Mississippi to its mouth, then 40 miles to Grand Isle after mackeral. He reports he caught plenty. Some guys have all the luck. The writer can't even find time to use some new plugs he bought this spring, but continues to live in hopes of doing so later this fall.

Called around to say hello to L. V. Seicshnaydre, Republic manager in New Orleans, and was informed he had gone to Nashville on a business trip.

According to all reports around the New Orleans territory, business is showing a nice increase.

## OKLAHOMA CITY

EDDIE DURHAM, former local manager for R. E. Griffith Theatres, Inc., at Conchas Dam, N. M., was in Oklahoma City en route to Wilburton, Okla., to take over management of the American Theatre there, recently acquired by K. Lee Williams Theatres, Inc., from J. E. McGinley.

*Ray Higdon, well known in Oklahoma City film circles, is now connected with the K. Lee Williams and R. E. Griffith theatre enterprises.*

Dee Fuller, manager of the Circle, pulled one for "The Cisco Kid." Dee erected a grave on the most prominent corner of the suburb here where his theatre is located, with the grave marker reading: "Here lies the gent who thought he could shoot it out with 'The Cisco Kid'."

*And a plug for Paul Townsend, manager of the Liberty, who set one of his boys in a rocking chair in front of the theatre. A sign on it said: "I'm waiting to see Joe Penner in 'The Day the Bookies Wept'."*

A personal thanks to those who voted yours truly into the Variety Club here, because we haven't got around to thanking everybody personally yet.

*Ask T. B. Noble jr. who that was sitting in his own chair the other day peering at the company books with Noble across the desk in the visitor's chair watching very, very closely . . . and we do mean very, very.*

Basil of the Standard art staff takes one of these here Bill Holman picture-in-another-picture things and enlarges same, adds color and presents it to E. A. Patchen, Standard assistant general manager, for his office wall.

*Phyllis Isley's first picture to be shown in Oklahoma City will be "Dick Tracy's G-Men" serial set for Morris Loewenstein's Majestic shortly.*

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BIRMINGHAM, ALA.

# Bill by Elmer Thomas To Curb War Films

OKLAHOMA CITY—Word is received here that Sen. Elmer Thomas has a strict censorship bill ready for introduction in the present special session of Congress. It would rigidly curb radio programs, pictures and theatres in connection with war subjects.

"The censorship would be with a view of giving the people facts only and no rumors," Senator Thomas states. "There have been too many rumors up to now and too many pictures which, while probably factual, tend to incite people and cause them to lose their neutrality."

Exactly what provisions the bill will contain is known only to Senator Thomas. In Washington, he has intimated he will not reveal its contents until he introduces it before the senate.

## *Federal Official Returns After Orpheum Probe*

MEMPHIS—John Clagett, special assistant to Attorney General Frank Murphy, returned to Washington last night after three days spent here in probing an alleged "freezeout" of the Orpheum Theatre in the distribution of motion picture products.

Clagett declined to reveal his findings, stating he would report to his superiors in the anti-trust division of the department of justice. While here he questioned the management of the Orpheum, managers of the various motion picture exchanges, M. A. Lightman, local theatre managers and others associated with the industry.

The Orpheum management had requested Washington authorities to investigate its alleged inability to buy product from the film producers last spring and had filed a lengthy letter of complaint covering a period of several years.

## *M. S. McLemore Takes The Palace in Plano*

DALLAS — M. S. McLemore, cashier at 20th Century-Fox and owner of the building which houses that office, has purchased the Palace at Plano from Mrs. Imogene Crawford, according to D. L. Howard, manager of the house for several years. McLemore made the buy for his son, who will operate the house. The transfer was to be made October 1.

Mrs. Crawford opened the Plano five years ago. Her home is in Fort Worth.

Howard said he would remain with the theatre for the next two or three weeks.

## *Fight Film Pulls*

DALLAS—The Louis-Pastor fight picture continued to draw well at the Rialto throughout the week. Circuits have dated it in in practically all spots. A. Harris is the distributor.

# SANTONE

RECENT visitors around the Azteca Films office here included Johnny Long and his booker, Theo Roudtt, Bay City; Jose Mozola, Lauda, Smithville, and Tomas Garcia, booking manager for the Laredo Theatres, Inc., Laredo, Tex.

*Some 12,000 visitors and dealers attended the Radio Show held at "Radio Center" on the mezzanine floor of the Gunter Hotel last week. Showing of all 1940 sets was sponsored by local distributors and Radio Station KTSA. All local programs were remote from the floor.*

The Texas State Opera Co. of San Antonio has been formed here with Dr. Otto Wick, composer-pianist, as director. First musical drama slated for production will be "The Tales of Hoffman" to play here December 7, then go on tour of Dallas, Fort Worth, Wichita Falls and Houston. Organization has a directorship of 30 members.

*The management of the Joy Theatre here has declared a moratorium on all passes . . . Olga Zander is the new cashier in the Municipal Auditorium boxoffice . . . Lynn Kreuger spent his vacation at the Yellowstone National Park . . . Madge Doyle, erstwhile employe at the Texas Theatre, has gone to work for the Saint Anthony Hotel here as information and mail clerk . . . LeeRoy Handley, assistant manager of the Majestic, was in Laredo on business for the circuit . . . Manager Homer LeTempt of the Aztec Theatre is touring the eastern cities and taking in some of the big time pig-skin tussles . . . Rex Stuart, western star-producer of Hollywood, was in the Alamo City from location work in southwest Texas.*

Lupe Velez, the fiery Mexican screen player, planed through here Friday night, en route from Mexico City to Hollywood.

*Austin News Item: "Skinny" Pryor's Cactus Theatre recently installed all new RCA sound equipment.*

Local notes: The Joy has raised night prices from 10 to 15 cents . . . Skipper Johnny Floore of the Texas, has adopted four new pet canines.

## Oklahoma City Bowling Enters Third Week

OKLAHOMA CITY — The local Filmrow Bowling League went into its third week of play with 20th Century-Fox winning three games from National Theatre Supply, Clark's Poster winning two from and losing one to Paramount, Griffith Amusement Co. beating Warner Bros. three out of five and Standard Theatres scoring two out of three wins over RKO.

### Cooling at Columbia

NEW ORLEANS—An air conditioning system has been installed in the local Columbia exchange by Equitable Equipment Co., Westinghouse distributor here

## Ray Coley of Little Rock Dies in Auto Mishap

LITTLE ROCK, ARK.—Ray C. Coley, aged 38, until two months ago assistant resident manager for the Arkansas Amusement Corp., was fatally injured at his home here Monday, September 25, when he was crushed under his automobile.

Coley had placed the car on jacks and was under it, making some repairs when the machine apparently slipped from the jacks and fell on him.

He was a native of Corsicana, Tex. Before coming to Little Rock 14 years ago, he was in the theatre business in Jackson, Tenn. He was formerly with the old Majestic Theatre staff in Little Rock.

He is survived by his widow, a son, Curtis; a daughter, Jo Ann; a sister, Miss Marian Coley, all of Little Rock, and three brothers, Curtis, of Marion, Ind.; A. J. of Houston, Tex., and Tyrol Coley of Fort Sill, Okla.

## Vacation in East

DELAND, FLA.—J. Paul Smith, owner-manager of the Washington Theatre here, is vacationing in the east accompanied by his wife and daughter, Carol Jean. They will take in the World's Fair. Smith's mother, Mrs. S. T. Smith, is managing the theatre in his absence.

# ARKANSAS

INSTALLATION of new cushion seats and a larger new type of screen is announced by Harry D. Bogart, manager of the Imperial, Marianna.

*The Strand, Clarksville, recently held its annual "freshman night" when all College of the Ozarks freshmen were invited to be guests of the management.*

Cecil Cupp, Arkadelphia theatre owner, has announced he will soon build a Colonial type sandwich shop in that city.

*Manager John Oxford of the Paramount, Helena, announces the regular Friday night added attractions have been changed to Thursday night.*

Appointment of Guy B. Snow, manager of the Strand, Newport, as district chairman of the 23rd annual Red Cross Roll Call, has been announced by Col. Heber L. McAlister, state chairman.

*Remodeling of the Plaza Theatre building at Harrison is almost completed. The house is owned by James Myers and is under lease to the Commonwealth Theatre Corp. An air-conditioning system and heating plant have been installed. New carpets have been ordered and new electric fixtures will be installed soon.*

Fifty-seven grandpas, ranging from 65 to 89 years of age, were guests of the *Green County Citizen* at the Capitol Theatre, Paragould, to view "On Borrowed Time." A few of the men revealed this was their first time to see a "movie" and that they enjoyed it very much. Practically every community in the county was represented.

# MIAMI

CHARLES WHITAKER of the Olympia Theatre goes over to the Paramount publicity department to take over there while Karl Roller is away on his vacation.

*Harvey Fleischman, manager of the Cameo Theatre on Miami Beach, is going out to sea for his autumn vacation. An ardent candid camera fan, he will shoot stills of all the catches as well as angle for as many action shots as possible. He and a party of friends will head a cabin cruiser out into the gulf stream as soon as the elder Fleischman, M. L., a former New York theatre operator, who now owns and operates the Essex house on Miami Beach, returns from a trip to New York City this weekend. They'll spend most of their time in the waters off Key West.*

Newest arrival on the local theatrical scene is O. W. Hancock, who came in last week with his wife and daughters from New York to be stationed here as the Miami Altec representative. He assumes the place of C. T. Garnsey. Originally a native Georgian, Hancock has been a sound engineer with Altec for many years. Prior to his assignment down here, he was installing sound picture equipment at the World's Fair.

*A new face in Wometco's front office, but by no means a newcomer in that organization is Frank Myers, who has just been made purchasing agent for that organization. Myers has been with Wometco since 1929 when he worked in both the booking and art departments. For several years he was associated with West Palm Beach theatres and for a brief time with a Ft. Lauderdale house, returning to Miami several months ago to a post at the Lyric.*

Sunday the State was closed for a 19-day period during which the major work of remodeling will be completed. Workman have been carrying on preliminary activities for the past several weeks on the front and lobby. Charlie Ozborn is going to remain "at home" at his theatre during the entire remodeling process, the largest job of its kind being executed in the area this summer.

*During his vacation, Walker Stephens of the Parkway did four or five states, stopping over at Memphis and Little Rock.*

## Install RCA Sound

MIAMI—New RCA Photophone sound is being installed in the Florida, West Palm Beach, managed by R. R. Thomas for Sparks; the Paramount exchange in Atlanta; the new Lake, now going up in Lake Worth, Fla., which P. P. Peeler will manage for Sparks, and the new house F. O. Mullen is building in Fort Meade, Fla.

### Opening in Whitesboro

DALLAS—T. J. Mitchell is opening a new theatre at Whitesboro, Tex., and not Whitewright, as was erroneously reported last week.

# Atlanta Entertains Neagle and Wilcox

ATLANTA — Anna Neagle and Herbert Wilcox were entertained here recently by prominent political figures and civic leaders on the opening of RKO's "Nurse Edith Cavell" at the Fox Theatre. The star and producer-director of the film came here from Washington, D. C., where they appeared in conjunction with the first showing of "Cavell" there.

Governor Rivers and Mayor Hartsfield of Atlanta were among those who met Miss Neagle and Wilcox upon their arrival from Washington. Newspapermen from 16 cities were present at press interviews.

The British star attended a Rotary Club luncheon and was introduced to some 250 persons at an informal dinner at Henry Grady Hotel.

After the theatre preview, Miss Neagle attended a party given by the Lucas & Jenkins Theatres in the Blue Room at the Fox Theatre.

Miss Neagle was interviewed over the air by NBC's Atlanta representative.

## *Wright Theatre at Gurdon Sold to Williams Chain*

GURDON, ARK.—The Wright Theatre, owned and operated by G. Sterling for a number of years, has been sold to K. Lee Williams Theatres Corp. of Oklahoma City, it has been announced. The new owners will assume charge of the house October 15. It is also stated that the building will be remodeled and new projection and sound equipment installed.

## *First Texas Drive-In Is Scheduled for Garwood*

DALLAS—The first drive-in theatre for Texas will soon be a reality. It will be located at Garwood, Tex., between Corpus and Robstown.

Behind the venture are George B. Winter and the Katsaris Bros., who already have purchased much equipment from National Theatre Supply Co.

## *R. C. Keaton Considers O. C. Theatre Bldg.*

OKLAHOMA CITY—A new theatre building is under consideration for 29th and McKinley Sts. here with R. C. Keaton of the Keaton Ice Co. said to be the property owner. It is understood that plans have been drawn for a 50x140 house and construction is awaiting negotiations on a lease of the suburban building.

## *Start Auto Nite*

CORPUS CHRISTI — Auto Nite was launched here recently at the seven local theatres operated by the Corpus Christi Theatres, Inc., and such future events have been set for the first Thursday of every month.

# TENNESSEE

H. N. HADDAD, a local merchant, is financing construction of a new theatre for Munford, plans for which are being drawn. It will seat 400 and cost about $10,000.

*William L. Dowler, manager of the Dixie and Volunteer theatres in Chattanooga and the Roxy in Knoxville, was married to Miss Julia Margaret Rawlings of Chattanooga.*

To Mrs. Raymond Hardin, manager of the Capitol, Fayetteville, went first prize of $25 offered by Cumberland Amusement Co. to the manager showing the greatest increase in business for a period as compared with last year.

*The New Park Theatre, McMinnville, seating 1,000, has opened under the management of Cowan Oldham. The Dixie is continuing under Norman Lusk as a 5-10 cent house.*

M. A. Lightman of the Malco circuit. Memphis, has been assigned to direct the theatre division of the Memphis Community Chest drive scheduled for October.

*S. P. Marshall of Clinton, Ky., has assumed duties as manager of the Strand Theatre, Ripley.*

Nearly 200 new seats have been installed in the Ritz Theatre, Woodbury.

*Jack Shannon and Siegfried Winsel of New York plan to open a dramatic school in Lewisburg.*

W. F. Ruffin, president and general manager of the Ruffin & Chickasaw Amusement companies, announces the Ruffin firm will erect a new theatre at Halls seating between 400 and 500. Construction will be completed by November 1.

*Oscar Morgan, Paramount's division manager, spent a couple of days in Memphis with Bill Bugie, local manager.*

# NEW ORLEANS

THE Star at Galiana, La., managed by J. L. Guidry, has opened . . . A fire recently destroyed the Joy at Mamou, La. The house is being rebuilt . . . Jack Price of Paramount recently took as his bride Miss Iris L. Royal of Jacksonville, Fla.

*Station WSMB has a new feature—a 15-minute daily program given over to a discussion of motion pictures and activities in the film capital . . . The Circle, a new house on St. Bernard Ave. owned by Henry Lazarus, opened to capacity crowds.*

## *Supervises Redecoration Job in Kissimmee, Fla.*

KISSIMMEE, FLA.—The Arcade here, owned and operated by Mr. and Mrs. J. G. McPherson, has been redecorated under Mrs. McPherson's supervision. A new sound system also was installed.

## *Atlanta Newspaper Praise For Variety Club Activity*

ATLANTA—The local Variety Club, Tent No. 21, drew editorial praise in a recent issue of the Atlanta *Constitution,* morning newspaper. The editorial was written by Lee Fuhrman, BOXOFFICE southeastern editor, who is a member of the *Constitution's* news staff. It stated, in part:

"With formal granting of a charter to Atlanta Tent No. 21, Variety Clubs of America, this city gains another worthwhile organization. That the common cause of humanity tends to create a unity between otherwise conflicting elements has no better illustration than in the work, aims and purposes of Variety. Here is an organization comprising men in the amusement and allied fields—a highly competitive sphere of operations—forgetting all rivalry to meet as friends and to work together amicably for the benefit of the unfortunate."

## *Earle Fain Circuit Adds Eleventh Florida Unit*

GREEN COVE SPRINGS, FLA.—With the acquisition of the Clay Theatre here from Frank P. Bryan, the number of houses operated in Florida by the Earle M. Fain circuit now totals 11. Bryan relinquishes the Clay after operating it three years.

## *Plans Negro House*

DALLAS—H. C. Robinson, with Saenger several years stationed in Greenville, Miss., and Shreveport, said on a trip here that he would open a Negro show in Hot Springs, Ark., about October 1, to be named the Star.

### Two on Wilde Story

HOLLYWOOD—Corey Ford and Alastaire MacBean will collaborate on the script of "Canterville Ghost," a story by Oscar Wilde, which Milton Bren will produce for Metro.

### RCA for Pryor's Cactus

AUSTIN, TEX.—"Skinnie" Pryor's Cactus Theatre here recently installed a new RCA sound system.

### Park Helm to Jones

AVON PARK, FLA.—The Park here is now being managed by W. H. Jones, formerly projectionist at the Royal in Tarpon Springs.

## *Puts Studies to Use*

FROSTPROOF, FLA.—His art studies at the University of Florida served Frank C. Thompson jr. well in supervising renovation of the Ramon Theatre here this past summer for his parents.

A feature of the job is the use of indirect colored lighting which enhances the beauty of the entire theatre. Thompson also painted two original murals, each 10x14 feet, and representing "Riders of the Elements" and "Speed."

# Industry's Members Active in Enlisting

TORONTO—Enlistments for war services are beginning to be recorded on all sides in the Dominion film industry the decisions being entirely on a voluntary basis, and the indications are that the movement has barely started.

One of the first to don the uniform was Paul Miller of the Chateau Theatre, Toronto, who has thrown in his lot with the Ontario Tank Regiment, with Miller reporting for duty at Oshawa, the headquarters of the tank unit.

Thomas Templeton of Toronto, who has been employed by the Mavety Film Delivery Service for the past decade, has joined the colors and is now Private Templeton of the Royal Canadian Army Service Corps.

Max Sheine of the Aster Theatre, has enlisted with the Royal Canadian Air Force and expects to be among the first to proceed to the war zone in Europe.

Irving Cohen and Roy Lerner, both of Toronto head office of Grand National Films, have signed to serve with the Royal Canadian Navy, the personnel of which is being doubled, according to announcements passed by the Canadian chief censor. Irwin Steinhardt of the Manor Theatre, Toronto, and Andrew Sinclair of the Toronto Universal office have also enlisted in the navy.

Milton Elliott of the Theatres Branch of the Provincial Government, Toronto, has forsaken duties in connection with the censorship of films to become a despatch rider in His Majesty's Forces for war service.

None other than Harry Firestone of Toronto, president of the Independent Theatres Association of Ontario, is preparing to join the colors, having already served for seven years with the Queen's Own Rifles of Canada and previously with the Canadian Officers' Training Corps of the University of Toronto. When he joins he will be the second one from the Aster Theatre to take up arms.

Lieut. F. G. Doney, until recently manager of the Capitol Theatre, St. Thomas, is already on active service and is reported to be on duty at Camp Borden, from which point he will proceed overseas.

Lieut. Harold Parker, manager of the Capitol Theatre, Yarmouth, is already with the Canadian active service force. Only recently he returned from successful participation in the military rifle shooting competitions at Conaught Ranges, Ottawa, and he has been a member of Canada's team at the Bisley tournament in England.

A. R. Cooper, manager of the Prince Edward Theatre, Charlottetown, is already in training with his regiment at camp. Frank Lowrie, doorman, and E. Phillips, usher, of the Mayfair Theatre, St. John, have enlisted together while McKay Ferris of the Capitol Theatre, St. John, has already resigned to serve his country.

### Termer to Lynne Carver

HOLLYWOOD—Lynne Carver, Metro actress, has been held for another term.

# *Veteran Exhibitor Consensus Holds Boom Days Ahead*

*By* ROY CARMICHAEL

MONTREAL—What effect is the European war in which Canada is engaged as a member nation of the British Commonwealth, going to have on the motion picture situation in the Dominion? Theatre proprietors are asking themselves this question, and are also discussing what they should do to prepare themselves for any change which may be brought about as a result of the war.

For the first fortnight after Labor Day, which was the day after Britain's declaration of war on Germany, the public, excited and unsettled, almost deserted the theatres in favor of an armchair beside the radio which broadcast excitement enough. Now, conditions are veering toward normal fall business, and there is less news on the radio to distract the listener and compete with the films. First run theatres this week quickly noticed the recovery which encouraged most of them to lengthen the run of the pictures which marked the turn.

Encouraged by this sign that citizens are not going to button up their pockets and go around with gloomy faces, theatre managers and the industry generally are beginning to plan out the future. "What must we expect?" they ask, and follow that question with "What must we do?" A canvass of the views of veteran executives who recall the last war and have reasoned out the probable effect on the amusement industry of the present conflict, shows that, so far from feeling depressed about the outlook, they anticipate continuously better business, as soon as the millions of dollars which the Dominion government already has commenced spending on various war preparations begin to circulate. The point is made that practically all this immense expenditure will be made in Canada, and that, in addition, countless millions will be spent in this dominion by the British government for supplies of all kinds including airplanes and munitions. This will put more money in circulation, and will give money and employment to many families who have hitherto been living on "relief," thus producing an addition to the list of potential amusement seekers.

#### Plan on Increased Business

This being the case, veteran observers and profound thinkers in the industry have arrived at the conclusion that theatre owners ought to prepare for bigger business, and to do so ought to bring their equipment up-to-date so that they can be certain their share of the large amount which will be spent on entertainment will not go to other proprietors more enterprising than themselves.

To emphasize this point, a prominent theatreman recalled that in 1930 and 1931 when farseeing theatre men were installing sound equipment, some, more conservative, reasoned that "sound" was a fad and delayed putting in equipment, with the result that their competitors had two or three years "jump" on them. "This mistake ought not to be repeated," he said. "There are good business reasons for making all necessary improvements at once. One reason is that costs will mount steadily in the equipment industry as taxes, freight bills, materials and possibly labor prices increase. The other is that the improvement in theatre attendance is liable to come with a rush, and that the theatre best prepared to cope with the demand and provide the best film fare and projection, and the best sound reproduction, will be certain to have first and most lasting call on the new business."

# Attendance Recovers As War Progresses

WINNIPEG—With a state of war a normal condition now in Canada, the public has become accustomed to the new order of affairs and seems to have overcome the bad case of war jitters which hit it at the outbreak of hostilities. In the first two weeks of September, theatres in the city showed poor attendance which was attributed by the theatremen to the fact that potential filmgoers stayed at home listening to news bulletins over their radios. Now business has returned to better than normal as reflected in boxoffice returns. All downtown houses of first run character showed excellent results, with two holdovers.

Authorities here have banned in the last few weeks showing of war pictures which reflect in a grim way the horrors of war. With recruiting going on in the city it was to be expected that films of this type would meet with opposition. Films which have been withdrawn are "All Quiet on the Western Front" and "Lest We Forget," the latter drawn from the records of the government. The Main St. Oak Theatre now is showing "War Birds" and it will surprise no one if this film, too, is suddenly withdrawn.

It is expected that war comedies and films dealing with the "humorous" side of war will be popular. "23½ Hours Leave," Grand National's comedy war picture, has been reissued and according to the distributors is heavily booked.

### Gold Mines District Feels Boom Brought by War

WINNIPEG—One way in which the war is affecting film business is disclosed in the report of Monte Jenkins, operator of the Cabin Theatre in the gold mines of the Red Lakes district. A visitor to the city, Jenkins states that the war has brought increased activity to his district and reports business is excellent.

# TORONTO

THE marriage took place a few days ago of Mary Clare O'Loghlin, daughter of J. P. O'Loghlin, to Hugh Harold Walker of Galt, Ont. Mr. O'Loghlin has been the general manager here, for many years, of 20th Century-Fox Corp., Ltd.

*C. H. Perry, formerly of the Capitol Theatre, Sudbury, has been appointed manager of the new Regent Theatre in that northern Ontario city, a 1,500-seat house recently opened by R. T. Stevens who has operated theatres in the mining country since 1918. Incidentally, the Sudbury Regent has a full stage and orchestra pit.*

James Simmons, assistant manager of the Capitol Theatre, London, Ont., has been appointed temporary manager of the Capitol at St. Thomas, in succession to F. G. Doney who has joined the colors as lieutenant in the Royal Canadian Army Service Corps now in training at Camp Borden for service in France.

*Louis Rosenfeld, general manager of Columbia Pictures of Canada, Ltd., Leo M. Devaney, general manager of RKO-Radio; H. M. Masters, general manager of United Artists, and J. P. O'Loghlin, general manager of Canadian 20th Century-Fox, have all been down in the Province of Quebec on business trips from their Toronto headquarters.*

Jack LaRue, screen villain, paid a brief visit to Ontario centers following his recent return from England where he had been appearing in "Golden Boy" at the St. James Theatre, London, after working in 130 pictures over a period of six years. He paid tribute to the calm manner in which the people of the British Isles had gone ahead with war preparations. LaRue is returning to Hollywood shortly where his parents reside.

*Manager H. C. Merritt of the Palace Theatre, Windsor, capitalized on the Louis-Pastor heavyweight fight across the river in Detroit when he stopped the regular show for a broadcast of the bout from the stage of the theatre, a big crowd attending as a result of his newspaper announcements on the stunt. The film program consisted of "High School Girl" and "The Adventures of Sherlock Holmes."*

Vern Hudson, manager of the Capitol Theatre, North Toronto, has signed up Ken Soble's Radio Stars for a stage show every Wednesday night during the fall and winter. This marks the return of vaudeville to this theatre after a lapse of three years.

*Ed Lennon, manager of the recently-opened Glencoe Theatre at Glencoe, Ont., toured Toronto's Filmrow in quest of bookings. Simon Meretsky, owner of several theatres in Windsor, was also in town on business as was Ted Soucie, manager of the LaSalle Theatre at Kirkland Lake, way up north where winter is having its preliminary fling.*

Harry Price, general manager of Superior Films, Ltd., has returned from a quick business trip to New York City and has also been busy with the completion of his country house near Toronto.

*Sam Brent, special representative here for Universal Films, has been calling on many exhibitors in out-of-town theatres over a wide area in Ontario.*

Manager Fred Trebilcock of the Uptown Theatre, ace house of the Famous Players' chain, is giving the war plenty of opposition as he has held over two attractions during the first four weeks of the scrap. "The Old Maid" has been held over for a second week while, previously, "When Tomorrow Comes" was good for another week.

*Theatre managers have been asked to cooperate in the staging of Fire Prevention Week in Canada which is to be held this fall in spite of the conflagration in Europe, the theme this time being the conservation of property, resources and facilities. Fire Prevention Week is scheduled to open October 8.*

Manager Leon Bishop of the Tivoli Theatre, Hamilton, has turned to stage shows as an added attraction for the double-feature screen bill, the vaudeville being presented three days of the week and three times daily . . . "Golden Boy" was held over for three days by Manager W. Trudell at the Capitol Theatre in London, Ont.

*Wally Davidson, veteran salesman of Superior Films, Ltd., has been covering the Ottawa district during the past week. He reported that theatre patronage has improved considerably since the first shock of war and with the coming cool weather. Business around Labor Day was very poor for the first time on record because of the opening of hostilities but the people have returned to normal activities.*

Les Gregory has dropped his own name as the designation for one of his two theatres in Hamilton, Ont., the Gregory having been re-christened the Windsor Theatre, the other being the Royal. His new house in Orillia is scheduled to open in a few weeks.

*The Grand Theatre at London, Ont., operated by Famous Players, reopened with a stage engagement for the fall season, the first attraction being "The New Moon" at $1 top. The Grand had been closed since last spring when it was the scene of the final competitions of the Dominion Drama Festival which has been canceled until further notice because of the war. The Grand is booking a number of film roadshows.*

Jack Purves, manager of the Eglinton Theatre, held over for another three days a double bill headed by "Stolen Life." Manager A. Easson of the Village Theatre is playing his weekly revival feature late on Friday night and again with the first performance Saturday afternoon. "Her Jungle Love," for instance, had the two showings with "Goodbye, Mr. Chips" as the regular feature.

*For the emergency lighting system, independent of all public services, ordered by the theatre inspection branch of the Ontario government as a precautionary measure in case of sabotage, a number of exhibitors have improvised lighting fixtures consisting of automobile headlamps which are rigidly fixed to wall brackets. These lamps are fed by storage batteries located in the projection room where they are within arm's reach of the operators at all times.*

Greetings were sent from head office of Famous Players, Toronto, to Manager Pete Egan of the Palace Theatre, Calgary, on the occasion of his silver wedding anniversary when he entertained as guests of the theatre all married couples observing the same celebration.

*Because the Capitol Theatre, Windsor, no longer plays vaudeville, Simon Meretsky has asked the city for a substantial reduction in the tax assessment on the stage, dressing rooms and other vacant and unused portions of the theatre. The court of revision has withheld decision in the matter in order to give further study to the request.*

The idea having been abandoned for the erection of a large new theatre in Ottawa, Ont., Famous Players Canadian Corp. has accepted an offer for a large downtown site in that city from a hotel company. The site, 99 by 156 feet and assessed at $120,000, has been used for some years as a parking lot for the Capitol Theatre.

## Florida Will Cost More This Year

**Toronto—There is gloom among those industry executives of Toronto, including film exchanges and theatres, who usually spend a considerable portion of the winter months on the warm sands of Florida holiday colonies.**

**The reason is that the international exchange situation has brought about a premium of 10 per cent or more on United States money in relation to Canadian funds and this means a substantial increase in the holiday expense account for Canadians. Furthermore, the new government regulations restrict the amount of money which can be taken out of the Dominion. Some exhibitors are already talking about going skiing instead.**

# Chief Justice Rules Out Mass Protests

VICTORIA—Chief Justice Archer Martin, in a decision on the appeal of the projectionists' union from a damage award of $2,000 in favor of Hollywood Theatres, Ltd., dismissed their plea in part, yet decided, they were entitled to "publish information, to warn and to urge" but not to arrange mass protests against alleged grievances. The case, therefore, is concluded.

# MONTREAL

WAR'S EFFECT on motion picture theatres in Canada is only beginning to be faintly perceptible. The censorship, if operating at all, is doing so with a "velvet glove," so that theatre managers are unaware from any internal evidence that it exists. Its chief effect has been in the censoring of incoming films and photographs, and nothing serious in that regard has been reported. But, the possibility of interference is making the industry very watchful.

*One result of the enlistment of Canada's youth which affects the theatres has been noticeable within the past week. Regular patrons of certain theatres have missed their favorite ushers. These popular and necessary employes are usually selected from upstanding young men of good physique, intelligence and appearance. Naturally, they were amongst the first to volunteer for military service.*

"Confessions of a Nazi Spy" continues to be one of the leaders in popularity amongst war pictures, showing at three United Amusement theatres at the same time and held over in one—the Snowdon.

*A resolution opposing the entry of United States bands and orchestras into Canada unless corresponding rights were given Canadian orchestras, permitting them to enter the United States, was passed by the Trades Congress of Canada which called on the government to modify the law in that respect. The London, Ont., branch reported that several local entertainment places had been forced to close by the competition of visiting United States orchestras. The Congress also passed several resolutions regarding the engagement of musicians in theatres and in radio and called on the Canadian Radio Corp. to employ more musicians.*

Motion picture interest attaches to the appointment of W. W. Murray of the parliamentary staff of the Canadian Press, as chief cable censor, with the rank of lieutenant-colonel. Colonel Murray wrote the narrative to the Canadian motion picture, "Lest We Forget," which depicted Canada's Great War efforts, and the "Salute to Valor," screen record of the pilgrimage to Vimy Ridge undertaken by the Canadian Legion in 1936, in which special pictures of the Duke of Windsor, then King Edward VIII, were shown.

*Television in the United Kingdom is operating under extraordinary difficulties produced by the war. From time to time all television screens have been "blacked out." Yet, progress is being made. According to Sir Stephen Tallents, BBC controller of public relations, "no country is seriously challenging Great Britain in television—not even the United States; certainly not Germany. The British industry is determined to keep that lead, and the BBC will hold on to it."*

Although seven years ago all Warner films were banned from Poland, because the villains in two films had been described as Poles, it is learned that "Confessions of a Nazi Spy," which was booked for three days at Gdynia (seaport now unfortunately in the hands of the Nazis) ran for three weeks. Warner Bros. will distribute in the United Kingdom pictures made by First National and the latter's London office will be closed.

*Hollywood's influence on the fashions, due to the original and often gorgeous and daring costumes worn by female stars, has recently been recognized by Montreal department stores who have sent buyers into that market—Scarlett O'Hara, soon to blaze across the continent in "Gone With the Wind," has already inspired hats, gowns and jewelry, and now a noted French perfumer has named one of his products "Scarlett."*

Northern Electric Co. pledged itself to render every aid and assistance possible to the Dominion government in connection with the prosecution of the war, and decided to grant leave of absence to employes called for military service. It will also pay an amount not exceeding one-half of the employe's salary to married and widower members of its staff to make up with military pay the amount of their previous earnings. With regard to employes who have no dependents, the company will give consideration to the granting of such allowances as may, in their opinion be warranted. These conditions also apply, it is understood, to Dominion Sound Equipments, Ltd.

*Rachel Carlay, Parisian singer, will make a return personal appearance at Chez Maurice . . . Management of the King's Theatre, Annapolis Royal, threatened with prosecution on account of staging "Banko" defied the town council by successfully contending that only the Dominion government could prosecute . . . Theatre lobbies are being used for recruiting purposes by display of military posters. One noticed in several theatres urged men to "Join the Black Watch" (Highland regiment) and added: "Hitlerism must be smashed."*

Quebec's recently reopened Cambrai Theatre is presenting a mixed stage and screen program. The management has adopted the motto: "A popular show at popular prices."

*Visitors to Montreal, whether newsreelers or amateur photographers, will have to avoid military centers. Several nervous amateurs who took shots of military guards outside industrial plants and on the harbor front and canals, were detailed by the "Mounties," but were allowed to go after examination of their films showed nothing harmful.*

Joe Lightstone of the Orpheum announces a forthcoming display of Charlie Chaplin's "Production No. 6." The date, of course, is not yet decided . . . Dominion Drama Festival for 1940 is likely to be cancelled for war reasons.

*Visitors to Filmrow included Wolfe Cohen of Warner Bros., and Haskell Masters of Toronto . . . L. C. Pearson, sales manager of Dominion Sound Equipments, has been several days in New York on business . . . Alfred Perry, of Empire-Universal, passed through Montreal en route to the Maritime provinces on an inspection trip.*

When the *City of Flint* reached Halifax with survivors from the torpedoed *Athenia*, Roy Tash, newsreeler of Associated Screen News obtained several striking pictures. Lucien Roy, another ASN newsreeler, obtained a number of recruiting scenes at Vancouver and Victoria. ASN also took recruiting pictures in Montreal and Toronto.

*The newsreel has been used to the advantage of the American, British and French governments as a means of clarifying the war situation. Local managers think it about time Canada was doing the same.*

Joe Lightstone of the Orpheum obtained radio and music store tieups for the musical film, "They Shall Have Music" which features the great violinist, Heifetz.

*Shortage of French and British films is feared as an outcome of the war. It is reported that some theatres which have been running double features of Parisian films have been warned that the possible shortage may make it advisable to run only one at a time.*

# CALGARY

BOXOFFICES in Calgary are returning to normal as the citizenry recovers from the outbreak of war. Calgary is a garrison town with two airfields. Intensive training of pilots is taking place at the old airport, recruiting is going ahead and the city is busy. But since the war started, the public has been glued to their radios or watching newspaper bulletin boards. Signs are plentiful that radio blasts and war extras are having their effect on human nerves, driving patrons back to the theatre to seek forgetfulness for a few hours. If history repeats here, theatres will be packed as the war continues.

*Jubilation reigned as prize checks arrived at the local RKO Radio offices. Members of the staff received four week's salary for winning the George Schaefer Drive. The Calgary office topped the 38 branch offices on the continent, with Detroit second and Buffalo third. H. F. Taylor is local manager.*

First shipment to Canada of the Holmes projector has been received by Sharpe's Theatre Supplies and one is now being used in the screening room of the local Film Exchange.

*Sam Pearlman, Warner manager, has returned to work after being confined to bed with flu.*

Combination tax and admission ticket went in force this month in Alberta. Cashiers previously had to handle separate tax and admission tickets.

# WINNIPEG

AFTER ALL arrangements for its showing had been completed and the film had been passed by the Manitoba censor, "Beau Geste" was withdrawn from showing at the request of the French consul who thought that the French foreign legion was shown in a bad light in the film.

*An editorial in the Winnipeg* Tribune *drawing attention to the importance of the theatre in war-time is just as relevant to the part played by the films in this time of stress. Says the* Tribune: *"It is cheering news that Maurice Colbourne, Barry Jackson and their repertory company are coming back to Winnipeg this winter, despite the outbreak of war. The theatre can play a great part in maintaining morale and in speaking to the heart of things that matter more than ever in these times. Now, if ever, the show must go on."*

John A. Schuberg, popular veteran showman is here on a trip of inspection looking over the Rio and Bijou theatres with his associate Helmer Jernberg . . . Walter Grieve of Russell, Man., is a visitor to the city.

*The John Holden Players return for their fourth successive season in Winnipeg and remain the only permanent stock company in the Dominion.*

Dutch Leavitt, Columbia manager, with an increased family has taken up residence in his home, the Canora . . . Mrs. D. V. Rosen is back after a trip to the east.

*Vincent Lopez and his band play the Auditorium for a one night stand, September 30 . . . Nate Rothstein has just returned from his far northern theatre at Goldfields, Sask., where express charges are higher than film rentals and admissions are 50 and 75 cents.*

The Rialto Theatre is being readied to take care of increased business and is undergoing extensive alterations which include a new marquee, new seats and complete remodeling.

*Paris Theatre, St. Boniface new house, is being readied for a late October opening. Big increase in manufacturing in that section seems to indicate the future success of the house.*

## *Harry Price to Distribute Six Fred Scott Westerns*

TORONTO—Harry Price, general manager of Superior Films, Ltd., has signed a contract for the distribution in Canada of six Fred Scott westerns for fall and winter schedules. Arrangements also are being made by Superior for the early release for the new sound version of "Tumbleweeds" in which William S. Hart was starred in 1925.

Bookings are numerous for "Hell's Angels" and "Sky Pilot" because of war interest, these re-issues being controlled by Superior.

# Ontario Legislature Mum on War Taxes

TORONTO—The emergency session of the Ontario legislature got under way without a word about special war taxes or direct levies of any kind, although it is an admitted fact that the Provincial government requires more revenue for war and emergency purposes.

A close watch has been kept on the proceedings of the Assembly because of the prospect of increased assessments, but early discussions were occupied with protective measures and restrictions against illegal gatherings.

The Dominion government has made a drastic increase in the annual license fees for privately-owned commercial broadcasting companies and there is a feeling that the Provincial governments in Canada may make it more expensive for theatres and other enterprises to operate through advances in license charges. Among those who pay a substantial license levy are the film distributors who have offices in six provinces.

### New Pact to Ludwig

HOLLYWOOD—William Ludwig has signed a new writing ticket at Metro.

# MARITIMES

AN ORGANIZATION for war work was formed recently among the girls of the various Saint John film exchanges when they met at the home of Miss Alice L. Fairweather, executive secretary of the Maritime film board of trade. Officers were elected as follows: Alice L. Fairweather, president; Lillian Bromfield of United Artists, secretary; Geraldine O'Neill of Paramount, treasurer. The club will meet monthly and work through the Red Cross Society and the Soldiers' Comforts Ass'n. Knitting and sewing have already been started and other plans are being considered for the future.

*Nicholas A. Vassis, part owner of the Empire theatres of Saint John and Halifax, was very fortunate in having his three-year-old daughter, Sophia, escape grave danger when she was being brought to this country from Greece. Sophia and her aunt had passage from England booked on the ill-fated liner* Athenia *but changed their plans at the last moment. In the hurry, most of their luggage could not be transferred to the other ship and is now at the bottom of the ocean.*

J. Lieberman of the Maritime Film Co. and Samuel Kunitsky of the Eastern Film Co. combined business with pleasure when they motored to Montreal recently.

*"Only Angels Have Wings" played a return engagement at the Strand Theatre, Saint John, N. B.*

J. E. Butler of the Imperial Theatre, Moncton, N. B., and Colin Danson of the Strand Theatre, Sussex, N. B., were recent visitors to Filmrow.

# VANCOUVER

S B. KENNEDY who recently purchased the theatre at Esquimalt, is on his way to Winnipeg in his car, but plans to be back in three weeks to supervise renovation of his theatre which he may name the Nabor.

*L. A. "Sonny" Allen left for Toronto but gave no intimation as to when, or if, he would return . . . A. Wasel, Varsity Theatre, spent some time on Filmrow arranging bookings for his new theatre which he expects to open the first week in October.*

E. W. Bickel, Ilo Ilo Theatre, Cumberland, and Bickel Theatre, Courtney, spent a few days here booking . . . C. E. Doctor boosted boxoffice receipts at the Dominion, where he is screening "Goodbye, Mr. Chips," by having a young man, in proper collegiate garb, hand out candy and chewing gum to passersby.

*The Lyric has again been incommoded by having the street torn up in front and the air vibrant with noise of air-drills and blasting. This time it is the installation of new pipes; before it was paving. Bob Scott is not saying anything out loud, but is doing a heap of thinking.*

Tom Shield's son, who is usually busy in the projection room of his father's theatre, the Olympia, is enjoying a holiday in Hollywood, getting ideas on all that goes on before the canned picture comes to the theatre . . . M. Checkik and his son have closed their theatre at the lake near Winnipeg and are back at the Bay.

*G. G. Baiss and his wife were due to pass through here early this week on their return from a motor trip to Kamloops and the Cariboo, having left the Capitol, Duncan, in the competent hands of their son.*

Victor Armand, chief of engineering and maintenance for Famous Players, spent several days in Vancouver in the course of his periodical checkup of equipment and contacts with the technical staff.

*W. S. "Bill" Hanscher of Paramount, is driving a new Nash sedan . . . Mr. and Mrs. M. E. Fairleigh, Hollywood Theatre, are holidaying in southern California with "Film City" as one of their principal objectives.*

A bronze ash-tray in the form of a bear standing erect beside a pool, or basin, occupies a place on Bill Jones' desk in the RKO office. It is the trademark of Boris Morros and, in a way, commemorates the production of his first picture, "The Flying Deuces," for that company. Bill is expecting "Nurse Edith Cavell" next week and looks for a record run.

*"Four Feathers," which ran seven weeks at the Plaza, is to be succeeded by "Winter Carnival" . . . Les Young and wife forgot the Fraser Theatre for a few days to try their luck with rod and line.*

R. John Dawson, Plaza Theatre, motored to Seattle for a short holiday . . . Miss Amy Scriven was expected back at her desk in the Stanley on her return from a holiday in the Cariboo.

**20th Century-Fox (009)** **82 Minutes** **Rel. Sept. 29, '39**

A well-mounted and strongly dramatic story of a father-son relationship laid against a collegiate background, this measures up as substantial entertainment, far above the program average, and a film that is certain to please on all counts. Richard Dix is outstanding in a wisely-selected Thespic lineup which includes such established players as Roland Young, Gladys George and Richard Greene. Story finds Dix and Miss George as man and wife, Greene their son. Dix, undependable and alcoholic newspaperman, is divorced by his wife, who marries again and raises their boy in England. Greene, grown up, returns to America to go to college, accidentally meets his real father—still a stumbling reporter—and a genuine attachment grows between them. In a self-sacrificing climax, Greene's mother leaves him with Dix. Roy Del Ruth directed.

**Richard Greene, Richard Dix, Roland Young, Gladys George, Brenda Joyce, Katharine Aldridge.**

## *Here I Am a Stranger* F Drama

**M-G-M (3)** **81 Minutes** **Rel. Sept. 29, '39**

Somewhat belated entry in the jitterbug cycle, handicapped by a sophomoric plot, this will be dependent upon a few hilarious situations, Artie Shaw—literally dragged into the story by his clarinet—and his band to attract customers, among whom the adolescents will predominate. Lana Turner, displaying more pulchritude and talent with every successive step toward ultimate stardom, has top billing, but in a part below the standard which her previous appearances indicate as her just dues. Miss Turner, a professional dancer, is planted as a coed in a midwestern university to insure her winning a contest sponsored by a motion picture studio. The college paper's editor suspects a frameup, but she dupes him, then falls in love with him and renounces her professional career for marriage. Directed by S. Sylvan Simon.

**Lana Turner, Richard Carlson, Artie Shaw, Ann Rutherford, Lee Bowman, Thurston Hall, Leon Errol.**

## *Dancing Co-Ed* F Comedy With Music

**Columbia (——)** **82 Minutes** **Rel. Sept. 21, '39**

Not thwarted a bit by those prison walls, Columbia displays some ingenuity by whipping out a "men in white" yarn with stripes that makes entertaining program fare. If the film attains a fairly high degree of dramatic plausibility, credit should go to Director Charles Vidor and a cast who perform commendably down to the last bit part. The script is erratic, but with enough flashes of good writing to focus attention upon it. It deals with Walter Connolly, a respectable country doctor, confined to a penitentiary because of a dubious misdemeanor. There the doctor, Onslow Stevens, is hard and embittered because of a previous mistake he had committed. But Connolly's kindly wisdom wins him over with the rest of the inmates. Bernard Nedell is good as the prisoner who talks the way Clifford Odets writes.

**Walter Connolly, Onslow Stevens, Paul Fix, Bernard Nedell, Nicholas Soussanin, Don Beddoe, Iris Meredith.**

## *Those High Grey Walls* F Drama

**RKO (004)** **72 Minutes** **Rel. Oct. 13, '39**

Somehow this story of a merchant prince, whose dream of passing on his dynasty to his children meets with partial success, and leaves the impression it has been told before and in a much better fashion. As it stands, it is a meaty program picture boasting a fine performance by Edward Ellis as the owner of a Chicago department store, and another by J. Edward Bromberg as the Jewish salesman, who grew with the store to the general managership. The children, with the exception of the youngest, never measure up to Ellis' expectations. Two of them are played with some promise by Virginia Vale and Robert Stanton selected through Jesse L. Lasky's talent search. The script is one of John Twist's lesser efforts. Robert Sisk produced; Jack Hively directed.

**Edward Ellis, William Gargan, Kent Taylor, J. Edward Bromberg, Virginia Vale, Robert Stanton.**

## *Three Sons* F Drama

**Universal (——)** **75 Minutes** **Rel. Sept. 29, '39**

Grim and largely pointless melodrama which has a South American penal colony for its locale and incorporates such a quantity of dramatic cliches that the impeccable Basil Rathbone and a first-class supporting cast, including Sigrid Gurie, Robert Cummings and Victor McLaglen, cannot cope with it. Patronage, consequently, will probably be derived largely from the male trade who likes action in raw chunks as, despite its obviously heavy budget, it has few other assets to offer. Rathbone portrays a French swindler, married to Miss Gurie. Caught by the authorities, he is dispatched to a sort of Devil's Island near Rio de Janeiro, with McLaglen, his faithful friend, and Miss Gurie following. There she obtains work as a cafe entertainer, falls in love with Cummings, young American, and marries him when Rathbone escapes and is killed. John Brahm directed.

**Basil Rathbone, Sigrid Gurie, Robert Cummings, Victor McLaglen, Billy Gilbert, Leo Carrillo, Irving Bacon.**

## *Rio* F Melodrama

**Warner Bros. (——)** **80 Minutes** **Rel. Sept. 30, '39**

Highly melodramatic story of America's counter-espionage system, impressively produced and interestingly informative. Timeliness, its greatest asset, however, is largely discounted through a jerky screenplay and heavy-handed direction. Joel McCrea's proven ability is wasted in the lead and the supporting cast, although competent and carefully selected, struggles with him to overcome the hurdles which extreme situations constantly place in its path, albeit the feature will quite probably fare comfortably at the turnstiles because of its unusual exploitation possibilities, when considered in relation to current world affairs. Brenda Marshall is disappointing in the femme lead. Directed by Lloyd Bacon.

**Joel McCrea, Brenda Marshall, Jeffrey Lynn, George Bancroft, Stanley Ridges, James Stephenson.**

## *Espionage Agent* F Melodrama

**Paramount (3903)** **71 Minutes** **Sept. 22, '39**

Exercising astute showmanship in teaming the gargantuan-mouthed Joe E. Brown with Martha Raye, whose oral cavity is also somewhat oversized, Paramount nevertheless has failed fully to capitalize on the mirth-provoking farcial story idea which provides the substance of this tongue-in-cheek football comedy. Too many of the gags and basically funny situations fail to click, a circumstance that is probably attributable chiefly to bad directorial timing and a loosely-woven script. As it stands, however, the picture should account for itself well as a light offering because of the Raye-Brown draw, although the gridiron angles are so broadly burlesqued that confirmed pigskin fans will probably turn thumbs down on this phase of the plot. James Hogan directed.

**Joe E. Brown, Martha Raye, Eric Blore, Susan Hayward, John Hartley, Tom Dugan, Matt McHugh.**

## *$1,000 a Touchdown* F Comedy

**Universal (——)** **93 Minutes** **Rel. ————**

After nine years, "All Quiet on the Western Front" makes its reappearance. It is not quite the same film as the original. This new version, so-called "uncensored" which it is not at all, has a March of Time-type prologue and epilogue while through it at infrequent intervals is heard the voice of the narrator, editorializing on the horrors of war and Hitlerism. Clearly and at the outset of the European conflict, this revamp places war guilt directly on Hitler's doorstep. The effect may be twofold: It may fan public opinion to a point where it will tend to foment a war psychology in this country or it may aid in establishing the reverse; this reviewer cannot predict which. Certain it is, however, that time has done little to dim the power of the original. In itself and without treatment, it is an overwhelming indictment against war.

**Lew Ayres, Louis Wolheim, John Wray, Slim Summerville, Raymond Griffith, William Bakewell, Ben Alexander.**

## *All Quiet on the Western Front* A Drama

**Columbia (9209)** **59 Minutes** **Rel. Aug. 23, '39**

The usual formula for westerns is adhered to here very closely and, as a result, the entertainment is ordinary. This can also be attributed to the lack of action. The film is heavy on the dialogue side, overlooking the necessity of providing fast riding in the wide open spaces. The yarn concerns rustlers and the efforts of Charles Starrett in finding the murderers of his brother, who was the sheriff of the county. Iris Meredith's younger brother, Stanley Brown, is under the control of the rustlers because they know the truth of one of his former misdemeanors. But the murder of Starrett's brother is too much for Brown and he reveals the guilty ones. Then Starrett and his friends round up the rustlers. Musical interludes are provided by the Sons of the Pioneers. Norman Deming directed.

**Charles Starrett, Iris Meredith, Stanley Brown, Dick Curtis, Bob Noland, Forrest Taylor, Sons of the Pioneers.**

## *Riders of Black River* F Western

**SELLING ANGLES:** **"Those High Grey Walls"**

The prison front should be dragged out to decorate the theatre. Prison bars can be made with compo boards. In real life, men of high station have been sent to jail for various offenses. The film has a respectable country doctor jailed. The feature editor of the local paper should be interested in doing a series of articles on famous men who have gone to jail. The street ballyhoo stunt of man atttired in a prison costume can be used again with effectiveness. Advertising should emphasize that this prison film is different in theme.

**CATCHLINES:**

What Happens to the Men in White Behind Those High Grey Walls?

For the First Time on the Screen . . . The Saga of the Prison Doctor.

**SELLING ANGLES:** **"Espionage Agent"**

Award the marquee and advertising mention to Joel McCrea and the new discovery, Brenda Marshall. Take advantage of the picture's timeliness by preparing a smash lobby piece consisting of current newspaper headlines dealing with the war abroad, studded with action stills from the picture. Prepare throwaways in a simple code and give free admission to the first 10 or 20 persons correctly deciphering it each day. In all exploitation and advertising, however, be careful not to overstep the bounds of neutrality.

**CATCHLINES:**

Keep Spies Out of America . . . Don't Let Them Tamper With the Fate of Our Nation.

No Spies Allowed . . . See the Thrilling Story of How America Proves They Can't Get Away With It.

**SELLING ANGLES:** **"Riders of Black River"**

The town should be covered with "reward" posters tacked up on poles, fences and other appropriate spots. An effort should be made to capitalize on the radio appearance of the Sons of the Pioneers who are heard over the Mutual network Saturday nights. Spot announcement might be planted following the conclusion of the program over the local stations. Displays of western songs might be arranged with music stores. Stills showing Charles Starrett in a variety of poses can be used for displays with men's stores.

**CATCHLINES:**

Guns on Their Hips! Songs on Their Lips!

Guns Bark to the Tune of Songs of the Plains.

**SELLING ANGLES:** **"Dancing Co-Ed"**

Exploit both the "jitterbug" and collegiate angles, calling attention to the presence of Artie Shaw, one of the nation's leading swingsters, in the cast. Promote a swing dancing contest on the stage, securing entries from nearby high schools and universities. Play some of Shaw's recordings over the lobby press agent system and tie up with music leaders on special displays of his records. Plaster the lobby with collegiate pennants and hold a special "college night" for university students.

**CATCHLINES:**

As Swingy as Artie Shaw's Music . . . As Gay as a College Prom . . . As Spirited as Modern Youth.

Toss Away Those Worries . . . Come Along and Swing With This Troupe of Gay Collegiates.

**SELLING ANGLES:** **"Rio"**

This boasts a highly exploitable cast and an intriguing title. Invest the lobby with a South American atmosphere, dressing attendants in gay shawls and sombreros. Hire an amateur string orchestra to play tango and rhumba melodies in the lobby and on the streets. Several books have been written dealing with penal colonies, such as Devil's Island, similar to the one in the picture. Tie up with libraries and bookstores on special displays of them.

**CATCHLINES:**

A Ruthless, Heartless Swindler Whose Consuming Love for a Woman Leads Him Along a Path of Murder and Death.

Caught in a Torturous Trap of His Own Making, He Almost Dragged an Innocent Woman to Destruction . . . When Death Overtook Him.

**SELLING ANGLES:** **"All Quiet on the Western Front"**

The obvious exploitation key here, of course, ties in with newspaper headlines tracing war developments in Europe. The degree to which the exhibitor wants to stress this angle depends on how he views the merchandising job. Without difficulty, he might well stress the original film which stands easily on its own feet and required no "treatment" to convey the full impact of its message of the futility, as well as the horrors, of war. The "uncensored" slant stressed by the producer ought to be played down. It indicates footage in the film which the original did not have. The new portions are the prologue and epilogue, hammering at Hitlerism, but are not part of the original production.

**CATCHLINES:**

One of the Great Films of All Times Again Fills the Screen.

"All Quiet" Is Revived to Paint the Futility of War.

**SELLING ANGLES:** **"Here I Am a Stranger"**

Give Richard Dix and Richard Greene the marquee and advertising credits. Sponsor father-and-son theatre parties. Cover hotels and tourist agencies with "Welcome, Stranger" messages, extending special invitations to visit the theatre. Tie up with a newspaper on an essay contest dealing with the divorce problem. Circularize student organizations, fraternities, etc., with announcements concerning the picture, boosting it as an "unusual" college story.

**CATCHLINES:**

He Was a Modern Knight in Shining Armor . . . Tarnished by a World That Had No Use for Yesterday's Glory.

Today's Greatest Human Drama of Three Who Paid for Tomorrow's Happiness With the Spoils of Yesterday's Love.

**SELLING ANGLES:** **"Three Sons"**

The picture serves to introduce Virginia Vale and Robert Stanton selected through Jesse L. Lasky's "Gateway to Hollywood" talent hunt. It is more than likely that tryouts may have been held in your community which will give impetus to any ballyhoo on the film. With its department store theme, the film has a number of angles for exploitation. The largest store in town should be contacted for tieups and probably a special screening held for the employes. A contest to select the most popular male and female employe in the store could be held with balloting done at the theatre. Ellis should be given prominent mention on the basis of his role in "A Man to Remember."

**CATCHLINES:**

The Dream of a Merchant Prince . . . Almost Ruined by Selfish Children.

**SELLING ANGLES:** **"$1,000 a Touchdown"**

The first co-starring effort of Martha Raye and Joe E. Brown, exploitation should be concentrated on this team as well as on the college football background. Don't neglect to make tieups in connection with Brown's weekly radio show over the Columbia Broadcasting system. Set up giant open-mouth cutouts of Brown and Raye and ask college or high school players to try to throw forward passes through their mouths. Make sporting goods tieups with local dealers and decorate lobby in college atmosphere.

**CATCHLINES:**

When Gable Kisses Loy . . . Mmmm! When Taylor Kisses Lamarr . . . Okay! But When Joe E. Brown Kisses Martha Raye . . . WOW!

It's a Double Mouthful of Fun . . . With Joe and Martha Together in the Hilarious Kickoff to the 1939 Football Season.

# Short Subject Reviews

## Ash Can Fleet

*M-G-M* (Miniature) 11 *Mins.*

Whether this be fact or fancy, its timeliness cannot be denied. By the same token it has been done with the flourish and good taste that might induce spontaneous applause in the knowledge that America is reasonably safe in the event of attack from submarines. The subject pays rather grim homage to one David Bushnell, who, in a brief introductory episode, is credited by "General Von Hindenburg" as the one man responsible for Germany's defeat in the First World War. Bushnell is pictured as a pioneer in underwater craft, and ironically, as the inventor of the only weapon that is said to successfully combat submarines—the depth bomb. Bushnell, who died in 1824, is here credited with evolving the light, fast little wooden fleet that today is being counted on largely to spell underocean destruction to invaders—the Ash Can Fleet.

## The Ninth State

*Emerson Yorke* 22 *Mins.*

A view of New Hampshire, the necessary ninth state to ratify the Constitution. It is a fine presentation that rates far above the ordinary travelogue. Filmed in Cinecolor, the subject presents the scenic, historical, recreational and industrial highlights of the state. It covers all seasons and shows a state whose beauty is a revelation. The state has ample vacation spots for any period of the year. There are a great variety of sights and events pictured including landmarks, monuments, mountain scenery, the Dartmouth winter carnival and a ski jump. The production is capably handled by Emerson Yorke. The narration is by Alois Havrilla and the original musical score by Solita Palmer.

## Football Thrills of 1938

*M-G-M* (Pete Smith Specialty) 10 *Mins.*

Just so long as there's football in the air this subject will make an attractive and thrilling addition to your program. Although the shots are all of last season's games and no attempt is made to conceal this fact, patrons are sure to recapture the thrill of the game. The outstanding plays of the principal 1938 contests are shown in graphic order and won't let the most rabid fan down for a moment. Pete Smith lends his voice and humor to the proceedings.

## Gun Play

*RKO Pathe* (Sportscope) 9 *Mins.*

A visit to one of the more noted gun clubs where shooting is carried on with a great deal of skill. The popular sport of skeet shooting is varied by mechanical devices to simulate the different types of game hunting. It is an interesting reel and should be popular with sport fans.

## SHORT OF THE WEEK

### Ride, Cowboy, Ride

**(Technicolor Featurette)**

**Vitaphone** **20 Mins.**

**Here is an interesting departure in short subjects that works out satisfactorily from an entertainment standpoint. It is a regular western condensed into two reels, abetted by some fine color photography and musical interludes. The story has Maris Wrixon returning to her mother after spending years at a finishing school in the east. Much to her astonishment, she finds her mother runs the saloon and is known as Cactus Kate. The bandits, who are headed by George Reeves, attempt to shoot the town up at night. As in all horse operas, however, they are vanquished. Dennis Morgan is the hero who would make the other singing cowboys look to their laurels if he decided to mount a saddle. Cliff Edwards also is featured. George Amy directed.**




## Sword Fishing

*Vitaphone* (Vitaphone Variety) 10 *Mins.*

Here is an exceptional sport short about fishing which features Howard Hill, world's champion archer, for the novelty angle. Hill goes after the marlin and swordfish with a bow and arrow. The arrow is attached by a string to a regular reel so that the fish may be played in the regular way. It affords Hill ample opportunity to demonstrate his accuracy. The narration is by Ronald Reagan.

## History Repeats Itself

*Vitaphone* (Vitaphone Variety) 10 *Mins.*

The three Radio Rogues are fairly amusing in their imitations of such personalities as Jimmy Durante, Ned Sparks, Baby Snooks, Bob Burns, Jack Benny and others. An inane script dealing with a machine that is supposed to project any scene from past history forms the background for the Radio Rogues to display their respective talents.

## Unseen Guardians

*M-G-M* (Passing Parade) 11 *Mins.*

The thought behind this grand little subject seems to be that for every person who makes an outstanding contribution to the general welfare of society there are thousands whose contributions to public benefaction go unheralded and totally unappreciated. So we see three chapters —U. S. postal inspectors, underwriters' laboratories and children's societies—of these unpublicized guardians. The post-office inspectors are shown nicking the penny-ante racketeers who invariably prey upon unsuspecting, poor housewives. The work of the laboratories centers about testing the relative merits of products that have to do with the protection of life or property from fires, while the third subject deals with selecting parents who wish to adopt orphans.

## Jeepers Creepers

*Vitaphone* (Looney Tune) 7 *Mins.*

Clever and amusing is this cartoon which has Officer Porky tangling with a happy-go-lucky ghost in a haunted house. The ghost has a lot of fun with Porky who has the last laugh.

## NEWSREELS

**TUESDAY, SEPTEMBER 19**

**Movietone News, No. 3:** The French Chamber of Deputies, Chamberlain carries gas mask, sinking of **Courageous,** survivors tell story, Sumner Welles, **Squalus** brought to drydock, Lew Lehr, Riggs and Miss Marble win tennis titles, Bud Ward, the golf crown.

**News of the Day, No. 201: Courageous** sunk by U-boat, Britain carries on, conquest of Poland, arrival of ocean liners, Coney Island fire, Riggs and Miss Marble win, Bud Ward takes links crown.

**Paramount News, No. 6:** Entire reel devoted to first battle pictures of Germany's march into Poland.

**RKO Pathe News, No. 18:** England on volunteer war basis, Welles leaves for Panama, Coney Island fire, headliners jam ships homeward-bound, Bud Ward wins golf crown, Riggs and Miss Marble win.

**Universal Newsreel, No. 807:** Red Army invades Poland, Britain carries on, aircraft carrier torpedoed, **Squalus** reaches drydock, U-boat victims arrive in N. Y., Welles off to Panama parley, Coney Island fire, Ward wins golf crown, Miss Marble and Riggs win.

**THURSDAY, SEPTEMBER 21**

**Movietone News, No. 4:** War films of German attack on Poland showing the various forces in action, the shelling of Westerplatte by a German cruiser and the German attack by air; also the President's message.

**News of the Day, No. 202:** Official German films of the conquest of Poland, the President's historic speech, Knox and Landon summoned to Washington.

**Paramount News, No. 7:** Highlights of the Louis-Pastor and Nova-Galento fights, Duke and Duchess of Windsor in England, the Bergdoll trial, a summary on how to keep out of war, and the President's speech.

**RKO Pathe News, No. 19:** President addresses neutrality session (post released), Bergdoll comes to trial, Latin-American defenses bolstered, U. S. plans 500 ships in 10 years, Whalen goes abroad, outboard racing, U. S. C. opens training.

**Universal Newsreel, No. 808:** Mourn child victim of U-boat, the Bergdoll trial, grounded liner, Mexicans hail independence, army tests new searchlight, U. S. C. starts training, famous roundup is staged, grid stars go on warpath.

# The Exhibitor Has His Say

*An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY,* **BOXOFFICE,** *4804 E. 9th St., Kansas City, Mo.*

## Columbia

**Blondie Takes a Vacation**

The "Blondie" series really do the business for me. Everyone seemed to think it was the best picture of the series to date. Strictly a family picture. Sun., Mon., Tues. Weather: Good. Admission: 25-20-10. General patronage. Population: 12,000. Capacity: 360.—Stanley E. Blackburn, Mainstreet Theatre, Fremont, Neb.

**Only Angels Have Wings**

Here is the class of the pictures dealing in flying. Fair business, but after it was gone, many wished they had attended. Grant and Arthur perfect. Fri., Sat. Weather: Cool. Admission: 25-10. Rural patronage. Population: 700. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**Romance of the Redwoods**

Charles Bickford in a "romantic" role, can you imagine it? Picture just did get by. Columbia made it and had to get rid of it—the exhibitor has to get rid of it also—but how? You guess. We played on 10-cent bargain night. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

## First National

**Confessions of a Nazi Spy**

Edward G. Robinson in a great picture that all Americans should see. For us it was a problem to get them in. Fri., Sat. Weather: Good. Admission: 10-2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

## Metro-Goldwyn-Mayer

**Calling Dr. Kildare**

Probably not as good as the previous "Kildares," but still it brought in a better than average crowd. This series, if they continue to be handled right, will have a definite following. Lionel Barrymore delivers a most excellent performance. Wed., Thurs. Weather: Fine. Admission: 25-10. General patronage. Population: 800. Capacity: 250.—W. D. Rasmussen, Tivoli Theatre, Le Roy, Minn.

**Calling Dr. Kildare**

This series gets better as it goes along. Very entertaining and should do well at the boxoffice. Lionel Barrymore and Lew Ayres turn in top performances. Wed., Thurs. Weather: Cool. Admission: 25-10. Rural patronage. Population: 700. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**Calling Dr. Kildare**

Lionel Barrymore, Lew Ayres in another good "Kildare" feature. People like this series. Wed., Thurs., Fri. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**Hardys Ride High**

Mickey Rooney in another hit feature. These "Hardys" so far are just what they want. How long they will click is a question. Sun., Mon., Tues. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**Hardys Ride High**

Think Leo has just about milked this Hardy Family series dry. This one kinda "runt of the family" and did not draw or please as usual. I guess too much sameness with same characters. Wed., Thurs. Admission: 25-15. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

**It's a Wonderful World**

Average programmer, did okay first day. Sun., Mon. Weather: Hot. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Milford Theatre, Milford, Ill.

**It's a Wonderful World**

A screwball picture, almost impossible. Did good business one day and then took a nosedive into the lows of a long time. Just a lot of crazy antics built around a murder and the solution of the guilty party. There are too many murder pictures. Sun., Mon., Tues. Weather: Good. Admission: 25-10. General patronage. Population: 800. Capacity: 250.—W. D. Rasmussen, Tivoli Theatre, Le Roy, Minn.

**It's a Wonderful World**

Right up to snuff for Claudette Colbert and James Stewart. Her best for some time. Very entertaining throughout. Sun., Mon. Weather: Cool. Admission: 25-10. Rural patronage. Population: 700. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**Lady of the Tropics**

A very good picture. I don't like the Taylor-Lamarr combination, but the public sure goes for Hedy. Sun., Mon. Weather: Good. Admission: 30-20. Rural patronage. Population: 2,300. Capacity: 315.—Ray H. Ransom, Roxy Theatre, Huntsville, Mo.

**Maisie**

Ann (Sothern) went around and interviewed Mae West before she made this and Mae showed her how to put her curves over the plate. Anyhow she made a "home run" in this picture as it pleased 100 per cent. Robert Young was in it too, but it was all Ann's picture. Who in the 'ell said Leo was slippin'? Gimme some more of these "slips." Sun., Mon. Admission: 25-15. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Maisie**

A real delight to see and escape from the monotonous sameness we have had lately in program pictures. A natural for the small town folks who like their pictures to have an occasional breath of the wide open spaces. Maisie is definitely O. K., the patrons came out smiling. Wed., Thurs. Weather: Cool. Admission: 25-10. General patronage. Population: 800.—Capacity: 250.—W. D. Rasmussen, Tivoli Theatre, Le Roy, Minn.

**Miracles for Sale**

A very good show. Played Sun., Mon. to the smallest crowd since "Goodbye, Mr. Chips." Weather: Good. Admission: 20-10. Rural patronage. Population: 2,300. Capacity: 315.—Ray H. Ransom, Roxy Theatre, Huntsville, Mo.

**On Borrowed Time**

A picture which, if advertised correctly, will please all and do above average business. Lionel Barrymore and Bobs Watson cannot be beat for a perfect performance. Credit should be given to Mr. Brink (Cedric Hardwicke) and the director of this picture also. Mon., Tues. Weather: Fair. Admission: 30-15-10. Rural and small town patronage. Population: 1,000. Capacity: 300.—B. F. Jackson, Delta Theatre, Ruleville, Miss.

**Pygmalion**

Another in the strictly A class picture. All the Leslie Howard fans will turn out for this one. Confidentially I thought it a little screwy. Audience reaction—a lot better than mine. Wed., Thurs. Weather: Fair. Admission: 20. General patronage. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago, Ill.

**San Francisco (reissue)**

Certainly an excellent picture. The earthquake scenes are spectacular. Seldom have we seen anything done with such awe-inspiring reality. We need more pictures in this class these days with the new techniques developed in color and sound. Fri., Sat. Weather: Cool. Admission: 25-10. General patronage. Population: 800. Capacity: 250.—W. D. Rasmussen, Tivoli Theatre, Le Roy, Minn.

**Sergeant Madden**

Not near the Beery feature expected. He's got to swagger or lie or fight to bring out the character patrons' love. No business. Wed., Thurs. Weather: Hot. General patronage. Population: 800. Capacity: 250.—E. B. Wacaster, Ozark Theatre, Ozark, Ark.

**Tarzan Finds a Son!**

Just what the boxoffice needs to compete with the war hysteria. Good show. Good business. Everybody satisfied. Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Milford Theatre, Milford, Ill.

**Tarzan Finds a Son!**

The crowds came and M-G-M gave us a break by charging a fair rental. The photography is exquisite. This new process of color photography does not have the harshness of Technicolor and is more natural than anything I have ever seen on the screen. The "Son" is definitely a hit. Sun., Mon., Tues. Weather: Good. Admission: 25-10. General patronage. Population: 800. Capacity: 250.—W. D. Rasmussen, Tivoli Theatre, Le Roy, Minn.

## Monogram

**Down Wyoming Trail**

Boxoffice reviews said this was very poor. However, my receipts were the largest for the weekend since the summer drop-off. Thurs., Fri., Sat. Weather: Warm. Admission: 20-10. Small town patronage. Population: 12,000. Capacity: 200.—H. L. Stolzman, Eagle Theatre, Austin, Minn.

**Streets of New York**

Evidently my people would rather see the jails, pines and scrub oaks of Newayga county than the streets of New York. The so-called Jackie Cooper specials left a poor report at the boxoffice. Population: 500. Capacity: 150.—H. C. Allison, White Cloud Theatre, White Cloud, Mich.

**Wolf Call**

Good-looking scenery and the dog seemed to hold interest, but it died the second day. Weather: Fair. Population: 500. Capacity: 150.—H. C. Allison, White Cloud Theatre, White Cloud, Mich.

## Paramount

**Gracie Allen Murder Case**

Did OK, but don't know why except that giveaway helped it. Tues., Wed. Weather: Hot. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Milford Theatre, Milford, Ill.

**Gracie Allen Murder Case**

Gracie is as silly as ever. Played on bargain nite to above average crowd, that's all it's good for. Admission: 20-10. Rural patronage. Population: 2,300. Capacity: 315.—Ray H. Ransom, Roxy Theatre, Huntsville, Mo.

**Lady's From Kentucky**

This is a very good race horse picture. If you love horses play it. Tues., Wed. Weather: Hot. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—H. S. Conroy, Roxie Theatre, Shelton, Neb.

**Some Like It Hot**

A very good program picture that will draw above average due to Gene Krupa's drumming and his band. Give us lots of shows with plenty of gags, pep and good bands. Wed. Weather: Fair. Admission: 30-15-10. Rural and small town patronage. Population: 1,000. Capacity: 300.—B. F. Jackson, Delta Theatre, Ruleville, Miss.

**Sunset Trail**

For action, thrills and a real western you can ask for none better than Hopalong Cassidy. He's tops here for the lovers of horse operas. Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 700. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

## RKO Radio

**Bachelor Mother**

A "honey" of a little picture that pleased old and young alike. Did a capacity business and received many favorable comments from my patrons. A real boxoffice picture. Sun., Mon., Tues. Weather: Warm. Admission: 25-20-10. General patronage. Population: 12,000. Capacity: 360.—Stanley E. Blackburn, Mainstreet Theatre, Fremont, Neb.

**Career**

I couldn't get them in on this one. The few who did come in seemed to like it. Don't bet heavily on this one. Sun., Mon., Tues. Weather: Good. Admission: 25-20-10. General patronage. Population: 12,000. Capacity: 360.—Stanley E. Blackburn, Mainstreet Theatre, Fremont, Neb.

**Love Affair**

Used on giveaway night and got away with it. My crowd doesn't go for this type or for Charles Boyer. Wed., Thurs. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Milford Theatre, Milford, Ill.

**Story of Vernon and Irene Castle**

A nice picture which should click. Plot very appropriate for right now. Business below par, but those who saw it, praised it. Sun., Mon. Weather: Hot. Admission: 25-10. Rural patronage. Population: 700. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

**Trouble at Sundown**

George O'Brien is ideal western star. The O'Brien series of westerns from RKO has been uniformly good and this one is no exception. Plenty of action and thrills. Admission: 25-10. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

## Republic

**Man of Conquest**

Although I didn't do a terrific business with this one, I have to hand it to Republic for stepping to the front and turning out a real production. Talent and money were no objection to Republic in this endeavor. Sun., Mon. Weather: Fair. Admission: 20. General patronage. Capacity; 668.—Frank Blocher, Kimbark Theatre, Chicago, Ill.

**Southward, Ho!**

A good draw here, this Rogers boy. We had too much going on outside to get a break on this one. Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 700. Capacity: 250.—R. A. Moore, State Theatre, Clarence, Ia.

## 20th Century-Fox

**Boy Friend**

This picture did above average business on gift night. The last few Jane Withers' pictures have been of mediocre quality. This one was only slightly better. If Jane could get a break and have an outstanding picture with a strong supporting cast, her future would be much more secure. Wed., Thurs. Weather: Warm. Admission: 25-10. General patronage. Population: 800. Capacity: 250.—W. D. Rasmussen, Tivoli Theatre, Le Roy, Minn.

**Charlie Chan in Reno**

Another Chan that failed to bring them in as usual. These do nothing at the boxoffice. Saturday. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**Gorilla, The**

No. No—a thousand times No! The silent version of this flicker was 100 per cent better than this. Ritz Bros. spoiled this one. Audience reaction—None. Thurs. Weather. Fair. Admission: 20. General patronage. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago, Ill.

**Inside Story**

Bargain Night picture. 'Nuff said. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Rose of Washington Square**

Not another "Ragtime." Did average boxoffice. Al Jolson isn't liked here so perhaps that hurt the picture. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 260.—C. W. Ritenour, Milford Theatre, Milford, Ill.

**Rose of Washington Square**

Tyrone Power, Alice Faye, Al Jolson in a good musical. Will please if your patrons like them. Wed., Thurs., Fri. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

**Tail Spin**

One of the best air pictures that we have ever played. Sun., Mon. Weather: Hot. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—H. S. Conroy, Roxie Theatre, Shelton, Neb.

**Tail Spin**

Good action picture, but drew just an average crowd. Airplane pictures usually average draw here. Sat., Sun. Weather: Good. Admission: 35-10. Rural patronage. Population: 500. Capacity: 250.—H. M. Weydahl, Killdeer Theatre, Killdeer, N. D.

## United Artists

**Hurricane (reissue)**

This is a repeat that failed to bring them in. Would not advise returning this attraction. Wed., Thurs. Weather: Good. Admission: 10, 2 for 35. General patronage. Population: 1,800. Capacity: 189.—Earle Williams, Tivoli Theatre, Knoxville, Ill.

## Universal

**Mikado, The**

Okay for a class audience. Wonderful singing, beautiful Technicolor, audience reaction excellent. Sun., Mon., Tues., Wed. Weather: Fair. Admission: 20. General patronage. Capacity: 668.—Frank Blocher, Kimbark Theatre, Chicago, Ill.

**Pirates of the Skies**

The picture takes them in the air, and when the exhibitor looks at the receipts he goes up in the air, too. Double feature stuff only. Admission: 15-10. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Spirit of Culver**

Crowd (?) was considerable under par on this one which pleased about 50 per cent of a 50 per cent patronage which made me pay 50 per cent more for the picture than it was worth to me. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

**Sun Never Sets, The**

A very good show. It has plenty of action. Sun., Mon. Weather: Good. Admission: 25-10. General patronage. Population: 950. Capacity: 250.—H. S. Conroy, Roxie Theatre, Shelton, Neb.

**Three Smart Girls Grow Up**

Very good production and will please where Deanna Durbin is a favorite. Sun., Mon. Admission: 25-15. Population: 2,600. Capacity: 300.—John W. Crabtree, Paramount Theatre, Clarendon, Ark.

## Warner Bros.

**Dodge City**

Our best boxoffice attraction to date. Our patrons like this type of picture. Errol Flynn never better. Lets have more like this one. Sat., Sun. Weather: Good. Admission: 35-10. Rural patronage. Population: 500. Capacity: 250.—H. M. Weydahl, Killdeer Theatre, Killdeer, N. D.

**Juarez**

A very fine picture which will not do business in small towns. Leave off your costume historical pictures, Mr. Warner Bros., and you will be about tops in every respect. I would advise small towns to play this picture on preferred time. Thurs., Fri. Weather: Fair. Admission: 30-15-10. Rural and small town patronage. Population: 1,000. Capacity: 300.—B. F. Jackson, Delta Theatre, Ruleville, Miss.

# Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

## Warner Emphasizes Training of Ushers

*Ushers are the management's representatives and the proper training of the theatre service staff is an important factor in the operation of a theatre.* BOXOFFICE *feels the remarks of Charles H. Ryan, assistant zone manager of the Warner Chicago theatres, are pertinent.*

An usher at all times on the floor should be neat and well-groomed. Clean shave, clean face and hands, fingernails trimmed and clean, hair combed neatly, shoes shined and clothes pressed and neat. If an applicant is untidy when applying for a job, it is a fair indication that he is naturally untidy and careless of his appearance.

A boy may qualify in every other detail, but he may not be able to walk correctly. He may be one of those loose-limbed boys who are awkward and will make an awkward appearance. Each boy must have the ability to walk, stand and be snappy in his posture.

In the preliminary training period, the boys should be brought together for a talk on the why and wherefore of service in a theatre. Make them realize that service is fully as important as the quality of the show. Each new boy must be made to feel that service is the most important thing in a theatre as far as he is concerned.

When an usher addresses a patron, he must be taught never to touch a patron when addressing one to gain his attention. Only if asked to assist should an usher ever touch any patron, the exception being with old and feeble people who obviously need assistance.

Another point in training the usher is the physical layout of the theatre. Show him where each exit is. He must know the locations of all fire extinguishers. Show him the porters' room, projection booth, engineers' room, etc.

The usher should know at all times how many available seats are in his sections. Escorting patrons to their seats has a definite significance and must be done with the utmost courtesy and satisfaction to the patron. This is an important factor in service. The flashlight should be held in either hand, but in the back of the usher and pointing downward in order to give good light to the patron, but where it will not glare in the eyes of the seated patrons. The usher should be about three or four feet in advance and should stand facing the patron when the proper seat is found.

As the usher meets the patron in the aisle (when the house is not crowded) it is a good point in service for courtesy and convenience to ask the patron, "How far, please?" and "How many, please?" First of all, it helps the usher and gives the patron something personal to think about. He feels that the theatre is doing all it can for him.

Selling seats is one of the most important factors in service. Phrases such as, "I have a good pair of seats, right down this aisle," and "There are two good seats near the front, but in a good place," and etc., and the things which please the patron. In a crowded house where most people come in couples, there is usually an over-abundance of single seats which are wasting money for the theatre. There is a definite technique for selling single seats. Naturally, a young couple, or even most old people, do not like to be separated.

Here is the time when the usher must use persuasion, tact and diplomacy to get couples to take single seats. He can say, "I have two single seats, close together and in the center where you can see each other and join later." There are countless ways in which to word phrases to a patron which will satisfy him. The main idea is to get singles sold.



### Gold Bricks for "Oz"—

*A traffic-stopping stunt here is engineered by the Loew's Ohio Theatre for "The Wizard of Oz." The Brinks armored express truck here is shown delivering "gold" bricks under heavy guard to the theatre.*

## Opens New Show Season As Community Event

MERIDEN, CONN.—A community event is the manner in which Manager Joseph G. Samartano of the Loew-Poli Palace approached his campaign for the opening of the new show season.

A letter of endorsement was secured from the mayor and blown up in 40x60 and used for a lobby display. It was also planted in the local papers. A parade was staged to usher in the season for the theatre and merchants. Cooperation of the merchants' bureau aided in making this an important municipal affair.

A reviewing stand was erected in front of the theatre where the official reception committee consisting of the mayor and other city officials reviewed the parade.

## Runs Ad to Stir General Interest in Newsreels

DEFIANCE, OHIO—E. E. Bair, city manager for the Mallers circuit of theatres, thinks that newsreels are very important today. So strongly does he feel it that recently he used a two-column seven-inch ad in the daily newspaper to stress the value of the newsreels.

Bair also got in step with the Washington officials by asking his patrons to sift news from the welter of propaganda now disseminated. First he gave a popular definition of "propaganda." Then he quoted President Roosevelt as saying "Think Things Through." The ad concludes with "Follow the News Reels! Confirm what you read and hear!" Bair reports that the ad awakened general interest in the newsreels.

## Newspaper Center Spread Promoted for "Women"

MANITOWOC, WIS.—R. S. Guitermann, manager of the Capitol Theatre here, promoted a center spread newspaper advertisement with one-quarter of the ad carrying the theatre's plug for "The Women." Caption across the top of the spread read: "Tomorrow Is Manitowoc's Greatest Shopping Day for 'The Women.'"

## Promote "Ecstasy" With Emphasis on Lamarr

DETROIT—Hedy Lamarr's unique appeal was responsible for two unusual promotions in newspaper advertising here. First was an advance piece, two columns by three inches, run by Earl Hudson of Detroit Theatres. A large cut of a doleful baby sitting on a desk answering a telephone appeared, with a "balloon" caption:

"Papa won't be home Friday. He's going to see Hedy Lamarr and Robert Taylor in 'Lady of the Tropics' at the Michigan." Simple style of the ad, and its effective photo of the precocious youngster, made it a good eyecatcher.

The Drive-In Theatre, playing "Ecstasy" wound up their ad with:

"See Hedy—in all the moods of a woman in the Ecstasy of Love."

Then in boldface—"Not recommended for children."

And finally in all caps—"See it in the privacy of your car."

## "Rulers of the Sea" Is Publicized By Woods

SALT LAKE CITY—Some outstanding publicity for "Rulers of the Sea" was arranged by Manager Clare Woods of the Centre here for its world premiere.

A stage appearance of four beautiful "Skipperettes" and the "Skipper" of a 70-foot replica of the full-rigged clipper and first trans-Atlantic steamer used in the filming of this big Paramount production, marked a significant bit of publicity. This boat was on display as one of the headline attractions at the Utah State Fair Grounds, being described as "perfect to the smallest detail."

In the lobby, Woods set up an electrically-arranged setting depicting the waves and ship in motion and cuts of stars in the cast.

### Paramount Caravan Idea Dies of Own Weight

DENVER—The weight of the trucks being used in the "Rulers of the Sea" caravan launched from Hollywood by Paramount for the picture of that title has ended the tour here. The state governments of Nebraska, Iowa and Missouri declined permits for the passage of the caravan over their highways.

## Associated Theatres and WGAR in Joint Tieup

CLEVELAND — The Associated Theatres circuit, involving more than 20 theatres, has entered into a tieup with WGAR in connection with the sponsored daily program entitled "Hollywood News and Views," which is on the air every day from 8:45 to 9 a. m. The sponsor, Contadina Tomato Paste, is running a contest. During the program, the pictures playing at a group of Associated circuit houses is announced. Passes to the theatre so named are given to the daily winners in the contest. Seven theatres of the Associated group are named daily.




## Valuable Space to a Picture—

*The entire Fifth Avenue window of Russeks, one of the most valuable display locations in New York City, here is devoted to a tieup with RKO's "Fifth Avenue Girl." Featuring a lifesized pastel of Ginger Rogers, the display is built around fur fashions of muffs and matching hats, a particularly timely idea right now.*

## Community Goodwill

CLEVELAND—The neighborhood in which the Union Theatre is located is unique. There has been comparatively few changes of faces during the past 15 or 20 years. Each year the residents stage a community party, roping off one of the streets, where they arrange tables, serve dinner to those who still live there and to those who come back from other sections where they have moved.

Nate Bigelson is manager of the Union Theatre. He is part of the community. Not only the social but also the civic life. He is a member of the board of trustees of the Woodland Hills Business Men's Ass'n. As such he recently attended a picnic held by the association at Euclid Beach. He not only went to the picnic, but he also took along with him his DeVry motion picture camera, using some 300 feet of film. Last week he showed this film at his theatre and the whole community turned out to see the pictures of their friends.

## "Jane Arden" Displays Net Prizes to Four

NEW YORK—The Ward Baking Co. has awarded four exhibitors $50 prizes for creating the best displays in connection with the "Jane Arden" productions.

The winners are: H. C. Rhyan of the Times, Waukegan, Ill.; Ben Greenberg of the Stadium, Woonsocket, R. I.; Julius Lamm of the Uptown, Cleveland, Ohio; and J. B. Shuman of the Empress, Jacksonville, Fla.

Prizes were awarded on the basis of displays combining the film, comic strip and radio character of Jane Arden in conjunction with the products of the baking company.

## Stagecoach Ballyhoo

SALT LAKE CITY—An oldtime stagecoach once used to take passengers to Yellowstone National Park is being used as an exploitation for "Frontier Marshal" by Manager Norman Sprowl of the Utah Theatre here. The stagecoach is the property of the Union Pacific railroad.




HATS DECORATIONS **HALLOWEEN** FAVORS NOISEMAKERS

| | | | |
|---|---|---|---|
| HATS | $1.00 Per 100 | Serpentine | $2.90 Per 100 Pkgs. |
| HORNS | $1.00 Per 100 | Noisemakers, Asst. | $2.00 Per 100 |
| BALLOONS | $1.00 Per 100 | Skeletons | $ .72 Per Doz. |
| CRICKETS | $1.00 Per 100 | Cat Cutouts | $ .72 Per Doz. |
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301 W. 9th St. Kansas City, Mo.

# THREE VARIED FILMS SHARE PEAK AT 200% EACH

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## Top Hits of the Week

THE RAINS CAME—New York (2nd wk.) ....200

THE WOMEN—Cleveland (2nd wk.) ....200

STANLEY AND LIVINGSTONE Pittsburgh ....200

IN NAME ONLY (dual)—Kansas City ....180

REAL GLORY—New York ....180

THE OLD MAID—Cleveland (2nd wk.) ....175

THE RAINS CAME—Kansas City, Los Angeles ....175

THE WOMEN—Chicago ....175

BEAU GESTE (dual)—New Haven..165

THE RAINS CAME (dual)—Milwaukee ....150

### EXTENDED RUNS

**Goodbye, Mr. Chips,** 19th wk., New York City.

**The Old Maid,** 6th wk., New York City; 3rd wk., Philadelphia, Seattle.

**Four Feathers,** 5th wk., Los Angeles; 3rd wk., Minneapolis.

**Bachelor Mother,** 3rd loop wk., Chicago.

**Clouds Over Europe,** 3rd wk., Minneapolis.

**The Star Maker,** 3rd wk., New York City.

**The Women,** 3rd wk., Cincinnati.

### CHARLOTTE

Broadway—**The Saint in London** (RKO), 1st half .... 100
Broadway—**They All Come Out** (M-G-M), 2nd half .... 100
Carolina—**The Rains Came** (20th-Fox).... 120
Imperial—**Our Leading Citizen** (Para).... 90
State—**Charlie Chan at Treasure Island** (20th-Fox) .... 100

### CHICAGO

Apollo—**New Adventures of Sherlock Holmes** (20th-Fox) .... 110
Chicago—**Beau Geste** (Para), 2nd wk.; stage show .... 105
Garrick—**Bachelor Mother** (RKO), 3rd loop wk. .... 110
Oriental—**Andy Hardy Gets Spring Fever** (M-G-M), plus stage show .... 120
Palace—**When Tomorrow Comes** (Univ), plus stage show, 2nd wk. .... 100
State-Lake—**Indianapolis Speedway** (WB), plus stage show .... 115
Roosevelt—**Blackmail** (M-G-M) .... 100
United Artists—**The Women** (M-G-M), held 2nd wk. .... 175
World-Playhouse—**The Ware Case** (GB), 2nd wk. .... 90

### CINCINNATI

Albee—**Beau Geste** (Para), held.... 130
Capitol—**The Rains Came** (20th-Fox), held.... 130
Family—**Mutiny on the Blackhawk** (Univ).... 120
Keith's—**The Women** (M-G-M), 3rd wk.... 120
Lyric—**The Old Maid** (FN), 2nd wk.... 120
Palace—**Blackmail** (M-G-M) .... 100
Shubert—**Indianapolis Speedway** (WB), plus stage show .... 130

### CLEVELAND

Allen—**The Old Maid** (FN), 2nd wk. .... 175
Hippodrome—**Golden Boy** (Col) .... 90
Palace—**Hawaiian Nights** (Univ); Stage: Rochester, Betty Grable and Frankie Masters Orchestra .... 150
State—**Beau Geste** (Para) .... 105
Stillman—**The Women** (M-G-M), 2nd wk.... 200

### DALLAS

Capitol—**Parents on Trial** (Col), 1st part.... 80
Capitol—**House of Fear** (Univ), 2nd part.... 85
Capitol—**In Old Monterey** (Rep), 3rd part.... 100
Majestic—**The Rains Came** (20th-Fox).... 140
Palace—**The Man in the Iron Mask** (UA).... 100
Rialto—**Unexpected Father** (Univ), 1st half.... 100
Rialto—**Indianapolis Speedway** (WB); **Louis-Pastor Fight** (A. Harris) .... 125
Tower—**In Name Only** (RKO) .... 90

### DETROIT

Adams—**Golden Boy** (Col), after a wk. at Fox; **Five Little Peppers** (Col) .... 80
Fox—**Hawaiian Nights** (Univ); **The Rains Came** (20th-Fox) .... 85
Michigan—**These Glamour Girls** (M-G-M); **On Borrowed Time** (M-G-M) .... 80
Palms State—**The Star Maker** (Para); **Angels Wash Their Faces** (FN) .... 85
United Artists—**Beau Geste** (Para), 2nd wk.... 100

### INDIANAPOLIS

Alamo—**In Old Monterey** (Rep); **They Asked for It** (Univ) .... 90
Apollo—**Beau Geste** (Para); **Death of a Champion** (Para), moved over from Circle, 2nd wk. .... 80
Circle—**Hawaiian Nights** (Univ), plus Folies Bergere stage show .... 120
Indiana—**In Name Only** (RKO); **The Spellbinder** (RKO) .... 90
Loew's—**The Man in the Iron Mask** (UA); **Clouds Over Europe** (Col) .... 90

### KANSAS CITY

Esquire—**The Rains Came** (20th-Fox), held... 150
Midland—**They Shall Have Music** (UA); **A Woman Is the Judge** (Col) .... 65
Newman—**Beau Geste** (Para), holdover.... 75
Orpheum—**In Name Only** (RKO); **Five Came Back** (RKO), held .... 180
Tower—**Quick Millions** (20th-Fox), plus stage show .... 90
Uptown—Same as Esquire.... 175

### LOS ANGELES

Chinese—**The Rains Came** (20th-Fox); **Stop, Look and Love** (20th-Fox) .... 175
Downtown—**The Old Maid** (FN), 2nd wk.... 100
Four Star—**Four Feathers** (UA), 5th wk.... 70
Hillstreet—**Golden Boy** (Col); **Way Down South** (RKO), 4 days of 2nd wk.... 80
Hollywood—Same as Downtown .... 100
Pantages—Same as Hillstreet .... 80
Paramount—**Beau Geste** (Para); **Here for a Day** (Univ), 2nd wk. .... 100
State—Same as Chinese .... 175

### MILWAUKEE

Palace—**Golden Boy** (Col); **Five Little Peppers** (Col) .... 100
Riverside—**Two Bright Boys** (Univ), plus stage show .... 125
Strand—**The Star Maker** (Para); **Frontier Marshal** (20th-Fox) .... 100
Warner—**In Name Only** (RKO); **Nancy Drew and the Hidden Staircase** (WB) .... 100
Wisconsin—**The Rains Came** (20th-Fox); **Stop, Look and Love** (20th-Fox) .... 150

### MINNEAPOLIS

Aster—**Night Work** (Para); **The Spellbinder** (RKO) .... 90
Century—**Each Dawn I Die** (FN), 2nd wk.... 90
Gopher—**I Stole a Million** (Univ) .... 80
Minnesota—**Zero Hour** (Rep), plus stage show.. 95
Orpheum—**Golden Boy** (Col) .... 90
State—**Beau Geste** (Para) .... 100
Time—**Clouds Over Europe** (Col), 3rd wk.... 85
World—**Four Feathers** (UA), 3rd wk.... 95

### NEW HAVEN

College—**In Name Only** (RKO); **Charlie Chan at Treasure Island** (20th-Fox), 2nd wk.... 55
Loew-Poli—**The Rains Came** (20th-Fox); **Jones Family in Hollywood** (20th-Fox), moved to the College for a 2nd wk. .... 105
Paramount—**Beau Geste** (Para); **Chicken Wagon Family** (20th-Fox), held 5 days.... 165
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### NEW ORLEANS

Center—**They All Come Out** (M-G-M).... 75
Globe—**Man About Town** (Para).... 85
Liberty—**The Old Maid** (FN), 2nd run.... 90
Orpheum—**Golden Boy** (Col) .... 125
Saenger—**Frontier Marshal** (20th-Fox) .... 100
State—**Winter Carnival** (UA) .... 150
Tudor—**Mutiny on the Bounty** (M-G-M), 2nd run .... 95

### NEW YORK CITY

Astor—**Goodbye, Mr. Chips** (M-G-M), 18th wk., held .... 100
Capitol—**Blackmail** (M-G-M) .... 90
Globe—**Parents on Trial** (Col) .... 50
Paramount—**Star Maker** (Para), 3rd wk., plus stage show .... 100
Radio City Music Hall—**Golden Boy** (Col), 2nd wk., plus stage show .... 100
Rivoli—**Real Glory** (UA) .... 180
Roxy—**The Rains Came** (20th-Fox), 2nd wk., plus stage show .... 200
Strand—**The Old Maid** (FN), 6th wk., plus stage show .... 100

### OKLAHOMA CITY

Criterion—**Bachelor Mother** (RKO) .... 115
Liberty—**The Saint in London** (RKO); **Stronger Than Desire** (M-G-M), 4 days .... 100
Liberty—**Career** (RKO); **News Is Made at Night** (20th-Fox), 3 days .... 100
Midwest—**Blackmail** (M-G-M) .... 80
Plaza—**Four Feathers** (UA), moveover .... 100
State—**Hidden Power** (Col); **I Was a Convict** (Rep), 3 days .... 100
State—**A Woman Is the Judge** (Col); **Sky Patrol** (Mono), 4 days .... 100
Tower—**New Adventures of Sherlock Holmes** (20th-Fox) .... 80

### PHILADELPHIA

Aldine—**The Under-Pup** (Univ), 2nd wk.... 65
Boyd—**The Old Maid** (FN), 3rd wk.... 125
Earle—**Hawaiian Nights** (Univ), plus Jimmy Durante on stage .... 90
Fox—**Fifth Avenue Girl** (RKO) .... 100
Karlton—**Golden Boy** (Col), 2nd run .... 95
Palace—**Lady of the Tropics** (M-G-M), 3rd run. 95
Stanley—**The Rains Came** (20th-Fox).... 135
Stanton—**Dust Be My Destiny** (FN), 2nd run..115

### PITTSBURGH

Alvin—**Golden Boy** (Col), 2nd wk.... 110
Barry—**Code of the Streets** (Univ); **Torchy Runs for Mayor** (WB) .... 90
Fulton—**Stanley and Livingstone** (20th-Fox)..200
Penn—**The Women** (M-G-M), 2nd wk.... 100
Senator—**The Man They Could Not Hang** (Col) 80
Stanley—**The Old Maid** (FN) .... 135
Warner—**Indianapolis Speedway** (WB); **Gracie Allen Murder Case** (Para) .... 85

### PORTLAND, ORE.

Broadway—**They Shall Have Music** (UA); **I Stole a Million** (Univ) .... 90
Liberty—**The Star Maker** (Para); **A Woman Is the Judge** (Col), 2nd wk. .... 90
Mayfair—**In Name Only** (RKO); **Blondie Takes a Vacation** (Col), 2nd wk.... 90
Orpheum—**Mountain Rhythm** (Rep); **Smuggled Cargo** (Rep), plus stage show .... 90
Paramount—**The Rains Came** (20th-Fox); **Stop, Look and Love** (20th-Fox).... 140
United Artists—**The Old Maid** (FN); **Nancy Drew and the Hidden Staircase** (WB), 2nd wk. .... 130

### SEATTLE

Fifth Avenue—**The Rains Came** (20th-Fox); **Hawaiian Nights** (Univ), 2nd wk. .... 90
Liberty—**U-Boat 29** (Col); **Konga** (Col).... 85
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Orpheum—**Blackmail** (M-G-M); **These Glamour Girls** (M-G-M) .... 90
Palomar—**Mutiny on the Blackhawk** (Univ); **Nancy Drew and the Hidden Staircase**.... (WB), plus Major Bowes amateurs on stage.100
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# Alphabetical Index TO THE Booking Chart

A GUIDE TO CURRENT RELEASES

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but do not recall the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares alongside the proper company headings. The date following title is issue of review. Number at end of line is production number.


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Stanley and Livingstone (20th-Fox) Aug. 5 ..... 003
Star Maker (Para) Aug. 19....3851
Stop, Look and Love (20th-Fox) Sept. 2 ..... 008
Stranger From Texas (Col)....
Stronger Than Desire (M-G-M) July 1 ..... 941
Stunt Pilot (Mono) July 8.....3814
Submarine Patrol (20th-Fox) Nov. 5 ..... 909
Sun Never Sets, The (Univ) June 10 .....3009
Susannah of the Mounties (20th-Fox) June 17 ..... 954
Swanee River (20th-Fox)..... 017

### T

Tarzan Finds a Son! (M-G-M) June 3 ..... 939
Television Spy (Para).....3907
That's Right, You're Wrong (RKO) .....
These Glamour Girls (M-G-M) Aug. 26 ..... 948
They All Come Out (M-G-M) July 8 ..... 943
They Shall Have Music (UA) July 15
This Man Is News (Para) July 29 3865
Those High Grey Walls (Col) Sept. 30 .....
Three Sons (RKO) Sept. 30.... 004
Thunder Afloat (M-G-M) Sept. 23 4
Timber Stampede (RKO) June 24 985
To the Rescue (GN)..... 328
Too Busy to Work (20th-Fox).. 016
Torchy Plays With Dynamite (WB) Aug. 5 ..... 326
Tower of London (Univ) .....
Tropic Fury (Univ) Sept. 16...
Tumbleweeds (Astor) May 27...
Two Bright Boys (Univ) Sept. 23 .....4017
20,000 Men a Year (20th-Fox).. 013

### U

U-Boat 29 (Col) Sept. 23.....
U-67 (Astor) .....
Undercover Doctor (Para) May 27 .....3840
Under-Pup (Univ) Sept. 2.....
Unexpected Father (Univ) July 22
Untamed (Para) .....

### W

Wall Street Cowboy (Rep) Sept. 9 ..... 857
Ware Case, The (20th-Fox) July 29 .....8014
Waterfront (WB) July 1 ..... 325
Way Down South (RKO) July 22 947
Western Caravans (Col) July 1.9207
What a Life (Para) Sept. 23....3905
When Tomorrow Comes (Univ) Aug. 19 .....3003
Winter Carnival (UA) July 22..
Witness Vanishes, The (Univ)...
Wizard of Oz (M-G-M) Aug. 19. 949
Woman Is the Judge, A (Col) July 8 .....9025
Women, The (M-G-M) Sept. 2.. 1
Wyoming Outlaw (Rep) July 15. 867

### Y

Young Mr. Lincoln (20th-Fox) June 10 ..... 947

# Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

# SHORTS

## Columbia

### ALL-STAR COMEDIES

A Star Is Shorn (17)....Apr. 21, '39
All-American Blondes..(..)..Oct. 20
Boom Goes the Groom (17½).....Mar. 24, '39
Mutiny on the Body (17).....Feb. 10, '39
Now It Can Be Sold (17) June 2, '39
Pest From the West (..)...June 16
Rattling Romeo (17).....July 14
Skinny the Moocher (16½)...Sept. 8
Static in the Attic (19).....Sept. 22
Swing You Swingers (18) Jan. 20, '39
With Andy Clyde.
Teacher's Pest (..).....Nov. 3
The Chump Takes a Bump (18).....May 5, '39
The Sap Takes a Wrap (15½).....Mar. 10, '39
Trouble Finds Andy Clyde (18).....July 28
Mooching Through Georgia (..).....Aug. 11

### COLOR RHAPSODIES

Crop Chasers (8).....Sept. 22
Dreams on Ice (..).....Nov. 3
Happy Tots (7).....Mar. 31
Hollywood Sweepstakes (8)..July 28
Jitterbug Knights (7).....Aug. 11
Lucky Pigs (7).....May 26
Mountain Ears (..).....Oct. 20
Nell's Yells (7).....June 30
Peaceful Neighbors (8)..Feb. 26, '39
The Gorilla Hunt (8)....Feb. 24, '39
The House That Jack Built (7).....Apr. 14, '39

### COLUMBIA TOUR

Big Town Commuters (9) Feb. 3, '39
Holland and the Zuyder Zee (Andre de la Varre Productions..(..).....Sept. 15
Man Made Island (Frisco Fair) (10).....May 26
Modern Cities of India (..)...Oct. 27
Sojourn in India (..).....July 7
Morocco (10).....Aug. 11

### COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 7 Parade of Hits (9) Mar. 24, '39
No. 8 Strauss Waltzes (11) Apr. 21, '39
No. 9 Songs of the West (10).....May 19, '39
No. 10 Songs of Romance (..) June 16
Third Series
No. 3 (..) College Songs.....Oct. 13
No. 4 (..) Stephen Foster Song Nov. 17
No. 5 Friendship Songs (10).....Jan. 27, '39
No. 6 Moon Songs (10)...Feb. 24, '39

### FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (..).....Dec. 22

### FOOLS WHO MADE HISTORY

No. 1 Charles Goodyear (..)...Oct. 6
No. 2 Elias Howe (..).....Sept. 1

### HAPPY HOUR

No. 1 (10½).....Feb. 22
No. 2 (10½).....Mar. 23
No. 3 (11).....Apr. 21

### KRAZY KAT

Golf Chumps (7).....Apr. 6. '39
Krazy's Bear Tale (7)...Feb. 17, '39
Krazy's Shoe Shop (6)...May 12, '39

### MUSIC HALL VANITIES
(New series)

A Night in a Music Hall (10½).....Jan. 20, '39
A Night at the Troc (10) Mar. 2, '39
Montmarte Madness (10½)...June 30
Yankee Doodle Home (10).....May 19, '39

### PHANTASIES CARTOON

Millionaire Hobo (..).....Nov. 24
The Charm Bracelet (6½)....Sept. 1

### PICTUREGRAPH

No. 1 (..).....Jan. 15, '39

### SCRAPPY CARTOONS

A Worm's Eye View (7)..Apr. 28, '39
Scrappy's Added Attraction (6).....Feb. 3, '39
Scrappy's Rodeo (6).....June 2
Scrappy's Sideshow (7)...Mar. 3, '39

### SCREEN SNAPSHOTS (Series 17)

No. 1 (..).....Sept. 15
No. 2 (..).....Oct. 20
No. 5 (9).....Jan. 13, '39
No. 6 (10½).....Feb. 17, '39
No. 7 (10).....Mar. 17, '39
No. 8 (9½).....Apr. 8, '39
No. 9 (10).....May 12
No. 10 (10).....May 26
No. 11 (10).....June 29
No. 12 (10).....July 28
No. 1 (..) Art of Make-Up...Sept. 22
No. 2 (..).....Oct. 27
No. 3 (..).....Nov. 24

### SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (..).....Sept. 29
Diving Rhythm (10).....May 5, '39
Get Ready Navy (10).....Jan. 6, '39
Jai Alai (..).....Nov. 3
Jockeys Up (10½).....June 2
Navy Champions (9½).....Mar. 17
Odd Sports (10).....Feb. 10
Technique of Tennis (8½)...June 30
There Goes Rusty (10½)....July 15

### THREE STOOGES COMEDIES

A Ducking They Did Go (16½).....Apr. 7, '39
Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Saved by the Belle (17).....June 30
Three Little Sew and Sews (16).....Jan. 6, '39
We Want Our Mummy (17).....Feb. 24, '39
Yes, We Have No Bonzana (16).....May 19, '39

### WASHINGTON PARADE

No. 1 (..) Smithsonian Institute Oct. 6
No. 2 Inside the White House (11).....Feb. 21, '39
No. 3 Inside the Capitol (10).....May 26, '39
No. 4 Library of Congress (10).....Aug. 4

## M-G-M

### CRIME DOESN'T PAY

Drunk Driving (..).....
Help Wanted (21).....June 10
Money to Loan (21).....Mar. 11, '39
While America Sleeps (21).....Apr. 15, '39

### FITZPATRICK TRAVELTALKS
In Technicolor

A Day on Treasure Island (11).....Sept. 2
Ancient Egypt (9).....Jan. 21, '39
Colorful Curacao (9).....May 27
Glimpses of Australia (9)....Apr. 15
Imperial Delhi (8).....Feb. 18
Java Journey (10).....Mar. 18
Picturesque Udaipur (8)..May 13, '39
Rural Hungary (9).....Apr. 29, '39

### MINIATURES

A Failure at Fifty (10) Sepia..Oct. 7
Hollywood Hobbies (10)..May 13, '39
Ice Antics (9).....Feb. 11
Love on a Tap (11).....Mar. 18, '39
Prophets Without Honor (11).....May 20, '39
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Greener Hills (11)...May 27, '39

### MUSICAL COMEDIES

Happily Buried (20).....Apr. 15, '39
Somewhat Secret (21)...Mar. 25, '39

### M-G-M CARTOONS
(New Series)

◎Art Gallery (9).....May 13
Goldilocks and the Three Bears (11).....July 15
Jitterbug Follies (9).....Feb. 25, '39
◎Little Gold Fish (8)...Apr. 15, '39
Mama's New Hat (9).....Feb. 11
◎The Bear That Couldn't Sleep (9).....June 10
Wanted No Master (8)...Mar. 18, '39

### M-G-M NEWS OF THE DAY

Released twice weekly.

### OUR GANG COMEDIES

Alfalfa's Aunt (11).....Jan. 7
Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Clown Princess (10).....Apr. 15, '39
Cousin Wilbur (10).....Apr. 29, '39
Dog Daze (11).....July 1
Duel Personalities (10)..Mar. 11, '39
Joy Scouts (10).....June 24
Tiny Troubles (10).....Feb. 18

### PASSING PARADE (New Series)

Angel of Mercy (10).....May 20, '39
Giant of Norway (11) Sepia..June 24
New Roadways (10).....Jan. 28
Story of Alfred Nobel (11)..Feb. 18
Story That Couldn't Be Printed (11).....July 22
The Story of Dr. Jenner (10) Mar. 18
Yankee Doodle Goes to Town (11) Sepia.....June 17

### PETE SMITH SPECIALTIES

Culinary Carving (9).....July 1
Double Diving (10).....Jan. 14
Football Thrills of 1938 (..).Sept. 16
◎Heroes at Leisure (10)....Feb. 11
Marine Circus (9).....Mar. 11, '39
Poetry of Nature (8) Sepia..June 17
Radio Hams (10).....May 20, '39
Set 'Em Up (..).....Sept. 30
Take a Cure (Sepia) (9)....Aug. 12
Weather Wizards (9).....Apr. 8, '39

### ROBERT BENCHLEY

An Hour for Lunch (9)..Mar. 18, '39
Dark Magic (10).....May 13
Home Early (9).....May 27
How to Eat (10).....June 10
How to Sublet (8).....Jan. 28, '39
The Day of Rest (..).....Sept. 16

## Paramount

### BETTY BOOP CARTOONS

Musical Mountaineers (7) May 12, '39
My Friend the Monkey (7).....Jan. 20, '39
Rhythm on the Reservation (7).....July 7
So Does an Automobile (7) Mar. 31
The Scared Crows (7)....June 9, '39
Yip Yip Yippy (7).....Aug. 11

### COLOR CLASSICS

Always Kickin' (7).....Jan. 27, '39
Small Fry (7).....Apr. 21, '39
The Barnyard Brat (7).....June 30
The Fresh Vegetable Mystery (8).....Sept. 22

### COLOR CRUISES
(New Series in Cinecolor)

Ecuador (10).....Sept. 1
Jamaica (10).....May 26
Land of Inca Memories (10) Jan. 27
Republic of Panama (9)....Mar. 24

### HEADLINER

A Song Is Born (10).....Jan. 6, '39
Artie Shaw's Class in Swing (10).....Sept. 8
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Music Through the Years (11).....Feb. 3, '39
Jan Garber and Orchestra.
Paramount Presents Hoagy Carmichael (10).....May 5, '39
With Jack Teagarden and his orchestra.
Tempo of Tomorrow (10) June 2, '39
Richard Himber and his orchestra.
Three Kings and a Queen (11).....Apr. 7, '39
Vincent Lopez and Orchestra, Betty Hutton, Barry Wood, Del Casino, Dick Todd.

### PARAMOUNT NEWS

Released twice weekly.

### PARAGRAPHICS

Breaking the News (19).....Aug. 25
Circus Co-Ed (10).....Mar. 10
Farewell Vienna (10).....June 23
Fisherman's Pluck (10)..Apr. 14, '39
Public Hobby Number One (11).....Sept. 22
Swans (10).....May 19, '39
That's Africa (10).....Feb. 10
Unfinished Symphony (10)...Jan. 13

### PARAMOUNT PICTORIAL

No. 6 (10).....Jan. 6, '39
Great Britain's Kenya Colony, horse gadgets and a visit with Stan Shaw and his Milkman's Matinee.
No. 7 (10).....Feb. 3, '39
The Mexican Charro at play, plumed birds and all about accordions.
No. 8 (10).....Mar. 3
No. 9 (10).....Apr. 7, '39
Sea police, animals after dark, fashions.
No. 10 (11).....May 5, '39
Gentlemen at work, Oriental craftsmanship and song of the year.
No. 11 (10).....June 2, '39
Three stories about water.
No. 12 (10).....July 14

### POPEYE CARTOONS

◎Aladdin and His Wonderful Lamp (22).....Apr. 7, '39
Customers Wanted (7).....Jan. 27
Ghosks Is the Bunk (7)..June 16, '39
Hello, How Am I? (7).....July 14
It's the Natural Thing to Do (7).....July 28, '39
Leave Well Enough Alone (7).....Apr. 28
Wotta Nitemare (7).....May 19, '39

### POPULAR SCIENCE
(In Cinecolor)

No. 3 (10).....Jan. 6, '39
No. 4 (10).....Mar. 10
No. 5 (11).....May 12, '39
No. 6 (11).....Aug. 4
Popular Sciences No. J9-1 (Cinecolor) (11).....Sept. 15

### GRANTLAND RICE SPORTLIGHTS

A Desert Adventure (10)....Sept. 29
Death Valley Thrills (10) June 9, '39
Diamond Dust (10).....May 12, '39
Frolicking Frogs (10).....Dec. 23
Hijinks with trained frogs including a jumping contest.
Good Skates (10).....Apr. 14, '39
Ice skating with champions.
Hold Your Breath (10).....Feb. 17
Depicting a novel underwater track meet.
Hydro-Maniacs (10).....Sept. 1
The Sporting Irish (10).....Mar. 17
Sports in Ireland.
Two Boys and a Dog (10) Jan. 20, '39
Adventures of two boys and a wire hair terrier on a pack trip in the Rocky Mountains.
Watch Your Step (10).....July 7

### SYMPHONIC SERIES

The Blue Danabe Waltz (10).Sept. 29
Philharmonic Orchestra of U.S.A.

### UNUSUAL OCCUPATIONS
(In Color)

No. 4 (10).....Feb. 3, '39
No. 5 (10).....Apr. 14, '39
No. 6 (Cinecolor) (10)....June 16, '39

## RKO Radio

### DISNEY CARTOONS

Autograph Hound, The (8)..Sept. 1
Beach Picnic (8).....June 9, '39
Donald's Cousin Gus (7)..May 19, '39
Donald's Lucky Day (8).Jan. 13, '39
Donald's Penguin (8).....Aug. 11
Goofy and Wilbur (8).....Mar. 17
Practical Pig (8).....Feb. 24, '39
Sea Scouts (8).....June 30
Society Dog Show (8).....Feb. 3, '39
Mickey Mouse enters Pluto in the Society dog show and Pluto does not win.
The Pointer (8).....July 21
◎The Hockey Champ (7).Apr. 7, '39
The Ugly Duckling (9).....Apr. 7

### EDGAR KENNEDY COMEDIES

Baby Daze (15).....May 19, '39
Clock Wise (16).....Mar. 24
Father-in-law's grandfather clock drives Edgar nuts as he unsuccessfully tries to get rid of it.
Feathered Pests (16).....July 28
Maid to Order (18).....Jan. 27, '39
Edgar tries to marry his father-in-law off with amusing complications.

### HEADLINER COMEDIES

**Swing Vacation (19)** .....Feb. 24, '39
**Sales Slips (17)** .....July 21

### LEON ERROL COMEDIES

**Crime Rave (18)** .....Jan. 13, '39
Errol entertains bank bandits at his home without knowing it.
**Home Boner (20)**.....Mar. 10, '39
**Moving Vanities (17)**.....May 5, '39
**Ring Madness (19)** .....June 30, '39

### MARCH OF TIME

**No. 6 (18)** .....Jan. 20, '39
The State of the Nation.
**No. 7 (19)** .....Feb. 17
Young America and Mexico's New Crisis.
**No. 8 (18)** .....Mar. 17, '39
**No. 9 (19)** .....Apr. 14, '39
Japan, Master of the Orient.
**No. 10 (20)** .....May 12
Dixie—The nation's number one problem.
**No. 11 (19)** .....June 9
War, Peace and Propaganda.
**No. 12 (22)** .....July 7
The Movies March On.
**No. 13 (18)** .....Aug. 4
Metropolis—1939.
**No. 1 (19)** .....Sept. 1
Soldiers with wings.

### NU-ATLAS MUSICALS

**Arcade Varieties (11)**....May 12, '39
East & Dumke, Lillian Roth, Frazee Sisters, Gilrone & Starr.
**Hello Mama (11)** .....Apr. 14, '39
George Jessel, Four Eton Boys, Frieda Sullivan.
**Readin, Ritin and Rhythm (10)** .....Feb. 17, '39
**Samovar Serenade (10)**.....Mar. 17
Codolbon & His Gypsy Orchestra, Moscow Choir, Karavaeff, Luba Malina.
**Tropical Topics (10)**.....Jan. 20, '39
The Rimacs, Rosita Ortego, Sister Virginia.

### PATHE INFORMATION PLEASE

**No. 1 (11)** .....Sept. 8

### PATHE NEWS

Released twice weekly.

### PATHE PARADE ('36-'37 releases)

### RADIO FLASH COMEDIES

**Dog-Gone (16)** .....Apr. 21, '39
**Marriage-Go-Round (18)**.....July 28
**Plumb Crazy (16)**.....Feb. 3
Pat C. Flick as a plumber causes considerable commotion on a job.

### PATHE SPORTSCOPE

**Big Leaguers (9)**.....Apr. 21, '39
The Chicago Cubs get ready for the pennant chase.
**Bow Strings (9)** .....Jan. 27, '39
Archery.
**Devil Drivers (9)** .....June 16, '39
**Kennel Kings (9)** .....Aug. 11
**Riding the Crest (9)**.....July 14, '39
Surfboard riding at Waikiki beach.
**Smooth Approach (9)**....May 19, '39
The golfers show how it's done.
**Snow Falls (9)** .....Feb. 24
A ski picture that's different.

### RAY WHITLEY WESTERNS (New Series)

**Ranch House Romeo (17)**.....Apr. 7
**Sagebrush Serenade (19)**.June 16, '39

### REELISMS (New Series)

**Air Waves (10)** .....Mar. 10
**Gold (9)** .....Feb. 10
**Pack Trip (9)** .....Aug. 18
**Pilot Boat (9)** .....Feb. 3, '39
**Soldiers of the Sea (9)**...Apr. 7, '39
**Swinguet (8)** .....May 26, '39
**Television (9)** .....May 5, '39
**World of Tomorrow (9)**.....June 23
**Zoo (9)** .....July 21

### TWO-REEL SPECIAL

**Five Times Five (19)**.....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

## 20th Century-Fox

### ADVENTURES OF A NEWS CAMERAMAN

**Conquering the Colorado (11) Aug. 18**
**Daily Diet of Danger (10)**.Jan. 6, '39
**Filming the Fleet (..)**.....Oct. 27
**Sand Hogs (10)** .....May 12

### ED THORGERSEN-SPORTS

**Big Game Fishing (..)**.....Sept. 1
**Hunting Dogs (11)** .....Mar. 3, '39
**Inside Baseball (11)** .....
**Shooting for Par (10)** .....Jan. 6
**Sports Immortals (11)**.....June 23

### FATHER HUBBARD'S ALASKAN ADVENTURES

**Birthplace of Icebergs (11)**.Aug. 4

### FASHIONS

**Fashion Forecasts No. 1 (..)** .....Sept. 15
**Fashion Forecasts, No. 3 (11)** .....Mar. 31, '39
**Fashion Forecast No. 4 (..)**..July 7

### FOX MOVIETONE NEWS

Released twice weekly.

### LEW LEHR AND HIS DRIBBLE PUSS PARADE

**Monkeys Is the Cwaziest People (10)** .....Sept. 29
**Muscle Maulers (11)** .....Apr. 14
**What Every Inventor Should Know (10)** .....Jan. 20, '39

### LOWELL THOMAS MAGIC CARPET

**Good Neighbors (..)** .....May 26
**Isle of Pleasure (11)**.....Feb. 3, '39
**Mystic Siam (10)** .....Mar. 17, '39
**Tempest Over Tunis (11)**....June 9
**The Evergreen Empire (..)**..Oct. 13
**Viking Trail (10)** .....Feb. 17, '39

### TERRY-TOONS

**A Bully Romance (..)**.....June 16
**Africa Squawks (7)** .....June 30
**Barnyard Baseball (7)** .....July 14
**Barnyard Egg-Citement (11)** May 5
**Frozen Feet (7)** .....Feb. 24
**Gandy Goose and G-Man Jitters (7)** .....Mar. 10
**Hook, Line and Sinker (..)** Sept. 8
**Nick's Coffee Pot (7)**.....May 19
**Nutty Network (7)** .....Mar. 24
**One Gun Gary in the Nick of Time (7)** .....Jan. 27
**Sheep in the Meadow (..)**..Sept. 22
**The Cuckoo Bird (7)** .....April 7
**The Golden West (7)**.....Aug. 25
**Their Last Bean (7)**.....April 21
**The Old Fire Horse (..)**....July 28
**The Orphan Duck (..)**.....Oct. 6
**The Owl and the Pussycat (7)** .....Jan. 13, '39
**The Prize Guest (7)**.....June 2
**The Three Bears (6)**.....Feb. 10
**Two Headed Giant (7)**....Aug. 11

## Universal

### LANTZ CARTUNES

**A Haunting We Will Go (9)**..Sept. 4
**Bird on Nellie's Hat**.....June 19
**Bola Mola Land (7)**.....May 29, '39
**Charlie Cuckoo (7)**.....Apr. 30, '39
**Crack Pot Cruise (7)**....Apr. 10, '39
**Life Begins for Andy Panda (8)** .....Oct. 9
**Little Tough Mice (7)**.....Mar. 13
**Magic Beans (7)** .....Feb. 13
**Nellie of the Circus (7)**...May 8, '39
**One Armed Bandit (7)**.....Mar. 27
**Silly Superstition (7)**.....Aug. 28
**Slap Happy Valley (7)**.....Aug. 21
**Snuffy's Party (7)** .....Aug. 7
**Stubborn Mule (7)** .....July 31
**The Birth of a Toothpick (7)** .....Feb. 27

### GOING PLACES WITH GRAHAM McNAMEE

**No. 59 ( 9)** .....Jan. 30, '39
**No. 60 (10)** .....Feb. 20, '39
**No. 61 ( 9)** .....Mar. 13
**No. 62 ( 9)** .....Apr. 10, '39
**No. 63 ( 9)** .....May 15, '39
**No. 64 ( 9)** .....June 26, '39
**No. 65 ( 9)** .....July 17
**No. 66 ( 9)** .....Sept. 25
**No. 67 ( 9)** .....Oct. 16

### MENTONE PRODUCTIONS

**Bank Notes (19)** .....Mar. 15
Gus Van, Minor & Root, Three Wiles, Barton Quintet, Ruth Daye.
**Cafe Boheme (17)** .....Apr. 12
Saul Grauman & Co., Rosita Ortega, Pied Pipers, Luba Malina, Roy Smeck & His Aloha Islanders.
**Gals and Gallons (18)**...July 12, '39
East and Dumke, Rita Rio, Jan Peerce, Deneet & Dee, Pansy the Horse.
**Nautical Knights (19)**..Jan. 11, '39
Arthur & Morton Harvel, Moore & Ravel, Judy Starr, Stump and Stumpy, The Khezzis.
**Pharmacy Follies (18)**...May 17, '39
Three Playboys, Frazee Sisters, Emerson's Mountaineers, Gilrone & Starr.
**Swing Sanatorium (18)**.....June 14
Dorothy Stone-Charles Collins.
**With Best Dishes (17)**.....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

### OSWALD CARTOONS

**The Big Cat and the Little Mousie (7)** .....Aug. 15

### STRANGER THAN FICTION

**No. 58 ( 9)** .....Jan. 2
**No. 59 ( 9)** .....Feb. 6
**No. 60 ( 9)** .....Mar. 6
**No. 61 ( 9)** .....Apr. 3
**No. 62 ( 9)** .....May 1, '39
**No. 63 ( 9)** .....June 5, '39
**No. 64 (..)** .....July 3
**No. 65 ( 9)** .....Aug. 7
**No. 66 (8½)** .....Sept. 18
**No. 67 ( 9)** .....Oct. 9

### TWO REEL MUSICALS

**Boy Meets Joy (17)**.....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
**Swing Hotel (18)** .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

### TWO REEL SPECIAL

**March of Freedom (21)**.....Sept. 6

### UNIVERSAL NEWS

Released twice weekly.

## Vitaphone

### BROADWAY BREVITIES

**A Fat Chance (..)**.....Mar. 25
**A Swing Opera (..)**.....July 22, '39
**Broadway Buckaroo (20)**.June 3, '39
**Home Cheap Home (..)**.....Mar. 18
**Projection Room (..)** .....Mar. 4
**Rollin' in Rhythm (..)**.....Apr. 15
**Seeing Red (20)**.....Aug. 26
**Seeing Spots (20)** .....Apr. 29, '39
**Slapsie Maxie (17)**.....Sept. 10
**Sophomore Swing (20)**.....Jan. 21
**Small Town Idol (20)**.....Feb. 11
**Sundae Serenade (20)**.....Feb. 25
**You're Next to Closing (20)** .....May 13, '39
**Wardrobe Girl (..)** .....June 17, '39

### THE COLOR PARADE (New Series)

**For Your Convenience (10)** .....May 20, '39
**Mechanix Illustrated No. 1 (10)** .....Sept. 30
**Mechanix Illustrated No. 2 (10)** .....Jan. 7, '39
**Mechanix Illustrated, No. 3 (10)** .....Feb. 25
**Mechanix Illustrated No. 4** Apr. 22, '39
**Mechanix Illustrated No. 5 (..)** .....June 10, '39
**Mechanix Illustrated No. 6 (10)** .....Aug. 5
**Modern Methods (..)**.....July 15, '39
**Points on Pointers (9)** .....Jan. 28
**The Roving Camera (10)** Mar. 25, '39

### LOONEY TUNES CARTOONS

**Chicken Jitters (7)** .....Apr. 1
**It's an Ill Wind (7)**.....Jan. 28
**Polar Pals (..)** .....June 3, '39
**Porky and Teabiscuit (7)**.Apr. 22, '39
**Porky's Hotel (7)** .....Sept. 2
**Porky's Movie Mystery (7)**..Mar. 11
**Porky's Picnic (..)** .....July 15, '39
**Porky's Tire Trouble (7)**.....Feb. 18
**The Lone Stranger and Porky (7)** .....Jan. 7, '39
**Christopher Columbus jr. (7)** .....May 13, '39
**Scalp Trouble (..)**.....June 24, '39
**Wise Quack (..)** .....Aug. 5, '39

### MELODY MASTERS

**Artie Shaw and Orchestra (10)** .....Apr. 29, '39
**Blue Barron & Orch. (10)** Jan. 21, '39
**Clyde Lucas & Orch. (10)** Jan. 7, '39
**Clyde McCoy & Orchestra (10)** .....Mar. 18
**Dave Apollon and His Orchestra (11)** .....Dec. 24
**Dave Apollon and Orchestra (..)** .....Apr. 8
**Eddie DeLange and Orchestra (10)** .....Aug. 12
**Jerry Livingston & Orchestra (10)** .....Feb. 4
**Larry Clinton & Orchestra (10)** .....May 20, '39
**Leith Stevens & Orch. (..)** .....June 10, '39
**Rita Rio & Orch. (..)**....July 1, '39
**Russ Morgan & Orchestra (11)** .....Feb. 25
**Swing Styles (10)**.....Sept. 2
**Will Osborne & Orch. (..)** .....July 22, '39

### MERRIE MELODIES (In Color)

**A Day at the Zoo (7)**.....Mar. 11
**Bars and Stripes Forever (7)**.Apr. 8
**Believe It or Else (..)**..June 3, '39
**Count Me Out (7)** .....Dec. 17
**Daffy Duck and the Dinosaur (7)** .....Apr. 22, '39
**Dangerous Dan McFoo (..)** .....July 15, '39
**Detouring America (7)**.....Aug. 26
**Dog Gone Modern (7)**....Jan. 14, '39
**Goldrush Daze (7)** .....Feb. 25
**Ham-Ateur Night (7)** ....Jan. 28, '39
**Hare-um Scare-um (7)**.....Aug. 12
**Little Brother Rat (7)**.....Sept. 2
**Naughty But Mice (7)**....May 20, '39
**Old Glory (..)** .....July 1, '39
**Prest-O Change-O (7)**.....Mar. 25
**Robinhood Makes Good (7)**..Feb. 11
**Sioux Me (7)** .....Sept. 9
**Snow Man's Land (..)**..July 29, '39
**Thugs With Dirty Mugs (7)** May 6, '39

### TECHNICOLOR

**Bill of Rights (..)**.....Aug. 12, '39
**Lincoln in the White House (21)** .....Feb. 11, '39
**Quiet Please (..)** .....July 1, '39
**Sons of the Plains (19)**..July 30, '39
Mauch Twins, Rosella Towne.
**Sons of Liberty (20)**.....May 20, '39
**Swingtime in the Movies (20)** .....Jan. 7, '39
Fun on the Warner lot with Fritz Feld, Katherine Kane, John Carroll, Charles Foy and Jerry Colonna.

### SPECIALS (New Series) Tech.

**The Master's Touch (10)**....Feb. 18

### VITAPHONE VARIETIES

**Crawfords at Home (..)**.Apr. 15, '39
**Dean of the Pasteboards (10)** .....May 27
**Gadgeteers (10)** .....Feb. 18
**One Day Stand (10)**.....Aug. 19
**Tax Trouble (10)** .....Mar. 18, '39
**Ski Girl (10)** .....Jan. 14, '39
**Vote Trouble (10)**.....Sept. 9
**Witness Trouble (..)**....July 29, '39

### TRUE ADVENTURES (By Floyd Gibbons)

**A Minute From Death (11)**..Mar. 4
**Chained (..)** .....Apr. 1
**Haunted House (..)**.....June 3, '39
**High Peril (12)** .....Feb. 18
**Lives in Peril (..)**.....July 7, '39
**The Human Bomb (12)**....Jan. 7, '39
**Three-Minute Fuse (..)**..July 29, '39
**Verge of Disaster (10)**.....Aug. 26
**Voodoo Fires (11)** .....May 6

## SERIALS

### COLUMBIA

**Mandrake the Magician**...May 6, '39
12 chapters.

**Secret of Treasure Island**...Mar. 17
(15 episodes). Story of buried pirate's treasure on an adventurer's island.

**The Shadow (..)** .....Oct. 27
15 chapters.

### REPUBLIC

**Daredevils of the Red Circle 12 Chapters** .....June 10, '39
Charles Quigley, Herman Brix, David Sharps, Carole Landis, Miles Mander, Charles Middleton.

**Dick Tracy's G-Men** .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.

**Lone Ranger Rides Again** Feb. 25, '39
15 Chapters. Robert Livingston, Jinx Falken, Chief Thunder Cloud.

### UNIVERSAL

**Buck Rogers** .....Apr. 11, '39
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

**Oregon Trail (15 chapters)**...July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.

**Scouts to the Rescue**....Jan. 17, '39
12 Chapters. Jackie Cooper, Jack Mulhall, Vondell Darr, Bill Cody jr.

# Booking Chart

A GUIDE TO CURRENT RELEASES

Date at top of column is week ending. Number in square is national release date, 1938-39. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult classification, otherwise Family suitability. R—is review date. Symbol ❶ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

| | JUNE 10 | JUNE 17 | JUNE 24 | JULY 1 | JULY 8 | JULY 15 |
|---|---|---|---|---|---|---|
| COLUMBIA | | 15 Comedy 1072<br>**Awful Truth** (92) reissue<br>Irene Dunne<br>15 Western 9207<br>**Western Caravans** (58)<br>C. Starrett-I. Meredith<br>R—July 1 | 20 Action Drama 9012<br>**Clouds Over Europe** (79)<br>(Form. "Q" Planes)<br>Laurence Olivier<br>Valerie Hobson<br>R—June 10 | 29 Drama 9032<br>**Parents on Trial** (57)<br>Parker-Downs; R-July 8<br>30 Comedy 9005<br>**Good Girls Go to Paris** (73); R-June 24<br>J. Blondell-M. Douglas | | 15 Western 9208<br>**Man From Sundown** (59)<br>Starrett-Meredith<br>R—Aug. 5<br>10 Drama 9025<br>**A Woman Is the Judge** (60)<br>Hudson-Kruger; R-July 8 |
| GRAND NAT'L | | | | | | |
| MGM | 9 Melodrama 938<br>**6,000 Enemies** (61)<br>Walter Pidgeon<br>Rita Johnson<br>R—June 3 | 16 Action Drama 939<br>**Tarzan Finds a Son!** (81)<br>Johnny Weissmuller<br>Maureen O'Sullivan<br>R—June 3 | 23 Comedy 940<br>**Maisie** (74)<br>Ann Sothern<br>Robert Young<br>R—June 17 | 30 Drama 941<br>**Stronger Than Desire** (77)<br>Virginia Bruce<br>Walter Pidgeon<br>R—July 1 | 7 Drama 942<br>❶**On Borrowed Time** (99)<br>Lionel Barrymore<br>Bobs Watson<br>R—July 8 | 14 Drama 943<br>**They All Come Out** (70)<br>Rita Johnson<br>Tom Neal<br>R—July 8 |
| MONOGRAM | 10 Melodrama 3823<br>**Should a Girl Marry?** (57)<br>(For. Girl From Nowhere)<br>Anne Nagel-Warren Hull<br>R—Aug. 5 | | | 1 Action Drama 3814<br>**Stunt Pilot** (62)<br>John Trent<br>Marjorie Reynolds<br>R—July 8 | | |
| PARAMOUNT | 9 Action Drama 3840<br>**Undercover Doctor** (67)<br>Lloyd Nolan<br>J. Carrol Naish<br>R—May 27 | 16 Drama 3841<br>**Invitation to Happiness** (99)<br>Irene Dunne<br>Fred MacMurray<br>R—May 20 | 23 Melodrama 3842<br>**Grand Jury Secrets** (68)<br>J. Howard-G. Patrick<br>R—May 20<br>23 Western 3843<br>**Heritage of Desert** (73)<br>D. Woods-E. Venable<br>R—Mar. 25 | 30 Melodrama 3844<br>**Bulldog Drummond's Bride** (57)<br>John Howard<br>Heather Angel<br>R—June 24 | 7 Musical 3845<br>**Man About Town** (85)<br>Jack Benny<br>Dorothy Lamour<br>R—June 17 | 14 Com. with Music 3846<br>**Million Dollar Legs** (63)<br>Betty Grable<br>Jackie Coogan<br>R—July 15 |
| REPUBLIC | 9 Western 845<br>**Mountain Rhythm** (59)<br>Gene Autry<br>Smiley Burnette<br>R—July 8 | | 23 Western 856<br>**In Old Caliente** (57)<br>Roy Rogers; R-July 15<br>21 Western 867<br>**Wyoming Outlaw** (52)<br>Three Mesquiteers<br>R—July 15 | | 3 Drama 814<br>**Mickey, the Kid** (66)<br>Bruce Cabot-Tommy Ryan<br>R—July 1 | 15 Musical Comedy 815<br>**She Married a Cop** (65)<br>Phil Regan-Jean Parker<br>R—July 1 |
| RKO RADIO | | 16 Melodrama 926<br>**Girl and the Gambler** (62)<br>(For. The Dove)<br>Steffi Duna<br>Leo Carrillo<br>R—June 10 | 23 Drama 927<br>**Five Came Back** (75)<br>Chester Morris<br>Wendy Barrie<br>R—June 10 | 30 Mystery Drama 929<br>**Saint in London** (70)<br>Geo. Sanders<br>Sally Grey R—July 1<br>30 Western 985<br>**Timber Stampede** (58)<br>G. O'Brien - M. Reynolds<br>R—June 24 | 7 Melodrama 930<br>**Career** (78)<br>Anne Shirley<br>Edward Ellis<br>R—July 1 | 14 Drama 993<br>**Of Human Bondage** (83)<br>(Reissue)<br>Leslie Howard-B. Davis<br>14 Drama 994<br>**Lost Squadron** (79) reissue<br>Joel McCrea-Richard Dix |
| 20TH-FOX | 9 Drama 947<br>❶**Young Mr. Lincoln** (101)<br>Henry Fonda<br>Marjorie Weaver<br>R—June 10 | 16 Melodrama 948<br>**Charlie Chan in Reno** (71)<br>Sidney Toler<br>Phyllis Brooks<br>R—June 3 | 23 Com. Drama 954<br>**Susannah of the Mounties** (78)<br>Shirley Temple<br>Randolph Scott<br>R—June 17 | 30 Comedy Drama 950<br>**It Could Happen to You** (72)<br>Stuart Erwin<br>Gloria Stuart<br>R—June 3 | 7 Melodrama 952<br>**Mr. Moto Takes a Vacation** (65)<br>Peter Lorre<br>Virginia Field<br>R—Nov. 19 | 14 Musical Comedy 949<br>**Second Fiddle** (85)<br>Sonja Henie<br>Tyrone Power<br>R—July 8 |
| UNITED ARTS | | | | | | |
| UNIVERSAL | 9 Drama 3009<br>**The Sun Never Sets** (94)<br>Doug Fairbanks jr.<br>Virginia Field<br>R—June 10<br>2 Mystery Reissue<br>**Old Dark House** (71) | | | 30 Melodrama 3038<br>**House of Fear** (66)<br>William Gargan<br>Irene Hervey<br>R—May 20 | 7 Drama 3031<br>**Forgotten Woman** (68)<br>Sigrid Gurie<br>Donald Briggs<br>R—July 8 | 14 Comedy 3008<br>**Unexpected Father** (89)<br>(For. Sandy Takes a Bow)<br>Baby Sandy-Mischa Auer<br>R—July 22 |
| WARNER-F.N. | 10 Hist. Drama WB301<br>**Juarez** (127)<br>Paul Muni<br>Bette Davis<br>Brian Aherne<br>R—April 29 | 17 Com. M-Drama WB324<br>**Nancy Drew, Trouble Shooter** (69)<br>Bonita Granville<br>John Litel<br>R—July 15 | 24 Action Drama FN368<br>**Kid From Kokomo** (92)<br>Wayne Morris<br>Joan Blondell<br>R—May 27 | 1 Com.-Music WB311<br>**Naughty But Nice** (90)<br>Ann Sheridan<br>Dick Powell<br>R—June 10 | 8 Action Drama WB312<br>**Hell's Kitchen** (81)<br>Dead End Kids<br>Margaret Lindsay<br>R—June 24 | 15 Action Drama WB3<br>**Waterfront** (59)<br>Denis Morgan<br>Gloria Dickson<br>R—July 1 |
| MISCELLANEOUS | 9 Western Astor<br>**Tumbleweeds** (82), reissue<br>Wm. S. Hart<br>R—May 27 | 16 Musical Astor<br>**Everything Is Rhythm** (60)<br>Harry Roy-Princess Pearl | 23 Melodrama Astor<br>**U-67** (65)<br>Allan Hale | | 2 Drama Astor<br>**Out of Singapore** (74)<br>Noah Beery-M. Love | |

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# Booking Chart

A GUIDE TO CURRENT RELEASES

| JULY 22 | JULY 29 | AUGUST 5 | AUGUST 12 | AUGUST 19 | AUGUST 26 |
|---|---|---|---|---|---|
| 0 Comedy 9010<br>**Dondie Takes a Vacation** (68)<br>Penny Singleton<br>Arthur Lake<br>R—July 22 | 28 Action Drama 9033<br>**Behind Prison Gates** (62)<br>(For. Escape From Alcatraz)<br>Brian Donlevy<br>Jacqueline Wells<br>R—Aug. 5 | 4 Action Drama 9008<br>**Coast Guard** (72)<br>Randolph Scott<br>Frances Dee<br>R—Aug. 19 | | 17 Melodrama 9018<br>**Man They Could Not Hang** (64)<br>Boris Karloff<br>R—Aug. 19 | 22 Comedy Drama 9017<br>**Five Little Peppers** (60)<br>Edith Fellows<br>23 Western 9209<br>**Riders of Black River** (59)<br>C. Starrett-I. Meredith<br>R—Sept. 30 |
| 21 Comedy 944<br>**Andy Hardy Gets Spring Fever** (87)<br>Mickey Rooney<br>Lewis Stone<br>R—July 15 | 28 Drama 945<br>**Goodbye, Mr. Chips** (114)<br>Robert Donat<br>R—May 20 | 4 Drama 946<br>**Miracles for Sale** (70)<br>Robert Young<br>Florence Rice<br>Henry Hull<br>R—Aug. 5 | 11 Drama 947<br>**Lady of the Tropics** (91)<br>Hedy LaMarr<br>Robt. Taylor<br>R—Aug. 12 | 18 Comedy Drama 948<br>**These Glamour Girls** (79)<br>Lew Ayres-Lana Turner<br>Anita Louise<br>R—Aug. 26 | 25 Comedy Fantasy 949<br>**Wizard of Oz** (102)<br>Judy Garland<br>Frank Morgan<br>R—Aug. 19 |
| 21 Western 3865<br>**Man From Texas** (60)<br>Tex Ritter<br>R—Aug. 12 | | 1 Mystery 3807<br>**Mr. Wong in Chinatown** (70)<br>Boris Karloff<br>Grant Withers<br>Mary Reynolds<br>R—July 22 | | 15 Drama with Mus. 3825<br>**Girl From Rio** (62)<br>Movita-Warren Hull<br>R—Aug. 12<br>16 Western 3866<br>**Riders of Frontier** (58)<br>Tex Ritter<br>R—Sept. 9 | 25 Western 3856<br>**Oklahoma Terror** (52)<br>Jack Randall<br>22 Melodrama 3826<br>**Irish Luck** (61)<br>F. Darro-D. Purcell<br>R—Aug. 26 |
| 21 Action Drama 3847<br>**Magnificent Fraud** (78)<br>Akim Tamiroff<br>Lloyd Nolan<br>Patricia Morison<br>R—July 1 | 28 Drama 3848<br>**Island of Lost Men** (64)<br>Anna May Wong<br>R—July 29 | 4 Comedy 3819<br>**Night Work** (62)<br>Mary Boland<br>Charles Ruggles<br>R—Aug. 12 | 11 Comedy Drama 3850<br>**Our Leading Citizen** (90)<br>Bob Burns<br>Susan Hayward<br>R—Aug. 5 | 18 Melodrama 3865<br>**This Man Is News** (75)<br>Barry K. Barnes<br>V. Hobson R—July 29<br>18 Western 3859<br>**Renegade Trail** (58)<br>William Boyd<br>R. Hayden R—July 29 | 25 Musical Comedy 3851<br>**Star Maker** (94)<br>Bing Crosby<br>Louise Campbell<br>R—Aug. 19 |
| | 26 Comedy 816<br>**Should Husbands Work?** (62)<br>Gleason Family<br>Marie Wilson<br>R—July 22 | 31 Western 846<br>**Colorado Sunset** (64)<br>Gene Autry-S. Burnette<br>R—Aug. 5 | 10 Western 868<br>**New Frontier** (56)<br>Three Mesquiteers<br>R—Aug. 19 | 14 Western 847<br>**In Old Monterey** (70)<br>Gene Autry<br>Smiley Burnette<br>R—July 29 | 21 Action Drama 825<br>**Smuggled Cargo** (61)<br>Rochelle Hudson<br>Barry MacKay<br>R—Aug. 26 |
| 21 Musical 947<br>**Way Down South** (62)<br>Bob Breen-Alan Mowbray<br>R—July 22 | 28 Melodrama 931<br>**Spellbinder** (70)<br>Lee Tracy-Barbara Read<br>R—July 15 | 4 Comedy 932<br>**Bachelor Mother** (81)<br>Ginger Rogers<br>David Niven<br>R—July 1 | 11 Western 933<br>**Bad Lands** (65)<br>R. Barrat-N. Berry jr.<br>R—July 29 | 18 Drama 936<br>**In Name Only** (92)<br>Carole Lombard<br>Cary Grant<br>Kay Francis<br>R—Aug. 12 | |
| 21 Action Drama 953<br>**News Is Made at Night**(71)<br>P. Foster-L. Bari<br>R—July 8<br>21 Mystery Drama 8014<br>**Ware Case, The** (72)<br>Clive Brook-Jane Baxter<br>R—July 29 | 28 Outdoor Drama 951<br>**Frontier Marshal** (70)<br>Randolph Scott<br>Binnie Barnes<br>R—July 29 | 4 Comedy Drama 001<br>**Elsa Maxwell's Hotel for Women** (82)<br>Ann Sothern<br>James Ellison<br>R—July 29 | 11 Comedy Drama 002<br>**Chicken Wagon Family** (65)<br>Jane Withers<br>Leo Carrillo<br>Marjorie Weaver<br>R—Aug. 19 | 18 Adventure Drama 003<br>**Stanley and Livingstone** (100)<br>Spencer Tracy<br>Nancy Kelly<br>Richard Greene<br>R—Aug. 5 | 25 Comedy 004<br>**Quick Millions** (61)<br>(The Jones Family)<br>Jed Prouty<br>Spring Byington<br>R—Aug. 5 |
| | 28 Comedy<br>**Winter Carnival** (90)<br>Ann Sheridan<br>Richard Carlson<br>R—July 22 | 4 Drama<br>**Four Feathers** (109)<br>Ralph Richardson<br>June Duprez<br>R—June 24 | 11 Melodrama<br>**Man in the Iron Mask** (110)<br>Louis Hayward<br>Joan Bennett<br>R—July 8 | 18 Drama with Music<br>**They Shall Have Music** (120)<br>Andrea Leeds<br>Joel McCrea<br>Jascha Heifetz<br>R—July 15 | |
| 21 Drama 3007<br>**I Stole a Million** (78)<br>George Raft<br>Claire Trevor<br>R—July 22 | | | 11 Drama 3003<br>**When Tomorrow Comes** (90)<br>Charles Boyer<br>Irene Dunne<br>R—Aug. 19 | | |
| 22 Drama FN360<br>**Daughters Courageous** (107)<br>Lane Sisters<br>John Garfield<br>R—June 24 | 29 Comedy FN366<br>**Cowboy Quarterback** (56)<br>Bert Wheeler<br>Gloria Dickson<br>R—July 8 | 5 Melodrama WB315<br>**Indianapolis Speedway** (82)<br>Ann Sheridan<br>Pat O'Brien<br>R—July 15 | 12 Comedy WB326<br>**Torchy Plays With Dynamite** (59)<br>Jane Wyman<br>Allen Jenkins<br>R—Aug. 5 | 19 Drama FN356<br>**Each Dawn I Die** (92)<br>James Cagney<br>Geo. Raft-Jane Bryan<br>R—July 22 | 26 Comedy FN376<br>**Hobby Family, The** (54)<br>Irene Rich-H. O'Neill<br>R—Aug. 26<br>26 Drama FN367<br>**Angels Wash Their Faces** (96)<br>Ann Sheridan; R-Aug. 5 |

COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

# Booking Chart

A GUIDE TO CURRENT RELEASES

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| APRIL, 1940 | | | | | | |
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| MAY, 1940 | | | | | | |
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| | SEPTEMBER 2 | SEPTEMBER 9 | SEPTEMBER 16 | SEPTEMBER 23 | SEPTEMBER 30 | OCTOBER 7 |
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| COLUMBIA | 30 Wild Horse **9034**<br>**Konga, the Wild Stallion** (65) | 5 Drama **9002**<br>**Golden Boy** (100)<br>Stanwyck-Holden<br>R—Aug. 19<br>7 Mystery Drama **1025**<br>**Hidden Power** (60)<br>Jack Holt-Gert. Michael<br>R—May 29 | 14 Western **1201**<br>**Outpost of the Mounties**<br>Chas. Starrett-I. Meredith<br>(63) | 21 Drama<br>**Those High Grey Walls** (82)<br>Walter Connolly<br>Iris Meredith<br>R—Sept. 30 | | 7 Action Drama<br>**U-Boat 29** (77)<br>Conrad Veidt<br>Valerie Hobson<br>R—Sept. 23 |
| GRAND NAT'L | | | | | | |
| MGM | 1 Comedy Drama **1**<br>**The Women** (134)<br>Norma Shearer<br>Joan Crawford<br>Rosalind Russell<br>R—Sept. 2 | 10 Melodrama **5**<br>**Blackmail** (79)<br>Edw. G. Robinson<br>Ruth Hussey<br>Gene Lockhart<br>R—Sept. 16 | 15 Drama **4**<br>**Thunder Afloat** (94)<br>Wallace Beery<br>Chester Morris<br>Virginia Grey<br>R—Sept. 23 | | 29 Comedy Drama **3**<br>**Dancing Co-ed** (81)<br>Lana Turner<br>Richard Carlson<br>R—Sept. 30 | 6 Comedy **6**<br>**Fast and Furious (..)**<br>Ann Sothern<br>Franchot Tone |
| MONOGRAM | | | 12 Action Drama **3815**<br>**Sky Patrol** (61)<br>John Trent<br>Marjorie Reynolds<br>R—Sept. 23 | | 30 War Spectacle<br>**Fight for Peace** (..) | 1 Outdoor Drama<br>**Crashing Thru (..)**<br>James Newell<br>Jean Carmen |
| PARAMOUNT | 1 Melodrama **3901**<br>**Death of a Champion** (66)<br>Lynne Overman<br>Virginia Dale<br>R—Sept. 2 | 8 Western **3954**<br>**Range War** (66)<br>Wm. Boyd<br>Russell Hayden<br>R—Aug. 12 | 15 Drama **3902**<br>**Beau Geste** (114)<br>Gary Cooper<br>Ray Milland<br>R—July 29 | 22 Comedy **3903**<br>**$1,000 a Touchdown** (71)<br>Joe E. Brown<br>Martha Raye<br>R—Sept. 30 | 29 Comedy Drama **3904**<br>**Honeymoon in Bali** (96)<br>**(For. My Love for Yours)**<br>Madeleine Carroll<br>Fred MacMurray<br>R—Sept. 16 | 6 Comedy **3905**<br>**What a Life** (75)<br>Betty Field<br>Jackie Cooper<br>R—Sept. 23 |
| REPUBLIC | 28 Drama **9111**<br>**Flight at Midnight** (66)<br>Phil Regan-Jean Parker<br>Col. Roscoe Turner<br>R—Sept. 2 | 6 Western **857**<br>**Wall Street Cowboy** (66)<br>Roy Rogers<br>Gabby Hayes<br>R—Sept. 9 | | 21 Melodrama **912**<br>**Calling All Marines** (65)<br>Donald Barry<br>Helen Mack<br>R—Sept. 16 | 29 Western **951**<br>**Arizona Kid** (..)<br>Roy Rogers<br>Sally March | 6 Western **961**<br>**Kansas Terrors (..)**<br>Three Mesquiteers |
| RKO RADIO | 1 Melodrama **935**<br>**Conspiracy** (59)<br>Allan Lane-Linda Hayes<br>R—Sept. 2 | 8 Western **986**<br>**Fighting Gringo** (60)<br>Geo. O'Brien; R-Sept. 2<br>8 Drama **003**<br>**Full Confession** (72)<br>V. McLaglen-S. Eilers<br>R—Aug. 26 | 15 Comedy **002**<br>**Day the Bookies Wept** (65)<br>Joe Penner<br>Betty Grable<br>R—Sept. 9 | 22 Comedy Drama **934**<br>**Fifth Avenue Girl** (80)<br>Ginger Rogers<br>James Ellison<br>R—Aug. 26 | 29 Drama **001**<br>**Nurse Edith Cavell** (95)<br>Anna Neagle<br>George Sanders<br>R—Aug. 26 | 6 Musical **946**<br>**Everything's on Ice** (65)<br>Irene Dare<br>Eric Linden<br>R—Sept. 9 |
| 20TH-FOX | 1 Detective Drama **005**<br>**Adventures of Sherlock Holmes** (85)<br>Basil Rathbone<br>Ida Lupino<br>R—Aug. 26 | 8 Melodrama **006**<br>**Charlie Chan at Treasure Island** (73)<br>Sidney Toler<br>Cesar Romero<br>Pauline Moore<br>R—Aug. 12 | 15 Drama **011**<br>**The Rains Came** (103)<br>Myrna Loy-Tyrone Power<br>George Brent<br>R—Sept. 16 | 22 Comedy **008**<br>**Stop, Look and Love** (57)<br>Jean Rogers<br>William Frawley<br>R—Sept. 2 | 29 Drama **009**<br>**Here I Am a Stranger** (82)<br>Richard Greene<br>Nancy Kelly<br>R—Sept. 30 | 6 Drama **010**<br>**The Escape** (60)<br>Kane Richmond<br>Allan Duff |
| UNITED ARTS | | | | 22 Drama<br>**Intermezzo, A Love Story** (..)<br>Leslie Howard<br>Ingrid Bergman<br>John Halliday | 29 Melodrama<br>**The Real Glory** (95)<br>Gary Cooper<br>Andrea Leeds<br>R—Sept. 23 | 6 Comedy<br>**Eternally Yours (..)**<br>Loretta Young<br>David Niven |
| UNIVERSAL | 1 Comedy Drama<br>**Underpup** (88)<br>Gloria Jean-Truex-Grey<br>R—Sept. 2<br>1 Outdoor Drama **4051**<br>**Mutiny on the Black Hawk** (66) R—June 24<br>R. Arlen-A. Devine | 8 Musical Comedy<br>**Hawaiian Nights** (64)<br>Downs-Carlisle<br>R—Aug. 26<br>8 Western **4058**<br>**Desperate Trails** (58)<br>John Mack Brown<br>Bob Baker-Fuzzy Knight | 15 Drama **4017**<br>**Two Bright Boys** (70)<br>Jackie Cooper<br>Freddie Bartholomew<br>R—Sept. 23<br>8 Musical **4044**<br>**Mikado** (92)<br>Kenny Baker; R-Jan. 7 | 22 Melodrama<br>**The Witness Vanishes** (66)<br>E. Lowe-W. Barrie | 29 Drama<br>**Rio** (75)<br>Sigrid Gurie<br>Basil Rathbone<br>R—Sept. 30 | 6 Comedy<br>**Hero for a Day (..)**<br>Anita Louise-Dick Foran |
| WARNER-F.N. | 2 Drama **FN452**<br>**The Old Maid** (95)<br>Bette Davis<br>Miriam Hopkins<br>R—Aug. 5 | 9 Com. Melo. **WB419**<br>**Nancy Drew and the Hidden Staircase** (60)<br>Bonita Granville<br>Frankie Thomas<br>R—Aug. 26 | 16 Drama<br>**Dust Be My Destiny** (88)<br>John Garfield<br>Priscilla Lane<br>R—Aug. 19 | 23 Comedy **FN469**<br>**No Place to Go** (57)<br>Fred Stone<br>Gloria Dickson<br>Denis Morgan<br>R—Sept. 23 | 30 Melodrama **WB415**<br>**A Child Is Born** (79)<br>Geraldine Fitzgerald<br>Gladys George<br>Jeffrey Lynn<br>R—Aug. 5 | 30 Melodrama<br>**Espionage Agent** (80)<br>Joel McCrea<br>Brenda Marshall<br>R—Sept. 30 |
| MISCELLANEOUS | | | | | | |

| JUNE, 1940 | | | | | | |
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| AUGUST, 1940 | | | | | | |
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# Booking Chart

A GUIDE TO CURRENT RELEASES

| OCTOBER 14 | OCTOBER 21 | OCTOBER 28 | NOVEMBER 4 | NOVEMBER 11 | NOVEMBER 18 |
|---|---|---|---|---|---|
| | 19 Comedy Drama<br>**Mr. Smith Goes to Washington (..)**<br>Jean Arthur<br>James Stewart<br>16 Drama<br>**Scandal Sheet (..)**<br>O. Kruger-O. Munson | 24 Comedy<br>**Beware Spooks! (..)**<br>Joe E. Brown<br>Mary Carlisle | 2 Comedy<br>**Blondie Brings Up Baby (..)**<br>Penny Singleton<br>Arthur Lake<br>2 Western<br>**Stranger From Texas (..)**<br>Charles Starrett | | |
| ] Comedy Drama 7<br>**notchka (..)**<br>eta Garbo<br>elvyn Douglas | 20 Comedy 8<br>**At the Circus (..)**<br>Marx Bros.<br>Florence Rice | 27 Comedy Drama<br>**Looking After Sandy (..)**<br>Virginia Weidler<br>Henry Hull | | | |
| ] Drama 3803<br>**utiny in the Big House (..)**<br>as. Bickford<br>rton MacLane | 20 Western<br>**Riders of Destiny (..)**<br>(Reissue)<br>John Wayne<br>20 Western<br>**Sagebrush Trail (..)**<br>(Reissue)<br>John Wayne | 25 Action Drama 3816<br>**Scouts of the Air (..)**<br>John Trent | 31 Western 3857<br>**Overland Mail (..)**<br>Jack Randall | | |
| ] Drama 3906<br>**maica Inn (106)**<br>harles Laughton<br>aureen O'Hara<br>—July 8 | 20 Drama 3907<br>**Television Spy (..)**<br>William Henry | 27 Drama 3908<br>**Disputed Passage (..)**<br>Dorothy Lamour<br>Akim Tamiroff<br>John Howard | 3 Western 3955<br>**Law of the Pampas (..)**<br>Wm. Boyd | 10 Drama<br>**Geronimo (..)**<br>Preston Foster<br>Ellen Drew | 17 Drama<br>**Rulers of the Sea (96)**<br>Doug. Fairbanks jr.<br>Margaret Lockwood<br>Will Fyffe<br>R—Sept. 23 |
| ] Action Drama<br>**botage (..)**<br>leen Whelan<br>rdon Oliver | | | | | |
| ] Drama 004<br>**ree Sons (72)**<br>dward Ellis<br>rginia Vale<br>—Sept. 30 | 20 Comedy 010<br>**Flying Deuces (..)**<br>Laurel & Hardy | 27 Outdoor Drama 006<br>**Allegheny Uprising (..)**<br>John Wayne<br>Claire Trevor | 3 Drama 061<br>**Queen of Destiny (95)**<br>(For. 60 Glorious Years)<br>Anna Neagle<br>Anton Walbrook<br>R—Nov. 26, '38 | 3 Western 681<br>**Marshal of Mesa City (..)**<br>Geo. O'Brien<br>10 Drama<br>**Meet Dr. Christian (..)**<br>J. Hersholt-D. Lovett | 17 Drama 008<br>**Reno (..)**<br>Richard Dix<br>Gail Patrick |
| ] Musical 007<br>**ollywood Cavalcade (..)**<br>ice Faye-Don Ameche | 20 Comedy 018<br>**Shipyard Sally (80)**<br>Gracie Fields<br>S. Howard<br>20 Comedy 014<br>**Pack Up Your Troubles (..)**<br>Jane Withers | 27 Action Drama 013<br>**20,000 Men a Year (..)**<br>Randolph Scott<br>Martha Healy | 3 Drama<br>**Heaven With a Barbed Wire Fence (..)**<br>Jean Rogers-Glen Ford | 10 Drama 015<br>**Drums Along the Mohawk (..)**<br>Claudette Colbert<br>Henry Fonda | 17 Comedy 016<br>**Too Busy to Work (..)**<br>Jones Family |
| ] Comedy<br>**ousekeeper's Daughter** (80)<br>an Bennett-Wm. Gargan<br>dolphe Menjou<br>—Sept. 16 | | | | | |
| Melodrama<br>**wer of London (..)**<br>sil Rathbone<br>ris Karloff<br>Drama<br>**opic Fury (63)**<br>Arlen-A. Devine<br>—Sept. 16 | 20 Comedy with Music<br>**First Love (..)**<br>Deanna Durbin<br>20 Western<br>**Oklahoma Frontier (58)**<br>Johnny Mack Brown | 20 Comedy<br>**Little Accident (..)**<br>Sandy Henville<br>Florence Rice<br>27 Drama<br>**Green Hell (..)**<br>Doug. Fairbanks jr.<br>Joan Bennett | 3 Action Drama<br>**One Hour to Live (59)**<br>Charles Bickford<br>Doris Nolan<br>John Litel<br>R—Sept. 16 | 10 Action Drama<br>**Destry Rides Again (..)**<br>Marlene Dietrich<br>James Stewart | 17 Mystery Melodrama<br>**Invisible Man Returns (..)**<br>N. Grey-V. Price<br>17 Melodrama<br>**Legion of Lost Flyers (..)**<br>R. Arlen-A. Devine |
| Musical<br>**Your Toes (..)**<br>rina-Edd.e Albert<br>Melodrama<br>**de of the Blue Grass** (65)<br>Fellows-J. McCallion<br>—Sept. 23 | 21 Melodrama<br>**Smashing the Money Ring (..)**<br>Ronald Reagan<br>Margot Stevenson | 28 Drama<br>**Roaring Twenties (..)**<br>James Cagney<br>Priscilla Lane | | | |
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COLUMBIA | GRAND NAT'L | MGM | MONOGRAM | PARAMOUNT | REPUBLIC | RKO RADIO | 20TH-FOX | UNITED ARTS. | UNIVERSAL | WARNER-F.N. | MISCELLANEOUS

# Booking Chart

A GUIDE TO CURRENT RELEASES

| SEPTEMBER, 1940 | | | | | | |
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| NOVEMBER, 1940 | | | | | | |
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| NOVEMBER 25 | DECEMBER 2 | DECEMBER 9 | DECEMBER 16 | DECEMBER 23 | DECEMBER 30 |
|---|---|---|---|---|---|
| **COLUMBIA** | | | | | |
| 23 Comedy Drama<br>**Incredible Mr. Williams** (..)<br>Joan Bondell<br>Melvyn Douglas | | | | | |
| **GRAND NAT'L** | | | | | |
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| **MGM** | | | | | |
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| **MONOGRAM** | | | | | |
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| **PARAMOUNT** | | | | | |
| 24 Melodrama<br>**Cat and the Canary** (..)<br>Bob Hope<br>Paulette Goddard | 1 Comedy<br>**Our Neighbors—the Carters** (..)<br>Edmund Lowe<br>Frank Craven<br>Fay Bainter | 8 Western<br>**Llano Kid** (..)<br>Tito Guizar<br>**Gale Sondergaard** | 15 Musical Comedy<br>**St. Martin's Lane** (..)<br>Chas. Laughton<br>Vivien Leigh | 22 Fantasy<br>**Dr. Cyclops** (..)<br>Albert Dekker<br>Janice Logan | 29 Action Drama<br>**Untamed** (..)<br>Ray Milland<br>Patricia Morison |
| **REPUBLIC** | | | | | |
| | | | | | |
| **RKO RADIO** | | | | | |
| 24 Musical<br>**That's Right, You're Wrong** (..)<br>Kay Kyser and Orch. | | | | | |
| **20TH-FOX** | | | | | |
| 24 Drama 017<br>**Swanee River** (..)<br>Don Ameche-Al Jolson<br>Andrea Leeds<br>24 Comedy Drama<br>**Day-Time Wife** (..)<br>Tyrone Power<br>Brenda Joyce | 1 Melodrama<br>**City in Darkness** (..)<br>Sidney Toler<br>Lynn Bari | | | | |
| **UNITED ARTS.** | | | | | |
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| **UNIVERSAL** | | | | | |
| 24 Western<br>**Chip of the Flying U** (..)<br>Johnny Mack Brown | | | | | |
| **WARNER-F.N.** | | | | | |
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| **MISCELLANEOUS** | | | | | |
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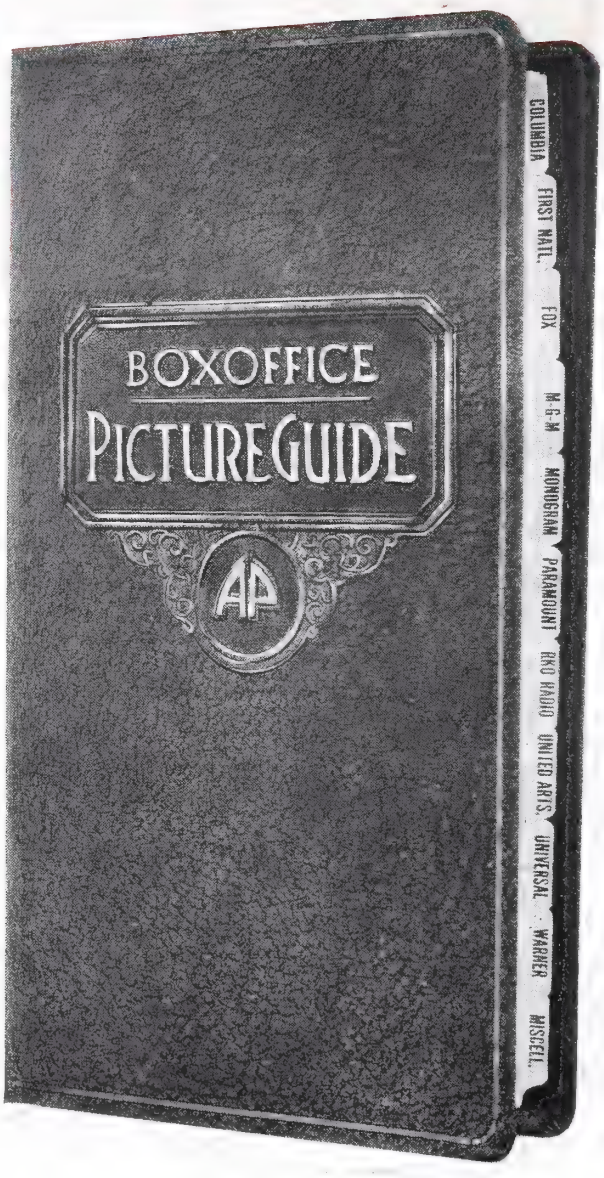
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